

MEETING MINUTES
CITY OF MOUNTAIN BROOK
 VILLAGE DESIGN REVIEW COMMITTEE
 SEPTEMBER 18, 2019
 CITY HALL, 56 CHURCH STREET, MOUNTAIN BROOK, AL 35213
 CITY COUNCIL CHAMBER

Present: Lynn Ritchie, Chairman
 Ellen Elsas, Supernumerary
 Stutts Everette
 George Israel
 Ashley Spotswood
 Katie Wohlwend

Absent: Brian Barrett, Supernumerary
 Alice Womack, Council Liaison

Also present: Dana Hazen: Director of Planning, Building & Sustainability
 Tammy Reid: Administrative Analyst

The regular meeting of the City of Mountain Brook Village Design Review Committee was held on Wednesday, September 18, 2019, in the Council Chamber at Mountain Brook City Hall. Mrs. Ritchie called the meeting to order at approximately 8:00 a.m.

1. Approval of Agenda

Mrs. Ritchie presented the agenda for consideration.

Motion: Mrs. Elsas, motion to approve the agenda as presented.

Second: Mr. Israel

Vote: Aye: Elsas, Everette, Israel, Ritchie, Spotswood and Wohlwend

Nay: None

The agenda stands approved as presented.

2. Approval of Minutes – August 21, 2019

Mrs. Ritchie presented the minutes from the August 21, 2019 meeting.

Motion: Mr. Israel, motion to approve the minutes as printed.

Second: Ms. Spotswood

Vote: Aye: Everette, Israel, Ritchie, Spotswood and Wohlwend

Nay: None

3. Case V-19-22: ISHI? Luxe, 2417 Montevallo Road

EXHIBIT I

Mark Whiten, Signarama Birmingham, represented the sign application. The request is to install a Sunbrella Black awning sign that is 17-inches in height, which is the same size of the existing awning. The lettering is proposed in a gold color for the “ISHI?” and white with a thin black outline for the “Luxe”.

Committee comments:

- The black awning color and the 17 inches in depth are good.
- The scale and font of the lettering is not consistent in weight. The two words are in competition with each other rather than complimenting each other.
- A crisper, thinner font is preferable.
- “Luxe” is hard to read as presented; the black outline of the word with white encasing the outline makes it hard to read; too bulky.
- The existing door vinyl signage appears to be over the allowable 20 percent coverage. Please submit dimensions of this signage for review.
- The font and style of signage on the awning and the door should coordinate. Both door and awning designs need to be submitted together so that the total look can be evaluated. The font and style of the door signage is preferable.
- The store is located in a pedestrian village; smaller signage will be visible and effective.
- The applicant may email revisions for review.

Mr. Whiten:

- The store owner requested the lettering to be as large as possible for visibility.
- He will work with the owner to redesign and will present to committee via email.

Mrs. Ritchie called for a motion.

Motion: Mr. Israel, motion to request a resubmittal, via email, of the sign application with new design options, including the vinyl door signage. Recommendations:

- Use a thinner, crisper font for “ISHI?”.
- The word “Luxe” is hard to read; the letters are too chubby and compete with the font for “ISHI?”. Also, the white outlining and white fill-in of the letters for “Luxe” reduces readability.
- Submit the dimensions of the windows and the door, as well as the dimensions of any proposed window vinyl signage; maximum allowable coverage is 20% of the window/door surface. Vinyl signage design should be consistent with awning signage in style, font, and scale. The fonts and scale on the door sign is preferable.

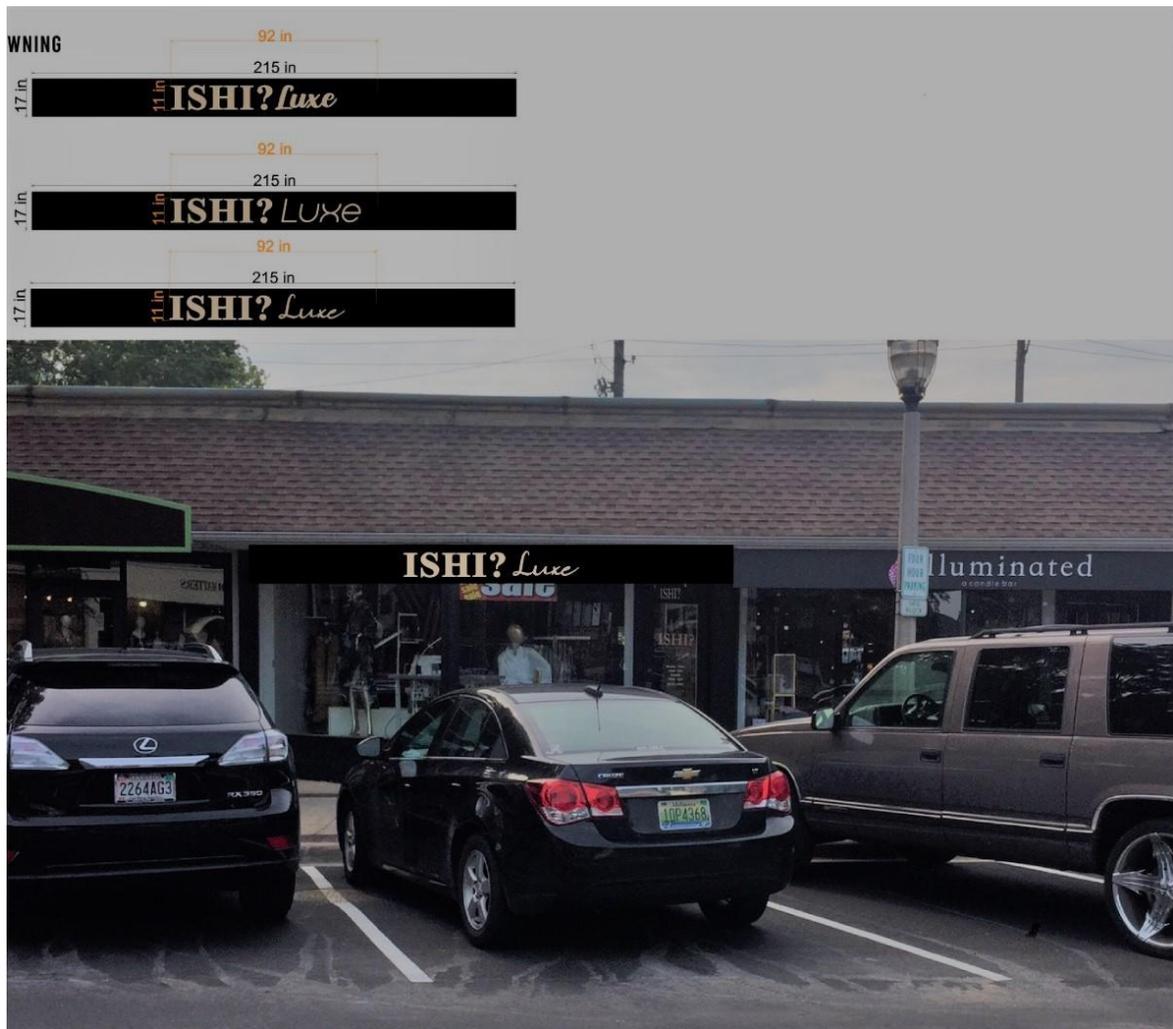
Second: Mrs. Elsas

Vote: Aye: Elsas, Everette, Israel, Ritchie, Spotswood and Wohlwend

Nay: None

Note: The Committee reviewed new designs submitted via email on September 23, 2019. A copy of the new designs is attached. The Committee responded with the following comments:

- The new proposed height is shorter by 1”, but the widths of the letters seem to have a ‘chubbier’ appearance because of the decreased height. At the meeting on September 18, 2019, the committee recommended that the letters be less chunky/heavy.
- The door signage proportions/font of the “ISHI?” is nicer and would work on the banner better than the proposed.
- The slanted “Luxe” from the door might work also instead of horizontal. Or the horizontal “Luxe” would be better in a smaller size in the same font as the door.



Note: On October 2, 2019, the Committee voted, via email, to approve the new design as submitted and shown below.

Revisions submitted October 2, 2019

AWNING



- Adjournment:** The next meeting will be held on October 16, 2019. There being no further business to come before the committee, the meeting stood adjourned at approximately 8:24 a.m.

Tammy Reid, Administrative Analyst