

3. Case V-19-23: Champion Cleaners, 42-A Church Street

EXHIBIT 1

Mark Whitehurst, Champion Cleaners, presented the awning sign request. The new awning will replace the existing awning.

Mrs. Hazen noted that door and window signage was approved at the February VDR meeting. Only the awning is before the committee today.

Mrs. Ritchie stated that the presented awning sign meets all requirements. She called for a motion.

Motion: Mr. Barrett, motion to approve the application as submitted.
 Second: Mrs. Elsas
 Vote: Aye: Barrett, Elsas, Everette, Israel, Ritchie, Spotswood and Wohlwend
 Nay: None

4. Case V-19-24: Center State Mortgage, 1919 Cahaba Road

EXHIBIT 2

David Brandt, Fravert Services, 133 West Park Drive, Birmingham, presented the sign application. The request:

- Replace one facade sign over the front door.
- Add a projecting sign over the front door.
- Add non-lit façade signage on adjacent side of the building.
- Add vinyl signage.

Ms. Spotswood stated that the signage is “loud”. Mrs. Hazen added that back-lit signs are not allowed. A halo effect and gooseneck lighting are options.

Mr. Brandt responded that the white color could be replaced with a brushed aluminum finish to help tone down. Also, individual letters could be used rather than one solid piece; a routed cabinet rather than channel letters. The logo could be a brushed aluminum tone as well, applied in opposite directions for contrast.

In general, the committee approves the sign locations and sizes. The lighting, color and finish changes will need to be resubmitted for review. Mrs. Hazen stated that a total of two temporary banners may be used for up to 45 days, allowing time for the permanent signage to be completed. The permit form for the banner can be found on the City website.

Mr. Brandt asked to carry this case over to the November meeting. He will submit revisions for review.

Mrs. Ritchie called for a motion.

Motion: Mr. Barrett, motion to approve the request to carry the case over to the November 20, 2019 meeting. In general, the sign locations and sizes are acceptable. New designs with lighting, color and finish changes should be submitted for review.
 Notes:

- Lighting should be “halo effect” or gooseneck type.

- Use brushed aluminum color in place of the white color. The committee likes the idea of using brushed aluminum for the logo, applied in opposite directions for contrast.

Second: Mr. Israel

Vote: Aye: Barrett, Elsas, Everette, Israel, Ritchie, Spotswood and Wohlwend
Nay: None

5. **Case V-19-25: Carrigan's Public House, 2400 Montevallo Road**

EXHIBIT 3

Mr. Barrett recused himself from this case.

David Carrigan, business owner, presented the sign application. He stated that the amount of signage now requested is drastically reduced from the original application; only one sign is proposed that will be on the wall facing Montevallo Road.

Mr. Israel stated that he likes the light fixture. He added that the recommended correlated color temperature is 2700K, rather than 3000K, if possible. Please inform the committee if there is a problem with that lighting temperature.

Mrs. Ritchie called for a motion.

Motion: Mr. Israel, motion to approve the sign application as submitted. It is recommended that the correlated color temperature of the proposed lighting be 2700K rather than 3000K, if possible.

Second: Mr. Everette

Vote: Aye: Elsas, Everette, Israel, Ritchie, Spotswood and Wohlwend
Nay: None

6. **Adjournment:** The next meeting will be held on November 20, 2019. There being no further business to come before the committee, the meeting stood adjourned at approximately 8:40 a.m.



Tammy Reid, Administrative Analyst