In response to COVID-19 social distancing mandates, the meeting was held via audio conferencing.

The regular meeting of the City of Mountain Brook Village Design Review Committee was held on Wednesday, November 18, 2020, at 8:00 a.m., via audio conferencing. The roll was marked as follows:

Present: Lynn Ritchie, Chairman
        Brian Barrett, Co-Chairman
        George Israel
        Ashley Spotswood
        Katie Wohlwend

Absent: Ellen Elsas
        Stutts Everette

Also present: Alice Womack: City Council Liaison
              Tyler Slaten: Planner
              Tammy Reid: Administrative Analyst

1. Approval of Agenda

   Mrs. Ritchie presented the agenda for consideration.

   Motion: Mr. Israel, motion to approve the agenda as presented.
   Second: Ms. Spotswood
   Vote:    Aye: Barrett, Israel, Ritchie, Spotswood, and Wohlwend
            Nay: None

   The agenda stands approved as presented.

2. Approval of Minutes – August 19, September 16, and October 19, 2020

   Mrs. Ritchie presented the minutes for consideration. Mrs. Womack stated that she did not attend the October meeting as indicated.

   Motion: Mr. Israel, motion to approve the minutes with amendment.
   Second: Ms. Spotswood
   Vote:    Aye: Barrett, Israel, Ritchie, Spotswood, and Wohlwend
            Nay: None

   The minutes stand approved.
3. **Case V-20-33: Price Armstrong, 1919 Cahaba Road**

David Blackmon, Blackmon Rogers Architects, presented the sign application. The proposed sign is to be installed at the same location as the previous sign; it is also the same size as the previous sign. The proposed colors, dark blue background with white letters, are the corporate colors. Three existing light fixtures will be replaced with dark bronze fixtures that will have a 2700K bulb temperature. By matching the size of the previous sign, the existing holes in the brick will be covered.

Mr. Israel said that he feels that the sign looks out of proportion for the space. Ms. Spotswood said that the sign is too large and too bold. Mrs. Wohlwend suggested reducing the sign by 20-25%. Mrs. Ritchie suggested that the applicant submit new renderings with consideration to the committee’s comments.

Mr. Blackmon commented that the sign can be reduced by the amount suggested and that they can look at changing the blue background to bronze.

Some committee suggestions: Coordinate the color of the letters with the slate roofing; consider a smaller sign with a different background color; reduce the sign by 20-25%; install two rather than three light fixtures.

Mr. Barrett reported that he was at the application location and that there are two types of holes; the larger ones could be filled with silicone and the smaller ones were not as obvious.

Mr. Blackmon stated that an option could be removing the sign background and installing individual letters.

Mrs. Ritchie called for a motion.

**Motion:** Ms. Spotswood, motion to table the application until revisions are submitted via email for committee review. The committee offers the following options for consideration:

- Reduce the signage to 80% of the proposed size.
- Change the background color to a less bold color.
- Change the white lettering to another color, possibly a slate gray color.
- Use individually attached letters.

**Second:** Mr. Israel

**Vote:**

- **Aye:** Barrett, Israel, Ritchie, Spotswood, and Wohlwend
- **Nay:** None

4. **Adjournment:** There being no further business to come before the committee, the meeting stood adjourned at approximately 8:21 a.m. The next meeting will be held on December 16, 2020.

**NOTE:** The applicant submitted, via email, alternative options for consideration.
In response to the amended sign application, the committee approved, via email, Concept 3.

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Tammy Reid, Administrative Analyst