

MEETING MINUTES
CITY OF MOUNTAIN BROOK
 VILLAGE DESIGN REVIEW COMMITTEE
 SEPTEMBER 21, 2022
 CITY HALL, 56 CHURCH STREET, MOUNTAIN BROOK, AL 35213
 CITY COUNCIL CHAMBER

The regular meeting of the City of Mountain Brook Village Design Review Committee was held on Wednesday, September 21, 2022 at 8:00 a.m. The meeting was conducted in person and Zoom video conferencing was available. The roll was marked as follows:

Present: Lynn Ritchie, Chairman Absent: Stutts Everette, Supernumerary
 Brian Barrett, Co-Chairman
 George Israel
 Ashley Spotswood
 Katie Wohlwend
 David Blackmon, Supernumerary

Staff present: Tyler Slaten, City Planner
 Tammy Reid, Administrative Analyst

Mrs. Ritchie called the meeting to order.

1. Approval of Agenda

Mrs. Ritchie presented the agenda for consideration.

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

The agenda stands approved as presented.

2. Approval of Minutes – August 17, 2022 Regular Meeting

Mrs. Ritchie presented the minutes for consideration.

Motion: Mr. Barrett, motion to approve the minutes as presented.
 Second: Ms. Spotswood
 Vote: Aye: Unanimous
 Nay: None

The minutes stand approved as submitted.

3. Case V-22-27: tasc, 370 Rele Street

EXHIBIT 1

David Brandt, Fravert Services,

The applicant is proposing three new signs. The proposed signage includes a front and rear façade sign and a projecting sign. The total square footage of the signage is 31 square feet.

The façade signs require a variance to allow the logo and “t” letter heights. The proposed logo is 25 ¾ inches tall and the “t” is 20 1/16 inches. The “asc” are conforming at the maximum of 16 inches.

Committee Comments:

- Reduce the size of the rear sign. Bring the “t” down to 16”.
- Raise the blade sign.

Motion: Mr. Barrett, motion to approve the following:

- A height variance is granted for the logo and “t” on the front façade sign.
- Reduce the rear façade sign letters to 16” maximum height, where the logo will be reduced proportionally. A height variance is granted for the logo.
- Raise the projecting sign center to match the center of the mullion of the transom window.

Second: Mr. Blackmon

Vote: Aye: Unanimous

Nay: None

4. Case V-22-28: Mark’s Cleaners, 2819 Cahaba Road

EXHIBIT 2

Don Hawes, Signage Inc., presented the application.

Scope of work:

The applicant is proposing a new front façade sign. The sign is 8.59 square feet in size. The proposed “M” logo requires a variance as it is 18 ½ inches in height which exceeds the maximum of 16 inches allowed.

- The glass in the front façade is still in the design phase.
- The light fixture at top left hand corner is dimmable; it can be reduced to the 2,800 to 3,000 Kelvin. It can be set permanently. There is no other lighting.
- The sign is mounted on an aluminum panel in front of the glass.

Committee comments:

- Drop the “M” to 16 inches.
- Consider pulling the sign further away from the glass, or put the signage on the glass.
- Consider a better lighting solution; something more modern.
- Consider an awning across the entire front due to sun exposure.
- Would like to see the final store frontage plan with the proposed signage.

Mrs. Ritchie called for a motion.

Motion: Mr. Barrett, motion to carry over to the October meeting. The Committee would like to see a comprehensive plan and recommends the following:

- Reduce the letter **M** to 16” on the façade sign. Consider stacking the **M** over **Mark’s Cleaners** to be consistent with the proposed awning.
- Permanently set the proposed light fixture at 2,800 to 3,000 degrees Kelvin. Consider a more modern style of fixture.
- Consider an awning across the entire storefront because of the western sun exposure.
- Provide details of the new proposed window and how it will work together with the awning.
- Consider lowering the window by one panel; this will provide a good panel for signage.

Second: Mr. Israel

Vote: Aye: Unanimous

Nay: None

5. Case V-22-29: Mark’s Cleaners, 2819 Cahaba Road

EXHIBIT 3

Hank Lawson, Cain Awning, presented the application.

Scope of work:

The applicant is proposing a new black awning with signage. The total square footage of signage on the awning is approximately 10.9 square feet. The “M” logo on the awning requires a variance as it is proposed to be 23.39 inches in height.

The “M” is the logo. If we shrink it to 16”, that will require that the lettering reduce in proportion, making them very small.

Committee:

- Make sure the fonts are the same on the signage and awning.
- The stacked **M** and **Mark’s Cleaners** is preferable.

Mrs. Ritchie called for a motion.

Motion: Mr. Barrett, motion to table this case until revisions are received, via email, and reviewed. Committee comments:

- Confirm that the font on the sign and the awning is the same.
- The **M** to be no taller than 18”, which will require a variance.
- The stacked version looks better.

Second: Mr. Blackmon

Vote: Aye: Unanimous

Nay: None

6. Case V-22-30: Cadence Bank, 340 Rele Street

EXHIBIT 4

David Brandt, Fravert Services, presented the application.

Scope of work:

The applicant is proposing a new signage package for Cadence Bank in Lane Parke. The package includes 5 signs for a total of 47.8 square feet. The proposal features 2 cabinet signs, 2 projecting signs and ATM surround signage.

- The façade signs will have edge lighting; subtle.
- The green “leaves” only will have green edge lighting on the façade signs.
- The top of the ATM surround has a sign like the façade signs; same illumination; downlight feature with green light. (The bollards are silver.)
- A corrugated metal canopy proposal was added at the meeting. Dark bronze in color.

Committee comments:

- The green down light at the ATM should be changed to white.
- The blade sign on the corner seems redundant.
- The front blade sign: mount at a 45 degree angle off of the corner and move up.

Mrs. Ritchie called for a motion.

Motion: Mr. Barrett, motion to approve the application as submitted, which includes the metal standing seam canopy that was presented at the meeting.

Exceptions:

- Raise the front blade sign to the center line of the upper window, and mount at a 45 degree angle off of the corner.
- The light underneath the signage on the ATM surround to be white rather than green. The LED lighting color temperature is to be no greater than 3,000 degrees Kelvin.
- Raise the rear blade sign to center with nearest transom.

Second: Mr. Blackmon

Vote: Aye: Unanimous

Nay: None

7. Case V-22-31: PM Method, 2000 Cahaba River Road

EXHIBIT 5

David Brandt, Fravert Services, presented the application.

Scope of work:

The applicant is proposing a signage package for PM Method physical therapy in English Village. The package includes a façade sign, blade sign, and window and door signage. The total aggregate square footage being proposed is 27.4 square feet.

- The façade sign is dark bronze with a brushed aluminum frame. White graphics.
- The blade sign is double faced.
- White vinyl window graphics.
- Added at meeting: Approximately 15” tall **PM** on the window on the second floor corner; white vinyl lettering.

Committee comments:

- Remove the vinyl *PM* proposed on the second floor corner.
- Reconfigure the *PM Method* on the window above the entrance. Stack *PM* above *Method*. Email revision for consideration.

Mrs. Ritchie called for a motion.

Motion: Mr. Barrett, motion to approve the signage for PM Method, as presented, with the following exceptions:

- The *PM* window vinyl on the second floor corner, presented at the meeting, is not approved.
- Reconfigure the *PM Method* on the window above the entrance. Stack *PM* above *Method*. Email revision for consideration.

Second: Mr. Israel
 Vote: Aye: Unanimous
 Nay: None

8. Case V-22-32: Ivory & White, 55 Church Street

EXHIBIT 6

David Brandt, Fravert Services, presented the application.

Scope of work:

The applicant is proposing a new façade sign for Ivory and White. The sign features aluminum letters to be 12 inches in height, mounted to the wall. An option to mount with a bar was presented at the meeting.

The building owner requests that the letters are attached to a bar/raceway rather than directly on to the façade to minimize the number of holes required to install. The tenant wants flush lettering, individually mounted. This issue is not yet resolved.

The building will be repainted to match the existing white color. The awning fabric will be the same as the existing awning.

Committee comments:

The committee prefers that the lettering is stud mounted; it will look better and will be easier to maintain. The bar mounting would create a condition to accumulate dirt, etc. that will wash down to the awning.

Mrs. Ritchie called for a motion.

Motion: Mr. Barrett, motion to approve the signage for Ivory & White as originally submitted (stud mounted letters).

Comments: The committee feels that the stud mounted letters will look better and will be easier to maintain.

Second: Mr. Israel
Vote: Aye: Unanimous
Nay: None

9. Case V-22-30: Smart Bank, 101 Office Park Drive

EXHIBIT 7

Tom Ledbetter, Smart Bank, presented the request.

Scope of work:

The applicant is proposing a sign to be placed on the drive thru canopy for the new Smart Bank location in Office Park. The proposed sign features internally illuminated channel letters and a logo. The letters and logo require a variance for height. The letters are proposed to be 17 inches tall and the logo 28 inches.

This is a temporary solution for approximately 15 months during the building renovation.

Mrs. Ritchie called for a motion.

Motion: Mr. Israel, motion to approve the signage as presented for Smart Bank, with the understanding that the sign is an existing sign that is being reused temporarily for a maximum of 20 months, at a temporary location. This approval includes a height variance for the letters and logo.

Second: Mr. Blackmon
Vote: Aye: Unanimous
Nay: None

10. Adjournment: There being no further business to come before the committee, the meeting stood adjourned.

Addendum

Case V-22-29 – Mark’s Quality Cleaners: On October 5, 2022, the Committee approved, via email, the submitted amendments, with the condition that the signage font and the awning font must match.



Tammy Reid

Tammy Reid, Administrative Analyst