

**MEETING MINUTES**  
**CITY OF MOUNTAIN BROOK**  
 VILLAGE DESIGN REVIEW COMMITTEE  
 JUNE 21, 2023  
 CITY HALL, 56 CHURCH STREET, MOUNTAIN BROOK, AL 35213  
 CITY COUNCIL CHAMBER

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The regular meeting of the City of Mountain Brook Village Design Review Committee was held on Wednesday, June 21, 2023 at 9:00 a.m. The meeting was conducted in person and Zoom video conferencing was available. The roll was marked as follows:

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

Absent: Katie Wohlwend

Staff present: Dana Hazen: Director of Planning, Building and Sustainability  
 Tammy Reid: Administrative Analyst

Mrs. Ritchie called the meeting to order.

### **1. Approval of Agenda**

Mrs. Ritchie presented the agenda for consideration.

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

The agenda stands approved as presented.

### **2. Approval of Minutes – May 17, 2023 Regular Meeting**

Mrs. Ritchie presented the minutes for consideration.

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

The minutes of May 17, 2023 stand approved as submitted.

### 3. V-23-14: LAH/Sotheby's, 2850 Cahaba Road, Suite 200

*(Carried-over from the May 17, 2023 meeting.)*

New signage is proposed for LAH/Sotheby's International Realty. The updated signage will replace the existing façade sign, sign over the window, hanging freestanding sign and the multi-tenant sign. The total aggregate display area shared by all of the signs is approximately 27.9 square feet. Also, the façade sign is proposed with internal illumination.

David Brandt (Fravert Services), Maurice Humphries (President of LAH), and Hillary Weiss (LAH) attended the meeting.

David Brandt stated that the applicant considered the recommendations presented by the Committee at the May meeting and has the following responses:

- LAH/Sotheby's occupies the left side of the building; to move signage to the right side would be confusing to clients accessing the building.
- Since there are other tenants in the building, the applicant does not want to overpower their presence with signage.
- The rear entrance services multiple tenants.
- The blue background is a major component of their branding and is being used at other locations. It is a dark, navy color; not bright.

Following Committee discussion, the following recommendations were presented:

- Front entrance: Design a vertical-rectangle shaped sign with the proposed lighted edge letters, blue background. Lighting color temperature to be less than 3,000 degrees Kelvin. Locate proportionally with the window below.
- Back entrance options:
  - (1) Consider a vertical-rectangle facade sign with a blue background, located over the second gable to the right of the entrance.
  - or
  - (2) Consider a blade sign.
- Directional sign: Define the arrow for better readability.

Motion: Mr. Barrett: Motion to recommend the following for LAH/Sotheby's at 2850 Cahaba Road:

- Front entrance: Design a vertical-rectangle shaped sign with the proposed lighted edge letters, blue background. Lighting color temperature to be less than 3,000 degrees Kelvin. Locate proportionally with the window below.
- Back entrance options:
  - (3) Consider a vertical-rectangle facade sign with a blue background, located over the second gable to the right of the entrance.
  - or
  - (4) Consider a blade sign.
- Directional sign: Define the arrow for better readability.

Amendments may be submitted via email for Committee review.

Second: Mr. Israel

Vote: Ayes: Unanimous approval

Nays: None

Motion carries.

**4. V-23-16: Swoop, 251 Rele Street**

**EXHIBIT 2**

David Brandt, Fravert Services, presented the sign application. The applicant proposes a new front façade sign, reverse-lit. The “S” on Swoop is proposed to be 20 inches in height which exceeds the maximum allowed letter and logo height of 16 inches in the villages. The proposal features a new back panel behind existing façade letters. The applicant feels that two façade signs are necessary for store recognition.

Following Committee discussion, Mrs. Ritchie called for a motion.

Motion: Mr. Barrett: Motion to recommend the following amendments to the sign application for Swoop:

- Consider the circular shape for both façade signs.
- Consider vinyl signage on the middle transom glass on the corner. “Where Fun Begins” is an option.
- Keep the existing projecting sign.

Please submit amendments via email for Committee review.

Second: Ms. Spotswood  
 Vote: Ayes: Unanimous approval  
 Nays: None

Motion carries.

**5. V-23-17: Starbucks, 371 Rele Street**

**EXHIBIT 3**

It is proposed to replace the existing façade signage for Starbucks. The new signage would feature new halo or edge lit channel letters to replace the existing non-illuminated channel letters. The dimensions of the façade signs would not change in square footage or letter size.

There was no representation for Starbucks at the meeting. The Committee discussed the signage request and Mrs. Ritchie called for a motion.

Motion: Mr. Barrett: Motion to approve the signage for Starbucks as proposed, with the provision that the lighting color temperature is below 3000 degrees Kelvin, and that the gooseneck lighting is removed and the brick patched upon that removal.

Second: Mr. Blackmon  
 Vote: Ayes: Unanimous approval  
 Nays: None

Motion carries.

**6. V-23-18: Stretch Zone, 229 Country Club Park**

**EXHIBIT 4**

David Brandt, Fravert Services, presented the sign application. The applicant is proposing a façade sign for Stretch Zone that is comprised of 16-inch face-lighted channel letters.

The Committee discussed the method of illumination; the proposed is not allowed. Also, the letter height seems large for the space; consider 14" letter height.

Motion: Mr. Barrett: Motion to request the following amendments:

- Reduce the lettering to 14" in height.
- Replace the face-lit lettering that was originally proposed with reverse-lit lettering.

Please submit amendments via email for Committee review.

Second: Mr. Israel  
Vote: Ayes: Unanimous approval  
Nays: None

Motion carries.

**7. V-23-19: Mae Davis Interiors, 66 Church Street**

**EXHIBIT 5**

The applicant is proposing a façade sign for Mae Davis Interiors. The existing façade sign for Mountain Brook Sporting Goods will be replaced as a part of the scope of this project. The proposed façade will be a metal panel approximately 21 square feet in size. The "M" logo in the background of the sign is proposed to be 27.73 inches in height which exceeds the maximum allowed letter and logo height of 16 inches in the villages.

The applicant did not attend the meeting. The Committee discussed the application as submitted. Mrs. Ritchie called for a motion.

Motion: Mr. Barrett: Motion to approve the application with the following amendments:

- Reduce the "M" to 20" in height.
- Add a border, using the same color as used with "INTERIORS", to provide definition.

Second: Mr. Blackmon  
Vote: Ayes: Unanimous approval  
Nays: None

Motion carries.

8. The Committee thanked George Israel for his service on the Committee and wished him well as he moves to Nashville. There being no further business to come before the Committee, the meeting stood adjourned until the July 19, 2023 regular meeting.

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Tammy Reid, Administrative Analyst

**AMENDMENTS**

**Stretch Zone** - The Committee approved, via email, the submitted revisions. 20230629

**V-23-18**

**CONCEPT 2**

**OVERVIEW**  
Reverse-lighted channel letters which illuminate white at night.

**MATERIALS / FINISHES**

- M1 263" Alum. Returns
- M2 225" Alum. Face
- M3 388" Clear Acrylic Backs
- M4 LEDs - White
- P1 Paint: White
- P2 Paint: PMS 310 C

**ELECTRICAL**  
Dedicated Circuit - 120 VAC / 20 Amp

**INSTALLATION**  
Mount flush to brick building facade with masonry anchors. Install 2" below row of dark brick.

**REVISIONS**

**STATUS**  
Client Review

1 CONTEXT OVERLAY - DAY  
SCALE: 3/32" = 1"

2 CONTEXT OVERLAY - NIGHT  
SCALE: 3/32" = 1"

3 FRONT VIEW  
SCALE: 1/2" = 1"

4 SIDE VIEW  
SCALE: 1/2" = 1"

A SECTION VIEW  
SCALE: 1/8"

**FRAVERT** 137 West Park Drive, Birmingham, AL 35244  
V: 205.988.1000 | F: 205.988.1001  
www.fravert.com

**Stretch Zone**  
DESIGN REF # 23051601

**Internally-Illuminated Channel Letters**

EXTERIOR	DESIGNER: CJB	PLANNER: David Brandt	PAGE: 1
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**Mae Davis Interiors**





VILLAGE DESIGN REVIEW COMMITTEE  
CASE SUMMARY LETTER

Case: V-23-14

Original Meeting Date: May 17, 2023  
Carry-Over Date: June 21, 2023

Location: LAH/Sotheby's Realty, 2850 Cahaba Road, Suite 200

Applicant: LAH/Sotheby's Realty, [cokew@lahsothebysrealty.com](mailto:cokew@lahsothebysrealty.com)

Contractor: David Brandt, Fravert Services  
[davidb@fravert.com](mailto:davidb@fravert.com)

The Village Design Review Committee suggests the following regarding the sign application for LAH/Sotheby's at 2850 Cahaba Road:

- Front entrance: Design a vertical-rectangle shaped sign with the proposed lighted edge letters, blue background. Lighting color temperature to be less than 3,000 degrees Kelvin. Locate proportionally with the window below.
- Back entrance options:
  - (1) Consider a vertical-rectangle facade sign with a blue background, located over the second gable to the right of the entrance.
  - or
  - (2) Consider a blade sign.
- Directional sign: Define the arrow for better readability.

Please send amendments via email for committee review.

Thank you,

Tyler Slaten, Planner  
City of Mountain Brook  
56 Church St  
Mountain Brook, AL 35213  
Office 205-802-3811 [slatent@mtnbrook.org](mailto:slatent@mtnbrook.org)



VILLAGE DESIGN REVIEW COMMITTEE  
CASE SUMMARY LETTER

Case: V-23-14

Meeting Date: May 17, 2023

Location: LAH/Sotheby's Realty, 2850 Cahaba Road, Suite 200

Applicant: LAH/Sotheby's Realty, [cokew@lahsothebysrealty.com](mailto:cokew@lahsothebysrealty.com)

Contractor: David Brandt, Fravert Services  
[davidb@fravert.com](mailto:davidb@fravert.com)

The Village Design Review Committee suggests the following regarding the sign application for LAH/Sotheby's at 2850 Cahaba Road:

- Tenant entrance sign (rear): Approved as proposed, but with relocation to the center of the gable (over the entrance door), and that the size of that sign is increased to match the master sign plan.
- Building identity sign (front): Move to the other gable and center; background color to match to the building materials and directional signage (dark bronze instead of blue). Consider the composition of that sign, whether a square or rectangle shape fits better within the area.
- Arrow directional signage: Change arrow design for better readability (with an actual "point").
- No internal illumination of signs are allowed.

Please submit these revisions via email for committee review.

Thank you,

Tyler Slaten, Planner  
City of Mountain Brook  
56 Church St  
Mountain Brook, AL 35213  
Office 205-802-3811 [slatent@mtnbrook.org](mailto:slatent@mtnbrook.org)



**DESIGN REVIEW/ SIGN APPLICATION**

City of Mountain Brook  
 Building, Planning, & Sustainability  
 56 Church St, Mountain Brook, AL 35213  
 (205) 802-3830 ♦ Fax (205) 879-6913

Review by the Mountain Brook Village Design Review Committee is mandatory. Application and all supplemental documentation must be received no later than fourteen (14) business days prior to scheduled meeting to be placed on agenda. Applicants, owners, and/or tenants are strongly encouraged to appear before the Committee on behalf of their application.

**1. Job Site Location:**

Business Name: LAM / SOTHEBYS

Address: 2850 CAHABA RD / STE. 200

**2. Property Owner:**

Name: LAM

Email: cokew@lahsothebysrealty.com

Phone: (205) 966-0560

**3. Applicant:**

Name: DAVID BRANDT - FRAVERT SERVICES

Mailing Address: 133 WEST PARK DRIVE

City/State/Zip: BIRMINGHAM, AL 35211

Phone: (205) 278-9612

Email: davidbb@fravert.com

Signature: [Signature]

**4. Contractor Information:**

Company Name: FRAVERT SERVICES

Mailing Address: 133 WEST PARK DRIVE

City/State/Zip: BIRMINGHAM, AL 35211

Phone: (205) 278-9612

Bus. License No: 202302215

(for the City of Mountain Brook)

Print Name: DAVID BRANDT

Email: davidbb@fravert.com

Office Use Only - Permits	
Permit No:	
Date Issued:	
Permitted Amount:	
Office Use Only - Design Review	
<input type="checkbox"/> Approved	
<input type="checkbox"/> Approved w/ Conditions	
<input type="checkbox"/> Denied	
Clerk:	
Date:	

Category of Construction		
<input type="checkbox"/> Awning	<input type="checkbox"/> Facade	<input type="checkbox"/> Window
<input type="checkbox"/> Ground	<input type="checkbox"/> Directory	<input type="checkbox"/> Roof
<input type="checkbox"/> Projecting	<input type="checkbox"/> Door	<input type="checkbox"/> Directional

Sign Information	
Job Description:	<u>UPDATES TO EXISTING EXTERIOR SIGNAGE</u>

Permit fees are based on the value of the work performed. Indicate the value (round to the nearest dollar) of all equipment, materials, labor, overhead, and the profit for the work indicated on this application.

Valuation: \$ 8,500.00

Number of Proposed Sign(s): 4

**Existing Sign Information**  
 Please calculate the total square footage of all existing signs on site. Refer to our sign ordinance for categorical clarification.

Square feet of Signs: \_\_\_\_\_

Square feet of Incidental Signs: \_\_\_\_\_

**Property Owner Signature**  
 This installation is being made on commercial property owned by me or a member of my immediate family.  
 Signature: [Signature]

Is this property subject to a master sign plan, which has been approved by the Design Review Committee?

Yes

No

Applications may be obtained online at [www.mtnbrook.org/bc-vdrc](http://www.mtnbrook.org/bc-vdrc).



# V-23-14

## Proposed updated signage

The applicant is proposing new signage for LAH Realty. The updated signage will replace the existing façade sign, sign over the window, hanging freestanding sign and the multi-tenant sign. The total aggregate display area shared by all of the signs is approximately 27.9 square feet.

The proposed façade sign requires a variance as it is an internally illuminated sign.

- **Project Data:**

NAME: LAH/Sotheby's

CURRENT ZONING: Local Business District

OWNER: LAH

LOCATION: 2850 Cahaba Road

**MT. BROOK**  
LOCATION 1



1 CONTEXT OVERLAY  
SCALE: 1/8" = 1'

REVISIONS

STATUS

■ Client Review

**FRAVERT**  
113 West Park Drive Birmingham, AL 35216  
1.205.940.7160 1.800.743.7191  
1.205.940.7190 - fax  
www.fravert.com

**LAH Sotheby's Re-Brand**  
DESIGN REF #: 23020901

**New Internally Illuminated Sign Panel**  
EXTERIOR

DESIGNER: HRC  
MANAGER: DAVID BRANDT

PAGE: 13

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Real Estate

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REALTY AND COMMERCIAL SERVICES

2850  
120

**INTUITIVE CAPITAL PARTNERS**

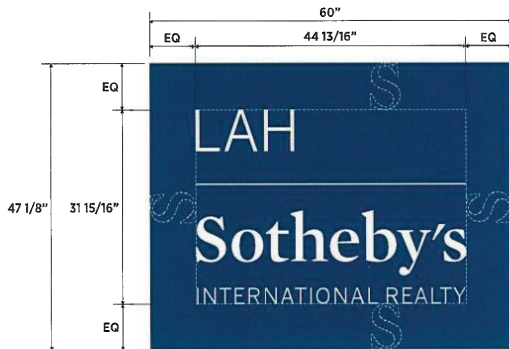
2850  
120

**MT. BROOK**  
LOCATION 1



3 TOP VIEW  
SCALE: 3/4" = 1'

QTY: 1



1 FRONT VIEW  
SCALE: 3/4" = 1'

DASHED AREAS INDICATE  
REQUIRED MINIMUM CLEAR  
SPACE FOR LOGO.  
WILL NOT APPEAR IN SIGNAGE.



2 SIDE VIEW  
SCALE: 3/4" = 1'

**OVERVIEW**  
Replace existing LAH letters with painted 4-1/8" deep fabricated aluminum sign cabinet with white flush push-thru acrylic graphics and internal LEDs.  
Mounted to exterior of building via mechanical anchors.

**ELECTRICAL**  
Dedicated Circuit - 120 VAC / 20 Amp

**REVISIONS**

**STATUS**  
Client Review



133 West Fifth Drive Birmingham, AL 35201  
1.205.940.7160 1.800.743.7199  
1.205.940.7190 - fax  
www.fravert.com

LAH Sotheby's Re-Brand  
DESIGN REF #: 23020901

New Internally Illuminated Sign Panel  
EXTERIOR

DESIGNER: HRC  
MANAGER: DAVID BRANDT

PAGE: 12

**MT. BROOK**  
LOCATION 3



3 TOP VIEW  
SCALE: 1 = 8

QTY: 1

DASHED AREAS INDICATE  
REQUIRED MINIMUM CLEAR  
SPACE FOR LOGO.  
WILL NOT APPEAR IN SIGNAGE.



1 FRONT VIEW  
SCALE: 1 = 8



2 SIDE VIEW  
SCALE: 1 = 8



4 CONTEXT OVERLAY  
SCALE: 1/4" = 1'

OVERVIEW

Replace existing LAH letters with painted 1-1/8" deep fabricated aluminum sign panel with white vinyl graphics.  
Mounted to exterior of building via internal angle mount.  
Some thinner details may require faux bolding for production

REVISIONS

STATUS  
■ Client Review

**FRAVERT**  
135 West Park Drive, Birmingham, AL 35209  
1.205.940.7180 1.800.242.2189  
1.205.940.7190 • fax  
www.fravert.com

LAH Sotheby's Re-Brand  
DESIGN REF #: 23020901

New Sign Panel  
EXTERIOR

DESIGNER: HRC  
MANAGER: DAVID BRANDT

PAGE: 15

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**MT. BROOK**  
LOCATION 4



2 BACK VIEW  
SCALE: 1 = 4

QTY: 1

DASHED AREAS INDICATE  
REQUIRED MINIMUM CLEAR  
SPACE FOR LOGO.  
WILL NOT APPEAR IN SIGNAGE.



1 FRONT VIEW  
SCALE: 1 = 4



3 CONTEXT OVERLAY  
SCALE: NTS

OVERVIEW

Refurbish existing hanging sign panel with painted background and new white vinyl graphics and then reinstall.

Some thinner details may require faux bolding for production

REVISIONS

STATUS

Client Review



3 BACK VIEW  
SCALE: 1 = 8

QTY: 1

DASHED AREAS INDICATE  
REQUIRED MINIMUM CLEAR  
SPACE FOR LOGO.  
WILL NOT APPEAR IN SIGNAGE.



1 FRONT VIEW  
SCALE: 1 = 8



3 CONTEXT OVERLAY  
SCALE: NTS

**OVERVIEW**

Refurbish existing LAH hanging signage panel with painted background and new white vinyl graphics and then reinstall.

Some thinner details may require faux bolding for production

**REVISIONS**

**STATUS**

Client Review



VILLAGE DESIGN REVIEW COMMITTEE  
CASE SUMMARY LETTER

Case: V-23-14

Meeting Date: May 17, 2023

Location: LAH/Sotheby's Realty, 2850 Cahaba Road, Suite 200

Applicant: LAH/Sotheby's Realty, [cokew@lahsothebysrealty.com](mailto:cokew@lahsothebysrealty.com)

Contractor: David Brandt, Fravert Services  
[davidb@fravert.com](mailto:davidb@fravert.com)

The Village Design Review Committee suggests the following regarding the sign application for LAH/Sotheby's at 2850 Cahaba Road:

- Tenant entrance sign (rear): Approved as proposed, but with relocation to the center of the gable (over the entrance door), and that the size of that sign is increased to match the master sign plan.
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Please submit these revisions via email for committee review.

Thank you,

Tyler Slaten, Planner  
City of Mountain Brook  
56 Church St  
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Office 205-802-3811 [slatent@mtnbrook.org](mailto:slatent@mtnbrook.org)





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**3. Applicant:**

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Mailing Address: 133 WEST PARK DRIVE

City/State/Zip: BIRMINGHAM, AL 35211

Phone: (205) 278-9612

Email: davidb@fravert.com

Signature: [Signature]

**4. Contractor Information:**

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Phone: (205) 278-9612

Bus. License No: 202302215

(for the City of Mountain Brook)

Print Name: DAVID BRANDT

Email: davidb@fravert.com

Office Use Only - Permits	
Permit No:	
Date Issued:	
Permitted Amount:	
Office Use Only - Design Review	
<input type="checkbox"/> Approved	
<input type="checkbox"/> Approved w/ Conditions	
<input type="checkbox"/> Denied	
Clerk:	
Date:	

Category of Construction		
<input type="checkbox"/> Awning	<input type="checkbox"/> Facade	<input type="checkbox"/> Window
<input type="checkbox"/> Ground	<input type="checkbox"/> Directory	<input type="checkbox"/> Roof
<input type="checkbox"/> Projecting	<input type="checkbox"/> Door	<input type="checkbox"/> Directional

Sign Information	
Job Description:	<u>UPDATES TO EXISTING EXTERIOR SIGNAGE</u>

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 This installation is being made on commercial property owned by me or a member of my immediate family.  
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Is this property subject to a master sign plan, which has been approved by the Design Review Committee?

Yes

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# V-23-14

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- **Project Data:**

NAME: LAH/Sotheby's

CURRENT ZONING: Local Business District

OWNER: LAH

LOCATION: 2850 Cahaba Road

**MT. BROOK**  
LOCATION 1



1 CONTEXT OVERLAY  
SCALE: 1/8" = 1'

REVISIONS

STATUS

■ Client Review

**FRAVERT**  
113 West Park Drive Birmingham, AL 35216  
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**LAH Sotheby's Re-Brand**  
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**New Internally Illuminated Sign Panel**  
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DESIGNER: HRC  
MANAGER: DAVID BRANDT

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**LAH**  
Real Estate

**OVER THE MOUNTAIN**  
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2850  
120

**INTUITIVE CAPITAL PARTNERS**

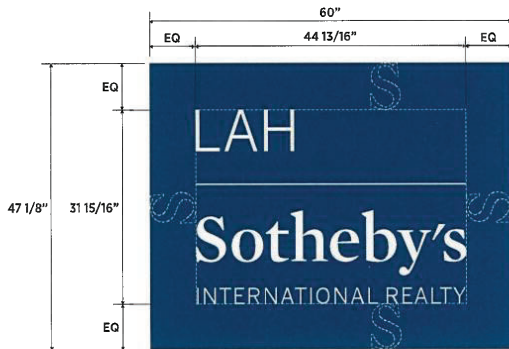
2850  
120

**MT. BROOK**  
LOCATION 1



3 TOP VIEW  
SCALE: 3/4" = 1'

QTY: 1



1 FRONT VIEW  
SCALE: 3/4" = 1'

DASHED AREAS INDICATE  
REQUIRED MINIMUM CLEAR  
SPACE FOR LOGO.  
WILL NOT APPEAR IN SIGNAGE.



2 SIDE VIEW  
SCALE: 3/4" = 1'

**OVERVIEW**  
Replace existing LAH letters with painted 4-1/8" deep fabricated aluminum sign cabinet with white flush push-thru acrylic graphics and internal LEDs.  
Mounted to exterior of building via mechanical anchors.

**ELECTRICAL**  
Dedicated Circuit - 120 VAC / 20 Amp

**REVISIONS**

**STATUS**  
Client Review



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1.205.940.7190 - fax  
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LAH Sotheby's Re-Brand  
DESIGN REF #: 23020901

New Internally Illuminated Sign Panel  
EXTERIOR

DESIGNER: HRC  
MANAGER: DAVID BRANDT

PAGE: 12

**MT. BROOK**  
LOCATION 3



3 TOP VIEW  
SCALE: 1 = 8

QTY: 1

DASHED AREAS INDICATE  
REQUIRED MINIMUM CLEAR  
SPACE FOR LOGO.  
WILL NOT APPEAR IN SIGNAGE.



1 FRONT VIEW  
SCALE: 1 = 8



2 SIDE VIEW  
SCALE: 1 = 8



4 CONTEXT OVERLAY  
SCALE: 1/4" = 1'

OVERVIEW

Replace existing LAH letters with painted 1-1/8" deep fabricated aluminum sign panel with white vinyl graphics.

Mounted to exterior of building via internal angle mount.

Some thinner details may require faux bolding for production

REVISIONS

STATUS

Client Review

**MT. BROOK**  
LOCATION 4



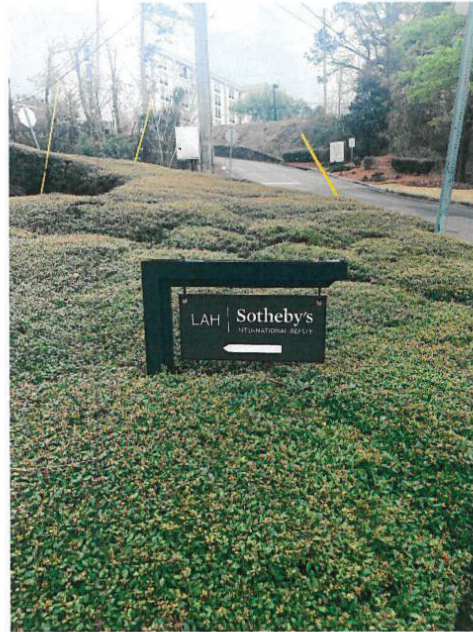
2 BACK VIEW  
SCALE: 1 = 4

QTY: 1

DASHED AREAS INDICATE  
REQUIRED MINIMUM CLEAR  
SPACE FOR LOGO.  
WILL NOT APPEAR IN SIGNAGE.



1 FRONT VIEW  
SCALE: 1 = 4



3 CONTEXT OVERLAY  
SCALE: NTS

OVERVIEW

Refurbish existing hanging sign panel with painted background and new white vinyl graphics and then reinstall.

Some thinner details may require faux bolding for production

REVISIONS

STATUS

Client Review



3 BACK VIEW  
SCALE: 1 = 8

QTY: 1

DASHED AREAS INDICATE  
REQUIRED MINIMUM CLEAR  
SPACE FOR LOGO.  
WILL NOT APPEAR IN SIGNAGE.



1 FRONT VIEW  
SCALE: 1 = 8



3 CONTEXT OVERLAY  
SCALE: NTS

**OVERVIEW**

Refurbish existing LAH hanging signage panel with painted background and new white vinyl graphics and then reinstall.

Some thinner details may require faux bolding for production

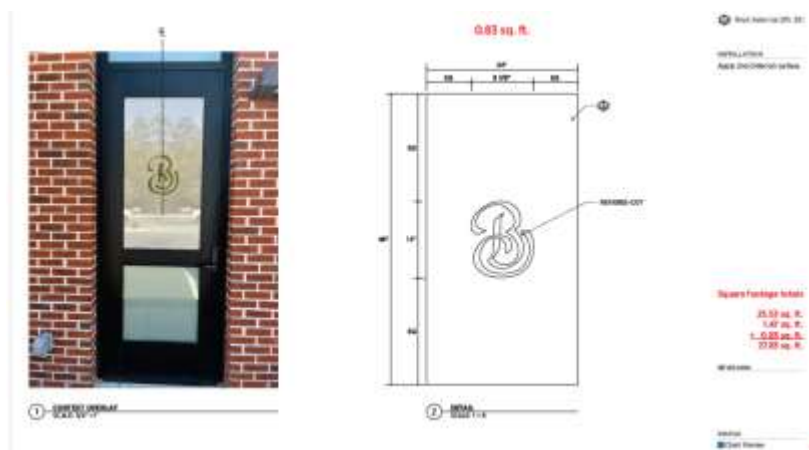
**REVISIONS**

**STATUS**

Client Review







Thank you,

Tyler Slaten, Planner  
 City of Mountain Brook  
 56 Church St  
 Mountain Brook, AL 35213  
 Office 205-802-3811 [slatent@mtnbrook.org](mailto:slatent@mtnbrook.org)



## V-23-17

Department of Planning, Building &  
Sustainability  
56 Church Street  
Mountain Brook, Alabama 35213  
Telephone: 205.802.3810  
[www.mtnbrook.org](http://www.mtnbrook.org)

---

### VILLAGE DESIGN REVIEW COMMITTEE CASE SUMMARY LETTER

Case: V-23-17

Meeting Date: June 21, 2023

Location: 371 Rele Street – Starbucks Coffee

Applicant: Meighan Ellis, Advance Sign & Lighting, LLC  
[me@advsignllc.com](mailto:me@advsignllc.com)

Property Owner: Lane Park Retail, LLC  
[john@evsoninc.com](mailto:john@evsoninc.com)

The Village Design Review Committee approves the signage for Starbucks as proposed, with the provision that the lighting color temperature is below 3000 degrees Kelvin, and that the gooseneck lighting is removed and the brick patched upon that removal.

Thank you,

Tyler Slaten, Planner  
City of Mountain Brook  
56 Church St  
Mountain Brook, AL 35213  
Office 205-802-3811 [slaten@mtnbrook.org](mailto:slaten@mtnbrook.org)



**DESIGN REVIEW/ SIGN APPLICATION**

City of Mountain Brook  
 Building, Planning, & Sustainability  
 56 Church St, Mountain Brook, AL 35213  
 (205) 802-3830 ♦ Fax (205) 879-6913

Review by the Mountain Brook Village Design Review Committee is mandatory. Application and all supplemental documentation must be received no later than fourteen (14) business days prior to scheduled meeting to be placed on agenda. Applicants, owners, and/or tenants are strongly encouraged to appear before the Committee on behalf of their application.

**1. Job Site Location:**

Business Name: Starbucks Coffee

Address: 371 Rele Street

**2. Property Owner:**

Name: Lane Park Retail, LLC

Email: john@evsoninc.com

Phone: 205.960.4428

**3. Applicant:**

Name: Meighan Ellis - Advance Sign & Lighting, LLC

Mailing Address: 3170 Decatur Hwy

City/State/Zip: Gardendale AL 35071

Phone: 205.631.5207

Email: me@advsignllc.com

Signature: \_\_\_\_\_

**4. Contractor Information:**

Company Name: Advance Sign & Lighting, LLC

Mailing Address: 3170 Decatur Hwy

City/State/Zip: Gardendale AL 35071

Phone: 205.631.5207

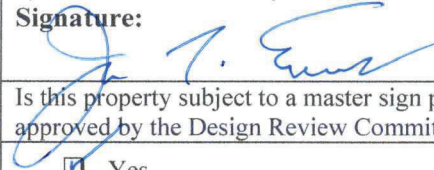
Bus. License No: \_\_\_\_\_

*(for the City of Mountain Brook)*

Print Name: Meighan Ellis

Email: me@advsignllc.com

Office Use Only - Permits	
Permit No:	
Date Issued:	
Permitted Amount:	
Office Use Only - Design Review	
<input type="checkbox"/> Approved	
<input type="checkbox"/> Approved w/ Conditions	
<input type="checkbox"/> Denied	
Clerk:	
Date:	

Category of Construction		
<input type="checkbox"/> Awning	<input checked="" type="checkbox"/> Facade	<input type="checkbox"/> Window
<input type="checkbox"/> Ground	<input type="checkbox"/> Directory	<input type="checkbox"/> Roof
<input type="checkbox"/> Projecting	<input type="checkbox"/> Door	<input type="checkbox"/> Directional
Sign Information		
Job Description: <b>Replace (2) existing nonilluminated bldg "Starbucks" signs with (2) illuminated "Starbucks" bldg signs.</b>		
Permit fees are based on the value of the work performed. Indicate the value (round to the nearest dollar) of all equipment, materials, labor, overhead, and the profit for the work indicated on this application. <b>Valuation: \$ 8500</b>		
Number of Proposed Sign(s): <b>2 (replacing two existing signs)</b>		
Existing Sign Information		
Please calculate the total square footage of all existing signs on site. Refer to our sign ordinance for categorical clarification.		
Square feet of Signs: <b>30 sq ft</b>		
Square feet of Incidental Signs:		
Property Owner Signature		
This installation is being made on commercial property owned by me or a member of my immediate family. <b>Signature:</b> 		
Is this property subject to a master sign plan, which has been approved by the Design Review Committee?		
<input checked="" type="checkbox"/> Yes		
<input type="checkbox"/> No		

Applications may be obtained online at [www.mtnbrook.org/bc-vdrc](http://www.mtnbrook.org/bc-vdrc).

# V-23-17

## Proposed replacement existing signage

The applicant is proposing to replace the existing façade signage for Starbucks. The new signage would feature new halo or edge lit channel letters to that replace the existing non-illuminated channel letters. The dimensions of the façade signs would not change in square footage or letter size. The illuminated channel letters may require a variance.

- **Project Data:**

NAME: Starbucks

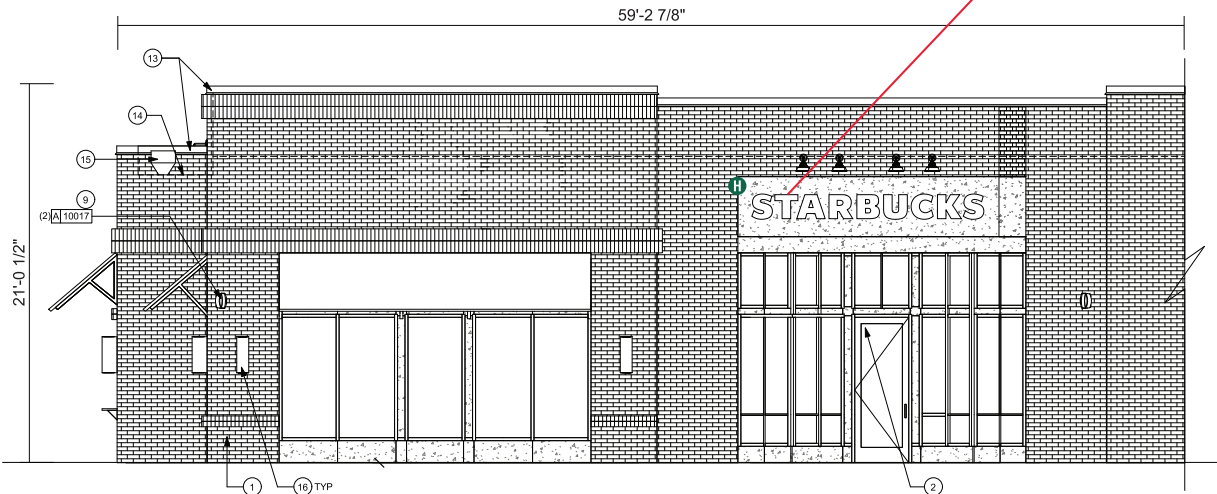
CURRENT ZONING: PUD

OWNER: Lane Parke Retail, LLC

LOCATION: 371 Rele Street

**SITE PLAN**

- A** 18" SIREN
- B** 46" CUSTOM DT DIRECTIONAL
- C** CLEARANCE BAR
- D** MENU BOARD
- E** DOS ON CANOPY / DCB
- F** MOPU/KIT
- G** 16" CHANNEL LETTERS
- H** 12" CHANNEL LETTERS



**WEST ELEVATION**

Scale: 3/16" = 1'-0"

**HILTON DISPLAYS**

125 HILLSIDE DRIVE • GREENVILLE SC 29607  
P 800 353 9132 • F 864 242 2204  
www.hiltondisplays.com

**QID 21-57227**

**JOB NAME**

Starbucks 8418

**LOCATION**

371 Rele St  
Mountain Brook, AL 35223

**CUSTOMER CONTACT**

**SALESMAN / PM**

Caitlin Merced

**DESIGNER**

Ashley Smith

**DWG. DATE**

09-13-21

**REV. DATE / REVISION**

09-28-21 BT	12-02-21 / GM
09-28-21	9-13-22 / AS
10-22-21	10-11-22 / AS
11-10-21 / GM	
11-17-21 BS	
12-1-21 / CW	

**SCALE**

As Noted

**FILE**

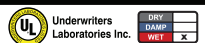
2021/Starbucks/Locations/  
Mountain Brook AL/ 21-57557/  
SB Mountain Brook AL 21-57557

**DESIGN SPECIFICATIONS ACCEPTED BY:**

EST. CLIENT:

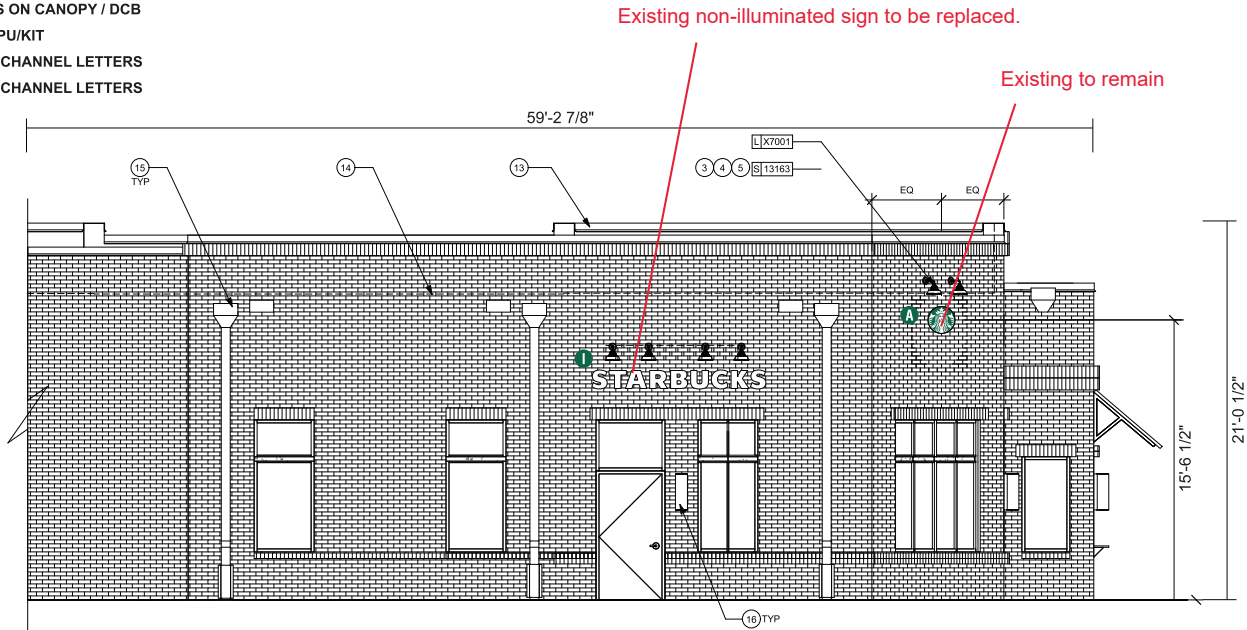
SLSPM: LANDLORD:

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.



**SITE PLAN**

- A** 18" SIREN
- B** 46" CUSTOM DT DIRECTIONAL
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- E** DOS ON CANOPY / DCB
- F** MOPU/KIT
- G** 16" CHANNEL LETTERS
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**EAST ELEVATION**  
Scale: 3/16" = 1'-0"

**HILTON DISPLAYS**  
125 HILLSIDE DRIVE • GREENVILLE SC 29607  
P 800 353 9132 • F 864 242 2204  
www.hiltondisplays.com

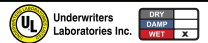
<b>QID 21-57227</b>	
JOB NAME	
Starbucks 8418	
LOCATION	
371 Rele St Mountain Brook, AL 35223	
CUSTOMER CONTACT	
SALESMAN / PM	
Caitlin Merced	
DESIGNER	
Ashley Smith	
DWG. DATE	
09-13-21	
REV. DATE / REVISION	
09-28-21 BT	12-02-21 / GM
09-28-21	9-13-22 / AS
10-22-21	10-11-22 / AS
11-10-21 / GM	
11-17-21 BS	
12-1-21 / CW	
SCALE	
As Noted	
FILE	
2021/Starbucks/Locations/ Mountain Brook AL/ 21-57557/ SB Mountain Brook AL 21-57557	

DESIGN SPECIFICATIONS ACCEPTED BY:

EST: CLIENT:

SLS/PM: LANDLORD:

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**12" HALO LIT CHANNEL LETTERS**

SBC#XXXXXXX

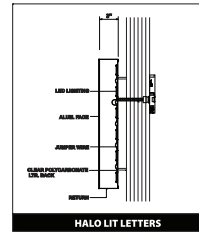
Qty 1



Scale: 1/2"=1'

**SPECIFICATIONS**

- A** Internally illuminated halo lit channel letters to be fabricated from aluminum painted white reflective interiors and painted satin finish white polyurethane exteriors w/ clear polycarbonate backs.
- B** Letters illuminated w/ Lumificient LED's w/ remote power supply.
- C** Letters to be installed w/ 2" stand offs.



COLOR LEGEND	
PMS PAINT	VINYL
PMS 3425 C	3M 3630-76
RAL 7021M	3M 3630-22
PMS WHITE	3M 3630-20/ 7725-10 TRANSLUCENT/ OPACQUE
PMS 369 C	NA
REFL. WHITE	3M 680-10



125 HILLSIDE DRIVE • GREENVILLE SC 29607  
P 800 353 9132 • F 864 242 2204  
www.hiltondisplays.com

**QID 21-57227**

JOB NAME

Starbucks 8418

LOCATION

371 Rele St  
Mountain Brook, AL 35223

CUSTOMER CONTACT

SALESMAN / PM

Caitlin Merced

DESIGNER

Ashley Smith

DWG. DATE

09-13-21

REV. DATE / REVISION

09-28-21 BT	12-02-21 / GM
09-28-21	9-13-22 / AS
10-22-21	10-11-22 / AS
11-10-21	GM
11-17-21	BS
12-1-21	CW

SCALE

As Noted

FILE

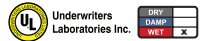
2021/Starbucks/Locations/  
Mountain Brook AL/ 21-57557/  
SB Mountain Brook AL 21-57557

DESIGN SPECIFICATIONS ACCEPTED BY:

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**16" HALO LIT CHANNEL LETTERS**

SBC#XXXXXXX

Qty 1



**HILTON DISPLAYS**  
 125 HILLSIDE DRIVE • GREENVILLE SC 29607  
 P 800 353 9132 • F 864 242 2204  
 www.hiltondisplays.com

**QID 21-57227**

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11-10-21	GM
11-17-21	BS
12-1-21	CW

**SCALE**

As Noted

**FILE**

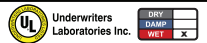
2021/Starbucks/Locations/  
 Mountain Brook AL/ 21-57557/  
 SB Mountain Brook AL 21-57557

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EST: CLIENT:

SI/SPM: LANDLORD:

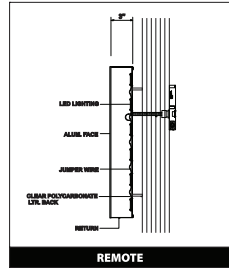
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SCALE: 3/8"=1'-0"

**SPECIFICATIONS**

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COLOR LEGEND	
PMS PAINT	VINYL
PMS 3425 C	3M 3630-76
RAL 7021M	3M 3630-22
PMS WHITE	3M 3630-20/ 7725-10 TRANSLUCENT/ OPACQUE
PMS 369 C	NA
REFL. WHITE	3M 680-10

STARBUCKS COFFEE #8418  
371 RELE ST  
MOUNTAIN BROOK, AL 35223



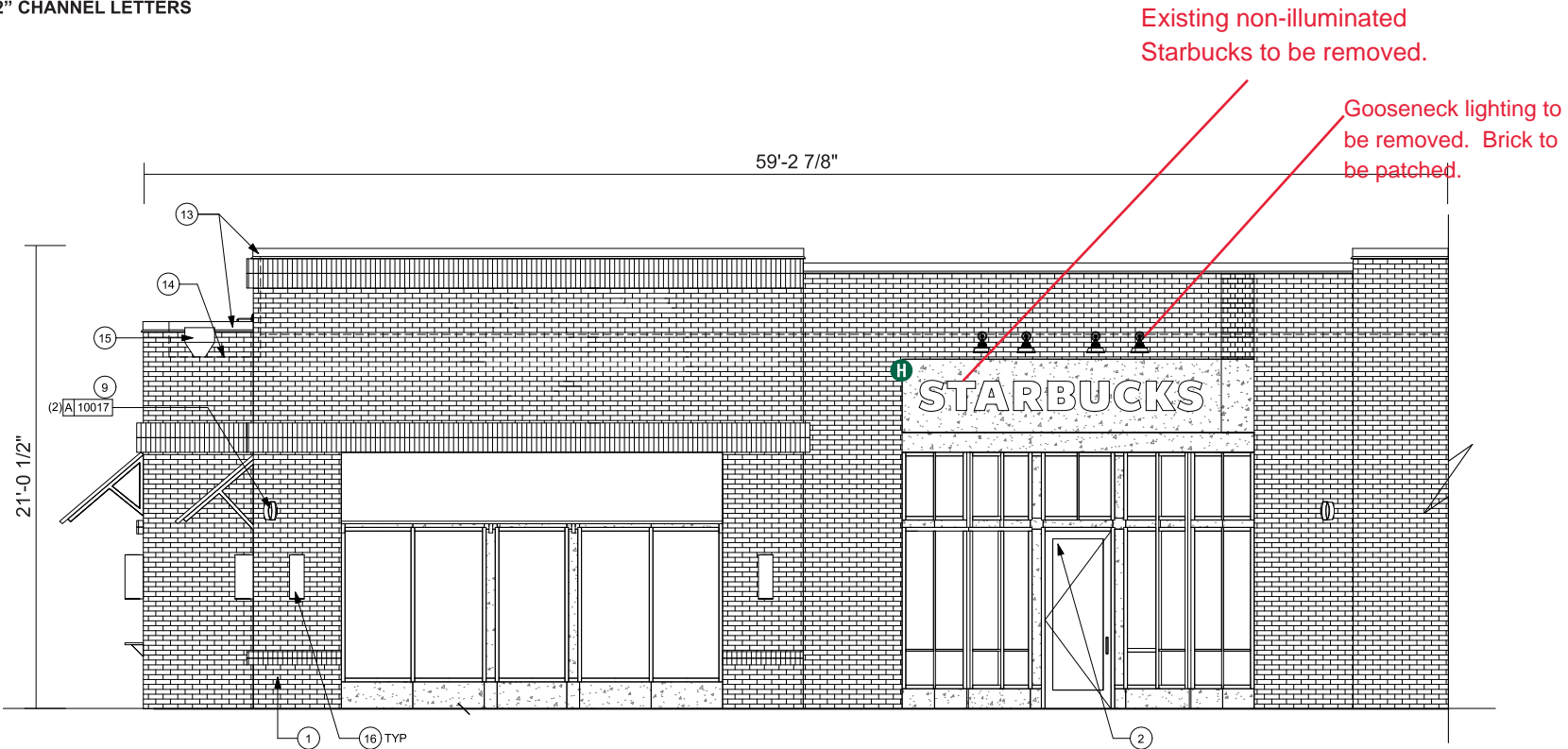
21-57227

**~~HILTON~~DISPLAYS**

125 HILLSIDE DRIVE • GREENVILLE SC 29607  
P 800 353 9132 • F 864 242 2204  
[www.hiltondisplays.com](http://www.hiltondisplays.com)

**SITE PLAN**

- A** 18" SIREN
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- D** MENU BOARD
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- F** MOPU/KIT
- G** 16" CHANNEL LETTERS
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**WEST ELEVATION**

Scale: 3/16" = 1'-0"

**HILTON DISPLAYS**

125 HILLSIDE DRIVE • GREENVILLE SC 29607  
 P 800 353 9132 • F 864 242 2204  
 www.hiltondisplays.com

**QID 21-57227**

**JOB NAME**

Starbucks 8418

**LOCATION**

371 Rele St  
 Mountain Brook, AL 35223

**CUSTOMER CONTACT**

**SALESMAN / PM**

Caitlin Merced

**DESIGNER**

Ashley Smith

**DWG. DATE**

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**SCALE**

As Noted

**FILE**

2021/Starbucks/Locations/  
 Mountain Brook AL/ 21-57557/  
 SB Mountain Brook AL 21-57557

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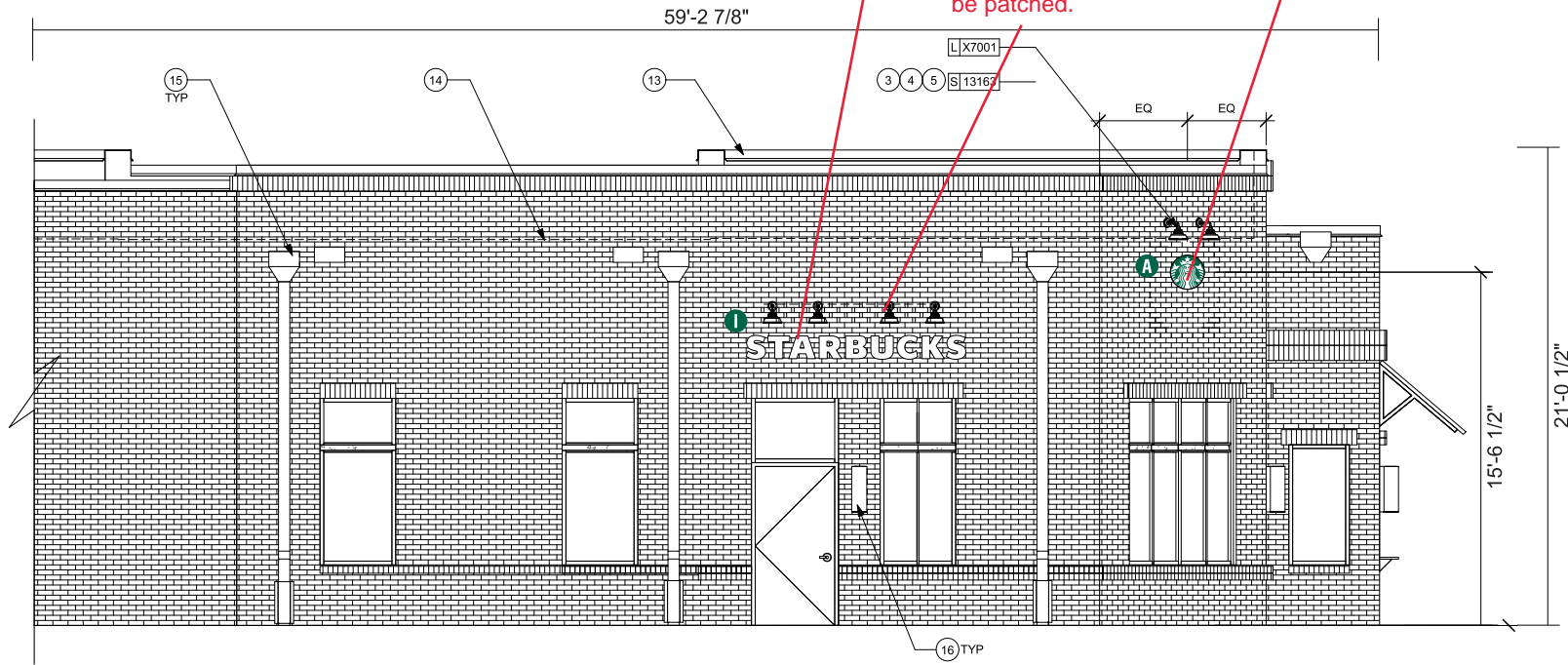
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SLS/PM:	LANDLORD:

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Scale: 3/16" = 1'-0"

~~HILTONDISPLAYS~~

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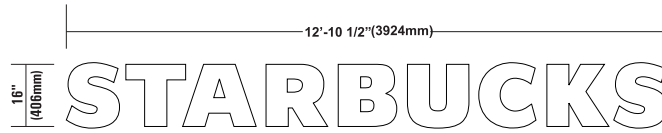
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**16" HALO LIT CHANNEL LETTERS**

SBC#XXXXXXX

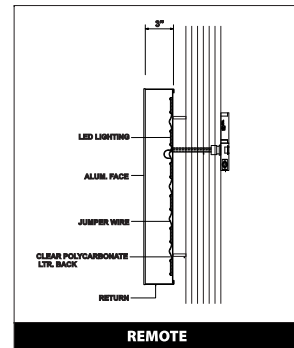
Qty 1



SCALE: 3/8"=1'-0"

**SPECIFICATIONS**

- A** Internally illuminated halo lit channel letters to be fabricated from aluminum painted white reflective interiors and painted satin finish white polyurethane exteriors w/ clear polycarbonate backs.
- B** Letters illuminated w/ "Lumificient LED's w/ remote power supply.
- C** Letters to be installed w/ 2" stand offs.
- D** LEDS to be 3000k or less



COLOR LEGEND		
	PMS/PAINT	VINYL
	PMS 3425 C	3M 3630-76
	RAL 7021M	3M 3630-22
	PMS WHITE	3M 3630-20/ 7725-10 TRANSLUCENT OPAQUE
	PMS 369 C	NA
	REFL. WHITE	3M 680-10

~~HILTONDISPLAYS~~

125 HILLSIDE DRIVE • GREENVILLE SC 29607  
P 800 353 9132 • F 864 242 2204  
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371 Rele St  
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**SCALE**

As Noted

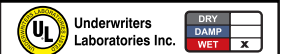
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2021/Starbucks/Locations/  
Mountain Brook AL/ 21-57557/  
SB Mountain Brook AL 21-57557

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**12" HALO LIT CHANNEL LETTERS**

SBC#XXXXXXX

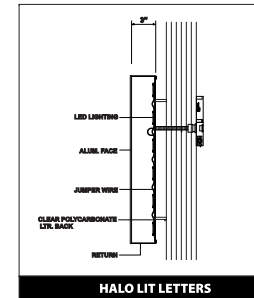
Qty 1



Scale: 1/2"=1'

**SPECIFICATIONS**

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COLOR LEGEND	
PMS/PAINT	VINYL
PMS 3425 C	3M 3630-76
RAL 7021M	3M 3630-22
PMS WHITE	3M 3630-20/ 7725-10 <small>TRANSLUCENT OPAQUE</small>
PMS 369 C	NA
REFL. WHITE	3M 680-10

**HILTONDISPLAYS**

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11-10-21 / GM	
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12-1-21 / CW	

**SCALE**

As Noted

**FILE**

2021/Starbucks/Locations/  
Mountain Brook AL/ 21-57557/  
SB Mountain Brook AL 21-57557

**DESIGN SPECIFICATIONS ACCEPTED BY:**

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## V-23-16

Department of Planning, Building &  
Sustainability  
56 Church Street  
Mountain Brook, Alabama 35213  
Telephone: 205.802.3810  
[www.mtnbrook.org](http://www.mtnbrook.org)

---

### VILLAGE DESIGN REVIEW COMMITTEE CASE SUMMARY LETTER

Case: V-23-16

Meeting Date: June 21, 2023

Location: 251 Rele Street - Swoop

Applicant: David Brandt, Fravert Services  
[davidb@fravert.com](mailto:davidb@fravert.com)

Property Owner: John Evans  
[john@evsoninc.com](mailto:john@evsoninc.com)

The Village Design Review Committee recommends the following for Swoop signage:

- Consider the circular shape for both façade signs.
- Consider vinyl signage on the middle transom glass on the corner. “Where Fun Begins” is an option.
- Keep the existing projecting sign.

Please submit amendments via email for committee review.

Thank you,

Tyler Slaten, Planner  
City of Mountain Brook  
56 Church St  
Mountain Brook, AL 35213  
Office 205-802-3811 [slatent@mtnbrook.org](mailto:slatent@mtnbrook.org)



**DESIGN REVIEW/ SIGN APPLICATION**

City of Mountain Brook  
Building, Planning, & Sustainability  
56 Church St, Mountain Brook, AL 35213  
(205) 802-3830 • Fax (205) 879-6913

Review by the Mountain Brook Village Design Review Committee is mandatory. Application and all supplemental documentation must be received no later than fourteen (14) business days prior to scheduled meeting to be placed on agenda. Applicants, owners, and/or tenants are strongly encouraged to appear before the Committee on behalf of their application.

**1. Job Site Location:**

Business Name: SWOOP

Address: 251 PELE ST.

**2. Property Owner:**

Name: LANE PARKE RETAIL LLC

Email: john@evsoninc.com

Phone: (205) 960-4428

**3. Applicant:**

Name: FRAVERT SERVICES

Mailing Address: 133 WEST PARK DRIVE

City/State/Zip: BIRMINGHAM, AL 35211

Phone: (205) 278-9612

Email: davidbb@fravert.com

Signature: [Signature]

**4. Contractor Information:**

Company Name: FRAVERT SERVICES

Mailing Address: 133 WEST PARK DRIVE

City/State/Zip: BIRMINGHAM, AL 35211

Phone: (205) 278-9612

Bus. License No: 202302215

(for the City of Mountain Brook)

Print Name: DAVID BRANDT

Email: davidbb@fravert.com

Office Use Only - Permits	
Permit No:	
Date Issued:	
Permitted Amount:	
Office Use Only - Design Review	
<input type="checkbox"/> Approved	
<input type="checkbox"/> Approved w/ Conditions	
<input type="checkbox"/> Denied	
Clerk:	
Date:	

Category of Construction		
<input type="checkbox"/> Awning	<input checked="" type="checkbox"/> Facade	<input type="checkbox"/> Window
<input type="checkbox"/> Ground	<input type="checkbox"/> Directory	<input type="checkbox"/> Roof
<input type="checkbox"/> Projecting	<input type="checkbox"/> Door	<input type="checkbox"/> Directional
Sign Information		
Job Description: 1. Add back panel to existing building sign 2. New building sign over entrance		
Permit fees are based on the value of the work performed. Indicate the value (round to the nearest dollar) of all equipment, materials, labor, overhead, and the profit for the work indicated on this application. Valuation: \$ <u>14K</u>		
Number of Proposed Sign(s): <u>3 (2 ARE EXISTING)</u>		
Existing Sign Information		
Please calculate the total square footage of all existing signs on site. Refer to our sign ordinance for categorical clarification.		
Square feet of Signs: <u>8.7 + 22.5 + 3.36 = 34.56 sq</u>		
Square feet of Incidental Signs:		
Property Owner Signature		
This installation is being made on commercial property owned by me or a member of my immediate family. Signature: <u>[Signature]</u>		
Is this property subject to a master sign plan, which has been approved by the Design Review Committee? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		

Applications may be obtained online at [www.mtnbrook.org/bc-vdrc](http://www.mtnbrook.org/bc-vdrc).



# V-23-16

## Proposed new façade sign and changes to existing signage

The applicant is proposing a new front façade sign for Swoop. The front façade sign is proposed to be reverse lit. The “S” on Swoop is proposed to be 20 inches in height which exceeds the maximum allowed letter and logo height of 16 inches in the villages. This requires the granting of a variance. The proposal features a new back panel behind existing façade letters.

- **Project Data:**

NAME: Swoop

CURRENT ZONING: PUD

OWNER: Lane Parke Retail, LLC

LOCATION: 251 Rele Street

OVERVIEW

MATERIALS / FINISHES

- M1 .125 alum
- M2 1" x 1" alum angle
- M3 White LEDs (not shown)
- M4 2" standoffs
- M5 3/16" clear acrylic backs
- M6 Remote power supply
- P1 PMS 179C red
- P2 PMS 7461C blue
- P3 PMS 376C green
- P4 PMS 716 orange
- P5 PMS 143C yellow
- P6 PMS 299 blue
- P7 Beige to match trim
- V1 PMS 213C pink
- V2 PMS 299 blue

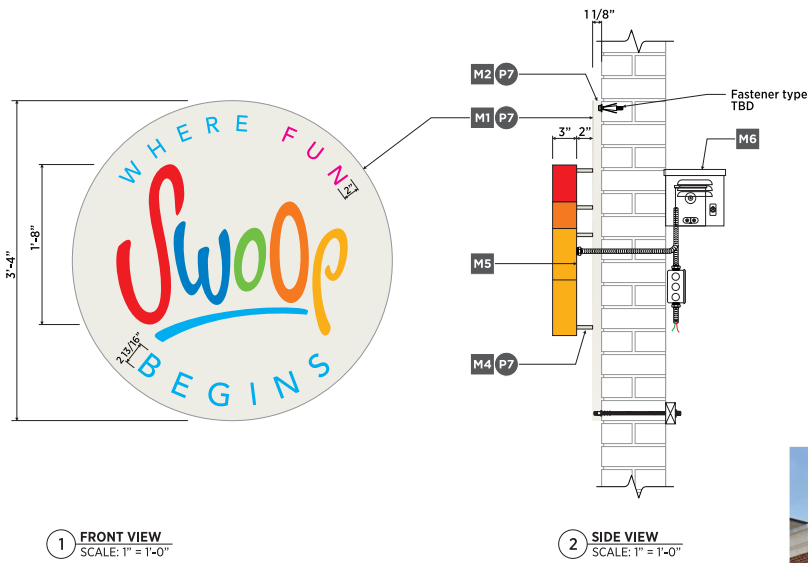
INSTALLATION

Mount flush to brick wall

REVISIONS

STATUS

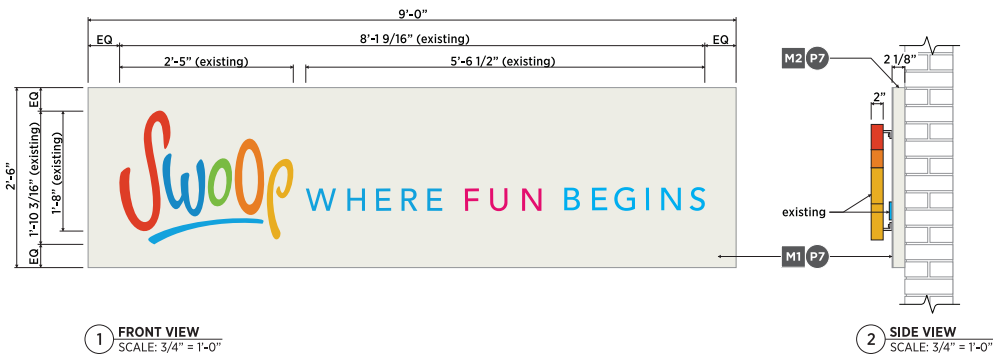
Client Review



4 PHOTO CONCEPT  
SCALE: None

1 FRONT VIEW  
SCALE: 1" = 1'-0"

2 SIDE VIEW  
SCALE: 1" = 1'-0"



1 FRONT VIEW  
SCALE: 3/4" = 1'-0"

2 SIDE VIEW  
SCALE: 3/4" = 1'-0"

OVERVIEW

Mount existing letters to backer panel. Use new backer panel as wireway for illuminated letters.

MATERIALS / FINISHES

- M1 .125 alum
- M2 2" x 2" alum tube
- P7 Beige to match trim



3 PHOTO CONCEPT  
SCALE: None

INSTALLATION

Mount flush to brick wall

REVISIONS

STATUS

Client Review



133 West Park Drive Birmingham, AL 35211  
1205.940.7190 1800.743.7791  
1205.940.7900 fax  
www.fravert.com

Swoop

DESIGN REF #: 23041301

Side Elevation

EXTERIOR

DESIGNER:

ABS

MANAGER:

DAVID BRANDT

A:\Jobs\23041301 - Swoop Lane  
Parke\Design\23041301-Building Signage

PAGE:

2



# V-23-18 Amended

Department of Planning, Building & Sustainability  
56 Church Street  
Mountain Brook, Alabama 35213  
Telephone: 205.802.3810  
www.mtnbrook.org

## VILLAGE DESIGN REVIEW COMMITTEE CASE SUMMARY LETTER

Case: V-23-18

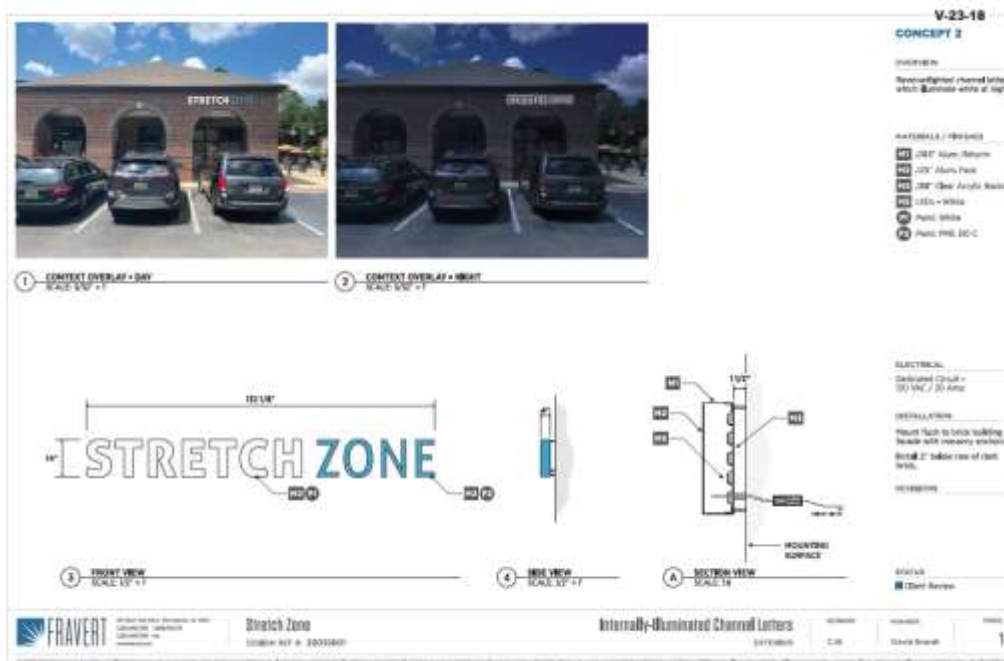
Meeting Date: June 21, 2023  
Amendments Approved: June 28, 2023 via Email

Location: 229 Country Club Park – Stretch Zone

Applicant: David Brandt, Fravert Services  
[davidb@fravert.com](mailto:davidb@fravert.com)

Property Owner: Scott & Scott Inc.

The Village Design Review Committee approves the amended sign application for Stretch Zone.



Thank you,

Tyler Slaten, Planner  
City of Mountain Brook  
56 Church St  
Mountain Brook, AL 35213  
Office 205-802-3811 [slaten@mtnbrook.org](mailto:slaten@mtnbrook.org)



## V-23-19

Department of Planning, Building &  
Sustainability  
56 Church Street  
Mountain Brook, Alabama 35213  
Telephone: 205.802.3810  
[www.mtnbrook.org](http://www.mtnbrook.org)

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### VILLAGE DESIGN REVIEW COMMITTEE CASE SUMMARY LETTER

Case: V-23-19

Meeting Date: June 21, 2023

Location: 66-D Church Street – Mae Davis Interiors

Applicant: Molly Otto, [molly.otto@maedavisinteriors.com](mailto:molly.otto@maedavisinteriors.com)

Contractor: Alabama Graphics

The Village Design Review Committee recommends the following amendments for the Mae Davis Interiors signage application:

- Reduce the “M” to 20” in height.
- Add a border around exterior edge of sign, using the same color as used with “INTERIORS” to provide definition.

Revision may be submitted via email for Committee review.

Thank you,

Tyler Slaten, Planner  
City of Mountain Brook  
56 Church St  
Mountain Brook, AL 35213  
Office 205-802-3811 [slaten@mtnbrook.org](mailto:slaten@mtnbrook.org)

*mae davis*

INTERIORS

**DESIGN REVIEW/ SIGN APPLICATION**

City of Mountain Brook  
 Building, Planning, & Sustainability  
 56 Church St, Mountain Brook, AL 35213  
 (205) 802-3830 • Fax (205) 879-6913

Review by the Mountain Brook Village Design Review Committee is mandatory. Application and all supplemental documentation must be received no later than fourteen (14) business days prior to scheduled meeting to be placed on agenda. Applicants, owners, and/or tenants are strongly encouraged to appear before the Committee on behalf of their application.

**1. Job Site Location:**

Business Name: Mae Davis Interiors

Address: 66 D Church Street Mountain Brook AL 35213

**2. Property Owner:**

Name: Worthy Promotional

Email: \_\_\_\_\_

Phone: 479-225-0056

**3. Applicant:**

Name: Molly Otto

Mailing Address: 5532 10th Ave S

City/State/Zip: Birmingham AL 35222

Phone: 2059146511

Email: molly.otto@maedavisinteriors.com

Signature: \_\_\_\_\_

**4. Contractor Information:**

Company Name: Alabama Graphics

Mailing Address: 2801 5th Ave S

City/State/Zip: Birmingham AL 35233

Phone: 2059146511

Bus. License No: 202303224

(for the City of Mountain Brook)

Print Name: Molly Otto

Email: molly.otto@maedavisinteriors.com

**Office Use Only - Permits**

Permit No: \_\_\_\_\_

Date Issued: \_\_\_\_\_

Permitted Amount: \_\_\_\_\_

**Office Use Only - Design Review**

Approved

Approved w/ Conditions

Denied

Clerk: \_\_\_\_\_

Date: \_\_\_\_\_

**Category of Construction**

Awning

Facade

Window

Ground

Directory

Roof

Projecting

Door

Directional

**Sign Information**

Job Description: **Replacing old business' sign (Mountain Brook Sporting Goods) with new retail sign for Mae Davis Interiors**

Permit fees are based on the value of the work performed. Indicate the value (round to the nearest dollar) of all equipment, materials, labor, overhead, and the profit for the work indicated on this application.

**Valuation: \$** \_\_\_\_\_

Number of Proposed Sign(s): 1

**Existing Sign Information**

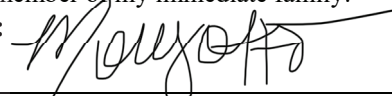
Please calculate the total square footage of all existing signs on site. Refer to our sign ordinance for categorical clarification.

Square feet of Signs: 76sf

Square feet of Incidental Signs: 0

**Property Owner Signature**

This installation is being made on commercial property owned by me or a member of my immediate family.

Signature: 

Is this property subject to a master sign plan, which has been approved by the Design Review Committee?

Yes

No

Applications may be obtained online at [www.mtnbrook.org/bc-vdrc](http://www.mtnbrook.org/bc-vdrc).

# V-23-19

## Proposed new façade sign

The applicant is proposing a façade sign for Mae Davis Interiors. The existing façade sign for Mountain Brook Sporting Goods will be replaced as a part of the scope of this project. The proposed façade will be a metal panel approximately 21 square feet in size. The “M” logo in the background of the sign is proposed to be 27.73 inches in height which exceeds the maximum allowed letter and logo height of 16 inches in the villages. This requires the granting of a variance.

- **Project Data:**

NAME: Mae Davis Interiors

CURRENT ZONING: Local Business District

OWNER: Worth Promotional

LOCATION: 66 Church Street



CRESTLINE BAGEL  
INC.

mac lavis  
INTERIORS



WORTH  
BIZ'NESS  
ABOUT.

WE'LL  
FIX YOUR  
LUNCH  
BREAK.

BAGELS  
WITH A  
SMILE - IN  
THE  
MIDDLE.

88 D CHURCH ST

ANN-T  
BO  
ITALIA  
REST



2801 5th Ave S,  
Birmingham, AL  
35233  
Ph: 205.252.8505  
Email: color@algraphics.com

CONTACT Molly Otto  
ORDER #

CUSTOMER: Mae Davis Interiors

Material: .125" Polymetal Panel

Quantity: 1

Size: 72"x42"

Installation: Crestline Village  
Mtn Brook, AL



ADDITIONAL NOTES:

CUSTOMER APPROVAL: \_\_\_\_\_

\*\*\* Please review carefully. We must have approval in writing or email before the order will go into production. Errors found after approval and completion are the customer's responsibility. \*\*\*



2801 5th Ave S,  
Birmingham, AL  
35233  
Ph: 205.252.8505  
Email: color@algraphics.com

CONTACT Molly Otto  
ORDER #

CUSTOMER: Mae Davis Interiors



Material: .125" Polymetal Panel

Quantity: 1

Size: 72"x42"

Installation: Crestline Village  
Mtn Brook, AL

ADDITIONAL NOTES:

CUSTOMER APPROVAL: \_\_\_\_\_

\*\*\* Please review carefully. We must have approval in writing or email before the order will go into production. Errors found after approval and completion are the customer's responsibility. \*\*\*