

MEETING AGENDA
CITY OF MOUNTAIN BROOK
VILLAGE DESIGN REVIEW COMMITTEE
8/17/2022
PRE-MEETING: (ROOM A106) 7:40 A.M.
REGULAR MEETING: (ROOM A108) 8:00 A.M.
CITY HALL, 56 CHURCH STREET, MOUNTAIN BROOK, AL 35213

1. Approval of Agenda
2. Approval of Minutes: 7/20/2022, Regular Meeting
3. Case **V-22-23**: Once Upon a Time– **70 Church Street**, New Item
4. Case **V-22-24**: Grisham Tolbert Interiors LLC – **2402 Canterbury Road**, New Item
5. Case **V-22-25**: Mt. Brook Eye Care – **921 Rele Street**, New Item
6. Case **V-22-26**: Onward Reserve – **291 Rele Street**, New Item
7. Next Meeting: 9/21/2022
8. Adjournment

**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: Once Upon a Time

Address: 70 Church St. Mountain Brook, AL 35213

2. Property Owner:

Name: Drennen Family, LLC c/o Engel Realty

Email: mjohnson@engelrealty.com

Phone: 205-939-8233

3. Applicant:

Name: Reel Howell on behalf of Once Upon a Time Children's, LLC

Mailing Address: 70 Church St.

City/State/Zip: Mountain Brook, AL 35213

Phone: 229-560-5282

Email: rhowell@arlingtonconstruction.net

Signature: 

4. Contractor Information:

Company Name: Cain Awning Company, Inc

Mailing Address: 651 2nd Ave North

City/State/Zip: Birmingham, AL 35203

Phone: 205-323-8379

Bus. License No: 202203926

(for the City of Mountain Brook)

Print Name: _____

Email: _____

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: - Recovering of an existing fabric awning. Structure & size did not change.
 - Repainting of building
 - Addition of window clings for business info & branding

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: \$ 3,900 - INCLUDED IN OUR OVERALL BLDG. PERMIT APP

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: 23 SF

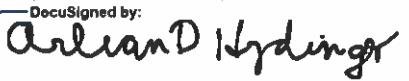
Square feet of Incidental Signs: _____

Property Owner Signature

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

Signature: _____

DocuSigned by:



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.

V-22-23

Proposed new exterior changes and awning

The applicant is proposing exterior changes that include:

- repainting the building and trim
- new fabric awning with signage
- window signage
- painting and reusing the existing gooseneck lighting

The proposed awning signage would require a variance as the letter height exceeds the maximum of 16 inches. The variance would only apply to the letters O, U and T as they are 24.15 inches in height. The remaining 10 letters are 9 inches in height.

- **Project Data:**

NAME: Once Upon A Time

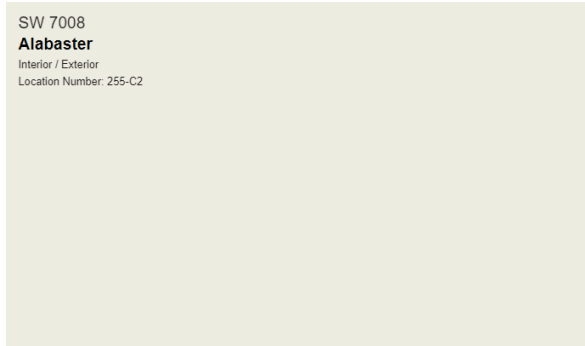
CURRENT ZONING: Local Business District

OWNER: Drennen Family, LLC

LOCATION: 70 Church Street

Proposed Exterior Upgrades - 70 Church Street

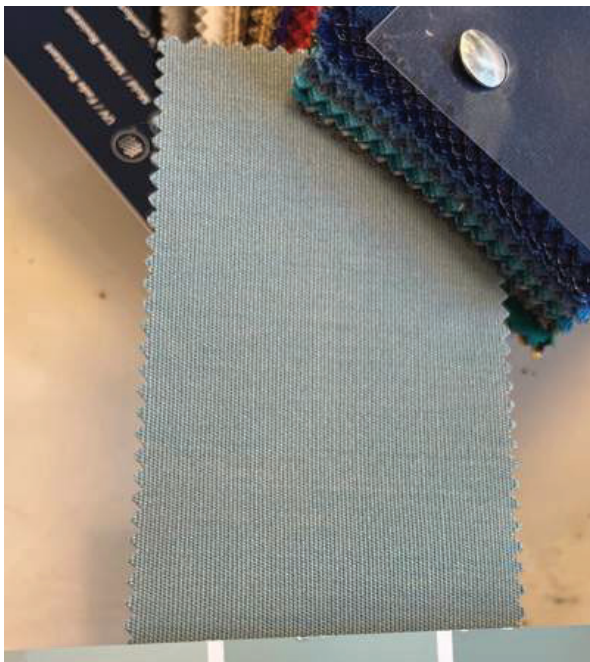
Exterior Brick & Trimwork



Main Entry Doors



Front Awning Cover (Awning to remain same size & shape)



Awning Details:



Due to the stylization of the logo, the O, U, & T are much larger than the remaining letters. 10 of the 13 letters are 9" tall and the O, U, & T are 24". If the O, U, & T were dropped to a maximum of 16" H, then the remaining 10 letters would only be just over 5" H (due to the scale aspect ratio), hard to read, and not appropriate scale with the awning.

Lighting - No backlight. Existing gooseneck lights painted white with warm bulbs.

Previous Elevation



New Elevation



Additional Exterior Photos:



JOB ADDRESS

ONCE UPON A TIME
70 CHURCH STREET
BIRMINGHAM, AL 35213

POINT OF CONTACT

CHRISTIE HOWELL
OWNER
ONCE UPON A TIME

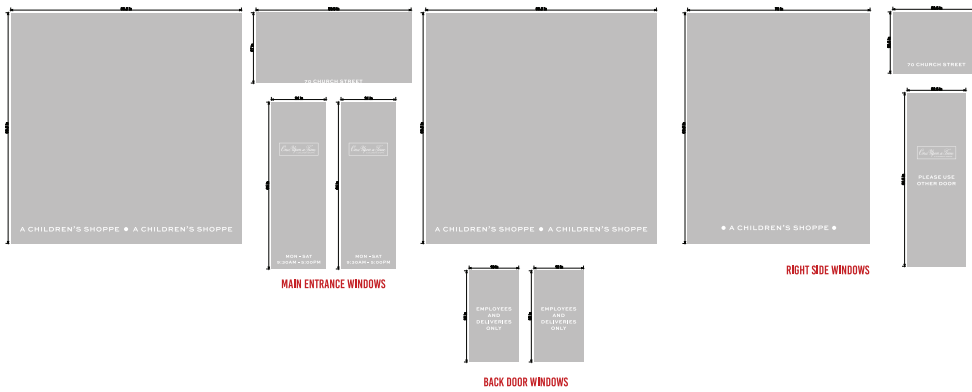
INSTALL REQUIREMENTS

TRANSFER TAPE APPLICATION
GLASS PANE APPLICATION
(2) TECHS - (3) HOURS

NOTES

INSTALLATION RATES OUTLINED
IN THIS GUIDE ARE FOR A QTY
OF (1) FULL SET OF GRAPHICS

To Scale Window Decal Drawings



QTY: 1 FULL SET

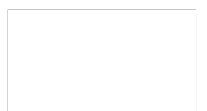
INSTALLATION RATES VARY BASED ON SPECIFICS

COLORS DEPICTED IN THIS GUIDE ARE NOT A TRUE REPRESENTATION OF ANY TRUE CMYK-RGB, PANTONE, OR VINYL COLOR. ALL COLORS MUST BE VARIFIED BY THE CUSTOMER.

PROJECT:

ONCE UPON A TIME
CUSTOM STOREFRONT GRAPHICS
OVERALL SIZE - VARIOUS
CUT VINYL GRAPHIC LOGOS & TEXT
ORACAL 651 - GLOSS WHITE
TRANSFER TAPE READY
GLASS PANE APPLICATION
TRANSFER TAPE APPLICATION
CUSTOM LAYOUTS
QTY: 1 FULL SET

PROJECT MANAGER:



CUSTOMER APPROVAL

APPROVED BY: _____

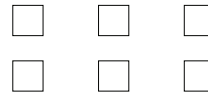
DATE: _____

MATERIAL SPECS

ORACAL 651 - GLOSS WHITE

TRANSFER TAPE

COLOR SPECS





DESIGN REVIEW/ SIGN APPLICATION

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Building, Planning, & Sustainability
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(205) 802-3830 • Fax (205) 879-6913

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1. Job Site Location:

Business Name: Grisham Tolbert Interiors, LLC

Address: 2402 Canterbury Road, 35223

2. Property Owner:

Name: Banks Robertson

Email: N/A

Phone: 205-870-0470

3. Applicant:

Name: Virginia Grisham & Eleanor Tolbert

Mailing Address: 2402 Canterbury Road

City/State/Zip: Mountain Brook, AL 35213

Phone: 205-533-9200

Email: info@grishamtolbert.com

Signature: Virginia Grisham

4. Contractor Information:

Company Name: Alabama Graphics

Mailing Address: 2801 5th Avenue South

City/State/Zip: Birmingham, AL 35233

Phone: 205-252-8505

Bus. License No: 20220210

(for the City of Mountain Brook)
Print Name: John Davis

Email: customerservice@algraphics.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 checked="" 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>putting logo on window in white</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: \$ <u>218.00</u>		
Number of Proposed Sign(s): <u>1</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>9 sq ft (Approx)</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:		
Is this property subject to a master sign plan, which has been approved by the Design Review Committee?		
<input type="checkbox"/> Yes		
<input type="checkbox"/> No		

Applications may be obtained online at www.mtnbrook.org/bc-vcrc.

BANKS WILL BE CALLING YOU!

V-22-24

Proposed new window signage

The applicant is proposing new window signage for Grisham Tolbert Interiors. The primary window signage includes the name and logo.

- **Project Data:**

NAME: Grisham Tolbert Interiors, LLC

CURRENT ZONING: Local Business District

OWNER: Banks Robertson

LOCATION: 2402 Canterbury Road

GRISHAM TOLBERT

I N T E R I O R S

DESIGN REVIEW

Hi!

Attached is our submission for signage at 2402 Canterbury Road. We are proposing white vinyl lettering in white with our logo and "Grisham Tolbert Interiors" as shown below. We are also proposing new "2402" numbers for the door.

The window sign will be approx. 36" x 36" or 9 sq. ft. This is less than the 20% sq. ft. of our window (Overall 50 sq. Ft.), as I calculate it. We are waiting to hear from our marketing team to provide the exact dimensions.

I have included pictures of the signage with the window dimensions.

Thank you so much!

Virginia Grisham and Eleanor Tolbert
Grisham Tolbert Interiors









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1. Job Site Location:

Business Name: Mt. Brook Eye Care
 Address: 921 Rele St.

2. Property Owner:

Name: Lane Parke Retail, LLC
 Email: Will@crawfordsq.com
 Phone: (205) 966-4891

3. Applicant:

Name: David Brandt
 Mailing Address: 133 West Park Drive
 City/State/Zip: Birmingham, AL 235211
 Phone: 2052789612
 Email: davidb@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.: 202201972
(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: (1) set of building letters with gooseneck fixtures, plus door vinyl		
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>11,800.00</u>		
Number of Proposed Sign(s): <u>2</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>16.3 + 1.6 = 17.9</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 type="checkbox"/> Yes		
<input type="checkbox"/> No		

Applications may be obtained online at www.mtnbrook.org/bc-vdrc.

V-22-25

Proposed new face and door signage

The applicant is proposing new façade and door signs for Mountain Brook Eye Care in Lane Parke. The signage is in compliance with the applicable regulations for allowable size and letter height. The proposal also features external gooseneck lighting.

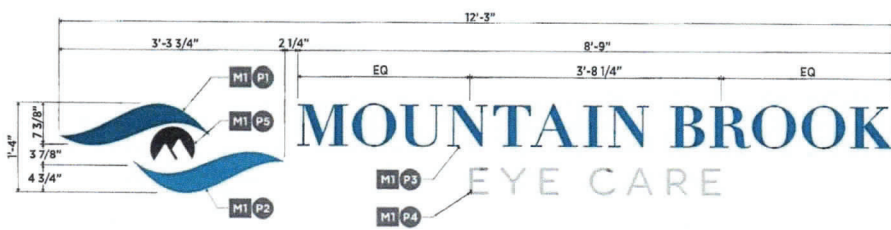
- **Project Data:**

NAME: Mountain Brook Eye Care

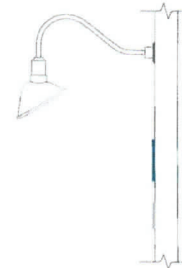
CURRENT ZONING: PUD

OWNER: Lane Parke Retail, LLC

LOCATION: 921 Rele Street



1 PLATE LETTERS
SCALE: 3/4" = 1'-0"



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

OVERVIEW

1/2" plate letters externally illuminated with gooseneck lamps.

MATERIALS / FINISHES

- M1 1/2" alum plate
- P1 TBD
- P2 TBD
- P3 TBD
- P4 TBD
- P5 Black

INSTALLATION

Stud mount flush to wall.
Gooseneck lamps by others.

NEED PMS COLORS OR PAINT MATCHES FOR GRAPHICS



3 PHOTO CONCEPT
SCALE: None

STATUS

Client Review



111 West Park Drive, Birmingham, AL 35201
1.205.940.7190 1.800.743.7191
1.205.940.7199 - fax
www.fravert.com

Mt. Brook Eye Care
DESIGN REF #: 22080207

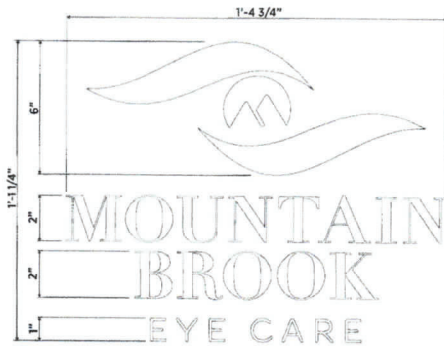
Building Letters
EXTERIOR

DESIGNER: ABS
MANAGER: DAVID BRANDT

A:\Jobs\22080207 - Mt. Brook Eye Care\Design\22080207-Exterior Signage

PAGE: 1

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1 DOOR VINYL
SCALE: 3" = 1'-0"

MATERIALS / FINISHES

V1 White - 1st surface

INSTALLATION

Apply to first surface of glass door.



2 PHOTO CONCEPT
SCALE: None

STATUS

Client Review



111 West Park Drive Birmingham, AL 35201
1.205.940.7190 1.800.743.7911
1.205.940.7190 - fax
www.fravert.com

Mt. Brook Eye Care
DESIGN REF #: 22080207

Door Vinyl
EXTERIOR

DESIGNER:
ABS

MANAGER:
DAVID
BRANDT

A:\Jobs\22080207 - Mt. Brook Eye
Care\Design\22080207-Exterior Signage

PAGE:
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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

V-22-26

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1. Job Site Location:

Business Name: Onward Reserve

Address: 291 Rele St.

2. Property Owner:

Name: Lane Parke Retail, LLC

Email: will@crawfordsq.com

Phone: (205) 966-4891

3. Applicant:

Name: David Brandt

Mailing Address: 133 West Park Drive

City/State/Zip: Birmingham, AL 35211

Phone: 2052789612

Email: davidb@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: 202201972

(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:	(3) wall cabinet signs (all same), 1 blade sign, door vinyl	
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: \$ 18K		
Number of Proposed Sign(s): 6 (4 bldg, 2 vinyl)		
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: 41 total for all		
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.

V-22-26

Proposed new signage

The applicant is proposing new signage for the Onward Reserve retail store. The total aggregate signage being proposed is 41 square feet. The signage includes:

- 3 façade signs
- door signage
- 1 projecting sign

The façade signs would require a variance to be approved as they are proposed to be internally illuminated cabinet signs. Sec 121-7 of the city's Sign Ordinance lists following two provisions under Prohibited Signs: "(11) Any internally illuminated sign in the three traditional villages; (13) Cabinet, can or box signs with panel signs or translucent acrylic faces; such cabinet, can or box signs may be permitted with metal or completely opaque material backgrounds in conjunction with letter forms or logo type which is stencil cut through the surface and filled with backup and push-through non-transparent acrylic forms with an interior diffuser or which have backgrounds routed out with the interior acrylic forms".

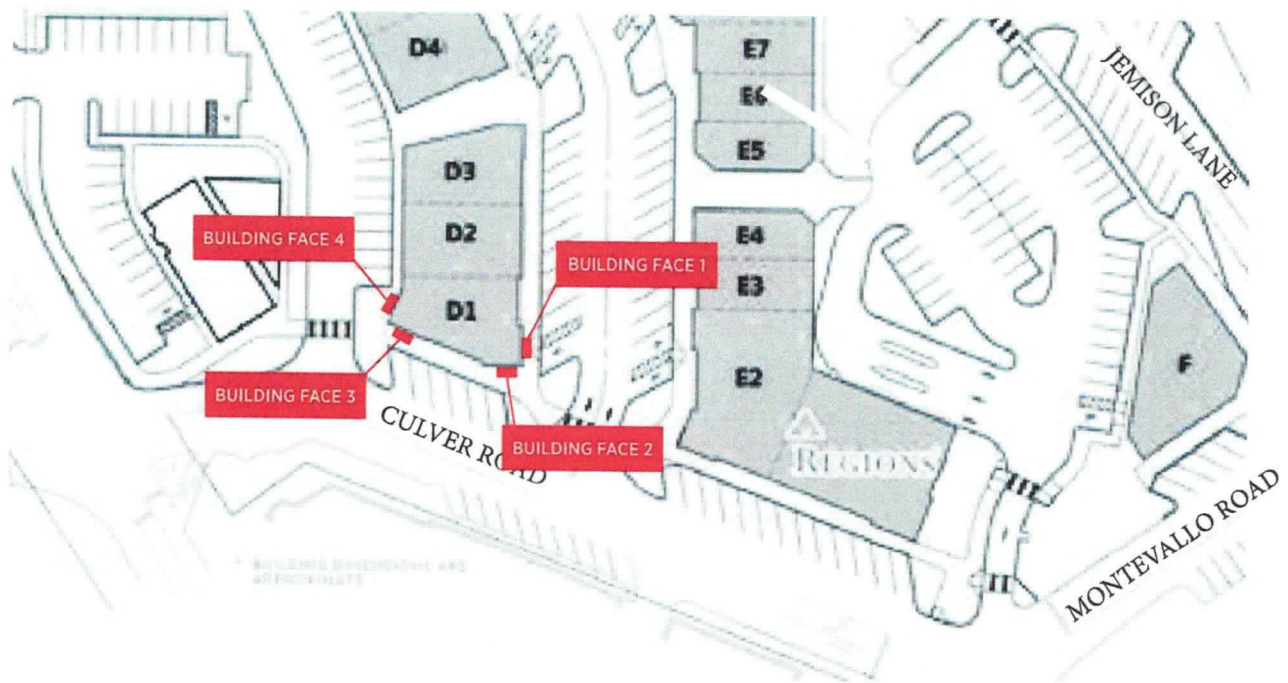
- **Project Data:**

NAME: Onward Reserve

CURRENT ZONING: PUD

OWNER: Lane Parke Retail, LLC

LOCATION: 291 Rele Street



131 West Park Drive, Birmingham, AL 35201
1.205.940.7100 1.800.742.7191
1.205.940.7190 - fax
www.fravert.com

Onward Reserve
DESIGN REF #: 22050201

Site Plan
EXTERIOR SIGNAGE

DESIGNER: HINTON
MANAGER: DAVID BRANDT

J:\22050201 - Onward Reserve\Design

PAGE: 1

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BUILDING FACE 1



Please provide needed info and glass dimensions.
 Sample info used above. If navy is preferred, please
 provide pantone color

STATUS
 Client Review

FRAVERT
 131 West Park Drive, Birmingham, AL 35271
 (205) 940-7700 FAX (205) 743-7191
 (205) 940-7195 - fax
 www.fravert.com

Onward Reserve
 DESIGN REF #: 22050201

Entrance Signage
 EXTERIOR SIGNAGE

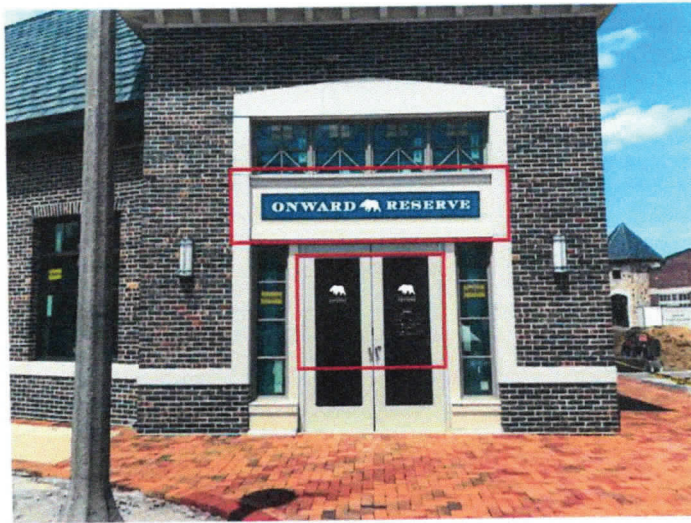
DESIGNER: HINTON
 MANAGER: DAVID BRANDT

J:\22050201 - Onward Reserve\Design

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BUILDING FACE 2



Please provide needed info and glass dimensions.
 Sample info used above. If navy is preferred, please
 provide pantone color

STATUS

Client Review



111 West Park Drive Birmingham, AL 35211
 1.205.940.7100 1.800.343.7111
 1.205.940.7100 - fax
 www.fravert.com

Onward Reserve
 DESIGN REF #: 22050201

Entrance Signage
 EXTERIOR SIGNAGE

DESIGNER: HINTON
 MANAGER: DAVID BRANDT

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PAGE:

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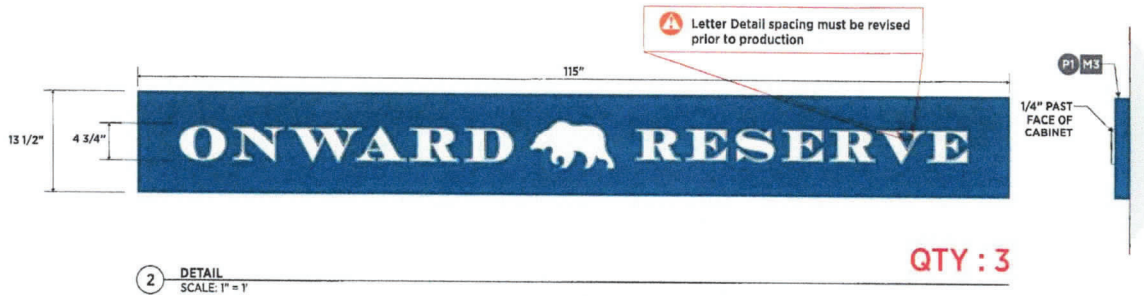
CONCEPT 2

OVERVIEW

Illuminated Fabricated cabinet with push-thru acrylic
Entrance door Vinyl

MATERIALS / FINISHES

- M1 1/2" Push-Thru White Acrylic
- M2 .125" Aluminum
- M3 2" x 2" Tubing Frame
- P1 TBD
- P2 White
- V1 White



STATUS
■ Client Review

BUILDING FACE 3



1 CONTEXT
SCALE: 1/8" = 1'

STATUS
■ Client Review

FRAVERT
111 West Park Drive, Birmingham, AL 35201
205.940.7100 1.800.743.7791
205.940.7180 - fax
www.fravert.com

Onward Reserve
DESIGN REF #: 22050201

Non-lit Flag Sign
EXTERIOR SIGNAGE

DESIGNER:
HINTON

MANAGER:
DAVID
BRANDT

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PAGE:

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