

MEETING AGENDA
CITY OF MOUNTAIN BROOK
VILLAGE DESIGN REVIEW COMMITTEE
12/14/2022
PRE-MEETING: (ROOM A106) 7:50 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: 11/16/2022, Regular Meeting
3. Case **V-22-43: Rougaroux**– 2716 Culver Road, New Item
4. Next Meeting: 1/18/2023
5. 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: Rougaroux

Address: 2716 Culver Road, Mountain Brook, AL 35213

2. Property Owner:

Name: Jay Friedman

Email: jayfriedman@friedman-lawyers.com

Phone: (205) 305-0559

3. Applicant:

Name: Jay Friedman

Mailing Address: 2134 English Village Lane

City/State/Zip: Mountain Brook, Alabama 35223

Phone: (205) 305-0559

Email: jayfriedman@friedman-lawyers.com

Signature: /s/ Jay Friedman

4. Contractor Information:

Company Name: Hallmark Builders, Inc.

Mailing Address: 3500 Blue Lake Dr. #4110

City/State/Zip: Birmingham, Alabama 35244

Phone: (205) 972-1230

Bus. License No: _____

(for the City of Mountain Brook)

Print Name: _____

Email: lhallmark@hallmark-builders.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 checked="" type="checkbox"/> Roof
<input type="checkbox"/> Projecting	<input type="checkbox"/> Door	<input type="checkbox"/> Directional
Sign Information		
Job Description:	Repurpose old Sneaky Pete's sign with Rougaroux sign.	
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: 5x5		
Square feet of Incidental Signs: 5x4		
Property Owner Signature		
This installation is being made on commercial property owned by me or a member of my immediate family. Signature: /Jay Friedman		
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-22-41

Proposed new signage, painted brick and mechanical screening

The applicant is proposing new signage and exterior changes for Rougaroux in Mountain Brook Village. The signage includes a roof sign reusing the old Sneaky Pete's sign structure and mounts. This proposed sign requires a variance as roof signs are prohibited signs. There is also some incidental signage on the façade above the front windows.

The proposal to paint the brick requires a variance from the Board of Zoning Adjustment as it is not a part of Sign Ordinance, but a provision in the Village Overlay Standards of the Zoning Ordinance. The proposed brick color is Spanish white. Any approval of the color would need to be conditioned upon the approval of a variance from BZA.

The applicant is also proposing to move mechanical equipment to the roof which requires the approval of appropriate screening.

- **Project Data:**

NAME: Rougaroux

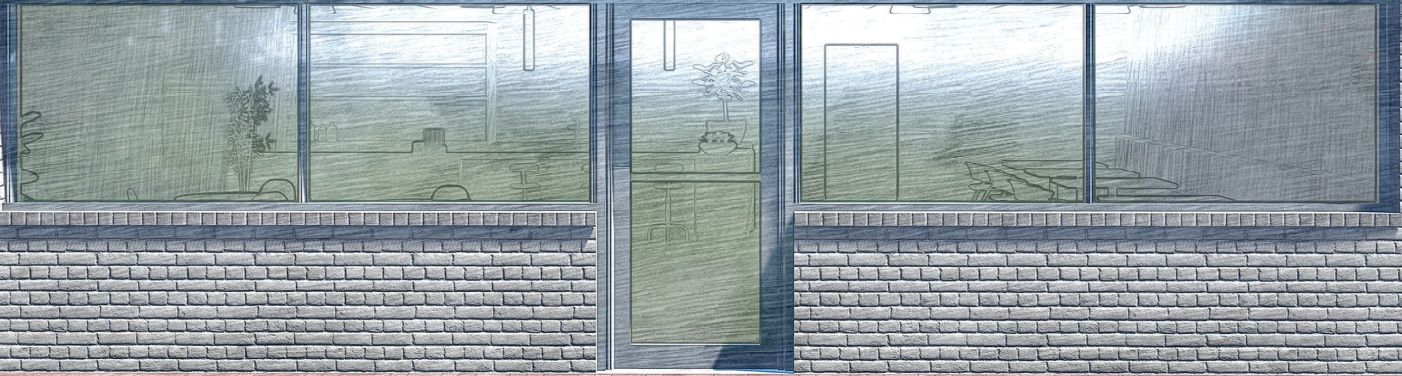
CURRENT ZONING: Office Park District

OWNER: Jay Friedman

LOCATION: 2716 Culver Road

The **ROUGAROUX**
RESTAURANT et BAR
NEW ORLEANS *Specialties*
PO'BOYS • GUMBO • BOUDIN
DINE IN or TAKE OUT

FRESH MEATS - COLD BEER - GULF SEAFOOD - DAIQUIRIS - FRENCH BREAD



PRELIMINARY
NOT FOR CONSTRUCTION

2716 CULVER RD. RENOVATION
& ADDITION

JAY & THERESA FRIEDMAN
MOUNTAIN BROOK, AL

DAVIS

OWNER:
JAY & THERESA FRIEDMAN
2716 CULVER RD. #100
MOUNTAIN BROOK, AL 35115
ATTN: JAY FRIEDMAN

ARCHITECT:
DAVIS ARCHITECTS, INC.
100 CHESAPEAKE BLVD
MOUNTAIN BROOK, AL 35115
256-333-3333
ATTN: JAY FRIEDMAN

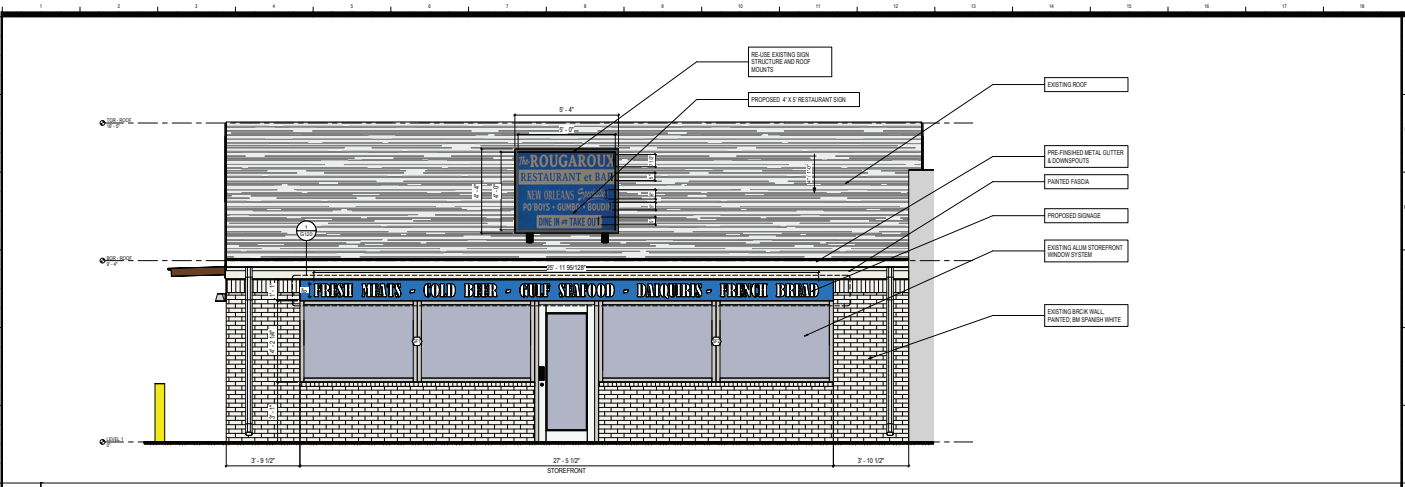
GENERAL CONTRACTOR:
MOUNTAIN BROOK, INC.
2000 SHELBY DR. #100
MOUNTAIN BROOK, AL 35115
256-333-3333
ATTN: JAY FRIEDMAN

CIVIL ENGINEER:
M&T ENGINEERS, INC.
300 20th St. # 400
BIRMINGHAM, AL 35203
205-333-3333
ATTN: JAY FRIEDMAN

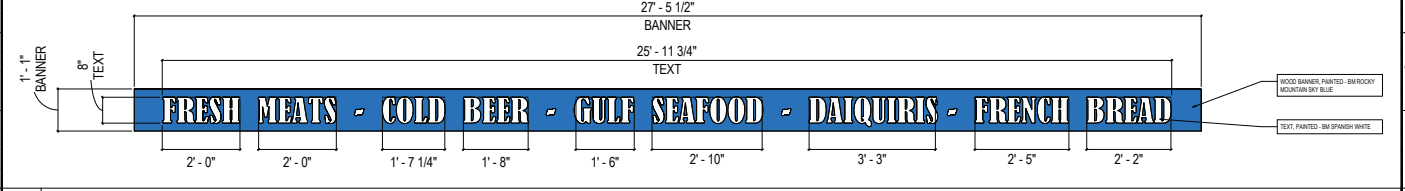
STRUCTURAL ENGINEER:
M&T ENGINEERS, INC.
300 20th St. # 400
BIRMINGHAM, AL 35203
205-333-3333
ATTN: JAY FRIEDMAN

MECHANICAL ENGINEER:
DAVIS ARCHITECTS, INC.
100 CHESAPEAKE BLVD. SUITE 200
MOUNTAIN BROOK, AL 35115
256-333-3333
ATTN: JAY FRIEDMAN

ELECTRICAL ENGINEER:
M&T ENGINEERS, INC.
300 20th St. # 400
BIRMINGHAM, AL 35203
205-333-3333
ATTN: JAY FRIEDMAN



H1 ELEVATION - FRONT - SIGNAGE
SCALE: 1/8" = 1'-0"



PROPOSED FRONT SIGNAGE



PROPOSED ROUGAROUX SIGN



PREVIOUS SNEAKY PETE'S FRONT FACADE & SIGN

North arrow pointing up.

DATE: DECEMBER 7, 2022

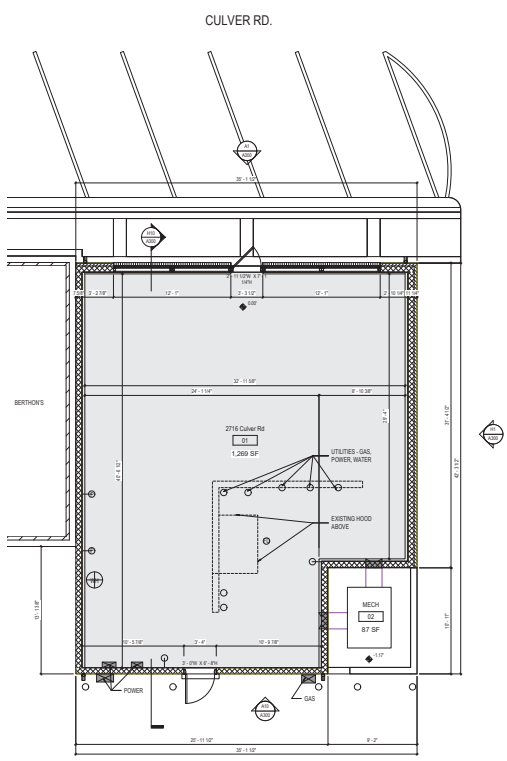
REVISION: SIGNAGE REVIEW

PROJECT: FRONT FACADE - SIGNAGE

PROJECT NO: 3392

EXISTING BUILDING CONDITIONS
2716 CULVER ROAD
MOUNTAIN BROOK, AL 35223

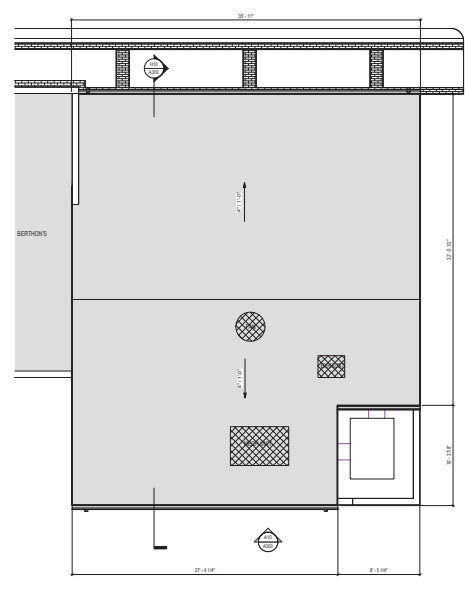
NOTES:
ALL DIMENSIONS TO BE FIELD
VERIFIED BY CONTRACTOR.



A1 FLOOR PLAN
SCALE: 1/8" = 1'-0"



NOTES:
ALL DIMENSIONS TO BE FIELD
VERIFIED BY CONTRACTOR.



A10 ROOF PLAN
SCALE: 1/8" = 1'-0"



PRE-BIDDER
NOT FOR CONSTRUCTION

OLD SNEAKY PETE'S -
EXISTING CONDITIONS



DAVIS

OWNER:
JAY & Theresa Friedman
4716 Mt. Vernon
MOUNTAIN BROOK, AL
ARCHITECT:
DAVIS ARCHITECTS, PC
10011 FINE CREEK
BIRMINGHAM, AL 35243
205.252.7100
ATTN: ANDREW TAYLOR



DATE: JANUARY 21, 2022

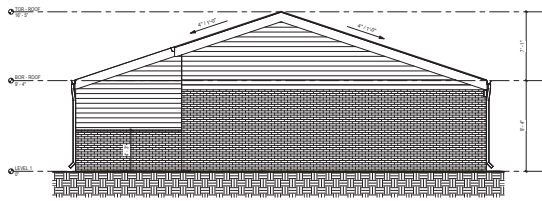
PROJECT: EXISTING CONDITIONS

DESIGNER: DAVIS ARCHITECTS PROJECT NO: XXXX

DESCRIPTION: FLOOR PLAN & ROOF PLAN

A101

NOTES:
ALL DIMENSIONS TO BE FIELD
VERIFIED BY CONTRACTOR.

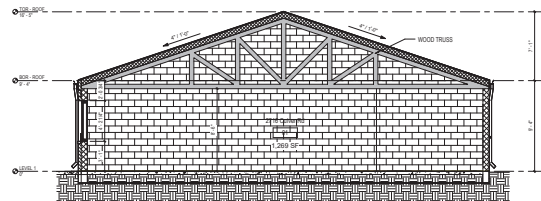


H1 ELEVATION - SIDE

SCALE: 1/4" = 1'-0"



NOTES:
ALL DIMENSIONS TO BE FIELD
VERIFIED BY CONTRACTOR.

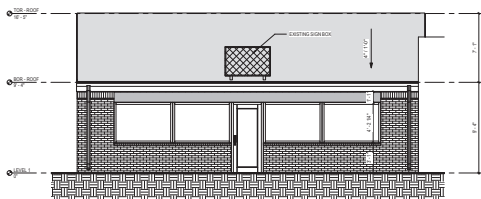


H10 BUILDING SECTION - A

SCALE: 1/4" = 1'-0"



NOTES:
ALL DIMENSIONS TO BE FIELD
VERIFIED BY CONTRACTOR.

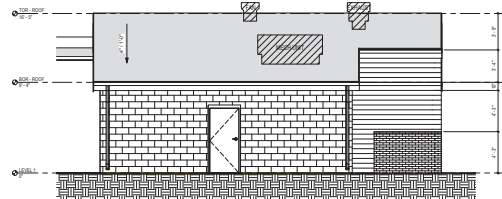


A1 ELEVATION - FRONT

SCALE: 1/4" = 1'-0"



NOTES:
ALL DIMENSIONS TO BE FIELD
VERIFIED BY CONTRACTOR.



A10 ELEVATION - BACK

SCALE: 1/4" = 1'-0"



PRE-CONSTRUCTION
NOT FOR CONSTRUCTION

OLD SNEAKY PETE'S -
EXISTING CONDITIONS



JAY & THERESA FRIEDMAN
MOUNTAIN BROOK, AL

DAVIS

OWNER:
JAY & Theresa Friedman
4714 4th Street
MOUNTAIN BROOK, AL
ARCHITECT:
DAVIS ARCHITECTS
10011 1/2 Highway 206
Birmingham, AL 35235
205.921.7000
ATTN: ANDREW TAYLOR



JANUARY 21, 2022
EXISTING CONDITIONS

DAVIS ARCHITECTS PROJECT: XXXX

ELEVATIONS & SECTION

A300

JAY FRIEDMAN
jayfriedman@friedman-lawyers.com
DIRECT DIAL NUMBER:
(205) 278-7057

December 7, 2022

Village Design Review Committee
Tyler Slaten, City Planner
slatent@mtnbrook.org
Sent Via E-Mail

RE: The Rougaroux at 2716 Culver Road:
Variance Request for Roof Sign; Approval of Screening Materials; and Approval
of Exterior Paint Colors Pending Grant of Variance from the BZA.

To the Village Design Review Committee,

We hope this letter finds you well. Please allow this letter to serve as a formal request for approval to: (1) approve the proposed signage of future tenant The Rougaroux (hereinafter referred to as “Rougaroux”) for their new restaurant located at 2716 Culver Road, Mountain Brook, Alabama 35223 (the Old Sneaky Pete’s Building building); (2) approve the proposed screening materials; and (3) approve Rougaroux’s proposed exterior paint colors conditional upon the Board of Zoning Adjustments (“BZA”) granting Rougaroux’s pending request for variance to paint the exterior brick. The Property is the former home of Sneaky Pete’s hot-dog restaurant, which operated from 1986 until it closed in the spring of 2020. Rougaroux seeks to re-open a restaurant in the space.

I. Overview of the Rougaroux concept opening at 2716 Culver Road.

A. The Concept

Rougaroux is a fast-casual counter-service restaurant concept that serves authentic New Orleans po-boys, gumbo, house-made boudin, muffuletta, burgers, and other classic takes on Cajun dishes. Rougaroux is owned and operated by local, successful Birmingham-based restaurateurs Ed Stacey and Ryan Champion. The atmosphere is laid-back, offering authentic Cajun food in a relaxed setting. The aesthetic is kitschy and quirky, paying tribute to casual and relaxed creole culture as well as Bywater shotgun-style architecture of the French Quarter. Rougaroux prides itself on sourcing the best ingredients. For example, Rougaroux sources bread from the Leidenheimer, a classic New Orleans bakery, meats from Cochon, a classic New Orleans butcher shop, and only serves fresh wild-caught Gulf seafood. Rougaroux’s food travels well, allowing

Rougaroux to offer an array of to-go and catering options, meeting a need for those who wish to enjoy their food at home.

B. Design and Build

1. Davis Architects

Architect Andrew Taylor of Davis Architects (“Davis”) will serve as the lead architect on the project. Davis is a nationally recognized architecture, design, and planning studio located in Birmingham, Alabama. Davis has been involved in many transformative projects, such as the Alys B. Stephens Center, the Bryant-Denny Stadium endzone expansions, the Brock School of Business at Samford University, and numerous others, both locally and nationally.

2. Hallmark Builders

Hallmark Builders, Inc. (“Hallmark”) is a commercial contractor that has been in business for more than sixty years. Hallmark has completed many notable projects, including work for Altec Industries, Burr & Forman, P.C., Barber Advanced Design Center, and many others. Hallmark has also been involved with several build-outs in both phases of the Lane Parke development. Hallmark will serve as the general contractor for the construction of Rougaroux.

C. The Rougaroux Team

1. Ed Stacey

Mr. Stacey is a restaurateur that specializes in concept development, restaurant operations, and sourcing fresh seafood and meats. Mr. Stacey worked a fresh seafood distributor for many years, requiring much travel back and forth from New Orleans. He opened the first Rougaroux in Forest Park, repurposing an 100 year old house into the restaurant. He also developed Hotbox at Parkside with co-owner Ryan Champion.

2. Ryan Champion

Mr. Champion is a professional chef that has worked all over the United States. He has worked in Michelin star restaurants. Locally he has served as a chef at Bottega under renowned chef Frank Stitt III. Mr. Champion also spent years as a chef at creole icon Commander’s Palace in New Orleans. He has worked with Mr. Stacey to develop successful local concepts Rougaroux and the Hotbox at Parkside.

D. Operations

1. Site and Business Specifics

- a. Zoning: Local Business
- b. Site Size: .05 Acres
- c. Tenant Space Size: 1,269 Square Feet
- d. Proposed Use of Tenant Space: Fast-Casual Restaurant

- e. Existing Parking Spaces: 2
- f. Proposed Parking Spaces: 0 Additional Spaces
- g. Proposed Hours of Operation:
 - Monday—Saturday 11:00 AM to 9:00 PM
 - Sunday—Closed (except when the Saints are playing)
- h. Number of Employees: 5
 - Daytime Employees: 5
 - Nighttime Employees: 5

2. Conformance with Master Plan

The Property is zoned for Local Business, which prefers retail and restaurant uses. Rougaroux, as proposed, is in keeping with this zoning designation, and in keeping with the vision, values, and goals set forth in Mountain Brook’s Village Master Plan (“the Plan”). The Plan contemplates preserving Mountain Brook’s unique character, facilitating eclectic complementary architecture while preserving the past, and promoting independent and local businesses to ensure a unique and local flavor. *See* § 3.1, Vision. Rougaroux also meets the stated goal of seeking more opportunities for evening business activity. *Id.*

Furthermore, the Rougaroux also satisfies the land use policy set forth in the Plan. *See generally* Section 3.2. Pursuant to the Land Use Policy Map, the Property’s recommended land use is General Commercial—Retail Dominant. This particular use prefers ground level activity which generates a high degree of pedestrian activity and are generally retail and restaurant type uses. This particular category of land use disfavors ground level service and office uses at these key locations.

Rougaroux fits squarely within the narrow zoning window and preferred uses for the Property as contemplated by the Plan. Rougaroux, as proposed, is consistent with the goals set forth in the Plan to promote independent local businesses and preserve Mountain Brook’s character. Rougaroux now requests approval of its proposed signage, approval of proposed screening materials, and approval of proposed exterior paint colors pending a grant of variance from the BZA.

II. Rougaroux requests VDR approval for the proposed signage.

Sneaky Pete’s was a fixture in Mountain Brook Village for nearly thirty years. The former Sneaky Pete’s sign is a piece of Mountain Brook history. The Tenant would like to restore and re-use the old Sneaky Pete’s sign which is currently affixed to the roof of the Building. Specifically, the Tenant wishes to re-face the existing Sneaky Pete’s sign with a hand painted Rougaroux sign. A rendering of the proposed sign is attached to this letter for your review and consideration. *See* Ex. C. A “façade sign” of scrolling text above the entry way is also proposed, and depicted in the renderings. *See* Ex. A, C. The paint colors for both proposed signs are “Rocky Mountain Sky”

(BM-2066-40) and “Spanish White” (OC-35). Each sign will feature “Rocky Mountain Sky” as the background color and text will be colored “Spanish White.”

Currently, the Mountain Brook zoning laws prohibit roof signs. *See* Mountain Brook Code § 121-7(18). Given this, Rougaroux seeks relief from Article 1, Section 121-7 of the Mountain Brook Code in order to retrofit the old Sneaky Pete’s sign into a hand painted Rougaroux sign. However, the sign predates the ordinance. The sign would remain the same size. The sign would not be backlit and therefore would not be violative of Code Section 121-7(11) and the information set forth in items (7)-(10) of the Sign Application checklist pertaining to illumination, wiring, and opacity are not applicable here. Importantly, re-using the existing Sneaky Pete’s roof sign preserves a piece of Mountain Brook history and serves the Plan’s stated goals of preserving a connection with the past through architecture.

Re-adaptation of the old Sneaky Pete’s sign will serve several other beneficial purposes as well—many of which are aesthetic in nature. The building was originally designed with the sign in mind. Re-use of the Sneaky Pete’s sign also serves the important aesthetic purpose of visually breaking up a very low and very flat roofline. The roofline needs a visual disruption, and the sign serves this purpose. The Rougaroux sign, as proposed, will create visibility above and beyond what could be achieved with a window sign and allow for more natural light in the restaurant. It would also allow Rougaroux to remain a degree of brand consistency across two locations. While the sign is technically a “roof sign” under the Mountain Brook Code, the sign will remain the exact same size, will not protrude beyond the frame of the building, and will not affect visibility in any manner whatsoever. The sign as proposed still avoids all the pitfalls set forth Section 121-7.

In addition to the roof sign, a “façade sign” of scrolling text above the entry way is proposed, as depicted in the renderings and building elevations set forth in Exhibit “A.” The plan as proposed complies with Sections 121-10(2)(e) and (f) of the Mountain Brook building code, given: the proposed façade sign is located within the traditional sign band of the building above the public entry for the building and consists of letters which do not exceed sixteen (16) inches in height. Rougaroux also requests approval for this simple façade sign.

Pursuant to the Design Review/Sign Application, the following materials are attached hereto as exhibits for your review and consideration:

- (1) Building elevations displaying existing, pre-construction conditions (attached hereto as Exhibit “B”);
- (2) Building elevations displaying proposed alterations (renderings attached hereto as Exhibit “A”);
- (3) Renderings showing materials, such as, but not limited to, paint colors, awning material, and construction material (attached hereto as Exhibit “A”, Exhibit “C”);
- (4) Site plan displaying service area(s) and required screening pursuant to Section 129-196 (shown in Exhibit “A”);
- (5) Landscape and planting plan (shown in Exhibit “A”); and

(6) Location(s) of supporting equipment and screening required pursuant to Section 129-553(b)(7) and Section 129-294 (shown in Exhibit “A”).

Pursuant to the checklist set forth in the Sign Application, the following sign specific exhibits are also attached in support of re-purposing the existing Sneaky Pete’s sign as a Rougaroux sign:

(1) Scaled drawings of the proposed sign with dimensions, including the dimensions of individual letters, numbers, figures, or logos within the sign (attached hereto as Exhibits “A” and “C”);

(2) Scaled drawings of the building façade showing the actual size and location of the proposed sign proportion to and in relation to the existing building (attached hereto as Exhibits “A” and “C”);

(3) Renderings showing the proposed materials and colors (attached hereto as Exhibits “A” and “C”);

(4) Photographs of adjacent buildings clearly showing the character of the surrounding area and of nearby signs (attached hereto as Exhibit “B”);

(5) Information regarding method of construction and placement of proposed sign (discussed *supra*); and

(6) Other information the zoning officer may require to demonstrate full compliance with applicable provisions of the Code (discussed *supra*).

(7)-(10) are not applicable due to the nature of the sign as proposed being hand-painted wood with no electricity, wiring, or opacity.

III. Rougaroux requests VDR approval of the proposed screening materials.

As proposed, the project calls for the screening of service areas, supporting materials, and rooftop mechanicals. The screening materials will be slatted wood and will adequately shield these areas from view pursuant to the requirements set forth in Section 129-553(b)(7) and Section 129-294 of the Mountain Brook Code. Renderings of the all proposed screening materials are depicted in the 2716 Culver Road Renovation & Addition Permit Set, attached hereto as Exhibit “A.”

IV. Rougaroux requests VDR approval of the proposed exterior colors pending a grant of variance from by BZA.

Rougaroux seeks to paint the exterior brick a warm white pending the grant of variance from the BZA. Rougaroux seeks VDR approval of the color “Spanish White” by Benjamin Moore (OC-35) as an exterior paint color should Rougaroux’s request for variance to paint the exterior brick be granted by the BZA. As mentioned above, the only other color proposed is “Rocky Mountain Sky” (BM-2066-40), which will serve as the background color for the proposed roof

sign and façade sign. The text for each of these signs will be “Spanish White.” Rougaroux requests that the VDR approve the color choices for the proposed roof sign, and the color choice for the exterior should the BZA grant Rougaroux’s request for variance to paint the exterior brick.


V. CONCLUSION

In consideration of the foregoing, Rougaroux respectfully requests that the VDR:

- (1) Approve Rougaroux’s signage as proposed;
- (2) Approve Rougaroux’s screening materials; and
- (3) Conditionally approve the chosen paint colors pending grant of variance request to BZA to paint the exterior brick.

Please let us know if there is anything else you would like to know, and we will provide it. We are excited for the opportunity to bring Rougaroux to Mountain Brook Village.

Sincerely,



Jay Friedman

Enclosures:

- (A) 2716 Culver Road Architectural Plans
- (B) 2716 Culver Road Existing Conditions
- (C) Rendering Showing Proposed Paint Scheme
- (D) Completed VDR Sign Application