

MEETING AGENDA
CITY OF MOUNTAIN BROOK
VILLAGE DESIGN REVIEW COMMITTEE
6/21/2023
PRE-MEETING: (ROOM A106) 8:30 A.M.
REGULAR MEETING: (ROOM A108) 9:00 A.M.
CITY HALL, 56 CHURCH STREET, MOUNTAIN BROOK, AL 35213

1. Approval of Agenda
2. Approval of Minutes: 5/17/2023, Regular Meeting
3. Case **V-23-14: LAH/Sotheby's** – 2850 Cahaba Road, Suite 200, **Carry-over**
4. Case **V-23-16: Swoop** – 251 Rele Street, New Item
5. Case **V-23-17: Starbucks** – 371 Rele Street, New Item
6. Case **V-23-18: Stretch Zone** – 229 Country Club Park, New Item
7. **Case V-23-19: Mae Davis Interiors** – 66 Church Street, New Item
8. **Discussion:** illuminated signs
9. Next Meeting: 7/19/2023
10. 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: LAM / SOTHEBY'S

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.

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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LAH
Real Estate

OVER THE MOUNTAIN
REALTY AND COMMERCIAL SERVICES

2850
120

INTUITIVE CAPITAL PARTNERS

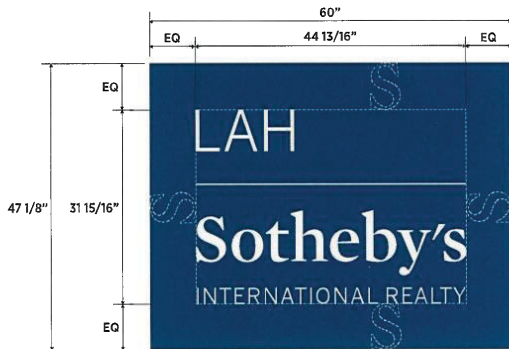
2850
120

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

FRAVERT
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

V-23-14

MT. BROOK
LOCATION 3



3 TOP VIEW
SCALE: 1 = 8



1 FRONT VIEW
SCALE: 1 = 8

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

QTY: 1



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 bolting for production

REVISIONS

STATUS

■ Client Review

FRAVERT
133 West Park Drive, Birmingham, AL 35201
1.205.940.7180 | 1.800.343.2199
1.205.940.7190 • fax
www.fravert.com

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

New Sign Panel
EXTERIOR

DESIGNER:	MANAGER:
HRC	DAVID BRANDT

PAGE:
15

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MT. BROOK
LOCATION 4



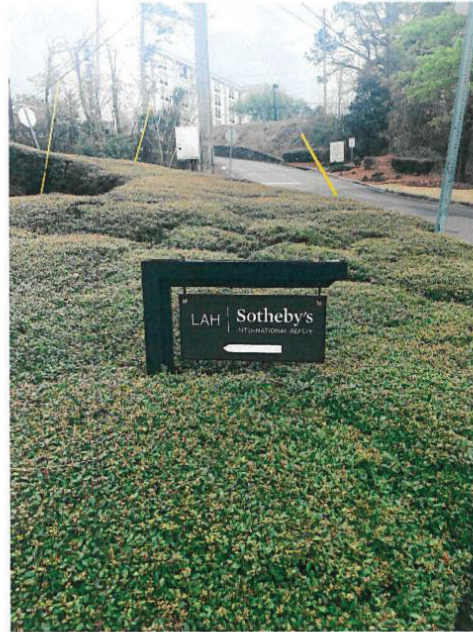
2 BACK VIEW
SCALE: 1 = 4

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

MT. BROOK
LOCATION 2

V-23-14



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



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

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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: 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: 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 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.

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

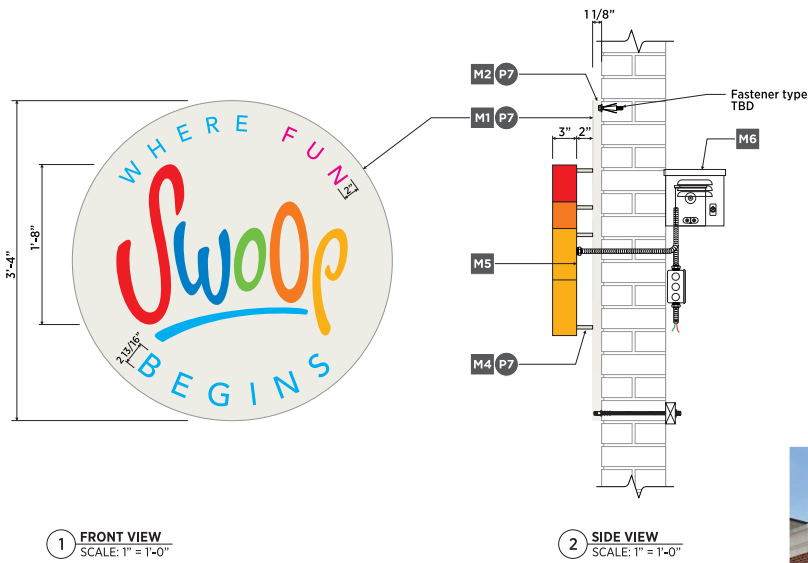
INSTALLATION

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"



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

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

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



3 PHOTO CONCEPT
SCALE: None

INSTALLATION

Mount flush to brick wall

REVISIONS

STATUS

Client Review



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 56 Church St, Mountain Brook, AL 35213
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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: Replace (2) existing nonilluminated bldg "Starbucks" signs with (2) illuminated "Starbucks" bldg signs.		
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: \$ 8500		
Number of Proposed Sign(s): 2 (replacing two existing signs)		
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: 30 sq ft		
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 checked="" type="checkbox"/> Yes		
<input type="checkbox"/> No		

Applications may be obtained online at 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

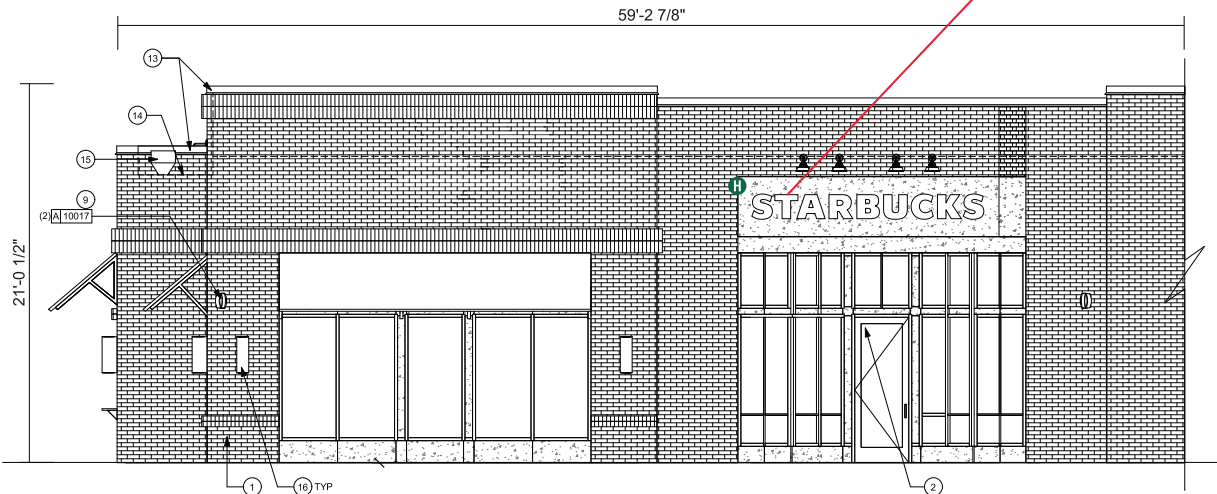
CURRENT ZONING: PUD

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"

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 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

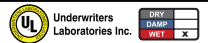
2021/Starbucks/Locations/
 Mountain Brook AL/ 21-57557/
 SB Mountain Brook AL 21-57557

DESIGN SPECIFICATIONS ACCEPTED BY:

EST. CLIENT:

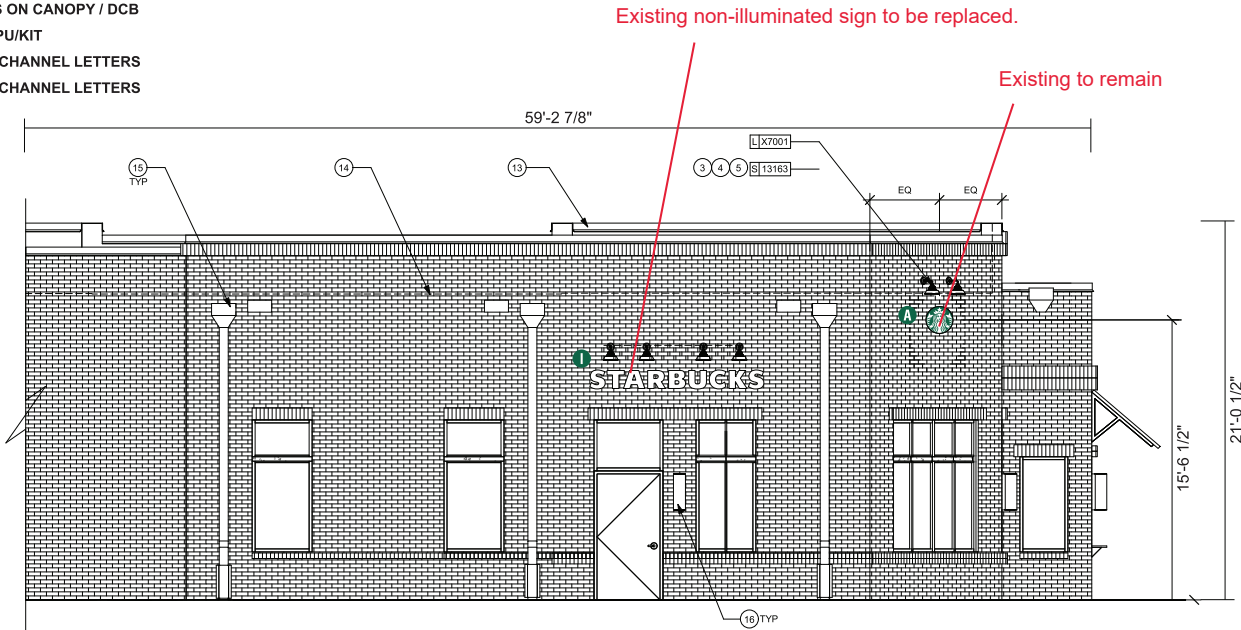
SLSPM: LANDLORD:

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
- C** CLEARANCE BAR
- D** MENU BOARD
- E** DOS ON CANOPY / DCB
- F** MOPU/KIT
- G** 16" CHANNEL LETTERS
- H** 12" CHANNEL LETTERS



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

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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:

SLS/PM: 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.

Underwriters Laboratories Inc.

DRY	<input type="checkbox"/>
DAMP	<input type="checkbox"/>
WET	<input checked="" type="checkbox"/>

12" HALO LIT CHANNEL LETTERS

SBC#XXXXXXX

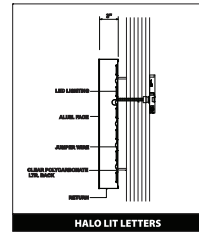
Qty 1



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 3630-02
PMS WHITE	3M 3630-20/ 7725-10 TRANSLUCENT/ OPaque
PMS 369 C	NA
REFL. WHITE	3M 680-10

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:

SLS/PM: 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.



16" HALO LIT CHANNEL LETTERS

SBC#XXXXXXX

Qty 1



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 www.hiltondisplays.com

QID 21-57227

JOB NAME

Starbucks 8418

LOCATION

371 Rele St
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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

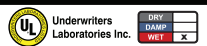
2021/Starbucks/Locations/
 Mountain Brook AL/ 21-57557/
 SB Mountain Brook AL 21-57557

DESIGN SPECIFICATIONS ACCEPTED BY:

EST: CLIENT:

SI/SPM: LANDLORD:

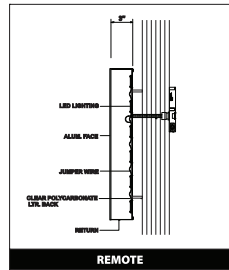
THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.



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.



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



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1. Job Site Location:

Business Name: STRETCH ZONE

Address: 229 COUNTRY CLUB PARK

2. Property Owner:

Name: Scott & Scott Inc.

Email: rbenson@scottscott.com

Phone: 205-326-2222

3. Applicant:

Name: FRAVERT SERVICES

Mailing Address: 133 WEST PARK DRIVE

City/State/Zip: BIRMINGHAM, AL 35211

Phone: (205) 278-9612

Email: dauidb@fravert.com

Signature: David Brandt

4. Contractor Information:

Company Name: FRAVERT SERVICES

Mailing Address: 133 WEST PARK DRIVE

City/State/Zip: BIRMINGHAM, AL 35211

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Bus. License No: 202302215

(for the City of Mountain Brook)

Print Name: DAVID BRANDT

Email: dauidb@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: <u>(1) SET OF BUILDING CHANNEL LETTERS</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>6K</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>16.8</u> <input checked="" type="checkbox"/>		
Square feet of Incidental Signs: <u>N/A</u>		
Property Owner Signature		
This installation is being made on commercial property owned by me or a member of my immediate family. Signature: <u>Scott & Scott, Inc by Walter Scott V.P.</u>		
Is this property subject to a master sign plan, which has been approved by the Design Review Committee?		
<input type="checkbox"/> Yes		
<input checked="" type="checkbox"/> No		

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

V-23-18

Proposed new façade sign

The applicant is proposing a façade sign for Stretch Zone. The proposed façade sign is comprised of 16 inch face lighted channel letters. This proposed illumination may require a variance.

- **Project Data:**

NAME: Stretch Zone

CURRENT ZONING: Local Business District

OWNER: Scott and Scott Inc.

LOCATION: 229 Country Club Park

V-23-18



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

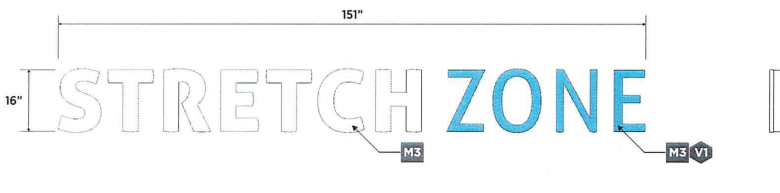
2 CONTEXT OVERLAY - NIGHT
SCALE: 3/32" = 1"

OVERVIEW

Face-lighted channel letters which illuminate white and blue at night.

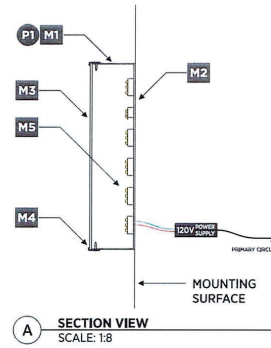
MATERIALS / FINISHES

- M1 .063" Alum. Returns
- M2 .125" Alum. Backers
- M3 .188" White Acrylic Faces
- M4 1" Plastic Trim Cap - White
- M5 LEDs - White
- V1 Translucent Vinyl: Match PMS 310
- P1 Paint: White



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

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



A SECTION VIEW
SCALE: 1:8

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

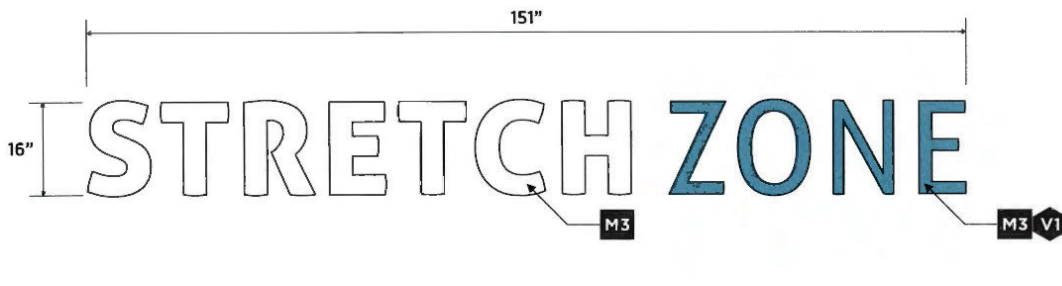
STATUS

Client Review



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

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



- P1 M1
- M3
- M5
- M4



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	
<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: 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): <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>76sf</u>		
Square feet of Incidental Signs: <u>0</u>		
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 checked="" type="checkbox"/> No		

Applications may be obtained online at 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

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. ***



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ADDITIONAL NOTES:

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Illuminated sign discussion

Staff is observing a growing trend toward more illuminated signs that are being proposed to the city. There are new technologies and sign types that could not be anticipated or adequately regulated when our Sign Ordinance was adopted.

The Sign Ordinance states the following in chapter 121, section 121-7.-Prohibited and illegal signs: (11) Any internally illuminated sign in the three traditional villages.

An example of a new sign technology that is in conflict with the blanket prohibition on any internally illuminated sign is the halo or edge lit signs that are growing in popularity. On the July VDR agenda we see Starbucks coming back before the Board to request replacing their existing externally illuminated façade signs with internally illuminated halo or edge lit letters. The sign spec sheets for these signs literally say “internally illuminated”. The Board has approved a couple of these sign types, but these approvals and the trend toward these signs are creating a situation where the villages have an increasing number of these signs with more being proposed for the future.

The discussion between the Board and staff needs to focus on the language of the ordinance. If VDR is comfortable with these signs, then a new definition may need to be added to the Sign Ordinance that differentiates between these internally illuminated signs and other types of traditional internally illuminated signs (e.g. internally illuminated channel letters). If we see variances being granted for the same request on a regular basis then we may choose to amend the ordinance in a way that makes sense to address these signs which would remove the need for variances that should only be approved in rare cases for situations where hardships exist.