



## City of Birmingham Design Review Committee Meeting Minutes January 8, 2020

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Applicants please note: The decisions of the Design Review Committee (the Committee) are binding. It is each applicant's responsibility to see that the decisions of the Committee are carried out as stipulated. Any changes or deviations from the Committee's decision, including but not limited to: colors, forms, configurations, materials, assemblies or any other aspects of the approved work shall not be undertaken by the applicant or the applicant's agent unless said changes are approved by the Committee beforehand. Under the terms of City ordinance, any change or deviation from work approved by the Committee constitutes a violation of the ordinance and renders the applicant subject to citation with penalties as prescribed by a city magistrate.

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Members Present: Abra Barnes, Scott Burnett, Ivan Holloway, Creig Hoskins, Lea Ann Macknally, Richard Mauk, Sheila Montgomery-Mills, Chris Swain, Ben Wieseman, Brian Wolfe

Members Absent: Willie Oliver

Staff Present: Karla Calvert, Lauren Havard, Pamela Perry, Tonte Peters, John Sims

Others Present: Lance Black, Judy Brady, Paul DiGiorgio, John Hillhouse, Paul Irwin, Vanessa Crawford Jones, Matt McBride, Chad Moore, Shelley Screws, Emily Simmering, Carole Sullivan, John Whiteaker

**Call to Order:** The meeting was called to order at 7:30 a.m. by acting-Chairman Mauk. He stated that a new chairman needed to be elected. Wieseman made a motion to elect Richard Mauk as chairman, and Macknally seconded. The motion carried unanimously. Chairman Mauk then stated that a Vice Chair needed to be elected. Wieseman made a motion to elect Brian Wolfe as vice-chair, and Montgomery-Mills seconded the motion. The motion carried unanimously. Ms. Rich thanked the Committee for their service to the City. Mauk asked if he should write a commendation for Don Cosper and Sam Frazier for their service to the Design Review Committee and to the City. Macknally made a motion to approve the commendation. Wieseman seconded. The motion carried unanimously.

- I. Name:** Ms. Meighan Ellis (Advance Sign & Lighting)  
**Site Address:** 2101 3<sup>rd</sup> Avenue South (Biomat Plasma Center)  
**District:** Midtown  
**Requesting approval for:** Signage (last presented on 12/11/19)

**Statements:** Ms. Brady stated that this signage was presented at the previous meeting, she stated that the only change to the plans was to raise the sign on the building, per the suggestion of the DRC. Wieseman asked if the sign was reduced in order to fit into the space on the building. Ms. Brady said yes.

**Motion:** Wieseman made a motion to approve this proposal as presented.

**Motion seconded by:** Montgomery-Mills

**Discussion:** Burnett asked what color the raceway would be. Ms. Brady stated that it would match the brick.



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**Vote:** The motion carried unanimously.

- II. Name:** Mr. Ken Effinger  
**Site Address:** 2101 2<sup>nd</sup> Ave N. (The Florentine Building)  
**District:** 21<sup>st</sup> Street North  
**Requesting approval for:** Signage (Blade Sign approved on 06/27/2018 by DRC)

**Statements:** Sims stated that a blade sign for this building was approved in 2015, and that the applicant was returning to request a flat sign mounted to the building, instead of a blade sign that projects into the ROW. Wieseman verified whether the new sign would be flat against the building, and would be smaller than the previously approved sign. The applicant said yes. Macknally asked if the sign would be directly mounted to the building. Mr. Effinger said yes. Wolfe asked if there would be a sign on both sides. Mr. Effinger said yes. Mauk asked what the material of the sign would be, and the applicant said that it would be bronze. Mauk asked if the sign would be lit. Mr. Effinger said no.

**Motion:** Montgomery-Mills made a motion to approve the sign as presented.

**Motion seconded by:** Wieseman

**Discussion:** None

**Vote:** The motion carried unanimously.

- III. Name:** Mr. John Whiteaker (Spencer Technologies)  
**Site Address:** 732 Lomb Avenue (McDonald's)  
**District:** Lomb Avenue  
**Requesting approval for:** Signage

**Statements:** Mr. Whiteaker stated that McDonald's wants to change out their existing menu boards for digital menu boards. Montgomery-Mills asked if the new signage would be going back where the existing menu boards are located. The applicant said yes. Wieseman asked if there would be any other changes to the site, like driveway changes or restriping. Mr. Whiteaker said no. Montgomery-Mills asked if there would be any other signage changes. The applicant said no.

**Motion:** Wolfe made a motion to approve the signage as presented.

**Motion seconded by:** Macknally

**Discussion:** None

**Vote:** The motion carried unanimously.

- IV. Name:** Ms. Catherine Holcombe  
**Site Address:** 120 19<sup>th</sup> Street North  
**District:** 19<sup>th</sup> Street North  
**Requesting approval for:** New Bike Racks and Outdoor Furniture  
**Motion:** Wieseman made a motion to table this case since the applicant was absent.  
**Motion seconded by:** Macknally  
**Discussion:** None



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**Vote:** The motion carried unanimously.

**V. Name:** Mr. Matt McBride (Scott Electrical Services)

**Site Address:** 1524 6<sup>th</sup> Ave South (Burger King)

**District:** Midtown

**Requesting approval for:** Signage system

**Statements:** Mr. McBride presented his plan to put up new signage at the Burger King on 5<sup>th</sup> Avenue South. He stated that the signage that was going back would be the same as the signage that already existed, minus one sign. The signs will address both streets, as it sits on a corner. Macknally asked whether the proposed signage fit within the Guidelines. Sims said that it did. Hoskins asked what the letter "F" referred to on the plan. Mr. McBride stated that it referred to an LED band on the building, meant to highlight the architectural band on the building.

**Motion:** Macknally made a motion to approve the signage as presented, and she made a motion to approve the architectural lighting band as presented, as long as City Staff can verify that the band was originally approved by the DRC at the previous meeting.

**Motion seconded by:** Hoskins

**Discussion:** None

**Vote:** The motion carried unanimously.

**VI. Name:** Mr. John Hillhouse

**Site Address:** 1513 13<sup>th</sup> Place North

**District:** Phelan Park Local Historic District

**Requesting approval for:** Adding two windows and one door on left basement elevation

**Statements:** Perry stated that the case was approved by the Five Points South Neighborhood Association as presented, and that the recommendation stated that the proposal is in keeping with the architectural integrity of the neighborhood. The Five Points South Neighborhood Association also made the following Standard of Review Findings of Fact: (1) The proposed change conforms to the design standards established; (2) The proposed change is compatible with the character of the historic property and the historic district and does not detract from their historic value; (3) The proposed action will not detrimentally change, destroy, or adversely affect significant architectural features of the said property; and (4) The proposed change will be compatible with the exterior features of other improvements within the District.

Mr. Hillhouse stated that he wanted to add two windows and a door to the basement of the home, to increase egress and to add natural light to the basement. Macknally asked if there would be any additional hardscape on the exterior of the house, and where the door was being installed. Mr. Hillhouse stated that there was an existing brick patio in this area that he would need to repair, but he hadn't gotten that far in the planning just



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yet.

**Motion:** Hoskins made a motion to approve this proposal as presented, in agreement with the Neighborhood Association.

**Motion seconded by:** Wieseman

**Discussion:** None

**Vote:** The motion carried unanimously.

**VII.**

**Name:** Mr. Paul Irwin

**Site Address:** 1029 Glen View Road

**District:** Forest Park Local Historic District

**Requesting approval for:** New detailed site plan, landscaping plans and detailed elevations to include materials and paint colors. Carried over from the DRC meeting Dec.11, 2019 DRC meeting

**Statements:** This case previously had been approved by the LHAC. Mr. Irwin presented his new site plan. He stated that he was going to build a new garage for an existing house. He stated that the garage would be built on the same footprint as the former garage. He stated that the materials and colors would match the house. He stated that the garage doors and sashes would be brown, and the remainder of the trim would match the house. Montgomery-Mills verified that the conditions set forth by the LHAC were met. Macknally asked if the rock veneer would match the existing. Mr. Irwin said yes.

**Motion:** Wieseman made a motion to approve this proposal as presented, in agreement with the LHAC.

**Motion seconded by:** Hoskins

**Discussion:** None

**Vote:** The motion carried unanimously.

**VIII.**

~~**Name:** Ms. Peggy Dye~~

~~**Site Address:** 1700 2<sup>nd</sup> Avenue South~~

~~**District:** Midtown~~

~~**Requesting approval for:** Demolition of structure severely damaged by fire.~~

**IX.**

**Name:** Mr. Paul DiGiorgio

**Site Address:** 3117 2<sup>nd</sup> Avenue South

**District:** Lakeview

**Requesting approval for:** Renovation

**Statements:** Mr. DiGiorgio presented his plan for a building renovation near Pepper Place. He stated that he would be removing a fence and awning, and would be adding a patio, nine (9) parking spaces, and landscaping. Montgomery-Mills asked if there would be any signage. The applicant stated that the only signage at this point would be the



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address number on the building. Macknally stated that the submitted plans did not comply with the City’s Landscaping Ordinance and would need to be resubmitted. The applicant stated that the awning would be dark bronze and lit with can lights. It would also have a metal panels that look like wood on the underside. The patio would have moveable cedar planters to divide up the patio space between the tenants. Mr. DiGiorgio also stated that the building would have new storefront. The storefront would be dark bronze. Wolfe asked if the “3117” was already existing on the building. The applicant said that the large “3117” was proposed. Wolfe advised the applicant to put a master signage plan in place before he has tenants. Wieseman stated that he liked the “3117” but that he wanted to hold off on approving it until the master signage plan is presented. Wolfe asked if the HVAC equipment would be on the roof. The applicant said no, that it would be at the rear of the building surrounded by a 5’ privacy fence.

**Motion:** Montgomery-Mills made a motion to approve the proposal as presented, with the landscaping and signage to return, including the “3117” sign.

**Motion seconded by:** Swain

**Discussion:** None

**Vote:** The motion carried unanimously.

- X. Name:** Ms. Emily Simmering  
**Site Address:** 300 20th Street  
**District:** Birmingham Green  
**Requesting approval for:** Awnings

**Statements:** Ms. Simmering presented her plan for new awnings for Blach’s Lofts. Macknally asked if the applicant had a site plan showing the new awning. She said that she was in the process of preparing one in order to obtain the ROW use agreement.

**Motion:** Hoskins made a motion to carry this case over pending more information.

**Motion seconded by:** Macknally

**Discussion:** Wieseman asked for historical photos when she returned.

**Vote:** The motion carried unanimously.

- XI. Name:** Ms. Shelley Screws  
**Site Address:** 1617 3<sup>rd</sup> Avenue North  
**District:** 4<sup>th</sup> Avenue North  
**Requesting approval for:** Signage

**Statements:** Mauk asked if the signage fit within the Guidelines. Sims said yes. Hoskins asked if the applicant had already gotten approval to paint the building. The applicant stated that she didn’t realize that she was supposed to have gotten approval to paint. Macknally asked if the sign would be lit. Ms. Screws said not at this time.



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Hoskins asked if the applicant had considered shrinking the lettering so that it would fit above the light band, but below the coping. She stated that they hadn't considered that yet. Wieseman stated that the problem was that the applicant painted a previously unpainted brick building and painted a black band on the building to act as a sign band, and the signage proportion was too big for the building. He stated that the signage size needed to decrease. Macknally agreed that the signage was overpowering on the building.

**Motion:** Wolfe made a motion to table this case to allow the applicant to take the comments of the DRC, consult with staff, and reevaluate their proposal.

**Motion seconded by:** Montgomery-Mills

**Discussion:** None

**Vote:** The motion carried unanimously.

- XII. Name:** Mr. Chad Moore (Bell Electric)  
**Site Address:** 2201 Bessemer Road (McDonald's)  
**District:** Five Points West  
**Requesting approval for:** Installation of new Menu Boards

**Statements:** Mr. Moore presented his plan for the installation of new menu boards. He stated that he wanted to remove the existing menu boards and replace them with new. Hoskins asked if the previously approved work had already been completed. Sims said that it hadn't, nor had the extra curbcut been closed. Mauk stated that this proposal was not dependent upon the other approval, so that work didn't need to be completed before this work could take place. Mr. Moore presented his case. Macknally verified that Mr. Moore was only changing the static boards to the digital boards. Montgomery-Mills stated that Mr. Moore needed to make his packet clearer and remove the generic information and only include what was pertinent to this case. Hoskins stated that a better depiction of the signs that were being removed and added was needed.

**Motion:** Hoskins made a motion to approve this proposal as presented.

**Motion seconded by:** Macknally

**Discussion:** Macknally stated that it needed to be very clear that the only thing approved in this case was the signage that was presented. No other site work was approved. Hoskins also stated that a Google map was not a sufficient site plan.

**Vote:** The motion carried unanimously.

- XIII. Name:** Mr. Chad Moore (Bell Electric)  
**Site Address:** 218 Gadsden HWY (McDonald's)  
**District:** Roebuck  
**Requesting approval for:** Installation of new Menu Boards



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**Statements:** Mr. Moore presented his signage changes again for a different site. Wolfe verified that three signs would be removed, and three signs would be installed.

**Motion:** Wolfe made a motion to approve this proposal as presented.

**Motion seconded by:** Swain

**Discussion:** None

**Vote:** The motion carried unanimously.

- XIV. Name:** Mr. Larry Townley  
**Site Address:** 112 24<sup>th</sup> Street North (Queen's Park)  
**District:** 2<sup>nd</sup> Ave North  
**Requesting approval for:** Outdoor Cafe

**Statements:** Mr. Townley presented his plan for an outdoor patio. He showed where the railing would go, and he stated that it would be made of wood. Mauk asked what the railing would look like. Mr. Townley stated that it would look like a front porch, and Mauk said he needed more of an explanation than that.

**Motion:** Burnett made a motion to carry this case over pending more information.

**Motion seconded by:** Macknally

**Discussion:** None

**Vote:** The motion carried unanimously.

There being no further business, the meeting was adjourned at 8:30 a.m.