



City of Birmingham Design Review Committee Meeting Minutes March 11, 2020

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.

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

Members Absent: Ivan Holloway, Willie Oliver, Chris Swain

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

Others Present: Bill Arant, Susan Barron, Jeff Belyea, Russell Boyd, Sharon Bradshaw, Dave Branch, Asia Burgin, Reid Fincher, Chuck Kelly, Taylor Lander, Chris Moates, Rene Pastor, Suchithra Prabhu, Robert Robison, Dhivy Sathianathan, Michael Sellers, Sean Turnquest, Mitch Watkins, Chris Wayne, Jeremy White

Call to Order: The meeting was called to order at 7:30 a.m. by Chairman Mauk. He stated that draft minutes were not ready at this time.

- I. Name:** Mr. Jeff Belyea, PE (Land Development)
Site Address: 1201 3rd Ave South (UAB Student Housing)
District: Midtown
Requesting approval for: New Construction (Last reviewed at the 2/12/2020 DRC meeting)
Statements: Mr. White presented his plan for a new student housing development near the UAB campus. He stated that he was seeking final architectural approval for the project, and that signage and landscaping would return. Mr. White stated that he tried his best to take the Committee's previous feedback into account. He stated that the roof line was varied, and the materials and colors were altered based on the feedback from the working session with the DRC. Mr. White stated that the pedestrian experience on 3rd Ave and 13th Street will be improved, and will be clarified when the landscaping is presented at a later date. Macknally asked why the building was set back from the property line. The applicant stated that it was pushed back to give room for landscaping. Macknally asked if the main entrance was at the corner. Mr. White said that the main entrance was on 13th Street, where the main blade sign is located. Burnett stated that he was troubled by the lack of activation at the street level on 3rd Avenue S. Burnett asked if there were any building uses along 3rd Ave at the street level. Mr. White stated that the landscaping and materials were softened along the edge to create a better experience for the pedestrian. Burnett stated that he was concerned that the street was not activated



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along the 3rd Avenue side. Macknally agreed. She proposed an entrance/exit from the parking garage to activate this side of the building. Wieseman verified that the applicant anticipated most of the pedestrian access to the building to enter at 13th Street, rather than 12th Street.

Motion: Wieseman made a motion to approve this proposal as presented, on the condition that an entrance to the building be added along 3rd Avenue South.

Motion seconded by: Barnes

Discussion: Burnett asked if the motion could be amended to add a new entrance along 3rd Avenue to activate the street. Wolfe asked if the dragon that was painted on the building would be a part of the building's signage. Mr. White said yes.

Vote: The motion carried. Hoskins voted against.

II. Name: Mr. Dave Branch

Site Address: 1909 1st Avenue North

District: 19th Street North

Requesting approval for: New Parking Deck/ Demolition

Statements: Mr. Branch stated that he was looking for conceptual approval of the parking deck. He stated that the parking deck would provide parking for the surrounding hotels, and would be multi-story and have over 720 spaces. The parking deck has been presented to the City Department of Transportation, and through talks with them, the deck will be rotated so that the main entrance/exit for the deck will be off of Morris Avenue. The main stair tower entrance will be at the corner of Morris Avenue and 19th Street. There will be no retail along the street. The lower two levels will have a green screen/planting walls. Wolfe verified that there would only be one entrance/exit. Mr. Branch said yes. Macknally verified that Mr. Branch was only seeking conceptual approval and that he would return for landscaping approval. Wieseman commended Mr. Branch for taking the advice of the DRC and incorporating it into his design. Wieseman suggested that when Mr. Branch returns for final approval, he should think through the landscaping, the ground plane, the sidewalk dimensions, and the material of the screen. Wolfe asked about the floor to floor height. The applicant said he thought it was about 8'. Hoskins and Burnett stated that they were concerned about the appearance of the parking deck, and that all that would be visible would be cars.

Motion: Wolfe made a motion to approve the conceptual plan.

Motion seconded by: Macknally

Discussion: None

Vote: The motion carried unanimously.

III. Name: Mr. Dave Branch

Site Address: 206 22nd Street South

District: Midtown

Requesting approval for: Renovation



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Statements: Mr. Branch presented his plan for a renovation on 22nd Street South. He stated that this project was the Battery, phase 2. He stated that there were four buildings on the site. He stated that he intended to apply for historic tax credits. The project will convert the upper two floors into AirBnB hotel. The ground floor will be retail. There will be eight (8) hotel rooms. He stated that he wanted to restore all the old storefront and windows using old photographs. He stated that most of the renovation work would be interior work. He also stated that there would be parking in a subsequent phase. Montgomery-Mills stated that the windows don't line up with the existing eyebrows. Mr. Branch stated that he would remove the windows. Burnett asked where the dumpster enclosure was located. Mr. Branch stated that it was in the parking lot.

Motion: Macknally made a motion to approve the conceptual plan for this project, on the condition that the cap of the project be cleaned up on the three-story building. She stated that more details were needed on the streetscape, on how he intended to deal with parking, and on removing the windows. The project would have to come back with final plans for landscaping, details, materials, and dimensions.

Motion seconded by: Montgomery-Mills

Discussion: Wolfe stated that final approval could not be given because the drawings weren't detailed enough and nothing was called out on them.

Vote: The motion carried unanimously.

IV.

Name: Mr. Jonathan Baker (Magic City Sign)

Site Address: 1143 1st Avenue South (Monday Night Brewing at the Denham Building)

District: Midtown

Requesting approval for: Signage

Statements: Mr. Baker presented his plan for a new sign for Monday Night Brewing. Chairman Mauk asked what the sign would be made of, and Mr. Baker stated that it would be made of aluminum. Montgomery-Mills stated that the material of the sign would need to be added to the packet. Macknally asked if there were multiple tenants in this building, Mr. Baker said no. Chairman Mauk asked if the sign fit within the guidelines. Sims said yes. Hoskins asked how the sign would be attached to the building. Mr. Baker stated that he would be using screws to attach the individual letters to the building. Macknally asked if there was a pattern to the screw placement. Mr. Baker said yes, but he didn't have that with him. Montgomery-Mills asked if the sign would be flush-mounted. Mr. Baker said yes. Burnett stated that more detail was needed in the packet, particularly details about the fasteners, and how they would attach to the building.

Motion: Macknally made a motion to carry this case over pending a full package and more information.

Motion seconded by: Hoskins

Discussion: None

Vote: The motion carried unanimously.



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- V.** **Name:** Mr. Greg Allen (Scott Electrical Services)
Site Address: 1900 11th Avenue South #B (T-Mobile)
District: Five Points South
Requesting approval for: Storefront signs for national rebranding
Statements: Ms. Bradshaw presented her plan for signage for T-Mobile. She stated that she would be doing a one for one sign replacement as part of a rebranding effort. Chairman Mauk asked if the signage fit within the Guidelines. Ms. Bradshaw said yes. Wolfe asked if the sign band would be painted to match the building. Ms. Bradshaw said yes. Macknally asked if there was a master sign plan for the building. Sims said yes.
- Motion:** Wolfe made a motion to approve this signage plan as presented.
Motion seconded by: Macknally
Discussion: None
Vote: The motion carried unanimously.
- VI.** **Name:** Mr. Chris Wayne (Signarama)
Site Address: 7504 1st Avenue North (O'Reilly Auto Parts)
District: East Lake
Requesting approval for: Signage
Statements: Mr. Wayne presented his plan to change out the signage for O'Reilly Auto Parts, as part of a national rebranding. He stated that there would be a new raceway, and he would be changing out the panels. The box sign will be replaced by a raceway. Macknally asked if the signage fit within the Guidelines. Peters said that it did. Burnett stated that the window film would add too much square footage to the signage. Hoskins asked if the square footage of the signage would stay the same. Mr. Wayne stated that it was actually less square footage. Macknally asked what color the raceway would be, and Mr. Wayne stated that it would be the same color as the building.
- Motion:** Hoskins made a motion to approve the proposal, on the condition that the applicant remove the window film.
Motion seconded by: Macknally
Discussion: None
Vote: The motion carried unanimously.
- VII.** **Name:** Mr. Reid Fincher
Site Address: 3021 7th Avenue South
District: Lakeview
Requesting approval for: Plaza renovations --New shade structure, hardscapes and landscaping (Carried over from the 2/26/2020 DRC meeting)
Statements: Mr. Fincher presented his plan for plaza renovations, on the Brasfield and Gorrie campus. Mr. Fincher presented his fencing and fence permit. Hoskins verified that the fence would be 8' tall. Mr. Fincher stated that he added a shrub hedge in front of the fence to mitigate the fence height. Sims stated that the zoning staff approved the 8' fence. Mr. Fincher stated that the hardscape would consist of concrete pavers and



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brick to match what is already on site. Mr. Fincher stated that the wax myrtle hedge would remain as a screen. Wolfe asked what the color of the shade structure would be, and Mr. Fincher stated that it would be eggshell, and the columns would remain their existing gray structure. Mr. Fincher stated that the site needed to be regraded, thus three trees would need to be removed. Wolfe asked if the gates would be access controlled. Mr. Fincher said yes. Macknally thanked Mr. Fincher for revising his plan per the DRC's feedback.

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

Motion seconded by: Macknally

Discussion: None

Vote: The motion carried unanimously.

VIII.

Name: Mr. Michael Sellers

Site Address: Avondale Entertainment District

District: 41st Street

Requesting approval for: Entertainment District Signage, Cups and Graphics

Statements: Mr. Sellers presented his plan for an entertainment district in Avondale. Chairman Mauk asked Mr. Sellers to outline the new entertainment district. Sims stated that this application was for approval of the cups and the signage. Mr. Sellers presented his site plan for where the signage would actually go. Macknally asked if City engineers had approved the actual locations of the signs. Sims said yes. Barnett asked where the trash receptacles by the signs were and what they looked like. Mr. Sellers said that they didn't have plans for any at this time. Hoskins asked which cups the applicant wanted approved, he said all three.

Motion: Wolfe made a motion to approve this proposal as presented, on the condition that the applicant submit garbage cans to staff for approval.

Motion seconded by: Hoskins

Discussion: None

Vote: The motion carried unanimously.

IX.

Name: Mr. Nathaniel Bartlett

Site Address: 2309 First Avenue North

District: Morris Avenue

Requesting approval for: Renovation

Statements: Mr. Bartlett presented his plan for a renovation. Sims stated that he had applied for historic tax credits and had been approved by the NPS. The only changes to the 1st Avenue façade are the addition of a few mechanical penetrations, per code, and new signage. Wieseman asked if Mr. Bartlett was seeking signage approval. The applicant said yes. Wolfe asked if the building would have multiple tenants. Mr. Bartlett said yes. Sims asked if there would be any exterior signage. Mr. Bartlett said that there would be external window signage. Sims advised the applicant that he would need to return with a master signage plan. Montgomery-Mills also stated that the drawings and



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plans that were submitted need to be fully labelled with colors, materials, and all details. Mr. Bartlett went on to show the new windows that he will be installing for the residential units. He stated that they would be charcoal gray. Hoskins stated that the plans that Mr. Bartlett provided aren't quite enough for final approval. Mr. Bartlett stated that he is simply matching existing colors. Hoskins stated that he hasn't provided the information about what the existing colors were. Hoskins asked if Mr. Bartlett had a rendering of the building. Mr. Bartlett said no.

Motion: Hoskins made a motion to carry this case over, pending more information (master signage plan, labeled elevations, materials, and 11x17 sized drawings).

Motion seconded by: Burnett

Discussion: None

Vote: The motion carried unanimously.

X. Name: Ms. Sharon Bradshaw and Mr. Greg Allen (Scott Services)

Site Address: 2017 Avenue F #D (T-Mobile)

District: Ensley

Requesting approval for: Signage rebrand

Statements: Ms. Bradshaw presented her plan for a signage rebrand. She stated that the new signage had the same square footage as the existing signage. Montgomery-Mills asked if the signage fit within the Guidelines. Sims said yes. Macknally asked if there was anything else in the building. Ms. Bradshaw stated that the tenant was currently the only tenant in the building, but there could be others in the future. Ms. Bradshaw also stated that she would make sure that the banner came down. Macknally verified that only the face of the lollipop sign would be replaced.

Motion: Wolfe made a motion to carry this case over, pending a master signage plan.

Motion seconded by: Montgomery-Mills

Discussion: None

Vote: The motion carried unanimously.

XI. Name: Mr. Dhivy Sathianathan

Site Address: 9401 Parkway East

District: Parkway East

Requesting approval for: New Construction (Final)

Statements: Mr. Sathianathan presented his plan for new construction. Sims stated that this case had previously been heard by the DRC. The applicant was asked to label his drawings and remove the pilaster sign. Sims stated that he had done everything that was asked of him. Mr. Sathianathan presented his changes.

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

Motion seconded by: Wieseman

Discussion: None



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Vote: The motion carried unanimously.

XII. Name: Mr. David Brandt (Fravert Services)

Site Address: 101 25th Street North

District: Morris Avenue

Requesting approval for: Signage Master Plan

Statements: Mr. Brandt presented his plan for a master signage plan for a two tenant building. He stated that each tenant would have equal representation on the building. There will be a monument sign and building signage. He went on to describe the building signage, including projecting signs. Wieseman asked if there could be a little more description of dimensions and details about the building signage. Mr. Brandt said yes. Montgomery-Mills asked about the placement of the building signs. Mr. Brandt stated that he was trying to center the text and the logo between the columns. Mr. Brandt went on to say that the sign would not be lit. Burnett asked if the projecting signs were too high to be visible. Mr. Brandt stated that he didn't think so, and that he wanted to align them with the architectural detail. Montgomery-Mills asked if Mr. Brandt had considered other locations for the building signage, where it might fit better. Mr. Brandt stated that he did, but that ultimately it came down to his client's preference.

Motion: Montgomery-Mills made a motion to carry this case over. She asked that Mr. Brandt look at other locations for the building signs to go, and asked for more language to clarify the allowed signage/dimensions for the building sign.

Motion seconded by: Wieseman

Discussion: Mr. Brandt asked if the Committee liked the monument and blade signs. The Committee said yes.

Vote: The motion carried unanimously.

XIII. Name: Mr. Bill Dobbins

Site Address: 901 38th Street South

District: Forest Park (Local Historic)

Requesting approval for: Rehabilitation Related: replace windows; replace doors; reconstruct balustrade; and replace vinyl siding with cement board. Repaint. (Carried over from the 2/26/2020 DRC meeting)

Statements: Chairman Mauk asked Largue for her report from the Local Historic Advisory Committee. She stated that the case was recommended for approval on the condition that the landscaping, lighting and paint swatch be presented to the DRC for approval. The LHAC recommendation stated that the proposal is in keeping with the architectural integrity of the neighborhood. The applicant has agreed to both conditions. The Forest Park AC 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



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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.

Ms. Brown presented on behalf of Mr. Dobbins. Chairman Mauk clarified that this project was the apartments by Little Savannah. She stated that she was going to replace the windows, balustrade, and doors; to replace the vinyl siding with cement board; and to repaint the apartments. She showed a railing in Southside that is similar to what she was planning. She stated that the railing would be a lot safer than what is there now. Ms. Brown stated that the windows would be replaced with windows that are the exact size and style of windows as are currently there. Macknally asked if the applicant had agreed to the conditions set forth by the LHAC. The owner said yes, that he would return before the DRC with landscaping and lighting at a later date.

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

Motion seconded by: Wieseman

Discussion: None

Vote: The motion carried unanimously.

XIV. Name: Ms. Brittany Foley (Williams Blackstock Architects)

Site Address: 700 Block 19th Street

District: Cultural

Requesting approval for: Landscaping / Hardscaping

Statements: Ms. Foley stated that she was here to get final landscaping and hardscaping approval. She described the new concrete pavers that had been approved by the NPS, and how they would work with the existing concrete work. Mr. Kelly described his planting plan, discussing how he planned to plant new trees where previous plantings had died. Mr. Kelly stated that the whole site would be irrigated. He continued to describe the planting plan, stating that very little of the site is currently landscaped, so he would be adding a lot of additional landscaping to bring it up to code. Hoskins asked if there was a fence around the dumpster. Ms. Foley said yes. Hoskins asked if there was a pattern for how the ivy would grow up the wall. Ms. Foley said no. Hoskins asked what the planters were that were called out in the drawing. Mr. Kelly stated that he wanted to add the planters along 19th Street, to further activate the street, since trees couldn't be planted in this area. Ms. Foley stated that the planters would be fiberglass or precast.

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

Motion seconded by: Montgomery-Mills

Discussion: None

Vote: The motion carried unanimously.



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XV. Name: Mr. Wes Daniel

Site Address: 737 29th Street South (The Purple Onion)

District: Lakeview

Requesting approval for: Signage

Statements: Mr. Daniel presented his plan for a new sign for The Purple Onion. Mr. Daniel stated that the letters would be mounted on a raceway. One sign would face Clairmont, and it would be attached with a bracket, mounted 2' off of the building face. Hoskins verified that they would be mounted on the sloped part of the roof. On both sides of the building the signs would be mounted on the pergolas. Burnett stated that pedestrians would be able to see the back on the raceway and the whole back of the sign. Montgomery-Mills asked why the sign wasn't attached directly to the building. Mr. Daniel stated that there wasn't enough space. Burnett suggested that the stacked style of the monument sign would work better on the building, and not take up as much space. Montgomery-Mills stated that the DRC was struggling with how visible the back of the sign would be in the proposed configuration. Mr. Daniel stated that he would rework the building signs, but asked if he could get approval on the monument signs, since he is just changing out the sign faces. Burnett asked what the material of the sign would be, and Mr. Daniel stated that it would be Lexan and it's eternally lit.

Motion: Montgomery-Mills made a motion to approve sign #3, the monument sign, with signs #1 and 2 (the building signs) to be carried over.

Motion seconded by: Burnett

Discussion: None

Vote: The motion carried unanimously.

XVI. Name: Mr. Jeff Slaton

Site Address: 2701 1st Avenue South

District: Lakeview

Requesting approval for: Addition to existing parking deck.

Statements: Mr. Slaton presented his plan for an addition to an existing parking deck. The parking deck is visible from 8th Ave. Hoskins asked how many additional parking spaces there would be, and the applicant stated about 135 additional spaces. Hoskins asked if Traffic Engineering had commented on this proposal. Sims said no. Wieseman stated that Traffic Engineering would need to review and approve this project (egress and access) because of the increased capacity. Chairman Mauk clarified that the parking garage would be expanded up, and the footprint would not be increased. Wieseman verified that the materials for the addition would match the existing: precast concrete and steel cable rails. Mr. Slaton also stated that he would be changing the canopies to black instead of beige. Wieseman asked what the height difference between the new height of the parking garage and the height of the Walgreens was, looking from Clairmont Ave. Mr. Slaton stated that the new height of the parking garage was just under 39', but he didn't know the height of the Walgreens. Wieseman stated that he was



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comfortable with the height difference.

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

Motion seconded by: Burnett

Discussion: None

Vote: The motion carried unanimously.

There being no further business, the meeting was adjourned at 8:55 a.m.