



## City of Birmingham Design Review Committee Meeting Minutes August 26, 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, Ben Wieseman, Brian Wolfe

Members Absent: Willie Oliver, Chris Swain

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

Others Present: Scott Boomhover, Jared Busey, Callan Childs, Tammy Cohen, Dave Dresher, Sara Garrison, Mike Levatt, Michael Sellers, Ed Senter, Matt Shelby, Robert Thompson, Ashley Whitesong

**Call to Order:** The meeting was called to order at 7:30 a.m. by Chairman Mauk. He stated that the 6/24/20, 7/8/20, 7/22/20, and 8/12/20 DRC minutes were ready. Macknally made a motion to approve the minutes as submitted. Wolfe seconded. The motion carried unanimously.

- I. ~~Name: Mr. Bob Patterson (President Johnston Loft Association, Inc.)~~**  
**~~Site Address: 2416 1<sup>st</sup> Avenue North (Johnston Lofts)~~**  
**~~District: 19<sup>th</sup> Street North~~**  
**~~Requesting approval for: Painting of Front Façade~~**

**Statements:** This item was removed from the agenda.

- II. Name: Ms. Callan Childs (Sloss Real Estate )**  
**Site Address: 2829 2<sup>nd</sup> Avenue (Dr. Pepper Building)**  
**District: Lakeview**  
**Requesting approval for: Signage Master Plan**

**Statements:** Ms. Childs presented her updated master signage plan for the Dr. Pepper Building at Pepper Place. The plan included two different types of signs: projecting blade signs and wall mounted signs. She showed what types of signs and sizes of signs that would be allowed, as well as locations. Ms. Childs discussed each elevation and where existing signage was and where signage could go. Wolfe asked how the signage



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would be measured. Sims stated that the individual tenants would be measured to determine how much signage they could have, similar to the Pizitz Building. Wolfe asked if any of the signs would be allowed to be lit. Ms. Childs stated that lit box signs would not be allowed, but that another tenant had their sign back lit. She stated that no other signs on this building would be lit. Wolfe stated that Ms. Childs would need to outline that in her master sign plan.

**Motion:** Wolfe made a motion to approve the signage as presented, with lighting to be approved by City Staff.

**Motion seconded by:** Burnett

**Discussion:** none

**Vote:** The motion carried unanimously.

- III.**     **Name:** Ms. Tammy Cohen (CCR Architecture & Interiors)  
**Site Address:** Suite 10 Pepper Place (Blueroot)  
**District:** Lakeview  
**Requesting approval for:** Renovation

**Statements:** Ms. Cohen presented her renovations to the Dr. Pepper building. Renovations would be to the front and back of the building. She stated that she would be cleaning and pointing the brick. She stated that she would be replacing the storefront with black steel storefront. She stated that there would be a new steel canopy over the entry, new windows and new doors. Macknally verified that the new windows would match the existing. They would all be black steel. Ms. Cohen stated that one of the windows would be replaced with a casement window for pick-ups.

**Motion:** Macknally made a motion to approve the renovations, on the condition that the signage be a part of the master signage plan.

**Motion seconded by:** Wolfe

**Discussion:** none

**Vote:** The motion carried. Burnett abstained.

- IV.**     **Name:** Ms. Tammy Cohen (CCR Architecture & Interiors)  
**Site Address:** Lot 11,12,13 & 14 at 20<sup>th</sup> & 5<sup>th</sup> Avenue South  
**District:** Midtown  
**Requesting approval for:** Renovation/ Signage Master Plan

**Statements:** Ms. Cohen presented her plan to renovate several buildings on 5<sup>th</sup> Ave S. She presented the paint colors and stated that the building would be painted white, and all the retail tenants would have black storefront and there will be black windows on the second floor for the apartments. Macknally asked if the ghost mural would remain. Ms. Cohen stated that she would check with the developer to see if it could be restored. She



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also stated that each tenant would have a black metal canopy. She stated that the fin that goes around the corner would also be clad in metal. Ms. Cohen also presented her signage. She stated that the letters would be individually mounted, backlit, and placed in the brick-framed recesses above each tenant. She stated that each retail tenant would have a sign, and there would be an additional sign over the residential entrance. Montgomery-Mills asked if Ms. Cohen could develop a write-up of her signage plan, outlining dimensions and locations. Sims asked Ms. Cohen to add a line that prohibits box signs in the signage master plan. Mauk asked if the trees would remain. Ms. Cohen stated that they would probably be removed and replaced. Macknally stated that landscaping would need to return for approval.

**Motion:** Wolfe made a motion to approve the renovation, but that the signage master plan and landscaping return for approval.

**Motion seconded by:** Montgomery-Mills

**Discussion:** none

**Vote:** The motion carried, Burnett abstained.

- V. **Name:** Mr. and Mrs. James and Audrey Levesque (Owners)  
**Site Address:** 3007 16th Avenue North  
**District:** Norwood (Local Historic District)  
**Requesting approval for:** After the fact Approval: Addition

**Statements:** Mauk asked Largue for her report. Largue stated that the Norwood LHAC voted to deny this proposal.

The recommendation of the Local Historic Advisory Committee was to Deny the design review request for the following reasons:

“Committee understands that the work was completed prior to the submission of this application.

Page 15-Item K-Materials

The Norwood Historic Preservation Plan does not allow for the use of vinyl siding. Although the installed siding matches what was previously installed on the rest of the house, the material cannot be formally approved.

Page 18-Item O-Roofs

Corrugated metal sheet roofing is not an approved material and cannot be approved.

Page 19-Item U-Windows

Vinyl windows do not conform to the Norwood historic preservation plan and although the newly installed windows match the other windows throughout the home they cannot be approved.



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The recommendation of the Local Historic Advisory Committee was based on the following sections of the local historic district's design guidelines:

Page 15-Item K-Materials

Page 18-Item O-Roofs

Page 19-Item U-Windows”

The Norwood AC also made the following Standard of Review Findings of Fact: (1) The proposed change does not conform to the design standards established; (2) The proposed change is not 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 detrimentally change, destroy, or adversely affect significant architectural features of the said property; and (4) The proposed change will not be compatible with the exterior features of other improvements within the District.

Ms. Levesque stated that the home already had vinyl siding and a metal roof when she bought the house. Largue stated that the house was already renovated with non-conforming materials at the time that the neighborhood was designated historic. Hoskins pointed out that the work on the first level was there prior to the district, and the current work is just a vertical continuation of the same material. Burnett noted that the use of a different material on the second level would appear conflicting.

**Motion:** Hoskins made a motion to approve the renovation, in opposition to the LHAC.

**Motion seconded by:** Wolfe

**Discussion:** none

**Vote:** The motion carried unanimously.

### VI.

**Name:** Mr. Michael Sellers

**Site Address:** 201 and 205 41<sup>st</sup> South

**District:** 41<sup>st</sup> Street

**Requesting approval for:** Signage

**Statements:** Mr. Sellers stated that he wanted to change the main sign over the tap room, to add a blade reader board sign, and to change the signage for the upstairs portion of the brewery. He also stated that he wanted to add a sign for the 205 building. Mauk asked if reader boards were allowed in Avondale. Sims stated that he wasn't sure. Mr. Sellers stated that the blade sign would be new. Montgomery-Mills asked what the purpose of the reader board sign would be. Mr. Sellers stated that it would have specials and special event information on it. Hoskins asked if a ROW use agreement would be necessary. Sims said yes. Macknally asked Sims to research whether a reader board would be allowed in this district. Montgomery-Mills asked if there would be multiple tenants in the 205 building. Mr. Sellers stated that there potentially could be. Macknally stated that she thought that a master signage plan would be necessary for the 205



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building. Montgomery-Mills stated that the blade sign detracts from the appearance of the building. Hoskins stated that he thought that Traffic Engineering needed to take a look at the blade sign to see if it was safe to have it there.

**Motion:** Macknally made a motion to carry this case over, pending more information. She stated that 201 and 205 needed to be seen separately. She stated that 205 would need to return with a master signage plan.

**Motion seconded by:** Hoskins

**Discussion:** Wieseman stated that the new streetscape plan for this area would need to be considered.

**Vote:** The motion carried unanimously.

### VII.

**Name:** Mr. Ed Senter (Owner)

**Site Address:** 3991 8<sup>th</sup> Court South

**District:** Avondale Park (Local Historic District)

**Requesting approval for:** Replacing existing side/rear wood deck with new-screened wood deck with covered roof; Addition on west side to be even with the house for a laundry room on rear and paint; and Replacing roof, windows, and adding a new door

**Statements:** Mauk asked Perry if there was a report from the LHAC. Perry stated that the LHAC voted to approve this proposal as presented. The recommendation of the Local Historic Advisory Committee was to approve the design review request.

The Avondale 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 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. Senter presented the renovation to his home. He stated that he would be replacing windows, and he would push a wall out to be even with another exterior wall, and he wanted to replace a set of windows with French doors. He also stated that he wanted to replace the back deck, and wanted to build a roof over it, and screen it in. He stated he wanted to replace the roof on the house with asphalt shingles similar to the existing, and wanted to paint the house the same color as is existing. Mr. Senter stated that the siding would match the existing, as would the windows and doors. The windows and doors would be wood.

**Motion:** Wolfe made a motion to approve this proposal as presented, in agreement with the LHAC, on the condition that shingle colors/sample and paint colors are submitted to City staff.

**Motion seconded by:** Montgomery-Mills



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**Discussion:** none

**Vote:** The motion carried unanimously.

- VIII.**     **Name:** Ms. Barbara Guidry (Douglas Cook Enterprises)  
          **Site Address:** 3013 12<sup>th</sup> Avenue North (McDonalds)  
          **District:** 12<sup>th</sup> Avenue North  
          **Requesting approval for:** Renovation

**Statements:** Mr. Levatt presented on behalf of Ms. Guidry. He stated that the McDonalds would be closing, so the building needed to be de-branded. The applicant stated that he would be changing the mansard roof to a squared off roof with three tab shingles, and removing all signage. Mauk asked if new signage would be provided. Mr. Levatt said no, that the new tenant would provide their own signage. Macknally verified that all existing signage would be removed from the site, including the drive-thru equipment. Wolfe verified that the poles from the pole signs would be removed as well. Wolfe asked what color the shingles would be, and the applicant stated that they would be tan.

**Motion:** Wolfe made a motion to approve this proposal as presented, on the condition that the shingle color be approved by staff, and all signage be removed, including poles of the pole signs.

**Motion seconded by:** Macknally

**Discussion:** none

**Vote:** The motion carried unanimously.

- IX.**     **Name:** Mr. Matt Shelby (Orchestra Partners)  
          **Site Address:** 1006 20th Street S.  
          **District:** Five Points South  
          **Requesting approval for:** Signage

**Statements:** Mr. Shelby presented his plan to rebrand “The Woolworth” building. He stated that the rebar and neon signage would be removed. The building would be rebranded as “The Hive.” The new logo will be a copper color. Mr. Shelby stated that a new handrail would be added to the rooftop patio. The screen will be painted the same color as the logo. Hoskins asked if the field color of the brick would be changed. Mr. Shelby stated that it would be painted “almond milk.” Macknally stated that the plans lacked design details and attachment details. Montgomery-Mills asked for more details. She stated that an elevation or building plans would be helpful.

**Motion:** Montgomery-Mills made a motion to carry this case over, pending more information. She stated that the applicant could begin with demolition (removal of rebar and signage), but not the painting.



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**Motion seconded by:** Hoskins

**Discussion:** none

**Vote:** The motion carried unanimously.

- X.**      **Name:** Mr. Robert Thompson (Thompson Architecture, Inc.)  
**Site Address:** 2200 Bessemer Road (Dansby Foods)  
**District:** Five Points West  
**Requesting approval for:** Renovation

**Statements:** Mr. Thompson presented his plan to bring a new grocery store to Five Points West. He stated that he wanted to clean up the exterior of the building, and that most of the renovations would take place on the inside of the building. He stated that the neighborhood wanted a fresh new look to the grocery store. He stated he would be removing the green roof out front, but the EIFS would remain. Mr. Thompson stated that he would be adding cementitious wood to the front façade, and it would be a rich cherry mahogany color. He stated that he would update and paint the front façade, and on the side façade he intended to punch new windows in and paint it. He stated that the brick would be painted “gray cloud.” The south elevation would be painted “gray cloud” also. Wolfe asked if he wanted approval for the signage. Mr. Thompson said no.

**Motion:** Hoskins made a motion to approve this proposal as presented, with signage to return.

**Motion seconded by:** Montgomery-Mills

**Discussion:** Wieseman stated that the painting was being allowed because of the large amount of brick work and structural work that was happening on the building (i.e. new windows, new façade work, etc.)

**Vote:** The motion carried unanimously.

- XI.**      **Name:** Mr. Will Hollingsworth (J.H. Berry & Gilbert, Inc.)  
**Site Address:** 2700 3rd Ave South  
**District:** Lakeview  
**Requesting approval for:** Demolition (Carried over from 8/12/20)

**Statements:** Mr. Dresher presented his plan to remove the buildings from this site. He stated that he had worked with City Staff to come up with a way to secure the site. Mr. Dresher stated that there were three curb cuts on the site, and there would be signs indicating that parking isn’t allowed on this site and that cars parked on the site will be towed. Mauk asked what would happen to the vacant lot. Mr. Dresher stated that the site would be cleaned up, and would look like a vacant lot, and would be developed later. Mr. Dresher stated that any exposed dirt would be seeded and strawed. Hoskins asked what would happen to the curb cuts along 3<sup>rd</sup> Ave. Mr. Dresher stated that they would remain, and signs would be placed to discourage parking. Hoskins stated that the



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drawings were incomplete and needed more detail. He went on to say that the owner would have a contract with a towing company to tow people who park illegally. Sims asked if bollards and chains could be installed. Hoskins said yes.

**Motion:** Hoskins made a motion to approve the demolition, on the condition that the bollard/gate layout return to City staff.

**Motion seconded by:** Montgomery-Mills

**Discussion:** none

**Vote:** The motion carried unanimously.

### XII.

**Name:** Ms. Shelia Montgomery Mills (BJCC)

**Site Address:** 1101 22nd Street North (BJCC - Protective Stadium)

**District:** Cultural

**Requesting approval for:** Signage / Final (Last seen September 11, 2019)

**Statements:** Ms. Garrison presented the signage plan, showing building signage, partner signage, directional signage, free standing signs and sponsor signs. The main building signs would be white with black metal retainers and they would be internally lit with white LEDs. The stadium will be called "Protective Stadium." Wolfe verified that each letter would be individually mounted. Ms. Garrison said that all mounting details would be hidden behind each letter. She stated that the east side of the building would have the largest sign, and that it would be visible from the interstate. She presented the perforated metal panel between the two light towers that provides a backing for this main building sign. She stated that it would provide support for the sign, and also provide a contrast to the white sign. The colors for the signs will be white, black and Protective blue. Ms. Garrison presented the signage all the way around the building. Wolfe stated that the sign plan was very clean and simple.

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

**Motion seconded by:** Burnett

**Discussion:** none

**Vote:** The motion carried. Macknally, Montgomery-Mills, and Hoskins recused themselves.

### XIII.

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

**Site Address:** 1401 3rd Avenue South (The Palmer)

**District:** Midtown

**Requesting approval for:** Signage Master Plan (Carried over from 8/12/20)

**Statements:** Mr. Brandt presented his signage master plan for "The Palmer." This case was carried over from a previous meeting. Mr. Brandt provided the missing details from the previous presentation. Mr. Brandt presented his tenant signage for The Palmer. The





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signs would be a maximum of 18” tall and would be a maximum of 20 square feet. Hoskins asked if Sims had seen the missing page of the packet. Sims said no, but that he would verify that it had all the missing information included.

**Motion:** Hoskins made a motion to approve this proposal as presented, on the condition that City Staff review the missing page of the packet.

**Motion seconded by:** Macknally

**Discussion:** none

**Vote:** The motion carried unanimously.

- XIV.**     **Name:** Mr. Rob Walker (Rob Walker Architects, LLC)  
          **Site Address:** 500 28<sup>th</sup> Street South (Trim Tab Brewery Expansion)  
          **District:** Lakeview  
          **Requesting approval for:** Renovation

**Statements:** Mr. Boomhover presented his expansion plan for Trim Tab Brewery. He stated that Trim Tab had taken over ¾ of the adjacent building for their expansion. He stated that silos would be added, and the paint scheme would remain the same. He stated that the added tanks would be surrounded by 8’ tall black, lattice, chain link fences. Macknally stated that no materials or dimensions were called out on the drawings. She also stated that site parking and circulation would be significantly impacted by the renovation. Mr. Boomhover stated that the parking would be sufficient, as only six staff production employees would be added. He stated that the site plan would show that this site had zero lot lines. Macknally stated that dimensions and materials would need to be called out. Material samples and a site plan were also needed.

**Motion:** Hoskins made motion to carry this case over, pending more information. He stated labels, details, and a site plan were needed.

**Motion seconded by:** Macknally

**Discussion:** none

**Vote:** The motion carried unanimously.

- XV.**     **Name:** Mr. Keith Rouss  
          **Site Address:** 1600 3<sup>rd</sup> Avenue South  
          **District:** Midtown  
          **Requesting approval for:** Amended Site Plan

**Statements:** Mr. Rouss presented his plan to sell the northeast corner of the block where the new Red Mountain Theater will be located. He stated that due to COVID, the City would no longer be able to help cover the cost of renovating the streetscape around the block. There wasn’t anything planned for the NE quadrant, except for streetscape improvements initially; thus, the applicant sold it. Mr. Rouss requested that he not be



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expected to make the streetscape improvements to the NE quadrant since he didn't own it anymore.

**Motion:** Macknally made a motion to approve this proposal, on the condition that the walk at 2<sup>nd</sup> Ave S is tied into the new streetscape improvements.

**Motion seconded by:** Hoskins

**Discussion:** none

**Vote:** The motion carried unanimously.

There being no further business, the meeting was adjourned at 9:20 a.m.