



City of Birmingham Design Review Committee
Meeting Minutes
October 13, 2021

Meeting Time: 7:30 a.m.

Meeting Location: Webex Video & Teleconference

(Video Link: <https://birmingham.webex.com/birmingham/j.php?MTID=mea142bd0543c9bf78469e239cef94372>)

Phone Number: 1/415-655-0002 or 1/312-5358110; Meeting Access Code: 2497 792 0127; Meeting Password: Ane3uKp3QY4)

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. In addition, please note that prior to obtaining any permit(s), all applicants must meet with Zoning staff to determine compliance with the Zoning regulations. Design Review approval does NOT mean that Zoning has approved the request.

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

Members Absent: Chris Swain

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

Others Present: Brian Barrett, David Brandt Rob Buddo, Callan Childs, Meighan Ellis, Sam Hayford, Jeff Moore, Mary Morgan, Clay Ousley, Joseph Posey, Tom Saab, Jeff Thomas

Call to Order: The meeting was called to order at 7:30 a.m. by Chairman Mauk. He stated that the minutes from the 9/22/21 meeting were ready. Macknally made a motion to approve the minutes. Oliver seconded. The motion carried unanimously.

- I. Name:** Mr. Jeff Thomas
Site Address: 2222 5th Avenue South (Top Dog)
District: Midtown
Requesting approval for: Paint Exterior / Blade Sign

Statements: Mr. Thomas stated that he wanted to paint his building and add a blade sign. He stated that the brick on the front and front sides of the building had deteriorated



City of Birmingham Design Review Committee
Meeting Minutes
October 13, 2021

Meeting Time: 7:30 a.m.

Meeting Location: Webex Video & Teleconference

(Video Link: <https://birmingham.webex.com/birmingham/j.php?MTID=mea142bd0543c9bf78469e239cef94372>)

Phone Number: 1/415-655-0002 or 1/312-5358110; Meeting Access Code: 2497 792 0127; Meeting Password: Ane3uKp3QY4)

mortar and it needed to be replaced. He subsequently stated that there was concrete block that also needed to be painted. Mr. Thomas stated that the concrete block had rock adhered to it, but that the rock was improperly attached and created a safety hazard, and was thus removed. Mauk asked what way behind the rock. Mr. Thomas stated that it was previously painted concrete block. Mauk asked what color Mr. Thomas wanted to paint the concrete block. He said it would be gray. Macknally asked if the applicant would consider just repointing the brick at the front. He said he had, but it was cost prohibitive. Mauk stated that this building is not in good shape. Burnett stated that he did not support painting the Art Deco façade of the building and thought that painting the façade would detract from the streetscape. Burnett stated that he was not in favor of painting this building, and stated that he didn't think that there was sufficient evidence to paint the front of the building. Burnett stated that he didn't have a problem with painting the rest of the building, just not the front.

Mr. Thomas stated that the only sign proposed was the blade sign. He stated that "Just Happy Hounds" had already been removed. Mauk verified that the blade sign would go at the corner of the building, under the address numbers. Montgomery-Mills advised that a ROW use agreement would be needed.

Motion: Burnett made a motion to approve this proposal as presented, excluding the painting of the brick.

Motion seconded by: Macknally

Discussion: Mauk stated that the signage was approved on the condition that the signage is approved by Zoning. Oliver suggested that the "unauthorized vehicle" sign be removed.

Vote: The motion carried unanimously.

II.

Name: Mr. Jeff Moore

Site Address: 2701 7th Avenue South

District: Lakeview

Requesting approval for: Renovation

Statements: Mr. Moore presented his plan to remove the existing awnings, paint the previously painted brick, and paint the trim. Mr. Moore stated that he intended to match the existing color. Mauk asked if the windows would be replaced. Mr. Moore said no. Mr. Moore stated that the two window bays to the left would be replaced with roll-up doors. The transom would remain. Montgomery-Mills asked if there would be any



City of Birmingham Design Review Committee
Meeting Minutes
October 13, 2021

Meeting Time: 7:30 a.m.

Meeting Location: Webex Video & Teleconference

(Video Link: <https://birmingham.webex.com/birmingham/j.php?MTID=mea142bd0543c9bf78469e239cef94372>)

Phone Number: 1/415-655-0002 or 1/312-5358110; Meeting Access Code: 2497 792 0127; Meeting Password: Ane3uKp3QY4)

signage. Mr. Moore said no. Mauk asked what the roll-up doors would be made of. Mr. Moore stated that they would be aluminum and glass. Burnett asked what the finish on the roll-up doors would be. Mr. Moore stated that he had planned for them to be clear anodized, but that they could be white instead. Burnett asked if the roll-up doors could match the trim. Mr. Moore said yes.

Motion: Montgomery-Mills made a motion to approve this proposal as presented, with the roll-up doors to be painted white with the trim color to match.

Motion seconded by: Burnett

Discussion: none

Vote: The motion carried unanimously.

III. Name: Mr. Joseph Posey, Ms. Ali Randall (Lessees)

Site Address: 3811 Clairmont Avenue South

District: Forest Park Local Historic District

Requesting approval for: Glass, light fixture and cut sheet samples (Carried over from September 8, 2021)

Statements: The Forest Park LHAC recommended that this project be approved as presented. The property is a contributing structure.

On 9/15/21, the LHAC of the Forest Park Local Historic District heard the DRC case for the property located at 3811 Clairmont Avenue, and the Committee took the following action: Approve.

The LHAC approved the project for the following reasons: Project is in keeping with the architectural integrity of the Forest Park neighborhood and historical neighborhood design review guidelines.

The LHAC also made the following findings:

1. The proposed change, erection, or demolition: Conforms to the design standards established.
2. The proposed change, erection, or demolition: Is compatible with the character of the historic property and the historic district and does not detract from their historic value.
3. The proposed erection, alteration, restoration, relocation or demolition, in whole or in part: Will not detrimentally change, destroy, or adversely affect any significant



City of Birmingham Design Review Committee Meeting Minutes October 13, 2021

Meeting Time: 7:30 a.m.

Meeting Location: Webex Video & Teleconference

(Video Link: <https://birmingham.webex.com/birmingham/j.php?MTID=mea142bd0543c9bf78469e239cef94372>)

Phone Number: 1/415-655-0002 or 1/312-5358110; Meeting Access Code: 2497 792 0127; Meeting Password: Ane3uKp3QY4)

architectural feature of the resource.

4. The proposed erection, alteration, restoration, relocation or demolition, in whole or in part: Will be compatible with the exterior features of other improvements within the District.

Mr. Posey presented the remaining details for the new bar, "Juniper." Mr. Posey presented the upper windows that will be exposed. He stated that it wouldn't be visible from the outside, only from the inside. He also presented the paint color and logo details. He also stated that the two lanterns on either side of the front door would be replaced, and he presented what those new lanterns would look like. He stated that the logos would be placed on either side of the front door. He also stated that both spaces were owned by the same owner, but that they would only use one side, except for special circumstances. Mr. Posey stated that the original glass would be restored to the original appearance. He also stated that a couple of the panes would need to be replaced, but most could be restored.

Motion: Macknally made a motion to approve the building improvements and lighting.

Motion seconded by: Wieseman

Discussion: none

Vote: The motion carried unanimously.

Statements: Mr. Posey also presented his master signage for the multi-tenant building. He stated that the logos would be gold-leaf lettering. Mr. Posey stated that the existing blade sign would remain in place and would be refaced. He stated that the blade sign would be painted or would be vinyl, depending on cost. Macknally asked if there was an existing signage plan for this building. Sims said no. Macknally asked if all three businesses were owned by the same company, and thus would need a master signage plan. Mr. Posey stated that General had a different owner, but appeared to be the same building. Mauk stated that he thought that General was a different owner and a different building. Mauk stated that the signage master plan needed to address Juniper and the Dwell Properties storefront. Macknally stated that more information was needed for the master signage plan.

Motion: Macknally made a motion to carry this case over pending a more well-developed and written master signage plan.

Motion seconded by: Burnett

Discussion: none

Vote: The motion carried unanimously.



City of Birmingham Design Review Committee
Meeting Minutes
October 13, 2021

Meeting Time: 7:30 a.m.

Meeting Location: Webex Video & Teleconference

(Video Link: <https://birmingham.webex.com/birmingham/j.php?MTID=mea142bd0543c9bf78469e239cef94372>)

Phone Number: 1/415-655-0002 or 1/312-5358110; Meeting Access Code: 2497 792 0127; Meeting Password: Ane3uKp3QY4)

- IV. Name:** Ms. Meighan Ellis (Advance Sign & Lighting, LLC)
Site Address: 17 20th Street North
District: Birmingham Green
Requesting approval for: Signage Master Plan

Statements: Ms. Ellis presented her plan for the John Hand building. She stated that the building would no longer have the “Shipt” signage at the top of the building, and would be replaced with “Landing.” She was also presenting a complete master signage plan for this building. Macknally asked if this building had a master signage plan. Sims said that the signage had all been approved independently, and Ms. Ellis was presenting a comprehensive master signage plan. Mauk asked why “Landing” was drooping. Ms. Ellis stated that it was part of the branding. Mauk asked if Landing occupied more than 60% of the building space. Sims stated that they were the primary tenant, but he wasn’t sure what percentage of the building that they occupied. Montgomery-Mills asked if the sign could be straight across, or if it needed the sag in it. Ms. Ellis stated that the sag was part of the Landing’s branding. Macknally stated that the “Landing” sign needed to be more intentionally placed, and sized more appropriately. Oliver stated that reducing the size of the sign by 20% would help it fit better. Macknally stated that the DRC has no purview over the shape of their logo. Burnett stated that the shape of the logo is essential to the identity of the Landing. Hoskins stated that if the logo was resized, that it would help the sign to fit better.

Motion: Oliver made a motion to carry this case over, pending resizing the logo.

Motion seconded by: Barnes

Discussion: none

Vote: The motion carried; Burnett recused himself.

- V. Name:** Ms. Callan Childs (Sloss Real Estate)
Site Address: 2821 2nd Avenue South (Pepper Place)
District: Lakeview
Requesting approval for: Storefront Design

Statements: Ms. Childs presented her plan to redesign the storefronts on the “Studios” building. She stated that she wanted to create more of a connection between the businesses and the street. She stated that she has done similar renovations at other tenant



City of Birmingham Design Review Committee
Meeting Minutes
October 13, 2021

Meeting Time: 7:30 a.m.

Meeting Location: Webex Video & Teleconference

(Video Link: <https://birmingham.webex.com/birmingham/j.php?MTID=mea142bd0543c9bf78469e239cef94372>)

Phone Number: 1/415-655-0002 or 1/312-5358110; Meeting Access Code: 2497 792 0127; Meeting Password: Ane3uKp3QY4)

sites in Pepper Place. Ms. Childs stated that the new storefront would be black, and would be in existing openings. She stated that she would be taking each opening and extending them down to the sill. She also stated that she wanted to modify the entrance to the building. She stated that she wanted to remove the stucco surround of the entrance, and wanted to create a covered, recessed entrance. Montgomery-Mills asked if the two lights on either side of the door were existing. Ms. Childs said yes.

Motion: Montgomery-Mills made a motion to approve this proposal as presented.

Motion seconded by: Burnett

Discussion: none

Vote: The motion carried unanimously.

- VI. Name:** Mr. Brian Barrett, Mr. Adam Kent
Site Address: 1231 & 1235 23rd Street South (Building #3)
District: Highland Park Local Historic District
Requesting approval for: New single family construction (Building 3)

Statements: Mauk asked Perry if there was a report from the LHAC. Perry stated that this project was approved as presented by the Highland Park LHAC.

On 9/15/21, the LHAC of the Highland Park Local Historic District heard the DRC case for the property located at 1231 and 1235 23rd St. S, and the Committee took the following action: Approve.

The LHAC also made the following findings:

1. The proposed change, erection, or demolition: Conforms to the design standards established.
2. The proposed change, erection, or demolition: Is compatible with the character of the historic property and the historic district and does not detract from their historic value.
3. The proposed erection, alteration, restoration, relocation or demolition, in whole or in part: Will not detrimentally change, destroy, or adversely affect any significant architectural feature of the resource.
4. The proposed erection, alteration, restoration, relocation or demolition, in whole or in part: Will be compatible with the exterior features of other improvements within the District.

Mr. Barrett presented his plan for a new building in the Highland Park neighborhood.



City of Birmingham Design Review Committee Meeting Minutes October 13, 2021

Meeting Time: 7:30 a.m.

Meeting Location: Webex Video & Teleconference

(Video Link: <https://birmingham.webex.com/birmingham/j.php?MTID=mea142bd0543c9bf78469e239cef94372>)

Phone Number: 1/415-655-0002 or 1/312-5358110; **Meeting Access Code:** 2497 792 0127; **Meeting Password:** Ane3uKp3QY4)

He stated that this would be the third building (named “The Flats”) in the development, and the other buildings were previously approved. Mr. Barrett stated that the new building would use the same materials palette as the previously approved buildings. He also stated that there would be no indoor communal space. He stated that all residences would be separate. Macknally asked if there were any sidewalks in the site plan to tie in to the street frontage. Mr. Barrett said yes. Montgomery-Mills asked if the garages were entered off of 23rd Street. Mr. Barrett said no, that the garages were entered through the middle of the development. Macknally asked if the retaining wall had been previously approved. Mr. Barrett said he wasn’t sure. Macknally stated that more information was needed on the retaining wall and site plan and landscaping.

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

Motion seconded by: Montgomery-Mills

Discussion: none

Vote: The motion carried unanimously.

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

Site Address: 1300 3rd Avenue South (Alight Birmingham; Formerly University House)

District: Midtown (Parkside)

Requesting approval for: Signage (Revision)

Statements: Mr. Brandt presented his revised signage plan for the Alight Birmingham development. He stated that he was adding the Alight logo to the signs. He stated that the logo was a jackalope. Mr. Brandt stated that the mounting of the signs would be a little different than the previous submission. He stated that the signs would be raised a little bit, and would be mounted directly to the building. Burnett stated that he didn’t think that there was enough wall to support these new signs. He stated that the signs looked like they were squeezed into the wall space available. Mr. Brandt asked if he reduced the size of the signs and lowered them, and made them fit between the columns, if that would help. Burnett said yes.

Motion: Burnett made a motion to carry this case over, pending redesign of the signs.

Motion seconded by: Montgomery-Mills

Discussion: none

Vote: The motion carried unanimously.



City of Birmingham Design Review Committee
Meeting Minutes
October 13, 2021

Meeting Time: 7:30 a.m.

Meeting Location: Webex Video & Teleconference

(Video Link: <https://birmingham.webex.com/birmingham/j.php?MTID=mea142bd0543c9bf78469e239cef94372>)

Phone Number: 1/415-655-0002 or 1/312-5358110; Meeting Access Code: 2497 792 0127; Meeting Password: Ane3uKp3QY4)

VIII. Name: Mr. David Brandt (Fravert Services)
Site Address: 2121 Reverend Abraham Woods Jr. Boulevard
District: Cultural
Requesting approval for: Signage

Statements: Mr. Brandt presented revised address number signage for the 2121 building. He stated that the current building has the “2121” painted on the building. He stated that the painted signs would be replaced with lighted “2121” signs on all four sides of the building. He stated that the signs would be LED and could change color. Mauk verified that the signs would remain the same size as the current letters. Mr. Brandt stated that the letters would appear black during the day, and would only show colors at night. Montgomery-Mills verified that all the conduit would be painted to match the building.

Motion: Montgomery-Mills made a motion to approve this proposal as presented.

Motion seconded by: Hoskins

Discussion: none

Vote: The motion carried unanimously.

IX. Name: Mr. Tom Saab
Site Address: 218 20th Street North
District: Birmingham Green
Requesting approval for: Awning, Painting, and Outdoor Café

Statements: Mr. Saab presented his plan for a new awning, an outdoor café, and painting at Bistro 218. He stated that he wanted to paint the whole storefront one color. Montgomery-Mills asked what color the storefront would be. Mr. Saab stated that the new storefront would be brown. Montgomery-Mills stated that a paint chip was needed. He also stated that he wanted to add a crimson awning. He stated that it would be one continuous awning across both storefronts. Montgomery-Mills asked if the original blade sign would be removed. Mr. Saab said yes. Burnett stated that the rendering looked like the awning was covering the transom. Mr. Saab stated that the awning was attached at the bottom of the transom. Montgomery-Mills stated that the awning was about 6’x6’. Montgomery-Mills stated that the awning was too tall. Burnett suggested that the bottom of the awning should be raised. Mauk asked if the gooseneck lights would be removed. Mr. Saab said yes. Mr. Saab stated that the new lights would go



City of Birmingham Design Review Committee
Meeting Minutes
October 13, 2021

Meeting Time: 7:30 a.m.

Meeting Location: Webex Video & Teleconference

(Video Link: <https://birmingham.webex.com/birmingham/j.php?MTID=mea142bd0543c9bf78469e239cef94372>)

Phone Number: 1/415-655-0002 or 1/312-5358110; Meeting Access Code: 2497 792 0127; Meeting Password: Ane3uKp3QY4)

under the awning on the vertical posts. He stated that there would be 4. Burnett stated that more information was needed on the location of the awning and the locations of the lights. He also stated that more information was needed on the location of the sign. Mauk asked if the planters shown on the drawing were existing or proposed. Mr. Saab said neither. The applicant stated that those may be part of the 20th Street renovation project. Montgomery-Mills asked for more information on the railing around the outdoor café.

Motion: Montgomery-Mills made a motion to carry this case over pending more information on the shape of the awning, the location of the lighting (elevation drawing), the specific paint chip, the location and dimensions of the signage, and more details about the outdoor café fencing.

Motion seconded by: Holloway

Discussion: none

Vote: The motion carried unanimously.

There being no further business, the meeting was adjourned at 9:05 a.m.