MINUTES - FEBRUARY 15, 2018

OPENING SESSION

- Chairman Fulvio Romano called the meeting to order at 2:09 p.m
- Ashley Edwards, Recording Secretary, conducted the Roll Call and determination of a quorum was confirmed.
- Ashley Edwards, Recording Secretary read the Welcome, General Rules of Order and the Appeals process.

NEW BUSINESS: NONE

MINUTES

- Danny Gordon moved to approve the January 18, 2018 ARB Meeting Minutes. The motion was seconded by John Paul Weesner. The motion carried 4-0.

CONSENT AGENDA: None

REGULAR AGENDA

1. 125 E. Pine St.

Owner/Applicant: Matt Wheeldon
Location: 125 E. Pine St.
District: 5
Project Planner: Doug Metzger

ARB2018-10001 Request for a Major Certificate of Appearance Approval for the installation of signage for Modera Central.

Recommended Action: Staff recommends APPROVAL of the request with the following conditions.
ARB Staff has reviewed the submittal documents and has the following comments:

1. Master Sign Plan Amendments—The Master Sign Plan maybe amended as needed from time to time through an ARB Minor Review.

2. Retail Tenant Signs—Tenant signs shall be reviewed by ARB staff for consistency with the Master Sign Plan in conjunction with the sign permits. Any signs not consistent with the MSP will require an ARB Minor Review if under 30 s.f. or an ARB Major Review if over 30 s.f. The MSP will also have to be amended to incorporate any design or sign type not in the approved Master Sign Plan.

3. Real Estate Signs—Per chapter 64 of the LDC the property is entitled to one 32 s.f. real estate (i.e. "now leasing") sign per street frontage. This sign area cannot be aggregated or combined into a single sign. Real estate signs shall be located outside of the right-of-way, require a sign permit and an ARB Minor Review.

4. Banners and Flags—Per Chapter 64 of the LDC banner signs and flag signs are prohibited sign types. A note stating this condition must be added to the final Master Sign Plan.

5. Window Signs—Window signs are permitted sign types if the sign area and location are identified in the Master Sign Plan. Window signs require a sign permit and will be reviewed by ARB staff during the sign permit process. No instance may a window sign cover more than 25% of a window area. Additionally, window sign area may not be combined in a way that completely covers any individual window bay or section of windows.

6. Menu Board Signs—Menu board signs should be included in the Master Sign Plan. Menu board signs require a sign permit and must be located in areas outside of the right-of-way that do not block or interfere with pedestrian clear zone areas or other pedestrian spaces.

7. Outdoor Dining Areas—Outdoor dining areas are outdoor seating areas or cafes and restaurants that are outside of the right-of-way. Outdoor dining areas shall meet all the Land Development Code (LDC) requirements of sidewalk cafes, except for proof of liability insurance and will require an ARB Minor Review prior to beginning operations.

8. Sidewalk Cafes—Sidewalk cafes are outdoor dining areas that extend into the right-of-way. Sidewalk cafes shall meet all of the LDC requirements for sidewalk cafes and will require a sidewalk cafe permit and an ARB Minor Review prior to beginning operations.

9. Review and Approval Procedures—Written detail specifications for tenant review and approval procedures must be added to the final version of the Master Sign Plan. That text should include language on conformance, required lighting, blade signs, store fronts, use of retail space, sign sizing and approval processes.

10. Final Master Sign Plan—Upon ARB approval the Master Sign Plan must be updated and corrected to comply with the ARB conditions of approval. A pdf file of the corrected MSP must be transmitted to ARB Staff for distribution and for City Staff to utilize during the sign permitting process.

Doug Metzger gave a brief powerpoint highlighting the proposed artwork and retail frontage detail of the project.

Patrick Panza declared a conflict.

Danny Gordon moved to approve the project with conditions with the addition that the University Club signage be reduced. The motion was seconded by John Paul Weesner. The motion carried 3-0 with Patrick Panza abstaining.

2. 330 Broadway Ave

Owner/Applicant: Mark Kinchla
Location: 330 Broadway Ave.
District: 4
Project Planner: Doug Metzger

ARB2017-10026 Courtesy Review for the construction of five (5) 4,010 s.q. f.t. living area 4 story four bed, four one half bath townhouses overlooking Lake Eola.

Recommended Action: Courtesy Review, no action required.

Doug Metzger gave a brief presentation of the proposed project elevations and landscape plan.

A Board discussion ensued regarding the consistency of the south face of the elevation with the rest of the building. Patrick Panza suggested that Mr. Kinchla consider making the project's architecture appear more residential.
The Board thanked Mr. Metzger for his presentation.

OTHER BUSINESS

A. ARB Minor Reviews completed since the January ARB Meeting:
   2. ARB2018-10004 – 151 E. Washington St. – Addition of open air bar with seating.

   Doug Metzger updated the Board on recent projects that were reviewed at the January CVDRC Meeting. The Board thanked Mr. Metzger for his presentation.

B. Creative Village Development Review Committee Projects for Approval:
   1. No cases for the February CVDRC, the monthly meeting was cancelled.

OLD BUSINESS: None

DATE OF NEXT MEETING

THE NEXT MEETING OF THE APPEARANCE REVIEW BOARD WILL BE THURSDAY, MARCH 15, 2018 AT 2:00 PM.

ADJOURNMENT

There being no further business to come before the Appearance Review Board, Chairman Fulvio Romano adjourned the meeting at approximately 3:34 p.m.

STAFF PRESENT

Walter Hawkins, Director of Urban Development
Doug Metzger, City Planning
Ashley Edwards, Board Secretary
Sarah Taitt, Assistant City Attorney II
Richard Forbes, Historic Preservation Officer
Jason Burton, Chief Planner

Walter Hawkins, Executive Secretary
Ashley Edwards, Recording Secretary