

**ABBREVIATED MINUTES**  
**ARCHITECTURAL REVIEW BOARD**

**October 2, 2012**

The City of Bradenton Architectural Review Board met in regular session on October 2, 2012 at 2:00 P.M. in the City Hall Council Chambers at 101 Old Main Street, Bradenton, Florida.

**ATTENDANCE**

**Architectural Review Board members present:**

Chairman Eugene Bay, Vice Chairman Darin Autrey, David Kocher, Darrell Turner, J.B. Taylor and Tom McCollum

**Absent:**

None

**Staff members present:**

Volker Reiss, Tim Polk and Bill Whitelock

**PRELIMINARIES**

1. Meeting called to order at 2:30 PM by Chairman Bay.
2. Pledge of Allegiance led by Chairman Bay.
3. J.B. Taylor moved to accept the June 5, 2012 minutes. Second by Mr. Turner. Motion carried 6-0.

**WITNESSES SWORN IN:**

Britt Williams and Garry Roberts

**NEW BUSINESS:**

**CA.12.0028**

Request of Judy Susie, Agent for Winter, Inc., for a Certificate of Appropriateness for exterior renovations at 313 Old Main Street West, Bradenton, Florida 34205. (Zoned Urban Center – T5)

Chairman Bay read the request.

**Presentation by applicant:**

Mr. Garry Roberts approached the Board and discussed the renovations planned for the building. Mr. Garry Roberts stated that they are willing to work with the ARB and the Planning Director and want to make this happen.

### **Questions and Concerns:**

Mr. Tom McCollum asked, "The metal that you are talking about using on the front window will that also be used on the side window?"

Mr. Garry Roberts answered, "Well, that is not a window that was really going to be an area that we were hoping to bring some art work into it, similar to what they did there at the retirement center across the street. Again, this is looking at the perforated material in lieu of the expanded metal they used across the street. In fact, we really struggled with that expanded metal at the very beginning but wanted something that we thought tied better into the contemporary style."

Mr. J.B. Taylor asked, "Are you making any plans to make any changes to the sign out in the front of the building, the free standing sign?"

Mr. Garry Roberts answered, "The sign is going to remain. We would like to retract the design of the face panel with the hopes that it can be handled administratively by the Planning Director, at a later date. We do not want to have to come back with another \$1,300 item. I think the Planning Director does have the ability to make minor decisions I believe. It is written within the code and I would think that is a minor question, I could be wrong. We would like to handle that administratively, if at all possible, we would like to retract that. The Susie family has somebody from Tampa that is actually working on it right now, did not get it done because of the Tampa Bay Rays game last night. She knows him from the game; the guy is a graphic artist from Tampa so we would like to retract that if possible.

Mr. Reiss stated that yes a sign can be approved in the historic district administratively if it meets the historic guidelines. The current sign that is proposed would not meet those guidelines that are why it has to come to the ARB. If it's a sign that meets the historic guidelines, yes Tim can administratively approve it and we have in the past.

Mr. Garry Roberts stated, also the existing sign can stay as it is.

Mr. Reiss stated yes.

Mr. J.B. Taylor stated so long as you don't modify it.

### **Staff Recommendations:**

Mr. Reiss spoke about the history of the building and the plans they have to renovate the exterior of the building. The cornice architectural features I would like for you to talk about those with Mr. Roberts. The new sign we did not like and did not recommend approval. Staff recommends the approval of the project with one exception but the exception is off the table now, the graphics of the sign. We would like for you to talk about the rooflines of the structure

and if there is anything that can be done, should be done, may be done. Other than that we are aware that the building is not gonna be restored to any type of a historic building because it has never been a historic building. It probably, I think we would all agree, should never have been built in 1950 the way it was built. The building is there and we can't change it to, all of a sudden, into a building has been there since 1903 like a lot of the other buildings. I think we ought to do the best we can do with what we have and where it is and not to repeat the sins of the past and I mention the Verizon building. However, being cognizant of the fact that Old Main Street and north of Third Avenue is the living room of our city. It is an important area we have made a great improvements, a lot of them have come before you, if you look at Old Main Street now it looks better than it did 10 years ago. I think we can all be proud of Old Main Street, so keep that in mind. Staff recommends approval.

Mr. Tim Polk stated Volker covered a lot of the comments we had about what we like and do not like and what we can support and what we can't support. We support the improvements of the building facade. The main concern we had goes back to what Volker said about we had a building built in the 50's, that was built in a suburban context, even in terms of using a pole sign in downtown main street suburban. A block building that really didn't have any kind of architectural relevance. The whole idea here is that we felt that they are going to look at making facade improvements that they also take into context the urban context of our downtown core in Old Main Street. And look at having a building like that and you learn in Architectural 101 and Urban Design 101 you talk about design buildings like that should have a top, a middle and a bottom. So we felt that something needed to be done, in the form based code because it does comply in terms with what he wants to do with the contemporary style works in all the transects. But at the same time, we talked about this before the first iteration of the design that it needed to have an articulate cornice or parapet on their building that is going to be articulated. Other than that, you can't do that much to this building at all, so we felt that they needed to have something articulated. Talk about Form Based Code; look at in the architectural standards under Article 5 on page 5.54 they show a representation of a parapet that is articulated on the top, right photograph that shows some articulation. We are not hinting or indicating that they need to follow that same pattern, but it does give the representation when we talk about articulation of the parapet and we felt that needed to be addressed in the building. Again, we recommend approval but we would like for the ARB to look at those two items. The articulation as well as the relevance of the pole sign, although we can't deny them that. We felt that it needed to be brought up from the standpoint that again we are talking about urban versus suburban context. I am glad they looked at redrawing the sign graphics because we felt that there was some kind of conflict. When you talk about Old Main Pub and you have a sign that represents sort of like modern or ultra contemporary, they have a conflict in terms of what you want to represent in terms of signage of your establishment. We recommend the approval except for those two items.

**Public comments:**

None

**Actions:**

Mr. Darin Autrey made the motion to approve case # CA.12.0028, request of Judy Susie, Agent for Winter, Inc., for a Certificate of Appropriateness with the following stipulations; the PCD Director receives an acceptable elevation or rendering that satisfies the concerns stated, the color of the metal, the material selection, the cap flashing treatment and signage graphics be approved by the PCD director, for exterior renovations at 313 Old Main Street West, Bradenton, Florida 34205. Second by Mr. Darrell Turner. Motion carried 6-0.

**OTHER BUSINESS:**

**CA.12.0029**

Request of Britton Williams, agent for Mano Rio Inc., request to rescind the Certificate of Appropriateness for signage at 456 Old Main Street West, Bradenton, Florida 34205. (Zoned Urban Center – T5)

**Staff Recommendations:**

Mr. Reiss spoke about the history of this case and staff recommends approval.

**Actions:**

Mr. J.B. Taylor made the motion to rescind stipulation #2 of the Certificate of Appropriateness. Second by Mr. Tom McCollum. Motion carried 6-0.

**Presentation by applicant:**

Mr. Britton Williams approached the Board and discussed the sign and stone issues. Mr. Britton Williams handed out pictures of other businesses in the downtown area with signage that matches his signage.

**Actions:**

Mr. Tom McCollum made the motion to accept the signage as is. Second by Mr. David Kocher. Motion carried 6-0.

## **STAFF/BOARD COMMENTS**

Mr. Reiss stated he would like to talk about the schedule of the ARB Meetings because he has a conflict on Tuesdays. The board discussed what day to use and decided to make the ARB Meetings the first Thursday of every month.

## **ADJOURNMENT**

Mr. J.B. Taylor made the motion to adjourn the meeting. Second by Mr. Turner. Motion carried 6-0.

Meeting adjourned at 3:33 P.M.

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**Gene Bay, Chairman**

*Note: This is not a verbatim record. A recorded disc is available upon request for a \$10.00 service charge.*