



City of Marietta

205 Lawrence Street
Post Office Box 609
Marietta, Georgia 30061

Meeting Minutes MARIETTA HISTORIC BOARD OF REVIEW

Terry G. Lee, Chairman
Ray Worden, Vice Chairman
David Freedman, Secretary
Rebecca Nash Paden, Board Member
Christopher G. Brown, Board Member
Dorothy Woodruff, Board Member
Stacy Smith, Board Member
Ashley J. Williams, Board Member
Johnny M. Walker, City Council at Large Appointment

Monday, July 2, 2018

5:30 PM

Marietta City Hall Council Chamber

Present: Terry G. Lee, Rebecca Paden, Dorothy Woodruff, David Freedman, Ray Worden, Johnny Walker, Ashley J. Williams, Christopher G. Brown
Absent: Stacy Smith

Staff Present:
Rusty Roth, Director
Shelby Little, Planning & Zoning Manager
Robin Osindele, Urban Planner
Alvin Huff, Project Manager
Clyde Kiess, Code Enforcement
Gregg Litchfield, Board Attorney
Sandra Lloyd, Secretary

NOTE: Applicant and those in favor have a total of 15 minutes to make their presentation to the Board. Applicant may reserve any portion of this time for rebuttal. All those in opposition have a total of 15 minutes to present comments to the Board.

CALL TO ORDER:

Chairman Lee called the meeting to order at 5:30PM.

20180762 28 Winters Street-Elley Communications LLC

Applicant is seeking approval for signs and awnings specifically to install a new awning and door decals.

A motion was made by Freedman, seconded by Woodruff, that this item be Approved as Amended and Finalized with a variance for a second principle sign; dimensions to be determined and approved during the permitting application phase. The motion carried by the following vote:

Vote 8-0-0

20180770 111 Church Street-Sarah Liz Boutique

Applicant, Sarah Kostensky, is seeking approval for exterior changes specifically:

Store sign on each window-vinyl logo in white on glass 46"W x9"H
Painting the door "Salon Rose" per sample provided.

A motion was made by Walker, seconded by Worden, that this item be Approved and Finalized. The motion carried by the following vote:

Votge: 8-0-0

20180771 68 North Marietta Parkway-Marietta Square Market

Multiple Signage Installations

A motion was made by Walker, seconded by Brown, that this item be Approved as Amended and Finalized to include variances for multiple principle use signage, painting signage on brick and a roof mounted sign. The motion carried by the following vote:

Vote 8-0-0

20180787 34 Powder Springs Street- The Patio LLC dba "Skewers"

Applicant is seeking approval for signs and awnings specifically:
Installation of a new hanging business sign.

Application was amended at the time of presentation to include request for approval of window decal signs of the restaurant name placed in both windows.

A motion was made by Walker, seconded by Williams, that this item be Approved as Amended with the approval covering window decals with the restaurant name (variance for additional primary signage). The motion carried by the following vote:

Vote: 8-0-0

etc.

Staff (Alvin Huff) suggested that fundraising could be done for new artwork every year. The artist's sponsorships would need to cover all portions of the project from the installation to the removal and would have to be budgeted for such.

Board member Williams asked if budget was not factored in, would the owner be responsible for painting over the mural after one year?

Staff member Huff responded by saying that would then be a decision between the tenant and the building owner. Currently, the tenant that applied for the mural would be responsible. The group that sponsored the murals this year is considering formerly incorporating and partnering with the Marietta Welcome Center with the option of contracting with the tenant. The applicant would then be this newly incorporated group and they would be responsible for upkeep and removal.

Board member Freedman stated his understanding to be, if the murals are temporary then an additional policy is not required. If they are permanent, then there would be a need for additional policy. Chairman Lee agreed with his statement, however the board would need several sessions to come up with a policy in addition to working with the City's Attorney.

Board member Woodruff asked if the policy would also determine the number of murals allowed on the square. Board member Williams responded by indicating that chapter 6 of the sample guidelines contained language about "not competing" or not overdoing...

Chairman Lee asked that now that the artist has an opportunity to display their art annually, how do we tell one yes and another no? Determining content etc. is not being addressed at this point because the art is up temporarily and then it is removed. Approval has been extended for up to a year in some cases. The HBR needs to clarify the direction that we want to go.

Board member Freedman stated if someone has a mural up for a year they could come back and ask for an extension. Chairman Lee does not interpret it that way but it could potentially happen that way. The HBR should also consider the public element. Editorial comments in the paper have not all been favorable regarding the murals and a number of public comments have agreed. Chairman Lee referenced the Public Comments document which came from the public comment period. The HBR needs to create a clear policy or handle with the existing policy leaving some leeway for the future.

Board Attorney Litchfield commented that "Temporary" does not have to be

avoid looking for checks and balance from both the public and Historic Board of Review. Staff replied that a consensus may not be possible. The Arts Council is only one entity that would apply. Whatever process or guidelines are put in place will affect any business or individual wanting to place a mural on the square.

Chairman Lee questioned if a "theme" would work for Marietta to ensure that everything is in sync. Additionally, would the installation of murals interfere with the film industry choosing the Square for its "look". Staff responded by saying that the theme concept is un-tested. While it is within the guidelines of certain cities, it's used more as a guiding principle and not a restriction or a requirement. Staff had no basis for an answer to the filming question but indicated that the Square is still unique within the region for its design of the overall area and the layout of the overall space.

Policy Guideline Concerns

Staff suggests a creating policy - one that clarifies and provides clear guidance

Board member Brown questioned whether it is part of the HBR's obligation to say no to a mural and what do we use as the basis? The policy should be consistent with the purposes of the HBR and those purposes are very general: to promote the educational, cultural, economic, historical aesthetic value and general welfare of the City. The HBR could say yes to almost anything that complies with law. Does the HBR have an accepted role in this or is it one that could be challenged? What does City Council expect the HBR to do?; if the HBR says a mural is not appropriate for the Square a policy or guideline should be in place as the basis for denial.

Director Rusty Roth suggested establishing an initial policy that can be refined as you go along to address issues of appropriateness. An annual approval and renewal process could be put into place and at that point consider the tenant's input, property owner's input as well as public input. The time frame does not have to be so definitive. A review can be made at a desired point within the timeframe to reassess for appropriateness.


Are we taking seriously what the public is saying? There should be a public component that is missing but are we creating another job for the Board that takes away from our historic responsibilities? If we only use historic content as our criteria we could be restricting the artists. Board member Worden has certain concerns regarding permanency, location, etc. He indicated that he has heard positive feedback and harsh criticism from the public.

Possible Solutions:


Discussed

ADJOURNMENT:

Chairman Lee adjourned the meeting at 6:25 PM



Terry G. Lee, Chairman



Sandra Lloyd, Secretary