

Main Street Advisory Board
Agenda – November 3, 2022, 5:00 p.m.

Meeting to be held at Community Development – Large Conference Room
741 Main Street, Downtown Perry

1. Call to Order
2. Guests/Speakers
3. Citizens with Input
4. Old Business
 - a. Design Standards
 - b. Alleyway Ribbon Cutting Update
5. New Business
 - a. Approve October 13, 2022, minutes
 - b. Approve October 2022 Financial Statements
 - c. Review of Certificate of Appropriateness – 1201 Main Street
 - d. Downtown Kiosk Map Draft Review
6. Chairman Items
7. Downtown Manager's Report
 - a. Downtown Projects update
 - b. Strategic Plan Update
8. Promotion Committee Report – Mr. Cory Jones
9. Update on Downtown Development Authority
10. Other
11. Adjourn

All meetings are open to the public unless otherwise posted

Main Street Advisory Board
Minutes - October 13, 2022

1. Call to Order: Chairman Cossart called the meeting to order at 5:00pm.

Roll: Chairman Cossart; Directors Loudermilk, Lay, Gordon, Moore and Presswood were present. Director DeShazier was absent.

Staff: Alicia Hartley – Downtown Manager, Lee Gilmour – City Manager, Bryan Wood – Community Development Director, and Christine Sewell – Recording Clerk.

2. Guests/Speakers

- a. Lee Gilmour – City Projects Downtown

Mr. Gilmour reviewed a Power Point of past downtown projects completed over the years and showed the many successes and improvements in the downtown district. Mr. Gilmour felt there was a diverse mix of uses in the district. Some potential problematic properties were also shown, that could become blighted and a vacant lot that could be revitalized. The City will continue to support the board's efforts and has worked with the historical society installing historic light posts, purchased property at 735 Main Street for a mixed-use city project, the realignment of Main Street, the second phase of Legacy Park, renovation for the new city hall, remediation of the former Stanley property, hosting diverse events.

- b. Bryan Wood and Holly Wharton – Downtown Design Standards

Mr. Wood stated recent applications before the board some had not met the current guidelines and it was suggested they be reviewed and possibly revised. Mr. Wood had researched various main street communities and provided a proposed set for comment. Mr. Wood noted generally the Secretary of Interior Standard guidelines are also followed and the city has recently adopted an ordinance for a Historic Preservation Commission which will assist and set the standards the city is looking to achieve. Once the commission and their standards are established projects will be brought forth to this commission, but for the present time they will continue to be heard by the Main Street Advisory Board. Chairman Cossart inquired if the guidelines apply to new construction; Mr. Wood advised they would and as a reminder they are not requirements, but guidelines for the board. The board requested to review the guidelines provided and submit input for further discussion at the next meeting.

3. Citizens with Input – None

Director Loudermilk arrived at 5:09pm and Director Lay arrived at 5:14pm.

4. Old Business

- a. Alleyway Update – Ms. Hartley advised the work has been completed and DDA agreed to split the project cost with the board. Chairman Cossart advised they are contacting the property owners on some repairs that are needed on the rear doors, that is not part of the project and would like to discuss in January Phase 2 of the project.

5. New Business

- a. Approve September 1, 2022, minutes

Director Moore motioned to approve as submitted; Director Presswood seconded; all in favor and was unanimously approved.

b. Approve August and September 2022 Financial Statements

Director Gordon motioned to approve as submitted; Director Moore seconded; all in favor and was unanimously approved.

c. Reimbursement of Façade Grant – 807 Carroll Street

Director Gordon motioned to approve payment in the amount of \$2500.00; Director Moore seconded; all in favor and was unanimously approved.

d. Reimbursement of Façade Grant – 1032 Ball Street

Director Presswood motioned to approve payment in the amount of \$500.00; Director Moore seconded; all in favor and was unanimously approved.

Director Gordon left the meeting at 5:55pm.

6. Chairman Items – None

7. Downtown Manager's Report

- a. Downtown Projects update – Ms. Hartley advised Sole had recently opened, code compliance has issued citation to Pure Station on Carroll Street, pending tenant at 1115 Ball Street, and construction has commenced on the new city hall building. The program's in person assessment will be January 25, 2023 in Dublin and encourages all to attend.
- b. Strategic Plan Update – Provided summary sheet from the joint meeting and as an update the alleyway beautification has been completed, working on infill development for the Main/Ball Street lot, golf cart ordinance is being reviewed, and will begin pushing the short term rentals in the Commodore Building.

8. Promotion Committee Report

- a. Holiday Expenditures – Ms. Hartley reviewed the holiday schedule and the anticipated expenditures which the Promotions Committee is requesting \$2525. Director Loudermilk motioned to approve the expenditure request of \$2525 for the Promotions Committee holiday events; Director Lay seconded; all in favor and was unanimously approved.

Director Moore left the meeting at 6:30pm.

9. Update on Downtown Development Authority – None

10. Other- None

11. Adjourn; there being no further business to come before the board the meeting was adjourned at 6:35pm.



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STAFF REPORT

From the Department of Community Development
November 1, 2022

CASE NUMBER: COA-0148-2022
APPLICANT: Petroleum Purchasing/Damon Slagle
REQUEST: Canopy and sign refacing
LOCATION: 1201 Main Street; Parcel No. 0P0020 83A000

STAFF COMMENTS: The gasoline sales at Neighbor's Grocery are being rebranded to "Marathon". As such the existing freestanding sign, fuel pumps, and canopy over the fuel pumps will receive new sign faces. No structural or size changes are proposed for the freestanding sign and canopy.

The canopy and fuel pumps were recently painted a light tan color to remove the prior "Gulf" branding. Signs on the canopy and the sign face in the freestanding sign were removed. A temporary banner was installed on the freestanding sign. The parapet wall of the building was painted the same light tan color with the exception of a rectangular shape around the wall sign. No changes are proposed to the building.

The canopy is proposed to be clad in red, white, and blue with "Marathon" signs on three sides (corporate colors enclosed). The underside of the canopy and the columns will be painted white. The fuel pumps will be updated to reflect the Marathon brand. New sign faces will be installed in the existing freestanding sign.

STAFF RECOMMENDATION: Provided the signs placed on the canopy do not extend above or below the canopy fascia, the number and size of signs complies with the requirements for signs in the Downtown Development Overlay District.

This request is coming to the Main Street Advisory Board to determine if the red, white, and blue banding proposed on the canopy is consistent with design standard (m) provided below. What is now the "Sunoco" station at the corner of Macon and Perimeter Roads was required by this Board or a previous iteration of the Board to maintain a neutral color on the canopy. Staff was not aware of this ruling when it approved the "Gulf" branding at the subject location several years ago. The applicant has provided two alternatives for the canopy:

1. Proposed red, white, and blue branding with Marathon signs on three sides.
2. Retain the current light tan color of the canopy and install Marathon signs on three sides.

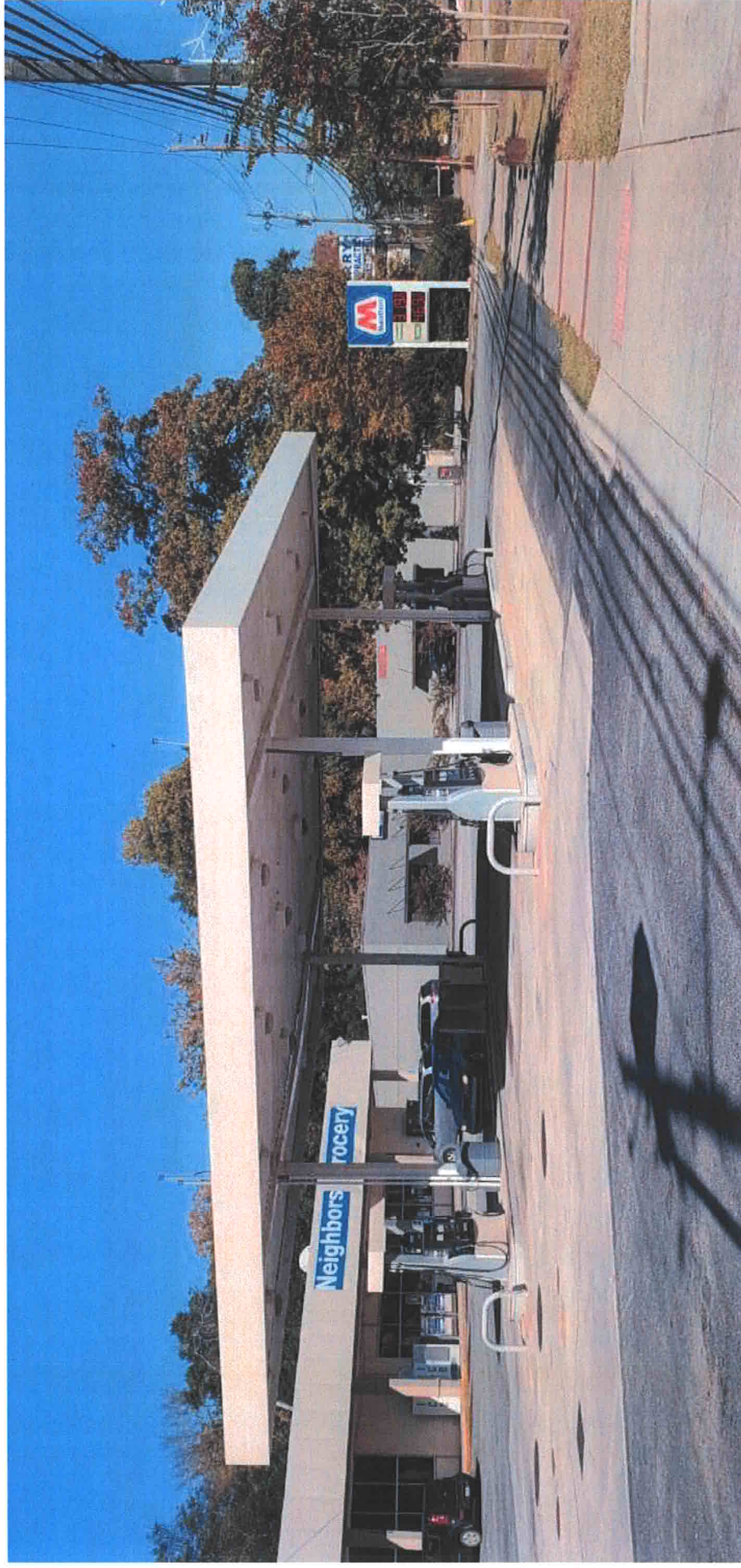
APPLICABLE ORDINANCE SECTION(S): Sec. 2-3.8.1 of the Land Management Ordinance regarding procedures for a Certificate of Appropriateness in the Downtown Development District; Sec. 6-6.3, Design Standards for the Downtown Development District:

Within the Downtown Development District, new construction and existing buildings, structure, and appurtenances attached thereto which are moved, reconstructed, materially altered, repaired, or painted, including repainting the same color, shall be visually compatible with buildings, squares, and places to which they are visually related generally, in terms of the following factors:

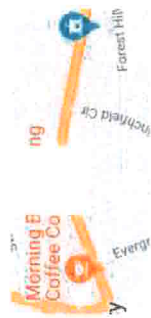
- (a) *Height.* The height of the proposed building shall be visually compatible with adjacent buildings. Buildings located within an area bounded by Main Street, Macon Road, Northside Drive, Ball Street,

Commerce Street, and Marion Street shall have a maximum height of 37 feet as measured from the public sidewalk serving the building.

- (i) Temporary structures are permitted for construction projects or catastrophic loss. These structures require approval from the Community Development Department.
- (b) *Proportion of Building from Facade.* The relationship of the width of building to the height of the front elevation shall be visually compatible with buildings, squares, and places to which it is visually related.
- (c) *Proportion of Openings within the Facility.* The relationship of the width of the windows in a building to the height of the windows shall be visually compatible with buildings, squares, and places to which it is visually related.
- (d) *Rhythm of Solids to Voids in Front Facades.* The relationship of solids to voids in the front facade of a building shall be visually compatible with buildings, squares, and places to which it is visually related.
- (e) *Rhythm of Spacing of Buildings on Streets.* The relationship of buildings to open space between it and the adjoining buildings shall be visually compatible to the buildings, squares, and places to which it is visually related.
- (f) *Rhythm of Entrance and/or Porch Projection.* The relationship of entrances and porch projections to the sidewalks of a building shall be visually compatible to the buildings, squares, or places to which it is visually related.
- (g) *Relationship of Materials; Texture and Color.* The relationship of the materials, texture, and color of the facade of a building shall be visually compatible with the predominant materials in the buildings to which it is visually related.
- (h) *Roof Shapes.* The roof shape of a building shall be visually compatible with the buildings to which it is visually related.
- (i) *Walls of Continuity.* Appurtenances of a building such as walls, wrought iron, fences, evergreen landscape masses, building facades shall, if necessary, form cohesive walls of enclosure along a street, to ensure visual compatibility of the building to the buildings, squares, or places to which it is visually related.
- (j) *Scale of a Building.* The size of a building, the building mass of a building in relation to open spaces, the windows, door openings, porches and balconies shall be visually compatible with the buildings, squares, and places to which it is visually related.
- (k) *Directional Expression of Front Elevation.* A building shall be visually compatible with the buildings, squares, and places to which it is visually related in the directional character, whether this is vertical character, horizontal character, or non-directional character.
- (l) *Temporary structures are permitted for construction projects or catastrophic loss.* These structures require approval from the Downtown Development Authority.
- (m) *Colors:* Colors should be in keeping with color palettes currently in use, or of historical significance to the City of Perry. The Community Development Department may suggest or make available certain color palettes, which are not required to have a Certificate of Appropriateness.



Existing Conditions





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COA-

Application # 0148-2022

Application for Certificate of Appropriateness

Contact Community Development (478) 988-2720

Applicant/Owner Information

*Indicates Required Field

	Applicant	Property Owner
*Name	Petroleum Purchasing/Damen	Bobby - Pate
*Title	Branding manager	
*Address	300 Wilson Rd Griffin Ga	WAYAL KARAN INVESTMENT LLC
*Phone	6789671524	
*Email	Dsingle@us-nnovale.com	

Property Information

*Street Address	1205 main street	Perry Ga 31069
*Tax Map #(s)	0P002083A000 C-3-comm	Historic or Downtown District

Request

New Building Addition Alteration Demolition Relocation

*Please describe the proposed modification:

Canopy Replacing + sign Replacing only

Instructions

1. This application must be submitted when alterations are proposed to the exterior of a building located in a historic district or in the Downtown Development Overlay District; when a new building is proposed in these districts; or when an existing building in these districts is proposed to be demolished or relocated.
2. Projects located in the Downtown Development Overlay District, with the exception of signs, are reviewed by the Main Street Advisory Board, which makes a recommendation to the administrator for action on the Certificate of Appropriateness. All other projects are reviewed by the administrator.
3. The application must be submitted to the Community Development office during normal business hours.
4. The applicant/owner must respond to the "standards" for the granting of a certificate of appropriateness in Section 2-3.8, Certificate of Appropriateness.
5. *The following drawings and other documents must be submitted with the application, depending on the extent of the proposal:

☒ Site plan depicting building(s) footprint, parking, landscaping, and other site improvements;

☒ Detailed drawing(s) or sketch(s) showing the views of all building facades facing public streets and building features, such as recessed doors or dormers, and sizes;

☒ Detailed drawing(s) or sketch(s) depicting size, location and colors of signage;

☒ Sample(s) for all proposed wall and trim paint colors;

☒ Sample(s) or photo(s) of proposed awning/canopy materials and color;

☒ Photo(s) of proposed doors, windows, lights or other features that will be added to the building;

☒ Photo(s) or sample of proposed roofing materials and color if roof will be visible;

☒ Photo(s) or sample of brick, stone, tile, mortar or other exterior construction materials that will be added to the building; and

☒ Other information that helps explain details of the proposal.

6. A complete application and all plans, drawings, cut sheets, and other information which adequately describes the proposed project must be submitted to the Community Development office at least 10 days prior to a meeting of the Main Street Advisory Board, to allow adequate time for staff to review and prepare a report. The Main Street Advisory Board meets on the 1st Thursday of each month at 5:00pm in Council Chambers at Perry City Hall.
7. Please read carefully: The applicant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

8. Signatures:

*Applicant	<i>[Signature]</i>	*Date	10/26/2022
*Property Owner/Authorized Agent	<i>Damon Slagle / Petroleum Recovery Building</i>	*Date	10/26/2022

Maintenance and Repair

Nothing in the Land Management Ordinance shall be construed to prevent the ordinary maintenance or repair of any exterior architectural feature of structures located in a historic district or the Downtown Development Overlay District when the repair does not involve a change in design, material, color or outer appearance of the structure. Certificates of appropriateness are not required for alterations to the interior of a building or alterations to the use of a building (although other permits may be required).

Notices

There is no fee for review of a Certificate of Appropriateness (COA) application. However, a fee of \$226.00 will be charged for work started without an approved Certificate of Appropriateness.

Approval of a certificate of appropriateness does not waive any required permits, inspections, or fees required by the Community Development Department. Structural changes to a building require a building permit from the Community Development Department.

Decisions of the administrator may be appealed to the Planning Commission.

The Certificate of Appropriateness is valid for 6 months (180 days) from the date of approval by the administrator. If work is not completed within that timeframe, the applicant must renew the COA.

Estimated valuation of proposed modification: 40 K

Notes:

- ① no signage will exceed Fascia height
- ② main ID sign will only Receive new Faces. No square footage change
- ③ Building will Remain the same
- ④ canopy will be Painted underneath.
- ⑤ IS this option ① on canopy is not Allowed
option ② = Tan canopy with 2 small
marathon shield's + marathon channel
Letter set AS seen on canopy Drawings.

Revised 7/1/22



Representation of typical canopy fascia.
Pylon sign shown is not proposed for Perry.

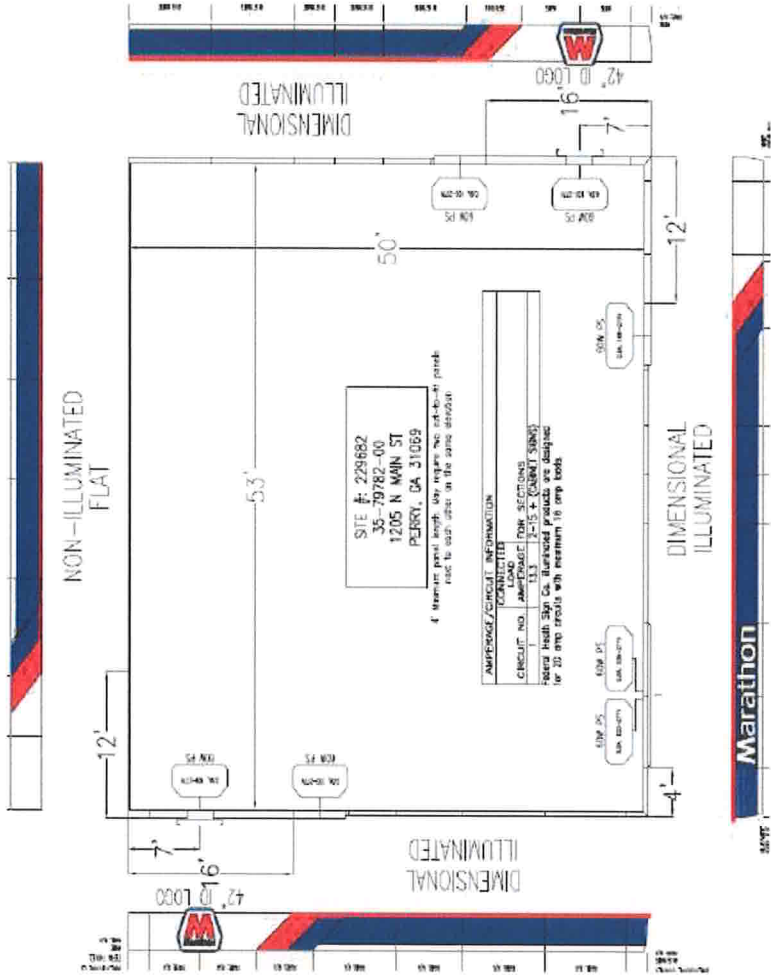


MARATHON Plan View Fascia: **36"** Logo: **Standard** ☐ Extension Kit ☐ Radius Kit

Approved By: _____
Date: _____
Lead Time: Approx 4 weeks

Special Note(s):

Store

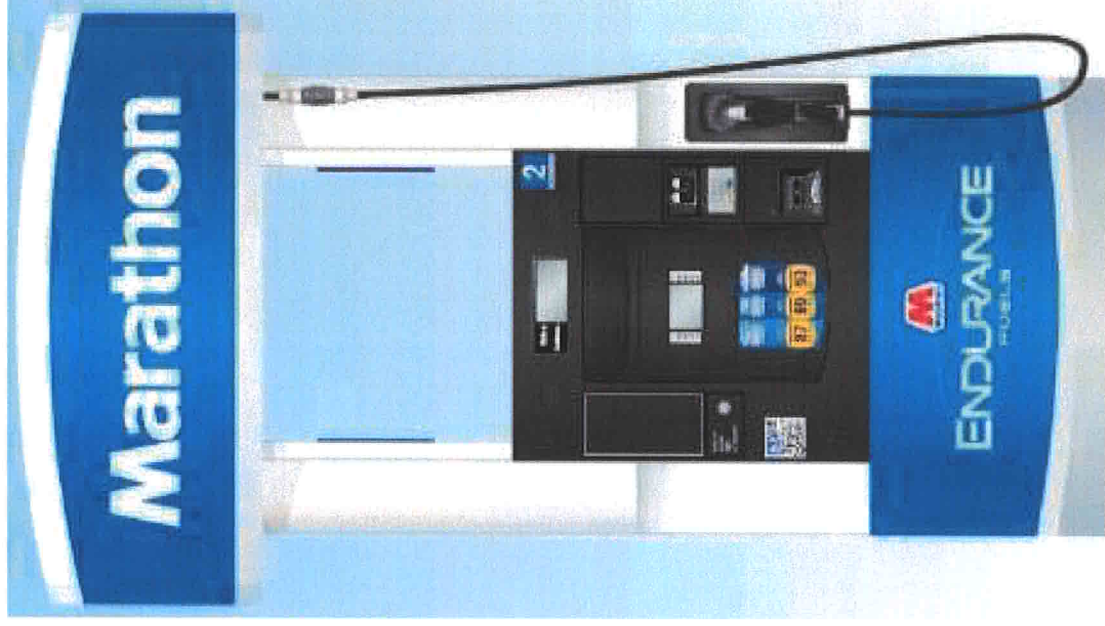


Secondary Road (S. 2nd St.)

Note: _____
Layout must be approved and returned to process order.

Primary Road (Main Street)

Dispenser Layout






Detailed Information

Standard Windload
Retainer Quantity: 2
Retainer Size: 56.75"H X 79.25"W
Existing Cab: 100"H X 100"W
Area: 31.23 SQ FT
Retainer Color: Sky White

Detail 1: Logo
VO: 52.75"H X 75.25"W
Marathon 22 Logo Flat Emboss Face
Color Specifications:
Paint
Marathon Blue, PMS-286C
Marathon Red, PMS-185C
Marathon Light Blue, PMS-3005C
White

Est. Crated Weight: 329 pounds
Crate HxLxW: 70x87x21"
Freight Class: 175

		DISCLAIMER: Renderings are for graphic purposes only and not intended for actual construction dimensions. For windload requirements, actual dimensions and mounting detail, please refer to engineering specifications and install drawings. These drawings and designs are the exclusive property of Everbrite LLC. Use of, or duplication in any manner without express written permission of Everbrite LLC is prohibited.	
Customer: Marathon 22		Description:	
Project No: PP473754A	Scale: N/A	Customer Approval: NOTE: Unless specified by customer, all depth of embossing will be determined by Everbrite Engineering or existing customer specifications on file. Colors and graphics on file will be used unless otherwise specified by customer. Please read carefully, check appropriate <input type="checkbox"/> Sketch OK as is <input type="checkbox"/> New Sketch Required box and fax back to Everbrite:	
Date: 08/17/2022	Drawn By: BS		
Location & Site No: , 1205 Main St, Perry, GA, 31069-3532			
Version:2		SIGNATURE _____ DATE _____	

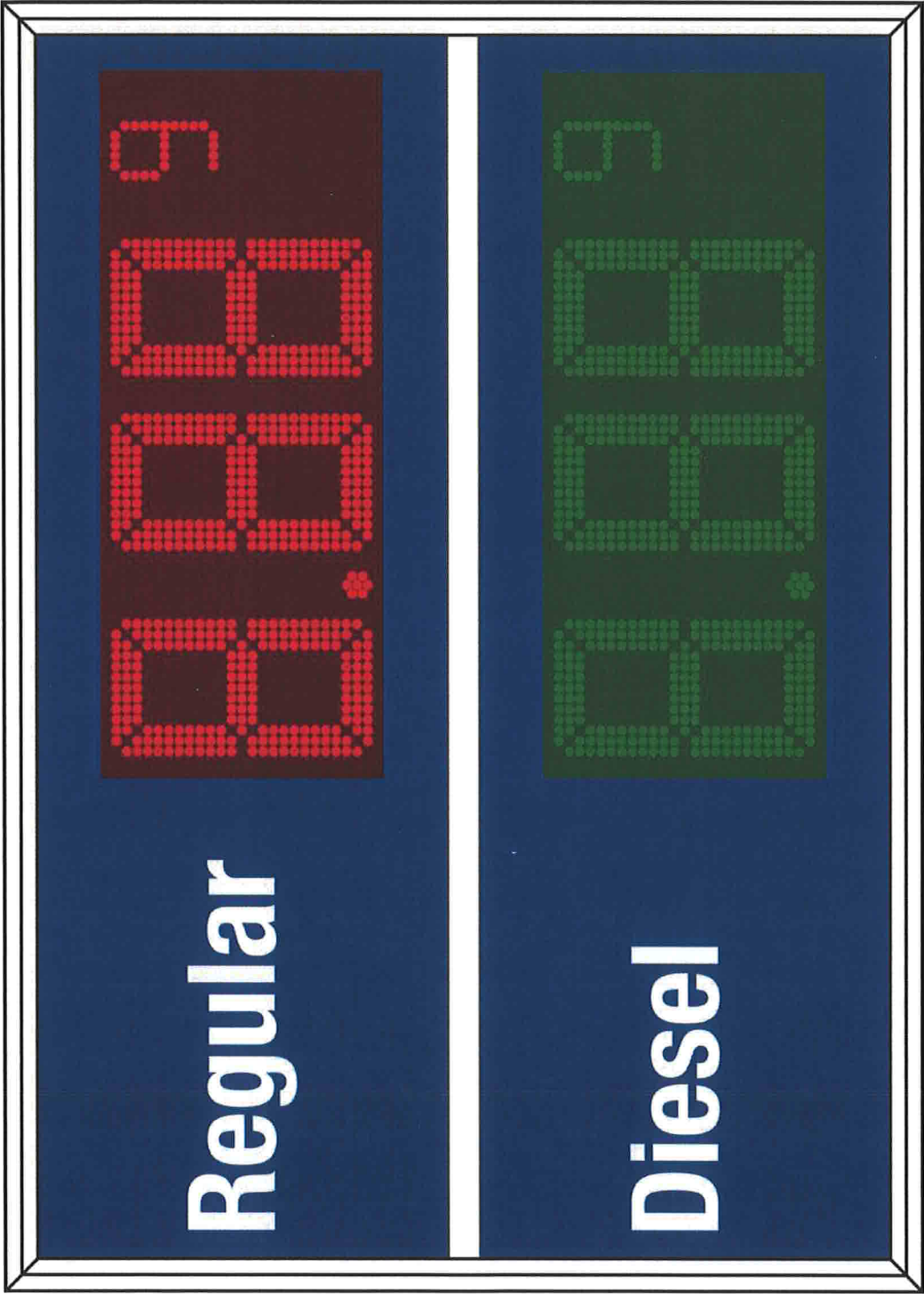
Detailed Information

Standard Windload
Retainer Quantity: 2
Retainer Size: 56.75"H X 79.25"W
Existing Cab: 100"H X 100"W
Area: 31.23 SQ FT
Retainer Color: Sky White

Detail 1: Priceline
VO: 52.75"H X 75.25"W
Digit Type: Lumidigit 4 (Flat Faces)
Priceline 1: Red 16", Right
Priceline 2: Green 16", Right

1 - 20 Amp Circuit(s) Required
LEDs Total Draw: 2 Amps

Est. Crated Weight: 361 pounds
Crate HxLxW: 70x87x21"
Freight Class: 175





Customer: Marathon 22
Project No: PP473754B
Date: 08/17/2022
Location & Site No: , 1205 Main St, Perry, GA, 31069-3532

Scale: N/A
Drawn By: BS

Version:2

Description:

DISCLAIMER: Renderings are for graphic purposes only and not intended for actual construction dimensions. For windload requirements, actual dimensions and mounting detail, please refer to engineering specifications and install drawings.
These drawings and designs are the exclusive property of Everbrite LLC. Use of, or duplication in any manner without express written permission of Everbrite LLC is prohibited.

Customer Approval: NOTE: Unless specified by customer, all depth of embossing will be determined by Everbrite Engineering or existing customer specifications on file. Colors and graphics on file will be used unless otherwise specified by customer.

Please read carefully, check appropriate ☐ Sketch OK as is ☐ New Sketch Required
box and fax back to Everbrite:

SIGNATURE _____ DATE _____

Color Specs

01



Marathon Blue

Material / Color Match
Pantone 286 C Match
3M Film - 3630-157
ACM - Special Match Color



Paint Spec

Sherwin Williams
RAL 5002
Color Usage on Site
Canopy Fascia, Dispenser, Blade Sign, MD Panels, Store Fascia

02



Marathon Light Blue

Material / Color Match
Pantone 3005 C



Paint Spec

Sherwin Williams
TBD
Color Usage on Site
Dispenser Door, MD Logo

03



Marathon White

Material / Color Match
Pantone 11-0601 TCX Bright White

Paint Spec

Sherwin Williams
SW7006 Extra White
Satin Finish
Color Usage on Site
Canopy Columns, Site Poles, Dispenser, MD, Store Walls, Vinyl on Blade Signs, Store Sign Graphics

03A



Marathon Canopy Deck White

Material / Color Match
Pantone 11-0601 TCX Bright White

Paint Spec

Sherwin Williams
SW4083 Pure White
Satin Finish
Color Usage on Site
Under Canopy Deck

04



Marathon Gray

Material / Color Match
Pantone 429 C
Canopy Fascia



Paint Spec

Sherwin Williams
SW7072 Onyx
Satin Finish
Color Usage on Site
Blade Sign, Dispenser

05



Marathon Light Gray

Material / Color Match
Pantone Cool Gray 1 C



Paint Spec

Sherwin Williams
SW7070 Site White
Satin Finish
Color Usage on Site
Dispenser Door, Valance

06



Marathon Dark Gray

Material / Color Match
Pantone Cool Gray 10 C



Paint Spec

Sherwin Williams
SW7068 Grizzle Gray
Satin Finish
Color Usage on Site
Canopy Island Curbs, Bolards

07



Marathon Red

Material / Color Match
Pantone 185 C Match
3M 3630-43



Paint Spec

Sherwin Williams
TBD
Satin Finish
Color Usage on Site
MD, Canopy Fascia, Canopy Signs, Dispenser, Marathon Logo

08



Marathon Store Gray

Material / Color Match
Pantone Cool Gray 7 C Match



Paint Spec

Sherwin Williams
SW7066 Gray Matters
Satin Finish
Color Usage on Site
Store Fascia

09



Marathon Bright Blue

Material / Color Match
Pantone 289 C Match



Paint Spec

Sherwin Williams
SW6955 Impromptu
Satin Finish
Color Usage on Site
Dispenser outline around fuel type

10



Marathon Black

Material / Color Match
Black 6 C Match



Paint Spec

Sherwin Williams
SW4030 Black
Satin Finish
Color Usage on Site
Diesel Columns, Diesel Canopy Deck

11



Marathon Green

Material / Color Match
Pantone 2423 C Match



Paint Spec

Sherwin Williams
SW6855 Straight Forward Green
Satin Finish
Color Usage on Site
Diesel Grate Applications, Dispenser Diesel Door, Diesel Blade Sign

12



Marathon Dark Green

Material / Color Match
Pantone 349 C Match



Paint Spec

Sherwin Williams
SW6927 Green Belt
Satin Finish
Color Usage on Site
Diesel Grate applications, Dispenser Diesel Door

