

Main Street Advisory Board
Minutes - February 1, 2024

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

Roll: Chairman Cossart; Directors Anderson-Cook, Lay, Jones, Moore, Presswood and Walker were present.

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

2. Guests/Speakers: Ellie Loudermilk, Sue Lay, John Stauralakis, Tim Harco, Craig Wysong, and Meredith Lockerman
 - a. Ellie Loudermilk, Perry Historical Society – advised May is National Historic Preservation month and traditionally held sponsored city tours, with use of the city’s tram for only 20 people. This year, Ms. Loudermilk is changing and has reached out to the board of education for possible use and a driver for one of their school buses, as quotes received for motor coaches were unrealistic; currently waiting on a cost. There will also be a charge for the tours, which she will handle, and was thinking about \$10; the board felt \$15 was a better option. Also, Ms. Loudermilk advised she has two volunteers to assist with tours, so she herself is not the only one and was thinking about the first two weeks in May with anywhere from two to four tours each week. Ms. Hartley said she would handle the marketing and will work with Ms. Loudermilk on the ticket platform. Director Moore suggested a board member participate for each of the tour dates. The board concurred support of event and Ms. Loudermilk will bring estimates for the bus rental and ticket platform.

3. Citizens with Input – None

4. Old Business – None

Chairman Cossart requested a motion to amend the agenda to add the reimbursement of a façade grant for 901 Jernigan Street; Director Jones so moved; Director Moore seconded; all in favor and agenda was amended for addition.

5. New Business

- a. Review Certificate of Appropriateness – 904 Commerce Street

Mr. Wood advised the applicant proposes a 30”-diameter sign projecting a total of 33” from the building. The sign requires a COA because it is internally illuminated which is inconsistent with the recently revised sign ordinance.

The City’s sign standards were revised and adopted in August of last year. Wall, canopy, projecting and under canopy signs in the C-3, Central Business District, and the Downtown Development Overlay District are no longer allowed to be internally illuminated. The Design Guidelines for the Downtown Development Overlay District state that using internally lit plastic signs is a common mistake. The sign is proposed to be installed below the railing of the second-floor balcony. It does not appear that external illumination of the sign would cause a hazard to occupants on the balcony. Other than the internal illumination, the sign complies with the City’s sign standards. Staff recommends denial as presented. If the Main Street Advisory Board decides to approve, staff suggests a condition requiring an opaque film be placed over the black background area of the sign so that only the letters and symbols are illuminated from within.

Chairman Cossart recused herself from the discussion.

Mr. Craig Wysong provided examples of the proposed sign which is double sided blade sign with an aluminum painted face and trim with punch through acrylic and vinyl overlays and advised he had not provided this to Mr. Wood before the report presentation

Director Jones motioned to approve with the revised submission as presented; Director Presswood seconded; all in favor and was unanimously approved with Chairman Cossart abstaining.

b. Review Certificate of Appropriateness – 719 Carroll Street

Mr. Wood advised the applicant is re-branding the fuel sales portion of the business to “Marathon” and proposes to replace an existing 32 square foot internally illuminated monument sign with a new 32 square foot internally illuminated sign to include a multiple message sign (gas prices). The existing fuel canopy is proposed to be upfitted to include internally illuminated “Marathon” branding. The City’s sign standards were revised and adopted in August of last year. Wall, canopy, projecting and under canopy signs in the C-3, Central Business District, and the Downtown Development Overlay District are no longer allowed to be internally illuminated. Internally illuminated ground signs may be allowed by COA only. The Design Guidelines for the Downtown Development Overlay District state that using internally lit plastic signs is a common mistake. Regarding the monument sign: Ground signs may be internally illuminated by COA only. A multiple message sign of up to six square feet is permitted provided the message does not change more than once per day. The proposed monument sign complies with the standards of the ordinance if the Main Street Advisory Board approves of the internal illumination.

Regarding the fuel canopy signs: Signs on fuel canopies are regulated as “Wall Signs”. Existing signs on the fuel canopy are not internally illuminated. The submitted drawings indicate that the “Marathon” channel letters will be internally illuminated. It is not clear from the application drawings if the “Marathon shield” and other elements on the canopy will be internally illuminated. Staff recommends approval of the monument sign as presented, and approval of the wall signs on the fuel canopy subject to no internal illumination. If the Main Street Advisory Board decides to approve internal illumination of the wall signs on the fuel canopy, staff recommend only the “Marathon” channel letters and the “Marathon shield” be included.

Mr. Wood advised he had reached out to the sign company with no response for further details.

Director Lay motioned to approve the monument sign with opaque backing on the sign and no illumination on the canopy sign; Director Jones seconded; all in favor with Director Presswood opposed.

Ms. Hartley advised 1140 Macon Road painted the building without an approved COA. Mr. Wood advised the Halo Group is now occupying and he has reached out to them and determined the colors appear to be within the approved palette and is requesting if they complete the COA it be approved at the staff level; the board concurred.

c. Election of 2024 Officers – Chair and Vice Chair

Director Jones motioned to nominate Trish Cossart as Chairman; Director Moore seconded; all in favor with Director Cossart abstaining.

Director Jones motioned to nominate Valerie Moore as Vice Chair; Director Lay seconded; all in favor with Director Moore abstaining.

d. 2024 Commitment Letter

Ms. Hartley provided for review and execution the duties of board members in keeping with the accreditation procedures.

e. Review Façade Grant Application – 909 Carroll Street

Ms. Hartley advised Gottwals Books is repainting the exterior and has chosen from the approved color palette and is requesting \$1,000 in façade monies. Director

f. Façade Grant Reimbursement Request – 1001 Carroll Street

Director Lay motioned to approve reimbursement in the amount of \$3500; Director Moore seconded; all in favor and was unanimously approved.

*Director Jones left the meeting at 6:00pm.

g. Façade Grant Reimbursement Request – 901 Jernigan Street

Director Moore motioned to approve reimbursement in the amount of \$3000; Director Presswood seconded; all in favor and was unanimously approved. Director Anderson-Cook abstained.

h. Approve January 4, 2024, minutes

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

i. Perry Farmers Market Policies & Procedures

Ms. Hartley advised procedures and processes that need to be set for the operation of the market and presented for review and approval. Director Lay motioned to approve as submitted; Director Presswood seconded and was unanimously approved.

6. Chairman Items – None

7. Downtown Manager's Report

a. Downtown Projects update – Ms. Hartley advised the annual state assessment has been completed and submitted. Mims Ct townhomes will be revised to single family homes due to costs. Georgia Economic Placemaking Collaborative kicks off Feb. 15th. Farmers Market signed installed. New franchise owners for Acres & Oak and construction continues on the mixed-use development on Northside Drive.

b. Strategic Plan Update – February 15th from 5-7pm will hold a work session for updating in 2024.

8. Promotion Committee Report – Ms. Hartley advised warehouse sale is April 6th; tickets for the spring wine tasting will go on sale February 19th and will include a VIP section at Patio 901 and have secured Landmark Realty as the sponsor for this. Ms. Hartley requested approval for \$1000 to secure the band; the board unanimously approved. The horse drawn carriage will be back for three Saturdays 11/30, 12/7, and 12/21 and requests approval to secure deposit; the board unanimously approved.

9. Update on Downtown Development Authority- Chairman Cossart advised the board is reassessing the mixed-use project.

10. Other- None

11. Adjourn: there being no further business to come before the board the meeting was adjourned at 6:23pm.

Approved 03.07.24