

Main Street Advisory Board
Minutes - April 4, 2024

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

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

Staff: Alicia Hartley – Downtown Manager, Holly Wharton – Economic Development Director, Bryan Wood- Community Development Director, Emily Carson – Community Planner, and Christine Sewell – Recording Clerk

2. Decorum Guidelines – Ms. Hartley reviewed with the board as a refresher
3. Guests/Speakers - Lindsay Young – Loudermilk Companies and Chad Bryant – Bryant Engineering
4. Citizens with Input – None
5. Old Business – Ms. Hartley presented the graphic design for the historic window clings to be posted in the month of May with an estimated cost of \$300. Director Jones motioned to approve the expenditure; Directro Presswood seconded the motion; all in favor and was unanimously approved.
6. New Business

- a. Certificate of Appropriateness Review – 1325 Washington Street

Mr. Wood advised the applicant proposes to renovate the former Rite Aid building into a multi-tenant space by subdividing the interior and adding new storefront windows and entrances. Aluminum windows and door frames will be black. The faux gable elements on the building will be replaced with hip roof elements. Black architectural shingle roofing will be installed on these elements and on the covered portico. Metal awnings are proposed where storefronts are introduced outside of the existing portico. Black elements will match SW 6258, Tricorn Black. The exterior brick will be painted SW 7006, Extra White. Wood slat elements, comprised of composite wood with a natural color, will be used as accents on the building. The applicant also proposes to extend the developed portion of the site into the triangular section of the property between the Washington Street and Ball Street intersection. This area is proposed as an unspecified drive-through restaurant. While not labeled as such, it appears that a dumpster enclosure is proposed adjacent to Ball Street. Mr. Wood noted the building was constructed in 2004 with corporate drug store architecture and has no historic significance and is located on the edge of the downtown district. The proposed alterations are a reasonable attempt to reduce the corporate identity of the building. The brick and mortar on the building is not old, so painting it should not cause damage like it could with old brick and mortar. The introduction of storefront glass and entrances on three sides will help reduce the massing of the building and provide a more urban-oriented scale to the large blank walls. Providing larger openings, extending the full width between pilasters would improve the proportions of the windows to the overall building mass. The introduction of the wood slats or “baskets” appears to be a trendy afterthought rather than an element integral to the overall design. While not in the approved color palette for downtown, Extra White was used on the Methodist Church buildings, and Tricorn Black was approved for the Landmark Realty building on

Jernigan Street. The expansion of the site into the triangle proposes a drive-thru building surrounded by parking and pavement. While located on the edge of the downtown district, this is a principal entrance to downtown. However, the 40' building setbacks on this C-2-zoned parcel limit the buildable area of the site. Staff would support a variance from the setbacks to accommodate a more appropriate urban building on the site. An additional question about the site is how its topography will be addressed. Will the site be cut and filled to provide a flatter building area? If so, will retaining walls be installed? How tall? How much landscape area will remain adjacent to existing sidewalks? If the unidentified rectangle adjacent to Ball Street is proposed as a dumpster, the location is not appropriate; more information is needed for the vacant parcel.

Mr. Chad Bryant advised nothing on the existing site plan will change; the loading dock will be kept for service deliveries, and it houses the mechanical and fire risers. Thought has been given to eliminating the drive-thru and possibly making a greenspace area and/or covered patio with a bump out of eight feet and a sidewalk. The goal in rehabbing is to try altering the façade so it doesn't look so much like a drugstore. The windows on the front will be supported and can be made wider, these will be where the store fronts actually are. As for the vacant parcel, approval is not being sought for that, it was just an estimation layout for the buyer, and it will be brought back at a later date for review. There will be no windows on the back left corner of the building as there has to be an end for the retail spaces. Mr. Bryant advised the parking lot would be pressure washed and re-stripped. In light of Mr. Bryant's advisement on the vacant parcel, Mr. Wood is modifying the COA request to only cover the existing building.

Director Moore motioned to approve as submitted for the façade changes for the existing building as presented; Director Jones seconded; all in favor and was unanimously approved.

b. Small Area Plan Discussion – Emily Carson, Community Planner

Ms. Carson advised a Small Area Plan (SAP) is a plan of development for multiple contiguous properties that guides land use, zoning, transportation, urban design, open space, and capital improvements at a high level of detail within an area. An SAP can be commercial or residential, focuses on a neighborhood scale, complements the Comprehensive Plan, relies on resident/property owner engagement, and is adopted by Council as legislation once complete. Ms. Wharton advised this came about as an area of interest that is currently in transition and includes the remediation of the events center and the city feels is important to look into. Ms. Carson presented two proposed options: 1). 16 parcels to include Meeting Street block, Stanley, WCH, Buzzell and Pensyl properties and 2). 25 parcels to include Meet Street block, Stanley, WCH, Buzzell, Pensyl Commercial Corner and Perry Presbyterian properties. Chairman Cossart noted it was to not dictate what could be done but provide guidelines on what the city desires for development. Director Moore inquired about procedures to implement. Ms. Carson advised engagement of the property owners is necessary and it would be more of the goals for the board. Ms. Wharton recommended first establishing the boundaries and advised the DDA to also provide input. Ms. Hartley advised this is more for future planning. The board was receptive of an SAP but recommended option two but to include the parcels up to Ashley Street from Macon Road.

- c. Adopt 2024 Work Plan – Ms. Hartley advised this is the formal adoption of the plan from previous discussions.

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

- d. Approve March 7, 2024, minutes

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

- e. Approve February 2024 financials

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

- 7. Chairman Items – asked for a temporary change in meeting time to 4pm; the board concurred.

- 8. Downtown Manager's Report

- a. Downtown Projects update

Ms. Hartley advised the link is live for the downtown Historic Tours. Received the state's annual assessment report and are a continued accredited Classic Main Street Community. Sweet P's is open, Swift Street Laundry has new owners and will be doing a small interior renovation. Asked for guidance on the COA that had been approved in 2021 for Recollections by Lynn and the truck that was to have been a landscape feature but is not being done; the board asked Ms. Hartley to reach out to owner. Placemaking Team has met and has determined locations for art. Eatonton will be visiting on April 16th. Ms. Hartley advised she had received sponsor requests and asked if the board would like to pursue; the board did not and deferred to Visit Perry, which has already been provided the information.

- b. Strategic Plan Update

- i. Workplan – was noted the plan has been updated and adopted for 2024.

- 9. Promotion Committee Report – Ms. Hartley reminded the board of the warehouse sale on April 6th. Wine Tasting on April 19th; with all VIP tickets sold and 215 tickets remaining. Working on the fall fundraiser set for October 18th – Beer, Bourbon & BBQ. Still working on locating a vendor for downtown speakers.

- 10. Update on Downtown Development Authority- Council approved six downtown parking spaces for golfcarts; will not take away from any vehicle parking.

- 11. Other – None

- 12. Adjourn: there being on further business to come before the board the meeting was adjourned at 6:25pm.

Approved 05.02.24