

Main Street Advisory Board
Minutes – May 2, 2024

1. Call to Order: Chairman Cossart called the meeting to order at 4:00pm.

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

2. Guests/Speakers - Chief Alan Everidge, Lindsay Young, Ansley Fitzner, Tabitha Clark, and Danny Rosales

Danny Rosales advised he and a partner were the new owners of New Perry Hotel and have looked at various strategies to remodel but the property is in severe deterioration and from a financial standpoint it is not feasible to renovate and will pursue demolition with the intention of rebuilding a mixed-use development to compliment the downtown core and keep in line with the city's vision for the area. Mr. Rosales advised he has been working with an architect and hopes to have renderings in the coming weeks. Chairman Cossart advised she had asked Mr. Rosales to address the board as there has been community comment on the matter and wanted the board to hear from Mr. Rosales.

3. Citizens with Input – None

4. Old Business – None

5. New Business

- a. Certificate of Appropriateness – 1207 Washington Street

Ms. Hartley read the staff report which was to install a 10' X 20' black aluminum awning with support columns on the side of the Public Safety Building. The awning will be attached to the building just below the eave on one side. The awning will be used to protect a Police PTV and recovered property from the weather. The awning is proposed on the north side of the building between two projections which create a small courtyard area. The courtyard is about 20' feet deep and 27' wide and includes a slatted chain link fence across the outer edge. Visibility of the awning from the street will be limited due to its location and distance from the street; staff recommended approval.

Chief Everidge advised it will be placed just past the building's old drive thru window and will also prevent water intrusion.

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

- b. Certificate of Appropriateness Modification – 1325 Washington Street

Ms. Hartley advised this was a modification to the previous approval and the applicant now wished to remove the former drive-through canopy and increase the width of windows in the new tenant spaces. Director Moore motioned to approve the modification as presented; Director Presswood seconded; all in favor and was unanimously approved.

c. Certificate of Appropriateness Modification – 742 Main Street

Ms. Hartley advised the applicant originally had a transom window above the store front and will not proceed with and will add two gooseneck lights. Director Jones motioned to approve the modification as presented; Director Presswood seconded; all in favor and was unanimously approved with Director Walker abstaining from the vote.

d. Certificate of Appropriateness – 910 Carroll Street

Ms. Hartley advised the applicant is proposing to change the color of the front door. The proposed color is not in the approved color palette for downtown. However, there are several blues in the Benjamin Moore Williamsburg Collection that are similar. The color of doors should be considered as an accent color. The body of the building and other trim is white; staff is recommending approval.

Director Moore motioned to approve as presented; Director Walker seconded; all in favor and was unanimously approved with Director Jones abstaining from the vote.

e. Street Planter Proposal

Ms. Fitzner advised currently the pine straw is not functioning well in high foot traffic areas and is hazardous as it can be slippery; therefore, input is requested for possible planters and plantings for the Carroll Street blocks. Ms. Fitzner provided some reference photographs of planter boxes, which would not be used for seating, and where they would replace the bushes on the blocks and would include potted plants. Director Jones was in favor of updating the landscaping and favored perennials and liked the look of mixed pots. Director Jones inquired about the time frame as it should not be done during the winter holiday season; Ms. Fitzner agreed and felt it would commence in September. Director Moore asked if the trees could be trimmed up and was in favor of removing the shrubs. Chairman Cossart asked if they could be removed; Ms. Fitzner advised they would be hard to take up until the underground infrastructure was determined. Ms. Hartley asked if the planter boxes would match the sidewalk brick; Ms. Fitzner advised it would not; Chairman Cossart suggested using a contrasting brick color.

f. Memo: Recommendations for COAs for Door Color

Ms. Hartley reviewed memo from Mr. Wood regarding accent colors in the downtown. The board has adopted certain color palettes for buildings in the district and recently there have been several requests for color changes of an entrance door that is not in the approved palettes. Mr. Wood notes in his memo the color of entrance doors creates an accent to the overall building composition and helps identify a business's entrance and allows that business some individual identity and because of this is requesting one of the following options: 1). Eliminate the requirement for a COA for the color of entrance doors or 2). Delegate review of the COA for entrance door color only to staff.

Director Lay motioned to delegate review of the COA for entrance door color only to staff; Director Jones seconded; all in favor and was unanimously approved.

g. Placemaking Team Project Request

Ms. Hartley advised the committee has met and is bringing forward two approvals. The first is a bike rack in the city's right of way at 742 Main Street. Several options were presented. Director Walker liked the option with two humps as it would fit five bikes. Ms. Hartley advised the committee was requesting funding from Main Street and they would be installed by Public Works. One of the examples shown was a map point, similar to the city's brand, which Director Jones recommended be done in one of the brand colors and be placed where there currently is a small rack in front of the Chamber offices and that rack be relocated.

Director Moore motioned to approve expenditure for one double traditional and two map point bike racks as presented; Director Jones seconded; all in favor and was unanimously approved.

Chairman Cossart advised the second request was for a temporary nature loom on the Perry Players building. The nature loom is made of wooden blocks and allows for the public to weave in natural flowers, branches, etc. and would remain in place for approximately two weeks with it going up in late May. Chairman Cossart advised the board the Placemaking Committee will be periodically requesting funding as Main Street is their funding source. Director Presswood suggested contacting the school horticultural program for greenery. Ms. Hartley advised she has reached out to the city attorney on this as a façade easement may be required.

Director Presswood motioned to approve up to \$500 for the nature loom project; Director Moore seconded; all in favor and was unanimously approved.

h. Approve April 4, 2024, minutes

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

i. Approve March 2024 financials

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

6. Chairman Items- Chairman Cossart requested an informal discussion on the New Perry Hotel and how to make positive for the community. Director Jones agreed as there is already misinformation, and the community needs to understand the condition the property is currently in and that its private property. Director Moore as well agreed, and that is why it was suggested to Mr. Rosales to address the board today to start the conversation on his plans and what is expected with regard to city requirements and knows he wants to keep with what's appropriate for the downtown area. Ms. Hartley advised a COA for the demolition was anticipated to be on the June agenda. Chairman Cossart advised the board there will be pushback and comments from the community on this and there is already miscommunication happening and asked Ms. Clark what would be the best way for the board to address. Ms. Clark noted Facebook is notorious for misinformation and to present the community with the facts and stand behind that. A simple statement from the board could be drafted covering the facts and could possibly use as an opportunity with the city's 200th year celebration, celebrate what was and what

will be. Ms. Clark advised she will speak with administration on the appropriate way to make the statement and work with Ms. Hartley.

7. Downtown Manager's Report

a. Downtown Projects update

Ms. Hartley noted a new boutique Brittany Rae inside of Recollections by Lynn has opened. 713 Commerce Street and 901 Carroll Street have both sold. The Northside Drive project is now leasing. 803 Commerce Street will be demolished which coincides with the Jernigan Street extension project. Registration continues for the historic tours. Eatonton Main Street and GMA recently visited and toured the city. Has submitted an education session and 2025 host application to Georgia Downtown Association. Provided upcoming training dates.

Ms. Hartley asked for funding for swag purchases to include shirts. Director Presswood motioned expenditures of \$1000 for swag purchases; Director Jones seconded; all in favor and was unanimously approved.

Ms. Hartley asked if the board wished to contribute again for the Drink & Dine promotion; they concurred to participate.

b. Strategic Plan Update

i. Workplan

8. Promotion Committee Report – Ms. Hartley advised wine tasting was a great success and sold out. Warehouse sale went well and will be done again in September. October 18th will be Beer, Bourbon and BBQ tasting event.

9. Update on Downtown Development Authority – Council approved six golf cart parking spots; none of which will take any vehicle spaces.

10. Other- None

11. Adjourn: there being no further business to come before the board the meeting was adjourned at 5:58pm.

Approved 06.06.24