

Main Street Advisory Board  
Minutes - June 6, 2024

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

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

Staff: Alicia Hartley – Downtown Manager, Holly Wharton – Economic Development Manager, Bryan Wood – Community Development Director, Tabitha Clark – Communications Manager, and Christine Sewell – Recording Clerk.

2. Guests/Speakers - Danny Rosales
3. Citizens with Input – None
4. Old Business – None
5. New Business

- a. Certificate of Appropriateness – 800 Main Street

Mr. Wood advised the applicant wishes to demolish the existing buildings and a redevelopment plan will be presented at a later date. The New Perry Hotel and Motel was listed on the National Register of Historic Places on April 1, 2004. While the listing provides recognition, prestige, and the opportunity for tax credits, it does not provide any protection of the buildings from alteration or demolition. The buildings have been unoccupied for the past decade and have fallen into disrepair. The current owner and at least two previous owners have evaluated the feasibility of renovating the buildings for use as a hotel or other uses. Even with the benefit of state and federal historic tax credits the structure of the buildings makes renovations meeting today's hotel standards economically infeasible. The adopted design guidelines include the following statement regarding demolition: *"The demolition of historic buildings diminishes the built environment and creates unnecessary waste. Demolition of a historic structure is only approved in very rare, specific, and narrowly defined circumstances, and no demolition occurs without approval of post-demolition plans. The aspects [for] commission consideration include but are not limited to: age, integrity, significance, condition, alternative, and overall effect."*

Given the feasibility evaluations of various recent owners and the condition of the buildings, it is unlikely that the buildings will be renovated. If they are allowed to stand, they will continue to deteriorate and become a public nuisance. Unfortunately, demolition appears to be the only reasonable resolution. Staff recommends approval of the application subject to a post-demolition plan being approved by the board prior to issuance of a demolition permit.

Mr. Wood advised Mr. Danny Rosales, owner of the property submitted within the last day, and preliminary rendering of a future development, which included a mixed-use development where the current hotel is, new retail buildings with interior parking, which is appropriate with the design guidelines. Mr. Wood was recommending move the separate retail buildings closer (one on each street side Ball & Jernigan Street) to the main building, which will provide better pedestrian circulation and not cross a vehicular driveway and provide for more retail space with minor elimination of parking spaces and

personal transportation vehicle spaces. Mr. Wood advised what was provided was a preliminary concept and the board can approve either plan or a more detailed architectural plan.

Director Jones suggested recommending approval of the demolition after building renditions are provided. Mr. Rosales advised he can agree to some extent with that recommendation, however, it is unknown what issues may be encountered when demolition begins with both the interior and grounds. He also noted the front portion will be greenspace and it is his intention to save the existing magnolia tree. Chairman Cossart advised would like to see a conceptual rendering; Mr. Rosales advised that is currently being developed with an architect out of New York who specializes in historic renovations and mixed-use development and it is his intention to compliment the downtown core and fit the community with the new structures. Director Lay inquired if it was to rebuilt like what was existing; Mr. Rosales advised it was intended to develop more retail space for downtown and have it look like a historic development. Chairman Cossart asked if the rendering would be complete by July; Mr. Rosales advised it should be. Mr. Wood advised asbestos abatement can start and inquired how much of the post-demolition plans the board wanted to see or is the preliminary plan presented now was sufficient.

Director Jones motioned to recommend approval of the COA for demolition per staff recommendation with the provided site plan; Director Presswood seconded; all in favor and was unanimously recommended for approval.

b. Certificate of Appropriateness – 901 Carroll Street

Mr. Wood advised the applicant is proposing to cover the existing arbor with a metal roof matching the existing roof, cover the concrete floor area with turf, add new fans and televisions, paint the back wall and columns SW 0066 “Cascade Green”, trim SW 0050 “Classic Light Buff”, and exposed wood ceiling SW 2822 “Downing Sand.” The proposed Cascade Green and Classic Light Buff are not in the approved color palette for downtown. The Board has approved Classic Light Buff on a previous application. The structures on the property are less than 10 years old, so there is no historic significance and therefore, staff is recommending approval.

Director Jones motioned to recommend approval of the COA as presented; Director Moore seconded; all in favor and was unanimously recommended for approval.

c. Certificate of Appropriateness – 905 Carroll Street

Mr. Wood advised the applicant is proposing to replace the entire storefront with a PVC material due to existing rotted wood. The new storefront will look exactly the same as existing regarding details and color. Mr. Wood noted, if the applicant were replacing existing wood with wood, this would be considered ordinary repair and maintenance, however, since the proposed material is PVC, it requires review. The storefront was constructed around 2019, so it is not the original, and therefore, not historic. The applicant indicates the new material will have the same texture and details of what exists. Since the existing storefront is not historic and there will be no change in appearance, staff recommends approval.

Director Presswood motioned to recommend approval of the COA as presented; Director Jones seconded; all in favor and was unanimously recommended for approval.

d. Extension of mural permit for 806 Commerce Street

Mr. Wood advised the mural permit has expired and the ordinance states the decision-making body may extend for up to three additional years. The property owner has requested an extension and staff is recommending extension as it is in good repair.

Director Lay motioned to extend the mural permit for 806 Commerce Street for three additional years; Director Moore seconded; all in favor and was unanimously approved.

e. Façade grant reimbursement - 742 Main Street

Ms. Hartley advised work has been completed and as previously approved is recommending payment in the amount of \$3500.00.

Director Moore motioned to authorize payment in the amount of \$3500.00 for 742 Main Street; Director Jones seconded; all in favor and was unanimously approved with Director Walker abstaining from vote.

f. Preliminary discussion of 1013 Jernigan Street

Mr. Wood advised the owners of the building have been discussing with the Community Development department the possibility of a second story addition. They have consulted with an architect and contractor, with both suggesting it would be less expensive to demolish the existing building and rebuild. Mr. Wood advised, although the property has not been yet designated as historic it is in the Downtown Development Overlay District, and felt it was appropriate to bring before the board for preliminary comments for the owners to consider on how to proceed. Mr. Wood advised the Historic Preservation Commission has provided their comment which is for it to not be demolished and Ms. Ellie Loudermilk had done some research and advised the building is original from the 1920's and had been Sam Nunn Sr. office building. Director Moore felt the building should not be demolished; Director Jones inquired what was the owner proposing for the second floor; Mr. Wood advised a residence. The consensus of the board was for the building to not be demolished.

g. Approve May 2, 2024 minutes

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

h. Approve April 2024 financials

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

6. Chairman Items – None

7. Downtown Manager's Report

- a. Downtown Projects update – Ms. Hartley advised 1325 Washington Street has sold, 911 Jernigan Street plans are in review, The lofts on Northside Drive are being advertised for occupancy September 1<sup>st</sup>, letters have been sent to property owners for the Small Area Plan. New landscaping will be done at City Hall and ADA improvements on the lot at Ball & Main Street. Placemaking Committee is working on a temporary art project with Perry Players, bike racks have been ordered, and proposed asphalt art for crosswalks.

Ms. Hartley requested additional funds for main street merchandise. Director Moore motion to allow \$1000 for expenditure of main street merchandise; Director Lay seconded; all in favor and was unanimously approved.

Ms. Hartley advised in visiting another community solicited thoughts on as a fund raiser selling Veteran's Day banners for the 14 downtown spots. The board felt was a good idea, but asked if they could also be done down the Courtney Hodges Corridor; Ms. Hartley advised she would speak with management regarding this.

\*Director Walker left the meeting at 4:45pm.

- b. Strategic Plan Update

- i. Workplan – Ms. Hartley advised one goal was to have live entertainment downtown on a Thursday or Friday from 5pm-7pm in June/July/August. Ms. Hartley is requesting \$200 per performance artist for the full series with a total of \$1200 to be expended. Director Moore motioned to approve expenditure of \$1200 for performance artists; Director Jones seconded; all in favor and was unanimously approved.

8. Promotion Committee Report – Ms. Hartley advised the Drink & Dine campaign kicked off June 1<sup>st</sup>. Requesting funding for the NBHA Horse Ducks seek & find for a \$5 Yiftee card while the visitors are in town the last full week of July. Director Moore motioned to approve the expenditure of \$150; Director Presswood seconded; all in favor and was unanimously approved.

9. Update on Downtown Development Authority- Ms. Wharton advised the board that the DDA discussed the ADA updates to the parking lot at Ball & Main Street. She also shared that the DDA was happy to support the Drink & Dine Promotion in the amount of \$1,500 and was willing to provide more funding if needed.

10. Other

- a. July Meeting Date – due to the holiday the board concurred to reschedule to July 11<sup>th</sup>.

11. Adjourn – there being no further business to come before the board the meeting was adjourned at 5:03pm.

Approved 07.11.24