

**Historic District Regulatory Board
Minutes of January 21, 2021 Meeting**

City of Lake Wales
201 W. Central Avenue, Lake Wales, FL 33853

A regular meeting of the Historic District Regulatory Board was held on January 21, 2021 at 5:15 PM in the City Commission Chambers at the Administration Building.

Chairman Brandon Alvarado called the meeting to order at 5:15 P.M.

Agenda Item 1. Roll Call

Members Present: Brandon Alvarado (Chairman), Jonathan Kaufman, Robert Harriage

Members Absent: Scott Crews (Recused) and Larry Bossarte (Recused).

Staff Present: Mark Bennett, Director of Development Services; Autumn Cochella, Development Services Manager; Cheryl Baksh, Secretary.

Agenda Item 2. Approval of Minutes

Chairman Alvarado asked if there were any suggestions or edits that needed to be made to the minutes from last month's meeting. After no discussion, Mr. Kaufman motioned for approval of the minutes and Mr. Harriage seconded the motion. The Board approved the minutes unanimously.

Agenda Item 3. HD-0071 Request of Native Imagery, Agent for Parlier + Crews

**STAFF REPORT
Historic Business District Regulatory Board
January 21, 2021 Agenda**

Application No: HD-0071

Project: Signage: Frosted Vinyl Logo on Upper Window

Building/Address: 251 East Park Ave, Suite 103
Year Built: circa 1920's

Applicant: Allen Tatem, Native Imagery agent for Scott Crews, Owner of Parlier + Crews Architects and Studio Design

Attachments: Application for Certificate of Appropriateness

Photos of proposed sign

Request: Sign Approval

Design Guidelines: See Sec. 23-653.1 of the Code for general design guidelines.

End Report

Ms. Cochella read the staff report to the Board and Mr. Allen Tatem from Native Imagery was present to address any questions or concerns from the Board.

Mr. Tatem told the Board his client wanted to specifically mark his window very subtly so people would not walk into the wrong building. He also stated his client may or may not want a directional sign to point to the other business.

Mr. Harriage inquired if the frost could be any other color. Mr. Tatem stated he could look into it, but did not have too many options. Mr. Tatem also said the frost would be white/pearl and 'see-through'.

After no further discussion, Mr. Kaufman motion for approval and Mr. Harriage seconded the motion. The motion was approved by the Board unanimously.

Agenda Item 4 Update on Downtown Walking Tour with Megan McLaughlin

Ms. Baksh stated the walking tour will be held this Tuesday, January 26, 2021 from 3PM – 5PM. Ms. Baksh also stated she reached out to Ms. Megan McLaughlin and she would provide additional information. Ms. Baksh said the Board would meet in front of Market Café.

Agenda Item 5 Review of Future Projects

Ms. Cochella advised the Board she was anticipating another sign request that would go in front of the Board, but it was still "to be determined".

Agenda Item 6 Communications and Petitions

Mr. Bennet addressed the Board and requested a discussion take place during the next meeting about the 'sign process'. He stated Staff was tossing around some ideas to see if the process was working and he wanted to know if the Board would allow Staff to review certain applications and approve them. If the application was not approved then the Board would review it.

Ms. Cochella added, if it is a sign like this, that is not structural in nature and simple it would be less cumbersome for the Board if Staff could review the application. She reiterated Staff was trying to make the process easier.

Agenda Item 7 Adjournment

Mr. Kaufman motioned for adjournment and Mr. Harriage seconded the motion. The meeting ended at 5:24PM.

A handwritten signature in blue ink, appearing to read "Brandon Alvarado", written over a horizontal line.

Brandon Alvarado, Chairman

A handwritten signature in blue ink, appearing to read "C. Baksh", written over a horizontal line.

Attest: Recording Secretary