

**Historic District Regulatory Board
Minutes of August 18, 2022 Meeting**

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

A regular meeting of the Board of Historic District Regulatory Board was held on August 18, 2022 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), Scott Crew and Tammy James.

Staff Present: Autumn Cochella, Assistant Director of Development Services; Jasmine Khammany, Senior Planner and Shena Rowland, 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.

Mr. Crews motioned to approve the minutes and Ms. James seconded the motion. All three Board members voted unanimously to approve the minutes from the June 16, 2022 meeting.

Agenda Item 3 Florida Braces - Signage

STAFF REPORT
Historic Business District Regulatory Board
June 16, 2022 Agenda

Application No:	HD-0076
Project:	Florida Braces
Building/Address:	254 E Stuart Avenue Year Built: circa 1925
Applicant:	Allen Tatem of Native Imagery, agent for Steven Guelff Business Owner
Attachments:	Application for Certificate of Appropriateness Photos of Proposed Signage
Design Guidelines:	See Sec. 23-653

Ms. Cochella presents the staff report to the Board and states that Applicant is present to answer any questions.

Dr. Steven Guelff introduces himself as the business owner and gives a presentation as to the importance of his brand in the proposed signage.

Mr. Crews then comments that he was one of the Board members that denied the application. He further states he understands that there is no violation of color or material and mentions that the City is in the process of updating the sign code. He states that he does appreciate the Applicant going thru the process of the first step meeting to consider other options. He then asks what Megan McLaughlin's comments were during the first step meeting?

Ms. Cochella responds that she attended the first step meeting virtually. She stated that Ms. McLaughlin recommended more historical font types, same color type but muted tones and if any other materials can be used. She further stated that during that time the applicant did stand by his brand.

Mr. Crews states that he does not want to stand in the way of something that is not breaking the rules. He further states his appreciation in hearing the reasons it was rejected the first time and in having the meeting to consider other options. He states that he would like to see aluminum caps instead of acrylic but again it is not breaking any rules at this time.

Ms. Cochella states that the sign code is really light right now and that is why they are going thru the process of making the changes to the code. The only part of the code is 23.653 that address this now is that unacceptable materials are plastic, this is acrylic and unacceptable colors are florescent and should would consider these primary. It is open to interpretation and that is what she is trying to clear up.

Mr. Crews asks the Board for their thoughts. He again states the applicant complied with the request with the first step meeting.

Mr. Alvarado asks for further comments.

Ms. James states she was going to ask about the thoughts during the first meeting but her questions were answered during the discussion.

Mr. Alvarado asks about the existing window signage compared to what was approved. He is asking if what is being shown was already there?

Ms. Cochella responds that the permit was not picked up therefore an inspection from the City was never done.

Mr. Allen from Native Imagery states the door is done.

Mr. Alvarado states on the upper sign, he has no issue, he is confused as to what may have changed on the lower signage.

Ms. Cochella states she is not sure that anything did.

There is open discussion regarding what was approved vs installed.

Mr. Alvarado asks for further comments from the Board and in seeing none states he will entertain a motion to approve HD-0076.

Mr. Crews makes the motion and Ms. James seconds.

All Board members approve unanimously.

Agenda Item 4. Other Business

Mr. Alvarado moves to the applicants for the vacancies on the Historic Board. Ms. Tina Peak is not present so he introduces Ms. Dorothy Scott Wilson and asks her to give a brief presentation.

Ms. Dorothy Scott gives addresses the Board as to why she is interested in serving on the Historic Board.

Mr. Alvarado thanks Ms. Wilson and asks for questions from the Board.

Ms. James states she doesn't have a question but wants to express thanks to Ms. Wilson for her time and willingness to serve.

Mr. Alvarado then moves to the next applicant, Ms. Tiffany Davis.

Ms. Tiffany Davis then addresses the Board as to why she is interested in serving on the Historic Board.

Mr. Alvarado thanks her and asks for questions from the Board.

Ms. James again wants to express her gratitude for her willingness to serve.

Mr. Alvarado then states that Ms. Tina Peak is not present so he reads aloud her application. He then asks for comments from the Board on who they would recommend to fill the vacancy.

Ms. Cochella explains there are two seats available. They have two vacancies and three applicants and what they are looking for is a recommendation to City Commission. They can recommend all three and have the Mayor choose, they do not have to pick two.

Mr. Alvarado then clarifies that the applicants will need to appear before Commission.

Ms. Cochella confirms this.

Mr. Alvarado then asks for comments from the Board.

Mr. Crews states all of the applicants would be a good addition to the Board.

Ms. James states that each would balance the Board with their different talents and attributions.

Mr. Alvarado then states he will go one at a time for the vacancies.

Ms. Cochella states that they can be specific if they choose but what the City Commission is looking for is a consensus on whether you recommend any or all of the applicants.

Mr. Alvarado understands. He asks the Board what they would like to do, be specific or send recommendations on all three.

Mr. Crews states he would like to recommend all three and let City Commission choose.

Ms. James asks about the times that her or Mr. Crews will have items presented and will need to reclude themselves. She is asking if 3 is a quorum and if they is an alternate.

Ms. Cochella states that 3 is a quorum and that per the City Clerk, the Code Enforcement Board is presently the only Board with alternates.

Mr. Alvarado asks what the process is to ask for an alternate.

Ms. Cochella states it would need to go before City Commission.

Mr. Alvarado asks Staff to check into this.

Ms. Cochella states she can check into this process.

Mr. Alvarado then entertains a motion to recommend all three applicants to City Commission.

Mr. Crews makes the motion and Ms. James seconds the motion.

All Board members approve unanimously.

Agenda Item 5. Communications and Petitions

Mr. Alvarado asks if there are any Communications or Petitions from the audience and in hearing none he closes the floor to public comment.

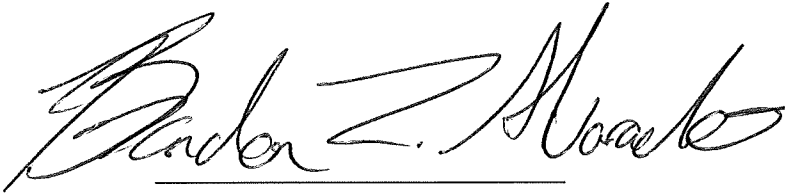
Ms. Cochella does update the Board in regards to updating the Sign Code. She states it is very close, it is about 88 percent complete and it will be presented to the Historic Board prior to going to Planning and Zoning.

Mr. Alvarado asks for confirmation in regards to the Design Standards and if they passed thru the first reading.

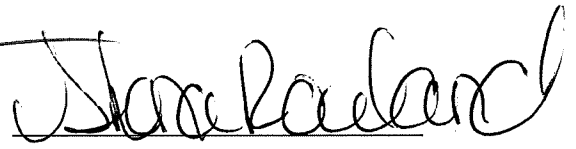
Ms. Cochella does confirm they did.

Agenda Item 6. Adjournment

Mr. Alvarado then adjourns the meeting at 5:53 p.m.



Brandon Alvarado, Chairman



Attest: Recording Secretary

