

**Historic District Regulatory Board
Minutes of February 18, 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 February 18, 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, Scott Crews, Larry Bossarte.

Members Absent: None.

Staff Present: Mark Bennett, Director of Development Services; Cheryl Baksh, Secretary; Ronni Wood, Historic Preservation Consultant.

Agenda Item 2.1 Approval of Minutes from January 21, 2021

Chairman Alvarado asked if there were any comments or suggestions for the minutes taken from January 21, 2021. After no discussion, Mr. Crews motioned for approval of the minutes and Mr. Harriage seconded the motion. The Board approved the minutes unanimously.

Agenda Item 2.2 Approval of Minutes from January 26, 2021

Chairman Alvarado inquired if there were any questions or edits that needed to be made to the minutes from January 26, 2021. Hearing none, Chairman Alvarado asked if there was a motion to approve. Mr. Bossarte motioned for approval and Mr. Harriage seconded the motion. The Board approved the minutes unanimously.

Agenda Item 3. HD-0072 Request of Native Imagery, Agent for Albert C. Galloway JR, P.A.

**STAFF REPORT
Historic Business District Regulatory Board
February 18, 2021**

Application No: HD-0072

Project: Signage: Vinyl Logo on Storefront Window

Building/Address: 116 Stuart Ave E
Year Built: circa 1959

Applicant: Allen Tatem, Native Imagery agent for Albert C. Galloway, Jr., P.A.

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

Before the Board began their discussion, Larry Bossarte recused himself and left the Chambers due to working relationship he has with the applicant.

Mr. Mark J. Bennett, Development Services Director, addressed the Board and reviewed the staff report. Mr. Bennett stated Staff recommended approval and he advised the Board that Mr. Allen Tatem was in attendance. Chairman Alvarado asked if there were any questions for Mr. Tatem, there were none from the Board. Chairman Alvarado then asked for a motion to approve the signage. Mr. Crews motioned to approve and Mr. Kaufman seconded the motion. The Board approved application HD-0072 unanimously.

Agenda Item 4. Other Business – Discussion of Board’s Authorization to Staff (for small/simple signage)

Mr. Bennett addressed the Board and stated that Staff would like to explore the possibility of giving an administration approval for simple signs such as the vinyl sign that was just approved. He stated it would expedite the process so there would not have to be monthly meetings for one sign. If Staff where to recommend denial then it would be brought in front of the Board. Mr. Bennett stated he would like to bring back a proposed policy for the Board to review and eventually get approval from City Commission. Mr. Bennett vocalized the long-term goal was to update the Land Development Regulations.

Mr. Bossarte addressed Ms. Ronni Wood and asked if Main Street would recommend giving Staff the authorization to approve smaller signage. Ms. Wood clarified that Main Street has no authority over the Historic Board. Ms. Wood explained that Main Street reviews items after they have received the City’s approval.

Mr. Harriage requested one of the criteria for Staff’s approval be that the color of the signage must stay neutral. Chairman Alvarado added he would like to ensure it was just for “very small” signs. Mr. Kauffman inquired about the definition of ‘neutral’ color.

Mr. Bennett stated earth tones would be considered neutral. Mr. Crews added it did not need to be decided right now.

Mr. Bennett then discussed a topic from last month's 'Walking Tour'; the question/topic was about regulations within the Downtown Arcade. Mr. Bennett stated he spoke to Victor Dover and Amy Groves of Dover Kohl and Partners in reference to the Arcade. Mr. Bennett said the focus should remain on the public space of the Arcade, which faces the street and not necessarily the alley or inside of the Arcade.

Lastly, Mr. Bennett advised the Board he was in the middle of reviewing the second draft of the Downtown Design Standards. He stated when he is complete with the review, Dover Kohl will then make revisions. Afterwards, he anticipates reaching out to the Historic Board and Main Street to get feedback.

Agenda Item 5. Review of Future Projects

Allen Tatem of Native Imagery vocalized he may have two applications that would need to be reviewed by the Board during next month's meeting.

Agenda Item 6. Communications and Petitions

None

Agenda Item 7. Adjournment

The meeting ended at 5:28PM.



Brandon Alvarado, Chairman



Attest: Recording Secretary

