

**MERLE NORMAN COSMETIC STUDIO
BELLE ROSE SALON & SPA ~ BOUTIQUE
1221 WASHINGTON STREET
VICKSBURG, MISSISSIPPI 39183
PHONE: 601-634-1129**

September 2, 2016
via Hand Delivery

RECEIVED
SEP 06 2016
BY: *Qui UGn*
1:54 pm
G.F. *GFB*
M.M. *GFB*
W.T. *GFB*
SEP 06 2016

Mayor George Flaggs, Jr.
City of Vicksburg
1401 Walnut Street
Vicksburg, Mississippi 39181-0150

APPROVED AND ACCEPTED
IN BOARD MEETING

SEP 19 2016
Walter D. King

RE: **AMENDED** Appeal Regarding Permit for Merle Norman Signage

Dear Mayor Flaggs:

Please accept this as my appeal of the Architectural Review Board's decision to deny my request for a permit for signage at my business located at the address herein above. Specifically, I was denied the right to hang the corporate Merle Norman sign on the Northwest side of the Belle Rose building wherein my business is located. Please consider the following points:

- I. Merle Norman Cosmetics is a corporate, national and international entity with studios located throughout the United States and in multiple countries abroad. Merle Norman requires all studios have predominate signage making them easier to locate.
- II. It is my understanding that the Downtown Merchants are desirous of having a "national brand" to attract patrons to Vicksburg's exclusive downtown shopping district. Merle Norman is a "national brand." I am delighted to have relocated my studio to the downtown area. However, my studio must have the required signage to meet Merle Norman's corporate guidance.
- III. The wall facing the parking lot on which I am requesting permission to hang the Merle Norman sign is approximately 80 feet wide and 30 feet high or 2,400 square feet. It is a massive wall.
- IV. The sign is 19.2 square feet and measures as follows:
MERLE - 6 feet, 4 inches wide;
NORMAN - 8 feet, 2 inches wide; and,
both words are 16 inches high.

- V. The Board approved Merle Norman sign which will be placed on the Southwest corner is 15.4 square feet. The sign in question herein is only 3.8 feet larger.
- VI. Considering the size of the wall (2,400+/- square feet) and the size of the sign (19.2 square feet), the sign itself would cover a minute portion of the wall.

I believe the sign is of appropriate size to attract patrons yet not be obtrusive or overwhelming to the human eye. Please reconsider my appeal. If it would be of help, I welcome your committee to come view the wall and the sign in question.

Sincerely and humbly submitted,



Sharon Rose Bishop
Owner/Operator

cc: City Clerk



Victor Gray-Lewis
Director

CITY OF VICKSBURG

Community Development Division

Zoning / Historic Preservation / Privilege License

819 South Street Vicksburg, MS 39180

(601) 634-4528 Fax (601) 638-4229

COPY

September 6, 2016

Dan Robinson
578 C Lakeland East
Flowood, MS 39232

Dear Mr. Robinson:

The purpose of this letter is to inform you that the Vicksburg Board of Architectural Review met on August 23, 2016 to consider your application regarding the property located at 1221 Washington Street and the following work was approved:

1. approve the signs on Clay Street;
2. install the same identical scale Merle Norman sign that has been approved for Clay Street to be installed on the north side of the building at 1221 Washington Street.
3. The large Merle Norman logo sign that was requested to be installed on the north side of the building was denied.

You will need to contact the Community Development Department to see if a building a permit is required for the work that has been approved by the Board of Architectural Review.

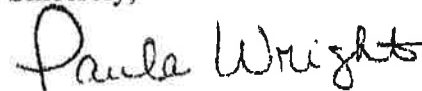
You must post the attached Certificate of Appropriateness (orange copy) on the location of the work along with your building permit, if required.

PERMISSION IS HEREBY GRANTED TO TAKE THE ACTION DESCRIBED IN YOUR APPLICATION, ON FILE WITH THE CITY, SUBJECT TO ANY QUALIFICATIONS OR LIMITATIONS SET FORTH ABOVE. PLEASE BE ADVISED THAT ANY DEVIATION FROM THE PLANS, SPECIFICATIONS, AND/OR INFORMATION CONTAINED IN, OR ATTACHED TO, YOUR APPLICATION, OR LIMITATIONS SET FORTH ABOVE, WILL BE IN VIOLATION OF THE ORDINANCES OF THE CITY OF VICKSBURG. NO CHANGES FROM THE

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APPROVED PLAN OF WORK WILL BE ACCEPTED BY THE BOARD IF THE WORK IS PERFORMED BEFORE THE CHANGES ARE DISCUSSED WITH THE BOARD AND ANY CHANGES MADE WITHOUT PRIOR APPROVAL OF THE BOARD WILL HAVE TO BE REVERSED AND PERFORMED ACCORDING TO THE SPECIFICATIONS OF THE APPROVED CERTIFICATE OF APPROPRIATENESS.

Sincerely,

A handwritten signature in black ink that reads "Paula Wright". The signature is written in a cursive, flowing style.

Paula Wright
Board of Architectural Review

CC: Victor Gray-Lewis, Director of Community Development

MINUTES

MEMBERS PRESENT:

Charlie Gholson
Thurman Nelson
Sue Seratt
David Clement
Troy Weeks

MEMBERS ABSENT:

Toni Lanford-Ferguson
Tom Pharr
Harry Sharp
Betty Bullard

OTHERS PRESENT:

Paula Wright, Board of Architectural Review Secretary
Nancy Thomas, City of Vicksburg Attorney

The meeting was called to order by David Clement. Mr. Clement announced that a quorum was present. Mr. Clement asked the members to introduce themselves. Mr. Clement read the appeal notice. Mr. Clement stated that Toni Lanford-Ferguson, Tom Pharr, Harry Sharp and Betty Bullard were not present at the meeting.

Mr. Clement stated that since Rachael Walker was not here yet the board would hear the next case on the agenda for Dan Robinson.

Mr. Robinson stated that he had done what the board had requested and installed temporary signs. He stated that the colors were not exact because they were printed on vinyl. He stated that the signs were to scale.

Mr. Clement stated that for the members that were not at the last meeting the board discussed the signs with Mr. Robinson outside of the meeting. Mr. Clement stated that since Belle Rose was the name of the building it was not essentially a sign and it was installed to cover the ATM.

Mr. Robinson stated that he measured the distance between the Belle Rose sign and the ceiling and he left two (2) or three (3) bricks above and below and that is where the 20" x 111" came in.

Mr. Clement stated that as they discussed this sign was larger than what the board usually approves but since it was on a corner of two (2) major thoroughfares the board did allow signage to be combined into one (1) sign that was a little bit larger than what they would normally approve. Mr. Clement stated that he did drive by and look at the scale of the sign and it did not look out of scale.

Mr. Clement stated that he did have a problem with the sign on the north side of the building because the sign would be way too much. He stated that Washington Street and Clay Street were the main points that people would come from and he already had a sign on that side of the building. He stated that he appreciated Mr. Robinson working with the board and coming back and getting on the agenda.

Mr. Robinson stated that Sharon Bishop was here today and she was the owner of Merle Norman.

Sharon Bishop thanked the board for what they had allowed them to do. She stated that the signage that was the most important was the Merle Norman logo sign and it was important for her to have the national logo. Ms. Bishop stated that if they put the Merle Norman sign up and the board hated it they would take it down. She stated that she was supposed to have the sign out front but she could not do that because of the windows and the balcony.

Ms. Seratt stated that the logo was just too big for the historic district. She asked what the square footage of the sign was.

Mr. Clement stated that the sign was about 20 square feet.

Mr. Nelson stated that he counted the number of bricks and three (3) bricks represented about six (6") inches and Mr. Robinson was at seven (7) bricks so that put him at 15". He stated that the guidelines said the sign should not be more than two (2') feet and this was out of the scope for the historic district.

Mr. Weeks asked if they would consider putting a sign like the Clay Street sign on the north side of the building.

Ms. Bishop stated it would be reasonable; however, the other sign was the logo. She stated that they would see them on the Clay Street side with that sign and they would probably see me on the other side but I have this sign and this is what you would see nationwide.

Mr. Weeks asked if there was any way to change the font of the sign to make it look smaller.

Ms. Seratt asked Ms. Bishop if they brought her the sign or did she already own the sign.

Ms. Bishop stated that she owned the sign and it came from the home office.

Mr. Robinson asked if they could paint the lettering on the building.

Mr. Weeks stated that was worse to add paint to the brick.

Paula Wright stated that the City had an ordinance for signs that were outside of the historic district and national chains that had logos, sign contractors and applicants worked with the City to install the size signs that were allowed in zones outside of the historic district. She asked if Merle Norman could provide a smaller sign.

Mr. Robinson stated that they probably would but they would charge for it.

Mr. Clement stated that Mr. Robinson had stated the sign had a pretty significant depth to it.

Mr. Robinson stated that the depth of the sign was 13”.

Mr. Weeks asked if the elevation in the photo the vertical placement you want the sign to be.

Mr. Robinson stated the he would like the top of the sign to be at the bottom of the balcony but he was flexible with that.

Mr. Clement asked if there was any further discussion.

Mr. Weeks moved that the City of Vicksburg’s Board of Architectural Review grant a certificate of appropriateness to Dan Robinson Case # 2016-42 to approve the signs at 1221 Washington Street.

Mr. Clement stated that they had a motion and asked if there was a second.

Ms. Gholson asked if they had this sign at the last meeting.

Mr. Robinson stated yes.

Mr. Clement asked if this was the sign from the previous building location.

Ms. Bishop stated that the sign from the previous building was an interior sign but she bought new fixtures and with the new fixtures came new signage because the signage and logo had changed.

Mr. Clement stated that they had a motion and asked if there was a second. The motion failed for a lack of a second.

Ms. Seratt moved that the City of Vicksburg’s Board of Architectural Review grant a certificate of appropriateness to Dan Robinson Case # 2016-42 to approve the signs on Clay Street and deny the sign on the north side of the building because the scale of the sign is too large on the lettering for the 1221 Washington Street.

Mr. Robinson asked if the board could come by and look at the sign before they filed an appeal.

Mr. Clement stated that the board could not act on anything outside of a meeting. He stated that they could look at the sign and asked if there was a possibility of using the same type and size sign that was approved on Clay Street on the north side of the building.

Mr. Robinson stated that was a possibility with him but he owned the building not the business.

Mr. Clement stated that most of the board had a problem with the scale of the sign on the physical building and treating someone differently because it was a national chain versus a local business would put them at a disadvantage. He stated that he had been in other historic districts where McDonald's had not gotten their signage because of guidelines in other cities.

Mr. Robinson stated that it was his understanding that the board would not have a problem with them putting the same exact sign from Clay Street on the north side of the building.

Mr. Clement stated that they had a motion on the floor but something along those lines would be more appropriate.

Mr. Nelson seconded the motion.

The following vote was taken:

Thurman Nelson voted aye

Sue Seratt voted aye

David Clement voted aye

Charlie Gholson voted aye

Troy Weeks voted nay

The motion passed.

Mr. Weeks moved that the City of Vicksburg's Board of Architectural Review grant a certificate of appropriateness to Dan Robinson Case # 2016-42 to approve the same identical scale Merle Norman sign that has been approved for Clay Street to be installed on the north side of the building at 1221 Washington Street. Ms. Seratt seconded the motion.

The following vote was taken:

Thurman Nelson voted aye

Sue Seratt voted aye

David Clement voted aye

Charlie Gholson voted aye

Troy Weeks voted aye

The motion passed.

Mr. Clement stated that the next application on the agenda was for Rachael Walker, 1507 Washington Street. He stated that this was an ongoing project.

Rachael Walker stated that the carryover for this meeting was to bring the storefront out to the columns in the front. She stated that the front would be recessed about 7". She stated that the next thing was to get approval for the canvas awnings over the windows upstairs on the balcony. She stated that the awnings would be a standard straight slope canvas awning. She stated that she had attached a drawing of the balcony design and the railing design and caps at the bottom of the balcony she would like to use. She stated that the doors would be wood and would have recessed wood similar to the color photo she submitted.

Mr. Clement asked if the wood and glass would look like the photo.

Ms. Walker stated yes.

Ms. Walker stated that she would like to add two (2) lights on the front above the downstairs windows. She stated that she would like to put 1507, the street address, at the top of the building. She stated that she would like to get the 2'x3' hanging sign approved that would be hung under the balcony. She stated that when someone rented the retail space they would come back to get the sign reapproved for the logo of the business. She stated that the paint colors would be similar to the photo she presented.

Mr. Clement thanked Ms. Walker for bringing in a scaled drawing. He stated that she had addressed the issues that the board had questions about at the last meeting.

Mr. Clement stated that at the last meeting the board approved the balcony and the raising of the facade.

Ms. Gholson asked if the awning colors had been approved.

Mr. Clement stated that the awning colors could be approved in-house.

Mr. Clement asked if there was any further discussion.

Mr. Nelson asked if the doors on the storefront were new.

Mr. Clement stated that everything you saw in the drawing was new. He stated that the pilasters on the edges were the existing pilasters on the building and this would be a new infill in between for the storefront. The pilasters had been preserved from the existing building.

Mr. Weeks moved that the City of Vicksburg's Board of Architectural Review grant a certificate of appropriateness to Rachael Walker at 1507 Washington Street Case # 2016-32 and approved the following:

1. complete the balcony as presented in the drawing;
2. install wood windows and doors configured in the drawing;
3. add canvas awnings above the upstairs windows and the color can be approved in-house;
4. add a 2'x3' sign to be hung perpendicular to the street;
5. the storefront will be recessed 7" as indicated by the applicant;
6. add two (2) lights above the downstairs windows;
7. add the street address number at the top of the building;
8. paint colors can be approved in-house.

Mr. Nelson seconded the motion.

The following vote was taken:

Thurman Nelson voted aye

Sue Seratt voted aye

David Clement voted aye

Charlie Gholson voted aye

Troy Weeks voted aye

The motion passed.

Next Mr. Clement stated that the following applications were approved administratively in-house:

1. Sue E. Fowler – 905 Crawford Street – replace fence;
2. Charlie Newton – 724 Adams Street – routine repair and maintenance, enclose crawl space (per the guidelines), paint, replace screen on porch and replace screen doors.

Mr. Clement asked if there was any old business, there was none.

Mr. Clement asked if there was any new business.

Mr. Weeks stated that he was becoming alarmed about stepping outside of the guidelines. He stated that there were words in the guidelines that boxed the board in sometimes and we may need to amend the ordinance to allow us to make a blanket exception similar to what we just encountered so that we don't find ourselves in some kind of mess. He stated that the only way he could think to do that would be to amend the ordinance to give us blanket authority that would allow us to do that.

Nancy Thomas, City Attorney, stated that one of the things that the city wanted to do was construct a couple of parking lots and we can't because we are not going to concrete a parking lot because you can't have an asphalt parking lot in the historic district. She stated that one of the lots is currently gravel and was a nightmare to maintain and the other lot has not been constructed. She stated that there were asphalt streets in the district and she and Paula had talked about allowing asphalt parking lots because it was so cost prohibited to make someone put in a concrete parking lot when asphalt was so much more reasonable.

Paula Wright stated that if the ordinance or guidelines were amended they would need to be approved by Archives and History.

Mr. Weeks stated that the standards and guidelines were there for a reason and have been voted on and they are good guidelines and their intent is very well but we all know that sometimes the guidelines can be as obstructive as they can be constructive. Therefore, I think it is reasonable that our board find some latitude to be fair.

Mr. Nelson stated that he agreed and he had begun to look at the guidelines as regulations and it was open ended and it's was an interpretation that had been given down from individuals above us.

Ms. Wright stated that the guidelines were based on the Secretary of the Interior's Standards and Guidelines.

Mr. Weeks stated that right now we have no language that allows us to make exceptions. He stated that he wanted to be fair and when someone presents something to him and it seems reasonable and 9 out of 10 times 4 other people are against it.

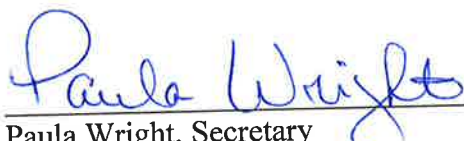
Mr. Clement stated that we could see what Archives and History had to say.

Ms. Gholson stated that she had been on the board a long time and it seemed to her that the board had been discretionary at times and considered things individually.

Mr. Clement asked if there were any announcements, there were none.

With no further business the meeting was adjourned.

I Paula Wright Secretary to the Board of Architectural Review do hereby certify that the minutes of the hearing held on August 23, 2016 are true and correct to the best of my ability.



Paula Wright, Secretary
Board of Architectural Review

**CITY OF VICKSBURG
BOARD OF ARCHITECTURAL REVIEW
CERTIFICATE OF APPROPRIATENESS**

On 8/23/16, the Vicksburg Board of Architectural Review approved the following actions with respect to the property located at 1111 South Street:

1. approve the signs on Clay Street;
2. install the same identical scale Merle Norman sign that has been approved for Clay Street to be installed on the north side of the building at 1221 Washington Street.

**THIS COPY OF THE CERTIFICATE OF APPROPRIATENESS
MUST BE POSTED ON THE PROPERTY AT ALL TIMES IN A
VISIBLE LOCATION TO THE STREET UNTIL THE WORK IS
COMPLETED.**

Issued this the 23rd day of August, 2016.



**Paula Wright
Board of Architectural Review**

APPLICATION CASE #: 2016-42

CITY OF VICKSBURG
BOARD OF ARCHITECTURAL REVIEW
CERTIFICATE OF APPROPRIATENESS APPLICATION

22580

I. APPLICANT INFORMATION:

DR Properties LLC
Date of Application: _____ Residential property () Commercial property ☒
Name of Applicant: DAN ROBINSON Daytime Phone #: 601-540-6275
Mailing Address: 578 C LAKELAND EAST FLOWOOD MS 39232
Relationship to Property: Owner ☒ Architect () Contractor () Renter ()
Name/Address of Owner: DR PROPERTIES LLC
Name/Address of Architect: _____
Name/Address of Contractor: danrobinson04@msn.com - email
601-540-6275

II. PROPOSED WORK:

Belle Rose Building
Address of Property Subject to Application: 1221 Washington St.

Please provide a written description of each existing condition and each proposed modification. See pages 1 - 5 that precede this application for the required information that MUST accompany this application when filed. Applications that include signs MUST complete a sign application as well.

Please see attached "to scale" drawings/print outs

Please continue on separate sheet of paper if necessary

III. APPLICATION FEES:

Check below all that apply. Fees indicated are total and not cumulative.

NO FEE

- () Minor or routine repair or maintenance not involving or resulting in a change in the existing structural composition or architectural design or character of the building including: materials, texture or colors.
() Painting

\$11.00 FEE

- | | |
|---|--|
| () (Add to) or (remove from) Existing Building | () Re-roof with a new color or material |
| () Restore/rehabilitate Existing Building | () Addition of driveway or parking lot |
| () Erect a new Building | () Add or remove a fence or wall |
| () Add or remove Awning | () Move a building on or off site |
| () Construct handicap access or fire escape | () Alter major landscaping |
| () Add or remove exterior lighting | () Rehabilitate outbuilding(s) |
| () Change exterior material or finish | () Alter City (sidewalk) (grass) (curb) |
| () Remove live tree | () Add or remove steps, porch, or railing |
| () Add or replace window(s) or door(s) | ☒ Add a sign(s) (Sign permit application required) |
| () Change site grade (earthwork) | () Other |
| () Add walk(s) | |

\$51.00 FEE

- () Building demolition

CERTIFICATE OF APPROPRIATENESS APPLICATION

BOARD OF ARCHITECTURAL REVIEW

It is warranted in good faith that the statements above and on attached pages(s) are true and correct. I understand that, if this application is approved, it becomes a part of the Certificate of Appropriateness and that I have received approval **ONLY** for the work specified herein, subject to any conditions or modification imposed by the Board of Architectural Review (Enforcement and Penalties are set forth in Section 825 of Ordinance 86-4 of the Code of Ordinances of the City of Vicksburg, as amended). I also understand that a CERTIFICATE OF APPROPRIATENESS IS A PRE-REQUISITE TO OBTAINING A BUILDING PERMIT; AND NO WORK MAY BEGIN UNTIL A BUILDING PERMIT IS OBTAINED.

Applicant Signature: x Dan Robinson **Date:** _____

Property Owners Signature: _____ **Date:** _____

Contractor's Signature: _____ **Date:** _____

Appeal Rights: You have the right to appeal the Board of Architectural Reviews decision to the Mayor and Aldermen within ten (10) days of such ruling, reference Section 821 of Ordinance 86-4 of the Code of Ordinances of the City of Vicksburg, as amended.

STAFF USE ONLY

- I. Date application received by Planning Department: 8-8-16
- II. Received by: P.W.
- III. Date application is reviewed by Board of Architectural Review: 8-23-16
- IV. Action taken by Board: 8-23-16
- a. The decision of the Board of Architectural Review is as follows:
The application is hereby:
- () APPROVED
 - () APPROVED ADMINISTRATIVELY
 - () APPROVAL WITH CONDITIONS
 - () TABLED PENDING ADDITIONAL INFORMATION
 - () DISAPPROVED
- b. Comments/Conditions: See letter for approvals and denials.
- _____
- _____

Paula Wright
Secretary, Board of Architectural Review

8-23-16
Date



MERLE NORMAN
cosmetics

Belle Rose
BUILDING

Please see
next page for
actual to scale
sign placement





Tape shows
actual sign
placement

MERLE NORMAN

Merle sign is 6'4" in width.

Norman sign is 8'2" in width.

Letters for both are 16" in height.

To be placed on the North Side of building facing parking lot.

