

**MINUTES OF THE  
ROSWELL DESIGN REVIEW BOARD  
June 1, 2010  
6:30 p.m.**

**Members Present:** Kevin Caldwell, John Carruth, Neal Gasaway, Roberto Paredes and Dr. Irwin Reps

**Members Absent:** Robin Millard

**Staff Present:** Kevin Turner and Kristi Yarger

Chairman John Carruth called to order the June 1, 2010 meeting of the Roswell Design Review Board. There is one item on the agenda, which is a final application. When the applicant comes to present he should introduce himself, state who he is and he does not have to revisit the project completely. Just address the new stuff that he has included tonight.

**10-0254**

**FINAL APPLICATION**

**DRB10-05**

**ROSWELL TOWN CENTER**

**608 Holcomb Bridge Road**

Lonnie Mimms with Mimms Enterprises presented the application. He stated that he lives on Jones Road in Roswell. He will skip right to the new stuff. He presented an elevation of the front of the new design and this would be from the Market Street Boulevard basically from the main area where the mini-golf is. One can see that they have completely changed the design. It is more of an art deco, which is what Mimms thought was suggested a couple of times during the original presentation. He is also showing the breezeway that goes into the corner on the left-hand side and a little bit of the outdoor seating area, which is already defined by a small fence on the right-hand side. This gives one a full perspective of what he is looking at on the elevation.

Mimms presented a drawing of the left side elevation. This is the short section that more or less faces the larger parking lot. If one is coming around from where the cemetery is this will be the first part of the new façade that he will see. The sign face there is going to be probably for the mini-golf portion. In talking to the city of Roswell at one of their meetings with a sub-set of commissioners they were told they could have 128 square feet for each of the businesses with mini-golf being one and the theatre being another one. That is all part of the EIFS. It will have a slight relief off of the main part of the wall.

Gary Tilt with Entertainment Design Group stated that they were a design and fabrication firm for a lot of the components here. On the surface that Mimms is referring to they have envisioned as vertical stripes to be an aluminum appliqué that goes over the EIFS to give more depth.

Lonnie Mimms stated that what the drawing shows is an overhead and the hatched path there is the breezeway. It connects between the covered awning that is existing in the parking area, the covered drop off in the front of the theatre and mini-golf box area. Mimms showed what the design of the breezeway would be. They are going with a very simple look so that it is not minimizing how much of a feature it actually is going to be. He presented a color rendering showing a little bit closer to the true colors. Mimms stated that last time they were looking at different shades of pink just because the copier did not duplicate the colors in a true sense. They never really got past that but they are going to be more of the shades within the existing brick family that is already on the shopping center. It also shows the relief of the section that has Aurora Cineplex on it, which will be six feet out from the face of the façade. The rendering gives one the colored version of the left side.

Mimms stated that he has some really slick aerials that kind of gives one a perspective of where the mini-golf is in relation to the breezeway and the façade and also the outdoor seating area that is in the front right of the courtyard. He showed a rendering that was rotated around a few degrees and a little closer in. One can really see the seating area on the right-hand side and get a better feel.

All of the area that is wrapping around closest to the mini-golf is a fire lane. They have to keep a 20 foot width with a 13½ -foot minimum height on the clearance to meet the International Fire Code. That is the reason that the breezeway steps up is it crosses over the fire lane.

Kevin Caldwell stated that he thinks that Mimms did a good job coming back to what seems to be a little more tempered down design. He is perfectly fine with the design of the front. However, when he first looks at the views of this he thinks it is nice that it has a plaza like feel. He thinks they are going to have a lot of people congregating. But it looks like to him that it is just sheer mass of that covered area making it over to that breezeway. It sort of takes away from what Mimms has created, just a mass. Caldwell stated that he does not want to turn Mimms down tonight and he is not going to, but he questions the mass of that and then when one correlates that to the height of how much he is going to lose. It looks to Caldwell that the three to four panels on those little square panels are too low for the placement of that signage with Aurora Cineplex and all of that. He thinks one is not going to see it from probably the area he needs to see it from most, which is coming from the east, southeast. He is not the architect here but Caldwell would just say to Mimms that he would either eliminate that if he were Mimms or he would raise up the signage. It looks like they have plenty of room to raise the signage. Other than that, Caldwell does not have a problem with

anything Mimms is doing tonight. He doesn't even have a problem with that. He is concerned about the applicant missing out on the exposure he is looking for.

Lonnie Mimms stated that he really appreciates Kevin Caldwell's comment. This has been a balancing act between trying to achieve exactly what Caldwell is talking about, the cost, and then realizing that in the whole perspective here that they are so far back from the street and they are still behind a mini-golf that has a lot of significant features on it that are very distracting. It almost seemed like a hopeless venture to actually make anything that was usable from the street. So their second tier on this is going to be going the signage route. They are allowed one sign on Commerce Parkway that he does not know how far they are along on it actually. But that will be coming in a very quick subsequent phase, because they are still pushing to get open as soon as possible and not miss out on the summer season. But he realizes that from the street, it really is going to be the signage that is going to be the most prominent thing that they are going to be able to see.

Neal Gasaway stated that he agrees with Kevin Caldwell about the breezeway is sort of cumbersome; however it is a smart move on Mimms' part. He is sure if it is a rainy day he is going to lose business if that thing is not there.

Lonnie Mimms stated that was something else that they did look at it. Gasaway is exactly right in that the days that are rainy are the best days for the theatre. It is one of those balancing things. And of course the day that is best for the mini-golf is not as good for the theatre. Hopefully that will help smooth out the revenue just a little bit.

John Carruth stated that he was picking up on what Kevin Caldwell suggested. Does Mimms feel like there is any possibility that the lower edge of the Aurora Cineplex, the white line that goes across there, maybe moving it up to the first EIFS joint. Mimms asked if it would take much to move that. Carruth stated that would push his signage a little bit higher and more visible from the street.

John Carruth stated that Robin Millard is not present tonight but when Carruth showed him the scheme after they talked last week, his take was the applicant needs to take that center piece with the two cylinders and the panel with the suspension points and that needs to go higher. Just to call more attention to it.

Gary Tilt asked if without knowing the economics standing here, could they have the option of going up. One could define that they can go up, maybe two of the blocks here or something on that center section.

John Carruth stated that he thinks they can set it to take it to the height that the applicant feels like is necessary but stays within the code, 40 feet or whatever it is. He does not know if he would take it three, he would take it two of those

blocks up. One of the things that is going to happen when they do that is the driving rain is going to hit one going in the door in the rear.

Gary Tilt stated that that would be a great option to have. John Carruth stated that he thinks the Board can give him some options when they make a motion tonight. Carruth stated that Kevin Caldwell is suggesting that maybe on that last piece using a flat roof.

Roberto Paredes stated that he was going to suggest that since this is just a canopy it seems like it is too bulky. Maybe one could slope that roof probably an inch per foot and still drain...to make it look more like it is almost like the whole canopy is flat. Maybe they can lower it as much as they can and they only raise it where the fire lane is. Get rid of the blue. The double pitch makes it seem even bigger than what it really needs to be.

Gary Tilt stated that he did not know how much of that is designed in here as a standard structural element, but he would have no problem in at least looking at seeing what they could do to flatten it out.

John Carruth stated that there are nice flat canopy solutions all over the place. And they are industry standard types of structures. Having that much of a snake of blue roof going out there really may draw the eye away from what one is trying to focus on.

Neal Gasaway stated that it would be 2 and 12 for that standing seam, just standard installation so one could pitch it down.

Roberto Paredes stated that actually he could do 1 and 12 if it is an occupied space below. The 3 and 12 or 3 ½ and 12 is really if one has occupied space. But one can do a metal roof 1 and 12 or even lower than that. It is not going to leak.

Paredes stated that the other thing about the blue color is he wonders since the central motif is the blue, he wonders if the canopy should either be white or more neutral in color throughout.

John Carruth stated that he is not sure white would be the appropriate color but a neutral color. Paredes suggested off-white or tan. Some color that makes it feel part of the background building instead of competing with the central motif.

Gary Tilt stated that they have not really settled on the color. Lonnie Mimms stated that was not necessarily the exact color. Tilt stated that was the exact color for the inner-tube. Mimms clarified that it didn't have anything to do with this necessarily. Neal Gasaway stated that it is a Car Max blue, basically. He would say that it is the same color Car Max uses. Lonnie Mimms stated that he guessed that they went with the blue just because it was a standard...Gary Tilt

added that it is a theme color from the art deco period. They are not involved in the design or fabrication of the walkway so his guess is they probably went with a standard color from the manufacturer, but he does not know that to be true. They probably have a range of options.

Neal Gasaway stated that there are 50 or 60 different metal colors that one can choose from.

Kevin Caldwell stated that to reiterate what Roberto Paredes was saying is that first of all he will approve this and let the applicants go on as they are. But he thinks the Board could also put together a motion that would encourage the applicant to do a couple of things. He thinks the applicant ought to make these roofs flat or near flat if they are going to keep them. He thinks they ought to go with a neutral color that they can pick out of some of the colors they already have on the building other than the blue. Caldwell stated that he is ready to put together a motion to approve it as submitted with the flexibility to allow the applicant to make a flat roof or near flat roof with a more neutral color and raising this signage as much as two panels. He thinks the applicant will get what they are looking for in terms of the attention.

John Carruth stated that since this is a final Caldwell is okay to make a motion right now if he would like.

Caldwell asked the applicant if he would like to have that flexibility. Lonnie Mimms stated that would be great.

### **Motion**

Kevin Caldwell made a motion that the Board approve the application as submitted with the caveat that they will allow the flexibility to raise the signage as much as two panels of EIFS as long as it meets the city code. Additionally the Board will allow the roofing structure for the breezeway to be a flat or near flat roof and allow the color of that roof to be anywhere from the blue to encouraging a neutral color that is already existing on the submitted application.

Roberto Paredes seconded the motion.

The motion passed unanimously.

John Carruth mentioned that the Board appreciates the efforts that the applicant has gone through on this.

### **APPROVAL OF MINUTES:**

Dr. Irwin Reps made a motion that the Board approve the minutes of the Design Review Board May 4, 2010 meeting. Neal Gasaway seconded the motion. The minutes were approved unanimously.

**ADJOURN:**

The meeting adjourned at 6:58 p.m.

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John Carruth, Chairman

CC: mayor and city council  
community development  
applicant's files