

Parsons Alley Design Review Committee Meeting Minutes
Monday, March 26, 2017
Duluth City Hall – Main Street Conference Room
3176 Main Street
Duluth, Georgia 30096

Attendees (in person): Greg Whitlock, Marsha Bomar, Tim Clark

Attendees (on phone): Chris Carter, Gary Canter, Ron Osterloh

Attendees (via email): None

Staff: Chris McGahee, William Corbin, Kris McGregor

I. Call to Order

- a. Ron Osterloh called the meeting of the Parsons Alley Design Review Committee to order at 4:04 p.m.

II. Roll Call

III. Minutes

- a. Marsha moved to approve the Minutes as presented. The motion was seconded by Tim. Motion approved unanimously.

IV. Unfinished Business

V. New Business

- a. **Case #2/3-26-2018 (Parsons Alley retaining wall – Noona/Maple Street Biscuit Company)** was discussed. Chris Carter mentioned that it's the second time Noona has not followed the approval process.

Marsha commented that the painted wall's appearance, as presented, is not in keeping with the Parsons Alley ambiance/feel. In her opinion, the combination of orange and blue does not go with the rest of Parsons Alley or Main Street.

Greg likes the color orange but believes that the blue wall may be too big for that bold of a color to stand alone.

Tim commented that the wall needs more/something else, or needs to go back to the way it was before it was painted.

Gary said that the color of the wall really jumps out and doesn't match the character area of Parsons Alley.

Marsha made a motion to require that Noona paint the wall back and then return to PADRC with different plans. Gary Canter seconded the amendment. Discussion of the amendment followed.

Marsha said that there needs to be a time limit to bring back and present revamped plans, and then another time limit in order to complete the revamped plans that were approved.

Chris Carter said that his team doesn't mind having a wall painted to "pop" with color. However, he thinks that Noona's wall does seem a bit busy.

Marsha clarified the motion to state that PADRC does not accept the current wall color, and directing Noona to please resubmit a different plan. If that plan is not approved, Noona must repaint the wall as close to the original concrete color, until an alternate plan is approved. Motion passed unanimously.

VI. Other Business/Discussion

- a. Marsha mentioned that she has been receiving positive comments about coming to Parsons Alley – specifically about people who have come, and before they know it they have been downtown for four hours. She also mentioned that she is getting the feeling that parking signage is not adequate, and that parking signage may not be clear enough for patrons.

Tim said that customers are finding parking, but don't like how far it is.

Chris Carter said he has heard good comments from prospective tenants.

Marsha and Tim both confirmed that they heard people remarking that Duluth is a destination city.

Chris McGahee told the committee that *Atlanta Magazine* had a story about Duluth being the next big destination for food and drink.

VII. Adjournment:

- a. Ron moved to adjourn the meeting. The motion was seconded by Tim. The meeting was adjourned at 4:37 p.m.