

**STATE OF TEXAS** §  
**COUNTIES OF POTTER** §  
**AND RANDALL** §  
**CITY OF AMARILLO** §

On the 28<sup>th</sup> day of January 2021, the Board of Review for Landmarks, Historic Districts, and Downtown Design met in a regularly scheduled session at 5:30 p.m. via Zoom, with the following members present:

VOTING MEMBERS	PRESENT	NO. MEETINGS HELD	NO. MEETINGS ATTENDED
Anne Jones	N	8	1
Jason Boyett	N	8	7
Vice Chairman Cindi Bulla	Y	8	7
Gary Jennings	Y	8	8
Jonathan Morris	N	8	3
Chairman Wesley Knapp	Y	8	6
Alan Cox	Y	8	8
Gregg Bliss (Alternate)	Y	5	4

**Staff in Attendance:**

Cris Valverde, Assistant Director of Planning and Development Services  
Emily Koller, Neighborhood Revitalization and Economic Development Manager  
Brady Kendrick, Planner II  
Jason Taylor, Planner I  
Amanda Medellin, Recording Secretary

**ITEM 1: Public Comment:**

Citizens who desire to address the Downtown Amarillo Urban Design Review Board with regard to matters on the agenda or having to do with policies, programs, or services will be received at this time. The total time allotted for comments is three (3) minutes per speaker. The board may not discuss items not on this agenda, but may respond with factual, established policy information, or refer to staff. (*Texas Attorney General Opinion. JC-0169*) If you wish to speak regarding an item on the agenda, please hold your comments until that item is introduced.

No comments.

**ITEM 2: Approval of the August 13, 2020 Board of Review for Landmarks, Historic Districts, and Downtown Design meeting minutes.**

A motion to approve the August 13, 2020 minutes was made by Vice Chairman Cindi Bulla, seconded by Board Member Gary Jennings. The motioned passed unanimously.

**ITEM 3: COA-20-24 Consideration of a variance from the Downtown Amarillo Urban Design Standards related to the maximum number of Building Identification Signs allowed for the existing building located on Block 86, Plemons's Addition, in Section 170, Block 2, AB&M Survey, Potter County, Texas.**

Vicinity: Fillmore St. and SE 8<sup>th</sup> Ave.

Applicant/s: Haley Fardelmann for Happy State Bank

Brady Kendrick, Planner II, gave the above presentation. Staff expressed concerns that if approved, the request would set a precedent regarding Building Identification Signs that goes against the intent of the Downtown Amarillo Urban Design Standards and would result in similar requests from other building owner's in the downtown area. As a result of the above information, staff recommended denial as presented.

Paul Gilbert with Happy State Bank states his reasoning for wanting more signage on the building was they wanted to increase the visibility of their branding from the public Right-of-Way and also from those in the Hodgetown Ballpark. Paul also makes the comment that other buildings in downtown have multiple signs such as the Embassy Suites Building.

Multiple Board members made the comment that current signage is already visible from the surrounding right-of-way and sidewalks and also that the seating at the Hodgetown Stadium does not face towards the Happy State Bank Building and would not have the desired effect as such.

Vice Chairman Cindi Bulla asked if Happy State wanted the variance because of the angle that the building is set.

Paul Gilbert confirms that is one of the reasons for the request in addition to those mentioned previously. They feel that the angle the building sets on the lot impacts their visibility. They want to improve visibility and marketability of their building for both car and foot traffic, especially from the Ballpark.

Alternate Board Member Gregg Bliss made the statement that the monument signs would be more suitable and appropriate for foot traffic if that is Happy State Bank's true intention (to increase visibility to foot traffic).

Elena Deagon, with Adrenaline (representing Happy State Bank), explained their vision on beautifying downtown with the improvements on the building. They feel that having signs on all faces of the building will improve the aesthetic value of the building and as such, improve the skyline of downtown.

Alternate Board Member Gregg Bliss asked if Adrenaline has considered moving the current logo signs to the other side of the building that currently don't have signs.

Cris Valverde, Assistant Director, stated that if the applicant relocated the two logo signs, they would then be creating the same situation being considered at this meeting (four building identification signs).

Zach Grigsby, Project Executive for Adrenaline, added the comment that the signage isn't as visible due to the fact that the building is sitting at a cattycorner on the lot.

A motion to approve the variance request was made by Vice Chairman Cindi Bulla. The motion failed for lack of a second.

A motion to deny the variance was made by Alternate Board Member Gregg Bliss, seconded by Board Member Alan Cox. The motion was voted 3-1-1 as follows: Voting in favor of the motion to deny were Alternate Member Gregg Bliss, Member Alan Cox, and Member Gary Jennings; abstaining was Chairman Wesley Knapp; and voting against the motion to deny was Vice Chairman Cindi Bulla.

**ITEM 4:** COA-20-26 Consideration of the Amarillo College Innovation Outpost project situated on the entirety of Blocks 167 and 182, plus vacated right-of-way, Plemon's Addition, in Section 170, Block 2, A.B&M. Survey, Potter County, Texas.

Vicinity: SW 12<sup>th</sup> Ave. and Polk St.

Applicant/s: Amarillo College

Jason Taylor, Planner I, gave the above presentation. Staff is of the opinion that the design elements that are being incorporated into this new addition are in character with the surrounding architecture found in the immediate vicinity. Staff recommends approval of the applicant's proposal as presented.

Amber Buscarello, representative of Amarillo College, explained aspects of the project.

A motion to approve as presented was made by Gary Jennings, seconded by Vice Chairman Cindi Bulla. Motion passed unanimously.

**ITEM 5:** Consider future agenda items.

Meeting adjourned at 6:10 PM.

  
Cris Valverde

Assistant Director of Planning and Development Services