

City of Melbourne, Florida
Agenda
Historic and Architectural Review Board

City Hall Council Chamber
900 E. Strawbridge Avenue
Melbourne, FL 32901

June 18, 2025, 6:00 p.m.

A. Opening

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Declaration of Conflict
5. Approval of Minutes: May 21, 2025

B. New Architectural Review Business

6. **HARB2025-0019 “I Said Yes” Mural, 464 N. Harbor City Blvd.**
Mural
City-Wide
7. **HARB2025-0021 Buggs Funeral Home, 2701 S Harbor City Blvd.**
Signage
Downtown CRA

C. Future/Additional Business

D. Adjournment

Note: More than one member of the City Council may be in attendance at the meeting and may participate in discussions.

Pursuant to 286.0105, Florida Statutes, the City hereby advises the public that if a person decides to appeal any decision made by this Board, agency or meeting or hearing, he will need a record of the proceedings, and that for such purpose, affected persons may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for the introduction or admission into evidence of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals not otherwise allowed by law.

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the Community Development Department at (321/608-7500), no later than 5:00 p.m., at least 48 hours prior to the meeting.

City of Melbourne, Florida

Minutes - Historic and Architectural Review Board

City Hall Council Chamber
900 E. Strawbridge Avenue
Melbourne, FL 32901

May 21, 2025, 6:00 p.m.

A. Opening

1. Call to Order
2. Pledge of Allegiance
3. Roll Call.

Present: Matthew Thomas, Chairman
Angelina Wheeler-Chong, Member
Delores Gore, Member
Elizabeth Huy, Member
Krista Nakaishi, Member

Absent: Roderick Queen, Alternate Member (Excused)
Shane Sullivan, Alternate Member (Excused)
Sarah Brangan, Member (Excused)

Also Present: Kellen Simmons, Assistant City Attorney
Sandy Ramseth, AICP, Planner
Samantha Buck, Recording Secretary

4. Declaration of Conflict

There were no conflicts of interest declared at the April 16, 2025 meeting.

5. Approval of Minutes – April 16, 2025 meeting.

Ms. Buck said she had noted two errors on the April minutes after emailing the agenda pack to the Board. The minutes incorrectly showed Ms. Wheeler-Chong as being absent from the meeting. Additionally, in Item C (Future/Additional Business), it incorrectly stated that the Board would be voting for a new Chairman, when it should have read Vice-Chairman. She confirmed that she had made these corrections to the minutes prior to the meeting.

Moved by Huy / Gore to approve the minutes from the April 16, 2025 meeting with the noted corrections.

Motion carried unanimously.

B. New Architectural Review Business

6. HARB2025-0012, Ascend Counseling, 2306 S. Babcock St.

Mural

City-wide

The applicant seeks approval for the installation of a mural on the north building elevation, facing the driveway to the business. The mural will be painted by muralist Cody B. Monahan. The mural depicts two kids running in pure joy as Mother Nature blows them a kiss. From her, emits imagination. This mural highlights a world of mental health for all ages.

The applicant, Cody Monahan, Melbourne, was available to answer questions from the Board.

The Board had no conflicts of interest on this item.

Ms. Ramseth provided the Board with a brief summary of the mural application and to the zoning on properties in the area. She also provided the Board with several examples of Mr. Monahan's work, including several murals that they have approved in the past.

A brief discussion followed Ms. Ramseth's presentation with Mr. Monahan confirming that he had nothing further to add following Ms. Ramseth's summary.

Mr. Thomas commented that it was a fun-looking mural and various features on the mural such as the QR Code were discussed.

Mr. Thomas asked if there were any further comments from the Board.

As there were no comments, Mr. Thomas opened the floor for public comment.

There was no public comment, so Mr. Thomas brought the item back to the Board for a motion.

Moved Gore / Nakaishi that the Board find that application HARB2025-0012 is consistent with the City of Melbourne Mural Guidelines and that the Board approve the application, as presented.

Motion carried unanimously.

7. HARB2025-0014 Sonder Autism Center, 207 E. New Haven Ave., Suite 1

Signage

Downtown CRA

The applicant seeks approval to install a 95.5-inch wide by 54-inch high, contour cut, printed replacement graphic on a double-sided ground sign, in the colors bright red and turquoise blue, as shown.

The applicant Ashlea Hefner, from the Sonder Autism Center, Melbourne, was available to answer questions from the Board.

City of Melbourne, Florida
Minutes – Historic and Architectural Review Board
May 21, 2025

There were no conflicts of interest on this item.

Ms. Ramseth summarized the application for the Board and noted that the sign provided by the center incorporates a border.

There was little discussion on this sign, and Mr. Thomas welcomed the Sonder Autism Center to Downtown Melbourne and commented that the new sign met all the guidelines.

As there were no comments from the Board and no public comment. Mr. Thomas asked for a motion from the Board.

Moved Wheeler-Chong / Gore that the Board find that application HARB2025-0014 is consistent with the Downtown Architectural Guidelines and that the Board approve the application, as presented.

Motion carried unanimously.

8. **HARB2025-0015, Hurricane Creek, LLC., 829 E. New Haven Ave.**
Signage and Building Paint
Downtown CRA

This is an after-the-fact request along with a proposed request. The applicant seeks after-the-fact approval to install two signs, each measuring 10 ft. wide by 5 ft. high, installed on the upper façade of the north and west sides of the building. The signs are western stylized with a rope border, around the words "Neon Rodeo". The new request is to change the copy of the newly installed signs, from "Neon Rodeo" to either "The Creek" or "The Rodeo" in the same font and style as the "Neon Rodeo" sign.

The applicant also seeks after-the-fact board approval for repainting the building. The new exterior colors are from Sherwin Williams; the body of the building is painted in "Bolero", with the trim in "Kaffee" and "Tricorn Black".

The applicant, Randy Bennett, Melbourne, was available to answer questions from the Board.

Ms. Ramseth summarized the changes that were made to the building recently in conjunction with a TV show "Bar Rescue. The filming of this show brought a lot of publicity to Downtown Melbourne, and for obvious reasons, Mr. Bennett was unable to obtain approval for any of these changes before filming took place. He is now seeking after-the-fact approval for these changes. In addition, Ms. Ramseth showed photographs of two sign options that Mr. Bennett is considering for further change.

Mr. Bennett addressed the Board and explained that he had made a decision to go with the sign showing the text "The Creek" although he wanted to remove the rope border. He agreed with the Board's request to add a border to the new sign to make it consistent with the guidelines.

City of Melbourne, Florida
Minutes – Historic and Architectural Review Board
May 21, 2025

A brief discussion ensued on the success of the show, and the huge amount of interest and visitors who came into Downtown to watch the reveal of the newly rebranded and refurbished business.

Mr. Thomas said that he totally understood Mr. Bennett's need for after-the-fact approval of the building color and signage.

All members of the Board agreed that they liked the new colors that had been chosen for the building.

As there were no further comments or questions from the Board, Mr. Thomas opened the floor for public comment.

There was no public comment so the item came back to the Board for a motion.

Moved Huy / Nakaishi that the Board find that application HARB2025-0015 is consistent with the Downtown Architectural Guidelines and that the Board approve the application, with the condition that a border be added to "The Creek" sign.

Motion carried unanimously.

9. **HARB2025-0016, Dolly's Wine Bar, 1431 Highland Ave.**

Signage

Eau Gallie CRA

The applicant seeks approval to install a 7 ft. wide by 2.5 ft. high, red Neon wall sign on a white and black aluminum background panel, on the upper façade of the building, as shown.

The applicant Brock Willard, 1431 Highland Avenue, Melbourne, was available to answer questions from the Board.

Ms. Ramseth explained that Dolly's Wine Bar is a new business in the Eau Gallie area. She showed the Board renderings of the new signage which included a night simulation showing how the sign would look after dark.

There were no conflicts of interest on this item.

Mr. Thomas liked the sign and said it met the guidelines and thought that it would bring a pop of color to the area.

Mr. Willard agreed, adding that his business is located in the Arts District, and the proposed sign would bring a funky design to the area.

As there were no further comments or questions from the Board, Mr. Thomas opened the floor for public comment.

There was no public comment so the item came back to the Board for a motion.

City of Melbourne, Florida
Minutes – Historic and Architectural Review Board
May 21, 2025

Moved Gore / Huy that the Board find that application HARB2025-0016 is consistent with the Eau Gallie District Architectural Guidelines and that the Board approve the application, as presented.

Motion carried unanimously.

10. **HARB2025-0017, Rocket Health Care, 1404 Highland Ave.**
Awning and Signage
Eau Gallie CRA

The applicant would like to replace an existing black awning with a “Marine Blue” Sunbrella awning over both the front and rear door entrances of the building, as shown. In addition, the applicant would like to add new signage to the upper façade of the front of the building. The 13 ft. 6-in. wide, by 1 ft. 8-in. high sign is a halo-illuminated pan channel letter sign, in the colors “Dark Blue”, Light European Blue” and “White”, as shown.

The applicant Jennifer Dustin, LJ Real Estate Holdings, Melbourne, was available to answer questions from the Board.

Ms. Ramseth showed the location of the business on an aerial photograph, along with a rendering of the proposed sign and the new awnings being installed to the front and rear of the property.

Mrs. Dustin said that she had nothing to add following Ms. Ramseth’s presentation.

There were no conflicts of interest on this item.

The application was briefly discussed. Mr. Thomas liked the new sign and awnings, and said that the application met the guidelines.

Ms. Wheeler-Chong agreed with Mr. Thomas.

As there were no further comments or questions from the Board, Mr. Thomas opened the floor for public comment.

There was no public comment so the item came back to the Board for a motion.

Moved Wheeler-Chong / Gore that the Board find that application HARB2025-0017 is consistent with the Eau Gallie District Architectural Guidelines and that the Board approve the application, as presented.

Motion carried unanimously.

City of Melbourne, Florida
Minutes – Historic and Architectural Review Board
May 21, 2025

C. Future/Additional Business

After a brief discussion about voting for a new Vice-Chairman, the Board agreed with Ms. Ramseth's suggestion to postpone the vote until the June meeting when more Board members would be present.

Ms. Ramseth told the Board that sadly, Ms. Wheeler-Chong had made the decision not to continue serving on the Board when her current term expires in June. Ms. Ramseth thanked her for her time on the Board (almost 18 years), and Staff and the other Board members are very sad to see her leave.

D. Adjournment

As the Board's business had been completed, Mr. Thomas adjourned the meeting at 6:25 pm.



Samantha Buck, Recording Secretary – May 21, 2025

Approved by the Historic and Architectural Review Board: _____

Memorandum

To: Historic and Architectural Review Board (HARB)
From: Sandy Ramseth, AICP, Planner
Re: **HARB Meeting for June 18, 2025**
Date: June 12, 2025

NEW ARCHITECTURAL REVIEW BUSINESS

HARB2025-0019 “I said Yes” Mural / 464 N. Harbor City Blvd. Citywide Mural

The applicant seeks approval for the installation of a mural on the south building elevation, facing Babcock Street. The mural will be painted by muralist Cody B. Monahan. This cornerstone wall’s mural provides a fresh breeze of foliage and flow; soft hues of life bloom behind the freedom of a bride. She said; Yes, to the dress!

Summary:

Mural.

Guidelines to Consider:

- The proposed mural must exhibit high quality materials that will enhance the overall development and appearance of the site. The proposed mural must exhibit skilled application or installation standards.
 - *Mural grade acrylic paint.*
- Materials used for murals may include, but are not limited to, paint and other artistic mediums such as tile or mosaic, and low-relief sculpture.
 - *The mural is painted.*
- The proposed mural shall be an original composition of art.
 - *The mural is an original composition.*
- The proposed mural must exhibit a skilled design, and shall be designed under the supervision of a qualified artist/muralist or other qualified professional who has sufficient knowledge and experience in the design and execution of such project, as evidenced by examples of previous art projects.
 - *Cody B. Monahan is the muralist.*
- The mural shall be an appropriate design for the view and vantage points of the mural’s intended audience.
 - *The mural is an appropriate design for the intended audience.*

- Proposed murals shall be considered in the context of their placement in the surrounding neighborhood due to the significant and important interest of the City of Melbourne in preserving the business and economic interests of the City.
 - *This cornerstone wall provides a fresh breeze of foliage and flow. Soft hues of life bloom behind the freedom of a bride. She said; Yes, to the dress!*
- The mural shall not contain text or images that constitute obscenity, fighting words, or incitements to violence.
 - *The mural does not contain any of these elements.*
- One mural per building is permitted citywide in non-residential zoning districts only.
 - *This is the only mural on the building. The building is in a non-residential (C-2) zoning district.*
- Single-family and two-family structures are not permitted a mural.
 - *This building is not a residential building.*
- Text, lettering, or logo on a mural shall not exceed ten percent of the sign area of the mural, or 200 square feet, whichever is less.
 - *There is text on the mural that is less than 10% of the total mural size.*
- Murals shall not exceed 100 percent of the size of one wall.
 - *This mural will not exceed 100 percent of one wall.*

Recommendation:

Staff recommends that the Board find the application is **consistent** with the City of Melbourne Mural Guidelines.

Additional Approvals Required:

Mural Permit.

HARB2025-0021 Buggs Funeral Home / 2701 S. Harbor City Blvd. Downtown CRA

The applicant seeks approval to install a double-faced, LED internally illuminated, pole sign at the northwest corner of the property. The sign structure measures 10ft. 10 in. high overall with the sign measuring 3ft. 10 in. high (as part of the overall height) by 6ft. 3 in. wide. The sign poles and cabinet will be painted black and the sign colors are black and white, as shown.

Summary:

Signage

Guidelines to Consider:

- Signs should be a combination of identification, information, and image making.
 - *The sign provides information and image.*
- All signs should be defined by use of borders around the sign area when it is contained within a distinct shape.
 - *The sign has a black border.*
- Signs shall meet all requirements of the City's sign regulations.

Recommendation:

Staff recommends that the Board find the application **consistent** with the Downtown Architectural Guidelines.

Additional Approvals Required:

Sign Permit.