

Development Activities Meeting Report (Version: 06/24/2020)

This report created by the Neighborhood Planner and included with staff reports to City Boards and/or Commissions.

Logistics	Stakeholders
Project Name/Address: Rite Aid Pharmacy Facade (1915 E Carson St)	Groups Represented (e.g., specific organizations, residents, employees, etc. where this is evident): South Side Community Council (SSCC) Project Development Team Design Review Committee (DRC) Local Review Committee (LRC) South Side Chamber of Commerce Residents
Parcel Number(s): 12-F-118	
ZDR Application Number: DCP-ZDR-2021-08783	
Meeting Location: via Zoom	
Date: August 19, 2021	
Meeting Start Time: 6:00pm	
Applicant: Rite Aid	Approx. Number of Attendees: 25
Boards and/or Commissions Request(s): HRC approval for exterior modification (painting brick façade)	

How did the meeting inform the community about the development project?

Ex: Community engagement to-date, location and history of the site, demolition needs, building footprint and overall square footage, uses and activities (particularly on the ground floor), transportation needs and parking proposed, building materials, design, and other aesthetic elements of the project, community uses, amenities and programs.

After the fact painting of brick façade (front and rear). Rebranding effort. Sign package for approval was submittal, but applicant thought it was both signs and paint approved. Painted off white. In context with other buildings painted white along the Carson Street corridor.

Input and Responses

Questions and Comments from Attendees	Responses from Applicants
Did you get a C of Appropriateness? If signs met guidelines and were approved over counter, then it was probably a C of A.	Not sure.
We have a local committee that provides advice. We would like to know where the ball was dropped here. When you went in for permits for the signage?	Don't know. I didn't work on the sign permits.
A Resident filed a complaint and the City responded that a permit was issued. It was then discovered that the sign only was permitted.	
You should know this history before you go to the HRC as there will be questions.	

Questions and Comments from Attendees	Responses from Applicants
The guidelines do not permit this as it actually requires more maintenance in the long run and can be problematic. In January/February, letter were sent to property owners from the SSCC to reiterate that permits were required for exterior changes and sharing the guidelines. The paint may need to be removed.	
The rear was painted pre-guidelines and previously painted masonry can be repainted. The controversy is only with the front.	
The local review committee agrees that the paint needs to be removed. You should have a plan to address this before you go to the HRC.	
Why Rite Aid felt the need to paint the façade? I understand rebranding but I've seen others in brick buildings that are not painted.	I can't speak to their motivation.
What is your relationship to Rite Aid?	I am an architect and work with Rite Aid.
Anyone from the sign company here?	No.
Who is handling the national strategy of rebranding and how that works on buildings that vary? The due diligence of the company was incorrect.	Rite Aid states that they will look into how this happened. Their goal is to follow rules. (Rite Aid regional manager joined). We reached out to landlord that authorized painting of building. We got approval from City for signage. We will get to the bottom of this and will not fight this at all.

Other Notes

After the DAM, the applicant indicated that Rite Aid would be removing the paint from the façade.

Planner completing report: Stephanie Joy Everett