



**CITY OF WESTERVILLE
UPTOWN REVIEW BOARD**

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

1. ADDRESS OF PROPOSED PROJECT 74 N STATE ST WESTERVILLE OH 43081
2. COUNTY AUDITOR'S PARCEL NUMBER 080-000315-00
3. PROPERTY OWNER: NAME SHARI RUSSELL
ADDRESS 74 N STATE ST
CITY WESTERVILLE STATE OHIO ZIP 43081
TELEPHONE NO. 6145174148 E-MAIL ADDRESS SHARI@READBIRDIEBOOKS.COM
4. APPLICANT: NAME BIRDIE BOOKS
ADDRESS 74 N STATE ST
CITY WESTERVILLE STATE OHIO ZIP 43081
TELEPHONE NO. 6149426005 E-MAIL ADDRESS SHARI@READBIRDIEBOOKS.COM
5. PROPOSED USE OF PROPERTY: BOOK STORE AND CAFE

6. LIST PROPOSED CHANGES TO THE PROPERTY (USE ADDITIONAL SHEETS IF NECESSARY):

List of proposed changes and updates to the property located at: 74 N State St. Westerville, OH 43081

Please see attached documents for specific details.

1. Store Front Facade: remove awning, change of color, new signage, new lighting, new moldings, install window grids, new trim color
2. Patio: change of concrete color, change of door color, new lighting, install window grids, new trim color
3. North Side: install window grids, new trim color
4. Install Tow Away signage
5. Replace windows in cinderblock portion of the building

Conceptual Review

1. Mural Installation

**PLEASE READ INSTRUCTIONS AND ADDITIONAL SUBMISSION REQUIREMENTS
ON REVERSE SIDE BEFORE SIGNING.**

Shari Russell
SIGNATURE OF APPLICANT

APRIL 11, 2024
DATE

Shari Russell
SIGNATURE OF PROPERTY OWNER

APRIL 11, 2024
DATE

Additional information required for processing this application include:

1. On an application for **SIGN APPROVAL** you must submit:
 - (1) Two (2) copies of the sign plans, which show size, color, lettering style, materials and location. Wall or window signs must be shown on building elevation.
 - (2) One copy of a colored rendering.
 - (3) Photographs and material samples are suggested for submission with all applications.
 - (4) **Digital versions of all application materials.**

2. On an application for **ARCHITECTURAL REVIEW** of renovations or modifications to exterior elements of existing structures or sites, you must submit:
 - (1) Two (2) copies of scale drawings showing the exact nature and extent of the proposed changes.
 - (2) Two (2) copies of scale drawings showing the relation of the proposed changes to the rest of the building.
 - (3) Material and color samples of proposed new elements.
 - (4) A colored rendering or photograph(s) are suggested for submission with all applications.
 - (5) **Digital versions of all application materials.**

3. On an application for **DESIGN REVIEW** of site and building plans, you must submit:
 - (1) Two (2) copies of a location plan or vicinity map which show all adjoining properties.
 - (2) Two (2) copies of a detailed site plan.
 - (3) Two (2) copies of elevation drawings.
 - (4) Two (2) copies of a landscape plan showing size and location of all proposed materials.
 - (5) Two (2) copies of an exterior lighting plan, when applicable.
 - (6) Material samples for exterior portions of the building.
 - (7) A colored rendering or photograph(s) is suggested for submission with all applications.
 - (8) **Digital versions of all application materials.**

4. Provide a one paragraph summary which highlights the purpose and details of the proposal and indicates its relation to the Uptown Westerville Design Guidelines.

NOTE: The deadline for filing an application is twenty (20) days prior to the Uptown Review Board meeting at which the application is to be considered. Regular Uptown Review Board meetings are held on the first Thursday of each month at 6:30 P.M. at City Council Chambers, 21 S. State Street unless otherwise noted.



April 12, 2024

Uptown Review Board Members and Staff:

This narrative is to support the documents provided within Birdie Books' Uptown Review Board (URB) Application for Certificate of Appropriateness dated, April 15, 2024.

On November 27, 2021, Birdie Books opened a *Pop-Up Shop* in the back of the historic commercial building located at 74 N State St. in Uptown Westerville. This shop was originally meant to be a temporary hold-over while a permanent retail and restaurant location was constructed at 86 N State St., a Victorian-era, single-family home. Plans evolved once it became obvious that 74 N State St. is much better suited for a retail establishment such as a bookstore which also has a cafe experience. Currently, Birdie Books is expanding to include the front portion of the building, which more than doubles the square feet of the book shop. Also, a coffee shop and bar will occupy the north west portion of the building. A Grand Opening is planned for the Fall of 2024.

This URB application includes the first of a series of updates planned for the exterior of the building to support this business concept. The storefront along N. State Street is the top priority. Introducing new signage, lighting and color schemes are vital to establish the permanent presence and purpose of Birdie Books. Simple painted wood block letters are used as the basis for Birdie Books signage above the main entrance. Also, address numbers and "Uptown Westerville" are incorporated in the design to pay homage to our location.

The blade signage above the main entrance is unique in several ways. First, as the historical plaque on the exterior of the building explains, 74 N State St was the original location of the Culver Art and Frame Co. which was founded by Frank Culver in 1902. The artwork depicted in the frame was sourced from an antique shop, and research revealed the artwork was created by Ohio-born artist, William Holbrook Beard (1825-1900) around the same time period as the founding of the building. The artwork supports the Birdie brand with a scene that is open to interpretation, an adventure of one's own, much like the adventures found while reading. The signage is also a subtle nod to the Culver Art and Frame Co. and to the current existence of an art gallery inside the bookshop.

The mural included in this application is in a conceptual design phase. It is offered for conceptual review at this time. The images are specific although color has not yet been incorporated. The mural consists of elements and vignettes associated with a literary journey through space and time. It has several interactive opportunities for the public to engage with the message, creating unique photo opportunities.

The overall design concept presented is mindful of balancing the historic portions of the brick building in the front, with more modern elements, including cinder block construction, in the back. Celebrating these two distinct styles with varying concepts, while creating an overall cohesive aesthetic is the main objective. The front of the building maintains its original early 20th century architectural heritage with detailed wood moldings, original brick, large picture windows and simple signage. Introducing a literary mural on the back of the building amplifies the modern-day spirit and enthusiasm of the Uptown community.

Once the build-out process is complete, Birdie Books will function as a literary and community hub for Uptown Westerville. The cafe will host public events such as poetry readings, story hours, author signings, open mic nights, trivia challenges, book clubs, and team puzzle competitions. During regular business hours, the cafe will offer a unique "unplugged" experience; an environment free of electronic devices, which will further promote creativity, community and personal connection.

Future store hours will be 8 am to 8 pm, seven days a week. A staff of at least 7 Full-time and 7 Part-time individuals is expected.

Future Plans to be submitted for URB consideration include:

1. New Exterior Doors
2. Additional Signage
3. Covered Patio
4. Final Mural Design

Thank you for your time and consideration.

Sincerely,



Shari Russell

Birdie Books

PRIMARY COLOR

The primary color (currently black) of the front facade and all window moldings would be updated to Roycroft Bottle Green.

Roycroft Bottle Green
SW 2847



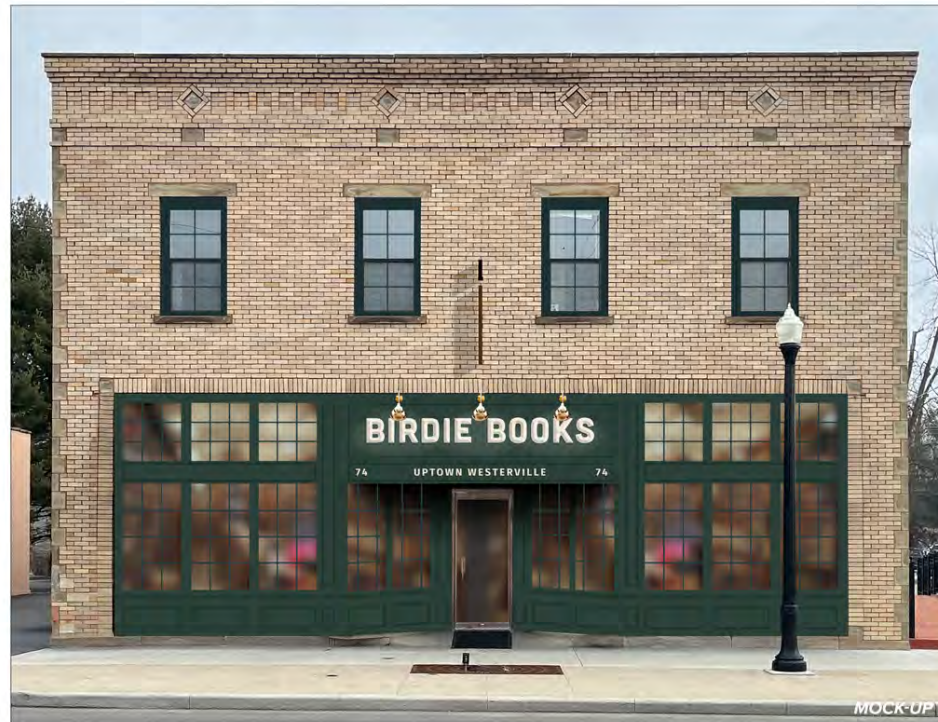
BLADE SIGN

Extending perpendicular from the facade, a sign made of steel and wood would be attached in the center of the building above the main entrance. [More info on pg. 2]

PRIMARY SIGNAGE

Lazer-cut wooden letters on a wooden base would be affixed above the main entrance (covering three windows) and painted off-white. [More info on pg. 4]

Classic Light Buff
SW 0050



WINDOW GRIDS

Grids would be added to all the windows made from wood and painted green to match the new facade color. Grids will be affixed to the inside of the windows.

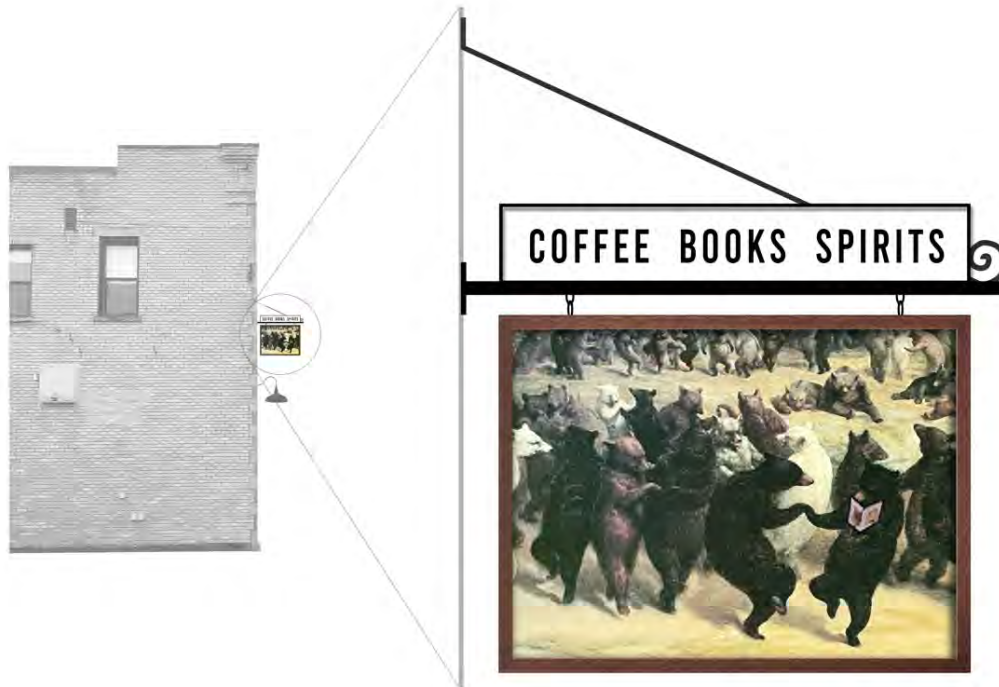
GOOSENECK LIGHTS

Three gooseneck lights in raw copper would be installed above the "BIRDIE BOOKS" signage for evening & night-time illumination. [More info on pg. 6]



PICTURE FRAME MOULDING

Additional picture frame moulding would be added to match the existing moulding and painted to match new facade.



BLADE SIGN SUPPORT ARMS

The arm holding the signage would be made of aluminum and painted black. The arm would extend 40" from the building. A smaller support strut, also made of aluminum, will connect to the building diagonally to provide additional support.

TOP MESSAGE SIGN

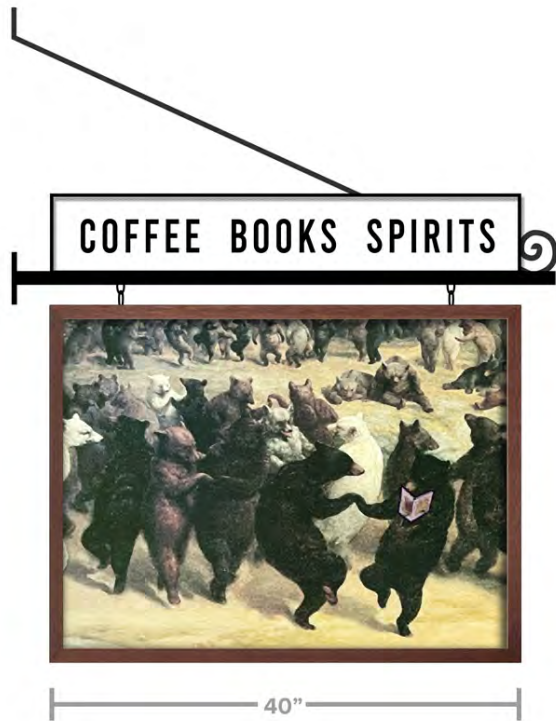
A white sign (35" w x 6" h) would be attached above the main support arm featuring a hand painted "COFFEE BOOKS SPIRITS" in Bebas typeface in black paint. The Letters will be 3" h. This sign will be duplicated on both side so it can be read from both sides.

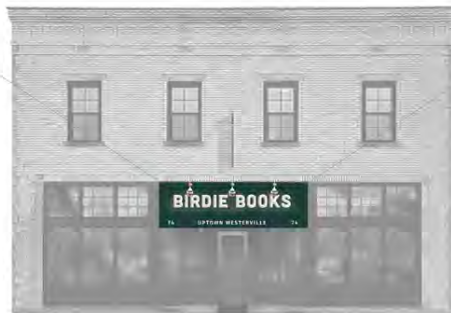
FRAMED READING BEARS

Hanging below the main support arm would be a painting (35" w x 27" h) featuring bears that are dancing and reading. This would be printed on weatherproof vinyl and attached to aluminum. The frame would be stained cedar for long-term durability. This frame will be double-sided so passersby can see it from either direction. Note: This painting is originally created by Ohio-born artist William Holbrook Beard (1825-1900). Beard's art is considered public domain (created prior to 1923 and over 70 years since the artists death) deeming it free to be used commercially.

PLEASE NOTE: The Joe's Automobile Repair sign directly north of our building is 48" wide – 8" wider than our proposed sign. [See page 3 for more info]







“BIRDIE BOOKS” LETTERS

Prismatic wooden letters in “Cubano” typeface with a beveled feature would be attached above the main entrance of the bookshop and painted Classic Light Buff. The “BIRDIE BOOKS” wordmark would be 15” high x 138” wide.

SIGN BASE

The base for the sign would be wood matching the current facade materials and painted Roycroft Bottle Green to match the new overall color scheme. This base would be 24”h x 163”w and would cover the three center windows above the main entrance.

“74” & “UPTOWN WESTERVILLE” LETTERS

To pay homage to Uptown Westerville, we would like to feature its namesake and our street address on our front facade. The prismatic wooden letters in “Cubano” typeface would be 4.5”h. “UPTOWN WESTERVILLE” would 80”w and “74” would each be 7.5”w. Letters would be painted Classic Light Buff.

PICTURE FRAME MOULDING

Picture frame moulding would be added to frame around the text. This moulding would match the existing moulding already present on the front facade.

PRIMARY COLOR

The primary color (currently black) of the two doorways and all window mouldings would be updated to match new front facade.

*Roycroft Bottle Green
SW 2847*



WINDOW GRIDS

Wooden grids would be added to the inside of all the windows and painted Roycroft Bottle Green to match the new facade color.

GOOSENECK LIGHTS

Gooseneck lights which match the lighting on the front facade would be installed above each door. [More info on pg. 6]

PATIO FLOORING

The flooring color (currently red) would be updated to Slate Violet.

*Slate Violet
SW 9155*



OUTDOOR GOOSENECK BARN LIGHT - OGN-925-RC

Material: Raw Copper / Cast Brass

Voltage: 12V / 120V

Socket Type: UL Certified E26 Medium Base (E105933)

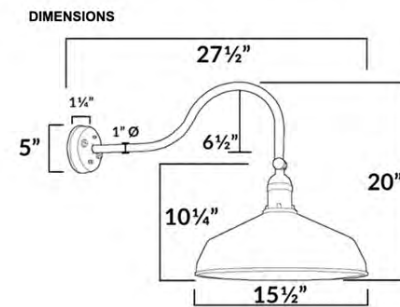
12v Bulb Type: PAR / BR/ A

Power Rating: 120 Watt Max

Mounting: Wall / Surface

Weight: 9 lbs

Optional: 12" Arm extension, photocell, motion sensor



PRIMARY COLOR

The primary color (currently black) of the two doorways and all window mouldings would be updated to match new front facade.

Roycroft Bottle Green
SW 2847



WINDOW GRIDS

Wooden grids would be added to the inside of all the windows and painted Roycroft Bottle Green to match the new facade color.



NEW WINDOWS

Anderson 400 Series casement windows with wood clad exterior fiberex composite material would replace rear windows.



DUMPSTER DOORS

14 gauge steel doors would be installed in front of the dumpster to hide them from view. We would also remove and replace the existing cedar planks that are on the back and side of the enclosure.



TOW AWAY ZONE SIGNS

Seven 16" x 12" aluminum "Tow Away Zone" signs would be installed in front of the parking spots in the eastern section of our lot.



[CONCEPTUAL]

MURAL ADDITIONS

The mural consists of elements and vignettes associated with a literary journey through space and time. It has several interactive opportunities for the public to engage with the message, creating unique photo opportunities. It is the creation of multi-media artist and local Westerville resident Sarah Hale.

