

UPDATE: Since this post went live, [a follow-up piece has been posted by Mike Tomberlin at AL.com suggesting the situation might not be finished yet](#) as Harbert must get committee approval. The original post sits unchanged below.



Folks passing through downtown or enjoying Railroad Park in recent days may have noticed that the electronic sign atop [Two North Twentieth](#) was dormant. This morning, as scaffolding was visible on the northern side of the building, [Mike Tomberlin of AL.com reported that the city had granted permission to install a vinyl wrap around the existing sign.](#)

According to his report, this is after it was determined the city's Design Review Committee - an advisory body [who'd seen the proposal at least four times in the previous 19 months during their regular business meetings](#) - did not need to see it after all. [We last heard about the proposed treatment for the building's iconic sign last July](#) when it was denied approval because it was considered a billboard by the committee.

While [the building, built in 1962 and renovated in 1999 was sold last summer for \\$19 million](#), ownership of the sign was retained by Harbert according to Tomberlin's report. One thing we're interested in is the official size of the sign. [The building's entry on Bhamwiki](#) states it's 176' x 26'; the late publisher of *Black & White*, Chuck Geiss, [referenced its dimensions as 176' x 25' in his Naked Birmingham column for January 4, 2001](#) as the sign was preparing to make a return to the city's skyline after an extended absence. [This morning's report](#) said the signs would measure 176' x 57'.

It's also a great time to highlight the recent refresh of Buffalo Rock's website. The company's logo is in a prominent location (though you've got to head over to [the site's "products" section](#) before you find information about [the company's namesake ginger ale - still available directly from the company](#)).