

Minutes
Historic Sign Review Committee
November 12, 2010

MEMBERS PRESENT: Jim Jackson, Clancy Kingsbury, Kyle Blada, Pat Roseland, Lee Geiger

STAFF PRESENT: Karen Bulman, Marcia Elkins

OTHERS PRESENT: Mike Willey (by phone)

Blada called the meeting to order at 8:35 am.

306 Seventh Street – Sanfords – Change reader board to LED message center on pole sign
Roseland moved and Kingsbury seconded to approve changing the reader board to an LED message center on an existing pole sign for Sanfords at 306 Seventh Street. In response to a question by Blada, Willey was contacted by phone and indicated that the message center sign will be the same size as the current reader board. In response to a question by Kingsbury, Willey indicated it was a double faced sign. In response to a question by Geiger, Blada stated that the sign moratorium was for off-premise signs. In response to a question by Geiger regarding the policy for electronic signage, Roseland indicated that the Historic Preservation Commission does not review any signage. Discussion followed on the historic aspect of the sign. **The motion to approve changing the reader board to an LED message center on an existing pole sign for Sanfords at 306 Seventh Street passed with Jackson and Geiger abstaining.**

Jackson stated he would like to have the Ad Hoc Sign Committee look at changes to the Sign Ordinance requiring that electronic messages within the historic district or environs be static for a specific amount of time. Discussion followed.

Roseland moved, seconded by Geiger and passed with Jackson abstaining to reconsider the application for 306 Seventh Street. Geiger indicated that electronic message boards in historic districts are not appropriate. Jackson indicated that a 10 second static display appears to be appropriate. Discussion followed regarding the length of time for message changes.

Roseland moved to approve changing the reader board to an LED message center on an existing pole sign for Sanfords at 306 Seventh Street with a stipulation that the message must be static for 10 seconds. Jackson stated that with this motion, the static message could have no animation, no scrolling or no additional motion in the sign for 10 seconds. **Motion died for a lack of a second.** Discussion followed regarding the need for a date, time and temperature message on all electronic message centers. In response to a question by Jackson, Bulman stated that she will obtain clarification on the date, time and temperature message requirement of the Sign Ordinance. Jackson requested that information be given to the ad hoc committee regarding the Historic Sign Review Committee's preference of on and off-premise electronic signs in the historic districts.

Elkins entered the meeting at 8:58 am.

In response to a question, Elkins stated that the Sign Ordinance indicates that all electronic message centers must include the time and temperature on the sign. Discussion followed. Geiger stated that electronic signs are inconsistent with historic properties and the electronic message center sign should be denied. **Roseland moved to deny changing the reader board to an LED message center on an existing pole sign for Sanfords at 306 Seventh Street. Kingsbury seconded the motion and the motion passed with Jackson abstaining.**

Jackson stated that the Historic Sign Review Committee should make a recommendation to the ad hoc sign committee to look at regulating message center signs in historic districts to require a static message for a certain amount of time.

Jackson moved, Roseland seconded and passed unanimously to send a letter to the Ad Hoc Sign Committee recommending that the committee consider regulating the on premise and off-premise electronic signs located in the Historic Districts and their environs and on Individually Listed property, limiting them to a static message for six seconds.

Minutes

Geiger moved, Jackson seconded, and passed unanimously to approve the minutes of the September 24, 2010 meeting.

Blada adjourned the meeting at 9:14 am.