

Minutes  
Historic Sign Review Committee  
December 10, 2010

MEMBERS PRESENT: Jim Jackson, Clancy Kingsbury, Lee Geiger

STAFF PRESENT: Karen Bulman

OTHERS PRESENT: Eric Farrar, Dennis Hettich, Vicki Fenhaus

Jackson called the meeting to order at 8:33 am.

523 6<sup>th</sup> Street - Alex Johnson – Three Wall Signs

Farrar explained the request to place the three signs on the north, east and west sides of the elevator shaft located on top of the Alex Johnson. Farrar further explained that the applicant will need to go before the Sign Code Board of Appeals since the sign permit application was denied as the signs exceed the square footage allowed on the property. Farrar indicated that the signs would be printed on vinyl and then attached to the walls. **Kingsbury moved and Geiger seconded to approve the three wall signs for the Alex Johnson at 523 6<sup>th</sup> Street.** In response to a question, Farrar stated that the signs would include flood lighting. In response to a question, Farrar indicated that an option may be to have large cutout letters that are mounted directly on the walls. Jackson stated that this option would be a better blend with the current hotel signage. Geiger indicated that the sign is very well done, but it appears to overpower the building and maybe a change in the background color would help the sign blend with the building. In response to a question by Geiger, Farrar indicated that he is willing to continue this application and return with additional design and colors. Kingsbury indicated that the sign would be improved if the background would be painted the same color as the building. Geiger indicated that the sign looks like an off-premise billboard and could be improved to fit architecturally with the building. Farrar requested suggestions, such as color or lettering, from the Committee. Geiger indicated that if the sign would blend more with the color and architecture of the building, yet maintain the successful design of the sign, that would improve the effect of the sign. Geiger further suggested that additional signage could be added in a smaller font size to indicate that the "Vertex" sign refers to a business located at the Alex Johnson. Kingsbury indicated that the signage should fit more with the historic architecture of the building. **A substitute motion was made by Geiger, seconded by Kingsbury, to continue the application to the next meeting on December 22, 2010, if there are other submittals, or to the January 14, 2011 meeting. The motion passed with Jackson abstaining.**

410 5<sup>th</sup> Street – Daily Grind – Awning Sign

**Kingsbury moved and Geiger seconded to approve the awning sign for the Daily Grind at 410 5<sup>th</sup> Street.** In response to a question by Kingsbury, Bulman indicated that there was a previous awning on the building and the applicant is now changing the fabric and will be adding the signage on the front of the awning. **The motion to approve the awning sign for the Daily Grind at 410 5<sup>th</sup> Street passed unanimously.**

302 St. Joe – Moyle Petroleum – Change Reader Board to LED Electronic Sign on an Existing Pole Sign

Fenhous explained that the LED electronic sign would face west and there would be no signage on the east face of the sign. Geiger stated that this sign is across the street from the Pennington County Courthouse, an Individually Listed Historic property. Geiger further stated that LED electronic signs are not appropriate adjacent to historic buildings or historic districts. Geiger indicated that the sign should be denied and the applicant could further submit a request to the Sign Code Board of Appeals for the LED electronic sign. **Geiger moved and Kingsbury seconded and passed unanimously to deny changing the reader board to an LED electronic sign on an existing pole sign for Moyle Petroleum at 302 St. Joseph Street.**

610 7<sup>th</sup> Street – Presidential Pawn – Change Message on Internally lit Pedestrian Sign

**Geiger moved and Jackson seconded to approve changing the message on an internally lit pedestrian sign.** Geiger stated that he approved the design of the sign, but would like to see the sign be opaque and the internal lighting removed. Jackson and Kingsbury concurred with Geiger. **Geiger made a friendly amendment to his motion, seconded by Jackson to request that the applicant be provided with the following statement; “While the size exceeds the normal pedestrian sign and the interior lighting appears to be grandfathered, the Historic Sign Committee requests that the electronics of the sign be removed and the sign no longer be an internally lit sign, as it would then be more consistent with the history of the building.”** Jackson stated that the sign could then be lit with flood lights. **The motion to approve changing the message on an internally lit pedestrian sign, with the statement being provided to the applicant, for Presidential Pawn at 610 7<sup>th</sup> Street passed unanimously.**

Minutes

**Geiger moved, Kingsbury seconded, and passed unanimously to approve the minutes of the November 24, 2010 meeting.**

Jackson adjourned the meeting at 9:15 am.