

Minutes
Historic Sign Review Committee
January 14, 2011

MEMBERS PRESENT: Jim Jackson, Clancy Kingsbury, Kyle Blada, Pat Roseland
MEMBERS ABSENT: Lee Geiger
STAFF PRESENT: Karen Bulman
OTHERS PRESENT: Eric Farrar

Blada called the meeting to order at 8:37 am.

523 6th Street - Alex Johnson – Three Wall Signs

Roseland moved and Kingsbury seconded to approve the three wall signs for the Alex Johnson at 523 6th Street. Farrar stated that this request to place the three signs on the north, east and west sides of the elevator shaft located on top of the Alex Johnson was continued at the December 10, 2010 Historic Sign Review Committee meeting in order to bring additional information to the committee. Since that December meeting, Farrar met with the applicant and they suggested that a flood light could be used to highlight the sign. Farrar stated that the applicant is not looking for a final answer today, but would like to have input from the committee on the issues that this sign may cause.

Roseland stated that the current application showing the large red sign is too large for the historic building and he would not be able to approve that sign. Farrar stated that the sign could be lit with a projection light and indicated that the sign would not be lit during the day. Kingsbury questioned whether the applicant had considered adding the hotel name to the sign, so as to distinguish it from an off premise sign. Kingsbury stated that he did not want the sign to overpower the historic Alex Johnson sign currently on the top of the hotel. Kingsbury indicated that a change of color would help, but the size of the letters in the current application is too large. Blada stated that most bars located on the top of hotels do not have signs on the building to advertise the bar, as proposed with this application. Blada stated that signage should be for identification, not advertising. Discussion followed regarding the color and size of the sign, additional signs at the lobby entrance, using letters only on the elevator wall, painting the sign on the wall, and the design of the sign. Farrar stated that a sign on the north side of the hotel is important to the applicant, so visitors coming from the Civic Center area will be able to notice the sign. Jackson stated that if the sign is reduced to one third the size, it should be readable. Roseland stated that the elevator shaft is not noticed now, but with a sign, it will be highlighted. Roseland indicated that a martini glass could be used as a sign to denote a bar in that location. Kingsbury stated that the north side of the elevator shaft may have a larger sign and allow the other sides to have less signage. Farrar stated that the applicant indicated that they wanted as big and as much signage as they are allowed.

In response to a question by Farrar, Blada stated that dimensional letters with wood or channel letters may be more appropriate and more durable than the stretched sign on a frame as proposed.

Blada stated that the sign does not add any value to the building. Roseland stated that less signage is better as the hotel sign is more important. Blada agreed that the letters should not be larger than the Alex Johnson sign.

Farrar stated that he will bring back a new sign design for the Committee's approval and will incorporate ideas that were discussed today. Farrar stated that he will look at several ideas, including smaller signs, letters the same size as the Alex Johnson sign with maybe the V and X larger, adding the Alex Johnson name to the sign, and all other ideas discussed today.

Jackson made a substitute motion, seconded by Roseland to continue this application to the January 28, 2010 meeting, or to the next meeting when there are other applications. Farrar stated that the applicant was not in a hurry and preferred to not have a meeting that is scheduled for them only. **Motion to continue this application to the January 28, 2010 meeting, or to the next meeting when there are other applications, passed unanimously.**

Minutes

Jackson moved, Kingsbury seconded, and passed unanimously to approve the minutes of the December 10, 2010 meeting.

Blada adjourned the meeting at 9:09 am.