

Minutes
Historic Sign Review Committee
February 25, 2011

MEMBERS PRESENT: Jim Jackson, Pat Roseland, Lee Geiger

MEMBERS ABSENT: Kyle Blada, Clancy Kingsbury

STAFF PRESENT: Karen Bulman, Brad Solon

OTHERS PRESENT: Jean Kessloff, Terry Peterson

Jackson called the meeting to order at 8:34 am.

321 7th Street – Ugly’s, Inc. – Two Wall Signs

Geiger moved and Roseland seconded to approve the two wall signs for Ugly’s Inc. at 321 7th Street. Geiger discussed the issues concerning the signs, indicating that the signs will cover the windows, an architectural feature of the building façade. Geiger further stated that each time the applicant changes the face of the sign, a new historic sign review will be needed. In response to a question by Jackson, Solon explained that the logos or products on the sign would not be considered an off premise sign, as the products would be sold at that location. Peterson explained that they are willing to make changes to the sign so the signs will be legal and appropriate. Jackson stated that he is also concerned about covering the windows and the continual change in the face of the signs. Geiger commented that signs could be visible from inside the building, but not located on the glass window itself. In response to a question by Geiger, Solon stated that window signs, visible from inside the building or outside the building, are still considered signs and need to be regulated and have review by the Historic Sign Committee. Discussion continued on the current sign code and the items that the committee can review based on that code. Geiger stated that the proposed signs are vinyl and not appropriate for the age of the building; however, cloth or wooden painted sign above the window would be more appropriate. Discussion followed regarding the possibility of placing a sign above the window and under the architectural features of the building. Geiger indicated that any future sign will need to have the appropriate font and materials, and not have interior lighting. Peterson indicated that, in light of the discussion and the inevitable denial of the proposed wall signs, a new application will be submitted for a wall sign above the windows. **The motion to approve the two walls sign for Ugly’s Inc. at 321 7th Street was denied unanimously.**

601 Columbus Street – Destination Rapid City – Monument Sign

Kessloff explained the sign request, describing the story board sign and the reason for the sign. Kessloff displayed a mock up of the actual sign and described the location of the sign. In response to a question by Jackson, Geiger indicated that there are cover materials available that will keep the elements from the sign. **Geiger moved, Roseland seconded, and passed unanimously to approve the monument sign for Destination Rapid City at 601 Columbus Street.**

Minutes

Roseland moved, Geiger seconded, and passed unanimously to approve the minutes of the February 11, 2011 meeting.

Jackson adjourned the meeting at 8:59 am.