

Minutes
Historic Sign Review Committee
May 25, 2012

MEMBERS PRESENT: Lee Geiger, Clancy Kingsbury, and Jim Jackson

MEMBERS ABSENT: Pat Roseland, Kyle Blada

STAFF PRESENT: Karen Bulman, Brad Solon

OTHERS PRESENT: Vicky Fenhaus, Dennis Hettich, Scott Rembolts

Jackson called the meeting to order at 8:30 am.

1320 Mt. Rushmore Road – Joker’s Casino - Pole Sign

Kingsbury moved and Geiger seconded to approve the pole sign for Joker’s Casino at 1320 Mt. Rushmore Road. Fenhaus explained the replacement of the static sign for an LED reader board. Geiger stated that this seems to be similar to previous reader boards that the Committee did not approve and questioned the precedent that has been set. Brad Solon presented information on the powers and regulations for the Sign Committee. Solon stated that the building was constructed in 1994 and LED signs were being used at that time. Solon indicated that LED signs began in the 1970’s as indicator signs, moved into Time Square, had some issues with color in the 1980’s and 1990’s, and since then have improved. Jackson had concerns that the message center would use blinking or flashing lights on the sign. Solon stated that a rolling message is not against the Sign Code, but if a new Sign Code is adopted and retroactive, the sign may have to become static. Jackson stated that the sign meets current sign codes, but it should be noted that changes in the Sign Code may be retroactive. Geiger questioned the newer date for the building, since part of the original building has remained. Solon stated that the sign was originally erected by Jet Photo after the building was constructed. Geiger stated that since there is no conflict regarding the date of the building, there is no basis to reject the sign. Jackson agreed, and although he does not like the idea of another message center along Mt. Rushmore Road, he feels this Committee has no basis to deny the sign. **The motion to approve the pole sign for Joker’s Casino at 1320 Mt. Rushmore Road passed unanimously.**

Minutes

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

Other Business

Bulman indicated that Brett Limbaugh, Community Planning Director will be coming to a future Historic Sign Committee meeting to discuss the possibility of combining the Committee with the Historic Preservation Commission. The premise is to have less boards or committees in City government. The Committee discussed what was best for the constituents requiring signage, and whether a separate committee is in their best interest. The discussion followed to include: the expertise on the Historic Sign Committee and the need to include those persons in the Historic Preservation Commission if that is the direction, the different philosophy of the two

boards, the small board size that allows a friendly affable manner when working with applicants, the specific focus of the Historic Sign Committee to include small items such as a logo on a door, the change in the ordinance that would need to take place if the two committees were combined, the difference in the appeals needed for each board, and the question of what best serves the public.

Jackson adjourned the meeting at 9:14 am.