

**Minutes
Historic Sign Review Committee
May 3, 2013**

MEMBERS PRESENT: Kyle Blada, Jim Jackson, and Clancy Kingsbury
MEMBERS ABSENT: Lee Geiger
STAFF PRESENT: Katherine Palmer, Kip Harrington, and Brad Solon
OTHERS PRESENT: Jay Segrist and Vicky Fenhaus

Blada called the meeting to order at 9:00 a.m.

1801 Mt. Rushmore Rd (13SN011)

Applicant: Conrad's Big C Signs

West Boulevard Historic District – Not Listed

Request: Sign permit for 2 signs on building. Would consider only 1 sign if both are not allowed. Signs are LED electronic message centers.

Kingsbury moved and Jackson seconded to open the item for discussion.

Fenhaus described the proposed project of adding an LED changeable message board sign to the south side of the building and adding an LED changeable message board sign to the monument sign in front of the building. The signs would be full color message centers. The timing length of the message can be controlled, along with the brightness/dimness.

Jackson stated that the sign does not match the era of construction of the building. In response to a question from Jackson, Solon stated that the building was constructed in 1942, but has been altered over the years, most recently in 2002. Solon stated the requirements of Sign Code Section D, 190. He stated that in the past, the board has gone both ways with their decisions. Discussion followed.

Jackson expressed concern about a changeable message board sign and being able to regulate the color, style, and message that he could not see.

Segrist stated that he would like to be able to advertise services available.

Jackson explained that due to the board's approval requirements, there are limitations and with the historic district, there are some lines that might be crossed if the board approved.

In response to a question from Segrist, Kingsbury stated that regardless of the font styles presented on the digital message board now, and in the representation, digital signs weren't prevalent when the building was built, and that is basically what the board has to base their decision on.

In response to a question from Fenhaus, Kingsbury stated that although similar buildings in the district have changeable message board signs, they can't base their decision on what was done in the past and his opinion is that the sign should not be allowed.

Segrist asked for classification of the historic district and his property. Palmer explained the history of the district and the regulations that apply to the district. Discussion followed.

Solon went on to explain the history of one of the first digital signs put up in the area and the struggle that surrounded it. Discussion followed.

Jackson moved to deny both signs based on the date of the construction of the building, that LED is not of the era of the building, and the inability to approve the changeable content. Kingsbury seconded and the motion carried unanimously.

Minutes

Kingsbury moved, Jackson seconded, and motion carried unanimously to approve the minutes of the April 19, 2013 meeting.

There being no further business, the meeting adjourned at 9:19 a.m.