

**Minutes  
Historic Sign Review Committee  
June 21, 2013**

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

MEMBERS ABSENT: None

STAFF PRESENT: Katherine Palmer and Jeanne Nicholson

OTHERS PRESENT: Karisa Shoun, Mike Willey, Stacey Potter and Dan Tribby

Blada called the meeting to order at 9:01 a.m.

**619 St. Joseph Street (13SN017)**

Shoun explained that the awning will be removed and that the wall sign will be made of MOD board with a vinyl covering.

**Jackson moved to approve the wall sign at 619 St. Joseph Street. The motion was seconded by Kingsbury and carried unanimously.**

**512 Main Street (13SN018)**

Shoun informed the Committee that a vinyl cover will be placed on the existing wall signs and the pedestrian sign for the new tenant. She added that the business in this space will be temporary and that another tenant is scheduled to move in sometime in September.

**Jackson moved to open the item for discussion. The motion was seconded by Kingsbury.**

Jackson reminded the Committee that at the start of the Main Street Square project, it was determined that the wall signs would be uniform in the style type, size, coloring and font. He stated that he would not be able to support the wall signs because of the proposed color. He expressed concern with setting a precedence in allowing the new tenants to use different wall signs.

Shoun stated that because these signs will be temporary, it was decided to place a vinyl cover over the existing signs and to replace the signs with new ones when the new tenant moves in sometime in September.

In response to a question from Kingsbury, Shoun explained that the pedestrian sign was used by Dakota Soda and a vinyl cover is being placed on it so that the sign can be reused.

Kingsbury expressed his support for the signs but suggested that a deadline be stipulated so that when the new tenant moves in that the wall signs become consistent with the other wall signs on the building.

Shoun informed the Committee that Signs Now did not put up the signs, the owner of the business did. She added that she informed the owner that the signs could not be installed until the Committee approved the sign permit.

Palmer informed the applicant that fines could be assessed because the signs have been installed prior to the Committee approving the sign permit.

Jackson stated that he does not want the owner to incur extra costs to redo the signs but he is concerned about setting a precedence.

Geiger entered the meeting at this time.

Geiger expressed his opinion that the current beige signs are hard to read and suggested that the entire sign package be reviewed.

Tribby agreed that the overall sign package for the building needs to be addressed. He added that when the Main Street Square project started, the second floor was not included as tenant space and now there is not adequate square footage for the current signs and new ones for the second floor tenants. He added that they do not want the signs to make the building offensive in any way.

Kingsbury stated he understands that consistency of the signs was an issue when the project originated but he does not oppose the Wrigley Field signs as presented.

In response to a question from Tribby, Jackson stated that he does not want to see a lot of different colors and that appearance is in important.

**Jackson moved to approve the five wall signs with the stipulation that the color of the signs be consistent with the other wall signs on the building and to approve the one pedestrian sign as presented.**

**The motion died due to a lack of a second.**

Geiger expressed his opinion that it would be fine to have some variation in the wall signs.

Blada stated that currently the wall signs are the same color and are consistent, and that the pedestrian signs are different for each tenant. Additional discussion followed.

**Jackson moved to approve the five wall signs with the stipulation that the color of the signs be consistent with the other wall signs on the building and to approve the one pedestrian sign as presented. The motion was seconded by Geiger.**

Tribby commented that they will move forward with reviewing all of the signs and may determine that it would be appropriate to use different shapes, colors, sizes and lettering as long as the signs are consistent for the entire building.

Jackson stated that he could support each level having different sign colors as long as they are consistent on each level. A brief discussion followed.

Jackson commented that the current signs are made of wood and the proposed wall signs are vinyl being placed over the wood signs.

Geiger suggested that a stipulation be added to allow the vinyl signs for this tenant only for a certain period of time. He added this would ensure that the new tenants would not be allowed to use something other than wood for their wall signs.

**Jackson made a substitute motion to approve the five wall signs with the vinyl covering with the stipulations that the color of the signs be consistent with the other wall signs on the building and that these signs will be allowed for a time frame of 120 days to accommodate the temporary**

**business and to approve the one pedestrian sign as presented. The motion was seconded by Geiger and carried unanimously.**

Geiger recommended that when the overall sign package is reviewed, consideration should be given to creativity as well as ordinance requirements. A brief discussion followed.

**632 ½ St. Joseph Street (13SN019)**

**Kingsbury moved to approve the four window signs at 632 ½ St. Joseph Street. The motion was seconded by Geiger.**

Potter reviewed the proposed windows signs and noted that the signs will not exceed the allowable 25% space requirement.

In response to a question from Kingsbury, Potter explained that the signs will be located at the top center of the windows and the remainder of the windows will be blacked out.

Wiley added that the signs will span the whole width of the window and that they meet the 25% space criteria.

Geiger expressed his concern that the drawings provided do not clearly identify the location of the signs.

In response to Kingsbury's question, Wiley indicated that the signs will be placed on the inside of the windows.

A brief discussion followed regarding the location and size of the signs.

Potter advised that all seating will be reserved and that they do not anticipate a lot of walk in traffic.

Geiger expressed his opinion that it is difficult to make a lower level business successful and suggested that the applicant rethink the placement of the signs. He added that the signs should be visible to vehicular traffic as well as pedestrian traffic.

Wiley suggested that the permit could be approved with the stipulation that the signs be placed in the top 25% of the windows.

In response to a comment from Potter regarding the possibility of using a banner to advertise the opening, Palmer commented that a sandwich board might be a possibility.

Kingsbury suggested that the sign showing the logo and show days and times be split into two different signs.

Potter stated that they could use the Potter Family Individual Photos on one sign, place the logo on another sign and then have a separate sign showing the days and times of the shows. She added that they could eliminate the sign with the photos and Branson-Style entertainment and that they would like to add a sandwich board announcing their opening of the theatre.

Jackson advised that he will abstain from voting on the sign permit.

Palmer advised that sandwich boards are currently being reviewed by the City Attorney's office but the applicant could also use a banner if they so chose.

**Geiger moved to approve one sandwich board or banner for the opening sign, three window signs spread to fit the upper 25% part of each window. The window signs would include one sign identifying the individual family photos, one sign identifying the logo and one sign identifying the show times and days. The motion was seconded by Kingsbury and carried with Geiger, Blada and Kingsbury voting yes and Jackson abstaining.**

**502 Main Street (13SN020)**

**Kingsbury moved to approve two wall signs, one pedestrian sign and three window signs at 502 Main Street. The motion was seconded by Geiger.**

In response to a question from Blada, Willey explained that the proposed wall signs will be exposed neon and identified the location of the pedestrian sign and window signs.

**The motion to approve two wall signs, one pedestrian sign and three window signs at 502 Main Street carried with Blada, Geiger and Kingsbury voting yes and Jackson abstaining.**

**Minutes**

**Jackson moved, Kingsbury seconded, and motion carried unanimously to approve the minutes of the June 7, 2013 meeting.**

**New Business**

Palmer informed the Committee that the next scheduled meeting is July 5, 2013 and inquired as to whether any of the members would be unable to attend the meeting. A brief discussion followed.

The Committee concurred that the meeting should be held on July 3, 2013 at 9:00 a.m. instead of on July 5, 2013.

There being no further business, the meeting adjourned at 9:58 a.m.