

**Minutes  
Historic Sign Review Committee  
December 20, 2013**

MEMBERS PRESENT: Jim Jackson, Kyle Blada and Clancy Kingsbury

MEMBERS ABSENT: Vicky Fenhaus and Lee Geiger

STAFF PRESENT: Kip Harrington, Sarah Hanzel and Jeanne Nicholson

OTHERS PRESENT: Dan Tribby and John Arlt

Blada called the meeting to order at 9:14 a.m.

**822 Main Street (13SN038)**

**Kingsbury moved to approve changing the face on the existing wall sign at 822 Main Street. The motion was seconded by Jackson and carried unanimously.**

**Shops at Main Street Square signage**

Tribby explained that the initial concept for the signs at Main Street Square was to have uniformity in the design of the signs which has been convenient when the signs need to be changed for new tenants. He advised that it has been suggested that the signs be more attractive and that he would like the Committee to provide some input into what would be acceptable and more pleasantly appealing to the building. Tribby provided several conceptual drawings and noted that one of the tenants has suggested that the businesses be allowed to have some flexibility in the design of the signs to assist in marketing their business.

Kingsbury commented that it is challenging to determine the appropriate signage for each of the different businesses that are housed in one building. He expressed his opinion that it would be beneficial to each business to design their own sign and that it is important that all of the signs tie in together so they do not negatively impact the appearance of the building. He suggested that a designer be hired to develop an appropriate sign package that would be appropriate for the 1950's era and that would be acceptable for all of the tenants.

Tribby reminded the Committee that they previously approved the current signs. He noted that the new signs will need to meet the square footage requirements.

Jackson agreed that it will be challenging to develop a new sign concept for the building. He expressed his opinion that national logos should be allowed as long as they meet the historic requirements of the district. He added that there were a lot of different sign materials used in the 1950's and replicating that era will be difficult but every business should be given that opportunity.

Blada stated that the current rectangle signs are hard to read. Tribby agreed and stated that the signs need to be more inviting for the business located in the building.

In response to a question from Jackson, Tribby advised that the discussion before the Historic Preservation Commission today was regarding the 11.1 Review for the interior demo and remodel for the new tenant of the former Dakota Soda.

Kingsbury expressed his support for lettering with no framing. He added, for example, that he would like to use his basic logo using iron with back lighting behind the sign and colors that would represent his business.

In response to a question from Jackson, Harrington advised that internally lit signs in the downtown area have been approved on a case by case basis. He added that these types of signs are more about style and not just illumination.

Jackson expressed his opinion that neon back lit signs and vinyl signs have the same effect as painted signs. He noted that neon lighting is being replaced with LED lighting and that the illumination behind the lettering against the wall can have a halo effect. He added that the signs need to be redesigned and that businesses should be allowed to use their business logos.

#### Minutes

**Jackson moved, Kingsbury seconded and motion carried unanimously to approve the minutes of the December 6, 2013 meeting.**

There being no further business, the meeting adjourned at 9:45 a.m.