

**Minutes  
Historic Sign Review Committee  
May 2, 2014**

MEMBERS PRESENT: Jim Jackson, Vicki Fenhaus, Kyle Blada and Lee Geiger

MEMBERS ABSENT: Clancy Kingsbury

STAFF PRESENT: Sarah Hanzel, Patsy Horton and Jeanne Nicholson

OTHERS PRESENT: Andrea Shaefer, Craig Stump, Sami Conrad, Blair Rielley and Dave Stafford

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

916 Mount Rushmore Road (14SN007)

Hanzel presented the request and briefly addressed the application, drawings and aerial map.

In response to a question from Blada, Rielley advised that the faces of the sign will be smaller than the existing sign but the same structure will be used.

**Jackson moved to approve two single face 5' by 9'6" MDO signs mounted to the existing structure with a painted background with vinyl letters at 916 Mount Rushmore Road. The motion was seconded by Geiger and carried unanimously.**

312 Main Street (14SN008)

**Geiger moved to approve the three sign panel layouts at 312 Main Street. The motion was seconded by Jackson.**

Hanzel presented the request and briefly addressed the application, drawings and aerial map.

Stafford informed the Committee that the laundry lady has been removed from the property and has been added to the family collection of historic elements from the building. He added that it would be too costly to replicate the laundry lady. Stafford provided a revised drawing showing a 25% increase in size to the business name, Servall. He reminded the Committee that the panels are an original part of the building.

**Geiger amended the motion to approve the three sign panel layouts with a 25% increase in the size of the word Servall as per the revised drawings at 312 Main Street. The amended motion was seconded by Jackson and carried unanimously.**

1425 Mount Rushmore Road (14SN009)

**Jackson moved to approve the 36" x 48" vinyl window sign at 1425 Mount Rushmore Road. The motion was seconded by Geiger.**

Hanzel presented the request and briefly reviewed the application, drawings and aerial map.

A brief discussion followed regarding the size of the proposed sign.

**The motion to approve the 36" x 48" vinyl window sign at 1425 Mount Rushmore Road carried unanimously.**

412 5th Street (14SN010)

Stump introduced Andrea Shaefer as the owner of Barefoot Dance Studios.

**Jackson moved to approve the wall sign and three awnings for Barefoot Dance Studios at 412 5th Street. The motion was seconded by Jackson.**

Stump reviewed the request and noted the sign will have a more industrial appearance than other signs in the area. He added that the sign will be metal with flat stock lettering which are individual cut out letters that are raised from the wall.

In response to a comment from Geiger regarding the readability of the sign, Stump explained that the readability of the sign is much better than the submitted drawing. Additional discussion followed.

**The motion to approve the wall sign and three awnings for Barefoot Dance Studios at 412 5th Street carried unanimously.**

406 5th Street (14SN011)

**Jackson moved to approve the galvanized metal mounted sign on a 1' x 4' frame with individual black metal letters "Revival" at Aby's Feed and Seed at 406 5th Street. The motion was seconded by Geiger.**

Stump provided revised drawings showing an additional sign, Interior Restoration and Gifts, that will be placed above the garage doors on the west side.

In response to a question from Jackson, Stump advised that the two proposed signs do not exceed the allowable square footage for signs.

**Jackson moved to amend the motion to approve the galvanized metal mounted sign on a 1' x 4' frame with individual black metal letters "Revival" and to add an additional sign, Interior Restoration and Gifts, that will be placed over the garage doors as per the revised drawings at Aby's Feed and Seed at 406 5th Street. The amended motion was seconded by Fenhaus and carried unanimously.**

**MINUTES**

**Jackson moved to approve the minutes of the April 4, 2014 meeting. The motion was seconded by Fenhaus and carried unanimously.**

**NEW BUSINESS**

Discuss attendance policy and future board consolidation with Historic Preservation

Jackson expressed concern with the attendance at this Committee's meetings. He added that we have struggled making quorum for some of the meetings and that the members need to make a stronger effort to attend the meetings. He offered a recommendation that this Committee be dissolved and that Historic Sign Reviews be handled by the Historic Preservation Commission.

Blada expressed her opinion that the applications the Committee has reviewed lately have been accurate and complete and that the Historic Preservation Commission could handle the review of the sign applications.

Hanzel informed the Committee that Mr. Jim Lehe had made a recommendation in a previous Development Program Review that the Historic Sign Review Committee and the Historic Preservation Commission be consolidated into one committee.

Geiger expressed his opinion that the sign industry is in step with the sign requirements. He added that the Committee has been persistent in approving higher quality designed signs that meet the sign requirements. He advised that better readability and graphics for the signs are more beneficial to the business owners.

Fenhaus expressed concern about non-functional signs being approved because the approving committee is uninformed about the sign requirements.

Hanzel reminded the Committee that the two committees would be a combined committee.

Jackson stated that he feels there should be more than one member from the sign industry on the combined committee.

Geiger stated that the members of this Committee are predominately from the sign industry and that they understand that signs should blend with the architectural features of the historic structures. He added that the members of the Historic Preservation Commission are familiar with the Secretary of Interior Standards and the architectural historic features of the structures within the historic district. He expressed his opinion that the consolidation of the two committees would be more problematic for the sign industry and recommended that the two committees not be combined.

Jackson stated that he agrees; however, attendance is a problem for this Committee. He added that he could support having two separate committees if the attendance would improve. He noted that the membership for both committees should be reviewed.

Hanzel informed the Committee that the consultant, Mr. Jim Lehe, will meet with any of the members if they so desire. He added that he will be attending the next meeting.

Horton commented that the consultant will be reviewing the membership for both committees and/or the consolidated committee.

Blada stated that she does not have a preference whether the two committees stay separate or if they are consolidated. She became a member of this Committee as a representative of the Sign Variance Board.

There being no further business, the meeting adjourned at 9:36 a.m.