

**Minutes
Historic Sign Review Committee
February 20, 2015**

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

MEMBERS ABSENT: Vicky Fenhaus

STAFF PRESENT: Sarah Hanzel, Patsy Horton and Jeanne Nicholson

OTHERS PRESENT: Valerie Brinkman

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

815 Saint Joseph Street (15SN006)

Hanzel reviewed the request and addressed the application, drawings and aerial map.

Brinkman explained that Core Connections likes the new pedestrian sign recently installed for Architecture Incorporated. She added that the total square footage of the pedestrian signs is less than eight feet and that they are located above the awning.

Kingsbury moved to recommend approval of the 24" x 40" pedestrian sign. The motion was seconded by Geiger.

In response to a question from Jackson, Brinkman advised that there will be no more signs for the businesses located in the building.

Geiger expressed his opinion that the pedestrian sign should only include the name of the business and not list the services on the sign.

Jackson concurred and noted that business name and logo could be larger and more visible to the public.

Kingsbury stated that he did not have a a problem with the proposed sign and suggested that Core Connections be made larger and the other words be made smaller.

Jackson expressed his opinion that it would be appropriate for the logo, Core Connections and Wellness Studio to be located on the sign.

Geiger made a substitute motion to approve the 24" x 40" pedestrian sign with a recommendation that the applicant consider emphasizing the logo, Core Connections and Wellness Studio and reducing and/or eliminating the detail information, Pilates – Yoga – Barre, from the sign. The motion was seconded by Jackson and carried unanimously.

MINUTES

Jackson moved to approve the minutes of the February 6, 2015 meeting. The motion was seconded by Kingsbury and carried unanimously.

Geiger stated that he would like to address the interior lit signs issue in the Historic District. He thanked Jackson for his efforts in the approval of the new Alex Johnson Starbucks Sign. He expressed concern with approving interior lit signs in the Historic District and stated that the Committee needs to consider

each specific sign and determine how it will impact the Historic District. He noted that the Committee does not want to establish a precedent for approving internally lit signs in the Historic District.

Jackson stated that he remembers, as a kid, how bright and vibrant the downtown area used to be. He added that due to the changes to the sign requirements, the downtown area is not as bright and vibrant as it used to be. He commented that internally lit signs can have an historical appearance and not damage the historic characteristics of the downtown area.

Geiger commented that externally lit signs add lighting to the structure itself while internally lit signs draw attention to themselves. He added that the Committee needs to be proactive and look at individual internally lit signs in the context of each building's history to ensure that they do not negatively impact the Historic District.

Kingsbury expressed his opinion that he didn't think the approval of the new Starbucks Sign would set a precedent for internally lit signs. He added that this sign sets a precedent for considering internally lit signs and that in the past, the Committee would not consider them at all in the Historic District.

Blada added that the Committee has done a very good job in considering each individual sign and that she would hope the Committee would continue using the same criteria for approving signs.

There being no further business, the meeting adjourned at 9:24 a.m.