

**Minutes
Historic Sign Review Committee
April 17, 2015**

MEMBERS PRESENT: Clancy Kingsbury, Jim Jackson, Kyle Blada and Vicky Fenhaus

MEMBERS ABSENT: Lee Geiger

STAFF PRESENT: Sarah Hanzel, Patsy Horton, Jeanne Nicholson and Brad Solon

OTHERS PRESENT: Jill Quintus

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

808 Saint Joseph Street (15SN010)

Hanzel briefly reviewed the application and drawings for the proposed signs.

In response to a question from Jackson, Quintus explained that the square footage for all of the signs meets the requirements. She added that the signs are made of aluminum composite with vinyl digital graphics.

Jackson moved to approve the two 2' x 16' dibond wall signs with digitally printed graphics using the existing exterior lamps and one 3.5' x 3.5' dibond unlit wall sign. The motion was seconded by Kingsbury and carried unanimously.

MINUTES

Jackson moved to approve the minutes of the March 20, 2015 meeting. The motion was seconded by Fenhaus and carried unanimously.

Hanzel provided a drawing of the proposed mural that is being painted on the Elks Theatre building.

Kingsbury stated that he has visited with staff about the Sign Code requirements and noted that the guidelines are vague as they pertain to murals.

Fenhaus expressed her opinion that signs and/or murals located in the Historic District need to meet the lettering, coloring and style requirements of the Sign Code.

Jackson expressed his concern with the mural not meeting the Sign Code requirements and expressed his opinion that the mural is advertising the Badlands and the State of South Dakota.

In response to a question from Jackson, Kingsbury stated that he visited with staff and they have not reviewed the mural.

Kingsbury commented that he believes that if the mural draws attention to a business then it should be considered a sign. He suggested that the Historic Sign Review Committee, the Historic Preservation Commission and the City take steps toward developing well defined guidelines for murals.

In response to a question from Jackson, Solon reviewed other murals that have been or are currently in the City. He added that the Sign Code does not specifically address murals but states that a sign permit is required if signage calls attention to a particular place or type of business. Additional discussion followed.

Jackson stated that the proposed mural should be forwarded to the City Attorney for their opinion about whether a permit is required for the mural.

There being no further business, the meeting adjourned at 9:20 a.m.