

**Minutes
Historic Sign Review Committee
August 24, 2016**

MEMBERS PRESENT: Vicky Fenhaus, Jim Jackson and Kyle Blada

MEMBERS ABSENT: Clancy Kingsbury and Lee Geiger

OTHERS PRESENT: Sarah Hanzel, Jeanne Nicholson, Craig Stump and Dan Hop

SIGN APPLICATIONS

730 South Street (16SN022)

Applicant: Unique Signs

District: West Boulevard Historic District – Contributing, built 1904

Request: Install (2) 14" x 96" Ground Signs and (2) 16" x 24" Wall Signs at 730 South Street, sandblasted redwood, painted letters and border with stained background, non-illuminated.

Jackson moved to approve the installation of two 14" x 96" ground signs and two 16" x 24" wall signs made of sandblasted redwood with painted letters and border, all non-illuminated, at 730 South Street. The motion was seconded by Fenhaus.

Hanzel briefly reviewed the request.

Hop explained that the original sign which was placed on the property in 2008 had a lower tenant panel. He added that the new panel will be the same size as the original tenant panel.

The motion to approve the installation of two 14" x 96" ground signs and two 16" x 24" wall signs made of sandblasted redwood with painted letters and border, all non-illuminated, at 730 South Street carried unanimously.

406 5th Street (16SN021)

Applicant: Craig Stump

District: Downtown Commercial Historic District; Contributing built 1911

Request: Install (3) 31 sq. ft Wall Signs with "the Seed" Logo, (1) 12" x 11' Wall Sign with a Tagline, and (4) 18" x 16' Directional Wall Signs. All signs non-illuminated, MDO painted plywood. The existing "Aby's Feed and Seed" lettering will be retained on north and south elevation, painted over on the west elevation.

Jackson moved to approve the installation of three 31 sq. ft. wall signs with "the Seed" Logo, one 12" x 11' wall sign with a tagline and four 18" x 16' directional wall signs, all non-illuminated and made of MDO painted plywood. The existing "Aby's Feed and Seed" lettering will be retained on the north and south elevations and will be painted over on the west elevation. The motion was seconded by Fenhaus.

Hanzel reviewed the request and noted that the structure is a contributing structure in the Downtown District. She added that the City Attorney's office has submitted their opinion that the Aby's Feed and Seed lettering on the structure is allowable because of its historic characteristics and is not considered as part of the allowable square footage requirements.

Stump explained that on the west side of the building there will be four directional wall signs and one tagline below the "the Seed" logo. He added that one of the directional wall signs will be blank at this time.

Hanzel reminded the Committee that they continued the application at the last meeting to allow the applicant to bring in a complete revised application.

Jackson expressed his opinion that the directional wall signs on the west elevation are not proportional and that they would look better if they were more uniform and had a border around each individual sign. He added that the sign with the black background is more prominent.

In response to a question from Fenhaus, Stump explained that the diameter of "the Seed" logo is eight feet. He added that the original signs will look better than the computer art used for the drawings.

In response to a question from Jackson, Stump advised that potentially each directional wall sign could have a border around it as long as it does not interfere with each business logo. A brief discussion followed.

Stump advised that he would do the computer art showing a light gray border around each of the directional wall signs except for the one that has the black background. He suggested that the Committee recommend approval of the border on the directional wall signs, if it is appropriate, but not make the border mandatory.

Jackson moved to amend the motion to approve the installation of three 31 sq. ft. wall signs with "the Seed" Logo, one 12" x 11' wall sign with a tagline and four 18" x 16' directional wall signs, all non-illuminated and made of MDO painted plywood, and recommended that a light gray border be added to each directional wall sign except for the directional wall sign that has a black background. The existing "Aby's Feed and Seed" lettering will be retained on the north and south elevations and will be painted over on the west elevation. The amended motion was seconded by Fenhaus and carried unanimously.

MINUTES

Jackson moved to approve the minutes of the August 10, 2016 meeting. The motion was seconded by Fenhaus and carried unanimously.

There being no further business, the meeting adjourned at 9:13 a.m.