MEMBERS PRESENT:  Clancy Kingsbury, Vicky Fenhaus and Jim Jackson

MEMBERS ABSENT:  Kyle Blada and Lee Geiger

OTHERS PRESENT:  Sarah Hanzel, Jeanne Nicholson, Andrew Hade, Dan Hop and Paul Weber

Jackson called the meeting to order at 9:15 a.m.

SIGN APPLICATIONS

1818 Mount Rushmore Road (16SN028)
Applicant: Solar Sound Corp
District: Environs of the West Boulevard Historic District
Request: Install 2’ x 5’ LED Electronic Message Center for the Conoco Gas Station

Hanzel reviewed the application and drawings and noted that the price sign facing west is the only sign located in the environs of the West Boulevard Historic District.

Kingsbury moved to approve the installation of the 2’ x 5’ LED Electronic Message Center for the Conoco Gas Station at 1818 Mount Rushmore Road.  The motion was seconded by Fenhaus and carried unanimously.

722 Saint Joseph Street (16SN029)
Applicant: Unique Signs
District: Environs of the Downtown Commercial District
Request: 1) Install 20” x 96” Wall Sign reading “Chalk it Up” made of reclaimed barn wood, corrugated metal letters and vinyl lettering and 2) Install 31” x 84” Window Sign for Lasting Memories Studio

Hop informed the Committee that the new wall sign will be made of white-washed reclaimed wood with corrugated metal letters and that a window graphic sign will be applied to the glass.

Kingsbury moved to discuss the sign application.  The motion was seconded by Fenhaus.

Kingsbury expressed his support for the “Chalk It Up” sign.  He expressed his opinion that the window graphic sign is too large for the glass and that it should not cover more than 25 percent of the window.

Hop advised that the proposed window graphic covers probably about 50% of the glass.

In response to a comment from Kingsbury, Hanzel explained that the structure and associated signs are located in the environs of the Downtown Commercial District.

A brief discussion followed regarding the Sign Code requirements.

Chuck Janson entered the meeting at this time.  He reviewed the Sign Code regulations and noted that a sign that covers 25 percent or less of a window does not require a permit.  He noted that any sign larger than that would need a permit.

In response to a question from Fenhaus, Janson advised that 195 square feet of signage would be allowed on the structure.  He noted that the applicant could place a larger graphic sign on the window as
long as the square footage requirement is being met. He added that the square footage for the proposed signs for this structure is 180 square feet and the allowable square footage is 195 square feet.

Kingsbury expressed his opinion that a similar sized window graphic on the south side window would be better than on the front window.

Hop explained that the applicant’s intent is to showcase her product and is OK with the graphics covering approximately half of the window.

Fenhaus concurred with the window graphic sign being too large and expressed concern about setting a precedent for window graphics in the downtown district.

Jackson stated that he has no objections to the proposed window graphics because they do not negatively impact the historic integrity of the area. He commented that placing a wall sign with the window graphics above the window would be more visible.

Kingsbury expressed his opinion that placing a high definition TV screen with continuously changing images would be more appealing than the proposed sign.

Hop suggested removing the white background and using vinyl cut letters and digital images on the window instead of the proposed sign.

Kingsbury stated that he could support that and the sign would look more professional.

Kingsbury moved to approve the installation of the 20” x 96” wall sign reading “Chalk it Up” made of reclaimed barn wood, corrugated metal letters and vinyl lettering at 722 Saint Joseph Street. The motion was seconded by Fenhaus and carried unanimously.

Kingsbury moved to approve the Lasting Memories Studio window sign with the stipulation that the text be cut vinyl letters with separate digital images. The motion was seconded by Fenhaus and carried unanimously.

628 Saint Joseph Street (16SN030)
Applicant: Red Letter Signs
District: Downtown Commercial District, Non-Contributing
Request: Install 18” x 12’ 3” Wall Sign and 15” x 30” Pedestrian Sign for Cranky Jeff’s Bike Shop

Hade stated that the new wall sign reads Cranky’s Bike Shop.

Kingsbury moved to approve the installation of the 18” x 12’ 3” wall sign and the 15” x 30” pedestrian sign for Cranky’s Bike Shop at 628 Saint Joseph Street. The motion was seconded by Fenhaus.

Hade informed the Committee that the pedestrian sign used at the previous location will be reused and that the bracket currently on the building will be used to mount the pedestrian sign.

Hade presented a sample letter that will be used for the wall sign and noted that the existing light fixtures will be used.

The motion to approve the installation of the 18” x 12’ 3” wall sign and the 15” x 30” pedestrian sign for Cranky’s Bike Shop at 628 Saint Joseph Street carried unanimously.
MINUTES
Kingsbury moved to approve the minutes of the November 9, 2016 meeting. The motion was seconded by Fenhaus and carried unanimously.

There being no further business, the meeting adjourned at 9:40 a.m.