Minutes
Historic Sign Review Committee
January 27, 2016

MEMBERS PRESENT: Kyle Blada, Clancy Kingsbury, Vicky Fenhaus and Lee Geiger

MEMBERS ABSENT: Jim Jackson

STAFF PRESENT: Kip Harrington, Jeanne Nicholson, Carrie Fairthorne, Jillian Steen, Daniel Logue and Todd Koehne

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

SIGN APPLICATIONS

701 Main Street (15SN023)
Applicant: Unique Signs
District: Downtown Historic District (Non-Contributing) built 1990’s
Request: 24” x 41” non-illuminated pedestrian sign for “Trending”

Fenhaus moved to approve the 24” x 41” non-illuminated pedestrian sign for “Trending” at 701 Main Street. The motion was seconded by Kingsbury.

Logue advised that the existing frame will be removed and replaced with a new frame.

In response to a question from Blada, Logue advised that the new sign will be 8 feet above the sidewalk.

The motion to approve the 24” x 41” non-illuminated pedestrian sign for “Trending” at 701 Main Street carried unanimously.

607 Main Street (15SN024)
Applicant: Debra Fletcher/Rosenbaum’s Signs
District: Downtown Historic District (Contributing) built 1908
Request: Relocate the existing 132” x 26” metal sign for “Revival” from current location at 406 5th Street to new location at 607 Main Street

Geiger moved to approve the relocation of the existing 132” x 26” metal sign for “Revival” from the current location at 406 5th Street to the new location at 607 Main Street. The motion was seconded by Kingsbury.

In response to a question from Blada, Harrington reviewed the dimensions for both the old and the new signs. A brief discussion followed.

In response to a question from Geiger, Fairthorne advised that the bracket will be made of galvanized metal.

Geiger expressed his opinion that because of safety reasons and the size of the sign, the brackets should extend from the sill trim to the head trim and be mounted on solid material. He suggested that the sign be mounted on tubular steel that is bolted to the building. He noted that the tubular steel should not negatively impact the appearance of the sign. Additional discussion followed.
Geiger amended the motion to approve the relocation of the existing 132” x 26” metal sign for “Revival” from the current location at 406 5th Street to the new location at 607 Main Street with the stipulation that the sign be mounted on tubular steel that is attached to the building between the sill and head openings, not on the mullions, to enhance the structural capability of the sign support system. The amended motion was seconded by Kingsbury and carried unanimously.

502 West Boulevard (16SN002)
Applicant: Conrad’s Big C Signs for Liv Hospitality
District: Environs of Rapid City Historic Museum – (Non Listed) built 1936, 1970
Request: 4’ diameter non illuminated wall sign made of 1/2” MDO board

Steen informed the Committee that the application is to add a 4 foot diameter wood composite sign to the building.

Kingsbury moved to approve the 4’ diameter non illuminated wall sign made of 1/2” MDO board at 502 West Boulevard. The motion was seconded by Fenhaus and carried unanimously.

628 6th Street
Applicant: Budget Signs for Rural American Initiatives
District: Environs of Rapid City Carnegie Library – (Non Listed built 1954)
Request: Remove the First Western Sign and install 13” x 40” wall sign for Rural American Initiatives

Koehne stated that the new sign will replace the First Western Sign.

Fenhaus moved to approve the removal of the First Western Sign and the installation of the 13” x 40” wall sign for Rural American Initiatives at 628 6th Street. The motion was seconded by Kingsbury.

In response to a question, Koehne explained that the sign letters will be placed in the upper right hand corner of the building. He added that the letters will be green plastic and encased like the Modern Woodman sign.

A brief discussion followed regarding when the building was built and which district the structure is located in.

Fenhaus expressed her opinion that the proposed green shiny plastic letters are not appealing. She added that if the letters had a matte finish, they would look more like wood. Geiger concurred and noted that the shininess can be dulled by adding brush strokes to the letter.

The motion to approve the removal of the First Western Sign and the installation of the 13” x 40” wall sign for Rural American Initiatives at 628 6th Street carried unanimously.

NEW BUSINESS

Discussion Item: Neon vs. LED Lights on the Alex Johnson
Kingsbury advised that at the last meeting, Jackson stated that the owners of the Alex Johnson are considering replacing the neon with LED lighting on the sign on the top of the building because of the maintenance costs. Kingsbury added that Jackson requested the Committee to discuss this item before an official application has been submitted.

Geiger expressed his support for the LED lighting as long as the intensity of the lighting stays the same.
Kingsbury commented that the LED lighting could be contained within a tube which would look very similar to neon lighting.

Geiger stated that tubes come with different light outputs and illumination.

Kingsbury added that the shade of red produced should be similar to what is currently on the building.

After a brief discussion, the consensus of the Committee would be to support replacing the neon with LED lighting with the stipulation that the LED lighting match the current shade of color and illumination.

MINUTES
Kingsbury moved to approve the minutes of the January 13, 2016 meeting. The motion was seconded by Fenhaus and carried unanimously.

There being no further business, the meeting adjourned at 9:30 a.m.