



Twin Falls Historic Preservation Commission Agenda

Monday, May 5, 2025, 3:00 PM

Council Chambers
203 Main Avenue East, Twin Falls, Idaho

Members: Doug Baughman Chairperson, Jennifer Shaffer Vice Chairperson, Terry McCurdy, Sharon Dowdle, Gary Sipe

Council Liaison: Spencer Cutler

- 1) Confirmation of Quorum/Call Meeting to Order
- 2) Consent Calendar
 - a) Request to approve minutes from the following meeting: April 7, 2025.
- 3) Certificate of Appropriateness
 - a) **ACTION ITEM:** Request for a Certificate of Appropriateness for new signage to be installed on property located at 242 Main Ave N c/o Visionary Signs on behalf of The Stone Pony (app. PZ25-0048)
- 4) Old Business
 - a) **INFORMATIONAL:** Walking Tour Details
By: Lisa Strickland, City Planner
- 5) New Business
- 6) Upcoming Meeting(s)
 - a) June 2, 2025
- 7) Adjournment

Any person(s) needing special accommodations to participate in the above-noticed meeting could contact Josh Palmer (208) 735-7312 at least two working days before the meeting. Si desea esta información en Español, por favor llame a Josh Palmer al teléfono (208) 735-7312.

CITY OF TWIN FALLS

PLANNING & ZONING COMMISSION

Public Hearing Procedures for Zoning Requests

1. Prior to opening the first Public Hearing of the session, the Mayor or Chair shall review the public hearing procedures.
2. Individuals wishing to testify or speak before the City Council or Planning & Zoning Commission shall wait to be recognized by the Mayor or Chair, approach the microphone/podium, state their name, and then proceed with their comments. Following their statements, they shall write their name and address on the record sheet(s) provided by the staff. The staff shall make an audio recording of the Public Hearing.
3. A City Staff Report shall summarize the application and history of the request.
4. The Applicant, or the spokesperson for the Applicant, will make a presentation on the application/request (request). No changes to the request may be made by the applicant after the publication of the Notice of Public Hearing. The presentation should include the following:
 - **A complete explanation and description of the request.**
 - **Why the request is being made.**
 - **Location of the Property.**
 - **Impacts on the surrounding properties and efforts to mitigate those impacts.**
5. Applicant is limited to 15 minutes, unless a written request for additional time is received, at least 72 hours prior to the hearing, and granted by the Mayor or Chairman.
6. The City Council or Planning & Zoning Commission may ask questions of staff or the applicant pertaining to the request.
7. The general public will then be given the opportunity to provide their testimony regarding the request. The Mayor or Chair may limit public testimony to no less than two (2) minutes per person.
 - **Individuals are not permitted to give their time to other speakers.**
 - **However, five (5) or more individuals that received written notice of the public hearing may appoint, by written petition, a spokesperson. The written petition must be received at least 72 hours prior to the hearing and must be granted by the Mayor or Chair. The spokesperson shall be limited to 15 minutes.**
 - **Written comments, including e-mail, received by 12:00 p.m. on the date of the hearing shall be either read into the record or displayed to the public on the overhead projector.**
8. Following the Public Testimony, the applicant is permitted five (5) minutes to respond.
9. Following the Public Testimony and Applicant's response, Council or Commission members, as recognized by the Mayor or Chair, shall be allowed to question the Applicant, Staff or anyone who has testified. Responses shall be limited to answering the questions asked. The Mayor or Chair may limit the time permitted for the answer.
10. The Mayor or Chair shall close the Public Hearing. The City Council or Planning & Zoning Commission shall deliberate on the request. Deliberations and decisions shall be based upon the information and testimony provided during the Public Hearing. Once the Public Hearing is closed, additional testimony from the staff, applicant or public is not allowed. Legal or procedural questions may be directed to the City Attorney.

* Any person not conforming to the above rules may be prohibited from speaking. Persons refusing to comply with such prohibitions may be asked to leave the hearing and, thereafter removed from the room by order of the Mayor or Chairman.



Twin Falls Historic Preservation Commission Minutes

Monday, April 7, 2025, 3:00 PM

Members: Doug Baughman Chairperson, Jennifer Shaffer Vice Chairperson, Terry McCurdy, Sharon Dowdle, Gary Sipe

Council Liaison: Spencer Cutler

1) Confirmation of Quorum/Call Meeting to Order

Chairperson Baughman called the meeting to order at 03:00 PM

Members Attending: Baughman, Shaffer, McCurdy, Dowdle, Sipe

Staff Attending: Strickland, Green

2) Consent Calendar

- a) Approval of minutes from the following meeting: March 3, 2025.

Commissioner Dowdle made a motion to approve the consent calendar, as presented.

Commissioner Shaffer seconded the motion.

3) Certificate of Appropriateness

- a) Request for a Certificate of Appropriateness for exterior modifications and signage for property located at 147 Main Ave W. c/o Andy Hohweiler on behalf of Rudy's Cooks Paradise (PZ25-0035)

Staff Presentation:

Planner Strickland presented the request for a Certificate of Appropriateness for exterior modifications and signage for property located at 147 Main Ave W. c/o Andy Hohweiler on behalf of Rudy's Cooks Paradise (PZ25-0035)

The Certificate of Appropriateness process requires a public meeting in which interested persons can be heard, with regards to the application. The Historic Preservation Commission shall review the "design guidelines" as they exist or as amended for compliance before issuing a certificate of appropriateness.

The Commission may approve or deny the request. Any conditions placed by Commission shall be specifically listed on the Certificate and shall be completed as part of the approval. Any decision of the Commission may be appealed to the City Council. There are two buildings associated with this request. The property addressed 147 Main Ave W was originally constructed in 1908 while the second building was constructed in 1911. They both have a history of being used for retail most recently Rudy's A Cooks Paradise.

The property is zoned CB; Central Business and is within the Downtown Historic District, listed as non-contributing on the National Historic Registry. While reviewing the request, consideration is given to determine if the proposed change would adversely affect the character of the building, of the district, and if the change is suitable and compatible with the guidelines specific to the proposed change. The general guidelines for the district refer to preservation and maintaining the architectural characteristics to ensure it is compatible in scale and in keeping with the historic building. Reviewing old photos of the downtown area reveals that projecting signs, awnings and window signs were very characteristic of the period.

The projecting sign and window signage proposed are made of recommended materials and use classic lettering in neutral colors. Because these are two separate buildings, the goal is to change the colors to a more muted and natural tone. While researching preservation techniques to achieve this, paint was the safest solution for maintaining the existing building and to avoid irreparable damage to the brick. The applicant has chosen a neutral paint palet and will be adding an awning to the front of both buildings to make the front of the building look more cohesive. The awning is proposed to be a black and white buffalo check and will be installed over the windows along the front and over the door along the back of the building. Photos have been provided to demonstrate the final design for the commission to review and ask any questions related to the changes being proposed.

Per the Twin Falls Downtown Historic Guidelines, the following guidelines apply: 2.1.5 General Guidelines, 3.5 Signage, 3.6 Materials and Color and 4.1 Facade Improvements. These guidelines have been provided in the staff report packet. If approved, this does not preclude the applicant from obtaining the required permits and/or licenses needed to complete the project. Should the commission approve the request as presented, staff recommends approval be

1. Subject to site plan amendments as required by Building, Engineering, Fire and Zoning Officials to comply with City Codes and Standards.

HPC/Questions & Comments:

- Commissioner McCurdy asked about the difference in buildings
- Planner Strickland they are both brick, but the coloring is different and they are trying to make it look more cohesive. Signage will make it more characteristic of the district. Commissioner Shaffer asked about the difference in colors.

Applicant Presentation:

Andy Hohweiler is the applicant and explained that they are going to change the green and red on the soffits and awnings to black and green. He would like to take the paint off the building, but no one is comfortable doing that. They will just paint the building and have the awnings match.

- Commissioner Shaffer asked if they were going to keep the original vinyl or change it.
- Andy Hohweiler replied that the signage and logos will change. What is being presented is what it will look like.
- Commissioner Sipe asked if the outside is lit.
- Andy Hohweiler responded that they do. They are only changing the awnings, paint and signage.
- Commissioner Dowdle asked if they serve food there.
- Andy Hohweiler stated they will have specialty foods but won't serve food.
- Chairperson Baughman asked about the signage.
- Andy Hohweiler replied that it will be similar to the boutique. Like an LED but not neon. They wanted to keep elements of the original but make it more fresh.
- Commissioner Dowdle asked if the planter boxes and furniture out front will be replaced.
- Andy Hohweiler answered that they will.
- Chairperson Baughman asked staff about the 9' tall requirement if it is on the projecting signs or awnings.
- Planner Strickland explained it is on the signs above the sidewalk if they install hardware.
- Chairperson Baughman stated that back in the 1920's and 1955 quite a few had awnings but almost all had projecting signs.

MOTION: Commissioner Shaffer moved to approve the request for a Certificate of Appropriateness for exterior modifications and signage for property located at 147 Main Ave E. c/o Andy Hohweiler on behalf of Rudy's Coos Paradise (PZ25-0035). Commissioner McCurdy seconded the motion. Roll call vote showed all members present voted.

Approved 5 to 0.

4) Old Business

a) 2025 Historic Walking Tour

Staff Presentation:
2025 Historic Walking Tour

The commission decided at the last meeting the tour would be for the downtown historic district. Commissioner Shaffer offered to work on the presentation information and to create a flyer to advertise the event.

The proposal is to do the tour on May 10, 2025, and to possibly break it up into two sections. The first tour would be at 10:30 am to learn about the buildings on Main Ave on the north side of Shoshones St and the second tour at 1:00 pm for the buildings on Main Ave south of Shoshone St.

Things to consider:

1. Does May 10, 2025 work?
2. Do we want to do one or two tours?
3. Who wants to help pass out the fliers?
4. Who wants to do the presentation(s)?

May 10th will not work with it being Mother's Day weekend. The decision was made to have it on May 17th.

Commissioner McCurdy will print as many fliers as needed, and the tour will meet at 10 am on the corner of Shoshone and Main. Several commissioners are available and would like the practice.

5) New Business

6) Upcoming Meeting(s)

- a) May 5, 2025.

7) Adjournment

The meeting adjourned at 03:37 PM

Jody Green, Planning Technician



Date: Monday, May 5, 2025
To: Historic Preservation Commission
From: Lisa Strickland, City Planner

ACTION ITEM

Request:

Request for a Certificate of Appropriateness for new signage to be installed on property located at 242 Main Ave N c/o Visionary Signs on behalf of The Stone Pony (app. PZ25-0048)

Time Estimate:

Approximately 5-10 minutes for the presentation with questions/comments to follow.

Background:

This is a request for a certificate of appropriateness to install new signage on property located at 242 Main Ave N.

Approval Process:

The Certificate of Appropriateness process requires a public meeting in which interested persons can be heard, with regards to the application. The historic preservation commission shall review the "design guidelines" as they exist or as amended for compliance before issuing a certificate of appropriateness. The Commission may approve or deny the request. Any conditions placed by Commission shall be specifically listed on the Certificate and shall be completed as part of the approval. Any decision of the Commission may be appealed to the City Council.

Budget Impact:

NA

Regulatory Impact:

Per City Code 10-13-1 states for those properties located within the Twin Falls City Park, Downtown or Warehouse Historic District. a certificate of appropriateness shall be required whether or not a building permit is required. Historic Design Guidelines are used to evaluate the request and based on these guidelines the Commission is charged with deciding whether the project helps to preserve the character of the district, if the proposed materials are appropriate, durable, and compatible with the building and the district.

History:

The building was constructed circa 1960 and is listed as non-contributing on the National Historic Registry from 2000. The building has had several modifications done, starting with roof trusses being added to the original flat roof in 2016, prior to the approval of the Historic Downtown Design Guidelines. In 2018, the building was reviewed by the commission for a request for a Certificate of Appropriateness to modify the rear of the building to convert the storage area to a living space. The request approved the removal of the roll-up door to be replaced with windows. In 2020, a certificate of appropriateness was approved for the commercial portion of the building to have a sign for a martial arts studio. At the end of last year, this business relocated, and its signs were removed. The new tenant, Stone Pony, would like to use the existing frame and hardware to install signs for their business at this location.

Analysis:

Approval of a Certificate of Appropriateness is required by the Commission, a copy of the design guidelines worksheet was provided to the applicant. The applicant has taken the time to review and comment on the guidelines related to signs. After review of these guidelines the signs seem to be compatible with other signs found within the district are constructed of durable materials and are going to be installed using existing hardware to reduce compromising the architectural character and structure of the building. The sign is neutral in color and fairly simple in design helping it to blend well with the building facade and the downtown district. Staff does not foresee any negative impacts should the request be approved, as presented.

Conclusion:

Per the Twin Falls Downtown Historic Guidelines, the following guidelines apply: 2.1 Downtown General Guidelines and 3.5 General Guidelines for Signs. These guidelines have been provided in the staff report packet. Should the commission approve the request, staff recommends the following conditions:

1. Subject to site plan amendments as required by City codes and standards.
2. Subject to the applicant obtaining permits as required by City codes and standards.

Attachments:

1. Vicinity Map
2. Narrative
3. Applicant Photos
4. Applicant Assessment 2.1 Downtown General Guidelines
5. Applicant Assessment 3.5 Sign Guidelines
6. 2.1 Downtown General Guidelines
7. 3.5 Sign Guidelines Approved Amendments 03-08-21
8. National Registry Information

Vicinity Map



Lisa Strickland

From: Russell Fransen <russ@getvisionarysigns.com>
Sent: Thursday, April 24, 2025 11:07 AM
To: Lisa Strickland
Subject: RE: Sign Permit Fee

[EXTERNAL SENDER]

Hey good morning Lisa, the materials we are going to be using for the two signs are made out of an aluminum composite material, with a corrugated plastic core. These aluminum composite signs will have vinyl graphics installed onto the faces. For the window we would install a white caste cut vinyl graphic. The signs themselves are relatively light weight and we would have them attached to the wall with screws. We plan to use already drilled if possible. Let me know if you need anything else, thank you!

On 04/24/2025 12:52 PM EDT Lisa Strickland <lstrickland@tfid.org> wrote:

Russell,





Design Guideline Worksheets

alterations have occurred. If additions have been made more than 50 years ago, the additions may be seen as part of the evolution of the property.

Noncontributing Structure is a property which is outside the period of historical significance or is within the period of significance but has been altered to the degree in which its integrity and historical character has been compromised.

2.1.4 DESIGN GOALS

Maintain and enhance the unique historic character and pedestrian scale of the buildings and their relationship to each other and the street.

GENERAL GUIDELINES 2.1.5 TWIN FALLS DOWNTOWN DISTRICT				
POLICY Ensure preservation of the unique character with improvements that respect the historic scale and materiality of existing historic structures, with focus on preservation of key details in high-style buildings.				
Appropriate	Meets	Does Not Meet	N/A	Comments
• Repair and restore buildings before considering replacing them, highlighting key details.				
• Maintain the prevalent historic and architectural styles of the district.				
• When adding to an historic building, maintain the prevalent historic and architectural qualities of the district by restoring the historic building and keeping the additions in scale and compatible.	Yes			We feel this sign adds to the appearance of the building rather than take from it. We feel it doesn't detract from the historical appearance of the historic downtown scene.
• Set the street facades with a zero setback to maintain a continuous 'streetwall' consistent with historic properties on the block.				
• Cultural and civic structures are allowed to have 'pride of place' with setbacks and form differences, while maintaining compatible human scale elements at street level.	Yes			This sign would not interfere with human scaled elements on street level
• Step back new story additions above the prevalent parapet line of existing and/or adjacent historic structures.	Yes			The installed signs would not interfere with any of the other historical structures.
• Maintain a visual horizontal break element on the facade between the first and second floors.	Yes			Even with installed signs a distinctive break would be noticed.
• Create ornament and detail for new buildings and additions that are compatible with the existing building. Details should be compatible in providing substantial 'depth' with materials and finishes found traditionally on the building or in the district.	Yes			The signs would look compatible with the historic downtown image.
Appropriate	Meets	Does Not Meet	N/A	Comments



Design Guideline Worksheets

• When installing new sidewalks or plazas, maintain compatibility with the character of the streetscape.	Yes			The signs would look adequate for the downtown district scene and would keep the character of the streetscape.
• Preserve existing historic outbuildings and significant landscape features including accessible paths and ramps.	Yes			The signs would preserve all of the historic landscape features in the vicinity.
• Locate parking spaces to the rear of the property and/or screened from streets.	Yes			
• Preserve the character of the building in adapting it to meet the requirements of the Americans for Disabilities Act.	Yes			
• Comply with guidelines for new construction, additions, and methods for construction, maintenance, and repair in the following chapters.	Yes			
NOT Appropriate				
• Demolish viable historic structures.				
• Remove existing buildings for surface parking	Yes			
• Use incongruous materials such as unfaced concrete, plastic, vinyl, fiberglass, concrete block (CMU), glass block, stucco, EIFS, and corrugated or other metal siding as the dominant building material on additions and new buildings, unless proven as original materials.	Yes			
• Locate parking in front of the building on the property unless proven historically located.	Yes			
• Conflict with The Secretary of the Interior's Standards for Rehabilitation as state in Chapter 1.2. I	Yes			

Signature: Russell Farnsworth

Date: 4/21/2025



CITY OF TWIN FALLS
HISTORIC PRESERVATION COMMISSION
CERTIFICATE OF APPROPRIATENESS ACTION SHEET

Application No: _____

DOWNTOWN & CITY PARK HISTORIC DISTRICT CHAPTER 3: DESIGN GUIDELINES FOR ALL PROJECTS

Contributing Structure is a property which retains a high degree of integrity; the historic fabric is intact and few alterations have occurred. If additions have been made more than 50 years ago, the additions may be seen as part of the evolution of the property.

Noncontributing Structure is a property which is outside the period of historical significance or is within the period of significance but has been altered to the degree in which its integrity and historical character has been compromised.

3.5 SIGNAGE

POLICY Signs should support the character of the district, helping support its particular identity. Signs should generally enhance the architectural features of the building and be of an appropriate pedestrian scale: flat or (minimally shaped), wall mounted or perpendicular from wall, enameled or painted.

Appropriate	Meets	Does Not Meet	N/A	Comments
Locate signs such that they fit within the architectural features of a facade, such as the panel band above the transom windows, above entryways, awnings, or display windows; or project from these areas.				
Line up signs with other signs along the block.				
Scale and orient signs based on pedestrian traffic.				
Use painted/enameled metal or wooden signs.				
Paint signs or gold-leaf directly on windows.				
Preserve or lightly repaint faded or "ghost signs" on brick exteriors.				
Create one sign or aggregate multiple signs for multiple upper floor tenants.				
NOT Appropriate				
Install electronic displays or reader boards.				
Install internally lit/backlit plastic signs				
Include illuminated signs with flashing, moving, or brightness changing elements				
Use plastic on the exterior of a sign.				
Install free standing or roof mounted signs.				

Signature: *Russell Farnsworth*

Date: _____



CHAPTER 2: HISTORY OF DISTRICTS WITH GENERAL GUIDELINES

This section contains a brief history of both the Twin Falls Downtown Historic District and the Twin Falls City Park Historic District from the historic surveys. The chapter also provides general guidelines for the districts in terms of building orientation, height, materials, and parking.



2.1 Twin Falls Downtown Historic District

2.1.1 STATEMENT OF SIGNIFICANCE (From the 1999 National Registry)

The Twin Falls Downtown Historic District is located in the heart of the original town of Twin Falls in Twin Falls County, Idaho. The district is situated a few blocks north of the Union Pacific railroad tracks and abuts the southern boundary of the Twin Falls City Park Historic District. To the north and east are low-density, residential neighborhoods. The district consists of commercial buildings in an eleven-block area that is bisected by the downtown's major streets: Main Avenue (southeast to northwest); and Shoshone Street (southwest to northeast). The streetscapes of Main Avenue on either side of Shoshone were almost completely filled in by 1911, but many lots in the district have remained empty since the townsite was platted in 1904, and thus the edges of the downtown have always had an empty appearance.



Although numerous buildings have been modified, the alterations have been confined to the street-level storefronts and consist of siding or plastic awnings over the transoms and the application on the bulkheads with ceramic tiles. Most of the alterations are reversible, however, and few historic structures have been demolished, with the exception of the Perrine Hotel (see site 44). The upper stories are largely intact, displaying double-hung windows, elaborate cornices, stepped parapets and the original materials (brick, concrete block and terra cotta). The prevailing style consists of classical variants; some examples are very ornate examples of Renaissance and Neo-Classical Revival while modest buildings display classical elements such as modillions, dentils or blind arched cornices. In the 1970s, the city expanded the sidewalks into a curvilinear pattern, planted trees and installed street furniture. Despite the alterations imposed on some of the buildings and the change to the sidewalk design, the overall streetscape retains a consistency achieved by the buildings' similar heights (one to three stories), designs, massings, and abutments to the sidewalk. The district continues to convey its role in the development of the city from 1905 to 1949.



Image Credits: National Park Service Survey



2.1.2 TWIN FALLS DOWNTOWN HISTORIC DISTRICT MAP

2.1.3 RECENT TRENDS

Although some buildings in the Twin Falls Downtown Historic District have been preserved and retain their historic appearances, many buildings have undergone facade alterations such as ground floor storefront changes and the application of non-era siding over the historic material.

As the pictures to the right demonstrate, many buildings within the historic have had their ground floor voids filled or altered. While these changes are not prohibited, these changes can compromise the historic nature and character of the building. Further, the application of non-era materials over historic materials hides, rather than enhances, the historic nature of a building.

2.1.4 DESIGN GOALS

Maintain and enhance the unique historic character and pedestrian scale of the buildings and their relationship to each other and the street.

POLICY

Ensure preservation of the unique character with improvements that respect the historic scale and materiality of existing historic structures, with focus on preservation of key details in high-style buildings.



2.1.5 GENERAL GUIDELINES: TWIN FALLS DOWNTOWN DISTRICT

IT IS GENERALLY APPROPRIATE TO:



Appropriate restoration of building.



Appropriate 'streetwall' with zero setbacks.



Appropriate visual break at floor break.



Appropriate complementary detail on addition.



Acceptable screening of off-street parking.

- Repair and restore buildings before considering replacing them, highlighting key details.
- Maintain the prevalent historic and architectural styles of the district.
- When adding to an historic building, maintain the prevalent historic and architectural qualities of the district by restoring the historic building and keeping the additions in scale and compatible.
- Set the street facades with a zero setback to maintain a continuous 'streetwall' consistent with historic properties on the block.
- Cultural and civic structures are allowed to have 'pride of place' with setbacks and form differences, while maintaining compatible human scale elements at street level.
- Step back new story additions above the prevalent parapet line of existing and/or adjacent historic structures.
- Maintain a visual horizontal break element on the facade between the first and second floors.
- Create ornament and detail for new buildings and additions that are compatible with the existing building. Details should be compatible in providing substantial 'depth' with materials and finishes found traditionally on the building or in the district.
- When installing new sidewalks or plazas, maintain compatibility with the character of the streetscape.
- Preserve existing historic outbuildings and significant landscape features including accessible paths and ramps..
- Locate parking spaces to the rear of the property and/or screened from streets.
- Preserve the character of the building in adapting it to meet the requirements of the Americans for Disabilities Act.
- Comply with guidelines for new construction, additions, and methods for construction, maintenance, and repair in the following chapters.

IT IS GENERALLY NOT APPROPRIATE TO:

- Demolish viable historic structures.
- Remove existing buildings for surface parking.
- Use incongruous materials such as un-faced concrete, plastic, vinyl, fiberglass, concrete block (CMU), glass block, stucco, EIFS, and corrugated or other metal siding as the dominant building material on additions and new buildings, unless proven as original materials.
- Locate parking in front of the building on the property unless proven historically located.
- Conflict with The Secretary of the Interior's Standards for Rehabilitation as state in Chapter 1.2.



Inappropriate material selection.



Inappropriate material selection.



Inappropriate screening of off-street parking.

3.5 Signage (Amended 03-08-21)

Policy

Signs should support the character of the district, helping support its identity. Signs should generally enhance the architectural features of the building and be of an appropriate pedestrian scale; flat or (minimally shaped), wall mounted or perpendicular from wall. Refer to City Code Title 10 Chapter 9 for sign code regulations.

IT IS GENERALLY APPROPRIATE TO:

- Locate signs such that they fit within the architectural features of a façade, such as the panel band above the transom windows, about entryways, awnings, display windows or projections from these areas.
- Line up signs with other signs along the block.
- Scale and orient signs based on pedestrian traffic.
- Use painted/enamel metal, wood, sign grade foam, Extria or materials that are durable and do not have the appearance of plastic. Other materials may be considered with sufficient documentation of durability and appropriate use within the district.
- Create one collective sign, or grouped area, for multi-tenant signage.
- Limit the number of colors used on a sign, in general no more than three accent colors may be appropriate.
- Typefaces should be in keeping with those seen in the district.
- Material should be high quality, colorfast and sun fade resistant.
- Any two-sided signs should be designed to be back to back.
- Use of effective bird control products to prevent roosting and destroying signs is recommended.
- Special consideration for sign and font types can be given when proven to be historically correct for the period specific to the building.
- Maintain, protect, and repair the features, material surfaces and details of historic signs.
- Preserve or lightly repaint faded or “ghost signs” on brick exteriors.

IT IS GENERALLY NOT APPROPRIATE TO:

- Install electronic displays or reader boards.
- Install internally lit/backlit plastic signs
- Include illuminated signs with intermittent moving, flashing, rotating or brightness changing elements.
- Install free standing or roof mounted signs.
- Highly reflective materials shall not be used.
- Use plastic as a substitute material for exterior sign elements.
- Obscure the view of any windows, existing signs, and/or adjacent buildings to an unreasonable extent.
- Obstruct historic features of a building.

SIGN INSTALLATION

- Sign attachment anchor points and hardware should be reused in their original location to protect the original building material when feasible.
- Minimize the number of anchor points when feasible.
- When reuse of the existing anchor points is not feasible covering previous anchor points shall be done.
- New sign brackets/hardware should be designed with reuse in mind and should be decorative or complementary to the historic character of the building.

SIGN TYPES

The following types of signs are predominantly found in these historic districts and would be considered the preferred types. However, this does not limit the ability for other signs to be reviewed and approved based on the general guidelines set forth.

3.5 Signage (Amended 03-08-21)

AWNING SIGN

An "awning sign" is a sign which is applied to, attached, or painted on an awning or other roof like cover, intended for protection from the weather or as a decorative embellishment, projecting from a wall or roof of a structure over a window, walk, door, or the like.



- Lettering shall be centered on the awning with a typeface found within the district.
- Nylon, canvas, vinyl or other similar materials are recommended.

HANGING SIGNS

A hanging sign is a sign that hangs from the underside of a building projection and does not employ ground support in any manner.



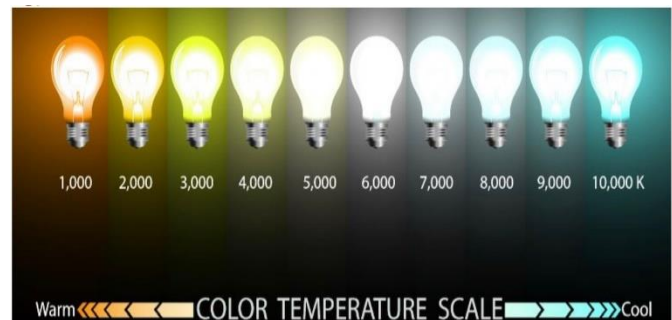
- Only one hanging sign allowed per tenant.
- A hanging sign should be mounted perpendicular to the building façade.
- A hanging sign shall be no more than 8 sq. ft. in size.

ILLUMINATED SIGNS

A sign which has characters, letters, figures, designs, or outlines illuminated by electric lights, luminous tubes, or other means as part of the sign itself.



- Signage with single tube neon or warm colored bulbs may be considered if proven to be historically correct for the period specific to the building.
- Lighting should be warm in nature and not more than 6000 K on the temperature scale.



3.5 Signage (Amended 03-08-21)

PROJECTING SIGN

A sign attached to a building or other structure whose sign face is displayed perpendicular or at an angle to the building wall.



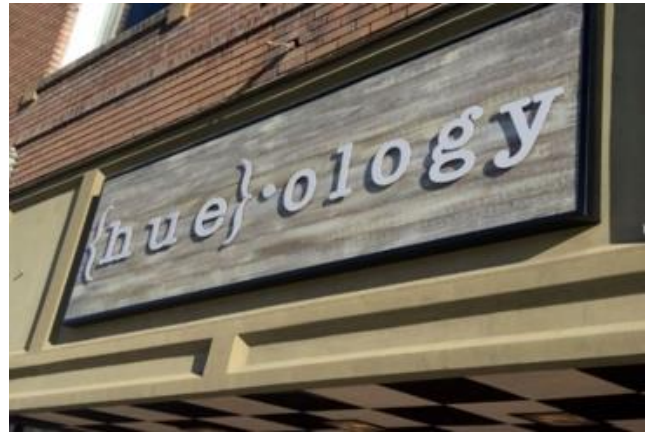
- Size and placement of projecting signs should not overwhelm the appearance of the building, or obscure key architectural features.
- Multi-tenant projecting signs should be installed in groups that are proportionate to the building.



WALL SIGNS

A sign installed parallel to and attached to or painted on the outside of a building.

- Wall signs should project no more than six (6) inches from the main façade, excluding architectural details of the building.
- In general wall signs should be pedestrian oriented and fixed on a lower section of the building.



WINDOW SIGNS

A sign inside of or attached to a transparent or glazed surface (window or door) oriented to the outside of the building containing advertisement content.



- Window sign materials should be made of materials easily removable such as paint, clings or vinyl and easily maintained.
- Window signs should not cover more than 75% of the window surface.
- Electronic signs located on the inside of the window that are designed to be visible from the right of way is discouraged within the district.

15. 242 Main Avenue N. (244 Main Avenue N.) 83-18005
Non-contributing
1960

This one-story, brick structure is one of the smallest and most modest in the district. Its plate-glass display window is slanted at an angle toward the door, which is located at the right bay of the street facade.

An appliance business first occupied this structure in the early 1960s, followed by a printing company, a camera store and an art gallery. Today a beauty salon is located in the building.



Main Avenue Historic Walking Tour

Take a walk with members of the Historic Preservation Commission & Learn about the buildings & businesses that helped make Twin Falls a city.

May 17, 2025
10:00 AM

Starting at Main Avenue and Shoshone Street
Tour the Northwest end of Main Ave



Walking Tour Map

