



Twin Falls Historic Preservation Commission Agenda

Monday, September 14, 2026, 2:00 PM

203 Main Ave East
Twin Falls, ID 83301

Council Chambers

Members: Jennifer Shaffer Chairperson, Gary Sipe Vice Chairperson, Terry McCurdy, Sharon Dowdle, Philip Hubbs

Council Liaison: Greyson Stone

- 1) Confirmation of Quorum/Call Meeting to Order
- 2) Consent Calendar
 - a) Request to approve minutes from the following meeting: August 3, 2026.
- 3) Certificate of Appropriateness
 - a) **ACTION ITEM:** Request for a Certificate of Appropriateness for a projecting sign on property located at 125 Gooding St W. c/o Lytle Signs on behalf of United Finance (PZ26-0108)
 - b) **ACTION ITEM:** Request for a Certificate of Appropriateness for a wall sign on property located at 117 Gooding St W. c/o Lytle Signs on behalf of Mr. Bail (PZ26-0109)
- 4) Old Business
 - a) **INFORMATIONAL:** America 250 Update
By:
 - b) **DISCUSSION:** Fall Walking Tour
By:
- 5) New Business
- 6) Upcoming Meeting(s)
 - a) October 5, 2026
- 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, August 3, 2026, 2:00 PM

203 Main Ave East
Twin Falls, ID 83301

Council Chambers

Members: Jennifer Shaffer Chairperson, Gary Sipe Vice Chairperson, Terry McCurdy, Sharon Dowdle, Philip Hubbs

Council Liaison: Greyson Stone

1) Confirmation of Quorum/Call Meeting to Order

Chairperson Shaffer called the meeting to order at 02:00 PM

Members Attending: Shaffer, Sipe, McCurdy

Staff Attending: Klaver, Strickland, Green

2) Consent Calendar

- a) Request to approve minutes from the following meeting: July 6, 2026.

MOTION: Commissioner Sipe moved to approve the minutes from the July 6, 2026, meeting. Commissioner McCurdy seconded the motion.

Approved 3 to 0.

3) Certificate of Appropriateness

- a) Request for a Certificate of Appropriateness for exterior windows and doors on property located at 250 Main Avenue North. (PZ26-0087)

Staff Presentation:

Planner Strickland presented the request for a Certificate of Appropriateness for exterior windows and doors on property located at 250 Main Avenue North. (PZ26-0087)

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, approve with conditions, 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 in writing within 15 days of final approval.

In 2000 a survey of the downtown area was completed to create an historic district recognized on the National Registry of Historic Places. In 2017, this district became a locally recognized historic district and design guidelines were adopted for the Certificate of Appropriateness process. Following the adoption of the Certificate of Appropriateness process for this district, this building received approvals for exterior changes to remove the metal siding and restore the facade along the front of the building.

Analysis of the request is as follows:

The proposed rear elevation windows are currently obscured by plywood. The proposal is to remove the plywood and restore the windows with a compatible style and material that doesn't detract from the character of the building. The window style proposed have a narrow profile and are divided a typical style for the time period of the building. The change will

preserve the original masonry wall, and retain the historic openings. The change should have minimal impact on the original construction and does not create a false historical appearance. The proposed new windows could be considered compatible with the guidelines and appropriate for a rear elevation.

Upon conclusion, the final decision on the request is made by the commission. The commission can approve the request as presented, approve with conditions, deny the request or table the request for additional information. Should the Commission approve this request, as presented, staff recommends the following conditions:

1. Subject to site plan amendments as required by City Code Standards.
2. Subject to the applicant obtaining permits as required by City Code Standards.

Applicant Presentation:

Colby Ricks from Laughlin Ricks Architecture presented on behalf of the applicant.

HPC/Questions & Comments:

- Commissioner McCurdy asked if the brick was original
- Colby Ricks stated they would not be touching the original brick.
- Commissioner Sipe feels it dresses up the look around the windows.
- Chairperson Shaffer asked about the color and why they chose brown.
- Colby Ricks said the narrative says sand brown because it matches the brick instead of the window.

MOTION: Commissioner McCurdy moved to approve the request for a Certificate of Appropriateness for exterior windows and doors on property located at 250 Main Avenue North. Commissioner Sipe seconded the motion.

Approved 3 to 0.

- b) Request for a Certificate of Appropriateness for proposed new signs on property located at 147 Main Ave E. c/o Lytle Signs on behalf of Verin Properties, LLC PZ26-0095

Staff Presentation:

Planner Strickland presented the request for a Certificate of Appropriateness for proposed new signs on property located at 147 Main Ave E. c/o Lytle Signs on behalf of Verin Properties, LLC PZ26-0095

The Certificate of Appropriateness process requires a public meeting in which interested persons can be heard, with regard 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, approve with conditions, or deny the request.

Any conditions placed by the 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 in writing within 15 days of the final decision.

The subject property was built circa 1909 and listed at non-contributing on the National

Registry of Historic Places. In 2000, a survey of the downtown area was completed to create an historic district recognized on the National Registry of Historic Places. In 2017, this district became a locally recognized historic district and design guidelines were adopted for the Certificate of Appropriateness process. Following the adoption of the Certificate of Appropriateness process for this district, the building has received several approvals for the following exterior changes.

- In 2017 a proposal to remodel the building and to update the exterior of the building with architectural changes to enhance the building the Certificate of Appropriateness was approved. The elevations approved for this request have been provided in the staff report.
- Later in 2019 a request was made to restore the back windows of the building. This Certificate of Appropriateness was approved for this change as well.
- In 2021 a request was made to add exterior signage to the building, one wall sign and one projecting sign. This request was also approved for a Certificate of Appropriateness.

Analysis of each proposed change is as follows:

1- Rear Door

The request is to remove the existing vinyl address from the rear door of the building and to be replaced with a new vinyl sign. The "Var Inn" will be the new sign placed on the back entrance to the buildings. The size, design, materials and location of this sign are appropriate and will not detract from the building's facade or architectural features. The proposed sign could be found to be compatible with the guidelines.

2- Projecting Sign

This request is to replace the face of the front projecting sign with a new face. The existing projecting sign is was approved with a Certificate of Appropriateness in 2022. The change will reflect the new owners name "Varin". This is a minor change and does not require any structural changes to the existing frame. The colors and material of the proposed face are characteristic of other signs within the district. The proposed sign could be found to be compatible with the guidelines.

3-Identification Block

The third change proposed by the applicant is to cover the existing engraved building name "Gate" with an aluminum composite material with the name "Varin". Debra Gates is responsible for the design of the current building that was approved for a Certificate of Appropriateness in 2017. An elevation of the proposed changes has been provided in the packet. As part of the approval the name "Gates" was intended to be a permanent architectural feature of the building. The proposal to cover this architectural feature is not a sign change it is an alteration to a character defining element. The name was intended to give the building an identity, not to identify a business operating in the building. While the building is non-contributing, the Historic Guidelines still encourage preserving architectural features that define the building. Concealing this architectural feature could be considered inappropriate based on the Secretary of Interior Standards that discourages obstructing or

removing architectural features. This change could be found to be incompatible with the guidelines.

4-Wall Sign

The fourth and final proposal is to remove the existing wall sign located on the east side of the building. The proposed wall sign fits within the architectural elements of the facade about the windows and is appropriately sized for the building. The sign will not be illuminated and should not overpower the architectural features of the building. The proposed sign could be found to be compatible with the guidelines.

Upon conclusion, the final decision on the request is made by the commission. The commission can approve the request as presented, approve with conditions, deny the request or table the request for additional information. Should the Commission approve this request, as presented, staff recommends the following conditions:

1. Subject to site plan amendments as required by City Code Standards.
2. Subject to the applicant obtaining permits as required by City Code Standards.

Applicant Presentation:

Marcus Lutz with Lytle Signs.

HPC/Questions & Comments:

- Commissioner Sipe asked about using cement instead of vinyl.
- Marcus Lutz stated Lytle signs would not be servicing anything with cement.
- Chairperson Shaffer asked about the vinyl sign and if they are going directly through the concrete or brick for the mounting.
- Marcus Lutz replied that it would be easier to go through the brick and then not bother the existing sign.
- Chairperson Shaffer asked if they are refacing the current sign.
- Marcus Lutz stated they are just changing the name.
- Commissioner Sipe's only comment is not covering the cement.
- Commissioner McCurdy has concerns to keep the integrity of the building.
- Chairperson Shaffer has no issues covering the cement and hope later they replace the cement.

MOTION: Commissioner McCurdy moved to approve the request for a Certificate of Appropriateness for proposed new signs on property located at 147 Main Ave E. Commissioner Sipe seconded the motion.

Approved 3 to 0.

- c) Request for a Certificate of Appropriateness for proposed new signage on property located at 146 2nd Avenue South. (PZ26-0097)

Staff Presentation:

Planner Strickland presented the request for a Certificate of Appropriateness for proposed new signage on property located at 146 2nd Avenue South. (PZ26-0097)

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, approve with conditions, 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 in writing within 15 days of final approval.

In 2000, a survey of the downtown area was completed to create the downtown historic district recognized on the National Registry of Historic Places. In 2017, this district became a locally recognized historic district and design guidelines were adopted for the Certificate of Appropriateness process. The National Registry of Historic Places listed this building as non-contributing and stated that it was constructed circa 1980. Following the adoption of the Certificate of Appropriateness, there is no significant history to report. This will be the first request for a Certificate of Appropriateness the commission has reviewed for this property. Analysis of each proposed change is as follows:

The applicant is requesting approval to install a non-illuminated double-sided projecting sign to the front of their building located at 146 2nd Ave S. The sign measures approximately 12 ft and would project above the roofline. The support structures consist of a welded street tube frame anchored into the roof framing. The applicant has included elevated drawings with the mounting details. The guidelines for the downtown district encourage signs to be designed to enhance the architectural character of the building. The signs should fit within the architectural elements of the facade and maintain a pedestrian scale. The design guidelines do state it is generally not appropriate to install roof-mounted signs. The proposed sign is somewhat of a hybrid with a portion projecting from the front of the building and a portion projecting above the roofline. However, the installation of the sign does show it being attached to the roof. The sign is proposed to be 12' tall, which could seem disproportionate to the front of the building.

The material appears to be a painted steel frame, a painted sign cabinet with non-illuminated graphics. These materials are generally compatible with the guidelines and appropriate for the district. The guidelines discourage internally illuminated signs. The applicant has not proposed that the sign be illuminated. If approved, staff would recommend that the sign cannot be illuminated.

Staff has found that the sign does not fit within the architectural features of the building's facade and may dominate the building visually. However, the sign is on point for the period of significance for the building.

Upon conclusion, the final decision on the request is made by the commission. The commission can approve the request as presented, approve with conditions, deny the request or table the request for additional information. Should the Commission approve this request, as presented, staff recommends the following conditions:

1. Subject to site plan amendments as required by City Code Standards.
2. Subject to the applicant obtaining permits as required by City Code Standards.
3. Subject to the sign not being illuminated.

Applicant Presentation:

John Barlett explained to the commission that this is a sign from a different company that they wanted to save and use.

PZ/Questions & Comments:

- Commissioner McCurdy asked about the sign and how far above the roof it was.
- Planner Strickland explained that code allows some percentage to be above the roof.
- Commissioner Sipe stated he didn't like how far up the sign was placed.
- Commissioner McCurdy asked if the applicant could bring it down some
- John Barlett said he could lower it if the Commission would give him a measurement and explained that they wanted to keep it far enough up that someone couldn't walk under and jump and hit it.
- Commissioner Shaffer stated she is concerned about wind damage.
- John Barlett said they will have it reenforced throughout.
- Senior Planner Klaver stated that the Building Department would look at all that during the permit process.

Commissioner McCurdy asked about the height of the projecting sign

Planner Strickland explained that most signs don't go above the roofline.

Discussions Followed:

The commission would like the sign lowered and set at no less than approximately 9'.

MOTION: Commissioner Sipe moved to approve the request for a Certificate of Appropriateness for proposed new signage on property located at 146 2nd Avenue South with the added condition that the sign be lowered and set at no less than approximately 9' and additional staff recommendations. Commissioner McCurdy seconded the motion.

Approved 3 to 0.

4) Old Business

- a) Update on 250 projects
Update on the America 250 and what the booth could have.

5) New Business

6) Upcoming Meeting(s)

- a) September 14, 2026.

7) Adjournment

The meeting adjourned at 03:01 PM



Date: Monday, September 14, 2026
To: Historic Preservation Commission
From: Lisa Strickland, City Planner

ACTION ITEM

Request:

Request for a Certificate of Appropriateness for a projecting sign on property located at 125 Gooding St W. c/o Lytle Signs on behalf of United Finance (PZ26-0108)

Time Estimate:

Approximately 5-10 minutes with questions of comments to follow.

Background:

The property was listed on the National Registry of Historic Places in 2000. There is not history of previous certificate of appropriateness requests.

Approval Process:

The Certificate of Appropriateness process requires approval by the Historic Preservation Commission (HPC). The HPC shall review the "design guidelines" as they exist or as amended for compliance before issuing a certificate of appropriateness. The Commission may approve, approve with conditions, 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 Downtown Historic District. A certificate of appropriateness shall be required whether a building permit is required.

History:

The property is located in the Downtown Historic District and zoned Central City. The space has an occupancy for mercantile uses, but the applicant will be using it as an office space.

Analysis:

This property is a contributing building located on Gooding Street West. The request is for a tenant space at 125 Gooding Street West to install a projecting sign. The sign measures approximately 13 sq. ft. The overall projection includes a mounting assembly that is approximately 3' 10". The sign will be installed approximately 12' above the grade which maintains the required 9' minimum clearance.

Per Section 3.5 – Signage of the Historic Design Guidelines defines a projecting sign as a sign attached to a building or structure with the sign face displayed perpendicular or at an angle to the building wall. The Guidelines state that the size and placement of projecting signs should not overwhelm the appearance of the building or obscure key architectural features.

Placement: The sign is pedestrian oriented and is located on the commercial storefront projecting perpendicular to the façade. The sign would be readily visible to pedestrians and motorists traveling along Gooding Street West.

Scale & Proportion: The size is minimal in relation to the overall building size. The frontage of the building is approximately 20' wide by 21' high with the sign positioned below the upper architectural detailing and does not appear to cover any windows, cornices, or any other decorative architectural features. The sign will not overwhelm the façade and is consistent with the intent of Section 3.5 of the Downtown Historic Guidelines.

Illumination: The sign is not proposed to be illuminated. In the future, should the applicant want to add lighting this would require approval from the commission through another request.

Materials & Appearance: The sign is proposed to have a dark blue background and red and white lettering. While Section 3.6 of the guidelines encourages muted colors and materials, this typically refers to building materials and exterior treatments. The proposed colors are limited to the sign itself and will be used for business identification. The dark painted mounting frame will visually minimize the appearance of the support system.

Impact Analysis: This building has been identified as contributing on the national registry of historic places. The work is limited to the installation of a sign and does not involve alterations to the architectural components of the building. It could easily be removed with minimal impacts on the façade.

Compatibility: The proposed sign type is representative of the downtown signage, proportionate to the building and does not appear to adversely affect the overall character of the district.

Conclusion:

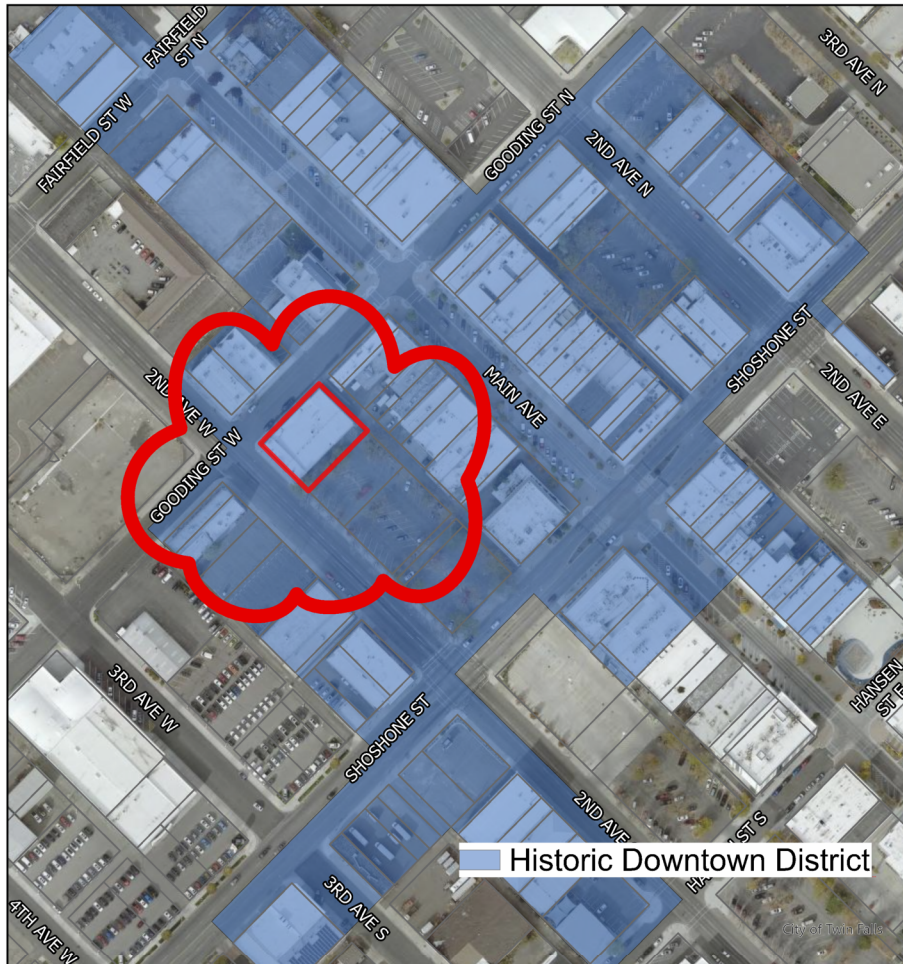
Upon conclusion, should the Commission approve this request, staff recommends the following conditions:

1. Subject to site plan amendments as required by City Code Standards.
2. Subject to the applicant obtaining permits as required by City Code Standards.
3. Installation shall be performed in a manner that minimizes unnecessary damage to the existing masonry and architectural features of the building.

Attachments:

1. PZ26-0108 Subject Property
2. PZ26-0108 Narrative
3. PZ26-0108 Applicant Exhibits
4. PZ26-0108 National Registry Info

Subject Property & District





August 24, 2026

City of Twin Falls
Historical Committee
203 Main Ave E
Twin Falls, ID 83303

RE: New sign, United Finance

To whom it may concern:

We would like to apply for a Certificate of Appropriateness to add (1) flag mount sign on the Northwest (front) elevation for United Finance. The sign is for business identification at the business located at 125 Gooding Street West in the Downtown Historical District.

The flag mount sign will be non-illuminated aluminum sign with a 2" square tube frame mounted with 2" square tube supports and metal brackets painted dark blue. The mounting brackets will secure to the wall with 3/8" expansion bolts and a guide wire for additional stability. The copy will be 1/4" flat cut out aluminum letters with digitally printed graphics with opaque white digital print and red copy.

The sign is designed in accordance with the requirements of section 3.5 of the Historic Guidelines and will be manufactured and installed by Lytle Signs. There will be no hand lettering or plastic. The sign will also be designed to complement the building design as well as the neighborhood. The sign will not create any negative impact on the uniformity of the historical district and have been designed to meet the guidelines of Twin Falls City sign ordinances.

Sincerely,



Robert Reeder
Lytle Signs

Site Plan, United Finance

Robert Reeder / Lytle Signs
PO Box 305
Twin Falls, ID 83303

Legend

125 Gooding Street W
Twin Falls, ID 83301

Proposed non-illuminated
flag mount sign



Gooding Street

70'

125'

156 2nd Ave W

2nd Ave W

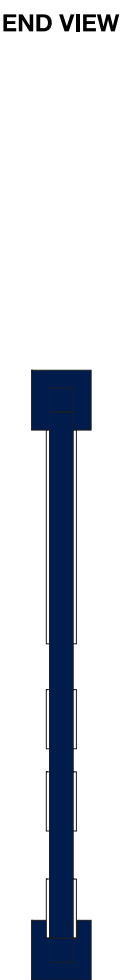
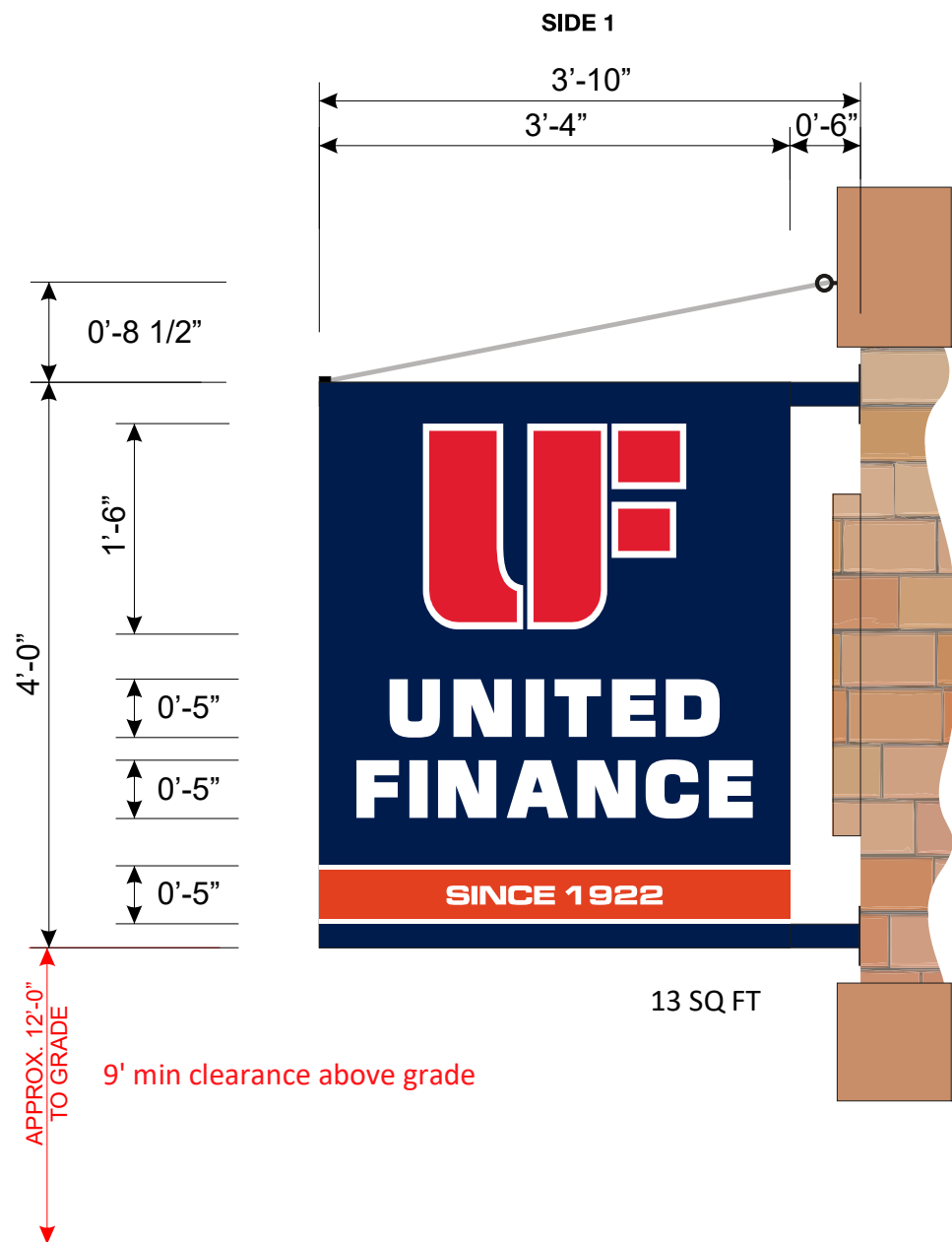
2nd Ave W

Google Earth



100 ft





D/F NON-ILLUM. FLAG MOUNT SIGN

(2X) ALUMINUM PANELS

MOUNTED TO 2" SQ. TUBE FRAME

2" SQ. TUBE SUPPORTS AND METAL BRACKETS

PAINTED DARK BLUE (PMS 2768 C)

1/4" FCO ALUMINUM COPY AND GRAPHICS

DIGITAL PRINT GRAPHICS ON WHITE OPAQUE VINYL APPLIED

FLAG MOUNTED TO BRICK WALL ABOVE DOOR

3/16" AIRCRAFT CABLE ANCHOR FOR WIND LOAD STABILITY



AN EMPLOYEE OWNED COMPANY

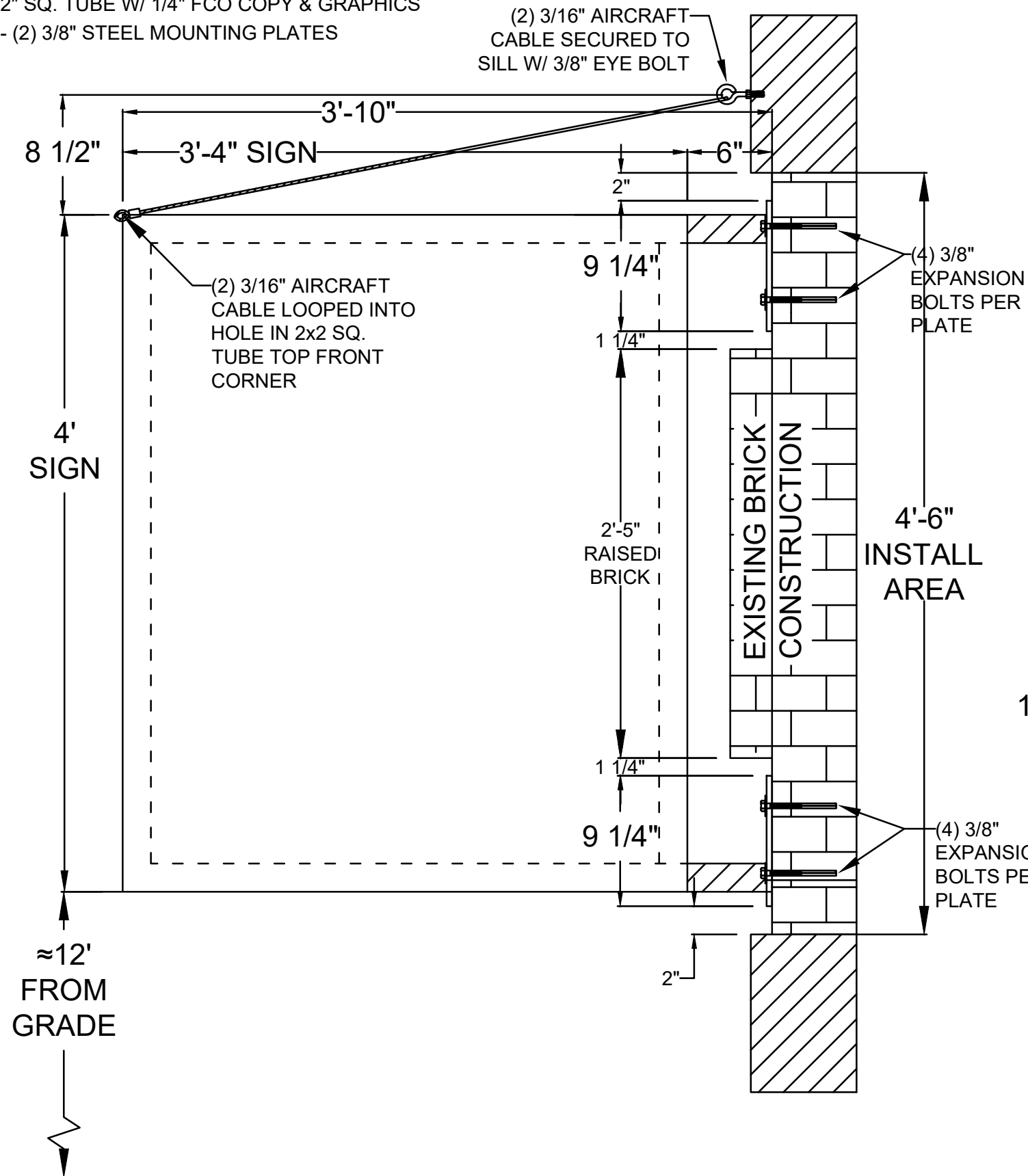
CLIENT:	United Finance
ADDRESS:	Twin Falls, ID
DATE:	6/26/2026
SCALE:	3/4" = 1'
ACCOUNT EXECUTIVE:	ML
DRAWN BY:	AS
FILE NAME:	United Finance\Flag Mount - J21359
QUOTE:	J21359
REVISIONS:	7/28/2026 8/20/2026
PAGE 1 OF 1	
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Twin Falls P.O. BOX 305 1925 KIMBERLY RD. TWIN FALLS, ID 83303 208.733-1739 1.800.621.6836 fax 208.736.8653	
Boise/Meridian 2070 E. COMMERCIAL ST. MERIDIAN, ID 83642 208.388-1739 fax 208.388.3966	
lytlesigns.com	
WSA WORLD SIGN ASSOCIATES	

APPROVED BY:	
DATE:	

UNAUTHORIZED USE, REPRODUCTION AND/OR DISPLAY SHALL RENDER THE INFRINGER LIABLE FOR UP TO \$150,000 IN STATUTORY DAMAGES, PLUS ATTORNEY FEES AND COSTS FOR EACH INFRINGEMENT UNDER THE U.S. COPYRIGHT ACT (17 U.S.C. 412 & 504)

THIS RENDERING IS CONCEPTUAL — COLORS MAY NOT REPRESENT ACTUAL FINISH — ILLUMINATED AND DAYLIGHT COLORS WILL VARY

- CONSTRUCTION : (2) 3MM ACM PANELS OVER 2" SQ. TUBE W/ 1/4" FCO COPY & GRAPHICS
- (2) 3/8" STEEL MOUNTING PLATES



1/2" HOLE FOR
3/8" BOLT

2" SQ.
TUBE

9"

7 1/4"

1"

1'-1"

1'-3"

Detailed description: This is a technical drawing of a square tube. The drawing shows the front and top views. The front view is a square with a side length of 9 inches. There are four circular holes, one in each corner, with a diameter of 1/2 inch. A 3/8 inch bolt is shown passing through the top hole. The top view is a rectangle with overall dimensions of 1 foot 3 inches by 1 foot 1 inch. The distance from the left edge to the center of the left holes is 1 inch. The distance from the bottom edge to the center of the bottom holes is 7 1/4 inches. A square with an 'X' inside is located in the center of the front view, representing the top view of the tube. The label '2" SQ. TUBE' is placed to the left of the front view. The label '1/2" HOLE FOR 3/8" BOLT' is placed above the top hole.

Technical drawing of a rectangular plate with the following dimensions and features:

- Overall width: 1'-3"
- Overall height: 9"
- Distance from left edge to center of square tube: 1'-1"
- Distance from center of square tube to right edge: 1'-1"
- Distance from top edge to center of square tube: 7"
- Distance from bottom edge to center of square tube: 7"
- Width of square tube: 2" SQ. TUBE
- Distance from left edge to center of square tube: 1"
- Distance from center of square tube to right edge: 1"
- Distance from left edge to center of square tube: 1/2" HOLE FOR 3/8" BOLT
- Distance from center of square tube to right edge: 1/2" HOLE FOR 3/8" BOLT



THESE DESIGNS ARE THE
EXCLUSIVE PROPERTY
OF LYTLE SIGNS INC.
THEY MAY NOT BE USED IN
PART OR IN WHOLE WITHOUT
THE EXPRESS WRITTEN CONSENT
OF SAID COMPANY.
THE SALE OF THE DESIGNED
MATERIALS DOES NOT
CONSTITUTE THE TRANSFER OF
OWNERSHIP OF DESIGN OR
DRAWINGS.

LYTLE SIGNS © 2026

National Registry Information

60. Herriott Motor Building
156 Second Avenue W.
Contributing
c. 1917

The massing of this red-brick structure has two sections: a two-story block that consists of the primary elevation facing Second Avenue W. and a one-and-one-half story block that fronts Second Street W. The two-story section has brick pilasters with Prairie-style ornamentation at the top. The center bay ends in a rounded parapet, below which the word "Herriott" is incised in a concrete sign band. The second-story windows are currently boarded; the remaining windows are large, fixed panes in metal frames that are not of the historic period. On the Second Street W. elevation, the windows are in a deeply recessed wall plane and are demarcated by brick piers.

This structure was designed by Burton Morse and the contractor was W.G. Reed. Although the building proclaims "Herriott," city directories do not list a business of this name at this address. Instead they list the Idaho Automobile and Supply Company, which sold Reo and Overland automobiles and served as the headquarters for the Pocatello-Buhl Truck Line.⁴² The local radio station, KTFI, was located here from 1932 to 1937, as was a ballroom "Radioland," before moving to the Radio Rondevoov on Main Street in 1940 (site 54). During the 1940s it was used as the Rollerdom skating rink.





Date: Monday, September 14, 2026
To: Historic Preservation Commission
From: Lisa Strickland, City Planner

ACTION ITEM

Request:

Request for a Certificate of Appropriateness for a wall sign on property located at 117 Gooding St W. c/o Lytle Signs on behalf of Mr. Bail (PZ26-0109)

Time Estimate:

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

Background:

This property was listed on the National Registry of Historic Places in 2000. There was a previous Certificate of Appropriateness request for this location to install a wall sign that was approved, however I cannot find any indication that it was ever installed.

Approval Process:

The Certificate of Appropriateness process requires approval by the Historic Preservation Commission (HPC). The HPC shall review the "design guidelines" as they exist or as amended for compliance before issuing a certificate of appropriateness. The Commission may approve, approve with conditions, 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 Downtown Historic District. A certificate of appropriateness shall be required whether a building permit is required.

History:

The property is located in the Downtown Historic District and zoned Central City. The space has an occupancy for mercantile uses, but the applicant will be using it as an office space.

Analysis:

Section **3.5 – Signage** states that signs should support the character and identity of the historic district, enhance the architectural features of the building, and be appropriately scaled for pedestrians. The Guidelines specifically identify flat wall-mounted signs as an appropriate form of signage. The Guidelines generally encourage signs to be located within existing architectural features of a façade, including panel bands above transom windows, entryways, awnings, display windows, or similar areas. Signs should also be scaled and oriented toward pedestrian traffic.

Wall signs in particular should project no more than six inches from the main façade; and should generally be pedestrian-oriented and located on a lower section of the building. The Guidelines indicate

that painted or enamel metal and other durable materials that do not have the appearance of plastic are generally appropriate. Sign materials should be high quality, colorfast, and resistant to fading, and generally should not have more than three accent colors. For installation, the Guidelines state that existing anchor points should be reused where feasible and that the number of new anchor points should be minimized to protect building materials.

The proposed sign meets the Guidelines' definition of a wall sign because it is mounted parallel to and directly against the exterior wall and because it is flush mounted, it meets the 6" maximum projection allowance.

Placement: The sign is pedestrian oriented and is located on the lower portion of the building immediately above the storefront entrance and window area.

Scale & Proportion: The proposed sign measures approximately 6'x3' or 18 sq. ft. the tenant's frontage is approximately 20 ft wide. The sign therefore does not dominate the overall building elevation, it is subordinate to the facade and it within the proportions of the storefront area.

Illumination: The sign is not proposed to be illuminated. However, in the future, should the applicant want to add lighting this would require approval from the commission through another request.

Materials & Appearance: The sign is proposed to be an aluminum composite panel with printed graphics used to identify the business. Metal is an appropriate sign material, the colors black, gray and red on a white background. Although this is more than the recommended 3 color palette, the red only functions as a accent color. The sign is not illuminated, reflective or flashing.

Impact Analysis: This building has been identified as contributing on the national registry of historic places. The work is limited to the installation of a sign and does not involve alterations to the architectural components of the building. It could easily be removed with minimal impacts on the façade.

Compatibility: The proposed sign type is compatible with the downtown historic district and is located in an area of the facade that is pedestrian oriented and traditionally used for business identification.

Conclusion:

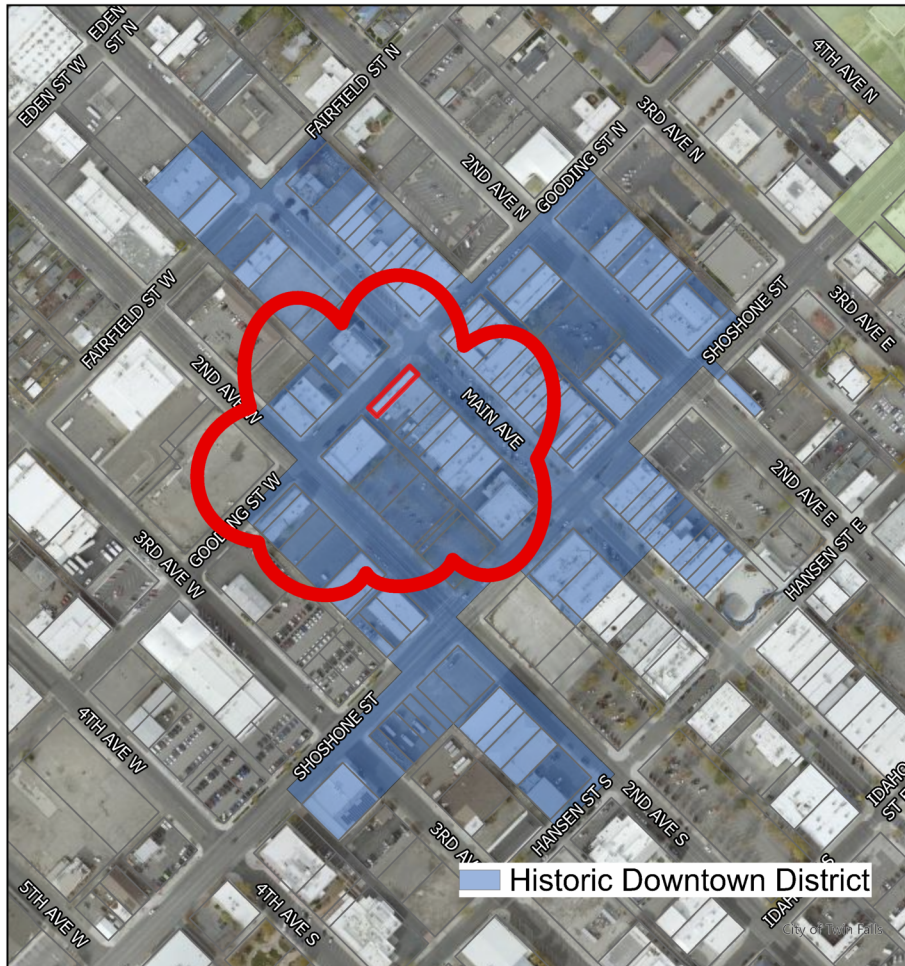
Upon conclusion, should the Commission approve this request, staff recommends the following conditions:

1. Subject to site plan amendments as required by City Code Standards.
2. Subject to the applicant obtaining permits as required by City Code Standards.
3. Installation shall be performed in a manner that minimizes unnecessary damage to the existing masonry and architectural features of the building.

Attachments:

1. PZ26-0109 Subject Property
2. PZ26-0109 Narrative
3. PZ26-0109 Applicant Exhibits
4. PZ26-0109 National Regsisty Information

Subject Property & District





August 24, 2026

City of Twin Falls
Historical Committee
203 Main Ave E
Twin Falls, ID 83303

RE: New sign, Mr. Bail

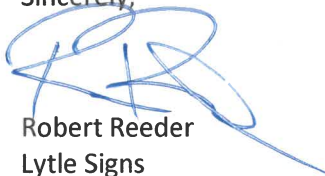
To whom it may concern:

We would like to apply for a Certificate of Appropriateness to add (1) wall sign on the Northwest (front) elevation for Mr. Bail. The sign is for business identification at the business located at 117 Gooding Street West in the Downtown Historical District.

The wall sign will be non-illuminated white aluminum panel with digitally printed graphics in the color of Black, Gray and Red. The sign will be flush mounted to the wall with 3/16" direct contact hardware and will use the minimum amount as required to anchor the sign to the existing wooden exterior.

The sign is designed in accordance with the requirements of section 3.5 of the Historic Guidelines and will be manufactured and installed by Lytle Signs. There will be no hand lettering or plastic. The sign will also be designed to complement the building design as well as the neighborhood. The sign will not create any negative impact on the uniformity of the historical district and have been designed to meet the guidelines of Twin Falls City sign ordinances.

Sincerely,



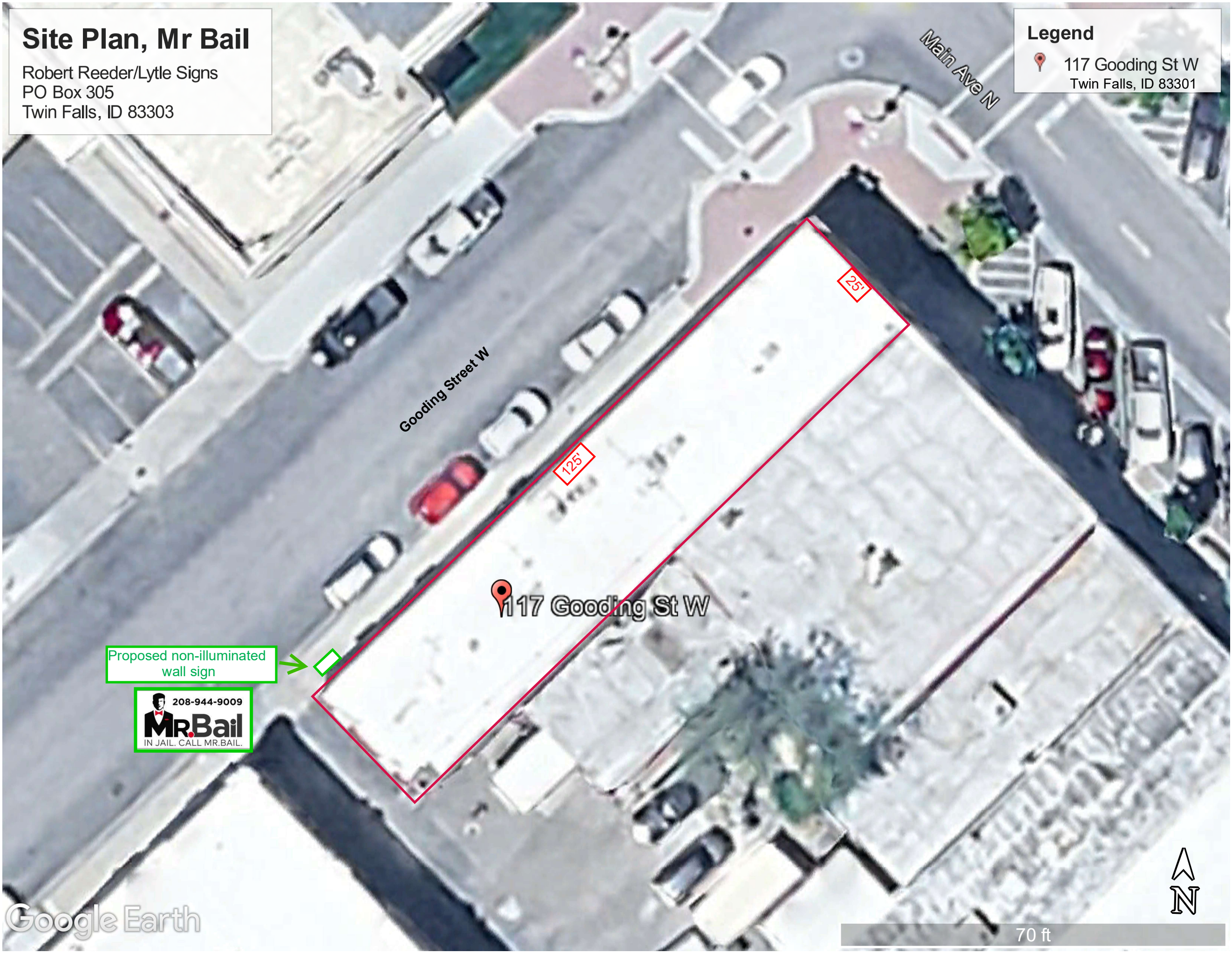
Robert Reeder
Lytle Signs

Site Plan, Mr Bail

Robert Reeder/Lytle Signs
PO Box 305
Twin Falls, ID 83303

Legend

 117 Gooding St W
Twin Falls, ID 83301



20' Tenant frontage



20'



AN EMPLOYEE OWNED COMPANY



S/F NON-ILLUM. WALL SIGN

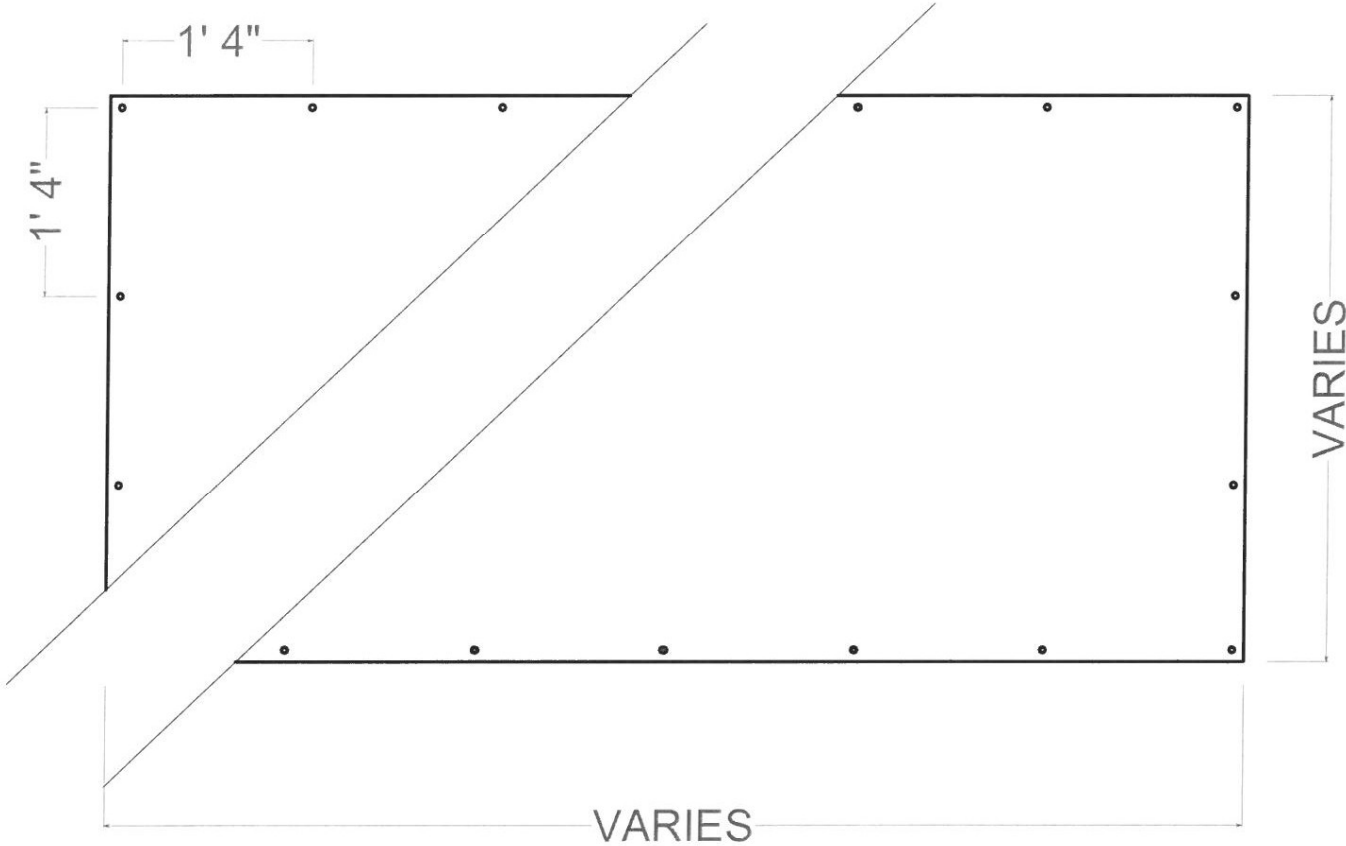
- WHITE ACM PANEL
- DIGITAL PRINT COPY AND GRAPHICS
- FLUSH MOUNTED TO WALL

CLIENT:	Mr. Bail
ADDRESS:	Twin Falls, ID
DATE:	6/24/2026
SCALE:	3/4" = 1'
ACCOUNT EXECUTIVE:	ML
DRAWN BY:	AS
FILE NAME:	Mr. Bai\ACM - J21341
QUOTE:	J21341
REVISIONS:	
PAGE 1 OF 1	
LYTLE SIGNS © 2026 ALL RIGHTS RESERVED	
Twin Falls P.O. BOX 305 1925 KIMBERLY RD. TWIN FALLS, ID 83303 208.733-1739 1.800.621.6836 fax 208.736.8653	
Boise/Meridian 2070 E. COMMERCIAL ST. MERIDIAN, ID 83642 208.388-1739 fax 208.388.3966	
lytlesigns.com	
	
APPROVED BY:	
DATE:	

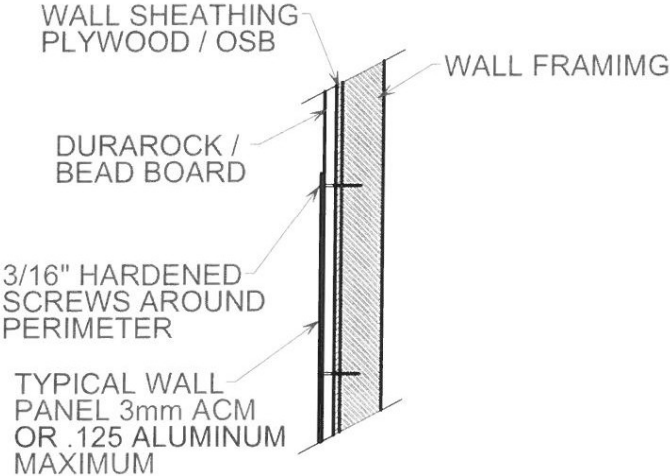
UNAUTHORIZED USE, REPRODUCTION AND/OR DISPLAY SHALL RENDER THE INFRINGER LIABLE FOR UP TO \$150,000 IN STATUTORY DAMAGES, PLUS ATTORNEY FEES AND COSTS FOR EACH INFRINGEMENT UNDER THE U.S. COPYRIGHT ACT (17 U.S.C. 412 & 504)

THIS RENDERING IS CONCEPTUAL — COLORS MAY NOT REPRESENT ACTUAL FINISH — ILLUMINATED AND DAYLIGHT COLORS WILL VARY

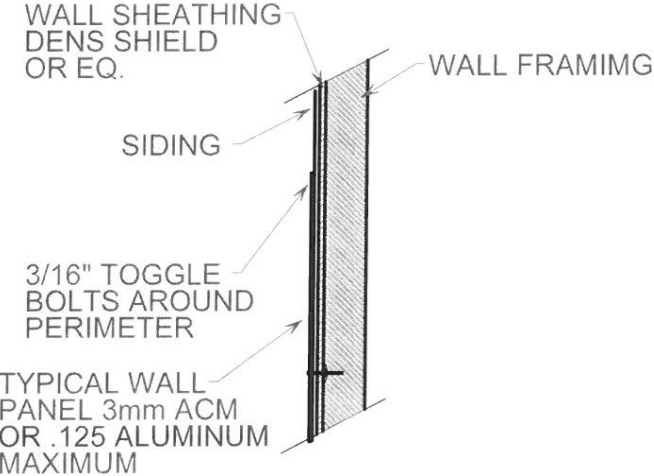
TYPICAL INSTALL FOR 3mm ACM OR UP TO .125 ALUMINUM WALL PANELS



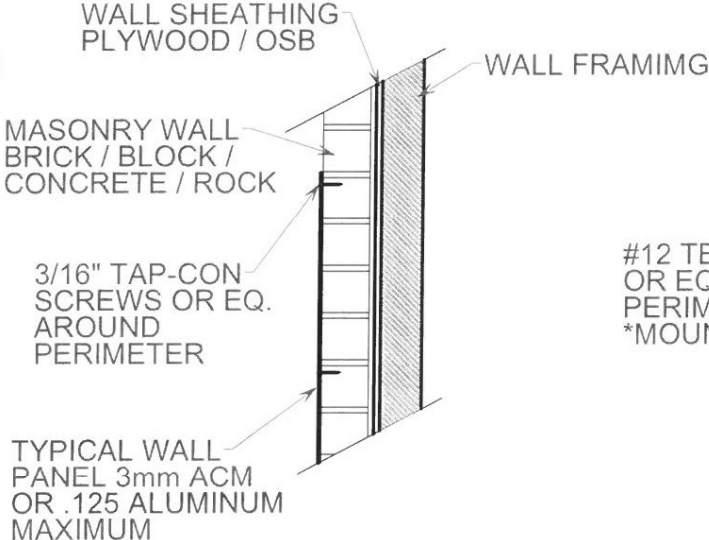
EFIS WALL FINISH



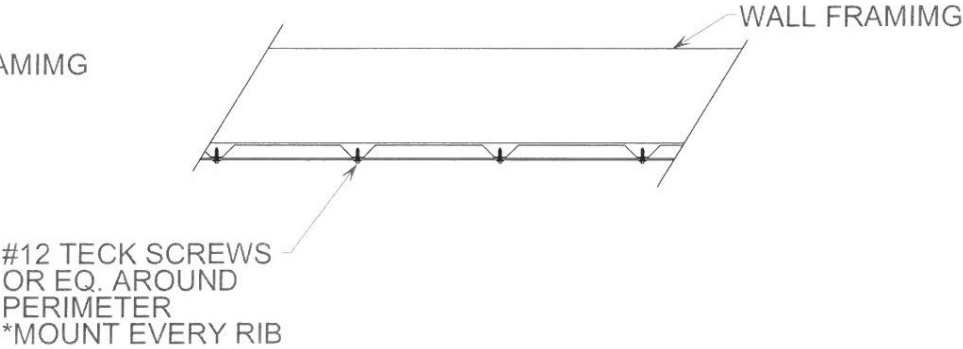
SIDING WALL FINISH



MASONRY WALL



METAL BUILDING MOUNTING



National Registry Information

51. The Woods Building
161 Main Avenue W.
Contributing
c. 1920

This two-story, brick building historically has accommodated a millinery concern in the eastern half (fronting Main Avenue) of the building and office space in the remaining half (off of Second Street W.). It cost \$60,000 to construct.³⁴ This is a comparatively plain structure, but although alterations have affected the fenestration, it retains a high degree of integrity. Its only embellishment are the bands of outset brick that create even rows of masonry above the second-story windows and the rusticated brick piers that separate the plate-glass windows at the street level.

Riley Millinery occupied the Main Avenue retail space from 1920 to 1935. The proprietors, Etta and Stella Riley, had been in the hat business for twenty years in Gibson City, Illinois, before deciding to look into the Pacific Coast as a place to live in 1910. While en route west, they visited a friend in Twin Falls and decided to stay, establishing their shop in the Twin Falls Bank and Trust Building (site 43). Etta was the more business-minded while Stella focused on producing the hats. In addition to managing their store, they also operated a 160-acre farm a few miles away near Jerome, Idaho and cared for two invalid sisters, Louise and Alice. The Rileys welcomed unwed mothers into their home, providing them with a place to stay in return for the care of Louise and Alice while Etta and Stella tended to business.³⁵

When the Riley sisters retired in 1935, they sold their business to Reed's Millinery, which remained at this location until 1965. A pawn shop, finance company, and the current tenant, a law firm, have been the ensuing occupants.



HOW TO PARTICIPATE ONLINE

STRIKE A POSE

City of Twin Falls Laserfiche Form Instructions

Share your journal photos and memories online through the City of Twin Falls submission form.



1

SCAN THE QR CODE

Use your phone camera to open the City of Twin Falls online submission form.



2

CHOOSE YOUR SITE OR STOP

Complete one submission for each location or photo.



3

FILL IN YOUR INFORMATION

Enter your name and any requested details.



4

UPLOAD YOUR PHOTO

Add your photo from your phone or computer.



5

SHARE YOUR MEMORY

Add the date, comments, or a short story about the moment.



6

SUBMIT YOUR FORM

Review your entry and press submit.

7

REPEAT AS NEEDED

The online form accepts photos one site at a time, so please submit a new form for each additional site.



BEFORE YOU START

- ♥ Include at least one person in every photo.
- ♥ Be creative and have fun!
- ♥ Stay on sidewalks and public areas.

NEED TO KNOW

The Laserfiche form is for online submissions. Please submit one site or photo at a time. Full journal uploads are not available at this time.



HOW TO SHARE OUR STORY ONLINE

City of Twin Falls Laserfiche Form Instructions

Share your memories, stories, and community moments online through the City of Twin Falls submission form.



1

SCAN THE QR CODE

Use your phone camera to open the City of Twin Falls online submission form.



2

CHOOSE SHARE OUR STORY

Select the story submission option in the online form.



3

FILL IN YOUR INFORMATION

Enter your name and any requested details.



4

CHOOSE HOW YOU WANT TO SHARE

You can share your story in any of the following ways (see options on right).



5

ADD DETAILS

Include names, dates, places, or why the story matters if known.



6

SUBMIT YOUR FORM

Review your entry and press submit.

7

REPEAT AS NEEDED

Please submit one story at a time if you would like to share more than one.



BEFORE YOU START

- Share a memory, community story, or meaningful moment.
- Be respectful, thoughtful, and clear.
- Include names, places, or dates if you know them.

WAYS TO SHARE YOUR STORY

You can share in any of the following ways:

- PHOTO** – Upload a photo that captures your memory or moment.
- WRITTEN STORY** – Share your story, reflection, or memory in your own words.
- VIDEO** – Upload a short video to share your story or moment.
- AUDIO RECORDING** – Record your story, memory, or message.

NEED TO KNOW

The Laserfiche form is for individual online story submissions. Please submit one story at a time. Full journal uploads are not available at this time.



HOW TO PARTICIPATE ONLINE SHARE YOUR SELFIE

City of Twin Falls Laserfiche Form Instructions

Share your selfie and a little about yourself online through the City of Twin Falls Share Your Selfie form.



1

SCAN THE QR CODE

Use your phone camera to open the City of Twin Falls Share Your Selfie form.



2

READ THE GUIDELINES

Review the instructions and what information is requested.



3

FILL IN YOUR INFORMATION

Enter your name and any other requested details.



4

UPLOAD YOUR SELFIE

Add your selfie from your phone or computer.



5

SHARE A SHORT MESSAGE

Add the date, comments, or a short story about the moment.



6

REVIEW & SUBMIT

Review your entry and press submit.

7

THANK YOU!

Your selfie helps capture a day in the life in Twin Falls, ID in 2026!
One selfie, one moment, one memory.



BEFORE YOU START

- ♥ Use a clear, recent selfie.
- ♥ Be creative and have fun!
- ♥ Stay on sidewalks and public areas.
- ♥ Respect others' privacy.

NEED TO KNOW

The Laserfiche form is for online submissions. Please submit one selfie at a time. Multiple selfies can be submitted by completing the form again.

