



Twin Falls Historic Preservation Commission Agenda

Monday, January 6, 2020, 12:00 PM

203 Main Ave E
Twin Falls, ID 83301

Members: Samra Culum Chairperson, Shane Cook Vice Chairperson, Allen Easterling, Doug Baughman, Monica McCue, Jonas Reagan, Jennifer Shaffer

Council Liaison: Chris Reid

- 1) Confirmation of Quorum/Call Meeting to Order
- 2) Consent Calendar
 - a) **ACTION ITEM:** Approval of Minutes from the following meeting: December 16, 2019
- 3) Certificate of Appropriateness
 - a) **ACTION ITEM:** Request for a Certificate of Appropriateness for a wall sign on the property located at 239 & 235 Main Avenue West. c/o Randi & Michael Sosa (App.PZ19-0166)
By: Lisa Strickland, City Planner
- 4) Education
 - a) **PRESENTATION:** Why Historic Architecture Matters To a City-Darrell Buffaloe
- 5) Old Business
 - a) **ACTION ITEM:** Residential Historic Tour-Jennifer Shaffer
 - b) **ACTION ITEM:** History by Horsepower-Samra Culum, Shane Cook
 - When: May, June, July, August
 - Where: Downtown, Citypark, Warehouse District, Residential
 - c) **DISCUSSION:** Design Guideline Amendment(s)-Allen Easterling
 - Downtown & City Park Design Guidelines for Signs
 - d) **DISCUSSION:** Photo Display Theme/Calendar/Social Media-Monica McCue
 - Founding Fathers Update
 - Women of Twin Falls
 - Residential Properties
 - e) **INFORMATIONAL:** Certified Local Government Grant
 - Application Update
 - In-kind Tracking

- 6) New Business
- 7) Upcoming Meeting(s)
 - a) Monday, February 3, 2020
- 8) Adjournment

Any person(s) needing special accommodations to participate in the above-noticed meeting could contact Kelli Ebersole (208) 735-7267 at least two working days before the meeting. Si desea esta información en español, llame Leila Sanchez (208) 735-7287.

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, December 16, 2019, 12:00 PM

203 Main Avenue East
Twin Falls, ID 83301
Council Chambers

Members: Samra Culum Chairperson, Shane Cook Vice Chairperson, Allen Easterling, Doug Baughman, Monica McCue, Jonas Reagan, Jennifer Shaffer

Council Liaison: Chris Reid

1) Confirmation of Quorum/Call Meeting to Order

Chairperson Culum called the meeting to order at 12:01 PM.

A quorum was present.

Members Present: *Culum, Cook, McCue, Baughman, Reagan*

Staff Present: *Spendlove, Strickland, Cherry, Ebersole*

2) Consent Calendar

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

Commissioner Cook seconded the motion.

Unanimously Approved

a) Approval of Minutes from the following meeting: December 2, 2019

3) Education

a) Pete L'Orange - Historic Preservation Planner/CLG Coordinator

Pete L'Orange, State Historic Preservation Planner, presented the Idaho Certified Local Government (CLG) Grant Program. He reviewed the purpose of the CLG program. He reviewed CLG 101, application processing, and how the grant funds can be used. SHPO role is to establish program and distribute 10% of Federal HPF money to local partners. He reviewed the duties for the Historic Preservation Commission. He also reviewed the Idaho Historic Preservation Laws. The CLG grant is a 1 to 1 matching grant (cash, in kind).

Website: *history.idaho.gov.*

Commission Questions:

- Mr. L'Orange stated the city has just completed the Master Comp Plan and is good for another four (4) years.
- Commissioner Reagan asked if Mr. L'Orange has any project recommendations.
- Mr. L'Orange stated the mobile app is good idea. He suggested trainings, and future goals and objectives of the Comprehensive Plan.
- Commissioner Reagan asked the funding cycle and what could be funded.
- Mr. L'Orange explained the match grant cycle.
- Commissioner Cook asked if the presentation could be sent to the commission.
- Mr. L'Orange will send to the commission.

- Chairperson Culum asked about inventory maintenance.
- Mr. L'Orange stated there are two ways to inventory: maintain inventory locally and/or rely on SHPO to maintain inventory.
- Chairperson Culum asked about updating the inventory of historic residential properties.
- Mr. L'Orange suggested a project could be have someone come in to obtain detailed guidelines for residential properties.
- Commissioner Reagan asked how the determination is made for doing work as a professional capacity and/or as a commission member.
- Mr. L'Orange explained the difference. For an attorney, it would be the difference between reviewing legalities vs. general review.
- Chairperson Culum asked about the Certificate of Appropriateness process being given to staff or still be determined by the commission.
- Mr. L'Orange stated there are communities that have administrative design review, for example Boise, for cut and dry with good design guidelines. The design guidelines would be approved the Commission/City Council.
- City Planner Cherry asked what city he would recommend to look at for best design review.
Mr. L'Orange stated Boise is the city that does the most reviews. Pocatello, Lewiston, and Caldwell all do a good job overall.

4) Grant Project Discussion/Ideas/Follow-up

Commissioner Baughman stated he looked into interpretive signage. Price depends on size, material, design, and complexity.

Mr. L'Orange stated there are historical CEG grants that support signage.

Chairperson Culum stated she would like to see interpretive signs for each district. Give citizens a sense of place of where their property is located.

City Planner Strickland asked if Commissioner Baughman to look into CEG for next meeting.

a) Residential Historic Tour - Jennifer Shaffer
No update

b) History by Horsepower - Samra Culum, Shane Cook
Chairperson Culum stated the Preservation Twin Falls will pay for operational costs. She would like four (4) tours starting in May, with times and dates TBD.

c) Expansion of Downtown Historic District Boundaries - Jonas Reagan
Commissioner Reagan has had conversations with Mr. L'Orange regarding the redistricting surveys. Information has been given to staff.

Table for next year budget

d) Design Guideline Amendment(s) - Allen Easterling
Commissioner Reagan stated he would like to see the design guidelines reviewed and amended, in particular 3.5 (signage). He would like to see an ordinance proposed to City Council regarding projecting signs.

Tabled to next meeting.

- e) Photo Display Theme/Calendar/Social Media - Monica McCue
Commissioner Reagan gave rough draft of Women of Twin Falls photo display. City Planner Strickland is still reviewing vendor costs for display.
Chairperson Culum will reach out to Jan Mittleider for input on the display.

5) Old Business

- a) Presentation Requesting Professional Development - CLG Application FY20
Presenting to City Council at tonight's meeting for approval.

6) Upcoming Meeting(s)

- a) Monday, January 6, 2020

7) Adjournment

Kelli Ebersole, Administrative Assistant



Date: Monday, January 6, 2020
To: Historic Preservation Commission
From: Lisa Strickland, City Planner

ACTION ITEM

Request:

Request for a Certificate of Appropriateness for a wall sign on the property located at 239 & 235 Main Avenue West. c/o Randi & Michael Sosa (App.PZ19-0166)

Time Estimate:

Staff presentation should be approximately 10 minutes with questions and answers to follow.

Background:

This is a request for a Certificate of Appropriateness for a wall sign on the property located at 239 and 235 Main Avenue West. The property is located within the C-B (Commercial Business) Zoning District and the Twin Falls Downtown Historic District. The wall sign proposed will be approximately 32 sq. ft. and will be located above the windows of the storefront spaces. The sign material being used for both of these signs is ACM-Aluminum Composite Material with the lettering digitally printed onto the aluminum.

Approval Process:

The Certificate of Appropriateness process requires a public meeting in which interested persons have the opportunity to be heard, with regards to the application. The Commission shall hear the request within ten (10) days of City Staff receiving a complete application.

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:

N/A

Regulatory Impact:

Per City Code 10-13-1, a Certificate of Appropriateness is required for any exterior alterations to buildings within a Historic District as identified by City of Twin Falls

History:

This building is a contributing building, construction in 1940 for headquarters of the local radio station KTFI.

Analysis:

Per the Twin Falls Downtown Historic Guidelines the proposed sign needs to meet the guidelines to "maintain the prevalent historic and architectural style of the district."

Further, the sign will be required to conform to specific guidelines in regards to: sign location, pedestrian orientation scale, materials, and lighting.

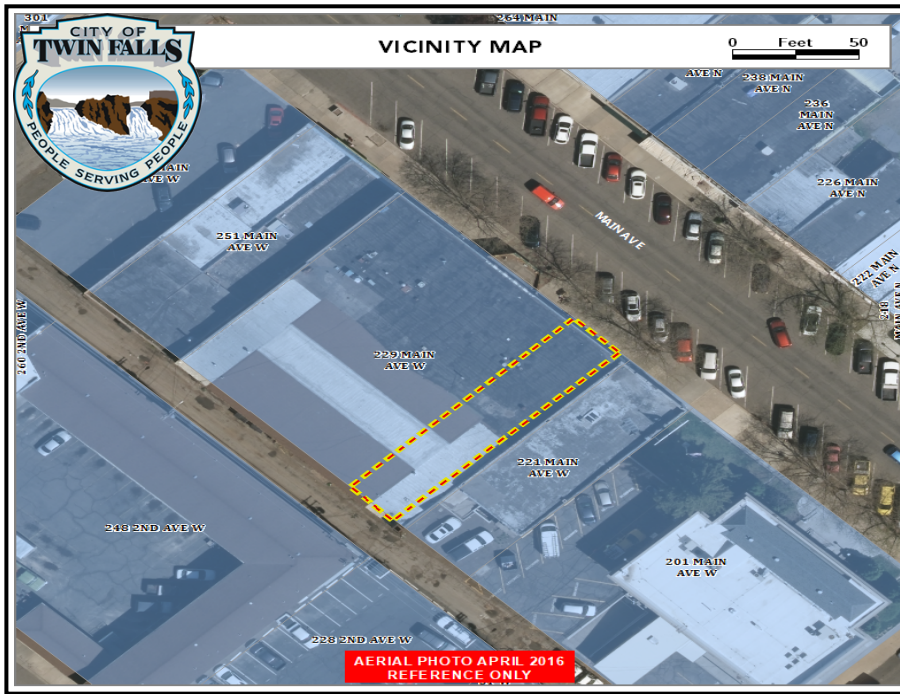
Conclusion:

Should the Commission approve this request as presented, then staff recommends the following conditions.

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

Attachments:

1. 01-PZ19-0166 Staff Report
2. 02-PZ19-0166 Vicinity Map
3. 03-PZ19-0166 HPCAPP
4. 04 PZ19-0166 National Registry Info
5. 05-COA Design Guideline Checklist



Comprehensive Staff Report

To: Planning & Zoning Commission

Presenter: Lisa Strickland, City Planner

Request: A request for a **Certificate of Appropriateness** property located at 235 and 239 Main Avenue West.

Application: PZ19-0166

Applicant & Representative:

Randi & Michael Sosa

Public Hearing: January 6, 2020

Analysis

This is a request for a Certificate of Appropriateness for a wall sign on the property located at 239 and 235 Main Avenue West. The property is located within the C-B (Commercial Business) Zoning District and the Twin Falls Downtown Historic District. The wall sign proposed will be approximately 32 sq. ft. and will be located above the windows of the storefront spaces. The sign material being used for both of these signs is ACM-Aluminum Composite Material with the lettering digitally printed onto the aluminum.

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receiving a complete application. 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

History

This building is a contributing building, construction in 1940 for headquarters of the local radio station KTFI.

Applicable Regulations or Codes

Per City Code 10-13-1, a Certificate of Appropriateness is required for any exterior alterations to buildings within a Historic District as identified by City of Twin Falls.

Historic Guideline Compliance

Per the Twin Falls Downtown Historic Guidelines the proposed sign needs to meet the guidelines to “maintain the

prevalent historic and architectural style of the district.”

Further, the sign will be required to conform to specific guidelines in regards to: sign location, pedestrian orientation scale, materials, and lighting.

Conclusion

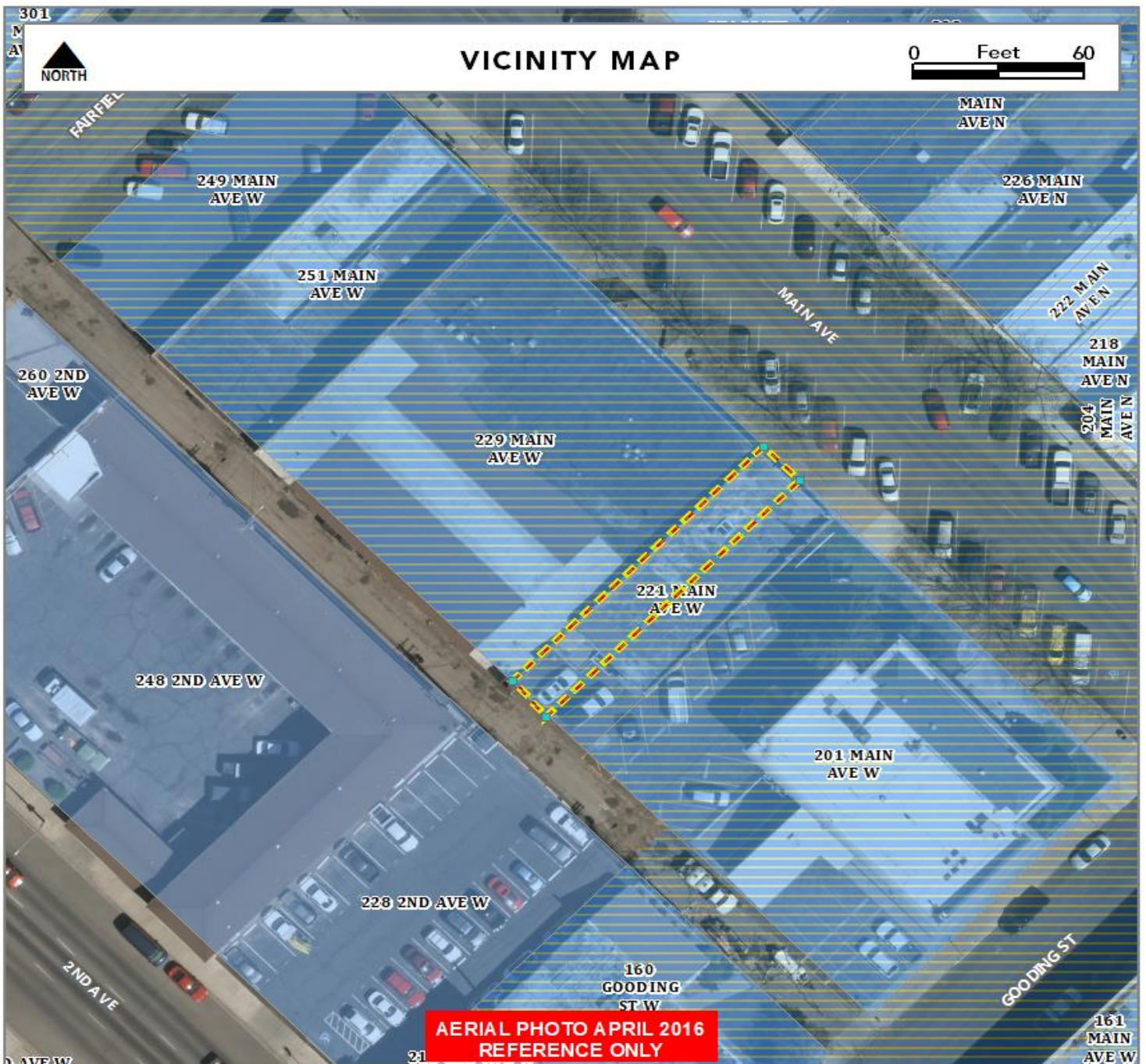
Should the Commission approve this request as presented, then staff recommends the following conditions.

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

Attachments

1. Vicinity Map
1. Narrative
2. Application
3. National Registry Information
4. COA Action Sheet

Public Hearing: January 6, 2020



DHD

P1 Overlay

C-B

Current Zoning: C-B, P-1 Parking, Downtown Historic District

Existing Land Use: Vacant

Comprehensive Plan: Downtown/High Density Residential

Proposed Land Use: Retail

Surrounding Zoning Designations & Land Use(s)

North: C-B; Main Ave W

East: C-B; Retail

South: C-B; Alley; Parking Lot

West: C-B; Commercial

Applicable Regulations

10-1-4, 10-1-5, 10-4-7, 10-10-12, 10-11-1 thru 8, 10-13



RECEIVED

DEC 30 2019

CITY OF TWIN FALLS
PLANNING & ZONING

CITY OF TWIN FALLS
COMMUNITY DEVELOPMENT SERVICES

P.O. Box 1907
203 Main Ave E
Twin Falls, ID 83303
PH: 208-735-7267 FAX: 208-736-2641

CERTIFICATE OF APPROPRIATENESS APPLICATION

Date of the Application:

12/30/19

Application No.:

PP000016170000T
P219-01166

Fee:

\$0

A. APPLICANT INFORMATION:

1. Name of applicant: Randi Kay Sosa

Mailing Address: 615 Fillmore St

City: Twin Falls

State: ID

Zip: 83301

Phone: 208-410-7512

Cell Phone: Same

E-mail: summerksosa@gmail.com

I understand that incomplete applications cannot be considered for scheduling until all information is provided.

Applicant Signature: _____

REPRESENTATIVE INFORMATION:

2. Name of Applicant's Representative (if other than above): N/A

Mailing Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Cell Phone: _____

E-mail: _____

I understand that incomplete applications cannot be considered for scheduling until all information is provided.

Representatives Signature: _____

B. REQUEST INFORMATION:

1. The following is a request that a CERTIFICATE OF APPROPRIATENESS be granted for the Real Property Located at (street address):

235 & 239 Main Ave W

aka: Primary Parcel Number: PP000016170000T

for the following proposed exterior alteration: Sign 4x8

2. Existing Zoning District: C-B P-1 Downtown Historic District

3. Project Land Area Size: 35 x 33

Angel Paws Pet Grooming

Sign to be installed middle above addresses listed as 235 and 239 main Ave W.

Sign is to be attached using blue tapcon concrete screws along the blue boarder of the sign to ensure that screws are not visible as showed on image attached.

The Image provide would be to scale with measurement

Site plans have been with special use permit.

3.5 Signage

- Use painted/enameled metal or wooden signs.

Our sign is digitally printed on an Aluminum composite panel board.

Angel Paws

PET GROOMING

**A Full Service
Pet Spa**

208-410-7512





Angel Paws
PET GROOMING
A Full Service
Pet Spas
288-610-7512

GROOMER

TRADE

RA
E





54. Radio Rondevoo/Calvary Chapel ~3-180.3 I

229 Main Avenue W.

Contributing

1940

This two-story building is faced with brick and terra cotta and is one of the longest buildings in the district, encompassing seven city lots. Visually the street elevation is demarcated into six storefronts, each with a separate, single-door entrance, large display windows and bulkheads with ceramic tiles.

Terracotta is used on street-level walls to separate each bay, as a wide band underneath the second-story windows, as Art-Deco style ornamentation above the main entrance, and as roof coping. Five single windows with the same configuration as the others on the upper story are set in this decorative, terracotta element. The remainder of the second-story elevations is red brick.

Florence Gardner hired a successful and prolific contractor, Anthony Daniel Bobier, to construct this building in 1940 for the headquarters of local radio station KTFI. The only substantial building constructed during the era immediately prior to World War II was the Radio Rondevoo.





CERTIFICATE OF APPROPRIATENESS ACTION SHEET
APPLICATION PZ19-0166

City of Twin Falls
Historic
Preservation
Commission

DOWNTOWN HISTORIC DISTRICT DESIGN STANDARDS

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.

3.5 SIGNAGE pg. 19

Appropriate	Meets	Does Not Meet	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

Date



CERTIFICATE OF APPROPRIATENESS ACTION SHEET APPLICATION PZ19-0138

City of Twin Falls Historic Preservation Commission

CH. 3 DESIGN GUIDELINES FOR ALL PROJECTS

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.

IT IS GENERALLY APPROPRIATE TO:

- 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.

IT IS GENERALLY NOT APPROPRIATE TO:

- 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.



Appropriately aggregated multi-tenant sign.



Appropriate scale and location of pedestrian sign.



Appropriate painted transom window sign.



Inappropriate plastic, backlit sign.

Acknowledgements

Brochure produced under the direction of



**Twin Falls City
Historic Preservation
Commission**

and

Twin Falls Area Chamber of Commerce

Illustrations by Elizabeth Mowrey

Research and Editing by

Sonia Alexander, Fran Frost, and Paul Smith

Design by Monie Smith

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This brochure is based on information from the National Register of Historic Places nomination for Twin Falls Original Townsite Residential Historic District listed in 2002.

For more information on the Twin Falls area and local lodging, call 1-866-TWINFALLS or visit www.twinfallschamber.com



For additional information on Idaho, call 1-800-VISIT-ID.



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Twin Falls, Idaho

Original Townsite Residential Historic District



A Driving Tour

Twin Falls City
Historic Preservation Commission
and
Twin Falls Area
Chamber of Commerce

Twin Falls Original Townsite Residential Historic District

Homes are the heart of a community. In Twin Falls, Idaho, charming historic residences dot the area around and near the downtown, many built in the very early years after the town was founded in 1904. When water and land came together, the city of Twin Falls became a reality. These homes are part of the Twin Falls Original Townsite Residential Historic District. Join us on a driving tour of some of the earliest residences built in Twin Falls.

Why Do the Streets and Avenues Run at an Angle to the Mile Section Roads?

"The mile-square Twin Falls townsite was designed by

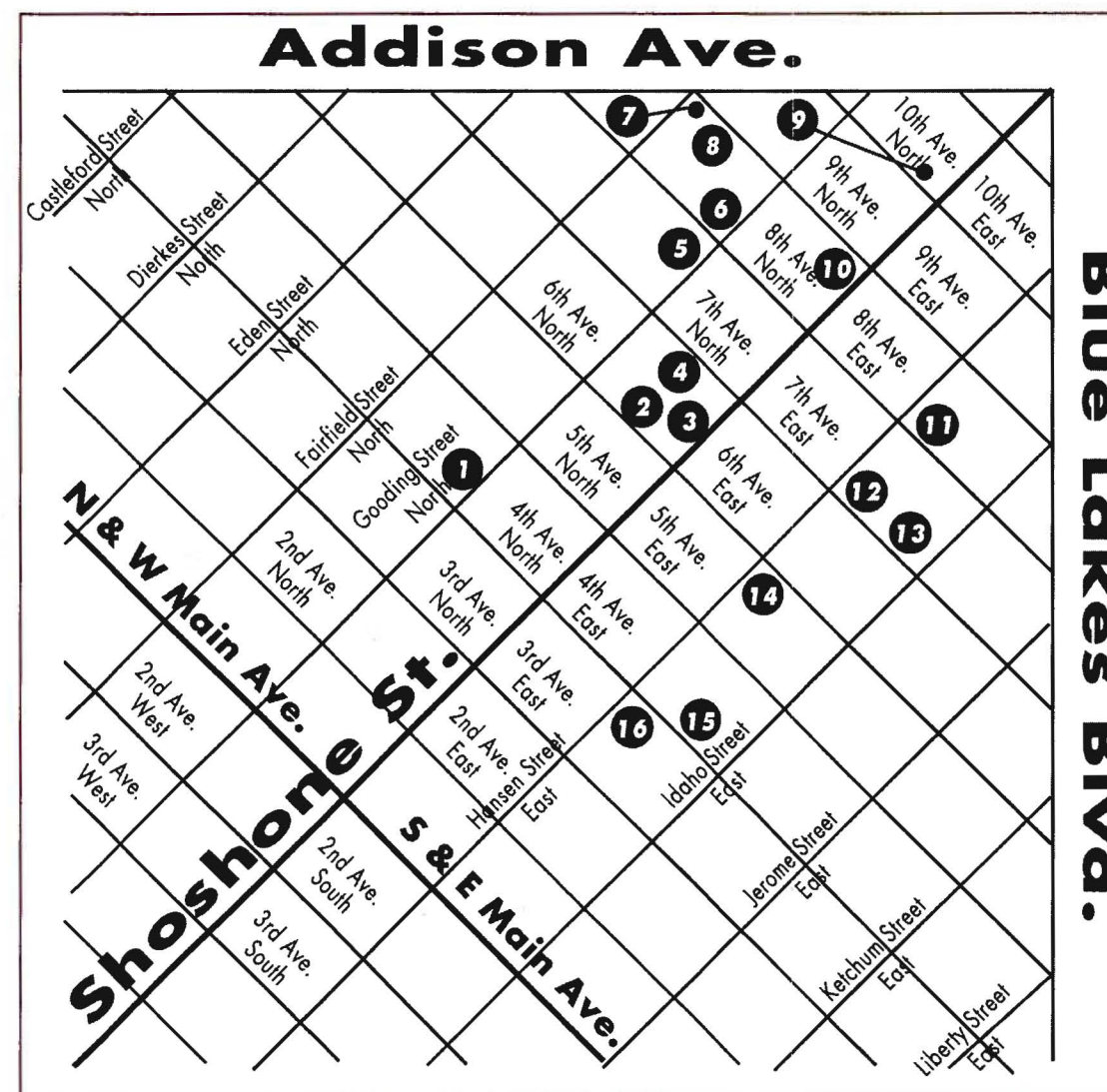
E.L. Masqueray, a well-known architect from New York whom Perrine had met at the St. Louis exposition.

"Typical of the progressive age, the architect laid streets on a 45-degree angle to the compass so the sun would shine on all four sides of houses during the day...

"But many people claim the reason was to deflect the endless wind which filled the first homes with sometimes suffocating dust until

grass and trees were started." (From a Times-News article by Lorayne O. Smith "Company town origins distinguished Twin Falls," July 2, 1990.)

It has also been suggested that engineer John H. Hayes surveyed the town so prevailing breezes would blow across the streets instead of sweeping them from one end to the other. Hayes was also concerned that all areas could be adequately irrigated.



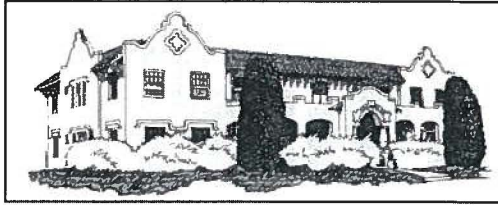


1. Justamere Inn

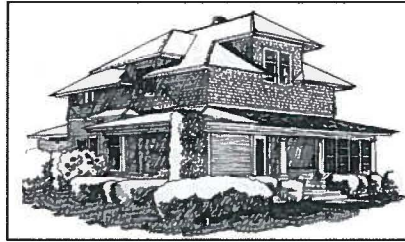
401 Gooding St. N.

This former inn opened in 1910 and is a fine example of Mission architecture. The style was popular in this region between 1908 and 1930.

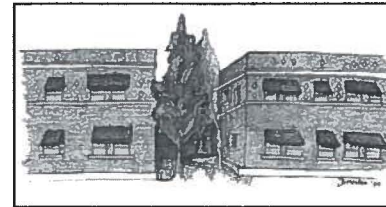
Characteristic of the style, the inn has a red tile roof, a large porch on the northeast elevation, and large baroque gables. As an inn, it had 35 bedrooms and suites, a dining room capable of seating 50, a smoking room, and a reception hall. It later evolved into an apartment house and then, in 1979, was converted into a professional office building.



asymmetry in the location of porches and of the oval and diamond-shaped stairwell windows. Major Western Colonial characteristics of this home are the broad columned porch, the hipped roof, and dormers. The Classical Box style seemed desirable to local elite as subsequent owners of the Sierer house were William Van Engellen and C.E. Booth, both prominent merchants.



in this home for over 30 years. He was elected president of the Idaho Society of Architects in the late teens and is responsible for designing the Rex Arms Apartments, the Twin Falls Title and Abstract Company building, the Ramona Theatre in Buhl, and an impressive number of private homes, including the Sweeley home.



10. Reed Apartments

833 Shoshone St. N.

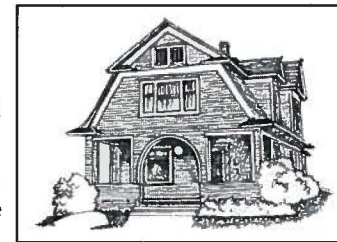
Built in 1920 by W.D. Reed at a cost of \$100,000, the Reed Apartments is a U-shaped brick block with classical details housing 32 efficiency apartments

of two or three rooms each. The apartments have white enamel and birch interiors, electric kitchens, and Murphy beds. The pillars and urns at the entrance to the courtyard were added in the 1930's.

11. Peck House

207 Eighth Ave. E.

This Dutch Colonial Revival home was built in 1908 for D.H. Peck, a local nurseryman. It features a gambrel roof, flared eaves, and a round-arched entrance to its inset porch. This home is an agreeable example of 19th



Century penchant for combining details from a variety of sources.

12. Wilbur S. Hill House

203 Seventh Ave. E.

This distinctive home was built by Wilbur S. Hill in 1908. Hill was the founder of the early newspaper called the *Twin Falls Times* which later merged with the *Twin Falls News* becoming today's *Times-News*. Mr. Hill remained

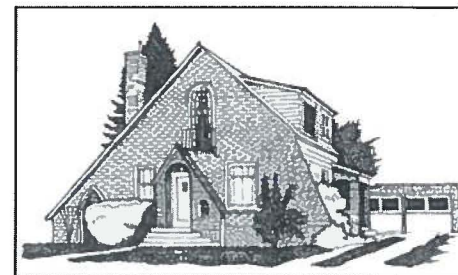


the home's owner until he sold it in 1947 to Charles Allen whose father Clarence owned Sterling Jewelry in downtown Twin Falls. After World War II, Charles and his brother Howard Allen continued the family's business which served the area from 1910 until 1988. Charles' son Rick (noted for the College of Southern Idaho's Rick Allen Room) grew up in this house. Built on a slight terrace with its upper dormer windows and wide front porch, this home presents a stately appearance.

13. Bobier House

235 Seventh Ave. E.

Anthony Bobier, contractor for the Twin Falls Public Library, built this late Tudor-style home during the Depression. The gable is set with a round-arched glass door which opens onto a metal balcony. The main entry also has a round arch and is slightly offset and covered by an asymmetrical gable opposite to the longer roofline. The extended



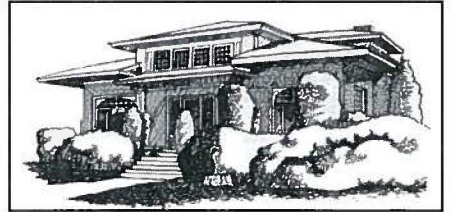
roofline of the brick façade produces a garden wall with a Gothic-arched gateway. The left roofline of the gable is obliquely angled. The chimney is studded with clinker bricks.

14. Lester Wright House

210 Sixth Ave. E.

The Lester Wright bungalow was not an inconsequential dwelling when it was built in 1909 for \$7,000. Two stylistic influences are at work in this house.

The primary influence is the California-based Craftsman style. The simplicity of this style made it quite popular as a residential building.



The secondary influence is the Prairie style which surfaces in the gentle pitch of the low-spreading hipped roof, the wide, flat projecting eaves, and the broad chimney. Except for the enclosure of the outset front porch, the brick exterior is unchanged. Lester Wright was the local manager of Consolidated Wagon and Machine Company. The house has been used for professional offices since the 1920's.

15. C. Harvey Smith House

255 Fourth Ave. E.



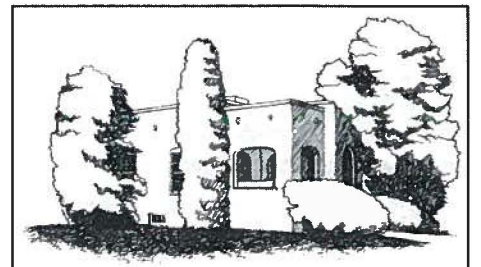
Formal detail of the Classical Revival style was the choice of C. Harvey Smith, an early Twin Falls architect. This unusual house shows a Queen Anne influence by using different materials on different levels. The house is classically symmetrical. Projecting quoins are set into the

corners of the brick walls. Fluted Ionic columns support the now enclosed front porch.

16. J.N. Davis House

204 Fourth Ave. E.

This pueblo-style building was constructed as an office and residence for Dr. J.N. Davis in 1938. Estimated cost of the building was \$4,500. Built by contractor W. F. Feamster, the Davis office displays a light stucco finish, a flat roof, and a row of projector tiles simulating the extended roof beams characteristic of the indigenous southwest architecture. The rectangle, aluminum-sash windows have replaced the original arched windows.



2. Keel House

136 Sixth Ave. N.

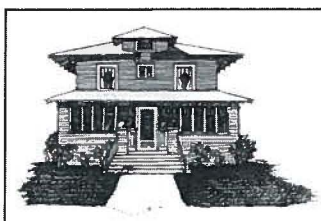
The former home of James and Inez Keel was built in 1911 and exhibits a basic Classical Box architecture, common in the 19th

Century. Its unique nature has a complex roof with slightly flared eaves extending over the exposed rafters. Added design is given by a large, enclosed porch. Mr. Keel was a partner in the Keel-Wilkinson Lumber Co., which had three lumber mills in the hills south of Twin Falls.

3. McCollum House

691 Shoshone St. N.

Twin Falls' first permanent residence, built in 1904, was the home of Robert B. and Alice McCollum. The McCollum residence became the center of the town's social life. At Alice's suggestion, "The Homeless Twenty" gathered here to socialize and sing songs around Alice's piano, the first in town. This bungalow's original front was on Seventh Ave. N. It has been remodeled several times over the years (it is now Ann's Eyewear Boutique), but still retains its original charm.



4. Breckenridge House

137 Seventh Ave. N.

Built in 1909, this residence is Classical Box style that exemplifies total symmetry. Its entrance is centered on a long front porch that spans the façade. The windows

are symmetrically placed. The first owner, Loyal Breckenridge, was manager of the Twin Falls Flour Mills and lived in the house until his death.

5. Sierer House

203 Eighth Ave. N.

There is a Victorian feel to this Classical Box style home built for realtor Guy B. Sierer in 1906. The Victorian ambience is created by



6. Sweeley House

206 Eighth Ave. N.

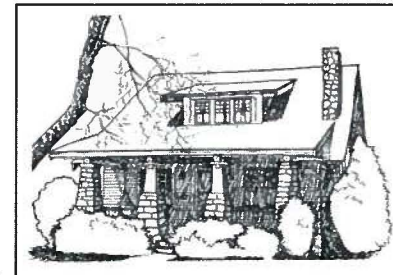
Another example of the Classical Box style was a home built in 1910 for Everett Sweeley and his wife Hazel. Burton Morse, prominent local architect, designed this house, featuring an elaborate purlin-supported entryway. Mr. Sweeley,

a lawyer and a partner with his brother Martin in Idaho Trust and Title, served as Twin Falls City attorney during the 1930's.

7. Joslyn House

247 Ninth Ave. N.

With a modest Craftsman style, this home was built in 1920. It was owned by J. E. Joslyn, chief clerk of the Idaho Power Company during the 1920's and 1930's. It is a good example of the common two-story bungalow with side facing gables and a wide rafter supported dormer facing the street. It has a flared base and battered lava rock piers. A railing has been added to the original house.



8. Hollingsworth House

235 Ninth Ave. N.

This basic bungalow, constructed of brick, has inset terraces on the right and left. With its wide eaves and hipped roof, it is reminiscent of the

Prairie style of Frank Lloyd Wright. The house was built in the late teens by Emma and Elmer Hollingsworth. Mr. Hollingsworth was proprietor of Hoosier New and Used Furniture Company.

9. Burton Morse House

136 Tenth Ave. N.

Burton Morse designed and built this 1908 Classical Revival house. It features a small, columned portico, discreet bay windows, flared eaves, and arched, bisected, key-stoned gabled windows. Morse resided



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.

IT IS GENERALLY APPROPRIATE TO:

- 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.

IT IS GENERALLY NOT APPROPRIATE TO:

- 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.



Appropriately aggregated multi-tenant sign.



Appropriate scale and location of pedestrian sign.



Appropriate painted transom window sign.



Inappropriate plastic, backlit sign.

G. SIGNS

HISTORIC SIGNS

Historically, signs mounted and/or painted on the exterior of a building advertised the primary business conducted there. Many of these signs still stand today and should be preserved when feasible.

4.18 Preserve existing historic signs to the maximum extent feasible.

HISTORIC WALL SIGNS

Historic painted wall signs, or “ghost signs,” should be left exposed whenever possible, and should not be restored to the point that they no longer provide evidence of a building’s age and original function.

4.19 Leave historic wall signs exposed whenever possible.

4.20 Do not “over restore” historic wall signs.

- Do not restore historic wall signs to the point that all evidence of their age is lost.
- Do not significantly re-paint historic wall signs even if their appearance and form is recaptured.



Preserve existing historic signs to the maximum extent feasible.



Leave historic wall signs exposed whenever possible.



Do not significantly re-paint historic wall signs even if their appearance and form is recaptured.





New Signs

A sign typically serves two functions: to attract attention and to convey information. All new signs should be developed with the overall context of the building and of the area in mind.

Sign Character

A sign shall be in character with the materials, colors and details of the building. The integration of the sign with the building or building facade is important and should be a key factor in its design and installation.

4.21 Signs should be subordinate to the overall building composition.

- Design a sign to be simple in character.
- Scale signs to fit with the facade of the building.
- Locate a sign to emphasize design elements of the facade itself.
- Mount signs to fit within existing architectural features using the shape of the sign to help reinforce the horizontal lines of the building.
- Rooftop signs are inappropriate.
- Animated signs and message boards are not appropriate.



Use sign colors, materials and details that are compatible with the overall character of the buildings facade.

Sign Materials

A sign should exhibit qualities of style, permanence and compatibility with the natural and built environment.

4.22 Use sign materials that are compatible with the building facade.

- Use colors, materials and details that are compatible with the overall character of the facade.
- Permanent, durable materials that reflect the Twin Falls context are encouraged.
- Avoid highly reflective materials.

Sign Color

Color shall be used both to accentuate the sign design and message and also to integrate the sign or lettering with the building and its context.

4.23 Use colors for the sign that are generally compatible with those of the building front.

- Limit the number of colors used on a sign. In general, no more than three colors should be used, although accent colors may also be appropriate.

Sign Content

Sign content shall be designed to be visually interesting and clearly legible.

4.24 A simple sign design is preferred.

- Typefaces that are in keeping with those seen in the area traditionally are encouraged.
- Avoid hard-to-read or overly intricate typeface styles.

Sign Lighting

The sign illumination source shall be shielded to minimize glare. Light intensity shall not overpower the building or street edge. Small and discreet modern light fittings may provide an unobtrusive alternative to traditionally styled lamp units.

4.25 Use shielded lighting source on a sign.

- Direct lighting at signage from an external, shielded lamp is appropriate.
- A warm light, similar to daylight, is appropriate.
- Strobe lighting is not appropriate.
- Internal illumination is not appropriate.

4.26 Halo illumination may provide an effective and subtle form of lighting which can be used to accentuate both sign and building.

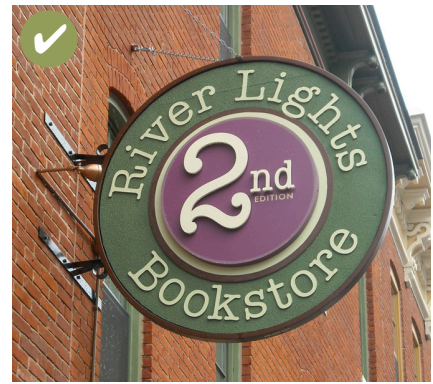
- This form of lighting can be used with either wall or sign panels or individual letters.
- The light source shall not be visible.

Sign Installation

The installation of a sign is an integral aspect in the retention of key architectural features and in minimizing damage to the building.

4.27 Avoid damaging or obscuring architectural details or features when installing signs.

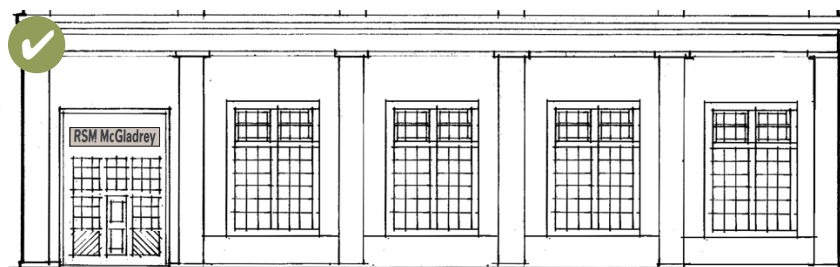
- Minimize the number of anchor points when feasible.



Sign content shall be designed to be visually interesting and clearly legible.



Direct lighting at signage from an external, shielded lamp.



Appropriate wall sign placement on a warehouse building type.



Canopy and awning signs are most appropriate in areas with high pedestrian use.



Design a window sign to minimize the amount of window covered and be painted on the glass or hung inside a window.

APPROPRIATE SIGN TYPES

Sign types that are considered generally to be appropriate are defined here. While selecting a sign, an important design principle to consider is that signs should not overwhelm the architecture of the building. Consistent placement of signs according to building style, type, size, location and materials creates a sense of visual continuity.

Canopy and Awnings Sign

This is a sign located on the face of a canopy or awning.

4.28 A sign located on or under a canopy or awning may be considered.

- These are most appropriate in areas with high pedestrian use.
- Consider sign lettering centered on a building canopy where a flush-mounted sign would obscure architectural details.

Window Sign

This is a sign painted on the surface of, or located on the interior of, a display window.

4.29 Design a window sign to:

- Minimize the amount of window covered
- Be painted on the glass or hung inside a window

Wall Sign

This is an attached sign painted on or attached to the wall or surface of a building or display surface which is parallel to the supporting surface.

4.30 Flush mounted wall signs may be considered.

- Place wall signs to align with nearby buildings.
- Determine if decorative moldings exist that could define a sign panel. If so, locate a flush-mounted wall sign to fit within a panel formed by moldings or transom panels.
- Do not obstruct character-defining features of a building with signage.

4.31 Design a wall sign to minimize the depth of a sign panel or letters.

- A wall sign shall be relatively flush with the building facade.
- Design a wall sign to sit within, rather than forward of, the fascia or other architectural details of the building.

Projecting or Hanging Sign

This is an attached sign which projects and has one end attached to a building, and which does not employ ground support in any manner.

4.32 Design a projecting sign to be similar in character to those seen traditionally.

- Design the sign bracket as a decorative or complementary element of the sign. The bracket should appear as part of the sign composition and design.

4.33 Projecting or blade signs may be considered.

- Locate small projecting signs near the business entrance, just above the door or to the side of it.
- Mount large projecting signs higher on the building, centered on the facade or positioned at the corner.
- Small hanging signs are appropriate under a canopy on commercial building types or from the inside of a porch on residential building types.



Locate a flush-mounted wall sign to fit within a panel formed by moldings or transom panels.



Projecting signs, those which are attached to a building and do not employ ground support, are common in downtown Twin Falls.



Consider a directory sign for larger buildings with numerous occupants.

Symbol Signs

This refers to a symbol displayed on a sign that portrays a certain word, name, or idea. This may be located on the interior of a display window and may also be installed on an exterior facade.

4.34 Using a symbol for a sign is encouraged.

- A symbol sign adds interest to the street, can be read quickly and is often remembered better than written words.

Directory Sign

This is a small scale sign located on the primary first-floor wall of any building containing multiple tenants to display the tenant name and location.

4.35 Consider a directory sign for larger buildings with numerous occupants.

- Consolidate small, individual signs and place them on a single panel as a directory to make them easier to locate.

Interpretive Sign

An interpretive sign may refer to a sign or group of signs that provide information to visitors on natural resources, cultural resources, historic resources or other pertinent information.

4.36 Design interpretive signs to have a consistent design character.

- Interpretive signs should stand alone, and not be attached to streetscape furnishing or buildings.
- Interpretive signs should not disrupt or block views.



2.11 Signage

Policy: Signs should be compatible in scale and design with other signage in the district.

Signage design is important in supporting the historic character of the sub-district and creating a special identity. Signs should be flat, wall-mounted, painted or enameled and/or perpendicular small pedestrian-oriented types that enhance the architectural features of the building.



Colors, materials and lighting shall be visually restrained and be a minimal feature in the overall appearance of the building and district.

It Is Generally Appropriate to:

- 2.11.1 Locate signs to fit within the architectural features of a building's façade, such as the signage panel band above the transom windows, within entryways or display windows. Signs should not mask architectural features or details.
- 2.11.2 Align signs similarly to other signs along the block.
- 2.11.3 Create one sign for buildings with multiple upper floor tenants.
- 2.11.4 Light signage with single tube neon or warm colored bulbs.
- 2.11.5 Paint window signs or gold-leaf directly on windows.
- 2.11.6 Repaint faded or "ghost signs" on brick exteriors.



It Is Generally Not Appropriate to:

- 2.11.7 Install electronic message center displays or reader board signs.
- 2.11.8 Include illuminated signs with flashing, moving or brightness changing elements.
- 2.11.9 Use plastic on the exterior of a sign. Plastics are not historical, whereas painted or enameled metal or wood signs strengthen the ambience of the district.
- 2.11.10 Use fluorescent color on a sign or lighting sources with a Kelvin temperature of 3,500 degrees or more and a color rendering index (CRI) of 70 or less.
- 2.11.11 Include moving or rotating sign parts.
- 2.11.12 Install a free standing, roof mounted or internally lighted signs.





Traditional signboards placed above storefront transoms like this one contribute to the historic character of Davidson's downtown.



Projecting signboards like this one catch the eye of pedestrians walking by.



Smaller scaled signs on low posts are appropriate choices for offices in historic residential buildings.

Signs

Signs were incorporated into the architectural detail of some historic commercial and institutional buildings and such signage should be retained even if the building use or name is changed because the signage contributes to the historic character of the building. On commercial buildings, signs were often stenciled on the storefront display windows, mounted on the mid-cornice signboard area of a storefront, or suspended on a small projecting signboard for pedestrians to read.

Practical Considerations

Signs within the historic district are subject to local sign ordinances and size limitations as well as review by the preservation commission.

New signs within the historic district should be consistent in placement and compatible in design with the historic character of the district and they should be installed so they do not conceal or damage significant architectural features. In designing new signage, it is important to consider the overall size, materials, graphics, legibility of the typeface, color, and method of attachment.

Historic commercial and institutional buildings typically incorporated signage in the mid-cornice area of the primary façade. The use of traditional sign materials such as wood, stone, or metal are appropriate choices for new signs in the district. An inexpensive and effective traditional approach to commercial signage is to screen graphics onto the display windows or storefront awnings. Whatever approach is taken, it is important to size new signs to the pedestrian scale of downtown.

For residential areas of the district, new signs should be located so they do not damage or conceal significant architectural features. Freestanding signs on low posts or landscaped bases adjacent to the front walk or driveway can minimize the impact of the new sign on the historic property while maintaining visibility.

Guidelines: Signs

1. Retain and preserve historic signs that contribute to the overall character of the historic district.
2. Retain and preserve signs that contribute to the overall historic character of a building.
3. Maintain, protect, and repair the features, material surfaces, and details of historic signs using repair techniques appropriate to the specific material.
4. Replace damaged, deteriorated, or missing signs with new signage that is compatible in design, material, scale, finish, and detail with the historic character of the building and district.
5. Introduce new signs, if needed, in traditional locations where they do not diminish or compromise the overall historic character of the building, site, or district. Design new signs to be compatible in location, configuration, orientation, height, material, scale, and detail with the historic character of the building, site, and district.
6. In the residential areas of the district, site new freestanding signs on low posts or bases that are compatible with the pedestrian scale of the district. Mount small identification signs on building façades in locations that do not conceal or damage significant architectural features or details. Neon signs are not appropriate in residential areas of the district.
7. Construct new signs in traditional materials, such as wood, stone, or metal, or apply lettering and graphics on display windows or awning fabric. It is not appropriate to introduce signage in contemporary materials such as plastics or to introduce internally lighted signage that is incompatible with the overall historic character of the district.



Contemporary signage screened onto the glass panel of this office door is both effective and compatible with its Main Street context.

Chapter 10

Design Guidelines for Signs

A sign typically serves two functions: to attract attention and to convey information. All signs shall be consistent with the building's period of significance. All new signs shall be developed with the overall context of the building and of the area in mind. Signs shall be constructed in a manner that does not damage the historic fabric of the building.

Appropriate Sign Types

Sign types vary widely in the Downtown Historic District. The important principle is that signs do not overwhelm the architecture of the building. The placement, location and type of a sign are perhaps the most critical factors in maintaining the order and integrity of the district. Consistent placement of signs according to building type, size, location and even building materials creates a sense of visual continuity. The use of roof-top signs of any kind are prohibited. The following sign types are acceptable in the Downtown Historic District.

10.1 Canopy Signs

A canopy sign is a sign attached or applied to the horizontal face of a canopy. Canopy signs shall not extend below the bottom of the horizontal face or more than one foot above the horizontal face of the canopy. A sign located on a canopy face may be appropriate:

- In areas with high pedestrian use.
- When other signs would obscure architectural details of the structure.

10.2 Under Canopy Hanging Signs

An under canopy hanging sign is a sign that hangs from the underside



A canopy sign should not extend below the bottom of the horizontal face or more than 1' above the horizontal face.

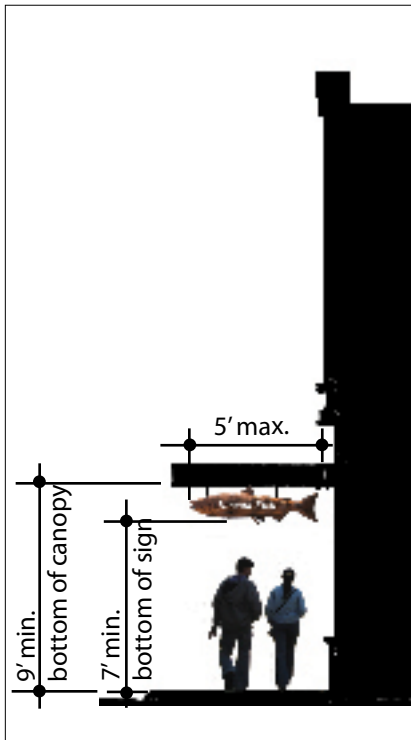
See also:
City and Bureau of Juneau Land
Use Code Chapter 49.45 Signs
Article I, Article II, Article III and
Article IV.



The only sign appearing above the canopy or first floor level of a building should relate to the name of the building or principal use within the building.



Under canopy hanging signs.



An under canopy hanging sign is encouraged. These signs shall not extend more than 5' from the facade front, nor shall they be less than 7' from above the finished sidewalk.

of a canopy or building projection, and does not employ ground support in any matter. One under canopy hanging sign is allowed per tenant per street facade. A sign of this type shall be designed and located in a similar fashion to other under canopy hanging signs on the same building, and shall:

- Incorporate sign brackets as a decorative or complementary element of the sign and building detail.
- Be located near the business entrance, just above the door or to the side of it.

Note: All pertinent regulations should be reviewed when planning to use an under canopy hangin on a canopy that overhangs a public right-of-way

10.3 Facade Mounted Signs

A facade mounted sign is a sign that is attached to the wall or surface of a building, which is parallel to the supporting surface. When designing and locating a sign of this type:

- Place the sign relatively flush with the building facade and align it with others signs on the building.
- Place the sign within, rather than forward of, the fascia or other architectural details of the building. Decorative moldings and architectural details of the building should be used to define a sign, by locating the sign within a panel formed by moldings or transom panels.
- Place the sign in a manner that does not obstruct character-defining features of the building.

10.4 Window or Doors Signs

A window or door sign is a sign that is painted on, adhered to and/or displayed through a window or door with the intent to be viewed from the outside. When using this type of signage the following criteria shall apply:

- Window or door signs may occupy 10% of the storefront glass and are only allowed on the first floor of a building. All window and door signage in excess of the allowable 10% of the storefront glass shall be counted against the overall allowed sign area for that side of the building (See graphic page 67).

10.5 Historic Building Names

A historic building name or sign that is a significant part of the historic building, may contribute to the historic significance of the building and as such shall be preserved and not removed.

Sign Composition

The composition of a sign in contrast to a building's architectural detail and design are important to preserving the significance or integrity of a historic building. When designing and installing a sign the following

shall apply:

- 10.6 Signs shall be subordinate to the overall building composition.
- Scale signs to fit with the facade of the building.
 - Locate a sign to emphasize design elements of the facade itself.
 - Mount signage to fit within existing architectural features using the shape of the sign to help reinforce the horizontal lines of moldings and transoms seen on the building.
 - Calculate the sign area by using simple geometric shapes that define the sign.
 - Though not widely done historically, the use of symbols to portray a word, name, or idea may be considered.
 - Rooftop signs are inappropriate. This includes stand-alone or painted on signs.
- 10.7 A corporate logo or color scheme may be incorporated into signage as long as signs of this nature do not alter or destroy existing architectural features or details.
- The Community Development Department Director shall determine the portion of the building that will be recognized as part of a corporate design, and therefore a sign.



An irregularly shaped sign area is calculated by a simple geometrical shape juxtaposed on the object.



The total window and door sign area should not exceed 10% of the total storefront glass (grayed area). The maximum window and door sign area is shown in this example.

• • • • •
 • See NPS Preservation Brief 25: The
 • Preservation of Historic Signs, for further
 • information.
 • • • • •

Sign Character

When designing a sign that will be erected in the historic district consideration shall be given to the proposed materials, colors and details of the sign and the building on which the sign is to be installed.



A sign shall be clearly legible.

- 10.8 Signs shall be designed in a manner that doesn't damage the historic fabric of the building.
- Any sign that visually overpowers the building or obscures significant views or architectural features is inappropriate.

10.9 A simple sign design is preferred.

- Typefaces that are in keeping with those seen in historic photos or that are traditionally used are encouraged. Modern typefaces are inappropriate.
- Avoid hard-to-read or overly intricate typeface styles.
- Consider letter and painted signs on blank walls as they were used historically.

Sign Materials

A sign's material shall reflect the style of the building to which it is attached and its period of significance (see Chapter 2).

10.10 Use signage materials that are compatible with the building facade.

- Signs shall be wood, sign-grade foam, or metal.
- Other materials may be used as long as the material is durable and does not have a plastic appearance.
- Signs shall be painted and shall have a matte surface finish. The use of vinyl covers or stickers are inappropriate, except in the instance of window and door signs.
- Highly reflective materials shall not be used.

Sign Lighting

The sign illumination source shall be shielded to minimize glare. Light intensity shall not overpower the building or street edge. Small and discreet modern light fittings may provide an unobtrusive alternative to traditionally styled lamp units.

10.11 Use indirect lighting on signage.

- Direct the lighting at signage from an external, shielded lamp.
- Warm lighting, similar to daylight, is appropriate.
- Strobe lighting is inappropriate.
- Internal illumination is inappropriate.
- Halo illumination is inappropriate.

Sign Installation

The installation of a sign is an integral aspect in the retention of key

architectural features and in minimizing damage to the building.

10.12 Avoid damaging or obscuring architectural details or features when installing signs.

- Minimize the number of anchor points when feasible.
- Install signs in a manner that does not create a public safety hazard.

Sign Color

The use of color in sign design shall be assessed in the context of the building, as well as the area, scale and form of the sign. Strong primary colors shall be used sparingly and primarily for accent purposes. Sign panels shall avoid areas of white or cream, which visually detach the sign from the building. Color shall be used to accentuate the sign design and message, and to integrate the sign with the building.

10.13 Use colors for the sign that are generally compatible with those of the building front.

- In general, no more than three main colors shall be used, although small amounts of additional accent colors may be appropriate.
- Use colors and materials that are compatible with the overall color scheme of the facade
- Select colors that offer contrast and legibility.



Appropriate under canopy hanging signs.

DESIGN GUIDELINES FOR SIGNS

This chapter presents design guidelines for the design of signs. The design guidelines are organized into a series of relevant design topics. Within each category, individual policies and design guidelines are presented, which the City will use in determining the appropriateness of the work proposed.

Traditionally, a variety of signs were seen in the downtown. Five different types occurred:

- Small, freestanding signs mounted on a pole or post; located near the sidewalk because the primary structure or business was set-back from the street (e.g., an area with residential character); printed on both sides
- Medium-sized, square or rectangular shaped signs that projected from the building above the awnings or canopies; printed on both sides
- Small, horizontally-oriented rectangular signs that protruded from the building below the awnings or canopies but above pedestrians' heads; printed on both sides
- Medium- to large-sized, horizontally-oriented rectangular signs attached flat against the building, above and/or below the awnings; printed on one side only
- Window signs, painted on glass; used at the street level and on upper floors

Signs that were mounted on the exterior advertised the primary business of a building. Typically, this use occupied a street level space and sometimes upper floors as well. In the case of a large structure that included several businesses on upper floors, the name of the building itself was displayed on an exterior sign. Tenants relied on a directory at the street level.

In addition, signs were mounted to fit within architectural features. In many cases, they were mounted flush above the storefront, just above moldings. Others were located between columns or centered in "panels" on a building face. This method also enabled one to perceive the design character of individual structures.

In This Chapter:

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Each nonresidential structure in the Downtown and Old Town Overlay Districts may have up to five types of signs in use at any given time: primary, secondary, window, portable, and temporary. Multi-tenant buildings shall share signage through co-locating the various businesses' advertising on directories and monument or other approved signs via an approved Master Sign Plan.

- A primary sign represents the owner's largest sign expense and is likely the most important of the five sign types. Only one primary sign will be allowed per business per building. The primary sign's audience is specifically the viewer driving past in a vehicle.
- Secondary signs are utilized in addition to the primary building sign. Typically, a secondary sign protrudes from the building below the awnings or canopies but above pedestrian heads, printed on both signs. This may also be a small to medium free-standing sign mounted on a pole or post. The secondary sign is generally intended to capture the attention of the pedestrian walking on the sidewalk.
- Window signs are painted or applied to the glass used at street level and/or on upper floors. The window signage is intended for the pedestrian walking on the sidewalk and conveys specific information about the business offered.
- Portable signs are intended for the pedestrian walking on the sidewalk. Portable signs include sandwich boards, signs mounted on easels, or freestanding frames with sign inserts.
- Temporary signs are used for a special purpose, such as limited-time offer or a sale. Planning and Development Department staff may approve temporary signs for up to 45 days. If more time is requested the item will be forwarded to HARC.

The applicable sign standards shall be those contained within these design guidelines. In the event that no standard exists, the standards in the Unified Development Code, Chapter 10, shall apply, and may be modified in order to more accurately reflect the express language or the intent of these design guidelines in regards to signs. The sizing, placement, manner, and overall aesthetics of a sign shall be regulated to conform to other guidelines in this chapter. A business logo cannot be altered if it is federally trademarked.

Policy: Design a sign to be in balance with the overall character of the property.



The overall facade composition, including ornamental details and signs, should be coordinated.

A sign typically serves two functions: first, to attract attention, and second to convey information, essentially identifying the business or services offered within. If it is well designed, the building front alone can serve the attention-getting function, allowing the sign to be focused on conveying information in a well-conceived manner. All new signs should be developed with the overall context of the building and of the area in mind.

9.1 Consider the building front as part of an overall sign program.

- Coordinate a sign within the overall façade composition.
- A sign should be in proportion to the building, such that it does not dominate the appearance.
- Develop a master sign plan for the entire building; this should be used to guide individual sign design decisions.
- This is especially important in Area 2 where the use of contemporary building forms and styles and several colorful, attention-getting signs have appeared in the past. Such a typical “strip-commercial” development pattern is inappropriate in the Downtown and Old Town Overlay Districts.

9.2 A sign shall be subordinate to the overall building composition.

- A sign should appear to be in scale with the facade.
- Locate a sign on a building such that it will emphasize design elements of the facade itself.
- Mount a sign to fit within existing architectural features. Use the shape of the sign to help reinforce the horizontal lines of moldings and transoms seen along the street.



A sign should be in proportion to the building, such that it does not dominate the appearance.

Policy: Appropriate signs include freestanding, flush mounted, window, projecting, hanging, awning, and directory signs.

Well-designed signs are needed in the historic District for communication and identifying goods and services available in the District. But signs are artifacts in themselves. They are a significant component of the environment. Signs affect the quality, image, and cohesiveness of the entire historic District.

The placement or location of a sign is a critical factor in maintaining the order and integrity of the Downtown Overlay District and Old Town Overlay District. Consistent placement of signs according to building type, size, location, and even building materials create a visual pattern that the pedestrian can easily interpret and utilize to the mutual benefit of merchants, tourists, and customers.



Freestanding or pole mounted signs may be considered.

9.3 A primary sign should identify the services or business offered within.

- To avoid driver confusion, the information on the primary sign should be in a large enough font or design that it is easily viewable from a vehicle.
- The sign should contain only enough information to alert the viewer in a vehicle to the location of the business or entity at the building.
- Whenever possible, other signs should be utilized for information geared towards pedestrian or other viewers.
- The primary sign should be easily viewable from a vehicle with as little visual clutter as possible.

9.4 A secondary sign should identify the services or business offered within.

- Typically, a secondary sign is intended to capture the attention of pedestrians walking on the sidewalk.
- The sign should contain only enough information to alert the viewer on a sidewalk to the location of the business or entity at the building.
- The secondary sign should be easily viewable from the sidewalk with as little visual clutter as possible.

9.5 Freestanding or pole mounted signs may be considered.

- A freestanding sign may be used in the front yard of a former residence with a commercial use.
- A freestanding sign may also be used in areas where the primary use is set back from the street edge.

9.6 A flush-mounted wall sign may be considered.

- In many cases, turn-of-the century building types common in Georgetown have a sign frieze, which is a panel by trim that sits just above the transom. This is the ideal location for the primary building sign. The sign frieze is typically located above the transom and below the second-floor windows.
- When utilizing the sign frieze as the sign placement location, it is important to respect the frieze borders. In other words, the sign should not overlap or crowd the top, bottom, or ends of the frieze.
- When feasible, place a wall sign such that it aligns with others on the block.

9.7 A flush-mounted wall sign shall not exceed one square foot for every one foot of linear facade width.

- For instance, a building with twenty feet of street frontage would be eligible for a sign of twenty square feet ($20 \times 1 = 20$). In true sign dimensions, this would be a sign of approximately two feet by ten feet.
- Note that the formula establishes the maximum permitted sign area, when all other factors of scale, proportion, and compatibility are met. A sign does not have to be as large as this equation allows. The first consideration shall be compatibility with the size and character of the facade.
- In a case where a building has more than one face exposed to a public way, the allowed sign area may not be combined.



Locate a flush-mounted sign such that it fits within a panel formed by moldings or transom panels.



When utilizing the sign frieze as the sign placement location, it is important to respect the frieze borders.



A window sign may be considered. A window sign may be painted on or hung just inside a window. (Wichita, KS)

9.8 A window sign may be considered.

- A window sign may be considered in addition to the primary building sign to convey specific information regarding contact information (i.e. telephone number, email, or web address of a business), other business locations, or list more than one (1) specific product or service.
- A window sign should cover no more than thirty percent (30%) of the total window area.
- It may be painted on the glass, attached with flush vinyl, or hung just inside a window using appropriate attachment materials, as reviewed and approved by HARC.
- No more than 50% of a window shall be covered by business signage, advertisements, open signs, hours of operation, and other messages.
- One small (maximum 2 square feet) window sign with a dark background displaying the business' hours of operation with contrasting, but not in a vivid color, lettering is allowed without Certificate of Design Compliance review; if additional size or design is requested, then a CDC is required.
- One small (maximum 1.5 square feet) 'open' sign per business is allowed to be placed in a window without Certificate of Design Compliance review, if additional size is requested then a CDC is required. The sign message cannot be in a flashing or traveling mode.
- Electronic message center signs that are designed to be visible from the right-of-way are not allowed.
- While window displays are not reviewed by HARC, their use is very important to retailers. The attractiveness of a display is likely the highest contributing factor to whether or not a pedestrian will enter a store, and its design should be carefully planned.
- *Please note that HARC will take cognizance and assume jurisdiction of signs within a store that is obviously intended to be viewed through a window.*

9.9 A hanging sign may be considered.

- A small hanging sign is easier for a pedestrian to read than other sign types and is encouraged.
- A small hanging sign should be located near the business entrance, just above the door or to the side of it.
- A hanging sign installed under a canopy should be a maximum of 50% of the canopy's width.
- A hanging sign should be mounted perpendicular with the building facade.
- A hanging sign should provide a minimum of eight feet clearance between the sidewalk surface and the bottom of the sign. However, a hanging sign mounted under a canopy may provide a minimum clearance of seven feet.
- A hanging sign shall be no more than eight square feet in size.



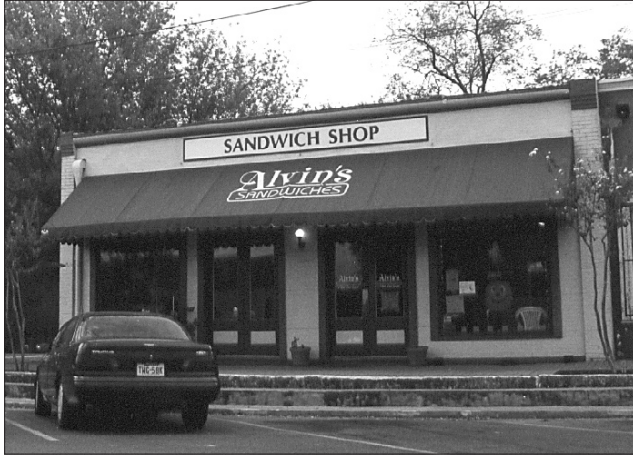
A small hanging sign should be located near the business entrance.

9.10 A projecting sign may be considered.

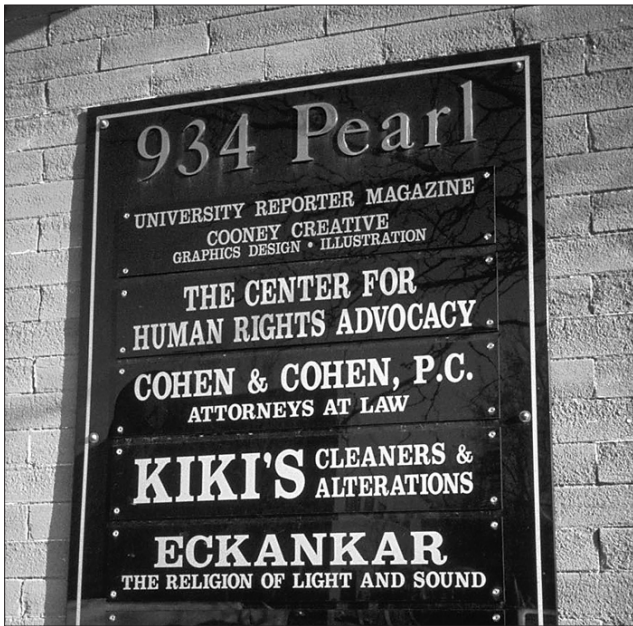
- A projecting sign should appear to be in proportion with the building. It should not overwhelm the appearance of the building or obscure key architectural features.
- A projecting sign shall provide a minimum clearance of eight feet between the sidewalk surface and the bottom of the sign.
- A projecting sign shall be no more than fifteen square feet in size with a maximum sign height of five feet.
- Additionally, a projecting sign shall in no case project beyond 1/2 of the sidewalk width.
- Signs should not obscure the view of any windows, existing signs, and/or adjacent buildings to an unreasonable extent.
- A large projecting sign is not permitted unless other types of signage are not appropriate for the building.
- A large projecting sign, if approved, should be mounted higher, and centered on the facade or positioned at the corner of a building. Generally, a projecting sign should not be located above the second floor.
- "Blade" signs are considered projecting signs and should follow the guidelines for projecting signs.
- Any two-sided sign shall be designed to be back to back and in no case shall both sides of the sign be visible at any time to the reader.



A larger projecting sign should be mounted higher, and centered on the facade or positioned at the corner of a building.



Awning and canopy signs may be considered.



Where several businesses share a building, coordinate the signs. (Boulder, CO)

9.11 Awning and canopy signs may be considered.

- An awning or canopy sign shall not exceed one square foot for every one linear foot of facade width. In no case should an awning or canopy sign exceed the size of the awning or canopy surface to which it is applied.
- The size of an awning or canopy sign shall be calculated by its actual area and shall be included in the calculation for total allowable building signage.
- Consider mounting a sign centered on top of a building canopy where a flush-mounted sign would obscure architectural details.
- A sign mounted on top and affixed to a building canopy, and located perpendicular to the building shall not be allowed.
- Appearance of a sign as viewed from an upper level out must be considered.

9.12 A directory sign for multi-tenant buildings must be considered.

- A Master Sign Plan is required for multi-tenant buildings.
- Where several businesses share a building, coordinate the signs. Align several smaller signs, or group them into a single panel as a directory.
- Use similar forms or backgrounds for the signs to tie them together visually and make them easier to read.
- The manner in which a directory sign is mounted to a building, either flush to or projecting from a wall, will determine the maximum allowable sign area.
- Electronic message centers are not allowed.
- Signage allocation must be considered when setting up a building for multiple tenants, and the appropriate distribution of allowable sign square footage and sign sizes and locations planned for the various tenants.
 - For the maximum area of a flush-mounted sign see design guideline 9.7.
 - For the maximum area of a projecting sign see design guideline 9.10.

9.13 A portable sign may be considered, in the Downtown Overlay District.

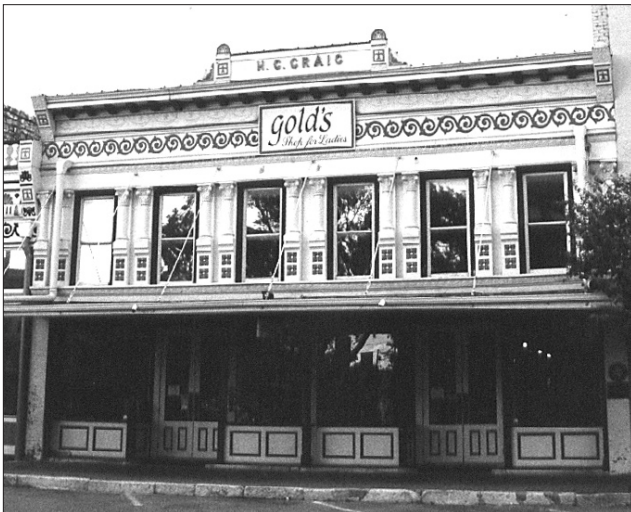
- Portable signs are intended for pedestrian traffic on the sidewalk and can convey specific information regarding contact information.
- A portable sign may list more than one specific product or service and/or promotional information (i.e., daily specials, sales, or business related announcements.)
- Portable signs include A-frame, sandwich boards, signs mounted on easels or free-standing frames with sign inserts.
- An A-frame or sandwich board sign should be limited to 12 square feet of surface per side and should in no case exceed four feet in height and three feet in width.
- A sign mounted on an easel or a free-standing frame with a sign insert should be limited to six square feet of surface per side and should in no case exceed five feet in height and three feet in width.
- A portable sign should not interfere with pedestrian traffic.
- A portable sign should be secured to the sidewalk. If an eye bolt is used it should be installed by the City of Georgetown and placed below the sidewalk surface, and a steel wire should be used to attach the sign to the bolt.
- If the sign is not anchored with an eye bolt, then the sign shall be internally weighted rather than secured with sand bags or other external means.
- Portable signs shall be taken inside when the business being advertised is not open.
- Portable signs in Area 2 are discouraged, except when placed on a sidewalk adjacent to a street with heavy pedestrian traffic.



A portable sign may be considered, in the Downtown Overlay District.



This position keeps details visible. (2008)



Although this sign is appropriately designed and scaled to fit this traditional building, it is mounted in a manner that obscures architectural details. (2001)

9.14 A temporary sign may be considered.

- A temporary sign (including banners) should be limited to a maximum of twenty-four square feet in area with a maximum height of three feet.
- A temporary sign, when installed, should not obscure windows or other architectural details of a building.
- In no case will a temporary sign be allowed to substitute as a permanent sign.
- Planning and Development Department staff may approve temporary signs for up to 45 days, a request for a longer time period will be forwarded to HARC.
- Temporary signs should respect the design and color guidelines for permanent signs.

9.15 A sign should not in any way obscure or compete with architectural details of an historic building facade.

- This is especially important for a building with historic significance.
- A sign should be designed to integrate with the architectural features of a building not distract attention from them.

Policy: A sign should be in character with the material, color, and detail of a building.

9.16 Signs that are out of character with those seen historically and that would alter the historic character of the street are inappropriate.

- Animated signs are prohibited.
- Any sign that visually overpowers the building or obscures significant architectural features is inappropriate.
- Murals that include signage may be considered appropriate and HARC may exclude portions of the mural from the size calculations of Guideline 9.7.
- Murals shall not be painted onto previously unpainted brick or masonry of historical significance.



Painted wood and metal are appropriate materials for signs.

9.17 Sign materials should be compatible with that of the building facade.

- A simple, easy-to-read sign design is preferred.
- Typefaces that are in keeping with those seen in the area traditionally are encouraged.
- Select letter styles and sizes that will be compatible with the building front. Generally, these are typefaces with serifs.
- Avoid hard-to-read or overly intricate typeface styles.
- Painted wood and metal are appropriate materials for signs. Their use is encouraged. Unfinished materials, including untreated wood, are discouraged because they are out of character with the context of the Overlay Districts.
- Plastic is not permitted, except for flush, adhesive, professionally installed lettering.
- Highly reflective materials that will be difficult to read are inappropriate.
- Painted signs on blank walls were common historically and may be considered.



Symbol signs add interest to the street, are quickly read and are remembered better than written words. (Durango, CO)

9.18 Using a symbol for a sign is encouraged.

- A symbol sign adds interest to the street, can be read quickly and is remembered better than written words.

9.19 Use colors for the sign that are compatible with those of the building front.

- Sign colors should be limited. In general, no more than three colors should be used. For these Guidelines, black and white are not counted as colors.
- HARC may consider different shades of a color similar enough to count as one color in the determination of the number of colors being allowed.
- Signs with photo images, including multiple colors, are appropriate on A-frame/ sandwich board type signs only.



Symbol signs, like this barber's pole, were used historically and their use is encouraged today.

9.20 The light for a sign should be an indirect source.

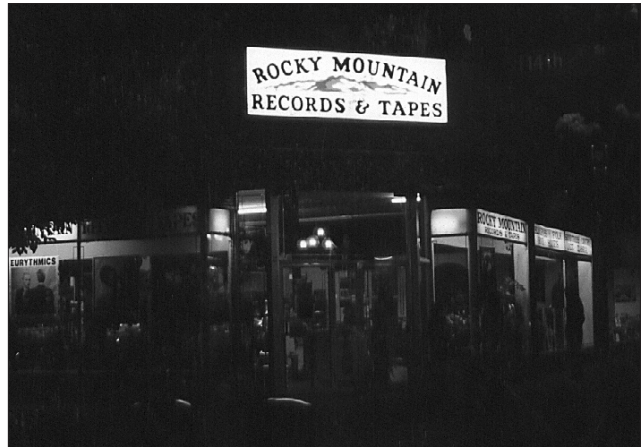
- Light should be directed at the sign from an external, shielded lamp.
- The fixture should have a sense of design, which is coordinated with the sign surface and appropriate to building style and character.
- A warm light, similar to daylight, is appropriate.
- Light should not shine directly or reflect into the eyes of pedestrians.
- Exposed up-lights are inappropriate.



Lighting that is directed at a sign from an external, shielded lamp, is preferred.

9.21 If internal illumination is used, it should be designed to be subordinate to the overall building composition.

- Internal illumination of an entire sign panel is discouraged. If internal illumination is used, a system that backlights only the sign text is preferred.
- Neon and other tubular illumination may be considered. However, use neon in limited amounts so it does not become visually obtrusive.
- Internal illumination of an awning is inappropriate.



Internal illumination of an entire sign panel is discouraged.

9.22 Neon signs may be considered in limited situations.

- The use of neon signs is more appropriate to new construction, non-historic structures, and historic structures built after 1930. These signs should have an historic character.
- Neon is not appropriate on structures built before 1930 or on residential structures.
- Unshielded neon is not permitted, per the UDC.



Signs should have a professional quality and a finished appearance.

9.23 Sign brackets and hardware should be compatible with the building and installed in a workman-like manner.

9.24 Maintenance of signs shall be required.

- Re-secure sign mounts to the building front.
- Repaint faded graphics.
- Repair worn wiring.
- Replace burned out bulbs.
- Remove non-historic, obsolete signs.
- Preserve historic painted signs in place as decorative features.

9.25 Signage should have a professional quality and a finished appearance.

- Signs that appear to be temporary, unfinished, or homemade are not allowed.
- A change in a portion of a multi-tenant sign should be consistent with the original, approved design.

9.26 Changing tenants in buildings with approved multiple tenant signs.

- Staff may approve sign face changes if they are the style of the approved multi-tenant sign.

Note: Signs for home-based businesses are not allowed per the Unified Development Code. The limitations of Unified Development Code Chapter 5 related to Home-Based Business shall apply.

“The Women of Twin Falls”

Established in an undeveloped high-plains desert the City of Twin Falls was not for the faint of heart in its formative years. While the founders are known to many, there are all-too-often overlooked contributions without which Twin Falls might not have survived. A majority of those contributions came from the City’s women. Twin Falls owes a substantial debt of gratitude to its women pioneers. Early women not only secured the sustainable growth of the local economy by attracting entrepreneurs to settle the area, but many lent their business and professional acumen to the burgeoning town by hanging their own shingles. In fact, one third of these women, excluding farmers’ wives, were earning their own living. Yet, despite these invaluable efforts, most historical references to Twin Falls women are only through their husbands’ names. As a step in the right direction, the Twin Falls Historic Preservation Commission has selected a small sample of these pioneering women to highlight their influence on our City.



Mrs. Alice McCollum (a.k.a. Mrs. Robert M. McCollum), often called the “Mother of Twin Falls,” was integral in maintaining the City’s economic growth. Being one of the only women in early Twin Falls, Mrs. McCollum provided a homelike atmosphere to the “Homeless Twenty,” early entrepreneurs, convincing many to remain in the area. Lest these efforts appear small, when Mrs. McCollum past away, the entire community closed shop for the funeral of the lady heralded as “The Woman Who Saved the Town.”

Commented [JR1]: Maybe just “Here is...” if people don’t want to be seen as making a statement?

Commented [JR2]: Picture in the Field, and with daughters?

Commented [JR3]: Funeral Picture?



Mrs. Frank Lindzy stands next to her hunting partners. Jackrabbits were seen as pests that would infest farms. Farmers would organize rabbit drives which evolved into important community events. Participants would band together to drive the jackrabbits into wire enclosures where men, women, and children would be waiting. The Twin Falls News even reported that such a drive would be held on Thanksgiving morning, 1912 stating “Good sport is promised...This will be a fine appetizer for the Thanksgiving dinner. Clubs and shotguns will be used only – no rifles or pistols.” Such was part and parcel of life in Twin Falls.

Etta Riley's heart was young and gay when she purchased the first sedan in Twin Falls. Dressed in sturdy boots, breeches and gloves, Miss Riley was all out for comfort when she drove her seven passenger auto. In the millinery business in Twin Falls for 25 years, Miss Riley was the first charter member of the Twin Falls Business and Professional Women's club. She celebrated her 85th birth anniversary Dec. 15. (Staff engravings)

DDW S E E66 6

Osteopathic Physician

Graduate of the American School

Osteopathy, Kirksville, Mo., under
the founder of the Science,
Dr. Andrew T. Still.

On 6th Ave., Between 9th and 10th Sts.

Twin Falls, IDAHO.

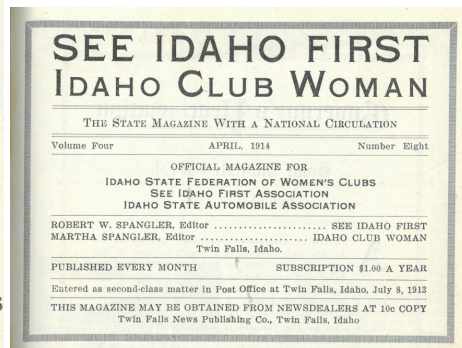
In 1906 Dr. Jane Shank, an osteopathic physician, opened her practice on 6th Avenue. In 1911 sisters Etta and Stella Riley open a women's hats shop. Etta Riley was a charter member of the Twin Falls Business and Professional Women's Club. During this time, all eighteen elementary teachers and the majority of high school teachers were women.

Commented [JR4]: Article?



Most of the early Twin Falls photographs were from Clarence E. Bisbee, but he soon had competition. Mrs. Leah Amos established her photography studio over the old post office, which displayed the [above advertisement](#). Mrs. Amos was “a woman of exceptional business ability as well as personal charm.” After her marriage to Mr. Flowers, the two lived at 736 2nd Ave. North.

Commented [JR5]: Ad. with Photo



In October 1910, Martha Spangler published the first issue of *Idaho Club Women*, the official magazine of the Idaho State Federation of Women's Clubs. The magazine's then-2,500 subscribers coughed up the annual \$0.50 fee. After a brief move to Boise, the magazine returned to Twin Falls in 1913 soon to reach 60,000 readers by August of the following year for her publication celebrating the tenth anniversary of the "Magic City."

Commented [JR6]: Photo of Martha



Date: Monday, January 6, 2020
To: Historic Preservation Commission
From: Lisa Strickland, City Planner

INFORMATIONAL

Request:

Certified Local Government Grant

- Application Update
- In-kind Tracking

Time Estimate:

Staff presentation approximately 5 minutes.

Background:

On December 16, 2019 the HPC requested the City Council to approve an application to submit for a Certified Local Government Grant for FY2020.

Approval Process:

The signed application was submitted December 17, 2019 electronically to the State Historic Preservation Office, We should be notified some time in February 2020 whether or not we have been approved.

Budget Impact:

This grant requires a 1:1 match for funding. The match can be calculated through in-kind hours. The Commissioners hours as well as staff hours will be calculated between October 1, 2019 thru August 30, 2021.

Regulatory Impact:

History:

The grant application is a request for funding to send one staff member and two commissioners to the National Alliance of Preservation Forum in Tacoma, WA next July, and the Idaho Heritage Conference in Pocatello, ID next September.

Analysis:

N/A

Conclusion:

Attachments:

1. Commissioner Donated Time Sheet

Donated Labor Time Sheet

Name of Commissioner/Volunteer: _____

Date	Description of Work	Hrs.

I certify that the work donated towards the completion of this project was not used as match for any other project and was completed during the grant period.

Signature of Volunteer

Date

Signature of Grant Administrator

Date

Hourly Rate: 22.14

Total Hours: _____

In-kind Amount: _____