



Twin Falls Historic Preservation Commission Agenda

Monday, February 3, 2020, 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
 - 2) Consent Calendar
 - a) **ACTION ITEM:** Approval of Minutes from the following meeting: January 6, 2020
 - 3) Certificate of Appropriateness
 - a) **ACTION ITEM:** Request for a Certificate of Appropriateness for a wall sign on property located at 110 Main Avenue North c/o Robert Thatcher on behalf of Toby Lapp. (PZ20-0003)
By: Lisa Strickland
 - b) **ACTION ITEM:** Request for a Certificate of Appropriateness for exterior modifications to property located at 152 2nd Avenue South c/o Shawnee Powers Kyle, Float Magic LLC. (PZ20-0007)
By: Lisa Strickland
 - 4) Education
 - a) **PRESENTATION:** Hidden History - Mychel Matthews, Times News
 - 5) Old Business
 - a) **DISCUSSION:** History by Horsepower
 - Residential Historic Tour (route)
 - Downtown/Park Tour (route)
 - Warehouse Tour
 - Presenters
 - Dates
 - Advertising
 - Donations
- By: Lisa Strickland

b) **DISCUSSION:** Design Guideline Amendments

- Sample Sign Guidelines from Other Cities By Category

By: Lisa Strickland

6) New Business

a) **ACTION ITEM:** Downtown Historic District Sign Inventory

By: Lisa Strickland

7) Miscellaneous Items

a) **INFORMATIONAL:** History at the Barn

b) **INFORMATIONAL:** National History Day In Idaho

c) **INFORMATIONAL:** An Exploration of Women's Suffrage Symposium - CSI

8) Upcoming Meeting(s)

a) **INFORMATIONAL:** March 2, 2020

9) 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, 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

Chairperson Samra Culum called the meeting to order at 12:00 PM

A quorum was present.

Members Present: *Culum, McCue, Baughman, Easterling, Shaffer, Reid*

Staff Present: *Strickland, Ebersole, Cherry*

2) Consent Calendar

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

Commissioner Baughman seconded the motion.

Unanimously Approved

- a) Approval of Minutes from the following meeting: December 16, 2019

3) Certificate of Appropriateness

- a) 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)

Staff Presentation:

City Planner Lisa Strickland presented the 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)

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.

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

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.

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.

HPC/Questions & Comments:

- Chairperson Culum asked why the sign is located between the two openings.
- City Planner Cherry stated the applicant is renting both spaces and the sign is centered between the two openings.
- Commissioner Easterling asked if the sign will be lit.
- City Planner Strickland stated the sign will not be lit.
- Chairperson Culum asked about size of the sign.
- City Planner Cherry stated that this is a repurposed sign to use at this time. The applicant may come back for approval of vinyl window signs.
- City Planner Strickland stated they will be back when the window signs have been designed.

Motion:

Commissioner Shaffer made a motion to recommend approval of the request, as presented, with staff recommendations.

Commissioner Easterling seconded the motion.

Unanimously approved

4) Education

a) Why Historic Architecture Matters To a City-Darrell Buffaloe

Darrell Buffaloe presented why historic architecture matters to a city.

- Simultaneous Perception - what do people feel when they come into the city. Twin Falls' first impression is the Perrine Bridge and the Snake River.
- For a city to be great and healthy, it needs 3 images: security, commerce, and sacredness. (Joel Kotkin, The City, 2005)
 - Security: clean, take pride, feel safe on streets, sense of a community who cares about the safety of people.
 - Commerce: working people. Industry. Live and vibrant.
 - Sacredness: feeling outside of yourself. Something here bigger than I am.
- Perrine Bridge: 4th highest arch bridge in North America.
- Historical Residential Homes - Tree streets not on national registry. He believes it is not a good idea to regulate, but can have historic guidelines for those homeowners who

want to know how to restore their homes.

- He suggested more design guidelines to help preserve the historic elements in the city.
- The commission can work with the State Preservation Commission for help with the guidelines. The commission can also partner with other cities.
- Education: Promote educational, cultural, economic and general welfare of the public of the city. He suggested creating PowerPoint presentations to present to schools, churches, etc. Commission has computer, screen, and projector for their use.

5) Old Business

a) Residential Historic Tour-Jennifer Shaffer

- Commissioner Shaffer stated the Parade of Homes director did not approve idea for use of bus for tours, but she will try again to meet with him to discuss options.
- City Planner Strickland stated she would like to see focus on homes in the Historic District (Potential walking tour) and potential photo display for lobby.
- Commissioner Easterling stated the residents need to be on board.
- Chairperson Culum stated that with educational resources it may spark the interest.

b) History by Horsepower-Samra Culum, Shane Cook

- When: May, June, July, August (1st Saturday, 10:00 – 11:30) tentative
- Where: Downtown, Citypark, Warehouse District, Residential
- Chairperson Culum stated that Preservation Twin Falls has offered \$300 to help supplement the History of Horsepower tours.
- Commissioner Easterling stated he could help with funds for this project.
- Additional resource: Visit Southern Idaho. Commissioner McCue stated working with them would help with promotion through social media.

Action Item: coordinate with Downtown Farmer's Market and locate a tour guide.

c) Design Guideline Amendment(s)-Allen Easterling

- Downtown & City Park Design Guidelines for Signs
- Commissioner Easterling stated he has read through guidelines. He believes it would be beneficial to update the material guidelines: for durability and appearance vs. specific materials that make it tough to approve.
- City Planner Strickland included sign design guidelines from across the country for the commission to review and reference for guideline updates.

Action Item: Commission review guidelines and handouts and highlight verbiage for recommendations. . Staff will gather HPC approved signs for reference.

d) Photo Display Theme/Calendar/Social Media-Monica McCue

- Founding Fathers Update
- Women of Twin Falls
- Residential Properties

Action Item: Social Media: Commissioner McCue will work with staff on items for the HPC social media page.

e) Certified Local Government Grant

- Application Update
- In-kind Tracking

City Planner Strickland reviewed hours tracking. CLG grant application was approved by City Council. Application submitted. Grants will be awarded in February. An hours timesheet included in packet for tracking.

6) New Business

7) Upcoming Meeting(s)

- a) Monday, February 3, 2020
Michelle from Times News - Hidden History

8) Adjournment

The meeting was adjourned at 1:12 pm.

Kelli Ebersole, Administrative Assistant



Date: Monday, February 3, 2020
To: Historic Preservation Commission
From: Planning & Zoning Department

ACTION ITEM

Request:

Request for a Certificate of Appropriateness for a wall sign on property located at 110 Main Avenue North c/o Robert Thatcher on behalf of Toby Lapp. (PZ20-0003)

Time Estimate:

Staff presentation approximately 5 minutes with questions to follow.

Background:

This is a request for a Certificate of Appropriateness for signs to be placed on property located at 152 2nd Avenue South. The property is located within the C-B Zoning District and the Twin Falls Downtown Historic District.

The request is for two signs, one wall sign and one projecting sign. The wall sign is approximately 50" and will be mounted above the entrance. The second sign is a projecting sign that looks like a barber pole and will be mounted with the wall sign on the front of building.

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:

The building is a contributing building and is known as the Moorman Building. It was constructed c. 1910. It has been occupied by Hickler's Cash Store, Logan Music Company, Snowball's Sport Shop and most recently Hot Rod Café.

Analysis:

The applicable design guideline sections that are applicable to this request are:

- 2.1.5 General Guidelines
- 3.5 Signage

Conclusion:

Upon conclusion should the Commission approve the 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 all required permits as per City Code.

Attachments:

1. +PZ20-0003 HPC Staff Report



Comprehensive Staff Report

To: Historic Preservation Commission

Presenter: Lisa Strickland, City Planner

Request: A **Certificate of Appropriateness** for signs to be placed on property located at 110 Main Avenue North.

Application: PZ20-0003

Applicant:

Rock A Billy

c/o Toby Lapp

Representative:

Robert Thatcher

818 Commercial Ave

Twin Falls, ID 83301

208-734-9144

Public Meeting: February 3, 2020

Analysis

This is a request for a Certificate of Appropriateness for signs to be placed on property located at 152 2nd Avenue South. The property is located within the C-B Zoning District and the Twin Falls Downtown Historic District.

The request is for two signs, one wall sign and one projecting sign. The wall sign is approximately 50" and will be mounted above the entrance. The second sign is a projecting sign that looks like a barber pole and will be mounted with the wall sign on the front of building.

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

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History

The building is a contributing building and is known as the Moorman Building. It was constructed c. 1910. It has been occupied by Hickler's Cash Store, Logan Music Company, Snowball's Sport Shop and most recently Hot Rod Café.

Applicable Regulations of 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

Staff has determined that the request does follow the Downtown/City Park Historic Guidelines.

The applicable design guideline sections that are applicable to this request are:

- 2.1.5 General Guidelines
- 3.5 Signage

Conclusion

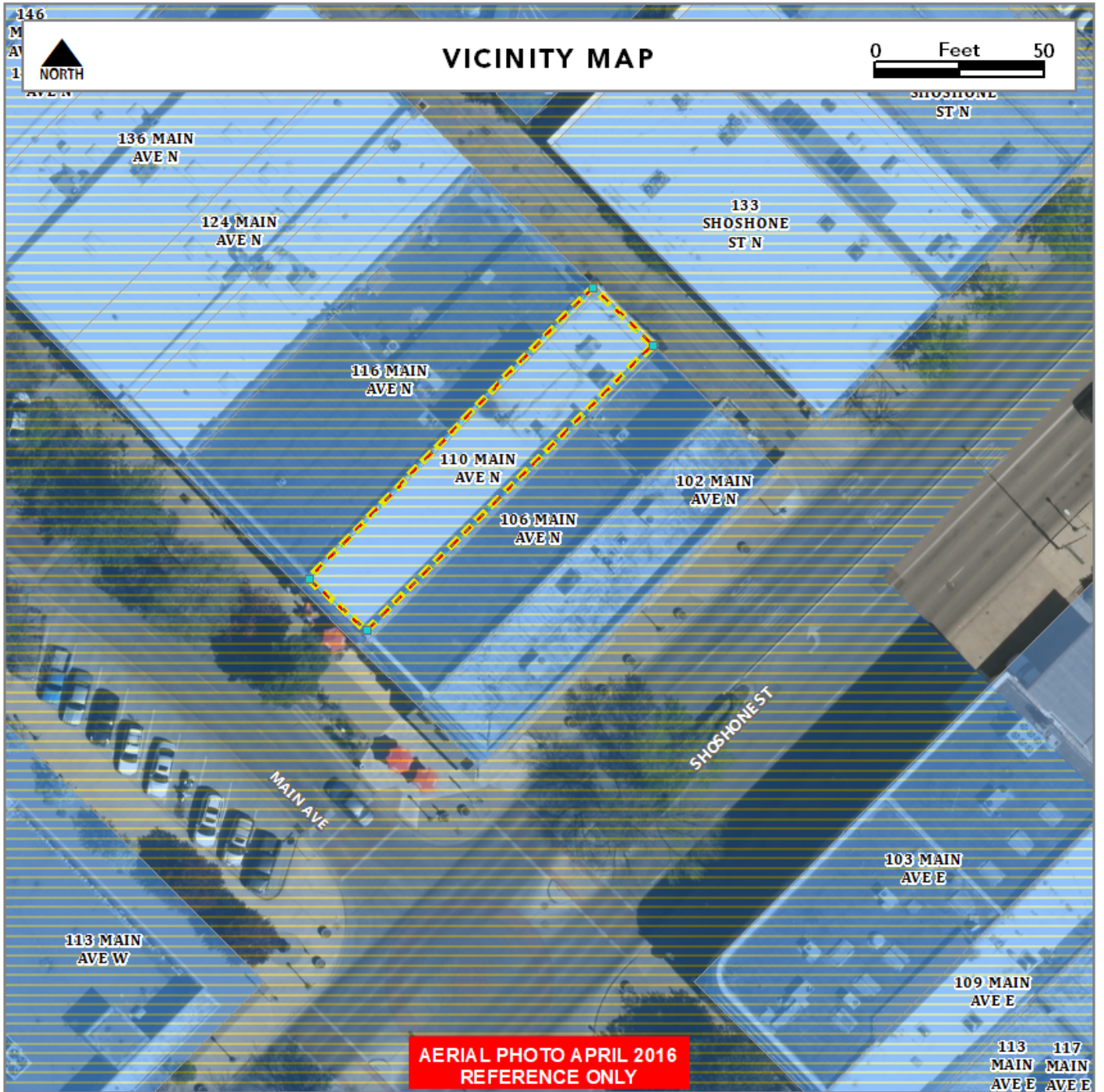
Upon conclusion should the Commission approve the request as presented staff recommends the following conditions:

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

Attachments

1. Staff Report
2. Vicinity Map
3. Narrative
4. Renderings
5. NHRP-Information
6. COA Worksheet

Public Meeting: February 3, 2020



- DHD
- P1 Overlay
- C-B

Current Zoning: C-B
Comprehensive Plan: Downtown/ High Density Residential

Existing Land Use: Vacant
Proposed Land Use: Service

Surrounding Zoning Designations & Land Use(s)

North: C-B, P-1 Overlay, DHD
East: C-B, P-1 Overlay, DHD
South: C-B, P-1 Overlay, DHD
West: C-B, P-1 Overlay, WHD

Applicable Regulations

10-13-1, Downtown Historic District Guidelines

DESCRIPTION OF WORK:

The sign will be made of a base layer of poly carbonate painted with an automotive grade black pearlescent paint, the second layer will be acrylic painted with a matte black finish and the final layer will be acrylic with metallic coating with a gradient shifting from silver to gold. The sign will not have a reader board, be internally lit/illuminated and will be permanently installed to the face of the building. The installation method will fit within the stucco framework to match with the façade and level of the building signage in the vicinity.

HISTORIC GUIDELINES:

3.5 Signage P. 19

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.

3.6 Materials and Colors P. 20

Paint and coat materials with muted natural colors ; paint or coat doors in more vivid colors to celebrate the entry.

Use materials that respect the historic building while representing their time.





150 in

48 in

138 in

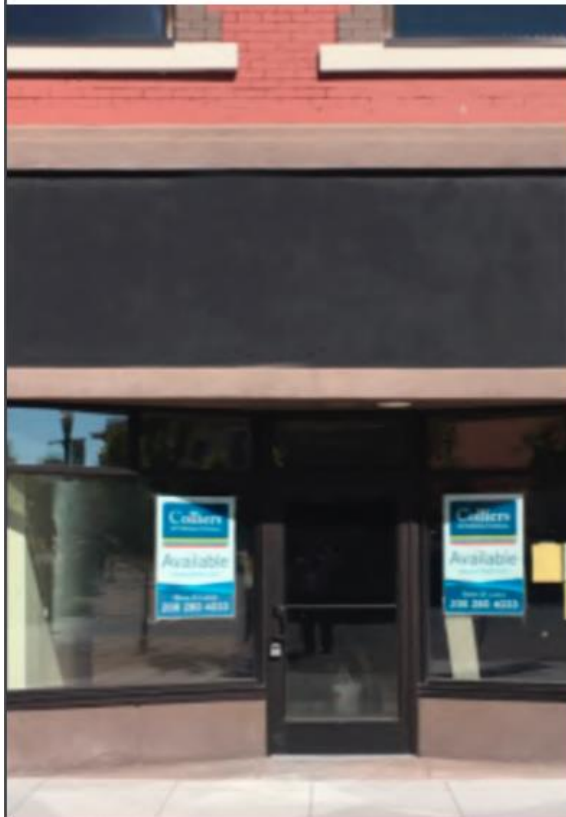
BARBER & TATTOO
Rock-A-Billy
COMPANY

Colliers
Available
209 250 4013

Colliers
Available
209 250 4013



Existing



Proposed



150in

48in

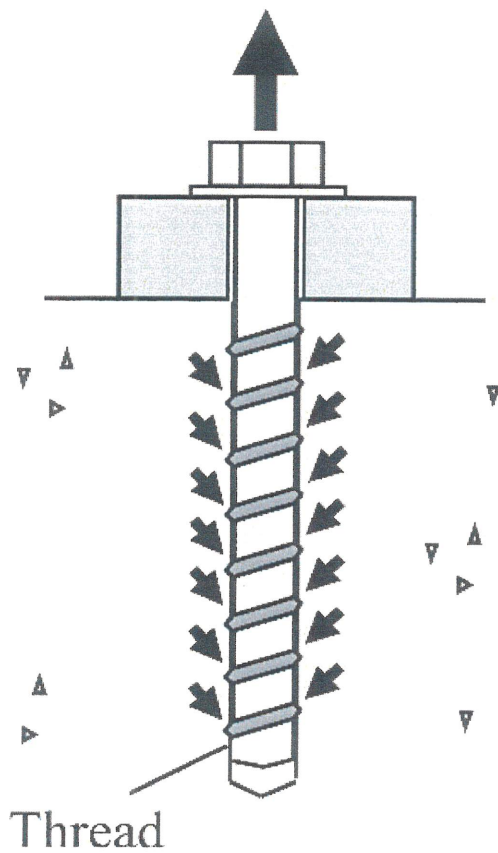




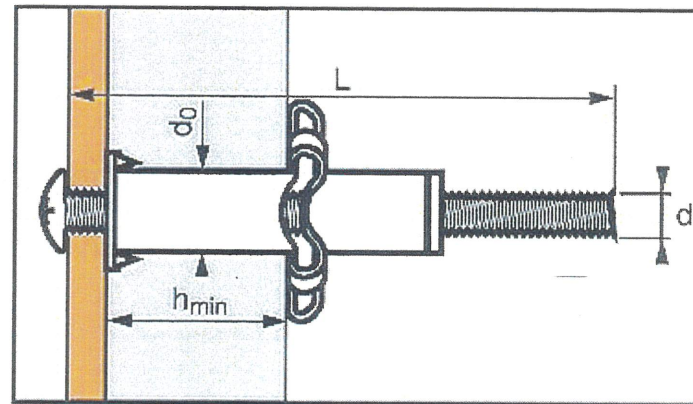
**#YA2140 _ 28" TALL BARBER POLE-
VINTAGE LOOK, ALL METAL FRAME, SPINS &
LIGHTS**

Features:

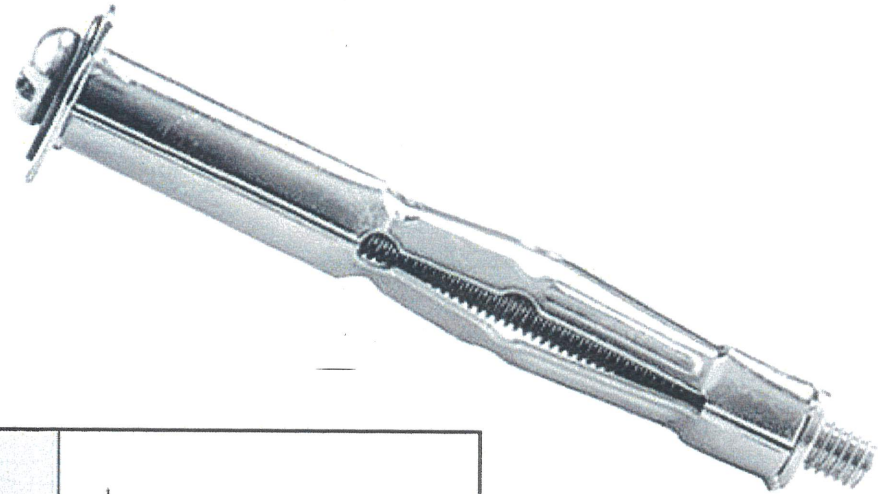
- Longer lasting lights.
- Newly designed inner cylinder w/fade resistant UV coating.
- Affordable price, energy saver, light weight, easy installation, rotating inner cylinder.
- Size: 6"W x 28"L x 11"D
- Weight: 13 lbs
- Motor speed – 36 rpm
- Package Dimension: 31"x 14"x 9"
- Package Weight: 12 lbs



Installation to brick or cement



Installation to a hollow wall



It is currently unknown if the sign is to be installed on to a brick, cement, or a hollow wall. Once this is determined, the sign board will be installed using the appropriate fixtures with a 200% factor of safety.

30. Moorman Building 83-3581
110 Main Avenue N.
Contributing
c. 1910

This narrow, brick structure has a scroll-bracketed, metal cornice, a step-coursed cornice and ornate corner pinnacles. The two upper-story windows have a wide lintel and keystone and a corbelled surround. The first story consists of plate-glass windows.

Hickler's Cash Store, listed at this address from 1910 to 1918, was most likely the first business in the building. It shared space with the Kingsbury Printing Company (1912 to 1920). For several subsequent years the Logan Music Company occupied the first level and the real estate offices of Henry C. Gettert were located above.¹⁴ During the late 1920s through the mid-1930s a confectionery business, Pixton's, was here; from 1936 to 1957, the Moorman building housed Snowball's Sport Shop. Mary Lee Aldrich Haug described Snowball's in *Tribute to the Past, Legacy for the Future* as

'the' gathering place for Magic Valley's unemployed men [during the Depression.] It was a place where men with lots of time on their hands could congregate with others in the same predicament. They could shoot a game of pool or snooker or simply sit at the counter and talk to their cronies... Snowball's main attraction was the back room where the townspeople could play a game of snooker, pool, poker or pangingny.¹⁵

A restaurant currently occupies the building.



MAIN AVENUE - TWIN FALLS, IDAHO



CERTIFICATE OF APPROPRIATENESS ACTION SHEET
APPLICATION PZ20-0003

City of Twin Falls
Historic
Preservation
Commission

DOWNTOWN HISTORIC DISTRICT DESIGN STANDARDS

CHAPTER 2: HISTORIC DISTRICT GENERAL GUIDELINES

GENERAL GUIDELINES 2.1.5 DOWNTOWN & CITY PARK

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

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

Appropriate	Meets	Does Not Meet	Comments
• Repair and restore buildings before considering replacing them, highlighting key details.	N/A	N/A	N/A
• Maintain the prevalent historic and architectural styles of the district.			
• When adding to an historic building, maintain the prevalent historic and architectural qualities of the district by restoring the historic building and keeping the additions in scale and compatible.	N/A	N/A	N/A
• Set the street facades with a zero setback to maintain a continuous 'streetwall' consistent with historic properties on the block.	N/A	N/A	N/A
• Cultural and civic structures are allowed to have 'pride of place' with setbacks and form differences, while maintaining compatible human scale. elements at street level.	N/A	N/A	N/A
• Step back new story additions above the prevalent parapet line of existing and/or adjacent historic structures.	N/A	N/A	N/A
• Maintain a visual horizontal break element on the facade between the first and second floors.	N/A	N/A	N/A
• Create ornament and detail for new buildings and additions that are compatible with the existing building. Details should be compatible in providing substantial 'depth' with materials and finishes found traditionally on the building or in the district.	N/A	N/A	N/A
• When installing new sidewalks or plazas, maintain compatibility with the character of the streetscape.	N/A	N/A	N/A
• Preserve existing historic outbuildings and significant landscape features including accessible paths and ramps.	N/A	N/A	N/A
• Locate parking spaces to the rear of the property and/or screened from streets.	N/A	N/A	N/A
• Preserve the character of the building in adapting it to meet the requirements of the Americans for Disabilities Act.	N/A	N/A	N/A



CERTIFICATE OF APPROPRIATENESS ACTION SHEET APPLICATION PZ19-00##

City of Twin Falls
Historic
Preservation
Commission

Comply with guidelines for new construction, additions, and methods for construction, maintenance, and repair in the following chapters.	N/A	N/A	N/A
NOT Appropriate			
Demolish viable historic structures.			
Remove existing buildings for surface parking			
Use incongruous materials such as un-faced concrete, plastic, vinyl, fiberglass, concrete block (CMU), glass block, stucco, EIFS, and corrugated or other metal siding as the dominant building material on additions and new buildings, unless proven as original materials.			
Locate parking in front of the building on the property unless proven historically located.			
Conflict with The Secretary of the Interior's Standards for Rehabilitation as state in Chapter 1.2.1			
CHAPTER 3: DESIGN GUIDELINES FOR ALL PROJECTS			
GENERAL GUIDELINES 3.5 SIGNAGE			
POLICY Signs should support the character of the district, helping support its particular identity. Signs should generally enhance the architectural features of the building and be of an appropriate pedestrian scale: flat or (minimally shaped), wall mounted or perpendicular from wall, enameled or painted.			
Appropriate	Meets	Does Not Meet	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.	N/A	N/A	N/A
Preserve or lightly repaint faded or "ghost signs" on brick exteriors.	N/A	N/A	N/A
Create one sign or aggregate multiple signs for multiple upper floor tenants.	N/A	N/A	N/A
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.			



Date: Monday, February 3, 2020
To: Historic Preservation Commission
From: Planning & Zoning

ACTION ITEM

Request:

Request for a Certificate of Appropriateness for exterior modifications to property located at 152 2nd Avenue South c/o Shawnee Powers Kyle, Float Magic LLC. (PZ20-0007)

Time Estimate:

Staff presentation approximately 5 minutes with questions to follow.

Background:

This is a request for a Certificate of Appropriateness for exterior modifications to property located at 152 2nd Avenue South. The property is located within the C-B Zoning District and the Twin Falls Downtown Historic District.

The exterior alterations include refacing the exterior façade and entrance along the front of the building adjacent to 2nd Avenue South. Along the street adjacent to Hansen Street South there will be a display of artwork mounted on the wall similar to the artwork displayed in the commons area across from City Hall.

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:

The building is not a contributing building but is however in the Downtown Historic District, therefore approval of a Certificate of Appropriateness is required. It is currently being used as a retail space

Analysis:

The applicable design guideline sections that are applicable to this request are:

- 2.1.5 General Guidelines
- 3.1 Streetscape
- 3.6 Materials & Colors
- 4.1 Façade Improvements
- 6.8 Doors, Windows, Storefronts & Entrances

Conclusion:

Upon conclusion should the Commission approve the 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 all required permits as per City Code.

Attachments:

1. +PZ20-0007 HPC Staff Report



Comprehensive Staff Report

To: Historic Preservation Commission
Presenter: Lisa Strickland, City Planner
Request: A **Certificate of Appropriateness**
for exterior modification to property
located at 152 2nd Avenue South.

Application: PZ20-0007

Applicant:
Float Magic

Representative:
Laughlin Ricks Architecture
935 Shoshone St N
Twin Falls, ID 83301
208-736-8050

Public Meeting: February 3, 2020

Analysis

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Applicable Regulations of Codes

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Historic Guideline Compliance

Staff has determined that the request does follow the Downtown/City Park Historic Guidelines.

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Conclusion

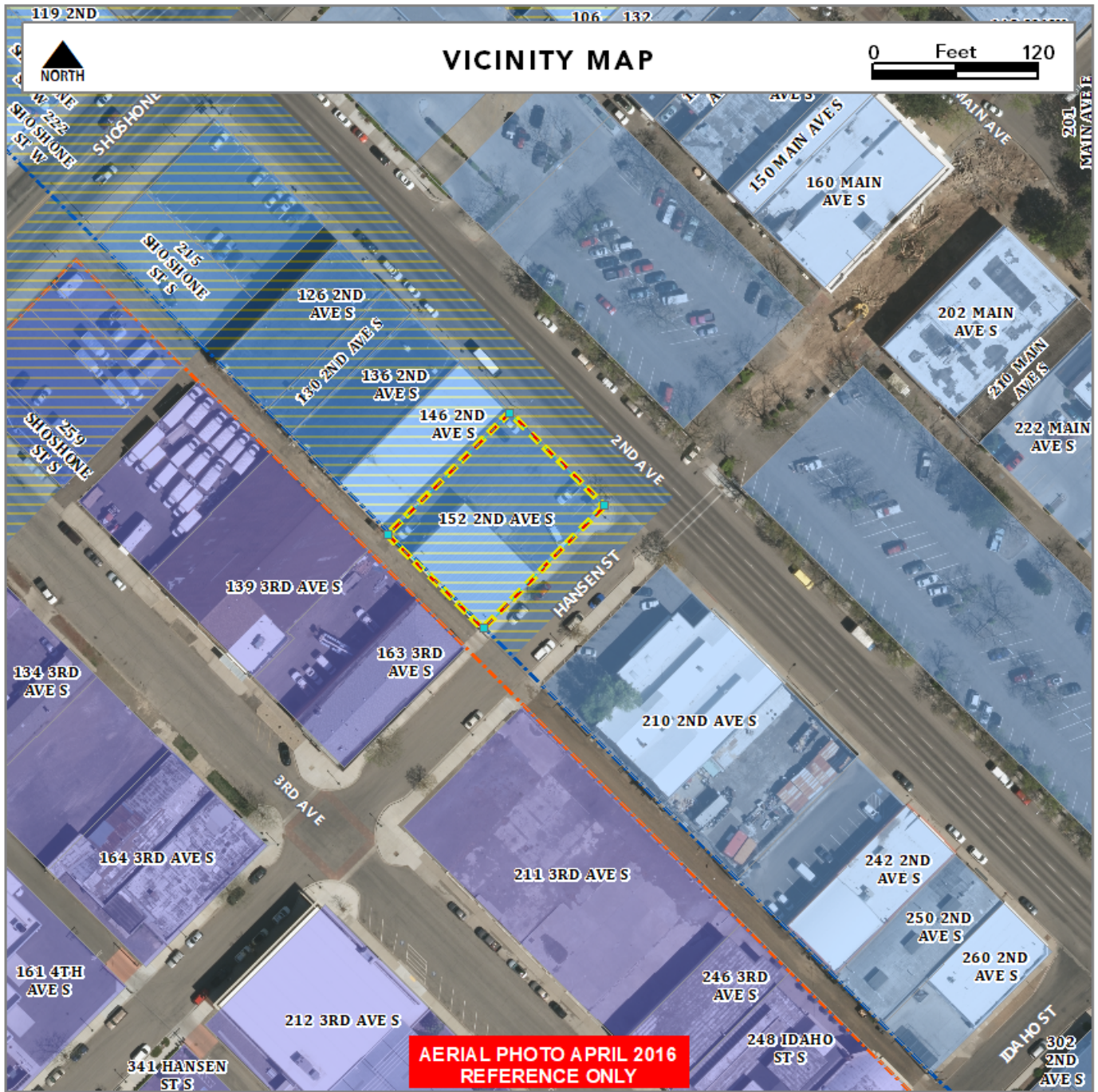
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Attachments

1. Staff Report
2. Vicinity Map
3. Narrative
4. Renderings
5. COA Worksheet

Public Meeting: February 3, 2020



- DHD
- O-T
- P1 Overlay
- P3 Overlay
- C-B

Current Zoning: C-B
 Comprehensive Plan: Downtown/ High Density Residential

Existing Land Use: Retail
 Proposed Land Use: Services

Surrounding Zoning Designations & Land Use(s)

North: C-B, P-1 Overlay, DHD
 South: OT, P-3 Overlay, WHD

East: C-B, P-1 Overlay, DHD
 West: C-B, P-1 Overlay, WHD

Applicable Regulations

10-13-1, Downtown Historic District Guidelines



935 Shoshone St. North
Twin Falls, ID 83301
208.736.8050

**Certificate of Appropriateness
Written Statement**

PROJECT: Float Magic, LLC.
To: City of Twin Falls Historical Preservation Commission

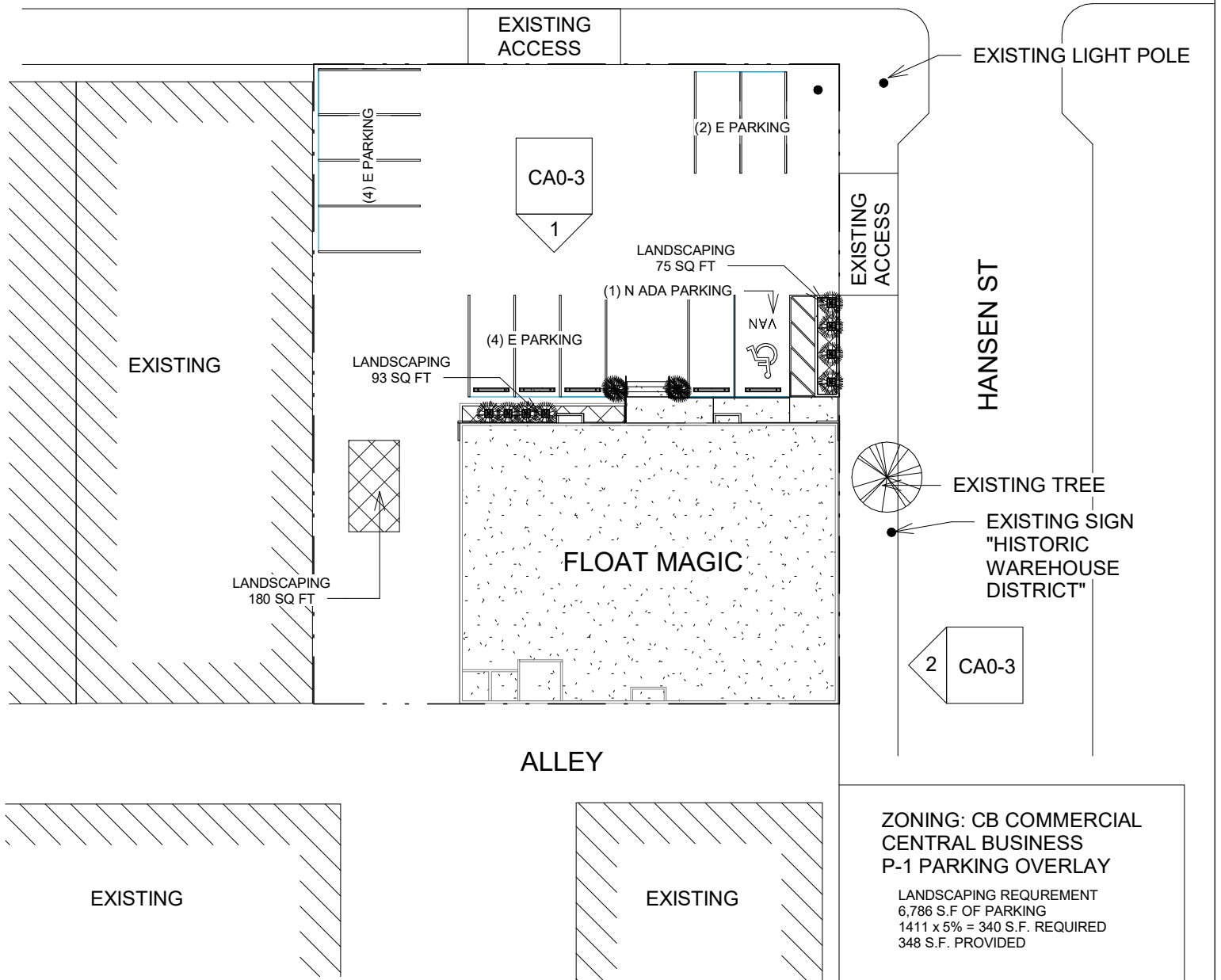
1. The reason for the request
 - a. Upgrade the existing front and side façade at 152 2nd Ave. S.
2. An evaluation of the effects on the adjoining property
 - a. This project will have a positive impact on the adjoining projects and those who use the facility.
 - b. This facility will be a bridge between the Downtown Historic District and the Warehouse Historic District. The sign designating the “Historic Warehouse District” is on the side of this building on Hansen St. S. The exterior design elements will incorporate design elements of each district and make a great transitional building between the two districts.
 - c. It is being proposed that the Hansen St. S. façade will be a location where artwork will be displayed. The Arts Commission has been contacted regarding this façade and the possibility to use this façade to display artwork.

Laughlin Ricks Architecture, LLC

BY: R. Colby Ricks DATE: 1/20/20

NORTH

2ND AVE SOUTH



Laughlin Ricks Architecture
—architecture/planning—

935 Shoshone Street North * Twin Falls, Idaho 83301
(208) 736-8050 Fax: (208) 733-0950

APPLICANT:

SHAWNEE POWERS KYLE
261 4TH AVE. N.
TWIN FALLS, ID 83301
PH: 208-241-1837
EMAIL: SHAWNEE@VALLEYINC.NET

FLOAT MAGIC

152 2ND AVE S.
TWIN FALLS, ID 83301

SITE PLAN

**CERTIFICATE OF APPROPRIATENESS
APPLICATION**

Drawn by

KM

Checked by

RCR

CA0-1

Scale 1" = 30'-0"



EXISTING NORTH ELEVATION N.T.S.



EXISTING EAST ELEVATION N.T.S.



EXISTING PERSPECTIVE N.T.S.

Laughlin Ricks Architecture
 — architecture/planning —

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FLOAT MAGIC

152 2ND AVE S.
 TWIN FALLS, ID 83301

EXISTING ELEVATIONS

**CERTIFICATE OF APPROPRIATENESS
 APPLICATION**

CA0-2

Drawn by KM

Checked by RCR Scale



① North
1/16" = 1'-0"



② East
1/16" = 1'-0"



③ NEW PERSPECTIVE
N.T.S.

Laughlin Ricks Architecture
—architecture/planning—

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FLOAT MAGIC

152 2ND AVE S.
TWIN FALLS, ID 83301

PROPOSED ELEVATIONS

CERTIFICATE OF APPROPRIATENESS
APPLICATION

Drawn by

Author

Checked by

Checker

CA0-3

Scale As indicated

Appropriate-Twin Falls, ID

- 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.

Appropriate-Boise, ID

- 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.
- Align signs similarly to other signs along the block
- Create one sign for buildings with multiple upper floor tenants.
- Light signage with single tube neon or warm colored bulbs.
- Paint window signs or gold-leaf directly on windows
- Repaint faded or “ghost signs” on brick exteriors.

Appropriate Sign Types-Salt Lake City, UT

- Historic Sign
- Ghost Sign
- Projecting Sign
- Awning Sign
- Wall Sign
- Window Sign
- Menu Board
- Directory Sign
- Wall Plaque
- Monument Sign

Inappropriate Sign Types-Salt Lake City, UT

- Pole Sign
- Animated Sing
- Flashing, Light Sign
- Illuminated, Cabinet Sign
- Off-Premise Sign
- Inflated Sign, Display
- Image Projection Sign
- Wind Sign
- Video Sign
- Temporary Sing

Inappropriate-Twin Falls, ID

- 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

Inappropriate-Boise, ID

- Install electronic message center displays or reader board signs.
- Include illuminated signs with flashing, moving or brightness changing elements.

- 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.
- 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.
- Include moving or rotating sign parts.
- Install a free standing, roof mounted or internally light- ed signs.

Awning & Canopy Signs-Twin Falls, ID

- 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.

Awning & Canopy Signs-Georgetown, TX

- 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.
- Directory Signs
- 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.

Canopy Signs-Juneau, AK

- 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.

Awning Signs-Salt Lake City, UT

Signs on Awnings should be designed with the historic character of the building and district in mind. Awning signs should create visual interest, and promote commercial identity.

- Signs should occupy a maximum of twenty percent

(20%) of the valance (vertical surface) area on each face of an awning

- Awnings and canopy signs should project no more than thirty-six inches (36") from the face of the building except when used as entrance canopies
- The design should be compatible with the architecture of the building and should not obscure architectural details of the building Further, awnings should serve as an accent to the building's design but should not be the dominant architectural feature
- Awning styles at typical sign locations such as rounded balloon awnings or flat mounted wall awnings are discouraged
- Awnings and canopy signs should be located in a traditional manner above doors, windows or walkways
- Nylon, canvas or other similar materials are suitable Material should be high quality, colorfast and sun fade resistant
- Vinyl or plastic materials are not appropriate
- Illuminated/back-lit translucent awnings or translucent letters on opaque backgrounds are

discouraged

- Canvas awnings illuminated with approved light sources that are down directed and shielded are encouraged.

Directory Sign-Twin Falls, ID

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

Directory Signs-Salt Lake City, UT

Use directory signs on multi-tenant sites to reduce the visual clutter of many signs.

- Where several businesses share a building, signs should be coordinated Align several smaller signs, or group them into a single panel to make them easier to locate
- Similar forms or backgrounds should be used for the signs to tie them together visually, identify them as serving the same premises and make them easier to read
- The individual nameplates on the sign should match each other in size, colors, letter size, case and styles.

Projecting or Hanging Signs-Twin Falls, ID

- 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.
- 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.

Hanging & Projecting Signs-Georgetown, TX

- 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 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.

Hanging Signs-Juneau, AK

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

Illuminated Signs-Salt Lake City, UT

Illumination of a sign should be done with the objective of achieving a balance between the architecture, the historic district and the sign.

- The color and the intensity of illumination are central to achieving a complementary balance of building and signs
- Unless historically documented, intermittent or flashing light sources should be avoided
- The sign illumination source should be shielded and directed only toward the sign to minimize glare
- Light intensity should not overpower the building or street edge
- Small and discreet modern light fittings may provide an unobtrusive alternative to traditionally styled lamp units

Wiring conduit for sign lighting should be carefully routed to avoid damage to the architectural details and to be concealed from view as much as possible.

- In some cases, copper sheathing should be used for wiring to minimize visibility.
- The wiring should be placed between the brick coursing and recesses to reduce the visibility.
- The power supply may be routed directly through a wall or window, hidden behind the sign

The illumination source for a sign should be compatible with both the sign and building

- Light can be directed at the sign from an external, shielded lamp
- All sign lighting should be shielded and directed only toward the sign
- Internal illumination of the lettering only is most appropriate if internal illumination is used

Consider halo illumination as an alternative to other types of internally illuminated signs

- Reversed pan-channel letters with an internal light source reflecting off of the building may be used for “halo” illumination
- The light source should not be visible.

The selective use of neon may be considered. Neon should be used in a limited volume to ensure that it does

not become visually obstructive and dominate the street frontage.

- In certain cases, neon may be more appropriate when framed and shielded.

The increased scale and vehicular orientation of a larger building along arterial streets may provide an appropriate setting for a greater level of illumination.

- Sign dimensions and proportions should relate to the façade and location of the building

The use of internally illuminated sign faces should be limited to individual cut out letters. The use of large panel internally illuminated signs is not recommended

- The plastic or vinyl faces used for internally illuminated signs are discouraged in the historic district
- Individual pan-channel letters with a plastic face or individual cutout letters and letters routed out of the face of an opaque cabinet sign may be used.
- The light source for internally illuminated signs should be white

Internally Illuminated Signs- SLC, UT

Internally illuminated signs are generally not associated with Salt Lake City’s historic districts. Nonetheless, in commercial areas, specifically within larger developments along arterial streets

with many noncontributing structures, they may be appropriate.

- Internally illuminated signs are not appropriate in neighborhood commercial areas in areas with many contributing commercial structures
- If internal illumination is considered it should be limited to individual cut out letters with only the letter face illuminated.
- Letter height should be determined based on the size and design requirements in the Zoning Ordinance.

Menu Boards-Salt Lake City, UT

In the case of a restaurant, a menu board is essential and will usually be considered appropriate.

- The board should be positioned to avoid obscuring or damaging architectural detail
- The board should be positioned near the main restaurant entrance

Monument Sign-Salt Lake City, UT

Monument signs are a less obtrusive alternative to a pole sign and animated signs.

- Signs must be compatible with the architecture of the building to which they are associated
- Lighting of monument signs is permitted, provided that the lighting is shielded and directed only toward the sign
- Internally illuminated monument signs should be avoided

Projecting Sign-Salt Lake City, UT

A projecting sign, which projects from the building front, is encouraged, particularly on a more pedestrian oriented corridor.

- A projecting sign should be mounted perpendicular to the building façade and provide eight feet of clearance between the sidewalk and bottom of the sign.
- A projecting sign should be located near the business entrance
- Exposed surfaces of projecting signs should be constructed of metal, high-density foam board, or solid wood
- The sign materials should be compatible with the face of the building and should be colorfast and resistant to corrosion.

Projection Signs-Salt Lake City, UT

Projection of a wall sign should be minimized to the depth of the sign panel or letter.

- A wall sign should be relatively flush with the building façade.
- A wall sign should be designed to sit within rather than forward of the fascia or other architectural details of the building.

Projecting sign should be designed to equate with the sign projection seen traditionally.

- Projecting a sign from the building wall should be attuned to the mass and scale of the building to which it is attached. A large projecting sign on a small building would compete with the

architectural feel of the structure and therefore would not be encouraged.

- Projecting a sign that exceeds that of the immediate surrounding area is discouraged, but should be reviewed on a case by case basis.
- The sign bracket of a projecting sign should be designed as a decorative or complementary element of the sign.

Sign attachment parts should be reused in their original location (holes in the façade or fixing positions) to protect the original building materials.

- Sign attachment parts should avoid damaging any architectural details or features of the building.
- Consider reusing the sign and fixing positions or cover previous fixing positions wherever possible.
- Wherever possible, avoid drilling new holes or creating new fixing positions on historic facades, by using existing holes and fixing positions.

Symbol Signs-Twin Falls, ID

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

Symbol Signs-Georgetown, TX

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

Wall Signs-Twin Falls, ID

- 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.
- 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.

Wall Signs-Georgetown, TX

- 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.

Façade Mounted Signs-Juneau, AK

- 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.

Wall Signs-Salt Lake City, UT

Well-designed flush-mounted wall signs are encouraged.

- When feasible, place a wall sign such that it is compatible with others on the block
- When planning a wall sign, determine if a horizontal sign board exists on the building. If so, locate flush-mounted signs such that

they fit within panels formed by moldings or transom panels on the façade

- Obscuring significant architectural façade features should be avoided
- In general, wall signs should be oriented toward the pedestrian, and therefore, fixed on a lower section of the building

Window Signs-Twin Falls, ID

- Design a window sign to:
 - Minimize the amount of window covered
 - Be painted on the glass or hung inside a window.

Window Signs-Georgetown, TX

- 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.
- Electronic message center signs that are designed to be visible from the right-of-way are not allowed.

Window & Door Signs-Juneau, AK

- 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

Sign Materials & Color-Twin Falls, ID

- 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.
- 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 Materials & Colors-Georgetown, TX

- 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.
- 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.

Sign Materials & Colors-Juneau, AK

- A sign's material shall reflect the style of the building to which it is attached and its period of significance.
- 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.
- 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.
- 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.

Materials & Colors-Salt Lake City, UT

Sign materials should be compatible with those of the historic building.

Materials characteristic of the building's period and style, used in contemporary designs, can form effective new signs.

- Painted wood and metal are appropriate materials for signs. Their use is encouraged
- Unfinished materials should be designed and used carefully
- Highly reflective materials that will

be difficult to read may not be appropriate

- The use of plastic on the exterior of a sign is usually not appropriate

Sign colors should complement the colors of the building.

- The number of colors used on a sign should be limited in general, no more than three (3) colors should be used, although accent colors may also be appropriate
- Sign colors should be coordinated with overall building colors
- Color should be used both to accentuate the sign design and message, and also to integrate the sign or lettering with the building and its context

Strong primary colors should be used primarily as an accent.

- Sign panels should avoid the extensive use of primary color or significant areas of white or cream, which would have the effect of visually detaching the sign from the building
- Primary colors should be used sparingly

Sign Character-Twin Falls, ID

- 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.

Sign Character-Juneau, AK

- 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.
- 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.
- 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 Content-Twin Falls, ID

- 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 Composition-Juneau, AK

- 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:
- 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.
- 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.

Historic Building Names-Juneau, AK

- 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

Form & Lettering -Salt Lake City, UT

Letter styles and sizes should be selected that will be compatible with the building front.

- Except on large buildings along arterial streets, sign lettering should be determined based on the legibility from the pedestrian way, and not the street
- A sign letter of lesser height will be appropriate depending upon the scale of the street frontage

Letters that create signs that are out of character with the historic district or building, or that would alter the character of the historic district would be considered inappropriate.

- Use letters and fronts that enhance rather than detract from the historic design of the building.
- Lettering and fronts should emphasize legibility rather than any sort of stylistic agenda.

A corporate logo or color scheme incorporated into a building design may be recognized as a sign

- This may take the form of canopies, roof material and, in some cases, building style or design

Sign Installation-Twin Falls, ID

- Avoid damaging or obscuring architectural details or features when installing signs.
- Minimize the number of anchor points when feasible.

Sign Brackets & Hardware-Georgetown, TX

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

Sign Lighting-Georgetown, TX

- 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.
- 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.
- 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.
- Unshielded neon is not permitted, per the UDC.

Sign Lighting-Juneau, AK

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

General Guidelines-Salt Lake City, UT

A sign should preserve, complement or enhance the architectural composition and features of the building.

- Covering or obscuring significant architectural details should be avoided
- Damage to architectural detail when attaching the sign should be avoided

Consider the overall sign design as an integral part of the building façade.

- The new sign should be coordinated with the overall façade composition, including ornamental details and other signs.

- Signs should be in proportion to the building so they do not dominate the building appearance.

A master sign plan should be developed for the entire property to guide individual sign design and location decisions.

- This is especially important when a building includes multiple businesses
- A master sign plan should specify the location, number and size of all signs on the property
- The materials, methods of illumination and graphic standards should also be defined.
- A master sign plan should make all signs on the building cohesive, linking one to another, ultimately creating a central theme for the site

A sign should be designed to be in proportion and scale with the building.

- A sign should be in scale with the façade of the building
- Signs that would cover more than 20 percent of the façade should be avoided

A sign should be designed to be a part of the overall building composition.

- A sign should be located on a building so it emphasizes the architectural elements of the façade

- A sign should be mounted to fit within existing architectural features. The shape of the sign should be used to reinforce the relationship of moldings and transoms seen along the street.

Signs should have a human scale, and be pedestrian oriented.

- Signs that are illegible when viewed from the sidewalk, or are located too high upon a building are not encouraged.
- A sign should be located on a building so that it draws and individual's attention towards the building or the use that it is intended to support.

Position a sign so that it does not obscure or conflict with architectural features of the building

- A wall sign should be placed so that it is framed by the architectural details of the building.
- A wall sign should be placed to reflect the fenestration pattern of the building.
- Placing or dimensioning a wall sign so that it spans the pilasters or detailing of a building should be avoided.
- A projecting sign should be positioned where it will not damage or visually intrude upon architectural details.

- A projecting sign should be placed where it will not obscure a wall sign.

Position a sign primarily to serve the pedestrian at the street level.

- The majority of signs should be concentrated at the street level close to the entrance of the building.
- Signs at a higher level should be considered only where the premises may be limited in sign location at street level where otherwise, the sign would be obscured or if it is the name of the building.

The use of signs placed on upper levels of a building should be limited since they will be visible over an extended distance and are not related to the street or entrance level of the premises.

- Generally, signs should be placed in an architecturally appropriate location no more than 20 feet above the sidewalk.
- Illumination of signs on upper levels should be limited to the brightness of lower level signs.
- In certain cases, signs on commercial buildings along arterial streets may be placed higher on a façade when it is determined the sign will not have a negative impact on the design,

or design elements of the façade.

- Signs which do not relate to the business within the building generally would not be considered appropriate, unless they relate to the historic use or owner of the building.

General-Davidson, NC

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.

Guidelines

- Retain and preserve historic signs that contribute to the overall character of the historic district.
- Retain and preserve signs that contribute to the overall historic character of a building.
- Maintain, protect, and repair the features, material surfaces, and details of historic signs using repair techniques appropriate to the specific material.
- 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.
- 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.

- 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.
- 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.

Maintenance & Quality-Georgetown, TX

- 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.
- Signage should have a professional quality and a finished appearance.
- Signs that appear to be temporary, unfinished, or homemade are not allowed.

Historic Signs-Twin Falls, ID

- Preserve existing historic signs to the maximum extent feasible.
- Leave historic wall signs exposed whenever possible.
- 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.

Historic Building Names-Juneau, AK

- 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.

Animated Sign

A sign, excluding an electronic changeable copy sign, which involves motion or rotation of any part by mechanical or artificial means or which displays flashing or intermittent lights.

Awning Sign

A sign that is painted on or otherwise made part of the awning material. Signs is limited to the vertical portions of the awning; the sides and the front valance. No signs shall protrude beyond the vertical face

Billboard

A form of an off premises sign. A freestanding ground sign located on industrial, commercial or residential property if the sign is designed or intended to direct attention to a business, product or service that is not sold, offered or existing on the property where the sign is located

Directory Sign

A sign on which the names and locations of occupants or the use of a building or property are identified, but which does not include any advertising message

Flashing Sign or Lights

A sign that contains an intermittent or flashing light source that may also include the illusion of intermittent or flashing light by means of animation or externally mounted intermittent light sources.

Ghost Sign

A sign painted on an exterior building wall, which has been weathered and faded to the extent that it has lost its original brightness of color and visibility

Historic Replication Sign

A sign, which is an exact replication, including

materials and size, of a historic sign which once existed in the same location

Historic Sign

A sign that by its construction materials, age, prominent location, unique design, or craftsmanship, provides historic character, individuality, and a sense of place or orientation regarding clues to a building's history

Inflatable Sign or Display

Any inflatable object used for signs or promotional purposes

Internally Illuminated Sign

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

Menu Board

Small scale sign boxes containing menus generally located near the primary entrance to a restaurant

Monument Sign

A sign that is supported by (1) or more uprights or braces which are fastened to, or embedded in the ground or a foundation in the ground and not attached to any building or wall.

Mural

A work of art, such as a painting applied directly to a wall, fence, pavement, or similar surface that is purely decorative in nature and content, and does not include advertising by picture or verbal message.

Pole Sign

A freestanding sign other than a monument sign erected and maintained on a mast(s) or pole(s) and not attached to any building

Projecting Sign

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

Projection Sign

A sign which projects a visual image or message onto a surface

Video Sign

Animated visual messages that are projected on a screen

Wall Sign

A sign with messages or copy erected parallel to and attached to or painted on the outside wall of a building

Plaque

A small-scale sign often embedded into the wall covering of a building that displays information pertaining to the building.

Wind Sign

Any propeller, whirling, or similar device that is designed to flutter, rotate, or display other movement under the influence of the wind. This shall include "pennant flags", or banners.

Window Sign

A sign inside of or attached to the interior of a transparent glazed surface (window or door) oriented to the outside of the building. A display window that does not include signs shall not be considered a sign.

TF Downtown & City Park

Appropriate

Inappropriate

TF Warehouse

Historic Signs

Canopy & Awning Signs

Directory Signs

Projecting & Hanging Signs

Sign Character

Sign Color

Sign Content

Sign Installation

Sign Materials

Symbol Signs

Wall Signs

Window Signs

Boise, ID

Appropriate

Inappropriate

Georgetown, TX

Awning & Canopy Signs

Hanging & Projecting Signs

Maintenance & Quality

Sign Brackets & Hardware

Sign Lighting

Sign Materials & Colors

Symbol Signs

Wall Signs

Window Signs

Juneau, AK

Canopy Signs

Façade Mounted Signs

Hanging Signs

Historic Building Names

Sign Character

Sign Color

Sign Composition

Sign Lighting

Sign Materials

Window & Door Signs

Davidson, NC

General

Practical Considerations

Guidelines

Salt Lake City, UT

Appropriate

Inappropriate

Awning Signs

Color

Directory Signs

Form & Lettering

General

Illuminated Signs

Internally Illuminated Signs

Materials

Menu Boards

Monument Signs

Projecting Signs

Projection Signs

Wall Signs



Date: Monday, February 3, 2020
To: Historic Preservation Commission
From: Planning & Zoning Department

ACTION ITEM

Request:

Downtown Historic District Sign Inventory

Time Estimate:

Staff presentation approximately 5 minutes with questions to follow.

Background:

After searching for information about historic signs, I discovered information about a Sign Survey done in Pocatello, Id by their Historic Preservation Group. The purpose of the survey was to identify historic signs within the district that were of significant importance that created a sense of place and clues about the history of the area or building.

Approval Process:

N/A

Budget Impact:

N/A

Regulatory Impact:

N/A

History:

N/A

Analysis:

It would be a team effort to complete this project and possibly take a few different groups to meet and take photos and assess the signs. The idea would be to identify information about the signs we have in each district and collect information related to the following categories:

- Sign Name
- Location
- Age/Year
- Material
- Sign Type
- Original to Building
- Significant Sign
- Repair Status (good/need repair)

Conclusion:

Staff would like to recommend that the Commission consider a survey of the signs within our districts. Having an inventory of what exists may give us a better sense of styles within the districts, significant signs and help with amending the design guidelines.

Attachments:

1. Pocatello Sign Survey Sample

SIGN MATERIALS, COLORS, AND DESIGN ELEMENTS

Historic signs are examples of a dying art, such as bending neon tubing, sheet metal framework, porcelain firing and coloring, etc. Unusual signs provide local color, historic character, individuality, a sense of place or orientation (especially with landmark signs, of which Pocatello has many), and clues to a building's history.

There should be concern regarding possible elimination of these signs. They represent quality craftsmanship and a demonstrated commitment to the city. This tradition has given way to today's cost-conscious, homogenized society, and eliminated expensive, unique, labor-intensive signs of the past. Formless, backlit plastic signs have become the standard for today. The trend has shifted toward simply "out shouting" your neighbor with a bigger sign. These signs lack the creativity and interest of older signs.

The historic signs in this survey represent a good cross section of the variety of materials used for signs of the early 1900's. Materials used for these signs include the following:

1. Neon signs (visible glass tubing)
2. Incandescent signs (some animated)
3. Porcelain or fired ceramic
4. Painted wall signs, some of which are called ghost signs
5. Carrara glass or vitrolite signs in storefronts
6. Cast aluminum, stainless steel, iron, or sheet metal

The construction of these vintage signs represented a level of craftsmanship and design seldom seen in the generic, homogenized signs typical of the later 1900's.

The historic signs generally were very colorful. The colors were intense or primary colors. Repainting of the signs is a natural and ongoing maintenance item. When repainting and/or repair is being considered the following basic concerns should be addressed:

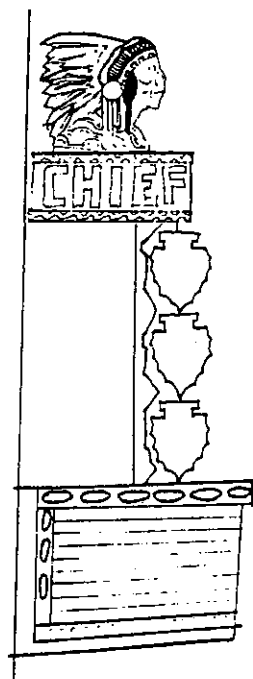
1. Inspection of the sign structure to insure secure attachment.
2. Inspection of the sign for deterioration of the metal body or structure.
3. Inspection of electrical wiring and lighting devices.
4. Research and testing to determine the original match or appropriate color for repainting.
5. Prime all problem areas on the sign body or structure with material such as 885011 "Rust Destroyer" by Advanced Protective Coatings Incorporated.
6. Paint sign with oil base, high gloss enamel paint such as Devco, 581XX.
7. Pre-approval by the HPC's Design Review Committee for all final paint colors.

SIGNS	AGE/ YEARS	MATERIAL	SIGN TYPE	ORIGINAL TO BUILDING	REPAIR STATUS	REPAIR COST \$	SIGNIFICANT SIGN	IMMEDIATE ATTENTION NEEDED
CHOPSTICK	40+	METAL/NEON	WALL/PROJ.	N	EXCELLENT	0	Y	N
CHIEF	30+	METAL/NEON/INCAND	WALL/PROJ.	Y ²	SATISFACTORY	11,000-32,000	Y	Y
MOUNTAIN ELECTRIC	30+	PORCELAIN/NEON	WALL/ROOF TOP	Y	GOOD	1,000	Y ¹	N
GREYHOUND BUS DEPOT	50±	METAL/NEON	WALL	Y	FAIR	850	Y	N
HARRISON JEWELERS	26 (1966)	METAL/NEON/PLASTIC	WALL/PROJ.	N	POOR	1,400	Y	Y
MOLLINELLI STREET CLOCK	72 (1919)	CAST METAL/NEON	FREE STANDING	N	GOOD	550	Y	N
MONARCH BUILDING	85±	GHOST/PAINT	GHOST	Y	GOOD	--	Y	N
OASIS BAR	34 (1958)	METAL/NEON	WALL/PROJ.	N	FAIR	650	Y	N
THE PARIS	40 (1951)	METAL/NEON	WALL	N	GOOD	600	Y	Y
PETERSONS FURNITURE	50±	METAL/NEON	WALL/PROJ.	N	GOOD	1,800	Y	N
POCATELLO ELECTRIC	54+	METAL/NEON/PORCELAIN	WALL/PROJ.	N	GOOD	750	Y	N
POCATELLO HIGH SCHOOL	30+	METAL/WOOD	FREE STANDING	N	GOOD	1,400	Y ¹	N
P.H.S. INDIAN HEAD	50+	METAL/NEON	WALL	N	GOOD	400	Y	N
SHANGHAI CAFE	50+	METAL/PLASTIC	WALL/PROJ.	N	GOOD	250	Y	N
TRINITY STREET SIGN	20+	METAL	FREE STANDING	N ³	FAIR	400	N	Y
WHITMAN HOTEL	60+	METAL/NEON	WALL/PROJ.	N	POOR	3,700-8,000	Y	Y
YELLOWSTONE HOTEL	60+	METAL/NEON/INCAND	ROOF TOP	N	POOR	5,700-8,200	Y	Y

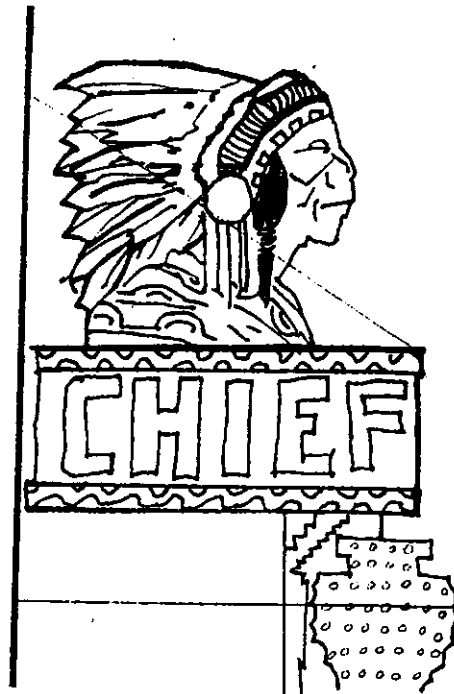
NOTES:

1. PORTIONS OF SIGN ARE SIGNIFICANT. SEE ANALYSIS OF INDIVIDUAL SIGN.
2. ORIGINAL SIGN HAS BEEN MODIFIED.
3. ORIGINAL TO SIGNIFICANTLY MODIFIED BUILDING.

SIGN ANALYSIS OVERVIEW



CHIEF THEATRE 215 NORTH MAIN



AGE OF SIGN:

30 years plus

PERIOD OF SIGN:

Modernist

MATERIAL & DESCRIPTION:

Metal sign painted with neon & incandescent lighting.

APPROXIMATE DIMENSION:

Approximately 25 feet high by 12 feet projection.

SIGN ORIGIN:

Head and logo are original with the Chief Theatre. The arrowheads and marquee were modified in the late 1960's.

MAINTENANCE:

Recent repaint, repair lighting as needed.

IMMEDIATE REPAIRS NEEDED:

Repaint sign as needed, replace broken & burned out lights.

ANALYSIS OF SIGN

CHIEF THEATRE 215 NORTH MAIN

The Chief Theatre sign is perhaps the most recognizable downtown sign due to its size and animation. Its image speaks of downtown Pocatello, its vibrant color and light liven the downtown streetscape and its presence enhances the overall pedestrian quality of Main Street.

Structurally, there is some corrosion present on the Marquee. The Indian Head and Arrowheads appear to be sound. The entire sign should be repainted. Anchorage is by direct anchorage of concealed brackets and by wire cable tie backs. The tie backs should be retensioned and the steel angle anchors should be preserved. Neon tube lighting looks to be intact and mostly working. Many of the incandescent bulbs are missing. The lower marquee portion of the sign provides an excellent nesting area for the fowl residents of the downtown area. The bottom soffit panels are in very poor condition. It is recommended that the existing marquee be removed and replaced with a flat panel projecting marquee as was original to the building. The reader board is operational. The letters and panels are still available.

The building substrate, which is terra cotta, appears sound. There are some areas which require some grouting and patching.

This sign provides information regarding community events, it provides a navigational landmark and it provides a focal point for community pride and identification. It is a significant contributor to the fabric of downtown and it is worthy of restoration and preservation.

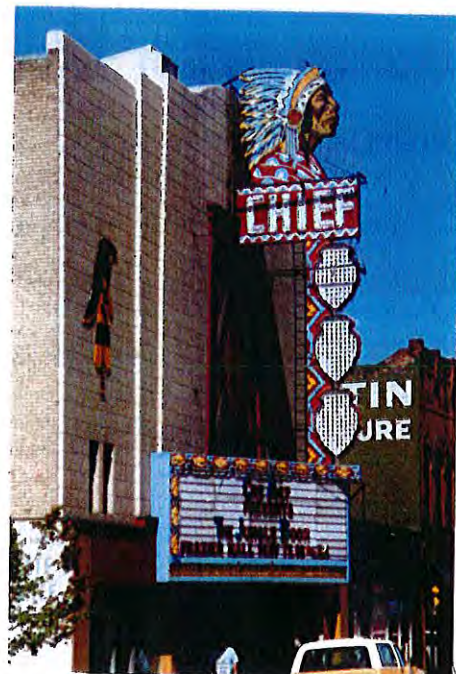
SUGGESTED WORK:

- A. Clean and repaint, on site. There are approximately 7 layers of paint on this sign. Replace most of electrical wiring and devices.

Cost Estimate: \$11,000.00

- B. Remove sign from building and refurbish totally. Remove all paint, repaint, rewire, and install new controller devices.

Cost Estimate: \$32,000.00



CSI History Program, Idaho Humanities Council,
Preservation Twin Falls and Mountain View Barn
present

HISTORY at the Barn

Remembering the 1920s: Readings and Conversations About the Jazz Age

6:00 pm
Supper

6:30 pm
Conversation Begins

Mountain View Barn
Highway 93
Jerome County

Free Events!

SPRING 2020 EVENTS

Jan.
23

America in the 1920s

CSI History Program: Dr. Russel Tremayne and Professor Justin Vipperman

Reading – *Anything Goes: A Biography of the Roaring 20s* by Lucy Moore

Feb.
6

The Jazz Age/Harlem Renaissance

Dr. Jeff Fox and Professor Benjamin Britton

Reading— *New World Coming: The 1920s and the Making of the Modern World* by Nathan Miller

Feb.
20

Prohibition

Dr. Russel Tremayne

Reading – *Last Call: The Rise and Fall of Prohibition* by Dan Okrent

Mar.
5

The Second Coming of the KKK

Professor Justin Vipperman

Reading—*The Second Coming of the KKK: the Ku Klux Klan of the 1920s and the American Political Tradition* by Linda Gordon



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Do you love history? Do you enjoy working with children? Join us and help Idaho students achieve, learn, and succeed. Become a National History Day judge today.

Volunteers are needed to make National History Day in Idaho a success. We are seeking individuals who can view student projects, ask questions, and provide written feedback at one of our competitions in a kind and positive manner. Sign up today and make an impact in the lives of Idaho students.

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CONTEST DATES

REGIONAL

Meridian- February 29th
Idaho Falls- March 2nd
North Idaho- March 7th
Boise- March 7th
Nampa- March 14th

STATE

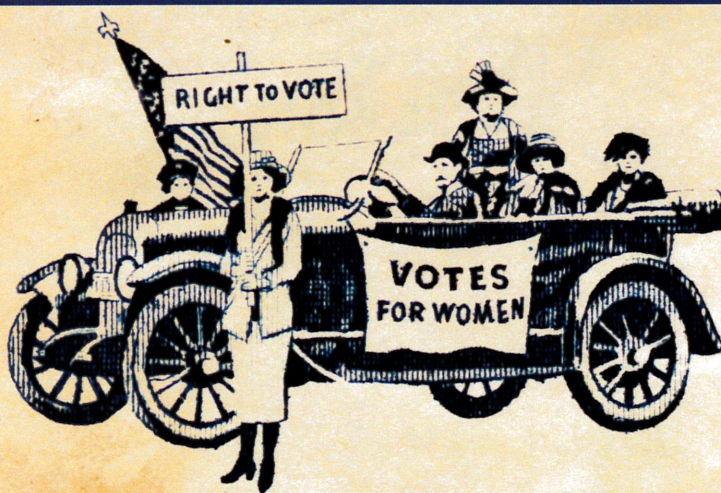
College of Idaho- April 11th



CSI Social Science & Humanities Symposium

PRESENTS

An Exploration of Women's Suffrage: The 19th Amendment at 100



March 12 • 8:00 am - 4:00 pm

March 13 • 8:00 am - 3:15 pm

Rick Allen Room, Herrett Center

The CSI Social Sciences & Humanities Symposium will explore the history and implications of the 19th Amendment and the Women's Suffrage Movement. Day one will examine the full context of the amendment. Day two will consider the implications and impact in contemporary America.

Register Online: csi.edu/sshs

**One CSI academic credit available:
SOCY 199A C01 or HUMA 199A C01**

Featured Presenters:

Senator Cherie Buckner-Webb

Susan Swetnam

Professor Emerita, Idaho State University

David Adler

The Alturas Institute

Amy Canfield

Professor of History, Lewis-Clark State College

Tracey Morrison

Folk Singer

Symposium Fee: \$65

(includes lunches)

Student Activities
APPROVED
JAN 30 2020

REMOVE
in 20 days

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Free Community Humanities Presentation:

Handmaid's Tale • March 12 • 6:00-8:00 pm • Fine Arts 119