

I. CALL TO ORDER:

The meeting was called to order at 7:30pm by Chairperson Tom Baldoni.

II. ROLL CALL:

Present were Chairperson Baldoni and Commissioners Joel Davies, Jennifer Russell, and Jo Lynn Seifert. Commissioners Rick Browne, Mike Camacho, and Laura Lemajeur were absent. Also present were Administrative Analyst Sean McNally and one (1) person in the audience.

III. APPROVAL OF AGENDA:

Moved by Commissioner Russell and seconded by Commissioner Davies to approve the agenda as presented. Motion carried by unanimous vote.

IV. APPROVAL OF MINUTES:

Moved by Commissioner Russell and seconded by Commissioner Davies to approve the Minutes of December 2, 2014. Upon roll call, motion was unanimously approved.

V. QUESTIONS FROM THE AUDIENCE: There were none.

VI. UNFINISHED BUSINESS: There was none.

VII. NEW BUSINESS:

A. Lover's Lane Plaza, 531 S. 8th Street - Signage

Mr. John Bovare of Affiliated Properties was present to speak on behalf of the property owners. He explained that this new, larger sign was driven by the requests of the tenants, specifically Hong Kong Chef. They feel that a larger sign would provide more exposure for existing tenants and additional space for any future tenants. He also indicated that ownership is willing to pay for and install the new signage.

A discussion then ensued regarding various aspects of the new signage. Chief discussion points included the colors used on the sign structure and signbox, the lighting for the sign, and landscaping around the sign.

Regarding the color of the sign structure, the Chairperson Baldoni and the Commissioners present were in agreement that the color of the top of the sign structure should be copper penny and that its style should match that of the building's roof. All present were also in agreement that the cabinet and lower box of the sign structure should be a darker bronze color.

In terms of tenant signage on the signbox, Chairperson Baldoni suggested that only red be used, except when there is a national tenant with corporate colors. Commissioner Russell expressed some reservations about this suggestion and worried that individual businesses would be tough to distinguish if all signage was in red. Commissioners Davies and Seifert concurred with this sentiment. Mr. Bovare added that he usually only allows black and red signs for his tenants, unless there is a corporate color

scheme. He suggested that this signage could follow that rule. All present were amenable to that suggestion.

Chairperson Baldoni then asked Mr. Bovare about landscaping around the sign structure and whether he had brought a landscape plan with him. Mr. Bovare said that he had not and that he usually never creates one for sign structures. His reasoning was that he prefers planter boxes because they protect the structure. He cited several instances where cars and trucks have damaged the property in the past. Chairperson Baldoni and the Commissioners present agreed that the planter box landscaping would be the best option and requested that 2-4 boxes surround the structure and have evergreen plantings.

The final point of discussion centered around lighting. The current sign has 3 lights. Commissioner Russell asked Mr. Bovare whether some of these lights could be done away with. Mr. Bovare indicated that he has them partly to illuminate the sign and partly for safety, as the parking lot is not well lit at night. He stated that he would prefer to leave one or two smaller lights on the sign of similar luminescence to the present lights on the east side of the sign structure. The Commission was amenable to this.

MOTION: Moved by Chairperson Baldoni and seconded by Commissioner Russell to approve the new sign structure at Lover's Lane Plaza, 531 S. 8th Street, with the following stipulations:

- The roofcap of the sign structure shall be copper penny in color and its style shall match that of the building's rooftop
- The cabinet and lower box sign of the structure shall be a darker bronze color
- Tenant signs on the signbox will only be black or red, except in instances that there is a national tenant with a corporate color scheme
- The sign structure be surrounded by 2-4 planter boxes with evergreen plantings
- There be 1-2 lights on the east side of the signbox not to exceed the top of the roof cap

was approved and it was strongly recommended that new sign at 75 square feet be approved. Upon roll call, Motion was approved.

AYES: Commissioners Davies, Russell, Seifert and Chairman Baldoni

NAYS: None

ABSENT: Commissioners Browne, Camacho, and Lemajeur

VIII. CHAIRPERSON'S REPORT: There was none.

IX. STAFF REPORTS: There was none.

X. REPORTS AND QUESTIONS FROM THE COMMISSIONERS: There was none.

XI. ADJOURNMENT:

MOTION: Moved by Commissioner Russell and seconded by Commissioner Davies to adjourn the Appearance Review Commission Meeting. Motion was unanimous.

The Appearance Review Commission adjourned at 8:28pm.

Sean McNally
Administrative Analyst