



# Downtown Design Review Board

Thursday, March 20, 2025 8:30am

2<sup>nd</sup> Floor Conference Room, City Hall, 255 N 4<sup>th</sup> St

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## 1. Roll Call

Badman X Byzewski X Flemmer X Reichert X Weber X Schoen X

Others in attendance: Nick Cox (Indigo Signs), Brandon Cobb (country Financial Insurance), Laura Cobb (Olson, Juntunen, & Cobb, LTD.)

Staff present: Sierra Johnson, Haylie Grasser, Anna Henningsgard, Ryan Brooks, Susan Caraher

## 2. Reading and approval of minutes for October 10, 2024

**Motion by Flemmer, second by Reichert for approval of minutes. All in favor.**

## 3. Appeal to Permitted Sign Types in the B-4 District at 802 Demers Ave, Section 18-0301(8)(C)

Johnson informed committee members that the current request is to appeal the permitted sign types in the B-4 zoning district. The proposed new sign is 16 feet in height and 64 square feet, and considering the proposed design and height, the sign is considered a pylon sign. The existing sign is 15.5 feet in height and about 38 square feet and is also considered a pylon sign. Johnson explained that the current sign is non-conforming. The existing sign has been able to remain since it was existing before the approval of the downtown design standards. Staff would permit a standard-sized ground monument to be placed within the site triangle. Notification letters were sent to adjacent property owners, and no comments have been received. Staff do feel that a ground monument sign is appropriate on the property and will be recommending denial of the request as there are no significant extenuating circumstances to make an exception to allow a pylon sign on this property.

Committee members agreed that a ground monument sign would be the best option for this location. Concerns were raised regarding traffic safety and visibility triangles at the intersection. Some members expressed that

approving a pylon sign in this case could result in further requests, making it difficult to enforce zoning regulations in the future. Others considered that the unique location and circumstances of the lot might justify an exception. There was discussion on whether a taller ground monomer sign could be a feasible alternative, maintaining compliance while improving visibility.

The applicant argued that a ground monument sign would not be as effective due to visibility issues caused by the property's unique location, surrounding buildings, and the incline of the overpass leading into the area. The applicant emphasized that businesses nearby have larger signage, including a digital billboard adjacent to the property, which diminishes the visibility of a smaller ground monument sign. The proposed pylon sign would replace an existing structure and only increase its height slightly. They also proposed that allowing the sign would contribute to the aesthetic improvement of the district rather than detracting from zoning goals. The applicant has a need for wayfinding clarity for clients who have expressed difficulty locating the business and they can use the sign as a way to advertise.

Cox proposed to staff members and committee members to conduct a site visit before the next meeting. Indigo Signs will provide visuals or mock-ups comparing the effectiveness of a ground monument sign versus a pylon sign.

**Motion by Reichert, second by Weber to table item. All in favor.**

#### **4. Election of Chair and Vice Chair**

Johnson explained to committee members that elections should be held annually. The current Chair is Byzewski, and the current Vice Chair is Badman.

**Motion by Reichert to re-elect Byzewski as Chair and Badman as Vice Chair, second by Weber. All in favor.**

#### **5. Staff Updates:**

##### **5.1 Olive Ann Elevator Addition**

A proposed addition to the Olive Ann building was introduced. The addition would house a service elevator for catering and logistics. The addition would be constructed on the 1999 extension of the building, ensuring no impact on historic elements. The Historic Preservation Commission voted no adverse effect on the project. A formal

submission is expected, with compliance to design standards anticipated.

## **5.2** Odin's Belmont Service

New ownership was confirmed, with plans to continue operations as a gas station and car service center. Renovation plans are in progress, with a focus on modernizing the exterior.

## **5.3** 2024 DDRB Action Items Report

Johnson went over the sign appeals that were approved in 2024, including variances for the Artisan and Franklin. The Downtown Design Review Board played a significant role in ensuring design compliance across multiple projects.

Johnson added that there is an open position on the board for a downtown business owner/operator. Applications are being accepted until April 4, 2025. Members were encouraged to share the opportunity within their networks.

## **6. Adjourn**

**Weber moved to adjourn, second by Reichert. Meeting adjourned at 9:21AM.**