



Legislation Details (With Text)

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On agenda: 9/2/2020 **Final action:**
Title: Signage Request for the Nutting Block - 222 Division St. S.
Sponsors:
Indexes:
Code sections:
Attachments: 1. 1 - Blast Soft Serve Signage Images, 2. 2 - Building Signage Images, 3. 3 - 6.10 Signs Historic Overlay District

Date	Ver.	Action By	Action	Result
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Meeting Date: September 2, 2020
To: Members of the Heritage Preservation Commission
From: Mikayla Schmidt, City Planner

Signage Request for the Nutting Block - 222 Division St. S.

Action Requested:

The Heritage Preservation Commission is asked to approve the signage request for The Blast Soft Serve at the Nutting Block building.

Summary Report:

The Blast Soft Serve currently has a location in Owatonna, MN and is expanding to open another location in Northfield. The soft serve shop will be located in the “Annex” portion of the Nutting Block building at 222 Division St. S. There are three components of signage for this request.

The first component is on Division St., where the applicant wishes to place a projecting hanging sign with their business name and logo and then a smaller hanging sign beneath it, which will have an arrow on. The arrow on the smaller hanging sign is to help direct people to follow the alley to the rear of the building, by the river, where the business will be located.

Second, as part of existing signage by the “Annex”, there will be a sign that says “The Blast Soft Serve” and will hang with the other names of businesses in the building. This sign will match the existing “all caps” type font and be in the same colors used for the Nutting Block signage.

The third portion of signage is on the wall of the building (shown on Attachment 2) where the order and pick up windows will be located. Here the applicant wishes to place a menu board and sign with their business name on the wall.

The signage requirements for signs in the Historic District is attached, along with the images of the signage for the building. Projecting signs are allowed to be of another font other than Serif as well as be other shapes. The wall sign by the walk-up windows technically should be of Serif font, but is not serving as a main sign on a building façade where the most pedestrian and vehicular traffic is present. It is also the same size as the projecting sign on Division St.

Alternative Options:

The Heritage Preservation Commission could recommend alternative options for the three portions of the signage. No subcommittee has met prior to this meeting to discuss the signage request.