



Legislation Details (With Text)

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On agenda: 10/7/2020 **Final action:** 10/7/2020
Title: Signage Request for the Nutting Block - 220 Division St. S.

Sponsors:

Indexes:

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Attachments: 1. 1 - Blast Soft Serve - Projecting Sign on Division St. S., 2. 2 - Blast Soft Serve - Nutting Block Sign, 3. 3 - Blast Soft Serve - Menu Board

Date	Ver.	Action By	Action	Result
10/7/2020	1	Heritage Preservation Commission	approve	Pass

Meeting Date: October 7, 2020

To: Members of the Heritage Preservation Commission

From: Mikayla Schmidt, City Planner

Signage Request for the Nutting Block - 220 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, which includes a “cutout” projecting sign on Division St. S., a projecting sign as part of the existing Nutting Block signage near the river and the menu board by the business’s order and pickup windows.

Summary Report:

The Blast Soft Serve, currently located in Owatonna, MN, is expanding to open a new location in Northfield. The soft serve shop will be located in the “Annex” portion of the Nutting Block building at 220 Division Street South.

The HPC reviewed the signage request at their September 2, 2020 meeting and no motion was made on the request. A subcommittee was formed, consisting of Barb Evans, Cliff Clark and Alice Thomas, and City Planner, Mikayla Schmidt. The subcommittee met virtually with the applicant on September 17, 2020 to review adjustments to the original signage proposal. Initially, the signage request included a projecting sign along Division St. S., a projecting sign with the other Nutting Block businesses near the river, a menu board and a sign in between the order and pickup windows.

The applicant chose to remove the sign between the order and pickup window and based on the discussion from the HPC at the last meeting, felt the menu board (border will be painted black or cream, not the blue shown in the attachment) and projecting sign hanging with the other Nutting Block business signs was acceptable to the

commission.

The applicant modified the original projecting sign along Division St. S. and now proposes a “cutout” soft serve cone with a “cutout” circle around it, which has openings between the cone and the circle. Beneath the soft serve cone and circle will be a hanging, slightly curved, arrow that states, “Blast Soft Serve”. The subcommittee felt this projecting sign was acceptable to the historic sign ordinance and would better serve the business.

Alternative Options:

The Heritage Preservation Commission could recommend alternative options for the signage.