**Case 017-24**

A request from the City of Joplin Historic Preservation Commission to review a proposed amendment to the adopted Design Review Standards of the Sunshine Lamp District, a locally designated Historic district in Downtown Joplin-Joplin Historic Preservation Commission

Thomas Walters, City of Joplin Staff, 602 S. Main, Joplin, Missouri. He represented the City of Joplin Historic Preservation Commission. Appendix E of the zoning code of Historic Preservation allows the Historic Preservation Commission to adopt specific design standards for our locally designated districts. He stated they had the entirety of their downtown standards before them and what they were updating specifically was the design standards beginning on page 20 to allow neon signs. Since the adoption of the downtown standards in 2005 any illuminated or internally lit signs have been prohibited but downtown had increasingly desired the inclusion of neon signs. Traditionally in the history of downtown neon signs have been a component. So, they held a public meeting and have been getting feedback from downtown in order to determine what was the best fit for downtown. Specifically, to maintain the pedestrian orientation of signs in the downtown district. Traditionally neon signs from the beginning were pedestrian oriented all the way to massive auto oriented. They feel it is most appropriate that they remain pedestrian oriented in our downtown because it is our principal pedestrian environment in our city. So, what is before you are reasonable standards to allow the inclusion of neon signs in downtown, mainly projecting signs on the Main Street facades to allow property owners as requested to be able to have neon signs in downtown. The main concern they had when they were beginning to review the standards was to make sure they did not have it too bright. Like he said they remain pedestrian oriented, and they have a best fit for all stakeholders in the community. This is the recommendation from the Historic Preservation Commission as written on page 20, 21 and ending on page 22.

Mr. Kimble asked what was the line that you would be crossing going from pedestrian focused neon signage to auto focused neon signage.

Mr. Walters stated there is a large grey area. That was one reason they have the placement on a façade and a size limited on that placement. Basically, no higher than the top of the second story window and of course no closer to the side than within 10 feet which is our general standard for safety and clearances and projection from the outside is reasonable. There is no façade existing in downtown and we don't make a lot of new facades downtown that would allow any sign to be greater than 200 square feet which is definitely where we would start saying we were auto oriented. And of course, it is not in scale high enough on the building where it can be seen from far away. A good

example of one of our existing auto-oriented signs in Joplin is the Wilders sign. It is ½ mile from 7th St. and it was designed to draw traffic from 7th St. all the way ½ mile south. That is a clear example of auto-oriented while the more pedestrian-oriented the best vantage point is within one block.

Mr. Landis asked if there would be any design regulations for business owners. Will there be a cohesive look for downtown.

Mr. Walters stated there was nothing more than what was presented here. A timer could be required. They do not regulate content.

Mr. Kimble asked if there were any further questions from the Commission on Case 017-24.

There were none.

Mr. Kimble asked if there was any one to speak in favor of Case 017-24.

There were none.

Mr. Kimble asked if there was any one to speak in opposition of Case 017-24.

There were none.

**MR. ROSENBERG MOVED THAT CASE 017-24 BE APPROVED AND FORWARDED TO THE CITY COUNCIL FOR APPROVAL. MS. WARREN SECONDED THE MOTION. MOTION CARRIED. (5 IN FAVOR, 0 NAY, 2 ABSENT)**