



MINUTES

PUBLIC MEETING

Twin Falls Historic Preservation Committee
March 18, 2013 1:00 PM
City Council Chambers
305 3rd Avenue East Twin Falls, ID 83301

HISTORIC PRESERVATION COMMITTEE MEMBERS

Sonia Alexander Darrell Buffaloe Debbie Latten Jenni Geilman Ryan Horsley Norm Tilley Randall Watson
Vice-Chairman **Chairman**

PRESENT: Alexander, Buffaloe, Latten, Horsley, Tilley, Watson

ABSENT: Geilman

CITY COUNCIL LIAISON PRESENT: Don Hall

CITY STAFF PRESENT: Strickland, Weeks

I. CALL MEETING TO ORDER:

Chairman Watson verified a quorum and began the meeting at 1:00 pm.

II. CONSENT CALENDAR:

1. Approval of Minutes from the following meeting(s): [February 19, 2013](#)

MOTION:

Commissioner Horsley made a motion to approve the consent calendar, as presented. Commissioner Alexander seconded the motion.

UNANIMOUSLY APPROVED

III. ITEMS FOR DISCUSSION:

1. Certificate of Appropriateness – Jeremy Orton, Belle Pierre Idaho, LLC

Planner I Weeks stated that the applicant Jeremy Orton, is not present, staff will make the presentation. The applicant is requesting to install an ADA ramp on the side of the building located at 263 6th Avenue West. The property is located in the warehouse district it is a contributing property and was built in 1915 as Kenney Wholesale Company, to distribute agricultural goods, beans and potatoes. The applicant has other changes that he would like to make to the building. The applicant was told once he has determined the other changes that he wants to make to the exterior he will have to come back through the process for approval. This request only covers the installation of the ADA ramp and railing.

Planner I Weeks stated upon conclusion should the Commission approve the request as presented, staff makes the following recommendations:

1. Subject to the applicant obtaining the necessary building permits if appropriate.
2. Subject to the applicant obtaining the necessary Certificate of Appropriateness for the additional improvements and alterations to be done to the building.

Discussion Followed:

- Commissioner Horsley asked what the planned use is for the space.
- Planner I Weeks explained the use will be retail with some storage.
- Commissioner Watson stated his only concern is the slope of the ramp needs to help keep water away from the foundation.

- Commissioner Horsley stated he is glad to see someone is willing to invest in this area and that there will be retail in this location. He would also like to see some curb, gutter and sidewalk go in down in this area of town for pedestrians.
- Commissioner Tilley stated he has no issues with the ramp as presented it seems to be in compliance with the design criteria.

Motion:

Commissioner Horsley made a motion to approve the request, with staff recommendations, for the Certificate of Appropriateness for the ADA ramp for property located at 263 6th Avenue West. Commissioner Alexander seconded the motion. All members present voted in favor of the motion.

APPROVED, AS PRESENTED, WITH STAFF RECOMMENDATIONS

1. Subject to the applicant obtaining the necessary building permits if appropriate.
 2. Subject to the applicant obtaining the necessary Certificate of Appropriateness for the additional improvements and alterations to be done to the building.
2. General Discussion on 2012-2013 grant project
 - Discussion of 5-year plan –Darrell Buffaloe /Randall Watson
 - Discussion of adding the other Historic Districts to the City Code for preservation –Darrell Buffaloe/Jenni Geilman

Commissioner Buffaloe reviewed the plan with the Commission listing the goals with time frames for implementation.

Commissioner Alexander explained that she would like to see the addition of a School District Historic Brochure to the Commissions collection and she would like the Commission to consider planning a share fair where individuals from the Community could come and share items they have related to the history of Twin Falls.

3. Discussion of Railroad Box Car for possible use as a museum –Ryan Horsley
 - Commissioner Horsley stated there have been continuous discussions about providing a museum at the park located near the Silo's/Grain Elevators.
 - Councilman Hall stated he has spoken to owners of this property and the focus for them is to provide history related to agriculture. He has also been looking into curb, gutter and sidewalk for the area but there is still a lot of brainstorming to do and a few hurdles to cross before the project can happen. However, he stated the Commission should not give up hope.
 - Commissioner Horsley stated with the added interest in the area and other businesses looking at this area for development the park will become a focal point for this location and would be a great spot for a museum.
4. Discussion of Archaeology and Historic Preservation Month – Jenni Geilman
 - Planner I Weeks stated there needs to be some notification to property owners of the Commission's plan to do a walking tour through the area, a map of the area with a flyer needs to be created, and advertising needs to be done.
 - Commissioner Buffaloe stated he would talk with Commissioner Geilman and work on a plan prior to the April meeting so that the plans can move forward.

IV. INPUT AND/OR ITEMS FROM THE HISTORIC PRESERVATION COMMITTEE

- Planner I Weeks introduced Debbie Latten the newest Commissioner.

V. UPCOMING MEETINGS/SCHEDULE:

Regular meeting: **Monday, April 15, 2013**

VI. ADJOURN MEETING:

Chairman Watson adjourned the meeting at 2:01pm



HISTORICAL PRESERVATION COMMISSION STAFF REPORT

DATE: April 15, 2013, Historical Preservation Commission Meeting

To: Historical Preservation Chairman and Commission

From: Red's Trading Post, Ryan Horsley, 203 5th Avenue South

Request

To consider appropriateness for adding a restored historic Coke Sign to the southwest side of the building, by the front door, located at 203 5th Avenue South in the Twin Falls Historic Warehouse District.

Background:

It is unknown who constructed this building. The building was constructed in 1919. It is mentioned as housing the M. & R. Pink firm in a local business publication, but by 1928 they were using warehouse space at 240 4th Ave S. During the 1930's the Ford Transfer & Storage Company rented the building. The building located at 203 5th Avenue South is listed on the Historical Registry as a contributing property.

Analysis:

The building is currently functioning as a retail store, Red's Trading Post, located in the Old Town zoning district with a Warehouse Historic overlay and a P-3 Parking overlay. No exterior portion of any building or other structure (including walls, fences, light fixtures, steps and pavement, or other appurtenant features) nor aboveground utility structures nor any type of outdoor advertising sign shall be erected, altered, restored, moved or demolished within this district until after an application for a Certificate of Appropriateness as to exterior features has been submitted to and approved by the Historical Preservation Commission.

Ryan Horsley, Red's Trading Post, is requesting approval to add a restored, historic, Coca-Cola "Sprite Boy" sign to the southwest side of the building. Red's Trading Post had the spray paint removed, dents repaired and a seal coat put on it to protect it from vandalism. They have had it framed. The sign is 8' x 10' and will be placed in the front of the store beside the front door. It will be monitored by a security camera and will be well lit.

The applicant has provided an interesting history of the "Sprite Boy" and I have attached it to this staff report.

Regulatory Impact:

Approval of this request will allow the applicants to proceed with applying for a building permit to install the restored historic Coca-Cola "Sprite Boy" sign on the southwest side of the building located at 203 5th Avenue South.

A Certificate of Appropriateness permit is for Historical Preservation Commission purposes only. Other permits such as sign, building, electrical, mechanical or plumbing permits, etc may be required. All facilities must comply with all Building and Fire Code regulations.

Conclusion:

Should the Commission grant this request, as presented, staff recommends approval be subject to the following conditions:

1. Subject to the applicant obtaining the necessary building permits if appropriate.
2. Subject to the applicant obtaining the necessary Certificate of Appropriateness for the additional improvements and alterations to be done to the building.

Attachments:

1. Certificate of Appropriateness Application
2. Zoning-Vicinity Map
3. Aerial Site Map
4. National Historic Registry information
5. Site Photos (2)



**CITY OF TWIN FALLS
HISTORICAL PRESERVATION COMMISSION**
P.O. Box 1907
324 Hansen Street E Twin Falls, ID 83303
PH: 208-735-7267 FAX: 208-736-2641

CERTIFICATE OF APPROPRIATENESS APPLICATION

Date of the Application: 3/25/2013

Application No.: _____

Fee: **NONE**

A. APPLICANT INFORMATION:

1. Name of applicant: Real's Trading Post
 Mailing Address: 203 5TH AVE SOUTH
 City: Twin Falls State: Id Zip: 83301
 Phone: 733-3546 Cell Phone: 539-3546 E-mail: real@reals-trading-post.com
 Applicant Signature: _____

B. REQUEST INFORMATION:

1. The following is a request that a CERTIFICATE OF APPROPRIATENESS be granted for the Real Property Located at (street address):
203 5TH AVENUE SOUTH
2. Existing Zoning District: HISTORIC WAREHOUSE DISTRICT
3. Project Land Area Size: N/A
4. Existing Building Size: 10,000 SQ FT
5. Proposed Building Alteration: ADD COKE SIGNAGE
6. A site plan to **SCALE** on an **8 1/2" x 11" paper**, of the subject property showing the following:
 - a. Lot dimensions
 - b. Location of all existing buildings; including setbacks and fencing
 - c. Before and after building elevations are required
7. Provide a Detailed Written Statement On A Separate Sheet Of Paper Containing:
 - a. The reason for the request
 - b. An evaluation of the effects on adjoining property

OFFICIAL USE ONLY:

HPC: (ONLY)

PUBLISH DATE: NOT PUBLISHED

HEARING DATE:

Several years ago we purchased the Coca-Cola "Sprite Boy" sign that hung over the cargo door of the former Magic Glass building just a couple blocks away. It had been vandalized and neglected over the years so we took the liberty of getting it cleaned up. We have had the spray paint removed, some of the dents repaired, have placed automotive seal coat on it to protect it from being vandalized in the future and have had a frame constructed for it. The size of this is 8x10 and will be in front of our store beside our front door. This will be monitored by security camera and have ample enough light to showcase it. Here is a history of the "Sprite Boy" advertising campaign:

In the early 1940s, an elf-like cartoon figure -- a sprite -- made his appearance in magazine advertising for Coca-Cola®. Though it is a common misconception that this pixie known as Sprite Boy is named for The Coca-Cola Company's Sprite® brand, the two are unrelated. In fact, the Company did not introduce the beverage Sprite until 1961, after the Sprite Boy was no longer featured in ads.

Sprite Boy came about because of what the Company perceived as a problem in the marketplace. Although the brand's name was "Coca-Cola," many people had given it the nickname "Coke®" instead. At the time, the Company discouraged use of "Coke," but people continued to use the name. The Company finally accepted it and in June 1941, the abbreviation "Coke" was used for the first time in magazine ads. A campaign began to connect the names "Coke" and "Coca-Cola" -- with Sprite Boy as its primary image.

The elfin character Sprite Boy appeared in ads with a devilish smile, often with stars around him (representing his sparkling personality and the bubbles in Coke). Only the head and hands of Sprite Boy were shown -- never a body. Sprite Boy was used so often in advertising he wore two hats -- a bottle cap and a soda jerk's hat -- to represent both sides of the Coca-Cola business.

Sprite Boy appeared in magazine ads for the first time in January 1942, and gradually the figure became known as the Sprite or the Sprite Boy. In his first magazine ad, he addressed consumers directly: "I'm 'Coca-Cola' known, too, as 'Coke.' ... You call me 'Coke.' It's short for 'Coca-Cola.' ... P.S.: Everybody likes to shorten words. Abbreviation is a natural law of language. You hear 'Coke' -- the friendly abbreviation for the trademark 'Coca-Cola' -- on every hand. I tell the story in a picture you have so often heard in words." Obviously the Company had changed its opinion on using the name!

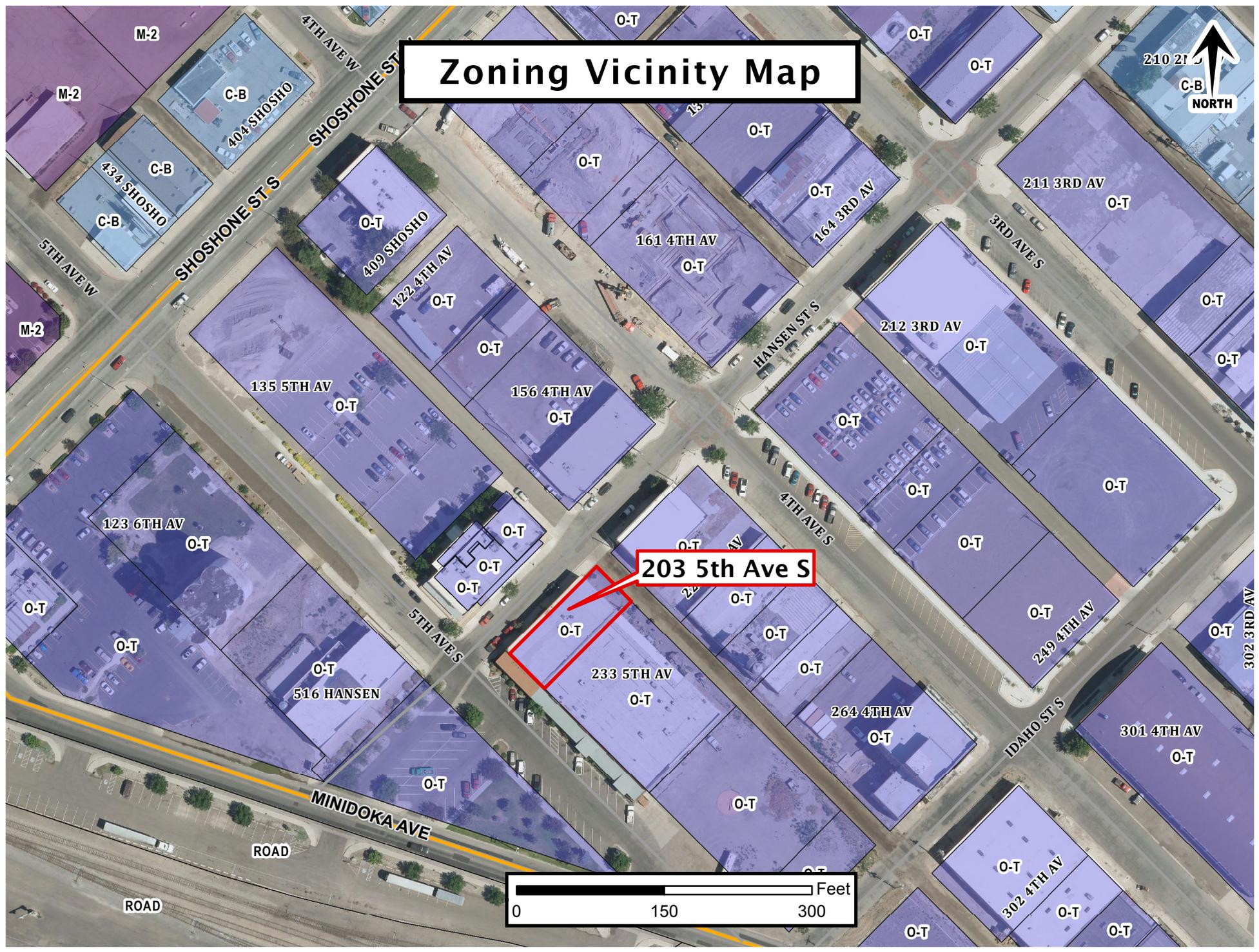
The idea for the sprite was developed by Archie Lee of the D'Arcy Advertising Company. After a number of attempts to create a cartoon character to help make the name "Coke" official -- an authorized nickname for the brand -- a D'Arcy art director came up with the idea of the sprite. Artist Haddon Sundblom, already famous for creating the Coca-Cola Santa Claus, created an enduring advertising image for Sprite Boy.

Items featuring Sprite Boy have always been popular with those who collect Coca-Cola memorabilia. Many of the collectors remember the Sprite Boy advertising, or simply like his friendly smile. A sought-after collectible of the era is the "Welcome Friend, Have a Coke" lithographed tavern sign. The 1940s piece was especially

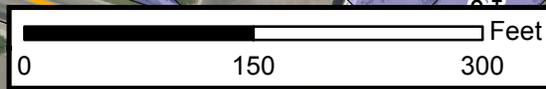
designed to go with the fixtures and decoration of high-class taverns. The price of the sign originally was 39 cents; today the piece can be worth \$1,200 on the collectors market.

Sprite Boy was featured on advertising and promotional materials -- appearing on signs, cartons, posters, clocks, toys, blotters and games -- until 1953. The character also helped support the introduction of king-sized packaging until he was phased out of advertising by 1957-58. Manufacturers of licensed items continue to use him, and his popularity doesn't seem to wane.

Zoning Vicinity Map



203 5th Ave S



Site Map



203 5th Ave S



23. Warehouse

83-17935

203 Fifth Avenue South

contributing

c. 1919

This one-story building is brick with a cornice consisting of a row of soldier bricks. On the north and west walls are several metal sash, multi-paned windows. The structure shares a concrete loading dock with the building next door (215-227), as well as a wooden railing and a canopy that were constructed within the past two years.

It is uncertain what business or person constructed this building; it is mentioned as housing the M. and R. Pink firm in 1919 in a local business publication, but by 1928 they were using warehouse space at 240 Fourth Avenue South. During the late 1930s the Ford Transfer and Storage Company rented the building; about this time it was also used to store onions.²⁶

