El Presidio Historic Zone Advisory Board
Monday, December 21, 2020 at 10.00AM
Virtual Meeting

Meeting Minutes/Legal Action Report

1. Call to Order/Roll Call

Members present: Ilyena Sloan, Joseph Wilder, Halley Freitas, Susan Aiken and Christopher Domin. A quorum was established, and the meeting was called to order at 10:03AM.

2. Approval of Minutes: May 29, 2020

Motion was made by Aiken to approve the minutes of May 29, 2020 duly seconded by Wilder and was passed by a voice vote of 5-0.

3. Call to the Audience

None (this item was heard out of order).

4. Reviews

a. HPZ 20-075, 140 N. Main Avenue (T20OT00261)
Master sign program for Tucson Museum of Art's campus expansion into new buildings—wall signs and a freestanding sign within the courtyard closer to Telles St.
Full Review/Contributing Resource

Cami Cotton, with the Tucson Museum of Art, and Mike Trotter, with Sign Magic, presented the project.

The board members reviewed the material and had several questions/comments.

- Any signage on the blue wall? *(The existing sign that says Tucson Museum of Art.)*
- How does the new signage relate to the existing? *(I believe that the yellow letters are coming down.)*
- What is the font strategy? *(The font remains consistent with the new building.)*
- Where is there an example using this font? (*It is consistent throughout the campus [inside and outside]. We are using Helvetica.)*
- This will set a precedent for the outside.
- Concerned about the sign on the building that fronts on to Alameda. It is a transition to the neighborhood. The sign should be pulled off the street to give the building a less commercial feel.

- In the future, the sign should be removed from the building and it should be placed closer to the street.
- The purpose of the sign is to find the building, not something to be removed.
- A board member agreed that the sign was appropriate to the building.

A motion to approve installation of the signs as presented was made by Wilder and seconded by Freitas. The motion passed with a vote of 4-1 (Domin).

6. Staff Updates—Information Only

The meeting was adjourned before this item was heard.

7. Future Agenda Items

The meeting was adjourned before this item was heard.

8. Adjournment

The meeting was adjourned at 10:25AM.