

**IV. New Business:**

**A. Request by the Historic Preservation Commission** for the following land use request located at 211 E. Florence Boulevard:

**1. DSA-16-00018: Designation of the Dairy Queen sign as a Local Historic Landmark.**

Laura Blakeman, Planner came forward and presented a brief overview of the case as stated in the Staff Report. The site is located south of Florence Blvd. and west of Marshall Street. Mrs. Blakeman stated that, according to the Casa Grande Dispatch, the Dairy Queen was opened in 1950. It was referred to as the "Triangle Dairy Queen", which was derived from the shape of the plot of ground in which the building is located. The article also quotes the owners and operators, Fisher and Mammen, as stating "It is our belief that our new venture in Casa Grande fills a need in the community and that it will be received enthusiastically by the folk in the entire area. Many have told us that they travel to other points in the state in order to enjoy this frozen dairy product."

Mrs. Blakeman explained that sometime between 1950 and 1958, the Dairy Queen installed a pole mounted sign at the west end of the site. According to the City's historical aerial photo taken in 1958, the site housed the Dairy Queen building, the pole mounted sign and the Mobil Gas Station. Sometime after 1974, the Dairy Queen's pole mounted sign was relocated to extend through the roof of the building as seen today and is referenced in the approved building permit plans expansion in September 2003. Over the years, the site changed whereas the Mobil station was removed and the original Dairy Queen building was remodeled and expanded.

According to the web site, Roadside Architecture, the local Dairy Queen sign was referenced as a "unique sign" as they have never seen a "lips" sign with a protruding ice cream like this before.

Mrs. Blakeman commented that in 2004, the Dairy Queen sign won first place for the "Best Public Private Partnership".

Mrs. Blakeman stated that DSA-16-00018: Designation of the Dairy Queen sign as a Local Historic Landmark came as a result of Staff being notified that the Dairy Queen Corporate Office is requesting that the sign at 211 E. Florence Blvd. be replaced with modern Dairy Queen Signage. Because the Historic Preservation Commission is concerned about losing some of Casa Grande's history, the Historic Preservation Commission is requesting that the sign be designated as a "local historical landmark". The request to keep the local Dairy Queen sign as part of our local history "local landmark designation", has received support from the Chamber of Commerce, Casa Grande Main Street and the State Historic Preservation Office.

Mrs. Blakeman explained that according to the Historic Preservation Code, the commission may recommend to City Council that an individual property be designated

as a landmark if it meets certain code criteria. Mrs. Blakeman specifically addressed three of criteria which are addressed in the staff report. These criteria include aspects such as “possesses special character or historic or aesthetic interest or value as part of the cultural, economic or social history”; “embodies the distinguishing characteristics of an architectural style” and “because of a unique location or singular physical characteristic, represents an established and familiar visual feature of a neighborhood”.

Mrs. Blakeman further explained that the definition of “Landmark” in the City Code, includes “an object that is individually designated by the City Council to be worthy of rehabilitation, restoration and preservation because of cultural, historic, architectural or archeological exceptional significance to the City”. Furthermore, Mrs. Blakeman explained that Dairy Queen has been at this location since the 1950’s. Generations of residents in the Casa Grande area have part of their history linked with the local Dairy Queen store. Because of the history, the location of the building along Florence Boulevard, a commercial gateway corridor into the City of Casa Grande, and the unique “lips sign with protruding ice cream”, Dairy Queen is iconic to Casa Grande.

Mrs. Blakeman addressed the Historic Preservation element of the General Plan and the Historic Preservation City Code. She stated that the code declares that “as a matter of public policy that the protection, enhancement and perpetuation of landmarks and historic districts are necessary to promote the economic, cultural, educational and general welfare of the public.”

Mrs. Blakeman stated that Staff is in support of designating the Dairy Queen sign as a “local historic landmark” based on the following:

The history of the Dairy Queen and its associated “lips sign with protruding ice cream cone”.

The request is in compliance with the Historic Preservation Code regarding “landmark designation”.

The request is in compliance with the General Plan Goals and Policies Historic Preservation element.

The request is in compliance with the Historic Preservation City Code.

Mrs. Blakeman stated that Staff recommends the Historic Preservation Commission send a favorable recommendation to the City Council to designate the “Dairy Queen Sign” located at 211 E. Florence Boulevard, as a “local historic landmark”.

Chairwoman Jantz made a call for the applicant to come forward.

Jeff Trendler, 2541 E. University Drive, Phoenix came to podium to address the commission. Mr. Trendler stated that they were very pleased that the Historic Preservation Commission would consider designating the sign as a historic landmark in the City of Casa Grande to preserve the history associated with the Dairy Queen.

Member Benedict questioned if he had any insight as to what the chances are that Corporate will allow the sign to remain.

Mr. Trendler referred to another similar situation in Holbrook. He stated that Corporate allowed them to keep their sign but informed Casa Grande that theirs would come down. The Holbrook Dairy Queen sign has been designated as a local historic landmark. Mr. Trendler stated that he met with Chairwoman Jantz to see what could be done to put Casa Grande's Dairy Queen Sign on the local historic register. He is hoping that if the sign is designated as a local historic landmark, he can go back to Corporate hoping that they will understand the importance of the sign to the city. Mr. Trendler stated that considering the age of the sign, it is in great shape and he would hate to see it come down.

Chairwoman Jantz stated that the ice cream cone used to blink and if the outcome is successful, can the sign be fixed to blink again.

Mr. Trendler replied that he will look into it.

Member Rooney made a motion to send a favorable recommendation to City Council for DSA-16-00018: Designation of the Dairy Queen sign as a Local Historic Landmark. Motion was seconded by Member Benedict.

Mrs. Blakeman suggested that motion include the reasons why the commission is recommending the sign be designated as a local historic landmark.

Member Rooney amended her motion to send a favorable recommendation to City Council for DSA-16-00018: Designation of the Dairy Queen sign as a Local Historic Landmark based on the following criteria:

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Member Benedict seconded the motion as amended. All were in favor. Motion passed 5-0.