



Our Vision

Red Wing thrives as a vibrant, creative river town that values its natural environment, welcomes all people, and unlocks opportunity for everyone.

Our Mission

We strive to create a sustainable, healthy, accessible, resilient, and equitable community where every person feels at home.

Statement of Intent: We gather today in this room as one people to discuss and attend to the matters of Red Wing. Together, as a government body and as community members, we agree to treat everyone with courtesy, dignity, and respect. We will listen to all sides of an issue, encourage participation, support each other, act with honor and accountability, and inspire pride in our community. This we commit as we open this meeting.

Meeting Announcement and Agenda Heritage Preservation Commission Regular Meeting City Council Chambers, 315 West 4th Street, Red Wing, MN & Virtually Wednesday, March 4, 2026, at 5:30 PM

This meeting will be held in the City Hall Council Chambers and virtually via Webex at the same time. Members of the public can join this meeting either in person at City Hall or virtually. [Join the meeting via Webex here](#). To join via telephone, please dial (415) 655-0001. Enter access code 2555 854 0854 and password 2026 when prompted.

1. Call to Order

2. Roll Call

3. Approval of Agenda

4. Approval of Minutes

4.A. Draft Minutes of the February 4, 2026, Regular Meeting

4.B. Draft Minutes of the February 12, 2026, Special Meeting

5. Public Comment

We now invite anyone to share their thoughts on a topic that is not on the agenda. We welcome all opinions and ideas. We appreciate you stating your name at the lectern, and please remember that personal attacks may be ruled out of order. You will have up to three minutes to comment, and we appreciate your time in coming tonight.

6. Motions & General Business

6.A. Design Review Amendment - 317 Bush Street, Minor Facelift Revisions to November 2024 Approval and August 2025 Amendment

6.B. Design Review - Building Signs at 317 Bush Street for Riverbend Floral Studio

6.C. Discuss Preservation Month Activities

6.D. NAPC Conference Tour Discussion

6.E. Design Review Amendment - 325 Bush Street, Major Facelift Revision (Memo and Attachments Forthcoming)

7. Communication Items

7.A. Staff Status Report (Verbal)

7.B. Commissioner Comments

7.C. Council Liaison Comments

8. Adjournment

Accommodations for signing interpreter, Braille, large print, etc. can be made. Call City Hall at 385.3600 seven days prior to the need. Hearing assistance devices are available during meetings.

**The 548th Meeting of the Red Wing Heritage Preservation Commission
Regular Meeting
City Council Chambers
February 4, 2026**

Members Present: Chair Brooke Reinke; Commissioners Kent Tsui, Ruth Nerhaugen, Jenifer Majerus, Lottie Aslakson, Paul Pflueger, and Megan Goodwin

Members Absent: All members in attendance

Others Present: Steve Kohn, Planning Manager / Staff Liaison; Janie Farrar, Council Liaison

1. Call to Order

Chair Reinke called the meeting to order at 5:30 p.m.

2. Oath of Office

A. Swearing in of Brooke Reinke to a Second Term.

Council Liaison Farrar administered the Oath of Office for Commissioner Reinke.

B. Swearing in of Megan Goodwin to a First Term.

Council Liaison Farrar administered the Oath of Office for Commissioner Goodwin.

3. Roll Call

Roll call was conducted. Chair Reinke and Commissioners Tsui, Nerhaugen, Goodwin, Majerus, Aslakson, and Pflueger were in attendance.

4. Approval of Agenda

A motion was made by Commissioner Majerus, seconded by Commissioner Nerhaugen, to approve the agenda as drafted. A vote was conducted, and the motion carried unanimously by a vote of 7:0.

5. Annual Meeting

Staff Liaison Kohn pointed out that both Commissioner Reinke and Commissioner Tsui are in their first term as the Chair and Vice Chair and are eligible for reelection.

A. Election of 2026 Heritage Preservation Commission Chair.

Staff Liaison Kohn conducted the election process and opened nominations for the position of Chairperson. Commissioner Nerhaugen nominated Commissioner Reinke to serve as Chairperson. There were no other nominations.

A motion was made by Commissioner Nerhaugen, seconded by Commissioner Goodwin, to adopt a unanimous ballot for Commissioner Reinke to serve as

Chairperson of the Heritage Preservation Commission for 2026. A vote was conducted, and the motion carried unanimously by a vote of 7:0.

B. Election of 2026 Heritage Preservation Commission Vice Chair.

Staff Liaison Kohn conducted the election process and opened nominations for the position of Vice Chairperson. Commissioner Reinke nominated Commissioner Tsui to serve as Vice Chairperson. Commissioner Tsui nominated Commissioner Majerus to serve as Vice Chairperson.

A show of hands vote was conducted. Commissioner Majerus was elected with a vote of 6-1, with Commissioner Reinke voting for Commissioner Tsui.

Chair Reinke conducted the remainder of the meeting.

6. Approval of Minutes

A. Draft Minutes from the December 3, 2025, Regular Meeting.

Chair Reinke noted that on page three of the minutes, her name is misspelled.

A motion was made by Commissioner Tsui, seconded by Commissioner Majerus to approve the minutes as amended. A vote was conducted, and the motion carried unanimously by a vote of 7:0.

7. Public Comment

Chair Reinke noted that WebEx was not being used. Staff Liaison Kohn stated that it was not going to be working until next week, but there may be an update that it will not be used at the Heritage Preservation Meetings any longer. Council Liaison Farrar updated that new laws and statutes are coming from the State to show what public communication needs to look like, so the Council will be discussing what it looks like for the Council and for commissions as well.

No one wished to address the Commission.

8. Motions and General Business

A. Design Review – New Building Signs on Front Façade of the St. James Hotel Complex, 406 Main Street.

Staff Liaison Kohn provided background information and referenced past HPC discussion of the front façade design. He shared that the Applicant had agreed to use six-inch lettering on the sides of the canopy to meeting HPC requirements. He described what the signs would look like and added that three black goose-neck lights that would be placed above the western building sign. He noted that Staff recommends approval of the design review.

Chair Reinke asked if the panel that is being looked at would go above the West entrance. Staff Liaison Kohn shared that it was correct. He explained that it is a three-foot sign in a six-foot space with the lights above it.

Staff Liaison Kohn noted some updates on the project: with the glass being installed the first week in March, and plans to be done with the whole project in early April. He pointed out that there would be three doors and how each door would be used for the hotel and the salon. He noted that because of a grant, the project needed to be completed by June 1, but it will be done earlier.

A motion was made by Commissioner Tsui, seconded by Commissioner Aslakson to approve as submitted, with six-inch letters being used on the east and west sides of the canopy. A vote was conducted, and the motion carried unanimously by a vote of 7:0.

B. Board and Commission Training – Video Presentation and Discussion.

Staff Liaison Kohn shared that all of the information is on the website, but he shared the videos and that within the Agenda Packet, there is a cheat sheet for the meeting as well.

Chair Reinke noted that it was a great reminder of what to do for everyone.

C. Discuss and Adopt 2026 – 2030 Five-Year Work Plan.

Staff Liaison Kohn shared the draft of the Five-Year Work Plan of the HPC. He shared that based on some of the discussion from the last meeting, there were updates to some of the items.

A motion was made by Commissioner Majerus, seconded by Commissioner Nerhaugen to approve the 2026 – 2030 Five-Year Work Plan as drafted. A vote was conducted, and the motion carried unanimously by a vote of 7:0.

D. Discuss 2026 Preservation Month Activities.

Staff Liaison Kohn stated that this item was meant to be a discussion item for the Commission to discuss the Preservation Month Activities.

Commissioner Nerhaugen pointed out that the Eagle Scout project may be a good idea for Preservation Month. Chair Reinke agreed that it would be a great option to include as people are getting involved and learning about the history of the City.

Staff Liaison Kohn noted doing awards again for Preservation Month Activities. Chair Reinke shared that the awards would be a great thing to do. She noted that there were many projects being done that had been very thoughtful about the process that they had used. The Commission agreed that awards of merit would be great to do in 2026. Staff Liaison Kohn described how that process would work with a three-person committee getting a list of potential projects to give awards to, which then goes back to the Commission to vote on. He shared that there is some criteria. He noted that sometimes awards have been given to individual people as well. He stated that a press release could be put out to ask for nominations, and many nominations come from the Staff. Council Liaison

Farrar pointed out that a workshop might be a less formal way of talking through nominations.

Commissioner Nerhaugen asked about an activity for youth. Staff Liaison Kohn pointed out that a scavenger hunt for sixth graders was conducted in the past, and could be something to add in again. He stated that prizes were a little extra work, but it has been fun to see families downtown looking for answers. The Commission agreed that it would be a good idea to do the Scavenger Hunt again.

Commissioner Nerhaugen brought up the idea of a coloring book. Chair Reinke noted that it is a great idea and that the Arts Commission could be brought in to help with the idea.

Staff Liaison Kohn shared that many times, when the awards are done, a speaker is brought in to make a presentation as well. He noted that if the Commission is looking into doing something, it may be best to break it down into committees.

Chair Reinke shared that it would be best to make committees. The Commission discussed the best way to get information out about the projects that are being done in the City. The Commission discussed what the committees should look like for the events. The Awards Event committee was comprised of Commissioners Nerhaugen, Pflueger, and Majerus. The Awards Committee was comprised of Commissioners Tsui and Reinke. The Scavenger/Activities Committee was comprised of Commissioners Reinke, Goodwin, and Aslakson.

9. Communication Items

A. Staff Status Report.

Staff Liaison Kohn updated on the Malting Building project and that hopefully something would start by March.

He noted that he received a late application from Knight Barry, who was one of the Downtown Main Street grant winners. He shared that they have a window project coming up to replace all 60 windows in the building. He stated that there is an eight-week lead time to order the windows, and the project needs to be completed by June 1, 2026, so he asked about having a special meeting in the upcoming weeks. The Commission consensus was to hold a special meeting if needed.

Chair Reinke asked about the National Alliance for Historic Preservation Commissions event. Staff Liaison Kohn shared that there is not a lot of information out there, but it is the last week in July. He noted that he did not know if Red Wing was a tour site yet.

B. Commissioner Comments.

There were no Commissioner comments.

C. Council Liaison Comments.

Council Liaison Farrar welcomed the new Commissioner and congratulated Chair Reinke. She shared that the Council is discussing and deciding on the wastewater treatment facility and that there was a big presentation on it. She noted that there may not always be Council Liaisons in the future at the meetings, as it is being discussed by the Council. She explained that the Council had a workshop in which they discussed the year-long work plan. She shared that John Key from the Red Wing Collectors Society noted that there would be a big convention coming in the future.

10. Adjournment

Chair Reinke adjourned the meeting at 6:55 p.m.

**The 549th Meeting of the Red Wing Heritage Preservation Commission
Special Meeting
City Council Chambers
February 12, 2026**

Members Present: Chair Brooke Reinke; Commissioners Ruth Nerhaugen, Jenifer Majerus, and Megan Goodwin

Members Absent: Commissioners Aslakson, Pflueger, and Tsui (excused absence)

Others Present: Steve Kohn, Planning Manager / Staff Liaison

1. Call to Order

Chair Reinke called the meeting to order at 5:30 p.m.

2. Roll Call

Roll call was conducted. Chair Reinke and Commissioners Nerhaugen, Goodwin, and Majerus were in attendance.

Commissioners Aslakson, Pflueger, and Tsui previously indicated they would be absent.

3. Approval of Agenda

A motion was made by Commissioner Majerus, seconded by Commissioner Nerhaugen to approve the agenda as drafted. A vote was conducted, and the motion carried unanimously by a vote of 4:0.

4. Motions and General Business

A. Design Review – Minor Facelift at 433 West Third Street, Window Replacement and Masonry Restoration.

Staff Liaison Kohn thanked the Commission for the special meeting, as the Applicant is trying to order all 60 windows and complete the work by the June 1 deadline for the Downtown Main Street DEED Grant. He provided background information and presented the information as found in the Agenda Packet. He shared pictures of the building in the past and current photos of the building. He noted that the windows the Applicant is waiting to order, but the brick is already done due to a safety issue. He noted that the Staff recommends the approval of the minor facelift.

Chair Reinke shared that she was glad the Applicant brought it back to brick. She noted that the Applicant's methods could be used as a case study for future restoration of brick, because it is a common problem that is seen. Staff Liaison Kohn noted that in looking back to 2010, when the Applicant did stucco on the building, it was much cheaper, but in hindsight, they might have chosen to do it with the brick instead because it would have lasted longer. He explained that the Commission showed its flexibility, and if it is not the primary façade, then there

are alternative ways to fix things because it can be so expensive for the upkeep of the old buildings.

Chair Reinke noted that with the windows, there does not seem to be an issue, but she is glad the Applicant is keeping the original layout of the windows. Commissioner Majerus stated that the black would look nice with the building. Commissioner Goodwin agreed. Commissioner Nerhaugen stated that it is a key building downtown because of its historical use, so it is good to see it back to the way it should be.

A motion was made by Commissioner Nerhaugen, seconded by Commissioner Goodwin to approve as submitted. A vote was conducted, and the motion carried unanimously by a vote of 4:0.

5. Adjournment

Chair Reinke adjourned the meeting at 5:48 p.m.

Agenda Item

6.A. – Heritage Preservation Design Review Amendment for Bush Street Investment, LLC, - Major Facelift at 317 Bush Street

Action Requested

Motion to Adopt Staff Recommendation

Attachments

- Proposed Elevation Drawings
- Building Photos

Prepared By

Steve Kohn, Planning Manager, February 27, 2026

Background

On November 6, 2024, the HPC approved a Design Review for a Minor Facelift at 317 Bush Street for Bush Street Investment, LLC. The proposal involved the addition of multiple windows on the building, the installation of a new rear entrance door, and the removal of several existing windows. Specifically, one (1) new window was proposed on the upper level of the front façade; seven (7) new windows were proposed on the north façade (alley side); and two (2) new windows were proposed on the rear façade, along with a new rear entrance door and side light. No upper level windows were proposed for replacement on the front façade and the existing storefront system was to remain in place, with the exception that the wood panels above the storefront would be replaced with new panels. Three (3) existing windows on the north façade will be removed or reconfigured. Four (4) existing or former window openings would be removed and filled on the rear.

The building is currently being remodeled on the first floor for continued commercial use and on the upper level to create four (4) new residential apartments. Riverbend Floral Studio will be moving back into the main level space soon.

The window additions and removals are directly related to the new upper story apartment use. The applicant ran into several major interior structural issues with the building that have taken significant time and funding to correct. The applicant was also dealing with failing sections of the building's exterior brick facades along the alley and rear side of the building. Due to these circumstances, the applicant proposed some revisions to the approved plans and asked the HPC to amend the earlier approval. The amendment was reviewed and approved by the HPC in August of 2025. The approval allowed some adjustment to alley and rear window locations and allowed the applicant to pursue a possible veneer option if the existing masonry walls along the alley and rear could not be preserved. The applicant later developed a plan/process to preserve the brick walls.

The original approved plans included the addition of a fourth upper story window on the front façade to the north of the existing windows, which was thought to be necessary for the new use and to bring some symmetry to the upper façade, which is currently unbalanced. The applicant informed the HPC in August of 2025 that the fourth window would no longer be added.

The building, constructed in 1881, is historically known as the McCart Livery Stable. The building was used for a hardware store from 1924 until the early 1980s. The entire façade, including the adjoining building next door (321 Bush St.), was covered with a metal façade around 1960 until approximately 1999.

Proposed Revisions

Main façade: No major changes are proposed for the front façade from the original review, with the exception of the goose neck light fixture locations. Due to interior structural components, the applicant is proposing to move the lights just above the transom panels on the storefront. This will require several penetrations into the existing brick façade. The applicant has now indicated that the front façade will be painted black. The original approval indicated that color had not yet been determined. The new tenant in the building, Riverbend Floral Studio, has submitted a separate design review for signage.

North (alley) facade: The applicant is requesting a revision to the alley façade at the entrance to the alley from Bush Street. Specifically, the applicant is proposing to wrap the storefront paneling system around the corner of the building and to add another small window in an opening that is currently filled. See attached drawing.

The paneling system would match the front façade in design, material, and color. The proposed window would closely match the new windows being installed on the upper level of the alley façade for the new apartment units, with the exception that the window is a single pane, fixed window. The window is a simple aluminum framed window with a black exterior color (same style as the storefront system windows). The applicant is requesting the panel system due to the poor structural condition of the brick façade in this location and the need to remove old electrical meter on the wall.

Analysis

When reviewing design applications for a Certificate of Appropriateness, the Commission shall make its findings based upon the following guidelines and criteria (HPC approved findings from November 6, 2024, and August 6, 2025, are listed below each guideline).

Adherence to the Secretary of Interior's General Standards for Historic Preservation Projects as amended:

1. *Every reasonable effort shall be made to provide a compatible use for a property that requires minimal alteration of the building structure, or site and its environment, or to use a property for its originally intended purpose. The Commission may require written economic, architectural, and/or building use justifications for proposed uses which would alter the compatibility of the building or use with surrounding buildings.* The proposed use of the structure on the main level will remain the same. The addition of four residential apartment units on the second level requires the installation of windows. The majority of the new windows will be placed on secondary facades and have little impact on the building. ~~The new upper level window on the main façade will match existing windows on the façade and will improve symmetry of the upper level.~~

2. *The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features shall be avoided whenever possible.* The proposal will not result in the removal or alteration of any original historic material, except small areas of brick for window installation, or original distinctive architectural features. ~~The applicant is proposing a wood window on~~

~~the main façade that is designed to match the design of the existing wood windows on the upper front façade. The proposal appears to be comparable in character.~~

3. All buildings, structures, and sites shall be recognized as products of their own time. Proposed alterations which have no historical basis and which seek to create an appearance from an earlier era shall be avoided whenever possible. The proposal does not seek to create and appearance from an earlier time.

4. Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. If significant, these changes shall be left intact whenever possible. Does not apply.

5. Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site, shall be retained if at all possible. Does not apply.

6. Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features shall be based on accurate duplications of features, substantiated by historical, physical, or pictorial evidence, rather than on conjectural designs or the availability of different architectural elements from other buildings or structures. None of the windows being filled or replaced are original to the building and have no historical significance. The applicant is proposing a new window on the upper front façade that is an exact match to existing upper level windows on that façade. The sign board area above the storefront will replace non-original panels with a panel system that is consistent with the building and the district. The applicant is proposing a design on the front façade that is comparable to the existing conditions in terms of openings, divisions, texture, and appearance.

7. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken. Does not apply.

8. Every reasonable effort shall be made to protect and preserve archeological resources affected by, or adjacent to, any acquisition, protection, stabilization, preservation, rehabilitation, restoration, or reconstruction project. Does not apply.

9. Contemporary design for alterations and additions to existing properties shall be discouraged when such alterations and additions destroy significant historic, architectural, or cultural material and such design is not compatible with the size, scale, color, material, and character of the property, neighborhood, or environment. It does not appear that the proposal will destroy significant historic, architectural, or cultural material. It appears that the proposal is compatible with the character of the property and district.

10. Wherever possible, new additions or alterations to structures approved by the Heritage Preservation Commission shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired. The proposal includes the installation of new windows in new openings but will not impair the essential form and integrity of the structure.

11. The original exterior walls or surfaces of buildings and structures shall be retained to the maximum extent possible. In no case shall more than 25% of the original exterior walls or surfaces be destroyed, removed, or covered. Does not apply.

From Chapter 16

A. Minor Face-Lift.

1. A minor face-lift is defined as work that does not significantly alter, but rather, enhances the historic or original exterior appearance of the Building or Structure. This may include refinishing, repair, painting, and general maintenance.
2. The Commission encourages the use of materials similar to those used in the original construction, wherever possible. Synthetic and non-similar materials may be allowed only when replacement of similar materials is not feasible.
3. Wherever possible, new additions or alterations to Buildings or Structures shall be done in such a manner that if they were to be removed in the future, the essential form and integrity of the original Building or Structure would not be destroyed. The Commission will not approve sandblasting or chemical treatment that would damage the Building or Structure. The Commission will not approve the removal of cornices, painting of unpainted masonry, alterations to existing historic or original openings for windows and doorways and changes to other significant architectural detail.

“In the case of a proposed alteration or addition to an existing Building or Structure, that such alteration or addition will not materially impair the architectural or historic value of the Building or Structure; the Commission shall make written findings considering the existing Buildings or Structures and existing exterior appearance, Building height, Building width, depth, or other dimensions, roof style, type of Building materials, ornamentation, paving, setback and color”.

B. Major Face-Lift.

1. A major exterior wall face-lift shall not destroy the distinguishing qualities or character of the property and its environment. It shall enhance the existing size, scale, color, material, and character of the exterior historic features of the Building or Structure.
2. The requirements for Building or Structure modification outlined under minor face-lift also apply to major face-lift. The removal or alteration of any historic material or architectural features shall be minimized, consistent with the proposed use.
3. Change of an intrusive Building or Structure shall be encouraged if such design is compatible to the size, scale, color, material, and character of the neighborhood or adjacent Buildings or Structures.

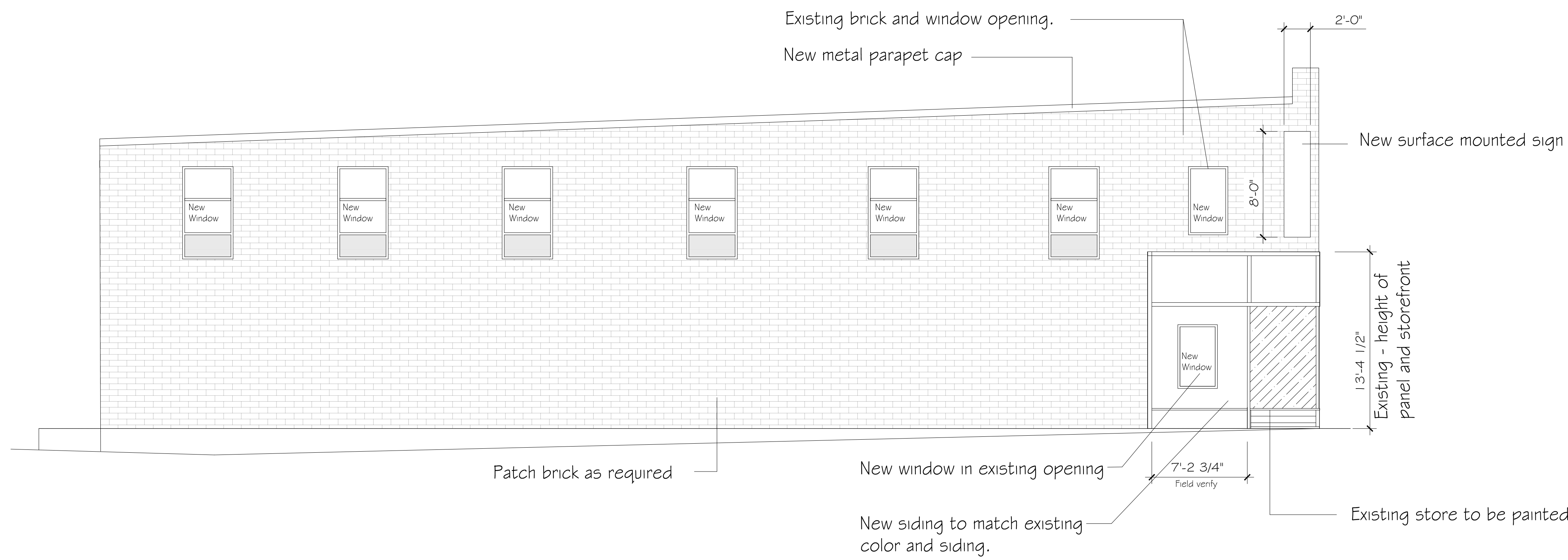
The proposed project appears to be consistent in design and character of the property and district.

The front façade will see cosmetic improvements, but will retain its brick exterior and general character. The front façade will be slightly extended along the alley façade to address structural problems with the existing brick façade and concrete bulkhead; in addition, a small,

fixed window will be added within the storefront expansion in an existing window opening that is currently filled with brick. This is a minor alteration to the alley façade and is consistent and compatible with the main façade.

Staff Recommendation

Based on the analysis above, staff recommends that the HPC approve the proposed revisions.



Side Elevation



Front Elevation





Agenda Item

06.B. – Heritage Preservation Design Review for Building Signs at 317 Bush Street

Action Requested

Motion to Adopt Staff Recommendation

Attachments

- Photos/Drawings/Narrative

Prepared By

Steve Kohn, Planning Manager, February 27, 2026

Background

Karna Pettit, Riverbend Floral Studio, has submitted a Sign Permit application and a Heritage Preservation Design Review application for two (2) new building signs at 317 Bush Street. The building has been under construction for several years and the applicant is ready to move back into the space previously occupied by Hallstrom's Florist Shop.

The principal building sign has historically been located above the main storefront entrance in an area that includes a paneled transom. The applicant is proposing a new building sign in the same location that reads "Riverbend" "Floral Studio" with a black, metal, panel background and raised white lettering. The panel/background will match the new color of the transom panels. Goose neck lighting will be installed above the sign and the panels to the left and right of the sign. (Please note that the goose neck lights will be installed in the brick façade just above the transom, not within the transom panels, as shown in the submitted drawing).

The applicant is requesting a second building sign on the upper level of the alley façade near the main façade corner. This vertical building sign is simple in design and is intended to draw attention to the business from the north, near the intersection of Bush Street and West Third Street. The proposed sign consists of a white, metal, panel background with vinyl printed text that reads "Flowers". The background panel measures 2' x 8'.

Please see the attached photos/drawings and narrative submitted by the applicant.

Analysis

Chapter 16: Heritage Preservation of the City Code states that signs shall be positioned so they are an integral design feature of the Building or Structure which means that signs shall help define and enhance the architectural features of the Building or Structure and shall be placed so that they do not destroy architectural details, such as but not limited to, stone arches, glass transom panels, or decorative brickwork. Signs may be placed only in the horizontal lintel "sign space" above the store front windows, or within window glass, attached to awnings, or in areas where signs were historically attached.

The main building sign location above the front entrance is appropriate for the building and district, based on Chapter 16 regulations and guidelines.

The applicant notes that signage has been located on the alley façade in the past and provides photographic evidence of former signage. The historical signage was located on a continuation of the main storefront that wrapped around the alley side of the building and was

located at a lower elevation. The proposed sign appears to be located in an area that has not historically had signage for this specific building. However, it was common historically for businesses to use painted signs on non-primary facades. The sign's proposed placement will not cover any historically significant architectural features and will not alter or destroy the distinguishing original qualities and character of the building and district. The applicant has shown another similar sign in the Downtown District that was approved by the HPC. The alley sign will not be visible from the main façade due to its design and placement, except from an angle view from the north.

Staff finds that the proposed signage will not alter or destroy the distinguishing original qualities and character of the building and district. The signs appears to meet all sign regulations in the Sign Ordinance and the Heritage Preservation Ordinance. If the HPC finds that the alley sign does not meet historical placement guidelines, possible alternatives could include a different building sign (lower elevation and design) or the use of a projecting sign.

Staff Recommendation

Staff recommends approval of the Design Review Form as submitted.

3mm ACM substraight

24" x96" Formed Plastic Gemini Letters / White in color

Riverbend

FLORAL STUDIO

PROOF SHEET

SIGN STUDIO

SIEVERS CREATIVE
460 GUERNSEY LANE · RED WING, MN 55066 · 651-300-4923

Client: Riverbend Floral
Job: New Signs
Proof #: V1 **Page #:** 1/2
Proof Date: 02/23/26

Notes:

- Sign Permit (s), Electrical Permit (s) fees are not included in quote unless otherwise noted.
- Permit applications will be submitted upon receipt of signed proposal & down payment.
- Production of project will begin after all permit (s) are approved from city officials.
- No private locates included unless otherwise noted.
- Sievers Creative is not responsible for damages to existing utilities, private underground wires/sprinklers etc., that have not been located by client.

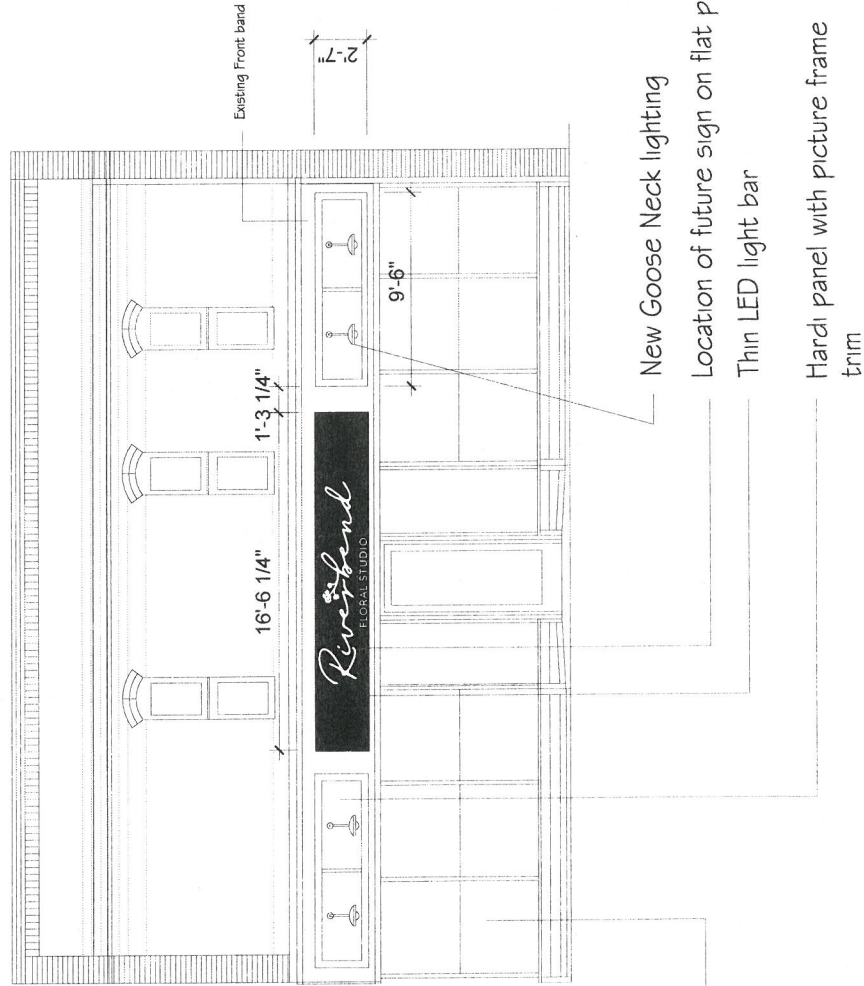
CUSTOMERS: Please be aware this is your proof. It is your duty to thoroughly review your proof for sizing, location inaccuracies, spelling, grammatical errors, phone numbers and all other factors important to you and your proof. Sievers Creative will not be held liable for any of the above errors. We always try our best to review these documents but are providing this proof to give you the final say. Please take the time to review it in detail.

Carefully check all the details on your proof and if the layout is to your approval.

Size Spelling Placement
Copy Color Numbers

Proof Approved By: _____

Date: _____

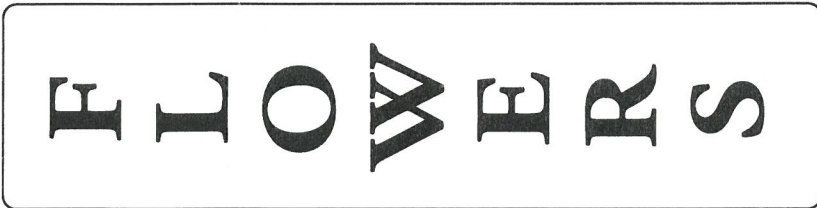


Existing store to be painted

Front Elevation

This drawing is the sole and exclusive property of Sievers Creative Sign Studio, and is protected under the copyright laws of the United States of America. This drawing was created in conjunction with a project proposed by Sievers Creative Sign Studio and it is forbidden to copy, transmit or display this drawing to anyone other than an officer of Sievers Creative Sign Studios. To do so will make the client liable for a design fee to be determined by Sievers Creative Sign Studio.

3mm ACM substraight
24" x96"



SIGN STUDIO

SIEVERS CREATIVE
460 GUERNSEY LANE • RED WING, MN 55066 • 651-300-4923

Client: Riverbend Floral

Job: New Signs

Proof #: V1 Page #: 2/2

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- Sievers Creative is not responsible for damages to existing utilities, private underground wires/sprinklers etc., that have not been located by client.

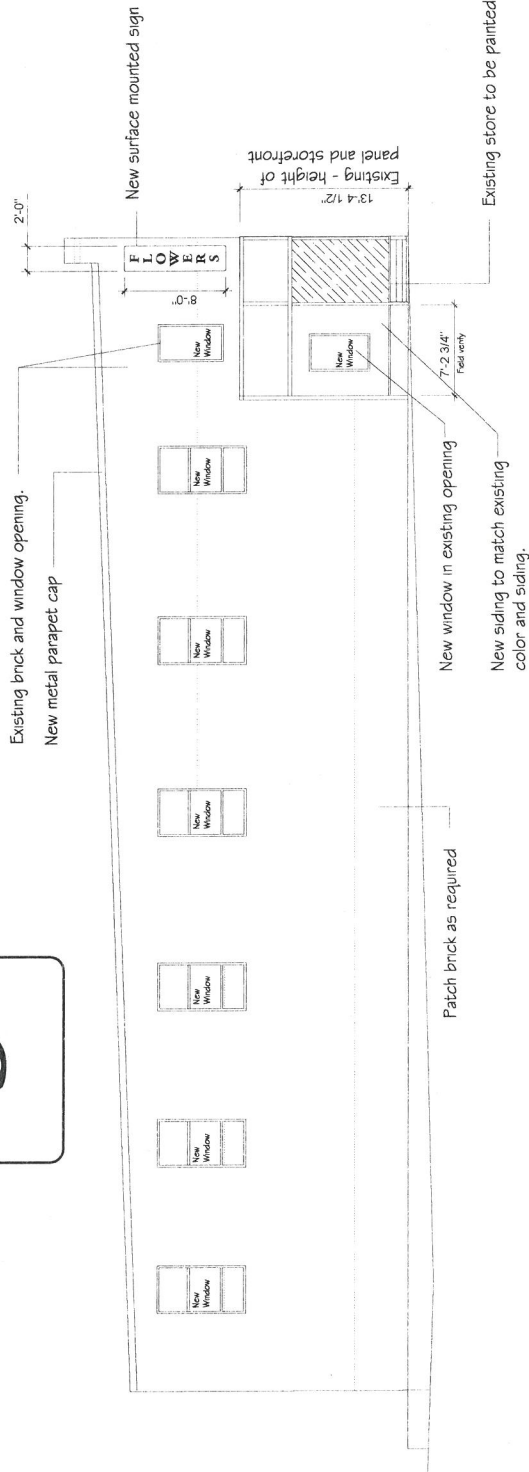
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Carefully check all the details on your proof and if the layout is to your approval.

Size Spelling Placement
Copy Color Numbers

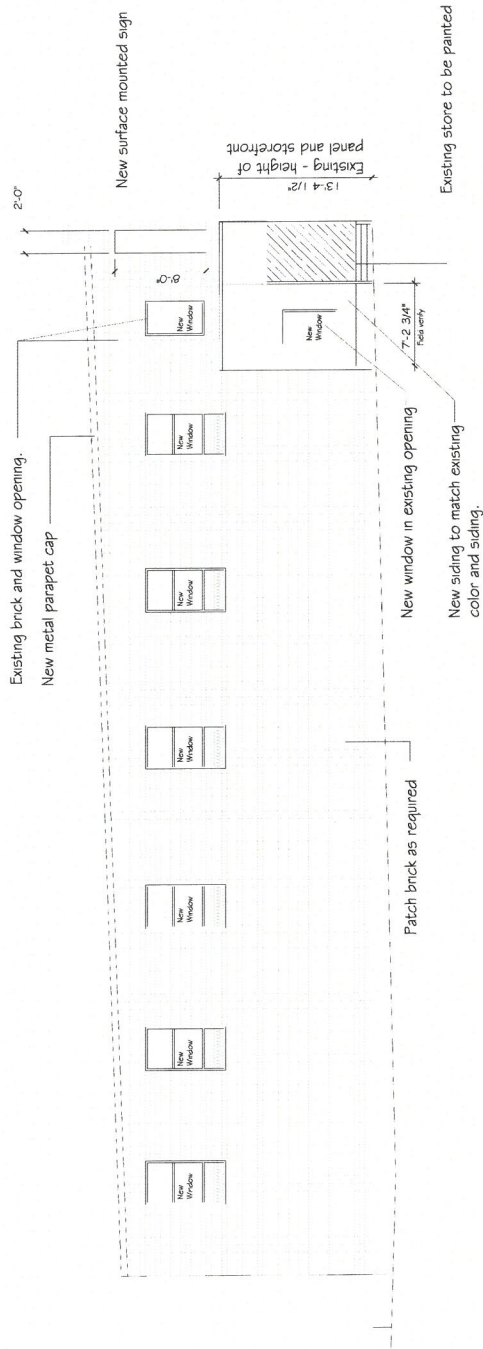
Proof Approved By: _____

Date: _____

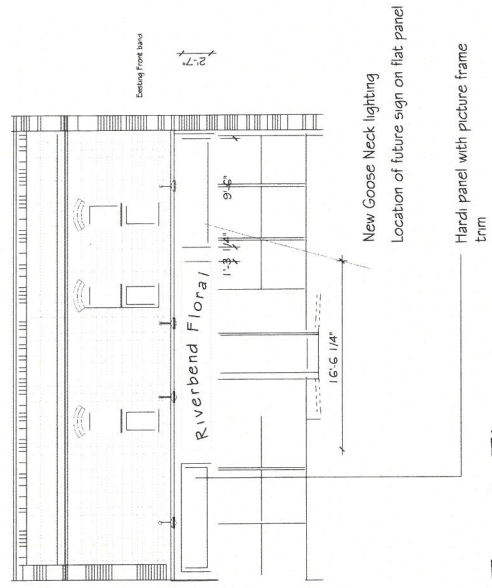


Side Elevation

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Side Elevation



Front Elevation

Riverbend Floral Studio Signage
317 Bush Street

For our proposed signage, we are drawing inspiration from the original Hallstroms and Son Floral Shoppe, carrying forward its overall look and feel. We are also incorporating elements inspired by Wilson Hardware, which was previously located at 317 Bush Street. By thoughtfully reinterpreting these historic influences, using our Riverbend Floral Studio logo in white dimensional lettering on top of the black building facade, we aim to create signage that feels both rooted in the building's history and refined for today.

We are also proposing a vertical sign on the alley-facing side of the building, visible from one of downtown's busiest intersections to help draw visitors toward our end of Bush Street. This design is inspired by the historic Wilson Hardware sign. Because the original placement would now be obstructed by tree growth, we plan to install ours slightly higher for better visibility while maintaining the same overall aesthetic.

The vertical orientation reflects established downtown signage, including the current Indigo Salon sign, showing how this style supports pedestrian visibility while remaining compatible with the historic character. Our sign will follow a similar scale and simplicity to complement, not compete with, the surrounding streetscape.

Together, the signage blends historic reference with practical visibility, reinforcing the building's heritage and its continued role as a welcoming downtown storefront.

Original Hallstrom & Son Floral Shoppe Sign

Part of our inspiration for our sign



Wilson Hardware Signage- 317 Bush Street

Inspiration for our signage

Dimensional front Letters, simple coloring, and an Alley facing sign



Current View of 317 Bush Street

Showing visibility of proposed vertical sign location

Visibility obstruction from tree in lower section of building



Current Indigo Salon signage

Alley Facing, Vertical Sign



Photo of 317,321, 325, 327 Bush Street
Historical vertical sign shown

Negative, Film

2014.39.918



from the collection of
Goodhue County Historical Society

DIMENSIONS

Film size: 5" x 4"

DESCRIPTION

Film negative shows the corner of two streets in Red Wing. Cars are parked along one street, and a pedestrian can be seen on the sidewalk on the other. Several businesses are visible, but the signs are unreadable.

Contact the [Goodhue County Historical Society](#) for more information

COMMENTS AND TAGS (0)

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