

Albertsons 3800 S Russell Street Comprehensive Sign Package Request

Lucas Eschelbach, Associate Planner
Development Services
November 18th, 2020



Property Location







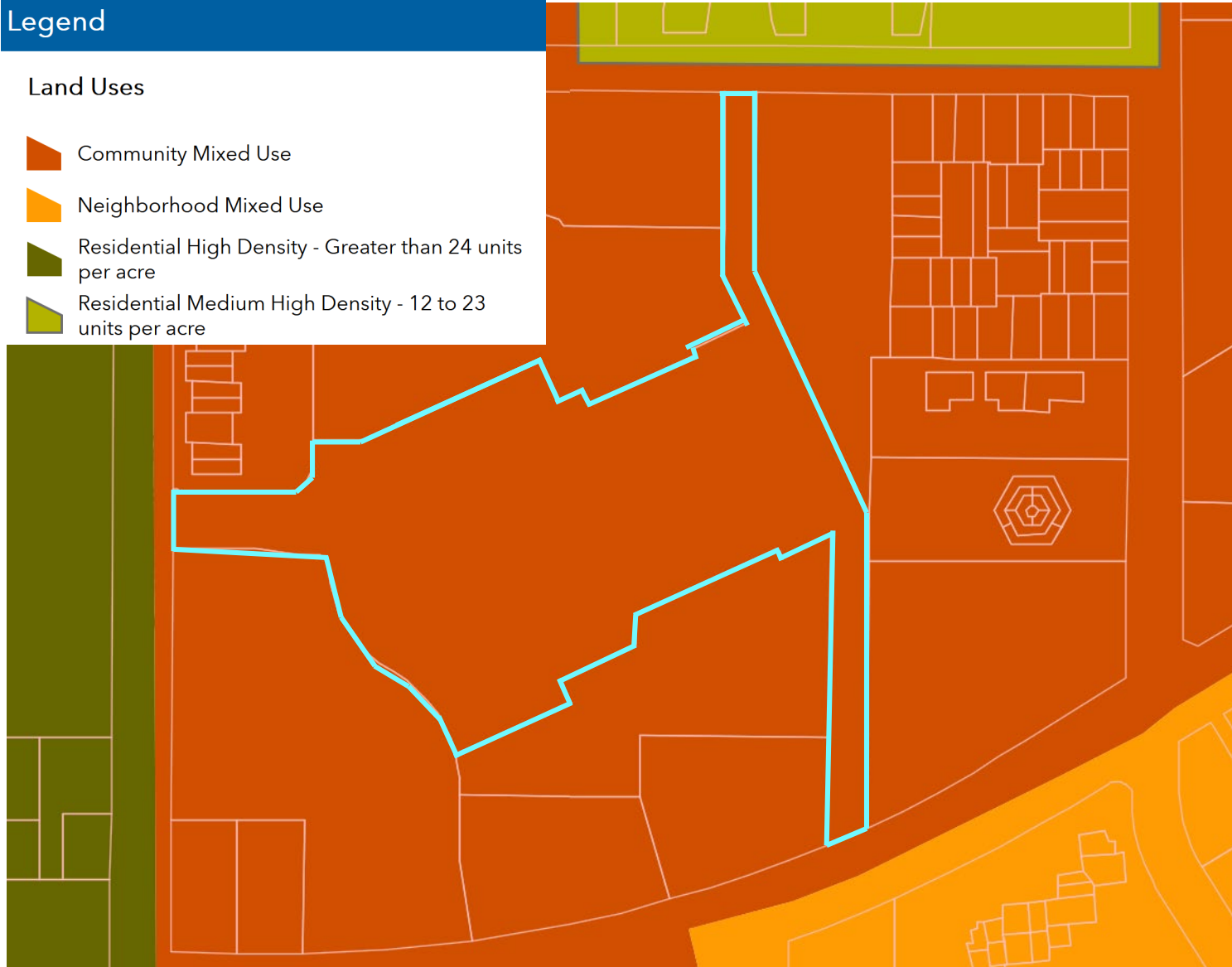
Our Missoula Growth Policy Map



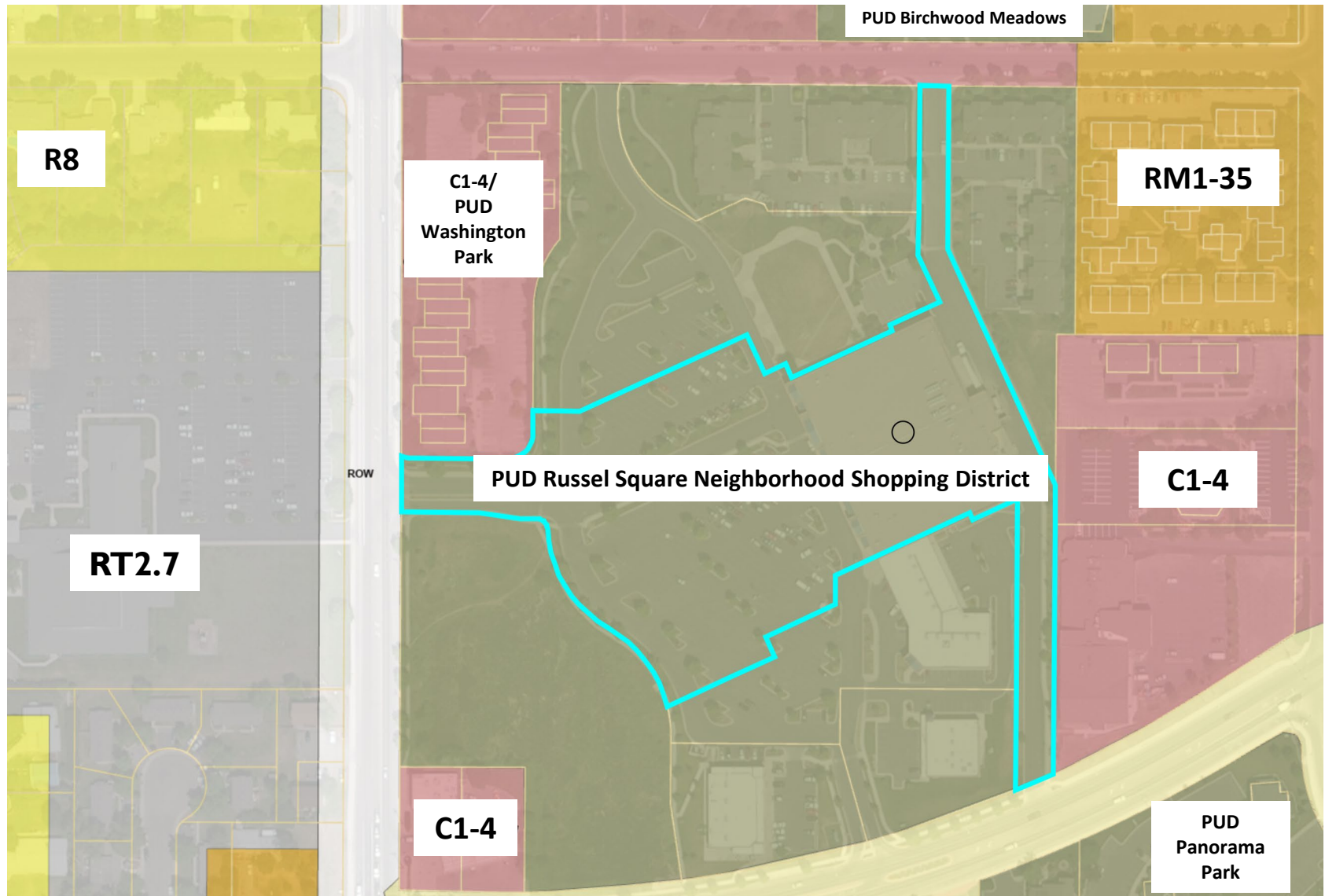
Legend

Land Uses

-  Community Mixed Use
-  Neighborhood Mixed Use
-  Residential High Density - Greater than 24 units per acre
-  Residential Medium High Density - 12 to 23 units per acre



Zoning Map



Ordinance Number 3031:

“Albertson’s shall be allowed one wall sign on the west wall... [and] all other signage to comply with the city sign ordinance”.

Allowable Wall Signage: One (1) wall sign for Albertsons.

Title 20, Section 20.75.060:

- One (1) Wall sign allowed per building frontage;
- Maximum Size: Fifty (50) square feet plus one (1) square foot for each foot of building frontage in excess of fifty (50) square feet.

Albertson's Building Frontage: 262 linear feet

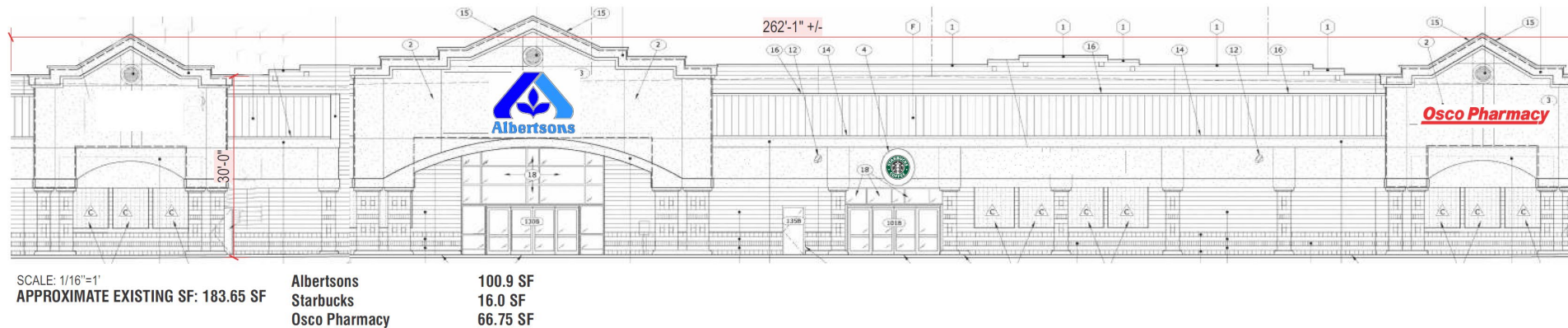
Allowable Wall Signage: One (1) wall sign with a maximum square footage of 262 square feet

Existing Signage



Western Perspective Facing Russell Street

Existing Signage



Russell Street:

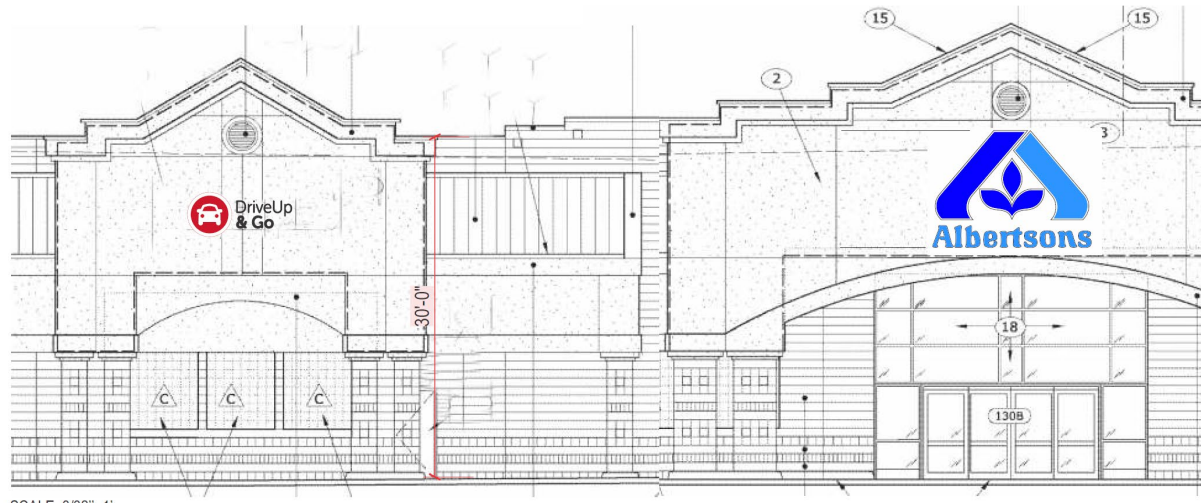
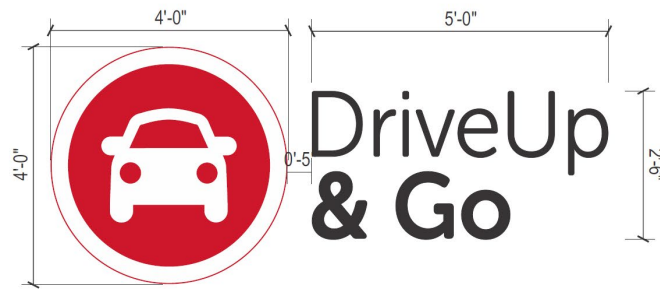
Allowed: One sign (I) at 262 square feet in area

Existing: Three signs (3) at combined 183.65 square feet in area

Proposed Wall Signs



Non-Illum'd Aluminum Letters/LED Illum'd Logo-Vertical Standard Remote
SCALE: 1/2" = 1'-0" 37.66 SQ FT



Russell Street:

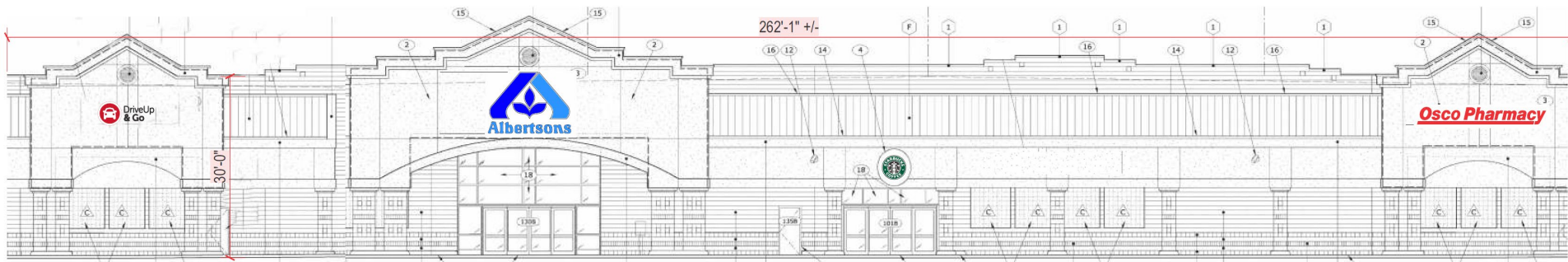
Allowed: One sign (1) at 262 square feet in area

Proposed: Four signs (4) at combined 221.31 square feet in area

Proposal Summary



	Allowed	Proposed	Recommended
Number and Area of Wall Signs	262 square feet; one per frontage	221.31 total square feet; four per frontage	221.31 total square feet; four per frontage



Western Perspective Facing Russell Street

RECOMMENDED MOTION

THAT the Missoula Design Review Board **approve** the comprehensive sign package for Albertsons located at 3800 S Russell Street based on the findings of fact and testimony heard at the public hearing, subject to the two (2) conditions of approval:

1. All signage requires approval of a sign permit by Development Services. Development Services will base the permit approval on the sign package approved by the Design Review Board. Signage shall not be modified or additional sign added beyond what was approved by the Design Review Board without re-submittal of an application and approval from the Design Review Board.
2. Any applicable electrical, building and sign permits shall be obtained prior to installation of the signs.