



MISSOULA DEVELOPMENT SERVICES

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DESIGN REVIEW BOARD—COMPREHENSIVE SIGN PACKAGE		
Agenda item	Staff Report – 2230 N Reserve Street Albertsons – Comprehensive Sign Package Review	
Report Date	November 10, 2020	
Case Planner	Spencer Starke	
Report Reviewed & Approved	Mary McCrea Permits and Land Use Manager, Development Services	
Public hearing date	November 18, 2020	
Applicant	Gateway Limited Partnership	
Agent	James Gordon, QRS Signs, LLC	
Location of request	2230 N Reserve	
Legal Description	Lot 1 Of Gateway Place Phase 1 located in Section 17, Township 13 North, Range 19 West, P.M.M.	
Legal notification	Legal ad published:	<i>Missoulian</i> on November 1, 2020 and November 8, 2020
	Site posted:	October 30, 2020
Zoning designation, surrounding land uses and zoning	M1R-2 Limited Industrial-Residential Design Excellence Corridor Overlay Typology 4	
		Surrounding Land Uses
	North:	Commercial – Retail and Restaurant
	South:	Industrial – Warehouse and Limited Manufacturing
	East:	Commercial - General Office and Financial Services Residential – Multi-dwelling
	West:	Commercial – Restaurant, Gasoline and Fuel Sales, Retail, and Car Wash/Cleaning Service
	Surrounding Zoning	M1R-2 Limited Industrial-Residential / DE-C Design Excellence Overlay, Corridor Typology 4
		M2-4 Heavy Industrial / DE-C OP1 Open Space; Design Excellence Overlay, Corridor Typology 4
		M1R-2 Limited Industrial-Residential
		C2-4 Community Commercial / DE-C Design Excellence Overlay, Corridor Typology 4 and M1R-2 Limited Industrial-Residential / DE-C Design Excellence Overlay, Corridor Typology 4
Proposal		
The applicant requests the approval of a comprehensive sign package for Albertsons.		
Staff's Recommended Motion		
The Design Review Board approve the comprehensive sign package for Albertsons at 2230 N Reserve Street, based on the findings of fact and testimony heard at the public hearing, subject to two conditions of approval.		
Recommended Conditions of Approval		
1. All signage requires approval of a sign permit by Development Services. Development Services will base permit approval on the sign package approved by the Design Review Board. Signage shall not be modified or additional signs 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.		

I. Introduction

The Gateway Limited Partnership, owner of the Albertsons located within the North Gate Shopping Plaza at 2230 North Reserve Street, represented by James Gordon of QRS Signs, LLC requests approval of a comprehensive sign package to add one (1) wall sign along the frontage for the identification of the "Drive Up & Go" business expansion. No Window or ground signs are being proposed.

Allowed Wall Signs:

Title 20, Section 20.75.060 states that only one (1) wall sign is allowed per building frontage with a maximum area of fifty (50) square feet, plus one (1) square foot for each foot of building frontage in excess of 50 square feet. The building frontage measures at 260 lineal feet, therefore, one (1) wall sign is allowed with a maximum square footage of 260 square feet. There is no height limitation for wall signs.

Existing Wall Signs:

There are currently three (3) existing wall signs along the west side of the building facing N Reserve Street, and one (1) existing wall sign along east side of the building facing Great Northern Avenue. The existing west facing signs exceed the maximum signage allowed, but were approved by the Design Review Board (DRB) on August 10, 1994. The sign package was modified in 1999, 2008, and 2017 in compliance with the original DRB approval. The original sign package at this location was for three (3) signs, and a total of 1,484 square feet of signage.

Proposed Wall Signs:

The Gateway Limited Partnership, owner of the Albertsons, is proposing four (4) total wall signs located on the building frontage facing N Reserve Street, three (3) existing, and one (1) new wall sign. The first existing "Albertsons" wall sign with logo is 100 square feet. The second existing "Osco Pharmacy" wall sign is 87.5 square feet. The third "Starbucks" sign is 16 square feet. The proposed new "Drive Up & Go" wall sign will be 37.66 square feet. The total square footage of the proposed wall signage on the building frontage facing N Reserve Street will be 241.16 square feet which is less than the 260 square feet maximum allowable wall signage.

II. Applicable Zoning Code

Section 20.75.100.B(2) Comprehensive Sign Package:

Signs that are not in strict compliance with the regulations of this chapter may be approved when the Design Review Board determines that the signs are part of a comprehensive design plan that meets the overall intent and purposes of this chapter. To qualify for Design Review Board review as a comprehensive sign package, the applicant must address the complete system of signage for the site along with proposed lighting and architectural detailing that may be considered to support the sign.

Section 20.90.020.A(b):

The Design Review Board, consistent with all city council resolutions, motions and city council-approved review criteria, may deny or approve, in whole or in part, or may modify and set conditions for approval, or provide advice and counsel, for any request pursuant to this chapter.

III. Review Criteria (20.75.010 A-I Missoula Municipal Code)

A. To protect the public safety by ensuring that traffic signs and devices are easily visible and free from obstruction or other distractions caused by improper use and placement of signs;

Finding(s) of fact:

1. The proposed signs would not obstruct any traffic signs or devices.
2. The proposed signs are internally illuminated and set back from the right-of-way.

Conclusion(s):

1. The proposed signs will not obstruct traffic signs or devices.

B. To reduce the distractions, obstructions and hazards to pedestrians, bicyclists, and motorists caused by the inappropriate means of illumination or movement, improper placement, or over concentration of signs;

Finding(s) of fact:
<ol style="list-style-type: none"> 1. The proposed sign package does not include moving or inappropriately illuminated signs. 2. The placement of signs will not obstruct people walking, biking or driving. 3. There are four (4) wall signs proposed in this sign package. The number of signs is more than what could be allowed by zoning.
Conclusion(s):
<ol style="list-style-type: none"> 1. The placement and quantity of signs along this property will not cause distraction or danger to the public. 2. The proposed signs would not contribute to an over concentration of signs.
C. To ensure that signs are designed, constructed, installed and maintained in a way that protects life, health, property, and the public welfare, especially during periods of high winds;
Finding(s) of fact:
<ol style="list-style-type: none"> 1. A staff recommended condition of approval states that all applicable electrical, building and sign permits shall be obtained prior to installation of any new signs.
Conclusion(s):
<ol style="list-style-type: none"> 1. Life, health, property and the public welfare will not be in peril if the Sign Package is approved with the recommended conditions.
D. To support the desired character of Missoula, as expressed in adopted city plans and policies;
Finding(s) of fact:
<ol style="list-style-type: none"> 1. In the City Growth Policy 2035 (2015) the subject property is in an area designated Regional Commercial and Services. This designation describes areas characterized by commercial uses serving the needs of the broader region and often requiring larger land areas. 2. The proposed signs are permitted sign types in Title 20 and similar to other signs in the area. 3. Staff recommends conditions to require sign permits for all the signs and that no additional signs may be added without approval of the Design Review Board.
Conclusion(s):
<ol style="list-style-type: none"> 1. The proposed signage is consistent with the character of the area as designated in adopted City Plans and policies.
E. To promote an attractive visual environment;
Finding(s) of fact:
<ol style="list-style-type: none"> 1. The sign package is part of a comprehensive design plan for the subject property.
Conclusion(s):
<ol style="list-style-type: none"> 1. The sign package is part of a comprehensive design plan that will promote an attractive visual environment.
F. To control the size, placement, and use of signs and other attention-gathering paraphernalia in order to preserve the right of citizens to enjoy Missoula's natural scenic beauty;
Finding(s) of fact:
<ol style="list-style-type: none"> 1. The signs are internally illuminated and do not flash or blink. 2. The wall signs are integrated into the building design and do not impede views of Missoula or its surroundings.

Conclusion(s):	
3. The signs included in the applicant's package will not affect the right of citizens to enjoy Missoula's natural scenic beauty.	
G. To address the ongoing technological advancements in the sign industry that continue to result in new sign types; and	
Finding(s) of fact:	
1. The proposed signs are not new sign types.	
Conclusion(s):	
1. There are no technological advancements to address with these signs.	
H. To ensure fair and equitable treatment of sign users	
Finding(s) of fact:	
1. This business, like others in the area, needs identification.	
2. The Missoula City Council created the Design Review Board to hear and approve or deny comprehensive signage design plans.	
Conclusion(s):	
1. The proposed sign package will not give this business an unfair identification or advertising advantage.	
I. To ensure that the right to free speech is protected	
Finding(s) of fact:	
1. The City of Missoula does not regulate signs based on content. Sign regulations are based on location and size.	
Conclusion(s):	
1. The Design Review Board's decision will not violate the applicant's right to free speech.	
IV. Staff Conclusion	
<p>The comprehensive sign package for the Albertsons located at 2230 N Reserve Street includes more wall signs than permitted by Title 20.</p> <p>The Design Review Board can approve a sign package when it determines that the signs are part of a comprehensive design plan that meets the overall intent and purpose of this chapter.</p> <p>Staff recommends approval of this sign package, subject to the two (2) recommended conditions of approval, because the signs are part of a comprehensive design for the building that meets the overall purpose and intent of the Signs chapter of Title 20.</p>	
V. COMMENTS FROM CITY AGENCIES	
Fire Department:	No comment received at time of staff report
Police Department:	No comment received at time of staff report
Building Department:	No comment received at time of staff report
Neighborhood Council:	No comment received at time of staff report
VI. ATTACHMENTS	
A.	Application Packet