



## DEVELOPMENT SERVICES

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### DESIGN REVIEW BOARD—COMPREHENSIVE SIGN PACKAGE

Agenda item	Staff Report – 3800 S Russell Street Albertsons – Comprehensive Sign Package Review		
Report Date	November 10, 2020		
Case Planner	Lucas Eschelbach		
Report Reviewed & Approved	Mary McCrea Permits and Land Use Manager, Development Services		
Public hearing date	November 18, 2020		
Applicant	Albertsons Stores Sub LLC		
Agent	James Gordon, QRS Signs		
Location of request	3800 S Russell Street		
Legal Description	Lot 2A of Russell Square, Section 33, Township 13 North, Range 19 West Amended P.M.M.		
Legal notification	Legal ad published:	Missoulian on November 1, 2020 and November 8, 2020	
	Site posted:	October 29, 2020	
Zoning designation, surrounding land uses and zoning	Russell Square Neighborhood Shopping District Planned Unit Development (PUD)		
		Surrounding Land Uses	Surrounding Zoning
	North:	Residential - Multi-dwelling, Commercial – General Office	C1-4 Neighborhood Commercial / Washington Park PUD; Russell Square Neighborhood Shopping District PUD; and Birchwood Meadows PUD
	South:	Commercial – Retail Sales, Restaurant, Animal Services, Personal Improvement Services	Panorama Park PUD and Russell Square Neighborhood Shopping District PUD;
	East:	Residential - Multi-dwelling, Commercial - General Offices, Public/Civic - Religious Assembly	Russell Square Neighborhood Shopping District PUD; C1-4 Neighborhood Commercial / DE-C Design Excellence Overlay, Corridor Typology 2
	West:	Public/Civic - Religious Assembly, Park/Recreation, Residential Multi-dwelling, Commercial – General and Medical Offices	RT2.7 Residential Russell Square Neighborhood Shopping District PUD; and Washington Park PUD

### 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 3800 S Russell, based on the findings of fact and testimony heard at the public hearing, subject to the two (2) recommended conditions of approval.

### Recommended 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 any new signs.

## I. Introduction

Albertson's Stores Sub LLC, owner of the Albertsons located within the Russell Square Neighborhood Shopping District Planned Unit Development (PUD) at 3800 S Russell Street, represented by James Gordon of QRS Signs, LLC requests approval of a comprehensive sign package to add one (1) wall sign along the western face of the Albertsons building for the identification of the "Drive Up & Go" business expansion. No window or ground signs are being proposed.

### Existing Wall Signs:

Presently, there are three (3) wall signs on the west wall of the building, facing S Russell Street; a 100.9 square foot Albertsons sign, a 66.75 square foot Osco Pharmacy sign, and a 16 square foot Starbucks sign.

### Allowed Wall Signs:

Per adopted Ordinance Number 3031, which established the Russell Square Neighborhood Shopping District PUD, "Albertson's shall be allowed one wall sign on the west wall... [and] all other signage to comply with the city sign ordinance". The proposed sign will be a fourth wall sign on the west wall associated with Albertsons' business operation, exceeding the number of signs allowed for Albertsons along that wall per the PUD approval.

Additionally, 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 fifty (50) square feet. The west facing building frontage measures at approximately 262 feet. Therefore, unless otherwise approved by the Design Review Board, only one (1) wall sign is allowed on this wall and it can be no larger than 262 square feet. There is no height limitation for wall signs. The existing number of signs on the west facing wall exceeds what is allowed per PUD approval and 20.75.060, however, the Osco Pharmacy sign was approved by the Design Review Board as part of a Sign Package Review in 2005 and the Starbucks sign was approved to be installed under a 2000 Sign Permit.

### Proposed Wall Signs:

Albertsons is proposing four (4) total wall signs, three (3) existing and one (1) new, all located on the same building frontage, facing west towards S Russell Street. The existing "Albertsons" wall sign with logo will remain 100.9 square feet. The existing "Osco Pharmacy" wall sign will remain 66.75 square feet. The existing Starbucks sign will remain 16 square feet. The proposed new "Drive Up & Go" wall sign will be 37.66 square feet. The total area of signage proposed is 221.31 square feet. The proposal exceeds the number of wall signs allowed, however the combined square footage of the four (4) wall signs are under the 262 square foot maximum allowed for this frontage.

## 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:**

1. The proposed sign package does not include moving or signs.
2. All existing and proposed signs will be internally illuminated.
3. The placement of signs will not obstruct people walking, biking or driving.
4. The new sign proposed will be approximately 525 feet from the nearest public right-of-way, South Russell Street.
5. There are four (4) signs proposed in this sign package, three (3) existing and one (1) new. The space between the proposed sign and the Albertsons sign, and the Starbucks sign are roughly equidistant and the space between the Starbucks sign and the Osco Pharmacy sign is even greater.
6. The new sign proposed will fill a blank panel on the western façade.

##### **Conclusion(s):**

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:**

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):**

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"> <li>1. Per the City Growth Policy 2035 (2015) the subject property is located within the Community Mixed-Use land use designation. This designation emphasizes basic employment and services necessary for a vibrant larger community, as well as adjacent neighborhoods.</li> <li>2. The proposed signs are permitted sign types in Title 20 and similar to other signs in the area. However, the proposed signs exceed the permitted number of signs per building frontage.</li> <li>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.</li> </ol>
<b>Conclusion(s):</b>
<ol style="list-style-type: none"> <li>1. The proposed signage is consistent with the character of the area as designated in adopted City Plans and policies.</li> </ol>
<b>E. To promote an attractive visual environment;</b>
<b>Finding(s) of fact:</b>
<ol style="list-style-type: none"> <li>1. The new sign proposed will fill a blank panel on the western façade, providing articulation to the otherwise unarticulated, single-color solid panel.</li> <li>2. All existing and proposed signs are located on the western façade.</li> <li>3. All existing and proposed signs will be visible from the Albertsons parking lot, but partially obscured from view along South Russell Street by trees, buildings, and the Cattail Corner park.</li> <li>4. The new sign proposed will be approximately 525 feet from the nearest public right-of-way, South Russell Street.</li> <li>5. All existing and proposed signs are internally illuminated and will not glare or cast direct light onto neighboring properties.</li> </ol>
<b>Conclusion(s):</b>
<ol style="list-style-type: none"> <li>1. The proposed signage is consistent with that of surrounding buildings in the area and has been designed in consideration of attractiveness of the visual environment.</li> </ol>
<b>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;</b>
<b>Finding(s) of fact:</b>
<ol style="list-style-type: none"> <li>1. The signs are internally illuminated and do not flash or blink.</li> <li>2. The wall signs are integrated into the building design and do not impede views of Missoula or its surroundings.</li> </ol>
<b>Conclusion(s):</b>
<ol style="list-style-type: none"> <li>1. The signs included in the applicant's package will not affect the right of citizens to enjoy Missoula's natural scenic beauty.</li> </ol>
<b>G. To address the ongoing technological advancements in the sign industry that continue to result in new sign types; and</b>
<b>Finding(s) of fact:</b>
<ol style="list-style-type: none"> <li>1. The proposed signs are not new sign types.</li> </ol>
<b>Conclusion(s):</b>
<ol style="list-style-type: none"> <li>1. There are no technological advancements to address with these signs.</li> </ol>

<b>H. To ensure fair and equitable treatment of sign users</b>	
Finding(s) of fact:	
<ol style="list-style-type: none"> <li>1. This business, like others in the area, needs identification.</li> <li>2. The Missoula City Council created the Design Review Board to hear and approve or deny comprehensive signage design plans.</li> </ol>	
Conclusion(s):	
<ol style="list-style-type: none"> <li>1. The proposed sign package will not give this business an unfair identification or advertising advantage.</li> </ol>	
<b>I. To ensure that the right to free speech is protected</b>	
Finding(s) of fact:	
<ol style="list-style-type: none"> <li>1. The City of Missoula does not regulate signs based on content. Sign regulations are based on location and size.</li> </ol>	
Conclusion(s):	
<ol style="list-style-type: none"> <li>1. The Design Review Board's decision will not violate the applicant's right to free speech.</li> </ol>	
<b>IV. Staff Conclusion</b>	
<p>Albertsons comprehensive sign package includes more wall signs than permitted by Title 20. 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>	
<b>V. COMMENTS FROM CITY AGENCIES</b>	
<b>Fire Department:</b>	No comment received at time of staff report
<b>Police Department:</b>	No comment received at time of staff report
<b>Building Department:</b>	No comment received at time of staff report
<b>Neighborhood Council:</b>	No comment received at time of staff report
<b>VI. ATTACHMENTS</b>	
A.	Application Packet