



DEVELOPMENT SERVICES

435 RYMAN | MISSOULA, MT 59802-4297 | 406.552.6630 | FAX 406.552.6053

| DESIGN REVIEW BOARD—COMPREHENSIVE SIGN PACKAGE | | | |
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| Agenda item | Staff Report – 2205 Oxford Street Albertsons – Comprehensive Sign Package Review | | |
| Report Date | November 10, 2020 | | |
| Case Planner | Alex Eidam Associate Planner, Development Services | | |
| Report Reviewed & Approved | Mary McCrea Permits and Land Use Manager, Development Services | | |
| Public hearing date | November 18, 2020 | | |
| Applicant | Tremper Shopping Center, LLC | | |
| Agent | James Gordon, QRS Signs, LLC | | |
| Location of request | 2205 Oxford Street | | |
| Legal Description | All of Block 24 and Block 25, less South 60 feet of Lots 9-11 in Block 26 part of vacant street and alley less right-of-way in the Homevale Addition, Section 28, Township 13 North, Range 19 West | | |
| 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 | C1-4 Neighborhood Commercial / DE-C Design Excellence Corridor Overlay Typology 1 | | |
| | | Surrounding Land Uses | Surrounding Zoning |
| | North: | Mixed-Use, Retail, General Office | C1-4 Neighborhood Commercial; C1-4 Neighborhood Commercial / DE-C Design Excellence Overlay Corridor Typology 2 |
| | South: | Vehicle Sales and Services, General Office, and Sports and Recreational Facility (Fairgrounds) | C1-4 Neighborhood Commercial / DE-C Design Excellence Overlay Corridor Typology 1 and OP3 Public Lands and Institutional |
| | East: | Eating and Drinking Establishments, Retail, Medical Office | C1-4 Neighborhood Commercial and C1-4 Neighborhood Commercial / DE-C Design Excellence Overlay Corridor Typology 1 |
| | West: | Residential - Two-Unit House, Multi-Dwelling, and Detached House, Retail | RM1-35 Residential / DE-C Design Excellence Overlay Corridor Typology 2 and B2-1 Community Business / DE-C Design Excellence Overlay Corridor Typology 2 |
| 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 2205 Oxford Street, 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 the signs.

I. Introduction

The owners of Albertsons, located within the Tremper's Shopping Center at 2205 Oxford Street, represented by James Gordon of QRS Signs, LLC requests approval of a comprehensive sign package to add one (1) wall sign along the building 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 302 feet, therefore, one (1) wall sign is allowed to be a maximum of 302 square feet. There is no height limitation for wall signs.

Existing Wall Signs:

Currently, there are two (2) existing wall signs along the building frontage facing Oxford Street, which exceeds the maximum number of wall signs allowed, but was previously approved by the Design Review Board in 2005 and later modified in 2009 through a building permit.

Proposed Wall Signs:

The request in front of the Board now is to add one (1) new wall sign for a total of three (3) wall signs on the building frontage facing Oxford Street. The first existing "Albertsons" wall sign with logo is 100.9 square feet. The second existing "Osco Pharmacy" wall sign is 20 square feet. The proposed new "Drive Up & Go" wall sign will be 37.66 square feet. The total square footage of wall signage on the building frontage facing Oxford Street will be 158.56 square feet and is well under the 302 square footage of wall signage that is allowed.

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.

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| 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 inappropriately illuminated signs. |
| 2. The placement of signs will not obstruct people walking, biking or driving. |
| 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: |
| 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. |
| 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. |
| 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): |
| 1. The proposed signage is consistent with the character of the area as designated in adopted City Plans and policies, if the recommended conditions of approval are imposed. |
| E. To promote an attractive visual environment; |
| Finding(s) of fact: |
| 1. The sign package is part of a comprehensive design plan for the subject property. |
| Conclusion(s): |
| 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; |

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| 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): | |
| <ol style="list-style-type: none"> 1. 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: | |
| <ol style="list-style-type: none"> 1. The proposed signs are not new sign types. | |
| Conclusion(s): | |
| <ol style="list-style-type: none"> 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: | |
| <ol style="list-style-type: none"> 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): | |
| <ol style="list-style-type: none"> 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: | |
| <ol style="list-style-type: none"> 1. The City of Missoula does not regulate signs based on content. Sign regulations are based on location and size. | |
| Conclusion(s): | |
| <ol style="list-style-type: none"> 1. The Design Review Board's decision will not violate the applicant's right to free speech. | |
| IV. Staff Conclusion | |
| <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> | |
| 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 and Comprehensive Sign Packet |