HEARING EXAMINER
AGENDA
Thursday, March 10, 2016
5:30 p.m.
Paradice Conference Room
911 N. Seventh Avenue
Pocatello, ID

City Hall and the Council Chambers are accessible to persons with disabilities. Interpreters for persons with hearing impairments and/or taped information for persons with visual impairments can be provided upon three (3) days notice. For accessibility arrangements, please contact Dave Hunt, ADA Coordinator, at voice phone: 208.234.6248; fax: 208.233.5149; e-mail: dhunt@pocatello.us; mailing address: P.O. Box 4169, Pocatello, Idaho 83205-4169; physical address: 5815 S. 5th Avenue, Pocatello, ID.

HEARING EXAMINER: Susan Lorenz

1. Disclosure of ex parte communication and site visit. Disclose who was talked to, the basic substance of the conversation and whether the conversation had any influence. Disclose if a site visit was done, location(s) of the visit and what was seen.

2. Health West Dental Clinic, represented by Keeven Shropshire of JHS Architects, requests a sign exception to install one wall sign with a total of 13 square feet on the west side of the building at 1000 N. 8th Avenue. The building is located within a Residential Medium Density Multi-Family zoning district with an Original Townsite Overlay. Municipal Code 15.20.180 allows one wall directory sign listing all tenants and shall not exceed 32 square feet. A sign permit was approved in January, 2015 for 35.3 square foot wall sign. Municipal Code 15.20.170 and 15.20.180 governs signs in Residential Medium Density Multi-Family zoning districts and Municipal Code 15.20.250 outlines requirements for sign exceptions.

AGENDA ITEM NO. 2

STAFF REPORT
SIGN EXCEPTION

APPLICANT: Health West Dental Clinic
REPRESENTATIVE: Keeven Shropshire, JHS Architects
LOCATION OF REQUEST: 1000 N. 8th Avenue
ASSIGNED STAFF: Terri Neu, Assistant Planner
MEETING DATE: March 10, 2016

DESCRIPTION OF REQUEST

Health West Dental Clinic, represented by Keeven Shropshire of JHS Architects (mailing address: 125 N. Garfield Avenue, Pocatello, ID 83204), requests a sign exception to install a 13 square foot wall sign on the west side of the building at 1000 N. 8th Avenue. The business is located within a Residential Medium Density Multi-Family zoning district which allows one 32 square foot directory wall sign.

STAFF RECOMMENDATION

Based upon a review and analysis of the application material, subject site and surrounding area, and applicable Municipal Code sections, Planning Division staff finds that this proposal meets the standards for a sign exception. Therefore, Planning Staff recommends approval with the condition that no additional signs shall be permitted at this site without going through a sign exception.

A public hearing is to be held regarding this proposal and staff's recommendation is made in advance of this hearing and prior to any public input. Therefore, the decision of the Hearing Examiner may differ as deemed appropriate.

MUNICIPAL CODE

Municipal Code Section 15.20.180 regulates signs permitted in Residential Medium Density Multi-Family zoning districts. A Commercial/Professional plaza with two or more tenants is allowed one directory ground sign and one directory wall sign each with a maximum sign area of 32 square feet.

Municipal Code Sections 15.20.250 and 15.20.260 regulate sign exceptions.

PROJECT REVIEW

The subject site is located at 1000 N. 8th Avenue. The requested wall sign is proposed to be placed on the west side of the building, on the southern end.

The office building has 244 feet of frontage along N. 8th Avenue and 58 feet of frontage along both Custer and Young Streets. Municipal Code Section 15.20.180(B) allows a 32 square foot directory wall sign and a 32 square foot directory monument sign per street frontage. The only signage on the building is a wall sign on N. 8th Avenue. There are separate entrances for each business so a separate sign for each business was more conducive to the layout rather than a directory sign.

PUBLIC NOTICE

No public input either for or against the request has been received.

SIGN EXCEPTION FINDINGS

Findings regarding compliance with standards for a Sign Exception (Section 15.20.260) are listed below:

A. An exception sought should be the result of unique physical characteristics of the site in question.

Applicant's response: The unique physical characteristics of the site are that the original building and thus original sign was for the northern two thirds (2/3) of the physical structure. The southern third (1/3) was an empty shell space for future health related functions. At that time it was unknown the type of function, i.e.: storage, administrative offices, or clinical offices not associated with the original function. The current project ended up being a health related clinic for dental services for Health West patients. Therefore this project required a separate and distinctive entrance complete with individual signage to assist patrons where to go for their desired services.

Staff analysis: The exception sought is not a result of unique physical characteristics of the site, however, with separate wall signs, rather than a directory sign, it will make it easier for patrons to locate and identify the business.

B. The applicant shall have taken all reasonable steps to comply with the strict terms of the ordinance from which he or she requests an exception.

Applicant's response: The design for the proposed sign was kept as small as possible but yet large enough to be visible from vehicular approach to the site as well as for visibility from the parking lot. The entrance and associated signage was purposely located on the building façade away from the adjoining residential properties. Similarly, the entrance and signage was located as remote as possible from the main building entrance which determined the interior layout of the dental clinic.

Staff analysis: The size of the sign has been made as small as possible so it isn't obtrusive. It isn't lit and therefore won't be an undue burden to the neighborhood.

C. The circumstances surrounding the request shall be extraordinary as related to the applicant's land and the reasonable use thereof.

Applicant's response: The circumstances surrounding the request are extraordinary in that the total structure occupies the majority of the 1000 block of N. 8th Avenue with the ends of the building having frontage on E. Young and E. Custer. The frontage on N. 8th is the major identity façade for Health West where all the public parking and building access is located, so having the separate clinic entrance facing one of the side streets would create difficulty for many of Health West patients in finding their way to the entrance to the Dental Clinic.

Staff analysis: The circumstances surrounding the request are not extraordinary as related to the land. However, the front of the building where the sign is proposed to be located faces a City park rather than residential homes so it shouldn't be an undue burden on the neighborhood and will help patrons of the clinic locate the appropriate door for the dental clinic.

D. The applicant should show that, absent an exception, no reasonable identification of the subject land remains.

Applicant's response: Absent an exception to allow the requested signage, many of the Health West patients for dental services would have difficulty finding the entrance from the public parking lot. Also, the dominate arrival direction is from the northwest which is the opposite end of the building from the dental clinic adding to the difficulty of reasonable identification.

Staff analysis: Reasonable identification of the land remains however, in an effort to help patrons of the dental clinic find the correct entrance an additional sign is necessary.

E. The applicant for an exception shall show how the proposed exception has been designed to minimize adverse effects on adjoining land.

Applicant's response: The properties to the south and east are residential and the design character on those facades reflect a residential style whereas the front/entrance side of the building design created an attractive new identity feature for Health West. A scaled down version of the entry feature was utilized to further assist the patients in seeing another entrance; that with the proposed signage, would be recognizable without distracting from or having adverse effects on the adjoining land.

Staff analysis: The proposed sign has been designed to be an attractive, not detract from adjacent land uses, is not lit and the lettering matches the other sign.

F. The proposal must be in conformance with the purpose set forth in this chapter.

Section 15.20.010 lists the purpose of the sign code is to protect and enhance the physical appearance of the community, reserve scenic and natural beauty, provide an enjoyable and pleasing community, protect property values, and create an attractive economic and business climate. It is further intended to reduce sign or advertising distractions and obstructions that may contribute to safety hazards. Staff finds that this proposal complies with the purpose of the sign code since the proposal is attractive, in scale with the site and buildings, and will not result in any distractions or obstructions causing safety concerns.

CONCLUSION

Staff finds that this proposal complies with the purpose of the sign code in terms of the sign being as unobtrusive as possible for the surrounding neighborhood.

Attachments: A. Application materials
B. Aerial of property in question

Attachment A

PLANNING & DEVELOPMENT SERVICES
PO Box 4169, 911 North Seventh Avenue
Pocatello, Idaho 83205
(208)234-6184 FAX (208)234-6586

APPLICATION FOR SIGN EXCEPTION

(For Legally-Established Land Uses)

Submittal Date: 2.16.16
Contact Person: TN
Public Hearing: 3-10-16

Permit No.: 16-271
Receipt No.: 72541
Receipt Date: 2.19.16

Filing Fee: $200.00 + 12 addresses X $3.00 = $ 36 (12) = **Total Due $** 236

Sign Contractor Information:

Name: JHS Architects, Keeven Shropshire
Address: 125 N Garfield
Phone: 232-1223

Business/Site Information:

Name: Health West Dental Clinic
Address: 1000 N 8th Ave
Phone: 232-7862

Zoning: RMM/CUP Historic District: Yes ☐ No ■

Type of sign(s): individual metal letters

Illumination Source: ground

Dimension of Face(s): upper case 12", lower case 8", 13 SF

Power Source: Existing☐ New■ If new, electrical contractor name: Electric Construction & Sales (ECS)

Is the electrical connection a standard three-prong? Yes☐ No■

Height (from ground level to top of sign): 14'-6" +/-

Total Sign Area Existing on Site (include all painted wall signs, pole signs, and window signs): 35.3 SF

Building Frontage (per street front):
244 LF on N 8th, 58 LF on each of Custer and Young Streets

Open Space (per street front):
Young St = 18', Custer St = 27'-6"

Is this a multi-use facility (more than one tenant in bldg.)? Yes■ No☐

Would this signage overhang a public sidewalk or right-of-way? Yes☐ No■

Would this signage utilize an existing pole, not presently in use? Yes☐ No■

Would this signage utilize an existing cabinet, not presently in use, or a face reflecting a "closed" business? Yes☐ No■

If the answer to either of the previous two questions is yes, do the proposed changes constitute fifty (50) percent of the sign's total value? Yes☐ No☐

Is this request for a new pole/ground sign? Yes☐ No■ If yes, what is the distance to any neighboring pole/ground sign(s)? _____

If a pole/ground sign, does it meet sight triangle regulations? Yes☐ No☐

Is this business relocating from another site? Yes☐ No■

THE FOLLOWING INFORMATION MUST ACCOMPANY EACH APPLICATION

1. A site plan that includes the site with property lines, street locations, lot frontage dimensions, building locations(s), building frontage dimension, open space dimension, landscaping, location of all existing and proposed signage with setback dimensions from property lines, and the dimensions of each sign.

2. Schematic drawings, inked, of the proposed sign(s) which indicate dimensions, height, colors, copy, type of illumination, and construction materials.

3. Structural details showing mounting to a building or pole (pole size, anchoring, concrete footings, etc.).

4. Color photographs of the site showing building and proposed location of sign(s). A color photograph of the entire building face on which the sign is to be erected is required for proposed wall signs.

5. **Typed**, gummed mailing labels with all of the names and addresses of the property owners and occupants that share a common boundary line, minus public right-of-way, with the project site on which the proposed sign is to be located. A charge of $3.00 per property owner and occupant is required. A signed Affidavit of Mailing List must also be submitted (attached).

THE FOLLOWING SIGN EXCEPTION STANDARDS MUST BE ADDRESSED IN A WRITTEN NARRATIVE:

A. An exception sought should be the result of unique physical characteristics of the site in question.
B. The applicant shall have taken all reasonable steps to comply with the strict terms of the ordinance from which he/she requests an exception.
C. The circumstances surrounding the request shall be extraordinary as related to the applicant's land and the reasonable use thereof.
D. The applicant should show that, absent an exception, no reasonable identification of the subject land remains.
E. The applicant for an exception shall show how the proposed exception has been designed to minimize adverse effects on adjoining land.
F. The proposal must be in conformance with the purpose set forth in Chapter 15.20.

The undersigned applicant and/or applicant's representative hereby agree to indemnify, protect, and save the City harmless from all costs, loss, or damage, which may be sustained by reason of the erection, maintenance, use, or removal of the sign(s), and that the sign(s) may be removed as provided in the City ordinances. **The approval of this sign does not permit the violation of any section of this or other City ordinances.** I/we hereby acknowledge that I/we have read this application and certify that the information provided is correct. Further, I/we understand that it is my responsibility, as the sign contractor, to secure the exception and permit prior to commencement of any work including fabrication and installation of said signs. The permit should be available in the City Planning & Development Services Department 5 working days after final processing of this exception, including expiration of the appeal period. Further, by my signature below, I acknowledge that any and all conditions will be adhered to and are understood, that all work will be done in accordance with the issued permit, and that I am authorized to do so by the building/property/business owner.

Health West		2/12/16
PRINT NAME OF BUSINESS/PROPERTY OWNER	SIGNATURE OF BUSINESS/PROPERTY OWNER	DATE
JHS Architects		2-11-16.
PRINT NAME OF SIGN CONTRACTOR	SIGNATURE OF SIGN CONTRACTOR	DATE

(NOTE: Both signatures required.)

Signage should be completed within ninety days of obtaining a permit. Permits and exceptions are not transferable from one sign contractor to another (Municipal Code 15.20.250.G).

JENSEN•HAYES•SHROPSHIRE
ARCHITECTS, P.A.

February 16, 2016

Re: Health West Dental
Request for Sign Exception

A. The unique physical characteristics of the site are that the original building and thus original sign was for the northern two thirds (2/3) of the physical structure. The southern third (1/3) was an empty shell space for future health related functions. At that time it was unknown the type of function, i.e.: storage, administrative offices, or clinical offices not associated with the original function. The current project ended up being a health related clinic for dental services for Health West patients. Therefore this project required a separate and distinctive entrance complete with individual signage to assist patrons where to go for their desired services.

B. The design for the proposed sign was kept as small as possible but yet large enough to be visible from vehicular approach to the site as well as for visibility from the parking lot. The entrance and associated signage was purposely located on the building facade away from the adjoining residential properties. Similarly the entrance and signage was located as remote as possible from the main building entrance which determined the interior layout of the dental clinic.

C. The circumstances surrounding the request are extraordinary in that the total structure occupies the majority of the 1000 block of N. 8th Ave with the ends of the building having frontage on E. Young and E. Custer. The frontage on N. 8th is the major identity facade for Health West where all the public parking and building access is located, so having the separate clinic entrance facing one of the side streets would create difficulty for many of Health West patients in finding their way to the entrance of the Dental Clinic.

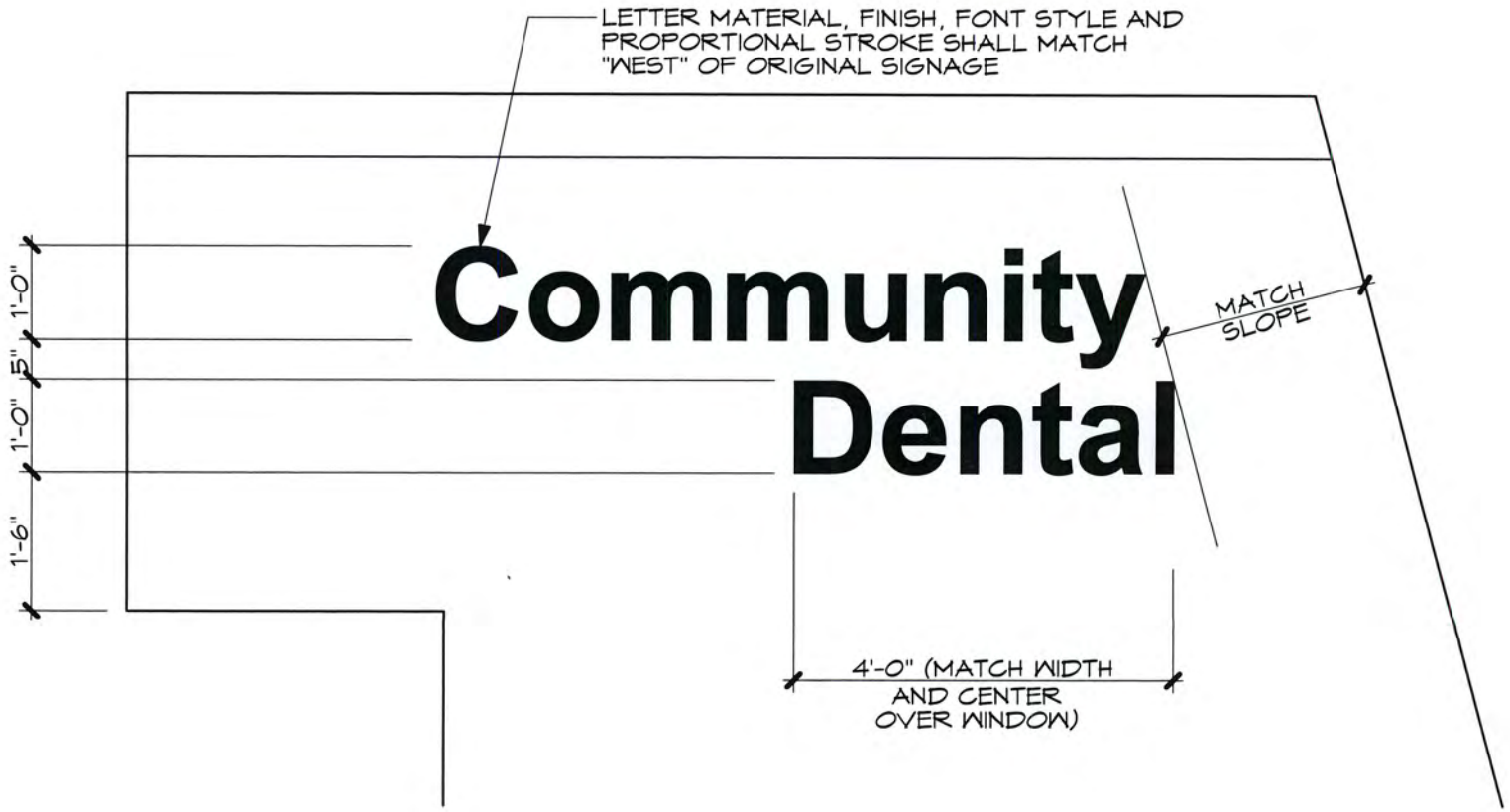
D. Absent an exception to allow the requested signage, many of the Health West patients for dental services would have difficulty finding the entrance from the public parking lot. Also, the dominate arrival direction is from the northwest which is the opposite end of the building from the dental clinic adding to the difficulty of reasonable identification.

E. The properties to the south and east are residential and the design character on those facades reflect a residential style whereas the front/entrance side of the building design created an attractive new identity feature for Health West. A scaled down version of the entry feature was utilized to further assist the patients in seeing another entrance; that with the proposed signage, would be recognizable without distracting from or having adverse effects on the adjoin land.

Respectfully Submitted,

R. Keeven Shropshire
RKS/es

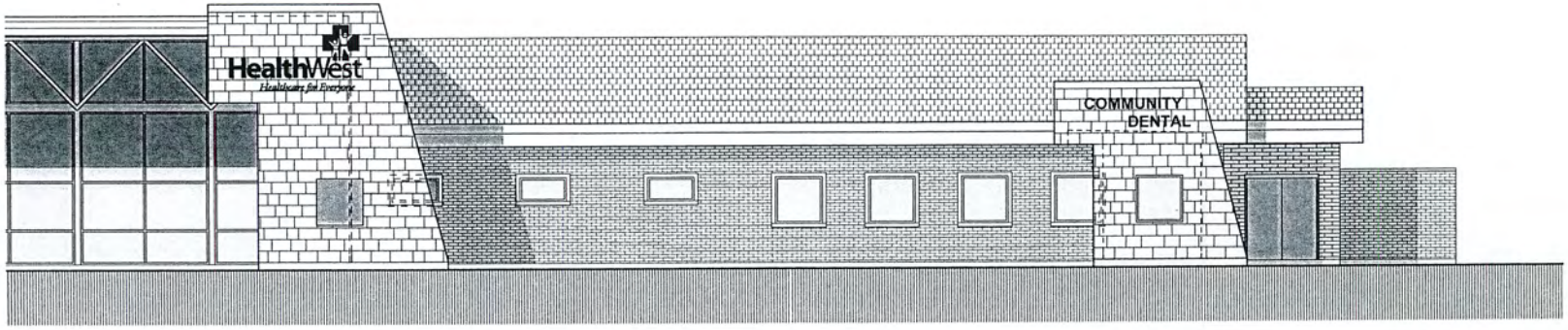
JENSEN • HAYES • SHROPSHIRE
Paul W. Jensen, AIA • Randy K. Hayes, AIA • R. Keeven Shropshire, AIA • Latecia A. Herzog, AIA
208-232-1223 • 125 N. Garfield • Pocatello, Idaho 83204
FAX 208-232-1226

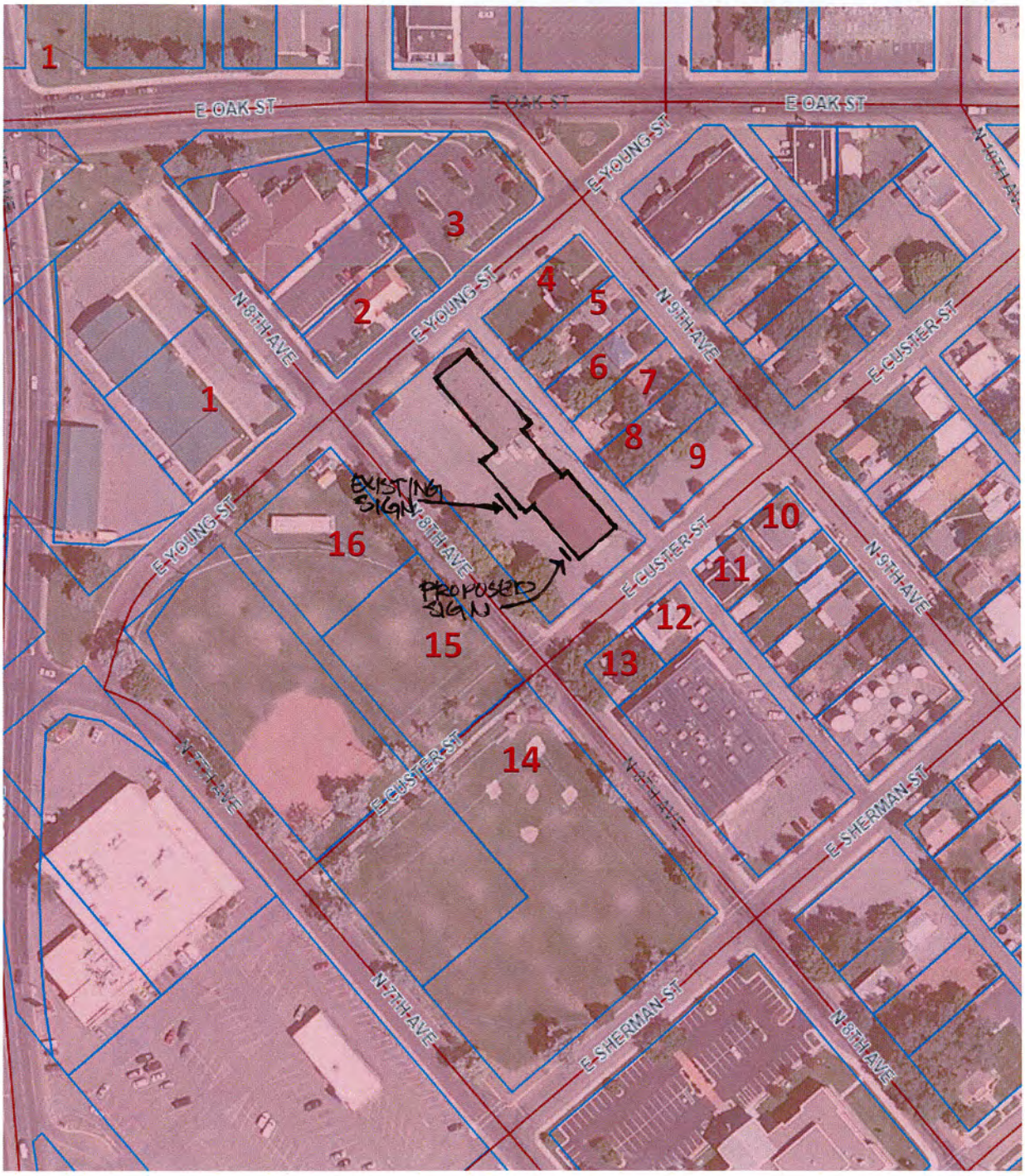


ASI#3 - PROJECT ENTRY SIGNAGE

01-03-2016

1/2" = 1'-0"



1 WEST ELEVATION
A5.1
1/8" = 1'-0"

Attachment B