Pocatello
A MUNICIPAL CORPORATION OF IDAHO

Planning & Development Services

- ECONOMIC DEVELOPMENT
- PLANNING & ZONING
- NEIGHBORHOOD & COMMUNITY SERVICES
- POCATELLO REGIONAL AIRPORT

911 NORTH 7TH AVENUE | P.O. BOX 4169 POCATELLO, IDAHO 83205-4169 WEB: WWW.POCATELLO.US/PDS/INDEX.HTM

HEARING EXAMINER
AGENDA
Thursday, April 28, 2016
5:30 p.m.
City Council Chambers
911 N. Seventh Avenue
Pocatello, ID

City Hall is accessible to persons with disabilities. Program access accommodations may be provided with three (3) days' advance notice by contacting Dave Hunt at dhunt@pocatello.us; 208.234.6248 or 5815 South 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. Dave Katzen of Sign Up Signs and Graphics, representing Aspire Human Services, requests a sign exception to install a wall sign (with a total of 22 square feet) on the east facing side of the building at 444 Hospital Way, Suite 701. The professional office building is located within a Commercial General zoning district. Municipal Code 15.20.220 allows one 32 square foot directory wall sign and a building identification sign. Municipal Code 15.20.220 governs signs on professional office buildings and Municipal Code 15.20.250 outlines requirements for sign exceptions.

AGENDA ITEM NO. 2

STAFF REPORT
SIGN EXCEPTION

APPLICANT/REPRESENTATIVE: Aspire Human Services/Sign Up Signs and Graphics
LOCATION OF REQUEST: 444 Hospital Way, Suite 701
ASSIGNED STAFF: Terri Neu, Assistant Planner
MEETING DATE: April 28, 2016

DESCRIPTION OF REQUEST

Aspire Human Services, represented by Dave Katzen of Sign Up Signs and Graphics (mailing address: 3275 W. Highway 30, Pocatello, ID 83201), requests a sign exception to install an 22 square foot wall sign on the east side of the office building at 444 Hospital Way, Suite 701. The professional office building is located within a Residential Commercial Professional zoning district which allows one 32 square foot directory wall sign and a building identification sign but not signage for an individual business within the building.

STAFF RECOMMENDATION

Based upon a review and analysis of the application material, subject site and surrounding area, and applicable Municipal Code sections and goals of the City's Comprehensive Plan, Planning Division staff recommends approval with the following conditions:

1. The sign shall not be lit.
2. No additional signs shall be permitted on this building without going through the sign exception process.

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 15.20.220 governs signs on professional office buildings and Municipal Code Sections 15.20.250 and 15.20.260 outlines the requirements for sign exceptions.

PROJECT REVIEW

The subject site is located within the Tuscany Professional Plaza at 444 Hospital Way, Suite 701. The requested wall sign is proposed to be placed on the east side of the building. The only other signs on the building are the building number, suite numbers and Idaho Vein Center which was approved through the sign exception process.

The office building is the first building to the south as you enter into the plaza. They are allowed a directory wall sign up to 32 square feet in size and a building identification sign. The sign will be the only sign on the east side of the building and will be located above the entrance to their office. It will be blue lettering and graphics.

PUBLIC NOTICE

An email from Bill Isley, developer of the office complex, stating they have reviewed the proposal and have no problems with it.

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.

Analysis: The entrance to the business is at the rear of the building. Having a separate sign above the entrance to the business 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.

Analysis: The office building is allowed a 32 square foot directory sign that will list all tenants near the main entrance to serve pedestrians. The businesses don't share a common entrance, therefore a directory-type sign isn't conducive to this type of office building.

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

Analysis: The circumstances surrounding this request are not extraordinary. There are other offices in this complex that don't have individual wall signs.

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

Analysis: There is reasonable identification for the property but won't provide the visibility that the applicant is looking for.

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

Analysis: The requested sign will not be lit and will be 22 square feet. The fact that it isn't lit and is rather small will help minimize adverse effects on the adjoining land.

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

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APPLICATION FOR SIGN EXCEPTION

(For Legally-Established Land Uses)

Submittal Date: 4/14/16
Contact Person: TN
Public Hearing: 4.28.16

Permit No.: 16-737
Receipt No.: 100061
Receipt Date: 4.14.16

Filing Fee: $200.00 + 8 addresses X $3.00 = $ 24 = **Total Due $** 224.00

Sign Contractor Information:

Name: Signup Signs + Graphics
Address: 3275 Hwy 30 W., Pocatello
Phone: 208-232-2938
Email: dave@signup.graphics

Business/Site Information:

Name: Aspire Human Services
Address: 444 Hospital Way #701
Phone: 208-317-5434
Email: shawnsa@aspirehumanservices.com

Zoning: Comm. Historic District: Yes ☐ No ☒

Type of sign(s): Metal

Illumination Source: N/A

Dimension of Face(s):

Power Source: Existing☐ New☐ If new, electrical contractor name: N/A

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

Height (from ground level to top of sign): 14'

Total Sign Area Existing on Site (include all painted wall signs, pole signs, and window signs): 64 ☐

Building Frontage (per street front): 190' - Hospital Way 115', Toscano Way 75'

Open Space (per street front): 365' - Hospital Way 235', Toscano Way 130'

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.

Sharon Sager		4/11/16
PRINT NAME OF BUSINESS/PROPERTY OWNER	SIGNATURE OF BUSINESS/PROPERTY OWNER	DATE
Dave Katzen		4/11/16
PRINT NAME OF SIGN CONTRACTOR	SIGNATURE OF SIGN CONTRACTOR	DATE

(NOTE: Both signatures required.)

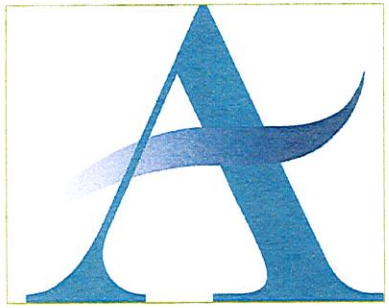
Signage should be completed within ninety days of obtaining a permit. Permits and exceptions are not transferable from one sign contractor to another (Municipal Code 15.20.250.G).

EXHIBIT A

Aspire Human Services relocated to the subject property on January 6, 2016. After discussing the different types of signs that were available for Aspire to have installed, SignUp moved forward with the application for the necessary sign permit. SignUp was then informed by the City of Pocatello that a sign exception would be necessary in order to move forward with a new sign at this particular location. We feel that the proposed location of the new sign will fit aesthetically into the current look (this will be the only sign on the proposed side of the building) of the subject property.

Building Frontage
Hospital Way - 115'
Toscano Way - 75'

37.5"x30"



12.875'x 6.25"

ASPIRE HUMAN SERVICES

Attachment B