HEARING EXAMINER
AGENDA
Thursday, May 26, 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: Keeven Shropshire

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. Scott Holloway of Sign Up Signs and Graphics, representing Driscoll Management, requests a sign exception to install a wall sign (with a total of 48 square feet) on the south facing side of the building at 2043 E. Center Street. The professional office building is located within a Residential Medium Density Single Family 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.

3. Alaina Eldredge of Blaze Sign Company, representing Century High School, requests a sign exception to move their existing monument sign approximately 560 feet to the south and install a new, additional sign at the same location where the monument is currently located at 7801 Diamondback Drive. The new sign is proposed to be 17 feet tall and will include an electronic reader board. The school is located within a Residential Commercial Professional zoning district which allows one 32 square foot sign that is 6 feet tall per street frontage.

4. Tony Golsarry of Blaze Sign Company, representing Physicians and Surgeons Clinic of Pocatello, requests a sign exception to replace their existing monument sign with a larger one at 1151 Hospital Way. The new sign is proposed to be 12 feet tall and approximately 58.6 square feet. The clinic is located within a Residential Commercial Professional zoning district which allows one 32 square foot sign that is 6 feet tall per street frontage.

AGENDA ITEM NO. 2

STAFF REPORT
SIGN EXCEPTION

APPLICANT/REPRESENTATIVE: Driscoll Management/Sign Up Signs and Graphics
LOCATION OF REQUEST: 2043 E. Center Street
ASSIGNED STAFF: Terri Neu, Assistant Planner
MEETING DATE: May 26, 2016

DESCRIPTION OF REQUEST

Driscoll Management, represented by Scott Holloway of Sign Up Signs and Graphics (mailing address: 3275 W. Highway 30, Pocatello, ID 83201), requests a sign exception to install a 48 square foot wall sign on the south side of the office building at 2043 E. Center Street. The professional office building is located within a Residential Medium Density Single Family 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. This building is located in a residential zoning district but has always been an office 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. Only the lettering and graphic shall be lit; the rest of the background shall be opaque..
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 at 2043 E. Center Street. The requested wall sign is proposed to be placed on the south side of the building. The only other sign on the building is the address. There is a monument sign located next to the driveway entrance.

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 south side of the building and will be located above the entrance to their office. It will have a gray background with and green lettering and graphics.

PUBLIC NOTICE

No comments, either in support of or in opposition to, have 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 building has limited exposure to street traffic, and thus a larger sign is needed to be legible from the viewing distances to be effective.

Analysis: The entrance to the building faces E. Lewis Street. Having a sign above the entrance to the business will make it easier for patrons that are traveling northwest on E. Center Street to locate and identify the business prior to the street splitting into one-way traffic.

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 viewing distance and traffic exposure times are a hindrance on the legibility of the sign. A larger sign is necessary to be effective but the sign will remain within a reasonable size relative to the building dimensions.

Analysis: The office building is allowed a 32 square foot directory sign that will list all tenants, which they don't have. The building is located on a curve and at the start of Clark and Center becoming one-way streets. The monument sign is around the curve and isn't as visible to northwest-bound traffic. The wall sign will help their visibility.

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 business property has limited street exposure and minimal viewing angles.

Analysis: The circumstances surrounding this request are not extraordinary. There have been other businesses in this building that didn't have individual wall signs.

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

Applicant's response: The business property will not have any legible signage from the oncoming traffic heading southbound on Clark Street.

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.

Applicant's response: The sign will have soft glow LED lighting with only the sign letters exposing the light. The letter lighting effect, known as push thru lettering, only lights the letters and will not be a nuisance to the residents.

Analysis: The requested sign will be back lit. This 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: Application materials

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: _____ Permit No.: _____

Contact Person: _____ Receipt No.: _____

Public Hearing: _____ Receipt Date: _____

Filing Fee: $200.00 + 8 addresses X $3.00 = $ 24.00 = **Total Due $** 224.00

Sign Contractor Information:

Name: SignUp Signs & Graphics

Address: 3275 Hwy 30 W., Pocatello

Phone: 208-232-2938

Email: jason@signup.graphics

Business/Site Information:

Name: Driscoll Management Center

Address: 2043 E Center St., Pocatello

Phone: 208-339-3407

Email: eric@driscollmc.com

Zoning: Comm. Historic District: Yes ☐ No ■

Type of sign(s): Illuminated Cabinet

Illumination Source: LED

Dimension of Face(s): 4'x12'

Power Source: Existing☐ New☐ If new, electrical contractor name: _____

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

Height (from ground level to top of sign): 19'

Total Sign Area Existing on Site (include all painted wall signs, pole signs, and window signs): 32 sq. ft.

Building Frontage (per street front): 19'

Open Space (per street front): N/A

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)? N/A

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.

PRINT NAME OF BUSINESS/PROPERTY OWNER	SIGNATURE OF BUSINESS/PROPERTY OWNER	DATE
Jason Young	Jason Young Digitally signed by Jason Young Date: 2016.05.04 08:44:45 -06'00'	5/4/2016
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).

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

The building has limited exposure to street traffic and a larger letter, and thus sign is needed to be legible from the viewing distances that necessary to be effective.

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.

The viewing distance and traffic exposure times are a hindrance on the legability of the sign. A larger sign is necessary to be effective but the sign will remain within a reasonable size relative to the building dimensions.

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

The business property has limited street exposure and minimal viewing angles.

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

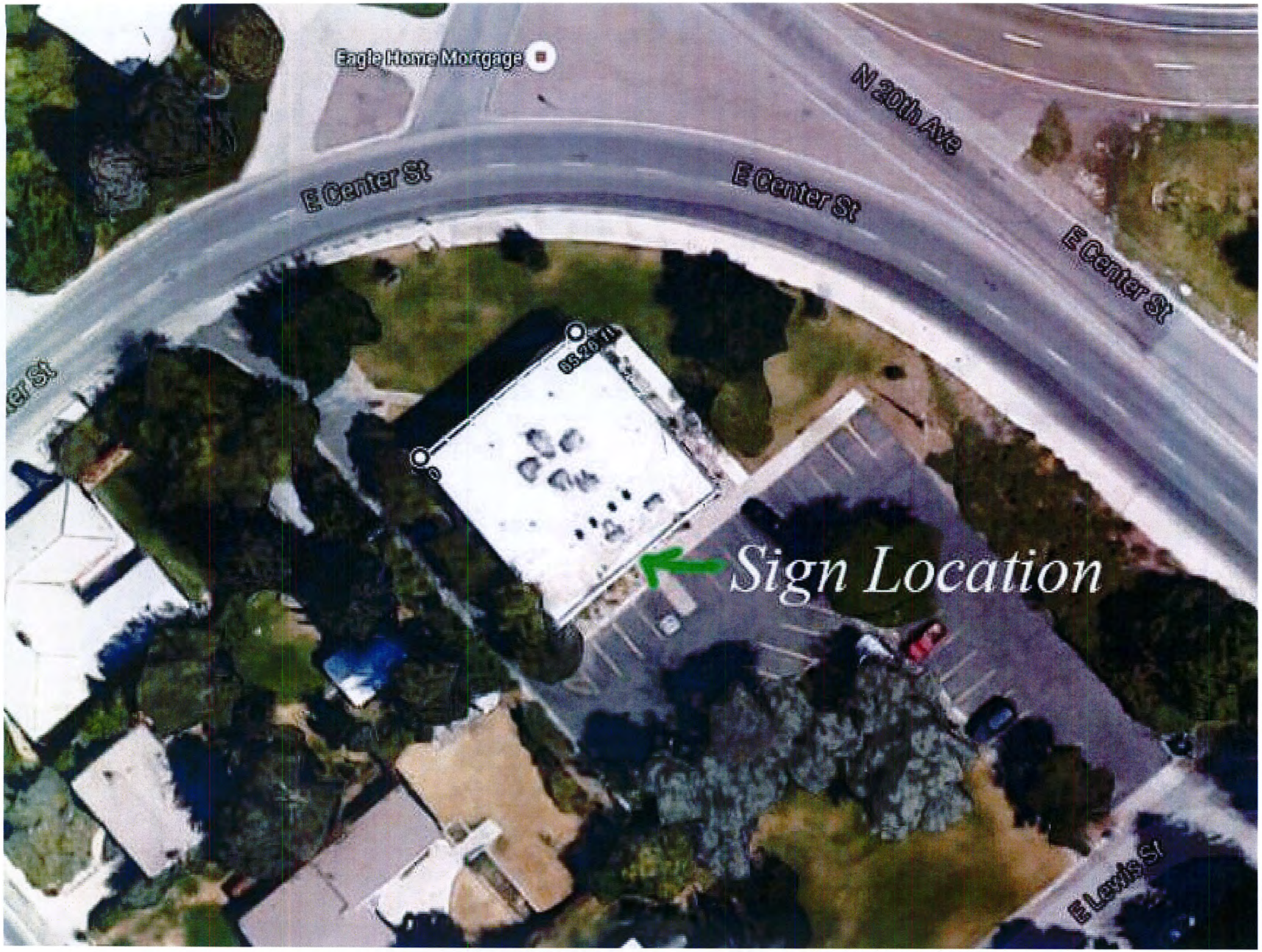
The business property will not have any legible signage from the oncoming traffic heading southbound on Clark st.

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

The sign will have soft glow LED lighting with only the signs letters exposing the light. The letter lighting effect, known as push thru lettering, only lights the letters and will not be a nuisance to the residents

F. The proposal must be in conformance with the purpose set forth in Chapter 15.20.

DRISCOLL
BUSINESS CENTER


Eagle Home Mortgage
N 20th Ave
E Center St
E Center St
E Center St
E Lewis St
Sign Location

AGENDA ITEM NO. 3

STAFF REPORT
SIGN EXCEPTION

APPLICANT/REPRESENTATIVE: Century High School/Blaze Sign
LOCATION OF REQUEST: 7801 Diamondback Drive
ASSIGNED STAFF: Terri Neu, Assistant Planner
MEETING DATE: May 26, 2016

DESCRIPTION OF REQUEST

Century High School, represented by Alaina Eldredge of Blaze Sign (mailing address: 525 W. Maple Street, Pocatello, ID 83201), requests a sign exception to move their existing monument sign approximately 560 feet to the south and install a new, additional sign at the same location where the monument is currently located at 7801 Diamondback Drive. The new sign is proposed to be 17 feet tall and will include an electronic reader board. The school is located within a Residential Commercial Professional zoning district which allows one 32 square foot sign that is 6 feet tall per street frontage.

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. If the sign is internally illuminated, the background shall be opaque with only the message illuminated (Municipal Code 15.20.180(C)).
2. The electronic reader board shall be turned off between the hours of 9:30 pm and 6:30 am (Municipal Code 15.20.180(A)(5)).
3. 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 15.20.180 governs signs in Residential Commercial Professional zoning districts and Municipal Code Sections 15.20.250 and 15.20.260 outlines the requirements for sign exceptions.

PROJECT REVIEW

The subject site is located at 7801 Diamondback Drive. The requested signs are proposed to be placed on the east side of the property, along S. 5th Avenue. The frontage along S. 5th Avenue is approximately 2,240 feet.

They are allowed a wall sign and a monument sign up to 32 square feet each with the monument sign not being taller than 6 feet tall. The proposed pole sign is 17 feet tall with 54 square feet of signage in addition to the signage on the existing monument sign.

PUBLIC NOTICE

No comments, either in support of or in opposition to, have 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: CHS frontage along 5th Avenue is more than ½ mile (~2,240 feet). Given the amount of frontage, a tall sign is necessary to alert travelers they are approaching CHS and, if necessary, that they may want to begin signaling to turn.

Analysis: Century High School's property is not unique in the fact that it is flat, with no curves and on a main thoroughfare. However, the frontage along S. 5th Avenue is approximately 2,240 feet and a tall sign will be easier to see than a monument sign that is 6 feet tall.

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 proposed height will reduce, and potentially eliminate, vandalism damage to the LED. Because of the inherent competitiveness amongst high schools in general, we believe it is wise to place the LED high enough to deter vandalism.

Analysis: The high school currently has a sign that meets the standards but is difficult to see due to the length of the frontage. They plan on moving and continuing to use this sign but it won't be lit. An electronic reader board will be easier to see and vandalism is a concern. Their current sign has a plexi-glass face over the reader board to protect it from theft of the letters.

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 proposed height will reduce, and potentially eliminate, vandalism damage to the LED. Because of the inherent competitiveness amongst high schools in general, we believe it is wise to place the LED high enough to deter vandalism.

CHS is the only Pocatello high school that doesn't currently have a pole sign. The current signage doesn't reflect the pursuit of excellence that drives our Pocatello schools. Even some of our middle and elementary schools have pole signs.

Analysis: The frontage in front of the school is extraordinary. A taller sign will alert travelers that the school is ahead and they need to prepare. The smaller monument sign is more difficult to see from a distance.

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

Applicant's response: Not addressed.

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.

Applicant's response: We recognize and appreciate that existing and future CHS neighbors may prefer that the LED not be illuminated 24 hours a day. As such, we are happy to turn off LED illumination between the hours of 9:30 pm and 6:30 am.

Analysis: If the requested sign is to be back lit, the background shall be opaque with only the letters being illuminated and the LED portion being turned off between 9:30 pm and 6:30 am (Municipal Code 15.20.180(C) and 15.20.180(A)(5). This 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: Application materials

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: _____ Permit No.: _____

Contact Person: _____ Receipt No.: _____

Public Hearing: _____ Receipt Date: _____

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

Sign Contractor Information:

Name: Blaze Sign

Address: 525 West Maple, Pocatello

Phone: 233-7339

Business/Site Information:

Name: Century High School

Address: 7801 West Diamondback Drive, Pocatello

Phone: 478-6863

Zoning: RCP Historic District: Yes ☐ No ■

Type of sign(s): Pole sign with LED

Illumination Source: LED

Dimension of Face(s): 10'w x 7'6"h

Power Source: Existing■ New☐ If new, electrical contractor name: _____

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

Height (from ground level to top of sign): 17'

Total Sign Area Existing on Site (include all painted wall signs, pole signs, and window signs): 36 sq. ft.

Building Frontage (per street front): 679 ft. (5th Avenue); 357 ft. (Hildreth)

Open Space (per street front): 2243 ft. (5th Avenue); 928 ft. (Hildreth)

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)? Approx. 0.5 mile (Huskey Auto Electric) (existing); 560' to 36 sq. ft. CHS ground sign (proposed move)

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

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

[Type here]

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.

PRINT NAME OF BUSINESS/PROPERTY OWNER	SIGNATURE OF BUSINESS/PROPERTY OWNER	DATE
		May 5, 2016
PRINT NAME OF SIGN CONTRACTOR **(NOTE: Both signatures required.)**	SIGNATURE OF SIGN CONTRACTOR	DATE

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).

Blaze Sign and Graphic Design

525 West Maple Street, Pocatello, ID 83201 | 208.232.7739 | alaina@blazesign.com

May 5, 2016

City of Pocatello, Planning and Development Services
PO Box 4169
Pocatello, ID 83205

Executive Summary

Century High School (CHS) seeks to move their existing 8'W x 6'H illuminated reader board sign approximately 560' southeast of its existing location. (Please see Exhibit B.) At this time, CHS does not plan to continue to illuminate the existing sign. In the location of the existing sign, CHS proposes to install a new 10'W x 17'H pole sign that will improve visibility and alert travelers to the presence of CHS. (Please see Exhibit A.)

Reasons for Exception

We understand and appreciate the code that limits the height of some signs in the area. However, after careful consideration, we believe that the proposed pole sign should remain at 17' for the following reasons:

- **The proposed height will reduce, and potentially eliminate, vandalism damage to the LED.** Because of the inherent competitiveness amongst high schools in general, we believe it is wise to place the LED high enough to deter vandalism.
- **CHS frontage along 5th Avenue is more than ½ mile (~2240 feet).** Given the amount of frontage, a tall sign is necessary to alert travelers they are approaching CHS and, if necessary, that they may want to begin signaling to turn.
- **CHS is the only Pocatello high school that doesn't currently have a pole sign.** The current signage doesn't reflect the pursuit of excellence that drives our Pocatello schools. Even some of our middle and elementary schools have pole signs.
- The proportions and overall design of the sign complement and align with the architecture of the CHS structure. Please see Exhibits A and C.

Additional Considerations

We respectfully ask that the following considerations be noted:

- South 5th Avenue is liberally dotted with billboards.
- Some existing signs along South 5th Avenue, such as the Michelin sign at Jack's Tire, exceed the height limitation.
- We recognize and appreciate that existing and future CHS neighbors may prefer that the LED not be illuminated 24 hours a day. As such, we are happy to turn off LED illumination between the hours of 9:30pm and 6:30am.

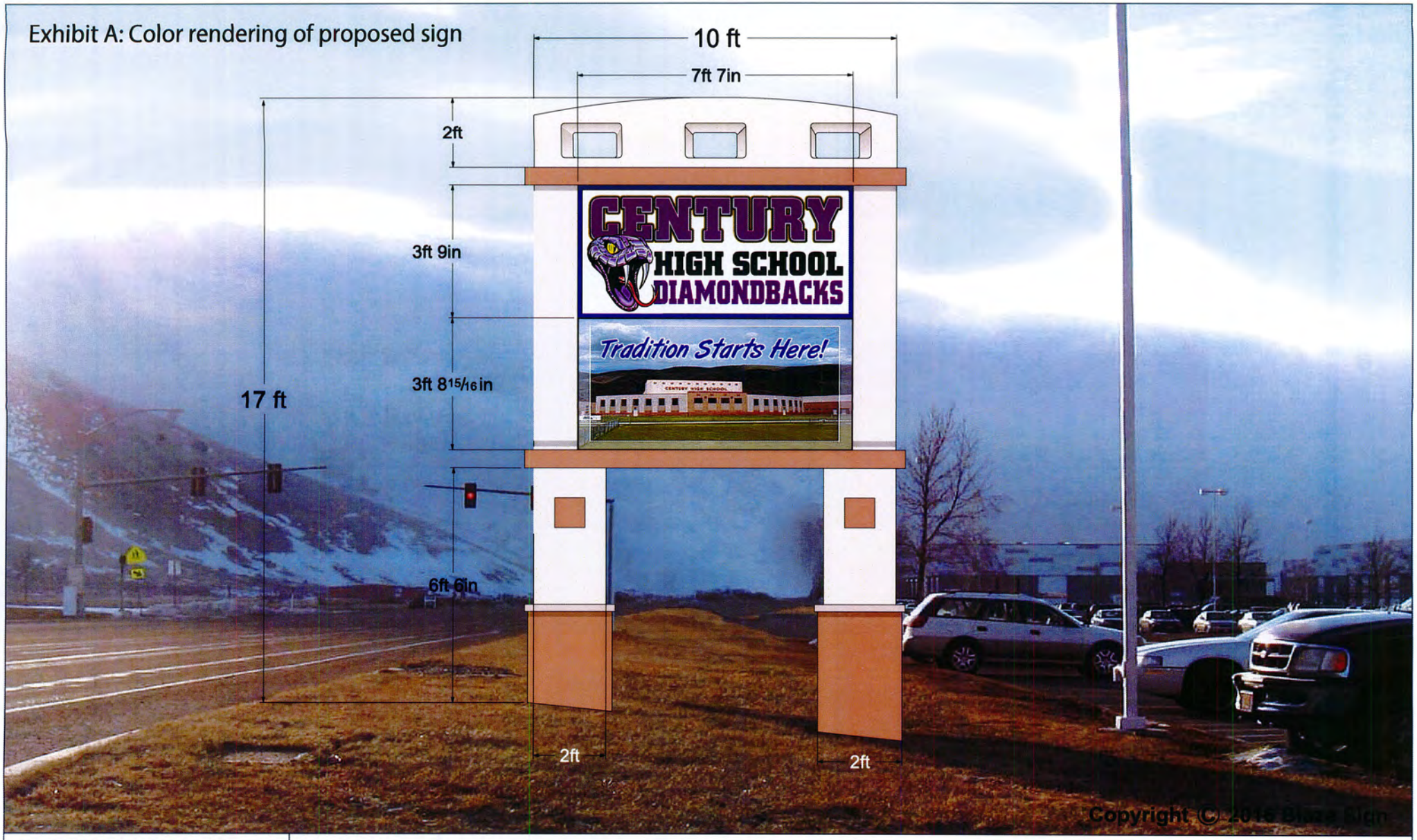
Thank you for reviewing this application for exception. We look forward to discussing details and answering any concerns you may have.

Respectfully,

Alaina Eldredge

Alaina Eldredge, Sales
Blaze Sign and Graphic Design

Exhibit A: Color rendering of proposed sign



BEFORE PHOTO

17ft x 10ft Total Size w/ 2 new post Colors = Champagne Sw664 & Chrysantemem SW 6347
3ft 9in x 7ft 7in Illuminated Cabinet
3ft 8 15/16in x 7ft 6 15/16in Full Color LED Board
18mm 56x120
4-Color Print PMS #2623, #4505

File Name: Century High School
Proof Date: 4/22/16

THIS IS YOUR PROOF! This is a copy of your job as it will be printed, built, and/or installed including position of all items.
ANY ERRORS not corrected at this time will be corrected only at your expense.

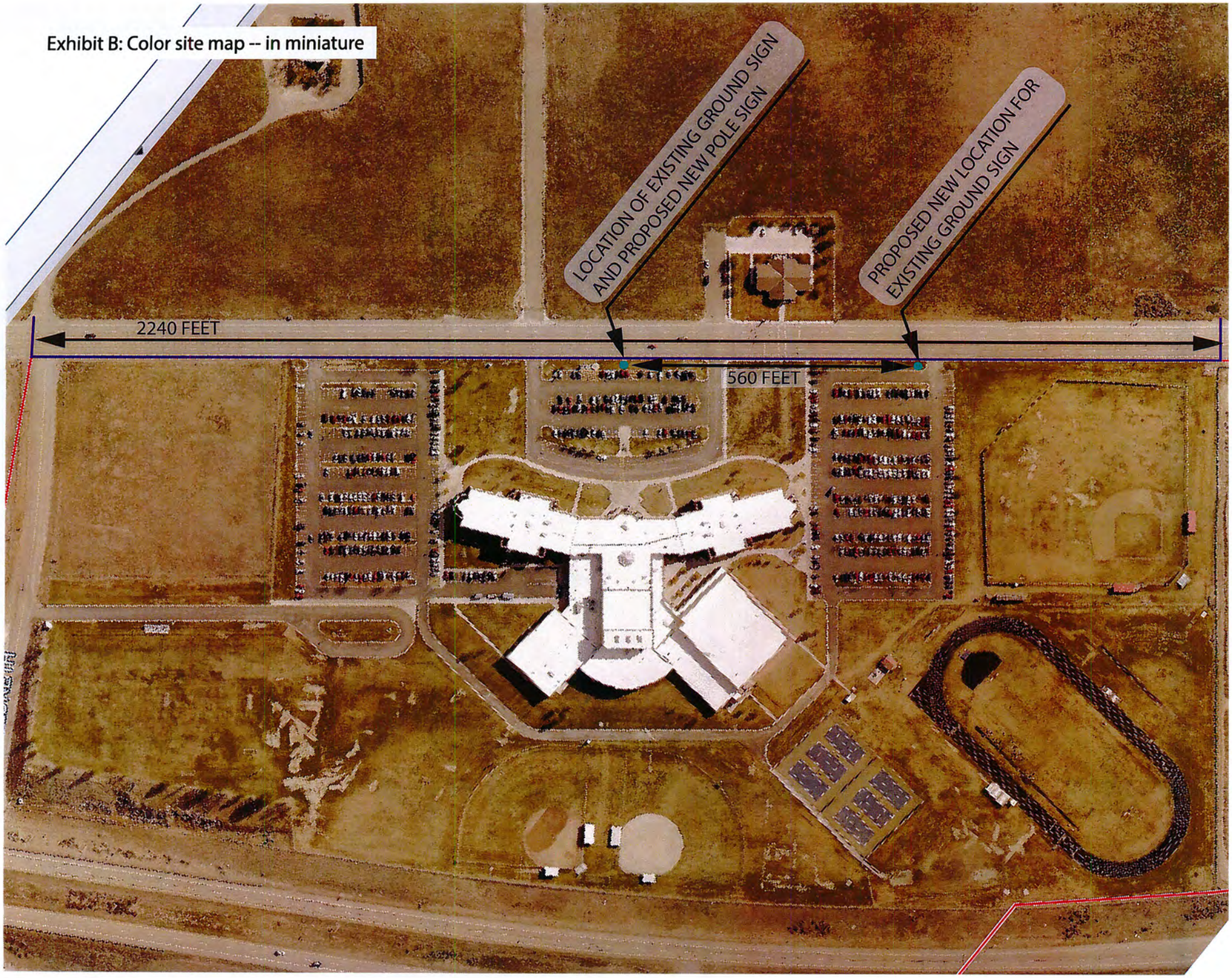
☐ **Approved AS IS** ☐ **Approved with Changes**

I have read this proof and noted corrections. I understand that by signing this proof,
I accept full responsibility for any costs involved in reproducing due to errors not found at this time.
(Color Samples will be supplied upon request)

Customer Signature: _____ **Date:** _____

BLAZE SIGN and Graphic Design
525 W. Maple Ave.
Pocatello, Idaho 83201
(208) 232-7739

Exhibit B: Color site map -- in miniature



AGENDA ITEM NO. 4

STAFF REPORT
SIGN EXCEPTION

APPLICANT/REPRESENTATIVE: Physicians and Surgeons Clinic of Pocatello/Blaze Sign
LOCATION OF REQUEST: 1151 Hospital Way
ASSIGNED STAFF: Terri Neu, Assistant Planner
MEETING DATE: May 26, 2016

DESCRIPTION OF REQUEST

Physicians and Surgeons Clinic of Pocatello, represented by Tony Golsarry of Blaze Sign (mailing address: 525 W. Maple Street, Pocatello, ID 83201), requests a sign exception to replace their existing monument sign with a larger one located at 1151 Hospital Way. The new sign is proposed to be 12 feet tall and approximately 58.6 square feet. The clinic is located within a Residential Commercial Professional zoning district which allows one 32 square foot sign that is 6 feet tall per street frontage.

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. If the sign is internally illuminated, the background shall be opaque with only the message illuminated (Municipal Code 15.20.180(C)).
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 15.20.180 governs signs in Residential Commercial Professional zoning districts and Municipal Code Sections 15.20.250 and 15.20.260 outlines the requirements for sign exceptions.

PROJECT REVIEW

The subject site is located at 1151 Hospital Way, on the corner of Hospital Way and Medical Way. The requested sign is proposed to be placed on the east side of the property, along Hospital Way. The frontage along Hospital Way is approximately 400 feet.

They are allowed a directory-type wall sign and a directory-type monument sign up to 32 square feet each with the monument sign not being taller than 6 feet tall. The proposed pole sign is 12 feet tall with 58.6 square feet of signage in addition to the signage on the existing monument sign. The proposed sign will be a directory-type sign rather than generic sign that is currently there.

PUBLIC NOTICE

No comments, either in support of or in opposition to, have 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 purpose of this sign would be wayfinding as much as advertising. The somewhat older demographic of the clients and the winding road and sloping terrain require ample visibility in advance to make the turn, especially travelling from north to south on Hospital Way.

Analysis: Physicians and Surgeon's Clinic of Pocatello property and the surrounding property do have unique physical characteristics. It is located on a hill and a curve. The sign is located over 100 feet from the corner of Hospital Way and Medical Way and partially blocked by the Pocatello Professional Plaza sign. It will be difficult to read the sign from that distance if it were a directory-type sign.

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 current sign is within the limit of the code, but will no longer legibly accommodate all of the entities using the building. To solve this problem, we are proposing a taller sign.

Analysis: The existing sign meets code but is inadequate for the applicant's needs. Due to the terrain and the distance of the sign from the intersection, the sign is difficult to read.

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 current sign is within the limit of the code, but will no longer legibly accommodate all of the entities using the building. To solve this problem, we are proposing a taller sign.

Analysis: A taller sign will alert travelers that the doctors' office is ahead and they need to prepare. A smaller directory-type monument sign will be more difficult to see from a distance.

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

Applicant's response: Not addressed.

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.

Applicant's response: The proposed sign is much more aesthetically pleasing and blends better with the surrounding area than the current sign. The surrounding area is predominately without structures and the sign does not block other signs or interfere with sight triangles.

Analysis: If the requested sign is to be back lit, the background shall be opaque with only the letters being illuminated (Municipal Code 15.20.180(C). This 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.

Attachment: Application materials

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: _____ Permit No.: _____

Contact Person: _____ Receipt No.: _____

Public Hearing: _____ Receipt Date: _____

Filing Fee: $200.00 + 1 addresses X $3.00 = $~~203~~ 221.00 = **Total Due $** ~~203~~ 221.06

Sign Contractor Information:

Name: Blaze Sign

Address: 525 W. Maple, Pocatello ID

Phone: 232-7739

Email: _____

Business/Site Information:

Name: Physicians & Surgeons Clinic of Pocatello

Address: 1151 Hospital Way, Pocatello, ID

Phone: 782-2904

Email: nowings@BinghamMemorial.org

Zoning: _____ Historic District: Yes ☐ No ■

Type of sign(s): monument

Illumination Source: internal LED

Dimension of Face(s): 6'2" x 9'6"

Power Source: Existing☒ New☐ If new, electrical contractor name: _____

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

Height (from ground level to top of sign): 12'

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

Building Frontage (per street front): 160'

Open Space (per street front): 140

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.

BMH, Inc. Dave Fullmer		5-5-16
PRINT NAME OF BUSINESS/PROPERTY OWNER	SIGNATURE OF BUSINESS/PROPERTY OWNER	DATE
BLAZE SIGN CO.	Tony Solsamy	5-4-16
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).

City of Pocatello
Planning & Development Services
PO Box 4169
Pocatello, ID 83205

May 3, 2016

Physicians and Surgeons Clinic of Pocatello is requesting a sign exception to replace the existing sign on Hospital Way. Our current sign is within the limit of the code, but will no longer legibly accommodate all of the entities using the building. To solve this problem, we are proposing a taller sign.

The purpose of this sign would be wayfinding as much as advertising. The somewhat older demographic of the clients and the winding road and sloping terrain require ample visibility in advance to make the turn, especially travelling from north to south on Hospital Way.

The proposed sign is much more aesthetically pleasing and blends better with the surrounding area than the current sign. The surrounding area is predominately without structures and the sign does not block other signs or interfere with site triangles.

Thank You for your consideration of this matter.

Tony Golsarry
President, Blaze Sign & Graphic Design, Inc.

Copyright © 2016 Blaze Sign

BEFORE PHOTO

9ft 5in x 7ft Illum. Cabinet
4-Color Prints
Wet Jet Cut-Out on Top Panel
Rock Base

File Name: Physicians & Surgeons Clinic
Proof Date: 5/5/16

THIS IS YOUR PROOF! This is a copy of your job as it will be printed, built, and/or installed including position of all items.
ANY ERRORS not corrected at this time will be corrected only at your expense.

☐ **Approved AS IS** ☐ **Approved with Changes**

I have read this proof and noted corrections. I understand that by signing this proof,
I accept full responsibility for any costs involved in reproducing due to errors not found at this time.
(Color Samples will be supplied upon request)

Customer Signature: _____ **Date:** _____

BLAZE SIGN and Graphic Design
525 W. Maple Ave.
Pocatello, Idaho 83201
(208) 232-7739

City of Pocatello
Web Map

N
W E
S

5/5/2016

90m
300ft

588561.261 436850.336 Scale 1:2,327

Pocatello
A MUNICIPAL CORPORATION OF IDAHO

The City of Pocatello does not Guarantee the information contained In this map to be an accurate Representation of actual existing Conditions