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

* * NOTICE OF **RESCHEDULED** PUBLIC HEARING * *

DATE: Thursday, August **25**, 2016

TIME: 5:30 p.m.

PLACE: City Council Chambers, Municipal Building, 911 North 7th, Pocatello, Idaho

ORGANIZATION HOLDING HEARING: Pocatello Hearing Examiner

The Pocatello Hearing Examiner will hear comments from the public concerning a request by Teton Honda, represented by David Lee of YESCO (mailing address: 275 S. 5th Avenue, Pocatello, ID 83201), for a sign exception to install a 60 foot tall pole sign at their new location at 1921 Hurley Drive. The business is located within a Commercial General zoning district which allows one pole sign that is 20 feet tall per street frontage. Municipal Code 15.20.190(C)(5) allows one highway pole sign up to 60 feet in height within 1,000 feet of an on/off interstate ramp intersection if at least 50% of that parcel lies within a 1,000 foot radius. The sign must be set back at least 25 feet from any property line. Municipal Code 15.20.190 governs signs in Commercial General zoning districts and Municipal Code 15.20.250 outlines requirements for sign exceptions. **Application materials were forwarded with the prior notice.**

A staff report analyzing the request will be available after Monday, August 8, 2016, in the Planning & Development Services Department at City Hall. All interested persons are invited to attend the hearing to express their views regarding this proposal. Oral testimony may be offered at the meeting. Written testimony of less than two single-spaced typewritten pages may be submitted up to the time of or at the hearing; other written testimony must be submitted to the Planning & Development Services Department no later than five days prior to the hearing. Additional information may be obtained by calling 208.234.6184 or by e-mailing planning@pocatello.us.

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.

Sincerely,

for Melanie Briggs
Terri Neu
Assistant Planner

TN:8/11/16

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HEARING EXAMINER
AGENDA
Thursday, August 11, 2016
5:30 p.m.
City Council Chambers
911 N. Seventh Avenue
Pocatello, ID

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HEARING EXAMINER: Jim Mullen

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. David Lee of YESCO, representing Teton Honda, requests a sign exception for a 60 foot tall sign at Teton Honda at 1921 Hurley Drive. Municipal Code 15.20.190(C)(5) allows one highway pole sign up to 60 feet in height within 1,000 feet of an on/off interstate ramp if at least 50% of that parcel lies within a 1,000 foot radius. The sign must be set back at least 25 feet from any property line.

AGENDA ITEM NO. 2

STAFF REPORT
SIGN EXCEPTION

APPLICANT/REPRESENTATIVE: Teton Honda/YESCO
LOCATION OF REQUEST: 1921 Hurley Drive
ASSIGNED STAFF: Terri Neu, Assistant Planner
MEETING DATE: August 11, 2016

DESCRIPTION OF REQUEST

Teton Honda, represented by David Lee of YESCO (mailing address: 275 S. 5th Avenue, Pocatello, ID 83201), requests a sign exception to install a 60 foot tall sign that is 191.3 square feet at 1921 Hurley Drive. The business is located within a Commercial General zoning district which allows one pole sign that is 20 feet tall per street frontage. Municipal Code 15.20.190(C)(5) allows one highway pole sign up to 60 feet in height within 1,000 feet of an on/off interstate ramp if at least 50% of that parcel lies within a 1,000 foot radius. The sign must be set back at least 25 feet from any property line.

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 ***denial***. However, if the Hearing Examiner wishes to approve the application, Staff recommends the following conditions:

1. The sign shall be set back 25' from the property line (Municipal Code 15.20.190(C)(5)).
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 15.20.190 governs signs in Commercial General 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 1921 Hurley Drive. The requested sign is proposed to be placed at the northwest corner of the property.

The business is allowed a combination of wall signs and one pole or monument sign up to 20 feet in height. They have been approved for a 15 foot tall pole sign on Hurley Drive that is 100 square feet and 160.85 square feet of wall signage. The proposed pole sign is 60 feet tall with 191.3 square feet of signage.

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: Due to the location of the lot, there is minimal opportunity for Teton Honda to be seen by the flow of traffic along Yellowstone Avenue.

Analysis: The site does not have any unique physical characteristics that would require a 60 foot tall 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 sign code reads "One pole sign up to sixty feet (60') in height may be erected within one thousand feet (1,000') of an on/off interstate ramp" the proposed sign location is within 100' of meeting that criteria.

Analysis: The business has been approved for a sign that meets the standards. They would like to have one that is seen from the interstate and Yellowstone Avenue.

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

Applicant's response: In an effort to reach all potential customers the exception is requested for Teton Honda to be seen as it is behind other businesses.

Analysis: The circumstances surrounding the request are not extraordinary. They have been approved for signage but they would like to be seen from farther away than what the approved signage will allow.

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

Applicant's response: Without the 60' OAH sign Teton Honda will not be able to benefit from the nearly 30,000 motorists that pass by along I-86 as other neighboring businesses are allowed.

Analysis: There is reasonable identification for the property but does not provide the visibility that the applicant is looking for. The Sign Code allows a total of 363 square feet of signage allowing for ample signage at this location. Located in Pocatello Square, this is the City's newest commercial area. There are no other 60 foot tall signs with the exception of two off-premise signs that were approved by the Community Development Commission in 2004. One is located behind Texas Roadhouse adjacent to I-86 and the other is at the intersection of Quinn and Poleline. Both are capable of advertising nine tenants. During a site visit, staff noted that two panels were available on the highway sign. There is also a similar off-premise sign located at the intersection of Quinn and Hurley. This being the case, staff finds that there are other opportunities to advertise the business. Also, it should

be noted that there are no other individual businesses with this type of signage. Approval of such may open the door for other businesses to request the same.

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: No adverse effects as this is a commercial area where adjacent properties are allowed the very sign that Teton Honda would like to install.

Analysis: The business is located in a commercial area however, one purpose of the sign code is to reduce sign clutter. The business has received approval for signage that is allowed under code but they wish to have more.

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

Applicant's response: The proposed sign is in conformance with the sign code for businesses within 1000' of an on/off ramp.

Analysis: 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.

CONCLUSION

Staff finds that this proposal does not comply with the purpose of the sign code in that they have received approval for signage allowed under code but wish to have more to be seen from a distance. Staff also finds that ample advertising is available without the requested 60 foot tall sign. Lastly, Staff finds that at least three opportunities are available with existing off-premise signs to advertise the business.

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: 7.21.16
Contact Person: TN
Public Hearing: 8.11.16

Permit No.: 16-1678
Receipt No.: 148969
Receipt Date: 7.21.16

Filing Fee: $200.00 + 5 addresses X $3.00 = $15 = **Total Due $**215

Sign Contractor Information:

Name: Yesco Signs
Address: 275 S 5th Ave Pocatello ID
Phone: 208-234-2121
Email: dlee@yesco.com

Business/Site Information:

Name: Teton Honda of Pocatello
Address: ~~1350 Yellowstone,~~ Pocatello ID
1921 Hurley Dr.
Phone:
Email:

Zoning: com Historic District: Yes ☐ No ■

Type of sign(s): Pole Sign

Illumination Source: LED

Dimension of Face(s): 14'-0" x13'-8"

Power Source: Existing☐ New■ If new, electrical contractor name: Building Contractor to provide

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

Height (from ground level to top of sign): 60'

Total Sign Area Existing on Site (include all painted wall signs, pole signs, and window signs): NA this is a new build, there are no signs on site

Building Frontage (per street front): see plot map provided by building contractor

Open Space (per street front): see plot map

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)? as this is a new build the distance is 600'

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
David Lee	David Lee	7-20-16
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).

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

Due to the location of the lot, there is minimal opportunity for Teton Honda to be seen by the flow of traffic along Yellowstone Ave.

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 sign code reeds "One pole sign up to sixty feet (60') in height may be erected within one thousand feet (1,000') of an on/off interstate ramp" the proposed sign location is within 100' of meeting that
Criteria.

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

In an effort to reach all potential customers the exception is requested for Teton Honda To be seen as it is behind other business.

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

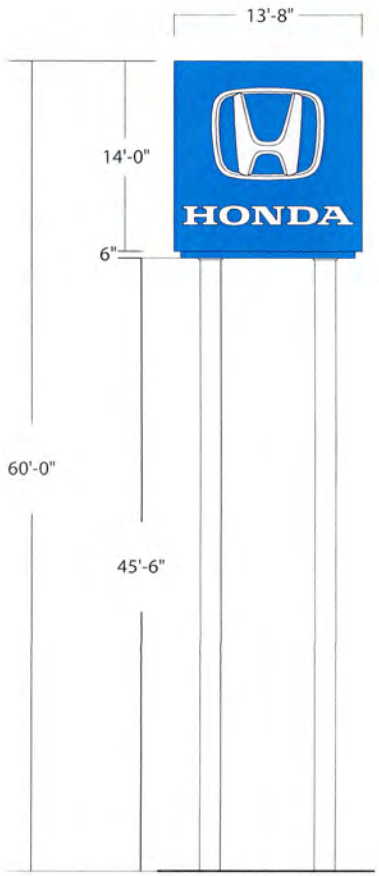
Without the 60' OAH sign Teton Honda will not be able to benefit from the nearly 30,000 motorists that pass by along I-86 as other neighboring business are allowed.

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

No adverse effects as this is a commercial area where adjacent properties are allowed the very sign that Teton Honda would like to install.

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

The proposed sign is in conformance with the sign code for business within 1000' of an on/off ramp.



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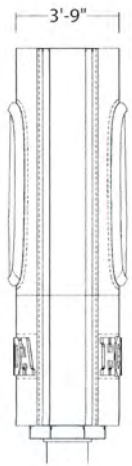

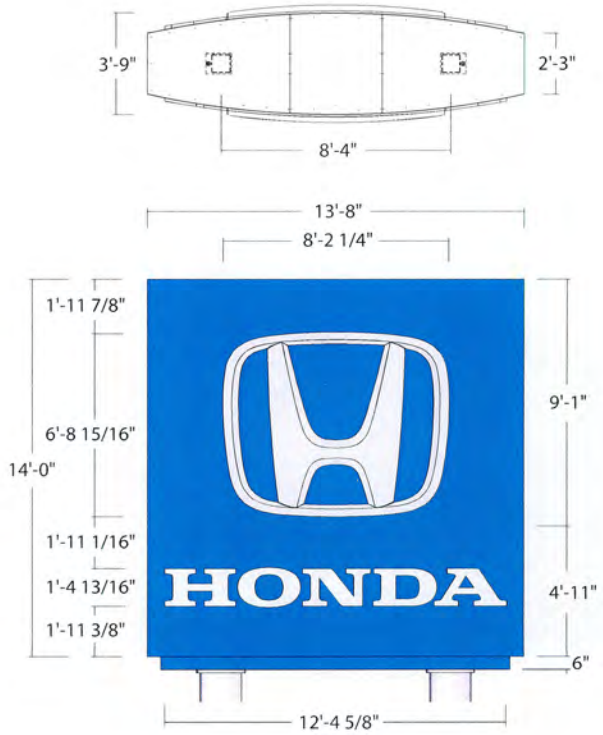

HBS-14x14x60 - GEN 3
Supply & Install (1) One D/F Illuminated Pylon Sign

Specifications:

Aluminum construction
Cabinet & escutcheon painted to match Honda Blue (PMS 285c)
Aluminum face routed out
Pushed through 3D molded white acrylic logo & letters
White LED illumination
Blue LED recessed lighting on side of cabinet
Electrical hook-up by others
18"/24"/30" ø - 5/16" Support poles painted Honda white
Direct bury installation

PATTISON SIGN GROUP INC.
410 N. Cedar Bluff Rd. · Suite 101 · Knoxville, TN. 37923
Tel (865) 693-1105 · Fax (888) 694-1106 · Toll Free (866) 218-1976
www.pattisonsign.com

Customer Approval: _____ Date: _____

This sign to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

Pattison Sign Group illuminated signs may contain Fluorescent, Neon and/or HID lamps. These lamps contain Mercury (Hg). Dispose of these lamps according to Local, State, or Federal Laws.

Electrical ☑ 120V

Client:	Teton Honda of Pocatello - 208668		
Site:	1350 Yellowstone, Pocatello ID		
Sales Rep:	Andrew Jackson	Date:	8MAR2016
Designer:	PL	Scale:	3/16"=1'-0"
Project ID#:	AJ1-7086	Rev#:	R1 - EV

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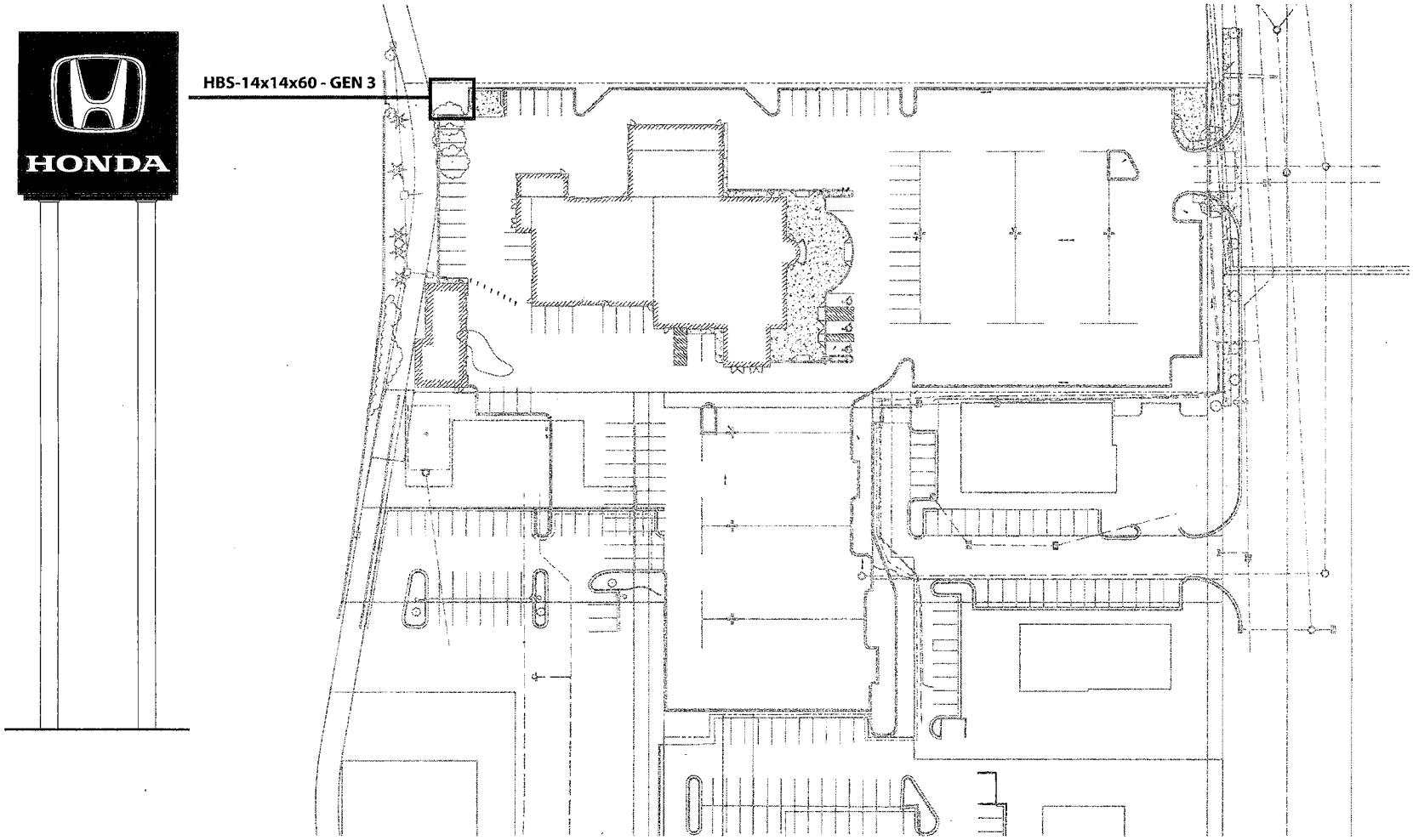

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Sales Rep:	Andrew Jackson	Date:	8MAR2016
Designer:	(PL) E. Violante	Scale:	n.t.s.
Project ID#:	AJ1-7086	Rev#:	R3:07JUL2016