



CITY OF GARDEN CITY

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File Number: DSRFY2020 - 8
Application Scope: Pre-Application Conference – Master Sign Plan
Location: 3840 W. Chinden Blvd
Applicant: Golden West Signs
Report Date: 3/11/2020

3840 W. Chinden Blvd., Garden City, ID **Examples of Allowed Sign Types**



Internally illuminated channel letters

Staff Report
Report prepared by Chris Samples

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A. Report Summary

- Master sign plan proposed for 3840 W. Chinden Blvd;
- More information needed concerning scope of plan
- DSRFY2019 – 21 approved for façade changes to existing building

B. Project Information

Proposed Scope of Work:

Request	Review Process	Notes
Pre-Application Conference – Master Sign Plan	<ul style="list-style-type: none">8-4F-13 Master Sign Program8-6B-3 Design Review Committee	Façade changes approved under DSRFY2019 - 21

Project Details:

- 1) Proposed development: Master Sign Plan for existing building
- 2) Number of buildings: 1

Site Conditions:

- 1) Address: 3840 W. Chinden Blvd.
- 2) Parcel Number: R2734502515
- 3) Property Size: 0.713 acres
- 4) Zoning District: C-1 Highway Commercial
- 5) Comprehensive Plan Land Use Map Designation: Green Boulevard Corridor
- 6) Legal Lot of Record: Yes
- 7) Sign District: SD6
- 8) Floodplain Designation:
 - a) 2003 FIRM: X
 - b) 2017 Draft FIRM: AE
 - c) Surrounding Uses: Commercial Uses
- 9) Existing Use: None
- 10) Easements on site: There are no records on file with Garden City of existing easements
- 11) Site Access: W. Chinden Blvd.
- 12) Sidewalks: in good repair on or adjacent to the site.

C. Discussion

Master sign plans are intended to provide an organized way to enable the organized placement of high quality signage. Addressing signage along W. Chinden Blvd. has been a priority of the City in its efforts to implement the Comprehensive Plan. Master sign plans along W. Chinden Blvd. merit scrutiny due to their potential visibility along this major arterial.

D. Required Decisions; Required Findings; Decision Maker Actions; Appeals

Required Decisions: The following decision processes are required for the project:

Decision	Recommendation Authority	Decision Authority	Hearing Date
Master Sign Plan	N/A	Design Committee	3/16/2020 (pre-application conference) Formal hearing date to be scheduled

Note: Façade changes were approved under Design Review DSRFY2019 – 21.

Required Findings:

To approve a master sign plan, the Design Committee must find the plan meets the following standards of 8-4F-13:

1. Signs shall incorporate materials, colors and design that are compatible with and complement the scale and design of the building for which the sign identifies.
2. Multiple signs on the same parcel shall reflect common design elements including materials, color, letter style, illumination, sign type and sign style.
3. Sign height and placement of similar sign types shall be consistent throughout the development site.
4. Sign size, height or placement shall not impede pedestrian patterns.
5. Signs that exceed the standards set forth in sections 8-4F-11 and 8-4F-12 of this article shall demonstrate superior quality, creativity, or artistry and integration with the buildings and site.
6. For wall signs on buildings with attached units, the building as a whole shall be used rather than the individual units in determining frontage. The total sign area of all wall signs on all units will be calculated from this frontage.
7. After approval of a master sign program, no signs shall be constructed except in conformance with such plan. Upon approval, the sign program shall apply to all existing and future tenants.
8. Where the master sign plan may conflict with this code, this code will supersede the applicant's master sign plan unless specifically conditioned in approval by the reviewing board in conformity with subsection C5 of this section.

Pre-Application Conference Options:

The Design Committee may one of the following actions:

1. Defer the application to the Planning Official for an administrative decision in accordance with 8-6B-3 and 8-6A-6.
2. Require a formal design review application in accordance with 8-6B-3.
3. Request the applicant return with revised materials for additional review.

E. Code/Policy Checklist

Sections with compliance issues noted will be analyzed in detail in section E: Code/Policy Analysis of this report. Sections without any compliance issues noted will not be further detailed in this report.

Garden City Title 8 Code Sections			
Code Section	Review Authority	Compliance Issues	Staff Comment
Title 8, Chapter 1: General Regulations			
8-1A Purpose, Applicability and Interpretation	Design Committee	No compliance issues noted	Legal parcel of record
8-4F Sign Provisions	Design Committee	Compliance issues noted	Scope of plan unclear, more information needed to complete review

F. Code/Policy Analysis

Garden City Title 8 Code Section	
City Code	Analysis
<u>8-4F Sign Provisions</u>	
8-4F-2 Definitions	The following relevant defined terms were referenced in this report:
8-4F-13 Master Sign Program	<p>The proposed plan is unclear as to what the scope of the request is. The plan does not include sign types (wall, monument, etc), locations, dimensions, materials, but does provide wall sign lighting examples. The plan provides examples of non-illuminated signs, internally illuminated channel letters and halo illuminated reverse pan channel letters. Both illumination types are allowed in sign district SD6.</p> <p>The proposed plan includes provisions for “illuminated bullet cabinets” for copy that into large enough for illuminated letters. An elevation is provided of this cabinet, but dimensions, materials, etc. are not provided.</p> <p>Individual letter dimensions are provided. 8-4F does not contain minimum letter dimensions. If approved, signs under this plan would be required to comply with the letter dimensions.</p> <p>A list of prohibited signs is proposed that is more stringent than the requirements of 8-4F-9. If approved, the additional signs prohibited by the plan would not be allowed.</p>