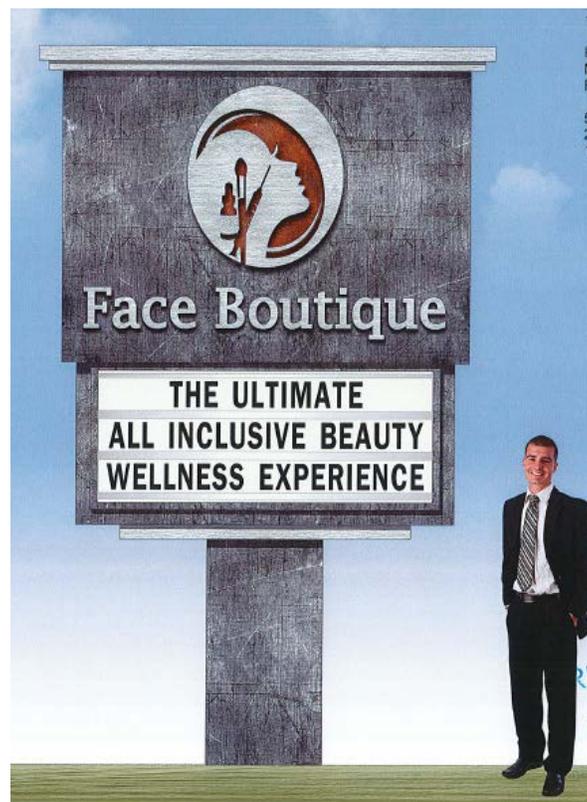


CITY OF GARDEN CITY

6015 Glenwood Street □ Garden City, Idaho 83714
Phone (208)472-2921 □ Fax (208)472-2926

File Number: SGNFY2019 - 0015
For: Freestanding Sign
Location: 5907 W. State Street Garden City, Idaho
Applicant: Karin Otto with Face Boutique



Garden City Design Review Committee
Staff Contact: Chris Samples

STAFF REPORT: SGNFY2019 - 0015

**City of Garden City
Design Review Staff Report**

Background

DSRFY2019-3 – Ashley Pulido with Golden West Advertising is requesting a Pre-Application Meeting to relocate the Diamond Heating & Cooling pole sign to a new location. The project is located at 5090 N. Sawyer Ave., Garden City, ID 83714; Ada County Parcel: R1055420150; Lot 9 Block 2 Bradley Park No. 1 Sub.

The sign is located at 5907 W. State Street and within Sign District 5. The applicant is requesting a permit for a proposed sign that does not comply with the following requirements of Garden City Code 8-4F (Sign Provisions)

- GCC 8-4F-12D (Regulations for Specific Sign Categories, Freestanding and Monuments Signs). The proposed sign does not comply with the minimum 180' separation required for freestanding signs from other freestanding signs. The proposed sign is less than 180' from two monument signs located at the vehicle access point:



The proposed sign is less than 180' from by a non-conforming off premise sign:



The proposed sign is less than 180' from two off site monument signs:



- GCC 8-4F-12D (Regulations for Specific Sign Categories, Freestanding and Monuments Signs). Maximum sign height. The applicant has requested 12'3". 12' is the maximum height in SD5.

STAFF REPORT: SGNFY2019 - 0015

- GCC 8-4F-12D (Regulations for Specific Sign Categories, Freestanding and Monuments Signs).Maximum depth. The applicant has requested 2'10" of structure depth. 2' is the maximum depth in SD5.
- GCC 8-4F-12D (Regulations for Specific Sign Categories, Freestanding and Monuments Signs). Maximum square footage. The square footage of the logo, brand text, and changeable copy section are not provided. It is unclear if a waiver has been requested.

For the Committee's reference, Table 8-4F-1 (Dimension and Location Standards – Freestanding and Monument Signs) is provided:

	SD1 And SD2	SD3	SD4 And SD5	SD6
Maximum sign height		7'	12'	18'
Maximum height of structure		8'	14'	20'
Maximum depth		2'	2'	2.5'
Maximum sign area:				
Cabinet		Up to 15 sq. ft.	Up to 50 sq. ft.	Up to 50 sq. ft.
Channel letter sign		Up to 25 sq. ft.	Up to 50 sq. ft.	Up to 50 sq. ft.
Distinctive materials/design sign		Up to 35 sq. ft.	Up to 70 sq. ft.	Up to 60 sq. ft.
Minimum separation from any other freestanding or monument sign		50'	180'	180'
Minimum side yard setback		25'	25'	25'

Attachments

1. SGNFY2019 - 0015 Application Documents;

Analysis

Staff has conducted a preliminary analysis on behalf of the Design Review Committee. Because the Committee ultimately interprets Development Code and determines whether a proposal is compliant, the following comments by staff are intended solely to assist the Committee in reviewing the application. Staff's interpretation of Development Code is *not* binding on the Committee.

STANDARDS FOR REVIEW	
City Code	City Standards/Staff Comments
<u>GCC 8-4F Sign Provisions</u>	

GCC 8-4F-4(B) Permit Required – Review and Approval	<p><i>When a sign does not meet all of the requirements of this article, the Design Committee may decide on a sign, subject to compliance with the following:</i></p> <ol style="list-style-type: none"> <i>1. Adhere to Section 8-4F-1 “Purpose” of this article; and</i> <i>2. Implement the vision as set forth in the comprehensive plan; and</i> <i>3. Establish that the property values and rights of any resident or business owner in Garden City will not be encumbered by the design of the sign; and</i> <i>4. Demonstrate that the sign provides significant creativity and uniqueness, and the intent is not to merely evade the provisions set forth in this article; or can demonstrate that the sign is an established icon that enhances the community’s assets more than a sign complying with the requirements set forth in this article; and</i> <i>5. Demonstrate that they are constructed of professional and durable materials, and are not intended to be of temporary nature.</i>
GCC 8-4F-4(B)(1) – Finding 1	<p>Finding 1: Adhere to Section 8-4F-1 “Purpose” of this article</p> <p><i>The purpose of 8-4F is:</i></p> <ul style="list-style-type: none"> <i>• Promote public health, welfare, safety and a standardized business community consistent in the Comprehensive Plan by regulating signs of all types</i> <i>• Ensure that signs contribute to improve the city’s visual character by helping create and support a more attractive, flexible business atmosphere that fosters a health and enduring economic environment for all sectors of the</i>

	<p><i>community;</i></p> <ul style="list-style-type: none"> • <i>Improve the city’s image by promoting quality design that is in accordance with the intended character of the neighborhood as set forth in the Comprehensive Plan;</i> • <i>Maintain a safe city by protecting the public from damage or injury caused by signs that are poorly designed or maintained, and from distractions or hazards to pedestrians and motorists caused by indiscriminate placement or use of signs;</i> • <i>Recognize that signs are a visual means of limited advertising and location identification for the convenience of the public</i> <p><i>Signs are already governed by Garden City Code 8-4F and is intended to protect the health, safety, and welfare of the community.</i></p> <p><i>The site distance requirements appear intended to regulate statement #4: <u>Maintain a safe city by protecting the public from damage or injury caused by signs that are poorly designed or maintained, and from distractions or hazards to pedestrians and motorists caused by indiscriminate placement or use of signs;</u></i></p> <p><i>If a waiver is to be considered, the Committee should consider whether an additional sign would create a safety hazard to pedestrians and motorists.</i></p>
<p>GCC 8-4F-4(B)(1) – Finding 2</p>	<p>Finding 2: Implement the vision as set forth in the comprehensive plan</p> <p><i>The proposal is located within the Green Boulevard Corridor and Residential Low Density designations of the comprehensive plan.</i></p> <p><i>The following goals, objectives, and</i></p>

	<p>action steps of the Comprehensive Plan may apply to this proposal:</p> <p>Goal 1: Nurture the City 1.4 Objective: Create a premier destination place to live, work and recreate.</p> <p>Goal 2: Improve the City Image 2.1 Objective: Encourage new and distinctive neighborhoods.</p> <p>2.3 Objective: Promote quality design and architecturally interesting buildings</p> <p>Action Step: 2.3.4 Amend the Sign Code to limit off-premise signs, and the number and size of all commercial signs.</p> <p>Goal 11: Serve the City 11.5 Objective: Support a positive business environment</p>
<p>GCC 8-4F-4(B)(1) – Finding 3</p>	<p>Finding 3: Establish that the property values and rights of any resident or business owner in Garden City will not be encumbered by the design of the sign</p> <p><i>The applicant has not provided an analysis of how the proposed sign will not encumber the property values and rights of any resident or business in the City.</i></p> <p><i>The impact of this sign is limited to W. State Street, a major arterial road. The effect of the at this location on property values and rights is not clear.</i></p>
<p>GCC 8-4F-4(B)(1) – Finding 4</p>	<p>Finding 4: Demonstrate that the sign provides significant creativity and uniqueness, and the intent is not to merely evade the provisions set forth in this article; or can demonstrate that the sign is an established icon that enhances the community’s assets more than a sign complying with the requirements set forth in this article</p> <p>The proposed sign appears to integrate aluminum into its overall design, which matches the cladding, pole cover, and background of the sign. The</p>

	changeable cabinet does not contain materials or design that matches the rest of the sign.
GCC 8-4F-4(B)(1) – Finding 5	<p>Finding 5: Demonstrate that they are constructed of professional and durable materials, and are not intended to be of temporary nature</p> <p><i>The specifications sheet indicates the sign is constructed of:</i></p> <ul style="list-style-type: none"> • <i>Roof cap and lower cladding made from aluminum to appear rough/aged</i> • <i>Logo routed from aluminum to appear rough/ aged. Logo to be halo illuminated.</i> • <i>Letters from 1/8” aluminum to appear rough/aged</i> • <i>Changeable copy cabinet to be made of plastic with plastic letters</i> • <i>Internally illuminated LED lighting</i>

Pre-Application Meeting Actions

The Design Committee may take one or more of the following actions:

1. Determine the proposal meets the findings of GCC 8-4F-4B-1
2. Determine the proposal does not meet the findings of GCC 8-4F-4B-1
3. Provide guidance to the applicant regarding code requirements and standards and request additional materials;
4. Request the applicant return for an additional meeting

From: [Betty Gumm](#)
To: [Christian Samples](#)
Subject: FW: Design Review on Sign
Date: Tuesday, March 5, 2019 11:55:22 AM

Is Karin Echols-Otto on the calendar for March 18 or April 1?
Thanks.

From: Karin Echols-Otto <karinechols719@gmail.com>
Sent: Tuesday, March 05, 2019 11:45 AM
To: Betty Gumm <bgumm@GARDENCITYIDAHO.ORG>
Subject: Re: Design Review on Sign

Hi Betty

Here is the letter for Chris

To Whom It May Concern

I purchased this building in June with an understanding that I would be able to have proper signage to represent my business on State Street included in sale of the building. I have since learned about codes and ordinances that seem to change with time that were not explained to me prior to sale. I am not sure how to answer some of these questions as to why I need a sign for my business, but I don't really know how to be anything but honest so here goes.

My business is called Face Boutique. It consists of patients and clients that seek out improving their facial appearance through a variety of medical and aesthetic procedures. It is done in a very private, personalized and comprehensive fashion that ensures quality and satisfaction with each and every person. I rely heavily on building relationships of trust that I build with every person that I meet that comes into my clinic to build the brick and mortar of my business. The same care and attention has been given to the design and development of the sign that I wish to represent me and my business on State Street. As it geographically sits, it would be in line, aesthetically, with the two other signs that are already there that represent PT 180 and JMZ Salon and Spa, the businesses to the right and left of me. These 3 buildings all sit facing State Street. It has been established that there is proper space for my sign to be erected and the end of our property to the east. Both of business owners PT 180 and JMZ are in agreement with said sign being built and erected. I do believe it will be a tasteful addition to the signage already in place and not distract or deter from the look of the community. It does look a little different, as we followed the direction of said difference per your office, the City of Garden City, but not enough different to be a detriment aesthetically speaking. The sign correlates with my building sign and also the lobby sign inside my building so is a very streamlined approach, design and finish.

I have worked very hard since June restoring an older building to look updated, tastefully professional and inviting to anyone who is driving by on State Street. I, along with Golden West Sign company have designed and redesigned this monument sign to be the best representation of what will be in accordance with the City of Garden City and also representing my business, Face Boutique.

Granting this approval for this sign would be most appreciated! I look forward to my business being a successful part of this community for many years to come!

Thank you,

Karin Otto

On Mar 1, 2019, at 3:47 PM, Betty Gumm <bgumm@GARDENCITYIDAHO.ORG> wrote:

Here it is Karin. csamples@gardencityidaho.org
Betty

From: Karin Echols-Otto <karinechols719@gmail.com>
Sent: Friday, March 01, 2019 3:46 PM
To: Betty Gumm <bgumm@GARDENCITYIDAHO.ORG>
Subject: Re: Design Review on Sign

Can you give me Chris Samples email?

On Mar 1, 2019, at 2:32 PM, Betty Gumm
<bgumm@GARDENCITYIDAHO.ORG> wrote:

Hi Karin,
Design Review committee can make a decision on that day. If they approve the sign, it will come directly to me to do a plan review. My plan review probably won't take more than two days. I will try my best to do it immediately but I want to give myself a couple days because I don't know what my work load will be like. But please know I will work as quickly as I can.
Thanks Karin.

<image001.jpg>

Betty Ann Gumm

Assistant Planner

Development Services, Garden City

p: 208-472-2929

a: 6015 Glenwood Street, Garden City, ID 83714

w:www.gardencityidaho.org e: bgumm@gardencityidaho.org

<[image002.png](#)> <[image003.png](#)> <[image004.png](#)>

Total Control Panel

[Login](#)

To: bgumm@gardencityidaho.org Message Score: 50

High (60): **Pass**

From: karinechols719@gmail.com My Spam Blocking Level: High

Medium (75): **Pass**

Low (90): **Pass**

[Block](#) this sender

[Block gmail.com](#)

This message was delivered because the content filter score did not exceed your filter level.

Total Control Panel

[Login](#)

To: bgumm@gardencityidaho.org Message Score: 50

High (60): **Pass**

From: karinechols719@gmail.com My Spam Blocking Level: High

Medium (75): **Pass**

Low (90): **Pass**

[Block](#) this sender

[Block gmail.com](#)

This message was delivered because the content filter score did not exceed your filter level.

2'-10"
2'-6"
2'-0"
1'-10"
1'-6"
1'-4"
1'-0"

7'-10"
7'-6"
7'-0"
6'-6"
6'-0"
5'-0"
2'-0"

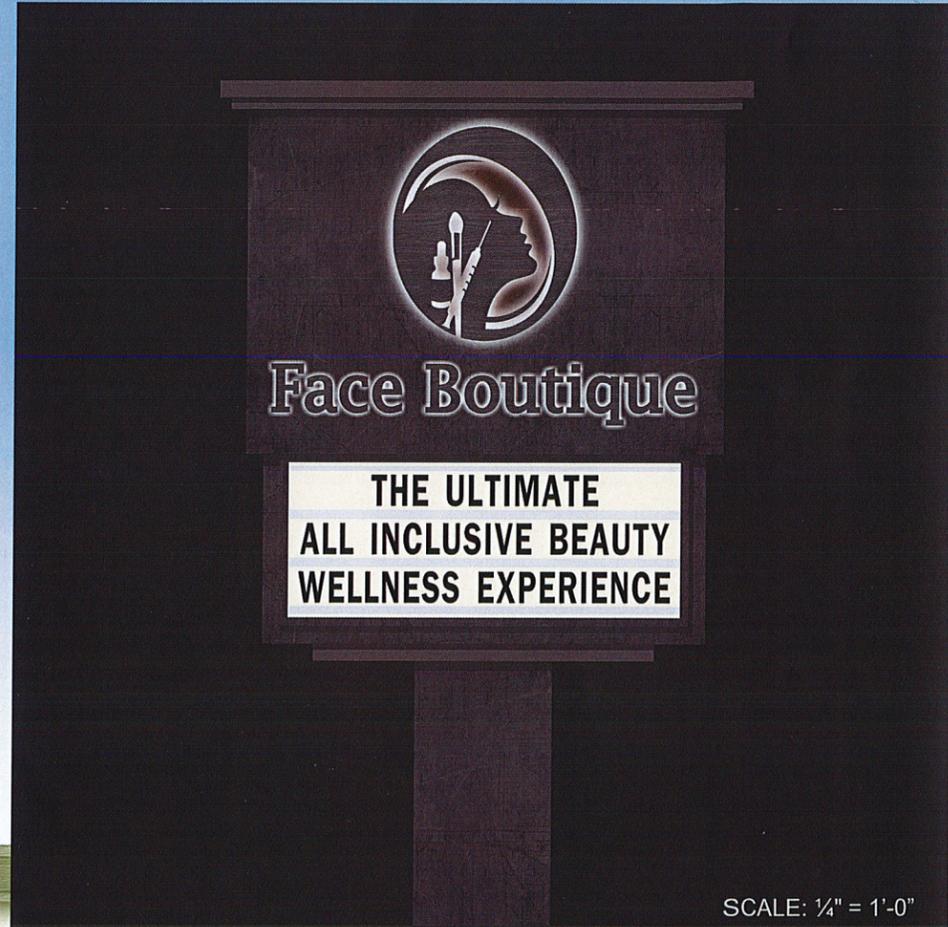
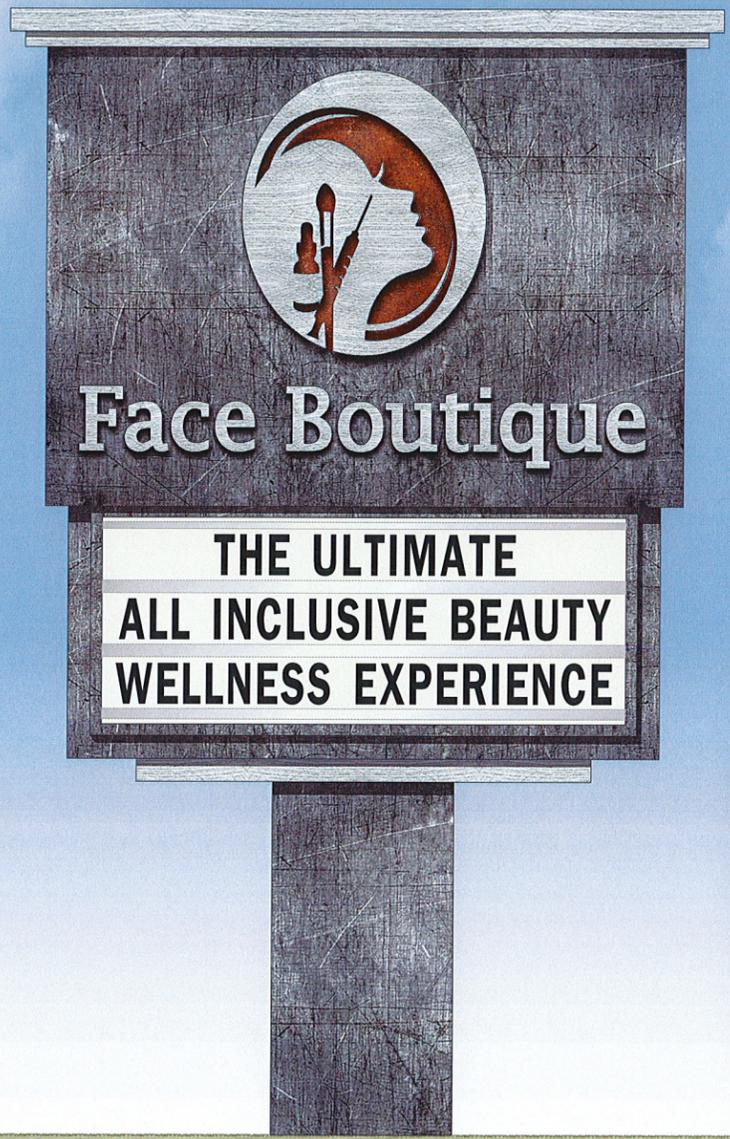
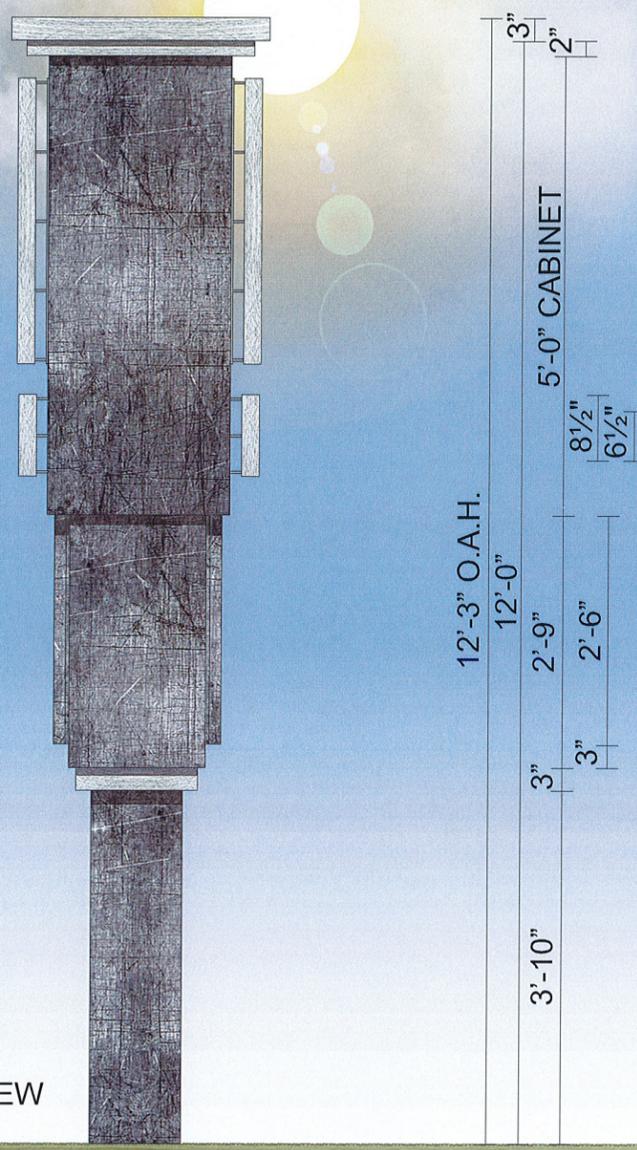
SPECIFICATIONS-
ROOF CAP AND LOWER CLADDING ARE FABRICATED FROM ALUMINUM WITH ROUGH/AGED LOOK.
MAIN BACKGROUND, CLADDING AND POLE COVER TO HAVE ROUGH/AGED LOOK.

LOGO ICON FACE IS ROUTED FROM 1/8" ALUMINUM WITH ROUGH/AGED FACE. LOGO ICON TO HAVE A 2 1/2" PERIMETER RETURN ONLY, FABRICATED FROM BRUSHED ALUMINUM COIL STOCK. ICON IS HALO-ILLUMINATED WITH WHITE LED'S. ICON IS STUD MOUNTED 1 1/2" FROM PATINA BACKGROUND. BACKGROUND IS CORTEN SHEET METAL WITH PATINA FINISH (CLEAR COAT REQUIRED) AND FLUSH MOUNTED.

FACE BOUTIQUE" LETTER FACES ARE ROUTED FROM 1/8" ALUMINUM WITH ROUGH/AGED FACE. RETURNS ARE 2 1/2" DEEP FABRICATED FROM BRUSHED ALUMINUM COIL STOCK. CLEAR BACKS REQUIRED. HALO-ILLUMINATED WITH WHITE LED'S. "FACE BOUTIQUE" LETTERS ARE STUD MOUNTED 1 1/2" FROM BACKGROUND.

READERBOARD CABINET IS FABRICATED WITH 1 1/2" MOLDINGS PRIMED AND PAINTED MP _____ WITH MATTE FINISH. FACES ARE WHITE SG ACRYLIC. THREE LINES OF ZIP-TRACK FOR (200 STANDARD FONT) CHANGE LETTERS. INTERNALLY ILLUMINATED WITH WHITE LED'S.

5" PIPE SUPPORT REQUIRED.
2'-0" T x 4'-0" W x 4'-0" DEEP FOOTING REQUIRED.
1 1/4 YDS. CONCRETE REQUIRED.



SIDE VIEW

DOUBLE FACE INTERNALLY ILLUMINATED PYLON-

SCALE: 1/2" = 1'-0"

NIGHT VIEW SIMULATION

SCALE: 1/4" = 1'-0"

golden west
ELECTRICAL SIGN COMPANY
"Industry leader in manufacturing and sign service since 1946"
www.goldenwestsigns.com

project name & location	Face Boutique 5907 West State Street Boise, Idaho
file name	j\design 2018\face boutique\sign package.cdr
manuf. file name	j\design 2018\face boutique\sign package.plt

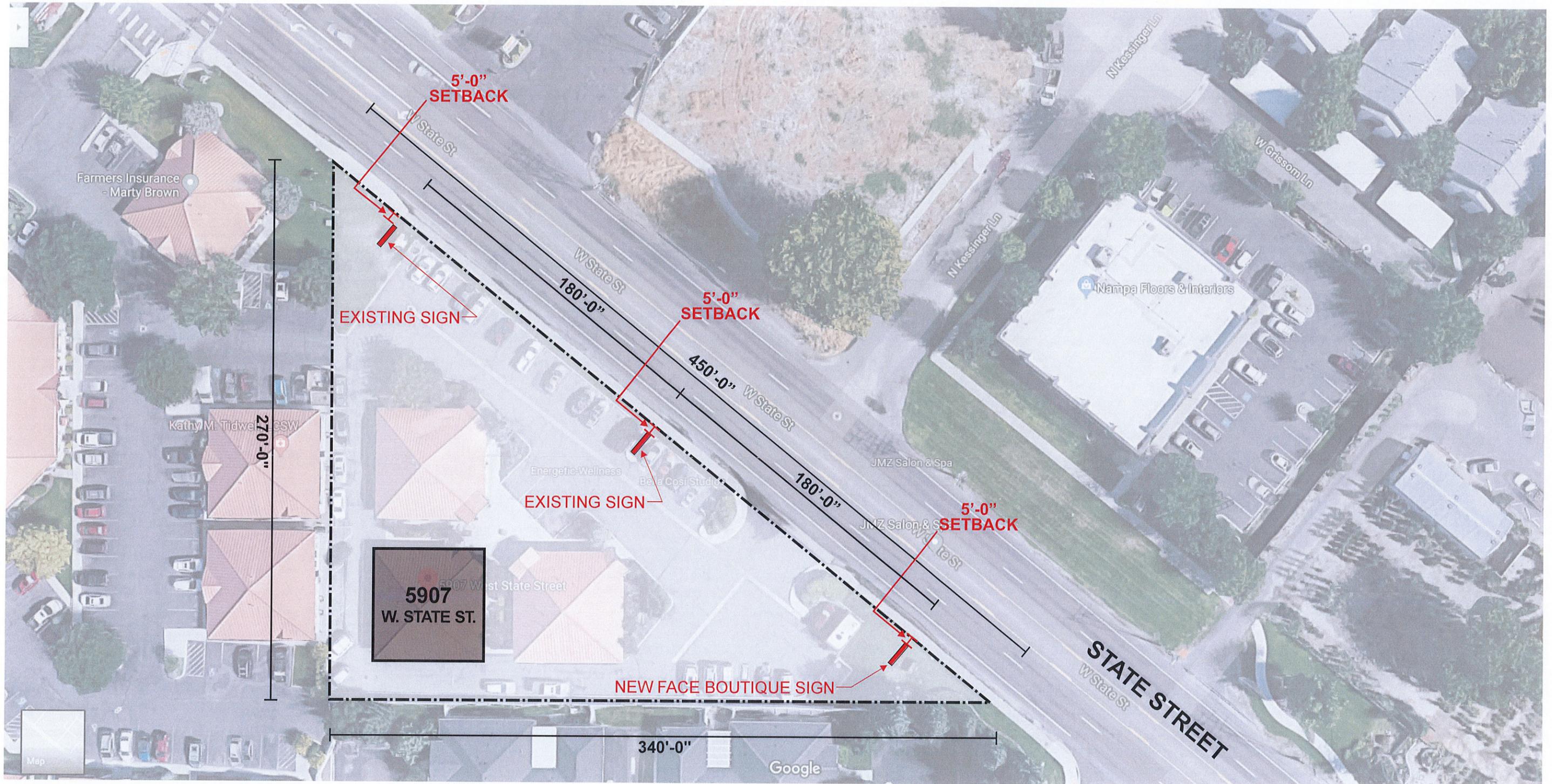
this artwork is produced under federal copyright laws & cannot be reproduced in whole or in part without permission of golden west advertising inc. all photos are to approximate scale.

authorized signature	_____	date approved	_____
----------------------	-------	---------------	-------

sales rep	bob jr.
designer	brodie
complete date	8/7/18
revision date	2/28/19



design number
5624-18



RECEIVED
MAR 01 2019

GARDEN CITY
DEVELOPMENT SERVICES



golden west
ELECTRICAL SIGN COMPANY
"Industry leader in manufacturing and sign service since 1946"
www.goldenwestsigns.com

project name & location	Face Boutique 5907 West State Street Boise, Idaho
file name	j\design 2018\face boutique\sign package.cdr
manuf. file name	j\design 2018\face boutique\sign package.plt

this artwork is produced under federal copyright laws & cannot be reproduced in whole or in part without permission of golden west advertising inc. all photos are to approximate scale.

authorized signature	date approved
----------------------	---------------

sales rep	bob jr.
designer	brodie
complete date	8/7/18
revision date	2/28/19



design number
5624-18



SIGN PERMIT

Permit info: SGNFY2019-0015
 Application Date: 3/11/19 Rec'd by: MK
 FOR OFFICE USE ONLY

6015 Glenwood Street ▪ Garden City, ID 83714 ▪ Phone - 208.472.2921
 Fax 208.472.2926 ▪ www.gardencityidaho.org ▪ planning@gardencityidaho.org

Applicant
 Name: Karin Otto Email: Karinechols719@gmail.com Phone: 208 577-7308
 Address: 5907 W. State Street City: Garden City State: ID Zip: 83703
1845 N. Monterossa Way Eagle 83616

Business
 Business Name: Face Boutique Contact Name: Karin Otto
 Email: Karinechols719@gmail.com
 Phone: 208 577-7308 Address:# _____ Garden City Idaho 83703

Property Owner
 Name: Karin Otto Email: Karinechols719@gmail.com Phone: 208 577-7308
 Address: 5907 W. State Street City: Garden City State: ID Zip: 83703

Master Plan Is there a Master Sign Plan on file for the property/development? Yes No

Application Categories (please check)

- Wall Monument/Freestanding Electronic Message Board/ Automated Promotional Multi
 Tenant Directional Hanging/Projection Master Sign Plan Billboard Nonconforming (Design Review)

Sign District (please check)

- SD1 SD2 SD3 SD4 SD5 SD6

Sign Type(s) (please check)

- Cabinet Channel Letter Distinctive Electronic Message Board Other

Illumination (please check)

- N/A Internal External (includes halo)

Size of sign Total Proposed Sign Square Footage (measured by one display side) 50

FREESTANDING/ MONUMENT/ MULTI TENANT SIGN

Height of sign 12'-3" Size of supporting structure 5" Height of structure 12'-3"
 Depth of sign 2'-10"

Distance to nearest freestanding/monument/ multitenant sign 180' Parcel Size _____ sq.ft.

Distance to frontage road 5'-0" Distance to side road or driveway 56'-0"
 Speed Limit 35 mph

Is the sign placed so as to not disturb the natural growth of surrounding trees? Yes No

Are there any pedestrian access, bike or transit facilities on site? Yes No

Pole Cover Yes No How many existing signs are on the property 0

WALL/ HANGING SIGN

Distance to frontage road _____
 Total Square footage of building frontage _____
 Total Square footage of existing wall signs on same building frontage _____

PROMOTIONAL SIGN Dates of promotion _____ Describe location and type of sign _____

I would like to go directly to design review committee for this application

APPLICATION INFORMATION REQUIRED INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED UNDER ANY CIRCUMSTANCES (PLEASE CHECK)

Two 8 ½ x 11 Elevations showing height, width, depth, how sign will be affixed, and building materials of sign

Two Site Plans showing lot and building dimensions, locations of proposed and existing signs within 180 feet, roads and common drives, trees, bike and pedestrian facilities, transit facilities and any property easements

Property Owner Affidavit of Legal Interest

Fees: See Fee Schedule

I consent to this application and hereby certify that information contained on this application and in the accompanying materials is correct to the best of my knowledge. I will hold harmless and indemnify the City of Garden City from any and all claims and/or causes of action from or an outcome of the issuance of a permit from the City.

Ravin Otto

signature of the applicant (date)