

# Development Services Staff Report for Design Review Committee

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**To:** Design Review Committee  
**From:** Jeff Lowe, Planner  
**Subject:** SGNFY2016-0009 – Telaya Winery Signage  
**Date:** February 26, 2016

**Summary:** Earl Sullivan with Telaya Winery, is requesting Design Review approval of signage for co-tenants Telaya Winery and Coiled Winery . The site is located at 240 E. 32<sup>nd</sup> Street adjacent to the Riverside Hotel and within the C-2 General Commercial Zoning District. The site is located within Sign District 1 (SD1).

**Background:**

On March 23, 2015, the Garden City Design Review Committee formally approved DSR2015-00003: Design Review Application for Telaya Winery and associated site improvements.

**Analysis:**

**Relevant Code Sections:**

**8-4F-1 Purpose:** The purpose of this Article is to promote public health, welfare, safety and standardized business community consistent with the Comprehensive Plan by regulating signs of all types.

- A. The regulations contained in this Article are intended to regulate the use, placement, physical dimensions, and number of signs within the City. More specifically, the regulations are intended to:
1. 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 healthy and enduring economic environment for all sectors of the community; and
  2. 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; and
  3. 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; and
  4. Recognize that signs are a visual means of limited advertising and location identification for the convenience of the public.

**8-4F-4 PERMIT REQUIRED**

- B. Review and Approval: The Planning Official or designee shall review all complete sign applications; and, shall approve only those found to be in compliance with all applicable requirements of this Article. Should the sign not meet all conditions to be compliant with this Article; the applicant may apply for a permit through the design review permitting process. The Design Review Committee shall approve only those signs found to be compliant with the following:
1. Adhere to **8-4F-1 Purpose of this Article**; and
  2. Implement the vision as set forth in the Comprehensive Plan; and
  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
  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
  5. Demonstrate that they are constructed of professional and durable materials, and are not intended to be of temporary nature.

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## 8-4F-11 REGULATIONS FOR SPECIFIC SIGN DISTRICTS

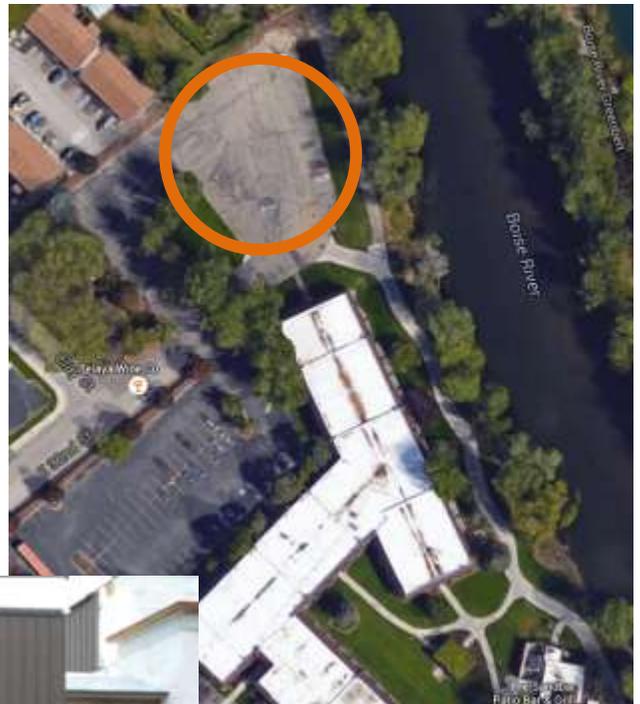
### A. SD1

1. Maximum Number of signs shall be limited to one per building face. This number does not include exempt signs.
2. The sign must be a distinctive materials sign.
3. Illumination on all signs erected after the passing of this Article must be external illumination.
4. Businesses must turn off lighting to signs that are internally illuminated or not fully shielded at 10:00 pm or close of business, whichever is later.
5. Lighting may be further limited to ensure compatibility with adjacent residential uses.

### **Discussion:**

The Telaya Winery building is located in Sign District (SD1), the purpose of which is described as to maintain those areas designated in the Comprehensive Plan as residential in nature while still allowing properties zoned commercially to utilize signs to identify businesses. The property is zoned C-2 and is immediately adjacent to, and shares parking with, the Riverside Hotel. Access to the site is primarily from 32<sup>nd</sup> Street (with direct connection to Chinden Boulevard), from the hotel drive aisles, or from the greenbelt.

The applicant has proposed two signs, one for Telaya and one for Coiled (co-tenant), to be located on the easterly wall facing the parking area and the Hotel. Each sign is proposed to be approximately 44 square-feet in size. The signs are not compliant with the SD1 district as required in Garden City Code relative to size (8 square-feet is the maximum allowed) and quantity (no more than 1 per building elevation).



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As noted in Garden City Code, the purpose of the sign code, in part is to “Ensure that signs contribute to the city's visual character...” and, “Improve the City’s image by promoting quality design that is in accordance with the intended character of the neighborhood...”

Further, the applicant has the opportunity to apply for a permit through the design review permitting process should a sign not meet applicable requirements of the Code. The Design Review Committee shall approve only those signs found to demonstrate significant creativity and uniqueness, and not to merely evade the provisions set forth in the Code.

As noted in the Findings of Fact and Conclusions of Law for the Telaya building and site design (DSR2015-00003), the Committee found that the project provides “an inviting opportunity as a gathering spot for people and takes advantage of both the natural and built features of the area...”. Further, while the building is located adjacent to residential uses, it is more readily associated with the commercial uses in the vicinity, particularly since it is access through a commercial area and shares driveways and parking areas with a large commercial use (Riverside Hotel). For consideration, the Design Review Committee may find that the proposed signs contribute to the unique design of the building and as such do not detract from the neighborhood character. Should the Committee choose otherwise, the Committee may find that the applicant has an opportunity to seek approval of a Master Sign Plan to address the proposed deviation from the sign ordinance. The intent of the Master Sign Program “is to encourage the integration of signs into the site and building design” with “the intent is to allow flexibility in the criteria...and promote improved quality of design”. Further, “Signs that exceed the standards... shall demonstrate superior quality, creativity, or artistry and integration with the buildings and site.”

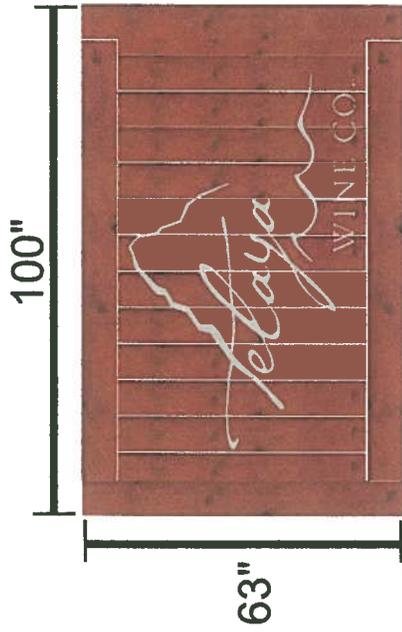
### **Options for consideration:**

1. Find that the signs as proposed are creative and contribute to the City’s visual character, fit with the intended character of the neighborhood, and therefore approve the sign permit.
2. Require the applicant to submit a Master Sign Plan application for review by the Design Review Committee.

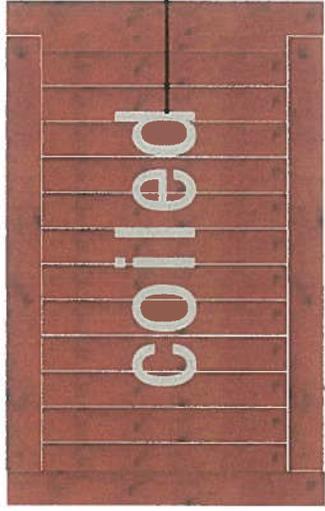
Attachments:

Sign rendering

# East Elevation - Above Roll Up Door



(43.75 SF)



1/8" Thick Dimensional Letters

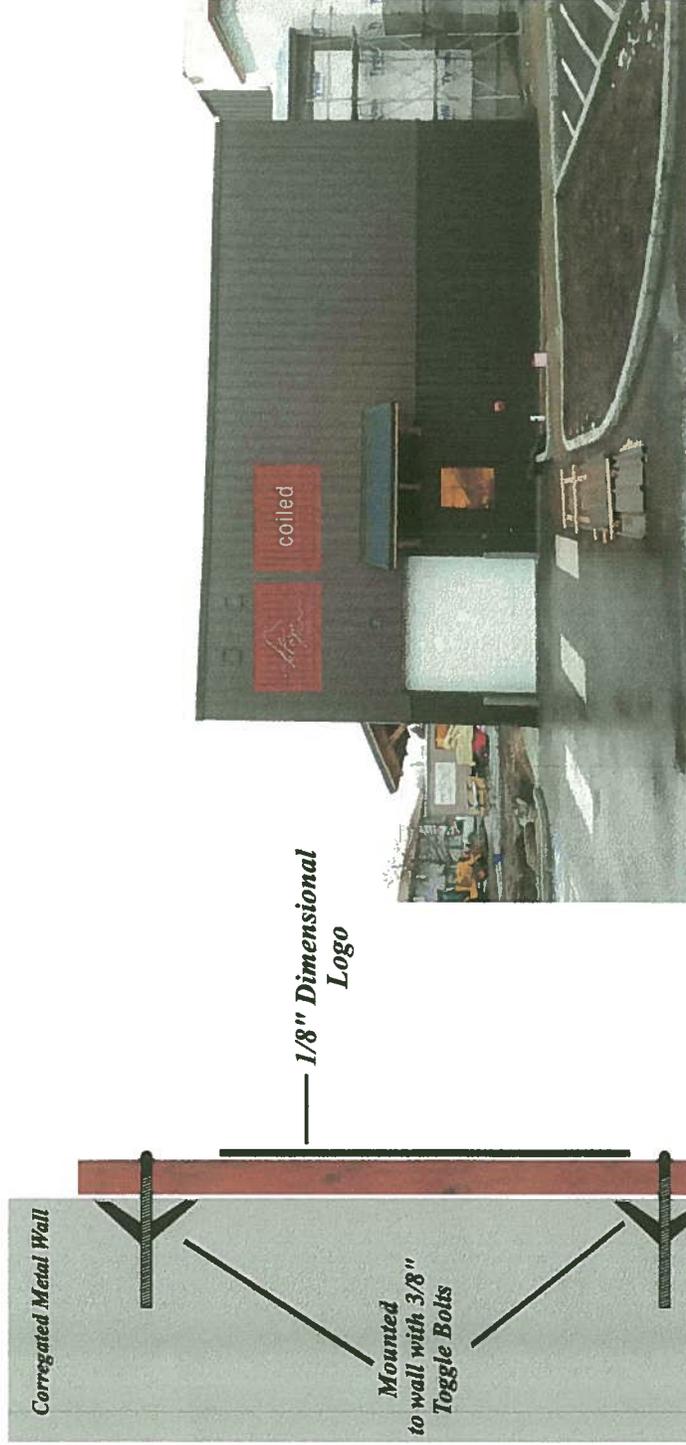
(43.75 SF)

1"x6" Cedar Planks Stained to Match Existing Awnings

1/8" thick metal letters mounted to cedar planks.

Cedar planks to match existing awning structure.

Mounted to metal exterior with 3/8" butterfly toggle bolts.



Corrugated Metal Wall

1/8" Dimensional Logo

Mounted to wall with 3/8" Toggle Bolts

RECEIVED

FEB 08 2016

**Traffic Signs  
 Braille Signs  
 Real Estate Signs**