

A G E N D A R E P O R T

DATE January 6, 2004

ITEM New Hastings Store Signage (726 10th Avenue South)

INITIATED BY Hastings Store

ACTION REQUESTED Approve The Design Review Board (DRB) Recommendation

PREPARED & PRESENTED BY Joe LaForest, DRB Secretary

REVIEWED & APPROVED BY Mike Rattray, Community Development Director

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RECOMMENDATION:

Staff recommends that the City Commission approve the DRB’s recommendation to allow additional wall signage on the storefront of the new Hastings store.

SYNOPSIS:

The DRB reviewed the Hastings’ project on July 18, 2003. At the meeting, the property owner and the DRB were made aware of the signage restrictions. In the review process, the DRB noted that, if left unadorned, the massive walls detract from the new building’s appearance. Therefore, the DRB indicated that some additional signage would actually enhance the new structure’s street appeal. **The Hastings store recently submitted the signage plan for the new store; it shows 309 square feet of wall signage (109 sqft beyond allowance) on the new Hastings building.** The DRB limited the new pole sign to a maximum height of 25’.

BACKGROUND:

Since this site exceeds 30,000 square feet, the “interim” sign code does not apply. City Code (Section 15.11.211) limits wall signs to a maximum of 200 square feet per business or occupancy. The Hastings store and the Hard Back Café are under the same ownership and not defined as separate businesses/occupants. Therefore, the site can have only 200 square feet of wall signage. At the DRB hearing, the Board was made aware of the sign limitations. During the project review, the DRB looked at the initial signage proposal, asked that the large wall sign over the entrance be reduced, stated that it (the DRB) sees an aesthetic need for additional wall signage, and stipulated that the pole sign could not exceed a maximum height of 25’. The DRB contends that the wall-mounted signage effectively softens the impact of the large walls. Under the existing sign code, this site is allowed possibly two pole signs, each a maximum of 35’ high, and an aggregate total of 500 square feet of pole sign face. Hastings graciously agreed to one pole sign standing 25’ high. After studying the signage schematics recently submitted, the DRB members again favorably endorsed the additional wall signage.

The store’s signage plan is attached for the Commission's use.