

# Staff Report

## Sign Variance: City MD Urgent Care

**Application Number: 889533**

**Parcel Number: 0419107023**

**South Hill Advisory Commission (SHAC) Public Meeting: October 1, 2018 at 7:00 p.m.**, at Central Pierce Fire & Rescue Station 69, 17210 – 110th Avenue East, Puyallup, WA

**Examiner’s Hearing: October 24, 2018, at 9:00 a.m.**, at the Pierce County Public Services Building, South Entrance, Public Meeting Room, 2401 South 35<sup>th</sup> Street, Tacoma, WA 98409

**Proposal:** Applicant requests approval to deviate from the provision of Section 18B.30.110-1 South Hill Sign Table – Maximum Total Building Area which allows an applicant with tenant space 5,000 square feet or less a maximum 20 square feet for all wall and window signage. The business currently has one 19.87-square foot Business ID sign on the western building elevation and requests the following signage:

- East Building Elevation - (1) 9.53 sq. ft. Business sign (A Partner of Franciscan Health)
- West Building Elevation – (1) 19.87 sq. ft. Business ID sign (City MD Urgent Care)
- North Building Elevation – (1) 19.87 sq. ft. Business ID sign (City MD Urgent Care) and (1) 9.53 sq. ft. Business sign (A Partner of Franciscan Health)

Should the variance be approved the square footage of the building wall and window signage will go from 20 square feet to 78.80 square feet, an increase of 58.8 square feet.

**Property Location:** The site is in the Community Center (CC) zone classification and South Hill Community Plan area, located at 12005 Meridian East, Puyallup, WA, within the SW 1/4 of Section 10, T19N, R4E, W.M., in Council District #1.

**Staff Recommendation:** County staff reviewed this proposal for compliance with the Pierce County Comprehensive Plan, Community Plan, and Development Regulations and finds the requested increase of signage is inconsistent with the applicable goals, policies, and regulations. Staff recommends denial of the proposal for sign variance.

**State Environmental Policy Act (SEPA):** Pursuant to the State Environmental Policy Act and the Pierce County Environmental Regulations, Title 18E, the Pierce County Environmental Official designate has reviewed this project and determined that the project is exempt from SEPA provisions.

**County Contact:** Donna Rhea, Associate Planner, 253-798-3288, [donna.rhea@piercecountywa.gov](mailto:donna.rhea@piercecountywa.gov)

**Pierce County Online Permit Information:**

<https://palsonline.co.pierce.wa.us/palsonline/#/permitSearch/permit/departmentStatus?applPermitId=889533>



## Project Data

Application Complete: June 27, 2018

Staff Report Sent: September 25, 2018

Owner: Alturas 12005 Meridian LLC  
435 Shore Drive, Suite 210  
Eagle, ID 83616

Applicant/Agent: Berry Sign System  
Attn: Tracie Skiles  
7400 Hardeson Rd  
Everett, Washington 98203

## Report Summary

The existing 7,685-square foot commercial shell building is comprised of two 3,685-square foot tenant spaces with City MD Urgent Care located within the northern half of the building and a vacant tenant space in the southern half of the building.

The subject parcel is located within the Community Center (CC) zone classification and South Hill Community Plan which allows a tenant space up to 5,000 square feet, and a maximum building wall and window square footage of 20 square feet. City MD currently meets the maximum square footage allowed with the existing Business ID sign that is located on the western building elevation. The applicant seeks to increase the maximum square footage of building wall and window signage from 20 square feet to 78.80 square feet (an increase of 58.80 square feet) to increase the location visibility of City MD Urgent Care. The commercial shell building is located on the southeast corner of 120<sup>th</sup> Street East and Meridian Avenue East.

## Public and Legal Notice

- *August 8, 2018*: Notice of Application and Public Meeting Notice was sent to property owners within a radius of 300 feet, but not less than two parcels deep, around the exterior boundaries of the site.
- Public Notice sign was posted on the site, confirmed with a Declaration of Posting. Please note, the Declaration was not dated.
- *September 18, 2018*: Legal notice was published in the official County newspaper (Tacoma News Tribune) advertising the public meeting by the South Hill Advisory Commission (SHAC) meeting.

## Surrounding Land Use / Zoning Classification

	Land Use	Zoning Classification
North	120 <sup>th</sup> Street East	City of Puyallup
South	Commercial - Restaurant	Community Center (CC)
East	Commercial – Shell Building	CC
West	Meridian E	CC

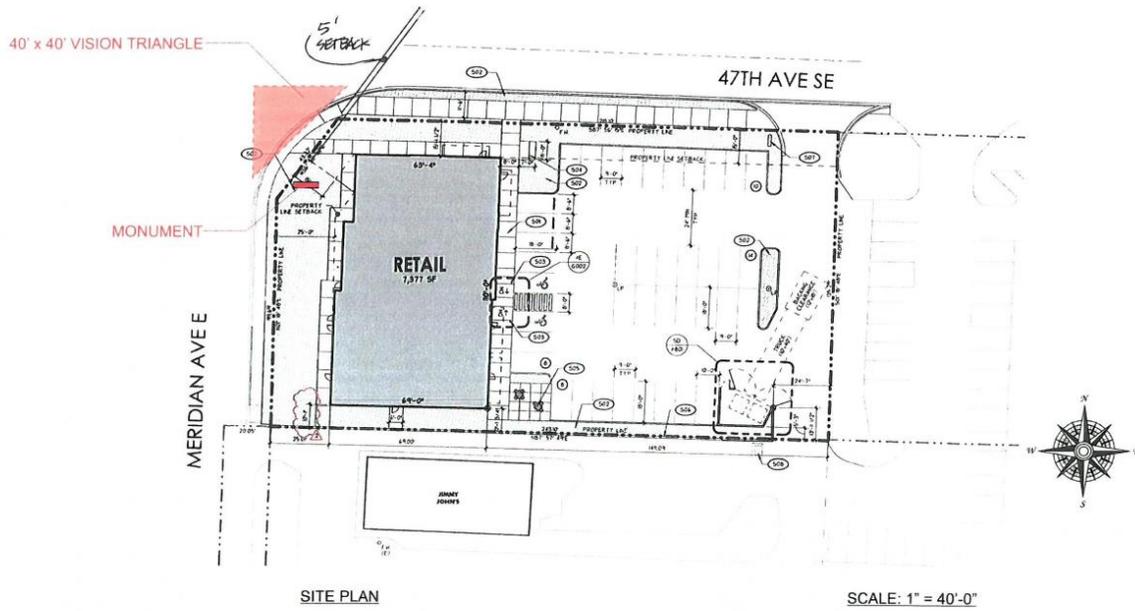
## 2017 Ortho Photo



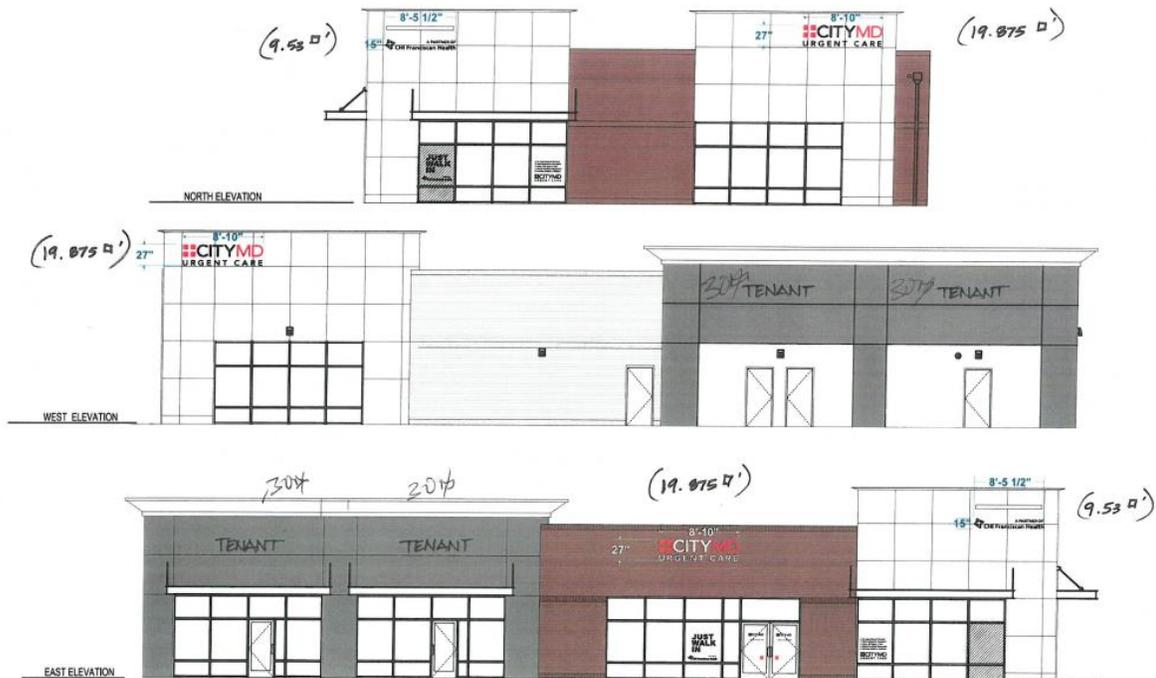
## Existing Shell Building



# Site Plan



# Building Elevations with Proposed Signage



<p><b>SIGNAL SIGN CO.</b> 105 Dorsa Avenue Livingston, NJ 07039 973-535-9277 Fax 973-535-9276 info@signalsign.com</p>	<p><b>CITY MD</b> 12007 MERIDIAN STREET E. PUYALLUP, WA 98375</p>	<p>CUSTOMER: CityMD 05/31/18 06/01/18 DATE: 05/23/18 05/24/18 05/30/18 SCALE: 1/8" = 1'-0" DRAWING: SK-1</p>
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## **Governing Development Regulations**

The proposal has been reviewed for conformance with the following goals, policies, and requirements:

- Title 19A - Comprehensive Plan – January 1, 1995, as amended
- South Hill Community Plan, as amended (April 1, 2012)
- Title 18B – Development Regulations – Signs, as amended (February 1, 2016)

## **Initial Planning and Public Works Staff Review for Consistency with Land Use Policies and Regulations.**

### **County Comprehensive Plan and Community Plan**

The Community Character and Design Element of the South Hill Community Plan have applicable standards:

- 27.1.1 Promote the gradual reduction of nonconforming signs.
- 27.2.1 Ensure that signage complements, rather than dominates or intrudes upon the character and visual amenity of an area, the buildings on which they are displayed, and the general environment.
- 27.2.8 Require consolidation of signage within commercial development to reduce visual clutter along streets and the freeway.

The South Hill Community Plan sets new standards for signs as a means of enhancing the streetscape of Meridian Avenue and opening potential views. Policies and regulations strive to reduce the number and size of signs. In commercial complexes with multiple businesses, signs will be consolidated to diminish the visual clutter. New pole signs, video signs, flashing or rotating signs will be prohibited.

GOAL SH D-16 Ensure that all signs undergo design review so that the design and placement of signs is consistent with the South Hill design standards and guidelines.

- SH D-16.1 Ensure that signage complements, rather than dominates or intrudes upon, the character and visual amenity of an area, the buildings on which they are displayed, and the general environment.
- SH D-16.2 Ensure that signage is integrated with the overall architectural framework and structural elements of the building, reinforcing the shape and proportion of the facade through such techniques as detailing, use of colors and materials, and placement.
- SH D-16.8 Require consolidation of signage within commercial development to reduce visual clutter along streets and the freeway.
- SH D-16.9 Prepare standards that limit overall signage to a proportion of the length of the building façade.

*Staff Comment: The proposed site has a CC zone classification with an established commercial character that includes a mixture of conforming and non-conforming signage. The County Comprehensive Plan and Community Plan promotes the gradual reduction of signage within the South Hill area. The subject proposal would increase the visual clutter along Meridian Avenue East and 120<sup>th</sup> Street East. Staffs review finds the proposal inconsistent with the goals and policies of the Pierce County Comprehensive and South Hill Community Plan.*

## Sign Variance Criteria – 18B.10.080 C

An application for a sign variance shall demonstrate compliance with all 5 of the following review criteria:

1. Exceptional or unusual circumstances, not resulting from any act of the applicant, apply to the project location and not generally to other properties in the vicinity;

*Staff Comment:* Staff does not find the proposal to have exceptional or unusual circumstances that could be taken into consideration for granting the variance

2. The sign proposal is outstanding in design;

*Staff Comment:* Staff finds the proposal to be consistent with other commercial signage within the immediate vicinity.

3. The variance request is the minimum necessary to serve its intended purpose;

*Staff Comment:* Staff was unable to find any documentation within submittal documents to demonstrate that a hardship could exist with regards to signage. PCC Title 18B.30.110-1 allows a tenant space up to 5,000 square feet, and a maximum building wall and window square footage of 20 square feet within the CC zone classification. City MD currently has a building wall sign on the western building elevation, adjacent to Meridian East, that is just under the maximum square footage of 20 square feet. City MD is very visible to vehicles traveling north and south along Meridian Avenue East due to the existing monument sign and building wall sign. Because the monument sign is visible to traffic, the applicant could choose to reduce the size of the existing Business ID sign located on the western building elevation and add an additional sign on one of the other building elevations.

In addition, the CC zone classification allows a monument sign up to 72 square feet plus 2 square feet for each business unit not to exceed 100 square feet. The existing commercial shell building is a two-tenant structure which would allow a maximum monument signage of 76 square feet. The building currently has a permitted 47.47-square foot monument sign, which is 28.52 square feet less than the maximum square footage allowed outright. The applicant has the option of increasing signage on the subject parcel by increasing the square footage of the existing monument sign.

**Note:** Staff conducted a site visit on August 24, 2018, which brought attention to existing window signs installed on windows along the northern, eastern, and western building elevations that require sign permits. As noted above, the maximum combined building wall and window signage is 20 square feet for a tenant space up to 5,000 square feet. The applicant currently meets the maximum square footage allowed with the existing Business ID sign. Pursuant to PCC Title 18B.10.030 B.2.d – Permit Exempt Signs, a sign posted inside a building and not visible from outside the building and any sign that is not visible off site except for parking lot signage regulated pursuant to PCC 18B.20.060 is exempt from a permit. As part of the variance process staff is placing a condition of approval at the end of the report which will require the applicant to bring the tenant space into compliance with allowed signage as defined under PCC Title 18B.30.110-1.

4. The variance request is consistent with the purpose and intent of the Comprehensive Plan and the Development Regulations; and

*Staff Comment: Staff finds the proposal to be inconsistent with the purpose and intent of the Comprehensive Plan and Development Regulations.*

5. Applicable community plan and Comprehensive Plan objectives and goals are being met through this design proposal, and no objective of the applicable community plan or Comprehensive Plan is being deviated from.

*Staff Comment: Staff finds the subject proposal inconsistent with the community plan and Comprehensive Plan objectives and goals.*

### **Recommended Conditions of Approval**

#### Planning:

1. The applicant shall remove or permit all existing window signage to bring the tenant space into compliance with PCC Title18B.30.110-1.
2. Once window signage has been removed, the applicant shall call Donna Rhea, Associate Planner at (253) 576-8827 to schedule a site inspection for verification.

Should the variance be approved:

3. All permits required for this structure shall be obtained or completed within one year of the effective date of approval of this request or all approvals granted herein shall automatically become null and void.
4. The applicant shall be required to obtain permits from all agencies with jurisdictions including, but not limited to the Pierce County Fire Prevention Bureau, Pierce County Building Division, Tacoma-Pierce County Health Department and Pierce County Sanitary Sewers. It shall be the applicant's responsibility to secure any required permits.

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