

CITY OF GARDEN CITY

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File Number: DSRFY2025-0012

For: Wall Mural Sign

Location: 3300 W Chinden Blvd, Garden City, ID 83714

Applicant: Jeff Hatch, Hatch Design Architecture



Garden City Design Review Committee
Staff Contact: Wyatt King

STAFF REPORT: DSRFY2025-0012

City of Garden City
Design Review Staff Report

Background

DSRFY2025-0012 – Jeff Hatch with Hatch Design Architecture is requesting to install a wall sign for LED Dance Studio. The project is located at 3300 W Chinden Blvd., Garden City, ID 83714; Ada County Parcel: **R2734541100**; LOT 01 BLK 33 FAIRVIEW ACRES SUB NO 5 #1080-B.

The sign is located at 3300 W Chinden Blvd and within Sign District 6. 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-12H.2.a:** The total signage shall not exceed more than ten percent (10%) the area of the overall building face on which the sign is located may be utilized for signage.

For the Committee's reference, Table 8-4F-3 (**WALL SIGN DIMENSION STANDARDS**) is provided:

TABLE 8-4F-3
WALL SIGN DIMENSION STANDARDS

(A blank denotes sign is not allowed in that district.)

Wall Signs	SD1	SD2 and SD3	SD4, SD5 and SD6
Maximum Sign Area			
Cabinet		Up to 20 sq. ft.	Up to 30 sq. ft.
Channel Letter Sign		Up to 40 sq. ft.	Up to 60 sq. ft.
Distinctive Materials/Design Sign	Up to 8 sq. ft.	Up to 60 sq. ft.	Up to 90 sq. ft.

Attachments

1. SGNFY2019 - 0015 Application Documents;
2. LED South Elevation Wall Signage
3. Compliance Statement and Statement of Intent

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</i>

	<p><i>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;</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>Signs are already governed by Garden City Code 8-4F and are intended to protect the health, safety, and welfare of the community.</p> <p>Staff finds this sign will contribute to improving the city's image and 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 adheres to the Purpose of 8-4F-1.</p>
GCC 8-4F-4(B)(1) – Finding 2	<p>Finding 2: Implement the vision as set forth in the comprehensive plan</p> <p>The proposal is located within the Green Boulevard Corridor, the Live-Work-Create District and Neighborhood Destination Node designations of the comprehensive plan.</p>

	<p><i>The following goals, objectives, and action steps of the Comprehensive Plan may apply to this proposal:</i></p> <p><i>Goal 1: Nurture the City</i></p> <p>1.4 Objective: Create a premier destination place to live, work and recreate.</p> <p>1.3 Objective: Consider the needs of all citizens, businesses, and the environment.</p> <p>1.4 Objective: Create a premier destination place to live, work, and recreate.</p> <p>1.5 Objective: Celebrate the historic, the cultural and the artistic.</p> <p><i>Goal 2: Improve the City Image</i></p> <p>2.1 Objective: Encourage new and distinctive neighborhoods.</p> <p>2.3 Objective: Promote quality design and architecturally interesting buildings</p> <p><i>Goal 3. Create a Heart for the City</i></p> <p>3.2 Objective: Create public gathering places at multiple locations throughout the city.</p> <p><i>Goal 12. Evolve as a Destination</i></p> <p>12.1 Objective: Support a positive business environment</p> <p>12.2 Objective: Continue to support commercial and industrial land use.</p> <p>12.3 Objective: Create a premier destination for work, recreation, entertainment, culture, and commerce.</p>
GCC 8-4F-4(B)(1) – Finding 3	<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>The applicant has provided a narrative that establishes that the design of the sign will</p>

	not encumber the property values or rights of any resident or business owner.
GCC 8-4F-4(B)(1) – Finding 4	<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 provides significant creativity and uniqueness. This sign should be viewed as an established icon that enhances community assets.</p>
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>The application does not state what types of materials shall be used to paint the mural/sign on the building or who has been hired to do the work.</p> <p>Staff recommends a high-quality weather-resistant product be used and that the business/tenants be responsible for any future maintenance and upkeep for the duration of their lease as this art piece will be a unique city icon.</p>

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

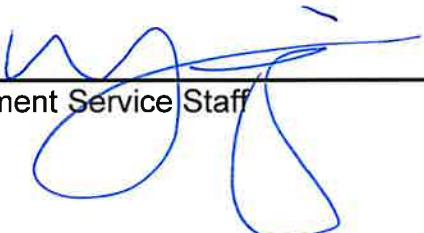
1. Recommend the proposal meets the findings of GCC 8-4F-4B-1
2. Recommend the proposal does not meet the findings of GCC 8-4F-4B-1
3. Provide guidance to the applicant regarding code requirements and standards and request additional materials;
4. Request the applicant return for an additional meeting

The Design Review Consultants found the application met Findings 1, 2, 3, and 5. The consultants had split opinions regarding Finding 4 on whether the proposal truly provided uniqueness and creativity.

The Planning Official reviewed the application with regard to Garden City Code, Title 8, Chapter 4, and based on the conditions required herein, concludes the application **meets** the standards of approval under **GCC 8-4F-1 Sign Provisions**.

WHEREFORE, based upon the foregoing Findings of Fact and Conclusions of Law contained herein, the Planning Official hereby **Approves** the application.

Development Service Staff



September 26, 2025

Date

