



CITY OF GARDEN CITY

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File Number: DSRFY2026-0002
For: Wall Sign
Location: 5443 N Glenwood, Suite 5467, Garden City, ID 83714
Applicant: Gretchen Talbert, 3 Girls Catering



Garden City Design Review Committee
Staff Contact: Wyatt King

STAFF REPORT: DSRFY2025-0012

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

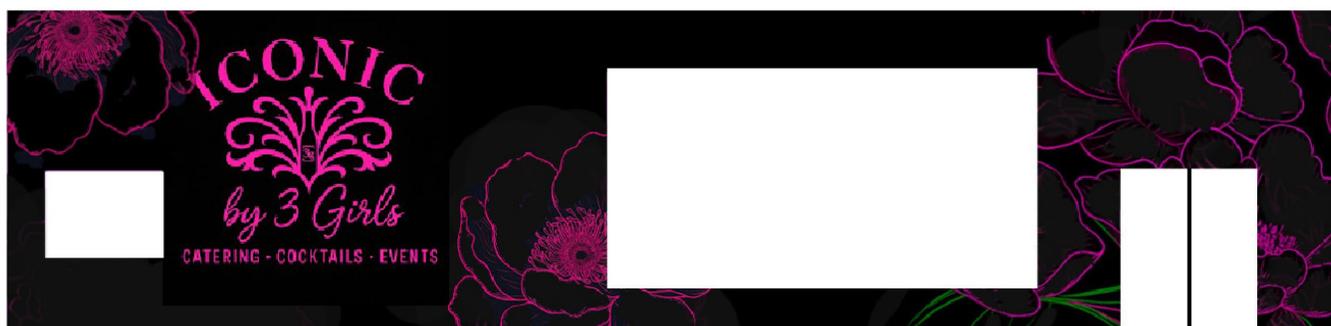
Background

DSRFY2026-0002 – Gretchen Talbert, 3 Girls Catering is requesting to install a wall sign for Iconic by 3 Girls Catering, a new commercial business replacing the previous tenant Heritage Social Club.

The project is located at 5443 N GLENWOOD ST GARDEN CITY, ID 83714; Ada County Parcel: **R8191508280**; LOT 34 STRAWBERRY GLENN.

The sign is located at 5443 N GLENWOOD ST, Suite 5467, 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. Application Documents;
2. ICONICmural.pdf

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> |

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| GCC 8-4F-4(B)(1) – Finding 1 | Finding 1: Adhere to Section 8-4F-1 “Purpose” of this article |
| | <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 community;</i> • <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> |
| GCC 8-4F-4(B)(1) – Finding 2 | Finding 2: Implement the vision as set forth in the comprehensive plan |
| | <p>The proposal is located along the Green Boulevard Corridor, and a Neighborhood Destination Node designation of the</p> |

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| | <p>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> 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> 2.1 Objective: Encourage new and distinctive neighborhoods.</p> <p><i>Goal 3. Create a Heart for the City</i> 3.2 Objective: Create public gathering places at multiple locations throughout the city.</p> <p><i>Goal 12. Evolve as a Destination</i> 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> |
| <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>The applicant has provided a narrative that claims the signage will “support economic and social growth”, “inspire future generations of local business owners—especially women-owned ventures”, “celebrate local artistry”, engage the community, and provide a new community landmark.</p> |

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| 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 attempts to demonstrate significant creativity and uniqueness; the design is dedicated predominantly to the company logo and two contrasting colors of hot pink and black. There are elements of nature and historical references to Idaho’s plant life included.</p> <p>The intent of the application was not merely to evade sign code.</p> <p>Staff and consultants must evaluate whether the sign is viewed as a positive icon that enhances city assets or if it will be viewed as a billboard-like advertisement in stark contrast to its surroundings.</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

To be completed after consultant comments and recommendation are received.

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

Purpose of new ICONIC Mural : A New Community Landmark

The objective of the proposed garden-themed mural at 5467 N Glenwood Street will serve as a vibrant new landmark for Garden City, designed to celebrate local flora and highlight the city's identity. Featuring the Idaho state flower, the syringa, alongside lush peonies (see close up design below), this mural creates a visual anchor that reflects the city's creativity, community spirit, and natural garden charm.



Community Engagement and Support

As long-time supporters of local non-profit organizations, 3 Girls Catering is deeply committed to giving back to the community that has supported our growth for decades. This mural represents more than a business—it symbolizes a gathering place where community members can connect, celebrate, and create lasting memories together.



Celebrating Local Artistry

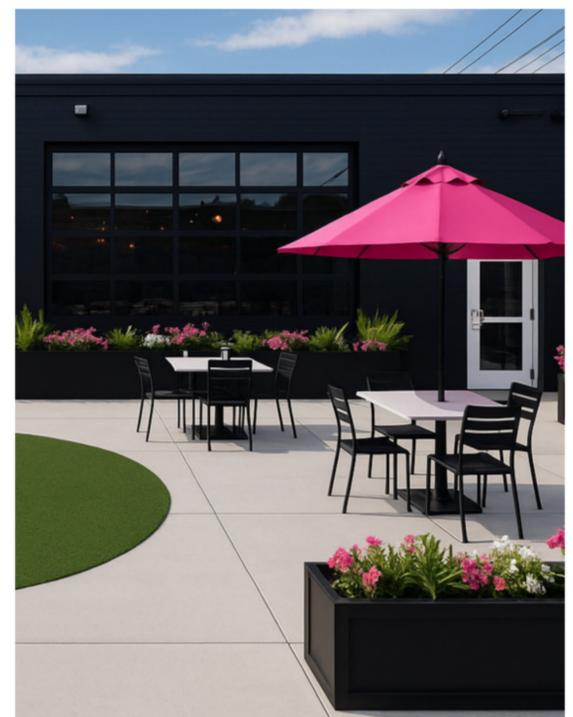
Our mural will be designed and painted by local artist Beau Woodward, bringing an authentic creative touch that embodies the vision and spirit of Garden City. This collaboration not only enhances the visual character of the community but also supports and celebrates the thriving arts culture of the Treasure Valley.

The Intent: Inspiring Future Local Businesses

We believe Garden City is ready to welcome a new landmark that celebrates its spirit of creativity and entrepreneurship. Our mural is designed to inspire future generations of local business owners—especially women-led ventures—to open, grow, and thrive right here in our community.

Supporting Economic and Social Growth

In addition to offering gourmet lunches and Sunday brunch, our space will serve as a dynamic hub for public and private gatherings—including wedding receptions, community celebrations, local business events, and Chamber of Commerce meetings. Through these activities, 3 Girls Catering will attract guests from near and far, supporting Garden City's economic vitality while fostering connection, creativity, and collaboration within the community.



Seasonal Beauty and Outdoor Appeal

We look forward to celebrating the Treasure Valley's changing of the seasons with an inviting outdoor seating area surrounded by planters filled with lush native flowers, fresh herbs, and vibrant shrubs. This natural extension of the venue will complement the mural's garden theme while enhancing Garden City's charm and welcoming atmosphere.