

# DESIGN REVIEW BOARD

July 13, 2015

**Case Number**

DRB2015-20

**Owner/Applicant**

Benefis Health System

**Representative**

Tim Stogsdill,  
Takeform Wayfinding  
Designer

**Property Locations**

1101 26th St S and  
500 15th Ave S

**Requested Action**

Design Review for the  
comprehensive signage  
plan for Benefis East and  
West campuses

**Recommendation**

Approve the submitted  
design with conditions

**Project Planner**

Charles Sheets, CFM

## BENEFIS HEALTH SYSTEM - SIGNAGE 1101 26TH ST S AND 500 15TH AVE S



**Project Description**

The applicant is proposing a comprehensive signage plan for the two campuses that provides better visibility and wayfinding for the pedestrian and vehicular traffic around their facilities.

**Background**

- Property Zoning: PLI Public lands and Institutional District

## Project Overview

### **Official Code of the City of Great Falls,**

#### **Title 17, Chapter 60, Article 4, Section 050—Premises exceeding 50,000 square feet and Comprehensive Signage Plan.**

The maximum sign allocation for a premise that is zoned public lands and institutional and exceeds fifty thousand (50,000) square feet in size is ten (10) percent wall signage plus three (300) square feet maximum freestanding. Alternatively, if the premise houses multi-tenants, a “Comprehensive Signage Plan” can be submitted to the Design Review Board for comment and review. The two campuses of Benefis Health System have been determined to be premises that exceed 50,000 square feet and have multi-tenants. As such, the applicant is requesting comment and review of a proposed new signage plan for both the East and West campuses. The proposed plan includes pedestrian and vehicle wayfinding and branding for Benefis Health System and their facilities. The proposed signage is a uniform design with white, blue, red, and silver colors. The proposed freestanding signs are a column design that are typically six feet wide and vary between four and ten feet in height. The Planning and Community Development staff and the City Engineer have visited the campuses and the locations proposed and reviewed each location and find the proposed Comprehensive Signage Plan meets the intent and the requirements for setbacks and clear vision triangles for both pedestrian and vehicle movements. Staff visited each campus and found eight locations that have unique conditions resulting in recommendations to improve the visibility and safety of the public. Those locations are detailed out in the draft recommendation prepared for the Board members to consider.

#### **Conformance with Title 17**

The proposed project is in conformance with the relevant requirements of Title 17 Land Development Code.

#### **Conformance with Title 15**

The applicant shall develop plans and specifications in conformance with the relevant requirements of Title 15 and 17 as the project pertains to permitting, building and construction inspections of the freestanding signs.

## Recommendation

Staff supports this application and recommends the Design Review Board approve the submitted design with conditions.

## **Suggested Motion**

### 1. Board Member moves:

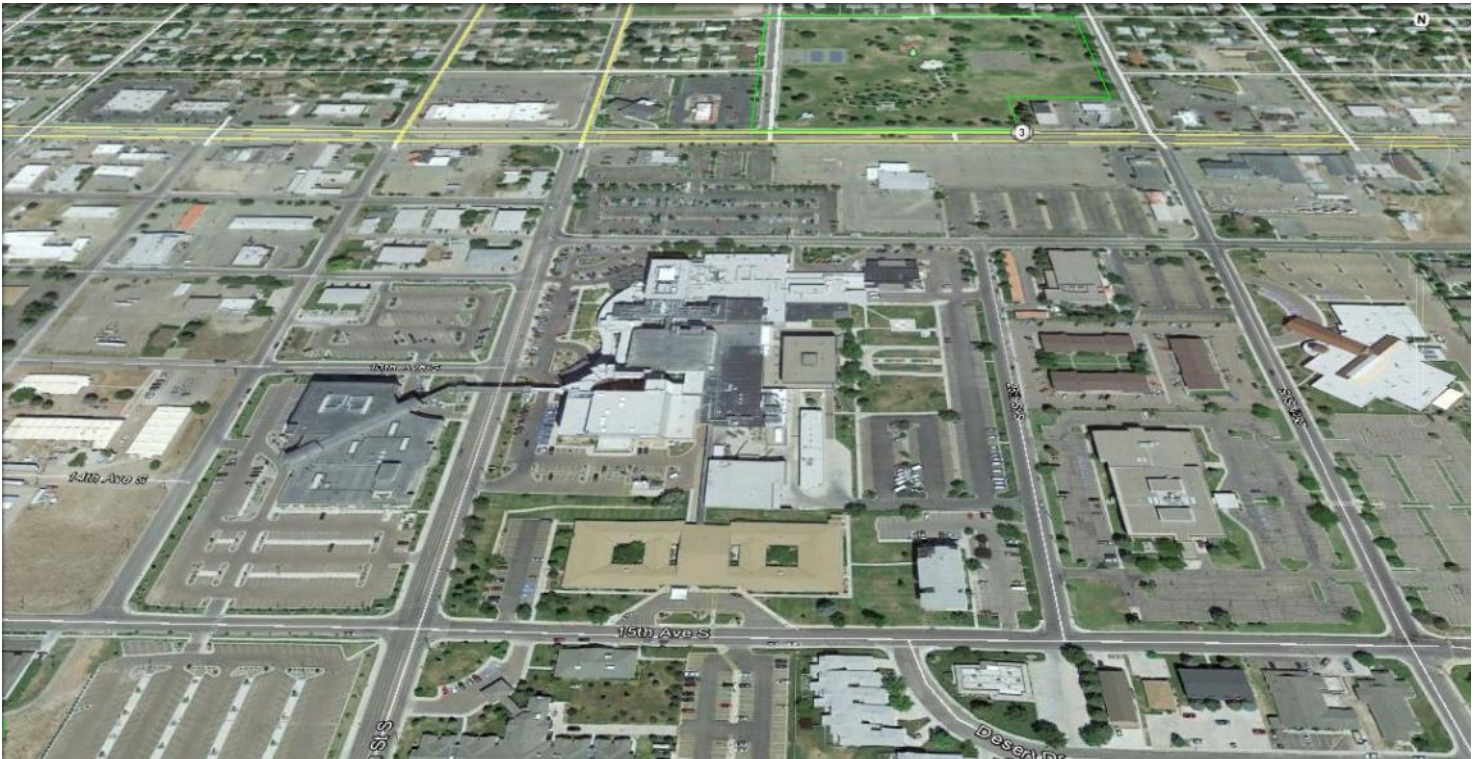
“I move that the Design Review Board (approve/approve with conditions) the Design Review Application for the comprehensive sign plan for Benefis Health System, located at 1101 26th Street South and 500 15th Avenue South, as shown in the conceptual development plans contained within this report and provided by the Applicant, subject to the following conditions:

- A. The proposed project shall be developed consistent with the conditions in this staff report, all codes and ordinances of the City of Great Falls, the State of Montana, and all other applicable regulatory agencies.
- B. If after the approval of the concept development plan as amended by this Board, the owner proposes to expand or modify the conceptual development plans, the Director of the Planning and Community Development Department shall determine in writing if such proposed change would alter the concept for one or more review criteria. If such proposed change would alter the plan, the proposal shall be resubmitted for review as a new application.
- C. If existing landscaping needs to be removed or planting changed to accommodate the placement and visibility of the signage, an equal amount of planting should be replaced in the vicinity of the location.
- D. City Staff recommends on the East Campus the following:
  - Sign Location 11—Move the sign off the curb 13’-0”;
  - Sign location 13—Move the sign five additional feet to the east and south;
  - Sign location 17 & 18—Relocate existing plantings;
  - Sign location 23—Move the sign off the boulevard 12’-6”;
  - Sign location 32—Relocate existing plantings;
- E. City Staff recommends on the West Campus the following:
  - Sign location 41—Move the sign off the curb 12’-6”;
  - Sign location 44—Move to the west side of the driveway approach and off the boulevard 12’-6”;
  - Sign location 46—Move the sign out of the clear vision triangle.

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- 2. Chairman calls for a second, discussion, inquiries from the public, and calls the vote.

CC Dave Dobbs, City Engineering  
 Patty Cadwell, Neighborhood and Youth Council Coordinator  
 Todd Seymanski, City Forester  
 Tim Stogsdill, Wayfinding Designer & Project Manager, tds@takeform.net  
 Gunnar Vandermars, Benefis Health System, gunnarvandermars@benefis.org





1101 26TH STREET SOUTH



500 15TH AVENUE SOUTH