

8/03/95

RESOLUTION NO. 95- 071

A RESOLUTION TO CREATE THE CORRIDOR ADVERTISING ZONE WITH STANDARDS FOR OFF-PREMISE SIGNS AND TO APPLY THIS DISTRICT AND ITS STANDARDS TO ALL LANDS UNDER THE JURISDICTION OF MISSOULA COUNTY EXCLUDING THOSE AREAS ALREADY IN AN EXISTING ZONING DISTRICT.

WHEREAS, 76-2-201 M.C.A. authorizes the Board of County Commissioners to adopt zoning regulations; and,

WHEREAS, the Board of County Commissioners did adopt zoning regulations for Missoula County through the passage of County Resolution 76-113, as amended; and,

WHEREAS, 76-2-202 M.C.A. provides for the establishment and revision of zoning districts; and,

WHEREAS, the purpose of this zone is to stabilize and protect the land uses and to protect and maintain a living environment for residents of rural Missoula County, and

WHEREAS, such a district creation has been reviewed by the Missoula Consolidated Planning Board as required by 76-2-204 M.C.A.; and,

WHEREAS, a public hearing was duly advertised and opened by the County Commissioners of Missoula County on June 28, 1995, in order to give the public an opportunity to be heard regarding such proposed zoning district revisions as required by 76-2-205 M.C.A.

WHEREAS, the notice of intent was duly published in a newspaper of general circulation, the Missoulian July 2 and 9, 1995;

NOW, THEREFORE, BE IT RESOLVED that the Board of County Commissioners of Missoula County adopts the amendment to the Zoning Resolution, adopting the "CORRIDOR ADVERTISING ZONE."

FURTHER, copies of the regulations for the "CORRIDOR ADVERTISING ZONE" are available for inspection at the office of the Missoula County Clerk and Recorder and the Office of Community Development.

PASSED AND ADOPTED THIS 3rd DAY OF AUGUST, 1995.

APPROVED AS TO FORM AND CONTENT:

William M. Jewell
Deputy County Attorney

BOARD OF COUNTY COMMISSIONERS
MISSOULA COUNTY, MONTANA,

Barbara Evans
Barbara Evans, Chairman

Fern Hart
Fern Hart, Commissioner

Michael Kennedy
Michael Kennedy, Commissioner

ATTEST:

Vickie M. Zeier
Vickie M. Zeier, Clerk and Recorder

RECEIVED AUG 07 1995

PROPOSED OFF-PREMISE SIGN REGULATIONS

BACKGROUND

Interim Zoning was adopted by the County Commissioners in 1993 to regulate off premise signs. This interim zoning established a maximum size for off premise signs at 32 square feet. In 1994 this interim zoning was extended for one year, until August 1995. This proposal is consistent with the Interim zoning, and establishes measurable standards for location, size and height of off-premise signs. This district does not regulate signs on moving vehicles.

DISCUSSION

Off-premise signs are currently regulated by the State of Montana on some major roadways. In Missoula County this has caused a proliferation of very large signs and Billboards in areas that have been identified as significant scenic and visual resources. This lack of local control over the local landscape has also caused signs to produce types of visual chaos and off premise sign advertising that are inconsistent with the goals and policies for land use and resource management in Missoula County. The County has adopted standards for signs in commercial and industrially zoned areas of Missoula County consistent with the commercial and industrial use of the land -- intensive use of lands, accompanied with adequate signage to advertize activities on and off those lands. The county has also adopted land use policies and zoning consistent with the open and resource lands, and rural, semi-rural and suburban land uses in Missoula County. Large signs, close to roads, high in the air, and brightly lit, impose messages on residents and travellers. Most often the signs are erected without regard for whether these signs represent a need as expressed by the residents or the travelers. These signs are inconsistent with responsible land use practice and responsible stewardship of the Missoula County landscape. There is a purpose for signs -- to inform and to direct. It is the position of Missoula County that this information and direction function for activities that are not located on the site where the sign is located -- on off premise signs --can be accomplished adequately on signs no larger than 32 square feet, with minimal height, 100 foot setbacks and minimal lighting. These standards should accomplish both the goal of allowing off premise information and direction, and the conserving of resources in Missoula County.

STAFF RECOMMENDATION

THAT THE BOARD ADOPT THE PROPOSED CORRIDOR ADVERTISING ZONE WITH STANDARDS AS PROPOSED AND THAT THE BOARD APPLY THIS DISTRICT AND ITS STANDARDS TO ALL LANDS UNDER THE JURISDICTION OF MISSOULA COUNTY EXCLUDING THOSE AREAS ALREADY IN AN EXISTING ZONING DISTRICT.

SECTION 2.30 -- CORRIDOR ADVERTISING ZONE

Intent

This district establishes off-premise sign standards that apply uniformly to all lands in the

unincorporated part of Missoula County that are not currently zoned for other land uses. This off premise sign proposal limits the size of off premise signs to 32 square feet, prescribes a minimum 100 foot setback from property lines, establishes a 10 foot height limit above the adjacent road, and sets illumination standards. Staff has also proposed amendments to the definitions section of the County Zoning Resolution, including the following: Abandoned Sign, Off-Premise sign and Sign Height. Abandoned signs are not permitted.

A. DISTRICT

All land under jurisdiction of Missoula County excluding those areas already in an existing zoning district.

B. STANDARDS

The standards for all off-premise signs in this district are as follows:

Setback from Right-of-Way	Fifty feet (50')
Height and supports	Maximum of ten (10') feet in elevation above the elevation of the center line of the adjacent roadway. Absolute sign height not to exceed twenty two (22) feet.
Number of signs per parcel of land	1 per 1,000 feet of frontage, not to exceed 1 per parcel
Size of sign	Maximum thirty-two (32) square feet.
Orientation	No more than one face visible and readable from the same direction.
Lighting	Indirect: lighting only the message on the face of the sign. Maximum reflected light: 1 footcandle or 10 lumens (lux) each face.
Sign Motion	No sign shall have flashing lights, movement or moving parts, or simulate motion with reflective parts.
Identification	Each sign shall have the owner's name firmly attached to the sign structure.

C. PROHIBITION OF SIGNS

All other off-premise activity signs that do not meet these standards. Abandoned signs.

D. GENERAL STANDARDS

All other applicable standards in the County Zoning Resolution are incorporated by reference. The following standards in Section 3.04 -- Signs are specifically incorporated by reference and apply to this district. In the event of a conflict between the general standards and the Corridor Advertisizing Zone standards, the more restrictive standard prevails.

- 3.04 B. Definitions
- 3.04 G. Sign Lights
- 3.04 J. Exceptions
- 3.04 L. Maintenance and Construction

THE FOLLOWING DEFINITIONS ARE PROPOSED FOR AMENDMENT:

Section 1.05 Definitions

ABANDONED SIGN -- A sign which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product or activity conducted or product available. Any sign that remains blank, or contains only the owner/agent's advertizement for its lease, for more than 60 days.

ABSOLUTE SIGN HEIGHT - The vertical distance from elevation of the finished grade at the structure to the highest point of the structure.

Staff concludes that the rezoning is consistent with the City/County Comprehensive Plan Update, and the rezoning will encourage the most appropriate use of land throughout Missoula.