



March 11, 2019

City of Missoula  
 Attn: Design Review Board  
 435 Ryman Street  
 Missoula, Montana 59802

**RE: Coca-Cola High Country Sign Package**

Dear Design Review Board Members,

Thank you for taking the time to review the information below. Please see a summary of the project and request for approval of deviation from City of Missoula Title 20 zoning requirements.

**Project History**

- Design on this project began in March of 2018. The property owner selected this parcel specifically for its convenience and exposure along the I-90 corridor.
- The road design and installation including utilities begun Fall of 2018.
- The building project design had exceeded 95% completion including a variance process under the county jurisdiction, at the time the property owner was notified of the transition and pending annexation into the City of Missoula.
- The design team was assured that the transition to the City of Missoula and associated Overlay language would closely mimic the county design requirements.
- The property was officially annexed into the city taking effect on January 16, 2019.
- The property was designated M1-2 when annexed into the city.
- Given the M1-2 zoning designation coupled with the actual overlay language leaves two specific components for this project which significantly deviate from the County requirements the project was designed to.
  - Landscaping, which is not addressed here and
  - Signage, which is specifically addressed here.
- Deviations from sign standards in Title 20, are to be reviewed by the Design Review Board

**Sign Package Summary:**

GROUND SIGN (LOC A)		Number	Area	Height (ft)
Max Allowable	1/parcel		112 sf	22 ft
Actual	1/parcel		36 sf	6 ft
WALL SIGN (LOC B)		Number	Area	Height (ft)
Max Allowable	1/building frontage		450sf allowable on East (144sf allowable on North)	NA
Actual	1 non-frontage		393 sf	22'-9"

*Note: Bottle relief on East façade and striping around perimeter of building is integral to building design and does not fall under the building as sign requirements and as such are not included in the sign package.*

**Deviation Validation:**

- Signage
  - The wall mounted sign has **two** conditions deviating from Title 20.75.060-B indicated in Table 20.75-3 for this zone
    1. The sign is on a non-building frontage façade. The placement was permitted in county but not in the city. There is no parking area or public entrance on the North side of the building and there is no immediately adjacent public right-of-way both of which would be



required to classify this façade as a building frontage. If we installed a right of way in that location or provided a public entrance on that façade, the sign location would be in compliance. However, the program of the building does not permit public in that portion of the building for safety and operational reasons.

2. The size of the sign exceeds the size allowed on this façade if a sign was allowed on the façade. This size of this sign would be allowed on the building frontage façade (East facing) under the city calculations. The size of the sign itself does not exceed what would be allowed on the structure, but the size as calculated for the North facing façade does exceed what would be allowed on that façade if it did face a public right-of-way and there were a parking area or public entrance. The sign did meet the county requirements
- o The placement of a sign on a non-frontage façade has historically been allowed in this area.



- Design intent: Exceeding design execution of the samples above, the Coca-Cola building was designed to have a sign in the patterned precast space created on the large blank façade of the North end of the building. It is placed in such a way to take advantage of I-90 exposure which was instrumental in the clients' selection of this property and provide interest on an otherwise blank slate and back of house area. There is a drive along that side of the building, but it is only for truck/staff traffic.
- Visibility and Unity: The Coca-Cola facility has proposed cohesive colors, lettering and sign materials through-out the property so that it has a unified campus feeling and begins to create a campus like setting.

Thank you again for your continued commitment to the businesses in our community that are truly making a difference in the lives of others – thank you!

Sincerely,

Marie Wilson  
In2itive Architecture, LLC

enc:

- Design Review Board Hearing Application (2 pages)
- MDP DRC Approval Letter (1 page)
- Site Plan/Landscape plan (2 pages)
- Topography (1 page)
- Building Elevations (3 pages)
- Area Images (1 page)
- Sign Designs (3 pages)

# MISSOULA DESIGN REVIEW BOARD

Date: \_\_\_\_\_

File #: \_\_\_\_\_

Name: Coca-Cola High Country

Address: 2150 Coca-Cola Lane Phone: \_\_\_\_\_

Agent: In2itive Architecture

Address: 2291 W Broadway, Ste 4, Missoula, MT 59808 Phone: 406.926.2326

Request Type: Special Sign Design Review

Site Address: 5730 Alloy North

Application Deadline: 3/13/2019 DRB Meeting Date: 4/10/2019

**The following items must be submitted as part of the application:**

Legal Description: Missoula Development Park - Phase 3d

Lot(s): \_\_\_\_\_; Block(s): \_\_\_\_\_; Subdivision: \_\_\_\_\_

Township: 14N; Range: 20W; Section: 36

COS#: \_\_\_\_\_; Metes and Bounds Description (Attached Typed Description)

Zoning: M1-2/NC-MDP Overlay

PACKET (15 Copies folded to 8.5" x 11" and stapled on a corner)

Minimum required materials are as follows. Zoning Officer will advise of any other necessary sumittals.

- a. This Application form signed
- b. Cover Letter
- c. Site Plan/Landscaping Plan - 11" x 17" or smaller
- d. Elevation Drawings - 11" x 17" or smaller
- e. Topography Map (if applicable) - 11" x 17" or smaller
- f. Drawing of each Proposed Sign (Type, Copy/logo, Direction, Dimensions, Square Footage, Height, Lighting, Color(s), Letter Style, Material Sample, Color Sample.

Building and Property Frontage:

Street: Alloy/E; Building Frontage: 440'; Property Frontage: 530'

Street: N; Building Frontage: 144'; Property Frontage: 440'

Street: W; Building Frontage: 440'; Property Frontage: 530'

Street: S; Building Frontage: 144'; Property Frontage: 440'

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## Missoula Design Review Board

I hereby attest that the information on this application form is accurate and complete.

Applicant Signature Marie Wilson; Date: 2/5/19

I, DOUG JACKSON, owner of said property authorize MARIE WILSON to act as my agent in this application.

Owner's Signature: Doug Jackson

Applicant's Responsibility:

A DESIGN REVIEW BOARD application must be made to the Zoning Officer by the property owner or a designated agent. The application and all required supporting documentation must be received and approved by the Zoning Officer at least thirty (30) days prior to the regular scheduled public hearing, which is held on the second Wednesday of each month in the City Council Chambers at 7:30 p.m., unless otherwise scheduled. **The applicant or his agent must be present at the public hearing. Failure to appear at the public hearing is grounds for denial.**

Zoning Officer Responsibility:

For **DESIGN REVIEW**, the Zoning Officer shall send certified first class mail notice of the proposed request and public hearing to property owners within one hundred fifty (150') feet of the subject property, post at least one notice of the proposed request and public hearing on each public street frontage abutting the subject property at least fifteen days prior to the public hearing, and publish two separate notices of the proposed request and public hearing in a newspaper of general circulation within Missoula, the first one to be at least 15 days before the public hearing date. The office shall inspect all submitted material and submit a report to the Design Review Board and the applicant prior to the hearing. Once the Board has approved a motion, the Zoning Officer shall send written notification of the motion to the applicant. The Zoning Officer shall keep, on file, a record of the case.

Missoula Design Review Board Authority:

The Missoula Design Review Board consistent with all city council resolutions, motions and city council-approved review criteria, may deny or approve, in whole or in part, or may modify and set conditions for approval, or provide advice and counsel, for any request pursuant to this chapter (Ch. 20.90.020.A)



MISSOULA DEVELOPMENT AUTHORITY  
200 WEST BROADWAY  
MISSOULA MT 59802-4292

PHONE: (406) 258-4763  
FAX: (406) 258-3943

January 17, 2019

Marie Wilson  
In2itive Architecture  
425 N. 5<sup>th</sup> St. West, Ste E 113  
Missoula, MT 59802

Re: Design Review Committee Approval for Coca-Cola

Dear Marie:

The Missoula Development Park Property Owner's Association Design Review Committee (DRC) has reviewed the information you provided on behalf of your client, Coca-Cola Country Warehouse and Distribution Center, provided to comply with the Missoula Development Park Design Guidelines. It is my understanding that the current plans meet with all requirements set forth in the Development Guidelines and the Covenants, Conditions, and Restrictions. The Design Review Committee is pleased to inform you that it has approved the application for the renovations in accordance with the plans. It is also my understanding that your client may be applying for one or more variances from the City of Missoula zoning requirements. The DRC will have the opportunity to provide input during that process.

After the construction is complete, please give written notice of completion to me for the DRC. Within 20 working days after receiving the notice, the DRC may inspect the improvements. If the DRC determines that the work was not done in conformance with all approved plans and specifications, we will notify you in writing on noncompliance within a reasonable period, specifying in detail the noncompliance to remedy the problem.

Please contact me if you have any questions or concerns.

Sincerely,

Dori Brownlow  
MDPPOA Design Review Committee





**IN2TIVE**  
ARCHITECTURE  
CONTACT: Mark Fisher  
PROJECT # 18-012

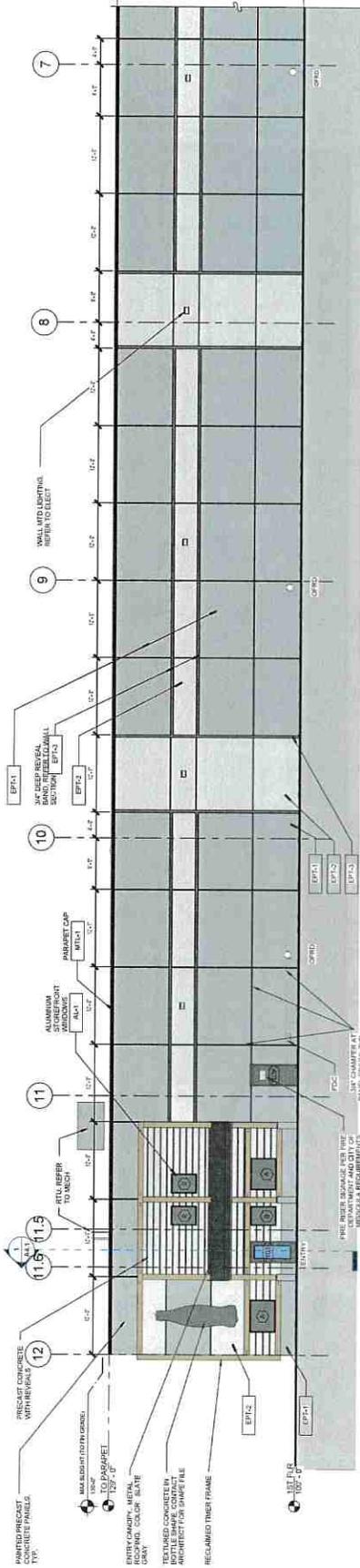
**COCA-COLA HIGH COUNTRY**  
CCHC MISSOULA FACILITY  
5730 ALLOY NORTH, MISSOULA, MT

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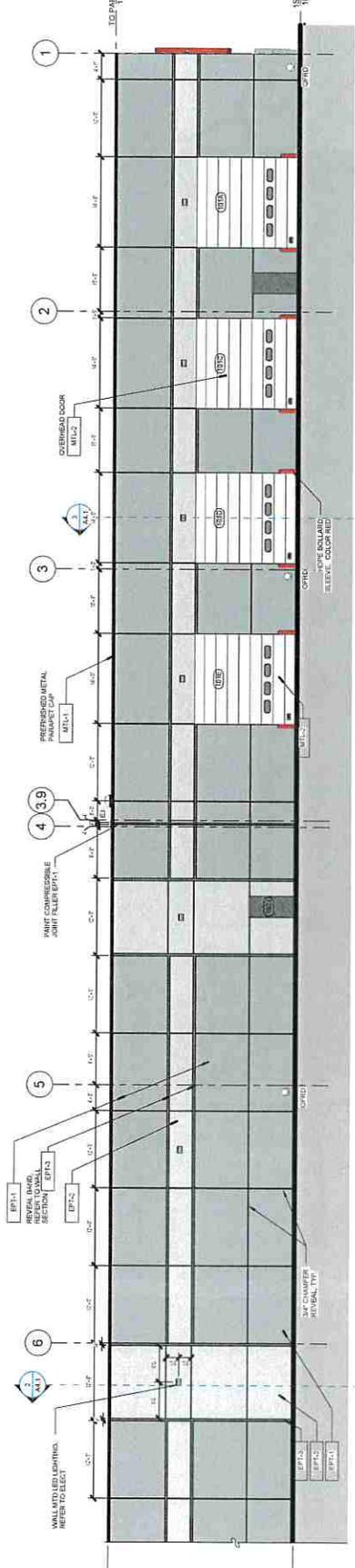
EXTERIOR ELEVATION - EAST

**A3.1**  
2019.02.04

PERMIT SUBMITTAL



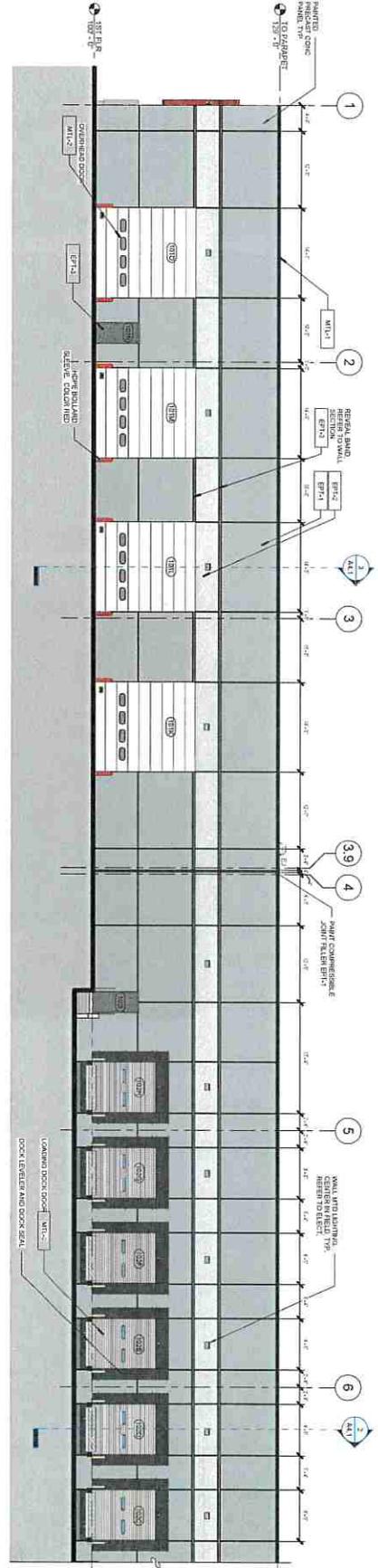
1 EAST ELEVATION  
1/8" = 1'-0"



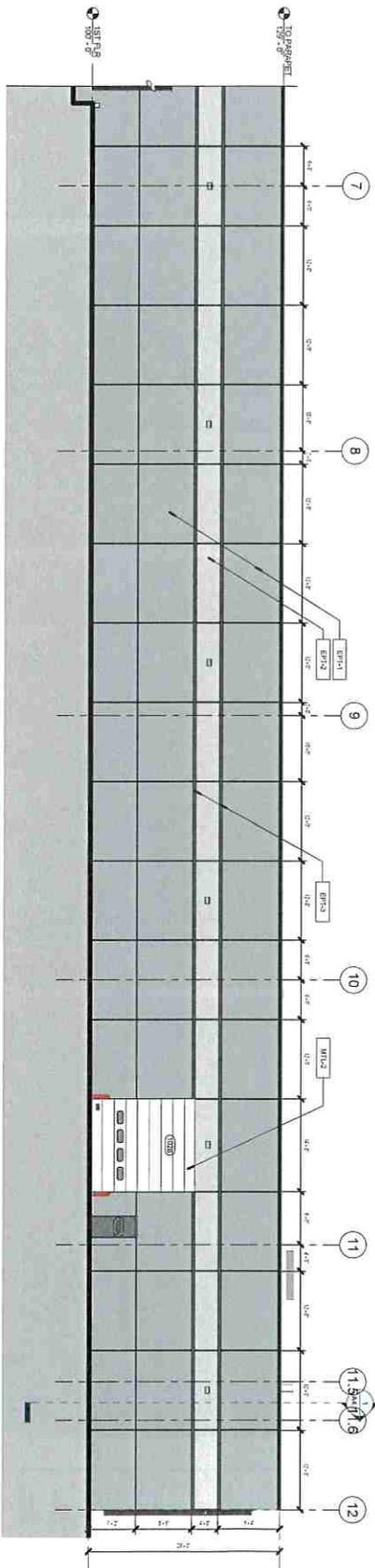
2 EAST ELEVATION 2  
1/8" = 1'-0"

NOTE: REFER TO FINISH SCHEDULE FOR FINISH DESIGNATIONS





1 WEST ELEVATION  
1/8" = 1'-0"



2 WEST ELEVATION 2  
1/8" = 1'-0"

PERMIT SUBMITTAL

A3.3  
2019.02.04

EXTERIOR ELEVATION - WEST

REV	DESC	DATE	PHASE
BD #1			01
BD #2			02
03			03

COCA-COLA HIGH COUNTRY  
CCHC MISSOULA FACILITY  
5730 ALLOY NORTH MISSOULA, MT

PROJECT # 18.012



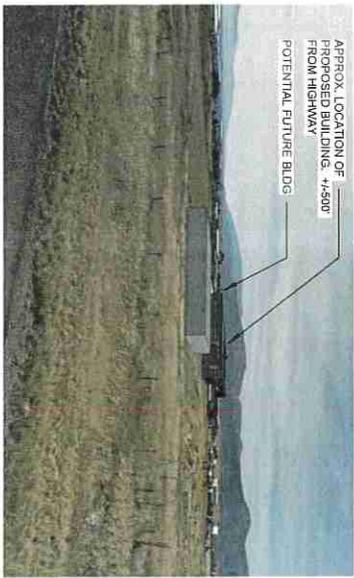


PHOTO 1 - VIEW FROM INTERSTATE



PHOTO 2 - VIEW FROM KEIL LOOP



PHOTO 3 - VIEW FROM INTERSECTION OF THORNBIRD LN AND GOODAN LN

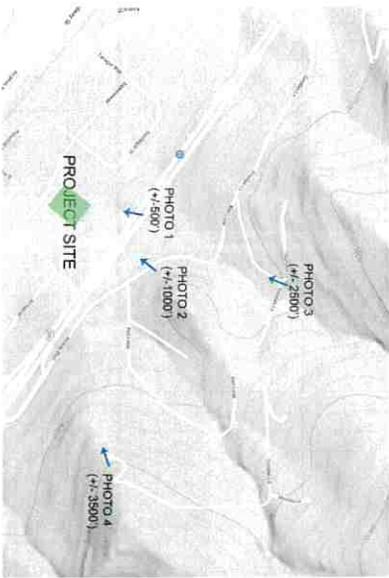


PHOTO LOCATIONS AND TERRAIN

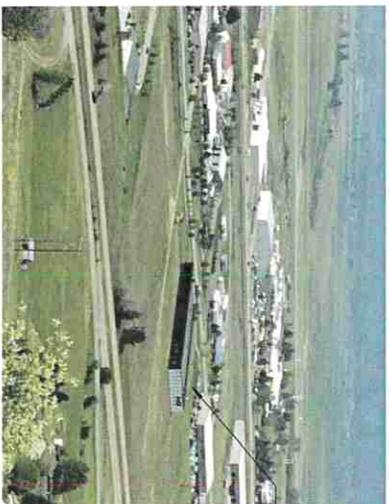


PHOTO 4 - VIEW FROM GOODAN LN OVERLOOK

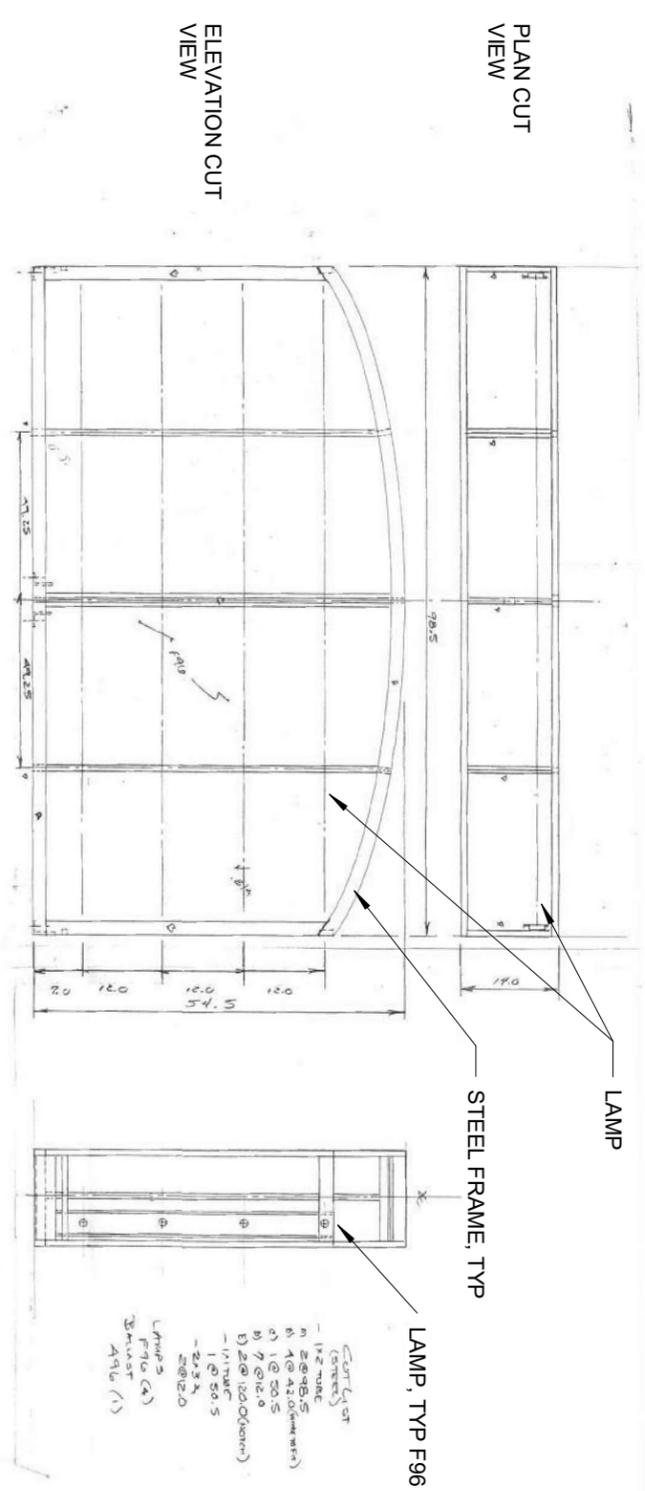
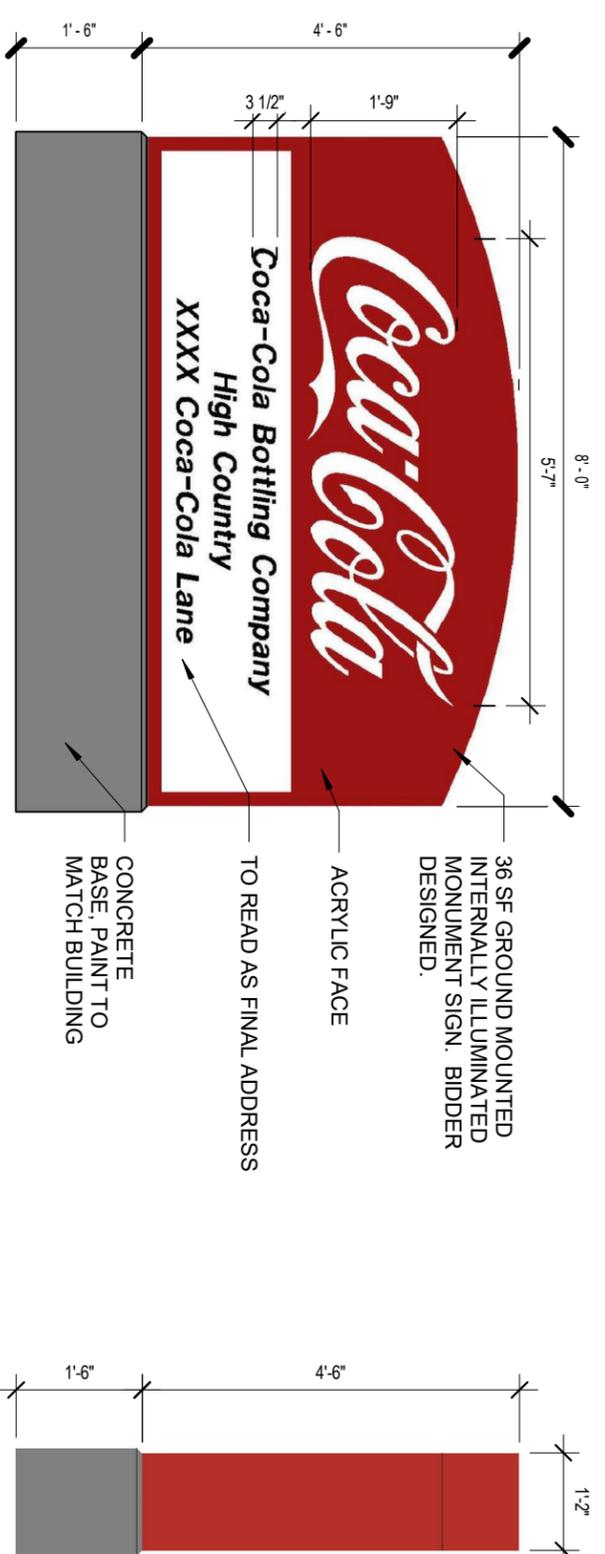
APPROX. LOCATION OF PROPOSED BUILDING - +4,3900' FROM HIGHWAY

18.012

MISSOULA FACILITY  
6000 EXPRESSWAY MISSOULA, MT

**IN2ITIVE**  
ARCHITECTURE  
2291 West Broadway, Suite 4  
Missoula, MT 59808  
www.in2itivearch.com  
406.526.5623

SHEET NAME  
SITE  
PHOTOS  
SHEET NO.  
A3.4

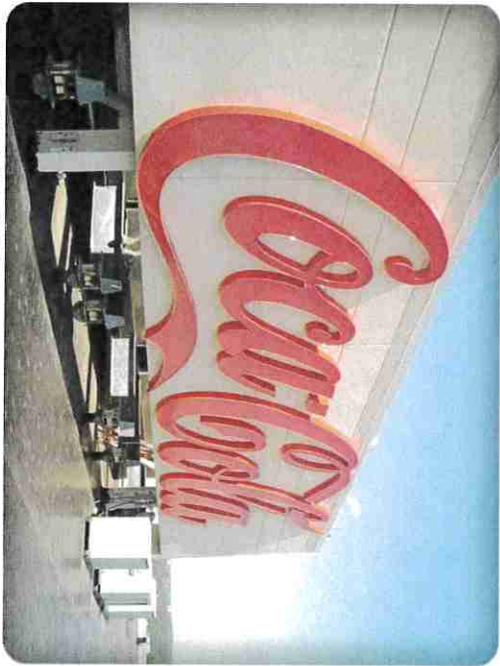


1 MONUMENT SIGN  
 CONSTRUCTION DETAILS  
 A3.7 1/2" = 1'-0"

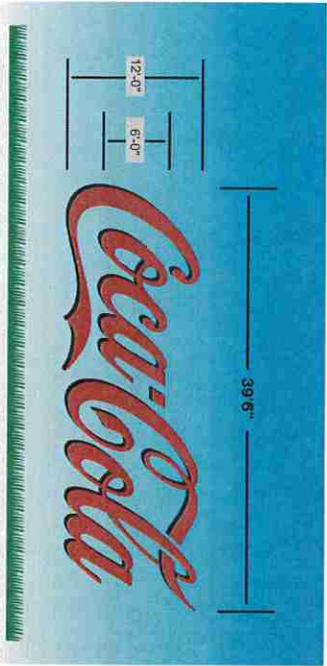
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 2291 West Broadway, Suite 4  
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 www.in2itivearch.com  
 406.926.2623

18.012  
**CCHC MISSOULA FACILITY**  
 5730 ALLOY NORTH MISSOULA, MT  
 19.03.13

SHEET NAME  
**MONUMENT SIGN**  
 DETAIL  
 A3.7



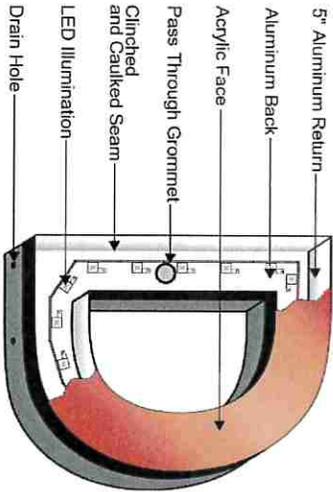
FINISHED SIGN - OTHER LOCATION



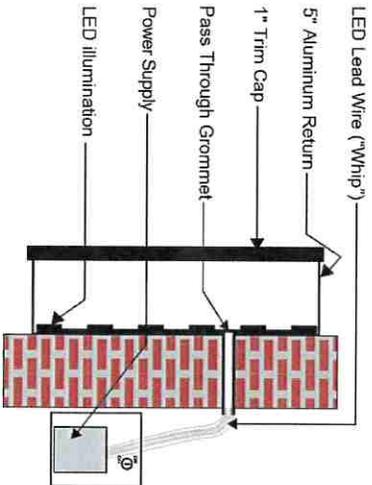
605 312-5434  
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 Helena, MT 59601  
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 406.326.2623  
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FRONT VIEW



SIDE VIEW FLUSH MOUNT

TYPICAL CHANNEL SIGN  
 CONSTRUCTION DETAIL  
 1" = 50'-0"

SHEET NAME	18.012
SIGN	CCHC MISSOULA FACILITY
DETAIL	5730 ALLOY NORTH MISSOULA, MT
SHEET NO	
A3.5	

**IN2ITIVE**  
 ARCHITECTURE  
 2291 West Broadway, Suite 4  
 Missoula, MT 59808  
 www.in2itive.com  
 406.326.2623



E

BUILDING MOUNTED  
INTERNALLY  
ILLUMINATED  
CHANNEL SIGN.  
REFER TO IMAGES.

SIGNAGE AREA CALCULATIONS:  
COUNT METHOD (CHANNEL  
LETTERS CALCULATED  
INDIVIDUALLY = 180 SF.  
CITY METHOD (POLYGON AS  
SHOWN) = 393 SF

POLYGON FOR SIGN  
AREA CALCULATION

1 SIGNAGE AREA CALCULATION  
A3.6 1/8" = 1'-0"

SHEET NAME	SIGN AREA
SHEET NO	A3.6

18.012

CCHC MISSOULA FACILITY

5730 ALLOY NORTH MISSOULA, MT

**IN2ITIVE**  
ARCHITECTURE

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