

REQUEST FOR PLANNING COMMISSION REVIEW

Meeting Date: January 15, 2025

Subject: Review of Papa Murphy's Corporate Signage

Attachments: Signage Design

Presented by: Andrew Hattori, CED Director

Approved For Agenda By: Andrew Hattori, CED Director

Background:

On November 25, 2024, an application for signage of a proposed Papa Murphy's location at 402 W 1st Avenue was received by the City of Toppenish. This application included a request to maintain their corporate logo and be exempted from the requirements of the design district. To be able to be exempted from the design district's requirement for signage the proposal must meet Toppenish Municipal Code (TMC) 15.10.035 which details the following conditions:

15.10.035 Western theme requirements.

In addition to the requirements set forth elsewhere in this chapter, all signs must comply with the following requirements:

- A. Except as may be approved by the planning commission for corporate logos, as specifically set forth below in subsection E of this section, lettering and colors shall conform to the list of fonts and colors as approved by the planning commission and maintained by the building official, which list shall include the corresponding Pantone color numbers that have been approved by the planning commission. Colors of paint, plastic, vinyl or other material must match the appropriate Pantone matching system color number that is equivalent to the color on the planning commission's list that has been approved, but if an exact match cannot be made because the manufacturer of the colored material does not use the Pantone system, then a color may be used that substantially matches the approved Pantone system number, if approved by the planning commission.*
- B. Hot, fluorescent, or neon colors are not allowed.*
- C. Artwork on signs, including bordering, pictures or graphics, is not required but is used to complement the western theme. Examples of artwork which have been approved by the planning commission are maintained by the building official.*
- D. Signs shall not distract or otherwise take away from the overall appearance of the western theme. See TMC 15.10.036.*
- E. The planning commission shall have the authority to approve corporate logos which have lettering, fonts, and colors other than those described in subsection A of this section, if they are part of a graphic design used by commercial enterprises, organizations or institutions on their signs as unique icons, marks, emblems or words by which they can easily be recognized by the public, provided they comply with subsections B, C, and D of this section.*

Analysis:

Papa Murphy's is a national brand with many locations across the United States offering "Take 'n' Bake" pizza services. With over 1,000 locations the brand can be viewed as easily recognizable with distinct signage. Within the general vicinity of the proposed location exists multiple signs that are similar in brand recognition and color, including Dairy Queen located at 401 W 1st Avenue and O'Reilly Auto parts at 302 W 1st Avenue. Additionally the proposed location is approximately one block from a previously Papa Murphy's location at 211 S Chestnut Street.

Given the proposed location, brand size and recognition, and familiarity to the area, staff recommends approval of the corporate signage without conditions.

Recommendation: Planning commission approval of proposed corporate signage within the design district.

Alternatives: 1) Denial of application 2) Approval with conditions 3) Continue for further research and discussion

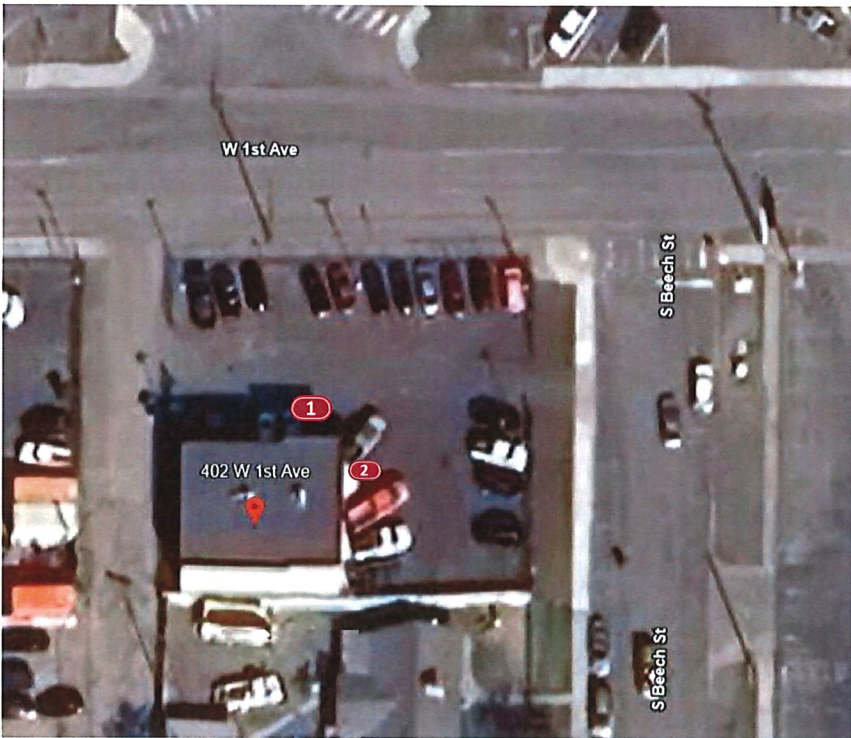


Wa180
402 W. 1st Avenue
Toppenish, Washington 98948



ADART

700 PARKER SQUARE STE 205
FLOWER MOUND, TEXAS 75028
T.469.327.5990 F.469.322.1927



SITE PLAN

1	STOREFRONT SIGNAGE
2	BUILDING SIGNAGE

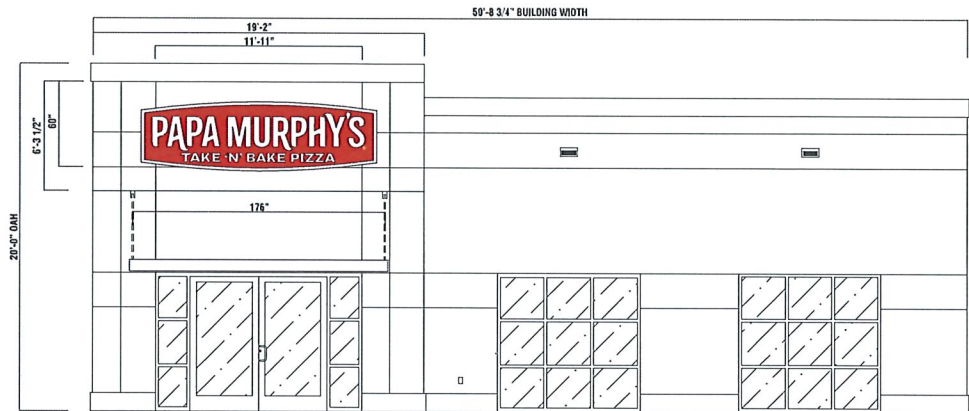
SITE PLAN : OVERVIEW

 ADART 700 Parker Sq STE 205 Flower Mound, TX 75028 T. 800.675.6353	Project: Papa Murphy's Wa180	Revision	Approvals	CONCEPTUAL DRAWINGS ONLY: Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow. Always follow written specifications. ALL RIGHTS RESERVED: This design has been created for you in connection with a project being planned for you by AD ART. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.	SHEET
	Location: 402 W. 1st Avenue Toppenish, Washington 98948	A1-05-11/25/24-Updated measurements	Customer:		2
	Date: 10/22/24 Sales: DH Designer: MH	A2:	Landlord:		
	File Name: PM Toppenish, WA	A3:			
		A4:			

SIGNAGE OPTION 2

NOTE: REMOVE & DISPOSE OF EXISTING SIGNAGE, PATCH & PAINT FASCIA.

CODE: No regulations



SCALE: 3/16" = 1'-0"



EXISTING



PROPOSED

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700 Parker Sq STE 205
Flower Mound, TX 75028
T. 800.675.6353

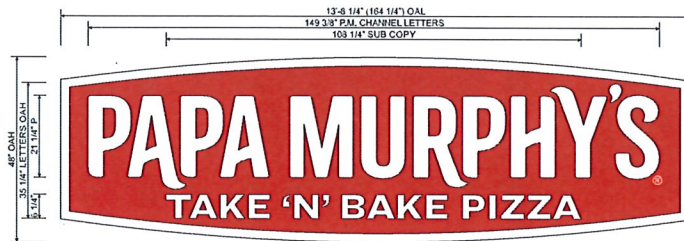
Project: Papa Murphy's Wa180
Location: 402 W. 1st Avenue
Toppenish, Washington 98948
Date: 10/22/24 Sales: DH Designer: MH
File Name: PM Toppenish, WA

Revision
R1: 10/22/24-Updated measurements
R2:
R3:
R4:
R5:

Approvals
Customer:
Landlord:

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SHEET
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1 48" STRETCH HALO WALL CABINET : FACE LIT CHANNEL LETTERS

SCALE: 1/2" = 1'-0"
54.75 SF

SPECIFICATIONS:

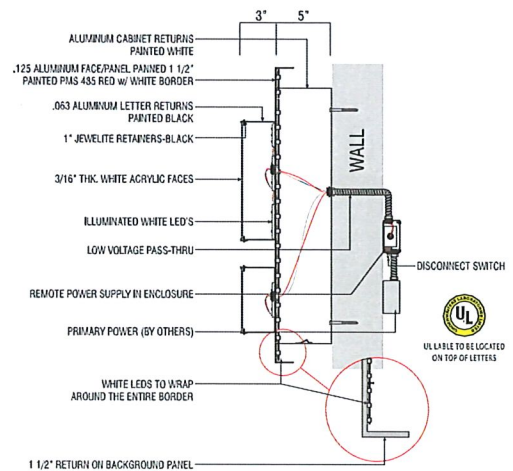
HALO BACKER PANEL / SUPPORT STRUCTURE

1. 5" DEEP ALUMINUM SUPPORT RACEWAY CABINET FILLER PAINTED WHITE.
2. FACE IS .125 ALUMINUM PANEL WITH 1 1/2" EDGE PAN.
3. FACE IS PAINTED PMS 485 C RED WITH 2 1/4" WHITE BORDER & PAN RETURN.
4. FACE TO BE HALO (BACK) LIT WITH WHITE LEDS WRAP AROUND BORDER BACKSIDE.

CHANNEL LETTERS

5. 3" DEEP ALUMINUM CHANNEL LETTER RETURNS & FLAT ALUMINUM BACKS PAINTED BLACK.
6. ALL LETTER INTERIORS FINISHED LIGHT ENHANCEMENT WHITE.
7. 1" BLACK TRIM CAP.
8. FACES ARE 3/16" TH. WHITE ACRYLIC.
9. LETTERS ARE INTERNALLY ILLUMINATED WITH WHITE LEDS.

10. SIGN STRUCTURE MOUNTED FLUSH TO BUILDING FASCIA WITH APPROPRIATE NON-CORROSIVE MOUNTING HARDWARE.



S/F CABINET W/ PANNED HALO PANEL

N.T.S.

5" & UP SUB COPY HEIGHTS : FACE-LIT CHANNEL LETTERS

ADART
700 Parker Sq STE 205
Flower Mound, TX 75028
T. 800.675.6353

Project: Papa Murphy's Wa180
Location: 402 W. 1st Avenue
Toppenish, Washington 98948
Date: 10/22/24 **Sales:** OH **Designer:** MH
File Name: PM Toppenish, WA

Revision
R1: 06-11/23/24-Updated measurements
R2:
R3:
R4:
R5:

Approvals
Customer:
Landlord:

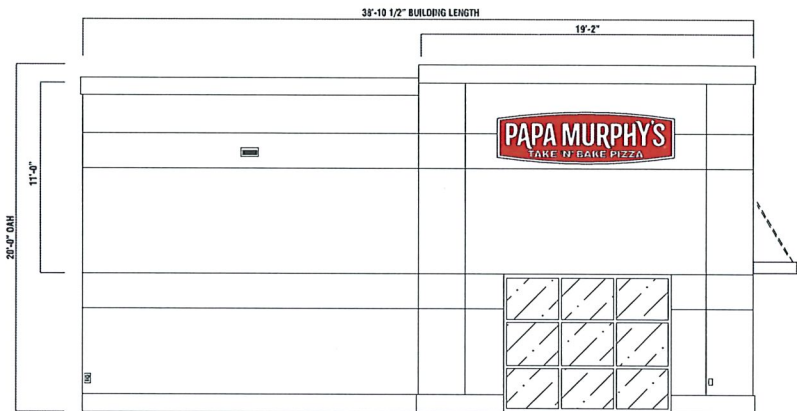
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SIGNAGE OPTION 1

NOTE: REMOVE & DISPOSE OF EXISTING SIGNAGE, PATCH & PAINT FASCIA.

CODE: No regulations



EXISTING



PROPOSED



700 Parker Sq STE 205
Flower Mound, TX 75028
T. 800.675.6353

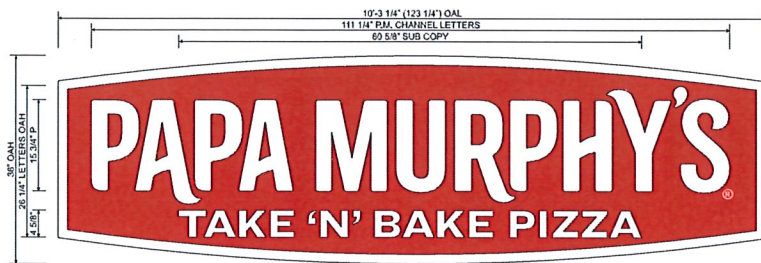
Project: Papa Murphy's Wa180
Location: 402 W. 1st Avenue
Toppenish, Washington 98948
Date: 10/22/24 **Sales:** DH **Designer:** MH
File Name: PM Toppenish, WA

Revision
R1: 10/23/24: Updated measurements
R2:
R3:
R4:
R5:

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Customer:
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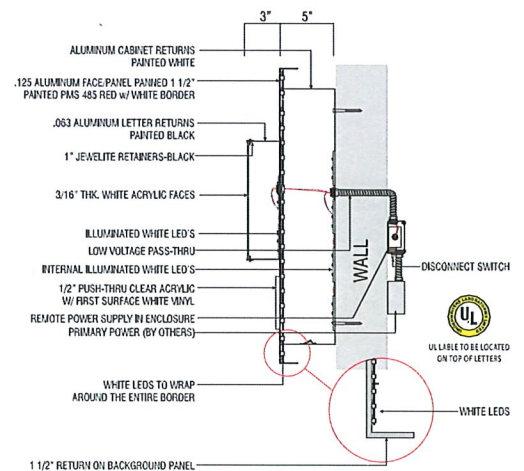
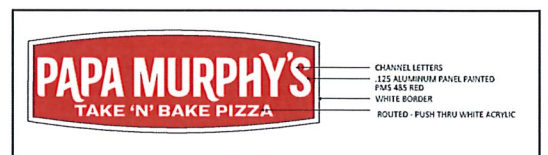


2 36" STRETCH HALO WALL CABINET w/ ROUTED LETTERS
(1) SET REQUIRED

SCALE: 3/4" = 1'-0"
30.8 SF

- SPECIFICATIONS:**
HALO BACKER PANEL / SUPPORT STRUCTURE
1. 5" DEEP ALUMINUM SUPPORT RACEWAY CABINET FILLER PAINTED WHITE.
2. FACE IS .125 FLAT ALUMINUM PANEL WITH 1 1/2" EDGE PAN.
3. FACE IS PAINTED PMS 485 C RED WITH 1 5/8" WHITE BORDER & PAN RETURN.
4. FACE TO BE ROUTED OUT & BACKED UP WITH 1/2" CLEAR ACRYLIC PUSH THRU LETTERS WITH FIRST SURFACE WHITE VINYL OVERLAYS.
5. SUPPORT RACEWAY CABINET TO BE INTERNALLY ILLUMINATED WITH WHITE LEDS.
6. FACE TO BE HALO (BACK) LIT WITH WHITE LEDS WRAP AROUND BORDER BACKSIDE.

- CHANNEL LETTERS**
7. 3" DEEP ALUMINUM CHANNEL LETTER RETURNS & FLAT ALUMINUM BACKS PAINTED BLACK.
8. ALL LETTER INTERIORS FINISHED LIGHT ENHANCEMENT WHITE.
9. 1" BLACK TRIM CAP
10. FACES ARE 3/16" THL WHITE ACRYLIC.
11. LETTERS ARE INTERNALLY ILLUMINATED WITH WHITE LEDS.
12. SIGN STRUCTURE MOUNTED FLUSH TO BUILDING FASCIA WITH APPROPRIATE NON-CORROSIVE MOUNTING HARDWARE.



S/F CABINET W/ PANNED HALO PANEL N.T.S.
4" & UNDER SUB COPY HEIGHTS : ROUTED OUT PUSH THRU ACRYLIC

ADART
700 Parker Sq STE 205
Flower Mound, TX 75028
T. 800.675.6353

Project: Papa Murphy's Wa180
Location: 402 W. 1st Avenue
Toppenish, Washington 98948
Date: 10/22/24 **Sales:** DH **Designer:** MH
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City of Toppenish

"Where the West Still Lives"

21 West First Avenue
Toppenish, WA 98948
Phone (509) 865-7318
www.cityoftoppenish.us



Sign Permit Application						
Sign Address: 402 West 1st Avenue		Business Name: Papa Murphys				
Sign Type - Check all that apply: <input type="checkbox"/> Free Standing <input checked="" type="checkbox"/> Building Mounted <input checked="" type="checkbox"/> Flat against the building <input type="checkbox"/> Projecting from the building <input type="checkbox"/> Projecting over sidewalk <input type="checkbox"/> Roof mounted <input checked="" type="checkbox"/> Lighted <input checked="" type="checkbox"/> Constant <input type="checkbox"/> Flashing		Type of Business: Pizza Retail				
		Sign Details - Complete all that apply: Sign length 13'8" (Feet & Inches) Sign width 4" (Feet & Inches) Distance from ground to: Bottom edge of sign (Feet & Inches) Top edge of sign (Feet & Inches) Number of sides Sign is a corporate logo Papa Murphys (Name of company)				
Required additional submittal checklist: <table border="0"><tr><td>Freestanding sign <input type="checkbox"/> Color rendering of sign <input type="checkbox"/> Site plan <input type="checkbox"/> Building permit application <input type="checkbox"/> Engineered design drawings</td><td>Building mounted sign - Projecting or roof <input type="checkbox"/> Color rendering of sign <input type="checkbox"/> Building permit application <input type="checkbox"/> Engineered design drawings <input type="checkbox"/> Elevation color drawing of the building showing sign location</td><td>Building mounted sign - Flat <input checked="" type="checkbox"/> Color rendering of sign <input checked="" type="checkbox"/> Details of how sign is attached to building <input checked="" type="checkbox"/> Elevation color drawing of the building showing sign location</td></tr></table>				Freestanding sign <input type="checkbox"/> Color rendering of sign <input type="checkbox"/> Site plan <input type="checkbox"/> Building permit application <input type="checkbox"/> Engineered design drawings	Building mounted sign - Projecting or roof <input type="checkbox"/> Color rendering of sign <input type="checkbox"/> Building permit application <input type="checkbox"/> Engineered design drawings <input type="checkbox"/> Elevation color drawing of the building showing sign location	Building mounted sign - Flat <input checked="" type="checkbox"/> Color rendering of sign <input checked="" type="checkbox"/> Details of how sign is attached to building <input checked="" type="checkbox"/> Elevation color drawing of the building showing sign location
Freestanding sign <input type="checkbox"/> Color rendering of sign <input type="checkbox"/> Site plan <input type="checkbox"/> Building permit application <input type="checkbox"/> Engineered design drawings	Building mounted sign - Projecting or roof <input type="checkbox"/> Color rendering of sign <input type="checkbox"/> Building permit application <input type="checkbox"/> Engineered design drawings <input type="checkbox"/> Elevation color drawing of the building showing sign location	Building mounted sign - Flat <input checked="" type="checkbox"/> Color rendering of sign <input checked="" type="checkbox"/> Details of how sign is attached to building <input checked="" type="checkbox"/> Elevation color drawing of the building showing sign location				

Owner:	Ck Family Investments LLC		Day Phone:	
Mailing Address:	402 W 1st Ave	City: Toppenish	State: WA	Zip:
E-Mail:			Cell Phone:	
Contractor:	Mustang Signs		Day Phone: 5097354607	
Contact:	Lauran Wang			
Mailing Address:	10379 W Clearwater Ave	City: Kennewick	State: WA	Zip: 99336
Contractor License No.:	MUSTASK811JH		Expiration Date: 4/8/20	
E-Mail:	lauran@mustangsigns.com		Cell Phone: 509-492-1616	
Authorized Agent:	<input checked="" type="checkbox"/> Same as Contractor		Day Phone:	
Mailing Address:		City:	State:	Zip:
Contact:				
Professional License No.:			Expiration Date:	
E-Mail:			Cell Phone:	

IMPORTANT: All contractors and subcontractors must have a current City of Toppenish Business License.

Western Theme Standards

All signs must adhere to the Western Theme Standards as required in the Toppenish Municipal Code Section 15.10.035*

1. The lettering and coloring of the sign must conform to the fonts and colors approved by the Planning Commission as being Western Theme fonts and colors.

Names of fonts

Color Pantone numbers

Asking for Waiver due to National Brand

2. Hot, Fluorescent, or neon colors shall not be used.
3. Artwork, graphics, borders, framing, posts, and other components of the sign shall be of a Western Theme.
4. Signs shall not distract or otherwise take away from the overall appearance of the Western Theme.
5. Lighted message board type signs or signs with flashing images are not allowed.
6. *Signs consisting of corporate logos that do not reflect a Western Theme in graphics, fonts, or colors must be approved by the Planning Commission.

I hereby acknowledge that I have read this application and certify under penalty of perjury under the laws of the State of Washington that the above answers are true and complete to the best of my knowledge. I agree to comply with all current codes, laws, regulations and permit requirements related to this project. I hereby grant to the City of Toppenish a right to enter onto the premises as described for this permit application to make such inspections and tests as may be required.

Lauran Wang

Signature of Owner, Contractor or Authorized Agent

Date: 11/17/2024