



Forward Thinking, High Achieving.

Burley McWilliams
Director Facilities and Operations
Business Building
909 South Avenue Building A
Missoula, MT 59801

Office 728-2400, Ext. 3032

October 3, 2025

To whom it may concern,

Missoula County Public Schools will be installing a dual display dynamic reader board at CS Porter Middle School located at 2510 Central Ave. The reader boards will be purchased by MCPS and installed by Epcon Signs. The school district will permit and complete the electrical work in-house. The sign will be approximately 38" x 94" and will sit approximately 13'6" off the ground. We are asking for a public forum to hear neighbor's public comment regarding these new reader boards.

The sign is not in compliance with the following code sections:

-Per 20.75.070.F. Dynamic displays may not exceed a maximum illumination of 5,000 nits (candelas per square meter) during daylight hours or more than 500 nits during nighttime hours (between dusk and dawn), as measured from the sign's face at maximum brightness. Dynamic displays must be equipped with automatic dimming technology that automatically adjusts the display's brightness based on ambient light conditions.

-Per 20.75.070.F.1. Dynamic displays are permitted for all allowed uses in B1, B2, B3, C1, M1 and M2 zoning districts. The subject property is in the RT2.7 zoning district. Dynamic displays are not permitted in the RT2.7 zoning district.

-Per 20.75.070.F.2. The dynamic display portion of the sign may not exceed 40 SF, or 50% of the total sign area, whichever is less, and must be computed as part of the sign's total area. The proposed sign will be entirely 'dynamic'. 100% of the sign's square footage is dynamic display.

-Per 20.75.050.B The maximum square foot area for ground signs in the RT2.7 zoning district is 24 square feet. The proposed sign is 24.81 square feet in area.

-Per 20.75.050.B The maximum height for ground signs in the RT2.7 zoning district is 6 feet. The proposed height of the sign is 13.6 feet.

The display is equipped with auto dimming technology and can be adjusted from the maximum nits of 5000 to minimum of 500 to meet city requirements. The sign will be a double face illuminated with a RGB message center. The length of transitions will be anywhere from one second to none at all. The reader board will primarily be used for messaging families and public on events and important dates happening at the school. The display could change daily and will be programmed off starting no later than 10pm and no earlier than 6am.

Regards,

Burley McWilliams
Director of Facilities and Operations
Missoula County Public Schools

SITE PLAN



Approx. 13'6" off the ground to top of the board.



COMMUNITY PLANNING, DEVELOPMENT & INNOVATION

Development Services Division

435 RYMAN | MISSOULA, MT 59802-4297 | 406.552.6630 | FAX 406.552.6053

MISSOULA CITY PUBLIC FORUM APPLICATION

Date: 6-4-2025

Meeting Date: _____

Applicant Name: Missoula County Public Schools

Address: 909 South Ave W Phone: 406-728-2400

Agent Name: BURRY McWilliams - Director of Facilities

Address: 909 South Ave W Phone: 406-728-2400 x3032

Project Address/Location: 2510 W. CENTRAL AVE, Missoula MT 59804

Request Type: Installation of Dynamic Reader Board.

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

Legal Description

Lot(s): 37, 48 + 49; Block(s): _____; Subdivision: _____

Section: 30; Township: 13; Range: 19 W

COS#: _____

Zoning: _____

PACKETS MUST CONTAIN THE FOLLOWING ITEMS

Provide the following information as pdf's emailed to the Zoning desk staff at ZoningDesk@ci.missoula.mt.us Staff will review the application for completeness and provide any corrections. Once a complete application and the fee is received staff will provide a schedule for the public hearing date.

- a. Application
- b. Cover Letter
- c. Site Plan & Landscaping Plan (to scale)
- d. Elevation Drawings (to scale)
- e. Topography Map, if applicable (to scale)
- f. Floor Plan



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MISSOULA CITY PUBLIC FORUM APPLICATION

APPLICANT'S RESPONSIBILITY

The burden of proof for an applicable hardship and justification of proposal lies with the applicant. The applicant or the applicant's agent must be present at the meeting. Failure to appear at the meeting is grounds for denial of the variance request.

STATUTORY AUTHORITY

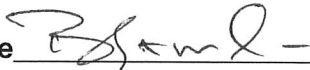
A public forum process is established as authorized by §76-2-402 MCA. Whenever an agency proposes to use public land contrary to local zoning regulations, a public hearing must be held and the agency shall attend the public hearing. The City Council is responsible for conducting public hearings.

TITLE 20, SECTION 20.85.095 PUBLIC FORUM

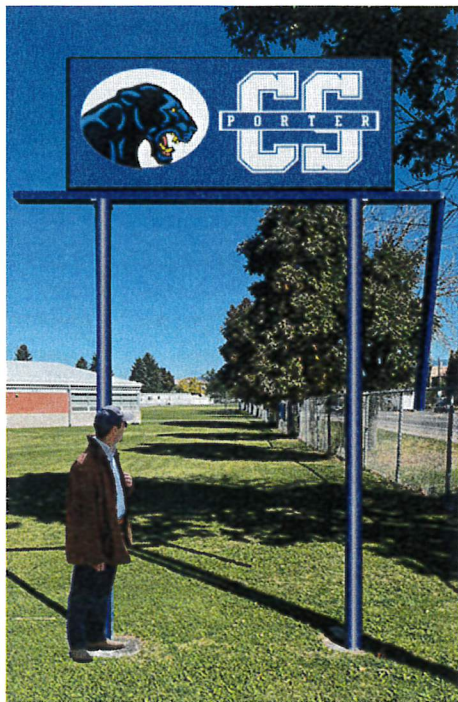
Title 20, Section 20.85.095 includes the process to implement the Public Forum provisions in state law. An "agency" means a means a board, bureau, commission, department, district, an authority, or other entity of state or local government.

The City Council shall hold a hearing within 30 days of the date the agency gives notice of its intent to develop land contrary to local zoning regulations and pays the application fee. The City Council shall hold the public hearing as a public forum and shall have no power to deny or condition the proposed use, but shall act only to allow a public forum for comment on the proposed use.

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

Property Owner's Signature  Date 6-4-25

I, _____, owner of the said property authorize _____
to act as my agent in this application.



NEW 96X240 10MM RGB MESSAGE CENTER.
INSTALL ON EXISTING STEEL STRUCTURE.
REPAINT STRUCTURE.

DOUBLE FACE ELECTRONIC DISPLAY

ELPO Sign Group

DESIGNER: DW
SALESPERSON: JIM
REVISED:

CLIENT: CS PORTER
LOCATION: MISSOULA MT.
CONTACT: PETER VAN DYCKE / 701.944.4444
REPRESENTATIVE: RALPH BAILEY / 701.944.4444

DESIGN NO: 128.24.M5
SCALE: 3/4"=1'-0"
DATE:

1-800-225-2252
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INTAKE FORM – LAND USE & ZONING APPLICATIONS

DEVELOPMENT SERVICES
435 RYMAN, MISSOULA, MT 59802-4292
PHONE: 406.552.6625
FAX: 406.552.6053
<http://www.ci.missoula.mt.us/>

<u>OFFICE USE ONLY</u>	
DESK STAFF:	DATE:
SUPERVISOR:	DATE:
CASE PLANNER:	DATE:

A. APPLICANT

Name: **Burley McWilliams** Date: **09/06/23**
Address: **909 South Ave West, Building A, Missoula MT 59801**
Phone Number: **406-728-2400 x3030**
Email: **bmcwilliams@mcpsmt.org**

B. SUBJECT PROPERTY

Property Owner: **CS Porter - Missoula County Public Schools**
Address: **2510 Central Ave, Missoula MT 59804**
Geocode:

Legal Description (must be complete—attach metes and bounds if necessary):

Lot: 37,48	Tract:	Township: 13
Block:	COS#:	Range: 19W
Subdivision:		Section: 30

*Size of Parcel: **6.4 acers**

Zoning:

Applicable Growth Policy/ Comprehensive Plan and Land Use Designation:

Floodplain Designation:

C. PROJECT DESCRIPTION /QUESTIONS

Provide a description of the project (you may attach a separate page) AND/OR explain the standard/regulation you request to vary from AND/OR describe the question you have:

MCPS would like to install a dynamic reader board at the southeast corner of the property. It would replace an existing reader board that was damaged in a windstorm. The reader board will sit approximately 8' (to the bottom) off the ground. The board measures 3'2" x 7'10" and will display on the east and west side of the sign.

*Note: If property less than 1 acre and no plan to connect to City Sewer system, consult with Missoula County Health Department regarding sanitation before submitting this form.

Permit Summary

DEVELOPMENT SERVICES • CITY OF MISSOULA
435 RYMAN • MISSOULA, MT 59802-4297 • (406) 552-6630 • FAX: (406) 327-2125

Sign Permit

PERMIT NUMBER: 2025-MSS-SGN-00042

ISSUED:

PROPERTY OWNER:

MISSOULA COUNTY HIGH SCHOOL
DISTRICT #1

915 SOUTH AVE W

MISSOULA MT

PERMIT TYPE: Sign

NA

NA

PERMIT STATUS: Open

ISSUED TO:

EPCON SIGN GROUP

PO BOX 16838

MISSOULA, MT 59808

PERMIT LOCATION:

PHYSICAL ADDRESS:

2510 W CENTRAL AVE

LOCATION:

CS Porter School

LEGAL DESCRIPTION:

U.S. GOVERNMENT SURVEY # 2,
S30, T13 N, R19 W, LOTS 37, 48 & 49

GEOCODE:

04220030413010000

WORK DESCRIPTION:

New EMC sign on existing structure to replace previous reader board.

CONDITIONS:

If a sign authorized by a sign permit issued pursuant to this section is not installed with one hundred and eighty (180) days after the date of issue, such permit is void. 20.75.140.D

No person shall erect, construct, affix, paint, change copy, alter or relocate any sign, unless a sign permit has been issued by the City of Missoula for same.

A sign permit fee for all signs shall be established by a resolution of the City Council. This fee shall be paid prior to the issuance of any permit to allow the construction of a sign. Failure to obtain a permit as required by Subsection B above prior to the performance of the work shall result in a double fee. (20.75.140.C.

COMMENTS:

WORKFLOW:

INSPECTIONS:

Please note that this document is not a copy of the actual permit issued. It is merely a summary of the information contained within the City of Missoula's permit record system for the permit number shown above.