



Land Use and Building Department

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Staff Report to the Planning and Zoning Commission

Hearing Date: August 28, 2025

Date Report Compiled: August 8, 2025

Agenda Item: Conditional Use Permit to install an off-site billboard in the C2 Zone

Applicant: Seth Saunders/YESCO Outdoor Media

Case Number: CUP-2025-01

Staff: Andrew Meek, Planner II

Location/Site: 3105 Airbase Rd, Mountain Home ID, 83647

Zoning: C2 – Highway/Interstate Commercial

Parcel Number: RP000040030030

Property Size: 1.06 acre

BACKGROUND:

CUP-2025-01 is an application for a conditional use permit to install a Standard Billboard Sign on thirty (30') feet high poles and ten by thirty feet (10'*30') size double face in the Highway/Interstate Commercial (C2) Zone along the south side Airbase Rd ("Application"). The billboard will be illuminated with 2 lights at the base of the billboard pointed up.

The applicant is Seth Saunders with YESCO Outdoor Media ("Applicant"). Applicant had a preapplication meeting with the Land Use and Building Department (the "Department") on November 6, 2024, pursuant to Zoning Ordinance § 7-3-2(A), 2018-03 (the "Zoning Ordinance"). Neighborhood meeting letters were sent on February 14th, 2025 giving notice of the time, date, and location of the meeting to neighboring property owners within thousand feet (1000') per Zoning Ordinance § 7-3-3(B) and conducted the required neighborhood meeting on February 27th, 2025, per Zoning Ordinance § 7-3-3. Exhibit A. A conditional use permit ("CUP") application was submitted on March 25th, 2025, and the required four hundred (\$400) dollar fee was submitted to the Department on April 1st, 2025 per Zoning Ordinance § 7-9-3. Exhibits B. A site map was provided on April 23rd, 2025. Exhibit C. The Application was deemed complete on June 17, 2025, and a Public Hearing date was set for August

28th, 2025. The public hearing notice was mailed to landowners within one thousand feet (1000') of the property on August 18th, 2025, per Zoning Ordinance § 7-3-5(C). Exhibit D. The public hearing notice and application were mailed to agencies on August 18th, 2025, per Zoning Ordinance § 7-3-4. The public hearing notice was published in the Mountain Home News on August 13th, 2025, as required by Zoning Ordinance § 7-3-5(A) Exhibit E. The public hearing notice was posted on the property on August 18th, 2025, per Zoning Ordinance § 7-3-5(B). Exhibit F.

The surrounding uses of the Site are the following:

- North: City of Mountain Home
- East: C2 Highway/Interstate Commercial
- South: AG General Agriculture
- West: C2 Highway/Interstate Commercial

The Site of the Application is not located in a designated flood zone, Exhibit G. The Site is within the City of Mountain Home's Area of Impact.

The documents, recordings, and exhibits constituting the CUP record are numbered sequentially as they become available. This report references the following portions of the CUP record, which are included as Exhibits:

- A. Neighborhood Meeting Notice
- B. Application
- C. Site Map
- D. Public Hearing Notice
- E. Newspaper Public Notice
- F. Posted of Property
- G. Floodplain Map

The CUP record provided with this staff report includes all written public comments submitted to the Department by physical or electronic delivery by 5:00 p.m. WEDNESDAY THE WEEK BEFORE MEETING, for the Public Hearing scheduled for HEARING DATE August 28th, 2025. The notices from the Elmore County Assessor and Treasurer indicate that all taxes have been paid on the Site. The CUP record also includes all documents obtained as part of staff's analysis and review of the Application, and all documents and exhibits submitted prior to the close of the public hearing as received by the Commission. Those portions of the CUP record that arrive after the staff report is submitted may be provided to the Commission under separate cover as a part of the Commissioners' supplemental packet.

REQUIRED FINDINGS FOR CONDITIONAL USE PERMITS, ZONING ORDINANCE SECTION 7-9-7:

- 1. The proposed use shall, in fact constitute a Conditional Use as determined in Table 7-2-26 (B), Elmore County Land Use Table, as contained in Elmore County Zoning and Development Ordinance 2018-03:**

Staff Response: The parcel is zoned C2. Elmore County Zoning Ordinance Table 7-2-26 (B) does not identify billboard sign as a use. However, Title 7, Chapter 7 addresses

Sign Standards and all billboard signs require a conditional use permit approval pursuant to Zoning Ordinance § 7-7-22 (F).

The proposed use is in accordance with the Zoning Ordinance pursuant to Zoning Ordinance § 7-7-22(F) that Billboard signs require a Conditional Use Permit.

2. The proposed use shall be in harmony with and in accordance with the Elmore County Comprehensive Plan 2014 and Zoning and Development Ordinance (Title 7) 2018-03:

Staff Response: Staff analyzed relevant sections of the Comprehensive Plan for a Conditional Use Permit to install a Standard Billboard 30' in height in the C2 Zone. The Comprehensive Plan envisions large or intensive commercial and/or business establishments that are typically oriented to a major roadway or freeway interchange within the Highway/Interstate Commercial. Therefore, a billboard is in harmony with the 2014 General Plan and Zoning Ordinance.

3. The proposed use complies with the purpose statement of the applicable base zone and with the specific use standards as set forth in this Chapter:

Staff Response: The purpose statement for the Highway/Interstate Commercial base zone is found in Zoning Ordinance §7-2-5(E), providing:

Highway/Interstate Commercial: The purpose of the C2 district is to permit the establishment of general business and commercial uses that have direct access to State Highways and convenient access to the Interstate. Shopping centers will be encouraged, and strip development shall be discouraged. This district may also be located on arterial thoroughfares or in areas where general commercial business is compatible with surrounding land uses. The Highway/Interstate Commercial category is needed to accommodate large or intensive commercial and/or business establishments that are typically oriented to a major roadway or freeway interchange.

The Highway/Interstate Commercial zone allows a variety of uses that may require a Conditional Use Permit. The proposed billboard sign is consistent with CUP uses in the applicable base zone with the required conditions staff proposes.

The Application is also reviewed for specific use standards in compliance with Zoning Ordinance § 7-7-22(G) for Billboard Signs as discussed further below.

4. The proposed use shall comply with all applicable County Ordinances:

Staff Response: The proposed CUP was mailed to agencies and the following Elmore County agencies replied. Their comments are integrated in the proposed conditions of approval to ensure that this Application meets all applicable Elmore County Ordinances. Furthermore, Title 11, Chapter 1 goes into detail describing the Elmore County/City of Mountain Home Area of Impact and the requirements therein. In particular, 11-1-3 (D) describes preserving areas for industrial and commercial development, which this Billboard would be built in. The City of Mountain Home did not comment via writing,

however, during Agency meetings they did have questions about lighting standards for the billboards which were provided.

- City of Mountain Home: No comment
- Mountain Home Rural Fire District – No issues
- Mountain Home Airport – No issues

5. The proposed use shall comply with all applicable State and Federal regulations:

Staff Response: The proposed CUP was mailed to the following State agencies and the following state agencies replied. Their comments are integrated in the proposed conditions of approval to ensure that this Application meets all applicable State and Federal regulations.

- Central District Health – No issues; will need accessory application and fees.
- Idaho Transportation Department – Will need an application.
- Mountain Home Airforce Base – No issues

6. The proposed use shall be designed, constructed, operated, and maintained in such a way as to be harmonious and appropriate in appearance with the existing or intended character of the general vicinity; and that such use shall not change the essential character of said area:

Staff Response: The Site is on Airbase Rd and is surrounded by other Highway/Interstate Commercial properties with Ag zone and City of Mountain Home surrounding that. The Site is zoned C2. Staff believe the proposed use does not present significant impacts or substantial changes to the essential character of the said area.

Aesthetically, the proposed use will not change existing views from the west, east, north, or south. The site plan shows the sign to be installed on the northeast corner of the facility's staging area. The Application, with the proposed conditions, will be operated and maintained in such a way as to be harmonious and appropriate in appearance with the existing and intended character of the general vicinity and will not change the essential character of the area.

7. The proposed use shall not be hazardous or disturbing to existing neighboring uses or impede their normal development:

Staff Response: The proposed use will not impede normal development within the area. This area is zoned Highway/Interstate Commercial which is designated for commercial uses. Most existing commercial uses utilize some variation of signage to promote the business. Therefore, there are additional signs in the surrounding area on Airbase Rd that include billboards. The proposed dimension of the sign complies with the Zoning Ordinance. The location of the sign will not hinder passing vehicles, or nearby businesses.

8. The proposed use shall be served adequately by available public facilities and services such as highways, streets, police and fire protection, drainage structures, refuse disposal, water, sewer, or that the person responsible for the establishment

of the proposed conditional use shall be able to provide adequately any such services:

Staff Response: The proposed use is served by the following public facilities:

Highways/Roads – Airbase Rd is maintained by Idaho Transportation Department (ITD).

Fire Protection – Mountain Home Rural Fire District (MHRFD)

Drainage Structures – No drainage structures for the proposed use are planned or required at this time.

Refuse Disposal – Applicant will be responsible for obtaining and maintaining appropriate refuse disposal.

Water/Sewer –The existing structure has a private well and septic system.

The Application, and its proposed use, will be adequately served by available public facilities and services such as highways, streets, law enforcement, fire protection, and Emergency Services.

9. The proposed use shall not create excessive additional requirements at public cost for public facilities and services and the proposed use shall not be detrimental to the economic welfare of the County:

Staff Response: All on-site improvements will be funded by the Applicant.

Agencies that could potentially be impacted by this Application have been notified; at this time there have not been any notable comments submitted to the Department except for Idaho Transportation Department which stated there is no objection to the proposed sign and its location.

10. The proposed use shall not involve uses, activities, processes, materials, equipment, and conditions of operation that will be detrimental to any persons, property, or the general welfare by reason of excessive production of traffic, noise, smoke, fumes, glare or odors:

Staff Response: The use of the billboard will not be detrimental to any persons, property, or the general welfare by reason of excessive production of traffic, noise smoke, fumes, glare, or odors. The height of the proposed billboard sign meets Zoning Ordinance 7-7-22.

11. The proposed use shall not result in the destruction, loss, or damage of a natural or scenic feature of major importance:

Staff Response: The property is not on or near a scenic feature of major importance.

REQUIRED FINDINGS FOR BILLBOARD SIGNS, ZONING ORDINANCE SECTION 7-7-22(G):

1. **That the location and placement of the billboard will not endanger motorists or pedestrians and does not interfere with the clear vision triangle at street, railroad, or street driveway intersections:**

Staff Response: The proposed location of the sign is to be installed directly northeast of an existing building. It will be fifty-five (55') feet from the right of way of Airbase Rd. The location does not interfere with the clear vision triangle, as there is no railroad or intersection near the proposed sign location.

2. **The Billboard will not cover or blanket any prominent view of a structure or façade of historical or architectural significance:**

Staff Response: The location of the proposed billboard has no significant historical or architectural buildings or views in the general vicinity.

3. **The billboard will not obstruct the view of the users of adjacent buildings to side yards, yards, or to nearby open space. This requirement does not include views of distant vistas:**

Staff Response: The height and location of the proposed sign will not obstruct views of adjacent buildings side yards, yards, or nearby open space.

4. **The billboard will not negatively impact the visual quality of a public open space such as a recreation facility, square, plaza, courtyard, and the like:**

Staff Response: There are no recreation facilities, squares, plaza, or court yards in the vicinity. The area is predominantly light and heavy industrial uses.

5. **The height of the billboard, spacing, dimensional requirements, and setbacks are compliant with the requirements of this section:**

Staff Response:

Zoning Ordinance § 7-7-22(D)(1) for painted billboards requires that the billboard shall not exceed eleven (11') feet in height and thirty-six (36') feet in horizontal length, nor exceed three hundred seventy-eight (378') square feet in area. The proposed billboard face is ten (10') feet in height and thirty (30') feet in length, making the total area of the billboard three hundred fifty (300') square feet in area.

Zoning Ordinance § 7-7-22(D)(8) requires that the maximum height requirement of signs erected upon the ground, which shall not exceed forty (40') feet above grade. The proposed thirty (30') feet height of the proposed billboard is under this requirement and therefore is compliant with this dimensional requirement.

6. **The billboards lighting will not cause hazardous or unsafe driving conditions for motorists and will not glare, reflect, or spill onto adjacent property:**

Staff Response: Staff required Applicant to communicate the proposed illuminated billboard sign with Idaho Transportation Department ("ITD"). The Applicant will have to

apply for a permit from ITD after approval of the CUP as required in the proposed conditions of approval.

STAFF RECOMMENDATION

The Application, with the conditions of approval, will comply with the foregoing requirements. Subject to evidence being presented at the public hearing that would contradict certain facts within Staff's analysis above, Staff recommends **approval** of Conditional Use Permit CUP-2025-01, to install an illuminated billboard on private property in the Highway/Interstate Commercial Zone C-2, subject to the following proposed conditions of approval:

PROPOSED CONDITIONS OF APPROVAL

1. Conditional Use Permit 2025-01 shall be granted to YESCO/Seth Saunders, to install an off-site Standard Billboard Sign 30' height from the ground and 10'*30' in size in the Highway/Interstate Commercial C-2 Zone on Parcel RP000040030030.
2. The standard billboard shall only be a double face static (not digital) billboard and shall have a maximum height of thirty feet (30').
3. The Billboard Sign shall only have a maximum of four (4) LED lights and a maximum of two (2) on each face.
4. The Billboard Sign shall be installed and operational within a year of CUP-2025-01 approval and all necessary site improvements shall be completed per Elmore County Zoning Ordinance.
5. The Applicant shall receive an approval from Idaho Transportation Department (ITD) for the Billboard Sign prior to applying for a building permit with the Land Use and Building Department.
6. The Applicant shall fill out an accessory application with CDH and pay applicable fees to CDH prior to applying for a building permit with the Land Use and Building Department.
7. The Billboard Sign shall comply with all requirements of Title 7 Chapter 2 ("Zoning"), Chapter 7 ("Sign") and Chapter 9 ("Conditional Use Permit") of the Elmore County Zoning and Development Ordinance 2018-03 at all times.
8. The Billboard Sign shall comply with all requirement of Title 7, Chapter 7, Sign Standards of the Elmore County Zoning and Development Ordinance 2018-03.
9. The Applicant shall obtain applicable permits for any structures and/or other permittable improvements on the site to include required state and local permits.
10. The Applicant shall maintain the Billboard over the course of their lifespan to include lighting, structure and Billboard face. If any issues arise, the Applicant has 48 hours to address the problems or violations will be issued.
11. The Applicant shall be able to provide the lease document for the site to the Land Use and Building Department upon request.

12. The Applicant shall keep the lease with the property owner current and inform the Department if the lease is transferred.
13. The Applicant shall ensure all property taxes are kept current.
14. The Applicant shall comply with all local, state and federal laws and regulations.
15. Failure to comply with any of the above conditions of approval may result in the revocation of the Conditional Use Permit.

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