City Council Communication

Department: Community Development CASE #MIS-23-006 Applicant(s): Noddle Companies 2285 South 67th Street, Suite 250 Omaha, NE 68106 Community Development Department Property Owner(s): Broadmoor 809 N. 96th Street Omaha, NE 68114 City of Council Bluffs	Resolution No. _____	City Council: 6/26/23 Planning Commission: 6/13/23

Subject/Title

Request: Public hearing on the request of the Community Development Department and Noddle Companies to amend the Playland Park Master Development Plan to adopt a signage plan for the River's Edge Development.

Location: River's Edge Development

Background/Discussion

The Playland Park Master Plan was adopted on December 10, 2007 by Resolution No. 07-462, which aimed to guide future development within the Playland Park area. The adopted plan did not include specific signage standards as the area was in the preliminary stages of design and development. Today, the Playland Park area includes the River's Edge Development, which is almost entirely built-out with a mixture of commercial and residential uses.

The development is comprised of landholdings of both the City of Council Bluffs and Broadmoor, with Noddle Companies serving as the development partner. Therefore, at this time, the Community Development Department and Noddle Companies are proposing to modify the Playland Park Master Plan to adopt signage standards aimed to facilitate business growth and retention and guide pedestrians and motorists within the development. In collaboration with Noddle Companies, the Community Development Department drafted proposed signage standards that take into consideration the mixture of uses, pedestrian scale of the development, and surrounding neighborhood context. The proposed signage standards are included with this report as Attachment 'A,' relative to attached, detached, and wayfinding signage.

All City departments and local utility providers were notified of the proposed amendment to the Playland Park Master Development Plan. The following comments were received:

- The Council Bluffs Fire Department stated they have no comments.
- The Council Bluffs Public Works Department stated they have no comments.
- Council Bluffs Water Works stated they have no comments.

Recommendation

The Community Development Department recommends approval of the request of the Community Development Department and Noddle Companies to amend the Playland Park Master Development Plan to adopt a signage plan for the River's Edge Development, as shown in Attachment 'A'.

Public Hearing

Staff speaker for the request:
1. Christopher Gibbons, Planning Manager, City of Council Bluffs, 209 Pearl Street, Council Bluffs, IA 51503

Speakers in favor:
1. Ted Zetzman, Noddle Companies, 2285 S. 67th Street, Suite 250, Omaha, NE

Speakers against: None

The City Planning Commission recommended approval of the request of the Community Development Department and Noddle Companies to amend the Playland Park Master Development Plan to adopt a signage plan for the River's Edge Development, as shown in Attachment 'A'.

VOTE: AYE – Bailey, Hutcheson, Knauss, Opperman, Rater, Rew, Stroebele, and Van Houten. NAY - None ABSTAIN – None. ABSENT – Bass. VACANT - Two Motion: Carried.

Attachments

Attachment A: Proposed Signage Standards

Prepared by: Haley Weber, Planner, Community Development Department & Christopher N. Gibbons, Planning and Code Compliance Manager