City Council Communication

Department: Community Development Case #PC-15-004(M) Applicant: Iowa West Foundation Tim Galligan 4201 River's Edge Parkway Ste. 400 Council Bluffs, IA 51501 Owner: MAC Ventures LLC 4201 River's Edge Parkway Ste. 400 Council Bluffs, IA 51501 Represented by: AVitalSigns Unlimited, Inc. Brittnie Wilson 925 S. 7th Street Council Bluffs, IA 51501	Resolution No. _____	City Council: 6/26/23 Planning Commission: 06/13/23

Subject/Title

Request: Public hearing on the request of the Iowa West Foundation, represented by Brittnie Wilson of VitalSigns Unlimited, Inc., to amend the adopted planned commercial development plan for the Iowa West Fieldhouse, relative to attached wall signage, on property located at 5 Arena Way and being legally described as Lot 2, Hotel Plaza at the M.A.C. Replat 1, City of Council Bluffs, Pottawattamie County, Iowa

Location: 5 Arena Way

Background/Discussion

The Community Development Department has received an application from the Iowa West Foundation, represented by Brittnie Wilson of VitalSigns Unlimited, Inc., to amend the adopted planned commercial development plan for Lot 2, Hotel Plaza at the M.A.C. Replat 1 relative to attached signage. The original development plan was approved by Resolution No. 01-266 on October 22, 2001 and amended by Resolution No. 16-37 on February 8, 2016, which included the following signage standards for the subject property:

> *"b) The sports complex proposes an attached sign approximately 220 square feet each to be placed on the west and east elevations."*

Existing Signage

Existing signage on the subject property is as follows:

East Elevation

- 198 square foot wall sign

West Elevation

- 209 square foot wall sign
- 11 square foot wall sign

Total attached signage: 418 square feet

Current Request

Based on the existing signage inventory, only 22 square feet of signage on the east façade is available for the subject property. A new wrestling center and tenant have located inside the Iowa West Fieldhouse with additional signage needs. The applicant is proposing the following signage on the north elevation:

- One 192 square foot wall sign for the "Iowa West Wrestling Center"; and
- One 54 square foot vinyl window sign below the proposed wall sign for the new "The Best Wrestler" tenant

The proposed signage, included as Attachment 'A', would bring the total signage area to 686 square feet, exceeding the maximum permitted 440 square feet of sign area. The applicant's letter of intent, included as Attachment 'B', includes an inventory of all existing and proposed signage.

Current Zoning & Land Use

The subject property is zoned P-C/Planned Commercial District and is located within the RO/Recreation-Tourism Overlay. Surrounding properties are also zoned P-C and are within the RO Overlay. The subject property is adjacent to vacant lots and a restaurant to the north, the Mid America Center to the east and south, and a hotel to the west.

City Departments and Utilities

All City departments and utility providers were notified of the proposed signage amendment. No adverse comments were received from any City department or utility regarding the request.

Comments

A. The Community Development Department has no objections to the requested amendment. There is no existing signage on the north façade, which faces 24th Avenue, an improved public street. The proposed 246 square feet of signage would comprise 3.4 percent of the north façade and is placed above the primary public entrance to the wrestling center. Additionally, per Section 15.33.080, Exempt Signs, of the Council Bluffs Zoning Ordinance, "window signs" are considered an exempt sign type. Removing the proposed 54 square foot window sign from the total proposed sign square footage, the north façade percentage would be 2.7 percent.

B. The proposed attached signage is in conformance with the wall sign regulations established in Section 15.33.100(A) of the Council Bluffs Municipal Code (Zoning Ordinance).

C. All previously approved requirements as described in the planned commercial development plan for Lot 2, Hotel Plaza at the M.A.C. Replat 1, as amended on February 8, 2016, shall remain in effect, except for the existing signage standards for the Iowa West Fieldhouse shall be as modified below:

1. The applicant is proposing to increase the maximum allowed signage from 440 square feet to 632 square feet. The Community Development Department recommends increasing the maximum allowed signage to 800 square feet to accommodate any future signage needs. A total maximum of 800 square feet of attached wall signage shall be allowed for the facility. Allotted signage square footage may be distributed on any building elevation so long as the total amount of signage does not exceed the maximum 800 square feet.
2. Window signage shall be considered exempt and shall not count towards the 800 square feet signage allotment.
3. Minor modifications to the signage plan may be approved by the Community Development Director or their designee.

Recommendation

The Community Development Department recommends approval to amend the adopted planned commercial development plan for Lot 2, Hotel Plaza at the M.A.C. Replat 1 relative to attached signage, subject to the comments stated above and the following:

A. A total maximum of 800 square feet of attached wall signage shall be allowed for the facility. Window signage shall not count towards the maximum 800 square foot signage allotment.
B. Minor modifications to the signage plan may be approved by the Community Development Director or their designee.

Public Hearing

Staff speaker for the request:
1. Haley Weber, Planner, City of Council Bluffs, 209 Pearl Street, Council Bluffs, IA 51503
2. Christopher N. Gibbons, City of Council Bluffs, 209 Pearl Street, Council Bluffs, IA 51503

Speakers in favor:
1. Brittnie Wilson, 10573 Wabash Avenue, Council Bluffs, IA 51503
2. Tim Galligan, Iowa West Foundation, 4201 Rivers Edge Parkway, Suite 400, Council Bluffs, IA 51501

Speakers against: None

The City Planning Commission recommended approval to amend the adopted planned commercial development plan for Lot 2, Hotel Plaza at the M.A.C. Replat 1 relative to attached signage, subject to the comments stated above and the following:

A. A total maximum of 800 square feet of attached wall signage shall be allowed for the facility. Window signage shall not count towards the maximum 800 square foot signage allotment.
B. Minor modifications to the signage plan may be approved by the Community Development Director or their designee.

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
Attachment B: Letter of Intent
Attachment C: Location and Zoning Map

Prepared by: Haley Weber, Planner, Community Development Department