City Council Communication

Department: Community Development CASE #PC-24-001 Applicant: Little Deep Pasta Co., d/b/a Noodles & Company 3825 Denmark Drive, Suite 200 Council Bluffs, IA 51501 Property Owner: B33 Metro Crossing II, LLC 601 Union Street, Suite 1115 Seattle, WA 98101 Representative: Lisa Scovill Install Nation 2215 Leavenworth Street Omaha, NE 68102	Resolution No. _____	City Council: 9/23/2024 Planning Commission: 9/10/2024

Subject/Title

Request: Public hearing on the request of Little Deep Pasta Co., d/b/a Noodles & Company, represented by Install Nation, to amend the adopted planned commercial development plan for property legally described as being part of Lots 1 through 3, Metro Crossing, except State right-of-way, all in the City of Council Bluffs, Pottawattamie County, Iowa, relative to signage.

Location: 3825 Denmark Drive

Background

The Community Development Department has received a request from Little Deep Pasta Co., d/b/a Noodles & Company, represented by Install Nation, to amend the adopted planned commercial development plan for property legally described as being part of Lots 1 through 3, Metro Crossing, except State right-of-way, all in the City of Council Bluffs, Pottawattamie County, Iowa, relative to signage.

The subject property is located in the Metro Crossing shopping center and contains a multitenant retail building with several businesses, including Starbucks, Mattress Firm, Qdoba and T-Mobile. A new fast casual restaurant, Noodles & Company, will occupy a tenant space in this building. To advertise the new restaurant, the applicant will install two wall signs on the building (sign #1 will be placed on the front façade of the building; sign #2 will be installed on the rear façade) and a panel on the existing monument sign on the subject property (see Attachment 'C'). Each wall sign will contain 64.24 square feet in area, which will result in 128.48 square feet of additional signage being installed at this site. However, the amount of signage on the subject property exceeds the maximum amount allowed as per the adopted development plan, therefore no additional signs can be installed at this time. The purpose of this request is to increase the maximum amount of signage allowed in order to accommodate the signs for the new restaurant.

Land Use and Zoning – The subject property is zoned P-C/Planned Commercial District. The following zoning and land uses surround the subject property:

Direction	Zoning District(s)	Land Uses
Northeast	-	Interstate 29
Southeast	-	U.S. Highway 275
Northwest	P-C/Planned Commercial District	A bank (FNBO)
Southwest	P-C/Planned Commercial District	A pet supply store (PetSmart)

The Future Land Use Plan of the Bluffs Tomorrow: 2030 Plan (Comprehensive Plan) designates the subject property as 'Regional Commercial.'

City Departments and Utilities – All appropriate City departments and utilities were notified of the proposed planned commercial development plan. The following comments were received:

A. The Council Bluffs Public Works Department stated signage will not be allowed within the public right-of-way.

B. The Council Bluffs Parks and Recreation Department stated they had no comments on the request.

C. The Council Bluffs Police Department stated they had no comments or objections to the request.

D. The Council Bluffs Fire Department stated they had no comments on the request.

E. Council Bluffs Water Works stated they had no comments on the request.

F. MidAmerican Energy stated they had no conflicts with the request.

Discussion

A. The planned commercial development plan for Metro Crossing was adopted by City Council on August 28, 2006 via Resolution No. 06-229. As per the adopted development plan, the total maximum amount of signage allowed per lot is based on a calculation of one and one-half times the linear frontage of the premises along a street. The subject property has direct frontage along three public rights-of-way: Interstate 29, U.S. Highway 275 and Denmark Drive. However, the adopted development plan states that any portion of a lot abutting Interstate 29 and/or U.S. Highway 275 cannot be not included in this calculation. Therefore, only the frontage along Denmark Drive can be used to calculate the maximum amount of signage allowed on the subject property. Since the subject property has 360.83 linear feet of frontage along Denmark Drive, the maximum amount of signage allowed on the subject property is 541.24 square feet.

B. Based on the most recent signage inventory provided to the City of Council Bluffs by Design8 Studios/D8 Sign Group and permitting data, there is approximately 895.84 square feet of signage at this site, which exceeds the maximum amount allowed as per the adopted development plan. The proposed wall signs for the new Noodles & Company restaurant would increase the total amount of signage to 1,024.32 square feet. The applicant is requesting to amend the adopted planned commercial development plan on the subject property by allowing the street frontage along Highway 275 to be

considered in the calculation for the maximum amount of signage allowed at this site. The proposed amendment would increase the maximum amount of signage allowed at this site to 1,164.56 square feet (360.83 feet + 415.56 feet = 776.39 linear feet × 1.5 = 1,164.56 square feet), which would be sufficient to accommodate the signs for the new restaurant. The maximum amount of attached signage will not be modified as part of this request and shall continue to be limited to 15% of the building façade on which the signage is to be attached.

C. The Community Development Department has no objections to the requested amendment. The additional signage is proportionate to existing attached signage and the façade of the building, thus there will not be an adverse impact on the aesthetics of the subject property and the surrounding properties within the Metro Crossing shopping center.

D. The proposed amendment to the adopted planned commercial development plan for the Metro Crossing shopping center shall only be applicable to property legally described as being part of Lots 1 through 3, Metro Crossing, except State right-of-way, all in the City of Council Bluffs, Pottawattamie County, Iowa and addressed at 3825 Denmark Drive. Other properties in the Metro Crossing shopping center that have frontage along Highway 275 have greater amounts of linear frontage along other public rights-of-way than the subject property, therefore the proposed amendment is not necessary to address their signage needs.

Development Plan

The previously approved signage plan as described in the planned commercial development plan for the Metro Crossing shopping center, as adopted on August 28, 2006, shall remain in effect on property legally described as being part of Lots 1 through 3, Metro Crossing, except State right-of-way, all in the City of Council Bluffs, Pottawattamie County, Iowa, except as modified below:

3. ***Signage***

a) The developer submitted a signage plan on the type of lot and its location. The plan did not include maximum signage areas. Several changes are recommended to the signage plan as submitted on order to provide consistency with other developments and to promote a quality aesthetic for the project. Four typical signs were submitted by the applicant, labeled 'A' through 'D'. The plan as submitted also shows locations for signs labeled 'E'. The applicant has stated that signs 'E' and 'D' are the same. With the exception of the 'center' sign, pole signs are not allowed. That portion of any lot abutting Interstate 29 ~~and/or Highway 275~~ right-of-way shall not be considered in determining street frontage for signage purposes.

Recommendation

The Community Development Department recommends approval of the request to amend the adopted planned commercial development plan for property legally described as being part of Lots 1 through 3, Metro Crossing, except State right-of-way, all in the City of Council Bluffs, Pottawattamie County, Iowa, as follows:

3. ***Signage***

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Public Hearing

Staff speakers for the request:
1. Moises Monrroy, Planner, City of Council Bluffs, 209 Pearl Street, Council Bluffs IA, 51503

Speakers in favor:
1. Angela Hansen, 2215 Leavenworth Street, Omaha, NE 68102

The City Planning Commission recommended approval of the request to amend the adopted planned commercial development plan for property legally described as being part of Lots 1 through 3, Metro Crossing, except State right-of-way, all in the City of Council Bluffs, Pottawattamie County, Iowa, as follows:

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Attachments

Attachment A: Location/Zoning Map
Attachment B: Letter of Intent
Attachment C: Signage Plan (Noodles & Company)

Prepared by: Moises Monrroy, Planner, Community Development Department