City Council Communication

Department: Community Development CASE #PC-25-002 Applicant: Huegerich Construction Inc. Ryan Huegerich PO Box 203 Franktown, CO 80116 Property Owner: NXT Council Bluffs LLC 5050 Merle Hay Road Johnston, IA 50131 Represented by: FoleyShald Engineering 14503 Grover Street, Ste. 102 Omaha, NE 68144	Resolution No. _____	City Council: 6/23/2025 Planning Commission: 6/10/2025

Subject/Title

Request: Public hearing on the request of Huegerich Construction Inc. to adopt a P-C/Planned Commercial development plan for a 124-unit extended stay hotel on property legally described as Lot 1, Morris Subdivision, Replat 1, City of Council Bluffs, Pottawattamie County, Iowa.

Location: Undeveloped land located between 3501 23rd Avenue and 3320 Mid-America Drive

Background/Discussion

The Community Development Department has received an application from Huegerich Construction Inc., represented by FoleyShald Engineering, to adopt a planned commercial development plan for an extended stay hotel (Echo Suites Hotel) on property legally described as Lot 1, Morris Subdivision, Replat 1, City of Council Bluffs, Pottawattamie County, Iowa. The purpose of this request is to establish site development, off-street parking, architectural, landscaping and signage standards for the proposed hotel. The new hotel will consist of 124 guestrooms on a 2.24 acre (more/less) property. The submitted letter of intent, included as Attachment 'A', notes construction is intended to begin in late summer 2025 with a 14 to 16 month construction schedule.

Land Use and Zoning

The subject property is zoned P-C/Planned Commercial District and is surrounded by the following land uses and zoning designations:

Direction	Zoning District(s)	Land Uses
North	I-2/General Industrial District	Automobile Sales and Rental Establishment (LazyDays RV)
South	P-C/Planned Commercial District	Indoor Recreation Facility (Iowa West Sports Plex)
East	P-C/Planned Commercial District	Restaurant (Quaker Steak and Lube)

West	I-2/General Industrial District	Warehousing and Distribution Facility (Doll Distributing)

A location/zoning map is included as Attachment 'B'.

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 had the following comments:

1. The site plan is noted. Engineering will continue to work with the Engineer of Record (EOR) to complete the plans to permit standards.

2. The EOR will need to provide a full drainage study for this project.

3. The EOR will need to supply additional documentation to support the ultimate design (i.e. Geotech, product specifications).

B. The Council Bluffs Fire Department stated they had no comment on the request.

C. The Council Bluffs Police Department stated they have no comment or objections to the request.

D. Council Bluffs Water Works stated they had no comment on the request.

E. Mid-American Energy stated they have no conflict with the request and noted the developer or their agent is required to contact MidAmerican Energy directly to discuss development plans, project timeline, costs, and responsibilities associated with the extension of electric service for the proposed project.

Planned Commercial Development Plan
Section 15.18.010, Statement of Intent, P-C/Planned Commercial District, of the Council Bluffs Municipal Code (Zoning Ordinance) states that "*the P-C district is intended to provide for the development of retail shopping centers, hotel/motel services, destination resorts, and office parks. Facilities in planned commercial districts are designed to be used in common, such as ingress and egress roads, extensive parking accommodations, proper relations to traffic arteries, and compatibility with surrounding uses. Because large retail/service centers have significant impact upon the development of the city, final authority over their development shall be retained by the city council, with extensive review by the planning commission*." The applicant is proposing to adopt a planned commercial development plan for the subject property in order to establish site development, off-street parking, architectural, landscaping and signage standards for the proposed extended stay hotel (Echo Suites Hotel).

A. Site Development

1. All principal and accessory structures shall have a minimum perimeter setback of 10 feet from all property lines.

2. The maximum height for all structures shall not exceed 50 feet, as measured from finished grade to the peak of the roof.

3. No more than 15% of the total lot area shall be covered with structures.

4. No fencing is proposed at this time. Any future fencing shall be installed in accordance with Section 15.24.040, Fence Regulations, of the Council Bluffs Municipal Code (Zoning Ordinance).

5. All solar energy conversion systems shall be installed in accordance with Chapter 15.34.030, Solar Energy Conversion Systems, of the Council Bluffs Municipal Code (Zoning Ordinance).

6. The submitted site plan, included as Attachment 'C', shows an enclosed dumpster in the southwest corner of the parking lot. Per the submitted plans, the dumpster enclosure will be eight (8) feet tall wall comprised of split face concrete masonry unit (CMU) with a metal gate. Said dumpster and any trash receptacles and/or dumpsters visible from a public right-of-way shall be enclosed on three sides with a masonry, wood, or vinyl fence and have a lockable gate that when closed completely eliminates view of the dumpster. Any walls or fencing installed to enclose a trash receptacle/dumpster shall be allowed to extend no more than six inches from the peak of the trash receptacle/dumpster it is screening.

7. Outdoor storage of materials, products, equipment, or packaging shall not be permitted. This includes the semi-permanent and/or permanent placement of inter-modal storage/shipping containers.

8. All exterior lighting shall conform to Section 15.24.050, Lighting Controls, of the Council Bluffs Municipal Code (Zoning Ordinance). Any proposed outdoor light poles shall be constructed out of painted or finished aluminum or steel. Wood poles shall not be accepted. The maximum height shall not exceed 25 feet.

    a. A detailed photometric plan showing the location and type of light fixtures shall be submitted at +the time of permit review.

9. The submitted site plan, included as Attachment 'C', shows a sidewalk along the westerly side of the entrance drive off Mid America Loop and a sidewalk stubbed out to the northerly property line to facilitate future sidewalk connections in this area. All sidewalks shown on the proposed site plan shall be installed prior to issuance of a Certificate of Occupancy for the hotel.

10. All utilities shall be installed underground. Any cost to remove, relocate, modify, and/or extend utilities to this site shall be at the sole cost of the developer and not the City.

11. All grading and drainage activity for this development shall be completed in accordance with Public Works standards.

B. Off-Street Parking

1. The minimum number of off-street parking spaces shall be calculated using the parking requirements in Section 15.23.060, Parking Spaces Required, of the Council Bluffs Municipal Code (Zoning Ordinance). In cases where several uses occupy a structure or parcel of land, the total requirement for off-street parking shall be the sum of the requirement of the different uses.

    a. The total number of required off-street parking for a 'hotel/motel' is based on a calculation of one parking space per guest room, as per Section 15.23.060, Parking Spaces Required, of the Council Bluffs Municipal Code (Zoning Ordinance). The submitted application states the hotel will contain 124 guestrooms, which equates to a minimum of 124 required off-street parking spaces. The submitted site plan shows that 124 parking spaces will be provided, which meets the minimum required.

2. The Americans with Disabilities Act (ADA) requires a minimum of five (5) accessible parking spaces for parking lots containing 101 to 150 off-street parking stalls. The submitted plans show a total of 124

stalls but only three (3) accessible parking spaces. The parking lot plan submitted at the time of permit applications shall be revised to meet the minimum five (5) accessible spaces required. All off-street parking lots shall comply with Chapter 661–18, Parking for Persons with Disabilities, of the Iowa Administrative Code.

3. All off-street parking areas, driveways and drive aisles shall comply with the standards in Chapter 15.23, Off-Street Parking, Loading and Unloading, of the Council Bluffs Municipal Code (Zoning Ordinance), and Iowa's Statewide Urban Design and Specifications (SUDAS) manuals for public improvements.

4. Bicycle parking shall be incorporated into the overall layout of the site.

    a. Designated bicycle parking areas shall be located within a reasonable distance of, and clearly visible from, the main entrance of each building. Bicycle parking may alternatively be provided in a publicly accessible indoor location within a convenient distance of the main building entrance.

    b. Bicycle racks shall be secured to the pavement in a location that does not conflict with pedestrian or vehicular circulation routes.

    c. A minimum of four (4) bicycle parking spaces shall be provided for the proposed development.

    d. Bicycle parking shall be installed prior to the issuance of the Certificate of Occupancy for the proposed hotel.

5. A parking lot permit shall be submitted with every building permit application, and shall include the number, location, and dimension of all drive aisles and spaces, bicycle parking, pedestrian ways, islands, landscaped areas, loading areas and lighting.

C. Architecture

1. Architectural renderings/building elevations for the proposed hotel are shown in Attachment 'D.' The building exterior is primarily made up of EIFS, with a brick veneer base on the south, east, and west facades. The north façade partially utilizes a brick base with a vertical green EIFS accent breaking up said base. The facades utilize four different colors of EIFS to help provide visual interest and horizontal and vertical breaks. The Community Development Department recommends the proposed architectural renderings be accepted as proposed.

2. Louvers, vents, or similar features shall be generally compatible with the façade to which it is attached.

3. All rooftop mounted mechanical equipment that is visible from an adjacent public street right-of-way shall be screened from view using architectural design features.

4. All ground-mounted mechanical equipment that is visible from an adjacent public street right-of-way shall be completely screened from view using architectural design features, fencing, masonry wall, landscaping, or a combination thereof.

D. Landscaping

1. The submitted landscaping plan, included as Attachment 'E', shows the following landscape plantings:

    a. Three (3) Ginkgo trees along the southerly property line;

b. Two (2) Ginkgo, Three (3) Swamp White Oaks, Six (6) Dogwood, and Four (4) Magnolia Trees in parking perimeter and/or landscape peninsulas; and

c. 103 Wintercreeper foundation plantings evenly spaced around all four building facades, exclusive of entrances.

The Community Development Department recommends that the landscaping plan be accepted as shown.

2. A landscaping plan shall be submitted with the building permit application. The plan shall clearly identify plant materials, quantity, and size and shall show dimensions of all areas to be landscaped.

3. Not less than 10% of the total lot area shall be landscaped with trees, shrubs, and other plant materials.

4. All parking lot islands and peninsulas shall be planted with a minimum of one canopy shade tree and ground cover vegetation (e.g., shrubs, sod, mulch or river rock, etc.).

5. A minimum five-foot wide landscape strip shall be provided between all parking surfaces and each abutting property line. The five foot-wide strips may be included in the 10% landscaping lot coverage requirement.

6. All tree species planted along the frontage of a public right-of-way shall comply with the Council Bluffs Street Tree Guide and be reviewed and approved by the City prior to installation. Trees planted on private property shall consist of drought resistant species native to Iowa.

7. Landscaping shall not impede the vision of any motorist, cyclist or pedestrian at the street, driveway or pedestrian way.

8. All disturbed areas without a specific landscape design shall be hydroseeded, or planted with sod, turf, and/or prairie grass.

9. Not more than 10% of the landscaped area shall be of inorganic materials such as brick, stone, aggregate, metal or artificial turf. Organic mulch may be used around trees and/or shrubs.

10. All landscaping shall be appropriately maintained and dead plant material replaced at a time appropriate to planting season(s) but in all cases shall be replaced within one year.

E. Signage

1. The submitted architectural elevations, included as Attachment 'D', show the following signage:

Facade	**Attached Wall Signage**	**Approximate Size (Sq. Ft.)**
North	"Echo Suites"	68
East	Extended Stay by Wyndham"	15
West	"Echo Suites"	83
	"Extended Stay by Wyndham"	15
	"Extended Stay by Wyndham"	12
	Total:	*193*

No detached signs were included in the submitted plans.

2. The following signage shall be allowed on the property:

   a. The total maximum amount of signage for the property shall not exceed 450 square feet.

   b. Detached signage. A maximum of one detached ground/monument sign shall be allowed per street frontage, and shall be limited to a maximum height of ten feet, as measured from finished grade to the highest point of the sign structure. The entire monument sign shall be counted as signage as measured from finished grade to the highest point of the monument and from one side of the monument structure to the other. The maximum sign area shall not exceed 100 square feet of signage per face.

   c. Attached signage. Attached signage shall be limited to 15 percent of the building façade to which it is attached. Attached signage may be placed at any location on the building but shall not extend beyond the corner of the wall to which it is attached, nor beyond or above the roof of the building to which it is attached.

   d. Directional signage. On-site directional signage shall count toward the overall amount of signage allowed on the subject property. Each sign shall be limited to a maximum height of six feet, as measured from finished grade to the highest point of the sign structure, and shall be limited to a maximum of eight square feet.

3. No sign listed in Section 15.33.070, Prohibited Signs, of the Council Bluffs Municipal Code (Zoning Ordinance) shall be permitted.

4. All signage shall be permitted separately prior to installation.

Recommendation

The Community Development Department recommends approval of the request of Huegerich Construction Inc. to adopt a P-C/Planned Commercial development plan for a 124-unit extended stay hotel on property legally described as Lot 1, Morris Subdivision, Replat 1, City of Council Bluffs, Iowa, subject to the comments stated above and the following condition:

A. Any modifications to the approved development plan which substantially alter the design, layout, configuration, and/or appearance of the project shall be reviewed the City Planning Commission and approved by City Council prior to such changes being made. All minor modifications to the adopted development plan may be administratively approved by the Community Development Director.

Public Hearing

Staff speakers for the request:

1. Haley Weber, Planner, City of Council Bluffs, 209 Pearl Street, Council Bluffs IA, 51503

Speakers in favor:

1. Andrew Rech, Foley Shald Engineering, 14503 Grover Street, Suite 102, Omaha, NE 68144

Speakers against: None.

The City Planning Commission recommended approval of the request of Huegerich Construction Inc. to adopt a P-C/Planned Commercial development plan for a 124-unit extended stay hotel on property legally described as Lot 1, Morris Subdivision, Replat 1, City of Council Bluffs, Iowa, subject to the comments stated above and the following condition:

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VOTE: AYE – Freund, Knauss, Rater, Rew, Stroebele, and VanHouten. NAY – None. ABSTAIN – None. ABSENT – Hutcheson and Watson. VACANT - Three Motion: Carried.

Attachments

Attachment A: Letter of Intent
Attachment B: Location/Zoning Map
Attachment C: Site Plan
Attachment D: Architectural Elevations
Attachment E: Landscaping Plan

Prepared by: Haley Weber, Planner, Community Development Department