Council Communication

Department: Community Development Case #ZT-19-001 Applicant: Methodist Jennie Edmundson 933 East Pierce Street Council Bluffs, IA 51503 Representative: Vince Rew 234 Mt. Vernon Council Bluffs, IA 51503	Ordinance No.	City Council: 6/24/19 Planning Commission: 6/11/2019

Subject/Title

Request: Public hearing on the request of Methodist Jennie Edmundson to amend Chapter 15.33.160, Residential District Signs of the Municipal Code (Zoning Ordinance) relative to A-P/Administrative-Professional District signage.

Background/Discussion

The applicant, Methodist Jennie Edmundson, is in the process of constructing a new 63,000 square foot medical office immediately west of their hospital facility at 933 East Pierce Street. The subject property is comprised of 3.66 acres of land, zoned A-P/Administrative Professional District, and has frontage on several public streets. As part of the development, the applicant proposes to install several detached and attached signs to identify the new medical office facility as well as to assist their patients navigate through their medical campus. The proposed signs are as follows:

- Two "Methodist" attached wall signs, each measuring 81 square feet
- Two Methodist logo signs, each measuring 165 square feet
- One directional sign, measuring 3.6 feet in height and containing 8 square feet of signage per sign face;
- One monument sign, measuring 15 feet in height and containing 85.8 square feet of signage per sign face;
- One monument sign, measuring 10 feet in height and containing 42.5 square feet of signage per sign face; and
- One campus identification sign measuring six feet in height and 125 square feet in size.

Per Section 15.33.160, *Residential District Signs*, of the Municipal Code (Zoning Ordinance) signs in an A-P/Administrative Professional District are subject to the following standards:

(4) AP/Administrative professional district sign regulations. In case of conflicts between these conditions, the most restrictive condition shall apply:

(A) Total permitted sign area shall not exceed one times the lineal street frontage of the premise. Total street frontage shall be calculated as the length of the longest street and one-half the distance of all other streets, or four hundred (400) square feet which is less.

(B) Attached signage shall not exceed one and one-half square feet per lineal foot of the building to which it is attached.

(C) Detached signs shall not exceed one hundred (100) square feet or ten (10) feet in height
(D) On-premise directionals shall not exceed three square feet per face or exceed three feet in height.

All of the applicant's proposed detached signage, except for the 10-foot tall monument sign, exceeds the height and/or size standards of the A-P District. In order for the applicant to obtain a permit for these signs they must either receive a variance from the Zoning Board of Adjustment or amend Chapter 15.33.160 (04) *Residential District Signs, Administrative-Professional District* of the Municipal Code (Zoning Ordinance) to allow larger monument/directional signs. After considering these options, the applicant proposes to amend Chapter 15.33.160 (04) *Residential District Signs, Administrative-Professional District* of the Municipal Code (Zoning Ordinance) to allow properties zoned A-P that contain a minimum of 1.5 acres of land the option to adopt a site specific signage plan. The proposed text amendment is highlighted below:

(4) AP/Administrative professional district sign regulations. In case of conflicts between these conditions, the most restrictive condition shall apply:
(A) Total permitted sign area shall not exceed one times the lineal street frontage of the premise. Total street frontage shall be calculated as the length of the longest street and one-half the distance of all other streets, or four hundred (400) square feet which is less.
(B) Attached signage shall not exceed one and one-half square feet per lineal foot of the building to which it is attached.
(C) Detached signs shall not exceed one hundred (100) square feet or ten (10) feet in height
(D) On-premise directionals shall not exceed three square feet per face or exceed three feet in height
(E) Any property, or combination of contiguous properties owned by the same person or entity, that are zoned A-P District and contain a minimum of one and one-half acres of total land area, shall be allowed to adopt a site specific sign plan that is subject to review by the City Planning Commission and approval by City Council.

The following attachments are included with this report:
Attachment A: Letter of intent
Attachment B: Sign site plan for Methodist Jennie Edmundson Medical Office Building
Attachment C: Proposed detached and attached sign renderings
Attachment D: Map showing all A-P District properties in the City of Council Bluffs
Attachments E – J: Maps showing A-P District properties eligible to adopt site specific signage plan

Comments

All City Departments and local utility providers were notified of the proposed text amendment change, with no adverse comments being received.

The Community Development Department provided the following comments for the text amendment request:

1. The existing A-P District sign standards adequately address the needs of small to mid-size businesses but does take into account the signage needs of larger business/properties that contain multiple frontages and have high amount of customer/public traffic. The proposed text amendment will allow larger business/properties in the A-P District the option to adopt a site-specific signage plan that adequately meets their needs while at the same time requiring approval from City Council to ensure the signage is compatible with surrounding properties/public right-of-ways.

2. Changes to the text of Title 15: Zoning are made through the adoption of an ordinance. The ordinance is adopted as part of the Municipal Code and is not specific to an individual project. In the case of this request, the change would apply to any property, or combination of contiguous properties owned by the same person or entity, that are zoned A-P District and contain a minimum of one and one-half acres of total land area. An analysis was conducted to determine which properties zoned A-P District would be eligible to adopt a site specific signage plan, if the proposed amendment were adopted. The following properties were identified as being eligible as of the date of this report:
    a. CHI Hospital (800 Mercy Drive)
    b. YMCA (235 Harmony Street)
    c. Methodist Jennie Edmundson Hospital Campus/MOB Building (800 and 933 E Pierce St.)
    d. Bloomer Elementary (518 Pearl St.)
    e. Pottawattamie County Courthouse (227 South 6th St.)
    f. Pottawattamie County Juvenile Detention Center (629 6th Ave.) and Veterans Affairs (623 6th Ave.)
    g. Undeveloped land owned by owned by Zella Inc., and Fox Run, LLC, and Fox Run Independent Living, LLC on Veterans Memorial Highway
    h. St. John's Lutheran Church (623 Willow Ave.)
    i. City owned property at the intersection of Franklin and Bennett
    j. Amelia House (57 West Ferndale Drive)
    k. Iowa National Guard (2415 E Kanesville Blvd)

As shown above, many of the properties that would benefit from this text amendment are either an institutional and/or public/semi-public use that are arranged in a campus style setting with heavy public traffic volumes with multiple frontages. The proposed text amendment would allow these users to adopt a site specific signage plan that adequately addresses their operational needs while at the same time ensure the signage is appropriately sized and arranged on their site in a manner that is compatible with the surrounding area and public realm (e.g., right-of-ways).

Recommendation

The Community Development Department recommends approval to amend Section 15.33.160 (04), Residential District Signs, Administrative-Professional District, as follows:

1. Add Section 15.33.160 (04)(E) stating: *Any property, or combination of contiguous properties owned by the same person or entity, that are zoned A-P District and contain a minimum of one and one-half acres of total land area, shall be allowed to adopt a site specific sign plan that is subject to review by the City Planning Commission and approval by City Council.*

Public Hearing

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

Speakers in favor:
1. Gaby Ryan, Signworks, Inc., 4713 F Street, Omaha, NE 68117

Speakers against: None

Planning Commission Recommendation

The Planning Commission recommends approval to amend Section 15.33.160(04), Residential District Signs, Administrative-Professional District, as follows:

1. Add Section 15.33.160 (04)(E) stating: *Any property, or combination of contiguous properties owned by the same person or entity, that are zoned A-P District and contain a minimum of one and one-half acres of total land area, shall be allowed to adopt a site specific sign plan that is subject to review by the City Planning Commission and approval by City Council.*

VOTE: AYE 8 NAY 0 ABSTAIN 1 ABSENT 2 VACANT 0 Motion: Carried

Attachments

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Prepared by: Christopher N. Gibbons, Planning Coordinator