Council Communication

Department: Community Development CASE# PC-02-002(M1) Applicant: Iowa West Foundation Representative: Pete Tulipana 4201 River's Edge Parkway, Suite 400 Council Bluffs, IA 51501 Owner: MAC Ventures, LLC 25 Main Place, Suite 550 Council Bluffs, IA 51503 Representative: Design8 Studios Attn: Chuck Wiethop 5801 N. 90th Street Omaha, NE 68134	Resolution No.	City Council: 9/23/2019 Planning Commission: 9/10/2019

Subject/Title

Amend the approved planned commercial development plan for Lots 1 and 2 and part of Outlot 1, Plaza at the MARCC relative to signage.

Location: 20 and 40 Arena Way

Background/Discussion

The Community Development Department has received an application from the Iowa West Foundation and Design8 Studios to amend Plaza at the MARCC planned commercial development plan, relative to signage. The Plaza at the MARCC planned commercial development plan was originally approved by Resolution No. 02-96 by City Council on March 25, 2002, with the landscaping plan being approved by Resolution No. 02-153 by the City Council on June 10, 2002. An amendment to these approved development plans was approved by Resolution No. 19-23 by the City Council on January 28, 2019.

The applicant has proposed this request to allow the use of a more modern signage design with the goal of increasing the visibility of the tenants of the buildings. The Iowa West Foundation states the use of the updated signage and greater awareness of the businesses in the area will help attract additional tenants to the building and will help with the economic growth of the Mid-America Center Area as a whole. The Iowa West Foundation, as the owner of the property, has indicated they will approve any new signage for the building prior to a tenant applying for a signage permit from the City.

CURRENT ZONING & LAND USE - The subject property is zoned Planned Commercial, and is within the RO/Recreation-Tourism Overlay District. The current zoning is consistent with the proposed development. The land surrounding the subject properties is also zoned P-C/Planned Commercial and is located within the RO/Recreation-Tourism Overlay District. The subject properties are immediately South of the Mid-America center and is North of Bass Pro Shop.

CITY DEPARTMENTS AND UTILITIES – All appropriate City departments and utilities were notified of the proposed signage amendment. No adverse comments were received from any City department or utility regarding the request.

COMMENTS - The previously approved attached signage plan, as described in Resolution No. 02-96 shall hereby be revoked, with the following being adopted as the signage plan for the properties described as Lots 1 and 2 and part of Outlot 1, Plaza at the MARCC. The following standards are what was submitted by the applicant in the Letter of Intent (Attachment B), with comments from the Community Development Department following in italics.

1. Signs will be mounted directly on the fascia or wall area above the public entrance to the tenant space, which appears to be 4' high. *The Community Development Department will also allow signs to be mounted above the 4 foot high fascia area, so long as the signs do not extend beyond the top of the parapet wall.*
2. Individual, internally illuminated channel letters and logo identifying the tenant. Front lit or Halo lit channel letters only, utilizing modern internal illumination. Day/Night channel letters are allowed. *No Comments*
3. Maximum height of lettering/logo is 36". *No Comments*
4. Maximum length is 65% of the linear frontage of the fascia/wall area above the bay and between brick columns. *The Community Development Department has no issues with allowing signage to extend beyond 65% of the linear frontage of the fascia area above each bay so long as all signage stays between the brick columns below.*
5. The owner shall approve the design of all tenant signs, including colors and size, prior to submitting sign permit applications to the City. *All owner reviews shall be conducted prior to the application for a signage permit from the City of Council Bluffs.*
6. Each bay shall be limited to a TOTAL of 70 square feet of signage to be split between front and rear of the building. *Tenants of multiple bays will be allowed 70 square feet of signage for each leased bay.*
7. Signage on the rear of the building shall match the signage on the front entrance to each bay. Size of the signage on the rear of the building shall be sized as to fall within the maximum allowable square footage of signage. Signage on the rear of the building can be larger than the front of the building, provided it falls within the maximum allowable square footage. *Because many bays can be operated with main entrances on both sides of the building, determining a front and rear of a building should not be necessary. Signage on both sides of the building are subject to the same maximum signage area, and the signs design shall match with the exception of size.*
8. Signs shall be measured from top to bottom of the letter, extending the length of the sign. The open space between the individual letters is included in the measurement. The logo, if applicable, shall be measured separately from the letters. *No Comments*
9. The use of temporary mobile signage placed at or near the front or rear entrance shall be allowed, to be in place only during operating hours of the tenant. The temporary signage shall be limited to ONE 'sandwich board' A-frame type sign with a maximum sign area of 3 feet in height and 2 feet in width. The temporary signage shall be limited to an overall dimension of 4 feet high by 3 feet wide. The temporary signage may NOT be placed in such a manner as to impede patrons walking throughout The Plaza. The temporary signage must be placed within 6 feet of the exterior wall of the building. *Per Section 15.33.070- Prohibited Signs of the Zoning Ordinance (Municipal Code), A-Frame signs are considered prohibited, however, allowing them in this walkable pedestrian-friendly area could bring additional interest to businesses and generate more customer traffic. Allowing A-frame signs could be allowed with the approval of this development plan. A-Frame Signs shall be allowed on each side of the building, a maximum of two for each tenant. The sign shall not be placed in such*

a manner to impede patrons from walking on sidewalks, and all ADA required sidewalk widths shall be maintained. Temporary mobile signage shall be placed within 6 feet of the exterior wall of the building. The A-frame sign shall also be made primarily of wood or metal or a like material (plastic A-frame signs will not be allowed).

10. Entrance door glass signage is allowed to identify the proper entrance for each tenant. To be constructed of adhesive backed vinyl only. The entrance door glass signage can be multi-colored and include the stylized type and logo of the tenant, phone number, as well as hours of operation. Each bay/suite number must be placed at the top of the entrance door glass using adhesive backed white vinyl that is no more than 4 inches in height. *Entrance door glass signage shall be exempt from the review of the Community Development Department.*
11. The use of window graphics is allowed, provided it does not totally block the view to the outside, from the inside of the building. The window graphics can be constructed of perforated adhesive backed vinyl or individual letters constructed of adhesive backed vinyl. The use and design of window graphics must be approved by the owner of the property prior to installation. *Each tenant space shall be allowed window graphics that will cover a maximum of 50% of the total window area for the side of the building the graphics are to be located. Per Section 15.33.080 – Exempt Signs of the Municipal Code (Zoning Ordinance), Window Signs are exempt from zoning review, however, in this district regulating window signs will create an environment more pleasing to pedestrians.*
12. No additional signage shall be allowed without consideration by the Planning Commission and City Council approval. *Signage outside of what is approved with this report will require an amendment to this development plan.*

Additionally, the Community Development Department has the following comments:

1. It appears all existing signage on the subject properties are in compliance with above proposed standards, meaning no changes to current signage will be required.
2. The addition of blade signs underneath the covered walkway/outdoor seating area could help orient customers walking in the plaza area. Blade signs shall only be located underneath the covered area directly above an entrance to a tenant space, and shall be a maximum of 1 foot tall by 3 feet in width. Blade signs shall maintain a 9 foot vertical clearance over the sidewalk below.
3. There appears to be 11 bays on both buildings, meaning that each building would have a total of 770 square feet of signage to be split between the front and rear of the building.

Recommendation

The Community Development Department recommends approval of the requested changes to the adopted development plan relative to signage for Lots 1 and 2 and part of Outlot 1, Plaza at the MARCC, City of Council Bluffs, Pottawattamie County, Iowa, as they are proposed on Attachment C.

Public Hearing

Staff speaker for the request:

1. Christopher Meeks, Planner, City of Council Bluffs, 209 Pearl Street, Council Bluffs, IA 51503

Speakers in favor: None

Speakers against: None

Planning Commission Recommendation

The Planning Commission recommends approval to amend the adopted development plan for Lots 1 and 2 and part of Outlot 1, Plaza at the MARCC, relative to signage, as stated in Attachment C:

1. The Community Development Director shall have the authority to approve a unique design element as a feature of a business. If the Community Development Director determines that a feature is not consistent with the adopted development plan, an amendment to the development plan would be required.

VOTE: AYE 10 NAY 0 ABSTAIN 0 ABSENT 1 VACANT 0 Motion: Carried

Attachment A: Case map
Attachment B: Letter of intent
Attachment C: Development standards as proposed by the Community Development Dept.
Attachment D: Existing signage inventory
Attachment E: Dimensions of signage for each type of bay
Attachment F: Proposed new signage

Prepared by: Chris Meeks, Planner