Council Communication

Department: Community Development Case #PC-03-001(M) Applicant: AMC Theaters Attn: Brandon McGeehan 11500 Ash Street Leawood, KS 66211 Owner: Realty Income Corporation 1995 El Camino Real San Diego, CA 92130	Resolution No. _____	City Council: 9/23/2019 Planning Commission: 9/10/2019

Subject/Title

Request: Public hearing on the request of AMC Theaters, represented by Brandon McGeehan, to amend the adopted planned commercial development plan for Lot 1, Bluffs Vision II Subdivision Replat 1 relative to attached signage.

Location: 3220 23rd Avenue

Background/Discussion

The Community Development Department has received an application from AMC Theaters, represented by Brandon McGeehan, to amend the adopted planned commercial development plan for Lot 1, Bluffs Vision II Subdivision Replat 1, relative to attached signage. The AMC Council Bluffs 17 (formerly Star Cinema Movie Theater) planned commercial development plan was adopted through Resolution No. 02-97 by City Council on March 25, 2002 and was amended on April 21, 2003 (Resolution No. 03-88) to incorporate landscaping and signage. As per Resolution 03-88, the maximum total permitted attached sign area is 312 square feet. The existing attached signage consists of the 144-square foot 'AMC' sign and the 132-square foot 'IMAX' sign, to a total attached sign area of 276 square feet.

The applicant proposes to install additional signage for their Dolby Cinema auditorium. The proposed signage consists of lettering attached to the south elevation of the building, at the opposite end of the 'IMAX' sign. The 'DOLBY' letters would be 5 feet tall and extend 22 feet, resulting in 110 square feet of sign area. 'CINEMA' would be placed beneath 'DOLBY' and measure 11 feet in length by 2 feet in height for a 22 square foot sign. The proposed 'DOLBY CINEMA' signage would bring the total attached sign area to 408 square feet, exceeding the maximum permitted 312 square feet of sign area.

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 found within the RO Overlay. The subject property is adjacent to the Plumrose USA building to the north, Joe's Karting and Holiday Inn Express & Suites to the east, XPO Logistics to the south, and Reading Truck Equipment, Microtel Inn & Suites and My Place Hotel to the west.

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

1. AMC Theaters has partnerships with both IMAX and Dolby. To ensure fairness, the 'DOLBY CINEMA' signage would encompass the same sign area as the existing 'IMAX' sign (132 square feet) and would be used to promote the theater's Dolby Cinema auditorium, similar to how the existing 'IMAX' sign promotes the IMAX theater.
2. The Community Development Department has no objections to the requested amendment. The additonal signage is proportionate to the existing attached signage and the façade of the building, thus there will not be an adverse impact on the aesthetics of the AMC Council Bluffs 17 and the surrounding properties within the RO Overlay.
3. Proposed attached signage is in conformance with the wall sign regulations established in Section 15.33.100(a)(1) of the Council Bluffs Municipal Code (Zoning Ordinance).

Development Plan

The previously approved signage plan as described in the planned commercial development plan for Lot 1, Bluffs Vision II Subdivision Replat 1, as adopted on April 21, 2003, shall remain in effect, except as modified below:

1. The maximum total permitted attached sign area shall not exceed 408 square feet.

Recommendation

The Community Development Department recommends approval of the proposed amendment to the adopted planned commercial development plan for Lot 1, Bluffs Visions II Subdivision Replat 1 to increase the total permitted attached sign area to 408 square feet.

Public Hearing

Staff speakers for the request:

1. Moises Monrroy, Planner, City of Council Bluffs, 209 Pearl Street, Council Bluffs, IA 51503
2. Christopher Gibbons, Planning Coordinator, City of Council Bluffs, 209 Pearl Street, Council Bluffs, IA 51503

Speakers in favor:

1. Brandon McGeehan, 11500 Ash Street, Leawood KS, 66211

Speakers against: None

Planning Commission Recommendation

The Planning Commission recommends approval to amend the adopted planned commercial development plan for Lot 1, Bluffs Visions II Subdivision Replat 1 to increase the total permitted attached sign area to 408 square feet:

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

Attachments

Attachment A: Location and Zoning Map
Attachment B: Letter of Intent
Attachment C: Signage Plan

Prepared by: Moises Monrroy, Planner, Community Development Department