RESOLUTION NO. 19-225

A RESOLUTION AMENDING THE PLANNED COMMERCIAL DEVELOPMENT PLAN FOR LOT 1, BLUFFS VISION II SUBDIVISION REPLAT 1 RELATIVE TO ATTACHED SIGNAGE.

WHEREAS, AMC Theaters, represented by Brandon McGeehan, is requesting an amendment to the adopted planned commercial development plan for Lot 1, Bluffs Vision II Subdivision Replat 1, relative to attached signage; and

WHEREAS, 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; and

WHEREAS, AMC Theaters has partnerships with both IMAX and Dolby and 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. The proposed additional signage for their Dolby Cinema auditorium is as follows:

1. The lettering will be attached to the south elevation of the building, at the opposite end of the 'IMAX' sign;
2. The 'DOLBY' letters would be 5 feet tall and extend 22 feet, resulting in 110 square feet of sign area;
3. 'CINEMA' would be placed beneath 'DOLBY' and measure 11 feet in length by 2 feet in height for a 22 square foot sign;
4. 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; and

WHEREAS, The Community Development Department recommends approval of the proposed amendment to the adopted planned commercial development plan Lot 1, Bluffs Vision II Subdivision Replat 1, relative to attached signage, subject to the following conditions:

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

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COUNCIL BLUFFS, IOWA

That the amendment to the Planned Commercial Development Plan for Lot 1, Bluffs Vision II Subdivision Replat 1, relative to attached signage, is hereby approved.

ADOPTED
AND September 23, 2019.
APPROVED

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MATTHEW J. WALSH Mayor

Attest:

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JODI QUAKENBUSH City Clerk