City Council Communication

Department: Community Development Case #MIS-19-005 Applicant: Methodist Jennie Edmundson Hospital 933 East Pierce Street Council Bluffs, IA 51503 Owner: Jennie Edmundson Memorial Hospital 825 S 169th Street Omaha, NE 68118 Representative: Vince Rew 933 East Pierce Street Council Bluffs, IA 51503	Resolution No._____	City Council: 1/13/20 Planning Commission: 12/10/2019

Subject/Title

Request: Adopt a site-specific signage plan for Jennie Edmundson Memorial Hospital, generally described as an area geographically bounded by Keeline Avenue to the north, Nicholas Street to the south, East Kanesville Boulevard and East Broadway to the west, and Cook Avenue to the east and legally described below.

The property addressed as 808 East Pierce Street and legally described as JENNIE EDMUNDSON ADD LT 1, EXC CITY ROW;

The property addressed as 933 East Pierce Street and legally described as AUD SUB SECTION 30-75-43 SE NW LTS 4 THRU 7, AUD SUB NE SW LTS 6 THRU 11, KEELINE HOME PLACE LT 1, BLK 1, HILLSIDE ADD BLKS 1 THRU 4, JUDDS COURT LTS 1 THRU 10, BELDENS SUB LTS 14 AND 15 AND ALL VAC ALLEYS, VOORHIS, FIELD AND RIDGE STREETS ADJ, HAGGS FIRST ADD LTS 1 THRU 4 AND 5 EXC NELY34' NWLY100' AND ALL LTS 6 AND 9 BLK 3 AND 1/2 VAC ALLEY ADJ AND LTS 7 AND 8 BLK 3; and

The parking lot located west of 933 East Pierce Street, generally described as being geographically bounded by Kanesville Boulevard to the west, Ridge Street to the south, and East Pierce Street to the east, and legally described as HAGGS EXTENSION LTS 4 THRU 7 BLK 6 AND ALL VAC E OAK ST AND ALL VAC ALLEY ADJ AND BOCKS SUB PT LTS 4 THRU 7 < 8 EXC SWLY14.47' STRIP TO CITY ALL SE OF HWY.

Location: 808 and 933 East Pierce Street.

Background

The Community Development Department has received an application from Methodist Jennie Edmundson Hospital, represented by Vince Rew, to adopt a site specific signage plan for the existing Methodist Jennie Edmundson Hospital property located at 933 East Pierce Street; proposed medical office building at 808 East Pierce Street; and associated parking lots. A location/zoning map is included as Attachment 'A.' Per Section 15.33.160(4)(E), *A/P Administrative professional district sign regulations*, '*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 Jennie Edmundson Hospital site, new medical office building, and associated parking lots are comprised of approximately 26 acres of land total. All subject properties are zoned A-P/Administrative Professional District and have frontage on several public streets, including: Keeline Avenue, Nicholas Street, East Kanesville Boulevard, East Broadway, and Cook Avenue. The applicant's letter of intent is included as Attachment 'B.' The proposed signage plan is outlined below.

Existing Signage

933 East Pierce Street (Methodist Jennie Edmundson Hospital Property)

There is 1,183 square feet of existing attached signage and 427 square feet of detached signage for a total of 1,610 square feet of signage at 933 East Pierce Street. An inventory of the existing signage at 933 East Pierce Street is included with this report as Attachment 'C.' Per Section 15.33.080, *Exempt Signs*, of the City's Municipal Code (Zoning Ordinance), "*signs which are not visible from a public right-of-way or from a property other than that on which the sign is installed*" are permitted in any zoning district and are considered exempt from the City's sign ordinance. Of the 1,610 square feet of existing signage at 933 East Pierce Street, only 1,289 square feet is visible from public right-of-way and, therefore, would be subject to the City's sign ordinance (see signs B, C-I, L, M in Attachment 'C').

West Parking Lot Signage

Two (2), small parking lot identification signs are located at the parking lot west of the Methodist Jennie Edmundson Hospital property, one at each entrance. At this time, no additional signage is proposed at this location.

Banner Signage

Campus identification banner signage is located on light poles throughout the Methodist Jennie Edmundson campus.

Proposed Signage—808 East Pierce Street (New Medical Office Building)

At this time, the applicant is proposing additional attached and detached signage to identify the new medical office facility and to assist their patients in navigating through their medical campus. The proposed signage is included as Attachment 'D' and described below:

Attached Signage

- Two (2) 165 square foot Methodist logo wall signs, one (1) on both the east and west elevations
- Two (2) 81 square foot "Methodist" wall signs, one (1) on both the east and west elevations
- Total Attached Signage: 492 square feet

Detached Signage

- One (1) monument sign, measuring 6 feet in height and containing 125 square feet of signage;
- One (1) monument sign, measuring 15 feet in height and containing 72 square feet of signage per sign face;
- One (1) monument sign, measuring 8 feet in height and containing 33 square feet of signage per sign face; and

- One (1) directional sign, measuring 3.6 feet in height and containing 8 square feet of signage per sign face.
- Total Detached Signage: 238 square feet

Total Proposed Signage: 730 square feet

The following attachments are included with this report:

Attachment A: Location/Zoning Map
Attachment B: Applicant's Letter of Intent
Attachment C: Inventory of Existing Signage at 933 East Pierce Street
Attachment D: Proposed Signage at 808 East Pierce Street

Comments

The proposed request was routed to all City departments and local utility providers. No adverse comments were received.

The Community Development Department provided the following comments regarding the proposed signage plan:

1. All signage shall be permitted separately prior to installation.
2. Per Section 15.33.080, *Exempt Signs*, of the City's Municipal Code (Zoning Ordinance), "*signs which are not visible from a public right-of-way or from a property other than that on which the sign is installed*" are permitted in any zoning district and are considered exempt from the City's sign ordinance. Of the 1,610 square feet of existing signage at 933 East Pierce Street, only 1,289 square feet is visible from public right-of-way. The proposed signage regulations do not apply to the 321 square feet of signage that is not visible from public right-of-way. All signage proposed at 808 East Pierce Street is visible from public right-of-way and therefore is subject to the proposed signage regulations.
3. The signs included in the submitted signage plan are generally acceptable in design, size and height. The Methodist Jennie Edmundson campus is a large, unique site within the A-P/Administrative Professional District that has multiple frontages and a high amount of public traffic. The proposed signage plan will allow the applicant to adequately meet their signage needs and appropriately update on site signage as needed.
4. A total of 730 square feet of signage shall be allowed at 808 East Pierce Street.
    a. Detached signage shall be allowed at 808 East Pierce Street as follows:
        i. One (1) monument sign, measuring 6 feet in height and containing 125 square feet of signage;
        ii. One (1) monument sign, measuring 15 feet in height and containing 72 square feet of signage per sign face;
        iii. One (1) monument sign, measuring 8 feet in height and containing 33 square feet of signage per sign face; and
        iv. One (1) directional sign, measuring 3.5 feet in height and containing 8 square feet of signage per sign face.
    b. Attached signage shall be allowed at 808 East Pierce Street as follows:
        i. Two (2) 165 square foot Methodist logo wall signs, one (1) on both the east and west elevations; and
        ii. Two (2) 81 square foot "Methodist" wall signs, one (1) on both the east and west elevations.
5. A total of 1,300 square feet of signage shall be allowed at 933 East Pierce Street. This includes all attached and detached signage visible from the public right-of-way, as per the submitted sign inventory included as Attachment 'C.'

6. At this time, no signage is proposed for the parking lot located west of the Methodist Jennie Edmundson Hospital property and generally described as being geographically bounded by Kanesville Boulevard to the west, Ridge Street to the south, and East Pierce Street to the east. Any future detached signage at this location shall be limited to four (4) directional signs, two (2) per entrance, measuring a maximum of 3.5 feet in height and containing 8 square feet of signage per face.
7. All banner signage shall be limited in size to six (6) square feet per sign face.
8. The Community Development Director, or his/her designee, shall have administrative authority to approve signage requests above and beyond the maximum allowed, not to exceed twenty (20) percent of the maximum allowed signage.

Recommendation

The Community Development Department recommends approval to adopt a site-specific signage plan for Jennie Edmundson Memorial Hospital, generally described as an area geographically bounded by Keeline Avenue to the north, Nicholas Street to the south, East Kanesville Boulevard and East Broadway to the west, and Cook Avenue to the east and legally described below.

The property addressed as 808 East Pierce Street and legally described as JENNIE EDMUNDSON ADD LT 1, EXC CITY ROW;

The property addressed as 933 East Pierce Street and legally described as AUD SUB SECTION 30-75-43 SE NW LTS 4 THRU 7, AUD SUB NE SW LTS 6 THRU 11, KEELINE HOME PLACE LT 1, BLK 1, HILLSIDE ADD BLKS 1 THRU 4, JUDDS COURT LTS 1 THRU 10, BELDENS SUB LTS 14 AND 15 AND ALL VAC ALLEYS, VOORHIS, FIELD AND RIDGE STREETS ADJ, HAGGS FIRST ADD LTS 1 THRU 4 AND 5 EXC NELY34' NWLY100' AND ALL LTS 6 AND 9 BLK 3 AND 1/2 VAC ALLEY ADJ AND LTS 7 AND 8 BLK 3; and

The parking lot located west of 933 East Pierce Street, generally described as being geographically bounded by Kanesville Boulevard to the west, Ridge Street to the south, and East Pierce Street to the east, and legally described as HAGGS EXTENSION LTS 4 THRU 7 BLK 6 AND ALL VAC E OAK ST AND ALL VAC ALLEY ADJ AND BOCKS SUB PT LTS 4 THRU 7 < 8 EXC SWLY14.47' STRIP TO CITY ALL SE OF HWY.

Public Hearing

Staff speaker for the request:

1. Haley Weber, Zoning Enforcement Officer, City of Council Bluffs, 209 Pearl Street, Council Bluffs, IA 51503

Speakers in favor:

1. Vince Rew, 234 Mt. Vernon Avenue, Council Bluffs, IA 51501

Speakers against: None

Planning Commission Recommendation

The Planning Commission recommends approval to adopt a site-specific signage plan for Jennie Edmundson Memorial Hospital, generally described as an area geographically bounded by Keeline Avenue to the north, Nicholas Street to the south, East Kanesville Boulevard and East Broadway to the west, and Cook Avenue to the east and legally described below, as per staff's recommendation.

The property addressed as 808 East Pierce Street and legally described as JENNIE EDMUNDSON ADD LT 1, EXC CITY ROW;

The property addressed as 933 East Pierce Street and legally described as AUD SUB SECTION 30-75-43 SE NW LTS 4 THRU 7, AUD SUB NE SW LTS 6 THRU 11, KEELINE HOME PLACE LT 1, BLK 1, HILLSIDE ADD BLKS 1 THRU 4, JUDDS COURT LTS 1 THRU 10, BELDENS SUB LTS 14 AND 15 AND ALL VAC ALLEYS, VOORHIS, FIELD AND RIDGE STREETS ADJ, HAGGS FIRST ADD LTS 1 THRU 4 AND 5 EXC NELY34' NWLY100' AND ALL LTS 6 AND 9 BLK 3 AND 1/2 VAC ALLEY ADJ AND LTS 7 AND 8 BLK 3; and

The parking lot located west of 933 East Pierce Street, generally described as being geographically bounded by Kanesville Boulevard to the west, Ridge Street to the south, and East Pierce Street to the east, and legally described as HAGGS EXTENSION LTS 4 THRU 7 BLK 6 AND ALL VAC E OAK ST AND ALL VAC ALLEY ADJ AND BOCKS SUB PT LTS 4 THRU 7 < 8 EXC SWLY14.47' STRIP TO CITY ALL SE OF HWY.

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

Attachment(s)

Attachment A: Location/Zoning Map
Attachment B: Applicant's Letter of Intent
Attachment C: Inventory of Existing Signage at 933 East Pierce Street
Attachment D: Proposed Signage at 808 East Pierce Street

Prepared by: Haley Weber, Zoning Enforcement Officer