CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION

Date: November 2, 2015

ITEM: 1st Street Redevelopment – Southwest corner of Grand Avenue and 1st Street – Rezone the property from Community Commercial (CMC) to Planned Unit Development (PUD) establishing the 1st Street Redevelopment PUD – 1st Street, LP – ZC-002834-2015

ORDINANCE: Approval of Second Reading, Waive Third and Adopt in Final Form

FINANCIAL IMPACT: Undetermined.

BACKGROUND: The applicant, 1st Street, LP, is requesting to rezone the property from Community Commercial (CMC) to Planned Unit Development (PUD) and establish the 1st Street Redevelopment PUD on approximately 5.37 acres. The applicant is proposing to demolish the majority of the existing buildings on the property to allow for redevelopment of the site. The site will be redeveloped to be consistent with the Grand Avenue Redevelopment Plan (Val-Gate), which governs the redevelopment of this area.

Previous Council Action:
Vote: 4-0 approval; Council member Mickelson absent
Date: October 19, 2015
Motion: Approval of the First Reading of the amendment to City Code.

OUTSTANDING ISSUES: The applicant has asked for a modification of the following condition of approval placed with the first reading of the ordinance:

4. An Agreement and Waiver shall be executed and recorded for the future installation of a traffic signal at the intersection of the south entrance driveway and 1st Street. This Agreement and Waiver shall be required prior to final PUD approval.

The applicant is requesting the timing of the provision of a document related to the signal be extended to allow time to work through the actual costs associated with the improvement. Typically, signal costs are shared by the property owners located at each corner of the intersection, excluding residential properties. In this case, the corner to the south is residential and thus would not contribute financially and the property across the street is undevelopable ground adjacent to Walnut Creek within Des Moines corporate limits. The applicant is concerned that signing a blanket agreement for the signal costs will result in him being financially responsible for all four corners. The applicant is preparing cost details associated with the 1st Street Redevelopment with the intent to attend a Council Subcommittee meeting to discuss more specifically what the development's financial obligations should be.

Per condition #1 indicated below, deferring the adoption of the PUD ordinance until the issue is resolved will restrict above ground construction of buildings within the development, specifically, the Dollar Tree store which is ready to build. Rather than deferring action on the PUD, staff recommends that condition #4 be modified to allow the applicant until January 15, 2016 to execute an agreement related to the signal. Staff also recommends additional language to the condition restricting issuance of future building permits, including footing and foundation permits until such time that the agreement issue is resolved.

RECOMMENDATION: Based upon the preceding review and a finding of consistency with the goals and policies of the Comprehensive Plan, staff recommends the City Council approve the second reading, waive the third reading and adopt the 1st Street Redevelopment PUD Ordinance in final form, subject to the applicant meeting all City Code requirements and the following:

1. City Council approval of the Rezoning Request (PUD) is required prior to any construction as proposed by

the approved Master Plan, however, footing and foundation permits may be issued prior to City Council 2nd and 3rd Readings and adoption of the PUD to keep individual projects moving forward.

2. The Applicant continues to work with City Staff on the building design for Parcel 3 to incorporate the changes requested by the potential future tenant in a manner that is consistent with the redevelopment guidelines and the PUD. Said modifications shall be finalized prior to the issuance of any occupancy permit, including temporary occupancy permits for any building within the PUD area or approval of a Site Plan for Parcel 3, whichever occurs first.

3. Sign images included in the precedent images are for illustrative purposes only. Signage design and construction details will be reviewed and approved as part of the Sign Permit process.

4. An agreement shall be executed and recorded for the future installation of a traffic signal at the intersection of the south entrance driveway and 1st Street. City Council adoption of this agreement shall occur to on or before the January 28, 2016 Council meeting. In the event that the agreement is not executed on or before this date, no future building permits, including footing and foundation permits shall be issued for construction within the 1st Street Redevelopment project until such time that resolution of responsibilities for the future traffic signal is reached.

5. An irrevocable offer of right of way for Grand Avenue shall be required prior to final approval of the PUD.

6. Streetscape easements along Grand Avenue and 1st Street shall be executed and recorded at the time of site plan development for each site within the PUD that has frontage along Grand Avenue or 1st Street.

7. Additional public easements (utility, ingress/egress, etc.) within the PUD shall be executed and recorded at the time of platting of the property.

Lead Staff Member: Brian Portz BP

Staff Reviews:

Department Director	
Appropriations/Finance	
Legal	RJS
Agenda Acceptance	RTJ

PUBLICATION(S) (if applicable)

Published In	Des Moines Register Community Section
Date(s) Published	October 2, 2015
Letter sent to surrounding property owners	10/1/2015

SUBCOMMITTEE REVIEW (if applicable)

Committee	Development & Planning		
Date Reviewed	September 24, 2015		
Recommendation	Yes ☒	No ☐	Split ☐

ATTACHMENTS:

Exhibit I - Proposed PUD Ordinance
- Exhibit A - PUD Sketch Plan
- Exhibit B - 1st Street and south access full build image
- Exhibit C - Grand Avenue Redevelopment Street Network
- Exhibit D - 1st and Grand Corner Streetscape
- Exhibit E - Sign Precedent Images
- Exhibit F - Architectural Precedent Images

Prepared by: B. Portz, Development Services, City of West Des Moines, P.O. Box 65320, West Des Moines, IA 50265
Return To: City Clerk, City of West Des Moines, P.O. Box 65320, West Des Moines, IA 50265

ORDINANCE #

AN ORDINANCE AMENDING THE OFFICIAL ZONING MAP AND THE CITY CODE OF THE CITY OF WEST DES MOINES, IOWA 2014, BY AMENDING TITLE 9, ZONING, CHAPTER 9, PLANNED UNIT DEVELOPMENT DISTRICT, PERTAINING TO P.U.D. (PLANNED UNIT DEVELOPMENT) DISTRICT REGULATIONS AND GUIDELINES.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF WEST DES MOINES, IOWA:

SECTION 1. AMENDMENT: Amend the Zoning Map of the City of West Des Moines, Iowa, by adding the following legally described property from Community Commercial (CMC) District to **'1st Street Redevelopment Planned Unit Development (PUD)'** of West Des Moines, Iowa:

Legal Description

LOTS 95 AND 96 OF LINNWILL, AN OFFICIAL PLAT IN THE CITY OF WEST DES MOINES, POLK COUNTY, IA, EXCEPT FOR THE EAST 60' FEET;

AND

LOT 1 OF LINNWILL PLAT 2, AN OFFICIAL PLAT IN THE CITY OF WEST DES MOINES, POLK COUNTY, IOWA

SECTION 2. DEVELOPMENT INTENT: The 1st Street Redevelopment PUD intends to provide a framework for development standards reflective of the realities and constraints of redevelopment and to establish design standards to reinforce the intent of the Grand Avenue Redevelopment Plan to respect the context of the area and create a neighborhood identity that recognizes the area's original development history. The 1st Street Redevelopment PUD is located within the area identified for redevelopment by the Grand Avenue Redevelopment Plan. Redevelopment in this area is intended to create a special iconic district within the City of West Des Moines known as the Val-Gate District. All development within this District must be in furtherance of the goals of the Grand Avenue Redevelopment Plan. The City of West Des Moines Val-Gate District Grand Avenue Redevelopment Plan and all appendices and exhibits, as amended, are hereby incorporated as part of the 1st Street Redevelopment PUD.

The Grand Avenue Redevelopment Plan identifies major street patterns, access and interconnection points, district streetscape locations and typical design including signage and pedestrian elements. The intent of the Redevelopment Plan is to provide a tool that can be used to promote the communication and cooperation between

adjacent property owners and developers within the overall district to create and ensure a cohesive and unified redevelopment.

Properties within the Grand Avenue Redevelopment Plan may be referred to as the Val-Gate District.

SECTION 3. REQUIRED PLANS: The following plans shall be required as a part of the processing of any development application for any property within the 1st Street Redevelopment PUD:

A. Planned Unit Development: A Planned Unit Development (PUD) identifies detailed development criteria for specific areas within the Grand Avenue Redevelopment Plan Area. The Planned Unit Development shall conform to the general development intent identified in the approved Redevelopment Plan. The Planned Unit Development shall be reviewed by the Plan and Zoning Commission and adopted by the City Council by Ordinance.

This document shall constitute the Planned Unit Development Ordinance for the 1st Street Redevelopment. Attached to and made a part of this ordinance is a Sketch Plan that illustrates the overall site layout concept (Exhibit 'A'). This document and any referenced documents or exhibits (included or on file with the City Clerk) are intended to specify the components, parameters, and requirements to be adhered to and implemented in order to ensure the realization the Grand Avenue Redevelopment Plan. It is recognized that modifications and changes may be necessary due to changes in building footprints, site details, and response to market demand. At the discretion of the Director of Development Services, changes to the layout of the development that are deemed to be 'major' changes shall require an amendment to the Sketch Plan and Ordinance. Major amendments shall require the review and approval of the Plan and Zoning Commission and City Council.

Where the Sketch Plan and PUD language conflict, the PUD language shall prevail.

B. Development Applications (Site Plans or Modifications to a Site Plan): Site Plans for lots within the 1st Street Redevelopment PUD must meet the intent of the approved PUD. Site plans for the development of each and all lots shall be submitted to the City of West Des Moines for review and approval prior to the development of any portion of the lot. Site plans for permitted uses which comply (as determined by the Director of Development Services or designee) with the design intent as set forth in this PUD will be subject to review via the City's review process and receive final approval from the City Council following a recommendation from the Plan and Zoning Commission. Site plans for uses identified as Permitted Conditional (PC) shall require approval from the Board of Adjustment. At the discretion of the Director of Development Services, an amendment to the 1st Street Redevelopment PUD may be required to bring consistency between the ordinance and site plan development proposed.

C. Preliminary And Final Platting: After development of the first building on the site, prior to or in conjunction with any future site plan submittal for proposed development of any portion of the 1st Street Redevelopment PUD, said area shall be preliminary and final platted, in accordance with the city's subdivision ordinance, to delineate the parcels or lots to be developed or sold. Lots without public street frontage, in accordance with the city code requirements, may be allowed provided the frontage requirements of the code have been met by an abutting or surrounding lot which is under common ownership under an owners' association, or a cross parking and access easement has been executed which provides for the unrestricted use and access of the drives and parking. Platted outlots are not buildable.

Unless otherwise specifically restricted by city council action, ground work and construction of private roads and utilities may be started, at the developer's risk, upon approval of the preliminary plat by the city council. Public street and utility construction may begin, at the risk of the developer, after approval of the preliminary plat by the city council and construction improvement plans by the city of West Des Moines.

Prior to approval of the final plat, unless otherwise allowed by council, the developer of the 1st Street Redevelopment PUD shall provide the appropriate agreements, easements, and sureties for all public rights of way and other public improvements (utilities, sidewalks, streetlights, etc.) within and associated with the development.

A final plat applicable to each proposed development area must be approved and recorded with the Polk County recorder's office prior to approval of a site plan or issuance of any building permit, including footing and foundation permits, for construction of any structure within the area proposed for development after the initial building is constructed.

SECTION 4. **COMPLIANCE WITH CODE:** Unless otherwise specified herein, the development of 1st Street Redevelopment PUD shall comply with the provisions of the West Des Moines City Code.

SECTION 5. **DEVELOPER RESPONSIBILITIES:**

A. Unless otherwise specifically approved by the City Council, the developer, its successors and/or assigns, if any, shall pay all planning, engineering, and construction costs for the development of the planned unit development as required by this Ordinance, and shall pay all costs related to approved site plans, which may include but is not limited to the cost of all streets, storm sewers, sanitary sewers, water mains and service lines, drainage-way improvements, detention basins, buffers, and other improvements as required. No Final Occupancy Permit shall be issued until all necessary improvements applicable to the area/lot or structure requesting occupancy are installed and accepted by the City of West Des Moines. Nothing in this Ordinance shall be construed to prevent the developer, its successors and/or assigns, if any, from entering into private agreement(s) as it/they may desire to share the cost of improvements.

B. Unless otherwise provided by a separate agreement, the cost of future traffic signals and dedicated turn lanes at the southern full access intersection on 1st Street located at the southeast corner of the PUD as shown in Exhibit 'B' shall be the responsibility of the developer pursuant to the assessment policy of the City, of which the City shall have no financial responsibility whatsoever.

C. The developer shall be responsible for the maintenance of the area encompassing the streetscape easement and related public right-of-way.

D. Developer's responsibilities include all obligations contained in this Section as well as those responsibilities otherwise set forth in this ordinance.

SECTION 6. **LAND USE:** All general use regulations and provisions set forth in Title 9, Zoning, of the West Des Moines City Code for the Community Commercial District (CMC), shall apply to any development proposal for the 1st Street Redevelopment PUD Ordinance, unless noted elsewhere within this Ordinance.

A. Allowed Uses: Uses allowed for parcels within the 1st Street Redevelopment PUD shall be those uses identified as Permitted or Permitted Conditional for the Community Commercial (CMC) District including ancillary uses provided as part of the primary use, except as noted below.

B. Prohibited Uses: The following uses normally allowed in the Community Commercial (CMC) District shall be prohibited in the 1st Street Redevelopment PUD.

SIC 4522	Heliport/Helistop
SIC 4925	Mixed, manufactured or liquefied petroleum gas production and/or distribution (except: production and manufacturing)
SIC 592	Liquor Stores
SIC 5999	Adult entertainment establishment
SIC 6099-9901	Functions Related to Deposit Banking NEC – Check cashing agencies
SIC 6141	Personal Credit Institutions (aka, Delayed Deposit Lenders)
SIC 75	Automotive repair, services, and parking

SECTION 7. **VEHICLE TRIP ALLOCATION:** The traffic study completed by the City of West Des Moines dated October 2, 2014 and approved for the 1st Street Redevelopment PUD parcels estimated a total of 6,381 average daily trips (ADT); 494 a.m. peak; and 468 p.m. peak vehicle trips within the development. These numbers constitute the number of total vehicle trips allocated to the 1st Street Redevelopment PUD. The

combination of tenants/uses within the development cannot collectively generate vehicle trips which exceed that allocated to these parcels as indicated.

Development and redevelopment of each parcel and implementation of desired land uses will be limited by the available number of trips designated above for the 1st Street Redevelopment PUD, as well as compliance with all applicable regulations within this ordinance or city code. The traffic to be generated by these parcels must be less than or equal to that allocated. The traffic allocation indicated above shall be an entitlement to the parcels. Traffic generation due to subsequent redevelopment, expansion or change of use for any parcel shall not exceed the maximum traffic allocation stated previously for the development. Alternate uses to that currently anticipated may be allowed, following completion of an amendment to the approved traffic study analyzing the proposed alternative and appropriate City approval if the existing uses and the proposed change(s) collectively do not exceed 6,381 average daily trips (ADT); 494 a.m. peak; and 468 p.m. peak vehicle trips allocated to these parcels.

Overall trips for the Val-Gate District must remain within the caps established for the Val-Gate District as a whole which were established as part of the Grand Avenue Redevelopment Plan Traffic Study. Future development within the 1st Street Redevelopment PUD may be limited by available trips due to traffic generated elsewhere within the District.

SECTION 8. **STORM WATER MANAGEMENT PLAN:** A Master Storm Water Management Plan (MSWMP) for the entire Grand Avenue Redevelopment area which governs the overall storm water management of the Val-Gate District has been prepared by the City of West Des Moines. Specific Storm Water Management Plans (SWMP) will be required with the submittal of each site development plan. The Specific Storm Water Plans shall be prepared at the developer's expense, by a Professional Engineer licensed in the State of Iowa. All Specific Storm Water Management Plans must be consistent with the Grand Avenue Redevelopment Master Storm Water Management Plan prepared by the City and shall comply with the City's applicable design standards for storm water management existing at the time each development (site plan) is approved. Said SWMP must demonstrate compliance with the Grand Avenue Redevelopment Master Storm Water Management Plan, if available, at the time of Site Plan approval.

The developer(s) of the 1st Street Redevelopment PUD shall be required to participate in the Grand Avenue Redevelopment Stormwater Management facilities and shall enter into an agreement with the City approved as part of the Site Plan stating that the developer will provide improvements or contribute fees per their pro rata share in accordance with the Grand Avenue East Stormwater Connection Fee District as approved by the City Council on April 21, 2014.

As part of the Grand Avenue Redevelopment Stormwater project, it is anticipated that a stormwater structure will be installed across a portion of the Developer's property. The Developer agrees to provide to the City an easement for said structure. The City will endeavor to structure the construction of the stormwater improvements in such a manner as to minimize the impact on the business operations of the businesses within the 1st Street Redevelopment area.

SECTION 9. **PUBLIC STREET RIGHT-OF-WAY DEDICATION:** In order to maintain the functional class of the City's roadway system as set forth in the Comprehensive Plan, the right-of-way necessary for Grand Avenue shall be provided by the developer. An Irrevocable Offer of Right-of-Way Dedication shall be provided at the time of the PUD, with actual dedication of the right-of-way to occur in conjunction with the installation of Grand Avenue improvements or submittal of a Major Modification application for the True Value site. The developer shall provide at no cost to the City temporary easements necessary for the construction of public streets within or adjacent to the development. The City will endeavor to structure the construction of the public improvements in such a manner as to minimize the impact on the business operations of the businesses within the 1st Street Redevelopment area.

SECTION 10. **STREET DESIGN:** Exhibit 'C' identifies the Grand Avenue Redevelopment Plan street network and general accesses as it relates to the 1st Street Redevelopment PUD area.

A. Future Public/Private Streets: The 1st Street Redevelopment PUD will be required to provide access across the site to provide connection and design continuity throughout the site and to the properties adjacent to the PUD, as illustrated in Exhibit 'A' and shall meet and the following:

1. These future roads and driveways through the site shall be private in ownership.
2. No road closures are allowed regardless if private or public without prior permission of the City of West Des Moines.
3. All future roads/driveways shall be maintained and function (including timely snow removal) in a fashion similar to the public expectations of a public street. The developer and the City shall execute a public access easement at the time of street construction in which the rights and responsibilities of the involved parties for the roads/driveways with the Grand Avenue Redevelopment Plan shall be delineated.

B. Signalized Intersections: Traffic signals may be required at the southern full access intersection with 1st Street at such time when traffic warrants as determined by the City. Also, the future reconstruction of Grand Avenue may warrant the traffic signals at 1st and Grand to be relocated, which may require the dedication of right of way. If necessary, dedication of permanent right-of-way to accommodate the placement of signals and appurtenances shall be provided to the City upon request by the City and at no cost to the City. Temporary construction easements shall also be provided at no cost to the City as necessary.

C. Site Access:

1. *Grand Avenue:* A permanent access drive to the 1st Street Redevelopment PUD area from Grand Avenue shall be allowed and located to the northwest of the existing True Value building and aligned with the existing Casey's/West Bank driveway to the north. This access will remain in its current location, which does not align with the Casey's/West Bank driveway, until such time that Outlot 1 and Outlot 2 (on the PUD Sketch Plan) are redeveloped. With the redevelopment of these outlots, the Grand Avenue access location will move to the west and align with the Casey's/West Bank driveway and providing a north/south access point on the west side of the PUD. Initially, this access will allow for full turning movements; however, at such time that a median is constructed on Grand Avenue; the access will be restricted to a right in/right out access only.

2. *1st Street:* Two permanent access drives to the 1st Street Redevelopment PUD area from 1st Street shall be allowed.
   a. *North Access:* In the interim, the existing northern access drive shall be retained in its current location until such time that Parcel 3 or 4 develops. At that time, the access drive shall be reconstructed further south to provide a straight east/west drive aisle through Parcels 3 and 4 as depicted on the PUD Sketch Plan.
   b. *South Access:* In the interim, the southern access drive shall be retained in its current location until such time of approval of a Site Plan that results in construction of over 50% of the total building area contained in Parcels 3, 4, 5, 6 and 7. The actual location of the drive and the associated buffer landscaping shall be reviewed by the Plan & Zoning Commission and City Council as a site plan review. If the City initiated regional storm sewer infrastructure project has not been completed to allow installation of the private access drive at the point the developer wishes to proceed with construction of over 50% of the total building area contained in Parcels 3, 4, 5, 6 and 7, a Site Plan resulting in construction of over 50% of the subject parcels may proceed through the review and approval process. With said Site Plan, additional temporary improvements or measures to mitigate traffic circulation issues may be required.

3. *Future Cross Access:* A future cross access connection shall be provided across the 1st Street Redevelopment PUD to the property at the northwest corner of the PUD. Design and location of said access shall be determined at such time the property to the northwest is developed and the building on Outlot 1 is removed. In addition, two additional future cross access may be permitted to the PUD if the property to the west of the 1st Street Redevelopment PUD redevelops in the future. Design and location of the additional access shall be determined at such time the property to the west is redeveloped. Appropriate Cross-Access Easements shall be executed at time of drive relocations and construction.

SECTION 11. PARKING:

A. Off-Street Parking:

1. All off-street parking areas shall be sited and landscaped to screen their visibility from street rights-of-way, residential dwellings, pedestrian pathways, and adjoining property outside of the 1st Street Redevelopment PUD. Parking areas shall be screened to a minimum height of 3 feet.
2. Parking stall measurements and drive aisle widths shall conform to Chapter 15 of the City's Zoning Ordinance.
3. It is desired that all off-street parking areas be aesthetically improved to reduce obtrusive characteristics that are inherent to their function. Landscape islands and/or pods shall be implemented in accordance with Chapter 19, of the City Code of West Des Moines except that parking rows along a building face or adjacent to the streetscape shall only be required to implement terminal islands at the end of a parking rows and shall not be required to provide intermediate islands within a linear row of parking.
4. Overstory trees shall be planted within all terminal landscape islands within the parking lot.

B. Off-Street Loading:

1. All off-street loading areas shall be sited and landscaped to screen their visibility from street rights-of-way, residential dwellings, pedestrian pathways, and adjoining property outside of the 1st Street Redevelopment PUD. Screening shall be implemented in accordance with Chapter 19, of the City Code of West Des Moines.
2. Loading area measurements and drive aisle widths shall conform to Chapter 15 of the City's Zoning Ordinance.

C. Parking Ratios: The minimum number of parking stalls shall be as provided per Chapter 15 of the City Zoning Ordinance, except that office and retail uses shall provide a minimum of 1 parking space per 300sf of gross floor area. Restaurants (both sit down and drive-thru) and drinking establishments shall provide a minimum of 1 parking space per 150sf of gross floor area. With the approval of the City Council and the execution of an appropriate cross-parking easement, required spaces for one parcel may be located on a different parcel. If shared parking is utilized, the total parking spaces provided within the PUD must meet the minimum number of parking stalls for all uses within the PUD.

D. Off-Street Parking Lot Setbacks: Parking shall be setback so as to provide a minimum of fifteen feet (15') from the ultimate street right-of-way of Grand Avenue and fifteen feet (15') from the ultimate street right-of-way of 1st Street. The parking lot setback may be reduced to ten feet (10') if a streetscape is implemented within the setback. Parking shall be setback a minimum of five feet (5') from internal property lines within the 1st Street Redevelopment PUD unless the parking space within the setback is part of a common parking lot of joint usage between the adjoining lots.

SECTION 12. PEDESTRIAN ELEMENTS: The 1st Street Redevelopment PUD, in alignment with the Grand Avenue Redevelopment Plan, aims to encourage pedestrian movement and opportunities for pedestrian interaction through the implementation of multiple and connected pathways to and from parcels within the redevelopment area. In addition, to encourage pedestrian activity, site furniture and benches for pedestrian use shall be provided along public streets within an area of enhanced landscaping. One pedestrian area shall be provided for every 200 linear feet of frontage (streetscape). Each pedestrian area shall contain at a minimum two (2) benches and one (1) trash receptacle. These pedestrian areas may be spaced along the frontage or grouped to create more of a larger plaza area. Development of these areas shall comply with the Grand Avenue Redevelopment Plan guidelines with details of the development of each area to be specified, reviewed, and approved at the time of site plan development. Unless otherwise specified, the installation of these pedestrian elements shall be by the developer of the 1st Street Redevelopment PUD at the time of redevelopment of the lot on which the pedestrian area is to be located. Pedestrian areas may be located adjacent to the streetscape area as long as public access easements are provided for the pedestrian area or any walk connection to the streetscape.

SECTION 13. **LANDSCAPING:** Landscaping must be provided in accordance with City Code unless otherwise modified within this ordinance. Details regarding specific varieties, exact quantities, and the minimum size at time of planting shall be provided and approved as part of the site plan submittal and shall meet the general guidelines in respect to the minimum plant sizes traditionally applied to development within the City. The minimum vegetation quantities specified within this ordinance will need to be provided. The provision of additional vegetation above the minimum amount required may be necessary to fulfill the intent (i.e. visual mitigation/screening) of the required landscaping.

A. Open/Green Space:

Due to the nature of the intended redevelopment in respect to existing development patterns, uses, and densities, the amount and locations of open space and green space/vegetation within the redevelopment area will vary. As a general rule, the maximum amount of 'green' (open lawn areas and vegetation) should be provided within a site. To allow the most flexibility in planning, collectively, the development shall attempt to provide a minimum of twenty-five percent (25%) open space; however, no less than fifteen percent (15%) open space or more than eighty-five percent (85%) impervious surface will be allowed. Plaza and streetscape areas along with any areas associated with outdoor pedestrian use may be counted towards fulfilling the minimum open space requirement. Plazas and outdoor pedestrian use areas to be counted toward fulfilling minimum open space requirements may be paved (impervious) as long as the paving is part of a planned hardscape and softscape enhancement of the plaza or pedestrian area.

A minimum of two (2) trees and three (3) shrubs shall be provided for every 3,000 square feet of required open space which shall be based on 25% of the site regardless of the actual amount provided. Of the required trees, fifty percent (50%) shall be of an overstory variety unless otherwise done for design intent and specifically approved by the appropriate reviewing body. No substitution for required trees is allowed; however, a twenty (20) square foot mass planting of perennial flowers or ornamental grasses may be substituted for three (3) shrubs. The incorporation of evergreen vegetation is encouraged to provide winter substance within the landscape. Vegetation required as part of the open space may be placed into off-street parking areas, streetscape areas or required buffers, but is in addition to vegetation required of streetscape areas. With approval at the Site Plan application, the developer may request the City Council defer installation of required plantings to accommodate changes for future cross access.

B. Streetscaping:

A landscaped edge with hardscape elements or 'streetscape' shall be provided along Grand Avenue and 1st Street. These streetscapes are intended to provide desired green to the City, reinforce a district identity, provide visual screening of parking and other negative site elements, bring human scale to adjoining buildings and provide traffic calming benefits. The streetscape shall be accomplished in accordance with the Grand Avenue Redevelopment Plan streetscaping intent and shall include vegetation, furniture, and ornamental stone wall screening elements as illustrated in the redevelopment plan. Pedestrian elements such as patios and walkways may encroach into the streetscape area; however, no buildings or off-street parking may.

A minimum ten foot (10') foot streetscape easement shall be provided along Grand Avenue and 1st Street to the first drive entrance onto 1st Street to provide area for district streetscape, signage and to maintain utility corridors. Said easement shall be adjusted at the corners of intersecting streets if necessary to provide a full depth streetscape easement area around traffic signal equipment easements. The developer shall provide the necessary easements at the time of Site Plan approval. The streetscape easement width may be modified to accommodate the existing parking lot location along Parcels 1 and 2

Streetscape landscaping shall be placed within the streetscape easement of the property. Landscape vegetation and amenities such as pedestrian benches and ornamental wall stones shall be implemented within the streetscape area to provide screening of off-street parking areas to a minimum height of three (3) feet. To aid in achieving this, a minimum of two (2) trees and ten (10) shrubs shall be required for every fifty linear feet (50 lf) of streetscape distance. Of the required number of trees, a minimum of 1/2 must be overstory in nature. No substitution of shrubs for required trees shall be allowed. Additionally, three (3) 'ornamental wall stones' as illustrated in the Grand Avenue Redevelopment Plan shall be provided for every

100 lineal feet of streetscape. It is recommended that the stones be clustered in groups of at least three (3) stones amongst and between groups of shrubs to provide mass and screening rather than be equally spaced along the streetscape length. With City Council approval at the Site Plan application, the developer can defer installation of required streetscape elements or plantings to accommodate changes in interim or future access drives.

Within 24 months of the PUD approval, the Developer must submit a Minor Modification Application for Parcels 1 and 2 to initiate installation of the streetscape improvements along the Grand Avenue frontage and the 1st Street frontage for Parcels 1 and 2. See Exhibit 'D'. Said Minor Modification shall also include parking lot modifications and a new retro style pole sign identifying the tenants of Parcels 1 and 2.

C. Buffers:
   1. The provision of buffers shall be required for that portion of the property that is located directly adjacent to residentially zoned properties.
   2. Buffers shall be provided along the perimeter boundaries of the 1st Street Redevelopment PUD as follows:
      a. South – The first fifteen feet (15') along the south boundary of the PUD. The required landscaping within the buffer shall be equivalent to the amount of trees and shrubs required within a 30' buffer park as outlined below.
      b. West – no buffer required; however, views of negative site elements visible adjacent properties shall be mitigated.
      c. North and East – no buffer required; however streetscape landscaping is required as outlined above. If streetscape landscaping is installed along 1st Street in front of Parcels 1 & 2 and also in front of Parcel 7, then streetscape landscaping shall be required in front of Parcels 3 & 4.
      d. No buffers between internal parcels shall be required except to mitigate undesirable elements and views.

   3. Thirty Foot (30') Buffer:
      a. Required Plantings:
         i. One (1) overstory tree, two (2) ornamental trees and six (6) shrubs shall be provided per thirty-five (35) lineal feet of required buffer.
      b. Vegetation Substitution:
         i. Two (2) ornamental trees, one (1) evergreen tree, or six (6) shrubs may be substituted for one required overstory tree; however, no more than twenty-five percent (25%) of the required number of overstory trees may be substituted.
         ii. A twenty-five (25) square foot mass planting of perennials or ornamental grasses may be substituted for three (3) shrubs.
         iii. Plantings shall be a mix of deciduous and evergreen to ensure year round color.
      c. Privacy Fence: A privacy fence may be required in addition to the required landscape plantings of the 30' buffer to adequately screen the development from the adjacent residences to the south. The need for the fence shall be evaluated and determined at such time that the southern 1st Street access is relocated.
      a. It is recognized that some views of businesses are desired; therefore, buffer vegetation may be clustered to open up view windows to the businesses.
   4. Buffer Timing: Installation of the required buffer plantings along the south property line shall installed at such time that the south entrance is moved from its interim location to its final location. The specific buffer planting plan shall be reviewed with the site plan review of the revised location of the southern access drive.

D. Screening of Negative Site Elements: Electrical transformers, trash dumpsters, service areas and loading docks, heating, ventilation, air conditioning, generators, utility meters, and other mechanical equipment which is located on, besides or adjacent to any building or development shall be visually screened from views from adjacent roadways, pedestrian paths, and adjoining properties.

E. Vegetation Placement: Overstory trees and upright evergreen trees shall not be permitted within public utility easements.

SECTION 14. **SIGNAGE:** All proposed exterior signage requires the review and approval of a sign permit by the City of West Des Moines. All signage shall reinforce the aesthetic concept as depicted by the precedent images attached as Exhibit 'E' and Grand Avenue Redevelopment District Plan and shall comply with Chapter 18 of the City's zoning code except as modified herein or within the Grand Avenue Redevelopment Plan. Sign design and construction shall reinforce the design intent of the Val-Gate District. The use of L.E.D. illumination for signage emulating 'neon-style' lighting and relevant to the architectural theme of the District may be allowed with the approval of the Director of Development Services. The following additional modifications to Chapter 18 of the City's zoning code are hereby made:

A. Business Identification Signs:
   1. Business Identification Signs, including wall, ground monument, pole (pylon), roof, and projecting signs shall be consistent with and reinforce the design intent of the Val-Gate District redevelopment plan.
   2. A maximum of three (3) free standing signs shall be allowed within the development: one for the Grand Avenue frontage and two for the 1st Street frontage. The sign for the Grand Avenue frontage may be a retro style pole sign as identified within the precedent images for signs on the property. The sign shall not exceed the height and size as shown in the precedent image. The two signs along 1st Street shall be ground monument signs. Signs shall be in accordance with city code for the CMC District with the following exception that the signs may display any tenants within the development and not limited to those on the parcel that the sign is located. Decorative elements of the sign structure that are a part of a thematic design to convey the Val-Gate District image, may extent above the monument sign structure not more than two feet (2') and shall not be included in the sign area calculation and the height of the sign.
   3. Roof signs shall be permitted in lieu of or as part of the allowable wall or canopy signage for the development if approved as part of the architectural theme for a building that reinforces the intent of the Val-Gate district. Said signs must be comprised of individual letters with the letters extending above the primary building roof no higher than four feet (4') from the top of the primary roof parapet. A roof sign associated with the canopy may be placed entirely above the canopy as long as it is deemed to be part of an architectural element which carries and reinforces the design intent of the Val-Gate district. Painted roof signs shall not be allowed.
   4. Illuminated banding (led) may be allowed on the primary structure, canopy and monument signs if it is approved as part of the architectural design.
   5. Illuminated business identification signs shall be turned off no later than one-hour after the last retail or restaurant establishment in the Grand Avenue Redevelopment Plan area closes.

SECTION 15. **LIGHTING:** Consistent with the redevelopment plan, the 1st Street Redevelopment PUD shall incorporate a variety of light fixtures ranging from parking lot lights and roadway fixtures to pedestrian pathway lights. Lighting shall be IDA Dark Sky compliant unless otherwise approved by the City of West Des Moines. Included within Section 6 of the Grand Avenue Redevelopment Plan are design specifications and requirements along with sketches and images of the intended lighting series. All lighting within the PUD area shall abide by these standards and be consistent in character to that illustrated in the Grand Avenue Redevelopment Plan and the Val-Gate District's iconic design intent.

As a part of the review of each site plan, a photometric plan must be submitted. During the review, the applicant must demonstrate how lighting will not adversely affect adjoining properties or patrons utilizing the public street system. Special care must be given to ensure excess light does not spill onto properties adjacent to, but not part of, the Val-Gate District.

The following general guidelines shall be in addition to the specific regulations stated within the Grand Avenue Redevelopment Plan regulations:

A. Street Lights: The developer of the 1st Street Redevelopment PUD shall enter into an agreement with the City stating that the developer will install steel pole street lights along Grand Avenue in accordance with a plan provided by Mid-American Energy or its successors at such time that Grand Avenue is widened. In

addition, the developer shall enter into an agreement with the City stating that the developer will install steel pole street lights along 1st Street at such time that the overhead power is placed underground.

B. Parking Luminaries: Fixtures shall be of a design to direct light downward and shall not have bulbs which are exposed and extend below the frame of the light fixture. Said fixtures shall not exceed twenty five feet (25') in height as measured from the ground to the top of the light structure. Fixtures used shall be consistent throughout the 1st Street Redevelopment PUD.

C. Building Lighting: No wall packs, or floodlighting without shields to direct the light to its intended target are allowed. In addition to cut-off fixtures, particular attention shall be given to eliminate hot spots and light glare. Decorative building lighting is allowed and will be reviewed as part of the Site Plan for each building.

D. Pedestrian Pathways: Bollard or pole lighting shall be implemented along pedestrian pathways if not sufficiently lighted by the parking luminaries. Pole lights shall not exceed fourteen feet (14') as measured from the ground to the top of the light fixture.

SECTION 16. ARCHITECTURE:

Included within the Grand Avenue Redevelopment Plan is indication of the architectural style and illustrative examples of the architectural concepts which shall serve to guide the design of all buildings within the 1st Street Redevelopment PUD. All buildings in the PUD shall reinforce the concept depicted in the Grand Avenue Redevelopment Plan, which is for architecture that depicts a Mid-Century (or 50's) architectural style. Specific architecture for all buildings shall be evaluated as part of the site plan review and approval process.

All buildings within the 1st Street Redevelopment PUD shall accommodate the following in building design:

A. Form & Scale: Buildings should reinforce the aesthetic concept as depicted by the precedent images attached as Exhibit 'F' and as depicted by the precedent images contained in the Grand Avenue Redevelopment Plan for all other Parcels. Buildings shall be designed to relate specifically to the pedestrian in scale and variety. The following techniques should be used to meet this objective:
   1. Corporate architecture shall be prohibited except as permissible by the Grand Avenue Redevelopment Plan in that it reinforces the iconic imagery desired for the Val-Gate District.
   2. Buildings shall be organized to create a logical balance and relationship with the site, open spaces and circulation.
   3. The building's design should meet context and site objectives such as providing gateways, creating linkages and framing or terminating views.
   4. Variation in building height, mass and roof forms shall be provided while still maintaining an overall building continuity.
   5. Shifts in building planes/facades and variation in exterior materials shall be incorporated to minimize long expanses of wall.
   6. Variation in materials, material modules, expressed joints, textures, colors and details should be used to break up the mass of the buildings.
   7. Variation in horizontal planes through the use of materials, color and projecting forms should be implemented to signify an entry and/or protect the pedestrian.
   8. Ground floor retail areas should provide the maximum possible glazing toward sidewalks to provide pedestrians with visual interest.
   9. A building's roof form and related details/materials are an integral part of the architectural design aesthetic. Roofs should not be designed as attention-getting devices related to the reinforcement of signage or as an identifiable corporate image unless said identification is in keeping with the Grand Avenue Redevelopment Plan aesthetic.

B. Material Quality and Detail: All sides to each building are to receive high quality materials and finishes (360° architectural treatment). There are no "backs" to a building. Materials should be durable, economically maintained and of a quality that will maintain their appearance over a prolonged time.
   1. Primary building materials should include, but are not limited to glass, steel, architectural concrete and concrete block, natural wood, stone, brick and architectural metals.

2. The following materials shall not be used for cladding unless specifically approved by the City of West Des Moines as part of the architectural elevations:
   a) EIFS or synthetic stucco
   b) Non architectural Concrete Masonry Units
   c) Tilt-up pre-cast concrete systems that are structural in appearance
   d) Materials that are intended for interior use
3. Changes in materials should occur at either inside corners or where a detail is drawn to specifically accommodate a transition. Stone and brick materials should wrap corners several feet in order to provide authenticity to the materials.

SECTION 17. BULK REGULATIONS:

A. Lot Size: No minimum lot size shall be required.

B. Building Height: The height of a building shall conform to the limits prescribed by the Zoning Code for the CMC District unless otherwise specifically approved by the City Council after a recommendation from the Plan and Zoning Commission that the additional height is necessary and appropriate to achieve an architectural intent consistent with the goals of the Grand Avenue Redevelopment Plan.

   If located over vehicle circulation areas, canopies shall provide a minimum clearance of fourteen feet (14'). Canopy heights greater than twenty feet (20') shall only be allowed if the design of the canopy is deemed to carry and reinforce the design intent of the Val-Gate District.

C. Building Setbacks:
   1. Unless otherwise specifically stated, setbacks shall be measured from the property line or ultimate street right-of-way line, whichever is more restrictive.
   2. Building setbacks are to the main plane of the building excluding canopies and pedestrian arcades. It is encouraged that buildings should be pushed forward to locate adjacent to public and private streets and that parking should be located to the rear of buildings. Therefore:
      a) Buildings shall be setback a minimum of ten feet (10') from public streets as long as vision triangles are not obstructed. The actual location of buildings will be reviewed with each specific site plan.
      b) The closest element of a building located adjacent to a private street or drive shall be no less than ten feet (10') from the back-of-curb, except that the building constructed on Parcel 7 shall be allowed to be closer than ten feet (10') until such time that the southern access drive is relocated.
      c) Nothing herein, however, shall be construed as permitting the location of a building that will interfere with pedestrian or vehicle visibility at an intersection, sidewalks, trails, plazas, or maintenance of utilities.
   3. A minimum thirty foot (30') building separation shall be maintained between buildings within the PUD as measured to the closest points of buildings including canopies, unless said buildings are physically connected or otherwise designed and constructed in accordance with applicable Building and Fire Codes to allow for less of a separation distance. Buildings existing within the PUD at the time of PUD approval shall be permitted to be separated by less than the minimum thirty feet (30').
   4. Dumpster enclosures shall be located no closer than ten feet (10') from any ultimate right-of-way for a public street and a minimum of five feet (5') from the PUD boundaries; however, to the greatest extent possible, dumpsters shall be located interior to the site and not along street frontages. Whenever possible, dumpsters should be located and designed as an extension of the primary building. Free-standing dumpster enclosures should be located and landscaped to blend with the landscape and minimize their presence. Building materials for dumpster enclosures shall be consistent with the primary building materials unless in doing so attention is drawn to the enclosure.

SECTION 18. VIOLATIONS AND PENALTIES: Any person who violates the provisions of this Ordinance upon conviction shall be punished as set forth in 1-4-1 of the City Code of the City of West Des Moines, Iowa.

SECTION 19. **OTHER REMEDIES:** In addition to the provisions set out in the Violations and Penalties Section herein, the City may proceed in law or equity against any person, firm or corporation for violation of any section or subsection of this Ordinance.

SECTION 20. **SAVINGS CLAUSE:** If any section, provision, sentence, clause, phrase or part of the Ordinance shall be adjudged invalid or unconstitutional, such adjudication shall not affect the validity of the Ordinance as a whole or any provision, section, subsection, sentence, clause, phrase or part hereof not adjudged invalid or unconstitutional.

SECTION 21. **EFFECTIVE DATE:** This Ordinance shall be in full force and effect after its passage, approval and publication as provided by law.

Passed and approved by the City Council on the ___ day of _____ , 2015.

_____
Steven K. Gaer, Mayor

ATTEST:

_____
Ryan T. Jacobson
City Clerk

I certify that the foregoing was published as Ordinance No. _____ on the _____ day of _____, 2015.

_____
Ryan T. Jacobson
City Clerk

EXHIBIT A

PUD SKETCH PLAN
SUBMITTED FOR REVEW: SEPT 17, 2015

FIRST STREET REDEVELOPMENT

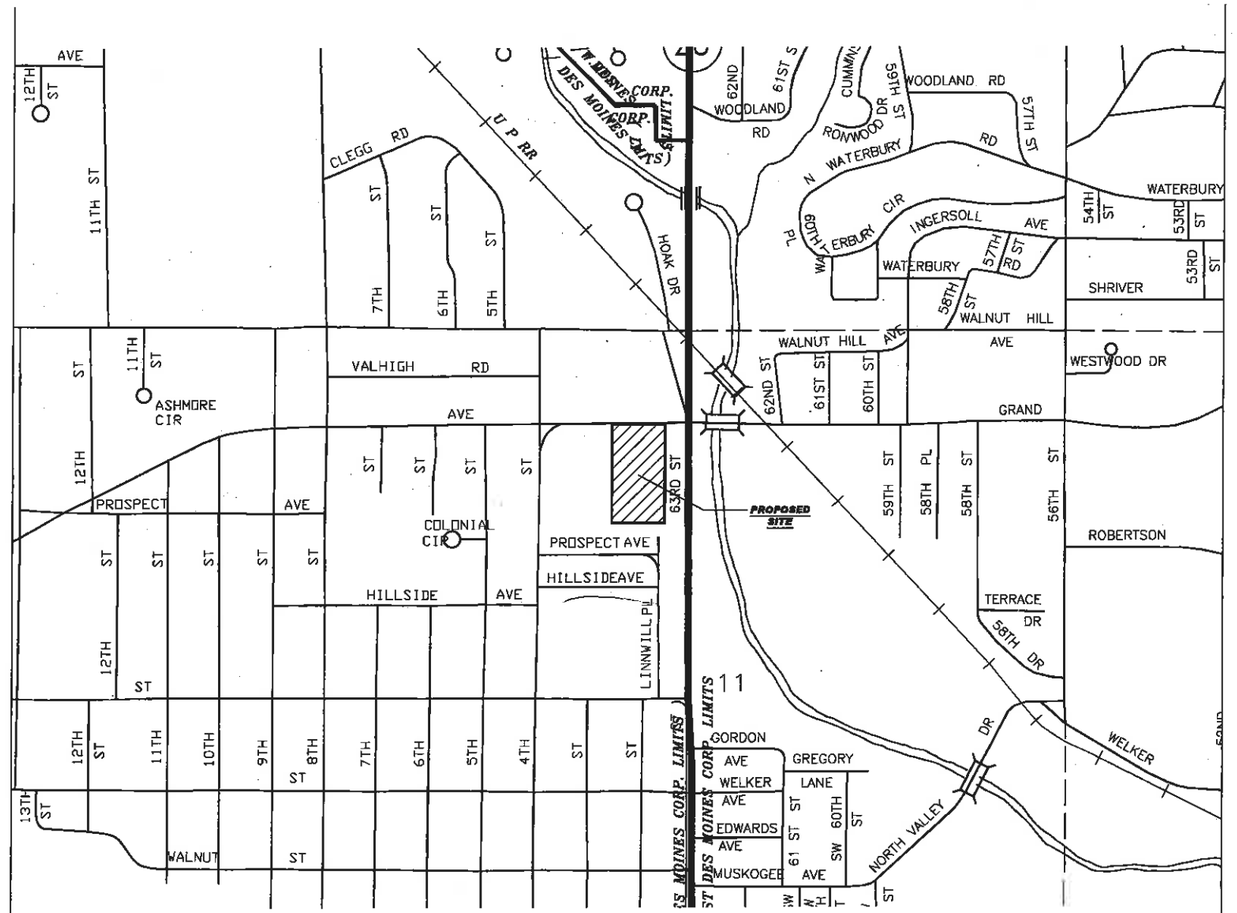
FIRST STREET & GRAND, WEST DES MOINES, IOWA 50265

OWNER: FIRST STREET LP
4500 WESTOWN PKWY, SUITE 115
WEST DES MOINES, IOWA 50265
PHONE: 515- 222-6201 I FAX: 515-265-8702

ARCHITECT: STUDIO MELEE
820 1ST STREET, SUITE 220, WEST DES MOINES, IOWA 50265
PHONE: 515- 493-0003 I PHONE: 515-314-9852

CIVIL/SITE: BISHOP ENGINEERING

Bishop Engineering Company, Inc.
3501 104th Street
Des Moines, Iowa 50322
PHONE: (515)276-0467 FAX: (515)276-0217



1 VICINITY MAP
NOT TO SCALE

SYMBOLS LEGEND

PROPERTY CORNER– FOUND AS NOTED	
MEASURED DISTANCE	0.00' M
PLATTED DISTANCE	0.00' P
DEEDED DISTANCE	0.00' D
RIGHT–OF–WAY	R.O.W.
SANITARY SEWER MANHOLE	
STORM SEWER MANHOLE	
UTILITY MANHOLE	
SIGNAL POLE	
LIGHT POLE	
POWER POLE	
CURB INTAKE	
SURFACE INTAKE	
FIRE HYDRANT	
WATER VALVE	
GAS VALVE	
CLEAN OUT	

	BOUNDARY LINE
	LOT LINE
	CENTER LINE
	EASEMENT LINE
	BUILDING LINE
X X X	FENCE LINE
S	SANITARY SEWER
SS	STORM SEWER
G	GAS LINE
W	WATER LINE
U/E	UNDERGROUND ELECTRIC
O/E	OVERHEAD ELECTRIC
T	TELEPHONE LINE

CERTIFICATIONS

I HEREBY CERTIFY THAT THE PORTION OF THIS TECHNICAL SUBMISSION DESCRIBED BELOW WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND RESPONSIBLE CHARGE. I AM A DULY REGISTERED ARCHITECT UNDER THE LAWS OF THE STATE OF IOWA.

PRINTED OR TYPED NAME

SIGNATURE & DATE

DISCIPLINE & REGISTRATION NO.

PAGES OR SHEETS COVERED

I HEREBY CERTIFY THAT THE PORTION OF THIS TECHNICAL SUBMISSION DESCRIBED BELOW WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND RESPONSIBLE CHARGE. I AM A DULY REGISTERED ENGINEER UNDER THE LAWS OF THE STATE OF IOWA.

PRINTED OR TYPED NAME

SIGNATURE & DATE

DISCIPLINE & REGISTRATION NO.

PAGES OR SHEETS COVERED

INDEX OF DRAWINGS

SPC	REZONING PUD COVER SHEET
SP1	EXISTING SITE & PARCEL PLAN
SP2	PUD & FINAL BUILD–OUT PLAN

IOWA ONE CALL
1-800-292-8989
www.iowaonecall.com

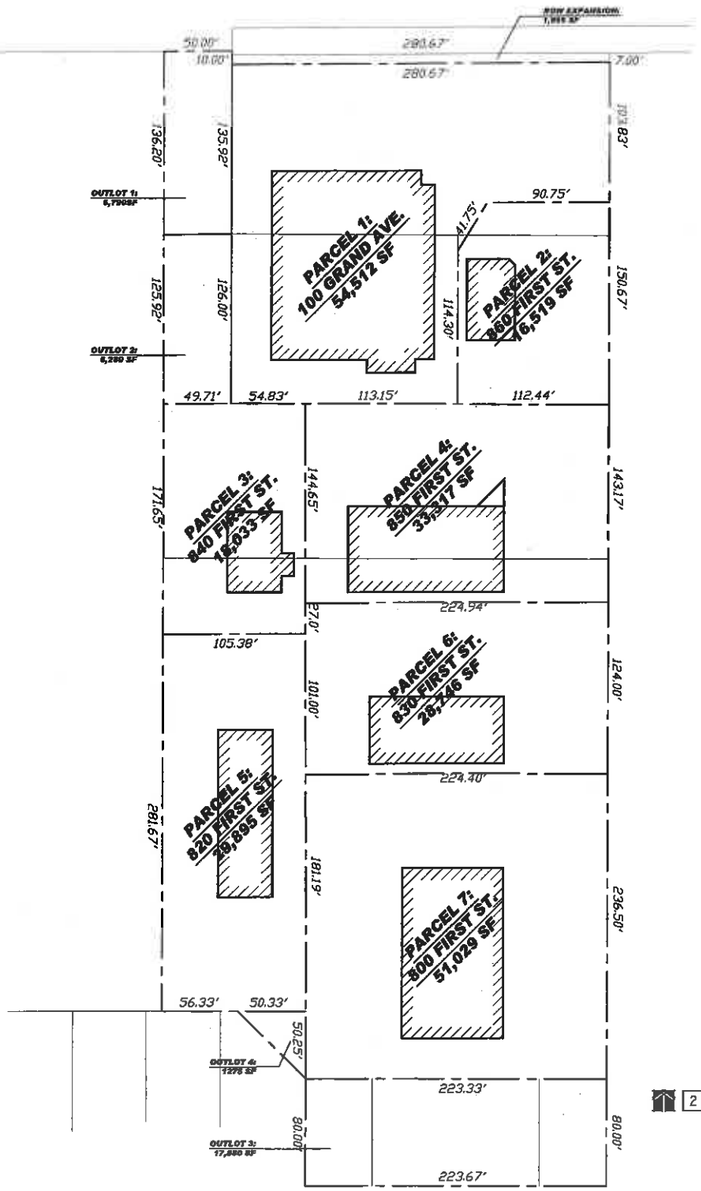
PRELIMINARY NOT FOR CONSTRUCTION
PUD SKETCH PLAN

STUDIO MELEE
820 FIRST STREET, SUITE 220 (515) 314-9852
WEST DES MOINES, IOWA 50265 (515) 493-0003

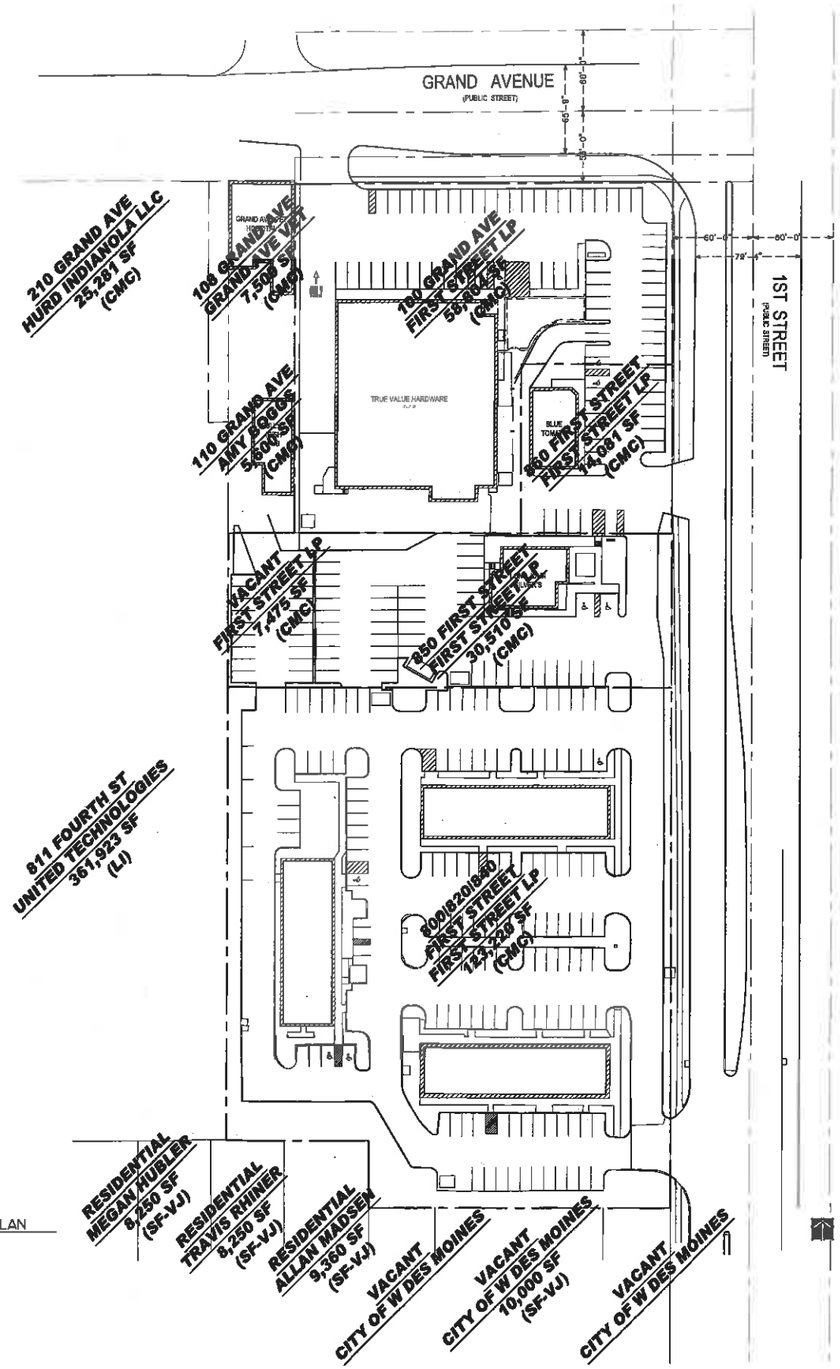
FIRST STREET REDEVELOPMENT
FIRST STREET AND GRAND AVENUE
WEST DES MOINES, IOWA 50265
PUD SKETCH PLAN

PRINT DATE: 17 SEPT, 2015
SHEET NAME: SITE MASTER PLAN

SPC



2 NEW PARCEL PLAN
SCALE: 1"= 50'-0"



1 EXISTING SITE PLAN
SCALE: 1"= 50'-0"

GRAPHIC SCALE

LAND OWNER & APPLICANT:

FIRST STREET LP
4500 WESTOWN PKWY, SUITE 115
WEST DES MOINES, IOWA 50266

CONTACT (PREPARED BY):

STUDIO MELEE
820 FIRST STREET, SUITE 220
WEST DES MOINES, IOWA 50265
PH: 515-314-9852

BISHOP ENGINEERING
3501 104TH STREET
URBANDALE, IOWA 50322
PH: 515-276-0467

EXISTING LEGAL DESCRIPTIONS:

EX N 115F LT 1 LINNWILL PLAT 2 (VJ PLAZA)

EX W 65F N 115F LT 1 LINNWILL PLAT 2 (FORMER LJS)

EX E 60F & W 168F LOT 96 LINNWILL (BLUE TOMATO)

EX E 60F LOT 95 & W 168F LOT 96 LINNWILL (TRUE VALUE)

LOT 3 LINNWILL PLAT 2 (GRAND AVE VET)

LOT 2 LINNWILL PLAT 2 (SULLY'S)

LOT 1 LINNWILL (CITY OF WDM PROPERTY)

PROPOSED COMBINED LEGAL DESCRIPTION:

LOTS 95 & 96 OF LINNWILL PLAT 1, AN OFFICIAL PLAT IN THE CITY OF WEST DES MOINES, POLK COUNTY, IA, EXCEPT FOR THE EAST 60 FEET.

AND

LOT 1 OF LINNWILL PLAT 2, AN OFFICIAL PLAT IN THE CITY OF WEST DES MOINES, POLK COUNTY, IA

CONTAINING APPROXIMATELY 5.37 ACRES

SITE AREA:

EXISTING: 5.37 acres, (234,012 sqft)
PROPOSED: 6.07 acres, (264,403 sqft)

DISTURBED AREA:

4.41 acres, (192,091 sqft)

BUILDING AREA:

EXISTING: 38,100 SQFT
PROPOSED: 49,850 SQFT

PERVIOUS AREA:

EXISTING: 35,958 SQFT (15%)
PROPOSED: 60,213 SQFT (22%)

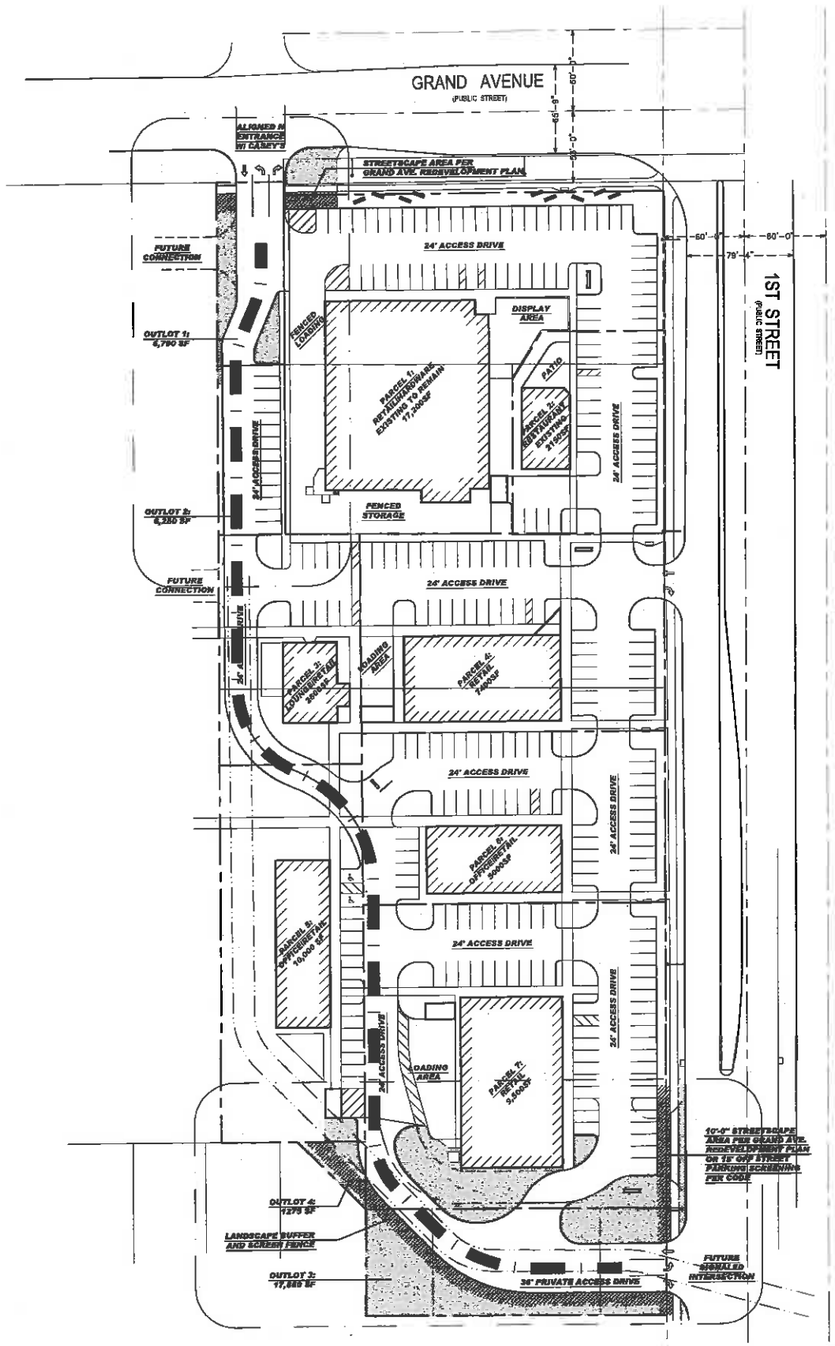
PRELIMINARY NOT FOR CONSTRUCTION
PUD SKETCH PLAN

STUDIO MELEE
820 FIRST STREET, SUITE 220 (515) 314-9852
WEST DES MOINES, IOWA 50265 (515) 493-0003

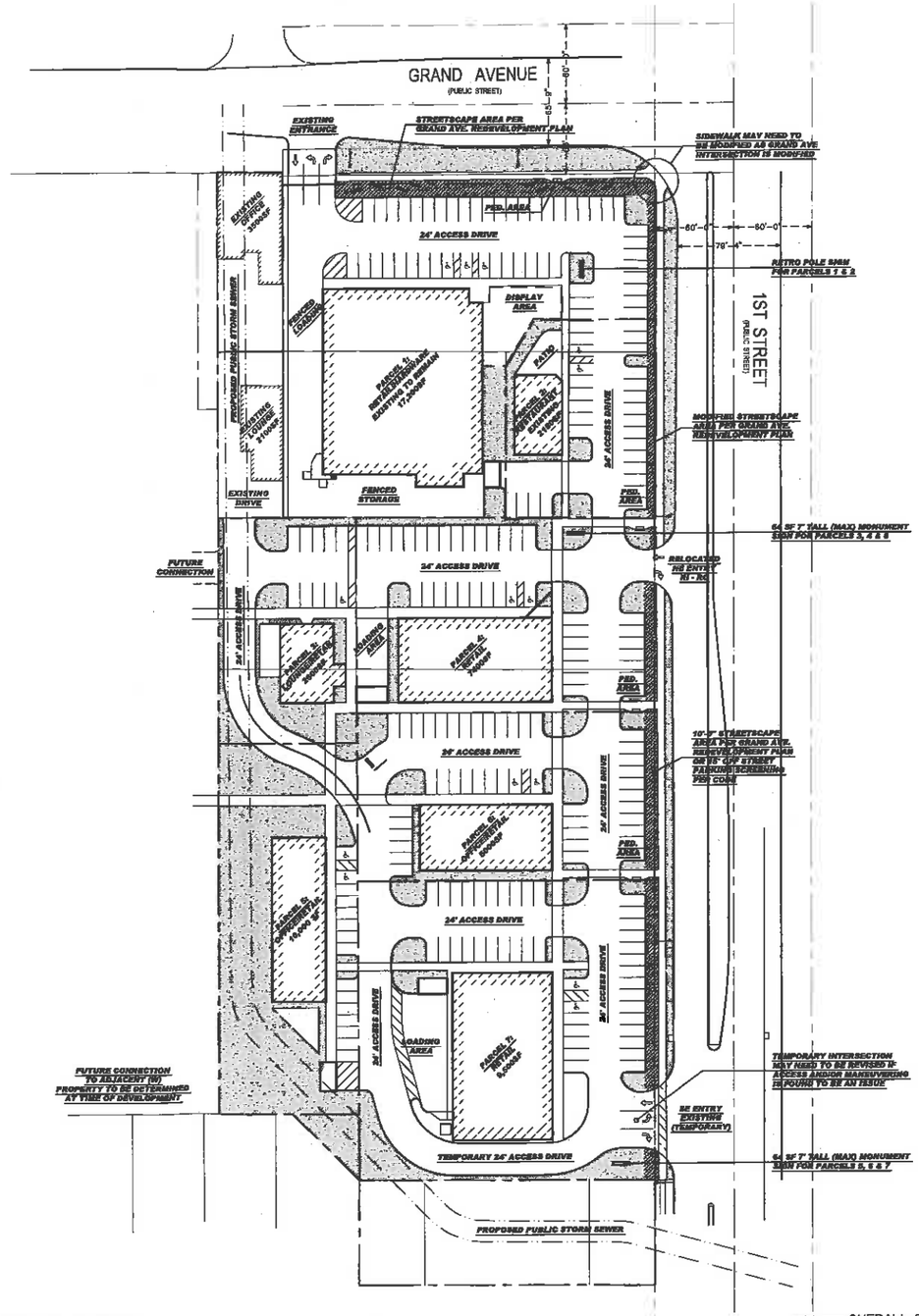
FIRST STREET REDEVELOPMENT
FIRST STREET AND GRAND AVENUE
WEST DES MOINES, IOWA 50265
PUD SKETCH PLAN

PRINT DATE: 17 SEPT. 2015
SHEET NAME: EXISTING & PARCEL PLAN

SP1



2 FULL BUILD OUT PLAN
SCALE: 1" 50'-0"



1 OVERALL SITE PLAN
SCALE: 1" 50'-0"

GRAPHIC SCALE

LAND OWNER & APPLICANT:

FIRST STREET LP
4500 WESTOWN PKWY, SUITE 115
WEST DES MOINES, IOWA 50266

CONTACT (PREPARED BY):

STUDIO MELEE
820 FIRST STREET, SUITE 220
WEST DES MOINES, IOWA 50265
PH: 515-314-9852

BISHOP ENGINEERING
3601 104TH STREET
URBANDALE, IOWA 50322
PH: 515-276-0467

EXISTING ZONING:

CMC COMMUNITY COMMERCIAL

PROPOSED LAND USE & ZONING:

FIRST STREET PUD, UNDERLYING ZONING CMC

BULK REGULATIONS:

THE INTENT OF THIS MASTER PLAN IS TO PERMIT REDEVELOPMENT OF THE AREA INTO A UNIQUE AND IDENTIFIABLE AREA AND TO RESPOND TO THE CONSTRAINTS OF AN INFILL SITE. AS PARCELS ARE BROUGHT FORTH FOR REDEVELOPMENT, THEY WILL NEED TO BE IN GENERAL CONFORMANCE WITH THE MASTER PLAN, THE GRAND AVENUE REDEVELOPMENT PLAN AND THE ESTABLISHED PUD. PROPOSED USES, BUILDING SIZES AND LOCATIONS INDICATED ON THE MASTER PLAN MAY CHANGE SLIGHTLY TO ACCOMMODATE PROPOSED INFRASTRUCTURE IMPROVEMENTS AND SPECIFIC USER NEEDS.

THE PARCELS WITHIN THE MASTER PLAN ARE GOVERNED BY THE PHASING PLAN AGREED UPON BETWEEN THE CITY OF WDM AND THE PROPERTY OWNER.

OPEN SPACE REQUIREMENTS:

AS EACH PARCEL MOVES FORWARD TO REDEVELOP, IT IS EXPECTED THAT THE SITE DESIGN WILL COME AS CLOSE TO 25% OPEN SPACE AS POSSIBLE AND MITIGATE THE LOSS OF OPEN SPACE WITH PROVISION OF SITE AMENITIES AS NOTED IN THE GRAND AVENUE REDEVELOPMENT PLAN. HOWEVER, NO SITE SHALL BE PERMITTED TO HAVE MORE THAN 85% IMPERVIOUS SURFACE AND THE ENTIRE SITE SHALL HAVE NO MORE THAN 82% IMPERVIOUS SURFACE.

PARKING REQUIREMENTS:

IT'S UNDERSTOOD THAT INDIVIDUAL PARCELS WITHIN THE REDEVELOPMENT MAY NOT BE ABLE TO PROVIDE ALL REQUIRED PARKING ON SITE AND SOME SHARED PARKING WILL BE REQUIRED. RECIPROCAL INGRESS AND EGRESS PARKING EASEMENTS WILL BE REQUIRED FOR ALL PARCELS IN THE DEVELOPMENT.

OFFICE AND RETAIL USES SHALL PROVIDE A MINIMUM OF 1 PARKING SPACE PER 300SF GROSS FLOOR AREA. RESTAURANTS (BOTH SIT-DOWN AND DRIVE-THRU) AND DRINKING ESTABLISHMENTS SHALL PROVIDE A MINIMUM OF 1 PARKING SPACE PER 150SF GROSS FLOOR AREA. ANY USES WITH DRIVE-THRU FACILITIES MUST PROVIDE QUEUE SPACES AS NOTED IN CITY CODE AT THE TIME OF SITE PLAN APPROVAL.

LANDSCAPING REQUIREMENTS:

AS EACH PARCEL MOVES FORWARD TO REDEVELOP, IT IS EXPECTED THAT SITE DESIGN WILL COME AS CLOSE AS POSSIBLE TO PLANTING STANDARDS FOR 25% OPEN SPACE. IT'S UNDERSTOOD THAT INDIVIDUAL PARCELS WITHIN THE REDEVELOPMENT MAY NOT BE ABLE TO PROVIDE ALL REQUIRED LANDSCAPING ON SITE AND ADDITIONAL PLANT MATERIAL CAN BE PROVIDED ON OTHER PARCELS, AS LONG AS THE ENTIRE DEVELOPMENT MEETS THE MINIMUM PLANTING STANDARDS FOR 25% OPEN SPACE.

IN ADDITION TO OPEN SPACE PLANTINGS, STREETSCAPE AND PEDESTRIAN AREAS AS NOTED IN THE GRAND AVENUE REDEVELOPMENT PLAN MUST BE PROVIDED ALONG GRAND AVENUE FRONTAGE AND THE NORTH SECTION OF THE DEVELOPMENT FRONTAGE ALONG FIRST STREET AS INDICATED ON THE PLAN. THE SOUTH SECTION OF THE FRONTAGE ALONG FIRST STREET CAN BE STANDARD OFF-STREET PARKING SCREENING PER CODE OR A CONTINUATION OF THE STREETSCAPE.

REQUIRED BUFFERS ALONG THE ADJACENT RESIDENTIAL AREAS MAY BE PROVIDED WITH A COMBINATION OF FENCING AND PLANTINGS.

SCREENING FOR MECHANICAL UNITS (GROUND AND ROOFTOP) AS WELL AS OTHER OUTDOOR STORAGE YARDS MUST MEET SCREENING REQUIREMENTS AS NOTED IN CITY CODE AT THE TIME OF SITE PLAN APPROVAL.

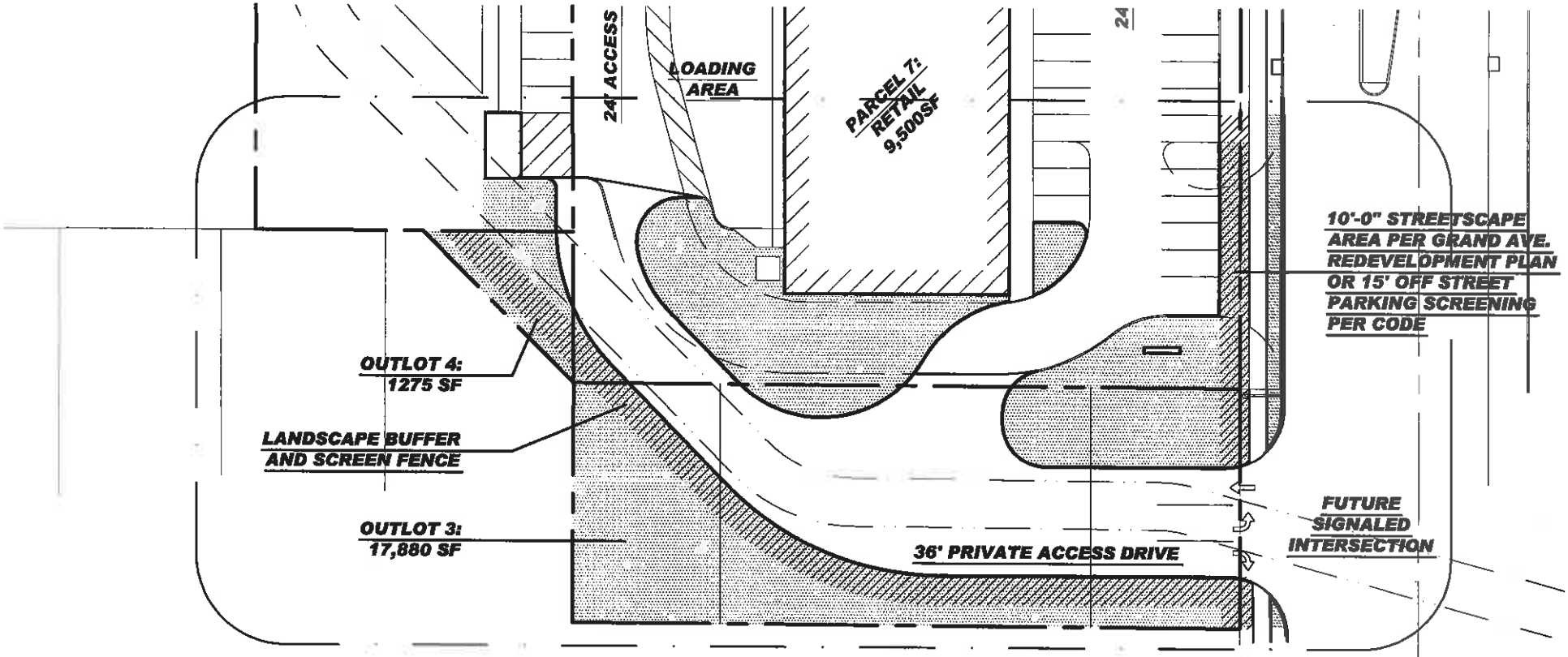
PRELIMINARY NOT FOR CONSTRUCTION
PUD SKETCH PLAN

STUDIO MELEE
820 FIRST STREET, SUITE 220 (515) 314-9852
WEST DES MOINES, IOWA 50265 (515) 493-0003

FIRST STREET REDEVELOPMENT
FIRST STREET AND GRAND AVENUE
WEST DES MOINES, IOWA 50265
PUD SKETCH PLAN

PRINT DATE: 17 SEPT, 2015
SHEET NAME: REZONING PUD

SP2



2 FULL BUILD OUT PLAN
SCALE: 1"= 50'-0"

EXHIBIT B

DISTRICT SKETCH PLAN

EXHIBIT C

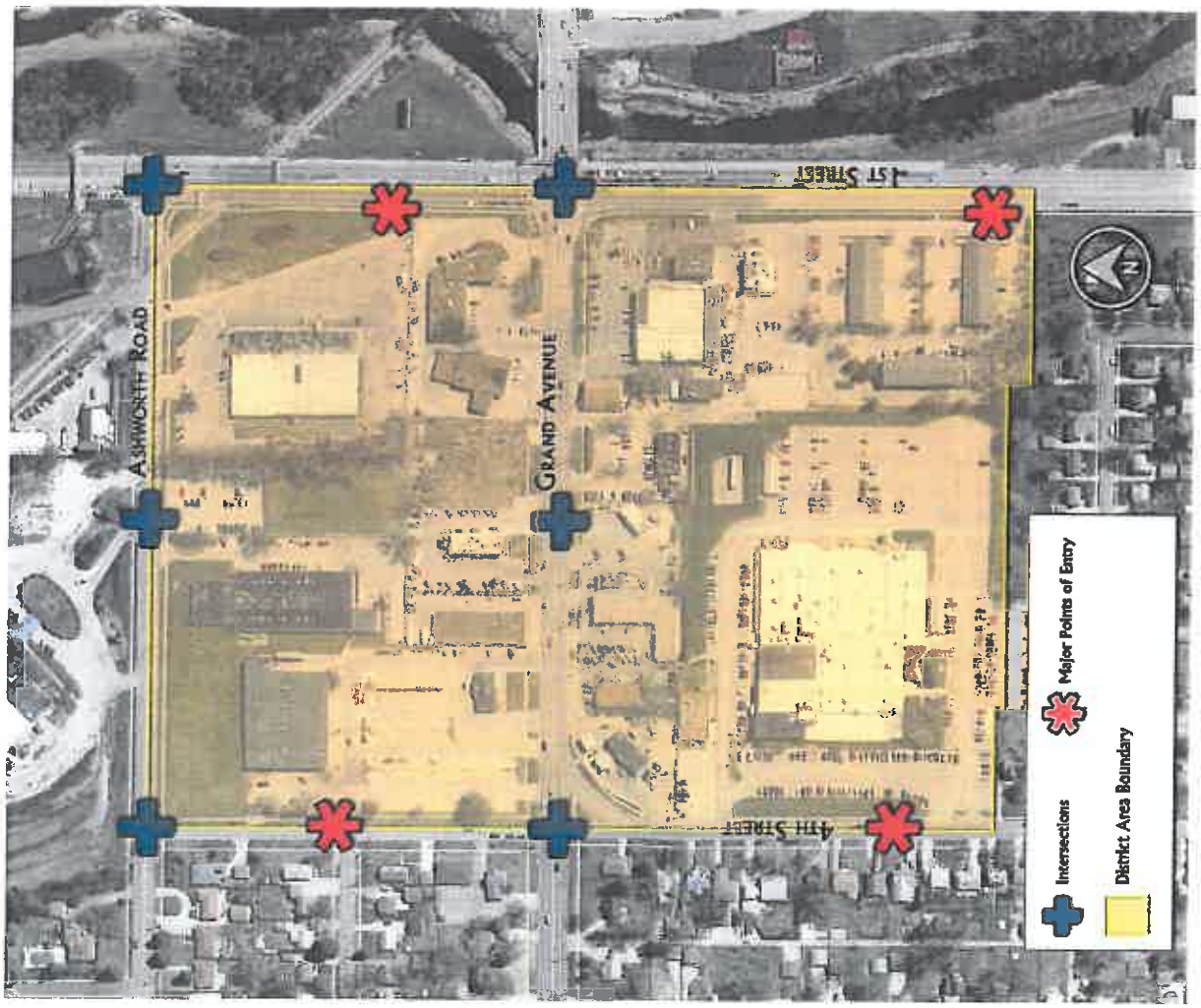
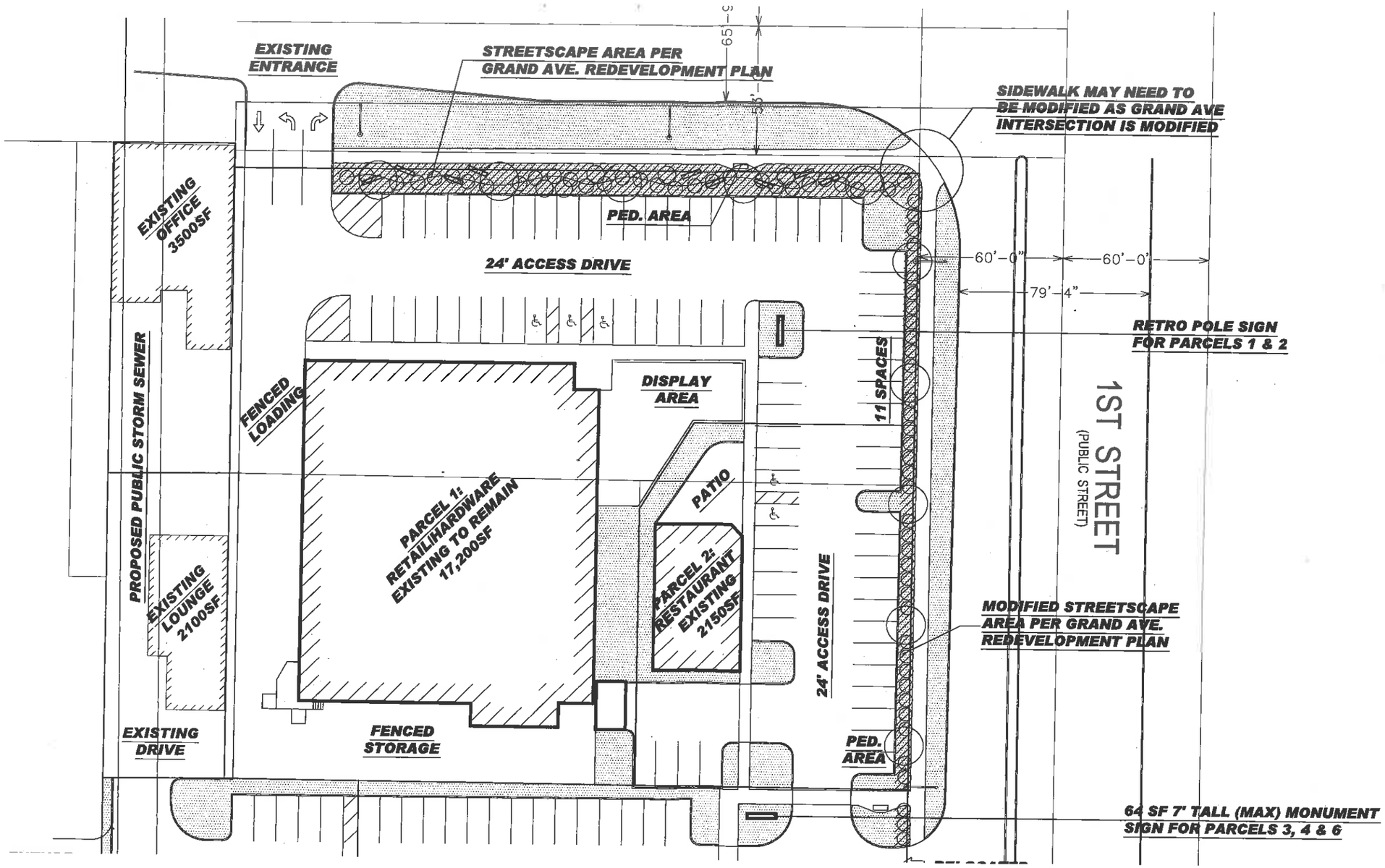
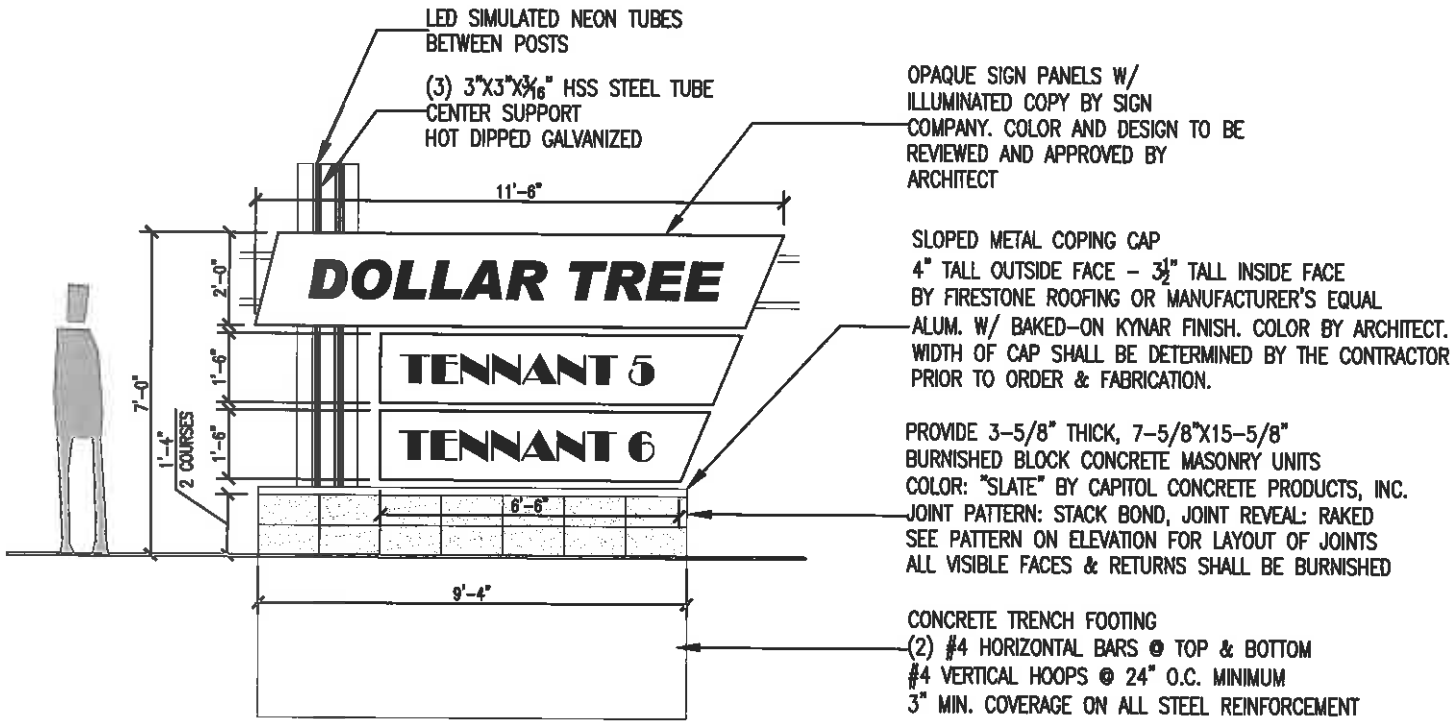


EXHIBIT D


EXISTING ENTRANCE
STREETSCAPE AREA PER GRAND AVE. REDEVELOPMENT PLAN
65'-0"
15'-0"
SIDEWALK MAY NEED TO BE MODIFIED AS GRAND AVE INTERSECTION IS MODIFIED
EXISTING OFFICE 3500SF
PED. AREA
24' ACCESS DRIVE
60'-0"
60'-0"
79'-4"
RETRO POLE SIGN FOR PARCELS 1 & 2
PROPOSED PUBLIC STORM SEWER
FENCED LOADING
DISPLAY AREA
11 SPACES
1ST STREET
(PUBLIC STREET)
PARCEL 1: RETAIL/HARDWARE EXISTING TO REMAIN 17,200SF
PATIO
PARCEL 2: RESTAURANT EXISTING 2150SF
24' ACCESS DRIVE
MODIFIED STREETSCAPE AREA PER GRAND AVE. REDEVELOPMENT PLAN
EXISTING LOUNGE 2100SF
EXISTING DRIVE
FENCED STORAGE
PED. AREA
64 SF 7' TALL (MAX) MONUMENT SIGN FOR PARCELS 3, 4 & 6

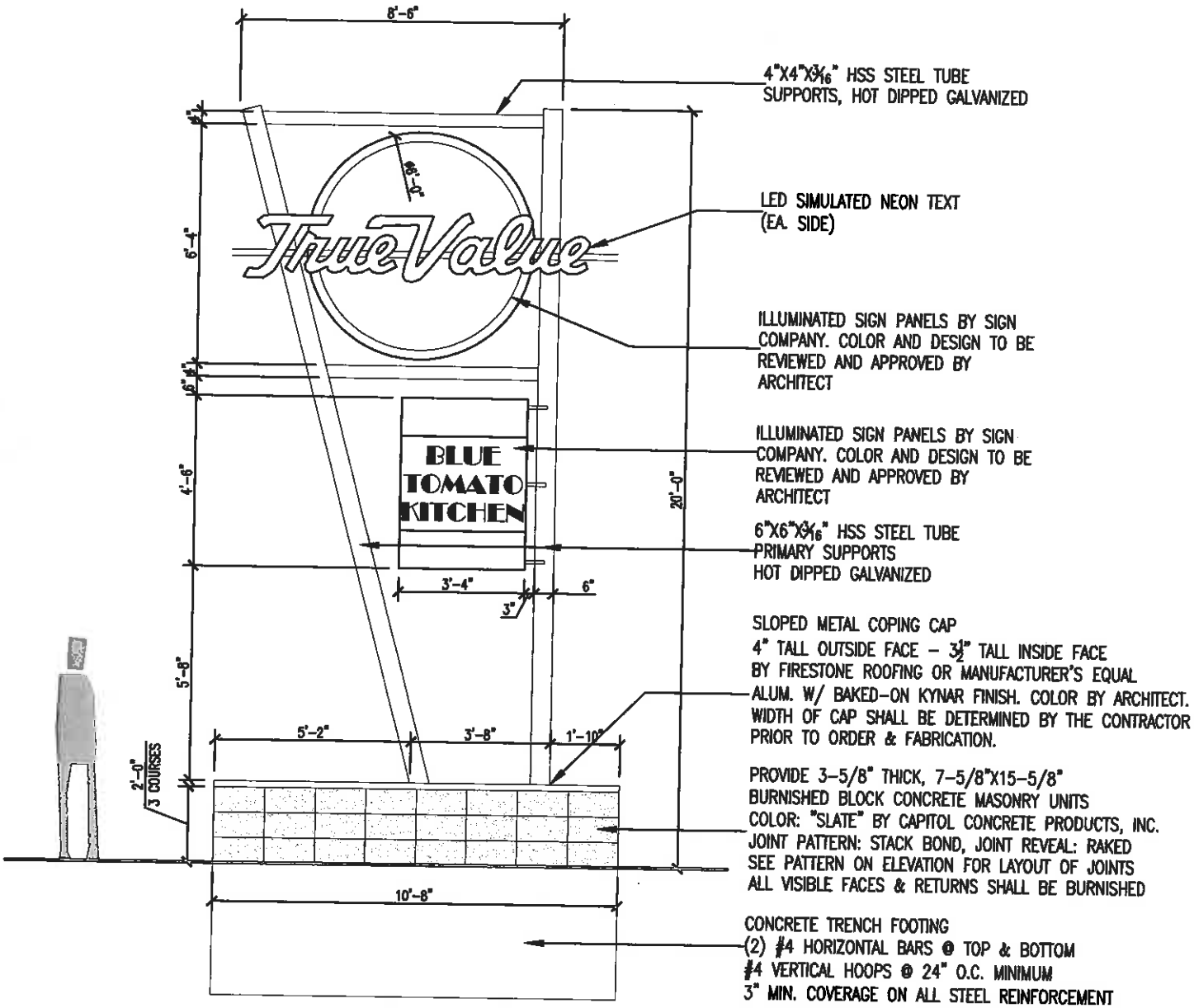


3

MONUMENT SIGN 2 ELEVATION (DOUBLE SIDED)

SCALE: 1/4" = 1'-0"

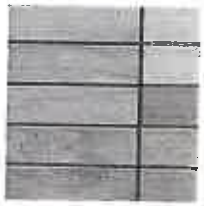
EXHIBIT E



1 POLE SIGN ELEVATION (DOUBLE SIDED)

SCALE: 1/4" = 1'-0"

PARCEL 3: TAVERN/LOUNGE



TRADITIONAL AWNINGS
WEATHERED WOOD

VERTICAL WINDOW PROPORTION
PAINTED BATTEN SIDING

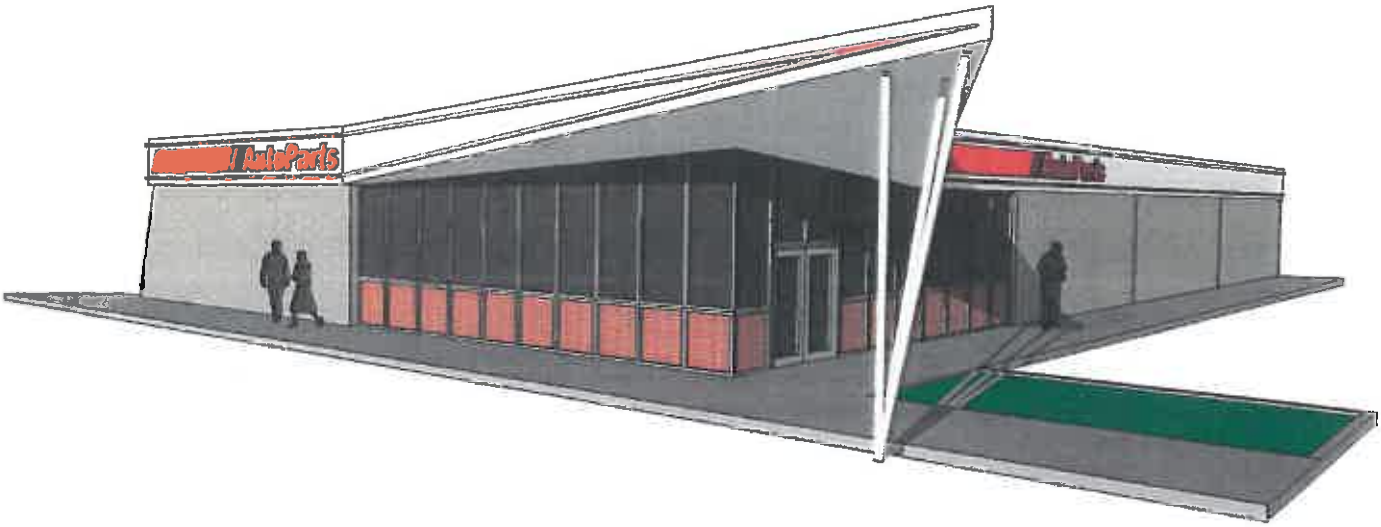
THIN CANOPY, PIPE COLUMNS
LIGHT BRICK/STONE VENEER

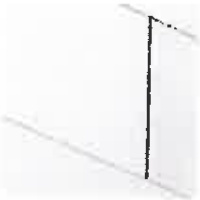
Val*Gate District
Grand Avenue Redevelopment Plan
City of West Des Moines

MANDELBAUM PROPERTIES

STUDIO MELEE

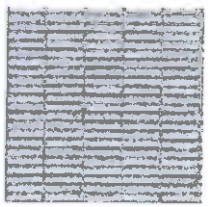
PARCEL 4: RETAIL





SWOOPING ROOF OVERHANG
FIBER CEMENT PANEL SIDING

NEON LED SIGNAGE & ACCENTS
FULL HEIGHT STOREFRONT



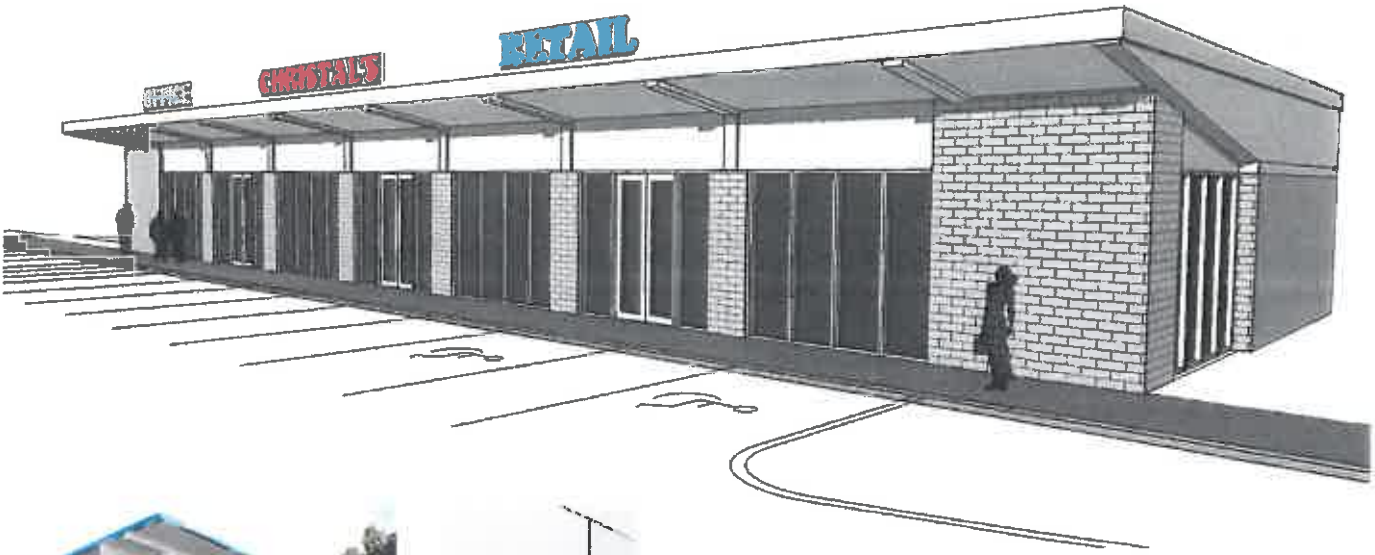
ASSYMETRICAL PROPORTIONS
STACK BOND MASONRY

Val*Gate District
Grand Avenue Redevelopment Plan
City of West Des Moines

MANDELBAUM PROPERTIES

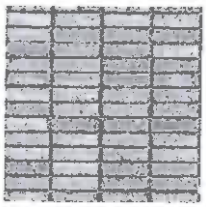
STUDIO MELEE

PARCEL 5: RETAIL/OFFICE



SOARING FRONT OVERHANG
FIBER CEMENT PANEL SIDING

DISTINCTIVE PROFILE
MIXTURE OF MATERIALS



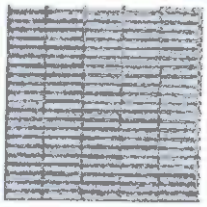
PEDESTRIAN STOREFRONT
BOLD SIGNAGE

Val*Gate District
Grand Avenue Redevelopment Plan
City of West Des Moines

MANDELBAUM PROPERTIES

STUDIO MELEE

PARCEL 6: RETAIL/OFFICE/RESTAURANT



DEFINED ENTRANCE
STACK BOND MASONRY

ICONIC ROOF FORM
UNIQUE DESTINATION

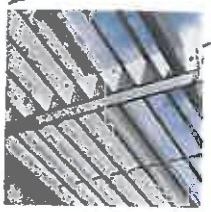
UNDULATING PLANE
MIX OF NATURAL MATERIALS

Val*Gate District
Grand Avenue Redevelopment Plan
City of West Des Moines

MANDELBAUM PROPERTIES

STUDIO MELEE

PARCEL 7: RETAIL



HORIZONTAL LINES, FULL STOREFRONT
ALUMINUM SHADE LOUVERS

ABSTRACT, ASSYMETRICAL SIGN BAND
FIBER CEMENT PANELS

STACK BOND MASONRY, STRUCK JOINTS
BURNISHED BLOCK VENEER

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Grand Avenue Redevelopment Plan
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MANDELBAUM PROPERTIES

STUDIO MELEE