CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION

DATE: **January 26, 2016**

ITEM: Village of Ponderosa, East of South 60th Street at Village View Drive - Amend the Village of Ponderosa Specific Plan Ordinance to modify commercial wall sign regulations – ZCSP-002958-2016

MOTION: Refer to Plan and Zoning Commission

FINANCIAL IMPACT: Undetermined.

BACKGROUND: The applicant, W. West Investments, LLC, have submitted an application for approval of an amendment to the existing Village of Ponderosa Specific Plan Ordinance to modify the language that regulates the calculation of allowed wall signage for commercial uses within the Village of Ponderosa development. Per the original developer's wishes, the PUD restricts the amount of wall signage to less than that otherwise allowed per City Code. This amendment proposal changes the calculation for wall signage to be consistent with how it is calculated for other businesses across the City.

At this time the applicant is requesting that the City Council initiate the rezoning request and refer it to the Plan and Zoning Commission for their review and recommendation. The initiation of the rezoning request by the City Council does not indicate support or opposition to the rezoning request or the project pending on this site. The initiation of the request merely responds to the due process rights of the petitioner.

RECOMMENDATION: Staff recommends initiation of the rezoning request and forwarding it to the Plan and Zoning Commission for their review and recommendation.

Lead Staff Member: Kevin Wilde, Sign and Zoning Administrator KW

STAFF REVIEWS:

Department Director	
Appropriations/Finance	
Legal	
Agenda Acceptance	RTJ

PUBLICATION(S) (if applicable)

Published In	n/a	
Date(s) Published	n/a	
Letter sent to surrounding property owners		Date to be scheduled

SUBCOMMITTEE REVIEW (if applicable)

Committee	Development and Planning		
Date Reviewed	To be discussed 1-25-2016		
Recommendation	Yes ☐	No ☐	Split ☐

ATTACHMENTS:

Exhibit I - Location Map

Village of Ponderosa

1,083.3 0 541.67 1,083.3 Feet

NAD_1983_StatePlane_Iowa_South_FIPS_1402_Feet

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Disclaimer: The City of West Des Moines makes no warranties regarding the accuracy or completeness of the data provided herein.

THIS MAP IS NOT TO BE USED FOR NAVIGATION