CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION

Date: November 12, 2018

ITEM: Bridgewood PUD, Northwest corner of Jordan Creek Parkway and Bridgewood Boulevard – Amend Bridgewood PUD to allow monument signs on Parcel M (aka Bridgewood Square) – Bridgewood Commercial, LLC – ZC-004092-2018

ORDINANCE: Approval of First Reading of PUD Amendment

FINANCIAL IMPACT: Undetermined.

BACKGROUND: The applicant and owner, Bridgewood Commercial, LLC has submitted an application for approval of an amendment to the Bridgewood PUD to allow monument signs on Parcel M (aka Bridgewood Square) and to specifically allow the existing landscape/development signs at the intersection of Bridgewood Boulevard and Jordan Creek Parkway.

Plan and Zoning Commission Action:
Vote: 6-0 for approval, with Commissioner Drake absent.
Date: November 5, 2018
Motion: Adopt a resolution recommending the City Council approve an Amendment to the Bridgewood PUD.

OUTSTANDING ISSUES: There are no outstanding issues. The applicant has stated that they are in agreement with all of staff's recommendations and conditions. The following items of interest are noted in the attached Plan and Zoning Commission report (see Exhibit I):

- Applicant's Request
- History
- City Council Subcommittee – *This item was not presented to the Development and Planning City Council Subcommittee due to cancellation of the October 29, 2018 meeting.*
- Staff Review and Comment
  - *Applicant's Request*
  - *Landscape/Development Signs*
- Comprehensive Plan Consistency
- Findings
- Staff Recommendation and Conditions of Approval
- Noticing Information
- Property Owner/Applicant/Applicant Representative Information

Staff Recommendation And Conditions Of Approval: Based upon the preceding review and a finding of consistency with the goals and policies of the Comprehensive Plan, the Plan and Zoning Commission recommends the City Council approve an amendment to the existing Bridgewood PUD to allow monument signs on Parcel M (aka Bridgewood Square) and to specifically allow the existing landscape/development signs at the intersection of Bridgewood Boulevard and Jordan Creek Parkway, subject to the applicant meeting all City Code requirements.

Lead Staff Member: Brian S. Portz, AICP

Staff Reviews:

Department Director	
Appropriations/Finance	
Legal	
Agenda Acceptance	

PUBLICATION(S) (if applicable)

Published In	Des Moines Register	
Date(s) Published	October 30, 2018	
Letter sent to surrounding property owners		October 24, 2018

SUBCOMMITTEE REVIEW (if applicable)

Committee	NA		
Date Reviewed	NA		
Recommendation	Yes ☐	No ☐	Split ☐

ATTACHMENTS:

Exhibit I - Plan and Zoning Commission Communication
- Attachment A - Plan and Zoning Commission Resolution
  - Exhibit A - Conditions of Approval
- Attachment B - Location Map
- Attachment C - Proposed PUD Ordinance Amendment *(moved to Exhibit II)*

Exhibit II - Amended PUD Ordinance

EXHIBIT I Item 2a

CITY OF WEST DES MOINES
PLAN AND ZONING COMMISSION COMMUNICATION

Meeting Date: November 5, 2018

Item: Bridgewood PUD, Northwest corner of Jordan Creek Parkway and Bridgewood Boulevard – Amend Bridgewood PUD to allow monument signs on Parcel M (aka Bridgewood Square) to include any business within Bridgewood Square regardless of property lines – Bridgewood Commercial, LLC – ZC-004092-2018

Requested Action: Recommend approval of Rezoning Request

Case Advisor: Brian S. Portz, AICP BP

Applicant's Request: The applicant, Bridgewood Commercial, LLC has submitted an application for approval of an amendment to the Bridgewood PUD to allow monument signs on Parcel M (aka Bridgewood Square) to include any business within Bridgewood Square regardless of property lines and to specifically allow the existing landscape/development signs at the intersection of Bridgewood Boulevard and Jordan Creek Parkway.

History: There are currently two buildings built on the property with a third building under construction. The property was annexed into the City in December of 1997 as a part of the Bridgewood Annexation. The property is platted as Lot 33 of Bridgewood Plat 1 and is included as Parcel M in the Bridgewood PUD. In May of 2015, the property was included in the Jordan West Area Development Plan and designated at that time as Support Commercial on the Comprehensive Plan land use map. A grading plan was approved for the property in August of 2015. In July of 2017, approval was granted for the construction of the two buildings in the rear of the property. In August of 2018, approval was granted for the construction of a two tenant building at the northeast corner of the property.

City Council Subcommittee: This item was not presented to the Development and Planning City Council Subcommittee due to cancellation of the October 29, 2018 meeting.

Staff Review and Comment: This request was distributed to other City departments and other agencies for their review and comment. Staff would summarize the following key points of interest:

- *Applicant's Request*: The applicant is requesting this PUD amendment to allow monument signs to include any business within the Bridgewood Square site regardless of property lines on the site. The Bridgewood Square property is proposed to be subdivided into 3 different lots. This amendment will allow monument signs along Jordan Creek Parkway to include businesses that will be located in the rear of the site on a different lot than the monument signs are located.
- *Landscape/Development Signs*: Staff is proposing to add language to this section of the PUD to allow the existing landscape/development signs located at the intersection of Bridgewood Boulevard and Jordan Creek Parkway. Staff was not able to find sign permits or site plans that approved these signs. This proposed amendment will specifically allow the signs as a part of the Bridgewood PUD.

Comprehensive Plan Consistency: The project has been reviewed for consistency with the Comprehensive Plan. Based upon that review, a finding has been made that the proposed project is consistent with the Comprehensive Plan in that the project is consistent with all of the goals and policies of the Comprehensive Plan and the land use map of the Comprehensive Plan.

Findings: This proposed project was distributed to various city departments for review and comment. Based upon that review, the following findings have been made on the proposed project:

1. The proposed development and use is consistent with the West Des Moines Comprehensive Plan in that the project has been reviewed for consistency with the Comprehensive Plan. Based upon that review, a finding has been made that the proposed project is consistent with the Comprehensive Plan in that the project is consistent with all of the goals and policies of the Comprehensive Plan.

2. The proposed development and use does assure compatibility of property uses within the zone and general area in that this project was reviewed by various City Departments for compliance with the Zoning Ordinance.

3. All applicable standards and conditions have been imposed which protects the public health, safety and welfare in that this project was reviewed by various City Departments and public agencies for compliance with the various state and local regulations. Based upon that review a finding is made that the project has been adequately conditioned to protect the health, welfare and safety of the community.

4. There is adequate on-site and off-site public infrastructure to support the proposed development in that this project was reviewed by various public agencies and City Departments and public utilities to ensure that either the petitioner will construct or the project has been conditioned to construct adequate public infrastructure to serve the development.

5. The proposed development and use has met the requirements contained in the City Code in that this project was reviewed by various City Departments and the project has complied with or has been conditioned to comply with all City Code requirements.

6. The proposed development and use is in keeping with the scale and nature of the surrounding neighborhood in that the proposed project is consistent with the zoning designation and Comprehensive Plan which designates this site as suitable for development such as that proposed by this project.

Staff Recommendation And Conditions Of Approval: Based upon the preceding review and a finding of consistency with the goals and policies of the Comprehensive Plan, staff recommends the Plan and Zoning Commission adopt a resolution recommending the City Council approve an amendment to the Bridgewood PUD to allow monument signs on Parcel M (aka Bridgewood Square) to include any business within Bridgewood Square regardless of property lines and to specifically allow the existing landscape/development signs at the intersection of Bridgewood Boulevard and Jordan Creek Parkway, subject to the applicant meeting all City Code requirements.

Noticing Information: On October 30, 2018, notice for the November 5, 2018, Plan and Zoning Commission and November 12, 2018, City Council Public Hearings on this project was published in the Des Moines Register Community Section. Notice of these public hearings was also mailed to all surrounding property owners within 370 feet of the subject property on October 24, 2018.

Property Owner/Applicant:

Bridgewood Commercial, LLC
9500 University Avenue, Suite 2112
West Des Moines, IA 50266
Attn: Dave Hansen
dhansen@signatureres.com

Applicant's Representatives:

Civil Engineering Consultants
2400 86th Street, Suite 12
Des Moines, IA 50322
Attn: Ed Arp
arp@ceclac.com

Attachments:

Attachment A - Plan and Zoning Commission Resolution
Exhibit A - Conditions
Attachment B - Location Map
Attachment C - Proposed PUD Ordinance Amendment

ATTACHMENT A

RESOLUTION NO. PZC -18-071

A RESOLUTION OF THE PLAN AND ZONING COMMISSION OF THE CITY OF WEST DES MOINES, RECOMMENDING TO THE CITY COUNCIL THAT IT APPROVE AN AMENDMENT TO THE BRIDGEWOOD PUD TO ALLOW MONUMENT SIGNS ON PARCEL M (AKA BRIDGEWOOD SQUARE) TO INCLUDE ANY BUSINESS WITHIN BRIDGEWOOD SQUARE REGARDLESS OF PROPERTY LINES AND TO SPECIFICALLY ALLOW THE EXISTING LANDSCAPE/DEVELOPMENT SIGNS AT THE INTERSECTION OF BRIDGEWOOD BOULEVARD AND JORDAN CREEK PARKWAY

WHEREAS, pursuant to the provisions of Title 9 of the West Des Moines Municipal Code, the applicant, Bridgewood Commercial, LLC, has requested an amendment to the Bridgewood PUD (ZC-004092-2018) to allow monument signs on Parcel M (aka Bridgewood Square) to include any business within Bridgewood Square regardless of property lines to specifically allow the existing landscape/development signs at the intersection of Bridgewood Boulevard and Jordan Creek Parkway.

WHEREAS, studies and investigations were made, and staff reports and recommendations were submitted which is made a part of this record and herein incorporated by reference;

WHEREAS, on November 5, 2018, this Commission held a duly-noticed hearing to consider the application for Rezoning Request (ZC-004092-2018);

NOW, THEREFORE, THE PLAN AND ZONING COMMISSION OF THE CITY OF WEST DES MOINES DOES RESOLVE AS FOLLOWS:

SECTION 1. The findings, for approval, in the staff report, dated November 5, 2018, or as amended orally at the Plan and Zoning Commission hearing of November 5, 2018, are adopted.

SECTION 2. REZONING REQUEST (ZC-004092-2018) to allow monument signs on Parcel M (aka Bridgewood Square) to include any business within Bridgewood Square regardless of property lines and to specifically allow the existing landscape/development signs at the intersection of Bridgewood Boulevard and Jordan Creek Parkway is recommended to the City Council for approval, subject to compliance with all the conditions in the staff report, dated November 5, 2018, including conditions added at the Hearing, and attached hereto as Exhibit "A", if any. Violation of any such conditions shall be grounds for revocation of the permit, as well as any other remedy which is available to the City.

PASSED AND ADOPTED on November 5, 2018.

Craig Erickson, Chairperson
Plan and Zoning Commission

ATTEST:

Jennifer Canaday
Recording Secretary

I HEREBY CERTIFY that the foregoing resolution was duly adopted by the Plan and Zoning Commission of the City of West Des Moines, Iowa, at a regular meeting held on November 5, 2018, by the following vote:

AYES: Andersen, Costa, Crowley, Erickson, Hatfield, Southworth
NAYS: 0
ABSTENTIONS: 0
ABSENT: Drake

ATTEST:

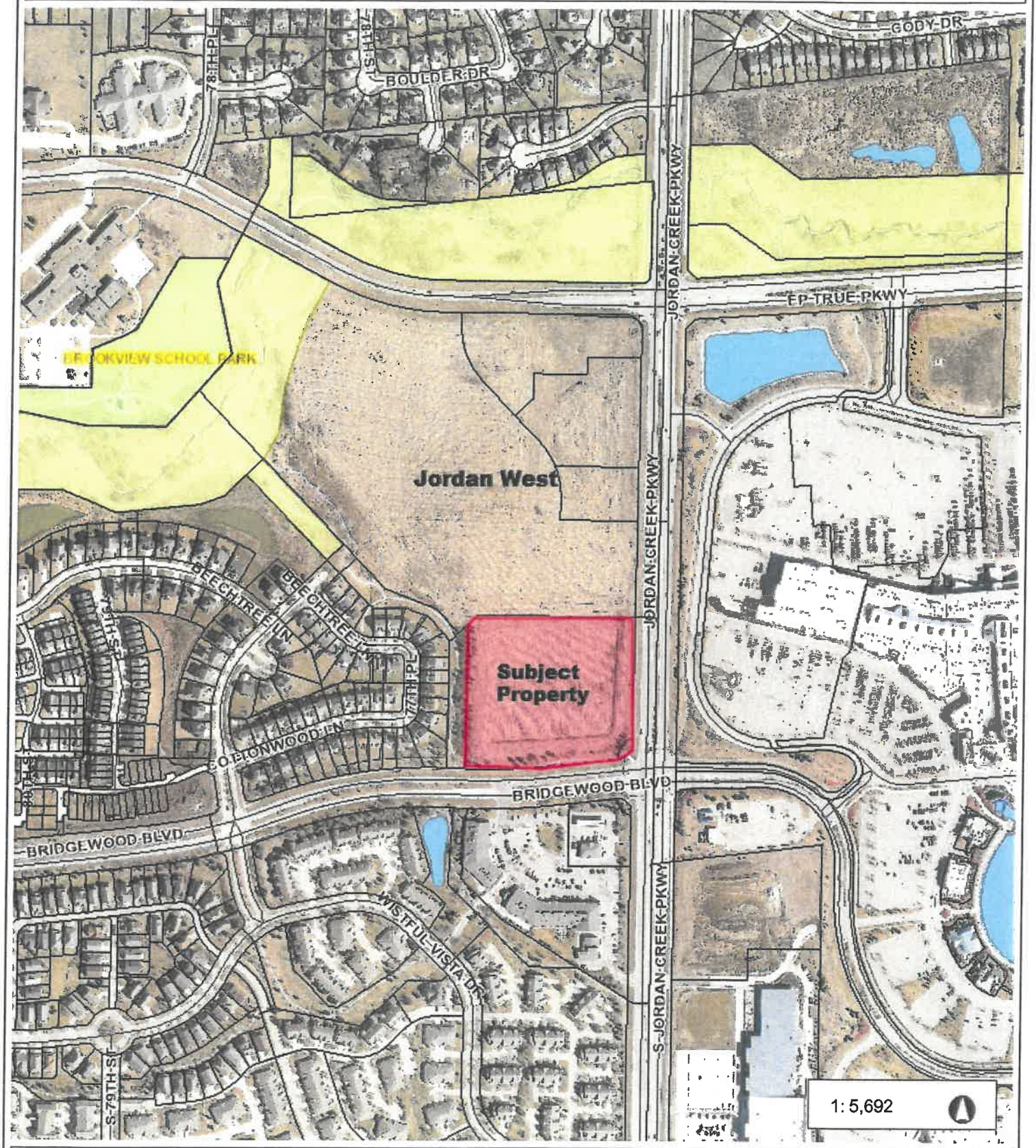
Jennifer Canaday
Recording Secretary

Exhibit A
Conditions of Approval

1. No conditions of approval.

Bridgewood Square

ATTACHMENT B



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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

EXHIBIT II

Prepared by: B. Portz, Development Services, PO Box 65320, W.D.M., IA 50265-0320, 515-222-3620
When Recorded, Return to: City Clerk, City of West Des Moines, PO Box 65320, West Des Moines, IA 50265-0320

ORDINANCE NO.

AN ORDINANCE AMENDING THE CITY CODE OF THE CITY OF WEST DES MOINES, IOWA, 2014, AND ORDINANCE #1276, 1322, 1335, 1401, 1438, 1482, 1628, 1748, 1809, 1962, 2198, 2219 AND 2220 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. Ordinances #1276, 1322, 1335, 1401, 1438, 1482, 1628, 1748, 1809, 1962, 2198, 2219 and 2220 pertaining to the **Bridgewood Planned Unit Development**, Section 048-05: *Land Use Design Criteria*; Subsection K: *Parcel M*; Subsection 12: *Signage*; is hereby amended by deleting the following highlighted strikethrough text and adding the following bolded italicized text:

12. Signage: All proposed exterior signage requires a sign permit issued by the City of West Des Moines through normal sign review procedures. Unless otherwise prescribed herein, signage shall abide by the standards and regulations as set forth in title 9, chapter 18, "Signs", of the City Code for the Support Commercial (SC) District, as applicable to the allowed land uses specified for each respective lot.
    a. All Signs: Signs located within three hundred feet (300') of residential property will be limited to exterior lit signs or halo lighting and will be required to shut off at eleven o'clock (11:00) P.M. or within one hour of close of the business if open after eleven o'clock (11:00) P.M.
    b. The Bridgewood development shall be allowed to have a landscape/development sign on each corner of the intersection of Bridgewood Boulevard and Jordan Creek Parkway within the Bridgewood PUD. The sign shall be limited to only the development (Bridgewood) name and/or logo to identify the development as a whole. A site plan shall require City Council approval of the development sign. The development sign on the Bridgewood Square property shall be allowed independent of the monument signs allowed within Bridgewood Square.
    ~~b~~ *c*. Monument Signs:
        (1) A maximum of two (2) monument signs shall be allowed within Bridgewood Square. The signs may be located on the same frontage as long as sign separation requirements are met as outlined below.
        (2) Monument signs can be a maximum of five feet (5') tall, thirty five (35) square feet in size and set back a minimum of ten feet (10') from the public street right-of-way line. A monument sign may be increased to seven feet (7') in height and sixty four (64) square feet in size if the sign is set back a minimum of twenty feet (20') from the public street right-of-way line.
        (3) Monument signs shall be separated by a minimum of one hundred fifty feet (150'), except that a monument sign may be located a minimum of one hundred twenty five feet (125') from the existing "Bridgewood" subdivision identification sign at the corner of Jordan Creek Parkway and Bridgewood Boulevard.

(4) The copy area shall be comprised of individually attached and illuminated letters or routered sign face with push through letters to eliminated backlighting of the background areas.

(5) Said signs shall be landscaped at the base of the structure and shall have a noticeable base and/or column element comprised of brick or stone. Ground signs throughout the Bridgewood Square development shall be a unifying element, consistent in design and materials. No additional mounding of soil or berming shall be allowed to elevate the sign except as required as part of a site plan for screening purposes.

(6) Monument signs may include any business within Bridgewood Square regardless of property line locations.

SECTION 2. 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 3. 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 4. 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 5. 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 _____, 2018.

_____

Steven K. Gaer, Mayor

ATTEST:

_____

Ryan T. Jacobson
City Clerk

I certify that the foregoing was published as Ordinance No. _____ on the _____ day of _____, 2018.

_____

Ryan T. Jacobson
City Clerk