**NO CHANGE FROM PREVIOUS READING**

# CITY OF WEST DES MOINES
# CITY COUNCIL MEETING COMMUNICATION

**Date: July 1, 2019**

**ITEM:** Sammons Financial Group, Southwest corner of S. 81st Street and Mills Civic Parkway – Establish Sammons Financial Group Planned Unit Development (PUD) on 39.2 acres located at the SW corner of Mills Civic Parkway and S 81st Street – Sammons Financial Group, LLC – ZC-004213-2019

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

**FINANCIAL IMPACT:** Undetermined.

**BACKGROUND:** The applicant, Sammons Financial Group, LLC, is requesting approval of establishment of a new Planned Unit Development (PUD) ordinance for property located at the southwest corner of S. 81st Street and Mills Civic Parkway. The applicant is requesting to create the Sammons Financial Group Planned Unit Development with an underlying zoning classification of Office in place of the current Etzel Properties Plat 2 PUD. The applicant is proposing to develop a 6-story, 200,000 square foot office building on the north side of the site. A second phase would allow for approximately 150,000 square feet of additional space that would be connected to the first building. Specifics are not known about future building additions at this time.

At the June 17, 2019, the City Council approved a request to change approximately 12.38 acres located at the southwest corner of Mills Civic Parkway and S 91st Street from Community Commercial (CMC) to Office (OF).

Previous Council Action:
Vote: 5-0 approval
Date: July 1, 2019
Motion: Approval of the First Reading to adopt the Sammons Financial Group PUD

**OUTSTANDING ISSUES:** There are no outstanding issues. Staff would note that at the first reading the City Council voted to remove an access drive interconnect between PUD parcels 1 and 2. The PUD language has been updated to reflect the City Council's direction.

**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 and adopt the Sammons Financial Group PUD ordinance in final form, subject to meeting all City Code requirements.

Lead Staff Member: Brian Portz, AICP BP

**Staff Reviews:**

| | |
|---|---|
| Department Director | |
| Appropriations/Finance | |
| Legal | |
| Agenda Acceptance | |

PUBLICATION(S) (if applicable)

| | | |
|---|---|---|
| Published In | Des Moines Register | |
| Date(s) Published | May 31, 2019 | |
| Letter sent to surrounding property owners | | 6/3/2019 |

**SUBCOMMITTEE REVIEW (if applicable)**

| | | | |
|---|---|---|---|
| Committee | Development & Planning | | |
| Date Reviewed | April 1, 2019 | | |
| Recommendation | Yes ☒ | No ☐ | Split ☐ |

ATTACHMENTS:
Exhibit I - Proposed Ordinance

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 De s Moines, IA 50265

**ORDINANCE #**

**AN ORDINANCE AMENDING THE OFFICIAL ZONING MAP AND THE CITY CODE OF THE CITY OF WEST DES MOINES, IOWA 2019, 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:** Ordinance #2194, pertaining to Etzel Properties Plat 2 Planned Unit Development (PUD) #110 is hereby amended by deleting in its entirety and in place thereof creating the '**Sammons Financial Group Planned Unit Development (PUD)**' with the following text:

Legal Description

THE EAST 1/2 OF THE SOUTHWEST 1/4 OF SECTION 14, TOWNSHIP 78 NORTH, RANGE 26 WEST OF THE 5TH P.M., DALLAS COUNTY, IOWA, EXCEPT PARCEL AA AND PARCEL H OF THE PLAT OF SURVEY FILED IN BOOK 2014, PAGE 4167 AS PART OF THE SOUTHEAST 1/4 OF THE SOUTHWEST 1/4 OF SECTION 14, TOWNSHIP 78 NORTH, RANGE 26 WEST OF THE 5TH P.M., WEST DES MOINES, DALLAS COUNTY, IOWA AND EXCEPT THOSE PARCELS SHOWN ON THE DEED TO THE CITY OF WEST DES MOINES AS FILED IN BOOK 2009, PAGE 15835, AND EXCEPT THAT PARCEL SHOWN ON THE DEED TO THE CITY OF WEST DES MOINES AS FILED IN BOOK 2015, PAGE 13828.

**SECTION 2. DEVELOPMENT INTENT:** The Sammons Financial Group PUD aims to create a development that provides for a professional office development linked by a system of trails, walkways, streetscapes and bike paths. An open space/stream preserve unifies the development while providing links with surrounding developments.

**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 Sammons Financial Group PUD:

A. Preliminary and Final Platting: Prior to or in conjunction with any site plan submittal for proposed development within Sammons Financial Group PUD, such area shall be subdivided by both preliminary and final plat, in accordance with the City's Subdivision Ordinance, to delineate the parcel to be developed or sold. A preliminary and final plat shall be required regardless if a plat-of-survey is approved for the property to allow for transfer of ownership. Outlots are not buildable until such time that they are replatted through the Preliminary and Final Plat subdivision process. Prior to approval of an associated final plat, unless otherwise authorized by the City Council, the developer of property within the Sammons Financial Group

B. PUD shall provide all necessary and appropriate agreements, easements, and sureties for all public rights-of-way and other public improvements (utilities, sidewalks, street lights, traffic signals, etc.) within and associated with the property being Final platted.

An associated final plat applicable to each proposed development area must be approved and recorded with the Dallas County Recorder's Office prior to issuance of any building permit, including footing and foundation permits, for construction of any structure or improvement within the parcel identified for development.

C. Development Applications (Site Plans): Site Plans for all lots and phases of development within the Sammons Financial Group PUD must meet the intent of the approved PUD sketch. The Sammons Financial Group building site plan shown on the PUD sketch is for illustrative purposes only. The specific site layout is not approved with the Sammons Financial Group PUD. Site plans shall be submitted to the City of West Des Moines for review and approval prior to the development of any portion of the development of the subject property. At the discretion of the Director of Development Services, an amendment to the Sammons Financial Group PUD Ordinance may be required to bring consistency between the ordinance and site plan development proposed.

Unless otherwise specifically restricted by the City Council, 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; however, no construction of structures, including footing and foundations shall be allowed prior to site plan approval Public street and utility construction may begin, at the sole risk of the developer, after approval of the preliminary plat by the City Council and Public Improvement Plans by the City of West Des Moines.

**SECTION 4. COMPLIANCE WITH CODE:**
Unless otherwise specified herein, the development of all property within the Sammons Financial Group PUD shall comply with the provisions of the West Des Moines City Code.

**SECTION 5. CONDITIONS**: Whereas, Title 9, Chapter 9, Planned Unit Development District of the City Code, establishes certain regulations and guidelines pertaining to accompanying information required on plat and site plan documents. In addition, the following conditions, restrictions, and regulations are adopted as part of this approval:

A. General Conditions: In addition to the PUD Sketch Plan Map, the following general development criteria shall be integrated into and made a part of this planned unit development.
   1. Flood Hazard: In all areas within a 100-year frequency flood hazard zone, or adjoining drainage ways, and detention ponding areas involving potential flood hazards, no building shall be erected which has a minimum opening elevation (including top of window well) less than one foot (1') above the determined level of the 100-year frequency flood event. Buildings shall only be permitted within twenty five feet (25') of any easement or property boundary of a major drainageway, storm water detention basin or pond if said location is approved as part of the development entitlement by the city council and said building is structurally designed accordingly.
   2. Developer Responsibility: 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, and other improvements as required. No occupancy permits, either temporary or permanent, shall be issued until all necessary improvements applicable to the area/lot or structure requesting occupancy are installed and public improvements 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.
   3. Public Street Improvements and Right-Of-Way Dedication: Unless otherwise provided for in a separate development agreement, at the time of subdivision platting within the PUD, the subdivider shall be responsible for construction and/or installation of all required public infrastructure improvements in accordance with the City's Subdivision Ordinance, as indicated herein, and/or as indicated on the approved Sammons Financial Group PUD sketch plan. With any subdivision plat within the PUD,

the subdivider shall be responsible for constructing and/or installing the public infrastructure necessary to support development within the subdivision in a manner that will assure that the public infrastructure functions at an acceptable level of service (per the City's Comprehensive Plan) and that complies with all City Ordinances

4. Cross Connections: No cross connection(s) will be required between Area 1 and Area 2.
5. Sanitary Sewer: Any proposed change in approved land use densities for the PUD will require an analysis of the downstream sanitary sewer capacity to assure that adequate capacity is available for the proposed change in approved land use densities.
6. Street Lighting: Unless otherwise provided for in a separate development agreement, the Developer shall be responsible for all costs associated with the installation of public street lights within or adjacent to any area proposed to be platted or included within a development.
7. Mailboxes: The Developer shall be responsible for installation of any required Cluster Box Units (CBUs) as per the local U.S. Postal Service Post Office.

**SECTION 6. VEHICLE TRIP ALLOCATION:** A traffic analysis was completed on April 18, 2019 which evaluated proposed land uses on areas within the Sammons Financial Group PUD. The analysis indicates that the Sammons Financial Group PUD as a whole is anticipated to generate 4,741 Average Daily Trips, 757 A.M. peak hour and 685 P.M. peak hour trips. Based upon the traffic analysis, the traffic allocation table specifies the allowable traffic generation for each developed and undeveloped parcel in the Sammons Financial Group PUD.

Development of each area and implementation of desired land uses in the Sammons Financial Group PUD will be limited by the available number of trips designated for each area as shown on the traffic allocation table, as well as compliance with all applicable regulations within this ordinance or city code. The traffic to be generated by each parcel within the Sammons Financial Group PUD must be less than or equal to the traffic allocation shown on the traffic allocation table for that area. The maximum traffic allocation shown on the traffic allocation table shall be an entitlement to each area within the PUD. Traffic generation due to subsequent redevelopment, expansion or change of use for any parcel within the PUD shall not exceed the maximum traffic allocation entitlement shown on the traffic allocation table. Unless otherwise specified, the traffic allocation for each area shown on the traffic allocation table shall not change. Areas 1 & 2 collectively may not exceed the number of vehicle trips shown in the traffic allocation table for these areas. The trips may be distributed to another area, as necessary, at the time of initial site development, if determined acceptable through a traffic study and with written consent of the property owner transferring (losing) trips; however, the two (2) areas together may not exceed 4,741 Average Daily Trips, 757 A.M. peak hour and 685 P.M. peak hour trips.

Traffic Allocation Table

| PUD Sketch Area | Average Daily Trips | Traffic Allocation (A.M. Peak) | Traffic Allocation (P.M. Peak) |
|---|---|---|---|
| 1 | 3,938 | 660 | 598 |
| 2 | 803 | 97 | 87 |
| **Total trips for development** | **4,741** | **757** | **685** |

**SECTION 7. FIRE ACCESS:**

A. All streets and parking lots shall permit the travel of the Fire Department's largest vehicle, including adequate accommodation of the vehicle's turning needs. Approval of unique design solutions to accommodate fire access may be granted by the City Council if, the solutions proposed are recommended by the West Des Moines Fire Department.
B. At the discretion of the City's Fire Marshal, "No Parking Fire Lane" areas may be established as necessary to ensure efficient movement and access of the fire trucks. The owner of each respective area within Sammons Financial Group PUD shall be responsible for the procurement and erection of approved fire lane signage applicable to their parcel(s).
C. All roads, alleys, and access drives shall maintain a minimum of twenty feet (20') of clear pavement.
D. A minimum of fourteen feet (14') of vertical clearance over the travel portion shall be maintained at all times over all vehicle travel ways, including drive-under canopies.

E. The developer or its designee shall be responsible for enforcement of no parking lanes and maintaining adequate clearance of structures and vegetation along and above all vehicle travel ways regardless if public or private.

**SECTION 8. 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, pedestrian pathways, and adjoining property outside of Sammons Financial Group PUD development.
2. Excluding parking structures, parking stalls measurements and drive aisle widths shall conform to Title 9, Chapter 15 of the City's Zoning Ordinance.
3. If parking structures are proposed, architectural design and vehicle functionality, including emergency services access and maneuverability, shall be reviewed in conjunction with site plan review.
4. If a proposed parking stall is designed to allow the bumper of the vehicle to overhang an open area or center median which does not include a pedestrian pathway, the length of both the parking stall and island may be reduced by that overhang amount or a maximum of two feet (2'). If the proposed overhang is over a sidewalk less than seven feet (7') wide rather than natural green space, that sidewalk width shall be increased two feet (2') to accommodate pedestrian movements and vehicle overhang.
5. It is desired that all off-street parking areas be aesthetically improved to reduce obtrusive characteristics that are inherent to their function. Multiple landscape islands combined with vegetation shall be incorporated to effectively eliminate a "sea of asphalt/concrete" and to provide shade thus decreasing heat reflection back into the environment. Landscape islands/tree pods and associated vegetation shall be implemented in accordance with the following:
   a. Islands or open areas shall be located at the terminus end of all parking rows. Terminal islands shall measure at least ten feet (10') in width and shall match, at a minimum the stall length.
   b. Linear parking islands that run the length of the parking row shall be implemented every six (6) rows. Said linear islands may be used as pedestrian pathways and shall measure an average of ten feet (10') in width. These areas may also serve as bioswales/detention areas.
   c. No more than ten (10) continuous parking stalls are allowed in a single row without being interrupted by landscape areas. Landscape islands or landscape pods shall be incorporated at least every ten (10) parking stalls per row. Islands shall measure a minimum of ten feet (10') in width and shall match, at a minimum the stall length. Each 10' X 17' landscape island or landscape pod shall contain at least one (1) overstory tree and vegetated groundcover (turf, perennials, ornamental grasses or shrubs), except for parking islands associated with lower levels within a parking structure. As an alternative to the implementation of pods within a linear row of parking, the terminal islands at each end of the row of parking may be increased in width by five feet (5') for every two (2) pods within the row which are eliminated. In no instance however, should there be greater than eighteen (18) parking stalls in a row uninterrupted by a landscape island or pod. The width of landscape islands within a linear row of parking need only match the minimum width of a parking stall. In the event landscape islands are increased in size, one (1) overstory tree shall be required for everyone hundred fifty (150) square feet of landscape area in those larger islands.

B. Parking Ratios:

1. A minimum of one space per two hundred seventy-five (275) square feet of gross floor area (gfa) shall be provided within each lot/parcel.
2. At the discretion of the Director of Development Services, a less stringent parking calculation may be used provided the applicant can demonstrate a parking rate less than that required by code is adequate due to the type of potential use, shared uses or off-peak uses.

**SECTION 9. STORM WATER MANAGEMENT PLAN:** A Master Storm Water Management Plan (MSWMP) which governs the overall storm water management of the PUD shall be submitted to and approved by the City of West Des Moines as part of the preliminary plat or site plan application process, whichever occurs first. Specific Storm Water Management Plans (SWMP) which demonstrates compliance with the approved Sammons Financial Group PUD Master Storm Water Management Plan, on file with the city, will be required with the development of each subsequent preliminary plat or site 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 Storm Water

Management Plans shall comply with the City's applicable design standards for storm water management existing at the time each development (site plan) is approved.

**SECTION 10. UTILITIES:** The developer, its successors or assigns, if any, shall construct at its cost, and if for general public use dedicate to the City, all sanitary sewer mains, water mains, and storm sewers associated with the Sammons Financial Group PUD as required by the City of West Des Moines' Subdivision Ordinance in accordance with applicable City design standards. All necessary easements to allow City access to public utilities for maintenance and repair purposes shall be executed prior to approval and recordation of the final plat for each respective area or shall be executed as a blanket access agreement prior to the approval and recordation of the first final plat. Unless otherwise specified within a specific easement document, the City shall not be responsible for reimbursement, restoration and/or replacement of any improvements located within the public easements should the City be required to excavate the public utilities for normal City operations.

Overstory trees shall not be placed over utility lines or within utility easements. Adequate access for maintenance vehicles shall be provided into and through the easement areas.

**SECTION 11. LAND USE & BULK REGULATIONS:**

In addition to the general conditions stated previously within this ordinance, the following land use and bulk regulations shall apply to the specific areas designated on the Sammons Financial Group PUD Sketch.

A. Areas 1 & 2:

1. Land Use:
   All general use regulations, performance standards, and provisions set forth in Title 9; "Zoning" of the City Code for the Office (OF) district shall apply to Areas 1 & 2 within the Sammons Financial Group PUD.

2. Building Setbacks:
   a. Unless otherwise specifically stated, setbacks shall be measured from the property line of parcels that abut a public street or back-of-curb of an adjoining private street. Setbacks along boundaries that don't abut a street shall be measured from the lot boundary.
   b. Building setbacks are to the main plane of the building excluding canopies and pedestrian arcades. Canopies and arcades are allowed to extend into the building setback a maximum of 8' however they may not extend into a required buffer.
      (1) Buildings must be setback a minimum of thirty feet (30') from Mills Civic Parkway, Cascade Avenue, S 81st Street, & S 85th Street right-of-way/property lines.
      (2) Rear yard: 35'; 15' if it abuts a like zoning district
      (3) Side yard: 10'; 0' if it abuts a like zoning district.
      (4) Buildings should be setback a minimum of fifteen feet (15') from the back-of-curb of internal private streets and off-street parking areas to accommodate the pedestrian streetscape.
   c. Detached accessory structures shall be setback a minimum of thirty feet (30') from all public streets. Detached accessory structures shall be setback a minimum of fifteen feet (15') from interior lot lines and from the back of curb of internal private drives.

3. Building Height: The maximum height of a building shall not exceed thirty-six feet (36') in height, except that an additional 12 feet of height is allowed for each additional 10' of building setback.

4. Off-Street Parking Lot Setbacks: Parking lots shall be setback a minimum of thirty feet (30') from the Mills Civic Parkway, Cascade Avenue, S 81st Street, and S 85th Street right-of-way/property lines and five feet (5') from the back of curb of internal private streets. Parking lots shall be setback a minimum of thirty feet (30') from the edge of the blueline stream running through the property. A minimum five-foot (5') setback is required along an adjoining lot line, unless the parking space within the setback is part of a common parking lot of joint usage between the adjoining lots. Views of parking lots from public thoroughfares and adjacent parcels shall be visually mitigated through the use of a combination of earthen berms and landscape vegetation – this may or may not require the parking lots to be setback more than the minimum.

**SECTION 12. PEDESTRIAN ELEMENTS:**

Sammons Financial Group PUD aims to encourage pedestrian movement and opportunities for pedestrian interaction through a series of interconnected sidewalks and trails which lead to the office areas as well as adjacent developments. Development of these areas shall comply with the following 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 respective developer of each parcel within the Sammons Financial Group PUD in conjunction with or before the development of the parcel.

A. Trails and Sidewalks:
   1. Pedestrian crossings of internal private streets and parking lot drive aisles should be identified through the use of striped crosswalks as appropriate.
   2. A minimum of eight feet (8') of vertical clearance shall be maintained at all times over all pedestrian travel ways.
   3. Public Trails:
      a. Public trails shall be installed within the Sammons Financial Group PUD area in alignment with the City's Master Trail Plan or as agreed upon with the City of West Des Moines.
      b. Trails shall be constructed in accordance with the City of West Des Moines' Standard Specifications.
      c. A minimum of two feet (2') of clear shoulder should be provided on each side of the trail.

**SECTION 13. LANDSCAPING:**

The landscaping requirements specified herein are intended to create an aesthetically pleasing development which enhances the appearance and character of the City of West Des Moines, while protecting the general health, safety and welfare of the citizens. Landscaping is required to address the following primary aspects or consequences of development:

- Open space protection and enhancement
- Creation of environments conducive and inviting to pedestrian activities
- Street/parking side enhancement ('streetscapes')
- Visual screening of undesirable views, activities and/or site elements, and
- Mitigation of paving expenses associated with off-street parking

A. Open/Green Space: The intent of open space is to allow for a balance between natural areas and the built environment and to provide for the overall beautification and "greening" of the City. The minimum percentage of the site to be provided as open space shall comply with City Code for the respective zoning district for each parcel. All of the land within a site that is not occupied by buildings, on-street and off-street parking areas, or other vehicle use areas may be classified as open space. Plaza areas, water features and structures such as gazebos, arbors, pergolas, etc. that are associated with outdoor pedestrian use areas may be counted towards fulfilling the minimum open space requirement.
   1. In order to ensure 'green' within the development, vegetation must be incorporated at a rate of two (2) overstory trees, one (1) understory or conifer tree, and three (3) shrubs for every three thousand (3,000) square feet of required open space.
      a. One tree may be substituted for ten (10) shrubs.
      b. A twenty (20) square foot mass planting of perennial flowers or ornamental grasses may be substituted for three (3) shrubs.
      c. No substitution for required trees is allowed.
      d. The incorporation of evergreen vegetation is encouraged to provide winter substance within the landscape.
   2. Vegetation required as part of the open space may be placed into off-street parking areas or required buffers; however, the open space vegetation is in addition to that which would be required of buffers or parking islands/pods and may not be counted towards fulfilling the minimum amount of vegetation required for these areas.

B. Buffer and Visual Screening: The implementation of vegetation is required as part of buffering/screening. This vegetation may be combined with other measures such as berming, low stone walls, decorative fencing,

or any combination thereof to enhance the effectiveness of the buffering/screening. Buffers should be designed to achieve the maximum amount of screening from the maximum number of viewpoints with vegetation layered to ensure adequate blockage of views and to create depth.

1. A minimum thirty-foot (30') wide buffer shall be required along Mills Civic Parkway. A combination of land forms, evergreen and deciduous trees and shrubs, and tall grasses shall be used to visually buffer adjacent parking and negative ground level site improvements from public streets and from properties outside of the Sammons Financial Group PUD development. Land forms ranging from 3 to 4 feet in height with slopes not to exceed 3:1 are required. Land forms should undulate to create a natural appearance rather than being designed with a consistent height along the entire berm. One (1) overstory trees, two (2) understory tree and six (6) shrubs shall be provided for an average of every thirty-five lineal feet (35') of this buffer; of the required trees, one-fourth (1/ 4) shall be evergreen in nature.
   a. Vegetation may be substituted at the following rate:
      (1) One tree may be substituted for ten (10) shrubs as long as under-canopy views of parking and negative elements are mitigated.
      (2) A sixty (60) square foot mass planting of perennial flowers or ornamental grasses may be substituted for six (6) shrubs.
      (3) No substitution for required trees is allowed.
   b. No parking lots, drive aisles, fences, or buildings are permitted within required buffers; however, sidewalks, trails, landscape features, pedestrian furniture, and permitted signage may be located within the buffers.
2. In addition to that specified above, the elements identified within the following section shall be buffered/screened regardless of use area:
   a. Views of off-street parking areas, loading docks, and other vehicle related service areas from adjacent roadways, pedestrian paths and adjoining properties within and outside of the development shall be buffered and visually screened to a height of at least six feet (6'). Creative grading including land forms can be used to provide this screening, in conjunction with plantings or fencing. Loading docks must be located and oriented to minimize views into the dock/service area. Screening can be provided thru a combination of the placement of adjacent buildings, screen walls, land forms, and plantings.
   b. Mechanical, utility meters, transformers, HVAC, and other similar undesirable elements/equipment which are located on, besides, or adjacent to any building shall be buffered and visually screened from streets, pedestrian pathways, and adjoining property within and outside of the development. A permanent screen that utilizes building materials and designs compatible and consistent with the architecture and materials of the principal building shall be implemented whenever possible. It is desired that raised parapets or elevated architectural features provide roof top mechanical screening rather than wrapping the units with screen walls. As much as possible, roof top mechanical units should be clustered rather than randomly placed on the roof. Additionally, roof top units should be located towards the center of the roof as much as possible to minimize views thereof. Equipment should be screened on all sides.
   c. Sanitation/Recycle enclosures shall be visually screened from view from streets, businesses, pedestrian pathways, and adjoining property within and outside of the development. The enclosure should incorporate the primary building material of the adjacent buildings on three sides (brick or masonry material) and a durable gate material on the fourth side.

**SECTION 14.** **SIGNAGE:** All proposed exterior signage requires a sign permit issued by the city of West Des Moines through normal sign review procedures prior to installation of the sign. 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 Office (OF) district.

A. Monument Signs:
   1. Primary Monument Entrance Sign: One (1) monument sign shall be allowed at the primary entrance to Area 1 from Mills Civic Parkway (east entrance). The sign shall not exceed twelve feet (12') in height, a maximum size for the total structure of ninety-six (96) square feet and a maximum sign copy of thirty-five (35) square feet per side. The sign shall be setback a minimum of twenty feet (20') from the ultimate street right-of-way line.

2. Secondary Monument Entrance Sign: One (1) monument sign shall be allowed at the secondary entrance to Area 1 from S. 81st Street (north entrance). The sign shall not exceed seven feet (7') in height, a maximum size for the total structure of seventy-seven (77) square feet and a maximum sign copy of twenty (20) square feet per side. The sign shall be setback a minimum of twenty feet (20') from the ultimate street right-of-way line.
3. All other monument signs within Area 1 shall comply with current City sign code.
4. Area 2 Monument signs: Area 2 of the Sammons Financial Group PUD shall comply with current City sign code for allowed monument signs.

B. Landscape Signs: Landscape signs shall be allowed at the corner of each perimeter public street intersection for both Area 1 and Area 2. The signs shall be designed according to the current City sign code.

C. Directional Signs: Directional signs shall be allowed according to the current City sign code for both Area 1 and Area 2.

D. Wall Signs: Building wall signage shall comply with current City sign code for both Area 1 and Area 2.

**SECTION 15.** **ARCHITECTURE:** The intent is to create building facades throughout this development that are varied and articulated to provide visual interest to pedestrians and to establish a unique identity for the development. The architectural design of any building within this development shall be acceptable to the City. The architecture shall express a creative presentation by careful attention to exterior building materials and details, use of fenestration, and change in building mass within the plane and roof design to lessen the plainness of appearance which can be characteristic of large commercial buildings. Building design, materials, trim, detailing, and colors shall provide continuity amongst buildings to unite all structures within the development into one project concept. All sides to each building shall receive high quality materials, finishes, and details (360-degree 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.

On file with the City are conceptual architectural illustrations of the general building style and material options. Once City approval is gained on a particular building design, any alteration in design before or during construction must be reviewed and approved by the City's Development Services Department.

A. All buildings within this development shall accommodate or incorporate the following in building design and materials:
   1. Corporate architecture shall be prohibited. Limited use of architectural elements characteristic of prototypical architecture may be allowed at the discretion of the Director of Development Services or the appropriate reviewing and approval body. Implementation of these architectural elements shall be minimized and whenever possible modified to give a unique image to the establishment. No standard corporate building design without modifications shall be implemented.
   2. Buildings shall be organized to create a logical and identifiable relationship with the site and other buildings, open spaces, and pedestrian circulation paths.
   3. The use of building articulation and materials which break up the building mass into modules that respect a pedestrian scale and reflects proportions similar to other buildings within the development.
   4. The building's design should meet context and site objectives such as providing gateways, creating visual and physical linkages and framing or terminating views.
   5. Variation in building height, mass and roof forms shall be provided to create interest while still maintaining an overall building continuity. Roofs should not be designed as attention-getting devices related to the reinforcement of signage or as an identifiable corporate image.
   6. Entrances into buildings should be easily identified through the use of building design and detailing. Projected or recessed entryways, change in rooflines, addition of awnings or changes in building material are examples that can create this effect.
   7. Shifts in building planes/facades and variation in exterior materials shall be incorporated to minimize long expanses of wall. Long blank walls shall be prohibited.
   8. Variation in materials, material modules, expressed joints, textures, colors and details should be used to break up the mass of the buildings. Materials should change with the change in building planes.
   9. Trim and structural elements such as posts or columns shall be sized to the scale of the building.

10. Whenever possible, ground floor areas should provide the maximum possible glazing toward sidewalks to provide pedestrians with visual interest. Use of reflective glass or mirrored glass is discouraged. Efforts should be made to use clear glass on storefronts, windows and doors to promote the linkage of the interior and exterior of buildings.
11. Natural materials such as brick and stone shall be used as the major elements of the facade. Architectural precast concrete or metal acceptable to the City may be incorporated in the design as the major element. Concrete products shall have integrated color rather than surface applied paint/staining and should generally have texture for interest; smooth finish concrete products may be used in conjunction with texture for accent purposes. The use of EIFS, synthetic stucco or composite materials shall be used in moderation and primarily used as an accent or trim material and cannot be the predominate building material. Use of EIFS is limited to areas of the building six feet (6') above grade and higher and use of vinyl materials is prohibited.

B. Area 2: It is recognized that the development of Area 2 has not been planned and therefore the architectural intent for that portion of the site cannot be defined at the time of the writing of this ordinance. At such time that development of this area is pending, the architecture design and choice of colors and materials will need to be such so as to provide visual cohesiveness and achieve a unified development for the entire PUD area. At time of development of Area 2, an amendment to the PUD may be necessary to address the specific architecture needs for Area 2.

**SECTION 16. REPEALER.** All ordinances or parts of ordinances in conflict with the provision of this ordinance are hereby repealed.

**SECTION 17. 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 18. 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 19. 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 20. EFFECTIVE DATE.** This Ordinance shall be in full force and effect after its passage, approval and publication as provided by law.

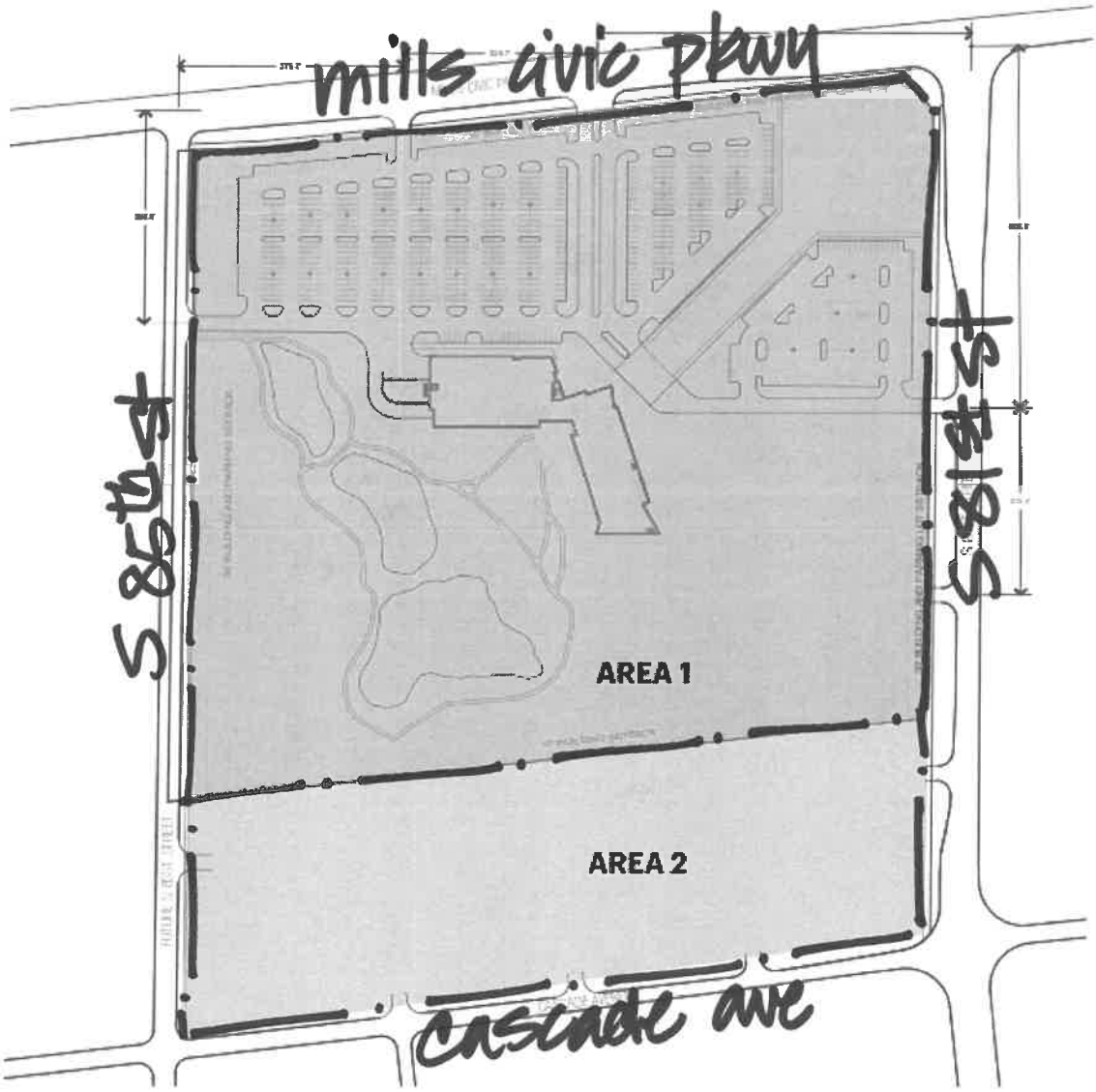
Passed and approved by the City Council on the _____ day of _____, 2019.

_____
Steven K. Gaer, Mayor

**ATTEST:**

_____
Ryan T. Jacobson, City Clerk

I certify that the foregoing was published as Ordinance No. _____ on the __ day of _____, 2019.

_____
Ryan T. Jacobson, City Clerk

Sammons Financial Group PUD Sketch Plan