

CITY OF WEST DES MOINES STAFF REPORT COMMUNICATION

Meeting Date: November 14, 2022

ITEM: Galleria, Northwest corner of Mills Civic Parkway and S. 60th Street - Amend the signage regulations within the Galleria Specific Plan Ordinance – The Whalen Family Limited Partnership and Horizon Galleria, LLC – ZC-005808-2022

Resolution: Approval of Amendment to Specific Plan Ordinance

Background: Chris Trosper with Heart of America Group, on behalf of the property owners, The Whalen Family Limited Partnership and Horizon Galleria, LLC, requests approval of a Rezoning request to amend the Galleria Specific Plan Ordinance (ZCSP), governing development of that ground generally located at the northwest corner of Mills Civic Parkway and S. 60th Street, between S. 60th Street and S. 68th Street along Mills Civic Parkway and Stagecoach Drive. The request is to amend wall signage requirements for a proposed Hyper Energy Bar building to be constructed within this development.

Staff Review & Comment:

- **Financial Impact:** There is no City funding of this project; however, there is staff time for processing of the development application and inspections during construction.
- **Change to the Originally Intended Development:**
 - **Wall Signs:** The PUD Ordinance currently refers to the City sign code requirements for wall signage with exceptions provided for PUD Parcels A and K which allows for additional wall signage due to building locations in respect to a roadway. Application of the City sign code for all other PUD parcels provide one square foot of signage is allowed for each linear foot of building frontage that faces a public street. Based on the size and orientation of the proposed Hyper Energy Bar building (approximately 13' X 49') to be located in PUD Parcel B, the building would only be allowed approximately 13 square feet of wall signs for the entire building. This PUD is proposed to be amended to measure the allowed wall sign square footage based on the longest side of freestanding buildings that are less than 1,000 square feet in size, thus the Hyper Energy Bar building would be allowed approximately 49 total square feet of wall signage. This allowance would be applied to all PUD Parcels within the Galleria Specific Plan area. This measurement allowance has been permitted in other PUDs for two other kiosk buildings within the City.
- **History:** The Galleria Specific Plan Ordinance was originally approved in 2004 and amended in 2011, 2016, 2021 and 2022.

Outstanding Issues: There are no outstanding issues.

Planning and Zoning Commission Action:

Date:

Vote:

Recommendation:

City Council First Reading:

Date:

Vote:

Recommendation: Approve the Rezoning request to amend the Galleria Specific Plan Ordinance (ZCSP), subject to the applicant meeting all City Code requirements.

Lead Staff Member: Brian Portz

Approval Meeting Dates:

Planning and Zoning Commission	November 14, 2022
City Council: First Reading	
City Council: Second Reading	
City Council: Third Reading	

Staff Report Reviews:

Planning & Zoning Commission	<input type="checkbox"/> Development Coordinator (or) <input checked="" type="checkbox"/> Director	<input checked="" type="checkbox"/> Legal Department
City Council	<input type="checkbox"/> Director <input type="checkbox"/> Appropriations/Finance	<input type="checkbox"/> Legal Department <input type="checkbox"/> Agenda Acceptance

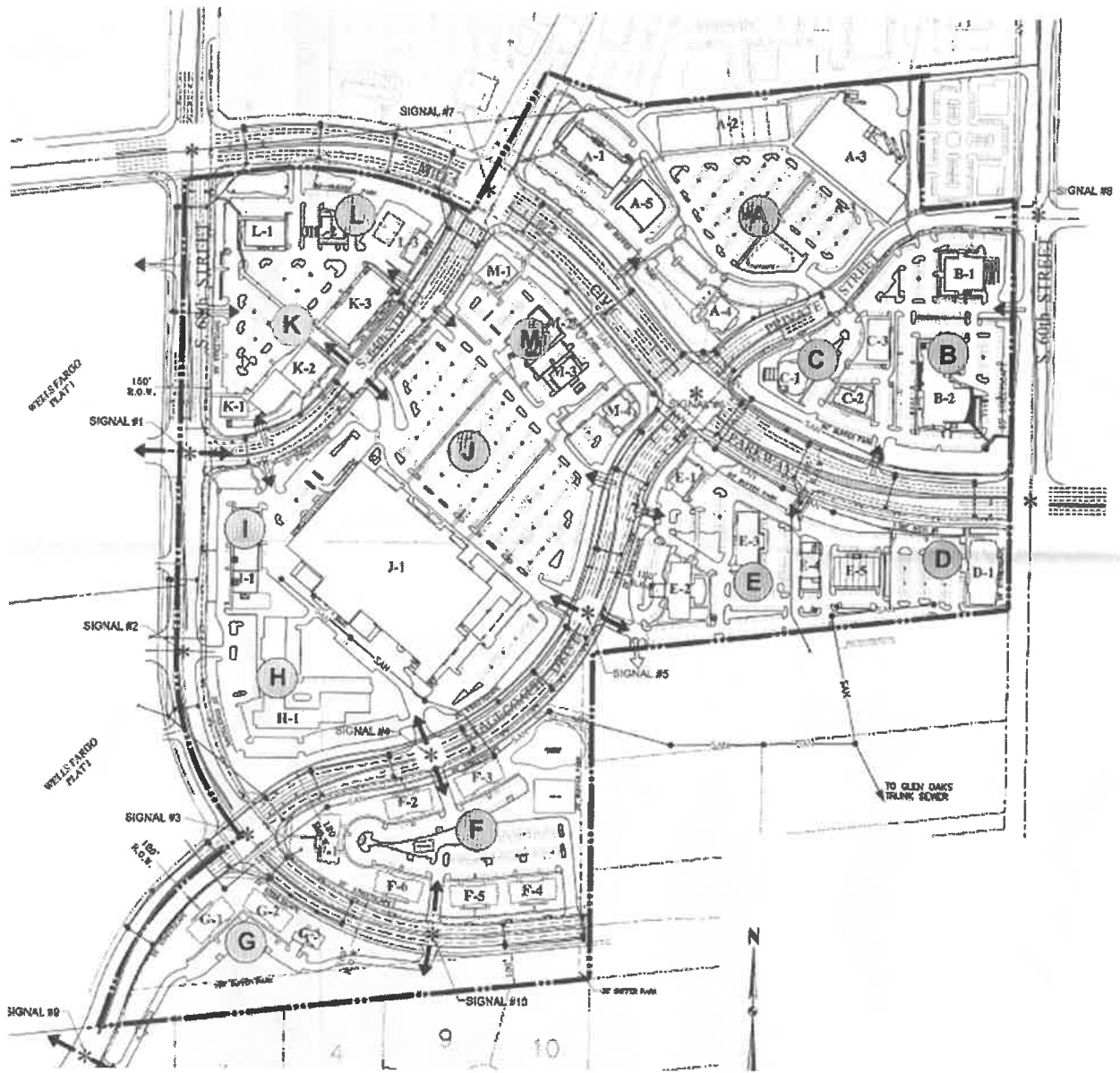
Publications (if applicable)

Published In:	Des Moines Register Community Section
Date(s) Published	11/4/22
Date(s) of Mailed Notices	11/3/22

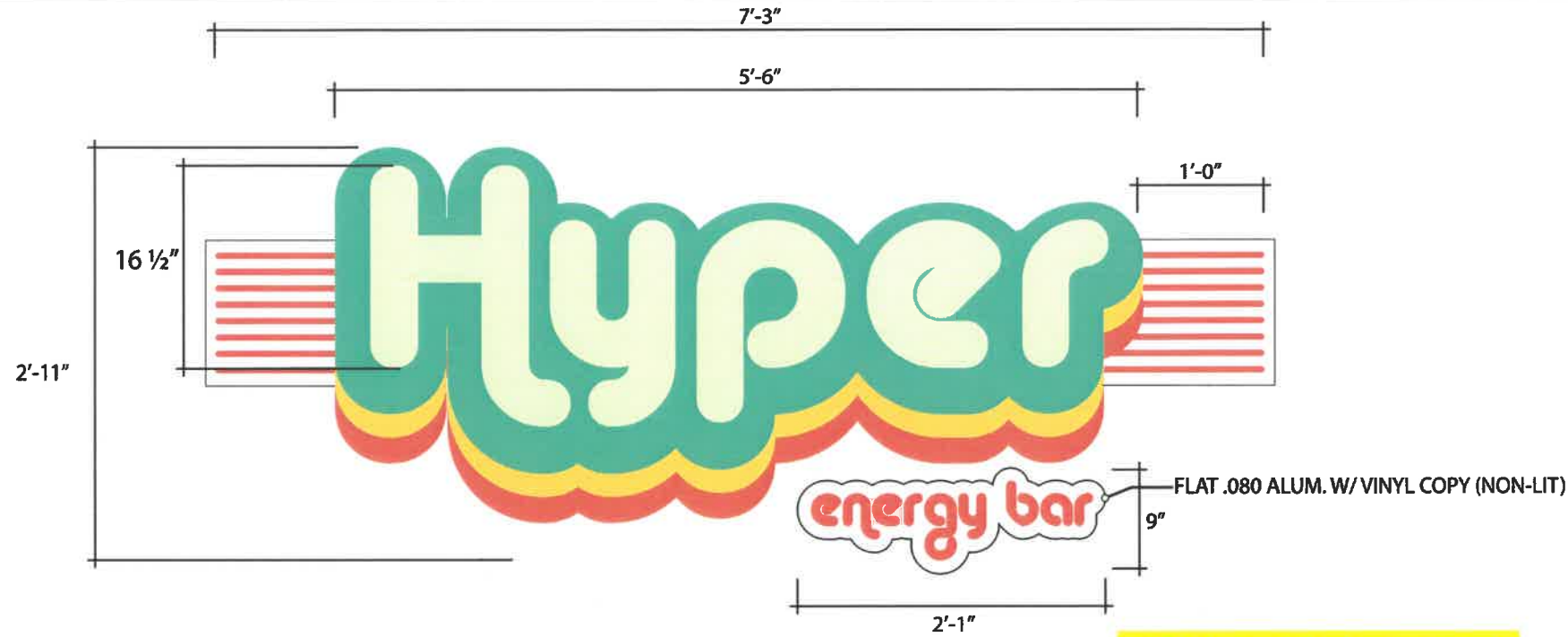
Council Subcommittee Review (if applicable)

Subcommittee	Development & Planning
Date Reviewed	Scheduled for 11/21/2022 meeting
Recommendation	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Split

Location Map – Galleria Specific Plan Area



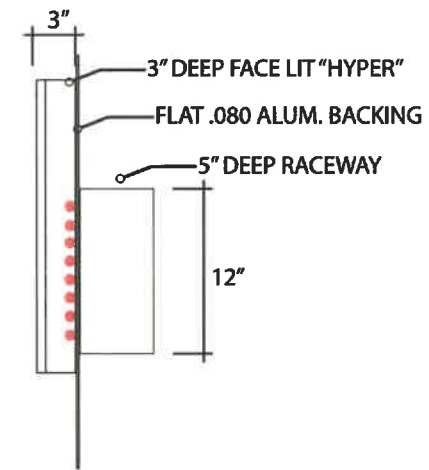
SIGN 1



21.15 SQ. FT.

QTY 1

SIDE VIEW



JOB DESCRIPTION:

FABRICATE AND INSTALL (1) SET OF FACE-LIT CHANNEL LETTERS

HYPER
BACKS: 0.63 ALUM.
RETURNS: 3" WHITE COIL
FACES: 3/16" WHITE ACRYLIC
TRIM CAP: 1" WHITE
VINYLS: MIRATEC DIGITAL PRINT ON CLEAR WITH 7YEAR LUSTER (SEE CHART)
ILLUMINATION: WHITE LEDs

BACKING
MATERIAL: FLAT .080 ALUM.
PAINT: SATIN WHITE
VINYL: OPAQUE (SEE CHART)

RACEWAY
MATERIAL: FOLDED .063 ALUM.
PAINT: SATIN WHITE
ILLUMINATION: SLOAN LED RED TUBING

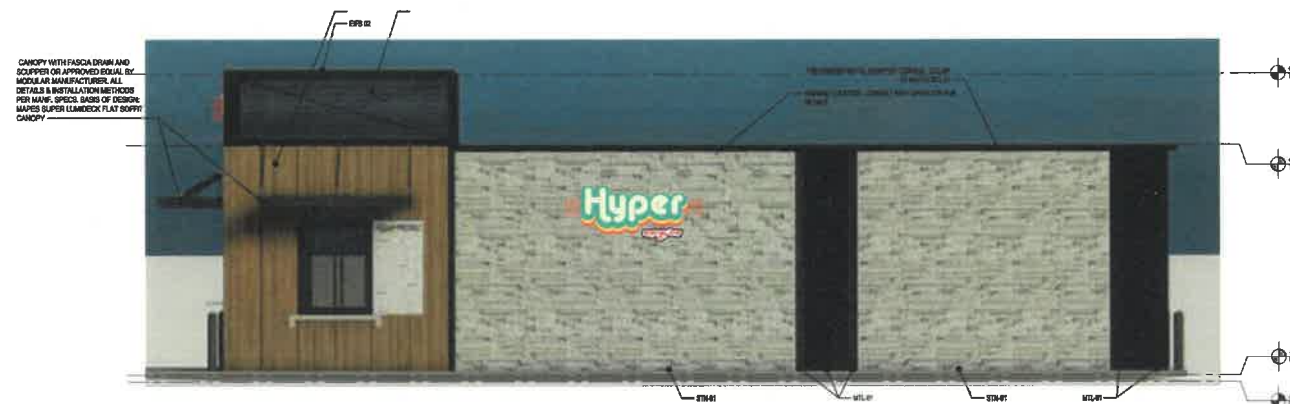
ENERGY BAR
MATERIAL: FLAT .080 ALUM.
PAINT: SATIN WHITE
VINYL: OPAQUE (SEE CHART)

- POWER SUPPLY BY OTHERS
 - SURVEY REQUIRED

COLORS

	C: 0% M: 79% Y: 64% K: 0%	R: 1229 G: 85 B: 79
PANTONE 2348 C	HEX: #E5554F	
	C: 0% M: 16% Y: 68% K: 0%	R: 242 G: 199 B: 92
PANTONE 141 C	HEX: #F2C75C	
	C: 52% M: 0% Y: 36% K: 0%	R: 110 G: 206 B: 178
PANTONE 338 C	HEX: #6ECEB2	
	C: 0% M: 6% Y: 0% K: 13%	R: 239 G: 244 B: 225
PANTONE P-101 C	HEX: #EFF4E1	

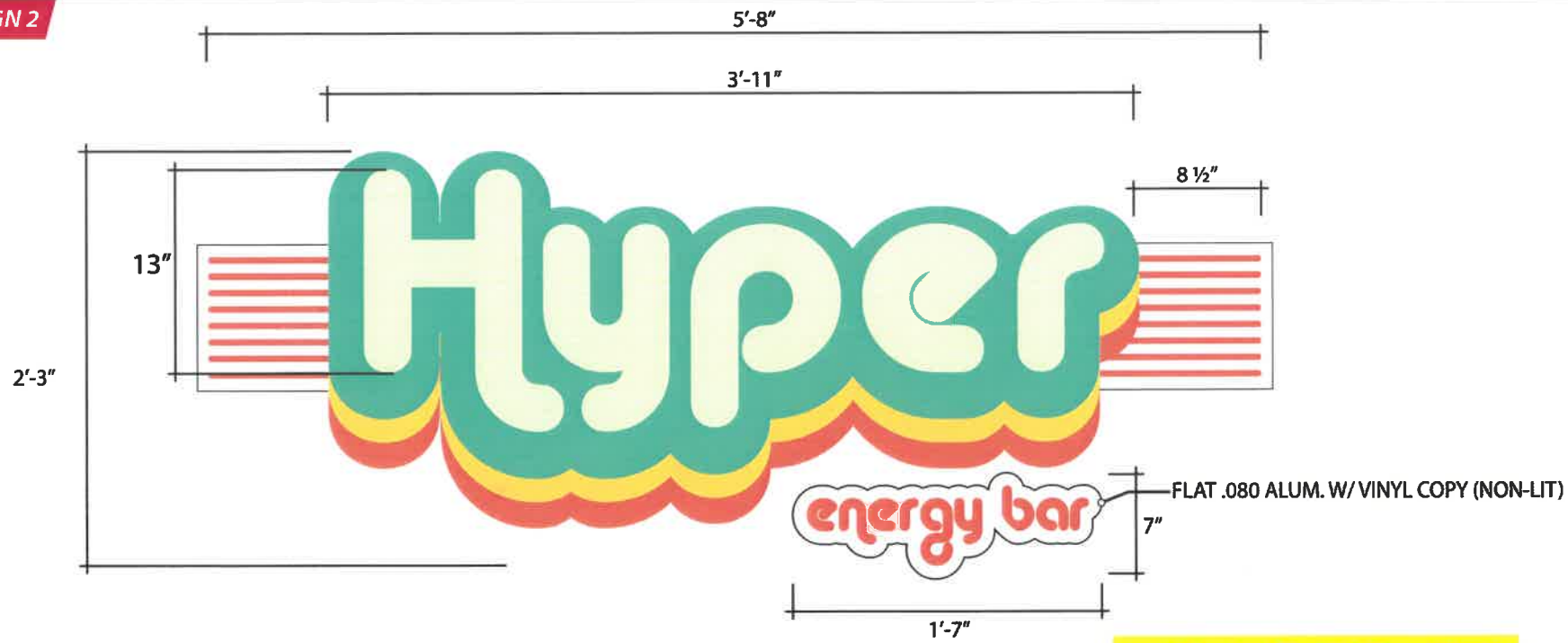
	VINYL:
MIRATEC DIGITAL PRINT (MATCH PANTONE COLORS)	
	PAINT:
SATIN WHITE	



DESIGN #: PG-92022 VER.#: 3
 DATE: 9-29-22 DRAWN BY: KSA
 SALES: PHIL GARLAND
 JOB: HEART OF AMERICA (HYPER BAR)
 LOCATION: 645 60TH ST
W. DES MOINES, IA
 DESIGN APPROVED BY: _____

DATE: _____

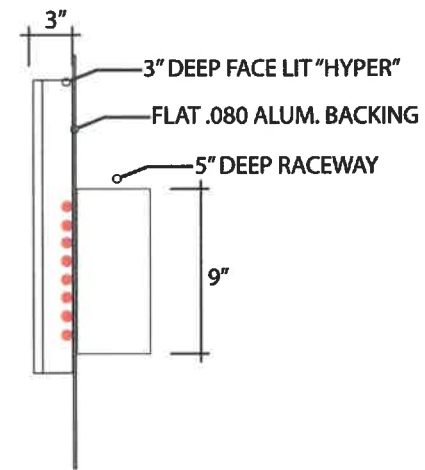
SIGN 2



12.75 SQ. FT.

QTY 1

SIDE VIEW



COLORS

	C: 0% M: 79% Y: 64% K: 0%	R: 1229 G: 85 B: 79
PANTONE 2348 C	HEX: #E5554F	
	C: 0% M: 16% Y: 68% K: 0%	R: 242 G: 199 B: 92
PANTONE 141 C	HEX: #F2C75C	
	C: 52% M: 0% Y: 36% K: 0%	R: 110 G: 206 B: 178
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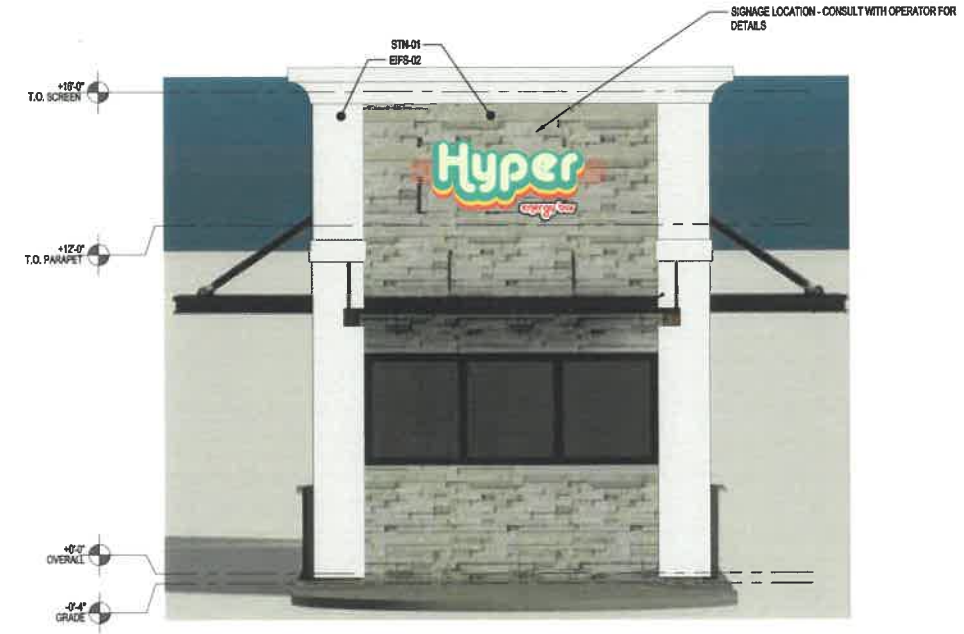
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VINYL: OPAQUE (SEE CHART)

- POWER SUPPLY BY OTHERS
- SURVEY REQUIRED

VINYL:
MIRATEC DIGITAL PRINT (MATCH PANTONE COLORS)

PAINT:
SATIN WHITE



2 COLORED ELEVATION - EAST NOT TO SCALE A2.03

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 DESIGN APPROVED BY: _____

DATE: _____

A RESOLUTION OF THE PLANNING AND ZONING COMMISSION
NO. PZC-22-104

WHEREAS, pursuant to the provisions of Title 9, Zoning, of the West Des Moines Municipal Code, the applicant and property owners, The Whalen Family Limited Partnership and Horizon Galleria, LLC, request approval of a Rezoning request to amend the Galleria Specific Plan (ZCSP) Ordinance to amend wall signage regulations applicable within the Galleria Specific Plan area on property as legally defined in the Specific Plan Ordinance and indicated on the Location Map, both of which are included in the staff report; and

WHEREAS, the rezoning request complies with the applicable provisions of Iowa Code Chapter 414, the Comprehensive Plan and City Code.

NOW, THEREFORE, the Planning and Zoning Commission of the City of West Des Moines recommends that City Council approve the Rezoning Request to amend the Galleria Specific Plan (ZCSP) Ordinance (ZC-005808-2022), subject to compliance with all the conditions of approval as stated in the staff report, including conditions added at the meeting, and attached hereto as Exhibit "A", if applicable.

PASSED AND ADOPTED on November 14, 2022.

Jennifer Drake, Chair
Planning and Zoning Commission

I HEREBY CERTIFY that the foregoing resolution was duly adopted by the Planning and Zoning Commission of the City of West Des Moines, Iowa, at a regular meeting held on November 14, 2022, by the following vote:

AYES:

NAYS:

ABSTENTIONS:

ABSENT:

ATTEST:

Recording Secretary