

## CITY OF WEST DES MOINES STAFF REPORT COMMUNICATION

**Meeting Date:** March 1, 2023

**ITEM:** Parkways, Lot 4, southeast corner of S. 77<sup>th</sup> Street & Coachlight Dr. – Approval to establish an outdoor recreation and golf entertainment facility – Hurd Parkway, LLC – PC-005872-2022

**RESOLUTION:** Approval to Establish Land Use

**Background:** Kelsey Scallon with Shive-Hattery, on behalf of the property owner, Hurd Parkway, LLC, requests approval of a Permitted Conditional Use for that property located at approximately 7680 Coachlight Drive. Specifically, the request will allow an outdoor recreation & golf entertainment center (SIC 7999) in which patrons hit balls from climate-controlled bays within the building onto an outdoor range. This facility will have a restaurant/bar component at this location and an outdoor seating area on the upper level and a ground level patio on the southwest corner of the facility. The golf driving range is oriented such that patrons will hit golf balls easterly to southeasterly towards the Lowe's Home Improvement store and the Mills Civic Parkway and S. Jordan Creek Parkway intersection. The poles for the nets encompassing the golf driving range are anticipated to be a maximum height of 156'; however, no lights for illumination of the range will be located on the poles; all lighting is located within the building and projected east across the driving range.

### **Staff Review & Comment:**

- **Traffic Analysis Findings:** A traffic analysis for the proposed land use was completed in January 2023. A summary of the key findings is below:
  - The proposed land use is estimated to generate less traffic than the previously assumed land uses on the site. Recommendations given in the original March 2017 traffic study for the surrounding public streets remain adequate.
  - The entire Parkways development, including the proposed land use, is estimated to generate slightly more traffic than originally planned. As the Parkways development continues to develop, additional infrastructure improvements may be needed, or as stated in the Parkways Planned Unit Development Ordinance, "*further development of parcels may be limited or prohibited.*"
  - Additional comments and recommendations were given based on a conceptual layout of the site. These comments, including modifications to the conceptual site driveways and internal circulation, have been provided to the applicant to incorporate into the future site plan. An additional traffic study will be needed at that time to further analyze the traffic impacts.
- **Staff Comments:**
  - **Concept Plan:** A concept plan has been submitted by the applicant for the proposed layout of the site. The concept plan shows the building and driving range facing a southeasterly direction toward the Mills Civic Parkway and S. Jordan Creek Parkway intersection. This concept plan will not be specifically approved by the Board of

Adjustment as a part of this land use consideration but is provided to give an idea of where the building, patios and driving range will be located on the site. If the golf and recreational use is approved by the Board of Adjustment, the site plan for physical development of the site will be reviewed separately by the Planning and Zoning Commission and City Council. A condition of approval of the land use review is recommended stating this.

- Hours of Operation: The facility is proposed to be open from Sunday – Thursday from 9:00 AM to 12:00 AM and on Friday and Saturdays from 9:00 AM to 2:00 AM.
- Lighting: Lighting for the driving range area will not be located on the net poles but will be located on the building and project out across the driving range to light up the targets. The lights will project toward the Mills Civic Parkway and S. Jordan Creek Parkway intersection. Lighting intensity levels will be designed according to City Code requirements for exterior lighting and will be reviewed at the time of site plan submittal.
- Parking: Since the City Code does not provide a parking rate for such a golf facility, the amount of parking implemented by several other operating golf facilities was identified. Six facilities were studied with parking requirements ranging from 3.0 stalls per hitting bay to 4.65 stalls per bay with an average of 3.9 stalls per bay. This average is being required of this facility. For this site, 72 hitting bays are proposed, which would equate to 281 parking spaces required. The concept plan shows 375 parking spaces on this site. Final parking required and provided will be reviewed as a part of the site plan review of the site.
- HD Screens: The facility is proposed to incorporate two 30' X 50' High-Definition TV screens at the east end of the driving range area, which will face toward the building. Staff has indicated that these screens will need to be completely screened from the residences to the north of this site and views from outside of the golf facility itself mitigated. The type of screening has not yet been determined but may consist of landscaping, earthen berming and/or some type of visual screening material attached to the netting around the driving range. The specifics of the screening to be used will be determined and approved by the Planning & Zoning Commission and City Council through the site plan review process.
- House Speakers: The facility is proposing a speaker system for the building that will be used for announcements and to play music for patrons. This system will be interior to the building in the driving range bay areas and outdoor patio areas but may be heard outside of the building. The establishment will need to abide by city code sound ordinance regulations for amplified sound. If determined necessary due to impacts to the residential dwellings within the Bridgewood development, limitations to the hours the speakers can be used may be implemented.
- Miniature Golf: An outdoor miniature golf area is proposed for the southwest corner of the building in the future. Miniature golf falls into the same land use category as the golf entertainment facility (SIC 7999) and therefore can also be approved with this same action by the BOA. The actual development of the miniature golf area will need to be reviewed as a minor modification at the time of development.

**Recommendation:** Approve the Permitted Conditional Use request, subject to the applicant meeting all City Code requirements, and the following conditions of approval:

1. The applicant acknowledging that the Board of Adjustment is only considering the golf facility use and general operating aspects. Review of vehicle drive accesses, parking and other facility features, and site improvements are not included in the Board of Adjustment's action but rather will be considered by the Planning and Zoning Commission and City Council as part of the Site Plan review and approval process.
2. The applicant acknowledging that all views of the High-Definition Screens from roads and properties outside of the golf facility's property itself shall be mitigated. In the event adequate screening to the satisfaction of staff cannot be achieved, implementation of, and/or use of the High-Definition Screens may be restricted. The specific screening measures and any restrictions will be reviewed by the Planning & Zoning Commission and City Council through the site plan review process.
3. The applicant acknowledging that all aspects of the establishment shall abide by the city's sound ordinance. Furthermore, the applicant acknowledging that should sound levels exceed code allowances, the use of speakers for amplified sound may be restricted or prohibited at defined days and times.
4. The applicant agreeing to work with the city as part of site planning and post construction to mitigate any views of the driving range lights that are determined to be a potential safety hazard to the motoring public or otherwise visible to a residential property.
5. This approval includes the future development of an outdoor miniature golf area on this site. The specific development and construction of the miniature golf will require a minor modification review by staff at that time.

**Lead Staff Member:** Brian Portz

**Approval Meeting Date:**

Board of Adjustment	March 1, 2023
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**Staff Report Reviews:**

<input checked="" type="checkbox"/> Development Coordinator (or) <input type="checkbox"/> Director <input checked="" type="checkbox"/> Legal Department
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**Publications (if applicable)**

Published In:	Des Moines Register Community Section
Date(s) Published	2/10/23
Date(s) of Mailed Notices	2/9/23

**Council Subcommittee Review (if applicable)**

Subcommittee	Development & Planning			
Date Reviewed	Not reviewed			
Recommendation	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Split <input type="checkbox"/>	No Discussion <input type="checkbox"/>

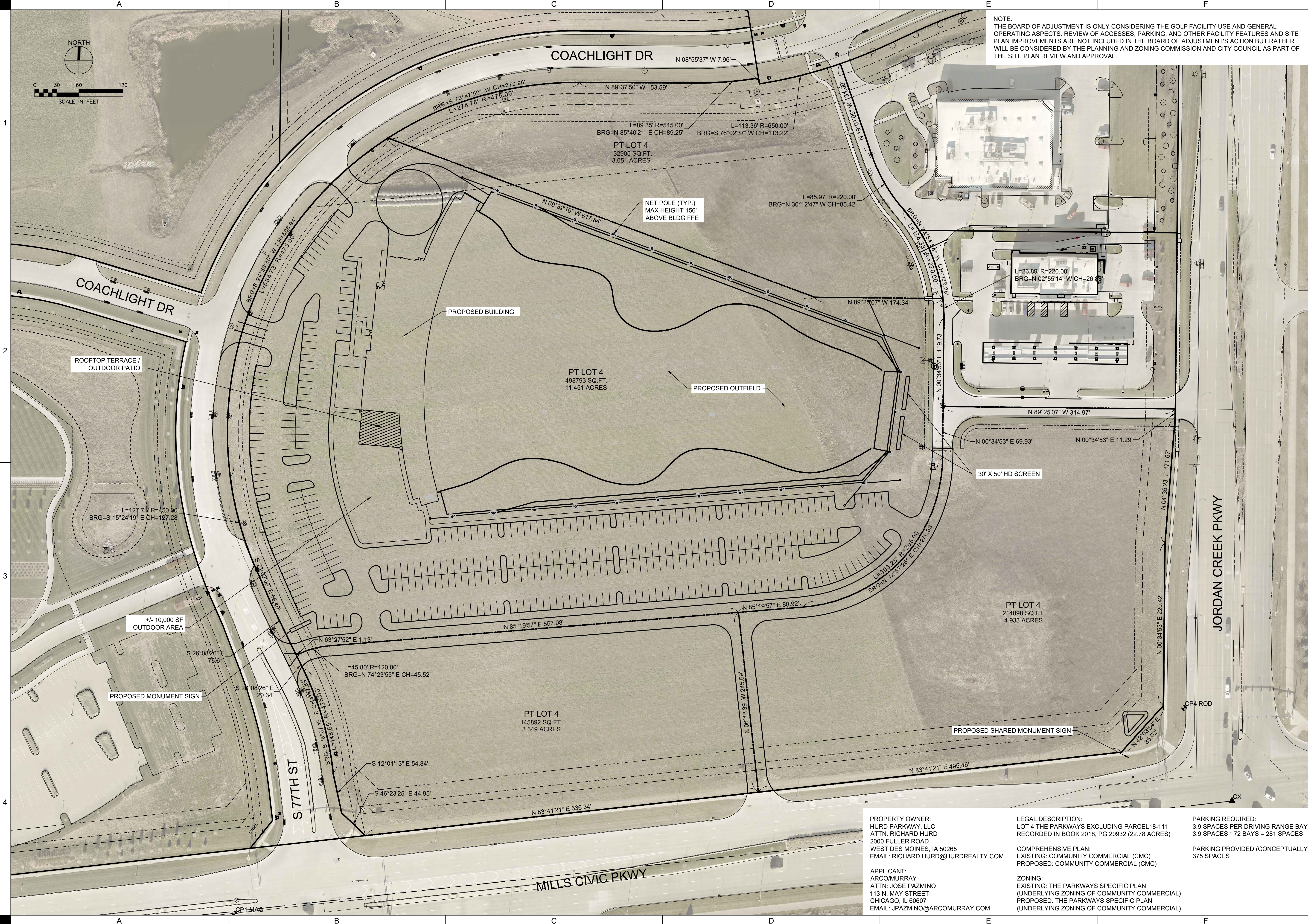
# Location Map





0 30 60 120  
SCALE IN FEET

NOTE:  
THE BOARD OF ADJUSTMENT IS ONLY CONSIDERING THE GOLF FACILITY USE AND GENERAL OPERATING ASPECTS. REVIEW OF ACCESSES, PARKING, AND OTHER FACILITY FEATURES AND SITE PLAN IMPROVEMENTS ARE NOT INCLUDED IN THE BOARD OF ADJUSTMENT'S ACTION BUT RATHER WILL BE CONSIDERED BY THE PLANNING AND ZONING COMMISSION AND CITY COUNCIL AS PART OF THE SITE PLAN REVIEW AND APPROVAL.



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**OUTDOOR RECREATION AND  
GOLF ENTERTAINMENT CENTER**

ARCO MURRAY  
THE PARKWAYS - WEST DES MOINES, IOWA

**PRELIMINARY  
- NOT FOR  
CONSTRUCTION**

DRAWN BY	KAS
APPROVED BY	
ISSUED FOR	PERMITTED CONDITIONAL USE
ISSUE DATE	02/20/2023
PROJECT NUMBER	2142204790
FIELD BOOK	

CONCEPT

**EX**

PROPERTY OWNER:  
HURD PARKWAY, LLC  
ATTN: RICHARD HURD  
2000 FULLER ROAD  
WEST DES MOINES, IA 50265  
EMAIL: RICHARD.HURD@HURDREALTY.COM

APPLICANT:  
ARCO/MURRAY  
ATTN: JOSE PAZMINO  
113 N. MAY STREET  
CHICAGO, IL 60607  
EMAIL: JPAZMINO@ARCOMURRAY.COM

LEGAL DESCRIPTION:  
LOT 4 THE PARKWAYS EXCLUDING PARCEL 18-111  
RECORDED IN BOOK 2018, PG 20932 (22.78 ACRES)

COMPREHENSIVE PLAN:  
EXISTING: COMMUNITY COMMERCIAL (CMC)  
PROPOSED: COMMUNITY COMMERCIAL (CMC)

ZONING:  
EXISTING: THE PARKWAYS SPECIFIC PLAN  
(UNDERLYING ZONING OF COMMUNITY COMMERCIAL)  
PROPOSED: THE PARKWAYS SPECIFIC PLAN  
(UNDERLYING ZONING OF COMMUNITY COMMERCIAL)

PARKING REQUIRED:  
3.9 SPACES PER DRIVING RANGE BAY  
3.9 SPACES \* 72 BAYS = 281 SPACES

PARKING PROVIDED (CONCEPTUALLY):  
375 SPACES

P:\Projects\2023\20230223\_1025109\_A\1\_SitePlan\CP1-MAG-CONCEPT-1.dwg  
Printed: 2/20/2023 10:25:09 AM

Prepared by: Brian Portz, City of West Des Moines Development Services Dept., 515-222-3620  
When Recorded, Development Services, City of West Des Moines, PO Box 65320, West Des Moines, IA  
Return to: 50265-0320

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**RESOLUTION NO. BOA-2023-05**

**A RESOLUTION OF THE BOARD OF ADJUSTMENT OF THE  
CITY OF WEST DES MOINES, APPROVING A PERMITTED CONDITIONAL  
USE PERMIT TO ALLOW A GOLF ENTERTAINMENT FACILITY**

**WHEREAS**, pursuant to the provisions of Title 9, Zoning, of the West Des Moines Municipal Code, the applicant and property owner, Hurd Parkway, LLC, requests approval of a Permitted Conditional Use permit for that property approximately located at 7680 Coachlight Drive and legally described in attached Exhibit 'B'. The applicant is requesting approval allowing land use SIC 7999 for a golf entertainment facility; and

**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; and

**WHEREAS**, the request complies with applicable findings and provisions of Title 9, the Comprehensive Plan, Town Center Overlay District and City Code; and

**WHEREAS**, on this day this Board of Adjustment held a duly noticed Public Hearing to consider the Permitted Conditional Use permit application.

**NOW, THEREFORE**, The Board of Adjustment hereby approves the Permitted Conditional Use permit (PC-005872 -2022) subject to compliance with all the conditions in the staff report, dated March 1, 2023, including conditions added at the meeting, and attached hereto as Exhibit " A". Violation(s) of any such condition(s) shall be grounds for revocation of the entitlement, as well as any other remedy which is available to the City.

**PASSED AND ADOPTED** on March 1, 2023.

\_\_\_\_\_  
Michele Stevens, Chairperson  
Board of Adjustment

ATTEST:

I HEREBY CERTIFY that the foregoing resolution was duly adopted by the Board of Adjustment of the City of West Des Moines, Iowa, at a regular meeting held on March 1, 2023, by the following vote:

AYES:

NAYS:

ABSTAIN:

ABSENT:

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Recording Secretary

**Exhibit A: Conditions of Approval**

1. The applicant acknowledging that the Board of Adjustment is only considering the golf facility use and general operating aspects. Review of vehicle drive accesses, parking and other facility features, and site improvements are not included in the Board of Adjustment's action but rather will be considered by the Planning and Zoning Commission and City Council as part of the Site Plan review and approval process.
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5. This approval includes the future development of an outdoor miniature golf area on this site. The specific development and construction of the miniature golf will require a minor modification review by staff at that time.

**Exhibit B: Legal Description**

LOT 4, THE PARKWAYS, AN OFFICIAL PLAT WITHIN AND FORMING THE CITY OF WEST DES MOINES, DALLAS COUNTY, IOWA; EXCEPT PARCEL 18-111, RECORDED IN BOOK 2018, PAGE 20932.