

# Welcome to the April 3, 2023, WDM Development & Planning Council Subcommittee

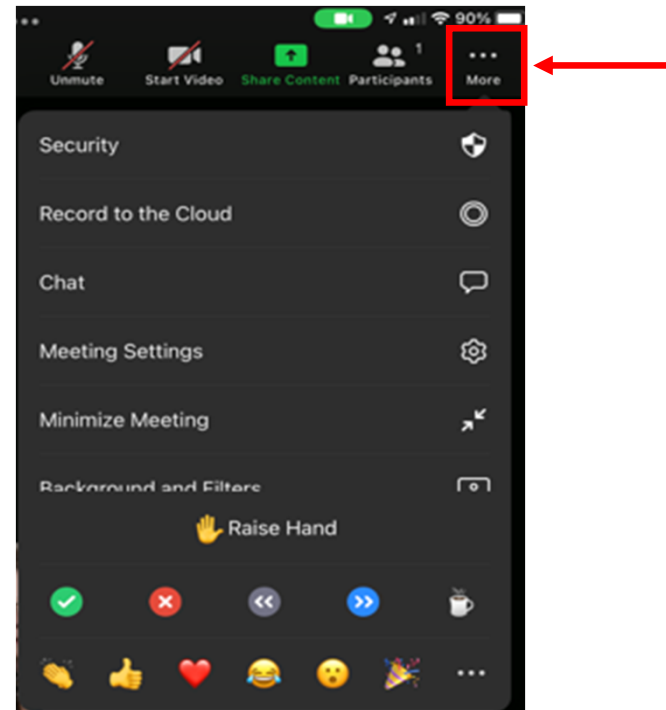
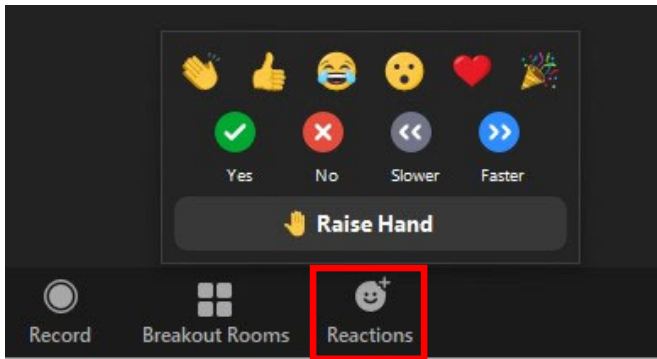
## Here are a few housekeeping items before we get started:

- You will be muted by default when joining the meeting.
- If you would like to comment, please raise your hand to indicate you wish to speak. The Subcommittee Chair will then call on you and you will be unmuted.
- **If you are participating by phone, dial \*9 to raise or lower your hand, dial \*6 to unmute or mute**
- **If you are participating by computer or tablet:**



### Raise Hand:

Depending on your device, Raise Hand can be found in the Reactions or the More (...) button on the Zoom toolbar:



## Discussion Item #1: *Design Strategies*

### **What are Design Strategies:**

- Set expectations -- Provide an intended standard of design that can be used to evaluate proposed commercial, office, mixed-use, industrial and institutional, as well as multi-family development design.
- Can also serve as an educational and planning tool for property owners and their design professionals in the design of new buildings or rehabilitation of existing buildings.
- They are baseline standards for the design of projects used by staff during development review.

### **What is the purpose of Design Strategies:**

- Residents, corporate citizens and property owners recognize that the visual character of development in WDM is of community interest. It is our goal that the community continues to develop in a coordinated manner so the character and quality of life of the city is maintained and enhanced by the built environment.
- They can describe the level of design and expectations of the community, reinforce the unique character of the City, encourage investment in quality products and workmanship, yet recognizes that the strategies must work within the current development framework.
- Seeks to promote high quality design and construction, support economic development, and promote preservation of the historic, cultural, and architectural heritage of the city through their use.

**Why are we doing Design Strategies:**

- Providing this information up front can save time and money in the development process if design professionals can understand the city’s expectations and design intents early on in the project timeline before starting their design work.
- Intent based language offers flexibility for design professionals but predictability for developers when pursuing development projects.
- They are real guidelines and expectation of what the city will look for and comment on during development review.
- With the removal of the building mass expectations (building footprints and heights) from the Comp Plan, the design strategies are necessary in achieving site & area context compatibility.
- We heard during Comp Plan discussions that developers want assurances that the investment and level of design is equal across the board for all developments, so that adjacent project will maintain the same standards and quality.

**The Design Strategies will include the following:**

- Introduction: provides the purpose, intent, scope of the document, how to use the document and how this document works within the existing development review process.
- General Architectural Standards: (design elements that are applicable to all uses and development types)
  - 360 degree architecture, building form and scale, context of design, materials, lighting, screening, fencing and signage
- Guidance for specific uses:
  - Commercial & Office: mixed use strategies, big box commercial, auto-oriented uses, outdoors spaces, and parking structures
  - Industrial: massing, public vs private areas, rooflines, public entry facades, warehouse facades
  - Multifamily: massing and articulation for larger buildings, outdoor amenity spaces, accessory buildings and garages

## Materials

The choice of materials and texture has great visual significance and can affect the long-term appearance of the city. Proper selection of exterior building material is directly related to the durability of the building against weathering and damage from natural forces. Building materials can be classified based on its application:

**PRIMARY MATERIAL:** The dominant material of a building's exterior walls. A primary material will typically comprise more of the exterior building face than any other material, excluding windows and doors. The architectural style and detailing of the building should dictate the appropriate composition of primary materials.

**SECONDARY MATERIAL:** The secondary material of a building's exterior walls. A secondary material will typically comprise less of the exterior building face than the primary material but more than any accent material on the facade of the building.

**ACCENT MATERIAL:** A material utilized to provide architectural interest and variety on a building. Accent materials are not to be utilized as a primary building material.



Accent = Wood    Secondary = Metal    Primary = Masonry

- Define and clarify the terminology.
- Use text to explain key topics and design concerns.
- Images highlighting good and bad examples.
- Provide alternatives on how to address certain issues.

## Massing

Industrial uses such as manufacturing and warehousing typically drive the shape or massing of the building. Simple rectangular forms with large ceiling heights are the norm for these functions. Often there is an office component to these uses, which can be more flexible and creative in massing and design and often provide the "front door" image for the business.



Changes in the massing help to break up long, blank walls and adds interest to the facade. Credit: Watson Industrial Park and Google Maps

## Screening & Fencing

Screening and buffering are small details of a site that sometimes become afterthoughts of site planning and design but are important factors for making aesthetically attractive development sites.

### TRASH, REFUSE & RECYCLABLE MATERIAL STORAGE

An enclosure shall be provided to fully enclose the dumpster or container to be stored with walls and gates high enough to fully screen the containers within. The enclosure shall be designed with both aesthetics and ease of service in mind, constructed with material substantial enough to withstand removal operations and the harsh climate.

The entire enclosure shall be constructed or otherwise treated in a manner so as to correspond to or blend with the building structure(s) being served (i.e. brick building = brick enclosure). Enclosures consisting of wood or plastic are strongly discouraged in all cases, as they are often prone to higher maintenance needs.

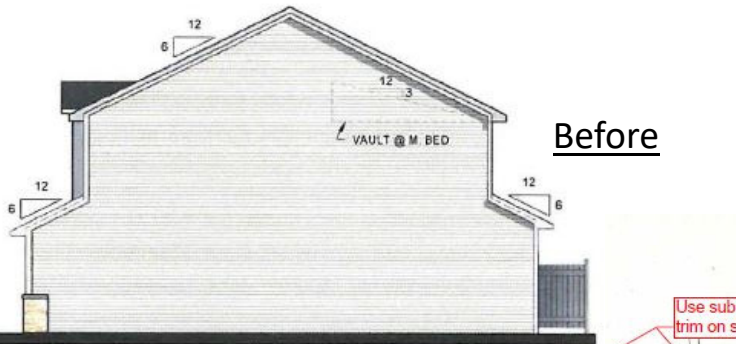


An example of a cohesive trash enclosure design to blend with the building. Credit: City of West Des Moines

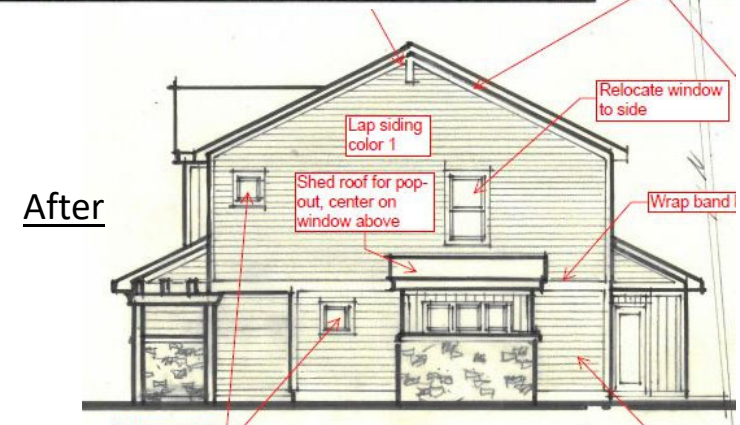


A trash enclosure not constructed of durable, cohesive materials. Credit: City of West Des Moines

**A few minor changes in new construction projects made a dramatic difference in adding character**



Before



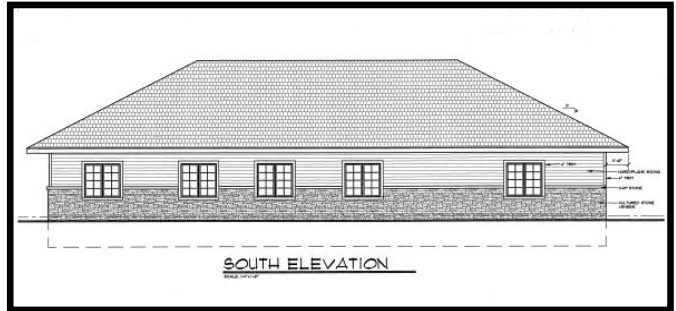
After

**Townhome end elevation:**

- Flipped plan to take advantage of footprint changes
- Relocated windows to add interest
- Wrapped materials from the front around to the side

**Office Building in Valley Junction:**

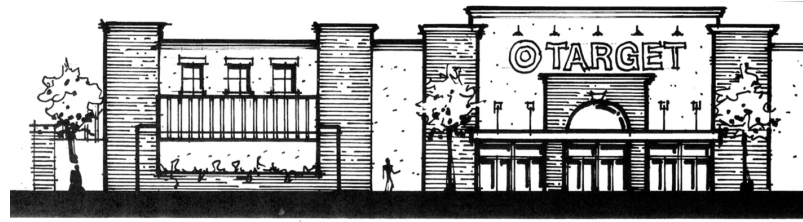
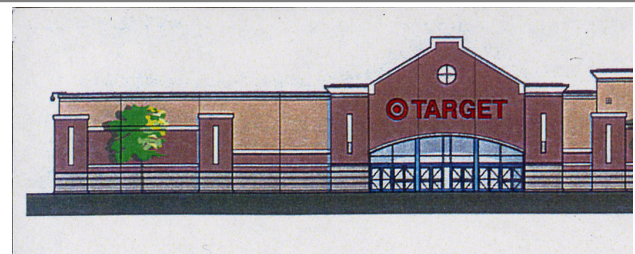
- Lower the roof pitch
- Change double window to a tall single and change grill pattern
- Lower stone to window sill height
- Take some of the cost savings from roof and stone and use it for enhanced trim



SOUTH ELEVATION



SOUTH ELEVATION



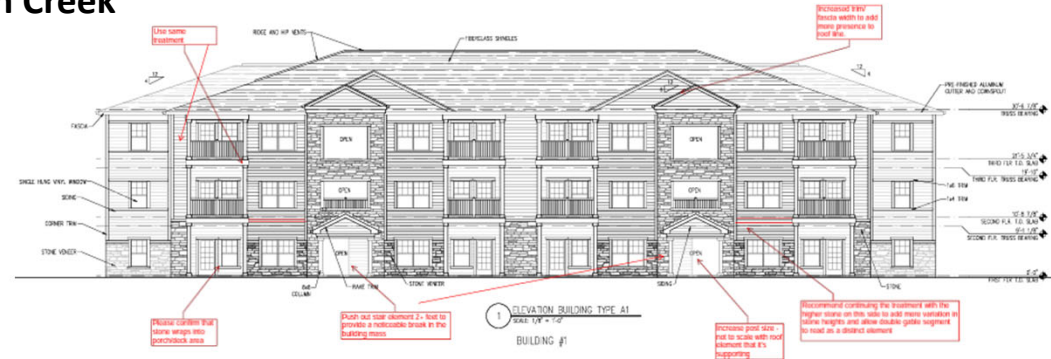
BRICK FLUTE WANNING. (CART STORAGE)

**Target in West Glen:**

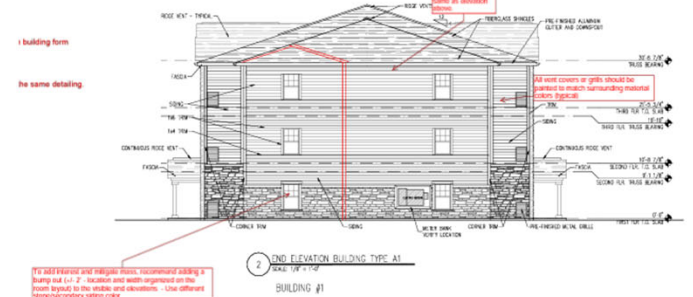
- Added canopies, changes in massing, display windows

Before: as submitted

### Elevate at Jordan Creek



Staff  
Comment/Mark Up



2 Building Type C - Left/Right Elevation

2 Building Type A - Left/Right Elevation

As Built



## Upcoming Projects

### **To participate on this item:**

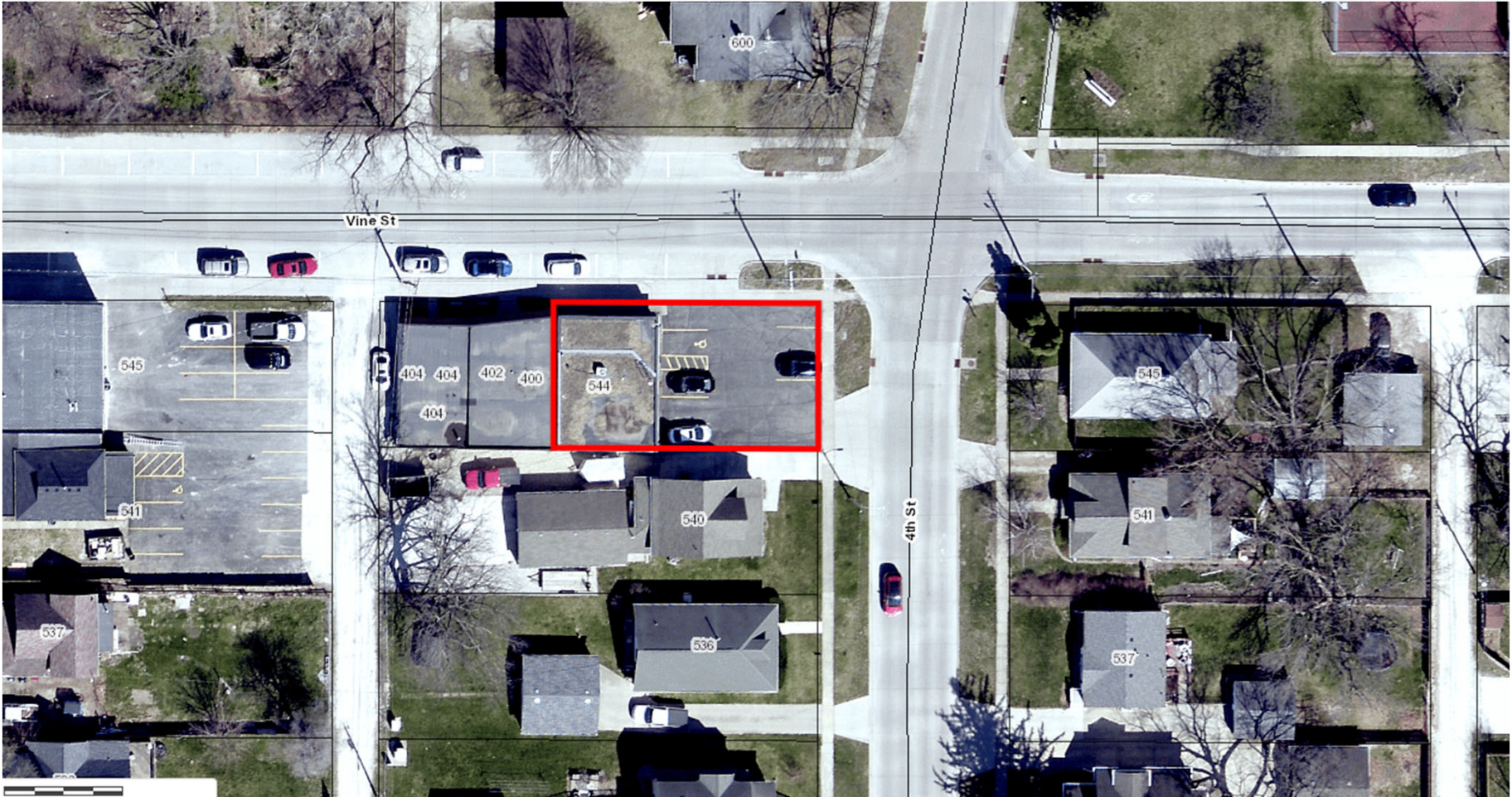
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- The Chair will then call on you and you can unmute.
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- Please note, it is entirely at the Chair's discretion to limit the length of time that individuals may speak, as well as whether to allow individuals to speak a second time.

**When you unmute – please state your name and address for the record before you make your comments.**





Item b: *Snack Shack*



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