

CITY OF WEST DES MOINES STAFF REPORT COMMUNICATION

Meeting Date: July 22, 2024

ITEM: Val Air Ballroom PUD, 301 Ashworth Road - Amend the Val Air Ballroom Planned Unit Development Ordinance to allow additional iconic signage – VAB, LLC – ZC-006495-2024

Resolution: Approval of Amendment to Planned Unit Development Ordinance

Background: The applicant and property owner, VAB, LLC, requests approval of a Rezoning request to amend the Val Air Ballroom Planned Unit Development (PUD) Ordinance, governing development of that ground located at 301 Ashworth Road. The request is to amend the PUD Ordinance to allow additional iconic wall signage to the building. The applicant found a historic photograph that depicted a “Val Air Ballroom” sign on the west wall of the building. The sign was painted on the wall in the photograph and the applicant intends to recreate the sign by also painting it directly on the wall.

Staff Review & Comment:

- **Financial Impact:** No City financial impacts anticipated with the proposed amendment.
- **History:** The Val Air Ballroom PUD was approved by the City Council on January 2, 2024.
- **Key Aspects:**
 - **Proposed Amendment:** The proposed sign will be painted onto the west wall of the building as is depicted in the historic photograph found by the applicant. The painted sign will be 4’ tall and 36’ long (144 square feet in area). Currently, the PUD Ordinance allows 1 ½ square feet of signage per linear foot of building with the main entry which equates to 339 square feet of allowable wall signage. The applicant currently has placed 233 square feet of wall signs on the building, resulting in 106 square feet of signage still available. The applicant is 38 square feet short of what is needed for the painted sign. Due to the historic nature of the sign they are trying to replicate, the applicant prefers to not reduce the size of the sign and lose the authenticity to the original sign. In order to allow the additional sign at the size the applicant is requesting, the signage section of the PUD Ordinance is proposed to be amended to allow a maximum of two (2) square foot of wall signage per linear foot of the building wall that contains the main entrance to the building instead of the existing one and one-half (1½) square foot allowance.

Outstanding Issues: There are no outstanding issues.

Planning and Zoning Commission Action:

Date: July 22, 2024

Vote: X-X for approval, with Commissioner(s) xxx absent

Recommendation:

City Council First Reading:

Date:

Vote:

Recommendation: Approve the Rezoning request to amend the Val Air Ballroom Planned Unit Development (PUD), subject to the applicant meeting all City Code requirements.

Lead Staff Member: Brian Portz

Approval Meeting Dates:

Planning and Zoning Commission	July 22, 2024
City Council: First Reading	March 7, 2024
City Council: Second Reading	March 7, 2024
City Council: Third Reading	March 7, 2024

Staff Report Reviews:

Planning & Zoning Commission	<input checked="" 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	7/17/24
Date(s) of Mailed Notices	7/17/24

Council Subcommittee Review (if applicable)

Subcommittee	Development & Planning			
Date Reviewed	7/1/24			
Recommendation	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Split <input type="checkbox"/>	No Discussion <input type="checkbox"/>

Location Map



A RESOLUTION OF THE PLANNING AND ZONING COMMISSION
NO. PZC-24-034

WHEREAS, pursuant to the provisions of Title 9, Zoning, of the West Des Moines Municipal Code, the applicant and property owner, VAB, LLC, request approval to amend the Val Air Ballroom Planned Unit Development (PUD) Ordinance to allow additional wall signage on that property located at 301 Ashworth Road and indicated on the Location Map 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 request to amend the Val Air Ballroom Planned Unit Development (PUD) Ordinance (ZC-006495-2024), 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 July 22, 2024.

Tina Shaw, 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 July 22, 2024, by the following vote:

AYES:

NAYS:

ABSTENTIONS:

ABSENT:

ATTEST:

Recording Secretary

Prepared by: Brian Portz, City of West Des Moines Development Services Dept., PO Box 65320,
West Des Moines, Iowa 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

AN ORDINANCE AMENDING THE CITY CODE OF THE CITY OF WEST DES MOINES, IOWA, 2024, AND ORDINANCE #2595 PERTAINING TO PLANNED UNIT DEVELOPMENT (PUD) DISTRICT REGULATIONS AND GUIDELINES.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF WEST DES MOINES, IOWA:

SECTION 1. Amendment. Ordinance #2595 pertaining to the Val Air Ballroom Planned Unit Development (PUD), Section 15, *Signage*, Subsection A, *Business Identification Signs*, is hereby amended by deleting the highlighted strike-through text and adding the text in bold italics. All other items in current adopted portion of code not reflected below shall remain as is.

A. Business Identification Signs:

1. Business identification signs, including wall, ground monument, roof, and projecting signs shall be consistent with and reinforce the design intent of the redevelopment plan. ***Wall signs are allowed to be painted only when replicating a historic sign previously present on the property.***
2. For existing iconic signage, or any proposed signage that is found to reflect the intent of the redevelopment plan, this site shall be allowed ~~one and one half (1 ½)~~ ***two (2)*** square foot of wall signage per linear foot of the building wall that contains the main entrance to the building. The allowed signage may be divided into multiple signs ***and placed on any wall*** as long as the total amount of sign area earned, based upon the formula above, is not exceeded. Wall signage may project above the roof line of the structure/wall of which it is attached. If the proposed signage is not found to reflect the intent of the redevelopment plan guidelines, the allowed wall signage shall be permitted at one (1) square foot of wall signage per linear foot of the building wall that contains the main entrance to the building.

SECTION 2. Repealer. All ordinances of parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

SECTION 3. Savings Clause. If any section, provision, sentence, clause, phrase or part of this 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 4. Violations and Penalties. Any person who violates the provisions of this Ordinance upon conviction shall be punished as set forth in Title 1, Chapter 4, Section 1 of the City Code of the City of West Des Moines, Iowa.

SECTION 5. Other Remedies. In addition to the provisions set out in 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 6. Effective Date. This Ordinance shall be in full force and effect from and after its passage, approval and publication as provided by law.

Passed and approved by the City Council on August 19, 2024.

Russ Trimble, Mayor

ATTEST:

Ryan Jacobson, City Clerk

The foregoing Ordinance No. _____ was adopted by the City Council for the City of West Des Moines, Iowa, on _____, 2024, and was published in the Des Moines Register on _____, 2024.

PLANS INCLUDED ARE FOR
ILLUSTRATIVE PURPOSES
ONLY - APPROVED PLANS
ON FILES WITH THE CITY

