

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date	November 10, 2008
	Agenda Item No. 31 Roll Call No. <u>08-</u> Communication No. <u>08-677</u> Submitted by: Donald M. Tripp, Parks and Recreation Director	

AGENDA HEADING:

Approval to construct a reader board sign adjacent to Principal Park

SYNOPSIS:

Approval to allow the Greater Des Moines Baseball Company (Iowa Cubs) to install a digital marquee reader board sign south of their parking lot between 2nd and 3rd streets.

FISCAL IMPACT: NONE

Amount: N/A

Funding Source: The Greater Des Moines Baseball Company (Iowa Cubs) will pay all fees associated with the construction, installation and maintenance of the sign. That cost is estimated at \$125,000.

ADDITIONAL INFORMATION:

The Greater Des Moines Baseball Company (Iowa Cubs) through their CEO/General Manager, Sam Bernabe is requesting approval to install a digital marquee reader board sign south of their parking lot between 2nd and 3rd streets. A rendering of the sign “on premise” is attached to this communication for Council review.

The City’s Legal Department has determined that the proposed sign is considered a “public sign” and therefore does not need to go before the Board of Adjustment. This determination is based on the fact that the City will own the sign, will recognize the City as the owner of the stadium (City logo) and the City will have access to the reader board to promote City and civic sponsored events, construction updates, lane closings, etc. Additionally, the Iowa Cubs will use the sign to promote games and events at Principal Park and will not sell scrolling advertisements on the sign. Company/Civic logos will be used on the sign to promote special game days such as Principal Financial day, Cub Scout day, etc.

The City’s Traffic and Transportation Division has reviewed the sign location and does not have any concerns or issues with the location regarding traffic flow and visual clearance. The proposed sign is 17.5 feet tall, 18.5 feet wide and 2.5 feet thick. The sign incorporates a similar construction materials theme of Principal Park and the newly completed Miracle Field located to the west of 3rd Street, tying both facilities together as an entryway into downtown Des Moines from the south.

Upon City Council approval, the Greater Des Moines Baseball Company (Iowa Cubs) will need to obtain City permits through the Permit and Development Center. It is their goal to have the sign installed by the

end of 2008 and ready for the 2009 baseball season. Staff recommends approval of this request as it will enhance the entrance to the downtown from the south and the Principal Park campus.

PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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