

Date September 13, 2010

WHEREAS, the Zoning Board of Adjustment has submitted a letter respectfully requesting that the City Council initiate amendments to the City Zoning Ordinance to regulate or prohibit pole signs and electronic signs.

MOVED by _____ to receive and file the communication.

FORM APPROVED:


 Michael F. Kelley
 Assistant City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GRIESS				
HENSLEY				
MAHAFFEY				
MEYER				
MOORE				
TOTAL				
MOTION CARRIED			APPROVED	

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

 Mayor

 City Clerk

August 31, 2010

Dear City Council:

The Zoning Board of Adjustment respectfully requests that the City Council initiate amendments to our zoning ordinance regarding pole signs and electronic signs in order to be consistent with neighboring communities and to ban the use of them, except perhaps in limited situations.

The continued allowance of pole signs and electronic signs, when other communities have barred them, gives the impression our City is behind the times and less interested in promoting a vital and attractive place to live. As the capital city, Des Moines should be at the forefront of implementing measures that will further beautify our community.

Upon researching the sign ordinances of other communities in the metro, we learned that most substantially regulate pole signs and electronic signs more than Des Moines.

Pole Signs

The Zoning Board of Adjustment asks that pole signs be prohibited, except perhaps in limited situations near interstates. Most of the neighboring communities whom the City of Des Moines competes with for business and residents have moved to allowing only monument signs.

Monument signs are far more aesthetically pleasing and generally appear to be far more common than pole signs in 2010. We would also ask that the City of Des Moines encourage, if not require, the use of natural materials such as stone or brick. Requiring monument signs has certainly not deterred the growth in neighboring communities.

All of the Cities in the metro contacted were far more restrictive on the use of pole signs. West Des Moines, Waukee and Urbandale do not allow pole signs at all. Ankeny and Johnston allow pole signs only near the interstate. Clive also only allows pole signs in very limited situations, such as near the interstate.

Electronic Signs

The Zoning Board of Adjustment also asks that the City of Des Moines ban the use of electronic signs in most instances. Again, most of the neighboring communities have done so and by allowing these signs to



ZONING BOARD OF ADJUSTMENT
ARMORY BUILDING
603 EAST FIRST STREET
DES MOINES, IOWA 50308-1881
(515) 283-4192

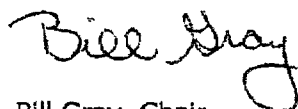
ALL-AMERICA CITY 1949, 1976, 1981

continue to be placed throughout the City, our City is less aesthetically pleasing to look at it and appears to be behind the times.

All of the Cities in the metro contacted were far more restrictive on the use of pole signs. Waukee and Ankeny restrict the use of electronic signs more so than Des Moines. Clive, Johnston and Urbandale bar electronic signs except in a few instances. West Des Moines bans electronic signs altogether.

These measures would ensure our community is on par or above those of neighboring communities. Every measure we take that beautifies our City feeds upon itself and only encourages those in our community to take additional measures to be the most attractive community the City of Des Moines can be.

Respectfully

A handwritten signature in cursive script that reads "Bill Gray". The signature is written in black ink and is positioned above the typed name and title.

Bill Gray, Chair
Zoning Board of Adjustment