



Date September 28, 2015

**RESOLUTION HOLDING HEARING ON REQUEST FROM SHERMAN GRAY'S  
LANDING HOTEL DEVELOPMENT, LLC FOR A 3<sup>RD</sup> AMENDMENT TO THE  
GRAY'S LANDING OFFICE I PUD CONCEPTUAL PLAN ON PROPERTY LOCATED AT  
333 SOUTHWEST 11<sup>TH</sup> STREET**

**WHEREAS**, on September 14, 2015, by Roll Call No. 15-1513, the City Council received and filed a communication from the City Plan and Zoning Commission advising that at a public hearing held on September 3, 2015, its members voted 8-0 in support of a motion to recommend **APPROVAL** of a request from Sherman Gray's Landing Hotel Development, LLC (owner), represented by Bret Smith (officer), for a 3rd Amendment to the Gray's Landing Office I PUD Conceptual Plan on property located at 333 Southwest 11th Street ("Property"), to revise sign area allowances for three wall-mounted signs (129.70 square feet on East façade, 47.72 square feet on each of North and South facades) for the approved hotel; and

**WHEREAS**, on September 14, 2015, by Roll Call No. 15-1513, it was duly resolved by the City Council that the application of Sherman Gray's Landing Hotel Development, LLC for review and approval of the proposed 3rd Amendment to the Gray's Landing Office I PUD Conceptual Plan for the Property, as legally described below, be set down for hearing on September 28, 2015, at 5:00 p.m. in the City Council Chambers at City Hall; and

**WHEREAS**, due notice of said hearing was published in the Des Moines Register, as provided by law, setting forth the time and place for hearing on said proposed amendment to the approved Gray's Landing Office I PUD Conceptual Plan; and

**WHEREAS**, in accordance with said notice, those interested in said proposed amendment to the approved Gray's Landing Office I PUD Conceptual Plan, both for and against, have been given opportunity to be heard with respect thereto and have presented their views to the City Council.

**NOW THEREFORE, BE IT RESOLVED**, by the City Council of the City of Des Moines, Iowa, as follows:

1. Upon due consideration of the facts and any statements of interested persons and arguments of counsel, any and all objections to the proposed 3rd Amendment to the Gray's Landing Office I PUD Conceptual Plan for the Property, locally known as 333 Southwest 11<sup>th</sup> Street and legally described as follows, are hereby overruled, and the hearing is closed:

A PART OF LOTS A, 1, 2, 3, 4 AND 5, FACTORY ADDITION PLAT NO. 3 AN OFFICIAL PLAT AND A PART OF LOTS 1, 3 AND 4, TERMINAL PLACE, AN OFFICIAL PLAT ALL NOW INCLUDED IN AND FORMING A PART OF THE CITY OF DES MOINES, POLK COUNTY, IOWA AND DESCRIBED AS FOLLOWS:

BEGINNING AT THE NORTHEAST CORNER OF SAID LOT 1, FACTORY ADDITION PLAT NO. 3; THENCE SOUTH 15° 27' 40" EAST ALONG THE WESTERLY RIGHT-OF-WAY LINE OF SW 9TH STREET, 100.26 FEET; THENCE SOUTH 74° 32' 20" WEST CONTINUING ALONG SAID WEST RIGHT-OF-WAY LINE, 6.00 FEET; THENCE SOUTH 15° 27' 40" EAST CONTINUING ALONG SAID WEST RIGHT-OF-WAY LINE, 270.26 FEET TO THE NORTHERLY RIGHT-OF-WAY LINE OF TUTTLE STREET; THENCE SOUTH 82° 03' 15" WEST ALONG SAID NORTHERLY RIGHT-OF-WAY LINE, 618.15 FEET TO THE EASTERLY RIGHT-OF-WAY LINE OF SW 11TH STREET; THENCE NORTH 37° 25' 21" WEST ALONG SAID EASTERLY RIGHT-OF-WAY LINE, 34.02 FEET; THENCE NORTH 16° 09' 02" WEST CONTINUING ALONG SAID

( continued )



Date September 28, 2015

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EASTERLY RIGHT-OF-WAY LINE, 25.37 FEET; THENCE NORTH 15 ° 49' 31" WEST CONTINUING ALONG SAID EASTERLY RIGHT-OF-WAY LINE, 118.92 FEET; THENCE NORTH 15° 17' 41" WEST CONTINUING ALONG SAID WESTERLY RIGHT-OF-WAY LINE, 429.12 FEET TO THE SOUTHERLY RIGHT-OF-WAY LINE OF MARTIN LUTHER KING JR PARKWAY; THENCE NORTH 82° 32' 34" EAST ALONG SAID SOUTHERLY RIGHT-OF-WAY LINE, 8.25 FEET; THENCE NORTH 81° 40' 21" EAST CONTINUING ALONG SAID SOUTHERLY RIGHT-OF-WAY LINE, 628.08 FEET TO SAID WESTERLY RIGHT-OF-WAY LINE; THENCE SOUTH 15° 27' 40" EAST ALONG SAID WESTERLY RIGHT-OF-WAY LINE, 236.13 FEET TO THE POINT OF BEGINNING AND CONTAINING 8.74 ACRES (380,747 S.F.)

2. The proposed 3rd Amendment to the Gray's Landing Office I PUD Conceptual Plan, as on file in the Community Development Department, is hereby found to be in conformance with the Des Moines' 2020 Community Character Land Use Plan and is hereby approved.

MOVED BY \_\_\_\_\_ TO ADOPT.

FORM APPROVED:

  
Glenna K. Frank, Assistant City Attorney

(ZON2015-00158)

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GATTO				
GRAY				
HENSLEY				
MAHAFFEY				
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

Date September 28, 2015Agenda Item 55

Ref. Call # \_\_\_\_\_



September 8, 2015

Honorable Mayor and City Council  
City of Des Moines, Iowa

Members:

Communication from the City Plan and Zoning Commission advising that at their meeting held September 6, 2015, the following action was taken regarding a request from Sherman Gray's Landing Hotel Development, LLC (owner) represented by Bret Smith (officer) for a 3<sup>rd</sup> Amendment to the Gray's Landing Office I PUD Conceptual Plan on property located at 333 Southwest 11<sup>th</sup> Street.

**COMMISSION RECOMMENDATION:**

After public hearing, the members voted 8-0 as follows:

Commission Action:	Yes	Nays	Pass	Absent
Dory Briles	X			
JoAnne Corigliano				X
Jacqueline Easley	X			
Tim Fitzgerald	X			
Jann Freed	X			
John "Jack" Hilmes				X
Greg Jones				X
Sasha Kamper	X			
Brian Millard				X
William Page	X			
Jonathan Rosenbloom	X			
Mike Simonson				X
CJ Stephens	X			
Greg Wattier				X

**APPROVAL** of the proposed Conceptual Plan amendment to revise sign area allowances for three wall-mounted signs (129.70 square feet on East façade, 47.72 square feet on each of North and South facades) for the approved hotel. Additional subject property within the PUD Conceptual Plan area is owned by City of Des Moines and Riverpoint West, LLC. (ZON2015-00158)



## STAFF RECOMMENDATION TO THE P&Z COMMISSION

Staff recommends approval of the proposed amendment to the PUD Conceptual Plan.

### Written Responses

- 1 In Favor
- 0 In Opposition

## STAFF REPORT TO THE PLANNING COMMISSION

### I. GENERAL INFORMATION

1. **Purpose of Request:** The applicant proposes to amend the PUD Conceptual Plan in order to increase the wall-mounted signage area allowed on the Holiday Inn Express that is under construction. The PUD Conceptual Plan proposes to increase the size of the signs on the north and south building facades from 43 square feet each to 47.7 square feet each and to increase the size of the sign on the east building façade from 66 square feet to 129.7 square feet.
2. **Size of Site:** 8.74 acres.
3. **Existing Zoning (site):** "PUD" Planned Unit Development District.
4. **Existing Land Use (site):** The site is currently being developed with a 4-story Holiday Inn Express hotel.
5. **Adjacent Land Use and Zoning:**
  - North** – "C-3B"; Uses include West Martin Luther King, Jr. Parkway and a surface parking lot.
  - South** – "C-3B"; Uses include Tuttle Street and vacant land slated for development with the "Nexus" multiple-family residential structure.
  - East** – "C-3A"; Uses include the Southwest 9<sup>th</sup> Street viaduct and office and flex space buildings.
  - West** – "C-3B"; Use is vacant land.
6. **General Neighborhood/Area Land Uses:** The subject site is located in the southwest portion of the downtown within the eastern portion of the planned Gray's Landing redevelopment area.
7. **Applicable Recognized Neighborhood(s):** The subject property is located in the Downtown Des Moines Neighborhood. This neighborhood was notified of the Commission meeting by mailing of the Preliminary Agenda on August 14, 2015. A Final Agenda was mailed to the neighborhood association on August 28, 2015. Additionally, separate notifications of the hearing for this specific item were mailed on August 14, 2015 (20 days prior to the hearing) and August 24, 2015 (10 days prior to the hearing) to the Downtown Des Moines Neighborhood Association and to the primary titleholder on file with the Polk County Assessor for each property within 250 feet of the site.

All agendas and notices are mailed to the primary contact(s) designated by the recognized neighborhood association to the City of Des Moines Neighborhood Development Division. The Downtown Des Moines Neighborhood Association notices were mailed to Larry Bradshaw, 418 6<sup>th</sup> Avenue, Suite 902, Des Moines, IA 50309.

The applicant held their required neighborhood meeting on August 19, 2015. The applicant will be available to provide a summary of this meeting at the Plan & Zoning Commission hearing.

- 8. Zoning History:** On November 8, 2010, the City Council adopted Ordinance 14,972 to rezone the south 4.65 acres of the site to the Riverpoint West PUD and to adopt a PUD Conceptual Plan to allow development of a Holiday Inn hotel with 93 guest rooms and a Homewood Suites extended-stay hotel with 95 guest rooms.

On September 9, 2013, the City Council adopted Ordinance 15,216 to add 4.09 acres of land to the PUD and to approve the 1<sup>st</sup> amendment to the PUD Conceptual Plan, which allows development of a four-story hotel with 102 guest rooms at the southwestern portion of the site while designating the southeastern portion of the site for future development.

On June 22, 2015, the City Council adopted Ordinance 15,216 to approve the 2<sup>nd</sup> amendment to the PUD Conceptual Plan, which allows development of a 3-story office building with subsurface parking and additional surface off-street parking, and changed the name of the PUD to Gray's Landing Office I.

- 9. 2020 Community Character Land Use Plan Designation:** Downtown Support Commercial. The 2020 Community Character Plan states the following regarding this land use designation.

*Downtown/ Support Commercial: General businesses, retail and service establishments, limited high density residential, mixed use developments, and work centers that support the downtown core providing their own off-street parking.*

- 10. Applicable Regulations:** The Commission reviews all proposals to amend zoning boundaries or regulations within the City of Des Moines. Such amendments must be in conformance with the comprehensive plan for the City and designed to meet the criteria in 414.3 of the Iowa Code, and taking into consideration the criteria set forth in Chapter 18B of the Iowa Code. The Commission may make recommendations to the City Council on conditions to be made in addition to the existing regulations so long as the subject property owner agrees to them in writing. The recommendation of the Commission will be forwarded to the City Council.

## **II. ADDITIONAL APPLICABLE INFORMATION**

- 1. Signage:** The proposed amendment would allow the Holiday Inn Express to have three wall-mounted signs, totaling 225.1 square feet in area. These include a 4.1-foot by 10.5-foot (47.7 square feet) sign on the north facade, a 7.1-foot by 18.25-foot (129.7 square feet) sign on the east facade, and a 4.1-foot by 10.5-foot (47.7 square feet) sign on the north facade.



The PUD Conceptual Plan currently allows the Holiday Inn Express to have three wall-mounted signs, totaling 152 square feet in area. These include a 5.1-foot by 13-foot (66 square feet) sign on the north façade, a 4.1-foot by 10.5-foot (43 square feet) sign on the east façade, and a 4.1-foot by 10.5-foot (43 square feet) sign on the south façade.

No wall-mounted signage is proposed for the west façade facing Southwest 11<sup>th</sup> Street.

Staff believes that the proposed wall-mounted signage plan is appropriate, as the proposed three wall-mounted signs are in scale with the 4-story hotel that is under construction. It is reasonable to allow the larger sign on the east façade of the hotel in order to improve its visibility from Southeast 9<sup>th</sup> Street.

## **SUMMARY OF DISCUSSION**

Jacqueline Easley asked if anyone was present to speak on this item. None were present or requested to speak.

## **COMMISSION ACTION:**

CJ Stephens moved staff recommendation for approval of the proposed Conceptual Plan amendment to revise sign area allowances for three wall-mounted signs (129.70 square feet on East façade, 47.72 square feet on each of North and South facades) for the approved hotel.

Motion passed 8-0.

Respectfully submitted,



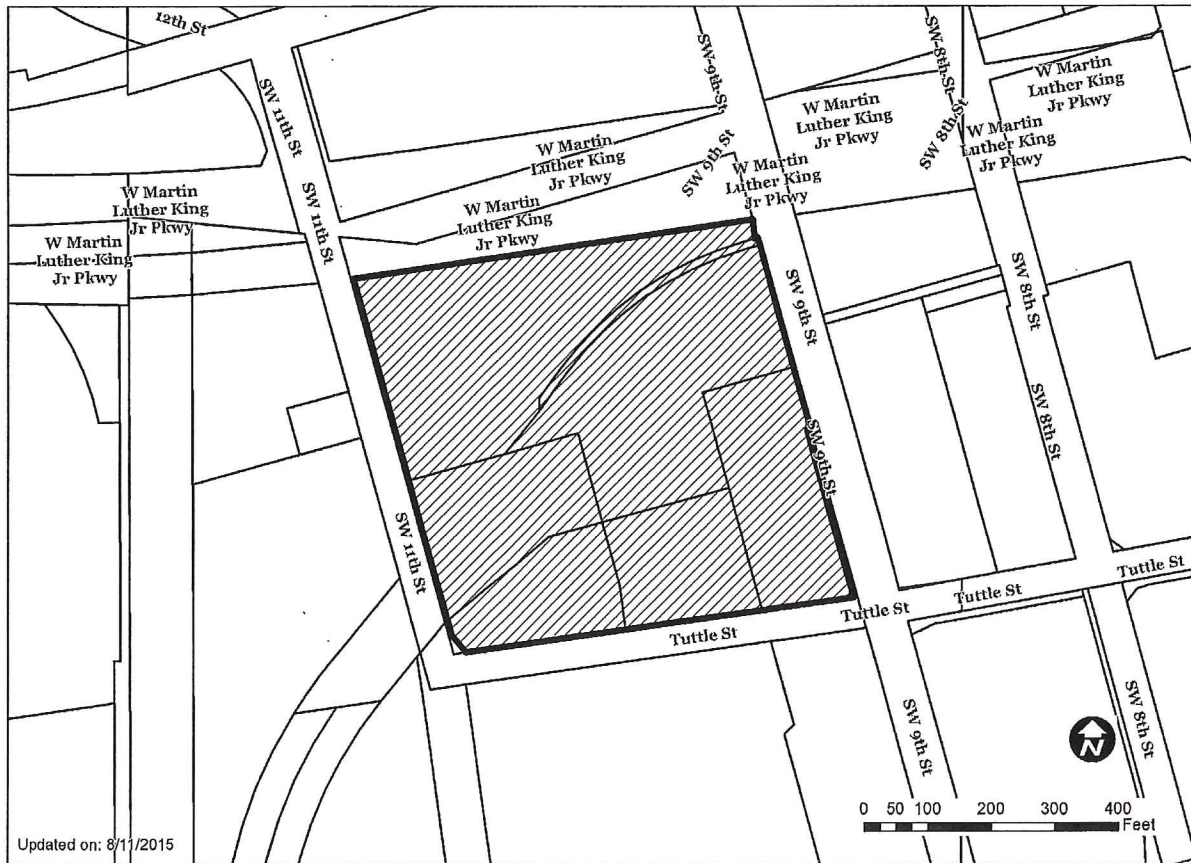
Michael Ludwig, AICP  
Planning Administrator

MGL:clw  
Attachment

Sherman Gray's Landing Hotel Development, LLC (owner) represented by Bret Smith (officer) on property located at 333 Southwest 11th Street. Additional subject property within the PUD Conceptual Plan area is owned by City of Des Moines and Riverpoint West, LLC.				File #
				ZON2015-00158
<b>Description of Action</b>	Approval of a request for a 3rd Amendment to the Gray's Landing Office I PUD Conceptual Plan, to revise sign area allowances for three wall-mounted signs (129.70 square feet on East façade, 47.72 square feet on each of North and South facades) for the approved hotel.			
<b>2020 Community Character Plan</b>	Current: Downtown Support Commercial. Proposed: N/A.			
<b>Mobilizing Tomorrow Transportation Plan</b>	N/A.			
<b>Current Zoning District</b>	"PUD" Planned Unit Development, "GGP" Gambling Games Prohibition Overlay District, and "D-O" Downtown Overlay District.			
<b>Proposed Zoning District</b>	N/A.			
<b>Consent Card Responses</b>	In Favor	Not In Favor	Undetermined	% Opposition
Inside Area	1			
Outside Area				
<b>Plan and Zoning Commission Action</b>	Approval	8-0	<b>Required 6/7 Vote of the City Council</b>	Yes
	Denial			No X

Sherman Gray's Landing Hotel Development, LLC, 333 Southwest 11th Street

ZON2015-00158



Item ZON2015-00158

Date 8/31/15

I ☒ (am) ☐ (am not) in favor of the request.

(Circle One)

Print Name Susan Fauver

Signature [Signature]

Address 233 Park Avenue S. Suite 20  
Minneapolis, MN 55415

Reason for opposing or approving this request may be listed below:

The size of the signs are appropriate  
to the scale of the building.

Item ZON2015-00158

Date 8/31/15

I ☒ (am) ☐ (am not) in favor of the request. within subject area

(Circle One)

Print Name Susan Fauver

Signature [Signature]

Address 233 Park Ave. South, Suite  
Minneapolis, MN 55415 20

Reason for opposing or approving this request may be listed below:

Size of the signs are appropriate  
to the scale of the building.

Item ZON2015-00158

Date 8/31/15

I ☒ (am) ☐ (am not) in favor of the request. within subject area

(Circle One)

Print Name Susan Fauver

Signature [Signature]

Address 233 Park Ave South, Suite 20  
Minneapolis, MN 55415

Reason for opposing or approving this request may be listed below:

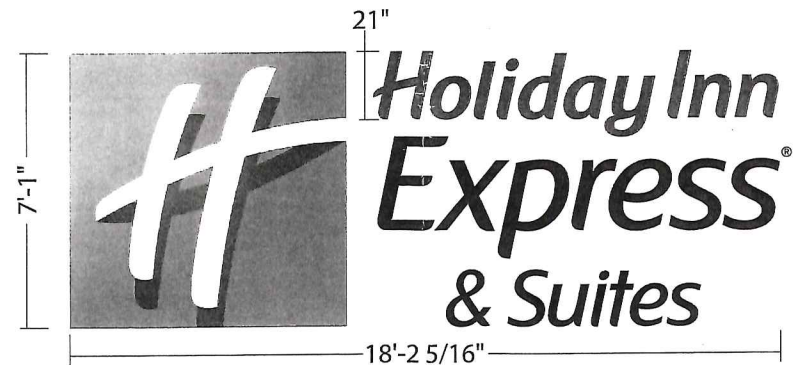
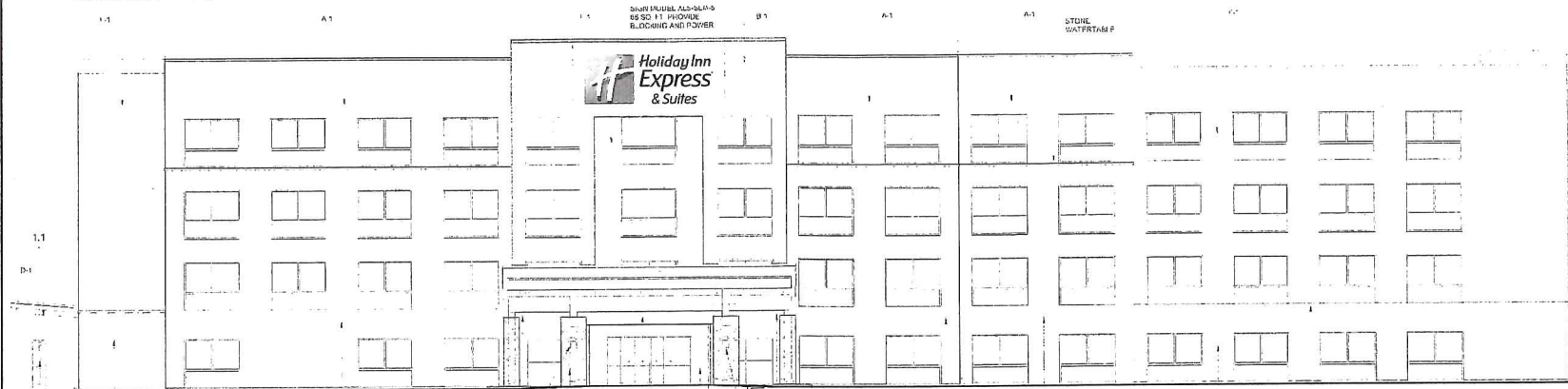
Size of signs are appropriate to  
the scale of the building



1

## EAST ELEVATION

SCALE: 3/64" = 1'-0"

GRAPHIC DETAIL  
SCALE: 1/4" = 1'-0"PROPOSED:  
7'-1" MONOGRAM W/ 21" CHANNEL  
LETTERS, LINEAR STACKED LAYOUT  
BOXED AREA: 129.70 SQ FT ACTUAL AREA: 70.12 SQ FT

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:  
**HOLIDAY-INN EXPRESS & SUITES**Date:  
**7/28/15**Prepared By:  
**RM/MR/RM/MR**

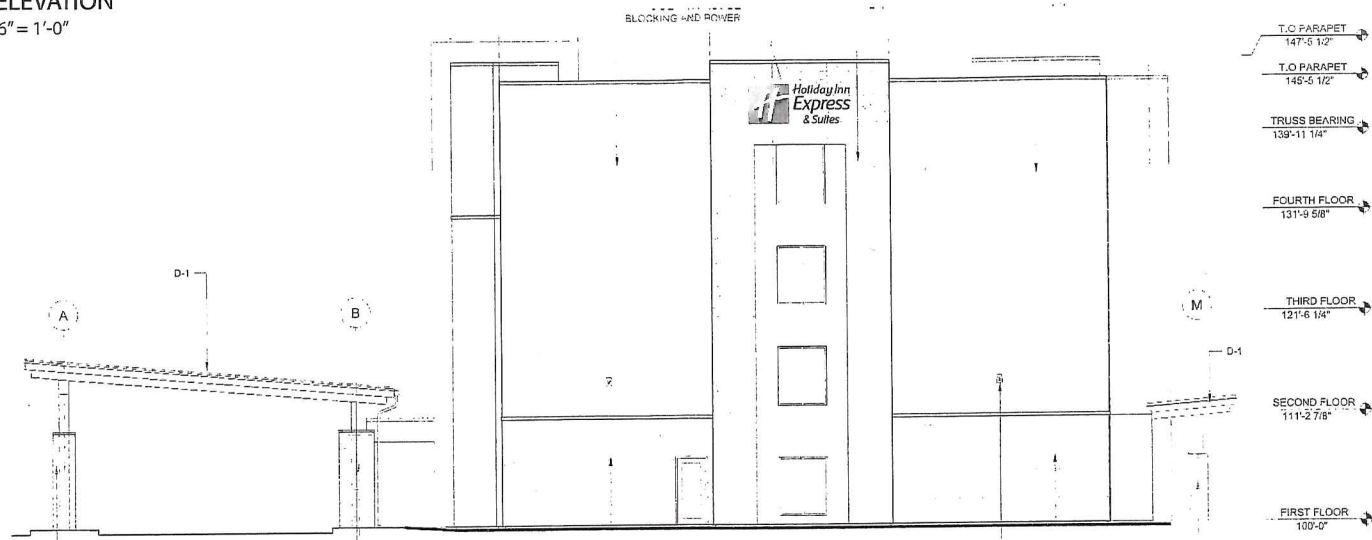
Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Location:  
**DES MOINES, IA**File Name:  
**136393 - R7 - DES MOINES, IA - SITE BOOK**Eng:  
-**persōna**  
SIGNS | LIGHTING | IMAGEDISTRIBUTED BY SIGN UP COMPANY  
700 21st Street Southwest  
PO Box 210  
Watertown, SD 57201-0210  
1.800.843.9888 - www.personasigns.com

2


## NORTH ELEVATION

SCALE: 1/16" = 1'-0"

GRAPHIC DETAIL  
SCALE: 1/4" = 1'-0"

PROPOSED:  
4'1" MONOGRAM W/ 12" CHANNEL  
LETTERS, LINEAR STACKED LAYOUT  
BOXED AREA: 47.72 SQ FT ACTUAL AREA: 23.19 SQ FT

**NOTE:** Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

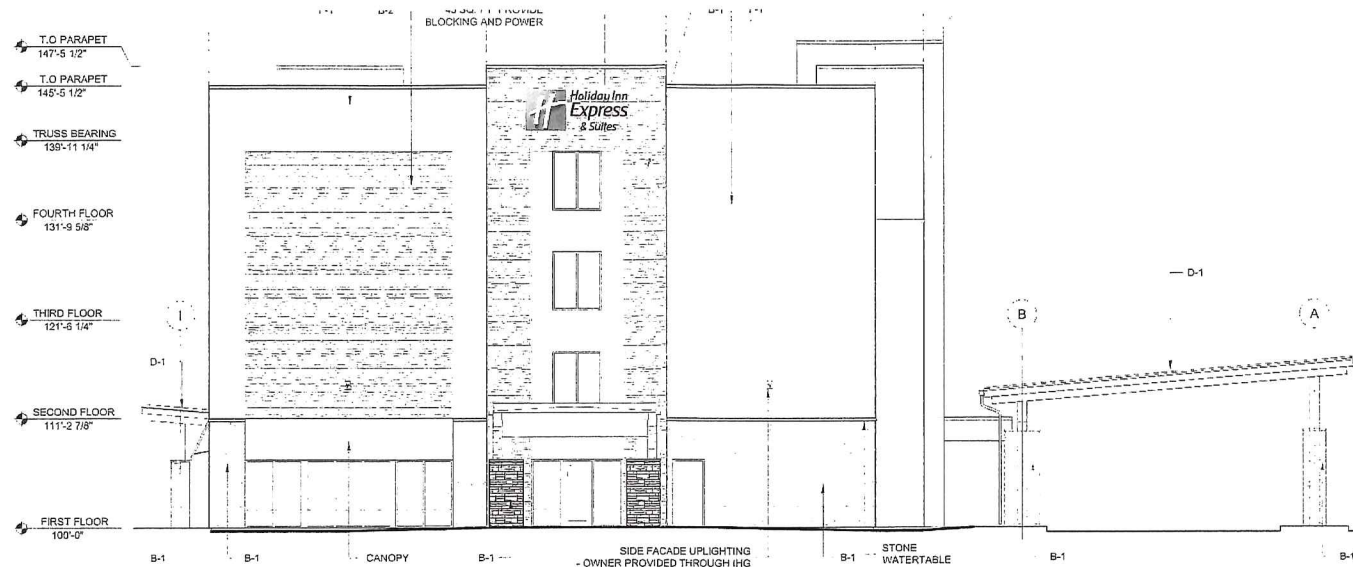
Customer: <b>HOLIDAY INN EXPRESS &amp; SUITES</b>	Date: <b>7/16/15</b>	Prepared By: <b>RM/MR/RM</b>	Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.	 <b>SIGNS   LIGHTING   IMAGE</b>	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com
Location: <b>DES MOINES, IA</b>	File Name: <b>136393 - R7 - DES MOINES, IA - SITE BOOK</b>	Eng: <b>-</b>			



3


## SOUTH ELEVATION

SCALE: 1/16" = 1'-0"

GRAPHIC DETAIL  
SCALE: 1/4" = 1'-0"

PROPOSED:  
4'1" MONOGRAM W/ 12" CHANNEL  
LETTERS, LINEAR STACKED LAYOUT  
BOXED AREA: 47.72 SQ FT ACTUAL AREA: 23.19 SQ FT

**NOTE:** Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: <b>HOLIDAY INN EXPRESS &amp; SUITES</b>	Date: <b>7/16/15</b>	Prepared By: <b>RM/MR/RM</b>	Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.	 <b>SIGNS   LIGHTING   IMAGE</b>	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com
Location: <b>DES MOINES, IA</b>	File Name: <b>136393 - R7 - DES MOINES, IA - SITE BOOK</b>	Eng: <b>-</b>			



