Roll Call	Numl	ber			Agenda Item Number	
Date Augu	st 8, 20	16				
		CATING	OUR	TOMOI	M GRAND VIEW UNIVERSITY TO AMEND THE RROW PLAN FUTURE LAND USE DESIGNATION F 2800 EAST 14 TH STREET)	
WHE Creating Our	5.00		-	16, by Ro	oll Call No. 16-0717, the City Council adopted the PlanDSM:	
communication 2016, its men (owner), representation use Residential an NOW	n from observed see designed Neight	the City oted 11-by Adar nation for borhood	Plan and to reduce to to real of the Mixed o	nd Zonin commend ts (Offic property Use to I	y Roll Call No. 16-1204, the City Council received a ang Commission advising that at a public hearing held July 7, d APPROVAL of a request from Grand View University ser), to amend the PlanDSM: Creating Our Tomorrow Plan in the vicinity of 2800 E. 14 th Street from Low Density Public/Semi Public. LVED , by the City Council of the City of Des Moines, Iowa, creating Our Tomorrow Plan, as described above, is hereby	
MOVED byamendment.					to adopt and APPROVE / DENY the proposed	
FORM APPRO JUMA Glenna K. Fra	1.1	J M istant Ci	k ty Attor	rney	(21-2016-4.07)	
COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT	CERTIFICATE	
COWNIE	_				T DYLLYD DAVIN CH. CL. I. C. I	
COLEMAN					I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said	
GATTO					City of Des Moines, held on the above date, among	
GRAY		_		other proceedings the above was adopted.		

above written.

APPROVED

Mayor

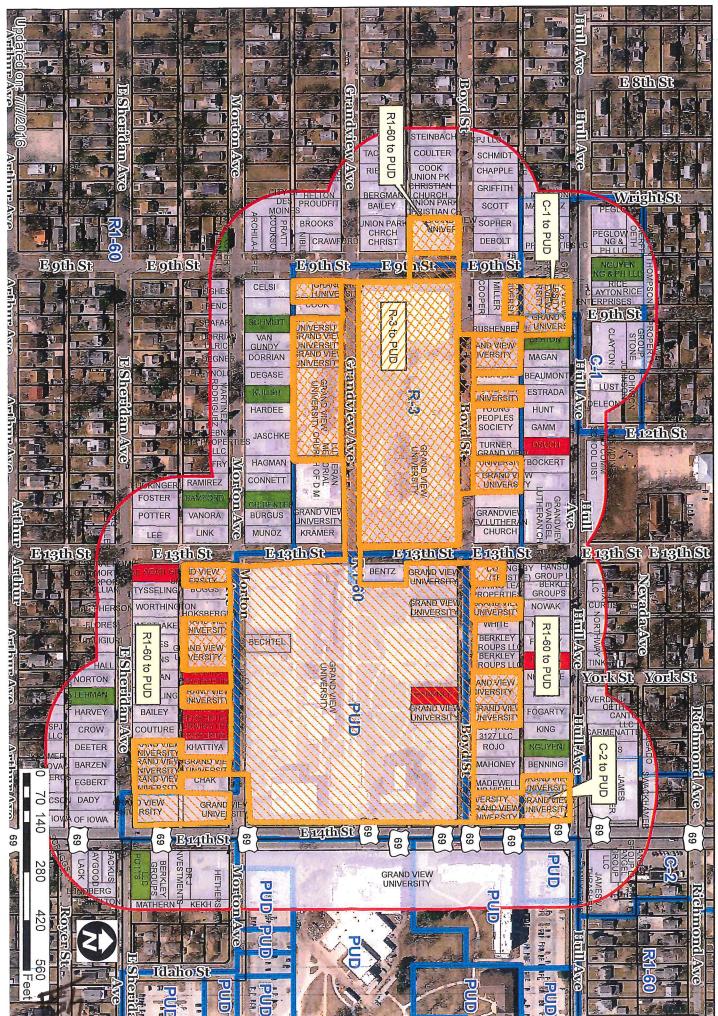
IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first

City Clerk

HENSLEY

TOTAL MOTION CARRIED

MOORE WESTERGAARD





July 19, 2016

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 July 7, 2016, the following action was taken regarding a request from Grand View University (owner) represented by Adam Voigts (officer) for the following with regard to the proposed expansion of the Grand View West PUD located in the vicinity of 2800 East 14th Street.

COMMISSION RECOMMENDATION:

After public hearing, the members voted 11-0 as follows:

Commission Action:	Yes	Nays	Pass	Absent
Francis Boggus				X
Dory Briles				X
JoAnne Corigliano	X			
David Courard-Hauri	X			
Jacqueline Easley	Χ			
Tim Fitzgerald	X			
Jann Freed	X			
John "Jack" Hilmes	X			
Carolyn Jenison	X			
Greg Jones	Χ			
William Page	Χ			
Mike Simonson	X			
CJ Stephens				Χ
Steve Wallace	X			
Greg Wattier				Χ

APPROVAL of staff recommendation Part A) that the proposed rezoning be found in conformance with the existing PlanDSM Creating Our Tomorrow future land use designation of Public/Semi-Public, approval of Part B) recommends that the PlanDSM Creating Our Tomorrow future land use designation be amended from Low Density

Residential and Neighborhood Mixed Use to Public/Semi Public, approval of Part C) the requested rezoning of properties from "R1-60" One-Family Low-Density Residential District, "R-3" Multiple-Family Residential District, "C-1" Neighborhood Retail Commercial District and "C-2" General Retail and Highway-Oriented Commercial District to "PUD" Planned Unit Development and approval of Part D) the amendment to the "PUD" Concept Plan subject to the signs ST-2 Vehicular directional sign and ST-3a Pedestrian 'You are Here' Map Directional sign, located along East 14th Street, East 13th Street, East 9th Street and Boyd Street shall all be constructed as monument signs with a minimum 2-foot tall masonry base, in accordance with requirements of the City's "FSO" Freestanding Signs Overlay District.

STAFF RECOMMENDATION TO THE P&Z COMMISSION

Part A) Staff recommends that the proposed rezoning be found in conformance with the existing PlanDSM Creating Our Tomorrow future land use designation of Public/Semi-Public.

Part B) Staff recommends that the PlanDSM Creating Our Tomorrow future land use designation be amended from Low Density Residential and Neighborhood Mixed Use to Public/Semi Public.

Part C) Staff recommends approval of the requested rezoning of properties from "R1-60" One-Family Low-Density Residential District, "R-3" Multiple-Family Residential District, "C-1" Neighborhood Retail Commercial District and "C-2" General Retail and Highway-Oriented Commercial District to "PUD" Planned Unit Development.

Part D) Staff recommends approval of the amendment to the "PUD" Concept Plan subject to the signs ST-2 Vehicular directional sign and ST-3a Pedestrian 'You are Here' Map Directional sign, located along East 14th Street, East 13th Street, East 9th Street and Boyd Street shall all be constructed as monument signs with a minimum 2-foot tall masonry base, in accordance with requirements of the City's "FSO" Freestanding Signs Overlay District.

Written Responses
10 In Favor
5 In Opposition

STAFF REPORT TO THE PLANNING COMMISSION

I. GENERAL INFORMATION

- 1. Purpose of Request: The applicant seeks to assemble and rezone 10.78 acres of property from "R-1", "C-1", "C-2" and "R-3" to "PUD" in order to facilitate future campus development. The proposed amendment to the Conceptual Plan includes incorporating the properties into the existing PUD and includes additional campus signage within the Grand View West PUD. This is the first amendment to the Conceptual plan.
- 2. Size of Site: 10.78 acres of land to be rezoned is proposed to be added to the existing "PUD" for a total "PUD" area of 21.81 acres in the West campus.

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- 3. Existing Zoning (site): "R1-60" One-Family Low-Density Residential District, "R-3" Multiple-Family Residential District, "C-1" Neighborhood Retail Commercial District and "C-2" General Retail, Highway-Oriented Commercial District, "GGP" Gambling Games Prohibition Overlay District, "VDL" Vehicle Display Lot Overlay District and "FSO" Freestanding Sign Overlay District.
- **4. Existing Land Use (site):** The areas proposed for rezoning include Grand View College academic building and several single-family residential dwellings.
- 5. Adjacent Land Use and Zoning:

North – "R1-60" and "C-1", Uses are Hull Avenue right-of-way and single-family residential dwellings.

South – "R1-60", Uses are single-family residential dwellings.

East – "PUD", Uses are East 14th Street right-of-way, east campus of Grand View University and single-family residential dwellings.

West – "R1-60", Uses are East 9th Street right-of-way and single family residential dwellings.

- **6. General Neighborhood/Area Land Uses:** The subject properties are located between East 14th Street commercial corridor, East 9th Street, Hull Avenue and East Sheridan Avenue. The area is comprised of primarily low-density residential uses and the west campus of Grand View University.
- 7. Applicable Recognized Neighborhood(s): The subject PUD is located in the Union Park Neighborhood and is within 250 feet of Highland Park Neighborhood. The neighborhoods were notified of the Commission meeting by mailing of the Preliminary Agenda on June 20, 2016. A Final Agenda was mailed to the neighborhood association on July 1, 2016. Additionally, separate notifications of the hearing for this specific item were mailed on June 17, 2016 (20 days prior to the hearing) and June 27, 2016 (10 days prior to the hearing) to the Union Park and Highland Park Neighborhood Associations 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 Union Park Neighborhood Association notices were mailed to Jack Daugherty, P.O. Box 16113, Des Moines, IA 50316. The Highland Park Neighborhood Association notices were mailed to Jonathan Covalt, 3225 Villa Vista Drive, Des Moines 50316.

The applicant has held their required neighborhood meeting and will be available to provide a summary of this meeting at the Plan & Zoning Commission hearing.

8. Relevant Zoning History: The Grand View College – West PUD was approved on January 22, 2006 by the City Council. This included existing campus facilities and a proposal for redevelopment of additional land for two academic buildings on the north side of a vacated Grandview Avenue. It also proposed additional off-street parking areas off of Boyd Street and Morton Avenue in support of the campus buildings.

- **9. PlanDSM Future Land Use Plan Designation:** Public/Semi-Public, Low-Density Residential and Neighborhood Mixed Use.
- 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.

The application, accompanying evidence and Conceptual Plan shall be considered by the Plan and Zoning commission at a public hearing. The Commission shall review the conformity of the proposed development with the standards of this division and with recognized principles of civic design, land use planning, and landscape architecture. At the conclusion of the hearing, the Commission may vote to recommend either approval or disapproval of the Conceptual Plan and request for rezoning as submitted, or to recommend that the developer amend the plan or request to preserve the intent and purpose of this chapter to promote public health, safety, morals and general welfare. The recommendations of the commission shall be referred to the City Council.

II. ADDITIONAL APPLICABLE INFORMATION

1. PlanDSM Creating Our Tomorrow Designation: The proposed usage of the subject property for higher educational purposes is consistent with the Public/Semi-Public future land use designation in the PlanDSM Creating Our Tomorrow Plan.

Public/Semi-Public is described as "areas that mostly open to public use or public access. May include government facilities, schools, hospitals, libraries, and community facilities."

- 2. Signage: The proposed amendment to the PUD Conceptual Plan would allow Grand View University to install additional signage in accordance with the campus signage plan provided on Sheets 7 10 of the PUD Conceptual Plan. The proposed signage plan for Grand View University West PUD includes the following:
 - St-2 Vehicular Directional Sign A variation of 5 feet 3.5 inches by 7 feet 11 inches (41.89 square feet), or 2 feet 3.5 inches by 7 feet 6 inches (17.19 square feet), 2 signs along East 14th Street, 2 signs along Boyd Street, 1 sign at the northeast intersection of East 13th Street and Boyd Street, and 1 sign along East 9th Street.
 - ST-3 Pedestrian Directional Sign 3 feet 4 inches by 5 feet 1.25 inches (17.01 square feet), 1 sign interior to the PUD.
 - ST-3a Pedestrian 'Your Are Here' Map Directional Sign 5 feet 7.5 inches by 7 feet 1 inch (5737.5 square feet), 1 sign along East 14th Street and 1 sign along East 13th Street.
 - St-4 Parking lot Sign 1 foot 5.5 inches by 8 feet 4 inches (12.15 square feet),
 22 signs interior to the PUD.
 - ST-4a Parking Lot Identification Sign 2 feet 7.75 inches by 3 feet 8 inches (9.7 square feet), 6 signs interior to the PUD.

Staff believes that while the proposed signage plan is appropriate to serve vehicular and pedestrian way finding needs within the campus, any signs located along public streets should be compatible with the City's "FSO" Freestanding Signs Overlay District applicable to all other zoning districts citywide. The signs ST-2 and ST-3a, located along East 14th Street, East 13th Street, East 9th Street and Boyd Street should be constructed as a monument sign with a minimum 2-foot tall masonry base.

SUMMARY OF DISCUSSION

Jason Van Essen presented the staff report and recommendation.

<u>David Courard-Hauri</u> asked why the PUD rezoning is being done at the same time as the questions about the signs.

<u>Jason Van Essen</u> stated signage is regulated by the PUD, so they must amend the PUD for the proposed signage to be allowed.

<u>JoAnne Corigliano</u> stated the signs on through streets should comply. The signs within the campus she believes should not have masonry bases.

<u>Doug Saltsgaver</u>, ERG 2413 Grand Avenue, stated the applicant prefers to not install the 2-foot minimum height of masonry at the base of these signs. Acknowledged that this is the typical code requirement for monument signs. Pointed out that monument signs are typically used to advertise a business and that this is not the purpose of the proposed signs. Wayfinding signage is used to provide direction to those who come to campus and have no idea where they are going. He showed examples of City wayfinding signs that are all in the right-of-way. Stated that wayfinding signs will make it easier for emergency vehicles to get to their destination.

Stated the applicant is also concern with the staff recommendation regarding the use of individual channel letter signage on the buildings. They prefer to use the letters as presented. Stated these signs will not be individually lit. Asked the Commission to wave these two recommended conditions. Their intent is to not draw a lot of attention to the signs and providing a 2-foot tall base to some of the signs would make them more prominent.

<u>Will Page</u> stated he does not believe masonry bases would be in scale with the neighborhood. Asked if the Traffic and Transportation Division had any comments about the proposed parking lot at the corner of Sheridan and E. 14th Street.

<u>Adam Voigts</u>, Vice President, Grand View University, stated the parking lot is shown on the existing PUD and not a newly proposed amendment. The entrance to the parking lot would not be off of E. 14th Street, but would be from Morton.

<u>David Courard-Hauri</u> noticed that the biggest concerns listed on the response cards were that individuals thought that their properties were being rezoned. Clarified that only property owned by Grand View University is proposed to be rezoned.

Adam Voigts stated the rationale for their proposal was to help the neighborhood. They find that perspective students that are not familiar with Des Moines come to the campus and have trouble finding where they need to go. They then driving around the neighborhood. They believe the wayfinding signs will help avoid that type of unnecessary traffic flow.

Kent Henning, President, Grand View University, stated they have done a lot of building on their campus in the last 15 years. The addition of the student center, the skywalk across E. 14th was the capstone project of the campus master plan that has been guiding all of this work for about 15 years. Their proposal tonight is sort of the finishing touch to help their visitors find their destinations. He reiterate that they see this as being a benefit to the neighborhood as well as the community. Clarified that the signs are not only for automobile traffic but a couple of the signs are meant for pedestrians who are walking across campus.

CHAIRPERSON OPENED THE PUBLIC HEARING

<u>Tina Payton</u> stated she is representing one of the elders at Union Park Christian Church Grace Fellowship Church located at 832 Grandview. Because the church and Grand View share a parking lot, she is curious of the applicant's future intent for that site.

Kent Henning stated the parking lot Ms. Payton is referring to is on the corner of 9th & Boyd. Grand View University owns the parking lot and allows the church to use the lot for their services. In the PUD that parking lot does not change, it remains a parking lot.

CHAIRPERSON CLOSED THE PUBLIC HEARING

<u>JoAnne Corigliano</u> stated she believes it is necessary for the signs on E. 14th Street to have a monument base where the traffic is denser and faster. However, it is not necessary for wayfinding signs to have a monument base.

Mike Simonson stated the wayfinding base is a good thing and believes staff's point about monument signs is valid. However, some of the proposed signs are barely 2-square foot and he does not see having a monument sign on those. He believes there may be a compromise. He sees two different sign types that perhaps should and could have a masonry base, which are signs type 1 and 3a.

Mike Ludwig noted that staff's recommendation does not require a masonry base for 2-square foot signs. ST-2 in the drawing is 54 inches wide by 41 inches tall.

<u>Mike Simonson</u> proposed that signs 1 through 3a require masonry bases, because the structure goes down to the ground.

Adam Voigt clarified where the signs are being proposed to be located. He showed the different sign types and where they would go. ST 1 would go on the corner of 14th Street and Morton. That one is a larger and taller sign. ST 2 and 2a are just slightly different in size and are meant for vehicle signage along 14th Street and other major roads. ST 3a he believes is a misinterpretation of the intent of that sign. It is meant to be a pedestrian sign. Although it is depicted looking like it is going to be placed somewhat close to the street, it really will not.

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Mike Simonson asked how far back the 3a signs would be from the public right-of-way.

Adam Voigt stated approximately 50 feet.

Mike Simonson stated the ST-1 should have a masonry base.

Mike Ludwig clarified that no ST1 signs are proposed for the west PUD so the Commission would simply need to delete the condition regarding monument base for this item and then only require it for the ST1 sign on the east PUD which is the next item on the agenda.

COMMISSION ACTION:

Mike Simonson moved staff recommendation Part A) the proposed rezoning be found in conformance with the existing PlanDSM Creating Our Tomorrow future land use designation of Public/Semi-Public, approval of Part B) the PlanDSM Creating Our Tomorrow future land use designation be amended from Low Density Residential and Neighborhood Mixed Use to Public/Semi Public, approval of Part C) the requested rezoning of properties from "R1-60" One-Family Low-Density Residential District, "R-3" Multiple-Family Residential District, "C-1" Neighborhood Retail Commercial District and "C-2" General Retail and Highway-Oriented Commercial District to "PUD" Planned Unit Development and approval of Part D) the amendment to the "PUD" Concept Plan as submitted.

Motion carried 11-0.

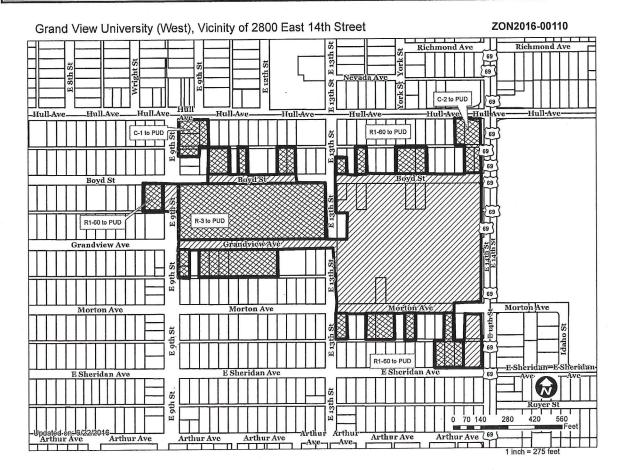
Respectfully submitted,

Jason Van Essen, AICP Senior City Planner

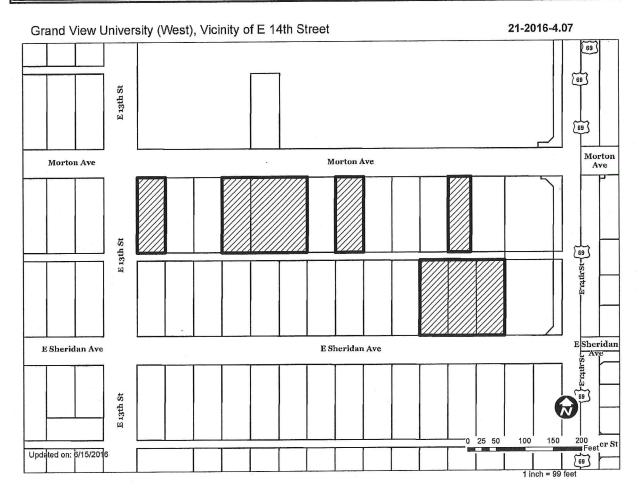
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Attachment

Grand View University (owner) represented by Adam Voigts (officer) for property File #								File #		
located in the vicinity of 2800 East 14th Street. ZON2016-0							N2016-00110			
Description of Action										
PlanDSM Futur	e Land	Use	Propose	Current: Low Density Residential and Public/Semi-Public. Proposed: Public/Semi-Public.						
Mobilizing Tomorrow Transportation Plan			2025-2034 Widen US 69/East 14th Street from 4 lanes to 5 lanes. 2035-2050 East 14th Street Widening from 4 lanes to 5 lanes.							
Current Zoning District		t	Neighbo	"C-2" General Retail and Highway-Oriented Commercial District, "C-1" Neighborhood Retail Commercial District, "R-3" Multiple-Family Residential District, "R1-60" One-Family Low-Density Residential District, "VDL" Vehicle Display Lot Overlay District and "FSO" Freestanding Signs Overlay District.						
Proposed Zoning District		rict	"PUD" Planned Unit Development, "VDL" Vehicle Display Lot Overlay District and "FSO" Freestanding Signs Overlay District.							
Consent Card Responses Inside Area				_	Not In Favor 5	Undetermined % Op		% Opposition		
Outside	Area									
Plan and Zonin			oval	11-0		Required 6/7		Yes		
Commission A			al			the City Cour	IGII	No		X



Grand View University (owner) represented by Adam Voigts (officer) for property								File #		
located in the vicinity of 2800 East 14th Street.									2	1-2016-4.07
Description of Action	Approval of request to amend the existing PlanDSM: Creating Our Tomorrow Plan future lause designation from Low Density Residential and Neighborhood Mixed Use to Public/Sem Public.					lan future land Public/Semi				
PlanDSM Future Land Use			Propose	Current: Low Density Residential. Proposed: Public/Semi-Public.						
Mobilizing Tomorrow Transportation Plan		æ	2025-2034 Widen US 69/East 14th Street from 4 lanes to 5 lanes. 2035-2050 East 14th Street Widening from 4 lanes to 5 lanes.							
Current Zoning District		t	"R1-60" One-Family Low-Density Residential District and "FSO" Freestanding Signs Overlay District.							
Proposed Zoning District		rict	"PUD" Planned Unit Development and "FSO" Freestanding Signs Overlay District.					s Overlay		
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