



Date June 3, 2019

RESOLUTION SETTING HEARING ON HONORARY NAMING OF ROLLINS STREET BETWEEN 41ST STREET AND 42ND STREET AS JOHN VIARS STREET

WHEREAS, on May 4, 2009, by Roll Call No. 09-801, the City Council adopted a policy for the naming and renaming of City streets, facilities and park land in the City of Des Moines, which policy provides, in part, that the Mayor, Council Member, or Council as a whole may sponsor a request for naming or renaming on the Council agenda and that Council action to approve a name change may be expedited if deemed appropriate by Council; and

WHEREAS, the City Plan and Zoning Commission has advised that at a public hearing held on May 16, 2019, its members voted 9-0 to recommend APPROVAL of a City-initiated request to provide an honorary name of "John Viars Street" to the 4100 block segment of Rollins Street between 41st Street and 42nd Street for the retiring director of the Des Moines Playhouse, with addressing and wayfinding retaining the name of Rollins Street; and

WHEREAS, the above-referenced naming policy provides that public notice will be given and a public hearing held on any naming or renaming proposal.

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

- 1. The communication from the Plan and Zoning Commission is hereby received and filed.
2. The City Council shall consider the proposed honorary name described above at a public hearing to be held on June 24, 2019, at 5:00 p.m., in the Council Chambers, City Hall, 400 E. Robert D. Ray Drive.
3. The City Clerk is hereby authorized and directed to publish notice of said hearing in the form hereto attached, in accordance with §362.3 of the Iowa Code.

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

APPROVED AS TO FORM:

Glenna K. Frank, Assistant City Attorney

(11-2019-1.11)

Table with 5 columns: COUNCIL ACTION, YEAS, NAYS, PASS, ABSENT. Rows include COWNIE, BOESEN, COLEMAN, GATTO, GRAY, MANDELBAUM, WESTERGAARD, and TOTAL.

MOTION CARRIED APPROVED

Mayor

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.

City Clerk

May 14, 2019 11:23 24



NO PARKING  
ANYTIME  
ON THIS STREET

Blue parking sign with a bicycle symbol and text.

ONE WAY  
←

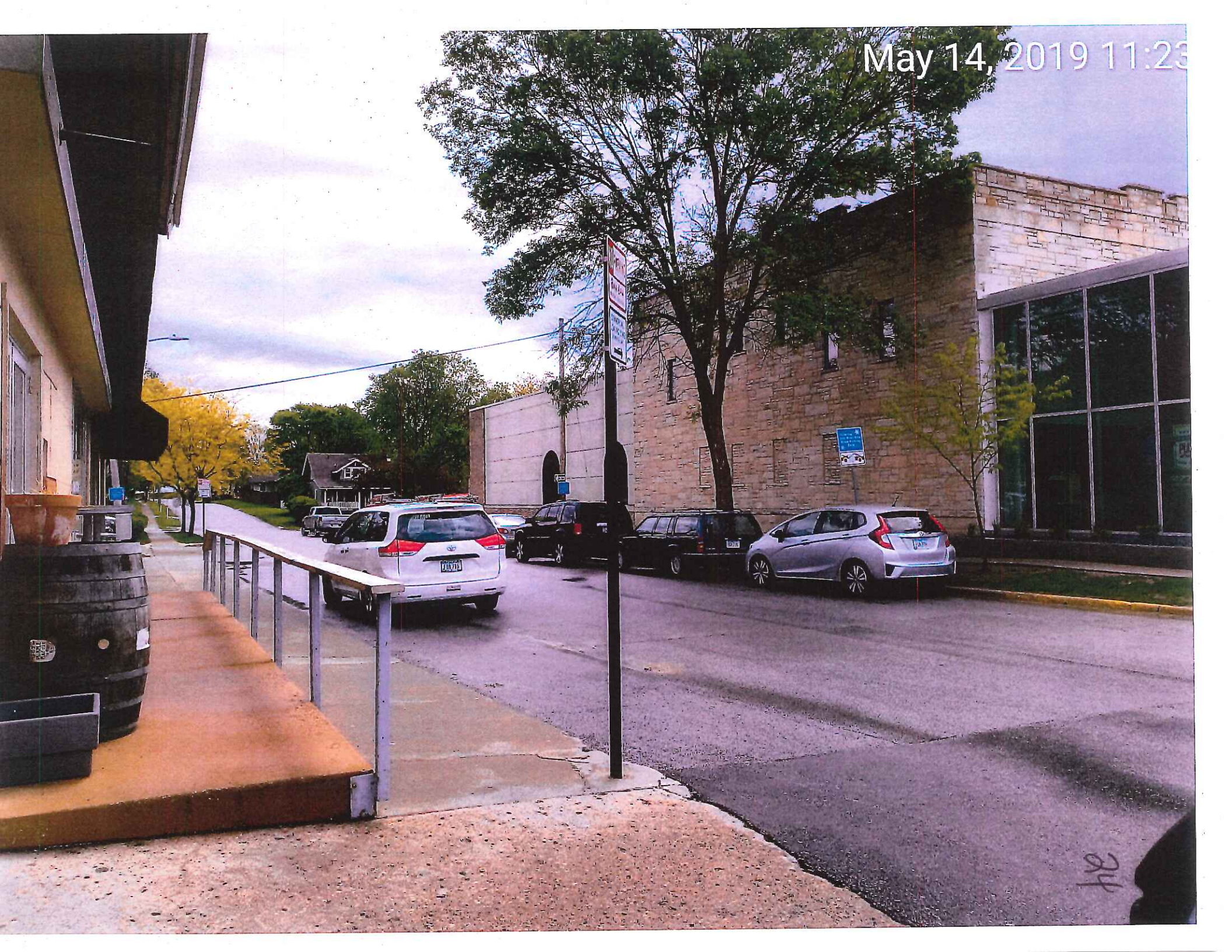
PLAYHOUSE

ELLERIE  
APR 25-MAY 10

tool  
ALL SOULS  
FELLOWSHIP MAY 17  
WITH CO-CO-ALINS

48

May 14, 2019 11:23



HP

May 14, 2019 11:25



24



Date June 3, 2019  
 Agenda Item 24  
 Roll Call # \_\_\_\_\_

May 28, 2019

Honorable Mayor and City Council  
 City of Des Moines, Iowa

Members:

Communication from the City Plan and Zoning Commission advising that at their May 16, 2019 meeting, the following action was taken regarding City initiated request to give a segment of Rollins Street between 41<sup>st</sup> Street and 42<sup>nd</sup> Street an honorary name of "John Viars Street".

**COMMISSION RECOMMENDATION:**

After public hearing, the members voted 9-0 as follows:

Commission Action:	Yes	Nays	Pass	Absent
Francis Boggus				X
Dory Briles				X
David Courard-Hauri	X			
Jacqueline Easley				X
Jann Freed	X			
John "Jack" Hilmes	X			
Lisa Howard				X
Carolyn Jenison	X			
Greg Jones				X
William Page	X			
Mike Simonson	X			
Rocky Sposato				X
Steve Wallace	X			
Greg Wattier	X			
Emily Webb	X			

**RECOMMEND APPROVAL** of the request to give a segment of Rollins Street between 41<sup>st</sup> Street and 42<sup>nd</sup> Street an honorary name of "John Viars Street".

(11-2019-1.11)

Written Responses

5 in Favor  
 1 in opposition

## RECOMMENDATION TO THE P&Z COMMISSION

Staff recommends denial of the request on the finding that the protocol of the Addressing Committee directs streets not be named after living persons.

## STAFF REPORT TO THE PLANNING COMMISSION

### I. GENERAL INFORMATION

1. **Purpose of Request:** The Des Moines Playhouse submitted a request to add an honorary street name to the 4100 block segment of Rollins Street between 41<sup>st</sup> Street and 42<sup>nd</sup> Street. The proposed honorary street renaming would add the name "John Viars Street" to Rollins Street for the retiring director of the Des Moines Playhouse. For purposes of addressing and wayfinding, the name of the street would remain Rollins Street.
2. **Size of Site:** Approximately 12,500 square feet.
3. **Existing Zoning (site):** "NPC" Neighborhood Pedestrian Commercial District, "PUD" Des Moines Playhouse, "R1-60" One Family, Low Density Residential District, "FSO" Freestanding Signs Overlay District, and "GGP" Gambling Games Prohibition Overlay District.
4. **Existing Land Use (site):** The subject right-of-way segment contains a segment of Rollins Street right-of-way.
5. **Adjacent Land Use and Zoning:**

**North** – "NPC"; Use is The Shops at Roosevelt.

**South** – "PUD" - Des Moines Playhouse; Use is the Des Moines Playhouse PUD and a parking lot.

**East** – "R1-60"; Uses are single-family dwellings.

**West** – "R1-60"; Uses are Hubbell Elementary, Roosevelt High School, and associated open space and sports fields.

6. **General Neighborhood/Area Land Uses:** The requested honorary street renaming is located in an area that contains a mix of single-family and multiple-family residential uses, commercial uses, entertainment uses, and educational uses.
7. **Applicable Recognized Neighborhood(s):** The subject property is located within the Drake Neighborhood and within 250 feet of the Waveland Park Neighborhood. All neighborhood associations were notified of the meeting by mailing of the Preliminary Agenda on April 26, 2019. Additionally, separate notifications of the hearing for this specific item were mailed on May 6, 2019 (10 days prior to the hearing) to the primary titleholder on file with the Polk County Assessor for each property adjacent to the requested honorary street renaming. A Final Agenda was mailed to all the recognized neighborhood associations on May 10, 2019.

All agendas and notices are mailed to the primary contact designated by the recognized neighborhood association to the City of Des Moines Neighborhood Development Division. The Drake Neighborhood notices were mailed to Jennifer Sayers, 1129 28<sup>th</sup> Street, Des Moines, IA 50311. The Waveland Park Neighborhood notices were mailed to Ethan Standard, 1307 48<sup>th</sup> Street, Des Moines, IA 50311.

8. **Relevant Zoning History:** None.

9. **PlanDSM Land Use Plan Designation:** Community Mixed Use.

10. **Applicable Regulations:** The Commission, considering the criteria set forth in Chapter 18B of the Iowa Code, reviews all proposals for honorary street renaming. The recommendation of the Commission is forwarded to the City Council.

## **II. ADDITIONAL APPLICABLE INFORMATION**

1. **Utilities:** There are existing sanitary sewer and storm water lines within the specified right-of-way. There is an existing 42-inch feeder water main within the specified right-of-way.
2. **Street System/Access:** The requested honorary street renaming would not impact the existing vehicular or pedestrian movement in the area. However, the Addressing Committee protocol directs that streets not be named after living persons.

## **SUMMARY OF DISCUSSION**

Erik Lundy presented staff report and recommendation.

Will Page asked how long the naming policy has been in effect.

Erik Lundy stated it hasn't been that long. There are examples of other streets named in honor of those who are/were still alive.

## **CHAIRPERSON OPENED THE PUBLIC HEARING**

David Kilpatrick, 831 42<sup>nd</sup> Street representing Des Moines Play House stated they were looking for something unique to honor, John Viars. They were not aware of the policy at the time of the request.

## **CHAIRPERSON CLOSED THE PUBLIC HEARING**

None were present or requested to speak

## **COMMISSION ACTION:**

Will Page made a motion to recommend approval of the request to give a segment of Rollins Street between 41<sup>st</sup> Street and 42<sup>nd</sup> Street an honorary name of "John Viars Street".

Motion passed: 9-0

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Michael Ludwig".

Michael Ludwig, AICP  
Planning Administrator

MGL:tjh  
Attachments



City initiated request.		File #		
		11-2019-1.11		
Description of Action	Give a segment of Rollins Street between 41st Street and 42nd Street an honorary name of "John Viars Street".			
PlanDSM Future Land Use	Current: Community Mixed Use. Proposed: N/A.			
Mobilizing Tomorrow Transportation Plan	No planned improvements.			
Current Zoning District	Des Moines Playhouse "PUD" Planned Unit Development, "NPC" Neighborhood Pedestrian Commercial District and "FSO" Freestanding Signs Overlay District.			
Proposed Zoning District	N/A.			
Consent Card Responses	In Favor	Not In Favor	Undetermined	% Opposition
Subject Property	5	1		
Outside Area (200 feet)				
Plan and Zoning Commission Action	Approval	X	Required 6/7 Vote of the City Council	Yes
	Denial			No

City initiated, Rollins Street between 41st Street and 42nd Street

11-2019-1.11



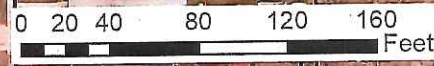
1 inch = 84 feet

City initiated, Rollins Street between 41st Street and 42nd Street

11-2019-1.11



Updated on: 5/15/2019



1 inch = 84 feet

hp

Item JOHN VIARS STREET Date 5-9-19 24

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

(Circle One)

RECEIVED  
COMMUNITY DEVELOPMENT

MAY 14 2019

Print Name JON S. THYBERG

Signature [Handwritten Signature]

Address 841 41ST STREET

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

HE HAS DONE A GOOD JOB FOR  
THE PLAYHOUSE!  
THANKS

Item 11-2019-1.11 Date 5-9-19

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

(Circle One)

RECEIVED  
COMMUNITY DEVELOPMENT

MAY 15 2019

Print Name JOAN KIERNAN

Signature [Handwritten Signature]

Address 839 - 41st St.

DES MOINES 50312

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

Usually Reserved For Deceased  
PERSONS  
TOO DISRUPTIVE & CONFUSING  
UNNECESSARY CHANGE  
VIARS IS ALREADY HONORED  
WITHIN PLAYHOUSE

11-2019-1.11  
OUTSIDE 250 FT.

24

**Dostart, Katherine E.**

**From:** Lundy, Erik M.  
**Sent:** Tuesday, May 14, 2019 11:56 AM  
**To:** Donovan, SuAnn M.; Ludwig, Michael G.; Johansen, Chris M.; Delafield, Phillip M.; Dostart, Katherine E.  
**Subject:** Fwd: DM Plan & Zoning Commission Agenda Item #11- Thursday, May 16, 2019  
**Attachments:** image002.png; ATT00001.htm; image003.png; ATT00002.htm; 2019 05 14 DM P&Z Agenda Item #11 (May 16).pdf; ATT00003.htm

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Sent from my iPhone X

Begin forwarded message:

**From:** Dennis Ogden <[Dennis.Ogden@brickgentrylaw.com](mailto:Dennis.Ogden@brickgentrylaw.com)>  
**Date:** May 14, 2019 at 11:51:23 AM CDT  
**To:** "[LindaW@dmgov.org](mailto:LindaW@dmgov.org)" <[LindaW@dmgov.org](mailto:LindaW@dmgov.org)>, "[CColeman@dmgov.org](mailto:CColeman@dmgov.org)" <[CColeman@dmgov.org](mailto:CColeman@dmgov.org)>, "[fcownie@dmgov.org](mailto:fcownie@dmgov.org)" <[fcownie@dmgov.org](mailto:fcownie@dmgov.org)>, "[dirauh@dmgov.org](mailto:dirauh@dmgov.org)" <[dirauh@dmgov.org](mailto:dirauh@dmgov.org)>, "[billgray@dmgov.org](mailto:billgray@dmgov.org)" <[billgray@dmgov.org](mailto:billgray@dmgov.org)>, "[joegatto@dmgov.org](mailto:joegatto@dmgov.org)" <[joegatto@dmgov.org](mailto:joegatto@dmgov.org)>, "[joshmandelbaum@dmgov.org](mailto:joshmandelbaum@dmgov.org)" <[joshmandelbaum@dmgov.org](mailto:joshmandelbaum@dmgov.org)>, "[connieboesen@dmgov.org](mailto:connieboesen@dmgov.org)" <[connieboesen@dmgov.org](mailto:connieboesen@dmgov.org)>, "[emlundy@dmgov.org](mailto:emlundy@dmgov.org)" <[emlundy@dmgov.org](mailto:emlundy@dmgov.org)>  
**Subject:** DM Plan & Zoning Commission Agenda Item #11- Thursday, May 16, 2019

Honorable Members of the DM City Council and Mr. Lundy,

I write to express my strong support for Agenda Item #11 in the upcoming DM Plan & Zoning Commission meeting on Thursday, May 16 (see attached). The requested action is the honorary renaming of Rollins Street, between 41<sup>st</sup> and 42<sup>nd</sup> Streets, for John Viars. As I am sure you know, John has been the Executive and Artistic Director of the DM Playhouse since 1982. John's efforts over 37 years at the Playhouse have transformed a small community theatre into a shining example of how the arts can impact and inspire a community, bringing people together of all ages to celebrate and enjoy life and relationships in the context of art. John's vision has brought national and international exposure and acclaim to the community of Des Moines, making our arts community a recognized leader in the country and the world. John has spent his career in Des Moines fostering growth, not just for the Playhouse, but for theatre arts groups of all kinds to enrich and benefit as many people as possible in Central Iowa. It has been my honor to serve alongside John on the DM Playhouse Board of Directors for about 5 years and as the President of the Board for 2 years. John is a man who never calls attention to himself, but has given his life to promote and strengthen the City and theatre that he loves. He understands that the theatre is not just entertainment but, done right, is a powerful engine of unity, enlightenment and education to all members of the community of Des Moines, both young and old.

I commend the City for initiating the effort to honor John in this way. He is richly deserving of having his name associated permanently with the center for arts that he has given his time and treasure to build over so many years. As the Playhouse enters its second century in Des Moines, I urge the City Council and the P&Z Commission to recognize and honor the man who has led the effort over nearly the last half

century to make the DM Playhouse the treasure that it is to our community today. Thank you for your consideration.

*Dennis P. Ogden*  
*Shareholder*

Dostart, Katherine E.

11-2019-1.11  
OUTSIDE 250' FT. 24

**From:** Lundy, Erik M.  
**Sent:** Wednesday, May 15, 2019 11:21 AM  
**To:** Donovan, SuAnn M.; Ludwig, Michael G.; Dostart, Katherine E.  
**Subject:** FW: Request for Consideration for Honorary Renaming of a Street Adjacent to the Des Moines Playhouse

**From:** SCHAAF,STEVE J RENEE [mailto:steveschaff@msn.com]  
**Sent:** Wednesday, May 15, 2019 10:19 AM  
**To:** Lundy, Erik M. <EMLundy@dmgov.org>  
**Subject:** Request for Consideration for Honorary Renaming of a Street Adjacent to the Des Moines Playhouse

Hello Mr. Lundy,

My name is Steve Schaaf; I live in Des Moines at 460 27<sup>th</sup> Street in Des Moines. As well, I am the President-elect of the Des Moines Community Playhouse (DMCP). I am sending you this email in-recognition of your role as the city staff member who works with the Des Moines Planning and Zoning Commission.

With this email, I am extending my support for a proposal submitted to the Planning and Zoning Commission for the honorary naming of a street adjacent to the north side of the DMCP. The honorary naming would apply to the section of Rollins Street between 41st and 42nd Street which is, as noted, on the north side of the DMCP. The propose renaming request submitted by the DMCP would add "John Viars Street" as an honorary name; the action would not impact addressing/wayfinding such as with GPS.

The proposal is in-recognition of the work of John Viars who has served the community as the Executive Director and now Artistic Director of the DMCP since 1982. John has had an outsized influence on the community and the neighborhood over the years and throughout his tenure, he has sought to support the organization in a way that partners with the community. Now, with John's planned retirement later this year, I would ask your support for the requested honorary renaming. I recognize such an action is not in-keeping with current practice which does not recognize living individuals but in this case, I would ask your support for an exception to current policy to recognize and celebrate this outstanding person.

Thank you for your consideration of my request and the request of the DMCP.

Sincerely,

Steve Schaaf

[steveschaff@msn.com](mailto:steveschaff@msn.com)  
(515) 229-2076

Sent from Mail for Windows 10

# MEMO

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DATE: May 14, 2019

TO: City of Des Moines Plan & Zoning Commission

FROM: Bill Bemis

SUBJECT: John Viars Street

The Des Moines Community Playhouse is the second largest community playhouse in the nation and among the six oldest (just passed the 100<sup>th</sup> season). John Viars has been with the Des Moines Community Playhouse for almost 40% of that time, 37 years, and has truly turned the Des Moines Community Playhouse into the success it is today.

John has become the face of the Des Moines Community Playhouse and his impact has transformed many internal and external aspects of the theater. He has grown the theatre size, staff and stature it is today. He has made the theatre a true community theatre, with the strong children's education programs, internships for aspiring actors, a rotation of directors from around the community and the overwhelming support from volunteers.

John has directed more than 150 productions over the years. He has led more than \$9 million of renovations to the Mainstage auditorium and lobbies. John has encouraged community programs which provide underprivileged and special needs children exposure to the theatre and books.

While he has done so much for the arts and theatre in Des Moines, his achievements can be felt far beyond the Des Moines Community Playhouse. John is a past president, fellow and leader for the American Association of Community Theatre (AACT). He has won numerous awards for lasting service to community theatre, lifetime leadership and the promotion of international theatre (John hosted the first International Community Theatre Festival). The Des Moines Community Playhouse has won several awards during his tenure, including the Community Foundation of Greater Des Moines' Better Together Award and Bravo's Encore Award.

His achievements in community theatre has been recognized throughout the community and the country. As he is retiring, I believe he deserves one last honor, an honorary street name, "John Viars Street". As a society, we value athletes, business men and women, politicians and celebrities, but not always those who support the arts at the community level. This would be a great opportunity to show how valuable these individuals truly are to a community.

Now is the perfect time to honor a man who has done so much for community theatre. The city should celebrate his success and impact on community theatre while he is still alive. While the protocol may specify that streets not be named after living persons, why wait until the honored individual is gone? Let's make sure he knows how impactful he was over the last 37 years and celebrate him now.

Sincerely,

Bill Bemis

SVP, Treasurer FHLB Des Moines  
Des Moines Community Playhouse Board Member since 2013



K N A P P  
PROPERTIES, INC.

24

May 15, 2019

Members of the Planning and Zoning Commission  
City of Des Moines  
c/o Erik Lundy  
602 Robert D. Ray Drive  
Des Moines, IA 50309

Re: Honorary Name of "John Viars Street"

Dear Commissioners:

I am writing to support the application to honorarily rename a segment of Rollins Street between 41<sup>st</sup> and 42<sup>nd</sup> Street to an honorary name of "John Viars Street". John Viars has served as executive director and artistic director of the Des Moines Community Playhouse since 1982. John will be retiring at the end of this year as the Playhouse celebrates its 100<sup>th</sup> Anniversary.

I have had the opportunity to work with John over the last 30 plus years including as co-chair of two capital campaigns for improvements into the state-of-the-art theater it is today. I strongly believe that a community theater is a very important part of the city's social fabric.

It is important to note that the Des Moines Playhouse has been in continuous operation for 100 years. During the major capital campaigns to expand and renovate the Playhouse, there was pressure to relocate the Playhouse outside of Des Moines. John Viars steadfastly believed that the current location at 42<sup>nd</sup> Street and Interstate 235 was critical to serve its subscribers and volunteers who come from all zip codes located in the City of Des Moines.

While not questioning the soundness of the City's policy not to honor living persons when naming a street, I do believe that an exception to that policy can and should be made based on John Viars long service and incredible loyalty to the City of Des Moines and the Des Moines Community Playhouse.

Thank you for your consideration.

Sincerely,

Gerard D. Neugent  
Chairman and CEO