



Roll Call Number

14-0792

Agenda Item Number

39

Date May 19, 2014

HEARING ON PROPOSED AMENDMENTS TO THE ZONING ORDINANCE
REGARDING THE ALLOWED OPERATION, SIZE AND LOCATION OF ELECTRONIC
SIGNS AND MULTI-VISION DISPLAY SIGNS AND THE USE OF CONVERSION
CREDITS EARNED BY THE REMOVAL OF AN OFF-PREMISES ADVERTISING SIGN,
AND CONDITIONALLY APPROVING SAME

WHEREAS, on April 7, 2014, by Roll Call No. 14-0575, the City Council directed that a public hearing be held on May 19, 2014, at 5:00 p.m., in the Council Chambers at City Hall, to consider the following amendments to the Zoning Ordinance then recommended by the City staff:

- a) Change the credit system to limit the use of any new conversion credit to the conversion of a nonconforming off-premises advertising sign along the same scenic corridor or City street from which the credit was earned by the prior removal of another off-premises advertising sign;
- b) Change the operational standards on the use of electronic signs to require that all electronic signs, regardless of size, remain static for at least 8 seconds between any change in the message displayed, and that the change between static messages be instantaneous; and,
- c) Make other changes to the regulation of electronic signs and off-premises advertising signs as appropriate; and,

WHEREAS, by said Roll Call No. 14-0575, the City Council further directed the Community Development Department and Plan and Zoning Commission to diligently proceed with a review of the proposed amendments to the Zoning Ordinance; and,

WHEREAS, the City Plan and Zoning Commission has advised that at a public hearing held on May 1, 2014, its members voted 11-0 in support of a motion to recommend approval of proposed amendments to the Zoning Ordinance to further regulate the allowed operation, size and location of electronic signs and multi-vision display signs and the use of conversion credits earned by the removal of an off-premises advertising sign, as more fully shown by Exhibit "A" attached hereto; and,

WHEREAS, due notice of this hearing was published in the Des Moines Register as provided by law on May 8, 2014; and,

WHEREAS, in accordance with the notice, those interested in the proposed amendments, 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,

(continued)

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BE IT RESOLVED, by the City Council of the City of Des Moines, Iowa, that upon consideration of the facts, statements of interested persons and arguments of counsel, the objections to said proposed amendments to the Zoning Ordinance be and the same are hereby overruled, and the hearing closed.

MOVED by Gray to approve the first reading of the ordinance and refer back to the City Manager and Legal Department to provide an amended ordinance for second reading concerning 24 square feet or smaller signs and definition changes for video, animation and image duration consistent with the discussion at the meeting.

FORM APPROVED:

Roger K. Brown

Roger K. Brown, Assistant City Attorney
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COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE	✓			
COLEMAN	✓			
GATTO	✓			
GRAY	✓			
HENSLEY	✓			
MAHAFFEY	✓			
MOORE	✓			
TOTAL	7			

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.

MOTION CARRIED

APPROVED

T. M. Franklin
Mayor

Diane Rauh

City Clerk