



**Roll Call Number**

22-0731

**Agenda Item Number**

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**Date** May 9, 2022

**RESOLUTION CLOSING HEARING AND APPROVING THE DESIGNATION OF THE “CRESCENT CHEVROLET INTERNALLY-LIT ACRYLIC SIGN” LOCATED AT 555 17<sup>TH</sup> STREET AS A LOCAL LANDMARK AND ON THE ISSUANCE OF A CERTIFICATE OF APPROPRIATENESS FOR REPAIR AND/OR RECONDITIONING OF THE “CRESCENT CHEVROLET INTERNALLY-LIT ACRYLIC SIGN”**

**WHEREAS**, the City of Des Moines received an application from KG Store 543, LLC (“Owner”), Owner of the property locally known as 555 17<sup>th</sup> St. (the “Property”), to designate the “Crescent Chevrolet Internally-Lit Acrylic Sign” (the “Crescent Sign”) located on the Property as a local landmark. The Property is legally described as:

A PORTION OF AREA "B" IN THE CRESCENT CHEVROLET ALTA/ACSM LAND TITLE SURVEY FILED IN BOOK 12622, PAGE 65 BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: THE EAST 1/2 OF LOT TWO (2) AND ALL LOTS THREE (3), FOUR (4), FIVE (5), SIX (6), SEVEN, (7) AND EIGHT (8); AND ALL THE EAST AND WEST ALLEY LYING BETWEEN LINDEN STREET AND HIGH STREET EXTENDING FROM THE WEST LINE OF 16TH STREET TO THE EAST LINE OF 17TH STREET; ALL IN BLOCK "B" IN SUBDIVISION OF LOT NO. 6 OF THE PURSLEY ESTATE CONTAINING 13.06 ACRES, AN OFFICIAL PLAT, NOW INCLUDED IN AND FORMING A PART OF THE CITY OF DES MOINES, POLK COUNTY, IOWA.

A PORTION OF AREA "B" IN THE CRESCENT CHEVROLET ALTA/ACSM LAND TITLE SURVEY FILED IN BOOK 12622, PAGE 65 BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: LOT ONE (1) AND THE WEST 1/2 OF LOT TWO (2) IN BLOCK "B" IN SUBDIVISION OF LOT NO. 6 OF THE PURSLEY ESTATE CONTAINING 13.06 ACRES, AN OFFICIAL PLAT, NOW INCLUDED IN AND FORMING A PART OF THE CITY OF DES MOINES, POLK COUNTY, IOWA.

AREA "A" IN THE CRESCENT CHEVROLET ALTA/ACSM LAND TITLE SURVEY FILED IN BOOK 12622, PAGE 65 BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: THE NORTH 72 FEET OF LOT ONE (1) AND THE WEST HALF OF LOT TWO (2) IN BLOCK "D" IN SUBDIVISION OF LOT NO. 6 OF THE PURSLEY ESTATE CONTAINING 13.06 ACRES, AN OFFICIAL PLAT (EXCEPT THAT PART DEEDED TO THE CITY OF DES MOINES RECORDED IN BOOK 2583 AT PAGE 87), NOW INCLUDED IN AND FORMING A PART OF THE CITY OF DES MOINES, POLK COUNTY, IOWA.

AND

THAT PART OF 16TH STREET RIGHT OF WAY LYING BETWEEN BLOCKS B AND C, THAT PART OF LINDEN STREET RIGHT OF WAY LYING BETWEEN BLOCKS B, C AND D, AND THAT PART OF LOTS 2, 3, 8 AND 9, OF BLOCK D, ALL IN SUBDIVISION OF LOT NO. 6 OF THE



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PURSLEY ESTATE, AN OFFICIAL PLAT, AND A PART OF LINDEN STREET LYING SOUTH OF BLOCK 3 OF GRIFFITHS SUBDIVISION, AN OFFICIAL PLAT, NOW INCLUDED IN AND FORMING A PART OF THE CITY OF DES MOINES, POLK COUNTY, IOWA; THAT PART OF 16TH STREET RIGHT OF WAY LYING BETWEEN LOTS 2 AND 3 AND THAT PART OF LOTS 1, 2 AND 3, ALL IN LINDEN, AN OFFICIAL PLAT NOW INCLUDED IN AND FORMING A PART OF THE CITY OF DES MOINES, POLK COUNTY, IOWA.

and;

**WHEREAS**, the application contains detailed references and explanation regarding the historical nature of the Crescent Sign; and,

**WHEREAS**, on April 5, 2022, the Landmark Review Board met to consider the Owner’s application and the Board’s consensus was to recommend that the “Crescent Chevrolet Internally-Lit Acrylic Sign” be designated a local Landmark and that a Certificate of Appropriateness for reconditioning of the sign be issued; and

**WHEREAS**, on April 7, 2022, the Plan and Zoning Commission, by a vote of 13-0, recommended to the Council approval of the application; and

**WHEREAS**, the Des Moines Municipal Code section 58-60 requires a public hearing be held to consider the application; and,

**WHEREAS**, on April 18, 2022, by Roll Call No. 22-0601, it was duly resolved by the City Council that the request for Local Landmark Designation be set down for hearing on May 9, 2022, at 5:00 p.m., to be held in the Council Chambers, City Hall, 400 Robert D. Ray Drive, Des Moines, Iowa; and

**WHEREAS**, due notice of the hearing was published in the Des Moines Register, as provided by law, setting forth the time and place for hearing on said proposed Local Landmark Designation; and

**WHEREAS**, the hearing was held pursuant to that notice. During the hearing, those interested in the application, both for and against, have been given opportunity to be heard with respect thereto and have presented their views to the City Council; and

**WHEREAS**, Owner has requested a Certificate of Appropriateness to allow it to recondition the Crescent Sign including repairing existing sheet metal; replacing certain elements of the sign including acrylic panels and interior electrical lighting with equal quality acrylic panels and electric implements for the continued use of fluorescent lighting; removing the word Chevrolet



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to avoid issues with trademark infringement; and painting elements of the sign to match the coloring that was original to the sign.

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

1. The public hearing on the application is hereby closed.
2. The "Crescent Sign" meets the requirements of Des Moines Municipal Code section 58-58 to be designated as a local landmark because the sign:
  - Is significant in American history, architecture, archaeology, and culture; and,
  - Embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction.
3. The City Council accepts the recommendation of the Landmark Review Board and the Plan and Zoning Commission and grants the application of the Des Moines Parks and Recreation Department to have the "Crescent Sign" designated a local landmark.
4. The City Clerk is directed to file the designation and description of the "Crescent Sign" with the Development Services Department and record this resolution as the designation and description of "Crescent Sign" in the office of the county recorder.
5. The Development Services Department is directed to issue and monitor compliance with a Certificate of Appropriateness for the Crescent Sign, subject to:
  - a. Review and approval of the finalized location of the sign by the Planning & Urban Design Administrator; and
  - b. Review of an issuance of any necessary permits by the Permit and Development Center.

Moved by Latto to adopt. Second by Boesen.



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APPROVED AS TO FORM:

/s/ Gary D. Goudelock

Gary D. Goudelock  
Assistant City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE	✓			
BOESEN	✓			
GATTO	✓			
MANDELBAUM	✓			
SHEUMAKER	✓			
VOSS	✓			
WESTERGAARD	✓			
TOTAL	7			
MOTION CARRIED	APPROVED			

CERTIFICATE

I, P. Kay Cmelik, 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 PRO TEM

 City Clerk