

Community Development Committee  
Regular Meeting Minutes  
March 11, 2015

**1) Call the Meeting to Order**

The meeting of the Community Development Committee was called to order by Vice Chairperson Ginny Moore at 5:30 p.m.

**2) Roll Call**

*Members Present:* Mike De Wild, Linda Groenendyk, Jody Lautenbach, Ginny Moore, Wayne Stienstra, Robyn Van Berkum, Dennis Vander Beek.

*Members Absent:* Jerry Brummel, Patsy Cody, Mike Kiser, Lori Parisee.

*Others Present:* Jim Speer, Brenda Speer, Bryan Gaylor, George Wesselhoft – Director of Planning and Zoning.

**3) Review of Drive-Thru Menu Signage Regulations**

Dairy Queen owner Jim Speer stated what they would like to do is move their existing menu board sign which is 106” by 54” (39.75 square feet) to their new location on Roosevelt Road. Nationwide that is what the sign is for most restaurants, they are not adding anything or shrinking anything; that is basically what they would like to do.

Ginny Moore asked for clarification on what the procedure is currently with the Committee as the current menu board sign limit is 24 square feet and Dairy Queen sign is 39.75 square feet.

George Wesselhoft responded that the Dairy Queen request was discussed at Policy and Planning meeting on February 17 and staff and the Committee were directed to look into this sign matter. He stated that staff researched menu board sign regulations and found a range from Pella’s 24 square feet all the way to Des Moines and Oskaloosa where such signs are not regulated for area if they are not visible from a public street. He added that no record of a sign permit for the current Dairy Queen menu board could be found but there was application in the 1990s for a 24 square foot menu board.

Mr. Wesselhoft noted there were two options for the Committee to consider: 1) a recommendation to Council whether to change the ordinance or not or 2) direct staff if further research was needed into the matter.

Ginny Moore asked about Dairy Queen standard for menu board signage.

Brenda Speer responded that it is a nationwide size for Dairy Queen and added that they are a full restaurant so they have the full food menu and ice cream menu and cakes which is separate from the Orange Julius, how you condense something like that to such a little space. They pay funds into an advertising fund through Dairy Queen, and every quarter they get a kit with posters and they would not be able to utilize at the 24 square feet.

There was further discussion about Dairy Queen menu board signage, including the siting of it at their new proposed business location on Roosevelt Road.

The unanimous consensus of the Committee was to recommend a change to the Code to accommodate the request with the menu board maximum size limit for drive thru restaurant be increased to 40 square feet.

#### **4) CBD Wall Sign Ordinance Amendment**

Bryan Gaylor reviewed the proposal for Boat's Home Furnishings. He mentioned they have to do repairs on the storefront, which they have three buildings that take up 90 linear feet. The letters that Tim Sadler did in the 1980s are beyond repair, they are decaying along with the plywood behind them. Mr. Gaylor went over what the project would entail in further detail. He mentioned the existing signage is over Code at 83 and 1/2 square feet and if the building burned to the ground they could not put up the same signage. The design they came up with was four awnings, black color, a solid fixed awning with welded aluminum framework with no lighting underneath. He added they have to go with awnings due to sun fade concerns with their merchandise. The awnings would be set 8' off the ground. The plywood would be replaced and painted black also, to create a European look overhang. That is where they came up with the signage proposal. He mentioned that the request was discussed at the Policy and Planning of the City Council.

Ginny Moore reviewed the proposed ordinance which would allow extra square footage for wall signage for businesses in the CBD Central Business District which have more than 40 feet of frontage using the 1.25 square foot per linear foot formula up to an absolute maximum of 75 square feet (still less than the 1980s Boat's wall signage). The ordinance would also allow multiple wall signs if the business in question has different elements and has front frontage greater than 40 feet.

Mike De Wild asked how the regulations would apply to George's and the Brew.

George Wesselhoft responded stated that they are still limited to the 1.25 square foot per linear foot for wall sign for their respective frontage but if they had greater than 40 linear feet of wall frontage right now they would still be limited to 50 square feet absolute maximum.

Bryan Gaylor stated that they are one corporation and they have no intentions for additional signage for the Lacery.

Robyn Van Berkum made a motion to recommend approval of the ordinance. Mike De Wild seconded the motion. Upon vote, all voted yes. Motion carried 7 to 0.

**5) Design and Sign Permit Summaries**

There was no discussion concerning the design and permit summaries.

**6) Other Business**

George Wesselhoft mentioned projects in the downtown including the Marion County Bank project, the Boat's project just discussed and possible repainting of the new salon.

**7) Adjourn**

Vice Chairperson Moore adjourned the meeting at 6:03 p.m.

Respectfully submitted.

George Wesselhoft  
Planning and Zoning Director