

Community Development Committee  
Special Meeting Minutes  
January 22, 2014

**1.) Call the Meeting to Order**

Chairperson Ginny Moore called the meeting of the Community Development Committee to order at 5:15 p.m.

**2.) Roll Call.**

*Members Present:* Jerry Brummel, Patsy Cody, Mike DeWild, Mike Kiser, Jody Lautenbach, Ginny Moore, Robyn Van Berkum, Dennis Vander Beek.

*Members Absent:* Wayne Stienstra, Linda Groenendyk, Lori Parisee.

*Others Present:* Jerry Byers – secretary to the Committee, Nola Vander Streek – Business Owner, Mark Blankenspoor – Business Owner, Tim Sadler – Sadler Sign & Design.

**3.) Review of Interior Lit Window Signage**

The issue was brought up at the September 17, 2013 City Council meeting in Policy and Planning after a Councilmember received request by small businesses to allow lighted open signage.

City Council's direction was to have the CDC review the ordinance. Options include: no change to current ordinance, present back to Council with the direction to submit recommendation to change the ordinance from what it is, or do further review and direct staff as needed.

The Committee tabled the item at the January 8<sup>th</sup> meeting until more information about other signage was available at the

Jerry Brummel commented on an open sign he had seen at the Best Buy store in Jordan Creek in West Des Moines. He stated that it was not a flashy sign.

Patsy Cody stated that she had gone online and looked at signs and none of them were very exciting and were a little obtrusive.

Chairperson Moore said she would like Ms. Vander Streek to try a plain open sign first before the Committee consented to a lit open sign. She continued by saying that she didn't think a lit

sign would be visible during the day and at night the lights were on so people could see that she was open.

Ms. Vander Streek stated that she felt it would be very advantageous to have a simple lighted open sign.

Discussion continued about the advantages and disadvantages of lit open signs.

Ms. Cody stated that she thought that the Committee should not send a recommendation to Council at this time but table the issue until the Committee had exhausted all efforts in looking at the possibility of having lighted open signs.

Mr. Brummel commented that he had been against having any type of lighted sign until he saw the sign in Jordan Creek and then changed his mind about the possibility of having lit signs.

Mike DeWild commented that maybe experiment with the simplest option of having a regular open sign in the window and then going from there.

There was discussion about the options available to try.

The Committee will be doing more research on signage to come to a consensus of what to recommend to City Council.

#### **4.) PRC Wall Sign**

The Pella Recreation Center wall sign was sent to full Committee by the sign sub-committee due to confusion about the sign and placement.

Mark Blankenspoor of PRC spoke to the Committee that Pella Work Systems had become Pella Recreation Center. PRC is in the current building and will also be in the new building also.

He continued by saying Work Systems is the rehab portion and in the old building, but their name will likely be changing in the future also.

Jerry Byers asked about the different color schemes for the signs, with one being black and blue and the other being white and blue.

Mr. Blankenspoor commented that they will be using both depending on what the logo goes on and the colors.

Patsy Cody made the motion to accept the sign as submitted. Ginny Moore seconded the motion. Motion passed 8 to 0.

#### **5.) Approval of the Minutes**

The January 8, 2014 regular Committee Meeting minutes were approved as submitted

## **6.) Adjournment**

Chairperson Moore adjourned the meeting at 5:45 p.m.

Respectfully submitted.  
Jerry Byers  
Building Official