

Community Development Committee
Regular Meeting Minutes
February 12, 2014

1) Call the Meeting to Order

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

2) Roll Call.

Members Present: Patsy Cody, Mike De Wild, Linda Groenendyk, Mike Kiser, Ginny Moore, Robyn Van Berkum, Dennis Vander Beek.

Members Absent: Jerry Brummel, Jody Lautenbach, Lori Parisee, Wayne Stienstra.

Others Present: Julio Chiarella, Jim Speer, Brenda Speer, Nola Vander Streek, George Wesselhoft.

3) Design Permit Applications

a) Dairy Queen (Gateway Commercial Park, Lot 3). Dairy Queen is proposing a 3,400 square foot restaurant with drive up on Gateway Commercial Park, Lot 3 located directly west of Country Inn & Suites on Roosevelt Road.

Julio Chiarella (Architect) reviewed the location of the proposed new Dairy Queen. He mentioned that Jim Speer is also the owner of the Dairy Queen in Knoxville and provided the Committee with pictures of what was done in Knoxville. Mr. Chiarella also provided pictures from Dairy Queen headquarters of other examples for their establishments. He also provided pictures of what the building will look like at nighttime and noted that the eyebrow element around the building will be blue with white LED to comply with the ordinance. He further explained that on the outside there will be outdoor seating and also reviewed the floor plan of the building.

The Committee reviewed the various drawings and pictures provided by Mr. Chiarella.

Mr. Chiarella reviewed the proposed colors (Gold Rush # 2166-10 semi-gloss, Sandy Brown # 1046 semi-gloss, Algonquin Trail # 1055 semi-gloss, Evening Blue # 2066-20 semi-gloss, Dairy Queen Red semi-gloss no Benjamin Moore number. It is similar to Valspar paint Classic Red # 1009-2)

and explained that they looked at historical Dutch architecture and they are proposing gable design curves.

Ginny Moore stated that what is presented looks nice with the curves and they did a nice job incorporating Dutch elements.

Patsy Cody mentioned they really paid attention to 360 degree architecture.

Jim Speer explained the Dairy Queen Grill & Chill concept that this is upscale so people understand they are in the food business and mentioned the location was chosen because it has the hotel and gas station and is close to the Sports Park, industries, and schools. He mentioned that there would not be a play area because of corporate restrictions.

Patsy Cody mentioned incorporating the red including the awnings will pick up on the red that is in their sign.

Mike De Wild asked if the light band on the building would be white in color.

Julio Chiarella responded in the affirmative, that yes it would be a white band on blue.

There was further discussion about the proposed Dairy Queen design and signage.

Patsy Cody made a motion to approve the design permit as presented. Mike De Wild seconded the motion. Upon vote, all voted yes. Motion carried 7 to 0.

4) Review of Interior Lit Window Signage

Ginny Moore provided a recap of the prior Committee discussion on the matter. She noted that they talked at the last meeting about different suggestions that they had and tabled it to do more research, looking at lit window signs in other towns. She mentioned reflective tape and interim open/closed sign as options.

Nola Vander Streek mentioned that Tim Sadler provided a sign to put in the window but that the sign blocks the view of looking out for the employees.

Ginny Moore suggested a regular open sign that could you find at Office Max or Office Depot for example, so if people could just see the business is open from the parking lot.

Nola Vander Streek mentioned that the lights are not very bright at night and that if you go by Stravers Radio Shack on the back of their wall they have a blue star but that her store cannot get the blue star anymore.

There was further discussion about options.

Ms. Vander Streek stated she still thinks they need a lighted open sign but that it does not have to be that big.

Patsy Cody mentioned that Mike De Wild had a neat idea about using a wooden sign with Dutch curvatures for hanging by the door with suction cups with a hook.

Ms. Vander Streek thanked the Committee for having her again at the meeting and left the meeting.

The Committee discussed the matter further.

Patsy Cody mentioned the open sign that looks like a flag that Crown Pharmacy uses in their window.

Mike De Wild stated that he drove over to Knoxville and stopped at both the U.S. Cellular locations out there and stated that no matter what Ms. Vander Streek does she is not going to achieve what she wants because of the location at De Winkelen Hof. He pointed out that with the business location she will not get sidewalk traffic like other locations and that if they get into lit signs again and that in Knoxville there are businesses that have two or three lit signs, bar and restaurant signs with beer signs, every bank drive up has there sign with time and temperature.

Patsy Cody added where do you stop and start the interior lit window signs and that we have made people take down the signs.

Mike Kiser made a motion to recommend no change to the current interior lit window sign ordinance to City Council but that the Committee would still work with Ms. Vander Streek on other options. Patsy Cody seconded the motion. Upon vote, all voted yes. Motion carried 7 to 0.

5) Approval of Minutes

a) Minutes of January 22, 2014 Special Meeting. The minutes were approved.

6) Adjournment

Chairperson Moore adjourned the meeting at 6:25 p.m.

Respectfully submitted.
George Wesselhoft
Planning and Zoning Director