



STAFF REPORT

TO: Planning and Zoning Commission

PREPARED BY: Brad Deets

RE: Fridley Palms – Rezoning Request

DATE: November 14, 2017

GENERAL INFORMATION:

Applicant: Fridley Properties, LLC

Requested Action Rezoning of Property from C-1 (Community and Highway Service Commercial District) to C-1B/PD-1 (Large Scale Commercial District/Planned Development Overlay)

Location and Size: Property generally located north of Hickman Road between NE Dartmoor Drive and NE Westgate Drive, containing approximately 15.16 acres.

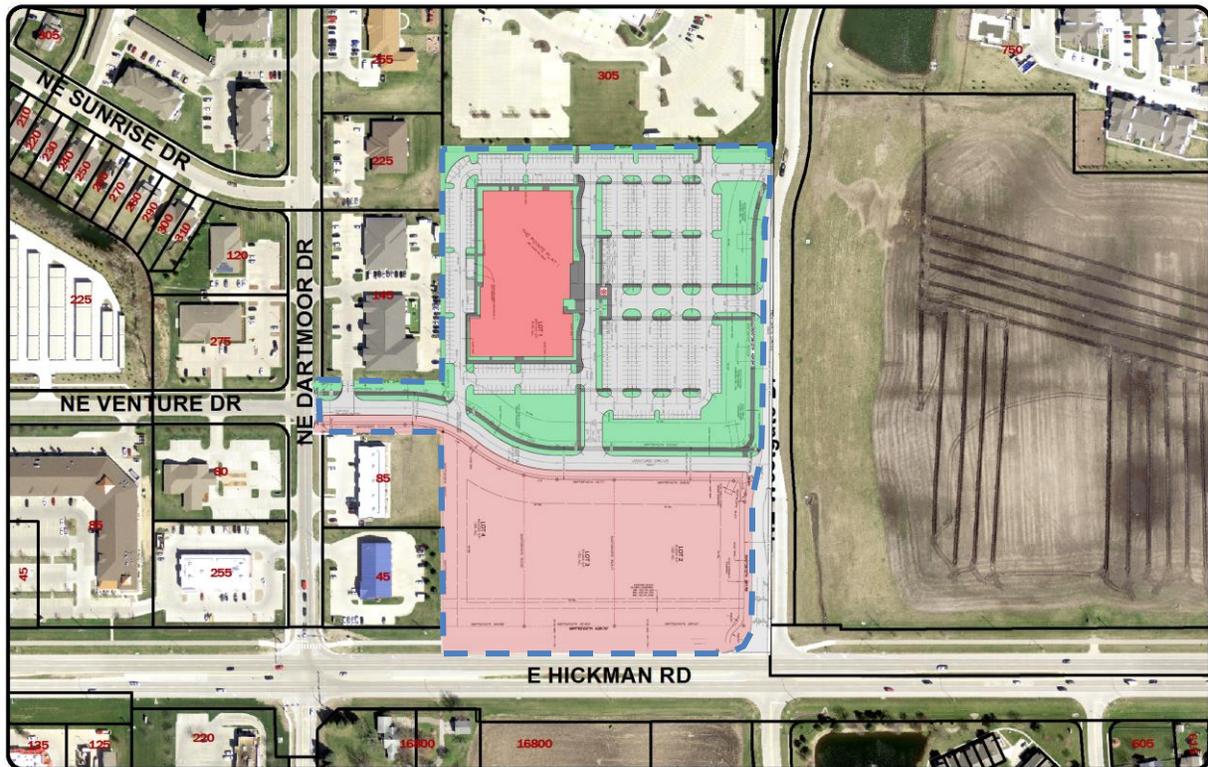
LAND USES AND ZONING:

Location	Existing Land Use	Comprehensive Plan	Current Zoning
Property in Question	Vacant / Undeveloped	Neighborhood Residential	C-1
North	Lutheran Church of Hope	Neighborhood Residential	C-1
South	Central Bank/Retail	Neighborhood Residential	C-1
East	Undeveloped	Community Village	C-1B
West	Retail	Neighborhood Residential	C-1

BACKGROUND:

The subject property was originally a part of the holdings of Point of Grace Church (now Lutheran Church of Hope). The property was purchased by Fridley Properties, LLC in 2015 for purposes of locating a theater on the property. Today, the property is zoned C-1 Community and Highway Service Commercial District which would allow for the use of the property as a theater. However, because of the size of the theater being greater than 50,000 square feet, the applicant has requested approval to rezone the property to C-1B Large Scale Commercial District. In addition to the underlying zoning change, a Planned Development

Overlay is proposed in order to deal with some the specific and unique aspects of the theater development.



ABOVE: Aerial of Property (in **BLUE**) and Surrounding Area

PROJECT DESCRIPTION:

The applicant has submitted the necessary petition and consent to the proposed rezoning. The zoning map indicates consent to the amendment from approximately 66% of the property owners within 200 feet of the property proposed to be amended (rezoned). Notification of the proposed rezoning request was sent on November 7, 2017. To date, staff has received correspondence from one adjoining property owner related to concerns with traffic. A copy of that correspondence is attached. A notification sign of the proposed City Council Public Hearing Date has been placed on the property.

A conceptual development plan has been provided for the configuration of the proposed property. The property will consist of four lots ranging in size from 1.3 acres to 9 acres. As a part of the development NE Venture Drive would be constructed as a public street and be extended between NE Dartmoor Drive and NE Westgate Drive. The theater would sit north of Venture Drive with the three remaining outparcels sitting between Venture Drive and Hickman Road. Access to the three outparcels will only be provided off of Venture Drive. There will be no additional access off of Hickman Road. Access to the theater lot is proposed

to be provided both off of Westgate Drive and Venture Drive. It is anticipated that traffic from the theater development will flow both to Westgate Drive and Dartmoor Drive both of which now have traffic signals at the intersection with Hickman Road.

The development plan identifies the construction of an approximately 65,000 square foot theater on the west half of the lot with parking for the theater being provided on the east half. The theater would face Westgate Drive. The proposed theater is intended to include a total of 15 screens including an IMAX theater. The IMAX is unique in that this would be the only location in all of central Iowa due to restrictions that are placed on such theaters by IMAX. The existing IMAX theater at the Des Moines Science Center falls under a different consideration than one for commercial purposes.

The proposed Planned Development Overlay is intended to deal specifically with some of the unique aspects of the building due to the IMAX theater component. Specifically the IMAX component requires the building to be taller than the other theaters within the building. Additionally the Planned Development Overlay includes provisions for desired signage elements that would be unique to a theater development but would not otherwise be permitted under the City's standard sign ordinance requirements.

PLANNED DEVELOPMENT PROVISIONS:

The proposed C-1B zoning district states that the maximum height shall be 40 feet. The proposed Planned Development would allow for the maximum height of the building to be increased to 75 feet. This is in large part due to the IMAX portion of the theater project which would set at the south end of the site closest to Hickman Road. The height of the building is in large part due to the size of the screen within the IMAX theater.

The Planned Development document also addresses certain signage requirements that would be unique to the project. In regards to building signage, modifications to the sign ordinance include for the allowance of individual letters to be a maximum of 8 feet tall instead of 6 feet as permitted within the site plan ordinance. The Planned Development document will also allow for signage on the south elevation of the building to be calculated at 1 ½ times the linear footage of the building versus 1:1 as would be permitted in the sign ordinance. These proposed changes within the Planned Development are in large part due to the size of the proposed building and are proposed in order to keep the signage in scale with the size of the building.

The other signage component addressed within the Planned Development document includes provisions for the construction of a projecting sign at the corner of the building. As stipulated, this sign would be allowed in lieu of any monument sign on the development. The sign would be similar in size and scale to the "Century" sign that is located at Jordan Creek Town Center. Provisions for projecting signs are not addressed within the general sign ordinance although

they are addressed within the standards and guidelines for property within the Kettlestone development area.

STAFF RECOMMENDATION

At this time, staff would recommend approval of the proposed ordinance related to Fridley Palms Theater.

CITY OF WAUKEE

Brad Deets

Development Services Director