

**AGENDA
BOARD OF ADJUSTMENT
REGULAR SCHEDULED MEETING
May 8, 2017**

**HIAWATHA CITY HALL
6:00 P.M.**

1. Call to order - Roll Call
2. Consider Approval of:
 - a. Agenda
 - b. Minutes from August 8, 2016
3. Business
 - a. PUBLIC HEARING - to consider a Variance request to the City of Hiawatha, Unified Development Code, Chapter 166.27.6:B, a variance to allow a 161 sq.ft. sign where code allows 100 sq.ft. CR Signs is requesting the variance for 1195 Boyson Rd.
 - b. Approve the 2017 Meeting Calendar.

Adjourn

RESOLUTION 42 - 00
Plan & Zoning Commission

APPROVAL OF MASTER SIGN PLAN
GUARANTY BANK
1195 BOYSON ROAD

BE IT RESOLVED BY THE PLANNING AND ZONING COMMISSION OF HIAWATHA, IOWA, TO APPROVE THE SUBMITTED MASTER SIGN PLAN FOR NINE SIGNAGE AREAS OF ILLUMINATED LETTERS ON RACEWAY ON CANOPIES OVER SEPARATE ENTRANCES; ONE WALL MOUNT SIGN OVER MAIN ENTRANCE; ONE GAS PRICE PYLON SIGN FOR FUTURE CONVENIENCE STORE; ONE GRAND PYLON SIGN INDICATING MALL AND TENANT LISTINGS, LOCATED AT 1195 BOYSON ROAD, AS REQUESTED BY GUARANTY INTENTICITY BANK, SUBJECT TO: BOARD OF ADJUSTMENT APPROVAL OF SIGN HEIGHT, SIZE AND LOCATION.

AYE: Conrad, Hersch, Hamdorf, Shepard


NAY: None

ABSENT: Sams, Tyrrell, Mohler

PASSED AND APPROVED THIS 28th DAY OF November, 2000.



William Shepard, Chairman



Linda J. Bendixen, City Clerk

City of Hiawatha
Community Development Department
Building, Zoning, Code Enforcement & Development
101 Emmons St., Hiawatha Iowa, 52233-1697

Purpose: Sign Size Variance Request **Date:** 4/12/2017
To: Board of Adjustments
Name of Plan: Mercy Care
Address: 1195 Boyson Road **Zone:** C-3
Number of Lots: 1
Reviewed by: Patrick Parsley, Community Development Director

Description:

The petitioner is asking for a variance to the sign code. The request is for a sign of 161 square feet which is larger than the allowable 100 square feet for a C-3 commercial district. The proposed sign is a lighted sign located at the corner of Boyson Road and 12th Street at an existing sign location.

Report:

City staff has reviewed the variance request as it relates to items A-G of section 165.82 (5) *Standards for Variances* in the Hiawatha UDC. There is no hardship however there is a unique circumstance supporting this variance. This property is located adjacent to a residential area. Our sign code is very restrictive in residential zones because of the desire to maintain a “neighborhood” setting without signs and without intrusive lighting from signs.

The Sign code reflects the City’s desire to maintain limited signage distractions while at the same time recognizing the need for exposure for commercial business in this area along Boyson and I-380. This lot, because of its size; 300’ X 300’ with two frontages, would be permitted to have two pole signs of 100 ft² and two ground signs of up to 100 ft² if properly placed at 150’ intervals and properly set back from the property lines.

Our code language in section 166.14 item #4 does not permit sign areas to be transferred from one frontage to another or from one sign to another to exceed the allowable areas. This sign proposal describes a trade off incorporating the elimination of a pole sign in order to exceed the sign area of a single pole sign by 60 ft². The proposal would reduce the overall allowable free standing sign area for the lot.

Given the proximity of 12th Street to residential areas, Community Development could support this variance if no other freestanding signs are allowed on this frontage. We recommend the owner not be allowed to install another pole sign or ground sign along 12th street as part of this proposal. An additional ground sign could be installed on Boyson Road and directional/information signs could be installed on 12th Street as exempt signs.

Recommendation:

Community Development supports the sign size variance request to a maximum of 161ft² with the restriction that no other free standing signs will be permitted on the 12th Street frontage except exempt signs as defined in the sign code.

CR Signs, on behalf of Mercy Medical Center of Hiawatha, is seeking a variance to extend the total square footage of its pylon sign from the maximum allowed 100 square feet to 161 square feet, divided between two signs on the same structure. Ordinarily, a property is allowed one free standing sign of 100 square feet per frontage; however, in this case Mercy would like to forego a second sign and consider the new pylon sign to represent both the Boyson Rd and N 12th Ave frontages. While we understand this sort of frontage sharing is ordinarily not allowed, this represents a smaller net amount of signage than would otherwise be allowed for the property were it to be split into two signs.

1. **Economic Hardship** – The new facility contains a variety of health care providers of different specialties which need to be represented adequately in a central location, most of which were not represented in the original signage. The facility therefore requires expanded coverage.
2. **Unique Circumstances** – Because this property is a health care facility, there is a non-commercial public interest in directing attention to the full range of services provided there in a clear and accurate fashion. This would particularly benefit the elderly, visually impaired, or those unfamiliar with the area in the middle of a medical emergency.
3. **Not Detrimental to the Character of the Area** – The sign is a modification of an existing structure, representing little overall change in the overall dimensions. Granting the variance would preclude the need to include a second sign along another frontage, resulting in lesser overall visual impact upon the neighborhood.

AFFILIATES OF FAMILY PRACTICE OF CEDAR RAPIDS, PC

KENNETH CEARLOCK, MD • PAUL W. LOTTES, MD • TRACY ALSHOUSE, PA-C • ERIN SWAILES, ARNP

1030 FIFTH AVENUE SE, SUITE 1700
CEDAR RAPIDS, IOWA 52403
319-364-7730 (PHONE)
319-364-0240 (FAX)

May 8, 2017

Community Development Department
City of Hiawatha
101 Emmons Street
Hiawatha, IA 52233

To Community Development Department regarding signage variance:

We thank you for being interested in our concerns regarding the variance request. On Boyson Road there are many healthcare providers as well as other business services who display their signage at the street level. We feel this sign is too large and will be extremely distracting in the surrounding landscape.

Thank you in advance for your consideration in this matter.

Sincerely,

Kenneth Cearlock, MD
PRESIDENT OF A-F-P PRACTICE

Affiliates of Family Practice of Cedar Rapids, PC
Hiawatha Satellite Clinic
1350 Boyson Road Bldg B, Suite B
Hiawatha, Iowa 52233

Jen Goerg

From: Chris Goodman
Sent: Friday, May 05, 2017 3:42 PM
To: permittech@hiawatha-iowa.com
Subject: Variance request for Mercy Care, 12th st/Boyson road.

Though I am not available to vote on the variance, I wanted to voice my opinion.

This business is close to a neighborhood and we as a board need to find a good balance of business and residence. By placing signage on 12th, a street that is residential, I believe that we would further reduce the residential feel of this neighborhood. Even though this is a healthcare facility, it still is a business and we need to preserve the barrier between a residential and business location.

Thank you,

~Chris Goodman



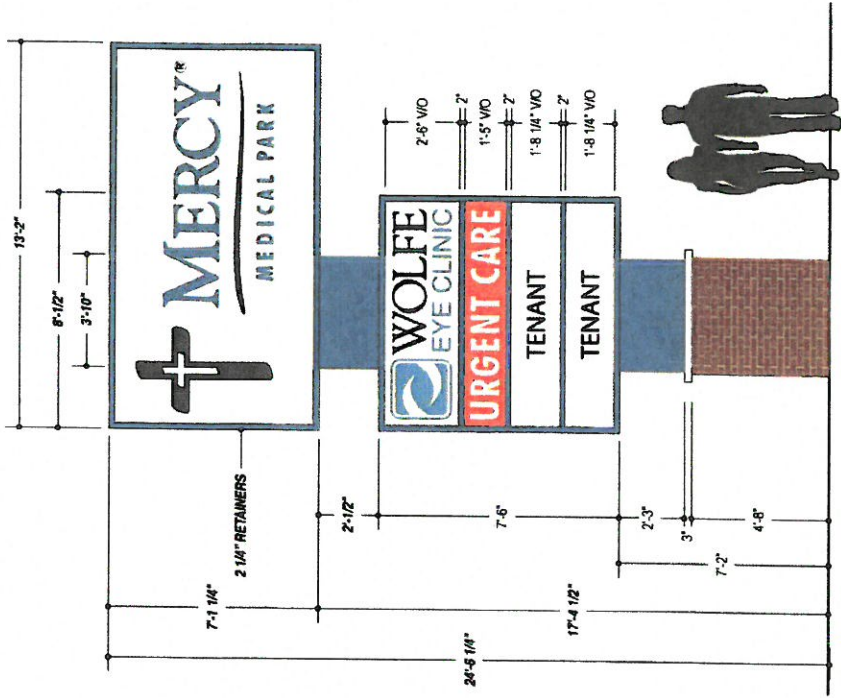
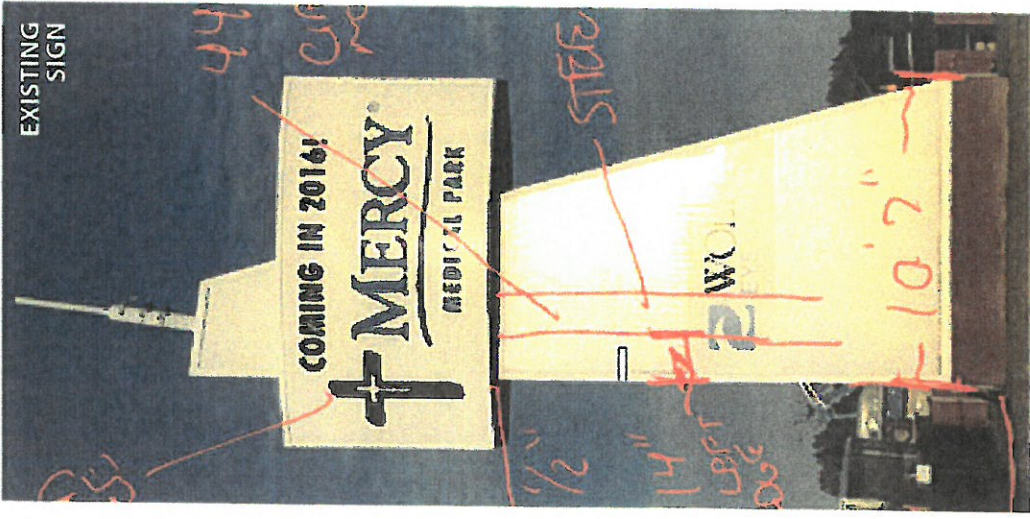
4701 FIRST AVE. S.E. SUITE 11
CEDAR RAPIDS, IOWA 52402
PHONE: 319-389-8632

JOB DESCRIPTION
REFURBISHED EXISTING ALUM. Pylon SIGN USING EXISTING MAIN LD. CABINET AND EXISTING POLE SUPPORT.
REMOVE LOWER POLE COVER AND TOPPER ABOVE CABINET.
REPAIR EXISTING CABINET AND REPLACE FACES. NEW VINYL GRAPHICS.
FABRICATE NEW ALUM. LOWER SF TENANT CABINETS. EXTENDED ALUM. FRAME WITH HARD DIVIDER BARS AND WHITE ACRYLIC FACES. ALUM. WITH L.E.D.S.
FABRICATE NEW POLE COVER FROM ALUM. SHEETING WITH INTERNAL FRAMING. ALUM. ACCENT BANDS.
LOWER BRICK POLE COVER TO HAVE STEEL FRAME OPERATED WITH BRICK VENEER.
INSTALL ALL ONTO EXISTING 12" STEEL SUPPORT POLE (18.5').
FULL SURVEY NEEDED BEFORE FINAL DRAWINGS AND PROD.

REPLACE EXISTING TENANT CABINET AND ADD TWO LEADS AND SURVEY
RS 03/27 + JCS + CHANGE SIZES AS PER SURVEY

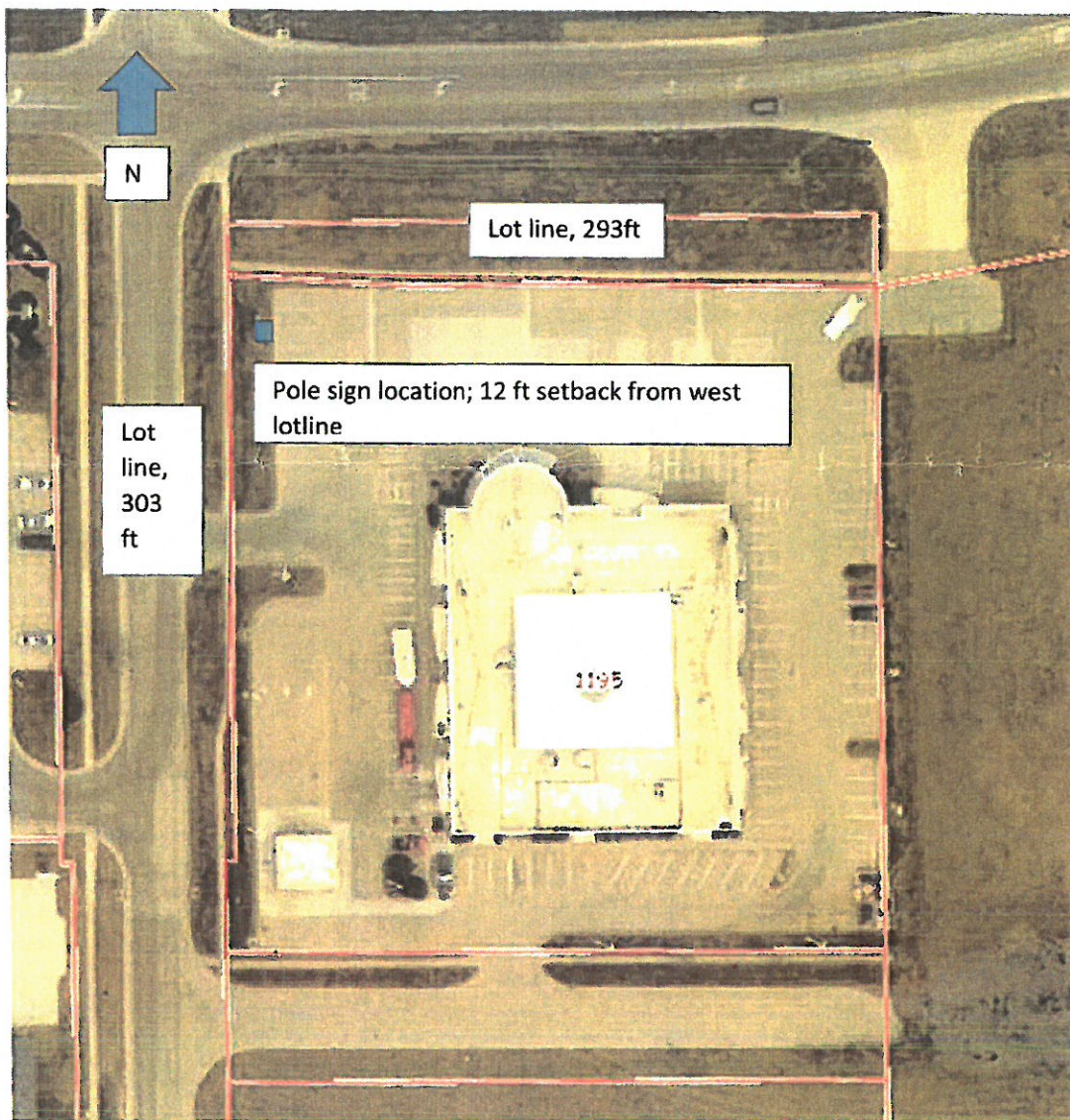
FILE NAME: 3095-062 DATE: 09/26/16
JOB NAME: MERCY MEDICAL PARK
LOCATION: HAWAIIA, IA
DRAWN BY: EJS SCALE: 1/4" = 1'
SALESMAN: AARON VOSHETZ

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- VINYL 3030-33 RED
- VINYL 3030-07 OLYMPIC BLUE
- VINYL 1725-22 BLACK
- PART 8 VINYL 3030-17 SULTAN BLUE
- PART WHITE
- VINYL 1725-22 BLACK
- VINYL 3030-17 SULTAN BLUE

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Board of Adjustment 2017**Meetings at 6:00PM**

Submittal Deadline 12:00PM four weeks before meeting	Meeting Date
Monday, December 12, 2016	Monday, January 9, 2017
Monday, January 16, 2017	Monday, February 13, 2017
Monday, February 13, 2017	Monday, March 13, 2017
Monday, March 13, 2017	Monday, April 10, 2017
Monday, April 10, 2017	Monday, May 8, 2017
Monday, May 15, 2017	Monday, June 12, 2017
Monday, June 12, 2017	Monday, July 10, 2017
Monday, July 17, 2017	Monday, August 14, 2017
Monday, August 14, 2017	Monday, September 11, 2017
Monday, September 11, 2017	Monday, October 9, 2017
Monday, October 16, 2017	Monday, November 13, 2017
Monday, November 13, 2017	Monday, December 11, 2017