

Altoona Board of Adjustment Hearing – January 6, 2015 – 6:30 PM

Altoona City Hall

Members Present – Dale Sikes, John Rullman, Robert Hall, Lea Morris

Members absent – None

Staff Present – John Shaw, Susi Hoots

Others Present – None

Chairman Rullman called hearing to order at 6:42 p.m.

Sikes moved to address agenda item 2 first to allow time for a presenter to arrive on item 1.

Chairman Rullman agreed.

#2 Consider a request from the Altoona City Council to reconsider multiple sign variances for Cinemark for property at 2227, 2363 and 2407 Adventureland Drive NW, plus lots located on Plats 1, 2, 3, and 4 of Adventure Village. The variances include signage to exceed the sign height, area and off-premise location for a 50-foot tall sign; to allow a pylon sign instead of a monument sign, exceed the sign height, area and off-premise location for a 35-foot tall sign; and to exceed the over sign area for the property, exceed the signs allowed per wall, and to allow a tower sign.

Sikes moved to accept the request to reconsider the variances granted to Cinemark at the December 2, 2014 hearing. Seconded by Hall. Vote: Yes – Sikes, Hall, Rullman. Pass – Morris. No – None.

Sikes reviewed and re-capped the actions, discussion, and variances granted to Cinemark at the December 2, 2014 hearing.

Shaw presented a memo from City Administrator Jeff Mark stating Cinemark has issued a letter to the City of Altoona stating Cinemark is willing to forgo relief granted to Cinemark by the variance allowing the construction of the 96-foot-tall tower display sign described and identified in the December 2, 2014, Board of Adjustment hearing as Sign “A” and Cinemark withdrew its request for relief to construct this particular sign.

Shaw explained that following the December 2, 2014, hearing an examination of the building construction plans disclosed Sign “A” is best defined under city ordinance as a pole sign as it is attached to a structural pole with a 6 foot by 6 foot footing that also supports the roof system. The applicant had presented that the sign is a projecting sign attached to and supported by the building’s wall.

Sikes asked fellow board members to consider if any other changes to the Cinemark sign variances beyond the sign “A” variance should be made. Discussion ensued regarding the other signs and the total square feet of signage.

Rullman asked if Cinemark would be requesting a smaller sign to replace sign “A”. Shaw replied “No”.

Sikes moved that upon reconsideration of the sign variances granted to Cinemark on December 2, 2014, whereas Cinemark no longer wishes to use the variance for the tower sign identified as Sign “A”, the variance for Sign “A” is withdrawn. The residual variances

are re-confirmed, and Cinemark is allowed freedom to re-apply for sign variances in the future.

Seconded by Morris. Vote: Yes – Sikes, Morris, Hall, Rullman. No – None.

#1 Re-open public hearing to consider a request for variances from Des Moines Mattress for the property they are proposing to purchase at 1305 1st Avenue North, Altoona, Iowa, to allow them to install a 12-foot tall freestanding sign when up to 10-foot tall is allowed, to use an aluminum panel base cover when brick or stone and a frost footing is required, and for the sign to be wider than the base when the sign is not allowed to be wider than the base.

Sikes re-capped and reviewed the December 2nd, 2014, actions and discussion that took place on this request. The Board examined the new information on utility locations in the area of the proposed sign.

Hall and Rullman noted that as the utility lines are private, they may be re-located. Rullman stated he does not favor a twelve-foot sign as a ten-foot sign would be visible above the existing fence. Hall indicated he sees no reason to approve a pole sign. Sikes pointed out that this Board has not approved a variance for a pole sign since adoption of the current sign code. Morris asked if the request should be tabled as no representative of the applicant was present. There was discussion of the various signage options available to the applicant that would comply with the sign code. Rullman stated there is no recognizable hardship.

Sikes moved to deny all three variances included in the variance application. Seconded by Morris. Vote: Yes – Sikes, Morris, Hall, Rullman. No - None

#3. Hall moved to approve the minutes of the December 2, 2014 hearing as presented. Seconded by Sikes. Vote: Yes – Hall, Sikes, Rullman. Pass – Morris. No – None.

Doug Teuber's December 3, 2014 resignation as a Board of Adjustment Member was acknowledged and Mr. Teuber was lauded in absentia by all members for his long service to the Board and to the City of Altoona.

#4. Next meeting/hearing will be Tuesday, February 3, 2015 at 6:30 p.m. if needed.

Hearing Adjourned at 7:17 p.m.

Respectfully submitted,
Susi Hoots
Community Development Administrative Coordinator