

1. Board Of Adjustment Packet

Documents:

[HOUSING AND COMMUNITY DEVELOPMENT MEMO - ITEM 2.PDF](#)
[VARIANCE APPLICATION FORM - ITEM 3.PDF](#)
[BOARD OF ADJUSTMENT AGENDA JULY 21, 2015 - ITEM 1.PDF](#)



James L. Lowrance, Mayor
Randy A Wetmore, City Administrator
36 North Center Street
Marshalltown, IA 50158-4911
Tel - (641) 754-5756
Fax - (641) 754-5742

Housing & Community Development

TO: Board of Adjustment

FROM: Michelle Spohnheimer, Housing & Community Development Director

A handwritten signature in black ink, appearing to be "MS", located to the right of the "FROM:" line.

DATE: July 15, 2015

Variance – MMSC/Central Iowa Healthcare – 3701 S. Center Street - Signage

The hospital is in the final stages of construction on phase one of the building which includes their plans for signage. In discussions with the sign contractor regarding the proposed sign plans it became apparent that the plans did not currently comply with the sign regulations. The hospital is in an OP, Office Park, district which allows one freestanding sign and two wall signs on the premise. City wide we also have a restriction on directional signage which should not exceed six square feet in area and four feet in overall height.

The proposed wall signs meet the requirements. The proposed freestanding sign meets the size requirements under the OP district the only issue is the location due to the parcel splits for financing. The proposed directional signage is generally 4.5 to 6.5 feet in overall height and about 8 to 18 square feet in area depending on the style.

Upon review and discussions, staff had two recommendations. First would be to apply for a variance to allow larger directional signage throughout the campus on and off premise and to allow the primary freestanding monument sign to be on a separate lot within the campus. The second recommendation is that the hospital pursues an ordinance change to better address the current issues and anticipated future issues with continued phases of development so that variances would generally not be necessary.

The hospital also is working with the Iowa DOT regarding the freestanding sign since they are located on Highway 14. What may be allowable by the City may not be by IDOT and vice versa.

City Council
Leon Lamer, Mike Gowdy, Al Hoop, Joel Greer
Robert Schubert, Bill Martin, Bethany Wirin



Date Submitted & Fee Paid: 6/29/15

Hearing Date: 7/21/15

Variance Application Form

36 N. Center Street, Marshalltown, IA 50158 Ph: 641-754-5756 Fax: 641-754-5742
www.ci.marshalltown.ia.us

All items listed must be submitted with this application:

Failure to complete and submit all the required materials as a part of this application will result in a delay in accepting your application until it is complete.

✓ **A site plan, drawn in ink and to scale, which clearly shows the variance being sought. This site plan shall not be larger than 11" X 17." And must include:**

- Dimensioned property lines indicating any easements;
- Location & identification of adjacent streets and alleys;
- Location and size of all existing and proposed buildings and structures (include distances to all property lines and distances between buildings and structures.);
- Dimensioned driveways and parking areas; and
- Any other pertinent information necessary to fully understand the need for a variance.

✓ **Site photographs** showing all views of the property, including any special features such as topography and existing and adjacent structures. **Please note:** Materials submitted with the application or presented as evidence during the public hearing will not be returned and must be kept as a part of the public record.

✓ **Completion of all of the following questions included in this application.**

✓ **Legal description of the property.** The property owner should have a copy of the legal description. If not, owners may obtain a copy of the recorded deed, which contains the legal description, from the Marshall County Recorder's Office for a fee.

✓ **Application fee.** A fee of **\$150 for owner-occupied residential properties** and a fee of **\$200 for any other property** is required payable to "City of Marshalltown." The fee must be paid when the application is submitted to the Housing Department.

Please type or print legibly in ink.

Property Address:

3701 South Center Street, Marshalltown, Iowa 50158

Owner:

Marshalltown Medical and Surgical Center

Mailing Address:

3 South 4th Avenue, Marshalltown, Iowa 50158

Phone:

641-754-5151

Fax:

641-844-6208

Email Address:

jchughes@marshmed.com

Owner's Agent (if applicable):

Mindy M. Bryngelson

Agent Phone:

515-232-1784 ext. 62

Agent Fax:

515-233-5976

All of the following questions must be answered. The board will use this information to review your request. Additional information may be attached if necessary. Contact Zoning at 641-752-3454 with any questions.

The applicant makes the following request:

Allow freestanding signage to exceed the allowable limits along Highway 14 and for directional signage on site.

Please state your hardship.

A large freestanding sign needs to be visible and provide clear direction to the medical facility for the public along Highway 14. Additional on-site directional signage assists the public in navigating the medical campus to know drop-off and pick-up locations.

In order to grant a variance, the Board of Adjustment must make a finding of unnecessary hardship. The hardship must be related to the physical aspects of the property and not a personal hardship. The granting of a variance should not merely serve as a convenience to the applicant. **To support a finding of unnecessary hardship, the board must find, based upon your evidence, that all of the following are met:**

1. **The land in question cannot yield a reasonable return if used only for a purpose allowed in the district.** State how you will lose all beneficial use and/or enjoyment of the property if the variance is not granted. You may include supporting evidence from a professional appraiser, real estate professional, or other professional. The Board may require documentation of loss of value in order to grant this variance.

Medical facilities must have highly visible and legible signage to be beneficial to the public. The current sign code does not address the unique circumstances of a medical care facility of this size. There are three primary patient entrances/exits to the building. Multiple access roadways on site are needed to accommodate the amount of parking required for this use as well as emergency services to the site. Additional signage is needed for successful way-finding for patients, staff, and deliveries.

2. **This variance is required because of the unique circumstances of this property and not the general conditions of the neighborhood.** The applicant must show that physical circumstances (such as an odd-shaped lot or difficult topography) on the property are unique to this property and unlike other properties in the vicinity. Also, the hardship should not be self-inflicted.

The building was placed on this lot in order to allow the majority of the parking between the building and Highway 14. The ground elevation of the lot decreases from east to west reducing the visibility of the building from Highway 14, the only vehicular entrance to the site. Therefore, the facility must rely on freestanding signage to clearly identify the primary vehicular entrance and to guide users around the facility. The 50 mile per hour speed limit along Highway 14 at this location requires larger signage to allow drivers adequate reaction time to enter the site. Additional way-finding signage is necessary to safely navigate the site for patients, staff, delivery, and emergency vehicles.

3. **The proposal will not alter the present character of the area or seriously affect any adjoining property.** The applicant must show that the proposal is compatible with the character of the surrounding area.

Adjoining properties are primarily commercial and institutional uses located on larger lots that also use monument signage near or adjacent to Highway 14. It is important to direct the public to the appropriate campus for medical care by providing larger signage along Highway 14. Additional on-site signage will enhance the campus and is compatible with signage needs for the Marshalltown Community College campus.

4. **The variance will not be in contrary to the public interest.** The applicant must present information to indicate the variance will not impair an adequate supply of light and air to adjacent property, will not unreasonably increase the congestion in public streets or endanger public safety, nor will it devalue nearby property.

The use of larger signage will allow drivers more reaction time along Highway 14 and will improve the safety of the public by potentially reducing rapid lane changes and hard breaking. The monument sign lettering size is comparable to a conventional multi-lane speed limit sign including numbers that are 12" tall with 5" "SPEED LIMIT" lettering. The stone facing matches the building on all signs and will not devalue nearby property. The on-site directional signage assists with the patient centered care, safety, efficiency, and timeliness that are some of the critical elements used to design the building.

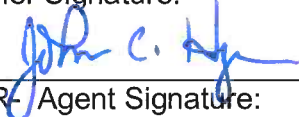
5. **The general intent and purpose of the Zoning Ordinance is protected.** A variance must be consistent with the intent of the Zoning Ordinance and the Comprehensive Plan. Is there another option which you could pursue that would not require a variance? If alternatives exist which do not require a variance, the proposal would not be consistent with the intent of the Zoning Ordinance and Comprehensive Plan.

Smaller signage at the main entrance to the outpatient center site would not be highly visible and legible. On campus signage is required for successful way-finding for patients, staff, and deliveries.

Additional Comments and Information:

Attach additional information as necessary.

As evidenced by the signature(s) below, I (we) certify that I (we) have been denied a building/zoning permit, that I (we) have submitted all the required information to appeal for a variance, and that said information is factual.

Owner Signature: 	Date: 
-OR- Agent Signature:	Date:



Site Photographs

Central Iowa Healthcare Site
Marshalltown Medical and Surgical Center
3701 South Center Street, Marshalltown
Variance Request for site signage and way finding
06/26/2015



Location of proposed monument sign from new roadway looking south (Highway 14 on the left)



Looking west towards the new building from the west end of the boulevard.



Main entrance looking south from the east end of the Physical Therapy parking lot.



Main parking lot looking north east from Physical Therapy parking lot.



Outpatient pick-up location on the south east side of the building (looking south west).



Southern loop road accessing staff parking lot and out-patient pick-up location (looking south west).



Outpatient pick-up location (looking north from loop road).



Main entrance/city street looking east from the east property line towards Highway 14.



Notice of Public Meeting
BOARD OF ADJUSTMENT

Agenda for Tuesday, July 21, 2015 – 5:00 p.m.
City Council Chambers, City Hall
10 West State Street, Marshalltown IA

Committee Members:

Darrell Eaton
Kevin Hitchins
G Ward Miller

David Schulze
Bob Wenner

Call to Order:

Roll Call:

1. Approve Agenda
2. Review and approval of the Minutes from 06/16/15

Old Business:

3. None

New Business:

4. PUBLIC HEARING:
 - a. Variance – MMSC/Central Iowa Healthcare – 3701 S. Center Street - Signage

Date Posted: 07/15/15

<http://ci.marshalltown.ia.us/meetings/view/MeetingID/1216>