

**CITY OF WEST DES MOINES  
BOARD OF ADJUSTMENT COMMUNICATION**

**Meeting Date:** June 27, 2018

**Item:** Ross Dress For Less Sign Variance, 4100 University Avenue, Suite 125 – A variance of the total amount of allowed tenant building signage from 240 sf to 371 sf (a 131 sf variance) – Ross Dress For Less (VAR-003913-2018)

**Requested Action:** Applicant requests approval of a variance of the maximum amount of building signage allowed for their tenant space to increase the building signage from 240 sf to 371 sf (a 131 sf variance).

**Case Advisor:** Kevin Wilde, Sign and Zoning Administrator *KW*

**Applicant's Request:** The applicant, Ross Dress For Less, represented by John McCall with ABC Sign and Display, requests approval of a variance to allow 131 sf of additional building signage than what the Sign Code would allow. The applicant is to occupy a tenant space in the Water Tower Place development at 4100 University Avenue, which is a portion of the tenant space formally occupied by Sports Authority (see Attachment B – Location Map). In their submittal the applicant summarized their request (see Attachment C) and their representative from their national sign contractor, Kiefer Sign, provided a summary of their findings.

**History:** The subject property is located within the Water Tower Place Planned Unit Development (PUD) which references the Regional Commercial (RC) district standards for wall signage. The building was constructed in 1995 and Sports Authority was the previous tenant in the portion of the building where Ross will be located. On September 8, 2017, a minor modification to the approved site plan was administratively approved to modify some site features and the building architecture to create three tenant spaces in the vacant Sports Authority space.

**Staff Review and Comment:** Staff notes the following:

*Amount of Allowed Building Signage:* The West Des Moines Sign Code bases the amount of building signage allowed on two primary factors: 1) the frontage of the tenant space, and 2) the distance from the roadway that the building faces. The applicant has a frontage of 120 linear feet that faces 42<sup>nd</sup> Street. As the applicant has indicated in their application, the building is approximately 650 feet from 42<sup>nd</sup> Street. The Sign Code recognizes that if you are further from the viewpoint, the larger the sign needs to be for visibility and readability. If the building is less than 250 feet from the right-of-way the amount of signage is a formula of the tenant frontage at one (1) square foot per linear foot of frontage, a setback of 250' to 500' earns 1.5 sf per linear foot of frontage, and with a setback greater than 500', the multiplier is two (2) square feet per linear foot of frontage. So based upon the frontage of 120' and a setback of greater than 500', Ross Dress For Less would be allowed a total of 240 square feet of building signage. The city code does not regulate the number of signs allowed other than by the total amount of signage allowed by the above formula. So the 240 sf allowed for the applicant can be divided into any number of building signs, which they are proposing four separate wall signs on the building totaling 371 sf.

*Visibility of the Ross Store Front:* The store front of the Ross tenant space faces west, so staff would agree that it would not easily be visible to vehicles traveling west on University Avenue, but that would be the similar for all of the tenants within the center that have their store front facing west. However, the signage in the monument sign along University Avenue in Attachment D, sheet P, serves to provide notice to the drivers of the various tenants within the center. Intermittent visibility of building signs across a parking lot is going to be similar to any large center with a similar layout and the location of the Ross store in the corner of the center would be similar to Marshall's, Ulta or World Market. Completely unobstructed views of building signage is not the norm within the city due to the parking lot and site landscape requirements of the City. Staff visited the site and has included two photos in Attachment F to provide an idea of some views into the site. Staff has also included an aerial map of the site with the distances to 42<sup>nd</sup> Street and the intersection of University Avenue and 42<sup>nd</sup> Street (Attachment G) and a chart showing the minimum letter height required for sign visibility at various distances. The primary Ross Dress For Less sign on the west façade of the building is comprised of letters that are proposed to be 72" tall for the "Ross" and 42" tall for the "Dress For Less" portion of the sign. Based upon the visibility chart, from 42<sup>nd</sup> street the

entire sign would be well within the minimum height limits and even at the greater distance to the intersection of University Avenue and 42<sup>nd</sup> Street, the larger letters would be significantly above the minimum and the smaller letters would be just at the recommended minimum. So staff believes that there are views of the building signage available and the sign is larger enough to be read.

*Architecture Approved with Minor Modification:* As noted above, a Minor Modification was approved in 2017 to modify the architecture of the building to divide the former Sports Authority space into three tenant spaces, with Ross occupying the center portion of the space (Ulta is in the norther portion and the southern portion is currently vacant). With the sign proposal that has been submitted for Ross Dress For Less, they have proposed placing a 4'x16' sign (64 sf) in the rear of the tenant space facing east towards the Home Depot parking lot. The applicant has shown this sign being placed on a 9' x 22' white field labeled "Sign Fascia by Landlord" (see Attachment D – Signage proposal, sheet S2). The architecture package that was approved with the Minor Modification did not include any modifications to the rear of this tenant space. The landlord has indicated to staff that should the requested sign variance get approved, they would submit a new Minor Modification for this architectural addition. Staff would note that placing signage on the rear of the building could be allowed, however there is no additional sign area earned for the rear of the building so any sign area allocated to the rear of the building, would typically need to be deducted from the sign allowance earned by the front of the building. This would also be the first tenant within the complex to place a sign on the rear of the building. The other building signs that have been proposed in the applicant's sign proposal are all located on the west (front) of the building and include; the main sign (291 sf), an eight (8) square foot "Ross" wall plaque, and a 7.67 square foot projecting sign mounted adjacent to the front door.

*Signage of Other Tenants within the Project:* The applicant has indicated that several other tenants within the center have larger signs or additional signage that they do not have available, citing Whole Foods and Best Buy as having additional signs that Ross does not. Whole Foods having additional signage on the west side of the building and both also having signage on the ground sign at the corner of 42<sup>nd</sup> Street and University Avenue. As noted above, the amount of building signage is based upon the size of the tenant frontage facing the public street and the distance from the street. In the case of Whole Foods, as a corner tenant, they have tenant frontage on both University Avenue (the store front) and 42<sup>nd</sup> Street (the side wall of their space) with no intervening properties or buildings, so they would earn signage for both walls. In the case of Best Buy, they only have the one frontage facing University Avenue and would have the same multiplier of two (2) square foot per liner foot of frontage as Ross, however at the time the sign permit was issued, they had 254 linear feet of frontage, so they earned substantially more building signage because they had a larger space (tenant frontage). Staff would note that Best Buy initially filed a variance application in 1995 for several exceptions from the code including the amount of allowed signage, but that request was amended to eliminate the additional square footage and was approved to allow their ticket logo sign as a panel sign, but were required to inset it into the wall of the building.

*Ground signage:* Ground signage is calculated separately from the building signage and the variance request is only for additional wall signage, however the applicant has referenced ground signage of other tenants as some of the rationale for the variance request, so staff felt the need to address what ground signage is allowed and how that is allocated. Within the Water Tower Place PUD, the sign regulations for ground signs are limited to one development sign, with no more than the identification of two tenants, and one multi-tenant monument per street frontage per lot (see Attachment E). The ground sign in the sign packet (Attachment E, sheet P), is the multi-tenant sign that is located along University Avenue and will include a sign panel for Ross, and the other sign that is referenced in the applicant's submittal at the corner of 42<sup>nd</sup> Street and University Avenue was originally constructed as the development sign and currently includes signage for Best Buy and Whole Foods. The property owner has discussed with staff the possibility of converting the development sign into the second monument sign to allow additional tenant signage, which would be possible since there has not been a "monument" sign installed along 42<sup>nd</sup> Street. Ultimately which tenants are identified on the various ground signs is up to the landlord as long as the sign is in compliance with the PUD and the City Code.

**Noticing Information:** On June 11, 2018, notice of the June 27, 2018, Board of Adjustment public hearing was published in the *Des Moines Register*. Notice of this public hearing was mailed to all surrounding property owners within 370 feet of the subject property on June 6, 2018.

**Applicant:**

ROSS Dress for Less  
4440 Rosewood Drive  
Plesanton, CA 94588  
800-945-7677

**Applicant's Representative:**

John McCall  
ABC Sign & Display  
3300 101<sup>st</sup> Street  
Urbandale, IA 50322  
515-270-8200  
jmccall@abcsignanddesign.com

**Property Owner:**

Water Tower Place Shopping Center, LLC  
3101 Ingersoll Avenue, Suite 300  
Des Moines, IA 50312  
515-277-4000  
Ron.daniels@buyersrealtyinc.com

**Attachments:**

Attachment A	-	Board of Adjustment Resolution
Exhibit A	-	Conditions of Approval
Exhibit B	-	Findings (staff's and applicant's)
Attachment B	-	Location Map
Attachment C	-	Applicant's Summary
Attachment D	-	Proposed Signage
Attachment E	-	PUD Sign Regulations
Attachment F	-	Photos of Site
Attachment G	-	Aerial with Distances
Attachment H	-	Gemini Letter Visibility Chart

Prepared by: K Wilde West Des Moines Development Services PO Box 65320 West Des Moines IA 50265-0320 515-222-3630  
 When Recorded, Return to: City Clerk, City of West Des Moines PO Box 65320 West Des Moines IA 50265-0320

**RESOLUTION** BOA-2018-08

**A RESOLUTION OF THE BOARD OF ADJUSTMENT OF THE CITY OF WEST DES MOINES, (APPROVING OR DENYING) \_\_\_\_\_ THE VARIANCE REQUEST (VAR-003913-2018) FOR A 131 SQUARE FOOT VARIANCE OF THE AMOUNT OF BUILDING SIGNAGE ALLOWED WITHIN THE CITY CODE FOR THE TENANT SPACE FOR ROSS DRESS FOR LESS AT 4100 UNIVERSITY AVENUE**

WHEREAS, pursuant to the provisions of Title 9, Chapter 1 et seq, of the West Des Moines Municipal Code, the applicant, ROSS Dress For Less, has requested approval of a variance of Title 9, *Zoning*, 18, Signs, to increase the allowed building signage for their tenant space from 240 to 371 square feet (a 131 sf variance) for their tenant space locally known as 4100 University Avenue, Suite 125 within the property legally described as:

**THE LAND REFERRED TO IS SITUATED IN THE STATE OF IOWA, COUNTY OF POLK AND IS DESCRIBED AS FOLLOWS:**

**PARCEL 1:**

AN IRREGULAR SHAPED TRACT OF LAND THAT IS LOCATED IN THE N.E. 1/4 OF SECTION 5 T78N R25 WEST OF THE 5TH P.M. WEST DES MOINES, POLK COUNTY, IOWA, IS DESCRIBED AS FOLLOWS: COMMENCING AT THE NORTH 1/4 CORNER OF SECTION 5, T78N, R25 WEST OF THE 5TH P.M. WEST DES MOINES, POLK COUNTY, IOWA, THENCE S00°-00'-00"E, ALONG THE WEST LINE OF THE N.E. 1/4 OF SAID SECTION 5, 40.0 FEET, THENCE S89°-03'-03"E, PARALLEL WITH AND 40.0 FEET SOUTH OF THE NORTH LINE OF THE N.E. 1/4 OF SAID SECTION 5, 33.0 FEET, TO THE POINT OF BEGINNING, THENCE CONTINUING S89°-03'-03"E, PARALLEL WITH AND 40.0 FEET SOUTH OF THE NORTH LINE OF THE N.E. 1/4 OF SAID SECTION 5, AND ALONG THE SOUTH RIGHT-OF-WAY LINE OF UNIVERSITY AVENUE, AS IT IS PRESENNY ESTABLISHED, 888.44 FEET, THENCE S0°-00'-04"E, 638.45 FEET, TO THE S. W. CORNER OF THE WEST DES MOINES WATER WORKS WATER TOWER SITE, THENCE S89°-32'-49"E, ALONG THE SOUTH LINE OF SAID WATER TOWER SITE, 250.09 FEET, TO THE S.E. CORNER OF SAID WATER TOWER SITE, THENCE S0°-00'-09"E, 87.36 FEET, THENCE N90°-00'-00"W, 36.40 FEET, THENCE 50°-00'-00"E, 313.67 FEET, THENCE N89°-34'-48"W, 213.71 FEET, THENCE S10°-03'-07"E, 10.07 FEET, THENCE N89°-33'-53"W, 888.51 FEET, TO A POINT THAT IS ON THE EAST RIGHT-OF-WAY LINE OF 42ND STREET, AS IT IS PRESENNY ESTABLISHED, THENCE N0°-00'-00"E, PARALLEL WITH AND 33.0 FEET EAST OF THE WEST LINE OF THE N.E. 1/4 OF SAID SECTION 5, AND ALONG THE EAST RIGHT-OF-WAY LINE OF SAID 42ND STREET, 1057.92 FEET TO THE POINT OF BEGINNING.

**PARCEL 2:**

LOT 1 IN WATER TOWER PLACE PLAT 1, AN OFFICIAL PLAT, NOW INCLUDED IN AND FORMING A PART OF THE CITY OF WEST DES MOINES, POLK COUNTY, IOWA.

WHEREAS, studies and investigations were made, and staff reports and recommendations were submitted which is made a part of this record and herein incorporated by reference;

WHEREAS, on June 27, 2018, the Board of Adjustment held a duly-noticed public hearing to consider the application for a variance (VAR-003913-2018);

WHEREAS, based upon a review of the submitted variance request, the Board of Adjustment finds (In Favor of Applicant's Findings, In Favor of Staff Findings, or in Favor of the Board's Findings) \_\_\_\_\_ as attached at Exhibit B;

**NOW, THEREFORE, THE BOARD OF ADJUSTMENT OF THE CITY OF WEST DES MOINES DOES RESOLVE AS FOLLOWS:**

**SECTION 1.** Variance Request (VAR-003913-2018), for a variance of the total amount of allowed tenant building signage from 240 sf to 371 sf (a 131 sf variance) for the Ross Dress for Less store at 4100 University Avenue, Suite 125 (in the former Sports Authority location) is hereby \_\_\_\_\_ **(approved or denied).**

**PASSED AND ADOPTED** on June 27, 2018

\_\_\_\_\_  
Thomas M. Cunningham, Chair

ATTEST:

\_\_\_\_\_  
Recording Secretary

I HEREBY CERTIFY that the foregoing resolution was duly adopted by the Board of Adjustment for the City of West Des Moines, Iowa, at a regular meeting held on June 27, 2018, by the following vote:

AYES:

NAYS:

ABSTAIN:

ABSENT:

ATTEST:

\_\_\_\_\_  
Recording Secretary

Exhibit A  
Conditions of Approval

1. Subject to the condition that a minor modification to the building architecture is submitted and approved for the changes to the east side of the tenant space of the applicant.

## EXHIBIT B

### CITY OF WEST DES MOINES STAFF VARIANCE APPLICATION FINDINGS

Please address each required finding in the space provided or attach more sheets if necessary to prove to the Board of Adjustment that the finding can be made.

1. That the proposed development or use is consistent with the West Des Moines comprehensive plan and any applicable sub-area plan.

*The proposed use of retail commercial is consistent with the West Des Moines Comprehensive Plan in that the land use of the property is designated Regional Commercial on the Comprehensive Plan Land Use Map.*

2. That there are special circumstances or exceptional characteristics applicable to the subject property with regard to size, shape, topography or location, which do not apply generally to comparable properties in the same vicinity and zones.

*The location of the tenant space, and the method used to determine the amount of building signage allowed for the applicant is not exceptional or unusual as there are other tenant spaces within this center and others within the city that are similarly situated and similar standards have been applied under the City Code regulations, so this finding cannot be made.*

3. That the strict application of the zoning regulations as they apply to the subject property will result in practical difficulties or unnecessary hardships inconsistent with the general purpose of such regulations provided that such hardships shall not be self-imposed by the applicant or his or her successor in interest.

*Staff is of the opinion that the strict application of the regulations has taken into consideration the distance of the tenant space from the potential viewer by an increase in the amount of sign area per linear foot of tenant frontage for the greater setback and the size allowed could accommodate letter heights within acceptable industry standard for visibility. Part of the additional square footage being requested is due to the desire of the applicant to place signage on the rear of their tenant space, which would be unique within the development and is self-imposed by the applicant so this finding would not be met. The granting of the variance request could potentially establish a precedent for future variance requests.*

4. That there have been no changes in the character of the site or its surroundings which detrimentally affect the environment.

*The property is commercial in nature so signage would not be out of character with the site or its surroundings except that a sign on the rear of the building would be out of character with the development, however it would not be considered to have a detrimental affect on the environment.*

5. That the granting of such variance does not, under the circumstances and conditions applied in the particular case, adversely affect the health or safety of persons, is not materially detrimental to the public welfare, nor injurious to nearby property or improvements.

*The granting of this variance does not appear to affect the health or safety of persons, and does not appear to be detrimental to the public welfare, nor injurious to nearby property or improvements, but it could establish a precedent for future variance requests.*

## APPLICANT'S VARIANCE APPLICATION FINDINGS

1. *That special conditions and circumstances exist which are peculiar to the land, structure or building involved and which are not applicable to other lands, structures or buildings similarly sited.*

Both Whole Foods and Best Buy have additional signage that ROSS doesn't have (monument at the corner of 42<sup>nd</sup> St. and University Ave and Whole Foods has a side elevation on 42<sup>nd</sup> St.), which gives them visible access to both major roads. There is also a fairly large setback.

2. *That special conditions and circumstances do not result from the actions of the applicant.*

ROSS will have no other special conditions as a result of the additional signage.

3. *That granting the variance requested will not confer on the applicant any special privilege that is denied by this Code to other lands, buildings or structures similarly sited.*

By granting the variance, no special privilege will be granted to ROSS, considering the lack of signage on the pylon and the setback from the main road.

4. *That a literal interpretation of the provisions of this Code would deprive the applicant of rights commonly enjoyed by other properties similarly sited under the terms of this Code and would work unnecessary and undue hardship on the applicant.*

The current sign code doesn't take into consideration that other stores have more and larger signage than ROSS nor does it consider the position that ROSS has within the shopping center, as it is also further away from University Ave. compared the other surrounding stores (ULTA and Buy Buy Baby). Between cars and landscaping, it is already hard to see the store from either way, and nearly impossible to see if traveling west on University Ave.

5. *That the variance granted is the minimum variance that will make possible the reasonable use of the land, building or structure.*

We are requesting only 137 extra square footage of signage to accommodate this variance.

6. *That the granting of the variance will be in harmony with the general intent and purpose of this Code and that such variance will not be injurious to the area involved or otherwise detrimental to the public welfare.*

Due to the set back and location of the store, I believe this variance will be in harmony with the intent of the sign code. It will allow us to properly advertise our store.

Thanks,

Vernon McCoy  
[vmccoy@koeffersigns.com](mailto:vmccoy@koeffersigns.com)  
847-415-5714

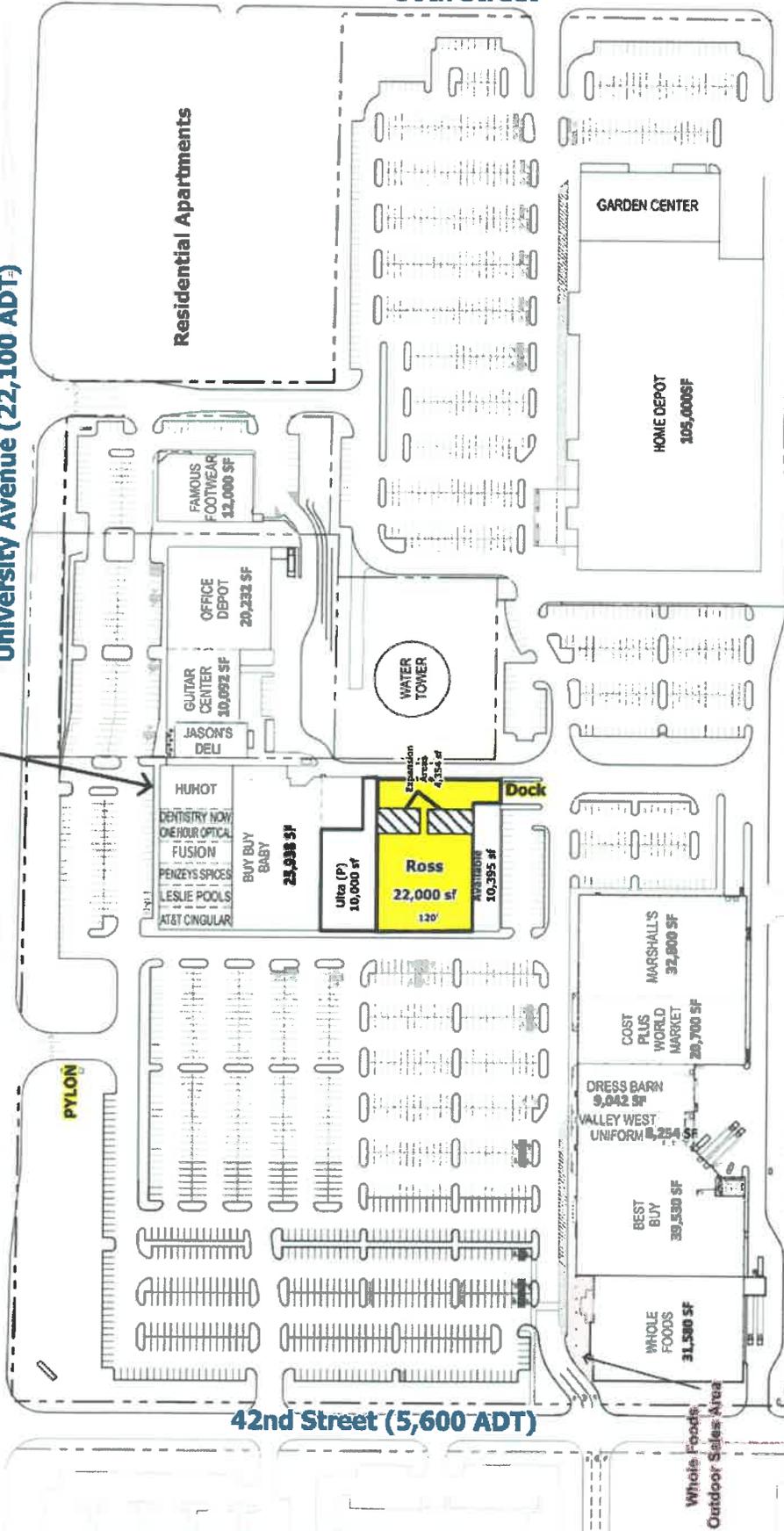
# ATTACHMENT B

West Des Moines, Iowa

AT&T	3,100 SF	One-Hour Optical	3,454 SF
Leslie's Pools	2,891 SF	Dentistry Now	1,999 SF
Penney's Spices	2,800 SF	PutHot Mongolian Grill	5,754 SF
Fusion	2,200 SF	Jason's Deli	4,800 SF

University Avenue (22,100 ADT)

36th Street



42nd Street (5,600 ADT)

Whole Foods  
Outdoor Sales Area

PYLON

WATER TOWER

GARDEN CENTER

HOME DEPOT  
105,000SF

Dock

Expansion Area  
4,354 sf

Ross  
22,000 sf

Ultra (P)  
10,000 sf

BUY BUY BABY  
21,938 SF

FAMOUS FOOTWEAR  
12,000 SF

OFFICE DEPOT  
20,232 SF

GUITAR CENTER  
10,092 SF

JASON'S DELI

HUHOT

DENTISTRY NOW

FUSION

PENNEY'S SPICES

LESLIE POOLS

AT&T CINGULAR

MARSHALL'S  
32,800 SF

COST PLUS WORLD MARKET  
20,700 SF

DRESS BARN  
9,042 SF

VALLEY WEST UNIFORM  
8,254 SF

BEST BUY  
39,530 SF

WHOLE FOODS  
31,580 SF

## ATTACHMENT C

5/11/2018

City of West Des Moines, IA

To whom it may concern,

This letter is being submitted to your attention for the purpose of outlining ROSS's need to install an illuminated 72/42" ROSS DRESS FOR LESS stacked letterset on the storefront elevation and a 48" ROSS for the rear (please see drawing B72271) of our pending new store at the Water Tower Place

The following hardships are listed for the reasons why the sign variance is being requested:

- 1) **The setback from the main road (Newton St)** – Set Back - Our ROSS building is setback over 650 ft from 42nd St. As a result, our storefront visibility is virtual zero as people are driving by. Not only is there a setback, but if are driving west on University there is virtually no visibility. Why should ROSS be punished due to the layout of the shopping center. Other Store Signage - ROSS has no visibility on 42nd St, where Whole foods was able to have a side sign, along with their Storefront sign. Both Best Buy and Whole Foods has signage on the corner of 42nd St. and University Ave. giving them extra visibility and signage. By allowing us to prominently advertise our store to local traffic, ROSS will comfortably know that our store is receiving maximum exposure. Not having a visible building sign at an increased size will substantially reduce our ability to bring in customers,
- 2) **Other Store Signage** - ROSS has no visibility on 42nd St, where Whole foods was able to have a side sign, along with their Storefront sign. Both Best Buy and Whole Foods has signage on the corner of 42nd St. and University Ave. giving them extra visibility and signage.

By allowing us to prominently advertise our store to local traffic, ROSS will comfortably know that our store is receiving maximum exposure to local traffic. Not having a visible building sign at an increased size will substantially reduce our ability to bring in customers, which may impact our immediate and long term successes at this new location.

We hope you will find our request reasonable and grant us a favorable response to our variance application.

Sincerely,



Vernon McCoy  
Install Coordinator, Kieffer Sign Co.



**NOTES:**

LANDLORD TO PROVIDE:

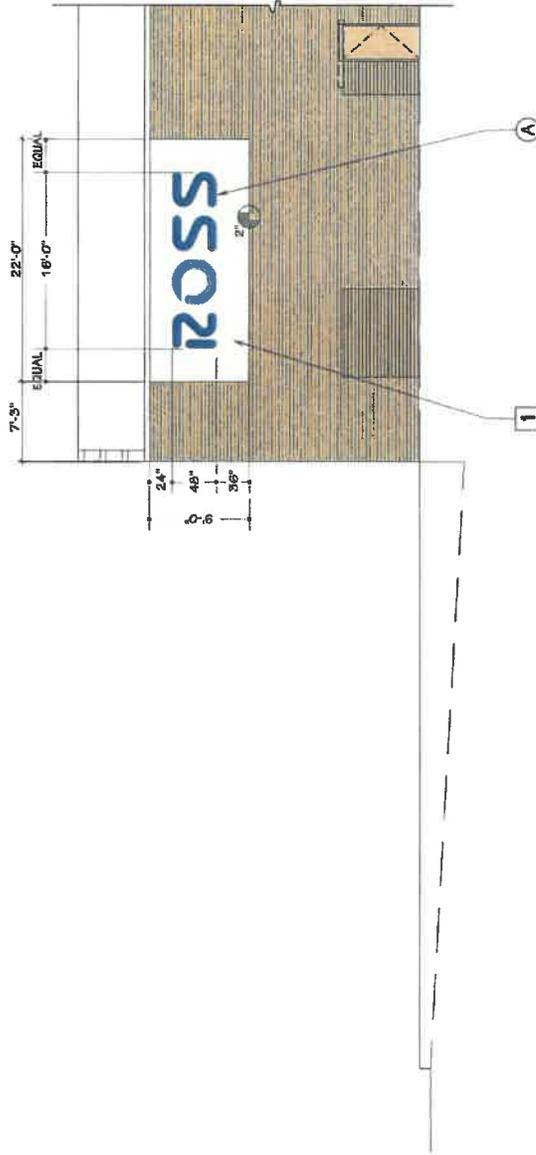
- ADEQUATE ACCESS BEHIND LOGO LETTERS FOR INSTALLATION AND MAINTENANCE, PER ARTICLE 600 OF THE N.E.C.
- ONE (1) 20 AMP 120V ISOLATED SIGN CIRCUIT AND JUNCTION BOX TO AREA BEHIND SIGN LETTERS CONNECTED TO THE ENERGY MANAGEMENT SYSTEMS
- MANAGEMENT SYSTEMS TO BE INSTALLED BEHIND ALL E.L.F.S. WALL SYSTEMS FOR SIGN AND BANNER SUPPORT
- SIGN FASCIA TO BE FREE OF JOINTS & REVEALS, AND OF A LIGHT COLOR (MINIMUM 60% L.R.V.) TO PROVIDE HIGH CONTRAST AND VISIBILITY FOR THE SIGN.

ALL COLORS ARE SUBJECT TO ROSS STORES, INC. REVIEW AND APPROVAL. COLOR APPEARANCE MAY BE ALTERED BY PRINTING. SEE APPROVED FINAL CONSTRUCTION DRAWINGS FOR COLOR SPECIFICATIONS.

IF ANY SIGNAGE PROPOSED IN THIS EXHIBIT IS ALTERED BY LOCAL GOVERNMENT AUTHORITIES, ROSS STORES, INC. RESERVES THE RIGHT TO, AT NO COST, ADJUST ARCHITECTURAL FEATURES TO BEST ACCOMMODATE THE ALTERED SIGNAGE.

- Ⓐ 48" H. INDIVIDUAL "ROSS" PAN CHANNEL LETTER-LOK LOGO LETTERS;  
FACES: TUF-GLAS 5G 21210-E4 MATTE BLUE  
RETURNS: 8" D. ALUM. W/ WHITE FINISH  
TRIM CAP: 2" WHITE JEWELITE  
LETTER BACKS: ALUMINUM  
LEDS: INSEM 66-XDL2CL-RW 9000K WHITE  
MOUNTING: 1/4"-20 GALV. THRU BOLTS  
PEG OFF: 1/2" SPACERS

- 1 SIGN FASCIA BY LANDLORD.  
SEE NOTES



**1 REAR • EAST • 36TH STREET • ELEVATION**

SCALE: 3/32" = 1'-0"

TK-E

drawn  
Rev per supplied elevation Jminda  
08/12/17  
9/28/17

SHEET  
S248

**#2113 WEST DES MOINES**  
Water Tower Place  
SEC University Avenue & 42nd Street  
West Des Moines, Iowa

**ROSS**  
DRESS FOR LESS

**B72271B**  
**Kieffer | Starlite**  
National Sign, Metal, Plastic and Graphics  
c/o US  
LIMITS

EXHIBIT A  
PAGE 3 OF 12

**Note:**  
SEE SHEET 51 FOR UNDER-CANOPY SIGN LOCATION.

**General Contractor to provide:**

- ADEQUATE STRUCTURE IN WALL TO SUPPORT SIGN
- ACCESS BEHIND WALL FOR SIGN INSTALLATION
- 120V PRIMARY ELECTRICAL SERVICE
- JUNCTION BOX WITHIN FIVE (5) FEET OF SIGN LOCATION CONNECTED TO ENERGY MANAGEMENT SYSTEM

- (A) G.C. TO PROVIDE ADEQUATE WALL SUPPORT BRACKETS FOR PLATE AND BOLTED CONNECTION
- (B) 1/2" THREADED-ROD THRU-BOLTS, LENGTHS TO BE DETERMINED BY FIELD CONDITIONS
- (C) G.C. TO PROVIDE ISOLATED 120V PRIMARY ELECTRICAL SERVICE IN ONE 6'-0" WHIP STUBBED OUT AT CENTER OF BRACKET LOCATION
- (D) 3" DIA. SCH.40 PIPE WELDED TO 8" x 8" x 5/16" STEEL PLATE PIPE PRE-DRILLED FOR FOUR (4) 1/2" THRU-BOLTS (PURCHASE FROM WENSCO); ALL BRACKET SURFACES PAINTED M.A.P. BRUSHED ALUMINUM
- (E) 1-1/2" DIA. STEEL PIPE SUPPORTS (TYP. OF TWO)

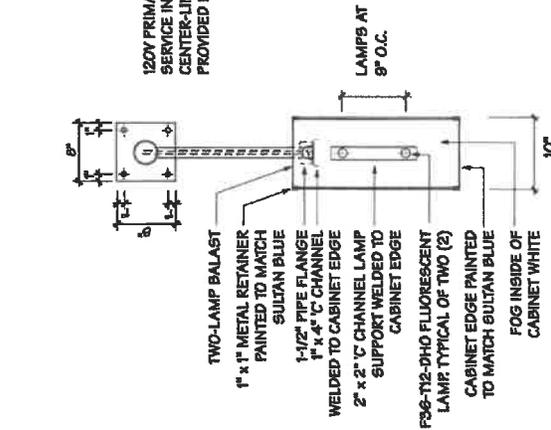
- (F) DISCONNECT SWITCH; INSTALL CABINET SO THAT SWITCH AND U.L. LABEL FACE STORE
- (G) CABINET: 25" x 46" x 10" DOUBLE-FACED ALUMINUM FINISH BY ZINC CHROMATE; CABINET EDGE AND 1" REINFORCERS PAINTED TO MATCH SULTAN BLUE (PMS 2856)
- (H) 1/4" DIA. DRAIN HOLE AT BOTTOM OF CABINET (TYP)
- (I) WEATHERPROOF SILICONE SEAL AROUND PIPE PENETRATIONS INTO CABINET, TYP.
- (J) FACES: 5/8" x 17/32" SOLAR GRADE WHITE LEXAN FACE WITH 9 1/4" HOLE COPY AND 3/4" WHITE OUTLINE REVERSED OUT OF SIGN 5830-167 BULFIN BLUE TRANSLUCENT VINYL FILM OVERLAY

**Fabricator to provide:**

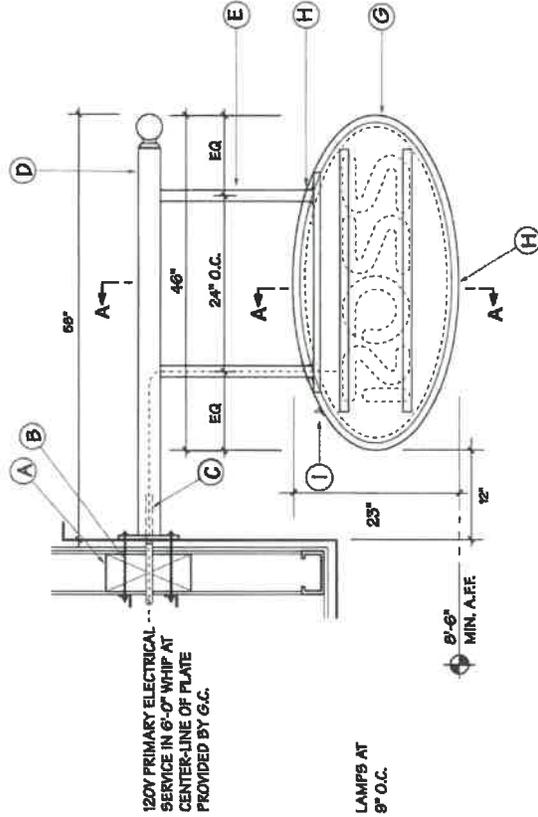
- ONE (1) DOUBLE-FACE UNDER-CANOPY SIGN CABINET COMPLETE WITH FACE DECORATION, LAMP, DRAIN HOLE, DISCONNECT SWITCH AND U.L. LABEL
- ONE (1) MOUNTING BRACKET - COMPLETE WITH PLATE, 3" HORIZONTAL PIPE, 1 1/2" VERTICAL PIPES, PRINTED AND PAINTED WITH SATIN FINISH MATTHEWS ACRYLIC POLYURETHANE BRUSHED ALUMINUM

**Installer to provide:**

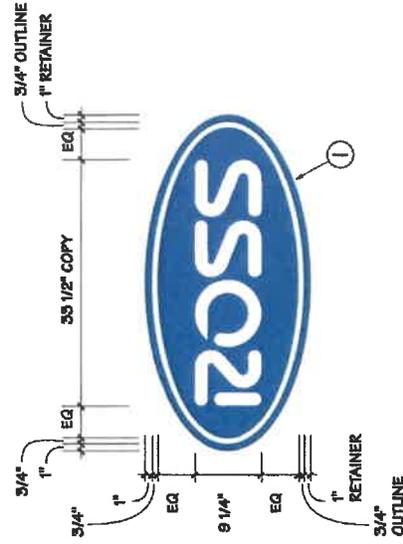
- LENGTHS OF FLEXIBLE CONDUIT AND ELECTRICAL WIRE
- LENGTHS OF 1/2" THREADED ROD, WASHERS AND NUTS FOR PLATE ATTACHMENT TO WALL (ALTERNATIVE BOLTS AND/OR ADDITIONAL BLOCKING MAY BE REQUIRED TO MEET SPECIFIC FIELD CONDITIONS AND/OR JURISDICTIONAL REQUIREMENTS).
- WEATHER-PROOF CLEAR SILICONE SEALANT



③ SECTION A-A' SCALE: 3/8" = 1'-0"



② DIF UNDER-CANOPY FRAMING ELEVATION SCALE: 3/8" = 1'-0"

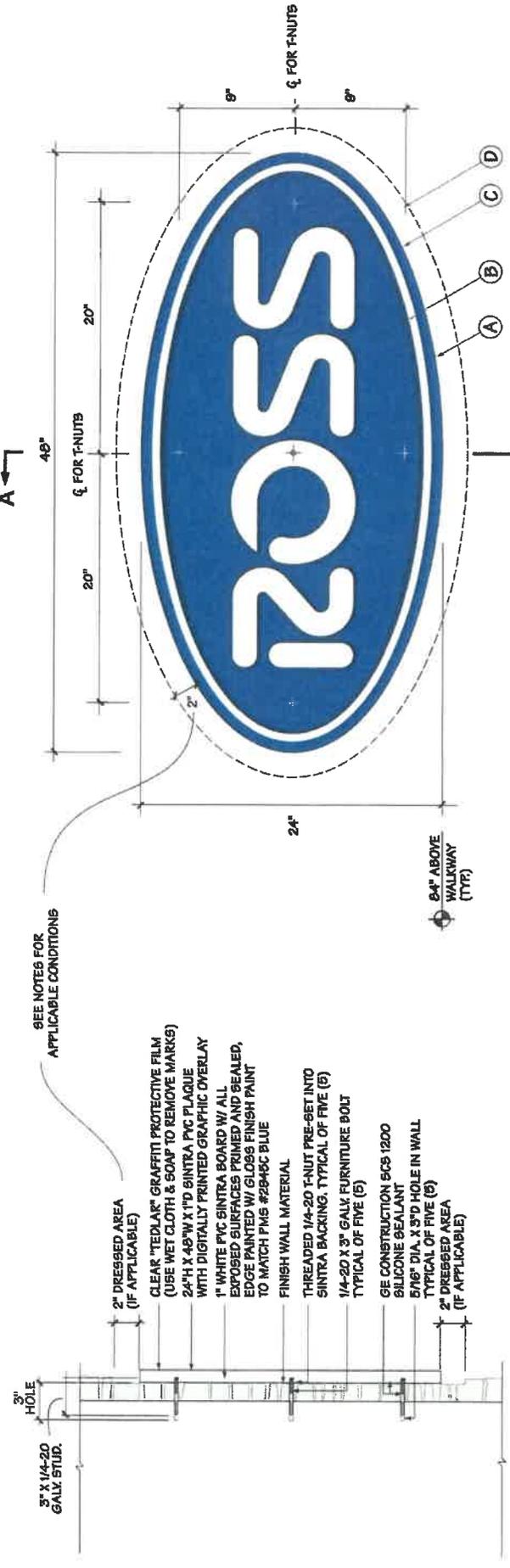


① DIF UNDER-CANOPY FACE DETAIL SCALE: 3/8" = 1'-0"

**Notes:**  
 SEE SHEET 61 FOR PLAQUE LOCATIONS.  
 GENERAL CONTRACTOR TO PROVIDE:  
 • VENERATION AND PREPARATION OF WALL SURFACE - CLEAR OR WHITE GROUT IS TO BE APPLIED TO ALL WALL SURFACES TO BE FINISHED WITH PLAQUE.  
 • FINISH GENERAL CONTRACTOR TO CHECK DOWN ROUGH SURFACE 2" BEYOND EDGE OF PLAQUE SO IT WILL SIT FLUSH AGAINST THE WALL. (SEE SECTION A-A BELOW)  
 KIEFFER TO PROVIDE:  
 • PLAQUES, HARDWARE AND INSTALLATION PATTERNS TO SIGN INSTALLER  
 • FULL-SIZED OVAL TEMPLATE TO GENERAL CONTRACTOR TO FACILITATE RESURFACING OF WALLAREA BEHIND PLAQUES. KIEFFER TO VERIFY WALL FINISH BEFORE SENDING PATTERN  
 SIGN INSTALLER TO PROVIDE:  
 • GE CONSTRUCTION 6051200 SILICONE SEALANT

- (A) 24" H X 48" W X 1" D SINTRA OVAL "ZOSS" LOGO WALL PLAQUE, SEE SHEET 61 FOR LOCATION(S)
- (B) DIGITALLY PRINTED 5M CONTROL TAC GRAPHIC 9.45" H X 48" W WHITE "ZOSS" COPY  
 .25" PMS #2980C DARK BLUE COPY OUTLINE  
 PMS #2945C BLUE BACKGROUND  
 .25" PMS #2980C DARK BLUE 1ST OUTLINE  
 .625" WHITE 2ND OUTLINE  
 .875" PMS #2945C BLUE 3RD OUTLINE
- (C) CLEAR "TEDLAR" GRAFFITI GUARD FILM OVERLAY
- (D) 2" DRESSED AREA (IF NECESSARY)

**Installation Instructions:**  
 • DRILL FIVE (5) 5/16" DIA. X 3" DEEP HOLES INTO WALL AS PER PATTERN.  
 • SCREW 3" X 1/4-20 MACHINE-THREAD END OF GALV FURNITURE BOLTS INTO EMPTY T-NUTS INTO BACK OF PLAQUE UNTIL THEY CONTACT THE PVC.  
 • USING GE CONSTRUCTION 605 1200 SILICONE SEALANT, FILL HOLES IN WALL COAT SCREW-THREAD ENDS OF FURNITURE BOLTS AND APPLY HEAVY BEAD TO BACK OF PLAQUE  
 • MOUNT PLAQUE ONTO WALL BY PUSHING BOLTS INTO HOLES UNTIL PLAQUE IS FLUSH AGAINST WALL SURFACE.



**2 SECTION A-A' AT MOUNT**

SCALE: 1-1/2" = 1'-0"

**1 OVAL ENTRANCE LOGO PLAQUE ELEVATION**

SCALE: 1-1/2" = 1'-0"

TWO FACES REQUIRED:  
ONE (1) ON EACH SIDE OF DOUBLE-FACE PYLON SIGN  
IN TENANT POSITION AS SHOWN.

UNIVERSITY AVENUE      PARKING LOT



PARKING LOT      UNIVERSITY AVENUE



① TENANT FACE DECORATION BY ROSS STORES, INC.  
50 1/4" X 65" (VISIBLE OPENING) ROUTED ALUMINUM FACE. PAINTED  
TO MATCH SW #9830-157 SULTAN BLUE 16 1/4" ROSS ROUTED  
LOGO COPY.

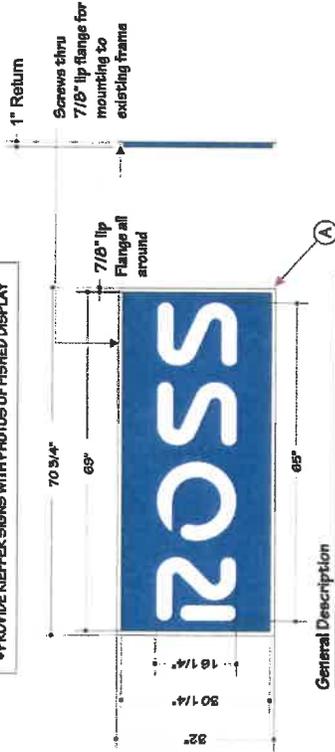
① PYLON STRUCTURE, FOOTINGS, CABINETS, FINISHES, LIGHTING, FACES  
AND ELECTRICAL SERVICE PROVIDED AND MAINTAINED BY LANDLORD

② NEW BLANK TENANT FACES PROVIDED BY LANDLORD.

③ OTHER TENANT FACES SHOWN FOR REFERENCE ONLY

Installation Instructions:

- FIELD VERIFY AND CONFIRM TO KIEFFER SIGNS EXACT FACE DIMENSIONS, STRUCTURE AND LIGHTING CONDITIONS
- PROVIDE KIEFFER SIGNS WITH LOGO PLOT (PROOF) PRIOR TO FABRICATION.
- PROVIDE KIEFFER SIGNS WITH PHOTOS OF FISHER DISPLAY



General Description

THIS WORK IS BY TENANT  
(2) PAN FORMED ROUTED ALUMINUM FACES PAINTED TO MATCH  
ROSS BLUE W/ #7325 WHITE BACK UP ACRYLIC.

② ROSS TENANT FACE DETAIL

Scale: 3/8" = 1'-0"

TK-E  
SHEET  
P

DRAWN  
KEY REVISIONS  
Rev to existing page format.  
Rev per supplied survey

#2113 WEST DES MOINES  
Water Tower Place  
SEC University Avenue & 42nd Street  
West Des Moines, Iowa

**ROSS**  
DRESS FOR LESS

**Kieffer | Starlite**  
National Sign Manufacturers and Consultants

**B72271E** **UNIVERSITY**

EXHIBIT A  
PAGE 6 OF 12

**039-04: SIGNAGE REGULATIONS:**

No pole sign, as defined by the West Des Moines city sign code, shall be incorporated into any development within the Water Tower Place PUD.

All proposed ground and exterior wall signage requires a sign permit issued by the city of West Des Moines through normal sign review procedures. Unless otherwise prescribed herein, signage shall abide by the standards and regulations as set forth in title 9, chapter 18, "Signs", of the city code for the regional commercial (RC) district.

**A. Ground Signs:****1. Development Sign:**

- a. One development sign which identifies the name of the development and a maximum of two (2) tenants within the development shall be allowed at the corner of 42nd Street and University Avenue.
- b. The name of the development shall be the predominant copy on the sign with the tenant copy smaller and secondary to the development identification copy. The tenant identification copy area shall not exceed fifty percent (50%) of the total sign structure area. The tenant copy area shall be comprised of individually attached and illuminated letters or a panel sign sized and treated (opaque vinyl or router face) to minimize the amount of the sign area that illuminates.
- c. Development and tenant identification copy shall be located no higher than nine feet (9'). No additional mounding or berming of soil shall be allowed to elevate the sign except as required as part of a site plan for screening purposes.
- d. Existing sign may not be relocated closer to the University Avenue street right of way and shall not be located within the ultimate street right of way without approval by the city of West Des Moines. The sign shall be set back a minimum of twenty feet (20') from the ultimate public street right of way line of 42nd Street. New signs shall be located out of the vision triangles for an intersection.

**2. Tenant Monument Signs:**

- a. A maximum of one tenant monument sign per frontage per lot which identifies businesses located within the development shall be allowed.
- b. Existing signs may not be increased in size without the approval of the city council. New tenant monument signs shall meet code requirements for either a "landscape" or "monument" sign as defined in city code. The tenant copy area shall be comprised of a router face panel to minimize the amount of the sign area that illuminates and give the appearance of individual letters.
- c. Existing signs may not be relocated closer to a street right of way. New signs shall abide by code requirements for setbacks as determined by the intended size and

type of sign. No sign shall be located within the ultimate street right of way and new signs shall be located out of the vision triangles for an intersection.

- d. Said signs shall be landscaped at the base of the sign. No additional mounding or berming of soil shall be allowed to elevate the sign except as required as part of a site plan for screening purposes.

### 3. Directional Signs:

- a. Directional signs may be allowed interior to the development to assist in directing patrons through the site. The intent of directional signage is not to draw people off of the public street, so letter size and sign location shall be designed to minimize visibility and readability from the exterior of the property. Said signs shall be placed at vehicle decision points to aid in directing patrons around the site.
- b. Said signage may contain tenant identification.
- c. Said sign structure shall be a maximum height of four feet (4') and shall not exceed forty (40) square feet in size.

B. Wall Signage: All signage constructed as wall signs on building fascia within the PUD shall incorporate aesthetic features compatible with the overall character of the development. All wall signs will be composed of solid individual letters attached to the building fascia, or individual letters of anodized aluminum, galvanized metal, illuminated self-contained with translucent plastic faces set in anodized aluminum returns and trim; panel signs with letters incorporated or painted upon a panel or wall area shall be prohibited. Advertising or promotional temporary signage attached to exterior windows or walls including exposed neon lights visible from the exterior of the building shall be prohibited. (Ord. 1924, 5-31-2011)

ATTACHMENT F

06/20/2018





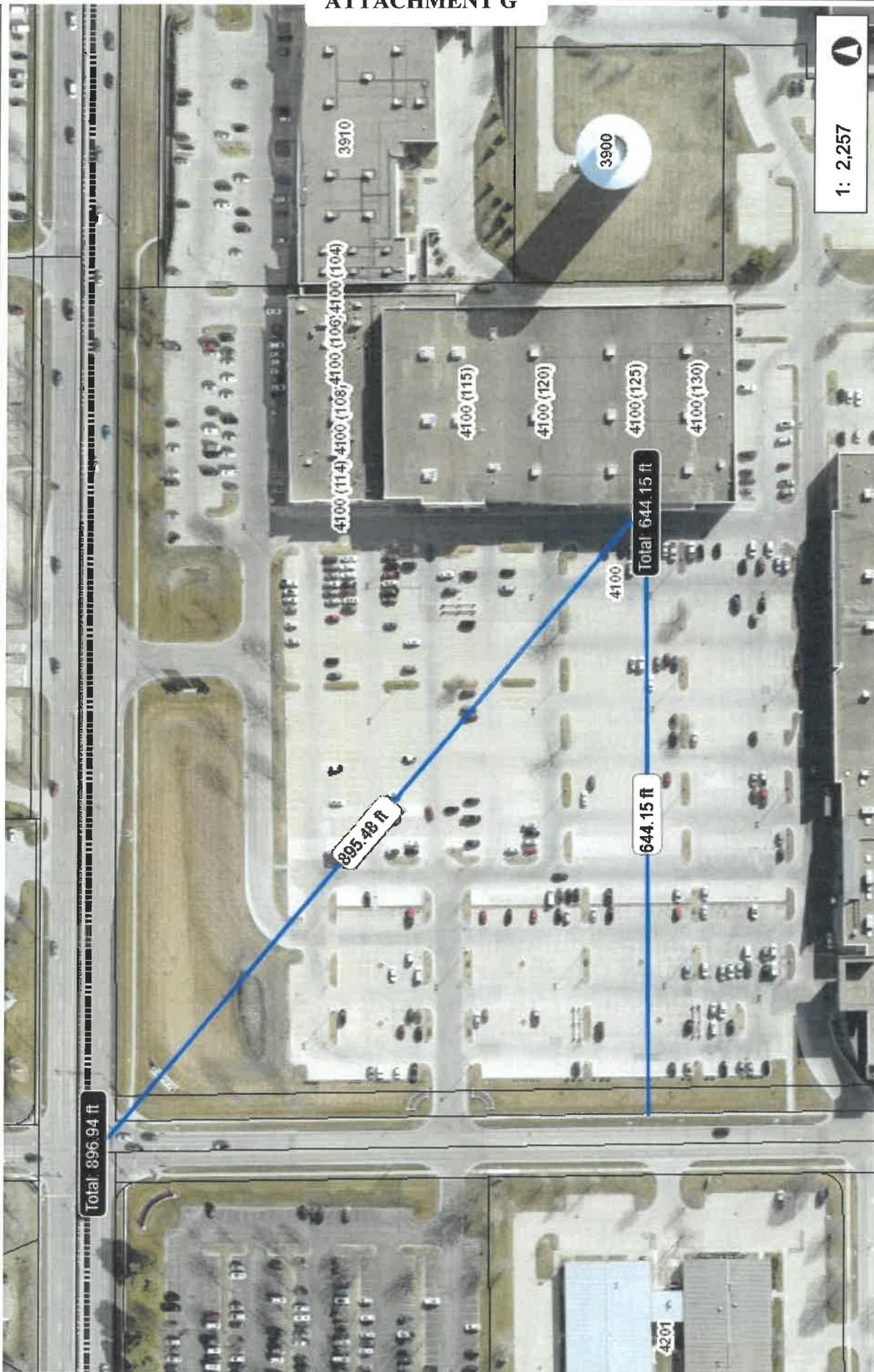
06/20/2018

NO PARKING  
FOR TRUCKS  
OR TRAILERS  
ENDS

Blue and yellow sign with text and graphics, including a house icon and a list of items.



# Ross Dress For Less - distance from street map



Disclaimer: The City of West Des Moines makes no warranties regarding the accuracy or completeness of the data provided herein.  
THIS MAP IS NOT TO BE USED FOR NAVIGATION



## Letter Visibility Chart

Viewing Distance in Feet	Minimum Required Letter Height in Inches
100 ft	4"
250 ft	10"
360 ft (city block)	16"
500 ft	22"
750 ft	33"
1000 ft	43"
1320 ft (1/4 mile)	57"

Calculations based on externally (or naturally) lit sign with all upper case Helvetica letters utilizing optimal negative space. Factors that may affect required letter size are: color scheme, font selection, traffic and weather conditions, or sign standoff. Consult with experienced sign professionals at Gemini Signs for optimal design.

This letter visibility chart has been made based upon information provided by Pennsylvania Transportation Institute, Penn State University and the United States Sign Council (USSC). c1998.