

**MINUTES OF THE CITY OF PELLA
COMMUNITY DEVELOPMENT COMMITTEE
JULY 14, 2021**

Chairperson Cody called the Community Development Committee (CDC) to order in the Public Safety Complex at 5:30 p.m. Members present were: Patsy Cody, Linda Groenendyk, Nancy Henry, Shelly Riggen, Wayne Stienstra, and Christi Vander Voort; absent: Jerry Brummel, Mike Kiser, Lowell Olivier-Shaw, Caryn Van Hemert, and Dennis Vander Beek. Staff present: City Planner Gerald Buydos, Code Enforcement Officer Jared Parker, and the Deputy City Clerk. Two members of the public attended were in attendance.

APPROVAL OF TENTATIVE AGENDA

Motion by Groenendyk, second by Stienstra to approve the tentative agenda. Motion carried 6-0.

APPROVAL OF MINUTES

Motion by Riggen, second by Vander Voort to approve the minutes from the April 29, 2021 meeting. Motion carried 6-0.

NEW BUSINESS

Consider a Design Permit Application for Tropical Sno Located at 227 Oskaloosa St.

Tropical Sno proposed a new, temporary building at 227 Oskaloosa St. The building has been used at previous Tulip Time Festivals and the applicant, Dan Schakel, must have design approval as part of the peddler permit process since the business intends to operate for longer than 30 days.

The building is predominantly white with light blue as an accent color. These colors appear to be similar to those found in the Pella Color Palette. The building's design includes a gable and a set of faux shutters. In evaluating this design application, staff found the proposed application met the requirements listed in the *Design Review District Design Manual*. Therefore, staff recommended the application be approved as submitted.

The applicant, Dan Schakel, and his wife, Kelly Schakel, were present to speak in favor of the design permit and answer questions from the CDC. It was suggested by the Committee that the rope lighting around the edge of the gable be secured tightly to prevent gaps between the lighting and the gable.

Motion by Henry, second by Stienstra to approve the design permit as presented. Motion carried 6-0.

Consider Sign Permit Applications for Tropical Sno Located at 227 Oskaloosa St.

Tropical Sno applied for sign permits for their location at 227 Oskaloosa St. The applicant proposed a wall sign and a banner. As the sign application was submitted shortly before the CDC meeting, and the fact that it is integral to the overall design of the structure, the signs were brought to the full CDC for consideration. The Tropical Sno stand and wall sign have been used at previous Tulip Time Festivals in the community.

After evaluating this permit application, staff found that the proposed signs comply with the dimensional regulations in the Zoning Ordinance. As a result, staff recommended approval of one banner sign and the wall sign. Code Enforcement Officer Jared Parker noted that the banner sign is classified as temporary signage, so it can only be posted for 30 days at a time. Upon the expiration of the 30 days, the Sign Subcommittee can approve an additional 30 days.

D. and K. Schakel were present to speak in favor of the sign permits and answer questions from the CDC. The Committee discussed the lighting around the edge of the wall sign and whether it would be classified as neon lighting, which is prohibited. The lighting was ultimately determined to not be classified as neon.

Motion by Riggen, second by Henry to approve the sign permits as presented. Motion carried 6-0.

K. Schakel asked the Committee for opinions on a lighting idea she had for the wall sign that she may look to implement in 2022. Cody explained that the design manual will soon be going through an update process that will shape how the Committee considers design permit applications in the future. She suggested that the Schakels approach the Committee with their plans next year, with the hope that the design manual will have gone through the revision process and the Committee will be better able to direct the Schakels at that time.

OTHER BUSINESS / PUBLIC FORUM

Work Session to Discuss Proposed *Design Review District Design Manual* Updates

On April 29, 2021, the CDC appointed four committee members (Kiser, Riggen, Vander Beek, and Van Hemert) to a subcommittee to review the *Design Review District Design Manual* for potential updates. The purpose of this work session was to give direction to the subcommittee as they begin their work revising the manual. The City Council will need to approve the proposed updates to the manual prior to implementation.

The Committee proposed looking into setting separate design standards for different zones in the community, with the most stringent standards focused downtown. The Committee also proposed including more photographs of examples and definitions of design elements in the manual, as well as including design resources to assist individuals during the design permit

process. Additionally, the Committee made the recommendation to include a zoning map in the manual. Staff will also provide the Committee with a zoning map for their reference.

Henry was added as a member to the subcommittee.

City Planner Gerald Buydos explained that the next step will be to look into hiring a consultant to work alongside staff and the subcommittee on updating the manual.

Cody and Vander Voort left at 6:26 p.m.

Buydos shared with the Committee a potential branding concept called “Pella Distinct.”

Next Meeting Date

The next regular meeting is scheduled for August 11, 2021.

Adjourned at 6:45 p.m.