

REQUEST:	Request by Farmers State Bank to amend an existing encroachment agreement to make changes to an existing 8' x 18' Monument sign in the median of Nikki Street.
APPLICANT:	Farmers State Bank, 201 Tower Park Drive, Waterloo, Iowa 50702
GENERAL DESCRIPTION:	The applicant is proposing to remove the existing 8' x 18' monument sign and replace with a new 12' 10" x 18' monument sign with electronic messaging. The applicant plans to reuse the existing base however, proposed sign will be 4' 2" taller than the existing sign and will add electronic messaging as well.
IMPACT ON NEIGHBORHOOD & SURROUNDING LAND USE:	The request would not appear to have a negative impact on the surrounding area as the location of sign would blend in with the surrounding commercial properties.
VEHICULAR & PEDESTRIAN TRAFFIC CONDITIONS:	The request would not appear to have a negative impact on traffic or pedestrian conditions in the area as the sign would not impede visibility of traffic along San Marnan Drive or for traffic entering onto San Marnan from Nikki Street. There are no sidewalks located within this area.
RELATIONSHIP TO RECREATIONAL TRAIL PLAN:	There are no trails near the site in question.
ZONING HISTORY FOR SITE AND IMMEDIATE VICINITY:	The property in question is zoned "C-2,C-Z" Conditional Commercial District, and has been zoned as such since July 23, 1987.
DEVELOPMENT HISTORY:	The Tower Park building 1 was built in 1990 and Tower Park building 2 was built in 1995.
BUFFERS/ SCREENING REQUIRED:	No buffers or additional screening would be needed with this request.
DRAINAGE:	The request would not appear to have an impact on drainage in the area.
FLOODPLAIN:	This structure is not located in any floodplain designations as indicated by the updated Federal Insurance Flood Insurance Rate Maps that took effect July 18, 2011.
PUBLIC /OPEN SPACES/ SCHOOLS:	There are no public/open spaces or schools in the area.
UTILITIES: WATER, SANITARY SEWER, STORM SEWER, ETC.	No utilities are known to exist within the area of the proposed encroachment.
RELATIONSHIP TO COMPREHENSIVE LAND USE PLAN:	The property is located in an area shown on the Future Land Use Map as Commercial. The proposed encroachment is located within the Primary Growth Area as defined by the Comprehensive Plan.

STAFF ANALYSIS –
ZONING
ORDINANCE:

The sign will be placed approximately 70' from the southern edge of San Marnan Drive allowing for ample sight visibility for those traveling along San Marnan east bound or for traffic entering onto San Marnan from Nikki Street. The sign has been in place since October of 2011, and staff has not received any complaints relating to issues with visibility, therefore, staff feels that increasing the height while maintaining the same length of the sign will not create any issues with visibility.

STAFF ANALYSIS –
SUBDIVISION
ORDINANCE:

There is no platting required for this request.

STAFF
RECOMMENDATION:

Therefore, staff recommends that the request to amend the encroachment agreement to allow for the construction of a 12' 10" x 18' monument sign be approved, for the following reasons.

1. The request would not appear to have a negative impact on the traffic conditions in the area.

And subject to:

1. A signed and executed Encroachment Agreement that enables the City of Waterloo to terminate the agreement and right to remove sign in the event the area is needed for street or utility purposes.