



Historic West Des Moines Master Plan Steering Committee – 2021 Update

Thursday, January 26, 2022 4:30 pm

MINUTES

- I. Chair calls meeting to order – called to order at 4:50 pm
 - a. Attendance
 - i. Committee members
 1. Mitchell Callahan
 2. Nate Hon
 3. Meredith Wells
 4. Renee Hardman
 5. Ralph Haskins
 6. Mark Veiock
 7. Vicky Long Hill
 8. Steve Frevert
 9. Cleo Underwood
 10. Vince Valdez
 11. Kevin Trevillyan
 12. Katherine Harrington
 13. Steph Trannel
 14. Scott Hatfield
 15. Renae Johanningmeier
 16. Julie Eliason – via Teams
 17. Debbie Westphal Swander – via Teams

ii. Staff Members

1. Clyde Evans
2. Brad Munford – via teams
3. Christine Gordon
4. Everette Waechter

iii. Consultant

1. Mike Hoffman – Teska
2. Erin Cigliano – via Teams
3. Ed Torerez – via teams

iv. Guests

1. Rachel – via Teams
2. Val Veiock
3. Jennifer Hampton
4. Susan Watts
5. Ann Au
6. Vince Morrissey
7. Teena Shineflew
8. Kevin Goodlaxson
9. Brenda Clauseman
10. Bud Beveridge
11. Felecia Coe
12. Elena Leon
13. Kelsey Seay
14. Mike King
15. Sarah Kehlenbeck
16. Pam
17. Tim Friend
18. Victoria Veiock
19. Jack Hon
20. Colin McBee
21. Nick Waage
22. Nan Earl

23. Lindsey Zimmerman
24. MJ Hoag
25. Trevor Jordison
26. Blaine Hormann
27. Ryan Cooper
28. Tim Bratvold
29. Lanette Byers
30. Kay Schiller
31. Nick Valdez
32. Jorene King
33. Diane Kinzler
34. Abby Sharp
35. Tom Hyde
36. Curtis Ehler
37. Ed Engler
38. Jeana Veasey
39. Fred Leon
40. Jason Higley

- II. Committee Approves the Agenda – Motion by Nate Hon to change agenda to add item - Des Moines municipal code as a discussion item that Nate Hon sent to committee via email, seconded by Renea Johanningmeier – all in favor
- III. Approval of Minutes – motion to be both minutes by Steve Frevert, Seconded by Scott Hatfield – all in favor
 - a. January 5, 2022 -
 - b. January 6, 2022
- IV. Opening Statement is read for all in attendance – Read by Meredith Wells
- V. Citizen Forum – Meredith Wells suggested moving the citizen forum to the end of the meeting. Ralph Haskins made a motion to allow citizens to speak now in the agenda, seconded by Mark Veiock. Roll call vote done:
 - a. Mitchell Callahan - no

- b. Nate Hon - yes
 - c. Meredith Wells - no
 - d. Renee Hardman – does not vote
 - e. Ralph Haskins - yes
 - f. Mark Veiock - yes
 - g. Vicky Long Hill - no
 - h. Steve Frevert - no
 - i. Cleo Underwood - yes
 - j. Vince Valdez - no
 - k. Kevin Trevillyan – does not vote
 - l. Katherine Harrington - no
 - m. Steph Trannel - no
 - n. Scott Hatfield - no
 - o. Renae Johannngmeier - yes
 - p. Julie Eliason – via Teams - no
 - q. Debbie Westphal Swander – via Teams – yes
- Motion did not pass – 9-no 6 yes

- VI. Discussion of Design Guidelines – Teska – Mike Hoffman presented the PowerPoint slides.
- a. At Map of Relationship between guideline design districts and zoning
 - b. Nick Waage – transitional area – parking in the rear, increase traffic in alleys – would the alleys be paved? Clyde Evans – the current requirements depend upon the use of the property whether the alley is paved. Nick – Waage – is there a percentage of the buildings that can be used for businesses? Mike Hoffman – the entire building. Nick Waage – what about setbacks and buffers? Mike Hoffman – there will need to be setbacks and such. Nick Waage – what will be the zoning for this area? Mike Hoffman – only looking at the 500 block of 5th Street, the other areas in transitional may transition over time to commercial as development happens
 - c. Lanette Byers – owns big Acai – question - is the intent of the zone to limit future development? Mike Hoffman – the intent is to define the areas and the expectations, so it fits within the guidelines. Lynne – why would we want to rezone the transitional area? Mike

Hoffman – there seems to be a demand for more commercial space than what is currently available.

- d. Debbie Westphal-Swander – at 4th & Maple – what is this area zoned? Mike Hoffman – this should be red – needs to be fixed
- e. Nick Waage – transitional area – can someone collect several lots and build a very large building? Mike Hoffman – no, there will be maximum size building limits.
- f. Ed Torrez – went through PowerPoint slides starting in section 2 – Historical Context
- g. Mike Hoffman – Continued with PowerPoint slides in section 3 – Districts + Boundaries
 - i. Debbie Westphal-Swander – 2 & 3 story buildings? Mike Hoffman – Included 3 story for economics
- h. Mixed Used Commercial District
 - i. Lanette Byers – It’s not just the buildings that draw people here, it’s what is inside the buildings. Looked at the main floor of 304 5th Street with Scott Cutler – he would have charged her \$7,000/month. Need to think about how the buildings would be used along with how they will be designed.
 - ii. Nate Hon – Height Maximums - thinks 36 feet is too much – would prefer 2 stories with 6 feet of extra for brickwork
 - iii. Meredith Wells –
 - 1. Doors – not using primarily metal – page 1A-26 – most of the doors are metal currently
 - 2. Page 1A-22 – rear facade – like the emphasis on that
 - iv. Debbie Westphal-Swander – These guidelines are for future rehab and construction – not to make people fit into this design unless they are making changes
 - v. Mike Hoffman - 3 stories – we currently have 3 stories and currently allow for 3 stories – allows room for residential – we want to bring people to live in this area – from visual preference survey people were comfortable with 3 story buildings
 - vi. Steph Trannel – I agree we need to consider the visual preference survey
 - vii. Katherine Harrington – I agree we need to weigh the visual preference survey
 - viii. Diane Kinzler – 300 block businesses – concerned about bringing in more apartments is the parking – there is not enough parking – not concerned about the height, except for that it brings more people and causes parking problems. Happy to see people in the 300 block

1. Ralph Haskins asked what she thinks of the 3 story buildings in her block – she says she’s okay with them except that those developers were not held to the same standards for development that she was when she made changes to her building –
 - a. 1A-20 – discusses how the buildings next to each other are scaled – this is addressed
- ix. Mike Hoffman - If the height limitation is only about parking, then that can be addressed by other regulations, not in the design guidelines.
 1. Katherine Harrington – We have done a parking survey. What about parking garage? Mike Hoffman – expensive, but an option
- x. Steve Frevert – Height of buildings – when we are talking mixed use buildings, we need to have at least 2 story. We did have 2 historic 3 story buildings.
- xi. Ralph Haskins – parking – could require developer to provide parking spaces in the area or put money into a fund – the parking doesn’t have to be right in front of the building.
 1. Kevin Trevillyan – people will park in front of the buildings and not use parking 3 blocks away
- xii. Victoria Veiock – she has a petition out – first item in the petition is no more 3 story buildings on 5th Street – she has 32 merchant signatures – she says people do not want more 3 story buildings. Parking – 116 spaces needed by apartments in 300 block. Not enough parking for these apartments.
 1. Mike Hoffman – those numbers are based on other areas – in this kind of area – where parking is shared – the parking is appropriate – these buildings do not need to provide parking on site.
- xiii. Jenea Veazey - 604 5th Street – she and her husband bought her house not because of parking in the area. They bought their house for the access to activity.
- xiv. Brenda Clauseman - 136 3rd Street – why are we here again? Didn’t we have a plan years ago? Didn’t we have design guidelines before? Developers get variances if they have cash to the City. Any zoning ordinance can be given a variance. We have set a precedent now by having these 3 story buildings. Don’t understand how these guidelines will be enforced.
 1. Clyde Evans – Variances are not that easy, must prove need

2. Brad Munford – a variance was given for 2-3 feet for 329 5th Street to allow for screening of mechanical equipment.
- xv. Ralph Haskins – he is hearing a consensus of not wanting more than 2 story and requiring developers to provide parking on site
 1. Meredith Wells – We do not have a consensus
- xvi. Meredith Wells – Both business and residents are affected by these things we are discussing
- xvii. Mike Hoffman – taking out houses to turn into parking lots? Can we do it within scale?
- xviii. Mitchell Callahan – how do other Main Street communities provide parking garages?
 1. Mike Hoffman – land economics – if you limit it to 2 stories, the value does not support it.
- xix. Nick Waage – Transition Zone – in 300/400 block – what can be done to buffer those that back into the Mixed Use Commercial? Can we require some buffer?
 1. Mike Hoffman – current guidelines would only allow 2 story next to them
- xx. Steve Frevert – if you're going to require parking on new development, then old buildings will get knocked down. Who likes parking in a parking garage? A parking garage would need to be a 3 story at least.
- xxi. Meredith Wells – regarding height maximums – the 3 stories spread the cost across the stories. If we limit it to 2 stories, then rents will go up
- xxii. Lanette Byers - she doesn't want to park in a parking garage either. She sees this plan all about growth of the area. What demographic is going to live there? What she finds with this demographic is they don't mind parking in ramps. She thinks people would like accessible parking.
- xxiii. Meredith Wells – The biggest elements in this section are parking and height maximums
- xxiv. Debbie Westphal-Swander – We need to be creative how we solve this problem
- xxv. Meredith Wells – asked for a show of hands from committee and crowd about whether they prefer 2 or 3 story building heights – mixed crowd
- xxvi. Fred Leon – When you extend it north, the history is gone. We will change it incrementally as people tear houses down and put in new ones. Can't change 5th Street and it won't be the same.

- xxvii. Kevin Trevillyan – if the visual survey had 3 story renderings then it would have been different. People were thinking that it is already happening in the 300 block and not visually in the 100 and 200 block
- xxviii. Vicky Long Hill – appreciates preservation – would be okay with a preservation commission. Is concerned about the 100 and 200 block. Can we break up the blocks and the height requirements?
- xxix. Kevin Trevillyan – since the historic district is only the 100 and 200 block – limit the height to 2 story in that area
- xxx. Janea Veazey – What would VJ be like if we had never allowed a 3 story building?
- xxxi. Colin McBee - 1123 locust – lack of design guidelines – we should have a moratorium in place until the design guidelines are finalized
- xxxii. Meredith Wells – this process has been pushed up to have finalized design guidelines in place before the moratorium expires in March
- xxxiii. Debbie Westphal-Swander – There is still time to delay the moratorium. We cannot fully digest all of this by March.
- xxxiv. Jack Hon – Seen lots of changes. Do we really have to have these guidelines done by March? We don't. We don't have to rush this. We have lots of memories going down the shitter.
- xxxv. Ed Engler – Most people in the room are over 50 years of age. This should not be about you. This is about grandkids, great grand kids. This is who we should be doing the modification for. Got thrown out of meeting on December 1st of residents. There is another group of people in this city who wanted to be involved, but were not allowed.
- xxxvi. Nan Earl – 34 year old business that is dying because a developer is charging \$7,000 a month in rent. We will have empty spaces because only office can afford the rents. We have a parking problem. We are a shopping and dining district, no more apartments.
- xxxvii. Nate Hon – wanted to make a motion to extend the moratorium
- xxxviii. Renee Hardman – the decision to extend the moratorium is only made by City Council. This committee can make a recommendation.

xxxix. Susan Watts – The sky is not falling. Thinks the sky looks pretty good. Can't say there hasn't been an increase in traffic and the variety of people coming to Valley Junction. We can do this together. It's not black and white. Hates to see the fighting.

xl. Steve Frevert – motion to allow 3 story buildings in Mixed Use Commercial Area, Scott Hatfield

1. Mitchell Callahan - yes
2. Nate Hon - no
3. Meredith Wells - yes
4. Renee Hardman – does not vote
5. Ralph Haskins - No
6. Mark Veiock - no
7. Vicky Long Hill -yes
8. Steve Frevert - yes
9. Cleo Underwood - yes
10. Vince Valdez - no
11. Kevin Trevillyan – does not vote
12. Katherine Harrington - yes
13. Steph Trannel - Yes
14. Scott Hatfield - yes
15. Renae Johanningmeier - no
16. Julie Eliason – via Teams - yes
17. Debbie Westphal Swander – via Teams – no
 - a. Motion Carried - 9 Yes, 6 No

i. 20 minute Time limit on last two topics (Transitional Area and Railroad Avenue) and 2 minutes per speaker

j. Transitional Area – proposal of maximum of 4 units per building

i. Kevin Trevillyan – why are we expanding this area?

ii. Mike Hoffman – current transition is parking lots – need transition from intensity along 5th Street into neighborhood

- iii. Kevin Trevillyan – does not support expanding. Does not support tearing down houses for parking lots. We are going to have a parking problem if we allow housing to be added to
- iv. Renee Hardman – we talked about parking last meeting and there was not an issue
- v. Mike Hoffman – study showed there were always enough parking and parking available. Then did worst case scenario and still would not run out of parking
- vi. Ralph Haskins – what about festivals, farmer’s market in relation to parking
 - 1. Mike Hoffman – yes the parking would be more full during festivals
 - 2. Renae Johanningmeier – yes people are parked all along the streets
- vii. Nick Waage – the traffic will be going the alley and what about his quality of life. Garbage trucks coming at 4:30 am, people leaving restaurants late at night. What about his quality of life? What is the city going to do to compensate me for my loss of quality of life?
 - 1. Mike Hoffman - The use list in this area will be limited to limit those
 - 2. Vicky Long Hill – she understands resident concerns. There can be restrictions on the type of uses and employees
- viii. Nick Waage – why are we even considering this area – I believe this is outside the area charged by City Council
 - 1. Clyde Evans – City Council approved the scope of work and it is included in that.
- ix. Teena Shineflew – Behind her house is a business, he now has a food truck that is adding traffic to near her house. Think about how this is going to affect those who live in the transitional area.
- x. Jason Higley – Retail and restaurant in 5th Street corridor. There are other businesses who want to be in this area; where should they go? This is the type of business that should go into this transitional area
- xi. Renae Johanningmeier – can we discriminate what is allowed?
 - 1. Mike Hoffman – we can regulate the use through zoning. Makes sense to limit in transitional rather than Mixed Use Commercial
- xii. Nate Hon – if you bring in the extra traffic through social media we don’t know who they are – concern about crime and who is coming into our neighborhood. Do we know how many houses are in this transitional area?

- xiii. Ralph Haskins – look at Chris’s house and what she has done to her place – little or no impact on neighbors
- xiv. Kay Schiller – page 2A-43 – corporate branding not recommended
 - 1. Mike Hoffman – not a fan of micromanaging color, but don’t want over the top branding, okay to allow some branding. This allows for personal choice of color
- xv. Nick Waage – Signage and lighting?? –
 - 1. Mike Hoffman - consistent with current signage – Can we limit is to 4x8
- xvi. Teena Shineflew – Lights in residential areas
 - 1. Clyde Evans – Currently city code restricts
- VII. Table Historic Preservation Ordinance until next meeting – motion by Scott Hatfield, Katherine Harrington – all in favor
- VIII. Hold off on Railroad District until next week’s meeting
- IX. Petition – Victoria Veiock went over main points of petition. She feels there has been a lack of communication from committee to business owners. She read the business owners who have signed the petition. Over 200 signatures, 50 comments – they all say to leave Valley Junction alone. Valley Junction is going to turn into a bunch of offices with no parking.
 - a. Renae Johannngmeier – how many of you read all of the comments? I feel strange voting for something so large
 - b. Mark Veiock – and those comments were in just one day
 - c. Katherine Harrington – We have gotten the word out about this plan. I am not nervous at all about making this decisions. I give credit to Teska and City staff for the work they have done.
 - d. Meredith Wells – We have had lots of meetings and tonight we have
 - e. Tim Bratvold – 130 5th Street – could the committee do a refresher on the moratorium. As a property owner he is having problems with his building and he has been waiting for almost a year now for these guidelines so he can make the changes. He is nervous about bringing a plan forward with such diverse opinions. It is expensive for him to prepare the plans. We have guidelines and ask that we come to consensus so property owners can make changes to his building. The condition of
 - i. Clyde Evans – moratorium on new development and major renovation in a certain area.

- ii. Ralph Haskins – asked how long he’s owned the building –
 - iii. Tim Bratvold – one year and has lots of deferred maintenance
- f. Blaine Hormann – not in favor of extending the moratorium. In the last 5 years/18 months, same complaints heard over and over. This committee was formed to respond to the complaints. In the petition, quoted a portion about the committee does not represent the businesses. I believe this committee is the path to work forward. This committee is representative of businesses.
- g. Lindsey Zimmerman – lives in Urbandale – employed in Valley Junction – helped build Winchester. Emotional about the area. Who had a record year? Now you complain about parking? What a good problem to have. Young people are looking for 15 minute communities. Yes, keep it historic, keep it 2 story. This community is growing and thriving and that is a good thing. Who are we targeting this for? We thrive because of each other; we are all in this together. Talking about communication – she did not see the petition. Victoria did not come into MoMere this week. If you’re going to all of the businesses, then go to all of the businesses.
- h. Felicia Coe – business south of Railroad – take all of the work of the consultant and committee, not just the loudest voices in the room tonight. Do not make decisions just based on what is being heard tonight. In regard to petition – there is a reason that petitions are not allowed to be brought up. Read some of the names on the petition – not real people. This is not an accurate way to represent the community. Encourage you to base your decisions on surveys and work, not just tonight and the petition.
- i. Russ Trimble – didn’t have design guidelines when the new buildings went up. Some gripes have been legit. City Council wants to preserve historic nature while making it even better. So City Council put moratorium in place and created committee – wanted equal representation. We don’t run the City by petition. We have a survey. This meeting needs to be civil. Have respectful debate. Come to a consensus at the end of the day. City Council is giving this committee that authority. Not everyone is going to get what they want. We then have standards that developers can work from. We all love this area.
- j. Renee Hardman – She suggested this committee be formed. To create a consensus on how to move forward. Her mom only wants to shop in Valley Junction when she visits. She is speaking from the heart and loves this area. Read a quote about conflict. Her opinion may be different than someone else, but that doesn’t mean she doesn’t love this area. Spoke to

an owner, who wants to make improvements but can't because of the moratorium. This moratorium is affecting property owners. We don't have to all agree. We need to look at this from several viewpoints, not just one.

- k. Debbie Westphal-Swander – Appreciate Renee Hardman and Russ Trimble for coming to the meeting. Agrees we need to wear multiple shows and see the topic from several viewpoints. We all love this area. We must go out of our way to make sure everyone feels heard.
- l. Vicki Long Hill – motion to have the moratorium expire as planned.
 - i. Meredith Wells – the design guidelines are scheduled to be in place by the time the moratorium expires
 - ii. Russ Trimble – If you don't think the guidelines can be done by the expiration date, then that would be the time to ask for an extension or how it fits into the moratorium
- m. Brenda Clauseman – Moratorium was not about fixing roofs.
 - i. Mitchell Callahan – this committee is scaring some property owners in how we respond to their proposals
- X. Clyde Evans - 401 Railroad Place – when can the owner come back to the committee for another review?
 - a. Meredith Wells – he told her material prices are going up on March 1st
 - b. Steph Trannel – can we tell the property owner that its about the material of the siding?
 - c. Ralph Haskins – can we ask him to have patience? He says prices are not going up.
 - d. Steph Trannel – she says prices are going up
 - e. Steve Frevert – Main Street Iowa is creating the renderings for the owner. The owner wants to know the color more than the material. The owner would like a decision by next Monday about the color.
 - f. Mitchell Callahan – a picture in the survey is of a white building scored 4.6
 - g. Julie Eliason, seconded by Mitchell Callahan - motion to allow the black and white building at 401 Railroad Place. Ralph Haskins opposed, Scott Hatfield and Mark Veiock are abstaining the rest in favor. Motion carried
 - h. Clyde Evans – He will let the owner know that the guidelines do not allow vinyl siding.
- XI. Meeting adjourned at 8:25 pm

Handouts

- Power point slides dated January 26, 2022
- Draft Design Guidelines

Staff Contacts:

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Master Plan on Website: <https://www.wdm.iowa.gov/government/community-economic-development/historic-west-des-moines-master-plan>

Project website: <https://historicwdm.com/>

Future Meetings:

February 2nd at 4:30 – Steering Committee Meeting – Human Services Building

February 14th at 5:30 – Planning & Zoning Meeting – Design Guidelines to be presented

February 21st at 5:30 – City Council Meeting – Design Guidelines to be presented

DRAFT