PLANNING AND ZONING COMMISSION STAFF REPORT

PROJECT: KeeTown Loop – Rezoning

PREPARED BY: Andy Kass, AICP – Community Development Director

REPORT DATE: July 5, 2024

MEETING DATE: July 9, 2024

GENERAL INFORMATION

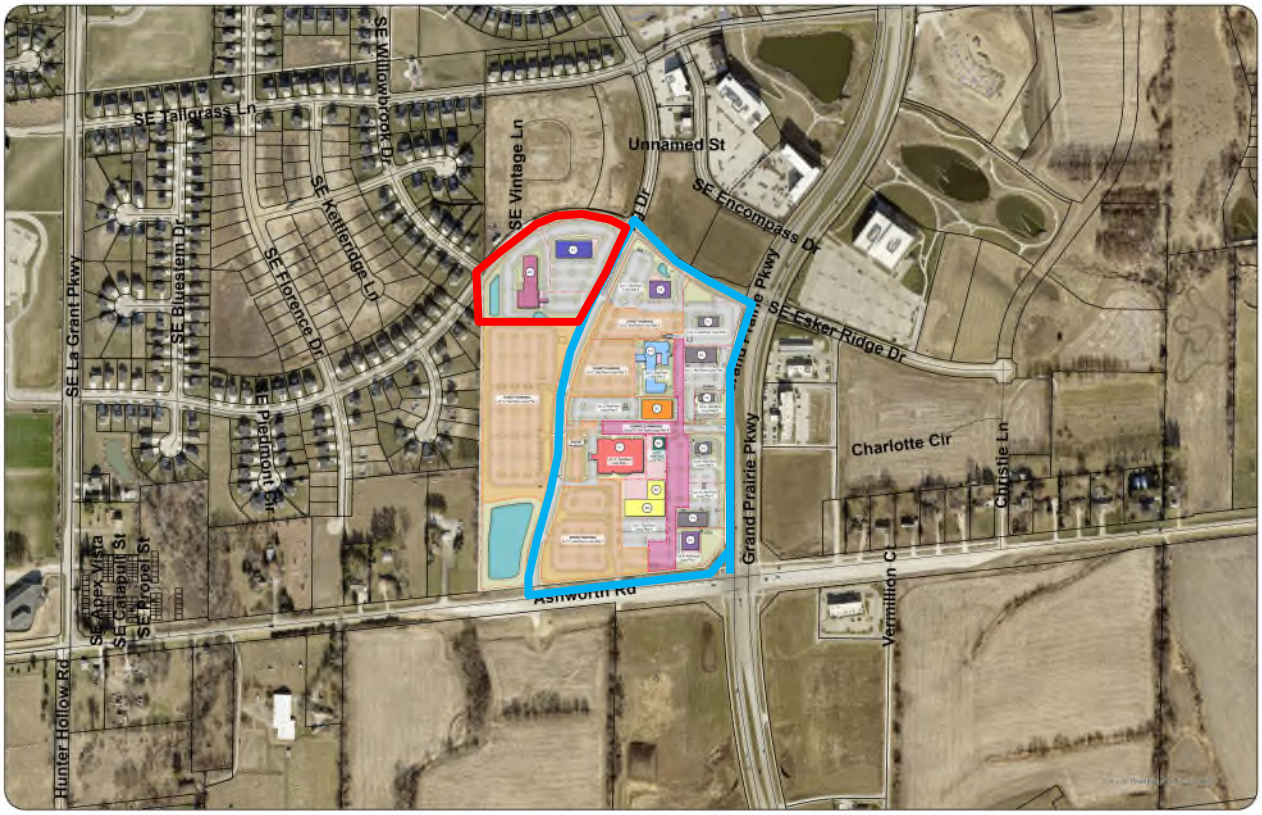
Owner/Applicant: The Quarter at Waukee, LLC & ARAC, LLC

Owner's Representative: Joel Templeman

Request: The applicant is requesting approval of a rezoning for a commercial entertainment development.

Location and Size: Property is generally located north of Ashworth Road and west of Grand Prairie Parkway and contains 29.78-acres.

AREA MAP



ABOVE: The area outlined in **BLUE** is the area proposed to be rezoned K-RR/PD-1. The area outlined in RED is the area proposed to be rezoned to K-RC/PD-1.

LAND USES AND ZONING

Location	Existing Land Use	Comprehensive Plan	Current Zoning
Property in Question	KeeTown Loop / Undeveloped	Community Retail/Office	K-RR/PD-1 and K-RC
North	Kettleview Office Development Estates of Waukee	Office	K-OF/PD-1
South	Vacant	Regional Retail	A-1
East	HyVee Fast and Fresh Sleep Inn	Community Retail Office	K-RC
West	Vacant	Community Retail	K-RC

BACKGROUND

The subject property is located within the Kettlestone Corridor and includes approximately 30-acres. Approximately 25-acres of the property was subject to a rezoning request in 2021 to create the existing Planned Development for the KeeTown Loop development. Since the initial rezoning, development within the site has occurred including the construction of an indoor music venue, a hotel, and multiple retail buildings. Along with the progress made on the site since 2021, the developer requests to amend the existing Planned Development to add additional provisions related to uses, signage, landscaping, and parking within the already established KeeTown Loop development. In addition, the developer wishes to add an additional 5-acres to the project located at the southwest corner of the intersection of SE Parkview Crossing Drive and SE Esker Ridge Drive. This 5-acre site is undeveloped but was rezoned in 2016 to the K-RC zoning classification. Provisions related to this site have been included in the Planned Development related to uses, building height, building area, and floor-area-ratio (FAR), and signage.

Notification to adjacent property owners was mailed on July 8, 2024. The rezoning signs were placed on the property by the deadline. Staff has not received any correspondence regarding this request.

PROJECT DESCRIPTION

The concept plan provided shows the general layout of the project including existing buildings as well as anticipated future buildings. The layout of the original site has slightly changed from the initial concept shown in 2021. The primary change is the overall site parking has increased from approximately 1,200 parking stalls to a minimum of 1,580 parking stalls. The primary reason for the amendment for the larger area is to clarify how the monument signs on the site are to be utilized. In order to protect the integrity of the entertainment district, some use restrictions have also been included in the Planned Development. Uses not permitted within the area would include liquor stores, tobacco stores, gas station, car wash, and automobile repair and service.

The addition of the 5-acre parcel on the northwest side of the development shows a five story, 85,000 square foot hotel and a retail building located upon it. The primary reason for the inclusion of the 5-acre parcel is because the underlying zoning of K-RC permits hotels, but limits buildings to only four stories and no more

than 50,000 square feet in area. The provision in the Planned Development related to building height, area, and FAR has been specifically written for the proposed hotel only. Any other retail use would need to comply with the standard height, building area, and FAR requirements of the K-RC zoning district. Uses not permitted within the area would include liquor stores, tobacco stored, gas station, car wash, and automobile repair and service.

COMPREHENSIVE PLAN

The proposed amendment is consistent with the land use designations within the Kettlestone Master Plan. The existing underlying zoning will be maintained, and staff feels that appropriate provisions are in place to protect the integrity of the development and the surrounding area.

STAFF RECOMMENDATION

The proposed amendment is consistent with the land uses identified in the Comprehensive Plan and with the existing surrounding land uses. Staff recommends approval of the rezoning/amendment for KeeTown Loop.