



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2020-282
File Name	SIGN APPLICATION – Starbucks
Applicant	Midwest Sign Company
Property Address	155 SW M-150 Hwy
Planning Commission Date Heard by	October 22, 2020 Planning Commission
Analyst	Hector Soto, Jr., AICP, Planning Manager
Checked by	Kent D. Monter, PE, Development Engineer Manager

Public Notification

Pre-application held: N/A
Neighborhood meeting conducted: N/A
Newspaper notification published on: N/A
Radius notices mailed to properties within 300 feet on: N/A
Site posted notice on: N/A

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Attachments

Wall Sign Elevations and Specification, dated September 15, 2020 – 4 pages
Location Map

1. Project Data and Facts

Project Data	
Applicant/Status	Midwest Sign Company / Sign Contractor
Applicant's Representative	Ashley Ramos
Location of Property	155 SW M-150 Hwy
Size of Property	61,119 sq. ft. (1.4 acres)
Zoning	CP-2 (Planned Community Commercial District)
Comprehensive Plan Designation	Retail
Procedure	<p>The Planning Commission takes final action on the sign application.</p> <p>Duration of Validity: There is no expiration to an approval for a sign application.</p>

Current Land Use
The subject property is the site of a former Bank of America building undergoing conversion to a multi-tenant retail building with two tenant spaces.

Description of Applicant's Request
The request is for Planning Commission approval of a third wall sign for Starbucks. Starbucks will occupy the eastern tenant space in the multi-tenant building. Signs are proposed on the north, south and east facades. Two (2) wall signs are allowed by right per tenant in a multi-tenant building. The UDO grants the Planning Commission the authority to approve additional wall signs.

2. Land Use

Description and Character of Surrounding Area
The subject property is a pad site in the Raintree 150 Center commercial development located at the southwest corner of M-150 Hwy and M-291 Hwy. This particular pad fronts onto M-150 Hwy. The adjacent developments to the north, south and west are also commercial in nature.

Adjacent Land Uses and Zoning

North (across SW M-150 Hwy):	Commercial / CP-2
South:	Commercial / CP-2
East:	Commercial / CP-2
West (across SW Raintree Dr):	Commercial / CP-2

Site Characteristics

The subject property is a pad site on Lot 1 of the Raintree 150 Center commercial development. Starbucks will occupy the eastern tenant spaces of a former Bank of America building undergoing conversion to a multi-tenant commercial building.

Special Considerations

The property is located in the M-150 CDO (Commercial Development Overlay), but has no impact on signage.

3. Project Proposal

Approved Wall Signs

	Copy & Location	Letter Height	Sign Area	Number of Signs	Lighting
UDO Standards (CP-2)	--	6' (72") max.	Max. 10% of tenant space façade area	2 wall signs per tenant for a multi-tenant building	External indirect, halo, or internal lighting
Wall Sign #1	Starbucks logo -- north façade	5'-11" (71")	27.5 sq. ft. (3.1% of façade area)	--	Internal lighting
Wall Sign #2	"Starbucks" – east façade	1'-8" (20")	26.8 sq. ft. (2.0% of façade area)	--	Internal lighting

Proposed Wall Sign

	Copy & Location	Letter Height	Sign Area	Number of Signs	Lighting
Proposed Wall Sign #3	Starbucks logo -- south façade	5' (60")	19.6 sq. ft. (1.9% of façade area)	--	Internal lighting

Each of the previously approved wall signs and proposed wall sign fall well within the allowable sign standards for the CP-2 zoning district. As proposed, the signs provide a reasonable means of identification and wayfinding on the tenant space’s three facades.

4. Unified Development Ordinance (UDO)

Section	Description
9.080,9.090,9.150,9.160,9.260	Signs

Unified Development Ordinance

The UDO grants the Planning Commission the authority to consider and approve signs that cannot be approved administratively because they exceed the allowable number, height or size standards under UDO Section 9.260, Table 9-1.

5. Analysis

Background and History

The subject property is the site of a converted multi-tenant building on Lot 1 of the Raintree 150 Center commercial development. The building previously housed Bank of America. Starbucks will occupy the eastern tenant space. The applicant proposes to have a wall sign on each of the tenant space’s three facades instead of the maximum two (2) wall signs allowed by right per tenant in a multi-tenant building.

- April 22, 2004 – Staff administratively approved the final development plan (Appl. #2004-013) for Bank of America on Lot 1 of Raintree 150 Center.
- September 25, 2020 – Staff administratively approved two wall sign permits (PRSGN20203157 and PRSG20203161) for Starbucks.

Compatibility

The request for additional wall signage is not out of place for this type of commercial business. Many restaurants and retailers have more than the number of signs allowed by right. In this case, the subject tenant will occupy an end cap space with exposure on three sides of a building within a larger

commercial development. The subject site is a pad site with traffic circulation around all sides of the building.

Recommendation

Staff believes the proposed three wall signs are compatible for the area, proportional for the building and provides a reasonable means of identification for the tenant space. With the conditions of approval below, the application meets the requirements of the UDO.

6. Recommended Conditions of Approval

Site Specific

1. A total of three (3) wall signs shall be allowed for the eastern end cap space of the multi-tenant building at 155 SW M-150 Hwy. The wall sign shall comply with the size requirements of the UDO.

Standard Conditions of Approval

2. Sign permits shall be obtained prior to installation of any signs through the Development Services Department. All signs proposed must comply with the sign requirements as outlined in the sign section of the Unified Development Ordinance.