



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2020-033
File Name	SIGN APPLICATION – Midwest Sign Company
Applicant	Townsend Summit, LLC
Property Address	492 NW Chipman Rd.
Planning Commission Date Heard by	March 12, 2020 Planning Commission
Analyst	Hector Soto, Jr., AICP, Planning Manager
Checked By	Kent D. Monter, PE, Development Engineering 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

Sign Specifications, Sign Elevations and Site Plans, date stamped February 19 , 2020 – 4 pages
Location Map

1. Project Data and Facts

Project Data	
Applicant/Status	Midwest Sign Company / Contractor
Applicant's Representative	Ashley Ramos
Location of Property	492 NW Chipman Rd.
Size of Property	±6 acres (retail area only)
Zoning (Proposed)	PMIX (Planned Mixed Use)
Comprehensive Plan Designation	Planned Mixed Use
Procedure	The Planning Commission takes final action on the sign application. Duration of Validity: There is no expiration to an approval for a sign application.

Current Land Use
The subject property is the future site of the Summit Orchards retail center.

Description of Applicant's Request
The applicant seeks approval of two (2) additional signs, one (1) under canopy sign (i.e. blade sign) and one (1) wall sign, which exceed the maximum allowed amount of wall signs allowed by right under the Unified Development Ordinance (UDO). The under canopy sign will be located on the southwest (storefront) elevation. The additional wall sign will be located on the northeast building elevation. The under canopy sign will serve the pedestrian walk way. The wall sign will serve the rear elevation of the retail building.

2. Land Use

Description and Character of Surrounding Area
The future 6-acre retail area is part of the larger 47-acre Summit Orchards mixed-use development on the north side of NW Chipman Rd between NW Ward Rd and the Union Pacific rail line. The site also sits adjacent to the Summit Technology campus to the west. The area south of NW Chipman Rd is residential in nature.

Adjacent Land Uses and Zoning

North:	Mixed use / PMIX (Planned Mixed Use)
South:	Single-family residential / R-1 (Single-family Residential)
East:	Apartments / PMIX
West:	Summit Technology campus / PMIX

Site Characteristics
The site backs up to NW Donovan Rd and is visible from NW Ward and NW Chipman Rd. Access to the future retail center area comes off NW Ward Rd and NW Donovan Rd.

Special Considerations

There are no special or unique site conditions to consider.

3. Project Proposal

Wall Sign Standards

	Copy & Location	Letter Height	Sign Area	Number of Signs	Illumination
UDO Standards (CP-2)	----	6' (72") max. (wall sign)	Max. 10% of tenant space façade area (wall sign)	2 per tenant (multi-tenant building)	External Internal Halo Indirect
			6 sq. ft. max (blade sign)		
Proposed 3rd (Blade Sign)	Home Goods (Southwest Elevation)	----	2.5 sq. ft.	Sign #3	Internal
Proposed 4th (Wall Sign)	Home Goods (Northeast Elevation)	6'	187.61 sq. ft. (5.45% of façade area)	Sign #4	Internal

Approved Signs

	Copy and Location	Letter Height	Sign Area	Lighting
Wall Sign	Home Goods (NW Elevation)	3'	46.90 sq. ft.	Internal Lighting
Wall Sign	Home Goods (SW Elevation)	6'	187.61 sq. ft.	Internal Lighting

A side-by-side comparison of the sign standards and proposed signs show that the proposed signs comply with all CP-2 sign standards except for the allowable number. The maximum number of attached signs proposed exceeds the UDO by two (2). The proposed wall sign constitutes 5.45% of the façade area, which does not exceed the 10% threshold. The under canopy sign is less than the maximum 6 sq. ft. allowance.

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 are taller and larger and greater in number than what is allowed by right under Section 9.260, Table 9-1.

5. Analysis

Background and History

The applicant seeks approval of two additional signs (wall sign and an under canopy sign) for the Home Goods located in the Summit Orchards retail center area. The wall sign will be located on the northeast building elevation. The under canopy sign will be located on the southwest building elevation (storefront). The signs exceed the maximum number of attached signs allowed for this tenant space by right.

- May 19, 2016 – The City Council approved a preliminary development plan (Appl. #PL2016-039) for Summit Orchards by Ordinance No. 7885.

The preliminary development plan included approval of oversized L-shaped monument signs at the northeast corner of NW Chipman Rd and NW Ward, as well as the northwest corner of NW Chipman Rd and NW Donovan Rd. The signs were approved with an overall height of 9', a sign face area of 116 sq. ft. and a sign structure area of 144 sq. ft. The approved sign face area and sign structure area standards apply to each face of the L-shaped signs.

- October 10, 2020 – Planning commission approved a sign application (PL2019-304) for monument signs that were larger and taller than the UDO allows. The monuments serve the entire Summit Orchards center, not any one specific tenant.

Compatibility

The subject property is the future site of the retail component of the Summit Orchards development. The property will consist of approximately 112,000 sq. ft. of retail area on 16 acres. The proposed additional signage will serve as Home Goods' means of identification along NW Donovan Rd and the pedestrian walkway. The attached wall sign will be internally illuminated channel letters. The blade sign will be an internally illuminated cabinet sign. As Home Goods is the largest tenant space of the multi-tenant building and serves as an endcap space with three visible facades, the request is reasonable to have additional signage. NW Donovan will be served with signage that provides vehicular wayfinding, while the blade sign provides wayfinding along the pedestrian walkway.

Recommendation

Given the location and scale of the retail center, staff believes the proposed additional signage will maintain compatibility and proportionality that is appropriate for the site. With the conditions of approval below, the application meets the requirements of the UDO.

6. Recommended Conditions of Approval

Site Specific

1. Two (2) additional attached signs (1 under canopy and 1 wall sign) shall be approved for the Home Goods tenant space, yielding four (4) total attached signs.
2. The under canopy sign shall be located on the SW building elevation. The wall sign shall be located on the NE building elevation. The signs shall comply with the size requirements of the UDO.

Standard Conditions of Approval

3. 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.