

# City of Lee's Summit

## Department of Planning and Codes Administration

October 21, 2016

TO: Planning Commission  
FROM: Robert G. McKay, AICP, Director *W19 For RGM*  
RE: **Appl. #PL2016-187 – SIGN APPLICATION – Walmart, 3410 SW Market St.; BRR Architecture, applicant**

### Commentary

The applicant proposes 10 wall signs. The number of signs is more than what staff can approve administratively. Walmart originally requested approval for 13 wall signs when the preliminary development plan was heard by the Planning Commission and City Council in 2013. Three of those signs were intended for other tenants within the building. The wall signs being requested are well within the 10% maximum coverage requirement of the UDO, and the overall sign package is proportional to the size of the site and building being served. The UDO grants the Planning Commission the authority to consider applications for more signs than what is allowed by right. Staff supports the number of signs requested.

### Recommendation

Staff recommends **APPROVAL** of the sign application.

### Project Information

**Proposed:** ten (10) wall signs

**Location:** 3410 SW Market St.

**Zoning:** CP-2 (Planned Community Commercial)

**Surrounding zoning and use:**

**North:** AG (Agricultural) – vacant undeveloped large acreage

**South:** CP-2 – commercial/retail

**East:** CP-2 – SW Market Street and South M-291 Highway

**West:** AG – vacant undeveloped large acreage

### Background

- August 29, 1972 – This property was annexed into the City of Lee's Summit.
- October 14, 1980 – The City Council approved an application to rezone 6.2 acres from District A to District C-B, now CP-1 (Appl. #1980-015) by Ord. #2149. Some of the land was acquired by the Missouri Highway and Transportation Commission in 1998 for SW Market Street right-of-way and South M-291 Highway improvements. The remaining CP-1 parcel comprises a portion of the Walmart parking lot and the easternmost outlot.
- August 19, 1989 – The City Council approved C-P (now CP-2) zoning and preliminary development plan for the shopping center to the south of the subject property (Appl. #1998-074).

- August 17, 2000 – The City Council approved rezoning from District A to C-P (now CP-2) and preliminary site plan (Appls. #2000-023 and 024) on land located at the northwest corner of Highways M-150 and M-291 for 18.52 acres by Ord. #5016. Lot 1 of Summit Crest Plaza was developed as the existing shopping center to the south. Lot 2 was never developed and comprised the majority of the Walmart property.
- January 8, 2013 – The Planning Commission recommended approval of the rezoning and preliminary development plan (Appl. #PL2012-139) for Walmart, including removal of the modification request to allow for 13 wall signs.
- February 7, 2013 – The City Council directed Staff to draft an ordinance approving the rezoning and preliminary development plan (Appl. #PL2012-139), but with item #7 (which was the requested modification to allow 13 wall signs) being deleted. The motion failed. A motion was made and passed, during roundtable discussion, to reconsider the rezoning and preliminary development plan.
- February 28, 2013 – The City Council directed Staff to draft an ordinance approving the rezoning and preliminary development plan (Appl. #PL2012-139), with item #7 still being deleted. The motion passed.
- March 7, 2013 – The City Council approved the rezoning and preliminary development plan (Appl. #PL2012-139) for Walmart, located at 3410 SW Market Street, by Ord. #7300.

### Analysis of Sign Application

**Ordinance.** Table 13-1 under Article 13 of the UDO sets the sign standards for the various zoning districts. The CP-2 District is allowed 3 wall signs. However, Section 13.160 allows the Planning Commission to consider sign applications when the maximum number of signs is exceeded.

**Request.** The applicant requests approval for ten (10) wall signs. Six wall signs are proposed for the south (front) elevation, 2 for the east (right), and 2 for the west (left) as detailed in the table below.

#	Sign Copy	Elevation	Sign Area (sqft.)	% of Wall Area
1	Walmart	South (Front)	298.00	2.18%
2	Pickup	South (Front)	65.94	0.48%
3	Grocery	South (Front)	42.05	0.31%
4	Home & Pharmacy	South (Front)	97.66	0.71%
5	Outdoor Living	South (Front)	77.17	0.56%
6	Auto Center	South (Front)	34.55	0.25%
7	Walmart	East (Right)	120.76	1.30%
8	Auto Center	East (Right)	31.51	0.34%
9	Pharmacy Drive-Thru (2)	West (Left)	79.80 (total)	0.86%

**Recommendation.** Staff recommends approval of the wall signs as proposed. Staff finds the signs to be appropriately located and proportionally sized for a 21-acre site with an approximately 150,000 square foot Walmart building. The proposed signs provide a means of identification and wayfinding for prospective customers to locate the best entrance. The signs are also comparable with the number approved for several other similar developments as can be seen in the attached Table of Sign Applications & Modification 2001-Present, Number of Signs in Commercial Areas.

### **Code and Ordinance Requirements**

*The items in the box below are specific to this development and must be satisfactorily addressed in order to bring this plan into compliance with the Codes and Ordinances of the City.*

<p><b><u>Planning and Codes Administration</u></b></p> <ol style="list-style-type: none"><li>1. A sign permit shall be obtained from the Planning and Codes Administration Department for each sign prior to installation.</li></ol>
--



RGM/cs

**Attachments:**

1. Proposed sign elevations, date stamped October 10, 2016
2. Table of Sign Applications & Modification 2001-Present, Number of Signs in Commercial Areas  
– 5 pages
3. Location map