

City of Lee's Summit

Development Services Department

January 5, 2018

TO: Planning Commission
CHECKED BY: Josh Johnson, AICP, Assistant Director of Plan Services
PREPARED BY: Christina Stanton, AICP, Senior Planner
RE: **Appl. #PL2018-002 – SIGN APPLICATION – B & B Theatres – New Longview 7, 3201 SW Fascination Dr.; Hollis & Miller Architects, applicant**

Commentary

This application is to request four additional attached signs (2 applique/wall logos located on both sides of the tower element, 1 wall “New Longview 7”, and 1 canopy “B & B Theatres”). Additionally, the 2 applique/wall logos and the combined total sign area for the other two signs, as well as the over canopy sign, exceed the maximum sign area. All signs were shown on the original preliminary development plan (Appl. #PL2016-167) but no dimensions were provided at that time. Three attached signs have already been approved (2 wall and one over canopy) as noted on the attachments.

The PMIX (Planned Mixed Use) district allows a maximum of 3 attached signs at a maximum sign area of 10% of the building façade for awning, canopy, or wall; and 6 sq. ft. for projecting, over, or under canopy signs. However, the UDO grants the Planning Commission the authority to consider applications for signs that exceed the maximum allowed number. Staff supports the proposed additional signs as they are consistent with what was shown at the preliminary development plan.

Recommendation

Staff recommends **APPROVAL** of the sign application to allow the four additional wall signs as shown on the attached exhibit.

Zoning and Land Use Information

Location: 3201 SW Fascination Drive

Zoning: PMIX (Planned Mixed Use)

Surrounding zoning and use:

North (across SW Fascination Dr.): PMIX – commercial uses and vacant ground

South: PMIX – future offices in New Longview Commercial Phase II

East: PMIX – future medical/office in New Longview Commercial Phase II

West: PMIX – future restaurant in New Longview Commercial Phase II

Project Information

Proposed: addition of four wall signs

Existing: 3 wall signs already permitted for new theatre

Building Area: 28,000 sq. ft.

Number of Buildings: 1

Unified Development Ordinance

Applicable Section(s)	Description
13.010	Signs

Process

Procedure: The Planning Commission takes final action on sign applications.

Duration of Validity: Approval of the sign application as presented does not expire unless stated in the approval.

Background

- October 3, 2002 – The City Council approved the rezoning (Appl. #200-031) from AG (Agricultural), RP-2 (Planned Two-Family Residential), RP-3 (Planned Mixed Density), and CP-2 (Planned Community Commercial) to PMIX (Planned Mixed Use) and the Concept Plan (Appl. #2002-032) for New Longview by Ord. #5407.
- October 3, 2002 – The City Council approved the New Longview preliminary development plan (Appl. #2002-081) for the Arterial Traffic Network by Ord. #5408.
- September 4, 2003 – The City Council approved the preliminary development plan (Appl. #2003-062) for New Longview Tower Park by Ord. #5591.
- August 21, 2007 – The City Council approved the preliminary development plan (Appl. #2007-226) for New Longview Commercial Phase I by Ord. #6454.
- December 8, 2016 – The City Council approved the preliminary development plan (Appl. #PL2016-167) for land located at the southeast corner of SW Fascination Dr. and SW Longview Blvd., New Longview Commercial Phase II, by Ord. #8034.

Analysis of Sign Application

Ordinance. The Unified Development Ordinance, Article 13, Table 13-1, sets the standard for the maximum allowable number of attached signs in the various zoning districts. Section 13.150 of the UDO grants the Planning Commission the authority to consider and approve signs that exceed the prescribed maximum number.

Request. The applicant proposes four additional attached signs (2 applique logos located on both sides of the tower element, 1 wall “New Longview 7”, and 1 canopy “B & B Theatres”) for a total of 7 attached signs. All the signs were shown on the approved preliminary development plan (Appl. #PL2016-167) but no dimensions were provided at that time. The sign area maximum are also exceeded for the 2 applique/wall “B B” logos and the combined sign area for the Entry Elevation (10.33%, though it should be noted that while these signs front on the Entry Elevation since this is a clipped corner of the building they are visible from both the North and West Elevations). The maximum sign area is also exceeded for the over canopy sign, which was previously approved. The maximum sign area for an over canopy sign is 6 square feet, the proposed sign is 13.3 square feet, this was an oversight on staff’s part as it was originally calculated as a percentage of the façade (like a canopy sign).

The table below provides a comparison of all the proposed and approved attached signs and the UDO standards:

Sign Type	Sign Copy	Location	Sign Area	Façade Area	% of Façade Area	% Allowed by UDO
2 applique/wall	"B B" logos	Sides of tower element	60 sq. ft. ea.	180 sq. ft. ea. side	33.33% ea.	10% of facade
Wall Sign ⁺	"New Longview 7"	Entry Elevation	48 sq. ft.	1,245 sq. ft.	3.86%	10% of facade
Canopy ⁺	"B & B Theatres"	Entry Elevation	80.5 sq. ft.	1,245 sq. ft.	6.47%	10% of facade
Over Canopy [*]	"Marquee Bar"	North Elevation (Front)	13.3 sq. ft.	2,000 sq. ft.	0.67%	----
Wall Sign	"B & B Grand Screen"	North Elevation (Front)	265.2 sq. ft.	2,700 sq. ft.	9.82%	10% of facade
Wall Sign	"B & B Theatres"	West Elevation (Side)	197.6 sq. ft.	3,125 sq. ft.	6.32%	10% of facade

^{*}Over Canopy signs a capped at 6 square feet in Table 13-1 in Article 13 of the UDO.

⁺These two combined are 10.33% of the Entry Elevation façade.

Recommendation. Staff recommends approval of the four additional attached signs as proposed. As previously noted, all signs were originally shown on the preliminary development plan (Appl. #PL2016-167).

Code and Ordinance Requirements

The items in the box below are specific to this application and must be satisfactorily addressed in order to be in compliance with the Codes and Ordinances of the City.

Planning

1. Sign permits shall be submitted to and approved by the Development Services Department prior to installation.

Attachments:

1. Elevation and Sign Details, date stamped January 3, 2018—9 pages
2. Table titled "Sign Applications & Modifications, 2001-Present, Number of Signs in Commercial Areas" – 5 pages
3. Location map