



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2021-040
File Name	SIGN APPLICATION – Eyemart
Applicant	Mid-America Sign, LLC
Property Address	1041 NE Sam Walton Ln
Planning Commission Date Heard by	March 11, 2021 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, revision date March 4, 2021 – 7 pages
Location Map

1. Project Data and Facts

Project Data	
Applicant/Status	Mid-America Sign, LLC / Sign Contractor
Applicant's Representative	Angie Bohndorf
Location of Property	1041 NE Sam Walton Ln
Size of Property	11,200 sq. ft. (0.26 acres)
Zoning	CP-2 (Planned Community Commercial District)
Comprehensive Plan Designation	Retail
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 pad site location of a multi-tenant retail building in front of the Walmart located at the southwest corner of NE Tudor Rd and NE M-291 Hwy. Eyemart occupies the north endcap tenant space.

Description of Applicant's Request
The request is for Planning Commission approval of a third wall sign for the Eyemart tenant space. A maximum of two (2) wall signs are allowed per tenant space by right in a multi-tenant building. The UDO grants the Planning Commission the authority to approve a greater number of signs.

2. Land Use

Description and Character of Surrounding Area
M-291 Hwy North is the city's primary commercial corridor. The subject property sits at the southwest corner of the intersection of NE Tudor Rd (an arterial street) and M-291 Hwy. A church anchors the northwest corner of this major intersection, while commercial retail centers anchor the remaining three corners.

Adjacent Land Uses and Zoning

North (across NE Tudor Rd):	Lee's Summit Christian Church / R-1 (Single-family Residential) and CP-1 (Planned Neighborhood Commercial)
South:	Commercial / CP-2
East (across NE M-291 Hwy):	Commercial / CP-2
West:	Walmart / CP-2

Site Characteristics
The subject property is developed as a ¼-acre pad site with multi-tenant retail building. Access to the pad site is gained via NE Sam Walton Ln, a private street on the adjacent Walmart site. The pad site has

frontage on M-291 Hwy, NE Tudor Rd and NE Sam Walton Ln.

Special Considerations

None.

3. Project Proposal

Existing Wall Signs

	Copy & Location	Letter Height	Sign Area	Number of Signs	Lighting
UDO Standards (CP-2)	--	6' (72") max.	10% of façade area – max. allowable sign area	2 per tenant space in a multi-tenant building	External indirect, halo, or internal lighting
Wall Sign #1	"Eyemart" – east façade	2'-6" (30")	50 sq. ft. (7.8% of façade area)	--	Internal lighting
Wall Sign #2	"Eye Exams" – east façade	1'-1" (13")	13.9 sq. ft. (2.2% of façade area)	--	Internal lighting

Proposed Wall Signs

	Copy & Location	Letter Height	Sign Area	Number of Signs	Lighting
Wall Sign #3	“Eyemart” – north façade	2’-6” (30”)	72 sq. ft. (6.4% of façade area)	--	Internal lighting

Eyemart occupies the north endcap tenant space. The tenant space has exposure on the east, north and west sides of the building facing M-291 Hwy, NE Tudor Rd and NE Sam Walton Ln, respectively. The M-291 Hwy and NE Tudor Rd sides of the building offer the most significant exposure, with the tenant space entrance facing M-291 Hwy. Two signs currently exist on the front façade facing M-291 Hwy, and an additional sign is proposed facing NE Tudor Rd. The aggregate sign area on the east (front) façade does not exceed the 10% maximum allowable area. The proposed sign on the north façade is also within the 10% sign area maximum. Given the site’s location at a prominent intersection along a major commercial corridor, staff believes the proposed third sign provides a reasonable means of identification and wayfinding.

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

Eyemart occupies the north endcap of the multi-tenant building at the southwest corner of NE Tudor Rd and M-291 Hwy. The applicant proposes a total of three (3) wall signs to identify the tenant, with two (2) facing M-291 Hwy and one (1) facing NE Tudor Rd. The proposed third sign exceeds the maximum allowable 2 wall signs per tenant for a multi-tenant building, and thus requires Planning Commission approval.

- June 1, 1993 – The City Council approved a final site plan (Appl. #1993-099) for an 11,200 sq. ft. multi-tenant commercial building at 1041 NE Sam Walton Ln.

Compatibility

The request for additional signage for an endcap tenant is not out of place for a multi-tenant building along a commercial corridor. Signage will be placed on the two most visible sides of the building,

toward M-291 Hwy and NE Tudor Rd. The signs allow the public to more easily identify the tenant and service provided.

Recommendation

Staff believes approval of a third sign for the subject tenant is compatible for the area given its location at a major intersection along a commercial corridor. The signs provide a reasonable means of identification for an endcap 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 northern endcap tenant space for the building at 1041 NE Sam Walton Ln. Signage shall comply with all other UDO sign standards of the CP-2 zoning district.

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.