

City of Lee's Summit

Development Services Department

November 4, 2016

TO: Planning Commission
FROM: Robert G. McKay, AICP, Director 
RE: **Appl. #PL2016-197 – SIGN APPLICATION – Dick's Sporting Goods, 720 NW Blue Pkwy; Midwest Sign Company, applicant**

Commentary

The applicant requests approval for one (1) additional wall sign, yielding a total of four (4) wall signs, for a new stand-alone building under construction for Dick's Sporting Goods located at 720 NW Blue Pkwy in the Summit Fair shopping center. The Unified Development Ordinance (UDO) allows single-tenant buildings a maximum of three (3) wall signs by right, but grants the Planning Commission the authority to approve additional signs. If approved, Dick's Sporting Goods will have one (1) wall sign on each of the building's four (4) façades. Staff supports the requested total of four (4) wall signs.

Recommendation

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

Project Information

Proposed: one (1) additional wall sign, yielding a total of four (4) wall signs

Location: 720 NW Blue Pkwy

Zoning: CP-2 (Planned Community Commercial District)

Surrounding zoning and use:

North: CP-2 – Summit Fair shopping center

South: CP-2 – Summit Fair shopping center

East (across NW Blue Pkwy): PMIX (Planned Mixed Use District) – Summit Technology campus; and CP-2 – Summit Fair shopping Center pad sites

West: CP-2 – Summit Fair shopping center

Background

- August 22, 2016 – Staff administratively approved the final development plan (Appl. #PL2016-080) for Dick's Sporting Goods.
- September 13, 2016 – A building permit (#PRCOM2016-1426) was issued by Codes Administration for Dick's Sporting Goods.

Analysis of Sign Application

Ordinance. The Unified Development Ordinance, Article 13, Table 13-1, sets standards for the allowable number of signs, but authorizes the Planning Commission to consider and approve additional signs. Three (3) wall signs are allowed by right for single-tenant buildings located in the CP-2 District.

Request. The applicant requests approval for a total of four (4) wall signs. One (1) sign is proposed for each of the four (4) building facades. The table below details the proposed signs.

Proposed Signs:

Sign Type	Copy	Sign Size	% of Wall Area (10% maximum allowed)
wall sign (north facade)	Dick's Sporting Goods	230 sq. ft.	3.1%
wall sign (south facade)	Dick's Sporting Goods	230 sq. ft.	3.1%
wall sign (east facade)	Dick's Sporting Goods	230 sq. ft.	3.4%
wall sign (west facade)	Dick's Sporting Goods	129 sq. ft.	1.9%

Recommendation. Staff recommends approval of the four (4) proposed wall signs. Staff believes the proposed sign sizes and locations to be appropriate for the building. The UDO allows a maximum sign coverage area of 10% for any one facade. Approval of the proposed wall signs will yield a sign coverage area of no more than 3.4% for any one facade, which falls within the allowable size standard. The attached table shows similar applications approved by the Planning Commission and City Council.

Code and Ordinance Requirements

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

<p>Planning</p> <ol style="list-style-type: none"> 1. A sign permit shall be obtained from the Development Services Department for each sign prior to installation.

RGM/hsj

Attachments:

1. Building elevation graphic and sign specifications, date stamped October 26, 2016
2. Table titled "Sign Applications & Modifications, 2001-Present, Number of Signs in Commercial Areas" – 9 pages
3. Location map