

LS Memorandum

City of Lee's Summit

To: [Planning Commission]

From: [Development Services Department]

C: [File]

Date: [August 4, 2021]

[**Appl. #PL2021-192 - SIGN APPLICATION - RE/MAX Elite, 1201 NE Windsor Dr; Whittington Graphix, LLC, applicant**]

[In addition to the material presented to the Planning Commission on July 22, 2021, the supplemental information below is added to the record.]

The following is Staff's updated recommendation:

Recommendation

Staff believes approval of a taller wall sign is compatible for the area given its location along a major commercial corridor. With the conditions of approval below, the application meets the requirements of the UDO.

Recommended Conditions of Approval Site Specific

1. A total of one (1) wall sign along the east elevation that exceeds the maximum letter height (3') shall be allowed for the "RE/MAX Elite" sign located at 1201 NE Windsor Dr. Signage shall comply with all other UDO sign standards of the CP-1 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.

History:

A sign application was presented to the Planning Commission on July 22, 2021. Commission member Trafton requested the sign be removed from the Consent Agenda for general discussion due to concerns

Memorandum

with the request for Planning Commission to grant a larger sign. Below is a summary of the discussion. Also attached to the packet are the Planning Commission Minutes from July 22, 2021.

Planning Commission Concerns:

- Size of sign
- Letter height of sign
- Sign in proportion to the building
- Sign in proportion to the existing sign
- Approving a sign that is twice the size of what is allowed in the said zoning district (CP-1) and taller letter height of what is allowed in the CP-1 zoning district

Staff's Reasoning:

- Building is located on a major commercial corridor (M-291 Hwy)
- Properties along a major commercial corridor are typically zoned CP-2 (a higher intense zoning district compared to CP-1)
- Proposed sign meets the CP-2 zoning district standards
- Difference between sign regulations in CP-1 and CP-2 are significant in terms of letter height and square footage allowances

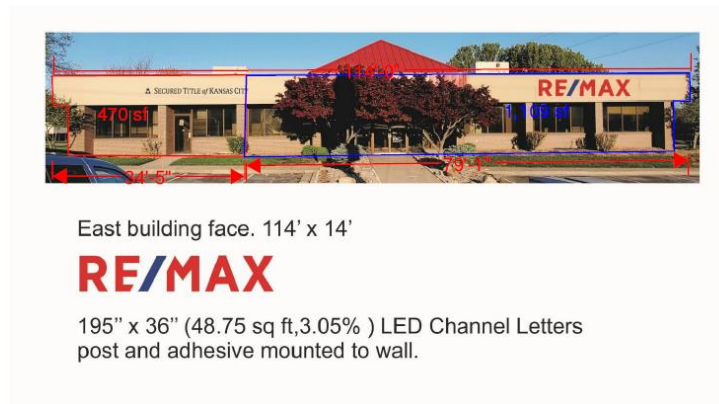
New information:

- Attached is an updated sign specification for the RE/MAX wall sign for the east facade/facing M-291 Hwy
 - The applicant has omitted the balloon logo and the "Elite" text portion of the sign which reduces the overall square footage of the sign by 26.25 sq. ft.
 - Original size of the wall sign: 75 sq. ft.
 - New size of the wall sign: 48.75 sq. ft.
- Staff has also received more specific information on how the space is individually occupied by the tenants. Secured Title of Kansas City utilizes approximately 35 linear feet of the building façade. RE/MAX occupies approximately 79 linear feet of the building façade. Size allowances are calculated by the tenant façade occupied space. The proposed RE/MAX sign is now in compliance with the allowed square footage for the CP-1 zoning district.
 - Allowable square footage for RE/MAX: 55 sq. ft. in CP-1
 - Proposed RE/MAX sign: 48.75 sq. ft.
 - Allowable square footage for Secured Title of Kansas City: 24 sq. ft. in CP-1

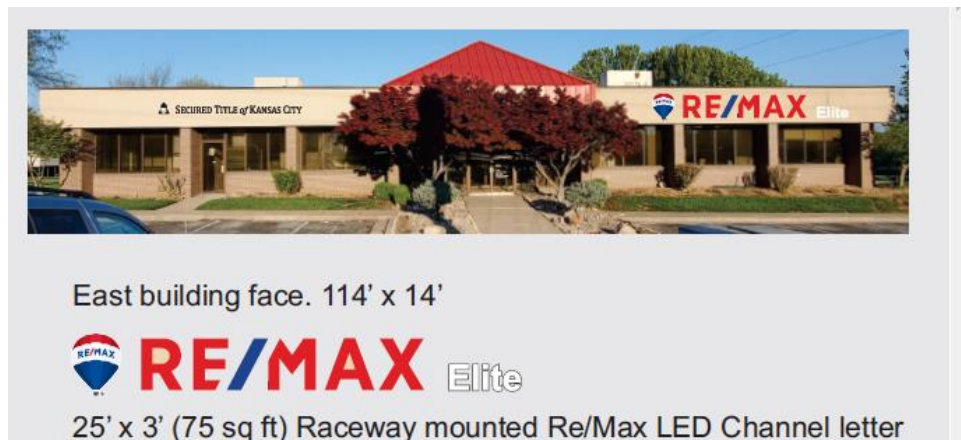
LS Memorandum

- Approved square footage for Secured Title of Kansas City: 18 sq. ft.
- RE/Max sign is 4.4% of the façade tenant space (CP-1 allows 5%)
- The only request for Planning Commission approval is for the letter height. The sign is 3' in height and the CP-1 zoning district has a maximum letter height of 2'; in comparison, CP-2 allows a maximum of 6' letter height
- Attached are photos of existing signage in and around the M-291 Highway Corridor, for comparison purposes
- Attached are zoning maps of the M-291 Hwy corridor illustrating the existing zoning districts of CP-2 zoning district (in red) and the CP-1 zoning district (in pink)

Proposed:



Previously Proposed:



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Existing Zoning along the M-291 Corridor from NE Colbern Rd to just south of NE Langsford Rd.



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Existing Zoning along the M-291 Corridor from SE Langsford Rd to M-150 Hwy



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1175 NE Rice Rd, zoned CP-2 (across the highway)

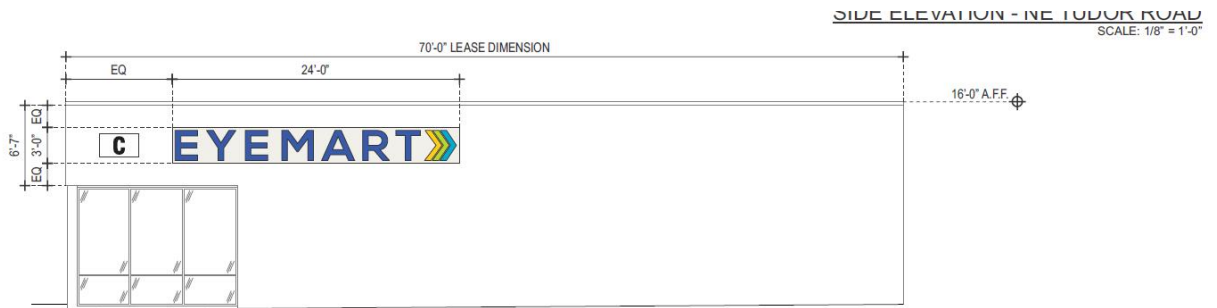
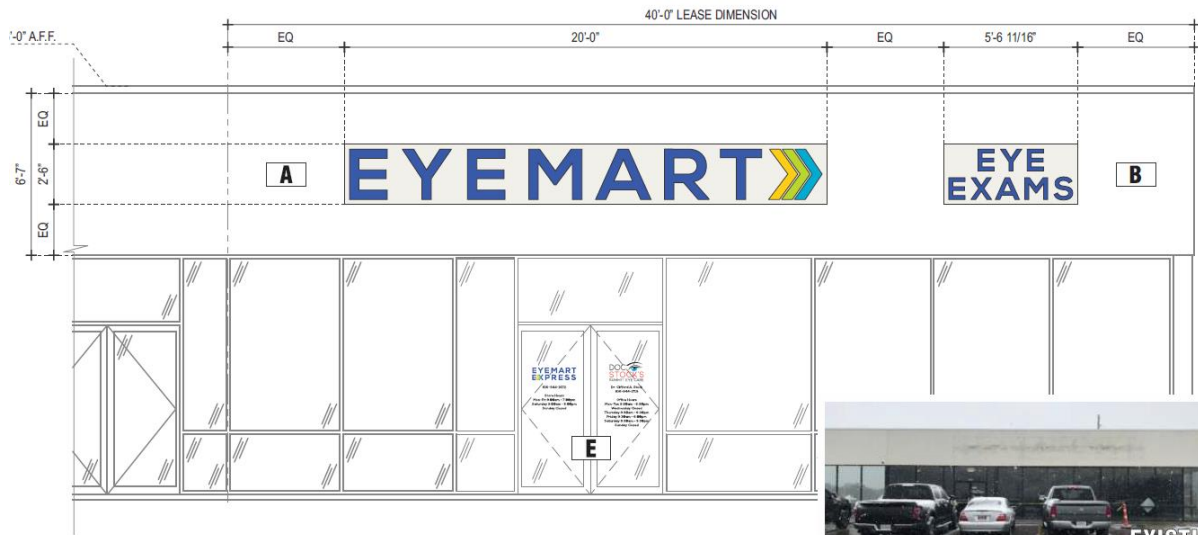


787 NE Rice Rd, zoned CP-2



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1041 NE Sam Walton Ln, zoned CP-2



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825 NE Deerbrook, zoned CP-1 (located directly north of REMAX)



1450 NE M-291 Hwy, zoned CP-1



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1309 NE Windsor Dr., zoned CP-2



1249 NE Rice Rd

