



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2023-357
File Name	SIGN APPLICATION – Total Wine & More
Applicant	Infinity Sign Systems
Property Address	1648 NW Chipman Rd
Planning Commission Date Heard by	February 08, 2024 Planning Commission
Analyst	Ian Trefren, Planner

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, dated August 28, 2023 – 4 pages
Location Map

1. Project Data and Facts

Project Data	
Applicant/Status	Infinity Sign Systems / Sign Contractor
Applicant's Representative	Scott Hueschen
Location of Property	1648 NW Chipman
Size of Property	957,567 sq. ft. (21.98 acres)
Zoning	CP-2 (Planned Community Commercial District)
Comprehensive Plan Designation	Activity Center - Summit
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 site of a multi-tenant building in the Summit Woods Crossing development.

Description of Applicant's Request
<p>The request is for Planning Commission approval of a 369.02 sq. ft. primary wall sign which has a front façade coverage of 47.5%, exceeding the 10% limit imposed by the UDO.</p> <p style="text-align: center;">WALL SPACE TO BE VERIFIED BEFORE PRODUCTION</p> <p style="text-align: right;">PROPOSED</p>



Previously installed sign

2. Land Use

Description and Character of Surrounding Area

The subject property is multi-tenant commercial shopping center in the Summit Woods Crossing development. The Streets of West Pryor mixed-use development is located to the west of NW Pryor Rd., and various pad sites for commercial developments are located to the south.

The development is characterized by large retail anchor stores, smaller pad sites, and various minor tenants.

Adjacent Land Uses and Zoning

North:	Summit Woods Crossing shopping center / CP-2
South:	Summit Woods Crossing shopping center / CP-2
East (across US 50 HWY):	Summit Fair shopping center / CP-2
West (across NW Pryor Rd):	Streets of West Pryor / PMIX

Site Characteristics

The subject property is an existing multi-tenant commercial building in the Summit Woods Crossing development.



Special Considerations

There are no special or unique site conditions to consider.

3. Project Proposal

Wall Sign Standards

	Copy & Location	Letter Height	Sign Area	Number of Signs	Lighting
UDO Standards (CP-2)	--	6' (72") max.	Max. 10% of tenant space façade area	2 wall signs per tenant for a multi-tenant building	External indirect, halo, or internal lighting
Proposed Wall Sign	Total Wine & More -- west façade (front)	5'	369.02 sq. ft. (47.5% of façade area)	--	Internal lighting
Proposed Wall Sign*	Total Wine & More – east façade (rear)	5'	236.17 sq. ft. (6.97% of façade area)	--	Internal lighting

**Meets UDO requirements and can be administratively approved.*

Despite significantly exceeding the UDO requirements, the proposed sign is consistent with the sizing of other signage throughout the Summit Woods Crossing development. If the applicant were required to meet the UDO's standards, the permitted sign would be inconsistent with the surrounding properties as it would be limited to only 80 sq. ft. in size.

4. Unified Development Ordinance (UDO)

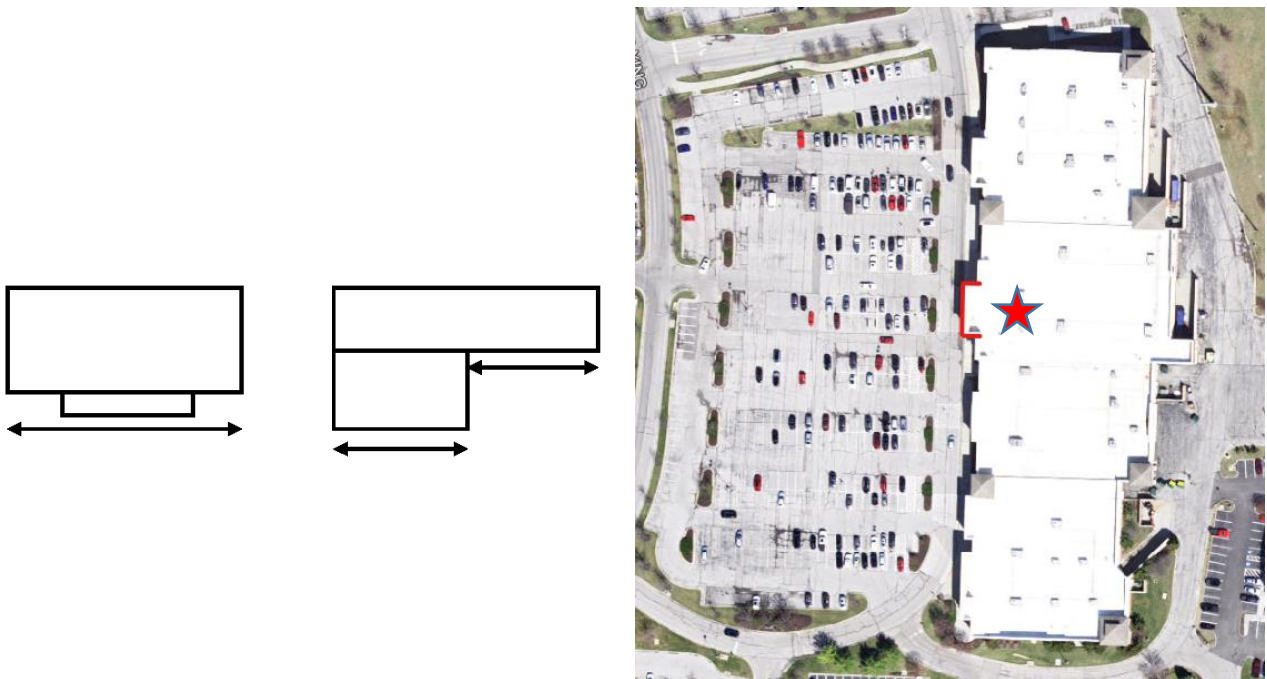
Section	Description
9.080,9.090,9.150,9.160,9.260	Signs

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.

Section 9.080(B) defines how wall area is measured when a portion of the wall projects beyond 5' outwards. According to this section, the portion of a façade that extends beyond 5' is considered an entirely separate wall for the purposes of sign area calculation. As a result of this, the applicant's measurable façade is greatly reduced, as is their maximum permitted sign area.

The graphics below visualize this ordinance, as well as the applicable area of the applicant's façade that projects beyond 5'.



5. Analysis

Background and History

The subject property is the site of a multi-tenant building on Lot 11 of the Chipman-HWY 50 subdivision, otherwise known as the Summit Woods Crossing development. The preceding sign was approved on July 6, 2001 for Bed, Bath, and Beyond. The current applicant proposes to place a wall sign on the front façade of the building which exceeds the sign area limitation imposed by the UDO.

- October 5, 2000 – The City Council approved a rezoning from R-1 (Single-Family Residential District) & C-P (now CP-2) to CP-2 (Appl. #2000-184) and preliminary development plan (Appl. #2000-185) for the Summit Woods Crossing Shopping Center commercial development by Ordinance No. 5045.
- July 6, 2001 – Staff administratively approved a 400 sq. ft. sign for Bed Bath & Beyond.

Compatibility

Although the request for a sign that exceeds the ordinance requirements by this extent is uncommon, the unique nature of the size and massing of Summit Woods Crossing development presents an outstanding limitation to applicants seeking new signage for anchor stores.

The existing sign ordinance restricts attached wall signs to 10% of the building's front façade, measured where the façade is projected more than 5 feet from the rest of the building. Given the structure's projection, the applicable façade is only roughly 800 sq. ft., resulting in a permitted sign area of 80 sq. ft. – which is only 2% of the total façade area (not applying the 'offset rule') when viewed head on. This 'offset rule' was implemented by UDO amendment #47 on August 16, 2013. Prior to this the full façade was utilized to calculate the maximum sign allowance regardless of the façade projections.

This Sign Application will seek an exception to this limit to permit a new sign that is more compatible with the existing structure, and more consistent with existing signs in the Summit Woods Crossing development.

The sign that immediately preceded the proposed sign, for Bath and Body Works, exceeded the proposed sign's area by roughly 31 sq. ft. The proposed sign, while a reduction in size from the previously approved sign, is compatible with the size and scale of the surrounding business (TJ Maxx, Old Navy, & Kirkland's). These signs were administratively approved prior to the "offset rule" requirement and are legal non-conforming. Should the subject application be approved, the proposed sign will maintain and blend with the overall aesthetics of the shopping center.



Recommendation

Staff believes the proposed wall sign is compatible with surrounding properties, proportional for the building, and provides a reasonable means of identification for the tenant space. With the conditions of approval below, the application meets the requirements of the UDO.

6. Recommended Conditions of Approval

Site Specific

1. One (1) wall sign on the western (front) façade, measuring 369 sq. ft., shall be permitted to exceed the

sign area limit set forth in Sec. 9.260. The wall sign shall comply with the letter sizing, count, and all other applicable requirements present in the UDO.

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.