

City of Lee's Summit

Development Services Department

February 10, 2017

TO: Planning Commission
FROM: Robert G. McKay, AICP, Director of Planning and Special Projects *RM*
RE: **Appl. #PL2017-020 – SIGN APPLICATION – The Aspen Room at the Stanley, 308 SE Douglas St; Bryan King, applicant**

Commentary

The applicant requests approval for one (1) projecting sign that is larger than the maximum size allowed by the Unified Development Ordinance (UDO). The maximum allowable projecting sign size in the CBD (Central Business District) district is 6 sq. ft. The applicant proposes a 12 sq. ft. projecting sign with exposed neon lettering. The UDO grants the Planning Commission the authority to consider applications for signs that exceed allowed sign area. Staff supports the requested larger sign.

Recommendation

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

Project Information

Proposed: A 12 sq. ft. projecting sign with exposed neon lettering

Location: 308 SE Douglas Street

Zoning: CBD (Central Business District)

Surrounding zoning and use:

North: CBD – Retail and banquet facility

South: CBD – Service business, retail and office

East (across SE Douglas Street): CBD – Retail, restaurant, office

West: CBD – Office

Background

- June 21, 2012 – The City Council approved a preliminary development plan (Appl. #PL2012-036) for the Stanley Event Center by Ord. # 7200.
- December 28, 2012 – Staff granted administrative approval of a commercial final development plan (Appl. # PL2012-134).
- November 3, 2016 – The City Council approved UDO Amendment #58 (Appl. #PL2016-171), by Ord. # 8014, allowing for neon signs in the Central Business District.

Analysis of Sign Application

Ordinance. The Unified Development Ordinance, Article 13, Table 13-1, sets the standard for the maximum allowable sign area, but authorizes the Planning Commission to consider and approve larger signs. The standard for a projecting sign in the CBD zoning district is a maximum of 6 square feet.

Request. The applicant proposes a 12 sq. ft. projecting sign to be mounted on the northeast wall of the building. The sign will be mounted to the wall on the north side of the balcony with a 10 ft.

clearance above the sidewalk. The purpose of the sign is to help customers identify the business location and alleviate confusion caused by the building's name plaque sign, "Stanley". The table below details the proposed sign.

Proposed Sign:

Sign Type	Copy	Zoning District	Sign Size	UDO Sign Size Maximum
Projecting sign	Aspen Room	CBD	12.0 sq. ft.	6 sq. ft. – projecting sign

Existing Conditions. The building is a two-story structure that is located on SE Douglas Street just south of the intersection of SE 3rd Street. Centered on the east façade is the existing building name plaque sign, "Stanley". The Aspen Room event space occupies the top floor of this building. The bottom floor is currently unoccupied retail space. The table below details the existing sign.

Existing Sign:

Sign Type	Copy	Zoning District	Sign Size	UDO Sign Size Maximum
Wall sign	Stanley	CBD	20 sq. ft.	10% of building façade = 244.2 sq. ft.

Recommendation. The proposed 12.0 sq. ft. projecting sign is larger than the 6 sq. ft. maximum allowed in the CBD under the current sign ordinance. However, staff believes the size and scale of the sign to be appropriate given the mass of the building. Staff recommends approval of the projecting sign as presented.

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.

<p>Planning</p> <ol style="list-style-type: none"> 1. Sign permit shall be submitted to and approved by the Development Services Department prior to installation.
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RGM/csm

Attachments:

1. Detail and images of proposed and existing signs, date stamped February 3, 2017 – 5 pages
2. Table titled "Sign Applications & Modifications, 2001-Present, Number of Signs in Commercial Areas" – 10 pages
3. Location map