

City of Lee's Summit

Development Services Department

November 4, 2016

TO: Planning Commission
FROM: Robert G. McKay, AICP, Director *RGM*
RE: **Appl. #PL2016-182 – SIGN APPLICATION – The Goddard School, 1000 SW Longview Park Dr.; First Edge LLC, applicant**

Commentary

The applicant requests approval for one (1) ground sign that is larger than the maximum size allowed by the Unified Development Ordinance (UDO). The proposed sign will be painted white with etched blue copy, mounted between aluminum white posts with white ball finials. The maximum allowable ground sign size in the PMIX (Planned Mixed Use District) is 16 sq. ft. The applicant proposes a 37 sq. ft. ground sign. The UDO grants the Planning Commission the authority to consider applications for signs that exceed the maximum allowed sign area. Staff supports the requested larger sign.

Recommendation

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

Project Information

Proposed: ground sign

Location: 1000 SW Longview Park Drive

Zoning: PMIX (Planned Mixed Use District)

Surrounding zoning and use:

North: AG (Agricultural)—Longview Chapel

South: PMIX (Planned Mixed Use District)—Longview Mansion

East (across SW Longview Park Drive): PMIX (Planned Mixed Use District)—Longview Elementary and single-family residential subdivision

West: AG (Agricultural)—United States Army Corps of Engineers-Longview Lake Park

Background

- January 21, 2016 – The City Council approved the preliminary development plan (Appl. #PL2015-132) for The Goddard School by Ordinance No. 7802.
- August 22, 2016 – The final development plan (Appl. #PL2016-079) for The Goddard School was administratively approved by Staff.

Analysis of Sign Application

Ordinance. The Unified Development Ordinance, Article 13, Table 13-1, sets standards for the maximum allowable sign area, but authorizes the Planning Commission to consider and approve larger signs. The standard for a ground sign in the PMIX zoning district is a maximum of 16 sq. ft.

Request. The applicant proposes a 37 sq. ft. ground sign. The sign will be painted white with etched blue copy, mounted between aluminum white posts with white ball finials. The sign will be located along SW Longview Drive near the drive entrance of the school.

Proposed Signs:

Sign Type	Copy	Zoning District	Sign Size	UDO Sign Size Maximum
ground sign	The Goddard School For Early Childhood Development	PMIX	37 sq. ft. sign area	16 sq. ft. – ground sign

Recommendation. Staff recommends approval of the ground sign as proposed. While the UDO allows for up to a 72 sq. ft. monument sign composed of a sign cabinet sitting upon a solid masonry base to be constructed on the subject property, staff believes the proposed ground sign to be proportionally sized for the site and to be a more appropriate choice. The 37 sq. ft. ground sign’s design aesthetic borrows from the look of traditional ranch rail fencing, which perfectly ties into the area’s history as Longview Farm. For reference see the attached Table of Sign Applications & Modification 2001-Present.

Code and Ordinance Requirements

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

Planning

1. A sign permit shall be obtained from the Development Services Department for each sign prior to installation.

RGM/jmt

Attachments:

1. Proposed sign elevations, date stamped November 2, 2016
2. Table of Sign Applications & Modification 2001-Present – 9 pages
3. Location map