



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2020-215
File Name	SIGN APPLICATION – Mazzio's Pizza (Food & Fuel Expresso)
Applicant	Full Bright Maintenance, Inc.
Property Address	420 NW Chipman Rd
Planning Commission Date Heard by	August 27, 2020 Planning Commission
Analyst	Hector Soto, Jr., AICP, Planning Manager

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

Table of Contents

1. Project Data and Facts	2
2. Land Use	2
3. Project Proposal	3
4. Unified Development Ordinance (UDO)	4
5. Analysis	4
6. Recommended Conditions of Approval	5

Attachments

South Building Elevation and Sign Specifications, dated June 1, 2020
Site Plan, dated October 8, 2019
Location Map

1. Project Data and Facts

Project Data	
Applicant/Status	Full Bright Maintenance, Inc. / Sign Contractor
Applicant's Representative	Deanna Phillips
Location of Property	420 NW Chipman Rd
Size of Property	143,003 sq. ft. (2.1 acres)
Zoning	PMIX (Planned Mixed Use District)
Comprehensive Plan Designation	Planned Mixed Use
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 Food & Fuel Espresso convenience store currently under construction.

Description of Applicant's Request
The request is for Planning Commission approval of a fourth wall sign for Food & Fuel Espresso, more specifically for the Mazzio's Pizza kitchen inside the convenience store. The sign will be located on the building's front (south) elevation. Three (3) wall signs are allowed by right for the stand-alone convenience store building. The UDO grants the Planning Commission the authority to approve additional wall signs. Staff has already administratively approved three (3) wall signs for the building.

2. Land Use

Description and Character of Surrounding Area
The subject property is a pad site in the Summit Orchard mixed-use development. The pad site is located at the northwest corner of NW Donovan Rd and NW Chipman Rd. The area to the west is commercial in nature. The area to the east across NW Donovan Rd is developed as an apartment complex. The area to the south across NW Chipman Rd is developed as single-family residential.

Adjacent Land Uses and Zoning

North:	Summit Orchard retail center / PMIX
South (across NW Chipman Rd):	Single-family residential / R-1 (Single-family Residential)
East (across NW Donovan Rd):	Apartments / PMIX

West:	Summit Orchard retail center / PMIX
--------------	-------------------------------------

Site Characteristics
There are no significant or unique site characteristics.

Special Considerations
There are no special or unique site conditions to consider.

3. Project Proposal

The table below lists the wall sign standards for the PMIX zoning district and provides the information for the three (3) walls already approved by staff.

Approved Wall Sign Information

	Copy & Location	Letter Height	Sign Area	Number of Signs	Lighting
UDO Standards (PMIX)	--	6' (72") max.	Max. 10% of tenant space façade area	3 wall signs	External indirect, halo, or internal lighting
Wall Sign #1	Food & Fuel Espresso -- south façade	2' (24")	87.1 sq. ft. (4.4% of façade area)	--	Internal lighting
Wall Sign #2	Krispy Krunchy Chicken – south façade	3' (36")	12 sq. ft. (0.6% of façade area)	--	Internal lighting
Wall Sign #3	Food & Fuel Espresso – east façade	2' (24")	81.7 sq. ft. (8.8% of façade area)	--	Internal lighting

The table below lists the wall sign standards for the PMIX zoning district and provides the information for the proposed fourth wall sign.

Proposed Wall Sign Information

	Copy & Location	Letter Height	Sign Area	Number of Signs	Lighting
UDO Standards (PMIX)	--	6' (72") max.	Max. 10% of tenant space façade area	3 wall signs	External indirect, halo, or internal lighting
Proposed 4th Wall Sign	Mazzio's Pizza Go -- south façade	2' (24")	11.5 sq. ft. (0.6% of façade area)	--	Internal lighting

The proposed fourth wall sign falls well within the allowable sign size standards for the PMIX zoning district. Combined with the two wall signs already approved for the south building façade, the total amount of signage on the south building elevation constitutes 5.6% of the façade area, well under the 10% maximum allowed in the zoning district. The proposed sign provides a reasonable means of identification for an ancillary service (i.e. the Mazzio's Pizza kitchen) housed within the convenience store.

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.

5. Analysis

Background and History

The subject property is the site of a stand-alone building for a Food & Fuel Espresso convenience store. The kitchen inside the convenience store will be operated by Mazzio's Pizza. The applicant requests approval of a fourth wall sign in order to provide identification for the kitchen. Three wall signs will be located on the south building elevation. One wall sign will be located on the east building elevation, yielding a total of four (4) wall signs versus the three (3) wall signs allowed by right in the PMIX zoning district.

- January 6, 2020 – The final development plan (Appl. #PL2019-376) for Food & Fuel Expresso was administratively approved.
- May 22, 2020 – Staff approved a sign permit (PRSGN2020-1023) for a Sunoco monument sign on the subject property.
- July 29, 2020 – Staff approved a sign permit (PRSGN2020-2102) for a Food & Fuel Expresso wall sign on the south building elevation.
- May 22, 2020 – Staff approved a sign permit (PRSGN2020-2103) for a Food & Fuel Expresso wall sign on the east building elevation.
- May 22, 2020 – Staff approved a sign permit (PRSGN2020-2104) for a Krispy Krunchy Chicken wall sign on the south building elevation.

Compatibility

The request for additional wall signage is not out of place for this type of commercial business. Many retailers and supermarkets have more than the number of signs allowed by right in order to identify ancillary uses and services (e.g. bakery, pharmacy, banks, etc.) housed within the larger retail spaces. In this case, the kitchen inside the Food & Fuel Expresso will be operated by Mazzio's Pizza.

Recommendation

Staff believes the proposed four wall signs are reasonable for the area, are proportional for the building and provides a reasonable means of identification for the convenience store and associated kitchen area. With the conditions of approval below, the application meets the requirements of the UDO.

6. Recommended Conditions of Approval

Site Specific

1. A fourth wall sign shall be allowed for the stand-alone convenience store building at 420 NW Chipman Rd. The wall sign shall comply with the size requirements of 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.