

# City of Lee's Summit

## Development Services Department

March 24, 2017

TO: Planning Commission  
FROM: Robert G. McKay, AICP, Director of Planning and Special Projects *WJ For RAM*  
RE: **Appl. #PL2017-060 – SIGN APPLICATION – PetSmart, 920 NE Sam Walton Ln.;  
ACME Sign, Inc., applicant**

### Commentary

The applicant requests approval for eight (8) wall signs. The CP-2 (Planned Community Commercial) district allows for a maximum of 3 attached signs at 10% of the building façade area for single tenant buildings. The UDO grants the Planning Commission the authority to consider applications for signs that exceed the number and allowed sign area. Staff supports the requested signage, with the exception of the two 10'x20' wall graphics, for a total of six (6) wall signs.

### Recommendation

Staff recommends **APPROVAL** of the sign application, with the exception of the two 10'x20' wall graphics, for a total of six (6) wall signs.

### Project Information

**Proposed:** 8 wall signs

**Location:** 920 NE Sam Walton Lane

**Zoning:** CP-2 (Planned Community Commercial)

**Surrounding zoning and use:**

**North:** CP-2 – Retail (Party City and Wal-Mart)

**South:** R-1 (Single-Family Residential) – Single-family residential

**East (across NE Sam Walton Lane):** CP-2 – Bank, retail, fast-food

**West:** CP-2 & R-1 – detention & single-family residential

### Background

- August 18, 1992 – The City Council approved a rezoning (Appl. #1992-017) from R-1 and C-B (now CP-1, Planned Neighborhood Commercial) to C-1 (now CP-2, Planned Community Commercial) by Ord. #3698.
- January 12, 1993 – The City Council approved the final plat (Appl. #1993-183) for *Ritter Plaza, Lots 1-5 and Tract A* by Ord. #3782. This document was recorded at the Jackson County Recorder's office on January 19, 1993, as Instrument # 199311161662.
- January 17, 2002 – The City Council approved the final plat (Appl. #2001-191) for *Ritter Plaza, Lot 1A & Tracts 1A-1E* by Ord. #5270.
- November 1, 2007 – The City Council approved a preliminary development plan (Appl. #2007-004) for land located at the NW corner of M-291 and NE Swann Road, 910-951 NE Sam Walton Lane, known as Ritter Plaza by Ord. #6525.
- June 19, 2008 – The City Council approved the final plat (Appl. #2007-280) for *Ritter Plaza, 2<sup>nd</sup> Plat, Lots 6-9 & Tract B* by Ord. #6644. This document was recorded at the Jackson County Recorder's office on January 11, 2011, as Instrument #2011E0004402.

- September 29, 2014 – The minor plat (Appl. #PL2014-065) for *Ritter Plaza, Lots 9A & 9B* was recorded at the Jackson County Recorder's office as Instrument #2014E0080994.

### Analysis of Sign Application

**Ordinance.** The Unified Development Ordinance, Article 13, Table 13-1, sets the standard for the maximum number of allowable attached signs and sign area and grants the Planning Commission the authority to consider and approve more and larger signs. The standard for the CP-2 District is 3 attached signs at 10% of the building façade area for a single tenant building.

**Request.** The applicant proposes a total of 8 attached signs as described in the table below:

Elevation	Sign Copy	Sign Area	Façade Area	% of Façade Area
Front (East)	PetSmart	368.48 sq.ft.	4,740	7.77
Front (East)	Adoptions	13.36 sq.ft.	4,740	0.28
Front (East)	Grooming	12.77 sq.ft.	4,740	0.57
Front (East)	Natural Foods	18.9 sq.ft.	4,740	0.40
Front (East)	10'x20' puppy graphic	200 sq.ft.	4,740	4.22
Front (East)	10'x20' cat graphic	200 sq.ft.	4,740	4.22
Side (North)	PetSmart	256 sq.ft.	4,229	6.05
Side (South)	PetSmart	256 sq.ft.	3,036	8.43

As proposed the front (East) façade is comprised of 17.46% signage. If the two 10'x20' wall graphics are removed, that percentage drops down to 9.02%.

**Recommendation.** The proposed signage exceeds both the maximum number allowed in the CP-2 District and the maximum total size under the current sign ordinance. However, staff believes the overall size and number of the signs to be appropriate (with the exception of the two 10'x20' wall graphics) given the mass of the building and type of use. Staff recommends approval of the proposed signs that comprise 9.02% of the front façade and the signage proposed for the other facades, but is not supportive of the two 10'x20' wall graphics.

### 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.*

#### Planning

- Sign permit shall be submitted to and approved by the Development Services Department prior to installation.

RGM/cs

Attachments:

- Detail and images of proposed signs, date stamped March 13, 2017 – 8 pages
- Table titled "Sign Applications & Modifications, 2001-Present, Number of Signs in Commercial Areas" – 5 pages
- Location map