



**The City of Lee's Summit**  
**Action Letter**  
**Planning Commission**

Tuesday, March 28, 2017

5:00 PM

City Council Chambers

City Hall

220 SE Green Street

Lee's Summit, MO 64063

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**CALL TO ORDER**

**ROLL CALL**

**Present:** 6 - Board Member Fred Delibero  
Board Member Don Gustafson  
Board Member Donnie Funk  
Board Member J.Beto Lopez  
Board Member Herman Watson  
Board Member Brandon Rader

**Absent:** 3 - Board Member Jason Norbury  
Board Member Colene Roberts  
Board Member Fred DeMoro

**APPROVAL OF AGENDA**

**A motion was made by Board Member Delibero, seconded by Board Member Rader, that this agenda be approved. The motion carried unanimously.**

**APPROVAL OF CONSENT AGENDA**

[2017-1076](#) Appl. #PL2017-052 - SIGN APPLICATION - Missouri Innovation Campus, 1101 NW Innovation Pkwy; Lee's Summit R-7 School District, applicant

**A motion was made by Board Member Delibero, seconded by Board Member Rader, that this sign application be approved. The motion carried**

[2017-1066](#) Appl. #PL2017-062 - SIGN APPLICATION - Houlihan's Restaurant + Bar, 625 NW Murray Rd; Houlihan's Restaurants, Inc., applicant

**A motion was made by Board Member Delibero, seconded by Board Member Rader, that this sign application approved. The motion carried unanimously.**

[2017-1069](#) Approval of the March 14, 2017 Planning Commission minutes

**A motion was made by Board Member Delibero, seconded by Board Member Rader, that the minutes be approved. The motion carried unanimously.**

**OTHER AGENDA ITEMS**

[2017-1078](#)

Appl. #PL2017-060 - SIGN APPLICATION - PetSmart, 920 NE Sam Walton Ln.;  
ACME Sign, Inc., applicant

Acting Chairperson Lopez opened the hearing at 5:02 p.m.

Mr. Daniel Motisch of ACME Sign, gave his address as 1313 Vernon Street in North Kansas City. He related that this sign application had two components. The main identification signs and category signs, for adoption, grooming and natural foods, were the first part and the second was the dog and cat murals and wall graphics on both sides of the main entrance. Staff had recommended approval for the main category and identification signs. He displayed images of the graphic images, and emphasized that these represented a new identification approach for PetSmart, which included adding some color and interest to the store's façade, including putting breaks into the architectural features.

Mr. Doug Henslik owner of Henslik Real Estate Company, gave his address as 5341 W. 151st Terrace in Leawood, Kansas. He had worked for several PetSmart stores, and he confirmed that the images on the front of the PetSmart stores broke up the façade. They did not include any advertising or information and the company had decided that they would not in the future. The images were intended only as an architectural feature.

Acting Chairperson Lopez asked for staff comments.

Mr. Soto stated that staff had recommended approval for six out of the eight signs, and considered them all to be signage. Staff was not concerned as much with the number of signs as they were with the percentage of the façade that was used. Staff had approved sign packages that included more signs, such as supermarkets with signs that displayed the name of the store itself plus signage for ancillary services such as a florist or deli department. The CP-2 zoning district allowed no more than 10 percent of any given façade for signage. When the eight graphics were included, the sign-façade ratio was about 17 percent. That meant 75 percent more than the ordinance allowed, which was why staff did not recommend approval for the graphic signs.

Mr. Gustafson asked if these images were electronic, and Mr. Soto answered that they were not. He was not sure of the material; but it was apparently vinyl or canvas. They were digital prints but no electronic signs. They were not illuminated.

Mr. Delibero asked if any representatives from PetSmart were present, and Mr. Motisch answered that they were not. Mr. Delibero then asked what materials the wall graphics were made of. Mr. Motisch described the graphics as a large picture frame attached to the building, with the graphics printed on a drumhead material similar to that used for movie screens. They were secured on the frame and stretched out to fill up the area. There was no back lighting.

Mr. Delibero asked what was the purpose of these extra graphics, given that people would know from the store's name was PetSmart was. Mr. Henslik related he had spoken with PetSmart representatives and this was a new prototype that was more for brand identification than information about the store's purpose. Mr. Delibero asked if other stores were using this signage and if Mr. Henslik had any photos. Mr. Henslik answered that he was currently working on a Sedalia store with the same signage, and the city had approved them. He did not have any photographs of stores using this signage.

Mr. Delibero then asked staff if the ordinance specifically prohibited murals on the front of buildings or if the objection was based on the percentage of the façade used. Mr. Soto answered that the sign ordinance had no specific language related to murals. Staff considered the images to be signage rather than a mural since the store's whole business was products related to pets.

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Mr. McKay clarified that the City had a separate ordinance that did not allow for murals on the front façade of a building.

Mr. Delibero commented that he did not know where the idea of murals would stop. If one was approved, there would be a mural on the front of every building in town and Lee's Summit would look like Las Vegas. He would vote in accordance with staff's recommendations. Mr. Funk agreed.

Hearing no further discussion, Acting Chairperson Lopez called for a motion.

Mr. Delibero made a motion to recommend approval of Application PL2017-060, Sign Application: PetSmart, 920 NE Sam Walton Lane; ACME Sign, Inc., applicant; subject to staff's letter of March 24, 2017, specifically including the exception of "the two 10'x20' wall graphics, for a total of six (6) wall signs". Mr. Radar seconded.

Acting Chairperson Lopez asked if there was any discussion of the motion. Hearing none, he called for a vote.

On the motion of Mr. Delibero, seconded by Mr. Radar, the Planning Commission members voted unanimously by voice vote to APPROVE Application PL2017-060, Sign Application: PetSmart, 920 NE Sam Walton Lane; ACME Sign, Inc., applicant; subject to staff's letter of March 24, 2017, specifically including the stated exception of the wall graphics as noted.

A motion was made by Board Member Delibero, seconded by Board Member Rader, that this sign permit be approved. The motion carried unanimously.

PUBLIC COMMENTS  
ROUNDTABLE  
ADJOURNMENT

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