



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2021-222
File Name	SIGN APPLICATION – Hook Farms, The Retreat at Hook Farms and The Homestead at Hook Farms
Applicant	Hunt Midwest Real Estate Development, Inc.
Property Address	2020 SW Hook Road
Planning Commission Date	July 22, 2021
Heard by	Planning Commission
Analyst	C. Shannon McGuire, Planner
Checked By	Hector Soto, Jr, AICP, Planning Manager Kent Monter, PE, Development Engineering 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

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Attachments

Sign Elevations and Specification, dated May 20, 2021 – 1 page
Landscape and Location Plan, dated February 2, 2021 & May 3, 2021 – 2 pages

Table of Sign Applications & Modifications 2001-Present – 12 pages
 Location Map

1. Project Data and Facts

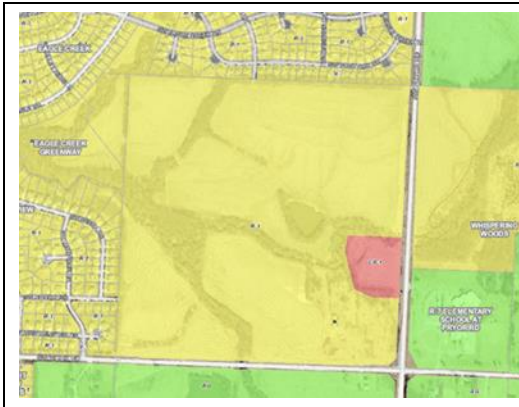
Project Data	
Applicant/Status	Hunt Midwest Real Estate Development, Inc./Owner
Applicant's Representative	Jon Birkel
Location of Property	2020 SW Hook Road
Size of Property	±160.75 Acres (7,002,270 sf.)
Zoning	R-1 Single-Family Residential District
Comprehensive Plan Designation	Low-Density Residential
Procedure	<p>The Planning Commission takes final action on the sign application.</p> <p>Duration of Validity: There is no expiration to an approval for a sign application.</p>

Current Land Use
<p>The subject property is the site of the Hook Farms, The Retreat at Hook Farms and The Homestead at Hook Farms residential subdivisions (Hook Farms and The Retreat at Hook Farms are currently under construction).</p>

Description of Applicant's Request
<p>The request is for Planning Commission approval of three signs that exceed the maximum height and/or size that can be administratively approved. One (1) monument sign exceeds the maximum height and size, one (1) monument sign and one (1) ground sign exceeds the maximum height. The UDO grants the Planning Commission the authority to approve signs that exceed the height as established by Table 9-1 of the UDO.</p>

2. Land Use

Description and Character of Surrounding Area



The property is located at the northwest corner of SW Pryor Rd and SW Hook Rd. The surrounding area is a mix of single-family residential subdivisions, undeveloped agricultural land and an elementary school.

Adjacent Land Uses and Zoning

North:	Eagle Creek single-family residential subdivision / R-1
South (across SW Hook Rd):	Undeveloped agricultural land / AG
East (across SW Pryor Rd):	Whispering Woods single-family residential subdivision / R-1 Hawthorn Hill Elementary / AG
West:	Monarch View single-family residential subdivision / R-1

Site Characteristics	
The property is located at the northwest corner of SW Hook Road and SW Pryor Road. The subject site generally slopes from north to south on the north half of the property and south to north on the south half – all draining to the center which then drains from east to west. The property is currently being developed in accordance with the previously approved preliminary development plan for the Hook Farms residential subdivision.	

Special Considerations	
None.	

3. Project Proposal

Monument Signs

	Copy & Location	Height	Sign Area	Number of Signs	Lighting
UDO Standards (R-1)	--	6' (72") max.	32 sf. sign face area 72 sf. structure area	2 per subdivision entrance from arterial or collector street	External indirect, halo

Monument Sign #1	“Hook Farms” “A Hunt Midwest Community” – SW 26 th Terr/SW Pryor Rd	6’10” (82”)	27.9 sf. sign face area 82.8 sf. structure area	1	Halo
Monument Sign #2	“The Retreat at Hook Farms” “A Hunt Midwest Community” – SW Hook Rd/SW Hearthstone Pl.	8’ 2” (98”)	4.5 sf. sign face area 18.6 sf. structure area	1	Halo

Proposed Hanging Sign

	Copy & Location	Letter Height	Sign Area	Number of Signs	Lighting
UDO Standards (R-1)	--	6’ (72”) max.	16 sf.	1 per street frontage	External indirect, halo
Hanging Sign #1	“Homestead” -- SW 26 th Terr/SW Pryor Rd	7’2.5” (86.5”)	3.7 sq. ft.	--	none

At the completion of construction, the 160+ acre Hook Farms subdivision will have 258 single-family lots and 16 common area tracts. The subdivision will have three (3) distinct areas offering a different single-family housing product type. These areas will be known as Hook Farms, The Retreat at Hook Farms and The Homestead at Hook Farms. The applicant has proposed the subject sign types as a means to visibly and distinctly identify the various neighborhoods within the larger subdivision.

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

- April 15, 2004 - The City Council approved a rezoning and preliminary development plan (Appl. #2003-221) changing the zoning from district AG (Agricultural) to R-1 (Single-Family Residential) and CP-1 (Planned Neighborhood Commercial District) by Ordinance #5729. (The preliminary development plan has since expired).
- June 13, 2019 – The Planning Commission approved the preliminary plat (Appl. #PL2018-202) for Hook Farms, Lots 1-258.
- May 4, 2021 – The City Council advanced to second reading an ordinance to accept the final plat (Appl. #PL2020-111) for The Retreat at Hook Farms, Lots 50 – 99 and Tracts D – H.
- May 11, 2021 – The City Council approved the final plat (Appl. #PL2020-107) for Hook Farms, 1st Plat, Lots 1-49 and Tracts A-C by Ordinance #9159.

Compatibility

The request for the larger signs is not out of place given the proposed location of the signs and the mass/scale of the overall project. The signs are proposed to be placed in areas of heavy landscaping.

Recommendation

The signs will be located at prominent locations near the entrances of the subdivision and will be in areas that are heavily landscaped. For these reasons and given the scale of the overall project, staff believes the proposed signs will provide reasonable means of identification and wayfinding. With the conditions of approval below, the application meets the requirements of the UDO.

6. Recommended Conditions of Approval

Site Specific

1. A 6'10", 82.8 sf. monument sign shall be allowed for Hook Farms near the intersection of SW 26th Terr/SW Pryor Rd. Signage shall comply with all other UDO sign standards of the R-1 zoning district.

2. An 8'2", 18.5 sf. monument sign shall be allowed for The Retreat at Hook Farms near the intersection of SW Hook Rd/SW Hearthstone Pl. Signage shall comply with all other UDO sign standards of the R-1 zoning district.
3. A 7'2.5", 3.7 sf. hanging sign shall be allowed for The Homestead at Hook Farms near the intersection of SW 26th Terr/SW Pryor Rd. Signage shall comply with all other UDO sign standards of the R-1 zoning district.

Standard Conditions of Approval

4. 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.