

City of Lee's Summit

Department of Planning & Codes Administration

September 4, 2015

TO: Planning Commission
FROM: Robert G. McKay, AICP, Director 
RE: **Appl. #PL2015-126 – SIGN APPLICATION – T.C. Wilson Insurance, Inc., 210 SE 2nd St; T. C. Wilson Insurance Agency, Inc., applicant**

Commentary

The applicant requests approval for a wall sign on the south building façade larger than the maximum size allowed by the Unified Development Ordinance (UDO). The maximum allowable wall sign size in the TNZ (Transitional Neighborhood Zoning District) is 6 sq. ft. The applicant proposes a 10.5 sq. ft. wall 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, subject to the following:

1. The use of internal illumination for the sign shall require approval of a variance by the Board of Zoning Adjustments under separate application.

Project Information

Proposed: a 10.5 sq. ft., illuminated, wall sign

Location: 210 SE 2nd Street

Zoning: TNZ (Transitional Neighborhood Zone)

Surrounding zoning and use:

North (across Wilson Street): R-1 (Single-family Residential District)-single family subdivision

South (across 2nd Street): CP-2 (Planned Community Commercial District)-vacant property and automotive repair shop

East (across Johnson Street): CP-1 (Planned Neighborhood Commercial District)-office building

West: TNZ- office and retail building

Background

- May 17, 1984 – A final site plan (Appl. #1984-050) was approved for an 8,800 sq. ft. retail/office building, located at 206-208 SE 2nd Street.
- March 3, 2005 – The City Council approved UDO Amendment #11 (Appl. #2004-308) by Ordinance No. 5907. The amendment included the creation of the NFO (Neighborhood Fringe Overlay District) and TNZ (Transitional Neighborhood Zoning District), which in part established the 6 sq. ft. wall sign allowance in the TNZ zoning district.

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 wall sign size in the TNZ District is a maximum of 6 square feet.

Request. The applicant proposes a 10.5 sq. ft. wall sign over the tenant space entrance on the south building façade that reads, "Allstate". The proposed sign will constitute 3.8% of the tenant space façade and will serve as the only wall sign for this tenant space. The proposed sign size and allowable sign size for the building are listed below.

Proposed Sign:

| Sign Type | Copy | Proposed Sign Size | Maximum Sign Size Allowed |
|--|----------|--------------------|---------------------------|
| Internally illuminated wall sign (south façade/tenant space) | Allstate | 10.5 sq. ft. | 6 sq. ft. |

Recommendation. The subject building is an 8,800 sq. ft., multi-tenant commercial building, located on an arterial street and surrounded by commercial uses to the south, east, and west. The proposed sign will face SE 2nd Street and will only be seen from this commercial corridor.

This commercial building is more similar to what is typically found within a CP-1 or CP-2 zoning district. The CP-1 zoning district has a wall sign allowance of 5% of the tenant space façade; the CP-2 zoning district has a wall sign allowance of 10% of the tenant space façade. The proposed sign does not exceed 5% of the tenant space facade. Staff supports the requested sign size, as the sign seems appropriate based on its location, commercial nature of the area and scale of the building.

Internal Illumination. The application's sign specifications call out an internally illuminated wall sign, which is not an allowed method of illumination within the TNZ District; the UDO only allows external indirect illumination for signs in the TNZ District. In order to have internal illumination in the TNZ District, the applicant is required to gain approval of a variance to the UDO from the Board of Zoning Adjustments under separate application; the Planning Commission does not have the authority to approve internal illumination.

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 and Codes Administration

1. Sign permits shall be submitted to and approved by the Planning and Codes Administration Department for proposed signage prior to installation.

RGM/res

Attachments:

1. Building elevation graphic and sign specifications, date stamped August 18, 2015 – 1 page
2. Table titled "Sign Applications & Modifications, 2001-Present" – 9 pages
3. Location map