



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2019-304
File Name	SIGN APPLICATION – Summit Orchards monument signs
Applicant	Townsend Summit, LLC
Property Address	400 NW Chipman Rd and 500 NW Chipman Rd
Planning Commission Date Heard by	September 26, 2019 Planning Commission
Analyst	Hector Soto, Jr., AICP, Planning Manager
Checked By	Kent D. 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

Monument Sign Elevations and Site Plans, date stamped September 13, 2019
Location Map

1. Project Data and Facts

Project Data	
Applicant/Status	Townsend Summit, LLC / Property Owner
Applicant's Representative	Steve Rich
Location of Property	400 NW Chipman Rd and 500 NW Chipman Rd
Size of Property	±16 acres (retail area only)
Zoning (Proposed)	PMIX (Planned Mixed Use)
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 future site of the Summit Orchards retail center.

Description of Applicant's Request
The applicant seeks approval of two (2) multi-tenant monument signs that are taller and larger than that allowed by right under the Unified Development Ordinance (UDO) and the sign package approved as part of the Summit Orchards preliminary development plan. The monument signs will be located at the northeast corner of NW Chipman Rd and NW Ward, as well as the northwest corner of NW Chipman Rd and NW Donovan Rd. The signs will serve as the prominent means of identification for the 16-acre retail center.

2. Land Use

Description and Character of Surrounding Area
The future 16-acre retail area is part of the larger 47-acre Summit Orchards mixed use development on the north side of NW Chipman Rd between NW Ward Rd and the Union Pacific rail line. The site also sits adjacent to the Summit Technology campus to the west. The area south of NW Chipman Rd is residential in nature.

Adjacent Land Uses and Zoning

North:	Mixed use / PMIX (Planned Mixed Use)
South:	Single-family residential / R-1 (Single-family Residential)
East:	Apartments / PMIX
West:	Summit Technology campus / PMIX

Site Characteristics
The site has frontage on both NW Chipman Rd, NW Ward Rd and NW Donovan Rd. Access to the future retail center area comes off NW Ward Rd and NW Donovan Rd.

Special Considerations

There are no special or unique site conditions to consider.

3. Project Proposal

Monument Sign Standards

	UDO	Previously Approved Sign Package (Summit Orchards PDP)	Proposed
Height	12'	9'	20'
Sign Face Area	72 sq. ft.	116 sq. ft.	100 sq. ft.
Sign Structure Area	96 sq. ft.	144 sq. ft.	160 sq. ft.

A side-by-side comparison of the standards for the previously approved sign package and proposed signs shows a 222% increase in height, a 14% decrease in the sign face area and an 11% increase in the sign structure area. Whereas the sign face and sign structure standards are relatively consistent with one another, the height standard is dramatically increased. The increase in height is attributed to a change in the orientation of the monument signs from horizontal to vertical. The signs included in the previously approved sign package were horizontal in their orientation (9' H x 16' L), whereas the proposed signs are vertical (20' H x 8' L) in their orientation. From a massing standpoint, the signs are relatively consistent with one another.

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 are taller and larger than what is allowed by right under Section 9.260, Table 9-1.

5. Analysis

Background and History

The applicant seeks approval of two multi-tenant monument signs for the Summit Orchards retail center area. One monument sign will be constructed at each of the development's prominent NW Chipman Rd corners at NW Ward Rd and NW Donovan Rd. The signs are taller and larger than the monument sign standards allowed by right for commercial developments or the previously approved sign package for Summit Orchards.

- May 19, 2016 – The City Council approved a preliminary development plan (Appl. #PL2016-039) for Summit Orchards by Ordinance No. 7885.

The preliminary development plan included approval of oversized L-shaped monument signs at the northeast corner of NW Chipman Rd and NW Ward, as well as the northwest corner of NW Chipman Rd and NW Donovan Rd. The signs were approved with an overall height of 9', a sign face area of 116 sq. ft. and a sign structure area of 144 sq. ft. The approved sign face area and sign structure area standards apply to each face of the L-shaped signs.

Compatibility

The subject property is the future site of the retail component of the Summit Orchards development. The property will consist of approximately 112,000 sq. ft. of retail area on 16 acres. The proposed monument signs will serve as the center's prominent means of identification along NW Chipman Rd. The signs will have a decorative CMU base, a brick body and metal sign cabinet.

Recommendation

Given the location and scale of the retail center, staff believes the proposed monument signs maintain a compatibility and proportionality that is appropriate for the site. With the conditions of approval below, the application meets the requirements of the UDO.

6. Recommended Conditions of Approval

Site Specific

1. Two 20' tall monument signs with 100 sq. ft. of sign face area and 160 sq. ft. of sign structure area shall be allowed for Summit Orchards. The monument signs shall be located at the northeast corner of NW Chipman Rd and NW Ward, and NW Chipman Rd and NW Donovan Rd.

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.
3. Signs shall not be located within the right-of-way or any utility easement.