



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2020-096
File Name	SIGN APPLICATION – Lion's Choice wall sign
Applicant	Piro's Signs, Inc.
Property Address	440 NW Chipman Rd
Planning Commission Date	April 23, 2020
Heard by	Planning Commission
Analyst	Victoria Nelson, Planner
Checked by	Hector Soto, Jr., AICP, Planning Manager Kent D. Monter, PE, Development Engineer 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

Wall Sign Elevation and Specification, dated October 8, 2019 – 6 pages
Location Map.

1. Project Data and Facts

Project Data	
Applicant/Status	Piro's Sign, Inc. / Sign Contractor
Applicant's Representative	Joe Phillips
Location of Property	440 NW Chipman Rd
Size of Property	91,476 sq. ft. (2.1 acres)
Zoning	PMIX (Planned Mixed Use District)
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 site of a Lion's Choice that is under construction.

Description of Applicant's Request
The request is for Planning Commission approval of a fourth wall sign for Lion's Choice. The proposed 50 sq. ft. sign will be centered on the northeast building corner and wraps onto the north and east building facades.

2. Land Use

Description and Character of Surrounding Area
The subject property is a vacant site currently under construction along NE Chipman Rd, west of NW Donovan Rd. The entire subdivision of Corrected Summit Orchard, Lots 4A-4E was a vacant parcel of land. On the north and northeast side of NW Donovan Rd are the Summit Orchard apartments. To the west of NW Ward Rd is Summit Technology campus vacant ground. To the south are single-family residential homes.

Adjacent Land Uses and Zoning

North:	Apartments / PMIX
South:	Single-family/ R-1 (Single-family Residential)
East:	Apartments / PMIX
West:	Vacant / PMIX

Site Characteristics
The subject property is a vacant site on the Corrected Summit Orchard, Lots 4A-4E subdivision. The property slopes to the northeast corner.

Special Considerations

There are no special or unique site conditions to consider.

3. Project Proposal**Wall Sign Standards**

	Copy & Location	Letter Height	Sign Area	Number of Signs	Lighting
UDO Standards (CP-2)	--	6' (72") max.	Max. 10% of tenant space façade area	3 wall signs for a single-tenant building	External indirect, halo, or internal lighting
Proposed 4th Wall Sign	Lions Choice Lion's Head Logo -- Northeast building corner	-----	50 sq. ft. (2.6% of façade area)	--	Halo lighting

Existing/Approved Signs

	Copy & Location	Letter Height	Sign Area	Lighting
Wall Sign	"Lion's Choice Famous Roast Beef Sandwiches" -- South Elevation	2'10"	60.67 sq. ft. (5.2% of façade area)	Internal lighting
Wall Sign	"Lion's Choice Famous Roast Beef Sandwiches" -- East Elevation	2'10"	60.67 sq. ft. (5.4% of façade area)	Internal lighting

Wall Sign	"Lion's Choice Famous Roast Beef Sandwiches" -- West Elevation	2'10"	60.67 sq. ft. (7.7% of façade area)	Internal lighting
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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 Article 9 of the UDO.

5. Analysis

Background and History

The subject property is a vacant site currently under construction along NW Chipman Rd and west of NW Donovan Rd. In 2019, Lion's Choice, Food & Fuel Express, and Aldi's pads sites were administratively approved for the Summit Orchards mixed use development. Food & Fuel Express is located at 420 NW Chipman Rd just west of the Lion's Choice site. Aldi's is located at the far north side of the parcel along NW Ward Rd at 560 NW Chipman Rd.

Staff has issued approval for a total of three (3) wall signs located on the south, east and west sides of the Lion's Choice building. The applicant seeks approval of a fourth wall sign.

- 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 monuments serve the entire Summit Orchards center, not any one specific tenant.
- October 10, 2020 – The Planning Commission approved a sign application (PL2019-304) for shopping center monument signs that were larger and taller than the UDO allows. The monuments serve the entire Summit Orchards center, not any one specific tenant.
- February 20, 2020 – The Lion's Choice final development plan was administratively approved (Appl. #PL2019-335).

Compatibility

The request for additional wall signage is not out of place for this type of commercial business. Many fast food restaurants have more than the three allocated signs and many of these include some sort of identification logo. Taco Bell displays the bell, McDonalds has the arches, and Kentucky Fried Chicken displays Colonel Sanders. Lion's Choice is allowed a maximum of three (3) wall signs by right because it is a single-tenant building. The proposed fourth wall sign is a logo of the lion's head that will be centered on the northeast building corner and wraps onto the north and east building facades.

Recommendation

Staff believes the proposed fourth wall sign is compatible for the area, proportional for the building and provides a reasonable means of identification for the pad site. With the conditions of approval below, the application meets the requirements of the UDO.

6. Recommended Conditions of Approval

Site Specific

1. A fourth wall sign shall be allowed on the northeast corner of the building. The wall sign shall comply with the size requirements of the UDO.

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.