



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2020-139
File Name	SIGN APPLICATION – Firebirds
Applicant	Royal Signs & Graphics
Property Address	920 NW Pryor Rd
Planning Commission Date	May 28, 2020
Heard by	Planning Commission
Analyst	Hector Soto, Jr., AICP, Planning Manager
Checked by	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 Elevations and Specification, dated February 25, 2020 – 9 pages
Location Map

1. Project Data and Facts

Project Data	
Applicant/Status	Royals Signs & Graphics / Sign Contractor
Applicant's Representative	Mark Jones
Location of Property	920 NW Pryor Rd
Size of Property	143,003 sq. ft. (3.3 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 multi-tenant building in the Streets of West Pryor development.

Description of Applicant's Request
The request is for Planning Commission approval of a third wall sign for Firebirds. Firebirds will occupy the northern end cap space in a multi-tenant building. Signs are proposed on the north, east and west building facades. Two (2) wall signs are allowed by right per tenant in a multi-tenant building. The UDO grants the Planning Commission the authority to approve additional wall signs.

2. Land Use

Description and Character of Surrounding Area
The subject property is a pad site in the Streets of West Pryor mixed use development occupying the west side of NW Pryor Rd between I-470 and NW Lowenstein Dr. The development is currently under construction. The Summit Woods shopping center is located along the east side of this same segment of NW Pryor Rd. The area transitions to residential west of the site and south of NW Chipman Rd.

Adjacent Land Uses and Zoning

North:	Streets of West Pryor / PMIX
South:	Streets of West Pryor / PMIX
East (across NW Pryor Rd):	Summit Woods shopping center / CP-2 (Planned Community Commercial District)
West:	Streets of West Pryor / PMIX

Site Characteristics
The subject property is a pad site on Lot 10 of the Streets of West Pryor development.

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 (PMIX)	--	6' (72") max.	Max. 10% of tenant space façade area	2 wall signs per tenant for a multi-tenant building	External indirect, halo, or internal lighting
Proposed Wall Sign #1	Firebirds Wood Fired Grill -- north façade	2'-6" (30")	26.1 sq. ft. (1.4% of façade area)	--	Internal lighting
Proposed Wall Sign #2	Firebirds Wood Fired Grill – east façade	3'-8" (44")	58.4 sq. ft. (2.3% of façade area)	--	Internal lighting
Proposed Wall Sign #3	Firebirds Wood Fired Grill – west façade	2'-9" (33")	34.5 sq. ft. (1.4% of façade area)	--	Internal lighting

Each of the proposed wall signs fall well within the allowable sign standards for the PMIX zoning district. As proposed, the signs will provide a means of identification and wayfinding on each of the tenant space's facades.

4. Unified Development Ordinance (UDO)

Section	Description
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9.080,9.090,9.150,9.160,9.260	Signs
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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

The subject property is the site of a multi-tenant building on Lot 10 of The Streets of West Pryor development. The applicant proposes to have a wall sign on each of the tenant space's three facades instead of the maximum of two (2) wall signs allowed by right per tenant in a multi-tenant building.

- January 8, 2019 – The City Council approved a rezoning from R-1 (Single-family Residential) to PMIX and preliminary development plan (Appl. #PL2018-098) for The Streets of West Pryor by Ordinance No. 8531.
- November 11, 2019 – The final development plan (Appl. #PL2019-288) for Lot 10 of The Streets of West Pryor was administratively approved.

Compatibility

The request for additional wall signage is not out of place for this type of commercial business. Many restaurants and retailers have more than the number of signs allowed by right. In this case, the subject tenant will occupy an end cap space with exposure on three sides of a building within a large mixed-use development. The subject site is a pad site with traffic circulation around all sides of the building.

Recommendation

Staff believes the proposed three wall signs are compatible for the area, proportional for the building and provides a reasonable means of identification for the tenant space. With the conditions of approval below, the application meets the requirements of the UDO.

6. Recommended Conditions of Approval

Site Specific

1. A total of three (3) wall signs shall be allowed for the northern end cap space of the multi-tenant building at 920 NW Pryor Rd. 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.