



**LEE'S SUMMIT**  
MISSOURI  
Development Services Department

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## Development Services Staff Report

<b>File Number</b>	PL2021-055
<b>File Name</b>	SIGN APPLICATION – Whataburger
<b>Applicant</b>	Reaching Solutions, LLC.
<b>Property Address</b>	1460 NE Douglas St.
<b>Planning Commission Date Heard by</b>	March 11, 2021 Planning Commission
<b>Analyst</b>	C. Shannon McGuire, Planner
<b>Checked By</b>	Hector Soto, Jr., AICP, Planning Manager Kent Monter, PE, Development Engineering Manager

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### 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 Specifications, dated August 6, 2020 – 10 pages  
Location Map

## 1. Project Data and Facts

Project Data	
Applicant/Status	Reaching Solutions
Applicant's Representative	Tom Skram
Location of Property	1460 NE Douglas St.
Size of Property	82,757.13 sq. ft. (1.9 acres)
Zoning	PI (Planned Industrial District)
Comprehensive Plan Designation	Industrial
Procedure	The Planning Commission takes final action on the sign application.  <b>Duration of Validity:</b> There is no expiration to an approval for a sign application.

Current Land Use
The subject property is located at 1460 NE Douglas St. and is currently vacant.

Description of Applicant's Request
The request is for Planning Commission approval of a total of six (6) wall signs for Whataburger. Additionally, the applicant is requesting approval to install a maximum of two (2) walls signs on the east and west building elevations. In conjunction with this application, Whataburger has applied for a commercial final development plan (FDP) (#PL2020-380) to construct a 3,751 sq. ft. freestanding restaurant with drive through. The FDP is currently in plan review and will be administratively approved once all UDO requirements are meet. The applicant has proposed signs to be located on the north (1 sign), south (1 sign), east (2 signs) and west (2 signs) building facades. The Unified Development Ordinance (UDO) allows a maximum of two (2) wall signs by right. The UDO grants the Planning Commission the authority to approve additional wall signs which exceed the maximum number permitted.

## 2. Land Use

Description and Character of Surrounding Area
The subject property is on the east side of NE Douglas St. 480' north of the intersection at NE Victoria Dr. This section of NE Douglas is a busy corridor dominated by retail and commercial service uses. Saint Luke's Hospital campus is located north of the subject site. Industrial uses (Polytainers & Oakview Storage) are located west of the property.

### Adjacent Land Uses and Zoning

North:	Saint Luke's Hospital of Lee's Summit / CP-2 (Planned Community Commercial District)
South:	Oakview Climate Controlled Storage / PI (Planned Industrial District); Vacant / CP-2 (Planned Community Commercial District)
East (across NE)	Douglas Square commercial strip center / CP-2 (Planned Community Commercial)

<b>Douglas St):</b>	District)
<b>West:</b>	Polytainers / PI (Planned Industrial District)

<b>Site Characteristics</b>
The subject property is a vacant site that sits approximately 4'-6' above NE Douglas St to the east. The site generally slopes from the south to the north.

<b>Special Considerations</b>
A commercial final development plan for a freestanding building with drive through has been applied for (#PL2020-380) and is currently in plan review.

### 3. Project Proposal

#### Wall Sign Standards

	Copy & Location	Letter Height	Sign Area	Number of Signs	Lighting
<b>UDO Standards (PI)</b>	--	6' (72") max.	Max. 10% of tenant space façade area	2 wall signs, 1 per façade maximum	External indirect, halo, or internal lighting
<b>Proposed Wall Sign #1</b>	"W" -- north façade	3'-6" (42")	15.32 sq. ft. (4.4% of façade area)	--	Internal lighting
<b>Proposed Wall Sign #2</b>	Whataburger – south façade	2'-3" (27")	34.0 sq. ft. (4.8% of façade area)	--	Internal lighting
<b>Proposed Wall Sign #3</b>	"W" – east façade	5' (60")	31.25 sq. ft. (2.0% of façade area)	--	Internal lighting

<b>Proposed Wall Sign #4</b>	Whataburger – east façade	2’-3” (27”)	34.0 sq. ft. (2.0% of façade area)	--	Internal lighting
<b>Proposed Wall Sign #3</b>	“W”– west façade	3’-6” (42”)	15.32 sq. ft. (1.0% of façade area)	--	Internal lighting
<b>Proposed Wall Sign #3</b>	Whataburger – west façade	2’-3” (27”)	34.0 sq. ft. (2.1% of façade area)	--	Internal lighting

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

#### 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

The applicant proposes to have six (6) wall signs instead of the maximum of two (2) wall signs allowed by right per the UDO.

- October 21, 1980 – The City Council approved a rezoning (Appl. #1980-014) from R-1 to M-2 (Heavy Industrial) by Ord. #2151.
- March 22, 1989 – The minor plat (Appl. #1989-136) of Lee’s Summit North Industrial Park, First Plat was recorded at the Jackson County Recorder of Deeds Office by Instrument #198910902903.

- March 12, 1990 – The Planning Commission approved the preliminary plat (Appl. #1990-134) of Lee’s Summit North Industrial Park, Lots 1-12.
- November 1, 2001 – The Unified Development Ordinance (UDO) became effective and changed District M-1 (Light Industrial) to District PI (Planned Industrial).
- March 21, 2016 – The minor plat (Appl. #PL2016-002) of Polytainers Addition, Lots 1 & 2 was recorded at the Jackson County Recorder of Deeds Office by Instrument #2016E0023636.
- June 28, 2018 – The City Council approved the rezoning and preliminary development plan (#PL2018-033) for Oakview Storage Development Phase II by Ordinance No. 8403.
- May 19, 2019 – The City Council approved the final plat (Appl. #PL2018-099) for Oakview, lots 1-5 by Ord. # 8630.
- October 10, 2020 – The minor plat (Appl. #PL2020-231) for Oakview Storage Lot 5 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 structure will occupy a site with visibility to NE Douglas St. on three sides of the building. The subject site will have traffic circulation around all sides of the building.

**Recommendation**

Staff believes the proposed six (6) 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 six (6) wall signs shall be allowed for the building located at 1460 NE Douglas St., with a maximum of two (2) wall signs on the east and west building elevations. Each 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.