



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2021-485
File Name	PRELIMINARY DEVELOPMENT PLAN – Furniture Mall of Missouri
Applicant	The Hive Design Collaborative
Property Address	900 NW Blue Pkwy
Planning Commission Date	February 24, 2022
Heard by	Planning Commission and City Council
Analyst	C. Shannon McGuire, Planner
Checked By	Hector Soto, Jr., AICP, Planning Manager Kent Monter, PE, Development Engineering Manager

Public Notification

Pre-application held: NA
Neighborhood meeting conducted: January 25, 2022
Newspaper notification published on: February 5, 2022
Radius notices mailed to properties within 300 feet on: February 7, 2022
Site posted notice on February 4, 2022

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Attachments

Exterior Elevations, dated January 14, 2022 – 5 pages
Sign Specifications, dated January 19, 2022 – 3 pages
Tenant Sign Criteria, dated September 13, 2005 – 11 pages
Table of Sign Applications & Modifications – 12 pages
Location Map

1. Project Data and Facts

Project Data	
Applicant	The Hive Design Collaborative
Applicant's Representative	Riley Hood
Location of Property	900 NW Blue Pkwy
Size of Property	7.28 Acres (316,958 sq. ft.)
Zoning (Existing)	CP-2 (Planned Community Commercial District)
FAR (Existing)	0.3
Comprehensive Plan Designation	Activity Center Summit
Procedure	The Planning Commission makes a recommendation to the City Council on the proposed preliminary development plan. The City Council takes final action on the preliminary development plan.
Duration of Validity	Preliminary development plan approval by the City Council shall not be valid for a period longer than twenty-four (24) months from the date of such approval, unless within such period a final development plan application is submitted. The City Council may grant one extension not exceeding twelve (12) months upon written request.

Current Land Use
The subject property is located within the Summit Fair Shopping Center development. Macy's is currently occupying the 119,675 sq. ft. existing building and has 6 total signs on the building. Macy's is scheduled to vacate the site later this year (2022).

Description of Applicant's Request
The applicant proposes an exterior renovation for the existing commercial building. A preliminary development plan for the subject property was approved in 2006 as part of the Lee's Summit East Shopping Center (AKA Summit Fair) commercial development. Proposed renovations to the exterior include the use of a conditional material (corrugated steel siding system). The Unified Development Ordinance (UDO) does not allow administrative approval of this material and requires the City Council approve the use of the proposed conditional material. The applicant also seeks approval of a sign package (23 signs) that exceeds the total number allowed to be administratively approved per previously approved PDP (6 signs).

2. Land Use

Description and Character of Surrounding Area
The subject site is located within the existing Summit Fair shopping center. The property is surrounded by commercial uses to the north, east and south. US 50 Highway is located west of the property.

Adjacent Land Uses and Zoning

North:	CP-2 (Planned Community Commercial District) – Summit Fair shopping center
South:	CP-2 (Planned Community Commercial District) – Summit Fair shopping center
East:	CP-2 (Planned Community Commercial District) – Summit Fair shopping center
West:	US 50 Highway

Site Characteristics

The property consists of a single platted 7.3-acre lot located at 900 NW Blue Parkway. The site is fully developed with Macy's currently occupying the existing 119,675 sq. ft. building.

Special Considerations

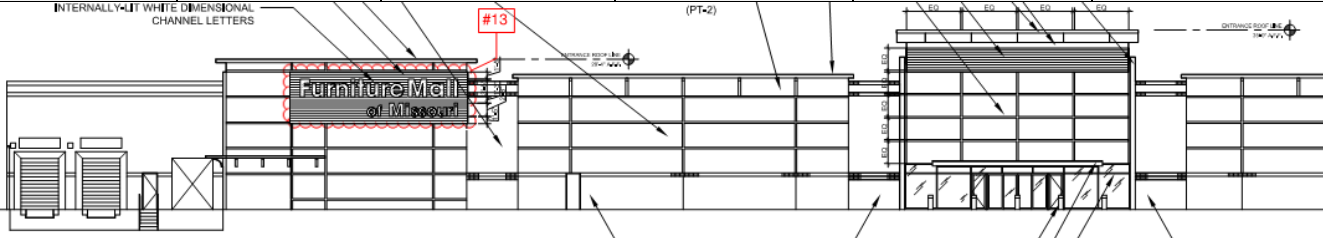
Macy's currently occupies the existing building, but is scheduled to vacate the site later this year (2022).

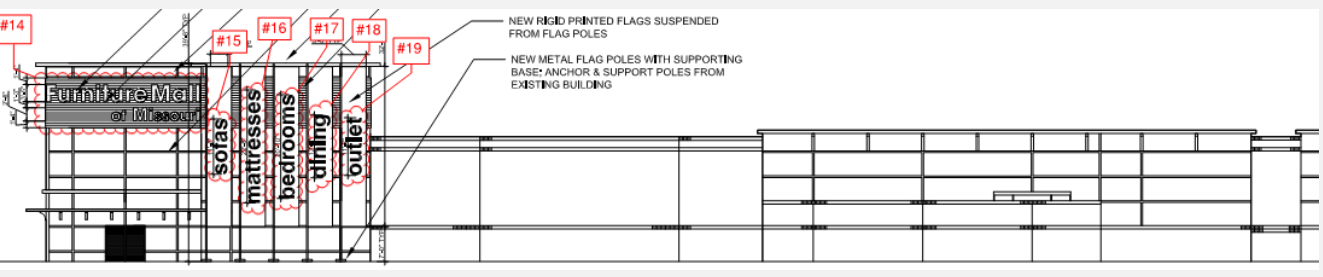
3. Project Proposal**Wall Sign Standards**

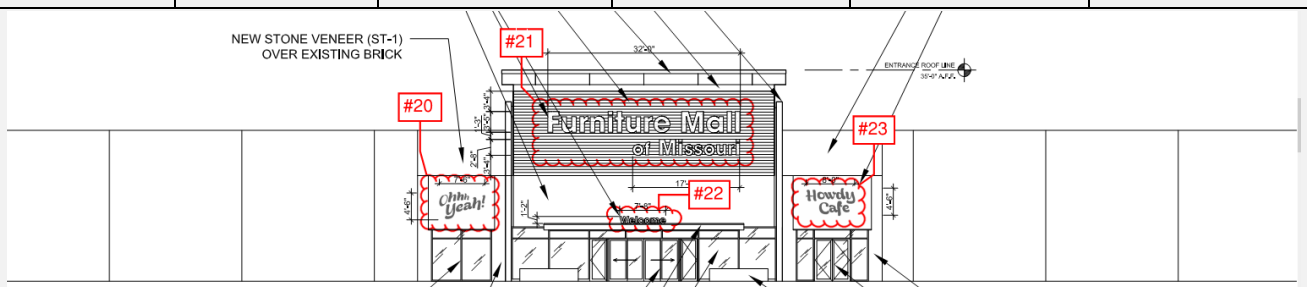
	Copy & Location	Letter Height	Sign Area	Number of Signs	Lighting
UDO Standards (CP-2)	--	6' (72") max.	10% of façade area – max. allowable sign area	2 by right per multi-tenant building	External indirect, halo, or internal lighting
Current PDP	Non-Courtyard Frontage	6' (72") max.	10% of façade area – max. allowable sign area	1 sign located in the designated sign zone just above the store entrance	External indirect, halo, or internal lighting
Current PDP	Courtyard area	6' (72") max	1 sq. ft. of sign area per lineal foot of store front	1 sign located in the designated sign zone just above the store entrance	External indirect, halo, or internal lighting

Proposed Wall Signs

North Elevation					
	Copy	Letter Height	Sign Area	Number of Signs	Lighting
Wall Sign #1, #2, #5, #6	"Ohhh Yeah"	4' (48")	27.7 sq. ft. (0.3% of façade area)	--	Non-illuminated
Wall Sign #3	"Furniture Mall of Missouri"	4'3" (51")	238 sq. ft. (2.9% of façade area)	--	Internal lighting
Wall Sign #4	"Welcome"	2' (24")	26.33 sq. ft. (0.3% of façade area)	--	Internal lighting
Wall Sign #7, #8, #9, #10, #11	"sofas" "mattresses" "bedrooms" "dining" "outlet"	2' (24")	116.36 sq. ft. (1.4% of façade area)	--	Non-illuminated
Wall Sign #12	"Furniture Mall of Missouri"	3'5" (41")	154.85 sq. ft. (1.9% of façade area)	--	Internal lighting

South Elevation					
	Copy	Letter Height	Sign Area	Number of Signs	Lighting
Wall Sign #13	"Furniture Mall of Missouri"	3'5" (41")	154.85 sq. ft. (2.2% of façade area)	--	Internal lighting
					

West Elevation					
	Copy	Letter Height	Sign Area	Number of Signs	Lighting
Wall Sign #14	"Furniture Mall of Missouri"	3'5" (41")	154.85 sq. ft. (1.4% of façade area)	--	Internal lighting
Wall Sign #15, #16, #17, #18, #19	"sofas" "mattresses" "bedrooms" "dining" "outlet"	2' (24")	275.56 sq. ft. (2.6% of façade area)		Non-illuminated
					

East Elevation					
	Copy	Letter Height	Sign Area	Number of Signs	Lighting
Wall Sign #20	"Ohhh Yeah"	4'6" (54")	33.75 sq. ft. (1.5% of façade area)	--	Non-illuminated
Wall Sign #21	"Furniture Mall of Missouri"	4'3" (51")	155.18 sq. ft. (6.8% of façade area)	--	Internal lighting
Wall Sign #22	"Welcome"	1'2" (14")	8.94 sq. ft. (0.4% of façade area)	--	Internal lighting
Wall Sign #23	"Howdy Cafe"	4'6" (54")	36 sq. ft. (1.6% of façade area)	--	Non-illuminated
					

4. Unified Development Ordinance (UDO)

Section	Description
2.260, 2.300, 2.310, 2.320	Preliminary Development Plan
9.080, 9.090, 9.150, 9.160, 9.260	Signs

5. Comprehensive Plan

Focus Areas	Goals, Objectives & Policies
Resilient Economy	Goal 3.3.A

Comprehensive Plan

The proposed retail use is consistent with the recommended range of land uses for the Summit Activity Center designation under the Ignite Comprehensive Plan, which calls for the area to continue to serve as a regional retail destination. The subject proposal meets the plan's established goal of creating resilient economy in the changing retail environment by building long-term economic prosperity and resiliency.

6. Analysis

Background and History

- July 20, 1965 – The Board of Alderman approved the rezoning from A to C-P (Appl. #49) for the property west of US 50 (currently Blue Parkway) and north of Chipman Road.
- May 20, 1999 – The City Council approved the rezoning from M-1 to PMIX (Appl. #1641) and the preliminary site plan (#S99-009) for the 333-acre Summit Technology Campus. The plan included 1.3 million square feet in existing buildings and 1.5 million square feet in proposed buildings.
- August 24, 2006 – The City Council approved the rezoning (Appl. #2005-271) from CP-2 and PMIX to CP-2 and approved a preliminary development plan (Appl. #2005-272) for Lee's Summit East Shopping Center by Ord. #6262.
- November 8, 2008 – A final development plan for Macy's Department Store was administratively approved (Appl.# 2008-149).
- February 5, 2009 – Six (6) sign permits for Macy's Department Store were administratively approved (Permit # S09-021, S09-22, S09-023, S09-24, S09-25, S09-26).

Compatibility

The proposed conditional material is consistent with other recently approved developments in the City such as churches, car dealerships and the recently approved library branches. The proposed sign package is substantially inconsistent with the number, size and location allowed under the Tenant Design and Criteria Handbook previously approved as part of the 2006 PDP.

Adverse Impacts

The proposed development will not detrimentally impact the surrounding area. The building is existing and the proposed exterior renovation will be compatible with neighboring properties and will enhance the overall development.

Public Services

As the development is existing, the proposed PDP will not impede the normal and orderly development and improvement of the surrounding property.

Modifications

Maximum number of signs. Modification requested. **Staff does not support the requested modifications.**

- **Required** – As part of the 2006 PDP approved for the shopping center, the developer submitted a Tenant Design and Criteria Handbook which outlined signage requirements. The approved Tenant Design and Criteria Handbook requires tenant signage along the non-Courtyard frontage (i.e., facing US 50 and Blue Parkway) comply with the UDO requirements for size, and limits the number to one sign to be located in the designated sign area just above the store entrance. Signs within the Courtyard area (i.e., facing the internal spine road) are limited to 1 sign located in the designated sign zone just above the store entrance, with the size limited to 1 sq. ft. of sign area per lineal foot of store front.
- **Proposed** – The applicant has requested a modification to this requirement to allow 23 total wall signs as shown on the Exterior Elevations, dated January 14, 2022 and Sign Specifications, dated January 19, 2022.
- **Recommendation** – The proposed sign package is substantially inconsistent with the allowed number, size and location in the Tenant Design and Criteria Handbook previously approved as part of the 2006 PDP. The objective of the sign design guidelines was to provide standards and specifications that assured a consistent quality, size and placement for signs throughout the development.

As proposed, the number of proposed signs far exceeds the number allowed by the Tenant Design and Criteria Handbook and exceeds the number of signs approved for other developments throughout the community as can be seen in the table below and in the attached Table of Sign Applications & Modification 2001-Present, Number of Signs in Commercial Areas.

For these reasons staff is not supportive of the sign package as proposed. Macy's currently has 6 wall signs. To remain consistent with the existing signs on the subject building and in the shopping center as a whole, staff would be supportive of a modification to approve the signs labeled above as #3, #4, #12, #13, #14, #21 & #22, for a total of 7 signs.

Previously Approved Similar Sign Applications & Modifications					
Appl. No.	Type of Appl.	Business-Applicant-Location	Zoning District	Ordinance Requirement for Administrative Approval	Approved by Planning Commission or City Council
PL2016-187	SIGN	Walmart, BRR Architecture, 3410 SW Market St.	CP-2	Number: 3 wall signs and 1 monument sign per street frontage (max of 2)	10 wall signs
PL2013-052	PDP	Volkswagen of Lee's Summit	CP-2	Number : 3 signs total	10 total – 7 wall signs + 3 monument signs

		2225 NE Independence Ave			
PL2012-102	PDP	Price Chopper 1600 SE Blue Pkwy	CP-2	Number: 3 signs total	15 total - 13 wall signs, 2 monument signs
PL2011-022	SIGN	Lee's Summit Medical Center 2100 SE Blue Pkwy	CP-2	Number: 6 wall & 12 monument signs approved with PDP	20 total - 2 additional wall signs (total of 8 wall and 12 monument signs)
2008-131	PDP	McDonald's Restaurant 900 NE Langsford Rd	CP-2	Number: 3 signs total, 2 directional signs per driveway	12 total - 8 wall, 1 monument, and 3 directional signs
2005-273	PDP	Lee's Summit Hospital Blue Pkwy & Todd George	CP-2	Number & Size: 3 signs total; wall signs -10% of façade; under canopy signs – 6 sq.ft., monument 72 sq. ft., 6 ft. tall	16 total; 2 wall, one over 10%; 3 canopy over 6 sq.ft.; 2 monuments 217 sq.ft. & 122 sq.ft., 6'6" tall; and 9 directory, with 3 at 7' tall

Building Materials. Conditional material proposed.

The applicant has requested the use of corrugated steel siding system. The UDO restricts building materials to masonry, concrete, stucco, and glass in the CP-2 zoning district. Metal is limited to an incidental role or as other architectural metal siding as approved by the Planning Commission and/or City Council.

As the quality of architectural metal building materials has improved, the use of said materials has increased in the areas of commercial and residential construction. This proposed material is consistent with other recently approved developments in the City such as churches, car dealerships and the recently approved library branches.

Recommendation

With the conditions of approval below, the application meets the requirements of the UDO and/or Design and Construction Manual (DCM).

7. Recommended Conditions of Approval**Site Specific Conditions**

1. A modification shall be granted to allow for seven (7) signs, not to exceed three (3) on any given façade.

2. The use of corrugated steel siding system shall be granted as a conditional material as shown on the building Exterior Elevations, dated January 14, 2022.

Standard Conditions of Approval

3. A sign permit shall be required prior to the installation of any sign.