



May 13, 2022

To: The City of Lee's Summit, MO

From:

William Munroe

Diventures

11640 Arbor Street

Suite 100

Omaha, NE 68144

Subject: Letter of intent to develop lot in Strother's Crossing

City of Lee's Summit Administration, City Council, and citizenry,

This letter of intent expresses our desire to purchase and develop approximately over one and a half (1.68) acres of real property in Strother's Crossing, currently part of a larger lot to be divided by a minor plat. See attached Lot Division exhibit and Site Plan.

We are nearly complete with our due diligence and feasibility analysis of the property, and, in that process, have engaged and retained the professional assistance of architecture (hdesigngroup), civil engineering (Olsson), contracting (Nabholz Construction) and geotechnical (Terracon) firms. The final stage of our purchase agreement evaluation is the submission of our Certified Map Survey, Minor Land Division and Precise Implementation Plan.

Pending this PDP and barring any significant findings that would jeopardize our ability to use the property as intended, we intend to construct and operate a swim and scuba aquatics training center. A full-service Diventures in Lee's Summit will be a family-friendly business, with a brand new, welcoming facility. Operating daily from 7am to 8pm, our facility includes a 60ft, 12ft deep pool, classrooms, a small retail component for the sale of swim and scuba related merchandise and a minor travel component to coordinate world-wide scuba diving adventure trips.

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This PDP is being submitted to address issues regarding Article 8 and Article 9 of the Unified Development Ordinance of Lee's Summit. Diventures does not intend to vary from the Unified Development Ordinance except in the way we intend to use building signage, which is particular to a Diventures building, and building design, considering variation in façade and roofline as well as materiality. Issues were raised during a Pre-Application Meeting that took place on Tuesday, January 4<sup>th</sup> 2022. Since this time, the building has been revised to address some of the building design issues regarding Article 8, elaborated on below.

We ask that this submission for this PDP be considered in light of the requested variances for an already established development zone (Strother's Crossing). Documentation does not currently include some of the required Civil, and Photometric / Lighting items. We request that these items be allowed to be submitted later in the PDP process as we are able to complete them in order to begin discussion on items that we are requesting variance for.

The potential lot is located at the corner of 83<sup>rd</sup> / NE Strother Road and NE Independence Ave in Strother's Crossing, zoned CP-2. The most applicable use type is Indoor Recreational; the main entrance to Diventures at this location is >300' from the nearest residential zone or use, meeting the conditions allowing this use in CP-2 zoning. The attached documentation demonstrates (or soon will demonstrate) compliance with the Unified Development Ordinance except as outlined below which Diventures request variance for within the PDP.

#### **SEC. 8.120.B.7 / 8.180.A Building Form**

A Diventures facility is a state-of-the-art swim school; the core program and largest part of the building is the natatorium which we have placed on the corner 83<sup>rd</sup> / NE Strother Road and Interstate 470 to anchor Diventures at this corner and to show it off. We've brought the wonder of Diventures to the outside with a collage of windows – interweaving a mural embedded in the façade's playful use of materials, it's artwork and signage. We maintain that this is a creatively used defining element designed to show off the pool to passers-by. The nature of the northern façade is to convey this across the natatorium and the adjacent required service spaces and mechanical platform that serve the natatorium (more on building signage below).

We understand the concerns about the deemed lack of variation of the northern façade and have taken steps to address this issue by breaking up the roofline to highlight the natatorium further and adding additional depth to sections of the wainscot as shown in attached elevations and renderings. We ask that these aspects of the design be accepted within the PDP or granted variance given the intent of a Diventures store as stated above and below (in regards to signage).

#### **SEC. 8.170.A Materials**

Diventures is a welcoming, family friendly environment. A large share of our business is in swim classes and we want families to feel at home at our facility. We believe we have a pallet that is fine-tuned around Diventures aesthetic with one foot in a residential style, the other in a commercial style, and a twist of oceanic themes. We believe Diventures aesthetic is welcoming to parents and children while maintaining a professional look that would be compatible with a wide range of adjacent buildings. See attached elevations with materials listed at the bottom of the page.

Of the materials not allowed or conditionally allowed by the UDO we request variance for this PDP for the following materials in the following uses:

- Fiber-Cement Lap Siding: this material clads most of our building. It is resilient and lends the architecture to a slightly residential style that we think is important to the feel of the store.
- Standing Seam Metal Roofing: Like the fiber-cement siding, this material is highly durable and lends itself to a slightly more residential, sloped-roof style however we have integrated it into the building form for a more commercial / modern design (see renderings).
- Wood-Look Aluminum Siding: Similar to the previous two materials, this is a durable material, and the wood look print brings warmth to an otherwise neutral or aquatically-colored façade.
- Other materials: the screening material around the HVAC equipment and the signage material are undecided, however we are moving towards a wood-composite material (to match the wood look aluminum siding) for the screen and polycarbonate or similar for the signage elements (see renderings. Trash enclosure will be similar to HVAC screen, not depicted in architectural package)

#### **SEC. 9.260 Permitted Permanent Signs**

As mentioned previously, the design for a Diventures facility emphasizes the natatorium space and uses it to create our aesthetic inside and out using multiple building elements, interweaving the atmosphere unique to one of our stores. A Diventures will incorporate the building signage with the way we bring the wonder of the aquatic world to the outdoors

– see attached elevations. The use of materials, fenestration, color, and signage all play a role in creating a sort of mural on the outside.

It was determined following the Pre-Application Meeting in January that many of these items, in particular the fish and people, would be considered part of the signage and not architectural elements. We request a variance for this PDP to accomplish the following:

- Increase the maximum allowable area for signage / approval for signage as shown
- Increase the maximum number of signs if the Dive flags at the blade wall above the main entrance are to be considered signage (would total 5).
- Increase the maximum letter height (the “D” in Diventures is ~2’ - 8”, with the bubbles the “I” is ~4’ - 3” – sized proportional to façade / mural)

We believe the composition of signage elements is important to establish the subtle oceanic atmosphere that makes Diventures fun, family friendly, and unique.

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One comment was made following the Pre-Application Meeting regarding traffic generation versus the original PDP. We request clarification of what is to be expected here. We can provide a narrative about our anticipated business however anything extensive like a traffic study will require more time.

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Serving thousands of swim and scuba students every year, we are a mission-driven organization that takes an active role in our local communities as a water safety advocate and as a provider of special needs swim lessons and scuba instruction. In addition to offering free-of-charge water safety training seminars to schools, churches, and community youth organizations, we are also an active supporter of several first responder organizations, water safety teams and dive teams. Employing about 35 team members at peak business levels, we further support local community involvement by providing our full-time team members three paid hours per month to support a local non-profit organization of their choice in our communities.

Diventures will be a positive and synergistic development in Lee’s Summit. If approved, we intend to begin the construction as quickly as possible and have already retained the services of a general contracting firm to that end. Provided our current schedule is followed, we intend to be operating the facility in full capacity Q4 of 2023.

Thank you very much for your consideration.

Respectfully,

William Munroe  
General Manager  
Diventures  
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