



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2022-238
File Name	SIGN APPLICATION – Macadoodles
Applicant	KC Blitz, LLC dba Macadoodles
Property Address	1499 SW Market St
Planning Commission Date	July 28, 2022
Heard by	Planning Commission
Analyst	Hector Soto, Jr., AICP, Planning Manager

Public Notification

Pre-application held: October 19, 2021
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, upload date June 28, 2022
Table of Sign Applications & Modifications 2001-Present – 12 pages
Location Map

1. Project Data and Facts

Project Data	
Applicant/Status	KC Blitz, LLC dba Macadoodles/ Applicant
Applicant's Representative	Chris Meyer
Location of Property	1499 SW Market St
Size of Property	157,787 sq. ft. (+/- 3.6 acres)
Zoning	CP-2 (Planned Community Commercial District)
Comprehensive Plan Designation	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 the Southport Business Center, which is developed with an approximately 30,000 sq. ft. multi-tenant retail center. Macadoodles will occupy the southernmost 12,000 sq. ft. tenant space.

Description of Applicant's Request
The request is for Planning Commission approval of a total of nine (9) wall signs for the Macadoodles tenant space. The signs will be distributed between the east and south building elevations (four (4) and five (5) signs, respectively), which provide two customer service points for the tenant. The east elevation provides the walk-in customer entry for the liquor store. The south elevation provides a pick-up window for a proposed drive-through service point for the liquor store. The drive-through facility for the tenant will be considered at a future meeting under separate preliminary development plan application. A maximum of two (2) wall signs are allowed by right per tenant in a multi-tenant building in the CP-2 zoning district. The UDO grants the Planning Commission the authority to approve a greater number of signs than that permitted by right.

2. Land Use

Description and Character of Surrounding Area
The Southport Business Center retail center is located in a predominately industrial area along the South M-291 Hwy corridor. The center faces the highway, but has access from SW Market St. SW Market St serves as a reverse frontage road between SW Persels Rd and SW 16 th St. .

Adjacent Land Uses and Zoning

North:	Office-warehouse / PI (Planned Industrial); and Commercial / CP-2
South (across SW Market St):	Auto repair / PI

East:	M-291 Hwy
West (across SW Market St):	Office-warehouse and post office / PI

Site Characteristics

The subject property is developed as a multi-tenant retail center. The site is accessed via three driveways along SW Market St. The site has frontage along both M-291 Hwy and SW Market St. The center faces the highway.

Special Considerations

None.

3. Project Proposal



Figure 1 - Top image -- east elevation; bottom image -- south elevation

The Macadoodles liquor store will occupy the southern endcap tenant space that has visibility to the west, south and east toward SW Market St, SW 16th St and M-291 Hwy, respectively. Four (4) signs are proposed on the east elevation where the walk-in customer entrance is located. Five (5) signs are proposed on the

south elevation where a proposed drive-through service point is located. The temporary sign shown as Sign #9 that currently reads “Now Open” will be replaced with a permanent sign that reads “Drive Thru” if approval is given for said facility under a future application. With two separate types of service points (i.e. walk-in and drive thru) on separate sides of the building, the applicant desires to identify the business name and product types offered from each elevation where the customer service points are located.

4. Unified Development Ordinance (UDO)

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

Unified Development Ordinance

Two (2) wall signs are allowed by right per tenant in the CP-2 zoning district for a multi-tenant building. 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 request is to allow a total of nine (9) wall signs for a Macadoodles liquor store that will occupy a 12,000 sq. ft. anchor tenant space of a multi-tenant retail center along the South M-291 Hwy corridor. The liquor store will offer typical walk-in retail sales, but also proposes to offer the city’s first drive thru liquor sales. A liquor store is a use permitted by right under the site’s existing CP-2 zoning. Consideration of the drive thru component will come under separate preliminary development plan application at a future meeting.

Compatibility

The endcap tenant space has visibility to the west (SW Market St), south (SW 16th St) and east (M-291 Hwy). The request for additional signage for a tenant space with multiple street exposures is not out of place for the city. In this case, the applicant requests the ability to identify the business and the range of products offered from the two sides of the building (east and south) where the customer/business interfaces take place in the form of the walk-in retail sales entrance and the proposed future drive thru facility. The nine (9) requested signs will be spread between the south (5 signs) and east building elevations (4 signs) facing SW 16th St and M-291 Hwy, respectively.

Recommendation

The request for additional signage for tenant spaces with multiple street frontages is not unusual for the city. In this case, the tenant space’s (and retail center’s) primary façade is oriented to the east facing M-291 Hwy. However, access to the site is gained via SW Market St to the west, which serves as a reverse frontage road in this area. The applicant proposes four (4) wall signs on the east elevation, which is where the walk-in customer entrance to the liquor store is located. The applicant also proposes (5) wall signs on the south elevation, where a proposed drive thru sales facility is located. Given the location of the two separate customer service points on two separate sides of the building, staff believes the request for additional signage

to provide a reasonable means of identification for the tenant. 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 nine (9) wall signs shall be allowed for the liquor store located at 1499 SW Market St. Signage shall comply with all other UDO sign standards of the CP-2 zoning district.

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.