



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2022-156
File Name	SIGN APPLICATION – Eyemart
Applicant	Mid-America Sign, LLC
Property Address	1041 NE Sam Walton Ln
Planning Commission Date	October 13, 2022
Heard by	Planning Commission
Analyst	Hector Soto, Jr., AICP, Senior Planner
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, received August 15, 2022 – 5 pages
Location Map

1. Project Data and Facts

Project Data	
Applicant/Status	Mid-America Sign, LLC / Sign Contractor
Applicant's Representative	Kim Lopez
Location of Property	1041 NE Sam Walton Ln
Size of Property	11,200 sq. ft. (0.26 acres)
Zoning	CP-2 (Planned Community Commercial District)
Comprehensive Plan Designation	Retail
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 pad site location of a multi-tenant retail building in front of the Walmart located at the southwest corner of NE Tudor Rd and NE M-291 Hwy. Eyemart occupies the north endcap tenant space.

Description of Applicant's Request
The request is for Planning Commission approval of a fourth wall sign for the Eyemart tenant space. More specifically, the proposed sign will be located on the west (rear) façade that faces NE Sam Walton Ln and is visible to eastbound traffic along NE Tudor Rd. A maximum of two (2) wall signs are allowed by right per tenant space in a multi-tenant building. The UDO grants the Planning Commission the authority to approve a greater number of signs. The Planning Commission previously approved a third wall sign for Eyemart on March 11, 2021.

2. Land Use

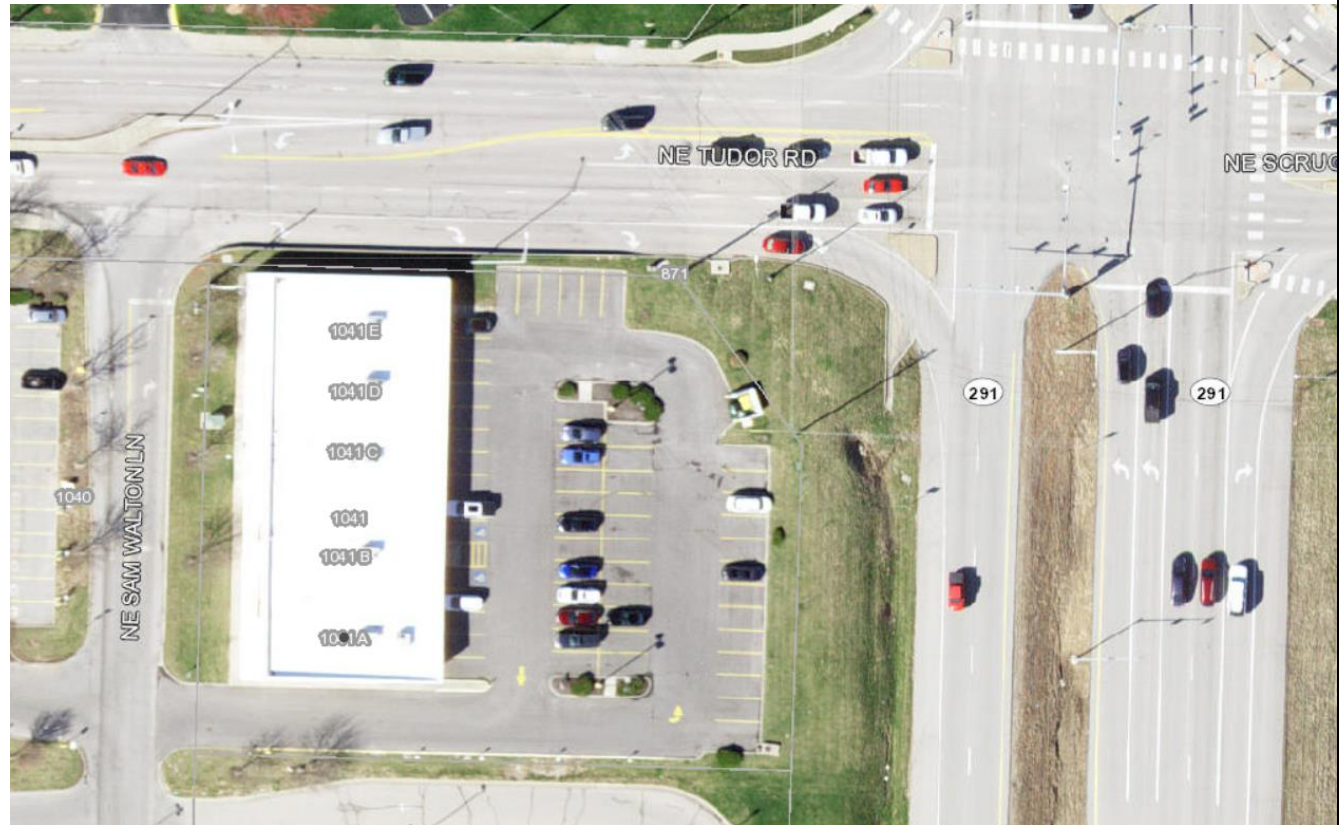
Description and Character of Surrounding Area
M-291 Hwy North is the City's primary commercial corridor. The subject property sits at the southwest corner of the intersection of NE Tudor Rd (an arterial street) and M-291 Hwy. A church anchors the northwest corner of this major intersection, while commercial retail centers anchor the remaining three corners.

Adjacent Land Uses and Zoning

North (across NE Tudor Rd):	Lee's Summit Christian Church / R-1 (Single-family Residential) and CP-1 (Planned Neighborhood Commercial)
South:	Commercial / CP-2
East (across NE M-291 Hwy):	Commercial / CP-2
West:	Walmart / CP-2

Site Characteristics

The subject property is developed as a ¼-acre pad site with multi-tenant retail building. Access to the pad site is gained via NE Sam Walton Ln, a private street on the adjacent Walmart site, that is located to the rear (west) of the building. The pad site has frontage on M-291 Hwy, NE Tudor Rd and NE Sam Walton Ln.

**Special Considerations**

None.

3. Project Proposal

Existing Wall Signs

	Copy & Location	Sign Height	Sign Area	Number of Signs	Lighting
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UDO Standards (CP-2)	--	6' (72") max.	10% of façade area – max. allowable sign area	2 per tenant space in a multi-tenant building	External indirect, halo, or internal lighting
Wall Sign #1	"Eyemart" – east façade	2'-6" (30")	50 sq. ft. (7.8% of façade area)	--	Internal lighting
Wall Sign #2	"Eye Exams" – east façade	1'-1" (13")	13.9 sq. ft. (2.2% of façade area)	--	Internal lighting
Wall Sign #3	"Eyemart" – north façade	2'-6" (30")	72 sq. ft. (6.4% of façade area)	--	Internal lighting

Proposed Wall Sign

	Copy & Location	Sign Height	Sign Area	Number of Signs	Lighting
Wall Sign #4	"Eyemart" – west façade	2'-4" (28")	31.6 sq. ft. (4.9% of façade area)	--	Internal lighting

Eyemart occupies the north endcap tenant space, which has exposure on the east, north and west sides of toward M-291 Hwy, NE Tudor Rd and NE Sam Walton Ln, respectively. The multi-tenant retail building faces M-291 Hwy. The pad site is accessed from NE Sam Walton Ln, which is located to the rear of the building and acts as a reverse frontage road. Two signs currently exist on the front façade facing M-291 Hwy, and one sign currently exists on the north façade facing NE Tudor Rd. The aggregate existing sign area for each

individual façade does not exceed the 10% maximum allowable sign area. The proposed sign on the west façade facing NE Sam Walton Ln is also well within the 10% sign area maximum. Given that the site is accessed from NE Sam Walton Ln to the rear, staff believes the proposed fourth sign provides a reasonable means of identification and wayfinding oriented toward that street.

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

Eyemart occupies the north endcap of the multi-tenant building at the southwest corner of NE Tudor Rd and M-291 Hwy. The applicant proposes a total of four (4) wall signs to identify the tenant, with two (2) facing M-291 Hwy, one (1) facing NE Tudor Rd and one (1) facing NE Sam Walton Ln. The proposed fourth sign exceeds the maximum allowable 2 wall signs per tenant for a multi-tenant building, and thus requires Planning Commission approval.

- June 1, 1993 – The City Council approved a final site plan (Appl. #1993-099) for an 11,200 sq. ft. multi-tenant commercial building at 1041 NE Sam Walton Ln.
- March 11, 2021 – The Planning Commission approved an application (Appl. #PL2021-040) to allow a third wall sign for Eyemart.

Compatibility

The request for additional signage for an endcap tenant is not out of place for a multi-tenant building along a commercial corridor. Signage currently exists on the two most visible sides of the building, toward M-291 Hwy and NE Tudor Rd. The request is for one more sign to allow the public to more easily identify the tenant from NE Sam Walton Ln, which is the street from which the site is accessed.

Recommendation

Staff believes approval of a fourth sign for the subject tenant is compatible for the area given its location at a major intersection along a commercial corridor with access and additional visibility from a reverse frontage road. The signs provide a reasonable means of identification for an endcap 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 four (4) wall signs shall be allowed for the northern endcap tenant space for the building at 1041 NE Sam Walton Ln. 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.