



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

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## Development Services Staff Report

|                                 |                                                                                                                                              |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| <b>File Number</b>              | PL2023-098                                                                                                                                   |
| <b>File Name</b>                | SIGN APPLICATION – Raintree Family Dental                                                                                                    |
| <b>Applicant</b>                | Infinity Sign Systems                                                                                                                        |
| <b>Property Address</b>         | 3501 SW Market St                                                                                                                            |
| <b>Planning Commission Date</b> | June 22, 2023                                                                                                                                |
| <b>Heard by</b>                 | Planning Commission                                                                                                                          |
| <b>Analyst</b>                  | C. Shannon McGuire, Planner                                                                                                                  |
| <b>Checked by</b>               | Dawn Bell, Planning Manager<br>Aimee Nassif, AICP, Deputy Director of Development Services<br>Sue Pyles, 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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### Table of Contents

|                                        |   |
|----------------------------------------|---|
| 1. Project Data and Facts              | 2 |
| 2. Land Use                            | 3 |
| 3. Project Proposal                    | 4 |
| 4. Unified Development Ordinance (UDO) | 5 |
| 5. Analysis                            | 5 |
| 6. Recommended Conditions of Approval  | 6 |

### Attachments

Wall Sign Elevations and Specification, dated November 1, 2022 – 5 pages  
Location Map

## 1. Project Data and Facts

| Project Data                   |                                                                                                                                                                              |
|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Applicant/Status               | Infinity Sign Systems / Sign Contractor                                                                                                                                      |
| Applicant's Representative     | Dan Motush                                                                                                                                                                   |
| Location of Property           | 3501 SW Market St                                                                                                                                                            |
| Size of Property               | 80,019.52 sq. ft. (1.8 acres)                                                                                                                                                |
| Zoning                         | CP-2 (Planned Community Commercial District)                                                                                                                                 |
| Comprehensive Plan Designation | Commercial                                                                                                                                                                   |
| Procedure                      | <p>The Planning Commission takes final action on the sign application.</p> <p><b>Duration of Validity:</b> There is no expiration to an approval for a sign application.</p> |

| Current Land Use                                                                                     |
|------------------------------------------------------------------------------------------------------|
| The subject property is the site of a multi-tenant building in the Market Street Center development. |

| Description of Applicant's Request                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>The request is for Planning Commission approval of two (2) additional wall signs on the north elevation and one on the west for Raintree Family Dental. Raintree Family Dental occupies the northern space in a two-tenant building.</p> <p>The UDO allows two (2) attached wall signs per tenant on a multi-tenant building by right. At no fault of the applicant, a sign permit (PRSGN2023-0742) for three (3) attached wall signs was issued in error on February 22, 2023. These three (3) signs were installed on the east and west building facades. The applicant subsequently submitted a Sign Application on April 26, 2023 requesting approval of a fourth wall sign to be located on the north elevation which is when the error was discovered. The applicant was made aware and we advised that it could be remedied through Planning Commission approval. Should the Planning Commission approve the subject application, the permitting error will be corrected and the signs located on the subject building will be in compliance with UDO requirements.</p> |
|  <p>Proposed Sign (North Elevation)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |



## 2. Land Use

### Description and Character of Surrounding Area

The properties surrounding the subject site are zoned CP-2 with the exception of MO 291 Highway to the east. The recently approved Westlake Ace Hardware (PL2022-296) will be located to the south and west and Walmart is to the north across SW Market St.

### Adjacent Land Uses and Zoning

|                                     |                                    |
|-------------------------------------|------------------------------------|
| <b>North (across SW Market St):</b> | Walmart / CP-2                     |
| <b>South:</b>                       | QuikTrip & Bank of the West / CP-2 |
| <b>East</b>                         | MO 291 Highway                     |
| <b>West:</b>                        | Westlake Ace Hardware / CP-2       |
|                                     |                                    |

**Site Characteristics**

The property sits along the west side of the MO 291 Hwy corridor. The property is bounded by SW Market St to the north and west. The south boundary is an interior property line shared with the future Westlake Ace Hardware. Overall, the site primarily slopes from west to east.

**Special Considerations**

There are no special or unique site conditions to consider.

## 2. Project Proposal

### Wall Sign Standards

|                                                                                                                     | Location     | Letter Height | Sign Area                                | Number of Signs                                     | Lighting                                      |
|---------------------------------------------------------------------------------------------------------------------|--------------|---------------|------------------------------------------|-----------------------------------------------------|-----------------------------------------------|
| <b>UDO Standards (CP-2)</b>                                                                                         | --           | 6' (72") max. | Max. 10% of tenant space per façade area | 2 wall signs per tenant for a multi-tenant building | External indirect, halo, or internal lighting |
| <b>Proposed Wall Sign #1</b><br> | North façade | 1' 3 1/8"     | 43 sq. ft. (4.3% of façade area)         | --                                                  | Internal lighting                             |

|                                                                                                                    |                                                          |           |                                          |    |                      |
|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------|------------------------------------------|----|----------------------|
| <b>Existing Wall Sign #2</b><br>  | East<br>façade                                           | 1' 9 3/8" | 93 sq. ft.<br>(4.8% of<br>façade area)   | -- | Internal<br>lighting |
| <b>Existing Wall Sign #3</b><br>  | West<br>façade                                           | 1' 10.5"  | 75.3 sq. ft.<br>(3.9% of<br>façade area) | -- | Internal<br>lighting |
| <b>Existing Wall Sign #4*</b><br> | West<br>façade<br>(*existing,<br>requesting<br>approval) | --        | 22.6 sq. ft.<br>(1.2% of<br>façade area) | -- | Internal<br>lighting |

As the table above shows, each of the existing and proposed wall signs fall well within the allowable size standards allowed per each façade for signs in the CP-2 zoning district. As proposed, the signs will provide a means of identification and wayfinding on each of the tenant space's three exposed 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 subject property is the site of a multi-tenant building on Lot 1 of the Market Street Center development. The applicant proposes to have four (4) wall signs instead of the maximum of two (2) wall signs allowed by right per tenant in a multi-tenant building.

- August 29, 1972 – The subject property and surrounding area were annexed into the City by special election.
- September 6, 2001 – The City Council amended comprehensive zoning Ordinance No. 715, subdivision Ordinance No. 850, Chapters 27 and 33 of the Code of Ordinances for the City of Lee's

Summit, Missouri, and enacted the Unified Development Ordinance amending the subject property's zoning from C-1 to CP-2. The UDO went into effect on November 1, 2001.

- February 1, 2022 – The City Council approved the PDP for Market Street Center by Ord. #9328.
- May 19, 2022 – The City Council approved the FP for *Market Street Center, Lot 1-2 & Tract A*, by Ord. #9415.

### **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 tenant occupies an end cap space with exposure on three sides of a building with visibility to vehicular traffic on SW Market St and MO 291 Hwy.

### **Recommendation**

Staff believes the proposed four (4) wall signs are compatible for the area, proportional for the building and provide 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 four (4) wall signs shall be allowed for the northern tenant space of the multi-tenant building at 3501 SW Market.

### **Standard Conditions of Approval**

2. Sign permits shall be obtained prior to installation of any signs through the Development Services Department. All signs proposed will comply with the sign requirements as outlined in the sign section of the Unified Development Ordinance.