



July 25, 2023

Mike Weisenborn
City of Lee's Summit
220 SE Green Street
Lee's Summit, MO 64063
Email: Mike.Weisenborn@cityofls.net

**RE: Streets of West Pryor – Lots 11 and 13
Preliminary Development Plan – PL2023151 - Signage**

Dear Mike:

The following is offered in response to Applicant's Letter dated July 20, 2023, comment number 5; Signage. The proposed signage is as follows:

Lot 13:

The northern endcap tenant is requesting signage on three facades based on the following:

1. East Elevation: The east elevation is the main entrance of the 30 Hop space and future tenants. The front building signage is intended to greet patrons from the Summit Woods entrance to Streets of West Pryor development.
2. North Elevation: 30 Hop is attempting to attain a level of presence on the I-470 corridor. Although limited, there is a visibility corridor from both east and west bound I-470. The I-470 presence is considered important due to high number of vehicles per day. 30 Hop does not have a presence in the Kansas City metro market and has further value in introducing the 30 Hop concept to the Lee's Summit community and Kansas City at large.
3. West Elevation: Building placement is considered important to the successful operation of the proposed lot 13 multitenant building. The building is placed such that it appears to be inline and an extension of the multi-family/commercial structure on lot 8 creating an "equal lineup" with the commercial businesses within the multi-family building. Resultantly, a significant amount of parking is located in the rear of the building on the west side. The proposed 30 Hop sign is signifying the 30 Hop presence. The 30 Hop mural lends to create the more "industrial/warehouse look" and creation of the intended character of the 30 Hop brand. Similarly, the south end cap and in line tenant would also have signage on the west wall to establish presence and directional information for intended patrons.
4. South Elevation: The south endcap tenant would also be permitted wall signage on the south elevation as the east and west wall signage would not be visible from patrons approaching the lot 13 entry from the south from the main center's internal drive.

Lot 11:

1. North Building Elevation: The "Waterway" sign shown on the north elevation is actually positioned on an architectural element placed on the east elevation for increased visibility to south bound Pryor Road. The "clean" graphic is inside the building and not placed on the

exterior wall of the building. There are no exterior wall mounted signs proposed for the north elevation.

2. South Building Elevation: The “Waterway” sign shown on the south elevation is actually positioned on an architectural element placed on the east elevation for increased visibility to north bound Pryor Road. The “Waterway” sign on the white background is proposed for the south building wall. It is requested that the total area of the south building elevation be used in determining the permitted sign area for the sign mounted on the south building wall.
3. East Building Elevation: A Waterway logo is proposed on the east elevation. As noted above, the two signs shown visible on the north and south elevation are actually mounted to an architectural feature on the east wall. It is requested that the area of the east wall be used to determine the permitted area of the logo and two “Waterway Signs”.
4. West Building Elevation: The “Waterway” sign on the west elevation is intended to establish the main entrance into the facility.
5. East and West Canopy Elevation: The “waves” are decorative logos and should not be considered as signage.
6. North and South Canopy Elevation: Both canopy elevation signs are attempting to gain visibility from I-470 and north/south bound Pryor Road. Portraying the presence of fuel to the passing public is extremely important to the success of fuel sales at this location. Fuel sales at this location is a “real estate” deal point required by Streets of West Pryor, LLC in order to finalize the real estate agreement.

Lot 11 and 13 General Limitations:

1. Lot 13 multi-tenant building wall signage permitted sign area would be limited to 10% of the square footage of exterior wall based on lineal footage of exterior wall occupied by each tenant.
2. Lot 11 permitted building wall signage area is limited to 10% of wall area in which the sign is mounted.
3. Lot 11 and 13 will be permitted a presence on the free standing sign located at the southeast corner of lot 11 in accordance with the original Streets of West Pryor approved preliminary development plan sign package. See attached and reference site plan for location.

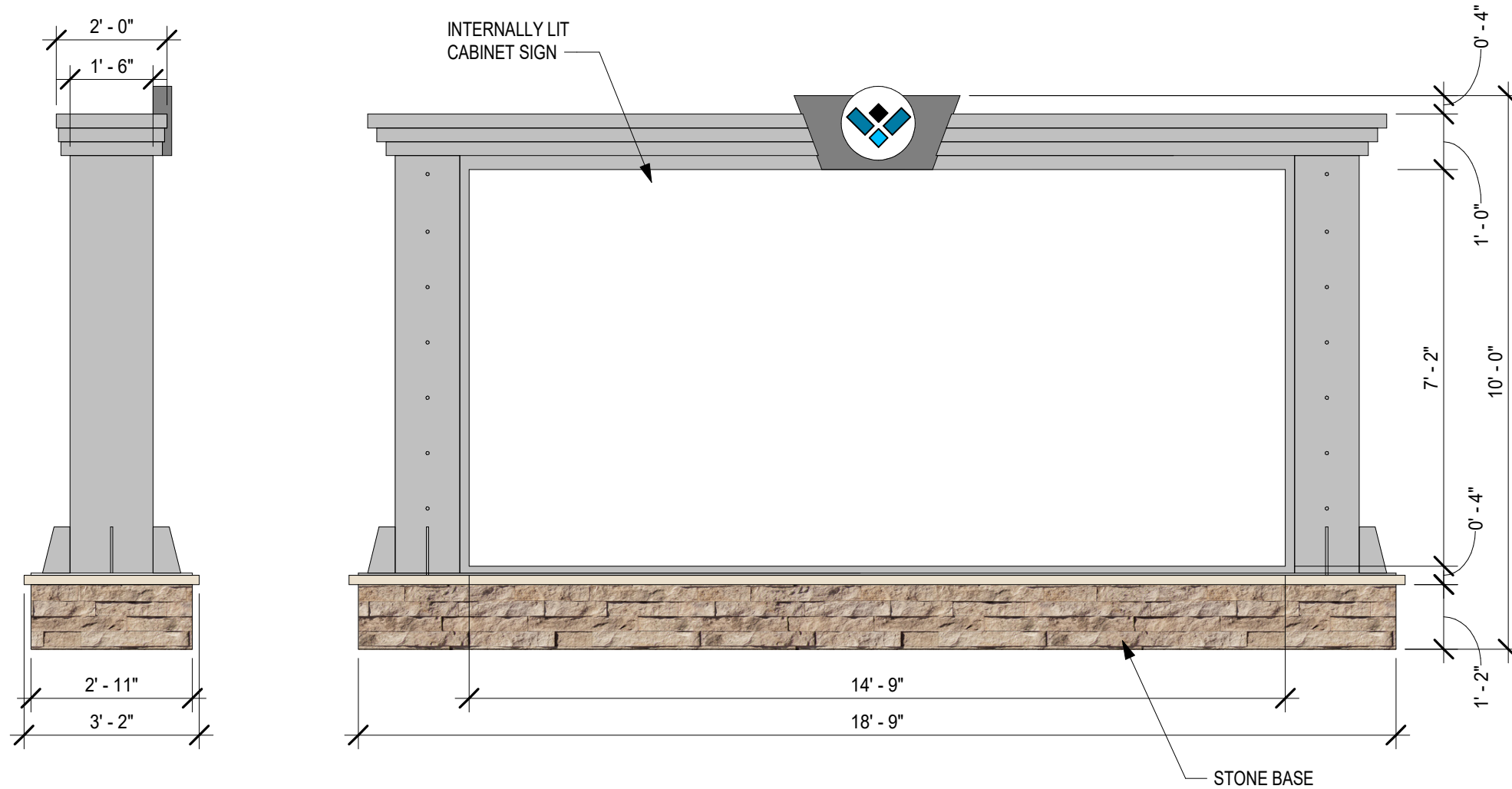
If you have any questions regarding the above, please contact me.

Sincerely,

David N. Olson
Member
Streets of West Pryor, LLC

Enclosures: Per above

cc: Project File w/ 1 set enclosures
Via Email: Dave Olson (daveolson@monarchprojectllc.com)



1 MONUMENT SIGN
SCALE: 3/8" = 1'-0"



schwerdt design group
architecture | interiors | planning

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DATE

MONUMENT SIGN
STREETS OF WEST PRYOR
LEE'S SUMMIT, MO