



April 26, 2024

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 develop approximately one and a half (1.68) acres of real property in Strother's Crossing. See attached Site Plan. We have engaged and retained the professional assistance of architecture (hdesigngroup), civil engineering (Olsson), contracting (Crossland Construction) and geotechnical (Terracon) firms.

We have previously presented a project which has undergone value engineering to rein in costs, this updated version we present within this PDP. 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.

This PDP is being submitted to address 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. Other items regarding building form and materiality, which had come up in the previous design, are addressed in this letter of intent and we believe our updated design aptly addresses these other concerns.

We ask that this submission for this PDP be considered with 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 so to begin discussion on items that need to be reviewed, and so we don't get too far ahead and require rework.

The potential lot is located at the corner of 83rd / 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.

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 83rd / 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, a canopy, 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 (more on building signage below).

It is our opinion that the re-design of the project addresses this concern for variation in the façade better than the previous design. The building is shorter in both length and height, and now incorporates canopy elements that creatively define this façade. We ask that these aspects of the design be accepted within the PDP or granted variance given the intent of a Diventures store.

SEC. 8.170.A Materials

Diventures is a welcoming, family friendly environment. A large share of our business is in swimming classes and we want families to feel at home at our facility. 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.

Of the materials not allowed or conditionally allowed by the UDO we request the following materials be approved within the PDP:

- Standing Seam Metal Roofing: This material is highly durable, sloped-roof style. We have integrated it into the building form for a modern design (see renderings).
- Corrugated Metal Panel: This material is crucial to have in our toolkit because it compatible with a perlin-bearing format that makes metal buildings affordable. We intend to use a concealed fastener, more architectural panel. These types of panels lend themselves to a modern aesthetic, as opposed to more 'warehouse' look associated with the standard exposed fastener, ribbed panel that are commonly used on metal buildings. We intend to accent areas for an aquatically colored façade that will highlight features of the building. Please see the attached documentation for a sample product from a potential metal building supplier. The exact product that we will use is not specified, however this document adequately expresses our intent, and we will have samples for use in meeting throughout this process.
- Other materials: the screening material around the HVAC equipment and the signage material are undecided, however we are moving towards a wood-composite material for the screen and polycarbonate or similar for the signage elements (see renderings. Trash enclosure will be similar to the HVAC screen)

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 '22 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 increase the maximum allowable area or number for signage. As shown as discrete elements in the attached signage document, we are under the allowable area.

Diventures does not intend to employ monument signage, we believe the composition of signage elements on the building is important to establish the subtle oceanic atmosphere that makes Diventures fun, family friendly, and unique.

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 2025.

Thank you very much for your consideration.

Respectfully,

William Munroe
General Manager
Diventures
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