



LEE'S SUMMIT
MISSOURI
Development Services Department

Development Services Staff Report

File Number	PL2024-117 – PRELIMINARY DEVELOPMENT PLAN – Diventures
Applicant	Diventures
Location	2951 NE Independence Ave.
Planning Commission Date	June 27, 2024
Heard by	Planning Commission and City Council
Analyst	Ian Trefren, Planner

Public Notification

Pre-application held: March 26, 2024
Neighborhood meeting conducted: May 22, 2024
Newspaper notification published on: June 8, 2024
Radius notices mailed to properties within 300 feet on: June 10, 2024
Site notice posted on: June 6, 2024

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Attachments

Preliminary Development Plan, received May 28, 2024 – 8 pages
Elevations and Signage Analysis, received May 28, 2024 – 10 pages
Screening Detail, received May 28, 2024
Location Map

1. Project Data and Facts

Project Data	
Applicant/Status	Diventures / Developer
Applicant's Representative	William Munroe
Location of Property	2951 NE Independence Ave.
Size of Property	1.68 acres (73,187 sq. ft.)
Number of Lots	1 Lot
Building Area	8,356 sq. ft.
Building Height	24' 8"
Number of Buildings	1
FAR (Floor Area Ratio)	0.114
Parking Spaces – Required	42
Parking Spaces – Proposed	73
Zoning	CP-2 (Planned Community Commercial District)
Comprehensive Plan Designation	Commercial
Procedure	The Planning Commission makes a recommendation to the City Council on the proposed preliminary development plan. The City Council takes final action on the preliminary development plan in the form of an ordinance. Duration of Validity: Preliminary development plan approval by the City Council shall not be valid for a period longer than twenty-four (24) months from the date of such approval, unless within such period a final development plan application is submitted. The City Council may grant one extension not exceeding twelve (12) months upon written request.

Current Land Use

The subject 1.68-acre property is currently undeveloped vacant ground located in the Strother Crossing commercial subdivision.

Description of Applicant's Request

The applicant is seeking approval of a revised preliminary development plan (PDP) to construct an 8,356 sq. ft. aquatic and SCUBA diving center. A PDP was previously approved in 2022. But due to the proposed elevations being substantially different than what was previously approved, a new PDP approval is required.



2. Project Proposal

Site Design

Land Use	
Impervious Coverage:	62.8%
Pervious:	37.2%
TOTAL	100%

Parking

Proposed		Required	
Total parking spaces proposed:	70 standard stalls 3 ADA stalls 73 total spaces	Total parking spaces required:	42
Accessible spaces proposed:	3	Accessible spaces required:	2
Parking Reduction requested?	No	Off-site Parking requested?	No

Structure(s) Design

Number and Proposed Use of Buildings
1 / aquatic center
Building Height
24' 8"
Building Size
8,356 sq. ft.
Number of Stories
1 story
Floor Area Ratio
0.114 – proposed total FAR (0.55 max in the CP-2 zoning district)

Setbacks (Perimeter)

Yard	Required Minimum	Proposed
Front	15' (Building) / 20' (Parking)	217.5' (Building) / 56.5' (Parking)
Side	10' (Building) / 20' (Parking)	20.46' (Building) / 20.27' (Parking)
Rear	20' (Building) / 20' (Parking)	35.14' (Building) / 13.33' (Parking)*

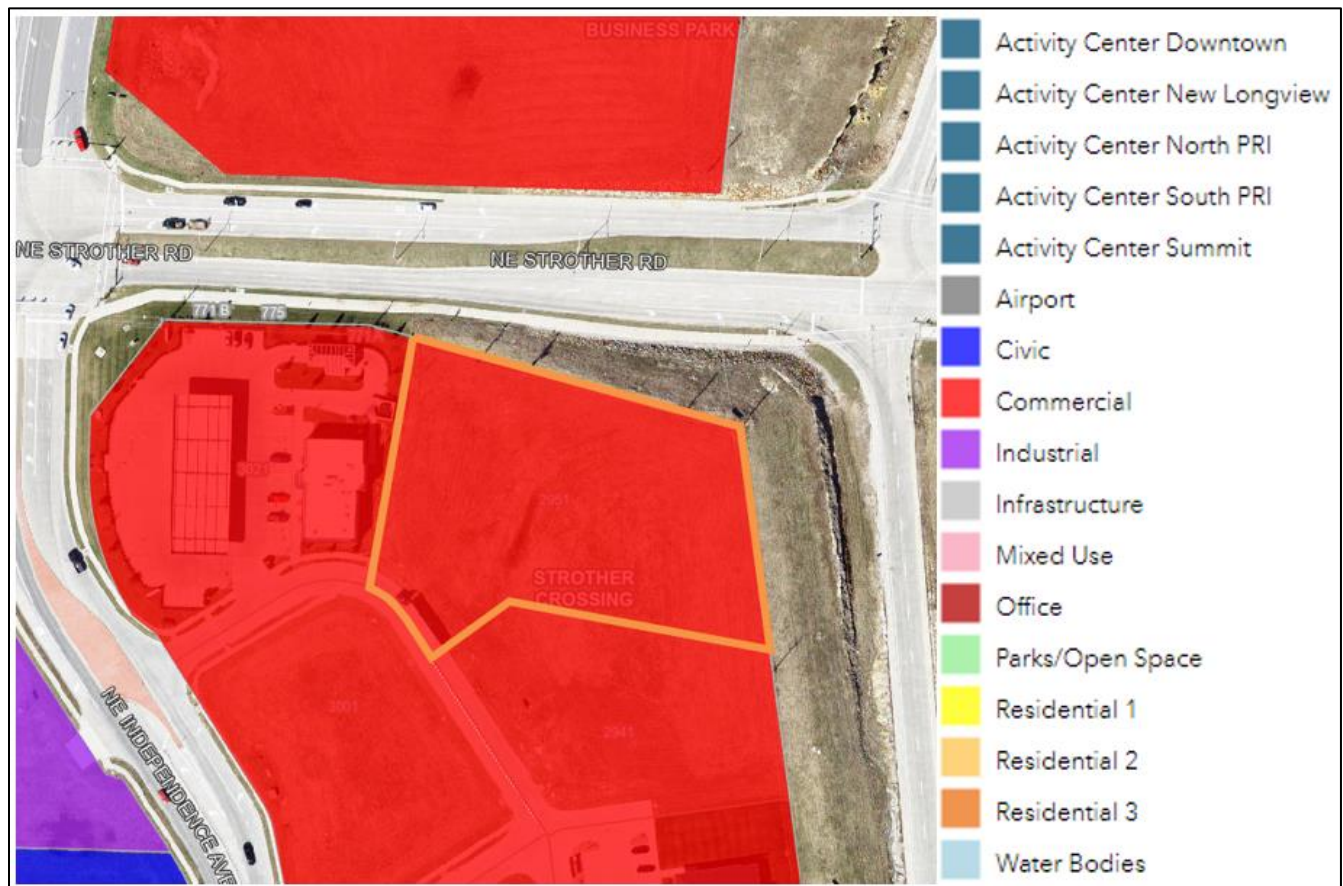
*requires a modification

4. Unified Development Ordinance (UDO)

Section	Description
2.260,2.300	Preliminary Development Plan
4.190	Zoning Districts
9.050	Exempted signs
9.260	Permitted permanent signs

5. Comprehensive Plan

Focus Areas	Goals, Objectives & Policies
Quality of Life	Goal 3.1.A
Resilient Economy	Goal 3.3.A



The 2021 Ignite Comprehensive Plan land use map identifies the subject site's future recommended land use as Commercial. The proposed indoor aquatic and diving center is a land use allowed in the existing CP-2 zoning district.

An objective established in the Comprehensive Plan is to create a community that celebrates, welcomes and supports cultural, parks and recreational amenities. The subject application meets this goal by providing a recreational opportunity not currently available in the city or surrounding communities.

6. Analysis

Background and History

- October 4, 1988 – The City Council approved a rezoning (Appl. #1988-029) from AG (Agricultural) to M-1 (now PI – Planned Industrial) by Ordinance No. 3209.
- March 23, 1989 – The minor plat (Appl. #1988-150) for *Lakewood Business Center on I-470 Plat A* was recorded with Jackson County.
- July 14, 1989 – The minor plat (Appl. #1989-129) for *Lakewood Business Center on I-470 Plat A, Replat No. 1* was recorded with Jackson County.
- February 1, 2002 – The minor plat (Appl. #2002-002) for *Lakewood Business Center on I-470 Plat A, Replat No. 2* was recorded with Jackson County.
- November 7, 2002 – The City Council approved a vacation of right-of-way (Appl. #2002-184) for a 550-foot portion of NE Independence Avenue south of NE Strother Road by Ordinance No. 5423. The purpose for the vacation was to accommodate realignment of the road with NE Ralph Powell Road.
- December 14, 2010 – The Planning Commission approved the preliminary plat (Appl. #2010-071) for *Strother Crossing, Lots 1-9*.
- January 20, 2011 – The City Council approved a rezoning (Appl. #2010-069) from PI (Planned Industrial) to CP-2 (Planned Community Commercial District) and a preliminary development plan (Appl. #2010-070) for land located at the SW and SE corner of NE Independence Ave and NE Strother by Ordinance No. 7013.
- September 3, 2015 – The City Council approved a final plat (Appl. #2015-091) for *Strother Crossing, 1st Plat, Lots 1-4*. by Ordinance No. 7698.
- August 15, 2019 – The minor plat (Appl. #PL2019-201) for *Strother Crossing, Lots 4A-4C* was recorded with Jackson County, document # 2019E0064152.
- September 6, 2022 – The City Council approved a preliminary development plan (Appl. #2022-198) for *Diventures* by Ordinance No. 9491.

Compatibility

The proposed building materials utilized in the design of the proposed aquatic center include a combination of concrete masonry units and corrugated concealed-fastener metal panels. The proposed building materials are compatible with the design and construction of existing commercial and industrial buildings in the surrounding developments, particularly the K1 Speed building located to the south of the subject property.

Adverse Impacts

The proposed development will not detrimentally impact the surrounding area. The proposed project develops a long-vacant property.

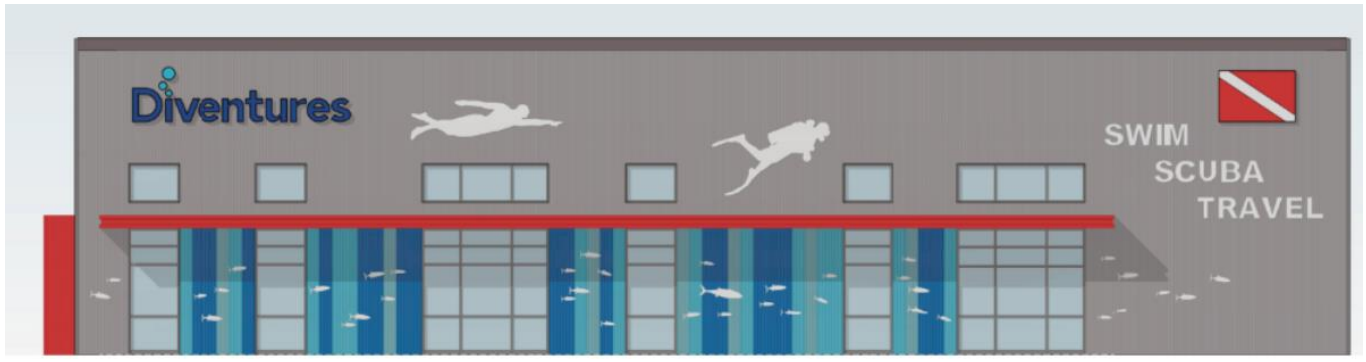
Public Services

The proposed development will not impede the normal and orderly development and improvement of the surrounding property. Water and sanitary sewer for the proposed development will utilize existing public water and sewer lines that are on or adjacent to the property.

The storm system for the development is all private and connects to adjacent private infrastructure. There is no on-site stormwater detention; stormwater is managed via an existing private regional stormwater retention basin located east of NE Independence Ave along NE Jones Industrial Dr.

Exempted Signs

The applicant has proposed to install architectural features on the north side of the subject structure in the form of various fish, a swimmer, and a diver. The UDO defines an architectural feature as decorative materials, embellishments, attachments, or other elements of buildings that do not contain letters, trademarks, moving parts or lights. Examples include columns, cornices, arches, dormers, public and private art, and sculptures attached to the building. Architectural features are exempted from the sign requirements as outlined in the UDO. As such, the proposed architectural features are not calculated as part of the overall sign package, nor do they require a sign permit.



Additional Wall Sign Request

- **Required** – A single tenant building is allowed three (3) walls signs.
- **Proposed** – The applicant has nine (9) total wall signs as shown on the Signage Analysis document, an increase of one from the previously approved application.
- **Recommendation** – 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 site will have visibility to I-470 on the east and south sides of the building. The north and west sides of the building will be visible from NE Strother Rd. Staff believes the proposed nine (9) wall signs are compatible for the area, proportional for the building and provides a reasonable means of identification for the tenant space.

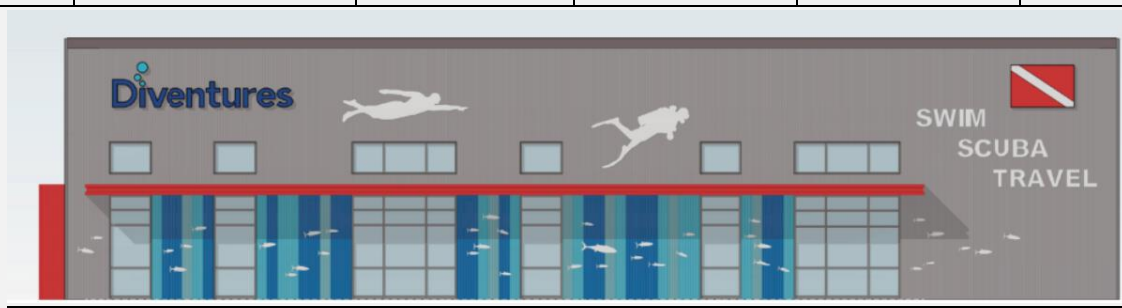
The increase in sign count from the previously approved PDP is caused by the addition of a “Diventures” sign to the south façade. The proposed signage meets all other UDO requirements related to signage, included maximum letter height, lighting, and sign area.

Wall Sign Standards

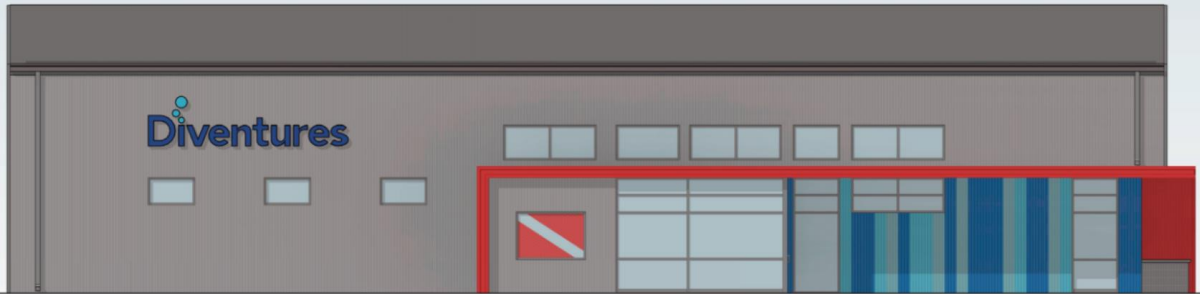
	Copy & Location	Letter Height	Sign Area	Number of Signs	Lighting
UDO Standards (CP-2)	--	6' (72") max.	10% of façade area – max. allowable sign area	3 by right per single-tenant building	External indirect, halo, or internal lighting

Proposed Wall Signs

North Elevation					
	Copy	Letter Height	Sign Area	Number of Signs	Lighting
Wall Sign #1		4' 3.5" (51.5")	73.67 sq. ft. (3.0% of façade area)	--	Internal lighting
Wall Sign #2		1' 8" (20")	10.76 sq. ft. (0.28% of façade area)	--	Internal lighting
Wall Sign #3		1' 8" (20")	14.44 sq. ft. (0.59% of façade area)	--	Internal lighting
Wall Sign #4		1' 8" (20")	11.59 sq. ft. (0.47% of façade area)	--	Internal lighting
Wall Sign #5		--	24 sq. ft. (0.97% of façade area)	--	Internal lighting



East Elevation					
	Copy	Letter Height	Sign Area	Number of Signs	Lighting
Wall Sign #6		4' 3.5" (51.5")	73.67 sq. ft. (3.92% of façade area)	--	Internal lighting
					

South Elevation					
	Copy	Letter Height	Sign Area	Number of Signs	Lighting
Wall Sign #7		4' 3.5" (51.5")	73.67 sq. ft. (3.79% of façade area)	--	Internal lighting
Wall Sign #8		--	24 sq. ft. (1.24% of façade area)	--	Internal lighting
					

West Elevation					
	Copy	Letter Height	Sign Area	Number of Signs	Lighting
Wall Sign #9		4' 3.5" (51.5")	73.67 sq. ft. (3.92% of façade area)	--	Internal lighting
					

Previously Approved Similar Sign Applications & Modifications					
Appl. No.	Type of Appl.	Business	Zoning District	Ordinance Requirement for Administrative Approval	Approved by Planning Commission or City Council
PL2021-225	SIGN	Charlie's Car Wash	CP-2	Number: 3 wall signs (4 under approved PDP)	6 wall signs
PL2021-055	SIGN	Whataburger	CP-2	Number: 3 wall signs	6 wall signs
PL2018-002	SIGN	B&B Theaters New Longview 7	PMIX	Number: 3 wall signs	7 wall signs
PL2017-213	SIGN	KC Pain Center & HCA Midwest Pain Mgmt. Ctr.	CP-2	Number: 2 wall signs in a multi-tenant building	7 wall signs
PL2017-060	SIGN	PetSmart	CP-2	Number: 3 wall signs	8 wall signs
2005-413	SIGN	Meiner's Convenience Store	PMIX	Number: 3 attached signs	1 wall sign; 3 canopy signs

Building Materials. Previously approved materials.

The applicant previously requested and received Planning Commission and City Council approval of the use of wood look aluminum architectural metal panels.



Previously Approved Design Rendering

Building Materials. Proposed materials.

The applicant is seeking approval to use concealed-fastener metal paneling in six color swatches. The proposed metal panel system is the Tech Four product produced by Varco Pruden. The substantial change in metal composition and architectural style necessitated the re-approval of the design via preliminary development plan. The proposed building materials are compatible with the design and construction of existing commercial and industrial buildings in the surrounding developments, particularly the K1 Speed building located to the south of the subject property.



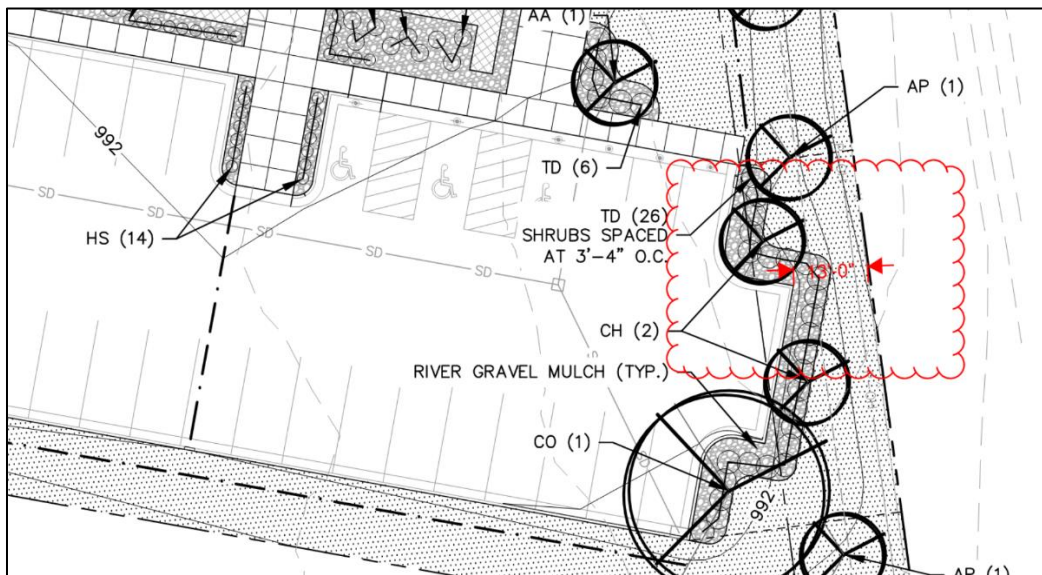
Proposed Design Rendering

Modifications

The applicant is seeking a modification to UDO Section 8.620 pertaining to the required 20' parking lot setback. Staff has reviewed the request and supports the requested modification for the reasons identified below

- **Required** – All parking lots shall be set back a minimum 20 feet from any public right-of-way or private street edge of pavement.

- **Proposed** – The applicant has proposed a 13' parking lot setback on the side (eastern) property line adjacent to the southbound I-470 on-ramp at NE Strother Rd.
- **Recommendation** – The parking area is adjacent to a significant area of green space (MoDOT right-of-way), nearly 110' deep. The MoDOT ROW gives the appearance of a buffer and adequate separation distance from the I-470 ramp. In addition to the significant green space provided by the ROW, the applicant will be installing a row of shrubs along the parking lot edge to help provide additional screening. This is the same modification that was granted to the previously approved PDP under the same rationale.



Recommendation

With the conditions of approval below, the application meets the goals of the Ignite! Comprehensive plan, the requirements of the UDO and Design and Construction Manual (DCM).

7. Recommended Conditions of Approval

Site Specific

1. A modification to the required 20' parking lot setback shall be granted, to allow for a 13' parking lot setback on the side (eastern) property line adjacent to the I-470 MoDOT right of way.
2. Nine (9) total attached wall signs shall be approved as shown on the Sign Analysis, received May 28, 2024.
3. Development shall be in accordance with the preliminary development plan received May 28, 2024.

Standard Conditions of Approval

4. All required engineering plans and studies, including water lines, sanitary sewers, storm drainage, streets and erosion and sediment control shall be submitted along with the final development plan. All public infrastructure must be substantially complete, prior to the issuance of any certificates of occupancy.
5. All Engineering Plan Review and Inspection Fees shall be paid prior to approval of the associated engineering plans and prior to the issuance of any site development permits or the start of construction (excluding land disturbance permit).

6. All subdivision-related public improvements must have a Certificate of Final Acceptance prior to approval of the final plat, unless security is provided in the manner set forth in the City's Unified Development Ordinance (UDO) Section 7.340. If security is provided, building permits may be issued upon issuance of a Certificate of Substantial Completion of the public infrastructure as outlined in Article 3, Division V, Sections 3.540 and 3.550 and Article 3, Division IV, Section 3.475 of the UDO, respectively.
7. A Land Disturbance Permit shall be obtained from the City if groundbreaking will take place prior to the issuance of a site development permit, building permit, or prior to the approval of the Final Development Plan / Engineering Plans.
8. Private parking lots shall follow Article 8 of the Unified Development Ordinance for pavement thickness and base requirements.
9. Any cut and / or fill operations, which cause public infrastructure to exceed the maximum / minimum depths of cover shall be mitigated by relocating the infrastructure vertically and / or horizontally to meet the specifications contained within the City's Design and Construction Manual.
10. All issues pertaining to life safety and property protection from the hazards of fire, explosion or dangerous conditions in new and existing buildings, structures and premises, and to the safety to fire fighters and emergency responders during emergency operations, shall be in accordance with the 2018 International Fire Code.
11. IFC 507.5.1 - Where a portion of the facility or building hereafter constructed or moved into or within the jurisdiction is more than 300 feet from a hydrant on a fire apparatus access road, as measured by an approved route around the exterior of the facility or building, on-site fire hydrants and mains shall be provided where required by the fire code official.
12. IFC 503.2.3 - Fire apparatus access roads shall be designed and maintained to support the imposed loads of fire apparatus and shall be surfaced so as to provide all-weather driving capabilities.
13. All screening of ground-mounted mechanical equipment shall comply with UDO standards for permitted materials.