

**MEETING DATE:** November 15, 2022

**STAFF:** Stuart Borders, Senior Planner

**PROJECT NAME:** KC.QUICK Food Mart sign

**CASE NUMBER / REQUEST:** **Case 22-600-02 – Special Sign Permit – 11805 E. 23<sup>rd</sup> Street S. - A**  
request by Riad Baghdadi for a Special Sign Permit approval for canopy signage.

**APPLICANT:** Riad Baghdadi for KC.QUICK

**PROPERTY ADDRESS:** 11805 E. 23<sup>rd</sup> Street

**SURROUNDING ZONING / LAND USE:**

**N/E/W:** C-2 (General Commercial); Various commercial buildings and uses

**South:** R-30/PUD (High Density Residential/Planned Unit Development); Apartments

### RECOMMENDATION

Staff recommends **APPROVAL** of this special sign permit application.

### PROJECT DESCRIPTION & BACKGROUND INFORMATION

**PROJECT DESCRIPTION:**

As this convenience store project nears completion, KC.QUICK seeks to install additional signage on the north elevation of the gasoline canopy in front of the store. This canopy, a typical feature of this type of business, is located between the store building and the street. The bottom of the metal structure is 16 feet above finished grade with the total height being 18 feet. Currently, there is a 20.25 square foot 'Q' sign on the canopy's north elevation. This northern canopy wall is three feet in height and 80 feet in length, totaling 240 square feet and sets back roughly 24 feet from the front property line. The City Code maximum area limitation for a wall sign is 10% of the wall area. However, the company also seeks to install a 'KC.QUICK' sign on the north side of the canopy. This proposed 40.63 sign, when added to the existing 'Q' sign totals 60.88 square feet, 36.88 square feet over the maximum area of 24 square foot.

The colors of the sign is the corporate medium green combined with black and white contrasting colors. While not installed yet, the store will also feature a monument sign along the street.

### ANALYSIS

**Consistency with *Independence for All*, Strategic Plan:**

The addition of this sign help 'Grow retail and commercial business' in the city.

## Comprehensive Plan Guiding Land Use Principles:

This sign will help promote quality in the design of new private development.

### REVIEW CRITERIA

Recommendations to and decisions of the Planning Commission on Special Sign Permit applications must be based on consideration of the following:

1. **The purpose and intent of the article** – *The proposed sign will help provide identification for a business new to the city. It is fairly common for gas station canopies to have signs identifying the business.*
2. **Use of the facility** – *Once completed, the location will be used for a convenience store/gasoline station.*
3. **Size of the site** – *This property contains 0.96 acres.*
4. **Height of the canopy** – *Construction plans indicate the total height of the canopy is 18 feet above the finished grade of the site.*
5. **Number, size, and height of signs on the surround properties** – *Being on one of the city's major commercial corridors the surrounding properties feature an assortment of wall, monument, and pole signs.*
6. **Number, size, and height of signs previously approved for similar uses within the community** – *Gasoline island canopies are typical feature with convenience stores. Generally, the signage on other canopies have been limited to a simple logo or a gas pricer board due to sign area restrictions.*
7. **Surrounding zoning and land uses** – *Properties along 23<sup>rd</sup> Street have long been zoned some level of commercial (primarily C-2) and are in use by an assortment of small business from fast-food restaurants to offices to used car lots.*
8. **Topography of the site** – *Having been graded out prior to construction, most of the site is a perhaps a foot higher than the adjoining E. 23<sup>rd</sup> Street before sloping to the south at the rear of the property.*
9. **Any other factor relating to:**
  - a. The physical character of the sign, excluding content except for obscenity – *The proposed additional sign is not out of character with other existing signage along this commercial corridor.*
  - b. Its physical relationship to the principal building and site – *As the canopy is sited between the store itself and the street, the proposed additional sign does help identify the business.*
  - c. Any unique visibility considerations. – *As the proposed signage is 16+ feet above grade, it's not expected that the signage will create any unique visibility concerns.*

### EXHIBITS

1. Applicants letter

2. Application
3. Photo of Store Front
4. Sign Details
5. Site Plan
6. Comp Plan Map
7. Zoning Map