

**MEETING DATE:** January 23, 2024

**STAFF:** Brian L. Harker, Senior Planner

**PROJECT NAME:** Walmart 6500.220-Independence, MO Remodel

**CASE NUMBER/REQUEST:** **Case 24-600-02 – Special Sign Permit – 3411 S. Noland Road** – A request by Jason Skock with Walmart for approval of a Special Sign Permit.

**APPLICANT:** Jason Skock of Core States Group

**APPLICANT ADDRESS:** 5199 Locust Post Lane, Columbus, OH 43230

**PROPERTY ADDRESS:** 3411 S. Noland Road

**SURROUNDING ZONING/LAND USE:**

**North:** C-1 (Neighborhood Commercial) & R-6 (Single-Residential)...high school

**South:** C-1 (Neighborhood Commercial) & C-2 (General Commercial)...retail and gas station

**East:** C-1 (Neighborhood Commercial)...parking lot

**West:** C-2 (General Commercial)...car rental agency and restaurant

### RECOMMENDATION

Staff recommends **APPROVAL** of a Special Sign Permit to exceed the maximum allowable coverage for a proposed sign on a canopy addition located on the south side of the Walmart Marketplace at 3411 S. Noland Road.

### PROJECT DESCRIPTION & BACKGROUND INFORMATION

The applicant requests approval to to exceed the maximum allowable coverage for a proposed sign on a canopy addition located on the south side of the Walmart Marketplace at 3411 S. Noland Road. The Unified Development Ordinance (UDO) permits canopy signs to have a coverage of no more than 12-square feet. The applicant request is for 37.72-square feet. The proposed canopy for the drive-through pharmacy, located back from the front building line along the the southside of the building, will have the above described small façade sign on its west side.

### 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 along the Noland Road corridor. The Guiding Principle most relevant to this proposal is that it could help to, “Adapt retail sector to marketplace trends.”

**Sub-Area Plan:**

The property is located within the Noland Now Plan Area.

**Site Plan:**

The submittal includes a site plan showing the drive-through for the drive-through pharmacy and the associated canopy to contain the canopy sign.

**Elevations:**

The submittal includes the elevations for the building, canopy, and the canopy sign.

**Historic and Archeological Sites:**

There do not appear to be any significant historic or archeological sites on the property.

**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 request will allow for the construction of the proposed “façade” sign on a canopy exceeding allowed amount coverage.*
2. **Use of the facility** – *The location will continue to be a supermarket with a drive through pharmacy.*
3. **Size of the site** – *The lot containing the new signage is 194,198-square feet in area.*
4. **Height of the sign** – *The elevations indicate the canopy will have 11-feet of clearance.*
5. **Number, size, and height of signs on the surrounding properties** – *Being along one of the City’s major commercial corridors, the surrounding properties feature an assortment of façade, monument and pole signs.*
6. **Number, size, and height of signs previously approved for similar uses within the community** – *There have been a few such signs approved around the City; mainly for gas station canopies.*
7. **Surrounding zoning and land uses** – *Properties along the Noland Road corridor have long been zoned for some level of commercial (primarily C-2) and are in use by an assortment of small business from fast-food restaurants to hotels to offices to shopping centers.*
8. **Topography of the site** – *The Walmart lot is a relatively flat property.*
9. **Any other factor relating to:**
  - a. *The physical character of the sign, excluding content except for obscenity – The proposed sign is not out of character with other existing signage along this commercial corridor.*
  - b. *Its physical relationship to the principal building and site – The proposed signage will guide people to and through the drive-through pharmacy.*
  - c. *Any unique visibility considerations – As the proposed signage is a “façade” canopy, the sign will not have any visibility concerns.*

**EXHIBITS**

1. Narrative
2. Application

3. UDO Code
4. Site Plan
5. Sign Elevations
6. Sign Details
7. Comp Plan Map
8. Zoning Map