



City Planning & Development Department

Development Management Division

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Kansas City, Missouri 64106-2795

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**STAFF REPORT**

**July 15, 2014**

**(6)**

**RE:** **Case No. 8488-P-5**

**APPLICANT:** Vanessa Harbrucker  
Acme Sign Inc.  
1313 Vernon Street  
North Kansas City, MO 64116

**PROPERTY OWNER:** Trinity Property Consultants  
4685 MacArthur Court, Suite 400  
Newport Beach, CA 92660

**AGENT:** Todd Mros  
Ramsay Sign Inc.  
9160 SE 74<sup>th</sup> Street  
Portland, OR 97206

**LOCATION:** Generally located south of W 46<sup>th</sup> Street between  
Jefferson Street and Pennsylvania Avenue.

**AREA:** Approximately 1.73 acres

**REQUESTS:** Signage Plan for an existing apartment complex

**PURPOSE:** To allow for an apartment building signage plan

**SURROUNDING LAND USES:** **North:** multifamily residential, single family residential  
**South:** commercial, institutional (Church of Christ,  
Scientist, Unity Temple)  
**East:** multifamily residential, commercial  
**West:** multifamily residential, single family residential,  
commercial

**LAND USE PLAN:** The development is located within the **Midtown Plaza  
Area Plan** and recommends mixed uses at this  
location.

**MAJOR STREET PLAN:** No immediately adjacent streets.

**RELATED CASES:**

**Case No. 2739-A** – Granted variances and approved construction for apartment buildings at the 4600 blocks of Jefferson and Pennsylvania.

**Case No. 8488-A – 4609 Jefferson, 4619 Jefferson, 609 W 46<sup>th</sup> Street** – Dismissed a request for variances to the front, rear, and side yard for existing buildings, and variance of parking requirements.

**Case No. 8488-A-1 – 4609 Jefferson** – Approved a request for all yard variances for the existing buildings, variances for a new parking structure, variances for the canopies, and a special use permit for off-site parking.

**Case No. 8488-A-2 – 4609 Jefferson** – Dismissed a request for a variance of the side yard requirements for a parking garage.

**Case No. 8488-A-4** – Approved a conditional use permit for 3 signs to identify a multifamily apartment complex and granted a variance to allow internal illumination of the 3 proposed signs.

**CURRENT CONDITIONS:**

The site of the proposed signage is developed with three high-rise apartment buildings, currently known as the Dunlieth Towers, and a parking garage located on the east side of Jefferson Street, between W 46<sup>th</sup> Street to the north and W 47<sup>th</sup> Street to the south. Plans and construction of these buildings were approved in 1958. A majority of the site is zoned R-0.5 and comprised of approximately 1.73 acres – the southeast corner of the site is zoned B4-5. The three existing apartment buildings are identical – two of these buildings face Jefferson Street and one faces W 46<sup>th</sup> Street. Access to the parking garage is located on W 46<sup>th</sup> Street and Pennsylvania Avenue.

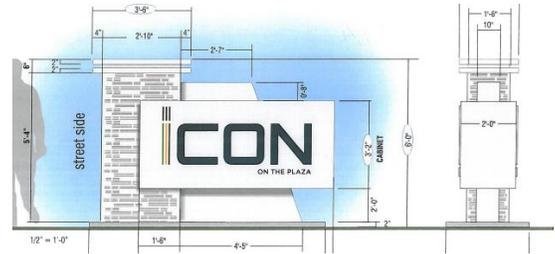
Existing signs on the site includes a monument sign reading “Dunlieth Towers,” a wall sign reading “Information Center,” a freestanding sign reading “Dunlieth Towers,” and a wall sign reading “Dunlieth Towers” above the parking garage entrance. All existing signage on the site will be replaced. There is no existing signage identifying the buildings. There are no changes proposed to the campus with this case, other than the signage.

**PLAN REVIEW:**

The property owner is rebranding the buildings as “Icon on the Plaza” which replaces the current “Dunlieth Towers.” The subject site is comprised of two lots with three identical apartment towers, an in-ground pool, and a parking garage. The proposed signage plan is a part of the greater rebranding of the apartments and also aims to identify each apartment building. The new signage has a cohesive, comprehensive look that identifies the three buildings as a part of the Icon on the Plaza development and differentiates the three towers from each other. The proposed signage includes two monument signs and 11 wall signs. The signage package will also replace existing wall plaques displaying the addresses of each of the towers.

There are three proposed monument signs. The monument signs meet the requirements of the Zoning and Development Code and have received permits for their installation.

The first sign, referred to as Sign A in the submitted sign package, would be located at the southwest corner of the site and would be visible from Jefferson. The proposed sign would read "ICON ON THE PLAZA" and would be constructed of aluminum panels with a concrete perforated column. Sign A would be centered above a concrete pad with recessed low profile lights shining up onto the column. Internal lighting would be used to illuminate the sign cabinet. The square concrete column would measure 6 feet tall and 2 feet 10 inches wide. The sign cabinet would be elevated 2 feet by a decorative trapezoid-shaped element. The sign cabinet would measure 7 feet wide by 3 feet 2 inches tall. Overall the sign would be 6 feet tall and approximately 8 feet 6 inches wide.



**Sign A**



**Sign B**

The second monument sign, referred to as Sign B in the submitted sign package, would be located at the north east corner of the site and would be visible from W 46<sup>th</sup> Street and Pennsylvania Avenue. The proposal shows an aluminum panel between two posts with no solid base. The sign would read "ICON ON THE PLAZA" at the top with the text "INFORMATION CENTER 4621 JEFFERSON" below. The sign would be 6 feet tall and 2 feet 3 inches wide. In order to meet the requirements of monument sign a solid base would need to be added.



**Sign D**

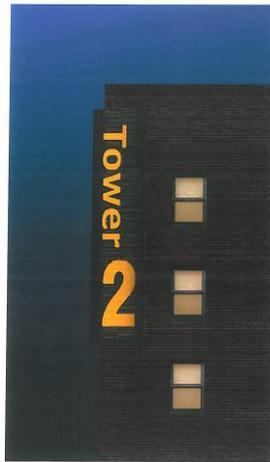
The third proposed monument sign, Sign D, would be located on a freestanding wall in front of the 4617 Jefferson Building. The sign would identify the entrance to the management offices for the building and would read "Information Center." No logos would be included on the sign. The sign would measure 6 inches tall by 8 feet wide.



**Sign E**

There are ten proposed walls signs, referred to as Sign E and Signs G in the submitted sign package. Sign E would indicate the entrance to the parking garage for the complex and would be visible from Pennsylvania Avenue. The sign would read "ICON ON THE PLAZA" and would be centered above the garage door. The sign would measure 2 feet 6.5 inches tall and 12 feet 5 inches high.

Signs G would be located on the corners of each of the existing apartment towers to differentiate between the structures. Two signs are proposed for each building – one on opposite corners of each building. The signs would be constructed of aluminum with a pattern similar to that found on the monument sign perforated onto the surface. The signs would have two faces that meet at a right angle. The signs would read "Tower 1," "Tower 2," and "Tower 3" in cut out letters and the sign would be back lit with color lights. The signs would be 20 feet tall and 4 feet 10 inches wide. The Zoning and Development Code allows for one wall sign per multifamily residential building. The signs are one piece but are seen on two facades – the facades with main entrances would have two visible signs. Approving the sign package would allow the applicant to deviate from the Zoning and Development Code.



**ANALYSIS:**

The sign package proposed for the apartment complex would aid in the branding and identification of the development. The three buildings are identical with no signage or features to differentiate between them. The addition of the wall signs indicated "Tower 1," "Tower 2" and "Tower 3" would help guests find their destination. The Zoning and Development Code allows for one wall sign per multifamily residential building. The signs are one piece but are seen on two facades – the facades with main entrances would have two visible signs. The signs are larger than allowed as well. Rather than requesting variances, approving the sign package would allow the applicant to deviate number and size requirements of the Zoning and Development Code. The signs are two full stories tall – in staff's opinion these signs are larger than necessary for visibility and out of character with the surrounding area. All of the signage is internally illuminated, or not illuminated at all – there are no digital or moving elements to any of the proposed signs on the site. Sign B requires a solid base to be considered a monument sign. The remainder of the proposed signage complies with the Code requirements.

**RECOMMENDATIONS:**

Staff recommends **APPROVAL** of **Case No 8488-P-5** subject to the following conditions:

1. That 6 copies of a revised drawing, along with a digital copy of the same, be submitted to Development Management staff prior to ordinance request showing the following additions/changes to the plan:
  - a. Signs G are reduced to 15 feet tall
  - b. A solid base is added to Sign B
  
2. That no sign encroaches into any existing utility easement.

Respectfully Submitted,



Ashley Winchell  
Staff Planner

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**ADMINISTRATIVE EXHIBITS**

- |                                     |   |
|-------------------------------------|---|
| 1- Zoning Ordinance                 | 7- Mailed Notice                                    |
| 2- Rules and Regulations of the BZA | 8- Docket Map                                       |
| 3- Qualifications of Members        | 9- Staff Report <i>dated 07-15-2014</i>             |
| 4- Application                      | 10- Video   |
| 5- Published Notice                 | 11- Aerial Photograph                               |
| 6- Certificate of Mailing           | 12- Site Plan                                       |
|                                     | 13- Powerpoint presentation <i>dated 07-15-2014</i> |