

# COMMUNITY PROJECT/REZONING

## Ordinance Fact Sheet

Case No. 8488-P-5

### Brief Title

To approve an apartment building signage plan

Ordinance Number

### Details

#### Location:

Generally located south of W 46th Street between Jefferson Street and Pennsylvania Avenue.

#### Reason for Legislation:

Signage Plan for an existing apartment complex on an approximately 1.73 acre

#### EXISTING 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 46th Street to the north and W 47th Street to the south. Plans and construction of these buildings were approved in 1958. The three existing apartment buildings are identical – two of these buildings face Jefferson Street and one faces W 46th Street. Access to the parking garage is located on W 46th Street and Pennsylvania Avenue. All existing signage on the site will be replaced. There is no existing signage identifying the buildings.

#### REVISED PLANS:

The property owner is rebranding the buildings as “Icon on the Plaza” which replaces the current “Dunlieth Towers.” 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 7 wall signs.

The revised signage would be similar to the original in design. The panels would wrap around the corners of each building and would be constructed of aluminum. The revised proposed signs would be 13 feet 9 inches tall. No text would appear on the sign, rather the sign would feature the “Icon on the Plaza” logo which can be found on other signs throughout the development. The logo would be a different color on each building and would be backlit for visibility at night.

#### ORIGINAL REQUEST:

Tower signs 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

### Positions/Recommendations

<b>Sponsors</b>	Robert Langenkamp, AICP, Director Department of City Planning & Development
<b>Programs, Departments or Groups Affected</b>	4 <sup>th</sup> District (Marcason, Glover)
<b>Applicants / Proponents</b>	<b>Applicant</b> Vanessa Harbrucker Acme Sign Inc. 1313 Vernon Street North Kansas City, MO 64116  <b>City Department</b> City Planning & Development <b>Other</b>
<b>Opponents</b>	<b>Groups or Individuals</b> Plaza Westport Neighborhood Association <b>Basis of Opposition</b> Feels signs too large/out of character
<b>Staff Recommendation</b>	<input checked="" type="checkbox"/> <b>For</b>  <input type="checkbox"/> <b>Against</b>  <b>Reason Against</b>
<b>Board or Commission Recommendation</b>	City Plan Commission (6-0) 05-20-2014 By Baker-Hughes, Gutierrez, Martin, May, Van Zandt and Macy. <input type="checkbox"/> <b>For</b> <input type="checkbox"/> <b>Against</b> <input type="checkbox"/> <b>No Action Taken</b>  <input checked="" type="checkbox"/> <b>For, with revisions or conditions</b> (see details column for conditions)
<b>Council Committee Actions</b>	<input type="checkbox"/> <b>Do Pass</b>  <input type="checkbox"/> <b>Do Pass (as amended)</b>  <input type="checkbox"/> <b>Committee Sub.</b>  <input type="checkbox"/> <b>Without Recommendation</b>  <input type="checkbox"/> <b>Hold</b>  <input type="checkbox"/> <b>Do not pass</b>

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signs would be 15 feet tall and 3 feet 6 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.

**RECOMMENDATION:**

At its July 15, 2014 meeting, the City Plan Commission recommended approval of Case No. 8488-P-5, subject to the following condition:

1. That no sign encroaches into any existing utility easement.

<b>Policy or Program Change</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Operational Impact Assessment</b>	

**Finances**

<b>Cost &amp; Revenue Projections – Including Indirect Costs</b>	
<b>Financial Impact</b>	
<b>Funding Source(s) and Appropriation Account Codes</b>	

**Fact Sheet Prepared By:** Ashley Winchell  
Staff Planner

**Date Prepared:** November 4, 2014

**Reviewed By:** Diane Binckley, AICP  
Division Manager  
Development Management

**Date Reviewed:**

**Initial Application Filed:** May 30, 2014  
**City Plan Commission:** July 15, 2014  
**Revised Plans Filed:** June 22, 2014

**Reference Numbers:**  
Case No. 8488-P-5