



# CITY PLAN COMMISSION STAFF REPORT

City of Kansas City, Missouri  
City Planning & Development Department  
[www.kcmo.gov/cpc](http://www.kcmo.gov/cpc)

May 8, 2024

**Project Name**  
Culver's Menu Board Amendment

**Docket #14**

**Request**  
CD-CPC-2023-00131  
Rezoning to MPD (Major Amendment)

**Applicant**  
Lora Martinson  
Springfield Sign  
4825 E Kearney St Springfield, MO 65803

**Owner**  
BB North Oak Devco LLC  
7121 W 79<sup>th</sup> St Overland Park, KS 66204

Location 9700 N Oak Trfy  
Area About 1.43 acres  
Zoning MPD  
Council District 1<sup>st</sup>  
County Clay  
School District North Kansas City 250

**Surrounding Land Uses**  
**North:** Commercial uses/pending development, zoned MPD  
**South:** Commercial uses, zoned MPD  
**East:** Residential uses, zoned R-7.5  
**West:** Residential uses, zoned MPD

**Major Street Plan**  
N Oak Trafficway is identified on the City's Major Street Plan as a Local Link.

**Land Use Plan**  
The Gashland/Nashua Area Plan recommends Mixed Use Neighborhood for this location.

## APPROVAL PROCESS



## PROJECT TIMELINE

The application for the subject request was filed on 8/2/2023. Scheduling deviations from have occurred.

- The applicant continued the case off docket in September 2023.

## NEIGHBORHOOD AND CIVIC ORGANIZATIONS NOTIFIED

The subject site is not located within a registered neighborhood or homes associations.

## REQUIRED PUBLIC ENGAGEMENT

Public engagement as required by 88-505-12 does apply to this request. Applicant hosted a meeting on 8/23/2023. A summary of the meeting is attached to the staff report, see Attachment #3.

## EXISTING CONDITIONS

The subject site is under construction and part of an approved MPD development plan including four other commercial pad sites along N Oak Trafficway.

## SUMMARY OF REQUEST + KEY POINTS

The applicant is seeking approval of a major amendment to a previously approved Master Planned Development to allow for an oversized menu board monument sign in district MPD on about 1.4 acres generally located at the northwest corner of NE 97th Street and N Oak Trafficway.

## CONTROLLING + RELATED CASES

**Case No. CD-CPC-2021-00208 – Ordinance 220235** 9700 N Oak - A request to approve a major amendment to the approved MPD (Master Planned Development District) preliminary development plan, which also serves as preliminary plat to create five (5) lots and one (1) tract on about 7.2 acres, generally located at the northwest corner of N. Oak Trfy and NE. 97th St. Approved March 28, 2022

**Case No. CD-CPC-2022-00147** - A request to approve an MPD Final Plan in District MPD for a drive through restaurant on about 1.43 acres generally located at 9700 N Oak Trfy. Approved September 20, 2022

**PROFESSIONAL STAFF RECOMMENDATION**

Docket #14 Denial

**PLAN REVIEW**

This major amendment proposes larger menu board signs than allowed per the approved design standards in the previously approved MPD. Although Culver's, which is currently under construction, is requesting larger menu board signs, the change to the design standards would affect the entire MPD area. The approved design standards dictate that menu boards shall not exceed 32 square feet, shall not exceed 8 feet in height, shall be located adjacent to and oriented toward the drive-through lane and may not contain letters exceeding 6 inches, and an additional menu board may be allowed if queuing length, location, and configuration justifies the additional sign.

The applicant is proposing two menu boards, one for each drive-through lane, that will be 47 square feet adjacent to, and oriented towards, N Oak Trafficway. Because the proposed signage exceeds what is allowed by the design standards, the only way to permit the larger signs is to amend the MPD standards that were approved by ordinance. Additionally, the currently approved MPD design standards allow a 32 square foot menu board, which is larger than what the Code allows: maximum of 30 square feet.

**SPECIFIC REVIEW CRITERIA****Master Planned Developments (88-520-03-G)**

In reviewing and making decisions on proposed MPD rezonings and preliminary development plans, review and decision-making bodies must consider at least the following factors:

**A. The preliminary development plan's consistency with any adopted land use plans for the area;**

*The development itself, specifically Culver's for this commercial pad site, was approved with the MPD from 2022. The only proposed amendment is to allow larger menu board signs in the adopted MPD design standards.*

**B. The preliminary development plan's consistency with the MPD district provisions of 88-280; and**

*The proposed amendment to the menu board signage does not comply with 88-280-05-A, which states "The city council is authorized to approve MPDs that deviate from strict compliance with otherwise applicable standards of this zoning and development code if they determine that the resulting development provides a greater level of public benefit than would normally be expected for projects developed in strict compliance with this zoning and development code." The signage standards in 88-445 require that no menu board exceed 30 square feet and the currently approved MPD design standards allow 32 square feet, which is a reasonable deviation. The requested amendment to allow any menu board with the MPD area to be a maximum of 47 square feet is unnecessarily large. In addition, the drive-through lanes are to the east of the building, adjacent to N Oak Trafficway; therefore, the over-sized, illuminated menu boards will be oriented towards the right of way, which is not best planning practice, nor "provides a greater level of public benefit" as stated in the code language above.*

**C. The sufficiency of the terms and conditions proposes to protect the interest of the public and the residents of the MPD in the case of a plan that proposes development over a long period of time.**

*There are no conditions applied to this amendment as the only proposal is changing the size of menu board signage permitted.*

**ATTACHMENTS**

1. Applicants Submittal
2. Public Engagement Materials
3. Additional documents, if applicable

**PROFESSIONAL STAFF RECOMMENDATION**

City staff recommends **Denial**.

Respectfully Submitted,



Genevieve Kohn, AICP  
Planner



**Administratively Approved**

City Planning and Development:  
Development Management Division

Staff: Genevieve Kohn  
Date of Approval: 6/6/2022

# 97<sup>th</sup> & N. Oak City Design Standards

## Kansas City, MO





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**Purpose of These Standards**

The 97<sup>th</sup> and N. Oak Design Standards serve to provide a structure for future developers and property owners to follow as they prepare to start and continue to work through the development process. These standards are established to help achieve a desired aesthetic for 97<sup>th</sup> and N. Oak. They are in place to ensure that development within 97<sup>th</sup> and N. Oak begins with a standard that continues throughout the years to provide and maintain a cohesive appearance throughout the development.

The 97<sup>th</sup> and N Oak Design Standards book serves as a central resource for the City of Kansas City as well as developers, providing information specific to the various Property Owners and Tenants throughout 97th and N. Oak. In addition, the 97th and N. Oak Design Standards book provides information to guide developers through general site planning, architectural and landscape design, sustainability, lighting, storm water management, and signage. These items are further supplemented by the City of Kansas City, MO Municipal Codes and Ordinances.

**Acknowledgements**

Design Team and Contact Information

Elevate Property Advisors  
 7121 W. 79<sup>th</sup> Street  
 Overland Park, KS 66204  
 PH: 913.914.7010

Klover Architects, Inc.  
 8813 Penrose Lane  
 Suite 400  
 Lenexa, KS 66219  
 PH: 913.649.8181

Olsson  
 7301 W. 133rd Street  
 Suite 200  
 Overland Park, KS 66213  
 PH: 913.381.1170

## Tenant Design Review

A tenant review is primarily described as “the coordination and verification of Tenant drawings for compliance with 97<sup>th</sup> and N. Oak Development criteria and requirements, on behalf of the Landlord.”

We may assist a tenant through the process; however, our responsibilities are to the Landlord.

### Typical Summary of actions:

- 1) Preliminary Tenant drawings for review – KAI performs review within 10 working days (unless specifically requested earlier by the Landlord) and sends back to tenant with marked-up drawings, TR form, and all parties copied. **Note:** If not enough information is received for a reasonable review; simply call the tenant or reject, due to a lack of information. Record all actions on your status report.
- 2) Final Tenant Drawings for review – If applicable, KAI first sends one set of drawings (without our comments) along with a transmittal from the tenant to the Landlord MEP engineer for their review (as soon as we have received tenant drawings and deemed the package complete enough to review). KAI then performs a review based on the criteria and misc. lease requirements within 10 working days. The review is then sent back to tenant with marked-up drawings, TR form, and all parties copied.
- 3) Sign Shop Drawing – Each tenant needs to submit a Sign Shop drawing for review. A sign typically cannot be reviewed without a storefront design. (i.e.-tenant wants to change signs on an existing store and sends a sign shop drawing. We still need to see a sign drawing showing it within the context of the storefront). Provide technical info on the sign to know how specifically it is being built, materials, size, projection from mounting surface, raceway conditions, etc. then you do not have enough info.

Please note that with the ever-changing new finish materials and construction methods, some submitted new materials or design concepts might not be addressed in the Design Standards. This does not mean that these materials are unacceptable. Based on an individual review basis, some items or materials may be acceptable if deemed appropriate for the intended use or design.

### Tenant Approval types

There are four (4) designations that can be given to a tenant review. Please reference the following types of approvals and their descriptions:

**Approved (A)** – The drawings are accurate (correct lease space configuration, etc.). The store documents and finished both comply with the design criteria and the store design meets the design standards.

**Approved as Noted (AAN)** – same as above, but there may be minor items to be correct or that does not meet the design standards. **Note: KAI comments must be incorporated into the final approved store construction for Landlord’s final occupancy inspection to be approved. The Tenant Coordinator will police the construction site to ensure these outstanding comments are incorporated into the work.**

**Approved as Noted, Revise & Resubmit (AAN-RR)** – same as above but there may be minor items to be corrected or that does not meet design standards. The comment may not prevent the commencement of construction but may be substantial enough to require it to be recorded in the tenant construction documents. This is primarily reserved for tenants that the Landlord wants to get approval for to start construction immediately, but there may be a few items yet to be modified, submitted, and approved.

**Return for Corrections (RFC)** – These are a rejection of plans due to incomplete documents, non-compliance with the tenant criteria or both.

### Coordination with Landlord

The Tenant Construction Coordinator is Klover Architects, Inc. All tenant submissions shall be submitted in digital PDF format via email to Patrick Reuter, [patrick.reuter@klover.net](mailto:patrick.reuter@klover.net) with Landlord CC’d.

# Architectural Standards

## Summary

The primary purpose of the architectural design guidelines is to provide a framework to ensure the quality of the buildings site design proposed for the development. These design standards are set forth as a baseline for all development within the site as well as all tenants.

These guidelines are to guide the quality of the materials selected, the proportion of the building massing, the definition of architectural elements, and to encourage high design standards.

## Accessibility

This document does not specifically address issues of accessibility or universal design as the local building codes and standards will dictate the requirements for any given type of development. However, it is important that all projects consider the need for accessibility and universal design beyond that which is required by code. Exemplary projects within any given district will consider the needs of all users and provide design solutions that provide every user with the same experience regardless of physical capability.

## Permitted Uses

All uses allowed per City of Kansas City, Missouri zoning ordinances for MPD zoning districts.

## Zoning Regulations

All proposed building development site planning and building designs must adhere to the Landlord and City of Kansas City, Missouri Design Standards.



## Major Elements

### Building Entry

Vestibule entries are encouraged to have a defining architectural feature (such as roof pitch or canopies).

### Fenestration

A minimum of 30% of street facing façade shall be fenestration.

Maximize buildings visual transparency.

Windows used for displays should not be covered with signage graphics except as permitted by the sign criteria.

### Awnings & Canopies

Awnings and canopies are to be durable and UV stable material.

Awnings and canopies may project over the sidewalk with a minimum clear height of 8'-0".

### Mechanical Equipment

At the ground level: outdoor mechanical, electrical and communication equipment shall be located behind the building with Architectural compatible screened material from any public way and/or vehicular or pedestrian street.

At the roof level: outdoor mechanical, electrical and communication equipment shall be located within the building massing or at the highest level of the building with no projection above the lowest parapet. Note all roof top equipment shall be fully screened from public view.

Loading docks, trash dumpsters, utility meters should be in an inconspicuous area and screened. The screening shall be incorporated into the overall design of the building.

Walls or landscaping should be the primary means to hide utilities and where permitted by utilities; any visible equipment is to be painted to blend with building architecture.

## Architectural Image & Character

Franchise architecture should be adapted to meet the intent of the guideline.

Architectural design shall create harmony thru use of differing texture, material shadow lines and contrasting shapes to create visual interest.

Use of traditional materials and colors shall be consistent throughout the development to provide continuity.

Use of building material colors, façade design and roof lines shall be consistent on all sides.

### Building Mass & Roof Forms

No long blank walls are permitted, and the walls shall be articulated both horizontally and vertically using projections, windows, canopies, bases and vertical wall elements and projections.

### Roof

While flat roof may be the primary roof form in the retail district, a pitched roof used to reinforce the retailer's branding may be allowed. It is also acceptable (encouraged) that vestibule entries have a defining architectural feature (such as roof pitch or canopies).

### Streetscape

#### Pedestrian Access

Frontal approach sidewalk to main entry shall be no less than 7'-0" wide, which may also include landscaping so long as the walkable surface of the sidewalk is no less than 6'-0" wide.

### Wall Articulations & Projections

Locate activity generating and vibrant program along the perimeter and maximize visual transparency. There shall be no blank, unarticulated walls exceeding a building bay. Building bays shall generally not exceed 30'-40' or a reasonable pattern or rhythm that is appropriate to the size of the

building. Further subdivision of bays is encouraged - e.g., horizontal, vertical datum lines. Façade bays may be delineated by the following scaling elements:

- Recesses
- Reveals
- Continuous projections
- Diversity in material
- Change in module rhythm
- Shadow trim



#### Roof

Flat Roof

#### Canopy

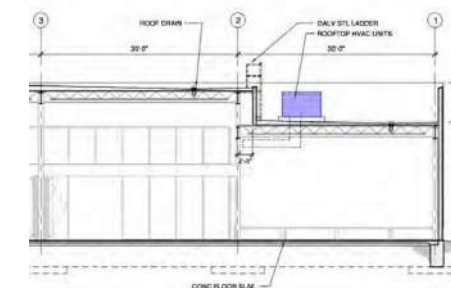
Canopy is 8'-0" or taller above walkway

#### Pedestrian Façade

Main Entrance located along the street façade

#### Transparent Entrance

Entry is transparent and invites customers into the business



#### Mechanical Equipment

Roof level equipment shall be integrated, not visible



#### Windows

Street facing façade windows. Are encouraged

#### Transparent Entrance

Entry transparent glass

#### Pedestrian Access

10'-0" or wider side approach walkway



## Building Materials & Colors

### Materials Allowed

- Laminated wood (timber) and steel
- Architectural metal panel, fiber cement siding and panel (pre-finished)
- Architectural grade concrete, precast, or cast stone
- Glazing (storefront, curtain wall, windows)
- Stone
- Fired clay brick with a veneer depth of at least 3"
- Stucco
- Tile
- Standard Concrete or split block

### Prohibited Materials

- Vinyl
- Fiberboard
- Non-architectural grade concrete
- Asphalt shingles (except for premium grade laminate style)

## Lighting

Refer to lighting guidelines for additional requirements.

Utilize energy efficient light fixtures.

### Exterior Building Lighting

Provide lighting to illuminate the entries, drop off canopy, outdoor spaces, parking entry and other walking surfaces.

Non-recessed types of light fixtures are to conform to the building design.

Lamps shall be of the same color temperatures



**Transparent Entrance**  
Entry has transparent glass.



**Transparent Entrance**  
Entry has transparent glass.



**Canopy**  
Canopy is 10'-0" or higher above walkway

**Transparent Entrance**  
Entry accent element.



**Canopy**  
Canopy is 8'-0" or higher Above walkway

**Windows**  
Street facing façade windows are encouraged



## Equipment Screening and Outdoor Display and Sales

### Outdoor Storage and Loading docks

Outdoor storage of any products, materials, debris, garbage, carts, or equipment of any kind is prohibited except as provided herein. All loading docks and receiving areas shall be located behind or side of the principal structures screened from view of all public and private streets and adjoining properties through a combination of screen walls, fences, and landscaping.

### Trash, Grease, and Recycling Containers

All trash, grease, and recycling containers and dumpsters must be fully contained within a building or otherwise confined within a walled permanent enclosure with opaque gates. Said enclosures must be either incorporated as part of or located behind the main structure in an inconspicuous area and be of sufficient height to completely screen from view the containers. The enclosure and gates must be of durable materials that match the finish materials of the primary structure. Wood or composite material fencing is not an acceptable enclosure material except for the enclosure doors or gates. Landscaping should be added around the enclosure to soften its visual impact.

### Back-up Power Generators, Ground-Mounted HVAC Equipment, Chillers, Solar Equipment, Towers, & Satellite Dishes

All backup power generators and ground-mounted HVAC equipment, including chillers, must be fully screened from view of public and private streets and adjoining properties. Screening shall be accomplished by a combination of screen walls and landscaping. Said equipment should be located behind the principal structures in areas to minimize the noise impact on adjoining properties. All equipment must be designed, enclosed, and/or muffled to produce minimal noise and shall comply with the City's noise control regulations.

Any solar collectors or photovoltaic panels shall not be visible from any public street, must be incorporated into the roof structure of an approved principal structure, and shall protrude no further than four (4) inches from the roof surface.

Communication towers and wind turbines are prohibited within 97<sup>th</sup> and N. Oak. Satellite dishes 24 inches in diameter and smaller should be located so not to be visible from a public or private street. All other satellite dishes must be completely screened from view.

### Utility Meters and exposed utility conduits, pipes, and cables

Utility meters shall be in an inconspicuous area and screened from view with a combination of screen walls and landscaping. All utility conduits, pipes, cables, and roof access ladders shall be fully concealed within the structure.

### Public and Private Utilities and Easements:

When practical, all public utility easements should be located along the rear of properties and outside of any required buffer parks so not to limit the ability to plant and maintain landscaping, especially along the street frontage. Above ground utility boxes, transformers, and equipment should also be located in the rear of properties and behind the principal structures to minimize their visual impact. When possible, transformers should be enclosed within the trash screen walls and landscaping, including ornamental grasses, should be planted around these structures-subject to any required safety clearances.





# Lighting Standards

## Design Guidelines

- Required lamps- all lamps shall be LED or others with similar qualities to conserve energy, reduce glare, and provide for improved color correct vision. Lamps for drives and parking fixtures shall maintain a color temperature range between 4,000 and 5,000 Kelvin. Lamps for pedestrian scale fixtures, including bollards and wall lighting, shall maintain a color temperature range between 3,500 and 4,000 Kelvin.
- Required Exterior Lighting Fixtures- all exterior lighting fixtures shall be full cut-offs. No portion of the lamp, lens, or diffuser shall be visible from the side or top of any shield, or otherwise protrude from the bottom of the shield. No exterior lighting fixture shall emit light at or above a horizontal plane that runs through the lowest point of the shield.
- Note: all individual tenant pad sites or developments are to adhere to the overall lighting standards stipulated in this section.

## Site and Parking Lot Lighting

- The mounting height for lighting fixtures shall not exceed (33) thirty-three feet from grade to the top of lighting fixture.  
design shall incorporate an average/minimum uniformity ratio of 5:1.
- The maximum horizontal foot-candle measurement at any property line shall be two foot-candles. The maximum maintained vertical foot-candle at any adjoining property line shall be two foot-candles, as measured at five feet above grade.
- The maximum average-maintained foot-candles for a parking lot lighting fixture shall be three foot-candle
- The maximum lighting level for a parking lot lighting fixture shall be ten foot-candles. Parking lot lighting



Roadway and Parking Fixture

## Commercial and Industrial

### Architectural and Decorative Lighting

- Limited building-mounted lighting may be used to highlight specific architectural features or primary customer or building entrances. Floodlights are only permitted provided all light emitted is contained by the building or by an eave or protruding structure.
- Lighting fixtures shall be located, aimed, and shielded to minimize the glare that is emitted on objects other than a building's façade or landscape walls.
- Building-mounted neon lighting may only be used when the lighting is recessed or contained inside a cap or architectural reveal.
- An exterior lighting fixture that emits less than 1800 lumens shall not be required to be a full cut-off fixture, provided that the lamp itself creates no glare or has an opaque covering.

## Canopy Lighting

- The average maintained foot-candles under a canopy shall be twenty (20) foot-candles. Areas outside the canopy shall be regulated by the guidelines and standards outlined above. Permissible fixtures for canopy lighting include:
  - Recessed fixtures that incorporate a lens cover that is either recessed or flush with the bottom surface of the canopy.
  - Indirect lighting where light is emitted upward and then reflected down from the underside of the canopy. Such fixtures shall be shielded to ensure that no light is emitted at or above a horizontal plane that runs through the lowest point of the canopy.
- Landscape Accent Lighting
  - Low level ground mounted landscape lighting fixtures should be placed a minimum of twelve feet from the back of curb line of a travel way.
  - Lighting fixtures shall be located, aimed, and shielded to minimize the glare that is emitted on objects

Schedule									
Symbol	Label	Quantity	Manufacturer	Catalog Number	Description	Number Lamps	Lumens Per Lamp	Light Loss Factor	Wattage
	P3	12	LSI INDUSTRIES, INC.	SLM-LED-18L-SIL-3-40-70CRI-IL		1	12554	0.9	135
	P4	6	LSI INDUSTRIES, INC.	SLM-LED-18L-SIL-FT-40-70CRI-IL		1	12045	0.9	135

Statistics						
Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
LOT 1		1.9 fc	3.6 fc	0.2 fc	18.0:1	9.5:1
LOT 2		1.7 fc	3.1 fc	0.2 fc	15.5:1	8.5:1
LOT 3		1.5 fc	3.1 fc	0.2 fc	15.5:1	7.5:1
LOT 4		1.4 fc	3.0 fc	0.2 fc	15.0:1	7.0:1
LOT 5		1.3 fc	2.9 fc	0.2 fc	14.5:1	6.5:1

# Landscape Standards

## Landscape Intent/Goal(s)

All Landscape and Irrigation improvements shall meet the requirements established by the City of Kansas City, Missouri Landscape Ordinance.

## Landscape Master Plan

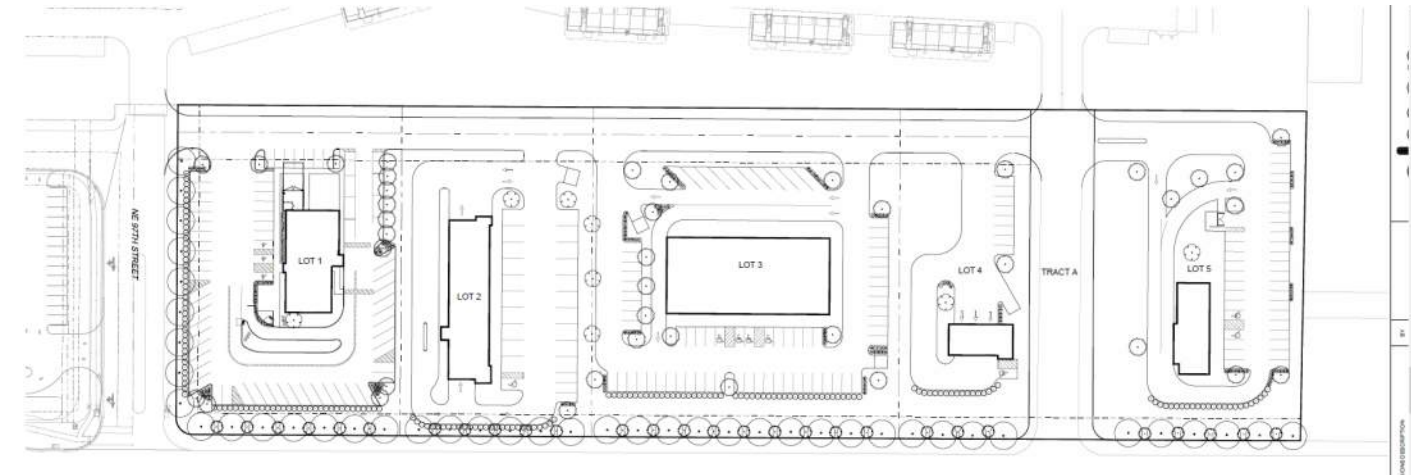
The right landscape master plan shall be used to understand the overall scope of landscape including tree quantities and distribution of planting beds and sod.

## Landscape General Parameters

All landscape materials and construction shall meet the standards set forth by the city of Kansas City, Missouri and American Standards for Nursery Stock (**ANSI Z60.1**).

- **City Standards**

- Kansas City, Missouri <https://library.municode.com> including landscape requirements that are reflected in the approved overall Preliminary Development Plan. These requirements, including minimum tree quantities are reflected in the individual lots as shown in the above landscape concept plan. Maintaining the minimum number of trees per lot (as shown in the approved preliminary development plan) is required to meet the overall development minimum tree requirements.
- Additional requirements such as parking lot screening, site perimeter landscape and parking lot landscape are required for each lot.



**TABLE 3B - LANDSCAPE SCHEDULE**

88-425 LANDSCAPE SCHEDULE	SYMBOL
88-425-03 STREET TREES	●
88-425-04 GENERAL	⊙
88-425-05 PERIMETER VEHICULAR USE AREA	
- ADJACENT TO STREETS	
BUFFER WIDTH	10'+
TREES	●
SHRUBS/WALL/BERM	⊙
-ADJACENT TO RES. ZONES	
BUFFER WIDTH	N/A
SHRUBS/BERM/FENCE/WALL	N/A
88-425-06 INTERIOR VEHICULAR USE AREA	
INTERIOR AREA	
TREES	⊙
SHRUBS	⊕
88-425-07 PARKING GARAGE SCREENING	N/A
88-425-08 MECHANICAL/UTILITY EQUIPMENT SCREENING	3'+ EVERGREEN SHRUB SCREEN
88-425-09 OUTDOOR USE SCREENING	N/A

**TABLE 3 - LANDSCAPE REQUIREMENTS**

88-425 LANDSCAPE REQUIREMENTS	REQUIRED	PROPOSED	ALTERNATIVE REQUESTED?	APPROVED
88-425-03 STREET TREES	42	42	NO	N/A
88-425-04 GENERAL	8	8	NO	
88-425-05 PERIMETER VEHICULAR USE AREA				
- ADJACENT TO STREETS				
BUFFER WIDTH	10'+	10'+	NO	N/A
TREES	35	42 (STREET TREES)	NO	N/A
SHRUBS/WALL/BERM	YES	189 SHRUBS	NO	N/A
-ADJACENT TO RES. ZONES				
BUFFER WIDTH	N/A	N/A	NO	N/A
SHRUBS/BERM/FENCE/WALL	N/A	N/A	NO	N/A
88-425-06 INTERIOR VEHICULAR USE AREA				
INTERIOR AREA	6,615 SF	11,251 SF	NO	N/A
TREES	39	39	NO	N/A
SHRUBS	189	189	NO	N/A
88-425-07 PARKING GARAGE SCREENING	N/A	N/A	NO	N/A
88-425-08 MECHANICAL/UTILITY EQUIPMENT SCREENING	YES	YES	NO	N/A
88-425-09 OUTDOOR USE SCREENING	YES	YES	NO	N/A

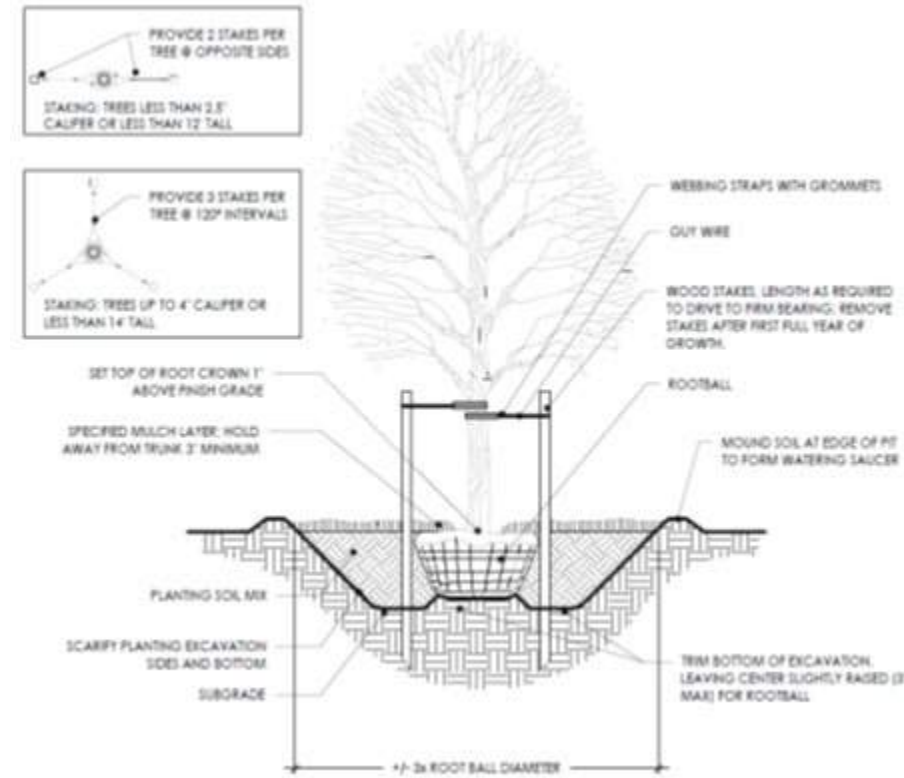
- **Turfgrass**
  - All turf areas shall be sodded and include minimum 4" topsoil. Sod with a commercially available bluegrass/fescue blended sod.
- **Building Foundation Plantings**
  - If space allows, provide a 5' minimum planting bed around all sides of each building. All plantings shall achieve 75% coverage after 3 years.



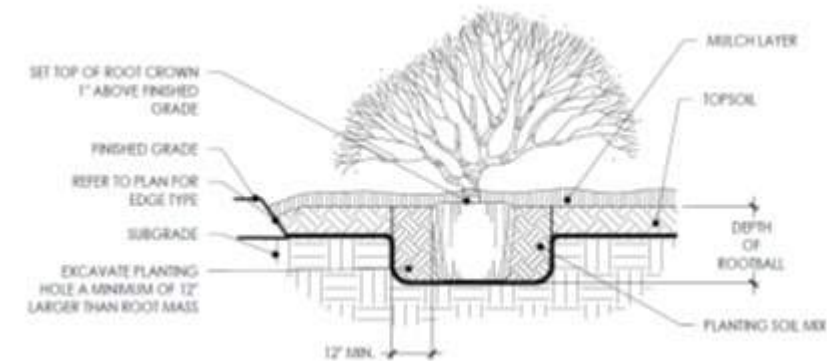
- **Planting Palette**
  - Minimum plant sizes:
    - Lot Trees (4" caliper)
    - Shrubs (3 gal)
    - Ornamental Grasses (3 gal)
    - Perennials (1 gal)
    - Groundcovers (1 gal); 18" o.c. max spacing
  - Planting material spacing should not exceed the mature wide of each plant. (example: plant that has a mature width of 3', should be spaced 3' o.c. max)
- **Additional Landscape Materials**
  - Mulch: All planting beds shall receive hardwood mulch or decorative rock.
  - Soils: All turfgrass sod areas shall receive commercially available topsoil. All planting areas shall receive a commercially available planting soil mix.
  - Edging: All planting beds shall be edged with metal edge, color: black.

- **Typical Planting Details**

- Tree:

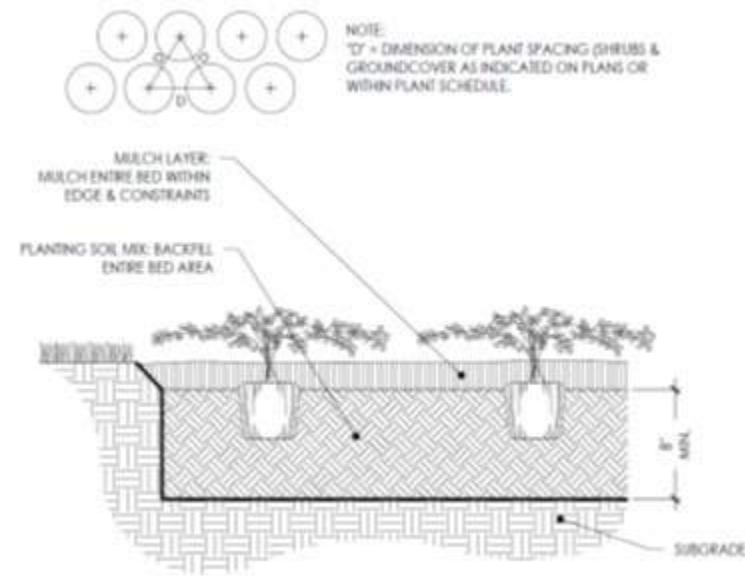


- Shrub:

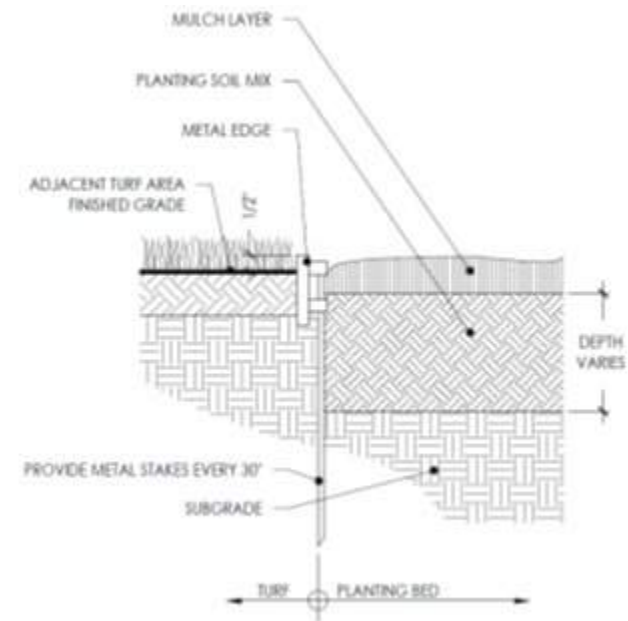




- Groundcover:



- Metal Edging:



## Site Furnishings

Use of site furnishing such as benches, trash enclosures, planting pots and bike racks are highly recommended for inclusion on each lot. Below are general guidelines and basis-of-design.

- **Products**
  - Bench: Manuf: Victor Stanley, <https://victorstanley.com>, Steelsites RB Collection, Model RB-28; Color: Black.
  - Litter Receptacle: Manuf: Victor Stanley, <https://victorstanley.com>, Steelsites RB Collection, Model RB-36; Color: Black.
  - Bike Rack: Manuf: Victor Stanley, <https://victorstanley.com>, Perenne Collection, Model Freesia; Color: Black.



## Irrigation Standards

All Irrigation materials and construction shall meet the standards set forth by (ASIC) American Society of Irrigation, and (ASABE/ICC 802-2014 Landscape Irrigation Sprinkler and Emitter Standard) American Society of Agriculture and Biological Engineers.

- **Irrigation System Basis of Design**
  - Each lot shall have an individual automatic irrigation system.
  - Irrigation systems shall utilize domestic water. Water harvesting for irrigation is encouraged but not required. City approved backflow preventer is required.

Provide pop-up spray or rotor irrigation for all turf areas. Planting beds shall include pop-up spray or drip irrigation. Provide head-to-head coverage for all spray or rotor irrigation.

## Maintenance General Parameters

- All lots must have ongoing contracted maintenance to ensure landscape quality throughout.
  - Irrigation Maintenance: minimum monthly maintenance to address regular “wear-and-tear” such as nozzles adjustments, clogged heads. Major maintenance items such as broken water lines or heads must be repaired within 48hrs.
  - Tree Maintenance/Care: minimum monthly maintenance. Maintain clear understories of trees (6'-7'). Dead trees must be replaced within a week of being determined dead.
  - Planting Beds: minimum monthly maintenance. Include weeding & pruning. Yearly maintenance to cut back perennials including ornamental grasses. Shrubs must be replaced within a week of being determined dead.
  - Mulch Maintenance: organic wood mulch shall be replaced yearly. Previous years mulch shall be removed disposed of off-site.
  - Fertilizer and weed/disease/insect control: minimum seasonal applications as recommended for general commercial sites.
  - Annual Beds: any use of annual beds shall maintain season rotation of plants.
- All turf areas shall maintain a maximum height of 8”.
- “Mulch volcanoes” around trees are not allowed.
- All irrigation systems must be adjusted to prevent overspray onto adjacent roads and walking surfaces.
- Use of irrigation shall be restricted to off-peak hours between 10pm and 7am operation.
- Irrigation systems shall be winterized each year.

## Signage Standards

### General Information

All signage shall meet the requirements established by the City of Kansas City, Missouri sign ordinance, and as established by this Landlord sign criteria.

### Sign Submittal Requirements

- **Façade sign or Marquee sign**  
Provide a storefront elevation of each sign proposed as well as detailed shop drawing elevation and section through sign indicating sign makeup, dimensions, lighting, concealed transformer location, materials, and colors.
- **Storefront safety glazing decals**  
Provide a storefront elevation of each sign proposed as well as detailed shop drawing elevation indicating dimensions, materials, and colors.
- **Additional signage / graphics within four feet of storefront**  
Provide a storefront elevation, plan, and or section indicating any additional proposed signage as well as detailed shop drawings indicating sign makeup, dimensions, lighting, materials, and colors. All additional signage shall be reviewed on an individual basis.

### General Sign Parameters

All signs must be made up of individual illuminated letters; conventional box signs or signs with exposed raceways or transformers will not be approved. Box or cloud signs with raised letters and reverse halo lighting will be considered on an individual basis.

- Tenants must place signs on the exterior of their own Tenant Space unless given specific written permission by the Landlord.
- Lettering on all store signs shall be limited to business or trade name of the premises as it appears on the lease. No sign manufacturer’s name, union labels, website or internet addresses or other lettering shall be visible. Individual Logo signs, included within allowable sign area, will be reviewed on an individual basis.
- Manufacturers’ labels, underwriters’ labels, clips, brackets, or any other form of extraneous advertising attachment or lighting devices shall be fully concealed from public view. Labels installed on sign returns are not permitted.

- No exposed lamps or neon tubing will be permitted.
- No exposed raceways, crossovers or conduits will be permitted.
- All signage returns shall either match face color of sign, black, dark bronze, or blend with adjacent building color.
- All cabinets, conductors, transformers, and other equipment shall be concealed from public areas; visible fasteners will not be permitted.
- All metal letters shall be fabricated using full-welded construction, with all welds ground smooth so as not to be visible.
- Acrylic or trim cap retainers used at the perimeter of sign letter faces shall match in color and finish the face or the sides of the sign.
- Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from the building face. Angle clips attached to letter sides will not be permitted. All mounting attachments shall be sleeved, sealed, and painted to match background.
- Except as provided herein, no advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive materials shall be affixed or maintained upon the glass panes and supports of the storefront windows and doors, attached to the interior face of glass, or within 4' of the storefront without prior written approval of the Landlord.
- Any Plexiglas sign faces shall not be clear.
- Sign illumination shall be internal and self-contained generally. In limited applications, and only by specific Landlord approval, externally illuminated signage may be allowed as delineated in this criterion.
- All electric signs and installation methods must meet UL standards and contain a UL label.

- At no time will hand-lettered, non-professional signs, or newspaper advertisements be displayed on the interior or exterior of the storefront.
- All illuminated signs must be turned on during hours as required by the Landlord. The use of time clocks for sign and show window lighting is required.
- All signs must be proportioned to be legible within the 10% of the allowed space per façade. Signs that are too small will not be permitted.
- All signage is subject to the approval of the Landlord and the local authorities and shall fit comfortably within the available signage area.
- If signage is to be serviced from within the building, Tenants shall provide a concealed access panel from within the Tenant's leasable area to service and install exterior building signage.
- One freestanding parking lot directions sign shall be permitted at each parking lot entrance off the public street and shall be centrally located in a landscaped island or median.
  - (a) Sign shall not obstruct traffic viewing angles

## Signs Not Permitted

The following types of signs shall not be permitted:

- Any exterior sign or sign panel that extends above any roofline.
- Signs such as die cut vinyl, gold or silver leaf, or paint.
- Boxed pillow or cabinet type signs where entry back panel is illuminated.
- Formed plastic or injection molded plastic signs.
- Banners or pennants. (Only temporary and as approved by Landlord).
- Signature signage (window sign or sign plate

indicating name of shop or good sold) in addition to primary signage.

- Cloth, paper, cardboard and similar stickers or decals around or on surfaces on the storefront without prior written approval.
- Exposed neon signs.
- Animated, video, projected, moving, rotating, or flashing signs.
- Noise making signs.
- Signs that are painted on facades.
- Additional signage of any kind within 4' of storefront windows.
- Awning signage will be allowed in limited applications and only as reviewed and approved by the Landlord.

## Tenant Sign Types and Parameters

The following sign types are allowed within these guidelines:

- Tenant sign area shall be on the building faces above the entrances and as part of the building design.
- Maximum one sign per major facade.
- Signs shall not extend more than 8" beyond the face of the surface to which the sign is mounted.
- The maximum size of signage (individual or combined with all other signage on a single facade) shall not exceed 10% of the total area of the façade upon which it is placed.
- Other tenants with exterior entrances shall have sign size based on exterior frontage width as follows:
  - Up to 30' Storefront



- Capital Letters 36"
- Lower Case Letters 30"
- 30'-1" and Greater Storefront
  - Capital Letters 42"
  - Lower Case Letters 36"
- Logo elements that are integrally designed with the signage such as ascenders or descenders and other design elements, may project above or below the maximum letter height for a limited area, not to exceed 25% of the sign width, any maximum height increase of 50% (example 24" letter, 36" logo element). All logos are subject to review and approval. In no case may the total boxed out area for the signs maximum width and height exceed 10% of the building storefront façade.
- All signs must be illuminated and shall derive light from a concealed source. No exposed lamps, globes, tubes, etc. will be permitted.
- Signage shall be channel letters, illuminated individual letters mounted to the building face.
- A single colored or white opaque face is required.
- Reversed halo lighting is encouraged.
- Double stacked lettering shall be allowed on an individual basis only and are subject to Landlord approval. Double-stacked letters shall still be subject to sign limitations.
- No logos will be allowed on Tenant storefronts without prior written approval from the Landlord.

## Additional Signage

### Blade Signs:

- One blade sign shall be allowed per establishment provided the following criteria have been met.
  - Blade signs shall not exceed 4 SF per side. Signs are to be mounted on pedestrian light poles.
  - Maximum projection of any blade sign shall be 2'6" from the façade face. No portion of the sign may exceed that maximum dimension.
  - Blade signs may be one fixed piece or a combination of arm and sign face.

- The maximum height to the top edge of the blade sign shall be no more than 12 feet from the finished grade or sidewalk below.
- The lowest portions of the blade sign must not be any lower than 8 feet from the finished grade or sidewalk below.

### Menu Boards and Signage:

- Each Drive through restaurant shall be permitted one free standing or wall mounted menu board per drive through window.

- Menu board shall adhere to the following requirements:
  - Menu Boards shall not exceed 47 SF
  - Menu Boards shall not exceed 8 feet in height above the finished grade
  - Menu Boards shall be located adjacent to and oriented toward the drive through lane and may not contain letters exceeding 6".
  - An additional menu board may be allowed if queuing lane length, location and configuration justifies the additional sign.

- Direction driveway signs shall be permitted that do not exceed 4 SF and 42" in height and may not contain letters exceeding 6". Directional signage shall be located within landscaped islands.

### Building Address and signs for After Hours of Operation

- Building Addresses shall comply with the edition of the International Codes (I-CODES) as currently adopted by the reference in the City of Kansas City, Missouri Municipal Code
  - Exceptions are color of the number may deviate from black or white for just cause when approved by the code official
- Hours of operation may be displayed as letters applied directly to the store windows and or doors and shall not exceed one square foot.
  - Seasonal variations to the hours of operation may be displayed on temporary window signs for the duration of the change.
  - No flashing or neon signs will be permitted.

Signage on service doors to Tenant spaces throughout the project shall be standard 4" white vinyl Arial letters, identification only (name and address or space number). The Tenant shall not apply any signage or other wording to service doors.



ADDRESS  
4825 E Kearney St  
Springfield, MO 65803

CONTACT US  
800.845.9927  
springfieldsign.com

**Culver's of Kansas City, MO  
9710 N Oak Trafficway  
Kansas City, MO 64155**

## **Zoning Ordinance Text Amendment – Responses**

### Proposed Changes

Existing 97<sup>th</sup> & N. Oak City Design Standards: **Signage Standards: Additional Signage:**

#### **Menu Boards and Signage:**

- Each Drive through restaurant shall be permitted two free standing or wall mounted preorder menu and one menu board per drive through window.
  - Menu board shall adhere to the following requirements:
    - Menu Boards shall not exceed 32 SF
    - Menu Boards shall not exceed 8 feet in height above the finished grade
    - Menu Boards shall be located adjacent to and oriented toward the drive through lane and may not contain letters exceeding 6".
- An additional menu board may be allowed if queuing lane length, location and configuration justifies the additional sign.

Proposed Change to 97<sup>th</sup> & N. Oak City Design Standards: **Signage Standards: Additional Signage: (shown in Blue and Bold)**

#### **Menu Boards and Signage:**

- Each Drive through restaurant shall be permitted two free standing or wall mounted preorder menu and one menu board per drive through window.
  - Menu board shall adhere to the following requirements:
    - **Menu Boards shall not exceed 47 SF**
    - Menu Boards shall not exceed 8 feet in height above the finished grade
    - Menu Boards shall be located adjacent to and oriented toward the drive through lane and may not contain letters exceeding 6".
- An additional menu board may be allowed if queuing lane length, location and configuration justifies the additional sign.

When a city has a vision, the goal, and result often is to attract new opportunities (commercial, residential, recreational, and the like) to their community, from a commercial perspective this comes with many different branded/franchised entities across all walks of life. The change is success and new opportunity that comes to town so-to-speak. The request is driven for the



ADDRESS  
4825 E Kearney St  
Springfield, MO 65803

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needs of the community as a whole and governing entities must quantify and define many aspects of development <codes> to be successful for, and to align to, their visions and goals. However, to the overall needs of the community (private citizens and businesses alike) some areas of any ordinance can be overly specific creating incompatibility or inflexible specifications, a somewhat "one-size-fits-all" limitation. The specific amendment proposed herein allows another "flexible" solution while actually having a side benefit of limiting the number and sizing of this particular type of sign (menu board). Menu boards in general are as unique as each and every business is, this simple and minor amendment allows for one more way for the next unique business to fit in.

The proposed request provides a community need. Additionally, and specifically from a Culver's (petitioner's) point of view, hardships are reduced and specific limitations of not having a brand standard menu board are alleviated, some of these hardships/issues are:

- (a) The entire Culver's system (approximately 900 locations) is based upon one menu board and only one option is available to franchisees as described herein.
- (b) Without the brand standard menu board this location would be incompatible and not cohesive with franchising standards, point of purchase (POP) information available and marketing ties-ins such as TV and radio broadcast.
- (c) In general, items would have to be eliminated from the menu board display, the POP panels are standard throughout the entire system and custom panels are not available. A custom size menu board cabinet is not available.
- (d) Sales for any eliminated product would be significantly and negatively impacted.
- (e) Lower sales volumes create higher per piece purchase costs for the consumer and is harmful from a cost-of-living point of view for the general public.
- (f) Increased costs, especially those not similarly experienced by competitors, leads to less competitive selling and could ultimately compromise the integrity of the business model.
- (g) Of the items that would not be able to be displayed, salads would be one. This is also a detriment to the general health of the public, it is well known that there are many arguments on the limited availability for quality and health balanced meals for the general public, this would add to that general concern and negative pressure.
- (h) The efficient operation of the drive-thru is impacted as marketing messages and general consumer education/understanding with respect to menu board items are not being aligned, creating longer times for order placement and increasing the amount of time to utilize the drive-thru ordering system and therefore often times creating congestion and lane back-up.

I think when this is looked at objectively, we satisfy the standards required for a MPD Amendment request and that the proposed amendment will be found to be consistent with the spirit, purpose and intent of the sign ordinances governing Kansas City while offering some new advantages. The granting of our request will not adversely affect the public's health, safety, or general welfare in which this property is located. Granting of this request will improve community appearance as



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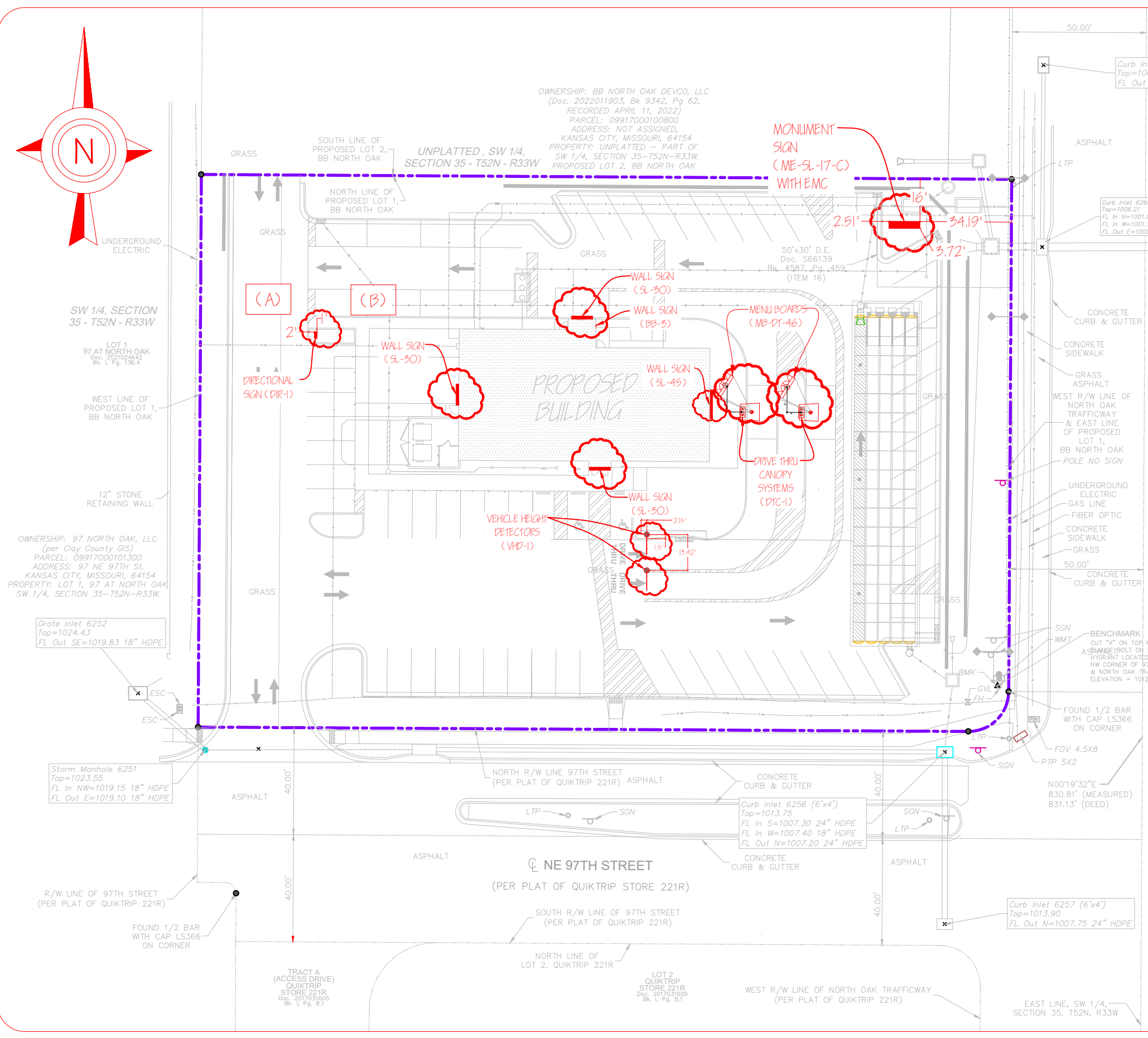
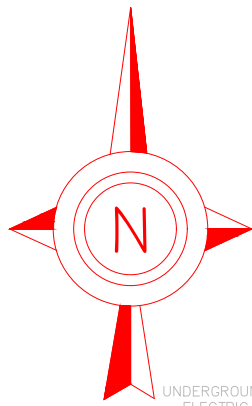
Culver's offers reasonable control over the character of design and advances the aesthetic goals of the City throughout the community and ensures the effectiveness in the design without creating a detriment to the public.

Springfield Sign has over 40+ years of experience and have sat on a lot of local/national review committees with the specific purpose of modification or development of codes and ordinances for unified development. This proposal is consistent with many other communities we have been involved in. I truly thank you for your insight and time to this issue, thanks as always.

Kind Regards,

*Lora Martinson*

Lora Martinson  
Springfield Sign  
4825 E Kearney St.  
Springfield, MO 65803  
417-862-2454  
loram@springfieldsign.com



WALL SIGN AREA CALCULATIONS

SIGN	SIZE (APPROX.)	AREA
SL-45	10'-0" (W) X 4'-0" (H)	46.67 S.F.
SL-30	7'-10 1/2" (W) X 4'-8" (H)	29.12 S.F.
SL-30	7'-10 1/2" (W) X 4'-8" (H)	29.12 S.F.
SL-30	7'-10 1/2" (W) X 4'-8" (H)	29.12 S.F.
BB-3	17.665" (W) X 27.875" (H)	3.42 S.F.

WALL SIGN AREA TOTAL = 137.45 S.F.

\* MENU BOARD AREA IS RECTANGULAR MATHEMATICAL AREA OF VISUAL OPENINGS IN MENU BOARD. (SEE ATTACHED ART)

MENU BOARD AREA CALCULATIONS

SIGN	SIZE (APPROX.)	AREA
MB-DT-46	8'-10 1/4" (W) X 5'-2 3/4" (H)	46.29 S.F.
MB-DT-46	8'-10 1/4" (W) X 5'-2 3/4" (H)	46.29 S.F.

MENU BOARD TOTAL = 92.58 S.F.

\* DIRECTIONAL SIGN AREA IS MATHEMATICAL AREA OF VISUAL OPENING OF OVAL SIGN-SEE ARTWORK

DIRECTIONAL SIGN AREA CALCULATIONS

SIGN	SIZE (APPROX.)	AREA
DIR-1	2'-1 3/8" (W) X 1"-2 3/8" (H)	*1.99 S.F.

DIRECTIONAL SIGN TOTAL = \*1.99 S.F.

MONUMENT SIGN AREA CALCULATIONS

SIGN	SIZE (APPROX.)	AREA
PE-80-C	6'-0" (W) X 33.8" (H)	16.91 S.F.
EMC	4'-3" (W) X 2'-5" (H)	10.27 S.F.

MONUMENT SIGN AREA TOTAL = 27.18 S.F.

OVERALL SIGN AREA TOTAL = 226.62 S.F.

LOCATION:  
**KANSAS CITY, MO.**

**SPRINGFIELD SIGN**  
4825 E. Kearney St.  
Springfield, MO 65803  
(417) 862-2454

Client:  
Culver Franchising System, Inc.  
540 Water Street  
Prairie du Sac, WI 53578  
p (608) 643-7980

**CULVER FRANCHISING SYSTEM, INC.**  
**NEW CULVER'S-SIGNAGE**  
NW COR. OF NE 97TH STREET AND OAK TRFWY.  
KANSAS CITY, MO. 64155  
**SIGN PLACEMENT PLAN**

Project Number: 38557  
Drawn By: CLH  
Reviewed By: MW  
Date: 8-24-22  
Sheet Number:  
**1 OF 1**

SCALE 1" = 40'



# MB-DT-46 EXTERIOR MENU BOARD

Blue Outdoor Drive-Thru Menu Board

## MB-DT-46

Standard Menu Board for Drive-Thru Lane

LED Internal Illumination

POP Graphic panels must be purchased separately

POPP-Out magnet access panels included for easy in & out of POP panels

"-CS" option for 160mph coastal wind standards available

Locking rear access doors (4)

FRONT



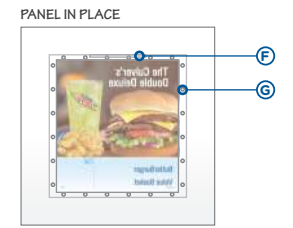
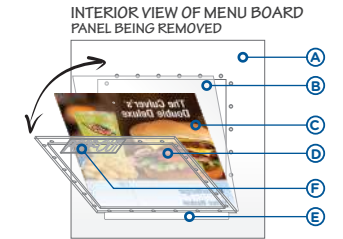
REAR



SCALE: 3/8" = 1'

\*SCALE AND COLORS NOT REPRESENTATIVE FROM EMAIL ATTACHMENTS  
\*ALL MEASUREMENTS ARE APPROXIMATE

### POPP-Out Point Of Purchase Panel System



- A - INSIDE BACK OF MENU BOARD FACE (ONLY ONE PANEL SHOWN FOR CLARITY)
- B - FRONT PANEL IS ANTI-GLARE (CLEAR) FOR INCREASED VISIBILITY
- C - POP PANEL - PRODUCT GRAPHIC
- D - REAR PANEL FITTED WITH POPP-Out PANEL
- E - SUPPORTING "TIP TRAY" FOR PANELS (SELF ALIGNING)
- F - POPP-Out TAB HANDLE
- G - PAIRED MAGNETIC "LATCH" (MAGNETS EMBEDDED IN POP-OUT PANEL & BACK OF MENU BOARD)

<b>SALES PERSON:</b> MARK WESSELL	<b>DESIGNED BY:</b> R HICKS	<b>AQ:</b> 42002
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DATE CREATED / REVISION HISTORY	
01/16/23 - NEW	

FILE PATH: T:\Cyrious\Doc\Order\42000\o42002

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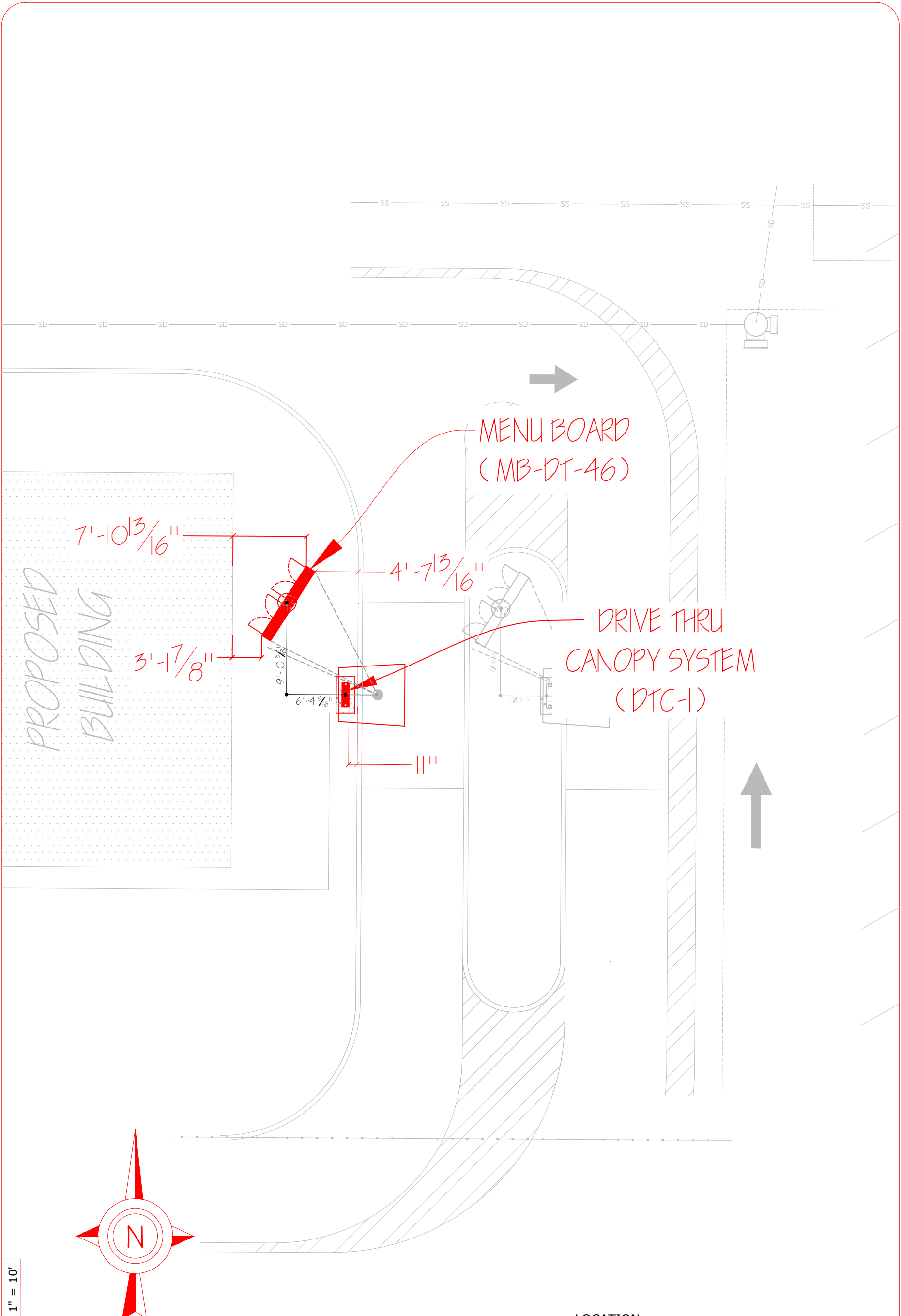
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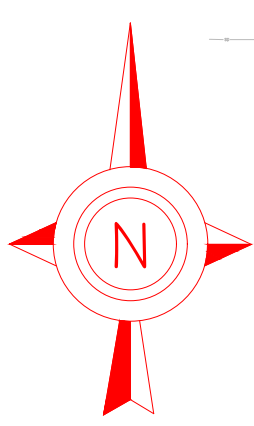


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SCALE 1" = 10'



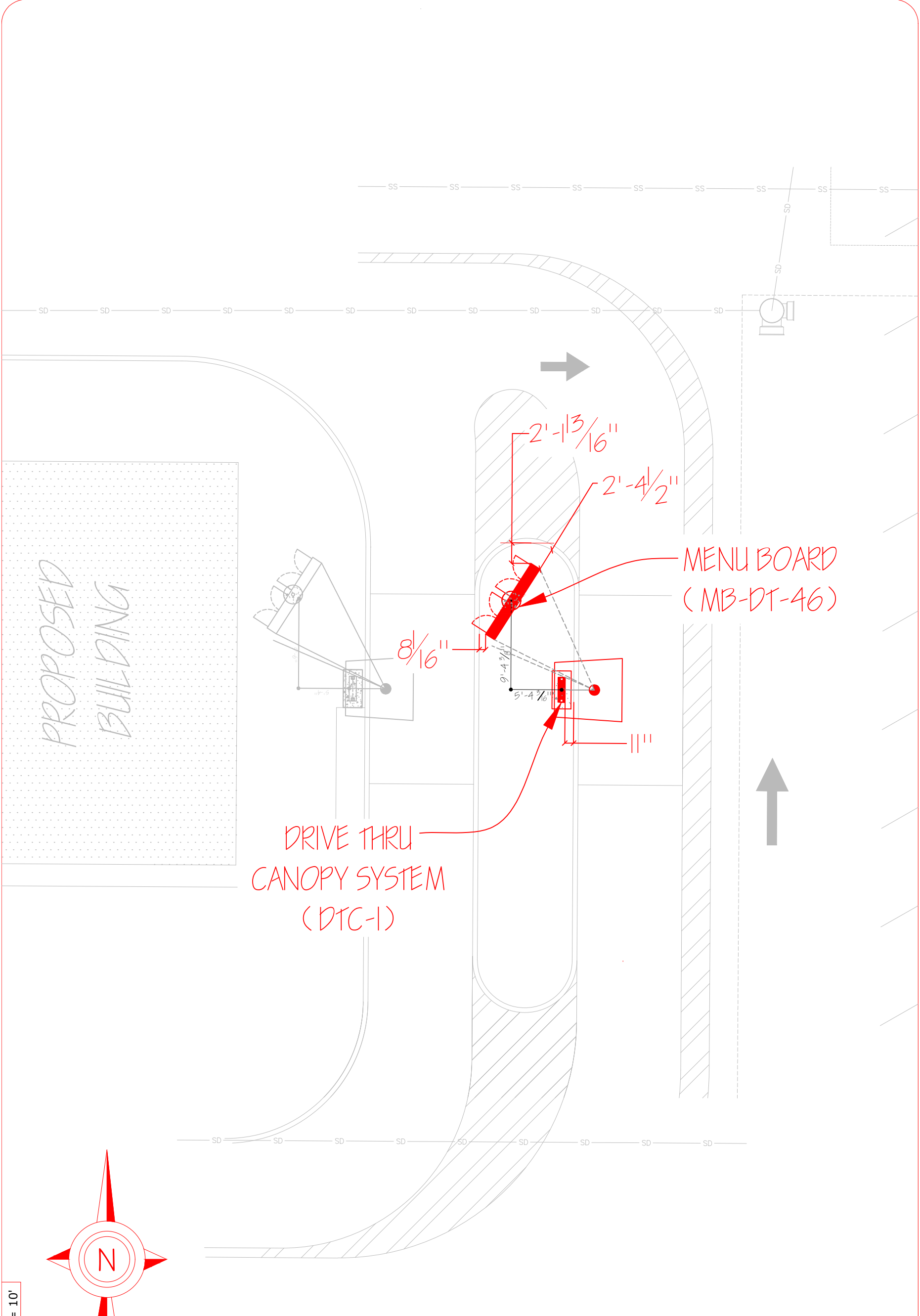
LOCATION:  
**KANSAS CITY, MO.**

Project No.: 38557  
 Drawn By: CLH  
 Reviewed By: MW  
 Date: 8-25-22  
 Sheet Number:  
**2 OF 4**

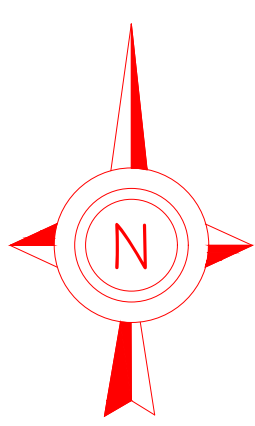
**CULVER FRANCHISING SYSTEM, INC.**  
**DRIVE THRU/MENU BOARD**  
**LAYOUT**

Client:  
 Culver Franchising System, Inc.  
 540 Water Street  
 Prairie du Sac, WI 53578  
 p (608) 643-7980

**SPRINGFIELD SIGN**  
 4825 E. Kearney  
 Springfield, MO 65803  
 (417) 862-2454



SCALE 1" = 10'



LOCATION:  
**KANSAS CITY, MO.**

Project No.: 38557  
 Drawn By: CLH  
 Reviewed By: MW  
 Date: 8-25-22  
 Sheet Number:  
**4 OF 4**

**CULVER FRANCHISING SYSTEM, INC.**  
**DRIVE THROUGH/MENU BOARD LAYOUT**

Client:  
 Culver Franchising System, Inc.  
 540 Water Street  
 Prairie du Sac, WI 53578  
 p (608) 643-7980

**SPRINGFIELD SIGN**  
 4825 E. Kearney  
 Springfield, MO 65803  
 (417) 862-2454

# Public Meeting Notice

Please join \_\_\_\_\_

for a meeting about \_\_\_\_\_

case number \_\_\_\_\_

proposed for the following address:

**Meeting Date:** August 23, 2023

**Meeting Time:** 5:30 p.m.

**Meeting Location:** Teams Meeting  
Meeting ID: 261 908 087 430  
Passcode: oSeqY8

Project Description:

If you have any questions, please contact:

Name:

Phone:

Email:

You are receiving this notice in accordance with city code that requires a public meeting with neighborhoods for certain types of development projects. You can read more about the process requirements at [kcmo.gov/publicengagement](http://kcmo.gov/publicengagement)



If you would like further information on this proposed project, please visit the city's planning and permitting system, Compass KC, at [Compasskc.kcmo.org](http://Compasskc.kcmo.org). You may search by project type and address/case number to find project details.

Sincerely,

*Lora Martinson*





# CITY PLANNING & DEVELOPMENT

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## Public Meeting Summary Form

Project Case #

Meeting Date:

Meeting Location:

Meeting Time (include start and end time):

Additional Comments (optional):