

J. SIGN APPROVAL - OVERLAND PARK SOCCER COMPLEX - Vicinity of the southwest corner of 135th Street and Switzer Road

1. APPLICANT: DLR Group, Inc., is the applicant for this request.
2. REQUESTED ACTION: The applicant is requesting sign approval for the Overland Park Soccer Complex.
3. LOCATION: The subject property is located in the vicinity of the southwest corner of 135th Street and Switzer Road.
4. EXISTING ZONING: This property is currently zoned R-1, Single-Family Residential District.
5. ANALYSIS: The applicant is requesting sign approval for an amendment to the approved sign package at the Overland Park Soccer Complex. The soccer complex was approved in 2007 for a total of 12 full-sized soccer fields, which will hold numerous tournaments and league games during the year. No changes are proposed for the previously approved sign package, which was approved earlier this year. All buildings have been approved as part of previous final development plans.

The applicant is now proposing to include a sponsorship sign on one façade for each concession building. There are a total of three concession stands, which will only have one sign for each building. The main concession sign would be approximately four feet by 12 feet in size and is located near the main building on the site. The smaller concession buildings would each have a sign approximately three feet by 10 feet in size. The sponsorship sign on each of these signs would be no larger than 10 square feet. The sponsorship sign is proposed to be pin-mounted letters without any lighting at this time. If lighting is proposed in the future, staff will work with the applicant on the proposed lighting.

In 2008, the sign regulations were amended to specifically address signs for sports venues, as follows:

G. Signs for Sports Venues.

The owner or developer of a clearly defined regional sports venue, arena or similar performance facility may apply for approval by the Planning Commission of a sign package that may deviate or exceed the number, size and type of signs permitted in the underlying zoning district. This provision is intended to be used only where additional signs or signs of an unusual size or format are required due to:

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1. A high number of visitors to the site;
2. A high percentage of visitors that are likely to be unfamiliar with the area;
3. The uniqueness of the development and the degree to which normal sign requirements might not be appropriate; and
4. The anticipated impact of the development on the local economy.

The provisions of this section are not intended for developments that consist primarily of businesses selling recreational or entertainment services and merchandise, sports facilities for a single school, or developments that are less than 10 acres in area or which are anticipated to draw less than 2,500 people per day during a typical event. Signs permitted under this section shall only be located on the site of the facility.

The application for sign approval shall include detailed drawings, maps and text that clearly delineate the various types of signs being proposed and the locations where each type of sign may be installed. For each type of sign, the application shall include the maximum sign size, sign construction details, colors, fonts, mounting method and general sign content. Decorative banners mounted on internal light poles may be included in the proposed sign package provided that details are included on the anticipated content of the banners, the typical amount of time the banners will be in place, and the maximum banner size. The Planning Commission shall evaluate the appropriateness of the proposed sign package based on:

1. The nature of the development and the probable informational needs of its visitors;
2. The degree to which the proposed signs will enhance the visitor experience;
3. The character and intensity of the surrounding land uses or anticipated land uses, and the degree to which the proposed signs would be compatible with that character;
4. The size and topography of the site;
5. The durability and quality of the materials being proposed;
6. The probable legibility of the signs given their purpose and location; and

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7. The quality and creativity of the sign design, and the degree to which the design is integrated into the overall aesthetics of the development.

Sponsorship signs advertising a company, service or product in exchange for revenue used to reduce construction or operating costs may be approved by the Governing Body following a recommendation from the Planning Commission. The general character and the location and size of each type of sponsorship sign shall be included as part of the sign package application, along with any proposed restrictions regarding content, the number of sponsorship signs allowed and the frequency of sign changes. The Planning Commission and Governing Body shall evaluate the sponsorship signs based on the criteria listed above, on the degree to which sponsorship signs are considered necessary for the economic viability of the development, and on the appropriateness of the number of sponsors and the number of signs per sponsor given the character and purpose of the development.

6. STAFF RECOMMENDATION: The staff recommends approval of Sign Approval for Overland Park Soccer Complex, subject to the following stipulation:
 - a. A sign permit is required prior to the installation of any sign.