

PLM2009-18
Big Bob's Outlet Sign Deviation
(Looking South)



Area of requested sign deviation

PLM2009-18 Big Bob's Outlet Sign Deviation



CLIENT *Big Bobs*
 LOCATION _____
 SALESMAN *Scott Roderick*
 ARTIST/DESIGNER *Elliot Hord*
 SKETCH # *73-7*
 ART FILE *35*

CLIENT APPROVAL
 Client Approval insures that spelling, colors & specifications for signage & design Meets their satisfaction.
 X

Sketches showing graphics superimposed into photos are approximate in scale and are not exact.
 WE DO NO PRIMARY WIRING

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TO THE MEMBERS OF THE OVERLAND PARK, KANSAS
PLANNING COMMISSION

REQUEST FOR SIGN DEVIATION APPROVAL FOR:

BIG BOB'S OUTLET
10001 WEST 75TH STREET

Adam and David Elyachar hereby request Sign Deviation Approval from the Planning Commission for a sign to be placed on the front of their store located at 10001 West 75th Street. The sign will consist of three words "FLOORING * FURNITURE * MATTRESS" with five (5) feet of separation between each word, as shown on the attached photograph. The overall size of this sign is 16 inches high (1.3 ft) by 662 inches in width (55.2 ft) for a total sign area of 71.2 sq. ft. The proposed sign location is centered between a small sign located above doors on the west side of the building and a small sign located above doors on the east side of the building.

The existing zoning of this site is M-1 Light Industrial with a Special Use Permit allowing this retail business to occupy this site. Therefore, this request is being submitted to the Planning Commission for their consideration and action.

Signage is the main connection between the public and the retailer. Without adequate signage, the retailer will not connect with the public and therefore will not accomplish the goals that he has set out to achieve. The applicant also realizes that any signage concept must be done in a way that will not be gaudy or excessive. The applicant does not feel that this request falls into that category. But the applicant does feel that he must connect with the public and show them what products are available from his store.

Because of the existing topography, a monument sign in front of the store would not be practical. The uneven surface of the front wall in the area of the two existing wall sign does not allow for additional signage. Additional signage in these two areas was examined but was found to be unappealing and did nothing to enhance the appearance of the front of the building. In fact, it was determined that the message that was trying to be conveyed by the additional words placed close to the small panel signs did not convey the message that the applicant is trying to achieve.

By placing the three words in the center area of the building along the fascia area as shown in the attached photograph will convey the message the applicant is trying to convey to the public that there are various products that are available. The applicant, therefore, is requesting approval from the Planning Commission of the signage as presented in this explanation and shown on the attached photograph.

The following are findings that the applicant would like to submit to justify his request for a Sign Deviation approval by the Planning Commission:

This sign deviation approval request comes from a unique set of conditions that are not found in other properties in the area. The site is located in a fringe area of Overland Park that is disconnected from the remainder of the City by I-35. The existing topography of the parking lot does not lend itself to the placement of a monument sign in the front of the store.

The granting of this sign deviation approval will not adversely affect the rights of adjacent property owners. The adjacent property owners are commercial/retail with a vacant lot lying to the east of this site across Wedd Street with a creek running through it.

The strict application of the provisions of the zoning ordinance from which this sign deviation approval is being requested does constitute an undue hardship upon the applicant by forcing him to place words on either end of the building and ignoring the large frontal area of the building.

This sign deviation approval request to allow the following words "FLOORING * FURNITURE * MATTRESS" will not have an adverse affect on the public health, safety, morals, order, convenience, prosperity, or general welfare and not consume more that 10% of the wall area of the front of the building when added to the existing signage. The total sign area with the approval of this request will only be 181 sq. ft. when 289 sq. ft. of sign would be allowed base on the fact that the building is approximately 14 ft. high and 207 ft. in length.

The approval of this request will not be opposed to the general spirit and intent of the zoning ordinance because this request does ask for an increase in the sign area above the 10% maximum as indicated in the zoning ordinance.