

# 2020 Sign Code Update

City Council & Planning Commission  
September 28, 2020

# Introduction

- Staff
  - Danielle Hollrah
  - Leslie Karr
  - Steve Horner
- Mark White
  - Partner with White & Smith, LLC: Planning and Law Group
- Ordinance Review Committee of the Planning Commission
  - Janie Thacker
  - Kip Strauss
  - Ned Reitzes

- Steering Committee

- Jeff Carson - Kansas City Regional Association of Realtors
- Mark Franzen - HTK Architects
- Chris Hafner - Davidson Architecture & Engineering
- Tim Holverson - OP Chamber of Commerce
- Cindy Proett - Luminous Neon
- Ned Reitzes - OP Planning Commission
- Michael Schmidt - Sign Systems
- Greg Shannon - Block Real Estate Services
- Rick Smith - Dimensional Innovations
- Melissa Vancrum - Douthitt Frets Rouse Gentile & Rhodes, LLC

- Total rewrite & reorganization
- Organized by:
  - Sign type (permanent & temporary)
  - Zoning district
- Makes common deviations allowed
- Consolidates & simplifies

# Why?

- Update 30 year old code to better fit and address needs of our community today
- Make code easier to read and use (*e.g., tables and graphics providing examples*)
- Legal Compliance
  - *Reed v. Gilbert, 2015 Supreme Court Decision*

# General Principles

- Time - Place - Manner restrictions are OK
- Cannot restrict content
- No user-specific restrictions or allowances

# Sign Basics to Know

- Sign area = single rectangle
- Sign elements
- Sign size = % of facade



# Significant Changes



- Increase number of wall signs per facade (total sign area does not change)
  - Office: 1 to 2
  - Commercial: 1 to 3

# Office & Commercial



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  - Office: 1 to 2
  - Commercial: 1 to 3



# Office & Commercial

OVERLAND PARK  
K A N S A S

ABOVE AND BEYOND. BY DESIGN.



- Recognize variety of construction and use
- Traditional multi-story office building
  - Signs per building
- Multi-story/Multi-tenant
  - Also allow ground floor tenant signage
- Single-story/Multi-tenant
  - Allow signs per business (similar to commercial)
- Similar building configurations added for commercial signs



# Office & Commercial



# Office Buildings

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- Point-of-activity
- Canopy over 200 s.f.

# Digital Display

## G10 – Double Unit



CHARCOAL



- Point-of-activity
- Canopy over 200 s.f.



# Digital Display



- Cannot be treated separately
- Incidental sign may substitute for previously-allowed monument sign
- Option for digital display on large canopies
- Existing monument signs become nonconforming



# Digital Display



# Incidental Signs

- Common usage could include permanent sales or leasing information, directional information, etc.
- If post-mounted, new design requirements
- Existing signs that become nonconforming removed by January 1, 2022
  - Permanent leasing sign for multi-family, office or commercial
- Permit required



# Incidental Signs



# Incidental Signs

- Common usage could include permanent sales or leasing information, directional information, etc.
- If post-mounted, new design requirements
- Existing signs that become nonconforming removed by January 1, 2022
  - Permanent leasing sign for multi-family, office or commercial
- Permit required

# Highway Monument Sign

- Number allowed based on size of development
- 300 s.f. of sign area



# Highway Monument Sign

**OVERLAND PARK**  
KANSAS

ABOVE AND BEYOND. BY DESIGN.



All noted dimensions are approximate and may be modified slightly during manufacturing to allow proper component usage.

## SPECIFICATIONS:

- PROPOSED LED HIGHWAY MONUMENT SIGN
- BASE CONSTRUCTION OF NATURAL STONE
- PAINTED ALUMINUM CABINET AND TOPPERS
- OPTIONAL: INTERNALLY-ILLUMINATED OR NON-ILLUMINATED CUSTOMER ID PORTION
- MAX 200 SQ FT OF SIGNAGE
- FULL COLOR ELECTRONIC MESSAGE CENTER
- MAX HEIGHT OF SIGN 30FT WITH OVERALL MAX HEIGHT OF 35FT INCLUDING BASE PER RIGHT-OF-WAY GRADE
- LANDSCAPING AROUND HIGHWAY MONUMENT SIGN BY CUSTOMER

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CUSTOMER: CITY OF OVERLAND PARK  
NAME: DANIELLE HOLLRAH  
LOCATION: 8500 SANTA FE DRIVE  
OVERLAND PARK, KS 66212

DATE: 12/11/18  
DESIGN NO: CP - 30390  
ARTIST: JH  
SCALE: 3/16" = 1'

APPROVED:

DATE:



**LUMINOUS NEON INC.**  
ART & SIGN SYSTEMS

- Monument sign - no change
  - Signs not allowed in entry medians
  - Grading plan required when adjacent to unimproved thoroughfare
  - Overall structure height limited to accessory use height
- New internal subdivision monument sign type



# Residential Development

**OVERLAND PARK**  
K A N S A S  
ABOVE AND BEYOND. BY DESIGN.





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  - Overall structure height limited to accessory use height
- New internal subdivision monument sign type

# Residential Development



## Temporary Signs - Residential

Sign Type	Number Limit	Sign Area Limit	Height Limit	Time Limit
Stake Sign	Up to 3 per lot	9 total s.f. for all stake signs	6 feet	60 days

- When actively for sale or lease - additional sign allowed for duration
- Additional temporary sign for corner lots
- State Statute preempts number limit on political signs during election season

# Temporary Signs - Commercial

- 4 types
- Allow 3 per development plus wall-mounted banner per business
- Time limit per type; 30 days between displays
- Special event permit required only to exceed - size, duration, number
- Temporary messages in a permanent display - allowed



# Temporary message in permanent display



# Signs During Construction

- Additional temporary signs for permitted construction activities
- 4 types
  - Adds fence-mounted
  - Adds construction site screening
- Allow 3 per project



# Signs During Construction



# Signs During Construction





# Special Use Permits

- Billboards - increased time limit from 3 to 5 years
- Highway monument sign with Digital Display
  - Allowed for CP-2 or CP-3 and SUP of certain size
  - Spacing
  - Hold times, transitions and brightness defined
  - Related buildings must be constructed first

# Special Use Permits



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- LANDSCAPING AROUND HIGHWAY MONUMENT SIGN BY CUSTOMER

DATE: 9/30/19  
DESIGN NO: CP - 32956r1  
ARTIST: JH  
SCALE: 1/8" = 1'



**LUMINOUS Neon Inc**  
ART & SIGN SYSTEMS

APPROVED:

DATE:

# Special Use Permits (continued)

- Building-mounted Digital Display
  - CP-O and SUP of certain size
  - Setback from highway
  - Size limited to 10% of facade
  - Located integral to building architecture
  - Movement and brightness defined



# Special Use Permits (continued)





# Next Steps

- November 9th - Planning Commission
- December 7th - City Council