

Criteria for Sign Deviations



Current Planning Division

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The Planning Commission may grant a sign deviation with regard to the size, color, location, illumination, and number of signs, based upon unique architectural treatments, special development conditions, or specific hardship (Unified Development Ordinance Section [18.440.150](#)). The consideration of a proposed deviation shall review (in a content-neutral manner) whether the proposed deviation:

- A. Complies with the general purpose and intent of the sign code.
- B. Adversely affects neighboring property owners or residents, and whether it is consistent or compatible with the image and aesthetics of the area as a whole.
- C. Adversely affects the public health, safety, or welfare, including but not limited to, traffic on adjacent streets. For monument signs, a safe sight-distance setback is required, and the sign location must not encroach upon potential future right-of-way needs. The proposed deviation should not significantly distract traffic on adjacent streets.
- D. Significantly clutters or negatively impacts the visual landscape of the area. This review should take into account the addition of all existing or potential future signs in the surrounding area.
- E. Is intended to account for topography, landscaping, existing buildings or unusual building designs that would otherwise substantially block or impair the visibility of the proposed sign. While visibility of a sign is not guaranteed from all directions, a deviation may be appropriate to provide reasonable visibility of a business entity's main sign.
- F. Has any lighting that will disturb residents of nearby residential properties or adversely affects traffic on adjacent streets.
- G. Is of high quality and is compatible and integrates aesthetically with the daytime/nighttime color, lighting, signs and architecture of the development and adjacent buildings. Wall signs may include unique copy design including painting of walls or integration into canopies/awnings, shapes, materials, lighting and other design features compatible with the architecture of the development of the surrounding area. Deviations should be of a unique, high quality design, which accentuates the architecture of the building(s) served, versus functioning solely to draw attention to itself.