

WESTWOOD PLANNING COMMISSION

Staff Report

Meeting Date: July 1, 2024

Staff Contact: Nick Finck, Building Official

Application of Sarah Brown for the posting of a temporary window sign package located at 4812 Rainbow Blvd.

OWNER OF RECORD: IRIS HOLDING COMPANY LLC

APPLICANT: Sarah Brown

LOCATION: 4812 Rainbow Boulevard

ZONING: The property is zoned C-1, COD-2

PROPOSED PROJECT: Posting of “Coming Soon” signs and graphics in the front windows of the business.

REQUESTED ACTION: Approval of the sign detailed in this report.

ZONING ORDINANCE PROVISIONS:

A. 9.1.3 Definitions

Window Sign: any sign which is displayed in, attached to or applied to the exterior or interior of any transparent glass or acrylic plastic surface that could be considered a window.

Wall Sign: any vertical sign attached flat against the surface of a wall, awning, or facade (other than a false roof facade), of a building, but not projecting horizontally from the vertical surface more than twelve inches or above the vertical surface.

B. 9.2.3 Exceptions to Permit Process

The following types of signs are exempt from permit requirements but must be in conformance with all other requirements of this article:

- a. Temporary signs;
- b. Memorial signs or tablets not in excess of four square feet;
- c. Name plate signs for single-family dwellings; and
- d. In the district zoned for retail sales, temporary window signs which do not exceed ten percent of the area of the window in which the sign is placed.

C. 9.3.3.C

In addition to the monument sign(s), each business or commercial establishment shall be permitted one non-illuminated, illuminated channel cut letter, or indirectly illuminated wall, projecting, or awning sign. The total area of each sign shall not exceed 10 percent of the area of the business facade on which it is placed, and the facade must be continuous with the tenant's gross leasable floor area. Business establishments having frontage on more than one dedicated public street may have the aforementioned wall or awning sign on each frontage.

APPROVAL CRITERIA: Staff review of the proposed signage package found that, if considered a wall sign, the signage package would conform to the Zoning Ordinance. 4812 Rainbow Blvd. has 1375 square feet of business façade which allows for a maximum sign area of 137.5 square feet. The proposed signage package covers 62.5 square feet of window, exceeding the 10% maximum window area in 9.2.3.D and the 18 square feet limitation established in 9.2.7.B to be exempt from permit.

STAFF ANALYSIS: An image of the proposed sign is provided below.



The proposed sign package has multiple pieces consisting of plain white lettering and two full color images of the types of goods which will be sold there. The sign's total area is calculated as 4.55% of the business façade¹ as defined in the Zoning Ordinance. The maximum allowable area is 10%. The window signage as proposed covers 22% of the total window area on ground level of the Rainbow Blvd. facing façade.

STAFF RECOMMENDATION: The Planning Commission should review the application materials to determine whether this application should be approved.

Staff does not have any objections to the proposed sign.

Suggested Motion

I move to approve the application of Sarah Brown to install signage as presented in the meeting packet at address 4812 Rainbow Blvd., Westwood, Kansas 66205.

¹ As illustrated in the meeting materials.