

COUNCIL ACTION FORM

Meeting Date: March 13, 2025

Staff Contact: Leslie Herring

Agenda Item: Consider non-conforming signage package for commercial business Blair & Blythe, 4812 Rainbow Blvd.

Background/Description of Item

Sarah Brown, organizing member of property owner Iris Holding Company, LLC has renovated a former fur retail space at 4812 Rainbow Blvd. into Blair & Blythe, a home goods retailer, zoned C-1 Commercial – Mixed Use. Exterior signage changes are part of this renovation.

The Westwood Zoning Ordinance Section provides:

9.2.1.D

If the Building Official determines that the proposed sign is not in compliance with all requirements of this chapter or any other laws or any other ordinances of the City, the Building Official shall not issue the requested permit, and shall notify the applicant of such denial and the reason therefore within fourteen days of the application being completed and filed with the City.

9.2.1.F

Any applicant aggrieved by a decision of the Building Official shall be entitled to an appeal to have said decision reviewed by the Governing Body. Said appeal must be taken within thirty days of the decision from which an appeal is taken. The Governing Body shall hear such appeal at the earlier of its next regularly scheduled meeting or the passage of twenty days from the decision from which an appeal is taken.

The desired signage package does not meet the requirements of the applicable provisions within Article 9 of the Westwood Zoning Code relating to signs and is, therefore, before the Governing Body for consideration on appeal.

Staff Comments/Recommendation

The submitted signage application is to install (3) signs to the front/east facade of the building. These signs will say 'tabletop' (42.5"W x 8.25" H) 'Blair & Blythe' (185.5" W x 20"H) and 'interiors' (45.5" W x 6.5"). These signs will be 1" thick aluminum letters painted black, elevated off the face of the building 1" and backlit in the evening.

The signs will be installed in the middle of the two brick ledges, centered on the building. The brick ledges are 4" each and rest right above the installed awning and below the window ledges. The installation space is 28" in height. The signage letters will be sitting between 6-8 inches above the installed awning.

The window decal with the lettering Blair & Blythe approved as part of the temporary signage package approved by the Planning Commission for installation throughout construction is also to be left up. The temporary signage indicating "coming soon" and the large picture decals have already been removed. An illustration is provided below.



EXTERIOR SIGN, BACK LIT / HALO LIT LETTERS

1" Aluminum Letters Painted (Color TBD)

Size: 392.5" x 20"

Quantity: 1

Stud Mount to Building Face

CONTENT DETAILS

Overall content size: 392.5" x 20"

Blair & Blythe: 185.5" x 20"

Tabletop: 42.5" x 8.25"

Interiors: 45.5" x 6.5"

INSTALLATION ADDRESS

4812 rainbow Blvd, Westwood, KS 66205

Product Number: 1

Proof Number: 2

Additional proofs after #2 are \$25 each

Applicable City Zoning Ordinance Provisions

The following zoning ordinance provisions are applicable to this property:

9.2.12 Wall Signs

A. Any wall sign:

1. Shall not project or extend more than twelve inches from the face of the wall surface, or eighteen inches above the awning, provided that the awning is at least a minimum of eighteen inches below the parapet.
2. Shall not exceed twenty square feet in area.
3. Shall not extend above, below or beyond the wall surface on which mounted.
4. Must be placed only on flat wall areas where the sign touches the wall surface continuously on all sides.

9.3.3 Retail and Business Districts; CP-1, C-1, P-1

The following signs shall be permitted in retail and business districts:

- 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.

In order for staff to permit the signage application, the applicant needs approval from the Governing Body to install the "Blair & Blythe" channel cut letters, which constitute the one (1) allowed façade sign and exceed the 20 sqf. maximum

allowable size by 5'9" as well as the smaller signage outside of the "Blair & Blythe" channel cut letters and the window decal, which result in more than one (1) façade sign on the east façade of the building.

This application was originally published for a March 3, 2025 public hearing by the Westwood Board of Zoning Appeals, and notices of the public hearing were mailed to all property owners in Westwood within 200' of the property and to property owners outside Westwood within 1,000' of the property. The Board of Zoning Appeals determined that, pursuant to the Westwood Zoning Ordinance, the application was outside of their jurisdiction and should be considered on appeal to the Governing Body pursuant to provisions 9.2.1 D and F stated above. Although there were three requests from those within the notice area to review the requested signage, there were no objections nor concerns stated either before or at the Board of Zoning Appeals meeting.

City staff does not have any objection to the application as submitted.

Budget Impact

N/A

Suggested Motion

I move to approve/conditionally approve/deny the submitted signage package for the commercial business Blair & Blythe located at 4812 Rainbow Blvd.