



STAFF REPORT

Planning Commission Meeting: November 18, 2024

Application:	PR24-0017: Sign Package for Heartland Coca-Cola Campus
Location:	17100 Hedge Lane
Owner:	Kevin Shea, Heartland Coca-Cola Bottling Company, LLC
Applicant:	David Brandt, Fravert Services
Engineer/Architect:	Kelly Rowan, The Haskell Company
Staff Contact:	Lauren Winter; Planner I

Site Area:	<u>116.83± acres</u>	Existing Use:	<u>Bottling Works</u>
Zoning	<u>M-2 (General Industrial)</u>	Plat:	<u>Heartland Coca-Cola Bottling Olathe Facility</u>

1. Introduction

The following application is a request for approval of a sign package for the Heartland Coca-Cola Bottling facility located southwest of W. 167th Street and Hedge Lane. The applicant is seeking an exception to allow additional signage beyond UDO requirements including: one (1) additional monument sign so that one can be located at each of the three (3) entries into the development and an exception for directional sign size requirements to improve wayfinding throughout this 116-acre campus. This request is for signage only and there are no changes to the site layout or buildings from what is currently approved.

The Unified Development Ordinance (UDO) provides a mechanism for the Planning Commission and City Council to review and approve a sign package. Sign packages are often appropriate for industrial parks and other large types of development and exceptions may be approved when there are unique characteristics that the standard sign code may not adequately address.

2. Existing Conditions

The Heartland Coca-Cola facility is currently under construction for a 600,000+ square foot building that is broken into three (3) separate functions: an office area, warehousing space, and a bottling production. A future second phase includes an additional 493,568 square feet of warehousing, production, and equipment space. At completion, the site will consist of 1,188,660 total square feet of building area.



Aerial map with the subject property outlined in blue, proposed monument sign locations identified.

3. Signage Standards

Below is a summary of the City's requirements for signage and a description of the signs being requested as part of the sign package. The proposed sign package is included in the agenda.

- a. **Monument Signs** – Monument signs are free-standing, ground-mounted signs typically located at the entrance to a site. According to UDO requirements, sites of more than twenty (20) acres are allowed two (2) monument signs and the applicant is requesting one additional sign for a total of three (3) monument signs on the 116-acre campus. All three signs comply with setbacks and all other applicable monument sign standards. The image on the following page contains a depiction of one of the three proposed monument signs.



Drawing of the primary monument sign.

- b. **Directional Signs** –The applicant is proposing ten (10) directional signs to be located throughout the site to provide direction and specify areas for loading and unloading operations. Five (5) signs are located at the entrances to provide adequate direction for incoming and outgoing traffic and five (5) additional signs are located internal to the site. According to UDO requirements, such signs must not exceed four (4) square feet per face and must not exceed four (4) feet in height. The applicant is requesting increases in height up to six (6) feet and sign face area up to twelve (12) square feet to improve visibility for truck drivers.
- c. **Wall Signs** – Wall signs are attached to the surface of a wall to help directly identify a business. The applicant has been approved one (1) wall sign through the permitting process as it complies with all UDO requirements. Future wall signs for this development must meet wall sign standards per the UDO.

4. **Analysis for Sign Exceptions:**

According to UDO 18.50.190.W, deviations or exceptions to sign requirements may be approved by the Planning Commission and City Council upon a finding that all of the following conditions are met:

- a. ***That the deviation requested arises from such condition which is unique to the property in question, is not ordinarily found in the same zone or district and is not created by an action or actions of the property owner or applicant.***

The Heartland Coca-Cola Bottling Facility is approximately 117 acres with almost 1.2 million square feet of planned building area. The size and area of this campus is unique for the City of Olathe, and it is atypical for a single user to occupy this amount of land and building area. Additionally, the site has three (3) access drives along Hedge Lane to serve as entrances to the facility's three (3) different operations. The proposed signs placed at each entrance are necessary to ensure proper identification and purpose of each drive.

b. That granting the deviation will not adversely affect the rights of adjacent property owners or residents.

Approval of this sign package will not have any adverse impact to the rights of adjacent property owners or residents. The monument signs will have minimal illumination, and the directional signs are not illuminated.

c. That the strict application of the provisions of this ordinance would constitute unnecessary hardship upon the property owner represented in the application.

The purpose of the monument and directional signs is to direct vehicles to and from the desired use of the facility including the warehouse, production, visitor center, and utilities. Heartland Coca-Cola has voiced concern that incoming and outgoing trucks will not be able to discern the appropriate entrances without adequate monument signage at each drive. Additionally, the applicant has indicated that it is difficult for truck drivers to read the directional signs if they are only four feet in height and four-square feet.

d. That the deviation desired will not adversely affect the public health, safety, moral order, convenience, prosperity, or general welfare.

The proposed sign package does not pose a threat to the public health, safety, or general welfare of the community. The signs meet requirements for setbacks and do not interfere with intersection sight distances for drivers.

e. That granting the deviation will not be opposed to the general spirit and intent of this ordinance.

The proposed sign package does not conflict with the general intent of the UDO, which is to encourage the reasonable, orderly and effective display of signs and reduce visual clutter. The proposed signs will provide effective direction by identifying entrances to the complex and help with the flow of truck traffic through the site. Additionally, the requested signs will maintain approximately 1,000 linear feet from each other as they are spaced throughout a large 116-acre site.

5. Staff Recommendation

A. Staff recommends approval of the sign package for Heartland Coca-Cola Bottling Facility (PR24-0017) with the following stipulation:

1. Exceptions are granted for the following items as identified in the Sign Package dated November 18, 2024:
 - i. The maximum number of monument signs allowed on this property will be increased from two (2) to three (3).
 - ii. The maximum allowed height and area of directional signage shall be increased from four (4) feet tall and four (4) square feet to six (6) feet tall and six (6) square feet per sign.

To: City of Olathe, KS Planning Division

RE: PR24-0017 – Signage for Heartland Colca-Cola

Lauren,

We are proposing (3) monument signs on the property, plus a building sign. Olathe, KS signage code only allows for a maximum of (2) monument signs for this property. Due to the property having (3) vehicular ingress/egresses, a monument sign placed near each one is necessary to ensure their proper identification

JUSTIFICATION OF THE SIGN PACKAGE – see below:

1. Olathe, KS signage code only allows for a maximum of (2) monument signs for this property. Due to the property having (3) vehicular ingress/egresses, a monument sign placed near each one is necessary to ensure their proper identification.
2. The allowance of a 3rd monument sign at this property will not adversely affect the rights of adjacent property owners or residents.
3. The (3) vehicular entrances to the property are greatly spaced apart and need their own individual sign for proper identification. Only allowing (2) monument signs instead of (3) would disallow the proper identification of all (3) entrances.
4. The allowance of a 3rd monument sign will not adversely affect the public health, safety, moral order, convenience, prosperity, or general welfare.
5. All (3) monument signs will serve a critical purpose, are well designed and will bring aesthetic value to the property. Being allowed this variance would not be in conflict to the general spirit and intent of the Olathe, KS sign ordinance.

Thank you,

David Brandt

Permit Division
Fravert Services
(205) 278-9612 direct
(205) 966-0970 cell
davidb@fravert.com

LANDSCAPING WILL BE PROVIDED (BY OTHERS) IN AN AREA OF AT LEAST 2.5 FEET AROUND THE BASE OF THE SIGN.

LANDSCAPING WILL BE PROVIDED (BY OTHERS) IN AN AREA OF AT LEAST 2.5 FEET AROUND THE BASE OF THE SIGN.

CONCRETE BASE IS BY OTHERS

CONCRETE BASE IS BY OTHERS



1 ENTRY MONUMENT
SCALE: 3/8" = 1'

2 DIRECTIONAL
SCALE: 3/8" = 1'

ELECTRICAL

Dedicated Circuit -
277 VAC / 20 Amp

REVISIONS

10/16/2024

STATUS

Production Ready



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Heartland Coka Cola Olathe KD
 DESIGN REF #: 24022000

Freestanding Site Signs
 EXTERIOR

DESIGNER: HRC
 MANAGER: ALISON VANN

PAGE: 4

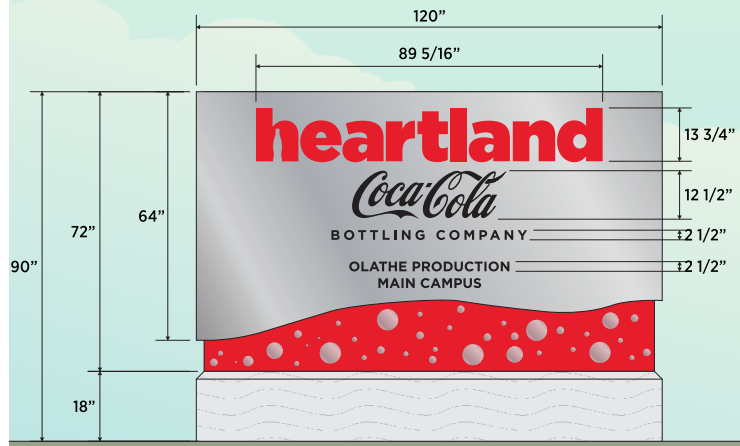


4 TOP VIEW
SCALE: 3/8" = 1'

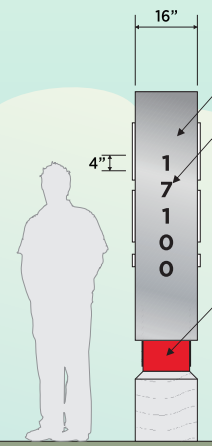
QTY: 1

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CONCRETE BASE IS BY OTHERS



1 FRONT VIEW
SCALE: 3/8" = 1'



2 SIDE VIEW
SCALE: 3/8" = 1'



3 BACK VIEW
SCALE: 3/8" = 1'

OVERVIEW

Fabricated monument sign with painted cabinets, push-thru acrylic lettering and bubble artwork, and a poured concrete base.

Bottom of monument exterior cabinet to reference Coke bottle shape.

MATERIALS / FINISHES

- M1 2" Sq. Aluminum Tubing
- M2 .125" Aluminum Panel
- M3 2" Sq. Aluminum Angle
- M4 1" White Push-Thru Acrylic
- M5 .5" White Push-Thru Acrylic
- M6 White LEDs
- M7 4"x4"x3/16" Steel Tubing
- M8 .5" Steel Plate
- P1 Paint: Metallic Silver
- P2 Paint: Black
- P3 Paint: AKZO 408A5 Coke Red
- V1 Vinyl: Black
- V2 Vinyl: Metallic Silver

INSTALLATION

Mount signage to steel tubing secured to concrete base (by others) via through bolts and 2" aluminum angle welded to frame.

ELECTRICAL

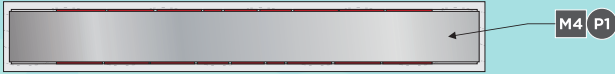
Dedicated Circuit - 277 VAC / 20 Amp

REVISIONS

10/16/2024

STATUS

Production Ready

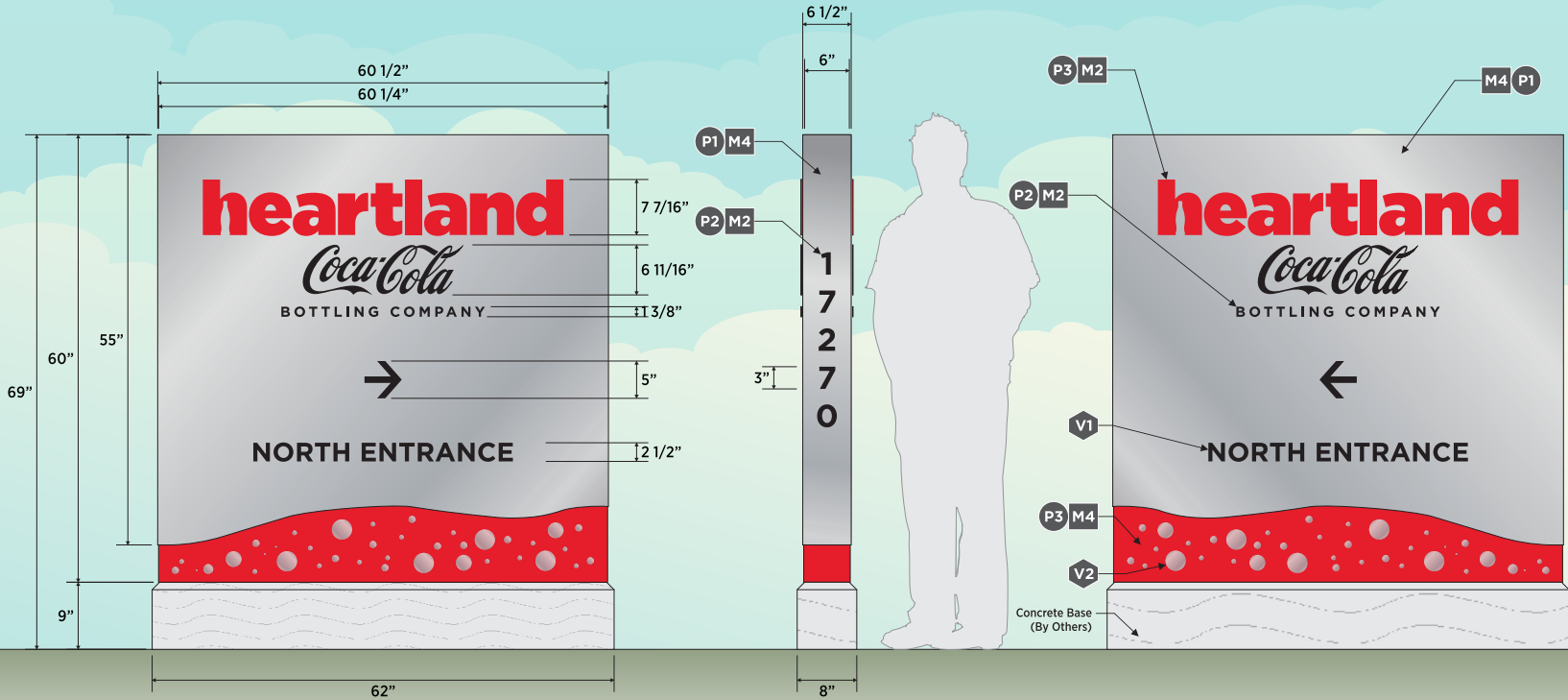


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4 TOP VIEW
SCALE: 3/4" = 1'

LANDSCAPING WILL BE PROVIDED (BY OTHERS) IN AN AREA OF AT LEAST 2.5 FEET AROUND THE BASE OF THE SIGN.

CONCRETE BASE IS BY OTHERS



1 FRONT VIEW
SCALE: 3/4" = 1'

2 SIDE VIEW
SCALE: 3/4" = 1'

3 BACK VIEW
SCALE: 3/4" = 1'

OVERVIEW

Fabricated directional sign with painted cabinets, plate letter logo, and vinyl directional graphics.

Bottom of monument to reference Coke bottle shape.

MATERIALS / FINISHES

- M1 2" Sq. Aluminum Tubing
- M2 .25" Aluminum Plate
- M3 1" Aluminum Plate
- M4 .125" Aluminum Panel
- P1 Paint: Metallic Silver
- P2 Paint: Black
- P3 Paint: AKZO 408A5 Coke Red
- V1 Vinyl: Black
- V2 Vinyl: Metallic Silver

INSTALLATION

Mount signage to concrete base (by others) via 5/8" ø screw anchors through 1" mounting plate with minimum 5 1/2" embedment.

REVISIONS

△ 10/16/2024

STATUS

■ Production Ready

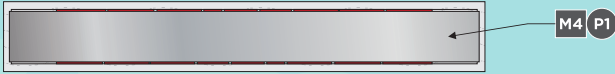


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Heartland Coca Cola Olathe KD
DESIGN REF #: 24022000

Non-illuminated Directional
EXTERIOR

DESIGNER: HRC	MANAGER: ALISON VANN	PAGE: 8
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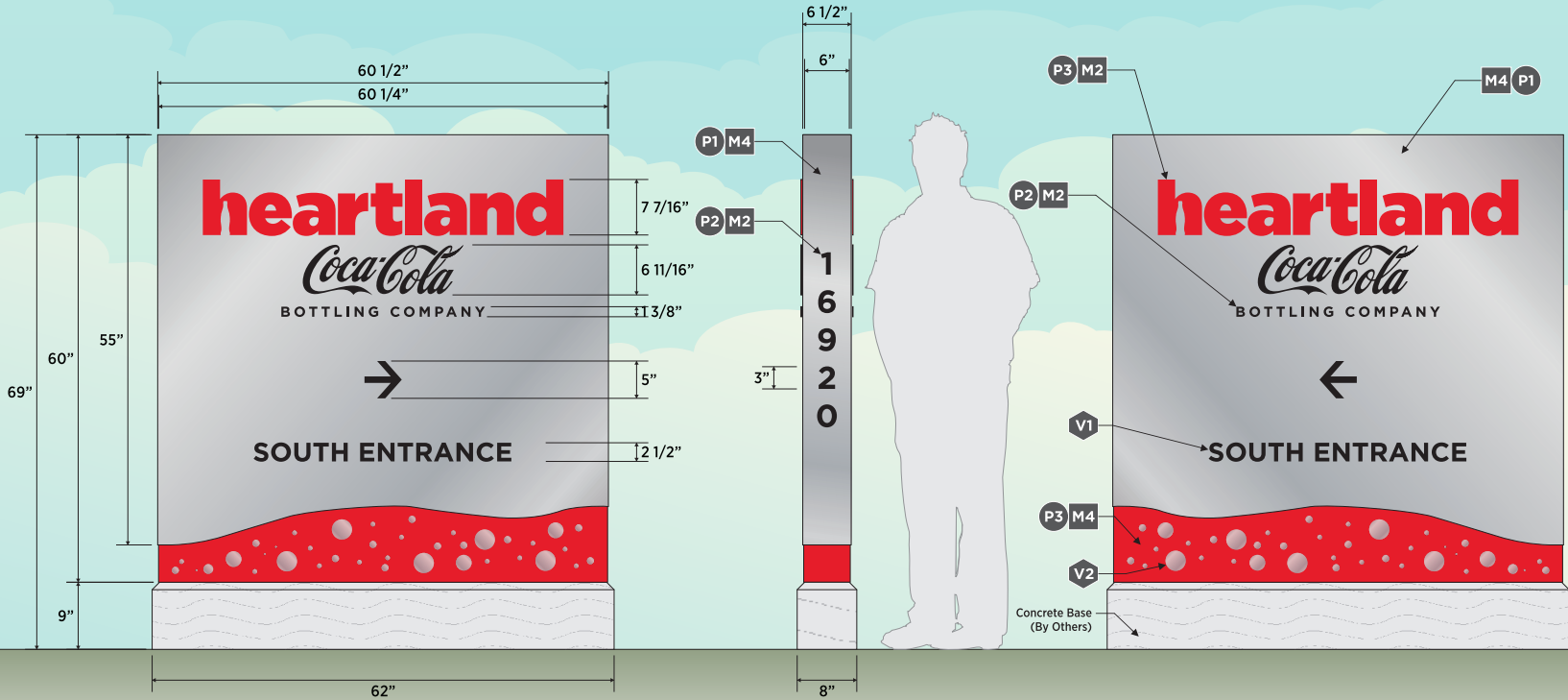


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4 TOP VIEW
SCALE: 3/4" = 1'

LANDSCAPING WILL BE PROVIDED (BY OTHERS) IN AN AREA OF AT LEAST 2.5 FEET AROUND THE BASE OF THE SIGN.

CONCRETE BASE IS BY OTHERS



1 FRONT VIEW
SCALE: 3/4" = 1'

2 SIDE VIEW
SCALE: 3/4" = 1'

3 BACK VIEW
SCALE: 3/4" = 1'

OVERVIEW

Fabricated directional sign with painted cabinets, plate letter logo, and vinyl directional graphics.

Bottom of monument to reference Coke bottle shape.

MATERIALS / FINISHES

- M1 2" Sq. Aluminum Tubing
- M2 .25" Aluminum Plate
- M3 1" Aluminum Plate
- M4 .125" Aluminum Panel
- P1 Paint: Metallic Silver
- P2 Paint: Black
- P3 Paint: AKZO 408A5 Coke Red
- V1 Vinyl: Black
- V2 Vinyl: Metallic Silver

INSTALLATION

Mount signage to concrete base (by others) via 5/8" ø screw anchors through 1" mounting plate with minimum 5 1/2" embedment.

REVISIONS

△ 10/16/2024

STATUS

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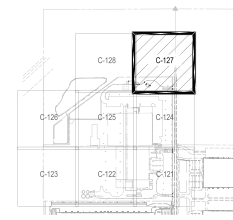


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Non-illuminated Directional
EXTERIOR

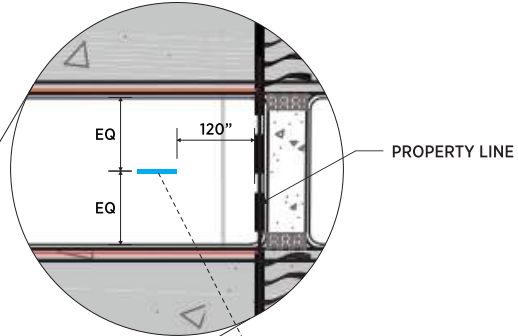
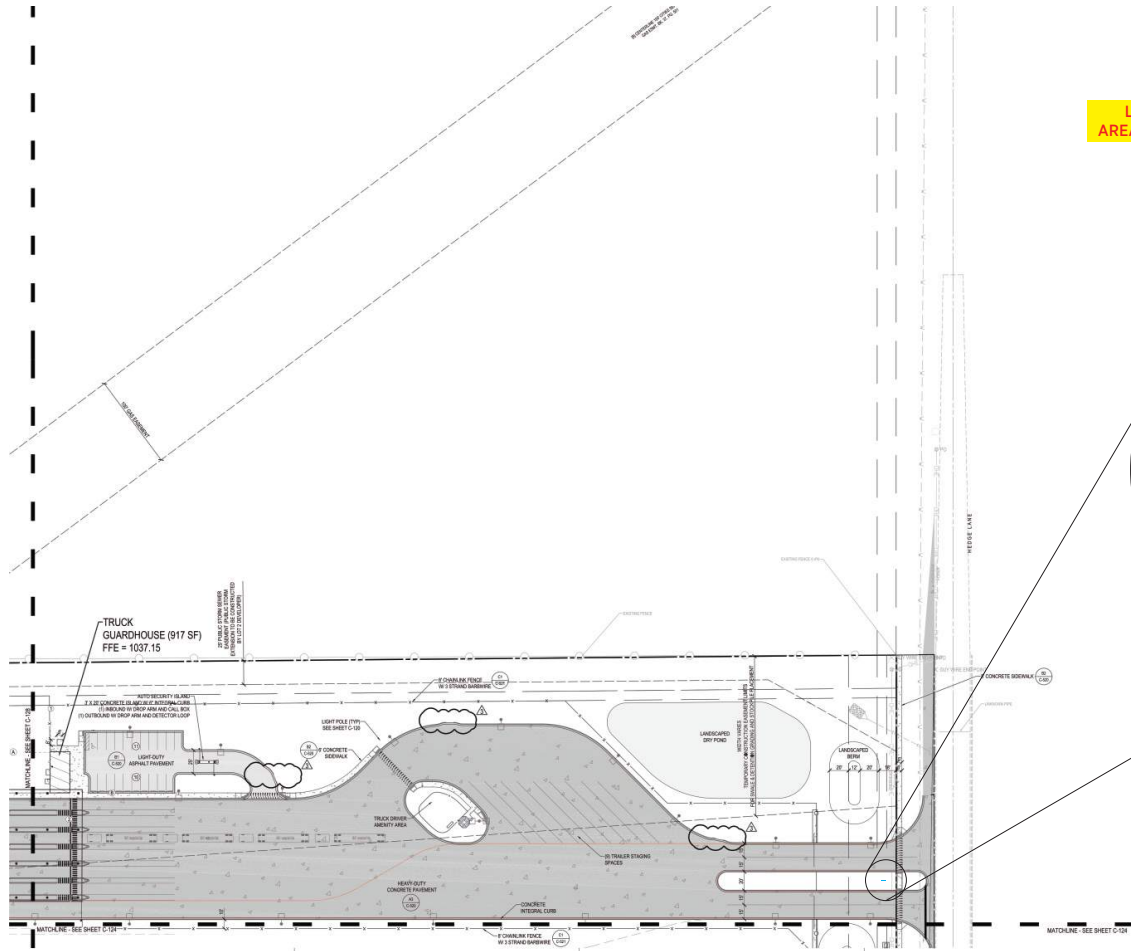
DESIGNER: HRC	MANAGER: ALISON VANN	PAGE: 9
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LANDSCAPING WILL BE PROVIDED (BY OTHERS) IN AN AREA OF AT LEAST 2.5 FEET AROUND THE BASE OF THE SIGN.

SIGNAGE KEY

- Main Entry Monument
- Directional
- Building Letters



REVISIONS

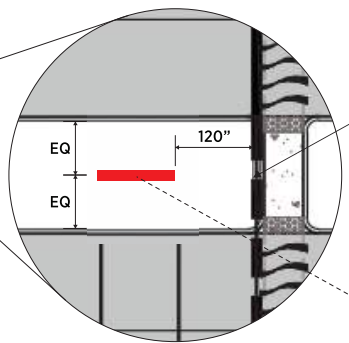
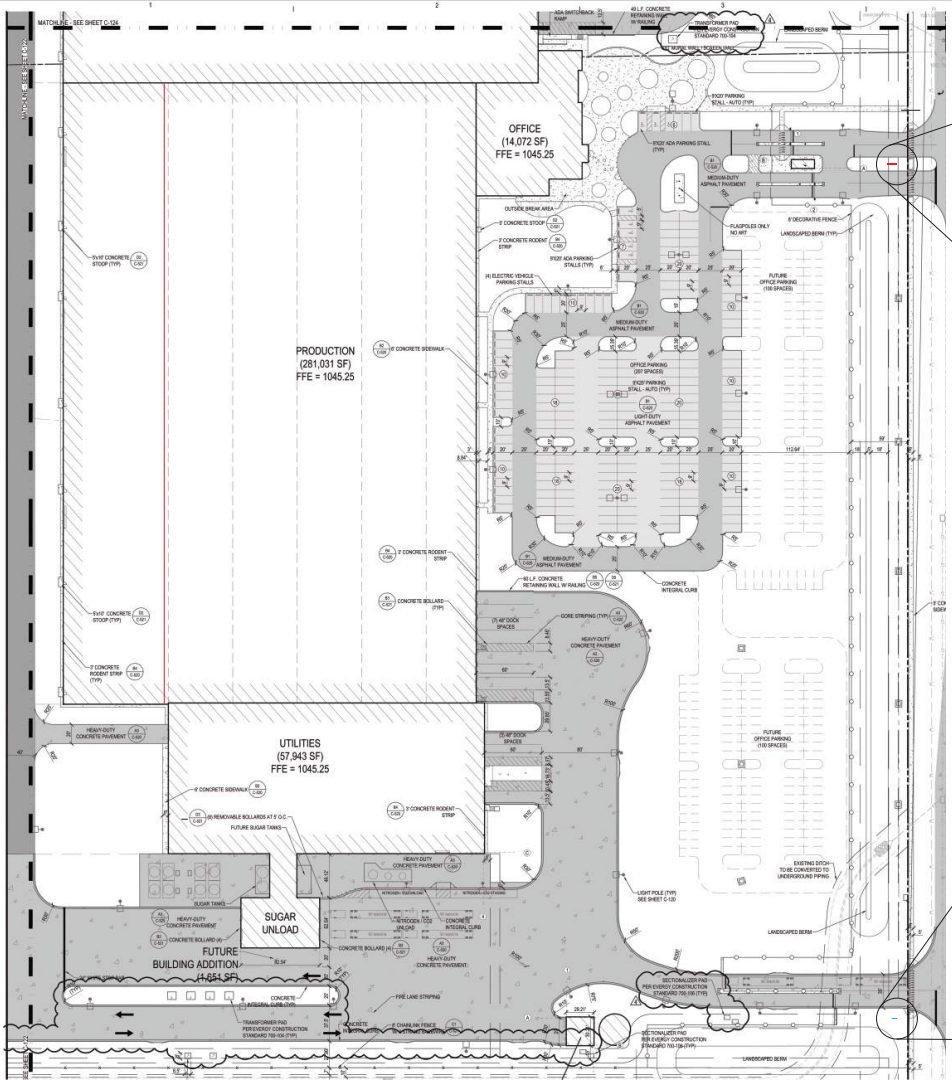
△ 10/16/2024

STATUS

■ Production Ready

1 PARTIAL SITE PLAN
SCALE: 1/128" = 1'-0"

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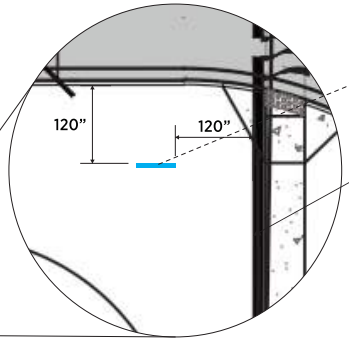


PROPERTY LINE



SIGNAGE KEY

- Main Entry Monument
- Directional
- Building Letters



PROPERTY LINE



REVISIONS

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STATUS

■ Production Ready

LANDSCAPING WILL BE PROVIDED (BY OTHERS) IN AN AREA OF AT LEAST 2.5 FEET AROUND THE BASE OF THE SIGN.

1 PARTIAL SITE PLAN
SCALE: 1/128" = 1'-0"



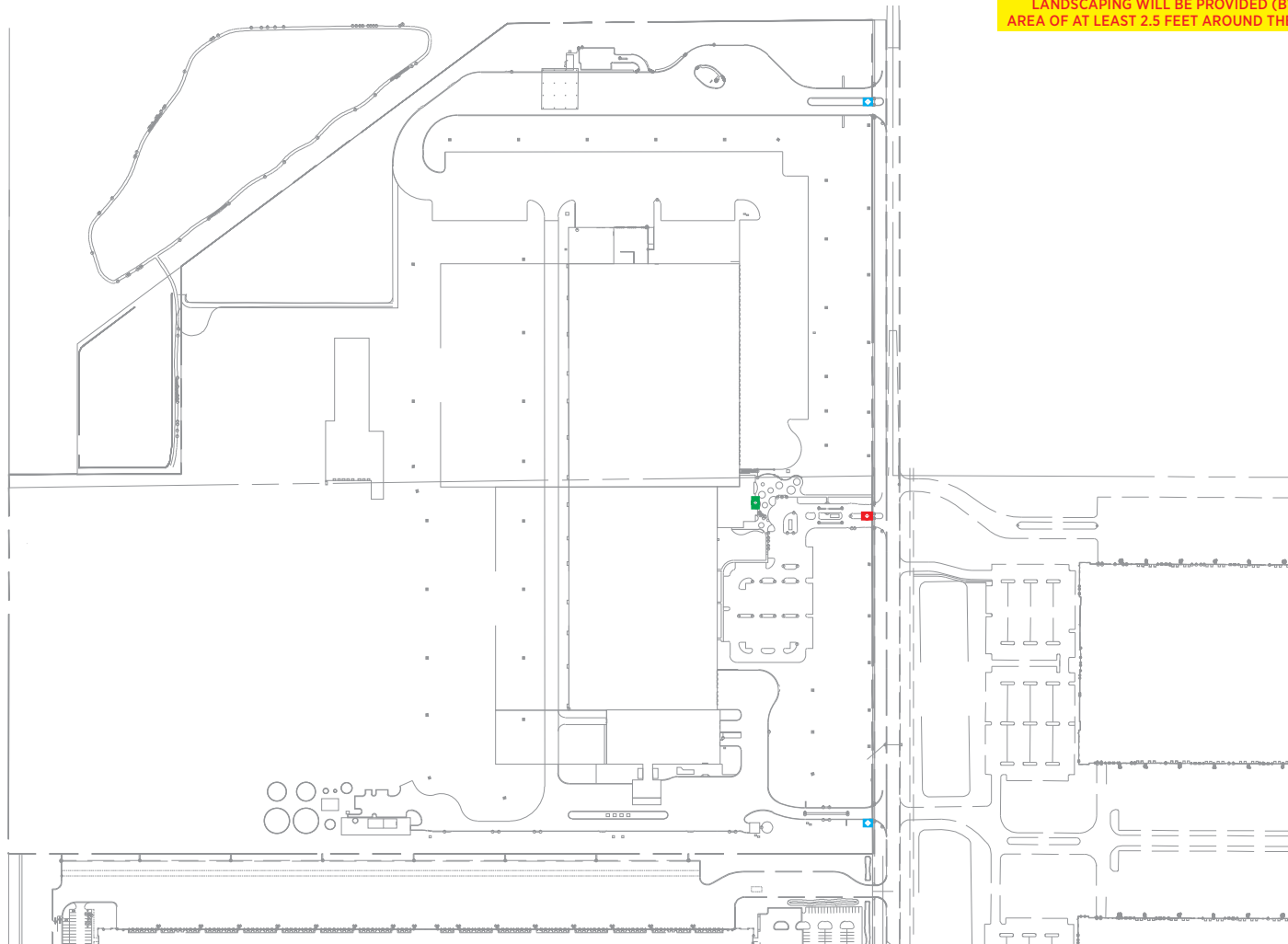
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Set Back Requirements
EXTERIOR

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SIGNAGE KEY

- Main Entry Monument
- Directional
- Building Letters

REVISIONS

△ 10/16/2024

STATUS

■ Production Ready

1 OVERALL SITE PLAN
SCALE: 1 = 5000



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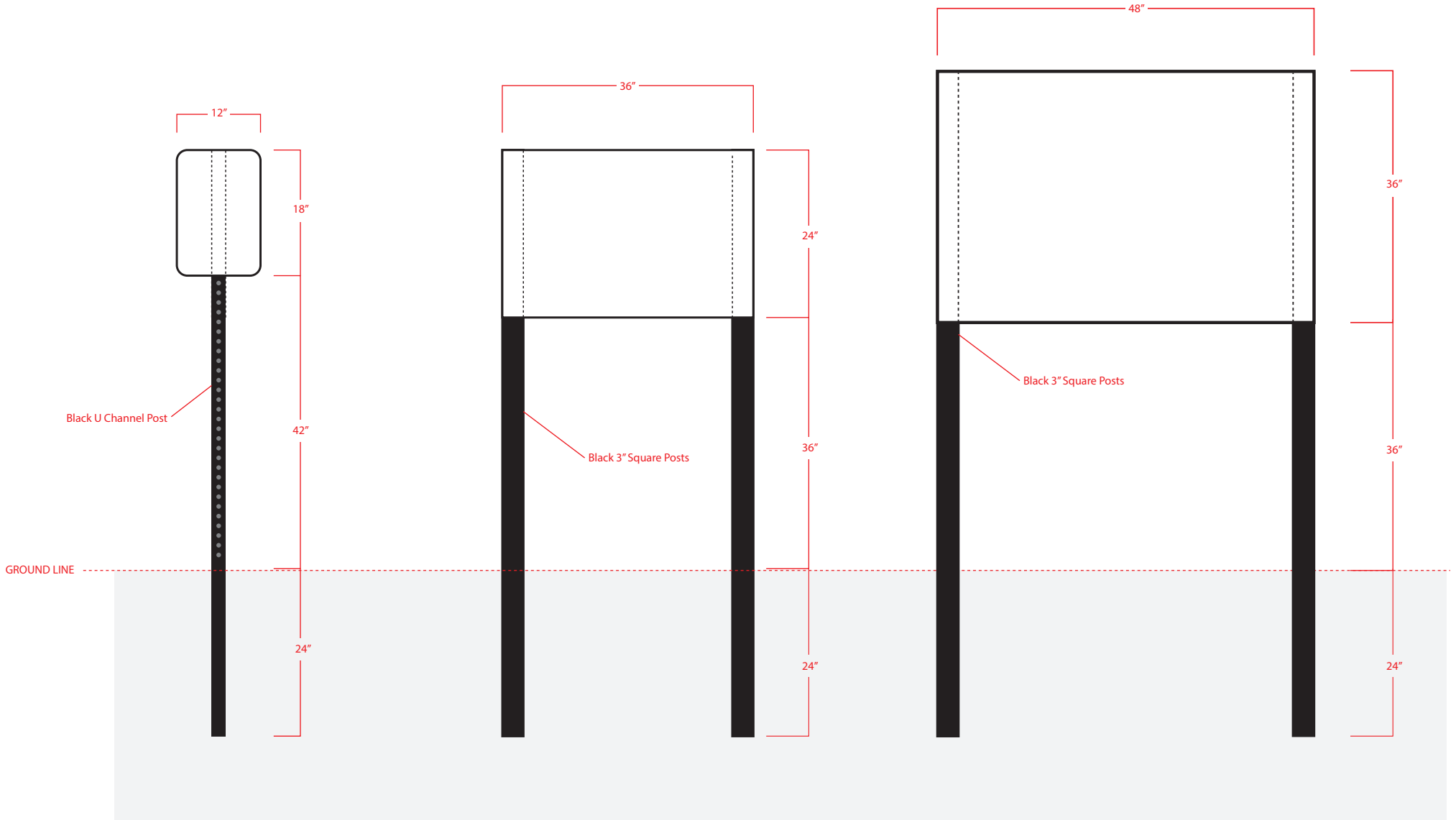
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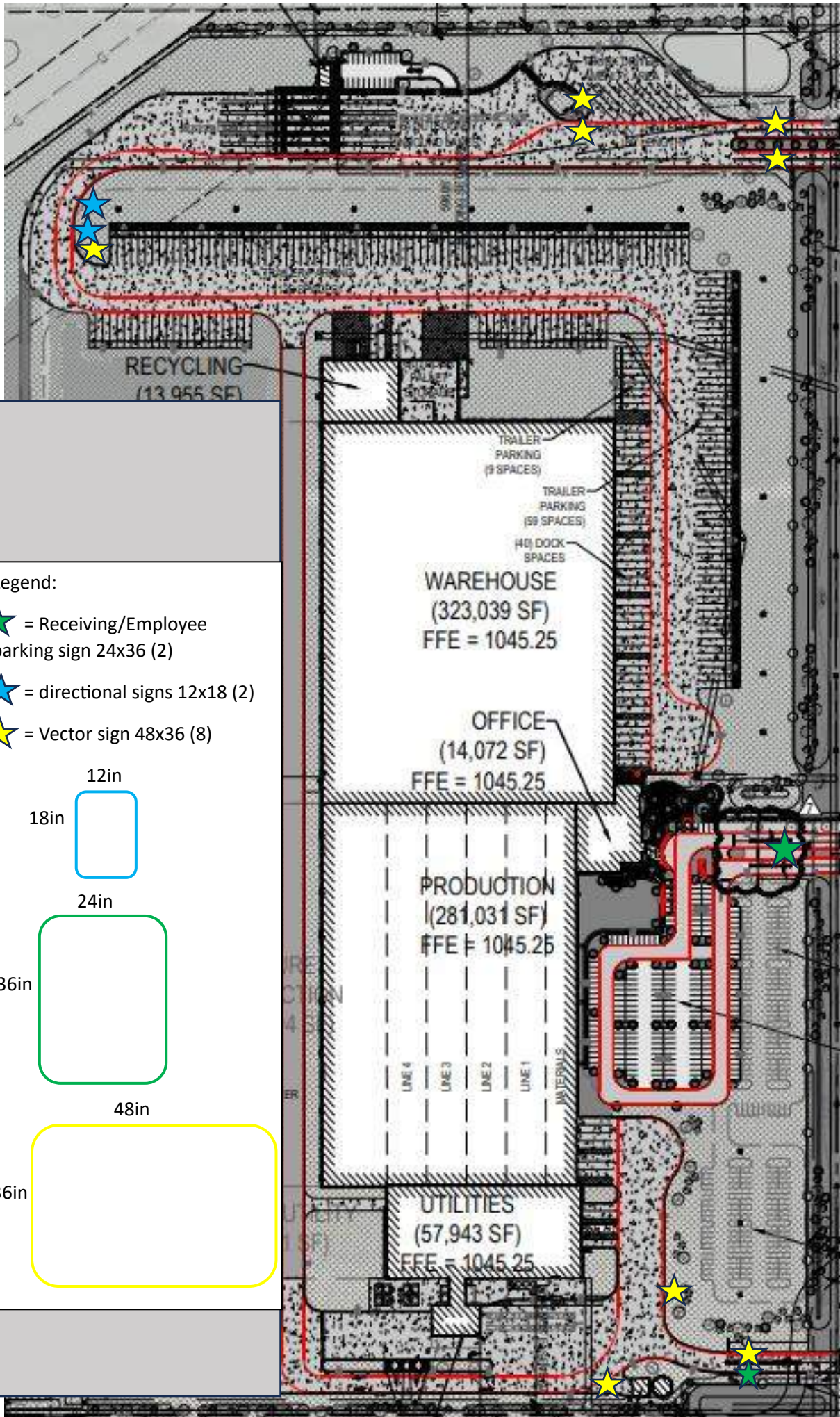
Site Plan
EXTERIOR

DESIGNER:
HRC




MANAGER:
ALISON
VANN

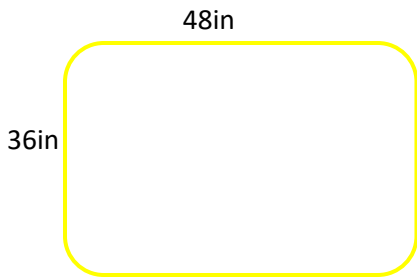
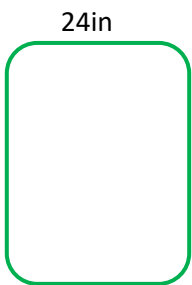
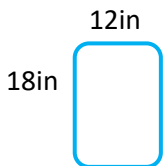
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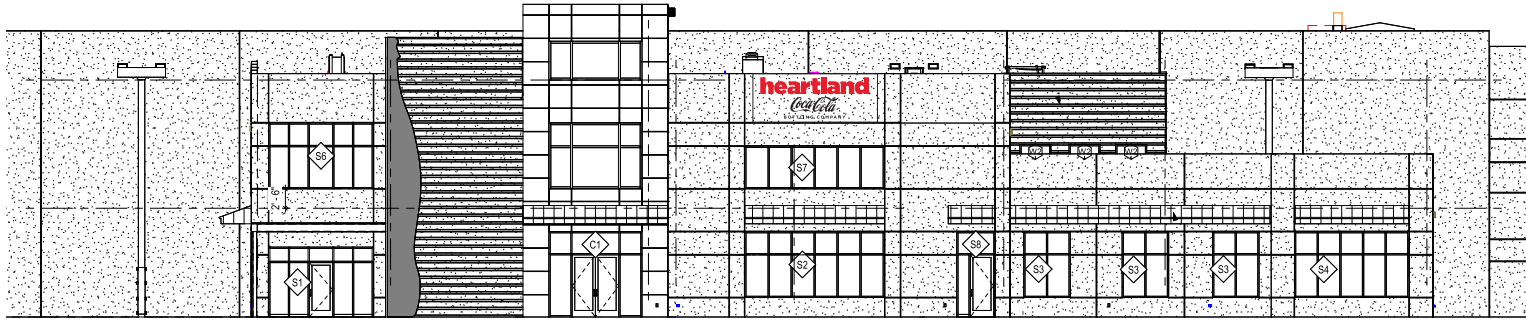




Legend:

-  = Receiving/Employee parking sign 24x36 (2)
-  = directional signs 12x18 (2)
-  = Vector sign 48x36 (8)

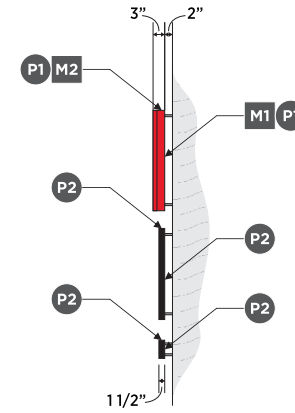




3 ENLARGED EAST OFFICE BUILDING ELEVATION
SCALE: 1/16" = 1'



1 FRONT VIEW
SCALE: 3/8" = 1'



2 SIDE VIEW
SCALE: 3/8" = 1'

OVERVIEW

HEARTLAND:

3" deep face-lit channel letters mounted on 2" standoff hardware.

COCA-COLA BOTTLING COMPANY:

1.5" deep face-lit Colite letters mounted on 2" standoff hardware.

MATERIALS / FINISHES

- M1 .125" Aluminum Panel
- M2 .063" Aluminum Panel
- M3 .125" White Lexan Panel
- M4 .5" Fabricated Retainers
- M5 White LEDs
- M6 1.5" Deep Reverse-Lit Colite Letters
- P1 Paint: AKZO 408A5 Coke Red
- P2 Paint: Black
- V1 Vinyl: 3M 3630-33
- V2 Vinyl: Black Translucent

INSTALLATION

Mount to exterior wall with mechanical anchors and 2" standoff hardware. Silicon all penetrations for water tightness.

ELECTRICAL

Dedicated Circuit - 277 VAC / 20 Amp

REVISIONS

△ 10/16/2024

STATUS

■ Production Ready

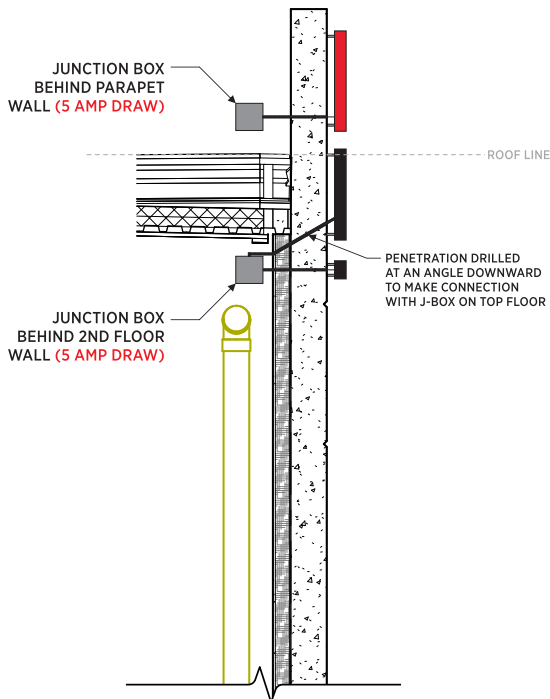


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Building Letters
EXTERIOR

DESIGNER: HRC	MANAGER: ALISON VANN	PAGE: 1
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1 SECTION VIEW
SCALE: 3/8" = 1'

2 PARTIAL ELEVATION
SCALE: 3/8" = 1'

ELECTRICAL
Dedicated Circuit -
277 VAC / 20 Amp

REVISIONS
10/16/2024

STATUS
Production Ready



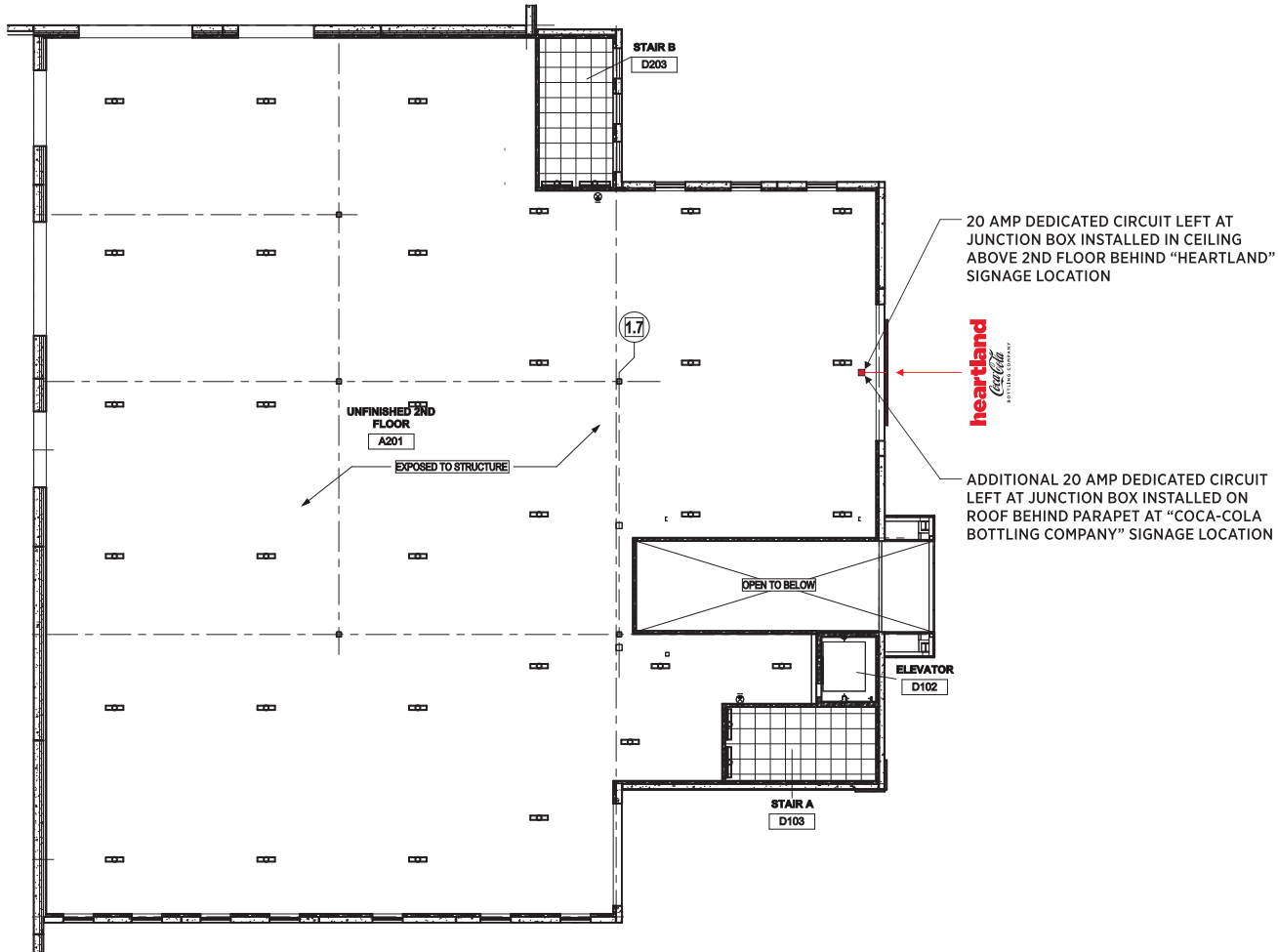
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Building Letters
EXTERIOR

DESIGNER: HRC
MANAGER: ALISON VANN

PAGE:
2



1 2ND FLOOR RCP
SCALE: 1/16" = 1'-0"

ELECTRICAL

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Building Letters
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