



## STAFF REPORT

Planning Commission Meeting: November 18, 2024

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

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

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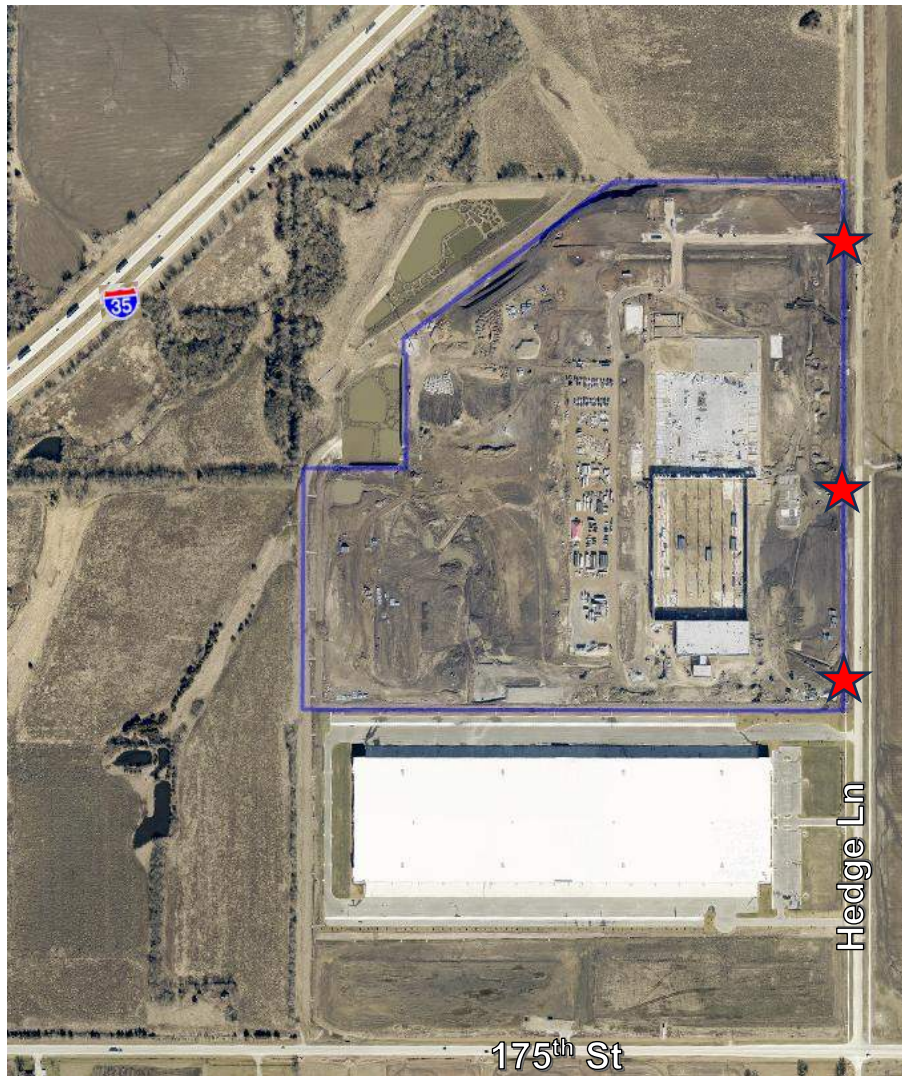
### 1. Introduction

The following application is a request for approval of a sign package for the Heartland Coca-Cola Bottling facility located southwest of W. 167<sup>th</sup> 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.