



# Unified Development Ordinance Amendments (UDO25-0001)

UDO 18.50.190 & OMC 12.10.050

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**Increase unique  
experiences and  
places.**

Olathe 2040

**Establish Olathe as the  
premier business, retail, and  
entertainment draw in the  
region.**

Olathe 2040



# General Standards

## ❑ **Definitions (new or modified):**

- ❑ Indirectly (Externally) Illuminated Sign
- ❑ Internally Illuminated Sign
- ❑ Window Area
- ❑ Backer Panel
- ❑ Building Identification Sign

## ❑ **Sign Permit Applicability:**

- ❑ Clarifying which signs require a permit
- ❑ Requiring consent of property owner

*Example: Window Area*



# General Standards

## ■ Illuminated Signs

- Permitting directly illuminated incandescent bulbs and LED tube lighting with dimming capability

## ■ Sign Placement

- Must not dominate or obscure architectural features



# General Standards

## Exceptions

- ▶ Granted by the Planning Commission through a deviation with regard to size, location, illumination, and number of signs
- ▶ Deviations within Original Town approved by City Council

Consider the following criteria:

1. General spirit and intent of this ordinance,
2. Adverse affect on adjacent property owners or residents,
3. Safety implications,
4. Visual clutter,
5. Site constraints,
6. Lighting impacts on adjacent property,
7. Promotion of high-quality signage,
8. Any other factors which may be relevant to a particular application.

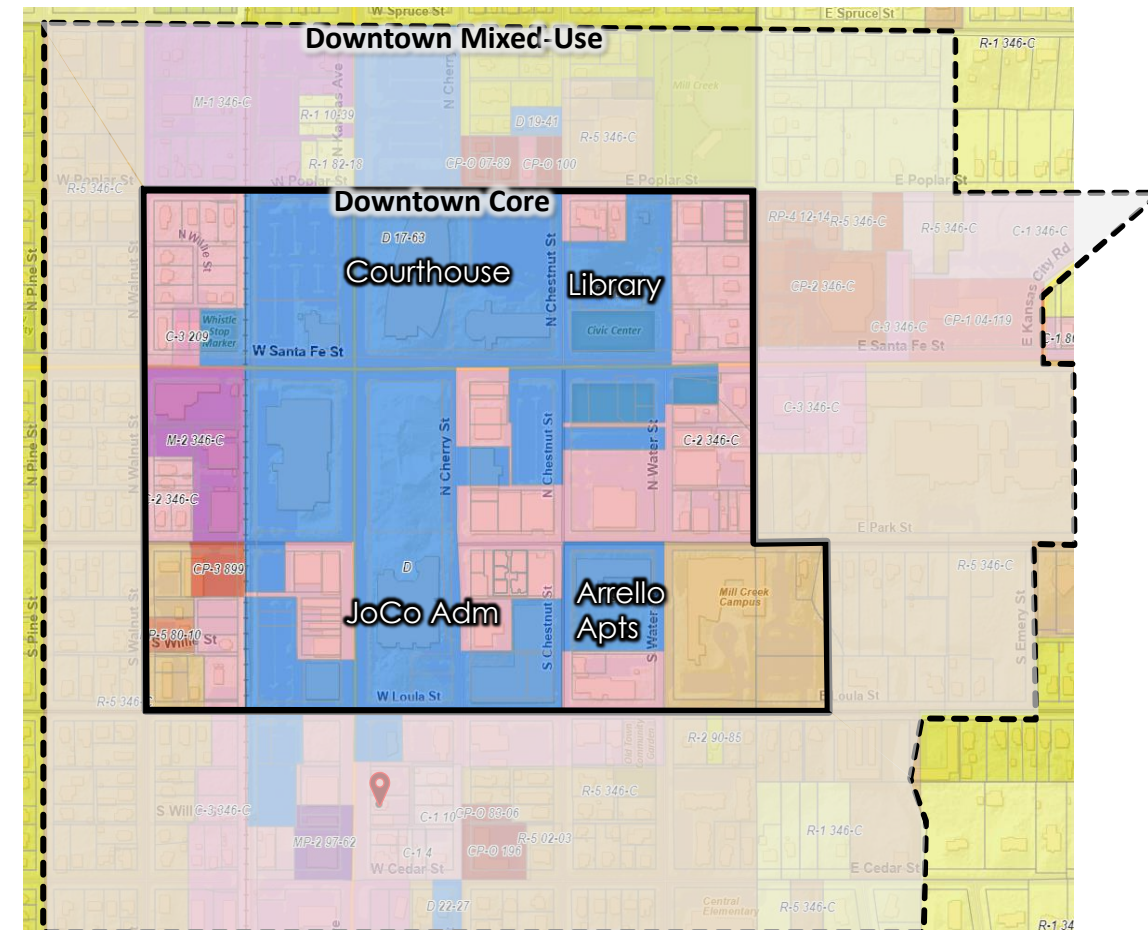
# Downtown (D) District

## □ Scale, character and design of building

- Must not obscure architectural features
- Signs on historically eligible or listed properties to be reviewed by Historic Preservation Board Secretary

## □ Cumulative Sign Area

- Total area of sign faces on tenant façade not to exceed 15% of that façade area



# Downtown (D) District

## Projecting Signs

- ❑ Number permitted
- ❑ Spacing
- ❑ Size limitations

## Over and Under Canopy Signs

- ❑ Clarified language for all canopy sign types
- ❑ Increased size limits
- ❑ Mounting location



# Downtown Core District

## Roof Signs

- ❑ Location
- ❑ Scale
- ❑ Sign / Mounting Type
- ❑ Illumination

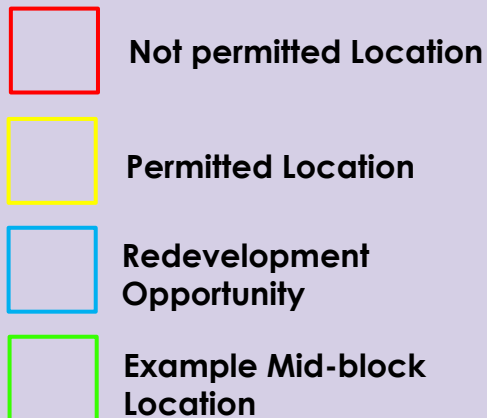
## Painted Signs

- ❑ Number permitted
- ❑ Scale
- ❑ Maintenance considerations

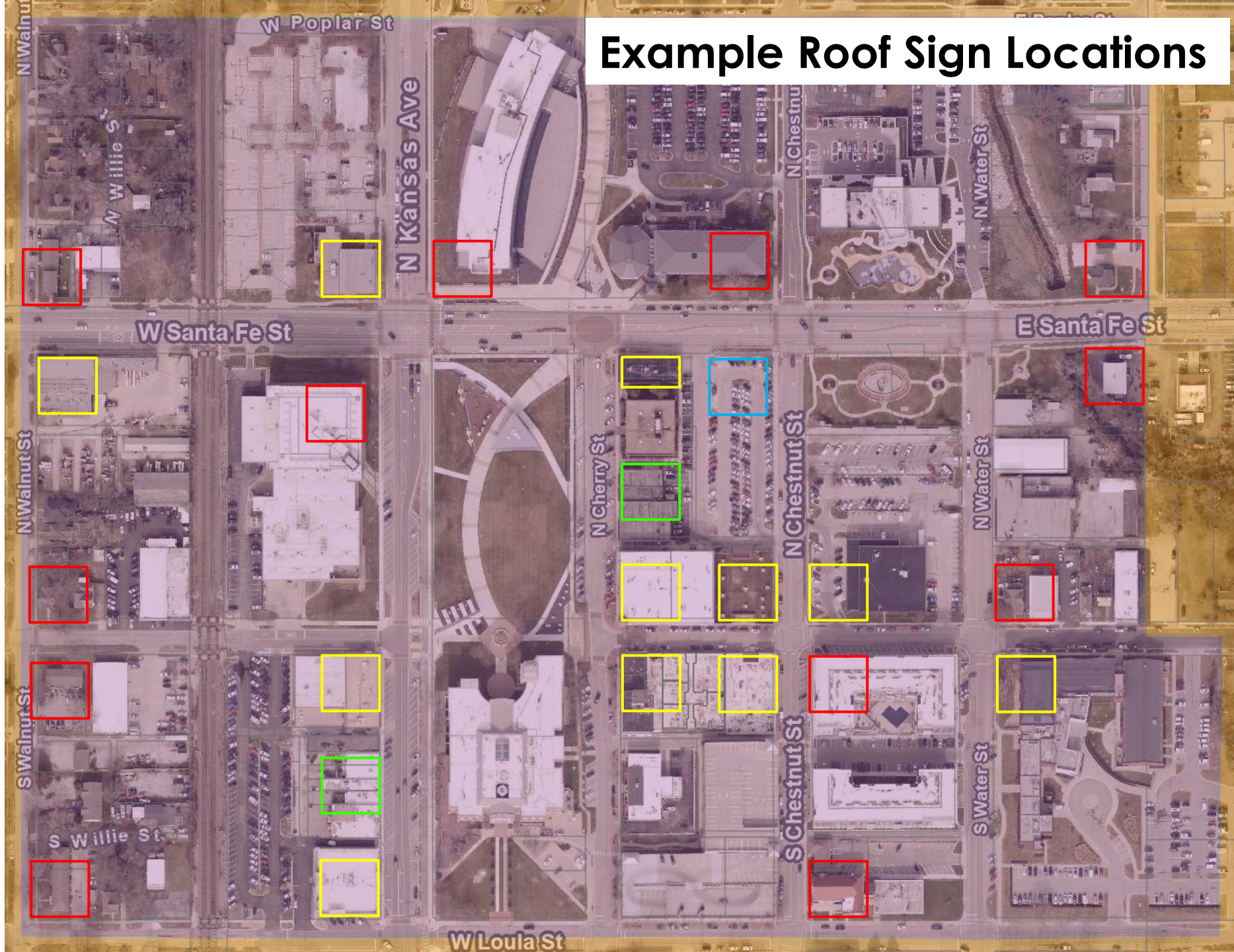


## Roof Sign Requirements

1. Limited to the D-Core District
2. Corner of two intersecting streets, excluding alleyways
3. One mid-block roof sign per square block
4. Flat roofs, not including mansard roofs
5. Buildings 3 stories or less in height



## Example Roof Sign Locations



# Survey Engagement

- ▶ Downtown Business Owners & Residents
- ▶ Property owners in the Downtown Transition Area
- ▶ Sign Companies





# Outcomes

- ▶ Provides flexibility and creative opportunities for business owners
- ▶ Builds upon the unique identity of Downtown
- ▶ Streamlines the process for exceptions to sign standards Citywide
- ▶ Maintains high quality visual standards
- ▶ Responds to emerging technologies

# UDO Amendment Process

- ✓ City Council Discussion – June 3, 2025
- ✓ Planning Commission Workshop – August 11, 2025
- ✓ Planning Commission Public Hearing – August 25, 2025

City Council Consideration – Oct. 7 & Oct. 21, 2025



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