



City of Odessa, Missouri
Board of Adjustment
Odessa Community Building | 601 W. Main Street
Regular Meeting ~ Friday, March 6, 2026 | 12:00 p.m.
Agenda

CALL TO ORDER

Chair, Sean Croucher

**INTRODUCTION OF
NEW BOARD MEMBER**

Christine Fleehart

APPROVAL OF MINUTES

December 26, 2025

NEW BUSINESS

(Public Hearing) VAR-01-2026 / R&O Sign Co. /
Sign Variance / 101 W. Old 40 Highway

CITY OF ODESSA CODE OF ORDINANCES

Sec. 50-721. Specific requirements for certain sign types.

Exhibits:

1. Staff report
2. Application with attachments
3. Affidavit of publication
4. Letter sent to neighbors within 185'
5. City Code of Ordinances

TRAINING

Public Officials Liability Training
Lauber Municipal Law, LLC

ADJOURNMENT

A quorum of the Board of Aldermen may be in attendance however, no Board of Aldermen votes will be taken.

Posted March 3, 2026
City Hall & City Website
Emailed to The Odessan



City of Odessa, Missouri
Board of Adjustment
Odessa Community Building | 601 W. Main Street
Regular Meeting ~ Friday, December 26, 2025 | 12:00 p.m.
Minutes

CALL TO ORDER

Chairman Croucher called the meeting to order at 12:03 p.m.

ROLL CALL

Jenny Neel, Community Development Coordinator, called the roll.

| | |
|-----------------|---------|
| Sean Croucher | Present |
| Stan Jones | Present |
| Charles Harvey | Present |
| William Begeman | Absent |

OTHERS IN ATTENDANCE

Jenny Neel, Community Development Coordinator
Robbie Hotmer, Applicant
Christy Fleehart

APPROVAL OF MINUTES

Board member Harvey made a motion to approve the minutes from the October 27, 2025 meeting. Motion was seconded by board member Jones.

Motion carried 3-Ayes, 0-Noes.

NEW BUSINESS

(Public Hearing) VAR-12-26-25 / Section 50-721 – Signs / 400 US 40 Highway

Open: 12:04 p.m.

Closed: 12:05 p.m.

Staff Presentation

The staff report included the variance application, photos of the proposed signs, affidavit of publication, and letter to neighbors with 185’.

Staff recommends approval of the variance request due to the large size of the building and its frontage.

Applicant Presentation

None

Speakers In Favor

None

Speakers Opposed

None

Board Comments

Chairman Croucher asked if the ordinance applies to strip malls. Neel stated that it does and she is working to improve the sign codes.

Motion was made by board member Jones to approve variance request VAR-12-26-25-Section 50-721 City of Odessa Code of Ordinances, seconded by board member Harvey and carried with the following vote:

| | |
|----------------|-----|
| Sean Croucher | Aye |
| Stan Jones | Aye |
| Charles Harvey | Aye |

Motion carried to approve 3-Ayes, 0-Noes.

ADJOURN

With no further business to come before the board, motion was made by board member Jones, seconded by board member Harvey to adjourn the meeting at 12:07 p.m.

Motion carried-3-Ayes, 0-Noes.

Approved:

Sean Croucher, Chairman

Jenny Neel, Recording Secretary



City of Odessa

Board of Adjustment

228 S Second St • PO Box 128 • Odessa, MO 64076
 Phone: 816-230-5577 • cityofodessamo.com

STAFF REPORT March 6, 2026

| | |
|--------------------|--|
| File #: | VAR-01-2026 |
| Applicant: | R&O Sign Co. |
| Property Owner:: | K-Mac Enterprises, Inc. |
| Site Location: | 101 W. Old 40 Highway |
| Request: | Variance to allow a 35 ft sign that is 13.4' x 8' and includes a 4'x8' marquee sign on the proposed Taco Bell site, for a total of 139.2 +/- square feet. |
| Odessa Staff: | Jenny Neel, Community Development Coordinator |
| City Ordinance: | <p>Section 50-721 – Specific requirements for certain sign types.</p> <p><i>Freestanding signs.</i> Each freestanding sign shall be located at least 75 feet from any other freestanding sign on the same side of the street. The distance may be reduced upon appeal and approval from the board of adjustment. The maximum height of the sign shall not exceed 22 feet, and the maximum sign area shall not exceed 70 square feet. Sign area and height may be increased upon appeal to and approval by the board of adjustment. Only one freestanding sign is permitted per lot.</p> |
| Variance Criteria: | <p>The board of adjustment shall have the following powers:</p> <p><i>Powers relative to variances.</i> Where, by reason of exceptional narrowness, shallowness or shape of a specific piece of property at the time of the original adoption of the ordinance from which this chapter is derived or by reason of exceptional topographical conditions or other extraordinary or exceptional situation or condition of a specific piece of property, which condition is not generally prevalent in the area, the strict application of this chapter would result in peculiar and exceptional practical difficulties to or exceptional undue hardship upon the owner of such property, the board of adjustment is empowered to authorize upon an appeal in specific cases a variance from the terms of this chapter, as will not be contrary to the public interest, so that the spirit of this chapter will be observed and substantial justice will be done. The board of adjustment may establish such requirements relative to such property as would carry out the purpose and intent of this chapter. It is specifically provided, however, that the board of adjustment is not authorized to grant a use variance.</p> |

| | |
|----------------------------|--|
| Staff Recommendation: | Staff recommends approval of this request due its proximity to I-70. The request is not contrary to the public interest and maintains the spirit of the ordinance. |
| Respectfully Submitted: | Jenny Neel, Community Development Coordinator |



City of Odessa

Request for Variance/Appeal

Community Development
228 S Second St • PO Box 128 • Odessa, MO 64076
Phone: 816 230 5577 • cityofodessamo.com

You may appear before the Board of Zoning Adjustment to request a variance from the City Ordinances under Sections 50.779 – 50.804 of the City Code. A public hearing notice of 15 days is required, and the applicant is responsible for the associated costs. Please complete all required information and submit this form to Odessa City Hall, located at 228 South Second Street, Odessa, MO 64076. A fee of \$100 is due upon submission of a variance application, and a fee of \$75 is required for appeals. If a Recorder is required for the hearing, additional fees may apply.

PAID
FEB 09 2026
City of Odessa, MO

Date of Application: 1-27-26

Type of Application Appeal (\$75) Variance (\$100)

Applicant Name/Relation to Property Owner: R & D Sign Co.

Applicant Mailing Address: PO Box 11686 Murchow, OK 74948

Daytime Phone Number: 479-650-6393 Email: R.OSIANSHP@Yahoo.com

Address of property for which the variance is requested: 101 W US Highway 40

Current Zoning of Property: _____

Property Owner or Responsible Party:

K-MAC Enterprises Inc Conn Miller 1/27/26
Print Name Signature Date

Property Owner Mailing Address: 688 MILSAP RD. FAYETTEVILLE, AR. 72703

Property Owner Daytime Telephone: 479-646-2053 Email: jfreeman@kmaccorp.com

Reason (s) for variance: Please be specific. Please include a site plan. You may attach additional numbered pages: INCREASE SQUARE FOOTAGE & HEIGHT OF SIGN - 30FT MAIN ID SIGN - 13.4x8 MARQUEE SIGN 4x8

We are requesting approval for a 35-foot pylon sign for the proposed Taco Bell located at 101 W US Highway 40, Odessa, MO. The requested height aligns with KMAC brand standards and is consistent with Taco Bell locations along similar highway corridors. US Highway 40 is a high-traffic roadway where increased sign visibility is necessary for safe and effective identification of the business. A 35-foot pylon sign will ensure adequate visibility for motorists traveling at posted speeds and allow the site to remain competitive and consistent with surrounding development. Additionally, neighboring businesses in close proximity, including McDonald's and Shell, utilize pylon signage of similar height. Approval of this variance will maintain visual consistency along the corridor while supporting wayfinding, traffic safety, and commercial uniformity.

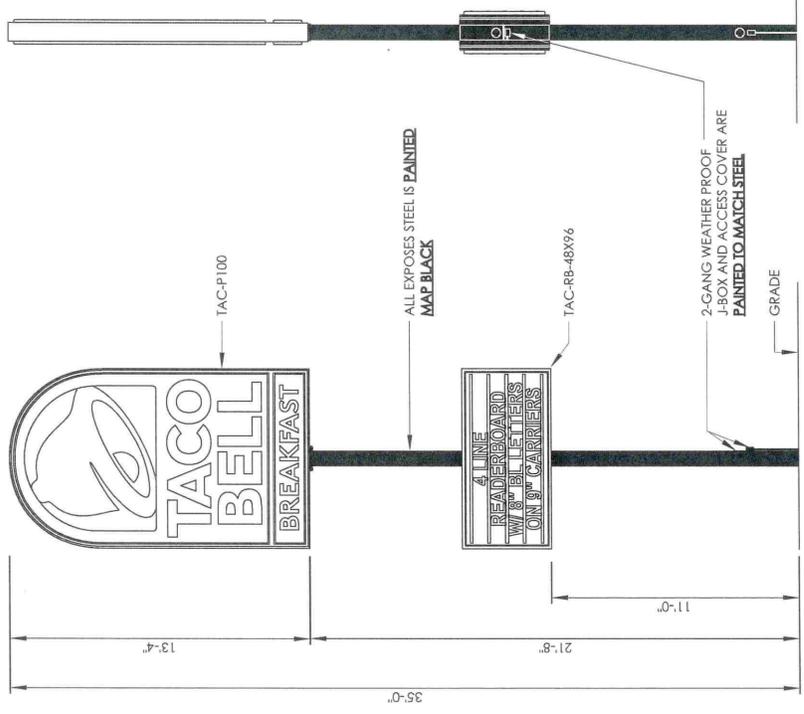
NOTE:
1.) SHOP TO PROVIDE SIGN HEAD MOUNTING HARDWARE AND TOUCH UP PAINT FOR INSTALLER.

| REVISIONS | | DATE | DRAFTER |
|-----------|------------|-----------------|---------|
| REV. | ECR NUMBER | | |
| A | 88752 | 06.13.24 | KKJ |
| | | INITIAL RELEASE | |

DESIGN CRITERIA (IBC2012 / ASCE 7/10):
 OVERALL HEIGHT - 35' - 0" MAX
 RISK CATEGORY - II
 BASIC WINDSPEED - 115 MPH
 EXPOSURE - 'C'
 ALLOWABLE LATERAL SOIL BEARING PRESSURE - 150 PSF FT

STEEL MATERIAL SPECIFICATIONS:
 ANGLE, CHANNEL, AND PLATE - ASTM A36, Fy = 36 KSI
 WIDE FLANGE BEAMS - ASTM A992, Fy = 50 KSI
 HOLLOW STRUCTURAL SECTIONS: SQUARE AND RECTANGULAR - ASTM A500 GRADE B, Fy = 46 KSI
 ROUND - ASTM A500 GRADE B, Fy = 42 KSI
 PIPE - ASTM A53 GRADE B, Fy = 35 KSI

ALL WELDS SHALL BE AISC MINIMUM, UNLESS OTHERWISE NOTED, AND BE MADE WITH E70XX ELECTRODES



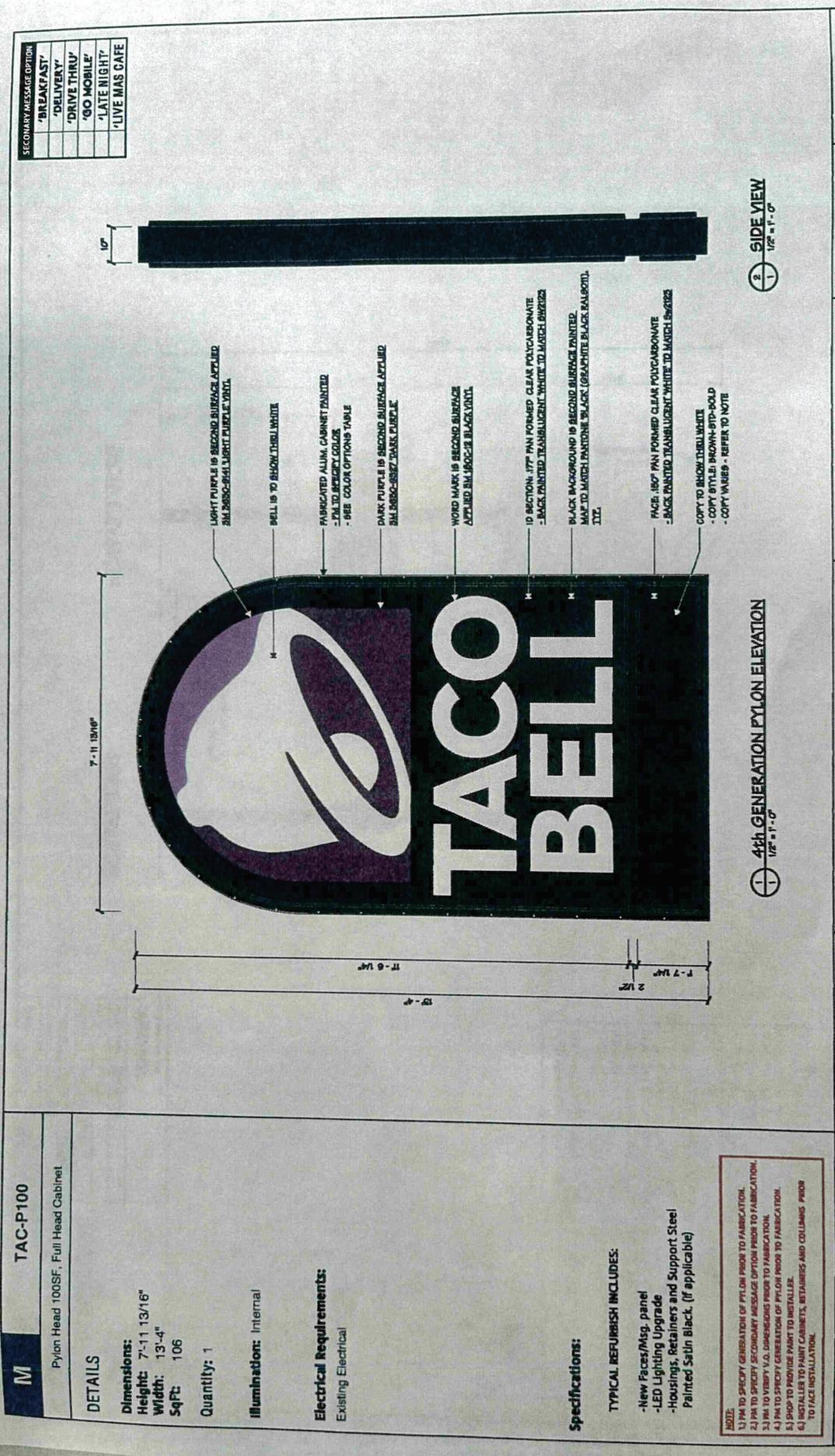
FRONT ELEVATION

SIDE ELEVATION

| | |
|--------------------|---|
| Program/Client: | TACO BELL |
| Interior/Exterior: | EXTERIOR |
| Sign Type: | PYLON |
| Engineer: | T. NEWBERRY |
| Windspeed: | 115 MPH / IBC 2018 |
| Illumination: | ILLUMINATED |
| Voltage: | 120 |
| Scale: | 3/16" = 1'-0" |
| DESCRIPTION: | P100 PYLON POLE @ 35' O.H. W/ READERBOARD |
| NOTES: | TAC-P100-POLE-35-RB-48X96 |



④ Freestanding Permit # 26-017



| SECONDARY MESSAGE OPTION | |
|--------------------------|-----------------|
| <input type="checkbox"/> | 'BREAKFAST' |
| <input type="checkbox"/> | 'DELIVERY' |
| <input type="checkbox"/> | 'DRIVE THRU' |
| <input type="checkbox"/> | 'GO MOBILE' |
| <input type="checkbox"/> | 'LATE NIGHT' |
| <input type="checkbox"/> | 'LIVE MAS CAFE' |

② SIDE VIEW
1/2" = 1'-0"

① 4th GENERATION PYLON ELEVATION
1/2" = 1'-0"

M TAC-P100
Pylon Head 100SF, Full Head Cabinet

DETAILS
 Dimensions:
 Height: 7'-11 13/16"
 Width: 13'-4"
 SqFt: 106
 Quantity: 1
 Illumination: Internal
 Electrical Requirements:
 Existing Electrical

Specifications:
 TYPICAL REFURBISH INCLUDES:
 -New Faces/Msg. panel
 -LED Lighting Upgrade
 -Housings, Retainers and Support Steel
 Painted Satin Black. (If applicable)

NOTE:
 1) PM TO SPECIFY GENERATION OF PYLON PRIOR TO FABRICATION.
 2) PM TO SPECIFY SECONDARY MESSAGE OPTION PRIOR TO FABRICATION.
 3) PM TO VERIFY V.O. DIMENSIONS PRIOR TO FABRICATION.
 4) PM TO SPECIFY GENERATION OF PYLON PRIOR TO FABRICATION.
 5) SHOP TO PROVIDE PART TO INSTALLER.
 6) INSTALLER TO PAINT CABINETS, RETAINERS AND COLLARS PRIOR TO FACE INSTALLATION.

TACO BELL.

PROJECT MANAGER
Jazmin Harrison

LOCATION
101 W. Highway 40
Owasso, MO 64076

DESIGNER L.L. **DATE:** 12/28/2025

CUSTOMER APPROVAL
 Print Name _____ Title _____
 Signature _____ Date _____

Approved
 Approved as Noted
 Not Approved
 Resubmit with Changes

AGI

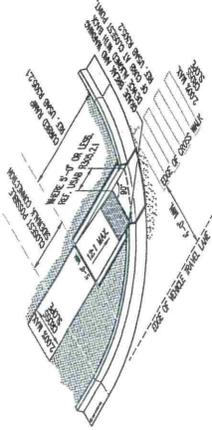
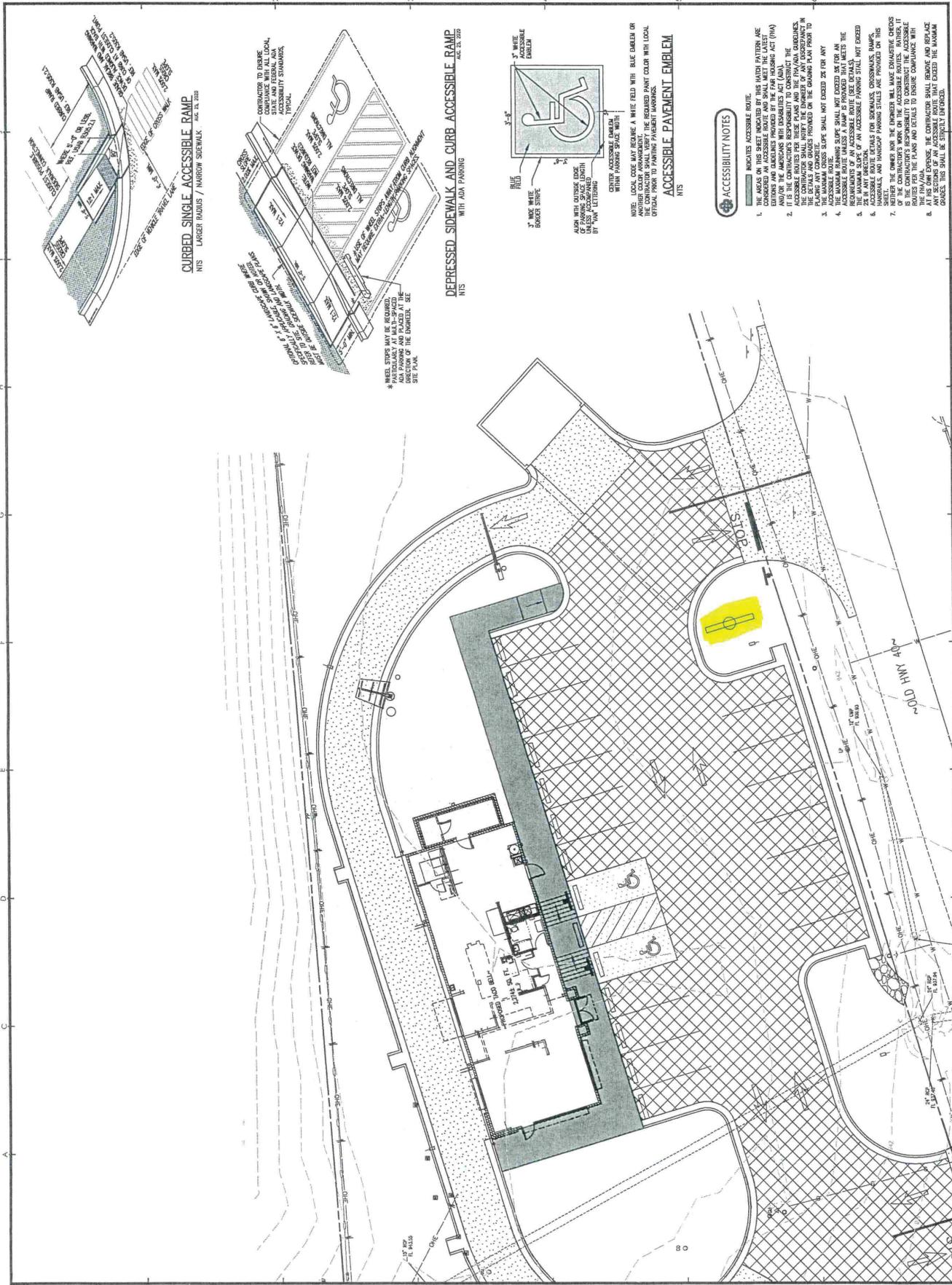
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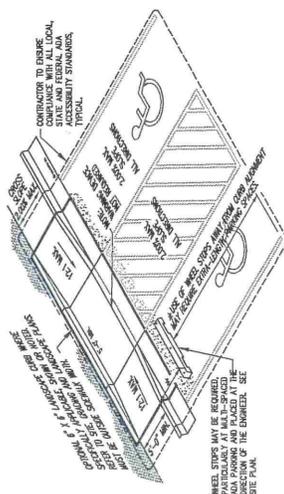
PROPOSED TACO BELL
 101 W. US HWY. 40
 COVESA, MO 64078

THIS DOCUMENT IS PRELIMINARY IN NATURE AND IS NOT TO BE USED FOR CONSTRUCTION. IT IS SUBJECT TO REVISION AND SHOULD BE REVIEWED FOR ANY CHANGES TO THE ORIGINAL DESIGN.

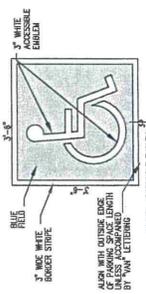
ACCESSIBILITY PLAN
C-102



CURBED SINGLE ACCESSIBLE RAMP
 NTS LARGER RADIUS / NARROW SIDEWALK - AUG. 19, 2009



DEPRESSED SIDEWALK AND CURB ACCESSIBLE RAMP
 NTS WITH ADA PARKING - AUG. 19, 2009



ACCESSIBLE PAVEMENT EMBLEM
 NTS

- NOTE: LOCAL CODE MAY REQUIRE A WHITE FIELD WITH BLUE EMBLEM OR ANOTHER COLOR ARRANGEMENT. THE REQUIRED PAINT COLOR WITH LOCAL OFFICIAL PRIOR TO PAINTING PAVEMENT MARKINGS.

ACCESSIBILITY NOTES

1. THE AREAS IN THIS SHEET INDICATED BY THIS HATCH PATTERN ARE TO BE CONSIDERED AS ACCESSIBLE ROUTES. THE CONTRACTOR SHALL VERIFY THE EXISTING CONDITIONS AND CONDITIONS PROVIDED BY THE FIRM HAVING ACT (FHA) AND/OR THE AMERICANS WITH DISABILITIES ACT (ADA).
2. IT IS THE CONTRACTOR'S RESPONSIBILITY TO VERIFY THE EXISTING CONDITIONS FOR THESE PLANS AND THE FIRM/HVA GUIDELINES. THE CONTRACTOR SHALL NOTIFY THE ENGINEER OF ANY DISCREPANCY IN THE FIELD PRIOR TO THE BEGINNING OF THE WORK. THE CONTRACTOR SHALL PLACE ANY CURB CUTS ON THE SIDEWALK PRIOR TO THE BEGINNING OF THE WORK.
3. ACCESSIBLE ROUTES SHALL NOT EXCEED 2% FOR ANY MAXIMUM RUNNING SLOPE SHALL NOT EXCEED 1:12 FOR AN ACCESSIBLE ROUTE.
4. THE CONTRACTOR SHALL VERIFY THE EXISTING CONDITIONS AND CONDITIONS PROVIDED BY THE FIRM HAVING ACT (FHA) AND/OR THE AMERICANS WITH DISABILITIES ACT (ADA) PRIOR TO THE BEGINNING OF THE WORK.
5. ACCESSIBLE ROUTES SHALL NOT EXCEED 2% FOR ANY MAXIMUM RUNNING SLOPE SHALL NOT EXCEED 1:12 FOR AN ACCESSIBLE ROUTE (SEE SECTION).
6. THE CONTRACTOR SHALL VERIFY THE EXISTING CONDITIONS AND CONDITIONS PROVIDED BY THE FIRM HAVING ACT (FHA) AND/OR THE AMERICANS WITH DISABILITIES ACT (ADA) PRIOR TO THE BEGINNING OF THE WORK.
7. THE CONTRACTOR SHALL VERIFY THE EXISTING CONDITIONS AND CONDITIONS PROVIDED BY THE FIRM HAVING ACT (FHA) AND/OR THE AMERICANS WITH DISABILITIES ACT (ADA) PRIOR TO THE BEGINNING OF THE WORK.
8. THE CONTRACTOR SHALL VERIFY THE EXISTING CONDITIONS AND CONDITIONS PROVIDED BY THE FIRM HAVING ACT (FHA) AND/OR THE AMERICANS WITH DISABILITIES ACT (ADA) PRIOR TO THE BEGINNING OF THE WORK.

Lafayette County, MO



1 in. = 37ft. 

This Cadastral Map is for informational purposes only. It does not purport to represent a property boundary survey of the parcels shown and shall not be used for conveyances or the establishment of property boundaries.

THIS MAP IS NOT TO BE USED FOR NAVIGATION



City of Odessa

Board of Adjustment

228 S Second St • PO Box 128 • Odessa, MO 64076
Phone: 816-230-5577 • cityofodessamo.com

February 19, 2026

Ref: Public Hearing: VARIANCE / VAR-01-2026
101 W. Old 40 Highway
Parcel # 14-7.0-36-3-001-001.000

Dear Property Owner:

A Public Hearing will be held by the Board of Adjustment of the City of Odessa to receive comments from interested parties and citizens relative to a request by R&O Sign Co, on behalf of K-Mac Enterprises, Inc, owner, to seek a Variance to Chapter 50 of the City of Odessa Code of Ordinances, Section 50-721 to allow a 35-foot pylon sign that is 13.4' x 8' and includes a 4' x 8' marquee sign for the proposed Taco Bell, for a total of 139.2 +/- square feet.

You are receiving this notice because County records indicate you own property within 185 feet of the boundary of the site in question.

Interested parties may view the application materials on file by contacting the Community Development Department via email at jenny.neel@cityofodessamo.com or at City Hall at 228 S 2nd Street, Odessa, MO

The hearing will be held in the Dyer Park Community Bldg. located at 601 W Main Street, Odessa, MO on the following dates:

Board of Adjustment – Friday, March 6, 2026 @ 12:00 PM

Your attendance and comments are welcome at these meetings. Questions concerning this matter may be directed to the Community Development Department at 230-5577 ext. 2.

Very truly yours,

CITY OF ODESSA

Jenny Neel

Community Development Coordinator

Enc.



Sec. 50-721. Specific requirements for certain sign types.

In addition to the design, construction and installation requirements generally applicable to signs in the city, the following type-specific restrictions shall apply:

- (1) *Freestanding signs.* Each freestanding sign shall be located at least 75 feet from any other freestanding sign on the same side of the street. The distance may be reduced upon appeal and approval from the board of adjustment. The maximum height of the sign shall not exceed 22 feet, and the maximum sign area shall not exceed 70 square feet. Sign area and height may be increased upon appeal to and approval by the board of adjustment. Only one freestanding sign is permitted per lot.
- (2) *Projecting and under-canopy signs.* Projecting signs shall not project more than 5.5 feet beyond the face of the building and the bottom of the sign shall be a minimum of ten feet above the level of any sidewalk. Under-canopy signs shall be rigidly mounted, with a minimum of 8.5 feet of clearance between the base of any sign and the sidewalk.
- (3) *Entrance and exit signs.* Entrance and exit signs may be located at driveways that provide access into or from a property. A maximum of two signs per driveway, have a length no greater than six feet and height no greater than 2.5 feet, is permitted.
- (4) *Residential subdivision monuments.* The height of residential subdivision monuments shall be not less than three feet and not more than six feet. The sign face of the monument shall be not greater than 12 square feet. The monument shall be located at least six feet from the nearest curb edge or property line.
- (5) *Commercial monuments.* Commercial monuments shall have a height of not less than three feet and not more than 15 feet and a maximum sign face of 24 square feet. There shall be no more than one such monument per lot.
- (6) *Portable A-frame signs.* The sign face area of portable A-frame signs shall not exceed 12 square feet per side.
- (7) *Wall signs.* Wall signs shall not extend more than 12 inches from the surface upon which they are mounted. The sign face area of wall signs shall not exceed 100 square feet.
- (8) *Address signs.* Address signs shall have Arabic numbers or alphabet letters and shall have a maximum height of four inches.

(Ord. No. 2852, § 1(8.907), 2-25-2013)