



CITY PLAN COMMISSION STAFF REPORT

City of Kansas City, Missouri
City Planning & Development Department
www.kcmo.gov/cpc

03/05/2025

Project Name

Brightspeed Rezoning

Docket #5**Request**

CD-CPC-2024-00178
Rezoning

Applicant

Emma Ludwig
Midwest Sign Company

Owner

Connect Holding DBA – Brightspeed of
Western Mo.

Location	9200 NW 119 th Ter
Area	About 1.9 Acres
Zoning	AG-R & B3-3
Council District	1
County	Platte
School District	Platte County

Surrounding Land Uses

North: Commercial Use, zoned B3-3

South: Commercial Use, zoned B3-3

East: I-29 ROW

West: Commercial Use, zoned B3-3

Land Use Plan

The KCIA Area Plan recommends Commercial/Industrial for this location. The proposed plan aligns with this designation. See Criteria A for more information.

Major Street Plan

NW 119th Ter is not identified on the City's Major Street Plan.

APPROVAL PROCESS**SUMMARY OF REQUEST + KEY POINTS**

The applicant is seeking to rezone the subject site in order for the zoning designation to reflect existing conditions.

PROJECT TIMELINE

The application for the subject request was filed on 11/14/2024. Scheduling deviations from 2025 Cycle 1.1 have occurred.

- The public hearing on 01/01/2025 was cancelled.
- The public engagement requirement was not satisfied till 02/10/2025.

NEIGHBORHOOD AND CIVIC ORGANIZATIONS NOTIFIED

The subject site is not located within a registered neighborhood or homes association.

REQUIRED PUBLIC ENGAGEMENT

Public engagement as required by 88-505-12 does apply to this request. The applicant hosted a meeting on 02/10/2025. A summary of the meeting is attached to the staff report, see Attachment #3.

EXISTING CONDITIONS

A commercial structure occupies the subject site.

CONTROLLING + RELATED CASES

CPS-2024-00487 (Sign Permit)
Under Review

PROFESSIONAL STAFF RECOMMENDATION

Docket #5 Recommendation
 Approval

Vicinity Map**PLAN REVIEW**

The applicant is seeking to rezone the subject property from AG-R (Agricultural - Residential) to B3-3 (Heavy Commercial) so the site's zoning district reflects existing conditions. It is unclear why the site is split-zoned exactly in this manner, city staff assumes it is a result of I-29 and NW Cookingham Dr development. Since a part of the building is located in an AG-R district, signage located in that portion of the district must comply with residential sign regulations. As a commercial business, they prefer to be subject to non-residential sign standards. Thus, their request for the rezoning.

PLAN ANALYSIS*Lot and Building (88-110), Use- Specific (88-300), and Development Standards (88-400)***indicates adjustment/deviation*

Standards	Applicability	Meets	More Information
Lot and Building Standards	No	-	As a rezoning case without a plan, this section does not apply to the subject request at this time. These factors will be considered during future development or permitting phases.
Accessory or Use- Specific Standards (88-305 – 385)	No	-	
Boulevard and Parkway Standards (88-323)	No	-	
Parkland Dedication (88-408)	No	-	
Tree Preservation and Protection (88-424)	No	-	
Parking and Loading Standards (88-420)	No	-	
Landscape and Screening Standards (88-425)	No	-	
Outdoor Lighting Standards (88-430)	No	-	
Sign Standards (88-445)	No	-	
Pedestrian Standards (88-450)	No	-	

SPECIFIC REVIEW CRITERIA**Zoning and Development Code Map Amendments, Rezoning (88-515-08)**

In reviewing and making decisions on proposed zoning map amendments, the City Planning and Development Director, City Plan Commission, and City Council must consider at least the following factors:

A. Conformance with adopted plans and planning policies;

The current zoning of the site is AG-R and B3-2, with the Future Land Use (FLU) designated as Commercial/Industrial according to the KCI Area Plan. Rezoning the property to B3-3 would align with the FLU designation, as B3- zoning is specifically identified as appropriate for commercial/industrial areas. AB

B. Zoning and use of nearby property;

Outside of the I-29 and NW Cookingham Dr right-of-way, the immediately surrounding commercial property is zoned B3-3. AN

C. Physical character of the area in which the subject property is located;

All of the surrounding property is commercial in nature. AN

D. Whether public facilities (infrastructure) and services will be adequate to serve development allowed by the requested zoning map amendment;

The public facilities and services needed for development are accessible at the subject site. Public facility and service adequacy for any proposal will be assessed during the building permit review. AN

E. Suitability of the subject property for the use to which it has been restricted under the existing zoning regulations;

The use is allowed to remain in operation in the existing zoning district(s), however, newly installed signage or building additions (in the AG-R section) must comply with AG-R regulations. AN

F. Length of time the subject property has remained vacant as zoned;

N/A

G. The extent to which approving the rezoning will detrimentally affect nearby properties; and

Since the immediately surrounding commercial properties are zoned B3-3, city staff does not believe the proposed rezoning will detrimentally affect nearby properties. AN

H. The gain, if any, to the public health, safety, and welfare due to denial of the application, as compared to the hardship imposed upon the landowner, if any, as a result of denial of the application.

If the proposed rezoning is not approved the property owner cannot install the size/type of signage they desire. AN

ATTACHMENTS

1. Conditions Report [N/A]
2. Applicants Submittal
3. Public Engagement Materials

PROFESSIONAL STAFF RECOMMENDATION

City staff recommends **APPROVAL** as stated in the conditions report.

Respectfully Submitted,

Ahnna Nanoski, AICP
Planning Supervisor



9200 NW 119th Terrace, Kansas City, MO

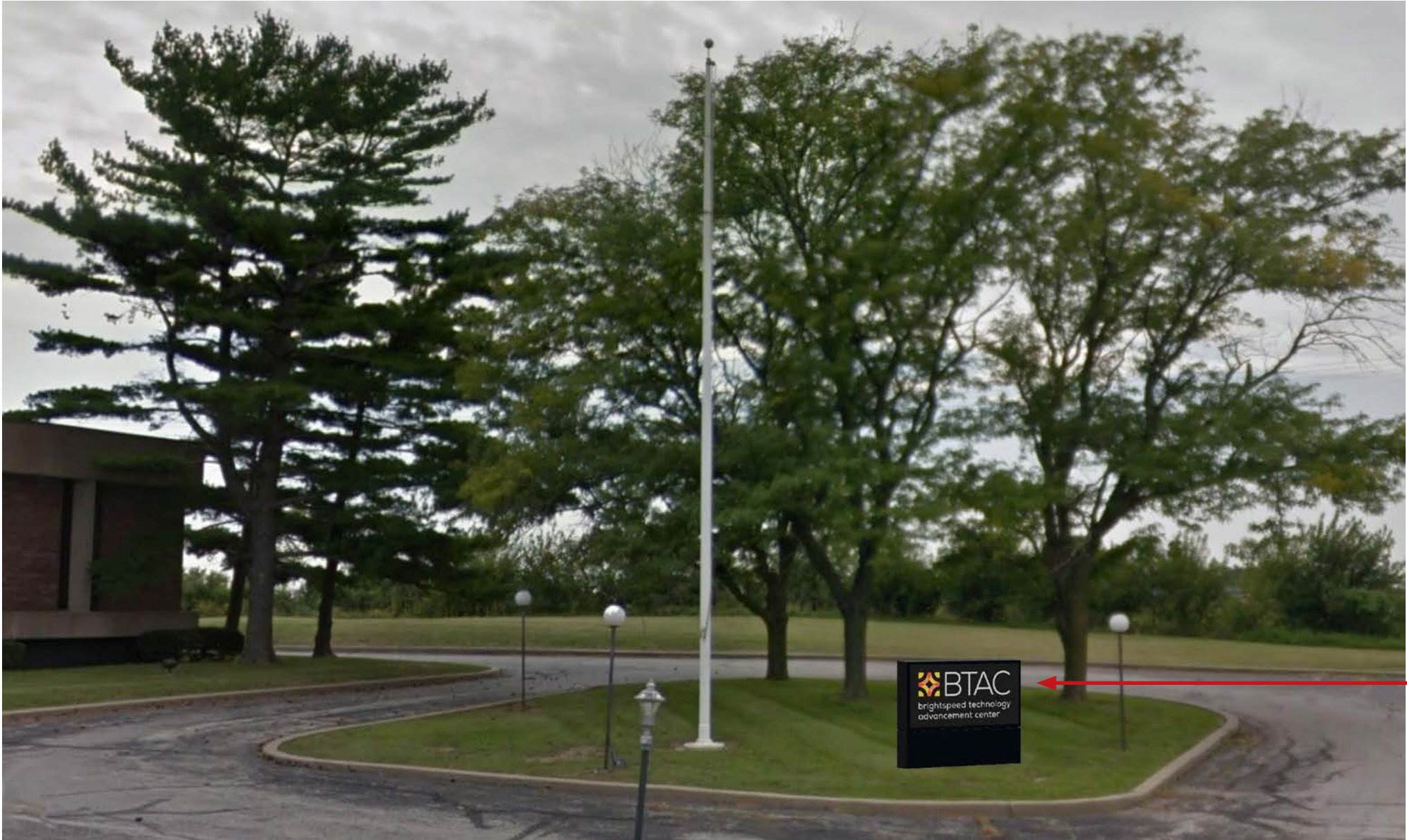
Exterior Signage Program

09/30/24

Aerial View



- E1** Monument
- E3** Door ID Sign
- E4** Entrance ID Sign
- E5** Address
- E6** Entrance glass graphic (front)
- E7** Entrance glass graphic (back)



Monument sign

Monument
Details

Specifications:

Description: Monument

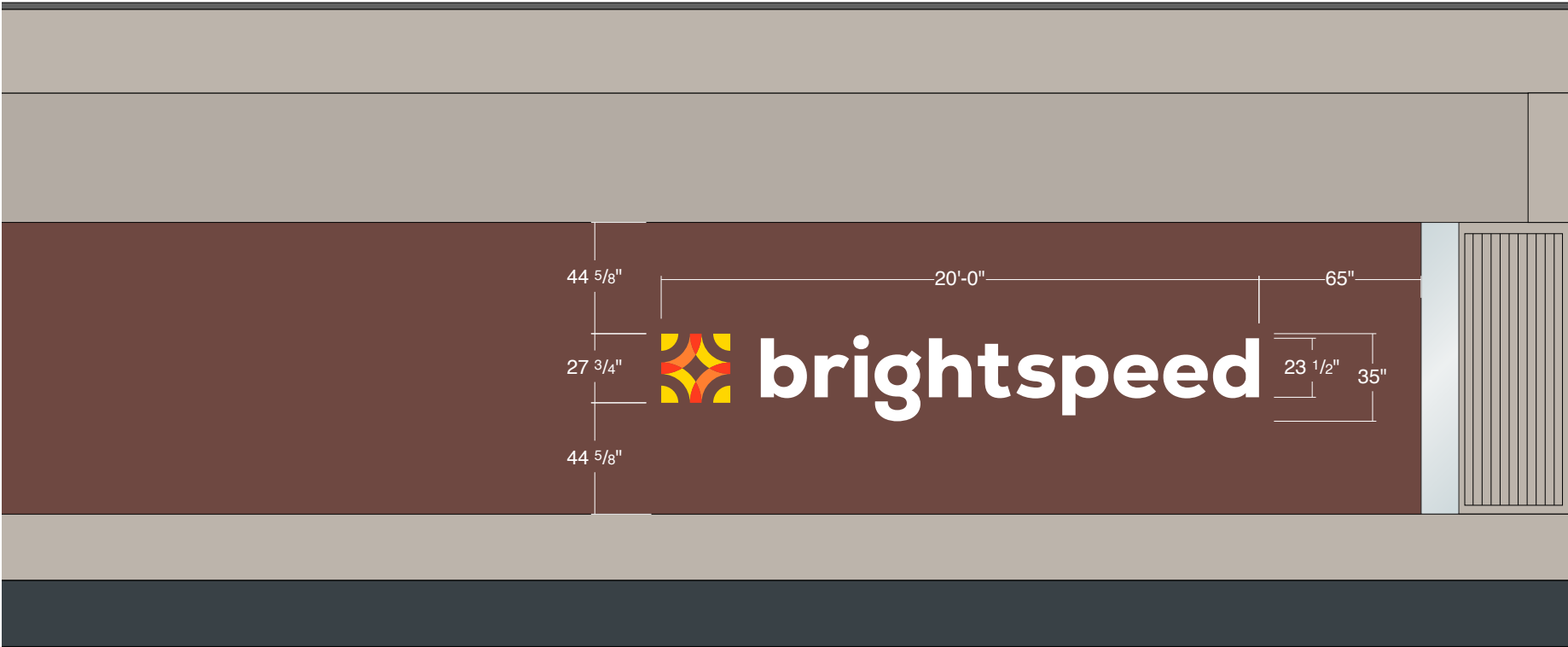
Size: 88" x 71"

Depth: 8"



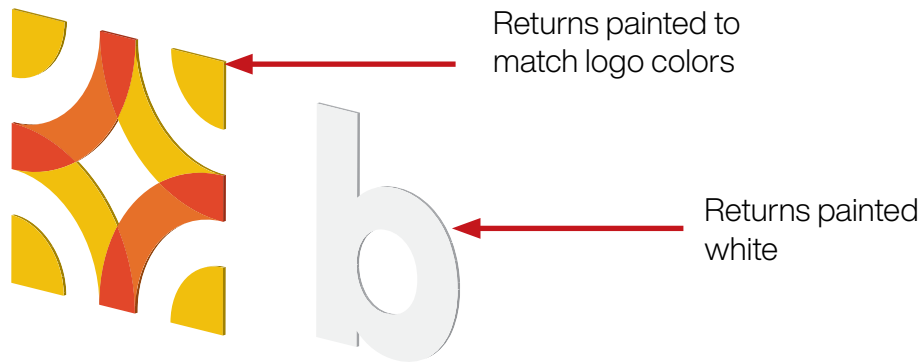
Front Exterior Rendering





Specifications:

- Description:** Aluminum cutout letters
- Material:** Aluminum
- Color:** Painted to match PMS Bright Red (red), PMS 1575 (orange), PMS Yellow 012 (yellow), White
- Size:** 240" x 35"
- Depth:** .25"
- Installation:** Pin mount with 1/2" spacers



Simple White PMS N/A
Sign Paint
Matthews Paint 202SP White Satin finish

Bold Orange PMS Bright Red	Approachable Orange PMS 1575	Bright Yellow PMS Yellow 012
Sign Paint		
Matthews Paint MP77099 Satin finish	Matthews Paint MP00182 Satin finish	Matthews Paint MP00108 Satin finish

Rendering Front Door ID Sign

E5, E6



- Background light tint of white
- Shapes: Semi-transparent white
- Lines: Opaque solid white

- Address
- BTAC logo
- BTAC logo
BSPD logo
graphic



Specifications (BTAC logo):

- Material:** CAD-cut white vinyl
- Color:** Opaque white
- Installation:** Install first surface on glass

Specifications (address):

- Installer to confirm size of panel**
- Material:** CAD-cut white vinyl
- Color:** Opaque white
- Installation:** Install first surface on panel

Specifications (BSPD logo pattern graphic):

- Material:** Printed graphic on optically clear vinyl
- Color:** Graphic and background UV printed as white tints
- Installation:** Install second surface on glass
- Installer to confirm size of doors and windows**



Background light tint
of white

Shapes: Semi-
transparent white

Lines: Opaque solid
white

BTAC logo

BTAC logo
BSPD logo
graphic



Specifications (BTAC logo):

Material: CAD-cut white vinyl

Color: Opaque white

Installation: Install first surface on glass

Specifications (BSPD logo pattern graphic):

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Color: Graphic and background UV printed as white tints

Installation: Install second surface on glass

Installer to confirm size of doors and windows

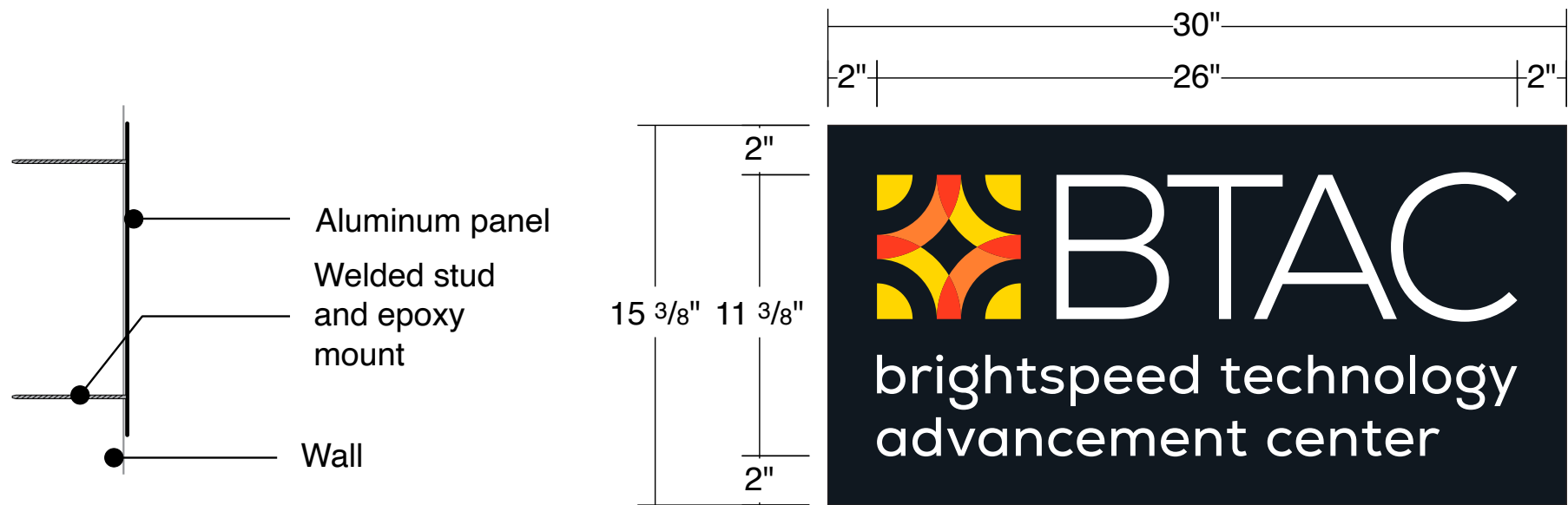


Door ID Sign

Door ID Sign



Door ID Sign



Specifications:

Description: Door ID Sign

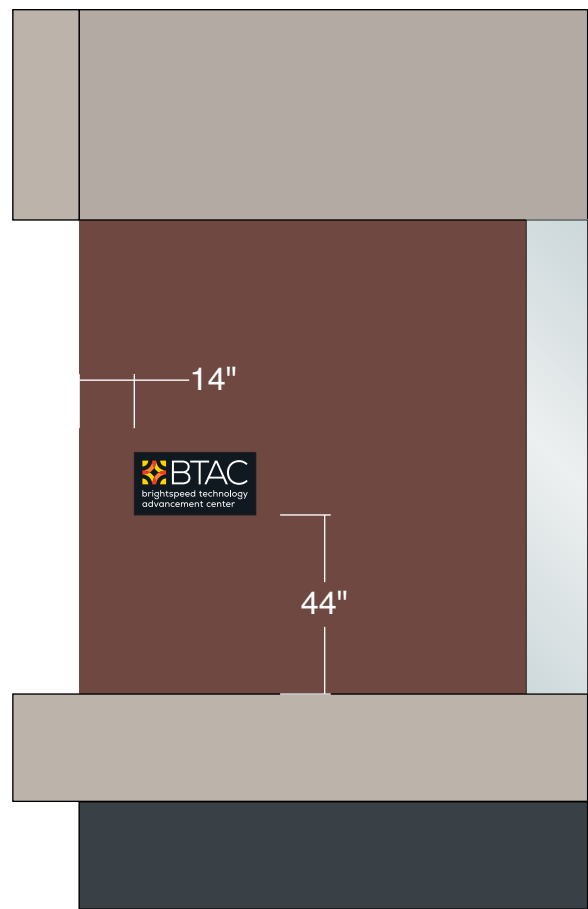
Material: Aluminum panel pre-painted black with digitally printed graphics

Color: Painted to match PMS Black 6 (black), PMS Bright Red (red), PMS 1575 (orange), PMS Yellow 012 (yellow), White

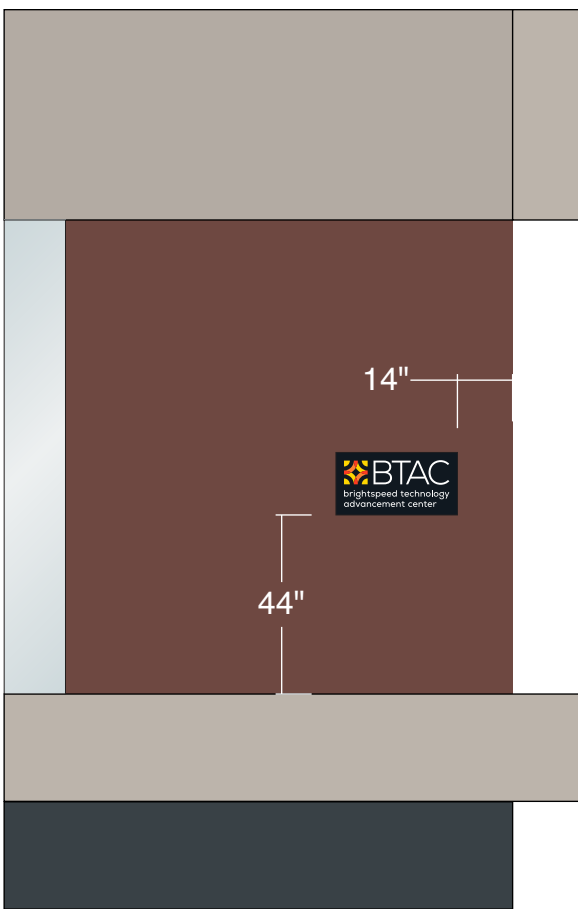
Size: 30" x 15.375"

Depth: .125"

Installation: Flush pin mount



Front Entrance Elevation



Back Entrance Elevation

Public Meeting Notice

Please join Midwest Sign Company, LLC

for a meeting about Rezone from residential to commercial

case number CD-CPC-2024-00178

proposed for the following address: Brightspeed - 9200 NW 119th Terr, KCMO 64153

Meeting Date: Monday Feb 10, 2025

Meeting Time: 6pm

Meeting Location: ZOOM ID: 773 0044 8016 PASSWORD: BK9kJC

Project Description:

We are applying for this rezone application to rezone 9200 NW 119th Terrace from residential to commercial



If you have any questions, please contact:

Name: Emma Ludwig - Permit and License Coordinator

Phone: 816 866 7446

Email: emma.ludwig@midwestsigncompany.com

You are receiving this notice in accordance with city code that requires a public meeting with neighborhoods for certain types of development projects. You can read more about the process requirements at kcmo.gov/publicengagement



If you would like further information on this proposed project, please visit the city's planning and permitting system, Compass KC, at Compasskc.kcmo.org. You may search by project type and address/case number to find project details.

Sincerely,

Emma Ludwig

Meeting Sign-In Sheet

Project Name and Address

Brightspeed KCMO - 9200 NW 119th Terr, KCMO

Name Address Phone Email

Project Case # CD-CPC-2024-00178

Meeting Date: 2/10/2025

Meeting Location: Zoom

Meeting Time (include start and end time): 6-6:30

Additional Comments (optional): No one attended.