

COMMUNITY PROJECT/ZONING

220097

Ordinance Fact Sheet

Ordinance Number

Case No. CD-CPC-2021-00175

Brief Title

Approval Deadline

To consider approval of a Council Approved Signage

Plan pursuant to Chapter 88-445-11, in District MPD

to allow for Bally's KC Casino Signage Plan.

Details

Specific Address

Generally bordered by the Missouri River on the north, Front Street on the south and I-29/ I-35 (Kit Bond bridge) on the west

Reason for Legislation

To allow for a council approved signage plan for the Bally's KC Casino pursuant to Section 88-445-11-E.

Discussion

SEE ATTACHED STAFF REPORT.

City Plan Commission recommends approval subject to:

1. All monument signs must be set back a minimum of 20 feet from the property line.
2. All monument signs must be set upon a solid base of material and design compatible with that of the development. The width of the base must be a minimum of 75 percent of the width of the widest part of the sign.
3. Electronic, digital, or motorized monument signs are permitted in Districts B4, UR, D, and M, provided that the message or image does not change more than once every eight (8) seconds, and provided that the sign complies with the following requirements:
 - 1. There may be no effects of movement, flashing, scintillation, or similar effects;
 - 2. Changes of image must be instantaneous as seen by the human eye and may not use fading, rolling, window shading, dissolving, or similar effects as part of the change;
 - 3. Electronic and digital signs must use automatic level controls to reduce light levels at night and under cloudy and other darkened conditions, in accordance with the standards set forth in this sub-section. All electronic and digital signs must have installed ambient light monitors, and must at all times allow such monitors to automatically adjust the brightness level of the electronic sign based on ambient light conditions. Maximum brightness levels for electronic and digital signs may not exceed 5000 nits when measured from the signs face at its maximum brightness, during daylight hours, and 500 nits when measured from the signs face at its maximum brightness between sunset and sunrise, as those times are determined by the National Weather Service.
 - 4. The sign must be located at least 250 feet from any residentially zoned and occupied property, and must be located on a major thoroughfare.
4. Monument signs used to identify a development district must be located on a major thoroughfare.

Positions/Recommendations

Sponsor	Jeffrey Williams, AICP, Director Department of City Planning and Development
Programs, Departments, or Groups Affected	4th District (Sheilds & Bunch)
Applicants / Proponents	Applicant PortKC City Department City Development Other
Opponents	Groups or Individuals Basis of opposition
Staff Recommendation	<input checked="" type="checkbox"/> For <input type="checkbox"/> Against Reason Against
Board or Commission Recommendation	City Plan Commission (6-0) 12-07-2021 By Aye: (Allender, Baker, Beasley, Crowl Enders and Rojas.) <input checked="" type="checkbox"/> For <input type="checkbox"/> Against No action taken <input type="checkbox"/> For, with revisions or conditions (see details column for conditions)
Council Committee Actions	<input type="checkbox"/> Do pass <input type="checkbox"/> Do pass (as amended) <input type="checkbox"/> Committee Sub. <input type="checkbox"/> Without Recommendation <input type="checkbox"/> Hold <input type="checkbox"/> Do not pass

Details

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Policy/Program Impact

Policy or Program Change	<input type="checkbox"/> No <input type="checkbox"/> Yes
Operational Impact Assessment	

Finances

Cost & Revenue Projections -- Including Indirect Costs	
Financial Impact	
Fund Source (s) and Appropriation Account Codes	

Fact Sheet Prepared By:

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Staff Planner

Date: 01-06-2022

Reviewed by:

Joseph Rexwinkle, AICP, Division Manager
Development Management

Date: 01-10-2022

Initial application filed: 09-21-2021

Revised Plans Recieved: 12-01-2021

Reference Numbers