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**File #: 260281**

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ORDINANCE NO. 260281

Amending Chapter 88, the Zoning and Development Code, by repealing Section 88-370-09 “Special Event Building Signage” and enacting in lieu thereof a new section of like number and subject matter; and by enacting a new Section 88-810-1785, “Sign, Projected Image,” for the purpose of permitting projected image signs during designated major events. (CD-CPC-2026-00012)

BE IT ORDAINED BY THE COUNCIL OF KANSAS CITY:

Section 1. That Chapter 88, the Zoning and Development Code, is hereby amended by repealing Section 88-370-09, “Special Event Building Signage,” and enacting in lieu thereof a new section of like number and subject matter, said section to read as follows:

**88-370-09 SPECIAL EVENT BUILDING SIGNAGE**

During the period of a Major Event, as defined by Section 56-802 of the Municipal Code, the city planning and development director may approve temporary special event building signage subject to the following conditions.

**88-370-09-A. Standards for all Special Event Building Signage**

1. Temporary special event building signage may be either a wall sign or a projected image sign. No other sign type shall be permitted as a temporary special event building sign.
2. Temporary special event building signage shall not be permitted in R zoning districts.
3. Temporary special event building signage may be permitted up to 80,000 square feet in sign area or the maximum area of the building façade to which it is affixed or on which it is projected, whichever is less.
4. Any illumination must comply with the standards of Section 88-445-08-K, Illumination of Signs.
5. Temporary special event building signs shall not be included in calculating the maximum number of wall signs permitted per Section 88-445-07.
6. Temporary special event building signage shall be assessed a sign permit fee in accordance with the wall sign permit fee of Section 18-20.

**88-370-09-B. Standards for Special Event Wall Signage**

1. Temporary special event building wall signs shall meet all the requirements of Section 88-445-08-C, Wall Signs.
2. Temporary special event building wall signage must be securely affixed to a building. When affixed to a building with a valid certificate of occupancy, signage shall not impede required means of egress or the function of mechanical or utility equipment.
3. Loading shall be structurally insignificant to the existing building and not cause structural stability issues.
4. Temporary special event wall signage over 500 square feet in size shall be installed by a licensed sign contractor per Chapter 18, Article XII.

**88-370-09-C. Standards for Special Event Projected Image Signage**

1. Temporary special event projected image signs shall be permitted only in the area bounded by the Missouri River, 31<sup>st</sup> Street, State Line Road, and Troost Avenue.
2. Images shall not be projected on any location other than a building façade. Projected images shall not be projected onto buildings containing residential dwelling units.
3. Projected image signs shall not include effects of movement, flashing, scintillation, or similar effects. 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.
4. Projected images may not be of such intensity or brilliance as to cause glare or impair vision or interfere with the residential use of property or the safe operation of motor vehicles. No projected image may have any revolving, moving, flashing, blinking, or animated characteristics.
5. Projectors must be securely located in a manner that does not obstruct pedestrian or vehicular movement. Projectors may not be located in the public right-of-way.

Section 2. That Chapter 88, the Zoning and Development Code, is hereby amended by enacting a new Section 88-810-1785, "Sign, Projected Image," said section to read as follows:

**88-810-1785 – Sign, Projected Image**


A sign which involves an image projected on the face of a wall, structure, or other building surface, from a distant electronic device, such that the image does not originate from the plane of the wall, structure, or other surface.

Section 3. That the Council finds and declares that before taking any action on the proposed amendments hereinabove, all public notices and hearings required by law have been given and had.

I hereby certify that as required by Chapter 88, Code of Ordinances, the forgoing ordinance was duly advertised and public hearings were held.

Sara Copeland, FAICP  
Secretary, City Plan Commission

Approved as to form:

  
Sarah Baxter  
Senior Associate City Attorney



Authenticated as Passed

  
Quinlan, Mayor

Marilyn Sanders, City Clerk

MAR 26 2026

Date Passed