



# CITY PLAN COMMISSION STAFF REPORT

City of Kansas City, Missouri  
City Planning & Development Department  
[www.kcmo.gov/cpc](http://www.kcmo.gov/cpc)

December 7, 2021

## Project Name

**Bally's KC Casino Signage Plan**

## Docket #1 Request

CD-CPC-2021-00175 - Council Approved Signage Plan

## Applicant

Jerry Riffel  
LathropGPM

## Owner

City of Kansas City, MO

Location	1800 E. Front Street
Area	About 30 acre
Zoning	M1-5
Council District	4 <sup>th</sup>
County	Jackson
School District	KCMO

## Surrounding Land Uses

**North:** The Missouri River.

**South:** zoned M1-5, KCS/ IMRL rail tracks.

**East:** zoned M1-5, Eveyrly substation.

**West:** I-29/ I-35, Kit Bond Bridge.

## Major Street Plan

The City's Major Street Plan identifies front street as a 4 through lane Thoroughfare at this location. Interstate 29/ 35 is classified as a freeway.

## Land Use Plan

The Riverfront Industrial Area Plan recommends Commercial land use at this location. This proposal is consistent with the future land use plan.

## APPROVAL PROCESS



## NEIGHBORHOOD AND CIVIC ORGANIZATIONS NOTIFIED

Notice of the public hearing was published as required by 88-515-04.

## REQUIRED PUBLIC ENGAGEMENT

Public engagement as required by 88-505-12 does not apply to this request.

## EXISTING CONDITIONS

The subject property is the Isle of Capris Casino located at the northeast corner of E. Front Street and I-29/35. The site is bordered by the Missouri River on the north, Front Street on the south and I-29/ I-35 (Kit Bond bridge) on the west. The site is bisected by a stub of old Front Street which acts as the main access to the site. The eastern portion of the site adjacent to the bridge and freeway is currently a parking lot. The exiting casino is built around moat with a parking garage east of the building. There is a pedestrian bridge that connects the surface parking lot on the west side of Front Street to the casino. The main entrance to the casino is accessed from the north side of the casino.

## NEARBY DEVELOPMENTS

To the north of the site is the Missouri River, to the south are existing railroad tracks. The Kit Bond Bridge is located just west of the site and to the east is an existing Eveyrly substation.

## SUMMARY OF REQUEST

The applicant is seeking approval of a Council Approved Signage Plan to allow for a digital sign at this location.

## KEY POINTS

- The proposed sign is an outdoor advertising sign.

## PROFESSIONAL STAFF RECOMMENDATION

Docket #1 Recommendation

Approval subject to conditions.

## CONTROLLING CASE

**Case No. CD-CPC-2020-00196** – Ordinance No. 210569 passed by City Council on July 15, 2021, rezoned about 30 acres from District M1-5 (Manufacturing 1) to District MPD (Master Planned Development) to allow for renovation of the existing casino to a mixed use development that includes retail, hotel and amphitheater, in an area 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.

**RELATED RELEVANT CASES**

**Case No. 12963-A-1 – 1800 E. Front Street** – On January 9, 2018, the Board of Zoning Adjustment GRANTED a variance to the maximum allowed area of a monument sign for Variance Requests A and B and withdrew Variance Requests C and D in accordance with Exhibit 12.

**Case No. 12963-A – 1800 E. Front Street** - On June 10, 2003, the Board of Zoning Adjustment approved a variance to the required background of a roof sign and granted a variance to the maximum horizontal dimension of a roof sign in the amount of 24 feet, 6 inches, all to allow an existing roof sign with individual letters and no background to remain.



**PLAN REVIEW**

The applicant is requesting approval of a Council Approved Signage Plan in District MPD pursuant to Section 88-445-11 to allow for an oversized digital Monument sign. The proposed sign is 25 feet in height and 300 square feet in size. The sign is proposed to be constructed of Apolic & Corrugated metal panels to mimic the proposed translucent fabric material used to clad the existing riverboat. The face of the sign is proposed to be red letter internally illuminate acrylic. The digital component is proposed to be 126 square feet (9' x 14'). The sign is proposed as a blade sign that will site parallel to E. Front Street at the main entrance to the casino. The sign is setback about 20 feet from the right of way of E. Front Street.

**Requested Deviations**

The plan does not stipulate or request any deviation.

**Use-Specific (88-300) and Development Standards (88-400)**

Standards	Applicability	Meets	More Information
Boulevard and Parkway Standards (88-323)	NO		
Parkland Dedication (88-408)	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)	YES		SEE PLAN ANALYSIS
Pedestrian Standards (88-450)			

**PLAN ANALYSIS**

A Council Approved Signage Plan is governed by section 88-445-11 of the Zoning and Development Code. This section includes both a Purpose and Applicability sections to provide specific guidance as these requests are meant to be for unique requests and developments. The following is an analysis of this section of the code. This section specifically states that the purpose is for defining common sign regulations for large or unique developments.

**88-445-11-A. PURPOSE**

*The Council Approved Signage Plan approval process is intended to integrate the design of the signs proposed for a development project with the design of the structures, into a unified architectural statement and allow flexibility in the size, height, duration, number, and type of allowed signs. A Council Approved Signage Plan provides a means for defining common sign regulations for large or unique developments, to encourage maximum incentive and latitude in the design and display of signs and to achieve, not circumvent, the intent of this chapter.*

The request does meet the updated standards as to lot area. The code specifically states "Approval of a Council Approved Signage Plan shall require findings specific to the request that reflect the land use and design elements which specifically relate to the special circumstances associated with the application". The special circumstance is that the proposed redevelopment of the casino into a multi-modal entertainment destination location with the proposed additional retail, restaurant, hotel and amphitheater. The site will also be the terminus of the street car extension.

**88-445-11-B. APPLICABILITY**

- An applicant may apply for Council Approved Signage Plan approval for any property zoned B3, B4, D, UR, M, MPD, SC, or KCIA having a minimum of 10 contiguous acres of area, except that the minimum zoning and acreage requirement shall not apply to property within the downtown loop and except that the minimum acreage requirement shall not apply to any property located along an interstate highway within one mile of a sports complex stadium. Approval of a Council Approved Signage Plan shall require findings specific to the request that reflect the land use and design elements which specifically relate to the special circumstances associated with the application.*

The following are a list of the standards as outlined in the Council Approved Signage Plan section with responses as to how the proposal does or does not meet:

**88-445-11-E. Standards.**

**A Council Approved Signage Plan shall comply with the following standards:**

- The plan shall comply with the purpose of this chapter and the overall intent of this section;** - The plan is compliant.

2. **The signs shall enhance the overall development, be in harmony with, and relate visually to other signs included in the Council Approved Signage Plan, to the structures and/or developments they identify, and to surrounding development and neighborhoods;** - The proposed sign is designed to be compatible with the proposed redevelopment of the casino in terms of architecture and style.
3. **The signs will not create a safety or traffic hazard.** - The sign will be located parallel to E. Front Street and setback 20 feet from the property line.
4. **The plan shall accommodate future revisions that may be required because of changes in use or tenants; and** - The sign is designed to be for Bally's KC Casino with no other tenant.
5. **The plan shall comply with the standards of this chapter, except that flexibility is allowed with regard to sign area, number, location, duration, type, and/or height to the extent that the Council Approved Signage Plan will enhance the overall development and will more fully accomplish the purposes of this chapter.** - Staff recommends that the digital component of the sign be compatible with Section 88-445-08-A-3, except that the sign shall be setback 20 feet.
6. **Banner signs shall only be allowed if attached to light poles with frames on the top and bottom of the banners.** - None are requested with this application.
7. **Neither the proposed message to be displayed nor the character of the use on the property may be a factor in the decision to approve the signage plan.** This has not been a factor in staff's recommendation.
8. **A Council Approved Signage Plan for any property zoned R submitted in accordance with 88-445-11-B. 2. must comply with the following:** - Not applicable.

#### PROFESSIONAL STAFF RECOMMENDATION

Staff recommends **Approval Subject to the Corrections and Conditions** as reflected in the attached Plan Correction and Conditions Report.

Respectfully Submitted,



Olofu Agbaji  
Planner



## Plan Conditions, Corrections, & Recommendations Report

Recommended to City Plan Commission  
Recommended by Development Review Committee

Report Date: December 02, 2021

Case Number: CD-CPC-2021-00175

Project: Bally's Kansas City Casino (formerly CasinoKC)

### Plan Corrections

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*Correction(s) by Development Management of the City Planning and Development Department. Contact Olofu Agbaji at 816-513-8815 / Olofu.Agbaji@kcmo.org with questions.*

1. Update title of the plan set to read Bally's KC Entertainment District Council Approved Signage Plan. (11/03/2021)
2.
  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 ~~hour~~ 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. (11/03/2021)
3. That the plan be updated to include the current approved MPD plan as one signage plan prior to ordinance request. Revise Plans and Resubmit (12/02/2021)



# Bally's

## KANSAS CITY

### MONUMENT SIGN DESIGN

NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WIRING TO SIGN AREA IS NOT INCLUDED IN SIGN PROPOSAL.

Sheet:  
**CVR**

O.E.M Serial:

Reference Design:

Classification:

Description:

11/10/21 - JP

09/21/21 - JP

06/15/21 - JP

06/08/21 - JP

Rev. / Date / Designer

Client:

Account Executive:

Estimating:

Creative Director:

Checked by:

Design Approvals

Designer:

Account Executive:

Project Name:

OPY:

Client Name & Address:

**40947**

**BALLY'S CASINO**

**1800 E FRONT ST.**

**KANSAS CITY, MO 64120**

**YESCO**

**YESCO LLC**

**LAS VEGAS DIVISION**

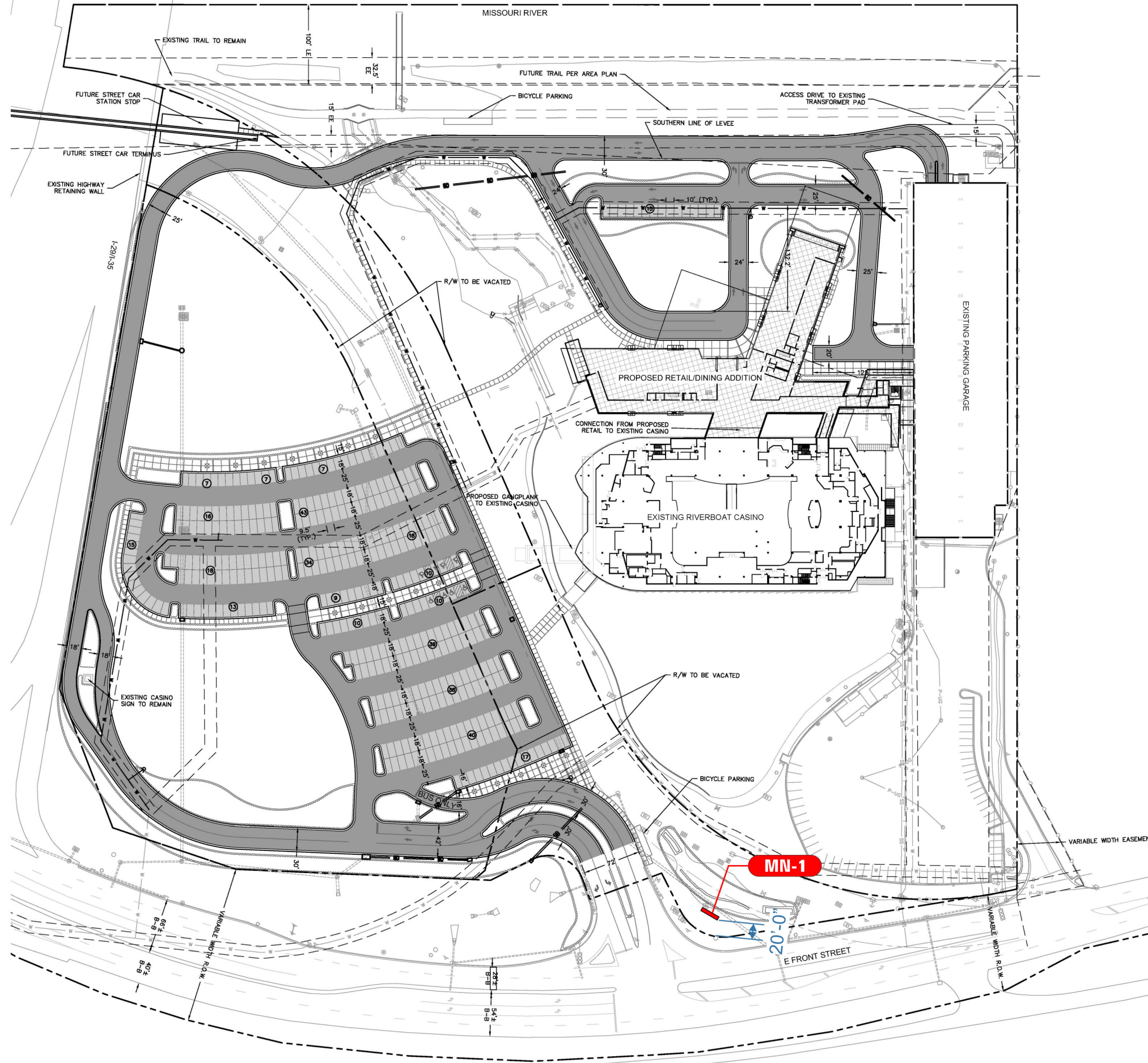
**5119 SO CAMERON ST.**

**LAS VEGAS, NV 89118**

**PHONE: (702) 876-8080**

**WWW.YESCO.COM**

**NY CONTRACTOR LICENSE: #0174289, #0174290 & #0151739**



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**YESCO**  
 YESCO LLC  
 LAS VEGAS DIVISION  
 5119 SO CAMERON ST.  
 LAS VEGAS, NV 89118  
 PHONE: (702) 876-8080  
 WWW.YESCO.COM  
 NV CONTRACTOR LICENSE: #0170287, #017290 & #017539

Client Name & Address:  
**BALLY'S CASINO**  
 1800 E FRONT ST.  
 KANSAS CITY, MO 64120

Project Name:  
**BALLY'S CASINO**

Account Executive:  
**MITCH OLORENSHAW**

Designer:  
**JAMIE PETERSON**

Design Approvals

Checked by:

Creative Director:

Estimating:

Account Executive:

Client:

Rev.	Date	Designer
06/04/21	-	JP
06/08/21	-	JP
06/15/21	-	JP
09/21/21	-	JP
11/10/21	-	JP

Description:

Classification:

Reference Design:

O.E.M Serial:

Sheet:  
**1.0**





- ### NOTES
- ① DUAL ILLUMINATED CHANNEL LETTERS. RED ACRYLIC FACES. RETURNS PAINTED RED. RED LED INTERNAL ILLUMINATION AND WHITE HALO ILLUMINATION.
  - ② MAIN CABINET. APOLIC PANELS W/ WHITE FINISH (MST WHITE)
  - ③ SECONDARY CABINET. APOLIC PANELS OR CORRUGATED METAL, COLOR TO MATCH QUARTZ ZINC 4 - AZZ
  - ④ S/F LED DIGITAL DISPLAY.
  - ⑤ RED LED WASH LIGHTING ALONG EDGE OF MAIN CABINET.

**265 TOTAL SQ FT  
BASED ON  
OVERALL HEIGHT x OVERALL WIDTH**

BACK ELEVATION

SIDE ELEVATION

**MN-1** S/F MONUMENT SIGN  
SCALE @ 1/4" = 1'-0" QTY: ONE (1) REQ'D

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IN CONTRACTOR LICENSE #0012089, #01209 & #01579

**YESCO**

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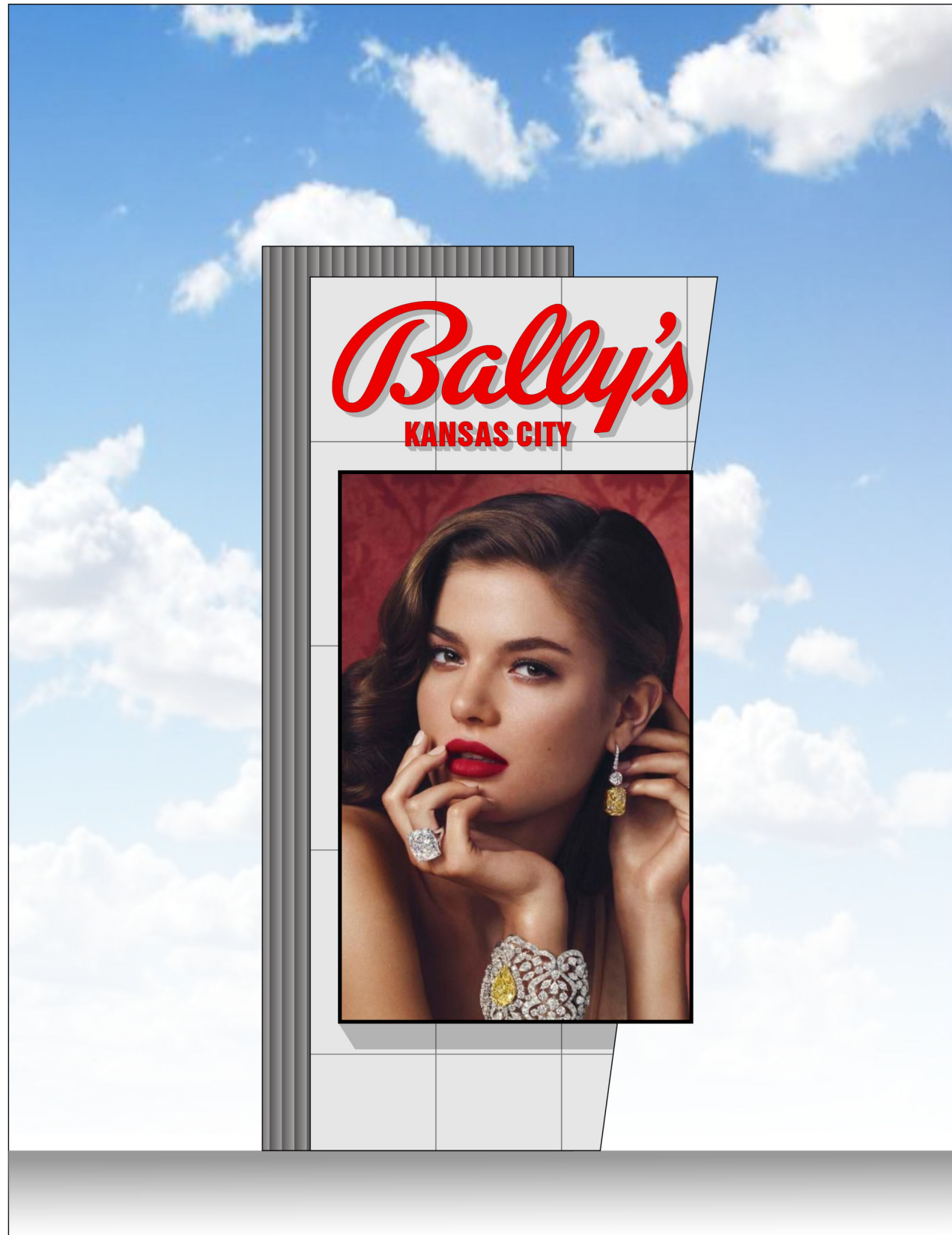
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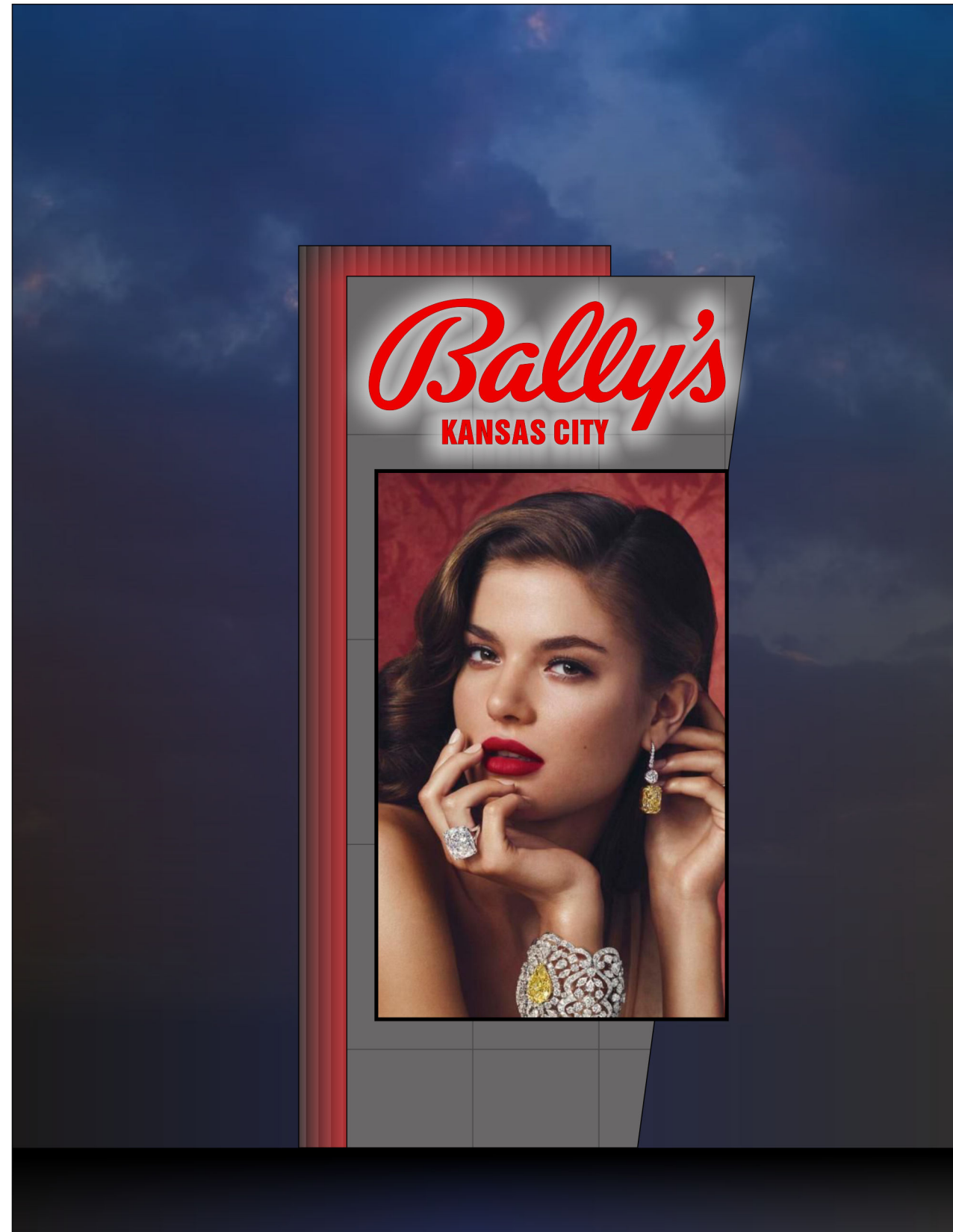
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O.E.M Serial:

Sheet: **2.0**



**DAY**



**NIGHT**

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