



City of Kansas City, Missouri

Docket Memo

Ordinance/Resolution #: 260281

Submitted Department/Preparer: Please Select

Revised 01/30/25

Docket memos are required on all ordinances initiated by a Department Director. More information can be found in [Administrative Regulation \(AR\) 4-1](#).

Executive Summary

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 enacting a new Section 88-810-1785 to add a definition of Projected Image Sign for the purpose of permitting temporary special event building signage during designated Major Events.

Discussion

Ordinance 260134 was approved by Council on February 5, 2026 to permit special event building signs during designated Major Events such as the World Cup. These signs are authorized only as wall signs subject to certain conditions and may be erected for up to 120 days.

During the public hearing and adoption process, stakeholders inquired about also permitting Projected Image signs as special event building signs. Projected Image signs are not currently permitted by the Zoning and Development Code. The Neighborhood Planning and Development Committee was open to this idea, but preferred that text amendments related to projected image signs be considered as a separate ordinance to ensure opportunity for public input.

This ordinance amends the Zoning and Development Code as amended by 260134 to permit projected image signs in a defined geographic area (Missouri River to 31st Street, State Line Road to Troost Ave), prohibiting these signs on buildings containing residential units, and prohibiting animation, movement, or similar effects. The ordinance also includes some clarification regarding special event wall signs.

There was no public testimony regarding this ordinance before the City Plan Commission.

Fiscal Impact

1. Is this legislation included in the adopted budget? Yes No
2. What is the funding source?
n/a
3. How does the legislation affect the current fiscal year?
n/a
4. Does the legislation have a fiscal impact in future fiscal years? Please notate the difference between one-time and recurring costs.
n/a
5. Does the legislation generate revenue, leverage outside funding, or deliver a return on investment?
n/a

Office of Management and Budget Review

(OMB Staff will complete this section.)

1. This legislation is supported by the general fund. Yes No
2. This fund has a structural imbalance. Yes No
3. Account string has been verified/confirmed. Yes No

Additional Discussion (if needed)

Click or tap here to enter text.

Citywide Business Plan (CWBP) Impact

1. View the [Adopted 2025-2029 Citywide Business Plan](#)
2. Which CWBP goal is most impacted by this legislation?
Inclusive Growth and Development (Press tab after selecting.)
3. Which objectives are impacted by this legislation (select all that apply):
 - Develop strategies focusing on areas traditionally underserved by economic development and redevelopment efforts.
 - Ensure quality, lasting development throughout the City; and continuing to grow the economy and the population of Kansas City in all areas.

- Increase and support local workforce development and small and locally owned businesses.
- Create a more efficient, solutions-oriented environment, making it easier to operate within the City.
- Implement an economic development and tourism strategy to attract major investment and visitors.
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Prior Legislation

260134 Amending Chapter 88, the Zoning and Development Code, by repealing Section 88-370-05, "Authorized Uses" and Section 88-370-06, "Standards" and enacting in lieu thereof new sections of like number and subject matter; and by enacting a new Section 88-370-09, "Special Event Building Signage," all for the purpose of establishing regulations for temporary special event building signage during designated Major Events.

Service Level Impacts

N/A

Staff Recommendation

Click or tap here to enter department.

Select One: Sponsored
 Directive: Res/Ord # [Click to enter Res/Ord. No.](#)

Select One: Recommend
 Do Not Recommend
 Not Applicable

City Plan Commission recommended approval 5-0

Other Impacts

1. What will be the potential health impacts to any affected groups?
n/a

2. How have those groups been engaged and involved in the development of this ordinance?

n/a

3. How does this legislation contribute to a sustainable Kansas City?

n/a

4. Does this legislation create or preserve new housing units?

No (Press tab after selecting)

Click or tap here to enter text.

Click or tap here to enter text.

5. Department staff certifies the submission of any application Affirmative Action Plans or Certificates of Compliance, Contractor Utilization Plans (CUPs), and Letters of Intent to Subcontract (LOIs) to CREO prior to, or simultaneously with, the legislation entry request in Legistar.

No - CREO's review is not applicable (Press tab after selecting)

Please provide reasoning why not:

Click or tap here to enter text.

6. Does this legislation seek to approve a contract resulting from an Invitation for Bid?

No(Press tab after selecting)

Click or tap here to enter text.

7. Does this legislation seek to approve a contract resulting from a Request for Proposal/Qualification (RFP/Q)?

No(Press tab after selecting)