



# CITY PLAN COMMISSION STAFF REPORT

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

May 21, 2025

**Project Name**  
KCI 29 Signage Plan

**Docket #6**

**Request**  
CD-CPC-2025-00017  
Council Approved Signage Plan

**Applicant**  
Jacob Hodson  
Olsson

**Owner**  
Aaron Schmidt  
Hunt Midwest

**Location** 13511 N Winan Ave  
**Area** About 2,143 acres  
**Zoning** MPD  
**Council District** 1<sup>st</sup>  
**County** Platte  
**School District** Platte County

## Surrounding Land Uses

**North:** Undeveloped/Agriculture, Zoned AG-R  
**South:** MCI Airport, Zoned KCIA  
**East:** Undeveloped/Agriculture, Zoned AG-R  
**West:** Undeveloped/Agriculture, Zoned AG-R

## Land Use Plan

The KCIA Area Plan recommends Industrial for this location. The proposed plan aligns with this designation.

## Major Street Plan

Mexico City Ave is identified on the City's Major Street Plan and recommends it as a thoroughfare.

## APPROVAL PROCESS



## SUMMARY OF REQUEST + KEY POINTS

The applicant is seeking approval of a Council Approved Signage Plan in District MPD (Master Planned Development) on about 2,143 acres generally located on the north side of I-29/ I-435 & NW 128th Street, specifically at the southeast corner of MO Route 92 and N. Bethel Avenue at the terminus of Mexico City Avenue.

## PROJECT TIMELINE

The application for the subject request was filed on January 27, 2025. Scheduling deviations from 2025 Cycle 3.2 have occurred due to required corrections needed by the applicant and needed correspondence from the Aviation Department and FAA.

## 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 not apply to this request.

## EXISTING CONDITIONS

The subject site is currently undeveloped. It is within the existing KCI 29 Development. There is no associated regulated stream with the subject site.

## CONTROLLING CASE

**Case No. CD-CPC-2024-00138**— Ordinance 250084, approved by City Council on August 23, 2024 approved a major amendment to an approved development plan which also serves as a preliminary plat, in District MPD (Master Planned Development) for the purpose of expanding the district, and allowing for 20 million square foot of commercial office and warehouse development on 32 lots, on about 2,143 acres, generally located on the north side of I-29/ I-435 & NW 128th Street, specifically at the southeast corner of MO Route 92 and N. Bethel Avenue at the terminus of Mexico City Avenue.

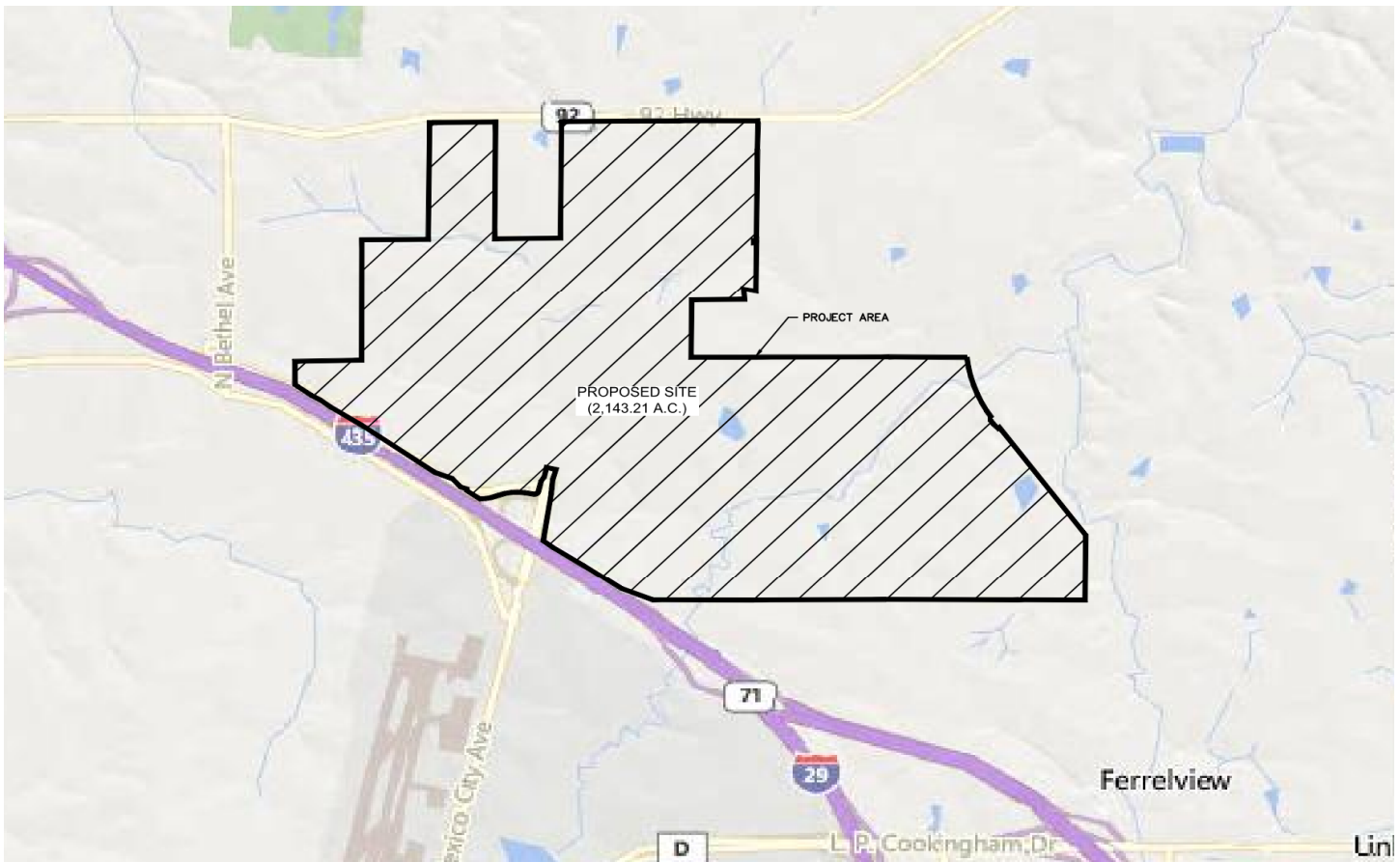
## PROFESSIONAL STAFF RECOMMENDATION

Docket #6 Recommendation: **Approval Subject to Conditions**

**RELEVANT CASES**

**Case No. CD-CPC-2022-00097** – Ordinance 220883, approved by City Council on October 6, 2022, approved a major amendment to an approved development plan which also serves as a preliminary plat, in District MPD (Master Planned Development) for the purpose of expanding the district, and allowing for 20 million square foot of commercial office and warehouse development on 32 lots, on about 2,143 acres, generally located on the north side of I-29/ I-435 & NW 128th Street, specifically at the southeast corner of MO Route 92 and N. Bethel Avenue at the terminus of Mexico City Avenue.

**Case No. CD-AA-2024-00029**– On August 23, 2024 staff approved a minor amendment to an approved development plan which also serves as a preliminary plat, in District MPD (Master Planned Development) to allow for 20 million square foot of commercial office and warehouse development on 32 lots, on about 2,136 acres, generally located on the north side of I-29/ I-435 & NW 128th Street, specifically at the southeast corner of MO Route 92 and N. Bethel Avenue at the terminus of Mexico City Avenue.

**VICINITY MAP****SIGNAGE PLAN REVIEW**

The applicant is requesting approval of a Council-Approved Signage Plan in District MPD (Master Planned Development). This plan includes a mixture of signage types including oversized monument signs along I-29, tertiary (gateway) monument signs, and tenant-specific monument signage throughout the site.

Two of the oversized monument signs, each with a maximum height of 100 feet, are proposed along I-29 to advertise the development's fuel center, proposed restaurants, and other amenities. These signs are currently under review by the Federal Aviation Administration (FAA) to ensure they do not pose a hazard to air navigation. As a condition of approval, the City requires that a formal "Finding of No Hazard" from the FAA be obtained and submitted prior to the issuance of any permits. In addition, a 51-foot monument sign is proposed near the fuel station along Interstate 29.

The plan also includes KCI-29 gateway signage in the form of tertiary monument signs distributed throughout the development. These signs, limited to 35 feet in height, will advertise only the overall development and will not include individual tenant names or branding.

Additionally, the plan permits each tenant within the development to be allowed up to two monument signs, with a maximum height of 10 feet per sign.

### **SPECIFIC REVIEW CRITERIA- COUNCIL APPROVED SIGNAGE PLAN Standards (88-445-11)**

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:

- 1. The plan shall comply with the purpose of this chapter and the overall intent of this section;**  
The plan is compliant with the purpose of this chapter and overall intent.
- 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 development within the district in terms of architecture and style.
- 3. The signs will not create a safety or traffic hazard.**  
The sign is not anticipated to create any safety or traffic hazards.
- 4. The plan shall accommodate future revisions that may be required because of changes in use or tenants; and**  
The sign is designed to accommodate future revisions and tenants.
- 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.**  
The proposed signage plan allows flexibility to height, sign area, location, and number.

6. **Banner signs shall only be allowed if attached to light poles with frames on the top and bottom of the banners.**

No banner signs 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 as this plan is within a MPD District within an industrial park.

#### ATTACHMENTS

1. Conditions Report
2. Applicants Submittal

#### PROFESSIONAL STAFF RECOMMENDATION

City staff recommends **Approval Subject to Conditions** as stated in the conditions report.

Respectfully Submitted,



Matthew Barnes, AICP  
Lead Planner



## Plan Conditions

Report Date: May 13, 2025

Case Number: CD-CPC-2025-00017

Project: KCI29 Signage Plan

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*Condition(s) by City Planning and Development Department. Contact Matthew Barnes at (816) 513-8817 / [matthew.barnes@kcmo.org](mailto:matthew.barnes@kcmo.org) with questions.*

1. Illumination of all signage shall comply with 88-430.
2. Prior to submittal of a permit for and/or construction of any signage approved under the Council Approved Signage Plan (CD-CPC-2025-00017), the applicant shall submit to the Kansas City Aviation Department a Determination of No Hazard to Air Navigation from the Federal Aviation Administration (FAA). Following the issuance of a construction permit for permanent signage, temporary cranes used for construction activities extending higher than the proposed top elevation of the sign will need to be evaluated for compliance with FAR Part 77 standards which will be the responsibility of the applicant. For temporary cranes, the applicant shall provide the Kansas City Aviation Department with a Determination of No Hazard to Air Navigation for Temporary Structure from the FAA.

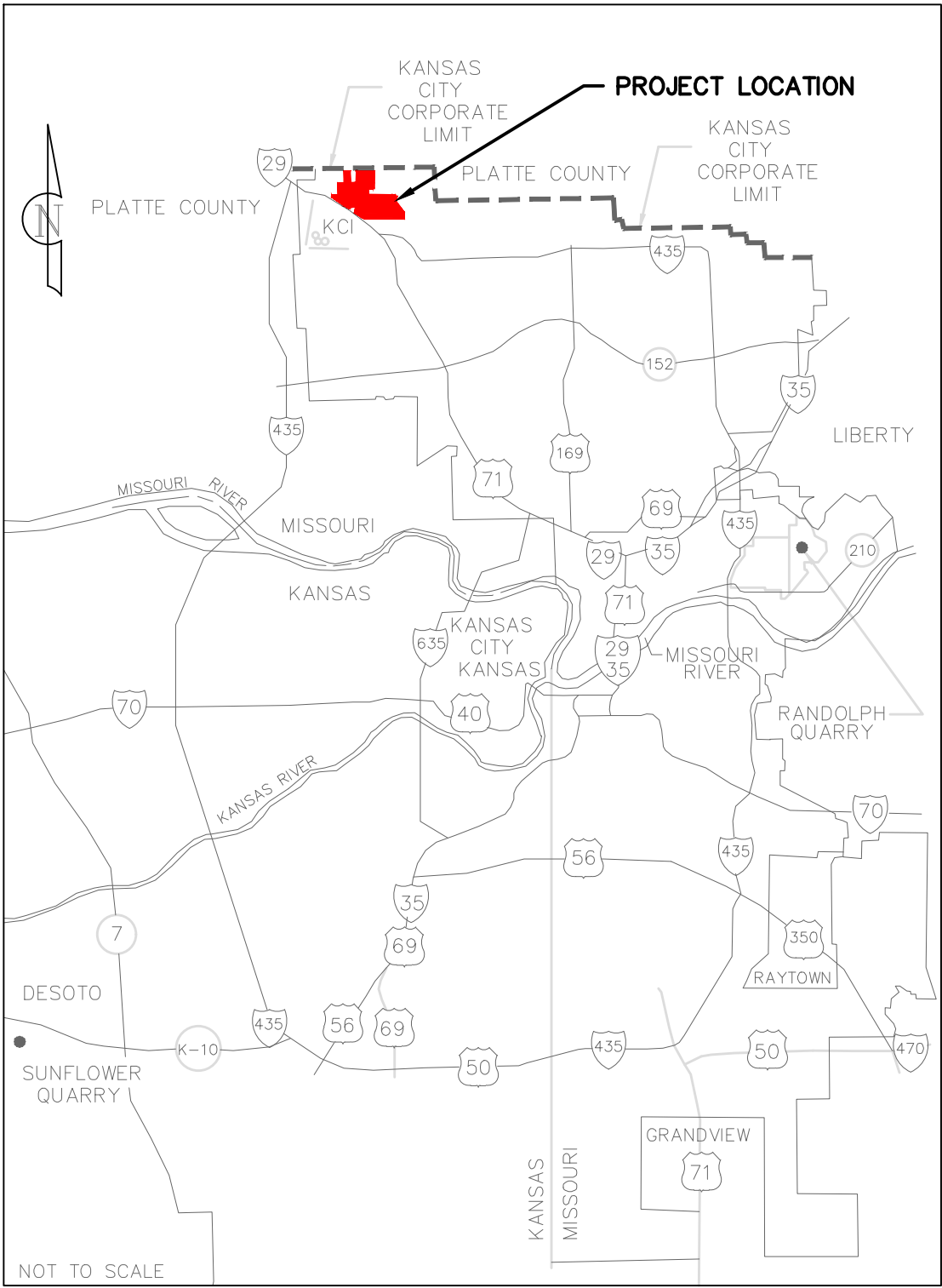


PROPOSED MONUMENT SIGNAGE PLAN

FOR

KCI 29 LOGISTICS PARK

KANSAS CITY, PLATTE COUNTY, MISSOURI

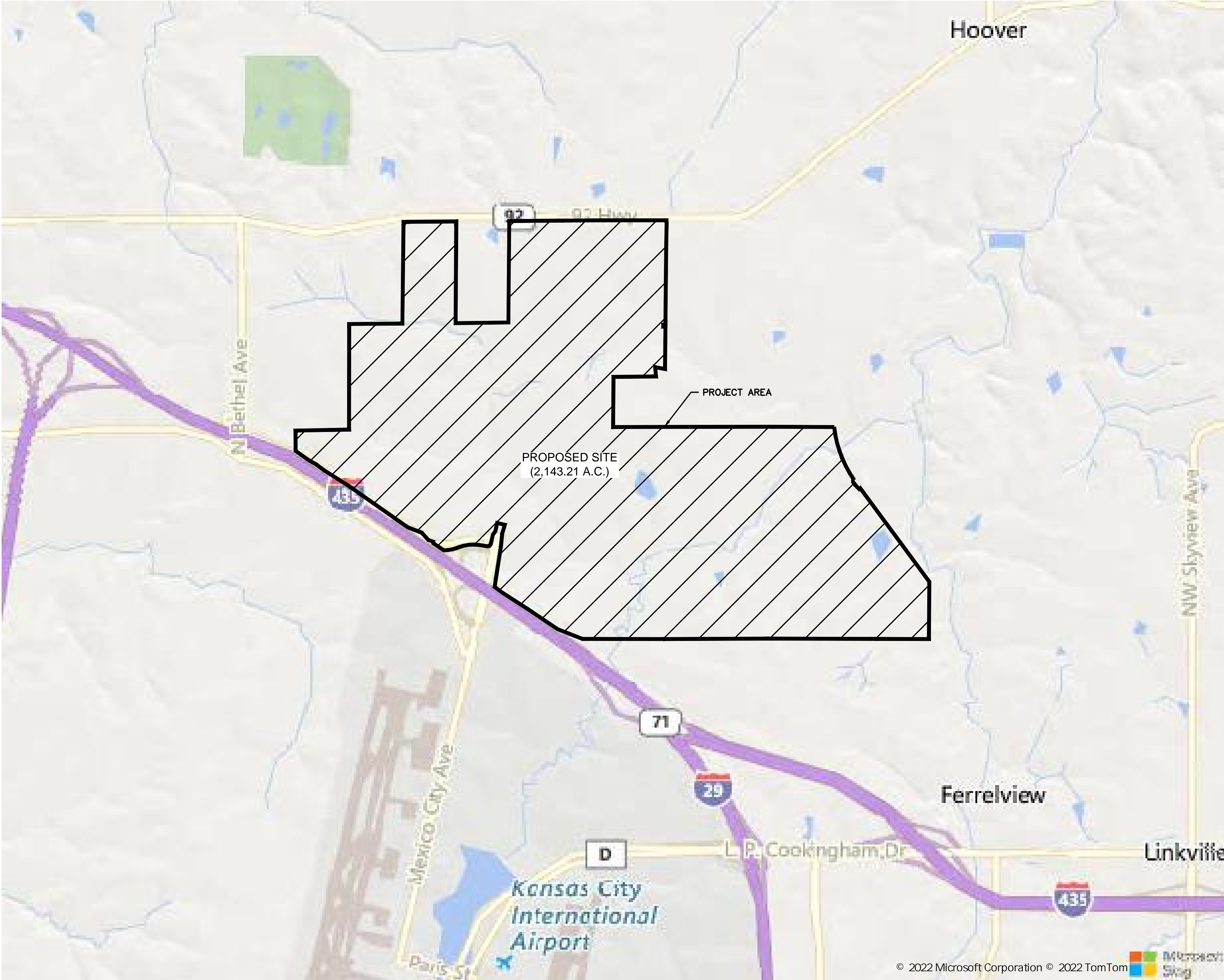
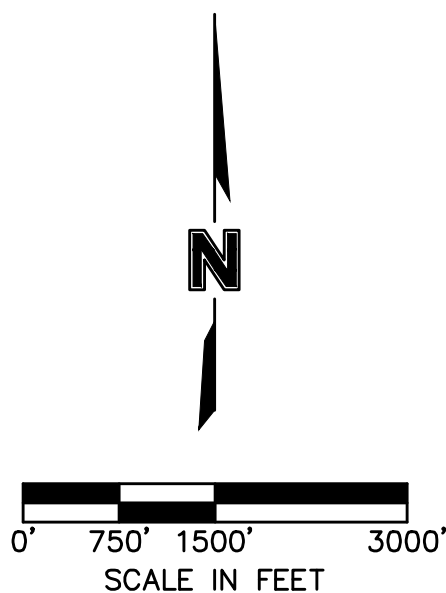


OWNER:  
MC WINAN ROAD LLC  
8300 NE UNDERGROUND DRIVE  
KANSAS CITY, MO 64161  
AND  
HUNT MIDWEST PROPERTIES LLC  
8300 NE UNDERGROUND DRIVE  
KANSAS CITY, MO 64161

DEVELOPER:  
HUNT MIDWEST REAL ESTATE DEVELOPMENT INC.  
8300 NE UNDERGROUND DRIVE  
KANSAS CITY, MO 64161  
816-442-6030

AGENT:  
JACOB HODSON  
OLSSON  
1301 BURLINGTON, SUITE 100  
KANSAS CITY, MISSOURI 64116  
816-442-6030  
JHODSON@OLSSON.COM

ENGINEER  
OLSSON  
1301 BURLINGTON, SUITE 100  
NORTH KANSAS CITY, MO 64116  
816-361-1177



VICINITY MAP

Sheet List Table	
Sheet Number	Sheet Title
C100	TITLE SHEET
C200	OVERALL SITE PLAN
C201	MONUMENT SIGNAGE
C202	SIGNAGE DEVELOPMENT TABLES

olsson

Olsson - Civil Engineering  
Missouri Certificate of Authority #101552  
1301 Burlington, Suite 100  
North Kansas City, MO 64116  
TEL 816-361.1177  
www.olsson.com

TITLE SHEET  
PROPOSED MONUMENT SIGNAGE PLAN  
KCI 29 LOGISTICS PARK

KANSAS CITY, MO

drawn by: JH  
checked by: JH  
approved by: JH  
QA/QC by: JH  
project no.: R21-06168  
drawing no.: C\_TTL01\_R2106168  
date: 10.04.24

SHEET  
C100











**A. DEVELOPMENT LARGE SIGN**      **&**      **D. TRAVEL CENTER SIGN**

88-445-07 - SIGNS IN NON-RESIDENTIAL DISTRICTS (OFFICE, COMMERCIAL AND MANUFACTURING).

Sign Type (specific use or location)	Max. Number	Max. Area (sq. feet)	Setback (feet)	Max. Height (feet)	Illumination	Additional Requirements
Oversized Monument Signs						
Properties zoned B3, B4, UR, D, M, SC, and KCIA of minimum 15 acres in area	1 per major street frontage	200	20	24	internal or external	88-445-08-B
PROPOSED	3	1,220	20	PER FAA.	INTERNAL	MINIMUM OF 1,000 FT SEPARATION BETWEEN SIGNS

## B. TERTIARY MONUMENT SIGNAGE

88-445-07 - SIGNS IN NON-RESIDENTIAL DISTRICTS (OFFICE, COMMERCIAL AND MANUFACTURING).

Sign Type (specific use or location)	Max. Number	Max. Area (sq. feet)	Setback (feet)	Max. Height (feet)	Illumination	Additional Requirements
Monument Signs						
Development district	2 per entrance; 1 per frontage without entrance	75	10	8	internal or external	88-445-08-A
PROPOSED	16	700	10	35	INTERNAL	MINIMUM OF 200 FT SEPARATION BETWEEN ANY OTHER SIGN

### C. TENANT MONUMENT SIGNAGE

88-445-07 - SIGNS IN NON-RESIDENTIAL DISTRICTS (OFFICE, COMMERCIAL AND MANUFACTURING).

Sign Type (specific use or location)	Max. Number	Max. Area (sq. feet)	Setback (feet)	Max. Height (feet)	Illumination	Additional Requirements
Individual buildings on parcels of min. 200 feet frontage	1 per street frontage	50	10	6	internal or external	88-445-08-A
PROPOSED	2 PER DEVELOPMENT	130	10	10	INTERNAL OR EXTERNAL	MINIMUM OF 200 FT SEPARATION BETWEEN ANY OTHER SIGN

88-445-11.E STANDARDS:  
5. THE PLANS SHALL COMPLY WITH THE STANDARDS OF THIS CHAPTER. FLEXIBILITY IS ALLOWED WITH REGARD TO SIGN AREA, NUMBER, LOCATION, DURATION, TYPE, AND/OR HEIGHT TO THE EXTENT THE COUNCIL APPROVED SIGNAGE PLAN WILL ENHANCE THE OVERALL DEVELOPMENT AND WILL MORE FULLY ACCOMPLISH THE PURPOSES OF THIS CHAPTER.

