



City of Kansas City, Missouri

Docket Memo

Ordinance/Resolution #: Ordinance 260452

Submitted Department/Preparer: City Planning

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

Approving a council approved signage plan on about 42 acres to allow for various signage to serve Current Landing in District MPD generally located on the north and south side of Berkley Parkway. (CD-CPC-2026-00050).

Discussion

Council Approved Signage Plans (88-445-10) are 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 signs allowed. 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.

Staff Recommendation: Denial

CPC Recommendation: Approval with the addition of the following conditions:

1. All signage shall require a sign permit prior to installation.
2. That prior to City Council approval the applicant revise plans according to the following corrections:
 - A. Revise window signage standards to limit coverage and consider restricting it the first story, and coverage requirements consistent with the Prospect Overlays guidelines. Which states that window coverage may exceed 15% of the window or door coverage if 100% transparency is maintained between 3' to 6' range of building elevation.
 - B. Revise sign location encroachment section to start with: "Subject to issuance of an encroachment permit, if applicable, signs may project and encroach... etc."
3. That prior to City Council the plans are updated to specify that the off-site is limited to digital wayfinding signage that is pedestrian sized and the south facing entertainment district sign.

Fiscal Impact

1. Is this legislation included in the adopted budget? Yes No
2. What is the funding source?
Not applicable as this is an ordinance authorizing approval of a signage plan on private property.
3. How does the legislation affect the current fiscal year?
Not applicable as this is an ordinance authorizing approval of a signage plan on private property.
4. Does the legislation have a fiscal impact in future fiscal years? Please notate the difference between one-time and recurring costs.
Not applicable as this is an ordinance authorizing approval of a signage plan on private property.
5. Does the legislation generate revenue, leverage outside funding, or deliver a return on investment?
Not applicable as this is an ordinance authorizing approval of a signage plan on private property.

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)

This ordinance has no fiscal impact.

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

14462-MPD-3- Ordinance 220159 approved a Council approved signage plan pursuant to Section 88-445-11, in District MPD (Master Planned Development) on about 80 acres located within the Berkley Riverfront MPD, approved February 12, 2022.

CD-AA-2023-00312- Approved a minor amendment to the Council Approved Signage Plan for the Berkley Riverfront Development District, approved October 27, 2023.

Service Level Impacts

Not applicable as this is an ordinance authorizing approval of a signage plan on private property. .

Staff Recommendation

City Planning and Development

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

Select One: Recommend
 Do Not Recommend
 Not Applicable

City Staff recommended denial of the application. At the City Plan Commission hearing the Commission recommended approval with three conditions added. Please see the staff report for full information on staff's recommendation.

Other Impacts

1. What will be the potential health impacts to any affected groups?
Not applicable as this is an ordinance authorizing approval of a signage plan on private property.
2. How have those groups been engaged and involved in the development of this ordinance?
Not applicable as this is an ordinance authorizing approval of a signage plan on private property.
3. How does this legislation contribute to a sustainable Kansas City?
Not applicable as this is an ordinance authorizing approval of a signage plan on private property.
4. Does this legislation create or preserve new housing units?
No (Press tab after selecting)

Not applicable as this is an ordinance authorizing approval of a signage plan on private property.
[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:
Not applicable as this is an ordinance authorizing approval of a signage plan on private property.
6. Does this legislation seek to approve a contract resulting from an Invitation for Bid?

No(Press tab after selecting)

Not applicable as this is an ordinance authorizing approval of a signage plan on private property.

7. Does this legislation seek to approve a contract resulting from a Request for Proposal/Qualification (RFP/Q)?
No(Press tab after selecting)