



# CITY PLAN COMMISSION STAFF REPORT

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

May 2, 2023

**Project Name**  
Metro North Crossing Signage Plan

**Docket #4**

**Request**  
CD-CPC-2023-00037  
Council Approved Signage Plan

**Applicant**  
Phil Dougherty  
Slaggie Architects Inc  
4600 Madison Ave, Kansas City, MO 64112

**Owner**  
Metro North Crossing LLC  
4240 Blue Ridge Blvd, Kansas City, MO 64133

Location                      Approximately  
8500 N Jefferson St  
Area                              About 103 acres  
Zoning                            UR  
Council District                2<sup>nd</sup>  
County                            Clay  
School District                 Platte County R-III

**Surrounding Land Uses**

**North:** Residential uses, zoned R-7.5  
**South:** Commercial uses, zoned UR  
**East:** Commercial, residential uses, zoned B2-2, B1-1, R-1.5, R-7.5  
**West:** HWY 169, Commercial uses, zoned B3-2

**Major Street Plan**

NW Barry Road and HWY 169 are identified on the City's Major Street Plan as Thoroughfare and Freeway.

**Land Use Plan**

The Gashland/Nashua Area Plan recommends Mixed Use Community for this location.

**APPROVAL PROCESS**



**PROJECT TIMELINE**

The application for the subject request was filed on 3/16/2023. No Scheduling deviations from 2023 Cycle I have occurred.

**NEIGHBORHOOD AND CIVIC ORGANIZATIONS NOTIFIED**

The subject site is not located with a registered neighborhood or homes associations.

**REQUIRED PUBLIC ENGAGEMENT**

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

**EXISTING CONDITIONS**

The subject site contains multiple parcels that make up Metro North Crossing. There are a variety of restaurant uses, Macy's, T-Shots, and multi-unit residential buildings.

**SUMMARY OF REQUEST + KEY POINTS**

The applicant is seeking approval of a council approved signage plan for Metro North Crossing in district UR on about 103 acres generally located at the northeast corner of NW Barry Road and HWY 169.

**CONTROLLING + RELATED CASES**

**CD-CPC-2020-00176** – Ordinance No. 210568 A request to approve a rezoning from District UR (Urban Redevelopment) to District UR (Urban Redevelopment), for the purpose of amending the UR plan to allow for redevelopment of the existing Metro North Mall and construction of up to 1,000,000 square feet of mixed use residential, commercial, office, hotel, theater, and a golf entertainment complex with 4,462 parking spaces, on 17 lots, in four (4) phases. **Approved July 1, 2021**

**PROFESSIONAL STAFF RECOMMENDATION**

Docket #4 Approval Subject to Conditions

**PLAN REVIEW****Per 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 applicant is proposing a variety of monument signage to serve the entire Metro North Crossing development. The plans include one "primary gateway feature monument" sign located at the corner of NW Barry Road and the northbound HWY 169 on-ramp/N Summit Street. The gateway monument sign primarily displays the Metro North Crossing branding, while also including eight tenant panels.

Four "tertiary monument" signs are proposed at the intersections of NW Barry Road and N Jefferson Avenue, NW Barry Road and N Wyandotte Street, N Wyandotte Street and an interior road that had not been constructed yet, and Metro North Drive and Metro North Mall Drive, which is a private drive. These monument signs will contain six tenant panels.

Two wayfinding signs are proposed at interior intersections of Metro North Crossing to direct individuals towards the different businesses. Additionally, the plans show one existing monument sign for the Woodstone Apartments that were constructed in 2021.

One "development large pylon" sign is proposed facing HWY 169 at the northeastern-most area of Metro North Crossing. Notably, the proposed height for this sign is 44 feet and will contain nine tenant panels.

**SPECIFIC REVIEW CRITERIA****Council Approved Signage Plan (88-445-11)****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 mostly complies with the intent of this section. See details in #2.*

**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 architectural design of the proposed signage is cohesive and uses high quality materials to complement future development of the area. One concern throughout the review process of this application is the inclusion of eight tenant panels on the primary gateway feature monument sign. The intention of a gateway sign is the highlight the development itself and not individual tenants. Adding these tenant panels creates a cluttered appearance and redundancy with the nearby tertiary monument signs, with the closest tertiary sign 450 feet away. The concentration of signage proposed for the southwester portion of the development area unnecessary and condition #2 requires the applicant*

to remove the panels on the primary gateway feature monument sign prior to ordinance request. Although the council approved signage plan allows for flexibility in size, number, sign type, etc., staff does not support the excessive size of the primary gateway feature monument sign to accommodate individual tenant panels.

**3. The signs will not create a safety or traffic hazard.**

*The proposed signage is not expected to create a traffic hazard.*

**4. The plan shall accommodate future revisions that may be required because of changes in use or tenants.**

*The proposed concept allows for flexibility to tenants utilizing the tenant panels in partnership with the developer.*

**5. The plan shall comply with the standards of this chapter. Except for a Council Approved Signage Plan for any property zoned R, 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.**

*All setbacks for the proposed signage complies with 88-445 standards. Staff is supportive of the excess height and sign area for the development large pylon sign. Staff is not supportive of the excess size of the primary gateway feature monument sign to accommodate individual tenant panels.*

**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 were proposed 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.**

*No proposed messaging or uses on the property were reviewed for content with this application.*

## ATTACHMENTS

1. Conditions Report
2. Applicants Submittal

## PROFESSIONAL STAFF RECOMMENDATION

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

Respectfully Submitted,



Genevieve Kohn  
Planner



## Plan Conditions

Report Date: April 26, 2023

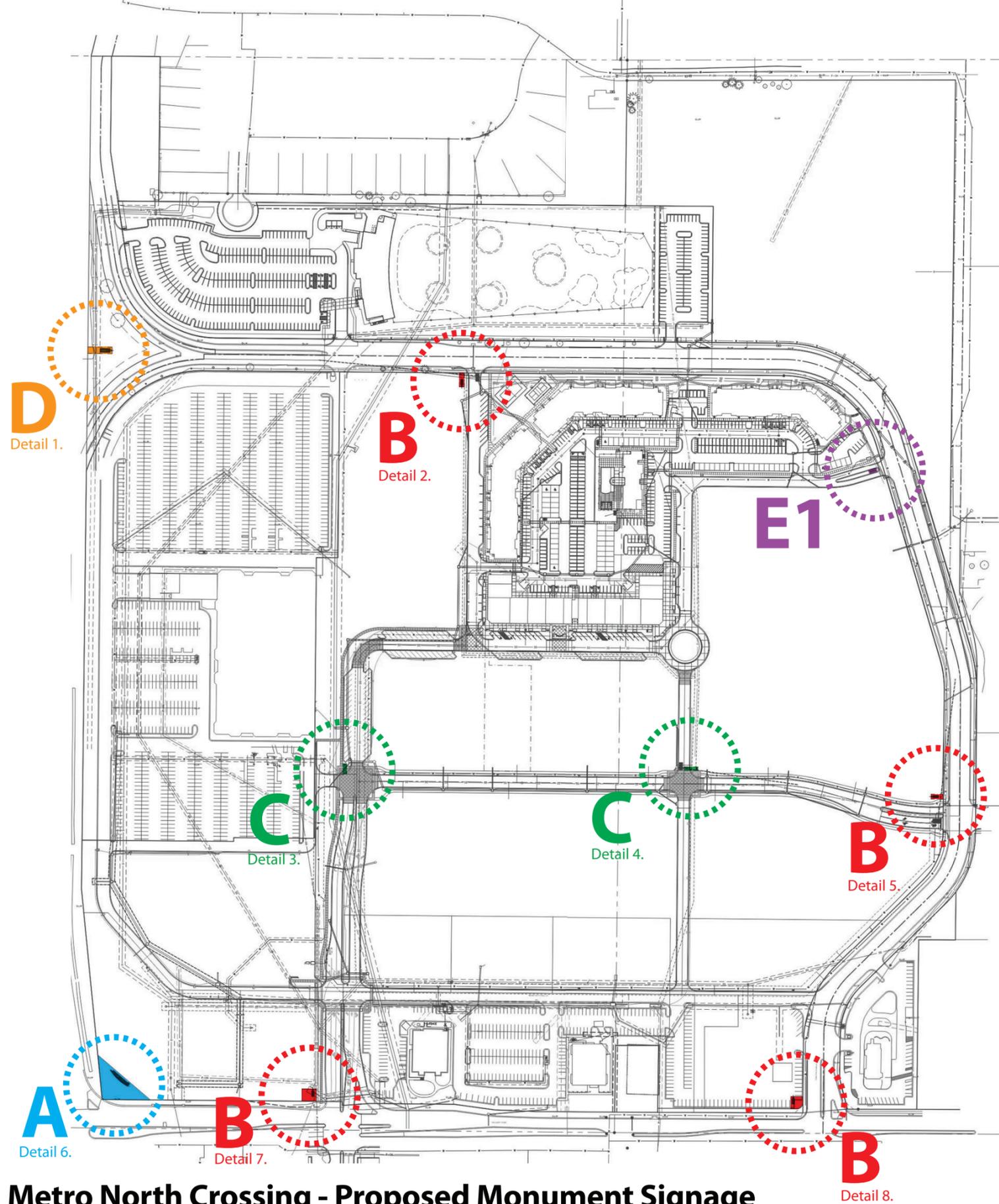
Case Number: CD-CPC-2023-00037

Project: Metro North Crossing Signage Plan

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*Condition(s) by City Planning and Development Department. Contact Genevieve Kohn at (816) 513-8808 / Genevieve.Kohn@kcmo.org with questions.*

1. Illumination of all signage shall comply with 88-430.
2. Remove tenant panels on primary gateway sign prior to request for ordinance.



- A**  Primary Gateway Feature Monument Signage
- B**  Tertiary Monument Signage
- C**  Wayfinding Signage
- D**  Development Large Pylon Signage
- E1**  Existing Woodstone Apartment Monument Signage

See Signage Location Plan Sheet for detailed signage tract locations and dimensions.

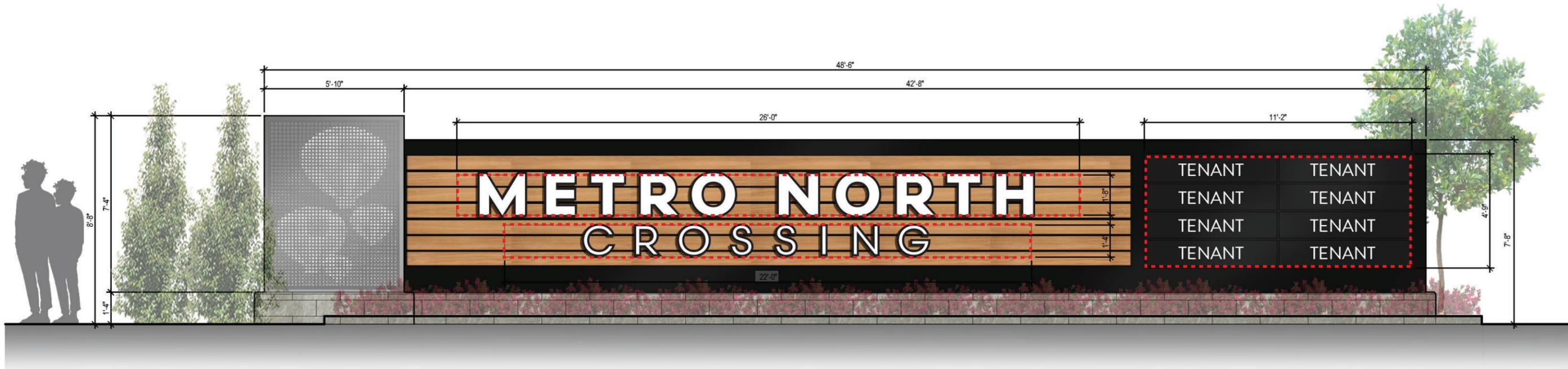
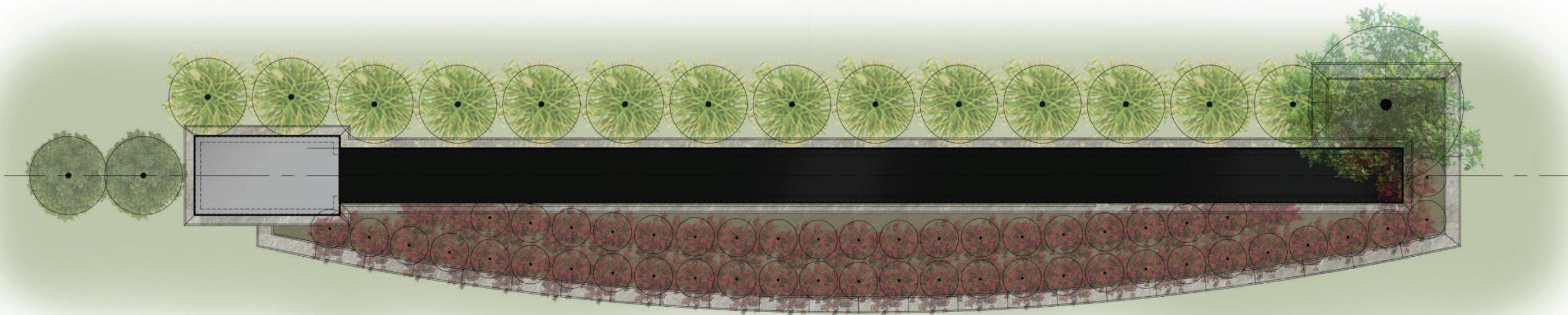
## Metro North Crossing - Proposed Monument Signage

(Council Approved)

Kansas City, Missouri

SAI# 190502 03.15.2023

REVISED 04.17.2023



**A. Primary Gateway Feature Monument Signage**

See Sheet A-801 for detailed Gateway Feature Monument Signage materials and dimensions.

Kansas City, Missouri - Zoning Development Code  
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
<b>Monument Signs</b>						
Development district	2 per entrance; 1 per frontage without entrance	75	10	8	Internal or external	88-445-08-A
<b>PROPOSED</b>	<b>1</b>	<b>73 + 53 = 126 SF SIGN AREA</b>	<b>&gt;10</b>	<b>8.67 FT</b>	<b>INTERNAL</b>	

Note: Per 88-445-11. Council Approved Signage Plan

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.



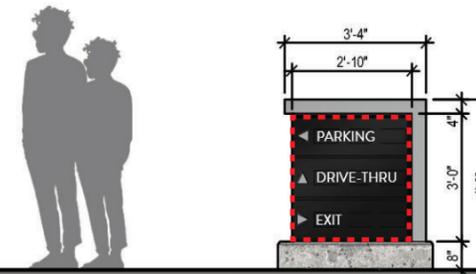
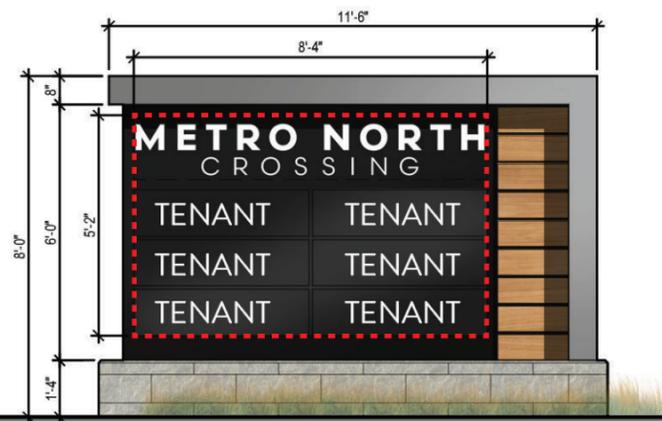
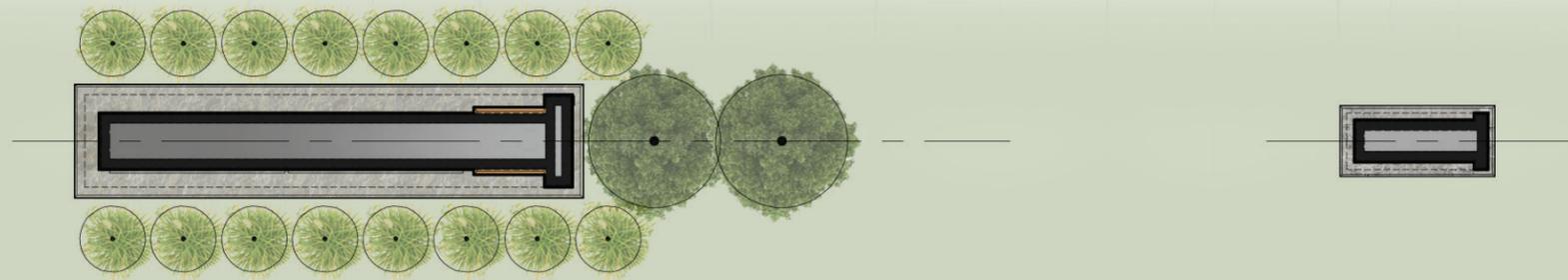
**Metro North Crossing - Proposed Monument Signage**

(Council Approved)

Kansas City, Missouri

SAI# 190502 03.15.2023

**REVISED 04.17.2023**



## B. Tertiary Monument Signage

See Sheet A-802 for detailed Tertiary Monument Signage materials and dimensions.

Kansas City, Missouri - Zoning Development Code  
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
<b>Monument Signs</b>						
Development district	2 per entrance; 1 per frontage without entrance	75	10	8	internal or external	88-445-08-A
<b>PROPOSED</b>	<b>4</b>	<b>43 SF SIGN AREA</b>	<b>&gt;10</b>	<b>8 FT</b>	<b>INTERNAL</b>	

## C. Wayfinding Signage

See Sheet A-802 for detailed Wayfinding Signage materials and dimensions.

Kansas City, Missouri - Zoning Development Code  
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
Incidental Signs	as required to direct pedestrian and vehicular traffic	6 for commercial; 2 for residential development	10	3 (freestanding); 8 (wall-mounted)	internal or external	88-445-08-G
<b>PROPOSED</b>	<b>2</b>	<b>8 SF SIGN AREA</b>	<b>&gt;10</b>	<b>4 FT</b>	<b>INTERNAL</b>	

Note: Per 88-445-11. Council Approved Signage Plan  
88-445-11.E Standards:

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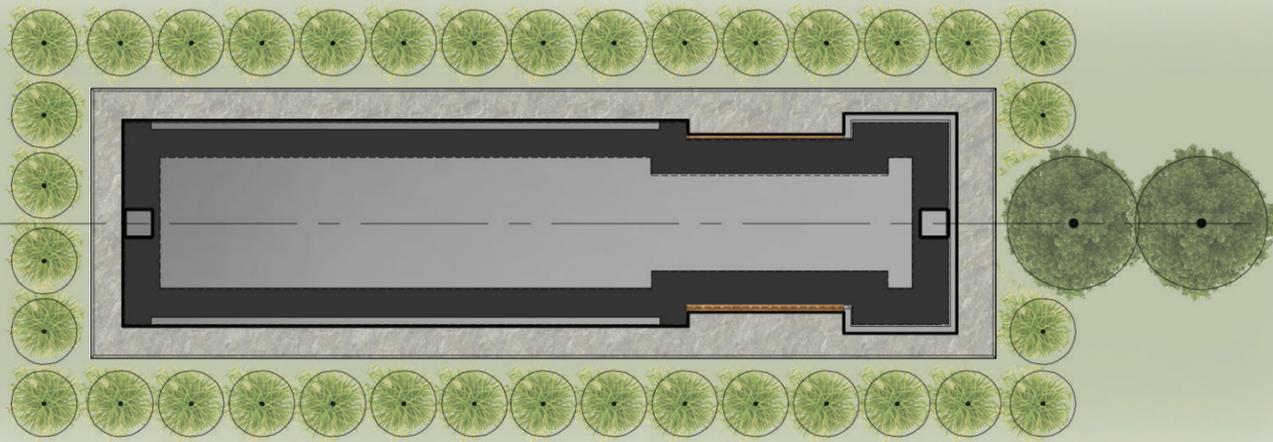
## Metro North Crossing - Proposed Monument Signage

(Council Approved)

Kansas City, Missouri

SAI# 190502 03.15.2023

**REVISED 04.17.2023**



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
<b>Oversized Monument Signs</b>						
Properties zoned B3 and higher of minimum 15 acres in area and adjacent to a limited access highway	1 per major street frontage	300	20	35	internal or external	88-445-08-B
<b>PROPOSED</b>	<b>1</b>	<b>384 + 34 = 418 SF SIGN AREA</b>	<b>&gt;20</b>	<b>44 FT</b>	<b>INTERNAL</b>	

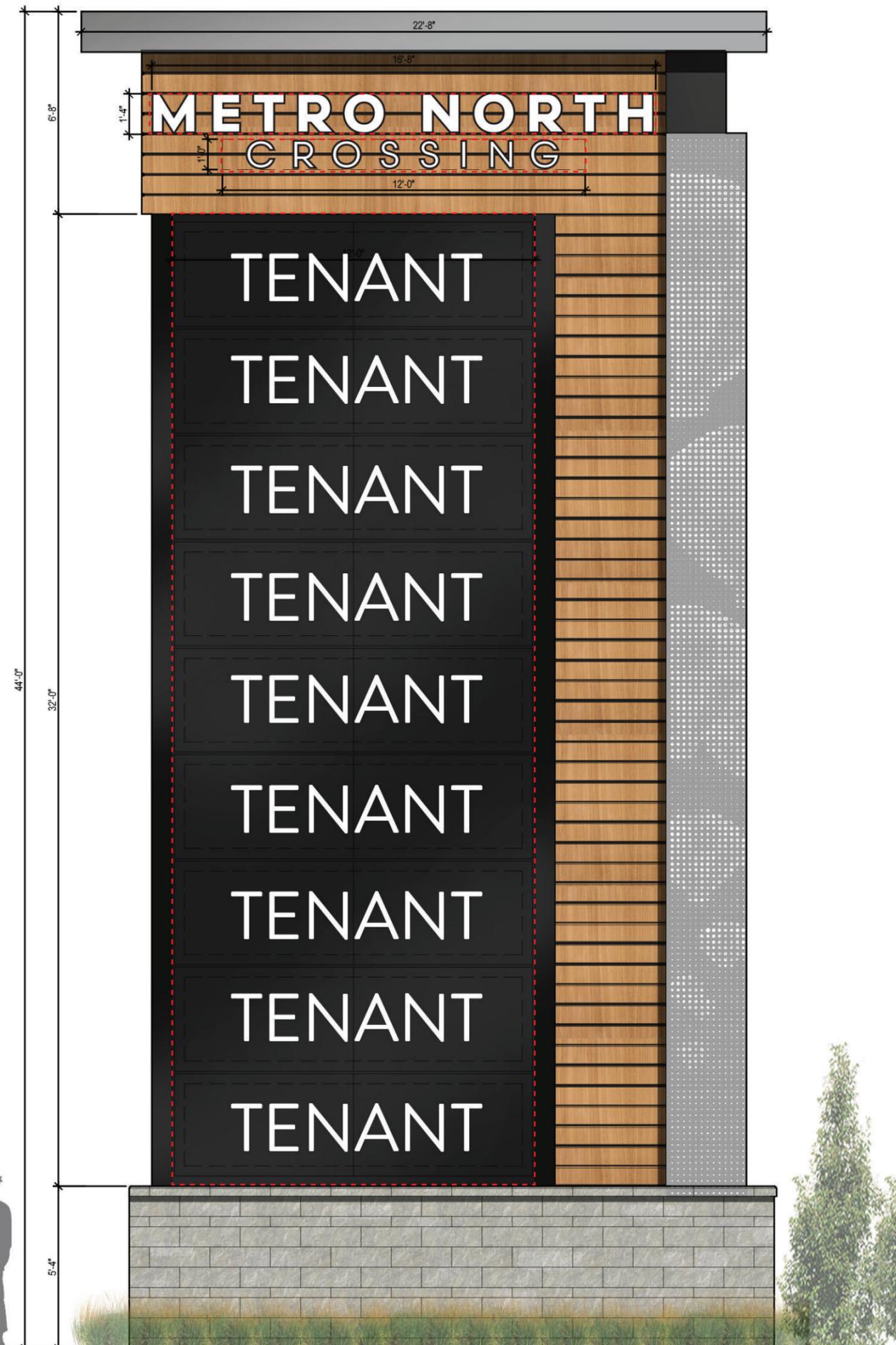
Note: Per 88-445-11. Council Approved Signage Plan

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.

**D. Development Large Pylon Signage**

See Sheet A-803 for detailed Development Large Pylon Signage materials and dimensions.



**Metro North Crossing - Proposed Monument Signage**

(Council Approved)

Kansas City, Missouri

SAI# 190502 03.15.2023

**REVISED 04.17.2023**



**2022 Monument**

Size (without base): 15' W x 4.25' H

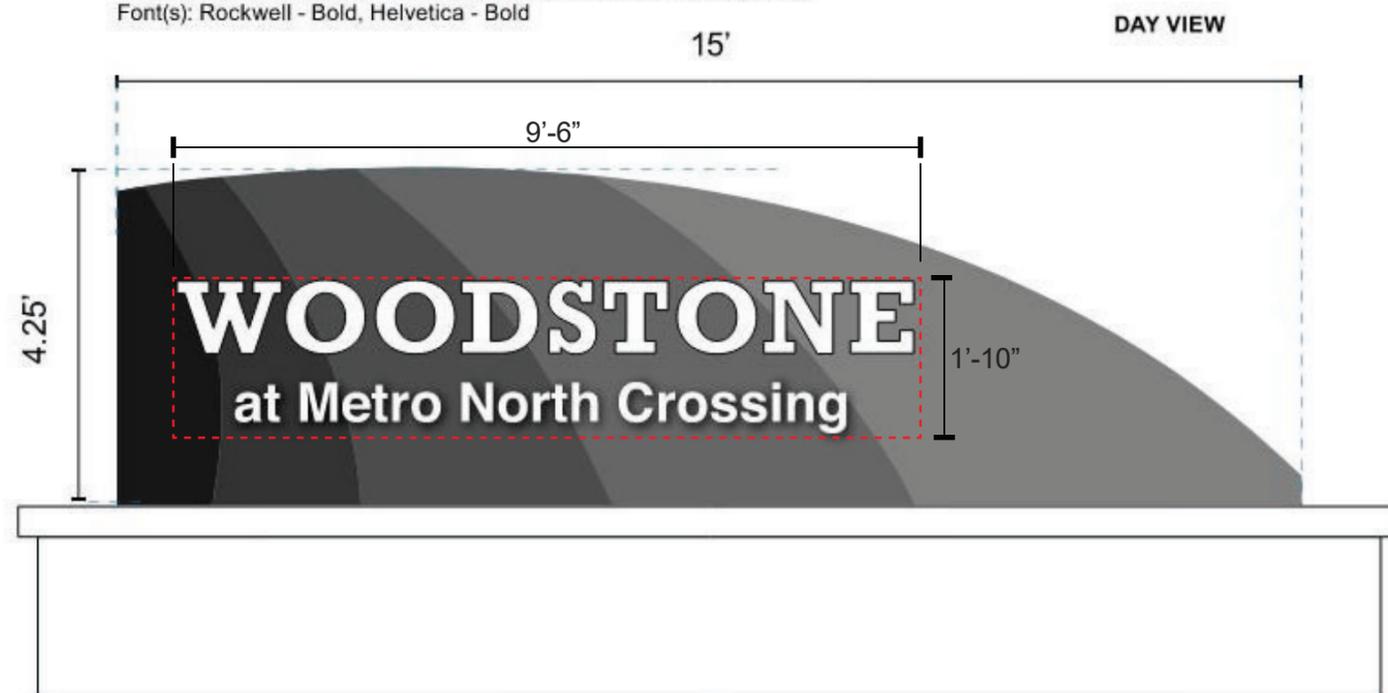
Double-Faced

Qty: 1

"WOODSTONE" = 11" H, Reverse Cut from Panel, Illuminated Behind Panel

"at Metro North Crossing" = 6" H, Raised Dimensional Letters, White

Font(s): Rockwell - Bold, Helvetica - Bold



**E1. Existing Woodstone Apartment 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
<b>EXISTING</b>	<b>1</b>	<b>18 SF SIGN AREA</b>	<b>&gt;10</b>	<b>6.67 FT</b>	<b>INTERNAL</b>	

Note: Per 88-445-11. Council Approved Signage Plan

88-445-11.E Standards:

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**Metro North Crossing - Proposed Monument Signage**

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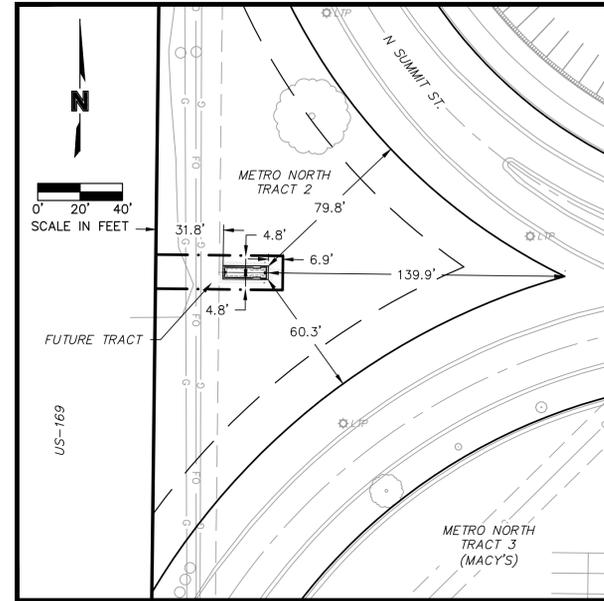




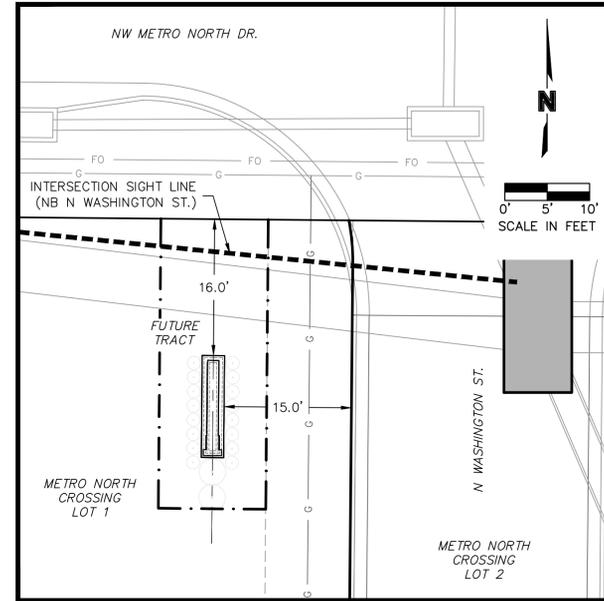


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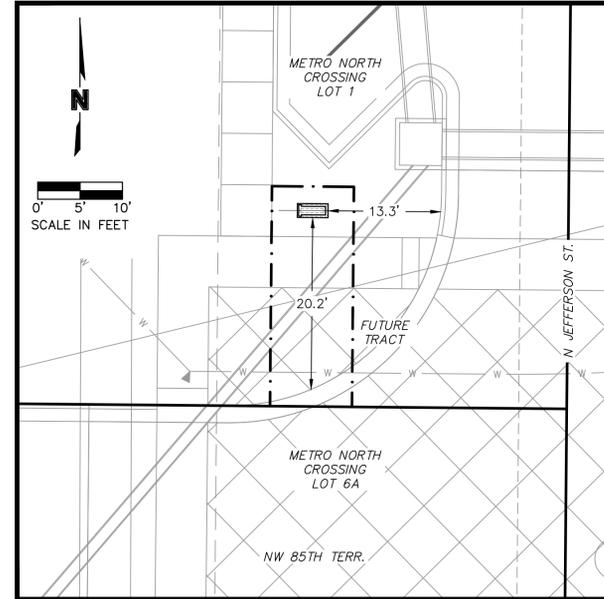
DETAIL 1: DEVELOPMENT LARGE PYLON SIGNAGE



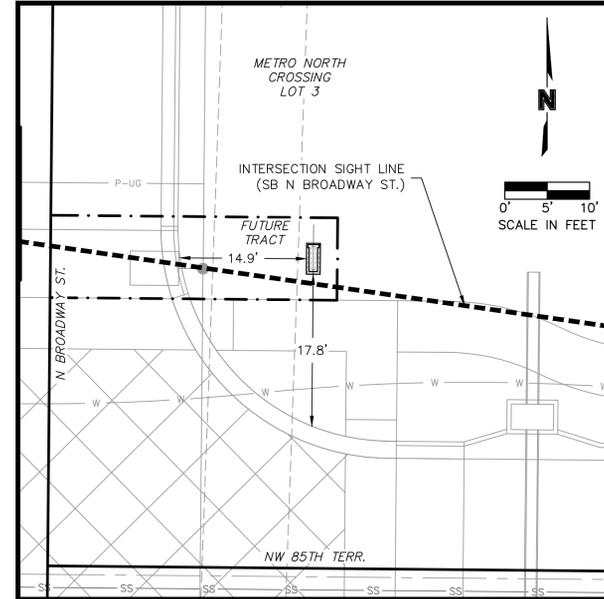
DETAIL 2: TERTIARY MONUMENT SIGNAGE



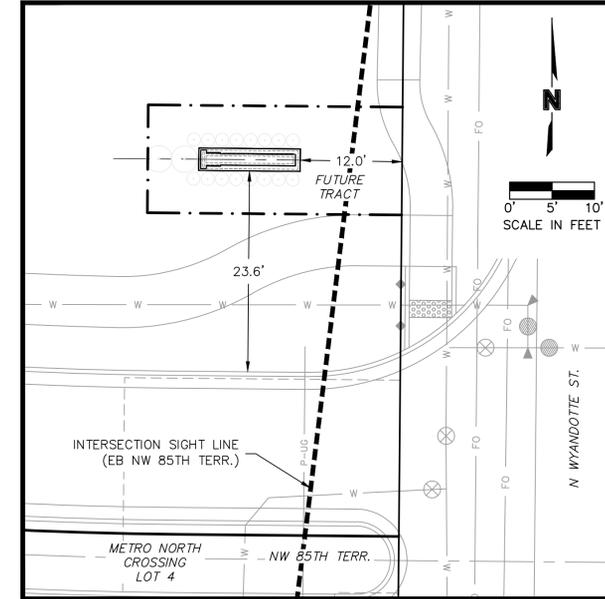
DETAIL 3: WAYFINDING SIGNAGE



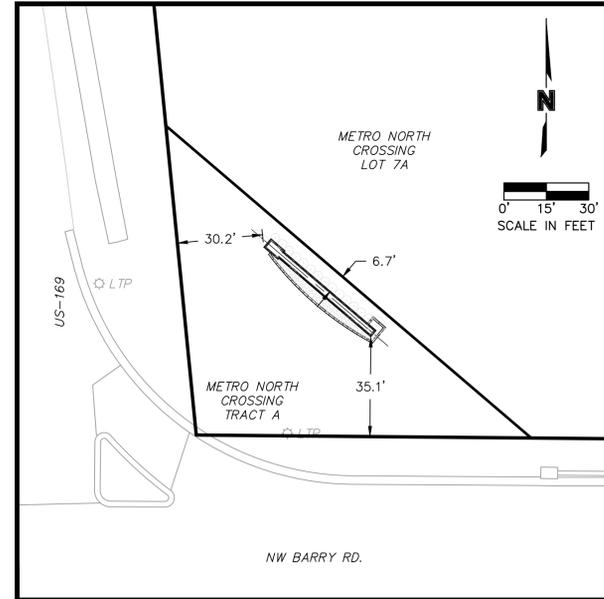
DETAIL 4: WAYFINDING SIGNAGE



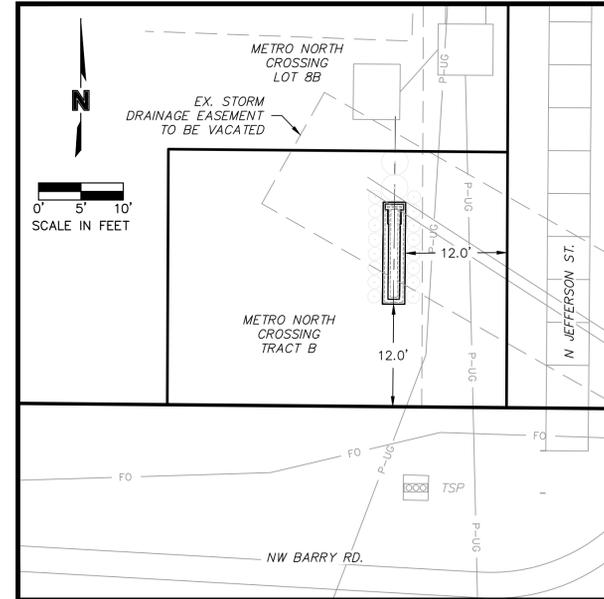
DETAIL 5: TERTIARY MONUMENT SIGNAGE



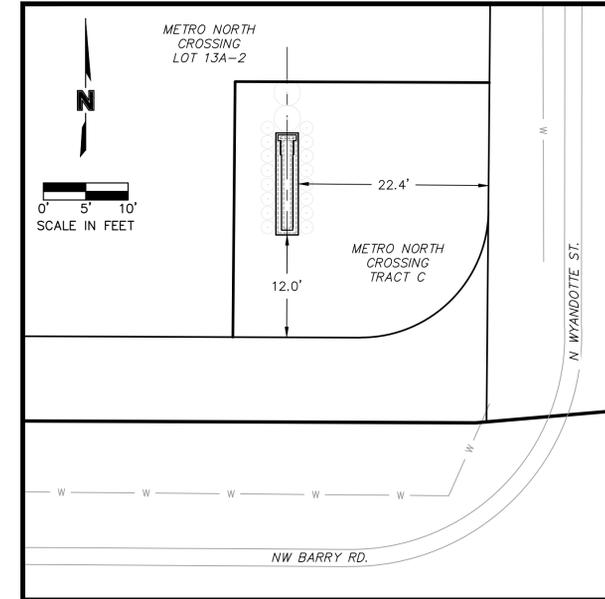
DETAIL 6: PRIMARY GATEWAY FEATURE MONUMENT SIGNAGE



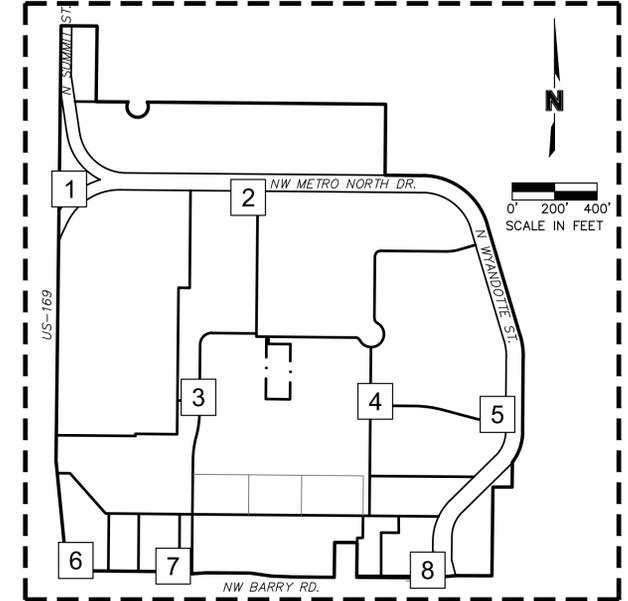
DETAIL 7: TERTIARY MONUMENT SIGNAGE



DETAIL 8: TERTIARY MONUMENT SIGNAGE



KEYMAP



SIGHT DISTANCE NOTES:

1. DETAILS 1 & 6: SIGHT DISTANCE TRIANGLES NOT APPLICABLE.
2. DETAIL 3: PROPOSED SIGN IS LOCATED WITHIN VIEW CORRIDOR OBSTRUCTED BY EXISTING ON-STREET PARKING SPACES AND WILL NOT REDUCE VIEWS FROM EXISTING CONDITIONS.
3. DETAILS 7 & 8: INTERSECTIONS ARE SIGNALIZED.

SIGNAGE LOCATION PLAN

METRO NORTH CROSSING

2023

REVISIONS

BY

REVISIONS DESCRIPTION

DATE

REV. NO.

drawn by: CJH  
 checked by: MJD  
 approved by: JFE  
 QA/QC by: NDH  
 project no.: 018-0558  
 drawing no.: C SIT\_0180558  
 date: 2023.03.15

KANSAS CITY, MO

olsson

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