



# CITY PLAN COMMISSION STAFF REPORT

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

September 7, 2021

## Project Name

**Downtown Business Park Sign Plan**

## Docket # Request

4 CD-CPC-2021-00121

## Applicant

Chris Tschirhart  
Copaken-Brooks  
1100 Walnut St STE 2000  
Kansas City, MO 64106

## Owner

DTBP LLC  
1100 Walnut St STE 2000  
Kansas City, MO 64106

**Location** 3150 Mercier Ave

**Area** About 6 acres

**Existing Zoning** M1-5

**Council District** 4<sup>th</sup>

**County** Jackson

**School District** KCMO 110

## Surrounding Land Uses

North: Industrial uses (zoned M1-5)  
East: Residential uses (zoned R-6)  
West: Industrial uses (zoned M1-5)  
South: Industrial uses (zoned M1-5)

## Major Street Plan

W 31<sup>st</sup> St (Southwest Blvd to Southwest Trfy) is identified as a Commerce/Mixed Use Route on the City's Major Street Plan.

## Land Use Plan

The Midtown/Plaza Area Plan identifies the subject property as Light Industrial.

## APPROVAL PROCESS



## NEIGHBORHOOD AND CIVIC ORGANIZATIONS NOTIFIED

Notice of this case was sent to the Volker Neighborhood Association.

## REQUIRED PUBLIC ENGAGEMENT

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

## EXISTING CONDITIONS

The subject property is south of W 31<sup>st</sup> St, about .2 miles from the Kansas State Line, office and industrial spaces (tenants) is the primary use.

## NEARBY DEVELOPMENTS

Northwest: Schutte Lumber Company  
East: Coleman Highlands  
Neighborhood Association

## SUMMARY OF REQUEST

The applicant is proposing to rehabilitate four signs on the subject site.

## KEY POINTS

- A Council Approved Signage Plan provides a means for defining common signage 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. (88-445-11)

## PROFESSIONAL STAFF RECOMMENDATION

Docket 4 Recommendation  
Approval

**CONTROLLING + RELATED CASE**

CRTF-201811610, Tenant finish and remodel.

**PLAN REVIEW**

The applicant is proposing to rehabilitate existing signage to improve visibility for the tenants.

*Council Approved Signage Plan Analysis.*

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

**88-445-11-E.1** The Plan shall comply with the purpose of this chapter and the overall intent of this section.

*Rehabilitating the existing signage preserves the site's property values by preventing unsightly signage that can have a blighting influence on the City. AN*

**88-445-11-E.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.

*Signs proposed in the plan are in harmony with each other and the branding of the Downtown Business Park. AN*

**88-445-11-E.3** The signs will not create a safety or traffic hazard.

*Signs proposed are not anticipated to create a safety or traffic hazard. Applicant notes "they will be easy to read and provided lighting to allow for easier readability at night." AN*

**88-445-11-E.4** The plan shall accommodate future revisions that may be required because of changes in use or tenants.

*Signs proposed include panels, which are easily replaceable based on tenant changes. AN*

**88-445-11-E.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.

*Nonconforming signs that were otherwise lawful at the time of installation may be continued. AN*

**88-445-11-E.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 in this signage plan. AN*

**88-445-11-E.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.

*Acknowledged. AN*

**88-445-11-E.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 and is not subject to the flexibility of 88-445-11-E.5 (above)

N/A

*Requested Deviations.*

Nonconforming signs that were otherwise lawful at the time of installation may be continued. See the tables below for more information about the deviations from the existing code.

*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.
Pedestrian (88-450)	No	-	

*Sign Standards (88-445)*

*\* indicates deviation*

(1) East Oversized Monument Sign	Existing	Proposed	KCMO Code Requirements
Max. Area	200	200	200 sq feet
Max. Height	20	20	24 feet
Illumination	External	Internal	Internal or external
Setback	24	24	20 feet
(2) West Oversized Monument Sign	Existing	Proposed	KCMO Code Requirements
Max. Area	300	300	200 sq feet*
Max. Height	30	30	24 feet*
Illumination	External	Internal	Internal or external
Setback	20	20	20 feet
Oversized Monument Sign Total	2	2	1 per major street frontage*
(3) Monument Sign	Existing	Proposed	KCMO Code Requirements
Max. Area	Not provided	25	75 sq feet
Max Height	Not provided	4	8 feet
Illumination	None	Internal	Internal or external
Setback	11	11	10 feet
(4) Wall Sign (Underground Entrance)	Existing	Proposed	KCMO Code Requirements
Max. Area	Not provided	49.8	<12 sq feet*
Illumination	None	None	-

**PROFESSIONAL STAFF RECOMMENDATION**

Staff recommends **Approval**.

Respectfully submitted,

Ahna Nanoski, AICP  
Lead Planner

# COUNCIL APPROVED SIGNAGE PLAN



**downtown**  
BUSINESS PARK



DOWNTOWN  
**underground**

1201 W 31st St, Kansas City, MO 64108

copaken  brooks

### 88-445-11-A. PURPOSE

A Council Approved Signage Plan shall comply 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 plan provides a means for defining common signage 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.

*Acknowledged-Copaken Brook's plan is to keep existing signage structures but refresh the signage faces and improve visibility.*

### 88-445-11-B. APPLICABILITY

1. Legal Description- Zoned M1-5 -3101 MERCIER MADISON PLACE ALL LOTS 1 THRU 18 & E 1/2 OF LOTS 19 THRU 36 & ALL VAC ALLEY ADJ SD LOTS.
2. Legal Description- Zoned M1-5 -1201 W 31ST PRT NE 1/4 SW 1/4 SEC 18 49 33 INCLUDING PRT OF MADISON PLACE ALSO PRT OF HARRIES & EVANS ADD LY ABOVE ELEVATION 80 ON DATUM PLANE OF KANSAS CITY MO BEG ON S LI 31ST ST 6.41 FT E OF E LI VAC MERCIER ST TH S 00 DEG 08 MIN E 111.73 FT TH S 08 DEG 22 MIN W 445.96 FT TH W 322.11 FT TH S 94.0 FT TH W 115.0 FT TH N 146.25 FT TH N 13 DEG 19 MIN 10 SEC W 59.81 FT TH S 89 DEG 52 MIN W 20 FT TH N 00 DEG 40 MIN E 147.0 FT TH N 36 DEG 34 MIN E 299.0 FT TH N 00 DEG 08 MIN W 54.52 FT TO S LI 31ST ST AT PT 8.12 FT E OF W LI VAC TERRACE ST TH N 89 DEG 52 MIN E ALG S LI 31ST ST 352.29 FT TO BEG
3. Legal Description- Zoned M1-5 -PRT OF MADISON PLACE BEG ON S LI 31ST ST 8.12 FT E OF W LI VAC TERRACE ST TH S 0 DEG 08 MIN E 54.52 FT TH S 36 DEG 34 MIN W 113.22 FT TH N 145.29 FT TO S LI 31ST ST TH E ALG SD S LI 68.12 FT M/L TO BEG
4. Legal Description- Zoned M1-5 -3100-20 TERRACE 3101 TERRACE PRT OF MADISON PLACE BEG ON S LI 31ST ST 60 FT W OF W LI VAC TERRACE ST TH S 145.29 FT TH S 36 DEG 34 MIN W 185.78 FT TH S 0 DEG 40 MIN W 147 FT TH W ALG S LI MADISON PLACE TO E LI LIBERTY ST TH N ALG SD E LI 448.4 FT M/L TO S LI 31ST ST TH E ALG SD S LI 498 FT M/L TO BEG
5. Legal Description- Zoned M1-5 -3119 TERRACE / SEC 18 49 33 BEG 794.90 FT S OF NE COR OF SW 1/4 SD SEC TH S 707 FT M/L TH W 900 FT M/L TH NW ALG RR ROW 710 FT M/L TH N 524.25 FT TH E 620 FT M/L TH SE 59.81 FT TH S 146.25 FT TH E 140 FT TH S 133.80 FT TH E 615 FT M/L TO POB

## 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. *Acknowledged – signage complies.*
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. *Acknowledged – all comply and enhance the overall building park.*
3. The signs will not create a safety or traffic hazard. *Acknowledged – no safety or traffic hazard. They will be easy to read and provide lighting to allow for easier readability at night.*
4. The plan shall accommodate future revisions that may be required because of changes in use or tenants. *Acknowledged – Panels are easily replaceable based on tenant changes.*
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. *???* *Does it technically with the sizing?*
6. Banner signs shall only be allowed if attached to light poles with frames on the top and bottom of the banners. *Acknowledged – there are no banner signs requested in this signage plan.*
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. *Acknowledged – Neither are factors in our recommendation.*

**Our Recommendation: Approved without Conditions**

# SECTIONS

1



**DOWNTOWN BUSINESS PARK SIGN (East)**

2



**DOWNTOWN BUSINESS PARK SIGN (West)**

3



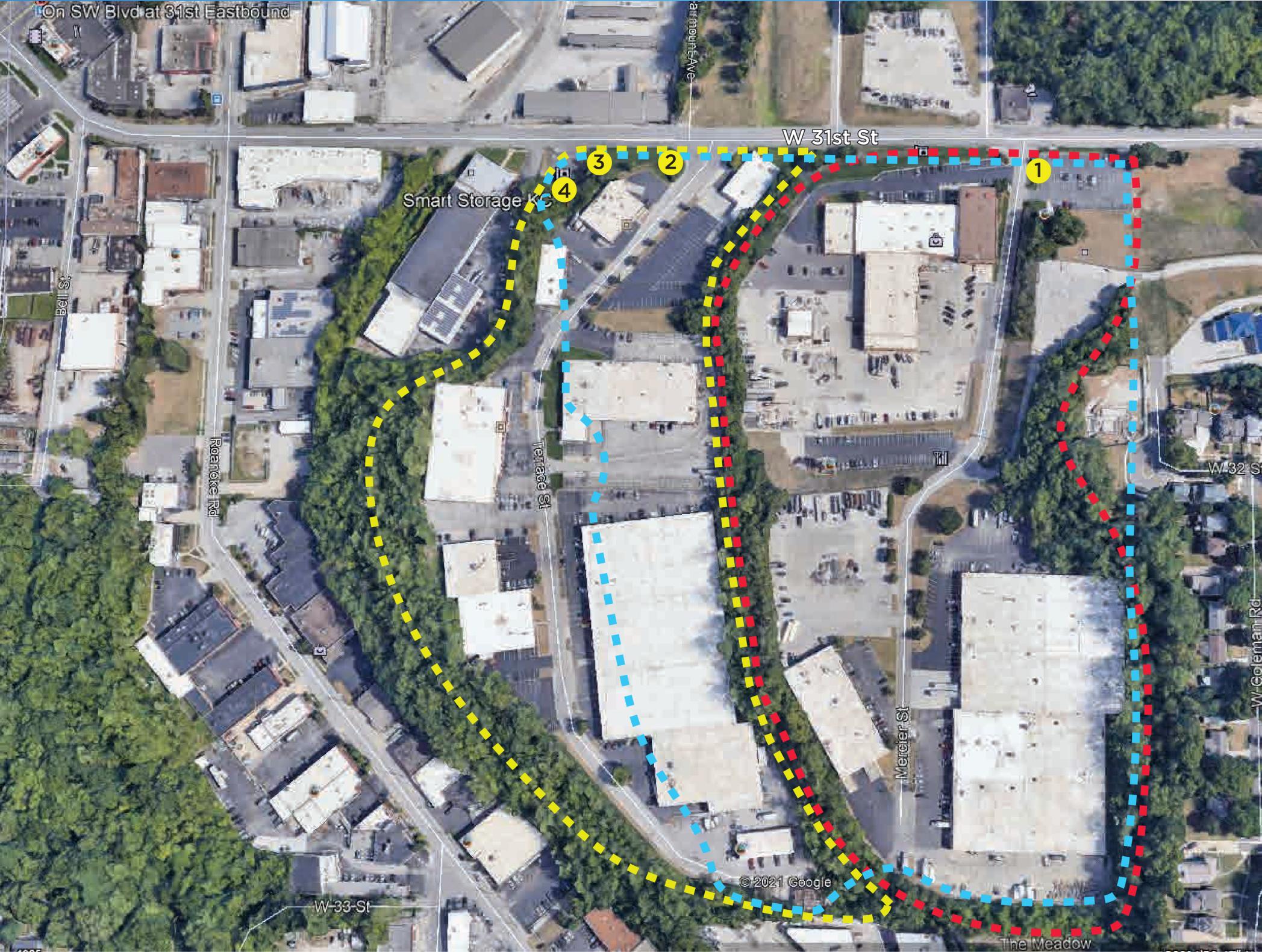
**DOWNTOWN UNDERGROUND MONUMENT**

4



**DOWNTOWN UNDERGROUND CAVE ENTRANCE**

# DOWNTOWN BUSINESS PARK LOCATION MAP



--- DOWNTOWN UNDERGROUND

--- DOWNTOWN BUSINESS PARK WEST (ABOVE GROUND)

--- DOWNTOWN BUSINESS PARK EAST (ABOVE GROUND)

1  DOWNTOWN BUSINESS PARK SIGN (East)

2  DOWNTOWN BUSINESS PARK SIGN (West)

3  DOWNTOWN UNDERGROUND MONUMENT

4  DOWNTOWN UNDERGROUND CAVE ENTRANCE

1

# DOWNTOWN BUSINESS PARK SIGN (East)

# DOWNTOWN BUSINESS PARK EAST 31st ST. & MERCIER ST. SIGN (EAST SIDE)

Existing Sign



Proposed Remodel



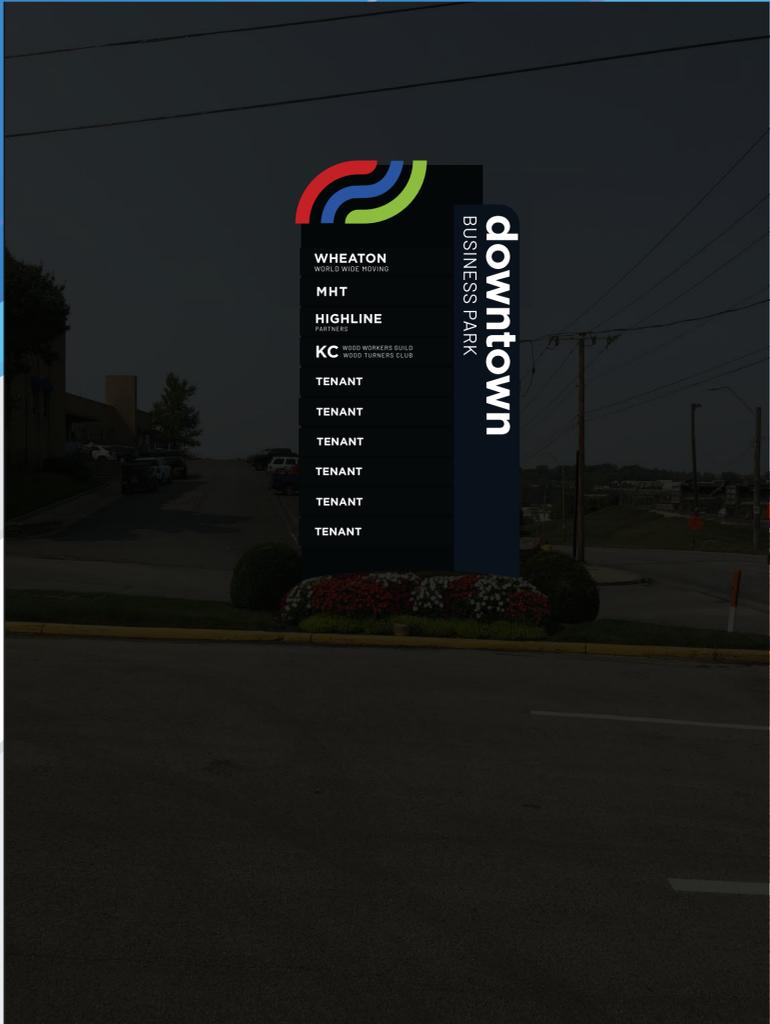
	EXISTING SIGN	PROPOSED REMODEL	KCMO CODE
STRUCTURE	EXISTING	USE EXISTING	
HEIGHT	20'	20'	24'
WIDTH	116"	120"	
LIGHTING	EXTERNAL	INTERNAL	
ZONED	M1-5	M1-5	
ACREAGE	24	24	
SIGN AREA SF	200 SF	200 SF	200 SF

**USE EXISTING STRUCTURE - POLES AND CROSS BRACES AND EXISTING BASE. THE BASE IS THREE 5.25"X5" STEEL BEAMS DIRECT BURIED INTO UNDERGROUND POURED CONCRETE BASE - 60" HIGH BY 132" LONG BY 30" WIDE**

**INSTALL POLE COVERS AND REPLACE SIGN FACES**

# DOWNTOWN BUSINESS PARK EAST 31st ST. & MERCIER ST. SIGN (EAST SIDE)

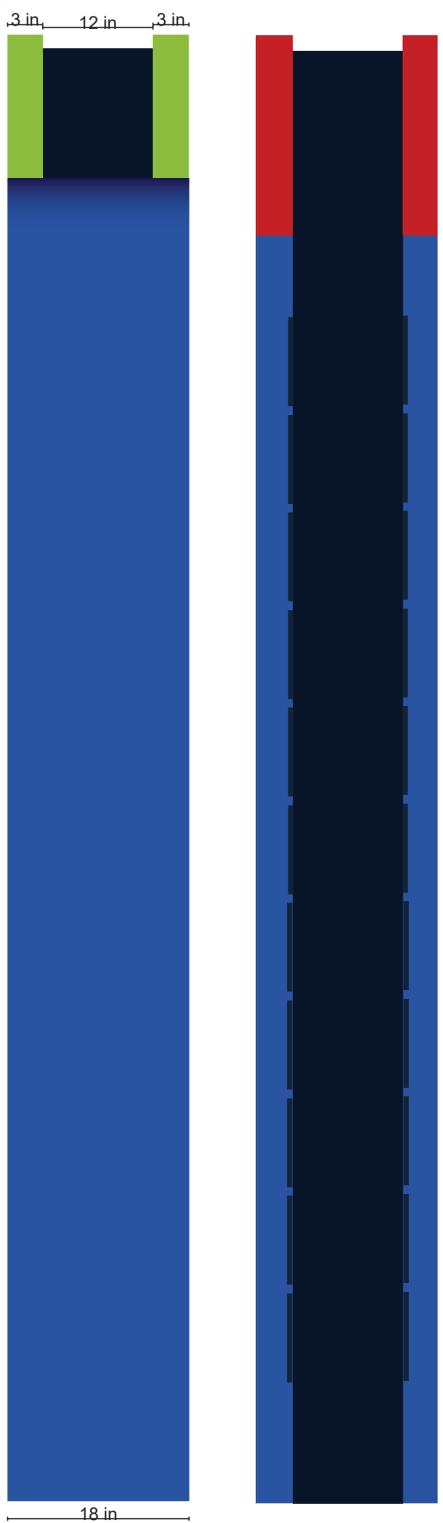
## NIGHT SHOT



## FRONT



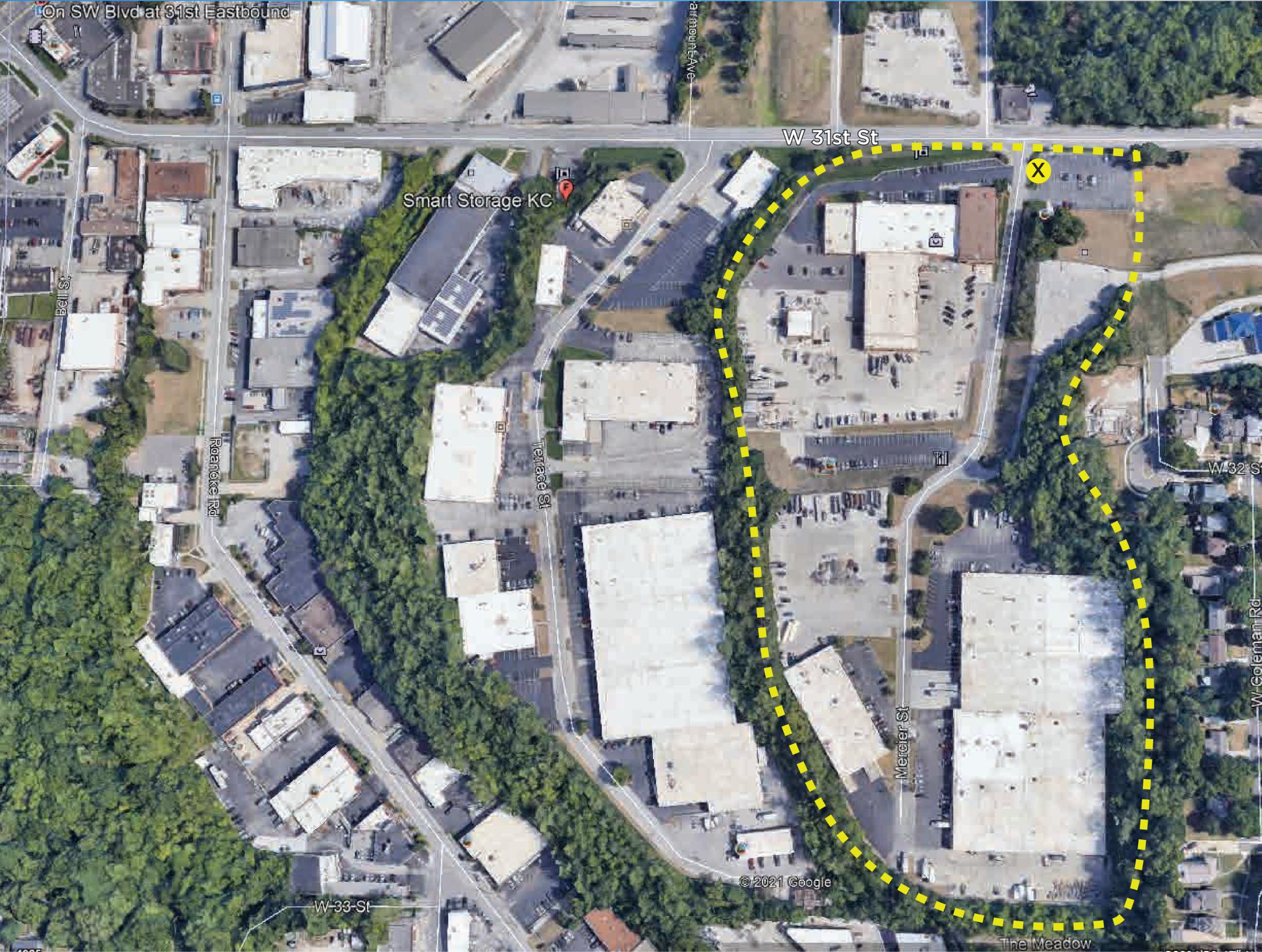
## SIDES



## MATERIALS

- FABRICATED ALUMINUM MONUMENT SIGN USING EXISTING STRUCTURE
- 1 1/2" ANGLE ALUMINUM AND .080" ALUMINUM SHEETING
- 3/16" ACRYLIC USED FOR LIT AREAS
- EXTRUDED ALUMINUM INDIVIDUAL SIGN CABINETS FOR TENANTS
- SHALLOW INTERNALLY LIT CHANNEL LETTER LOGO
- INTERNALLY ILLUMINATED WITH PRINCIPAL BRAND WHITE LED MODULES, 7,000K @ 1.32W EACH
- PAINTED TO CLOSELY MATCH CUSTOMER COLORS
- USING MATTHEWS ULTRA LOW VOC SATIN PAINT
- USE EXISTING POWER FROM PREVIOUS FLOOD LIGHTING

# DOWNTOWN BUSINESS PARK EAST LOCATION MAP 31st ST. & MERCIER ST. SIGN (EAST SIDE)



■ DOWNTOWN BUSINESS PARK (ABOVE GROUND)

ⓧ EAST SIGN LOCATION

# DOWNTOWN BUSINESS PARK EAST LOCATION MAP 31st ST. & MERCIER ST. SIGN (EAST SIDE)



X EAST SIGN LOCATION

2

# DOWNTOWN BUSINESS PARK SIGN (West)

# DOWNTOWN BUSINESS PARK WEST 31st ST. & TERRACE ST. SIGN (WEST SIDE)

Existing Sign



Proposed Remodel



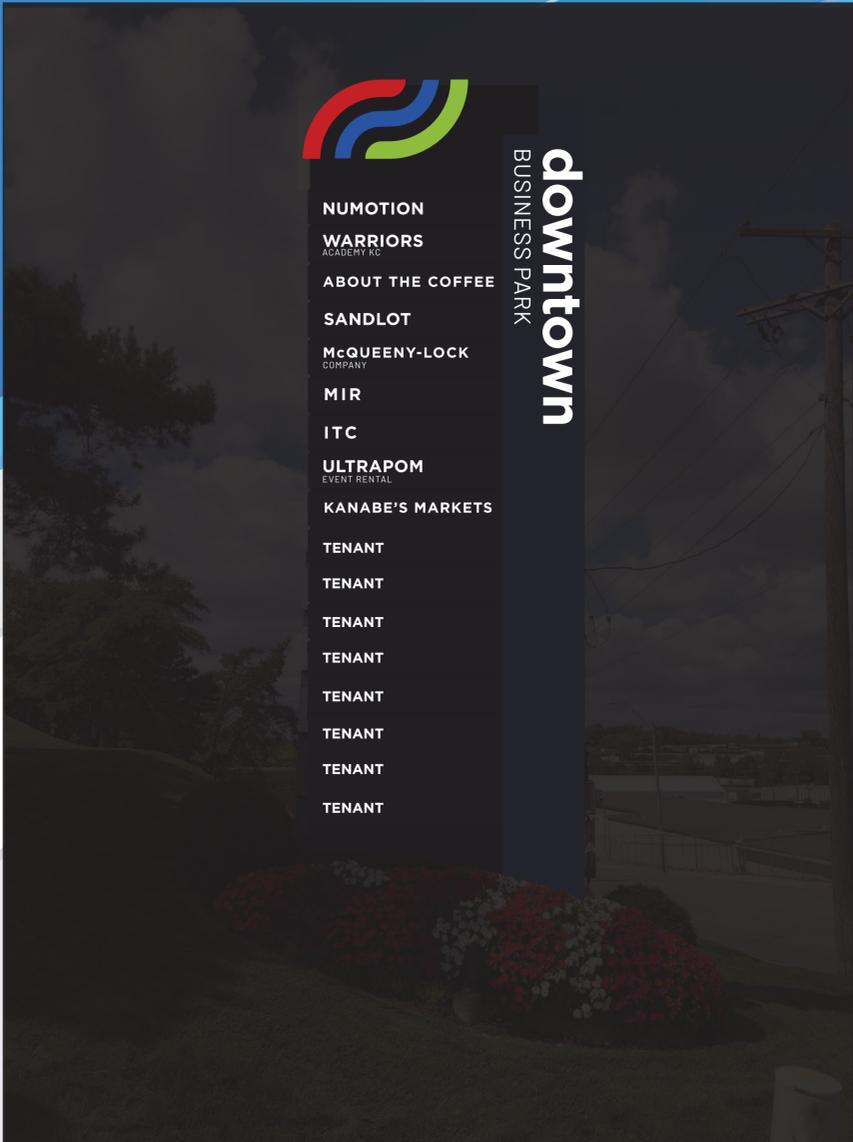
	EXISTING SIGN	PROPOSED REMODEL	KCMO CODE
STRUCTURE	EXISTING	USE EXISTING	
HEIGHT	30'	30'	35'
WIDTH	116"	120"	
LIGHTING	EXTERNAL	INTERNAL	
ZONED	M1-5	M1-5	
ACREAGE	25	25	
SIGN AREA SF	300 SF	300 SF	300 SF

**USE EXISTING STRUCTURE - POLES AND CROSS BRACES AND EXISTING BASE. THE BASE IS THREE 5.25"X5" STEEL BEAMS DIRECT BURIED INTO UNDERGROUND POURED CONCRETE BASE - 84" HIGH BY 132" LONG BY 30" WIDE**

**INSTALL POLE COVERS AND REPLACE SIGN FACES**

# DOWNTOWN BUSINESS PARK WEST 31st ST. & TERRACE ST. SIGN (WEST SIDE)

## NIGHT SHOT



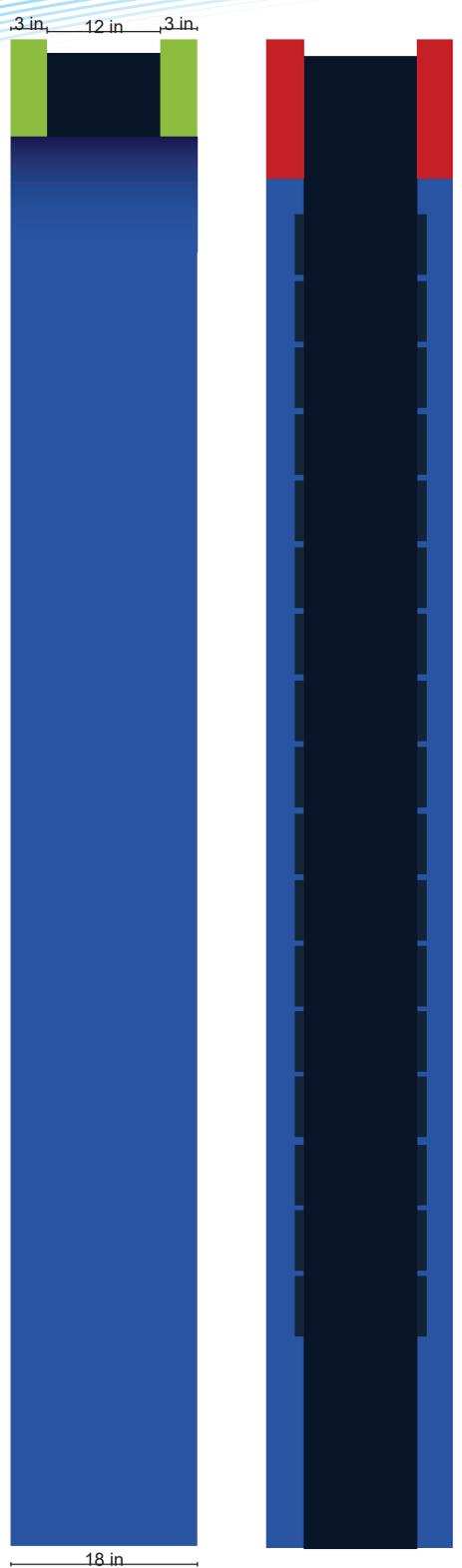
## MATERIALS

FABRICATED ALUMINUM MONUMENT SIGN USING EXISTING STRUCTURE  
 1 1/2" ANGLE ALUMINUM AND .080" ALUMINUM SHEETING  
 3/16" ACRYLIC USED FOR LIT AREAS  
 EXTRUDED ALUMINUM INDIVIDUAL SIGN CABINETS FOR TENANTS  
 SHALLOW INTERNALLY LIT CHANNEL LETTER LOGO  
 INTERNALLY ILLUMINATED WITH PRINCIPAL BRAND WHITE  
 LED MODULES, 7,000K @ 1.32W EACH  
 PAINTED TO CLOSELY MATCH CUSTOMER COLORS  
 USING MATTHEWS ULTRA LOW VOC SATIN PAINT  
 USE EXISTING POWER FROM PREVIOUS FLOOD LIGHTING

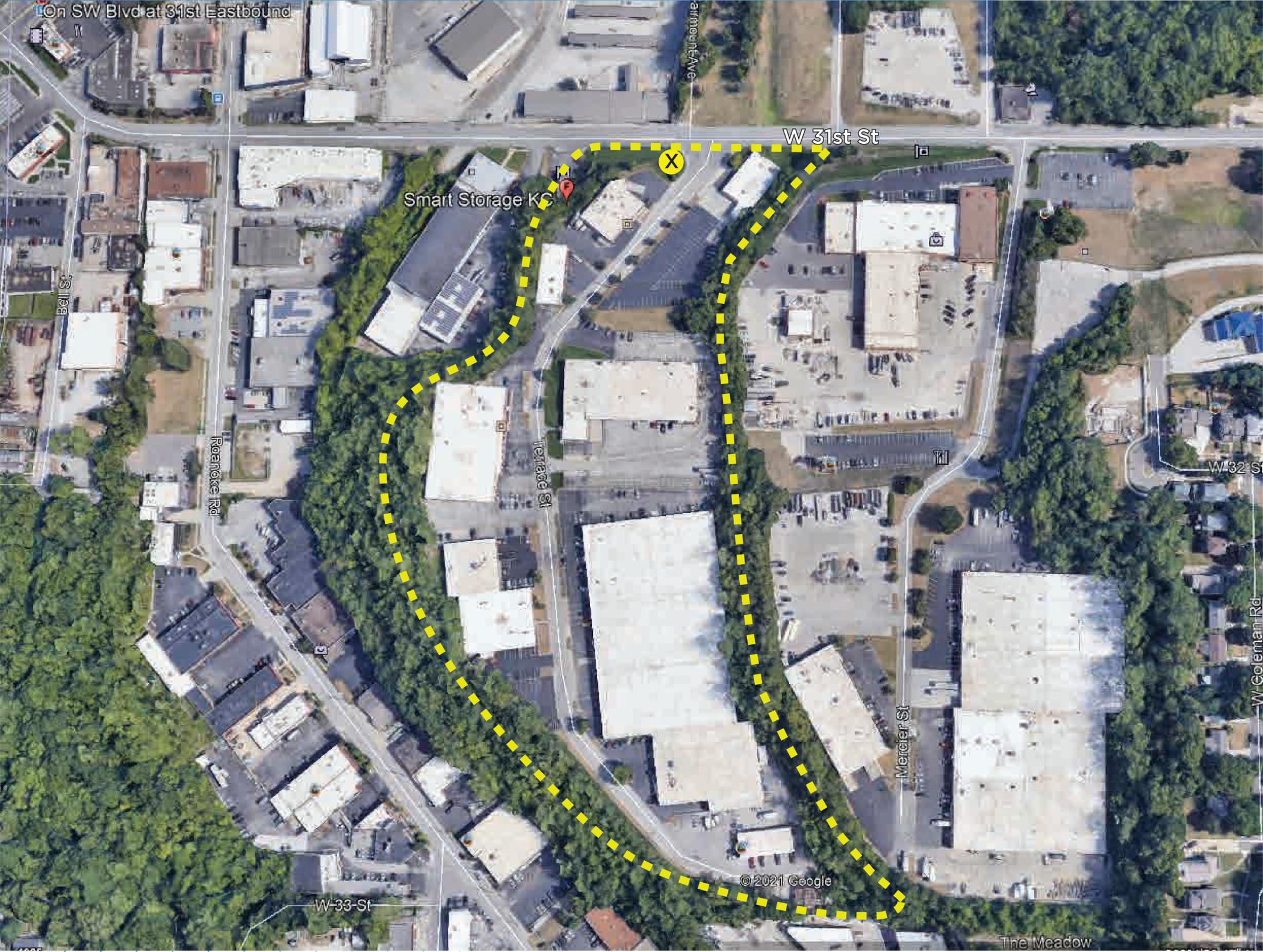
## FRONT



## SIDES



# DOWNTOWN BUSINESS PARK WEST LOCATION MAP 31st ST. & TERRACE ST. SIGN (WEST SIDE)



----- DOWNTOWN BUSINESS PARK (ABOVE GROUND)

X WEST SIGN LOCATION

# DOWNTOWN BUSINESS PARK WEST LOCATION MAP 31st ST. & TERRACE ST. SIGN (WEST SIDE)



X WEST SIGN LOCATION

3

# DOWNTOWN UNDERGROUND MONUMENT

# DOWNTOWN BUSINESS PARK UNDERGROUND MONUMENT SIGN

Existing Sign



Proposed Remodel

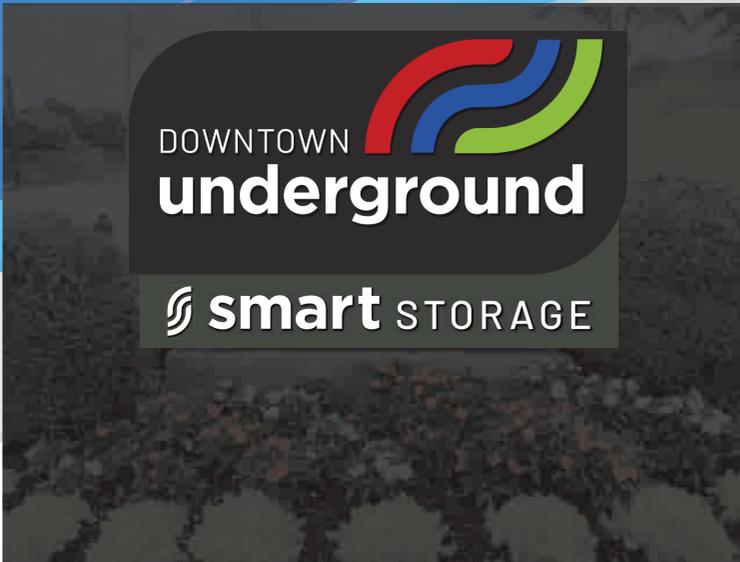


DOUBLE SIDED

# DOWNTOWN UNDERGROUND MONUMENT SIGN

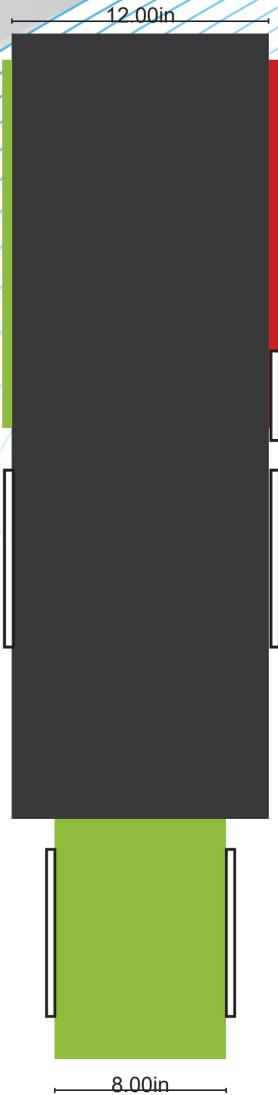
25 SQUARE FEET

## NIGHT SHOT



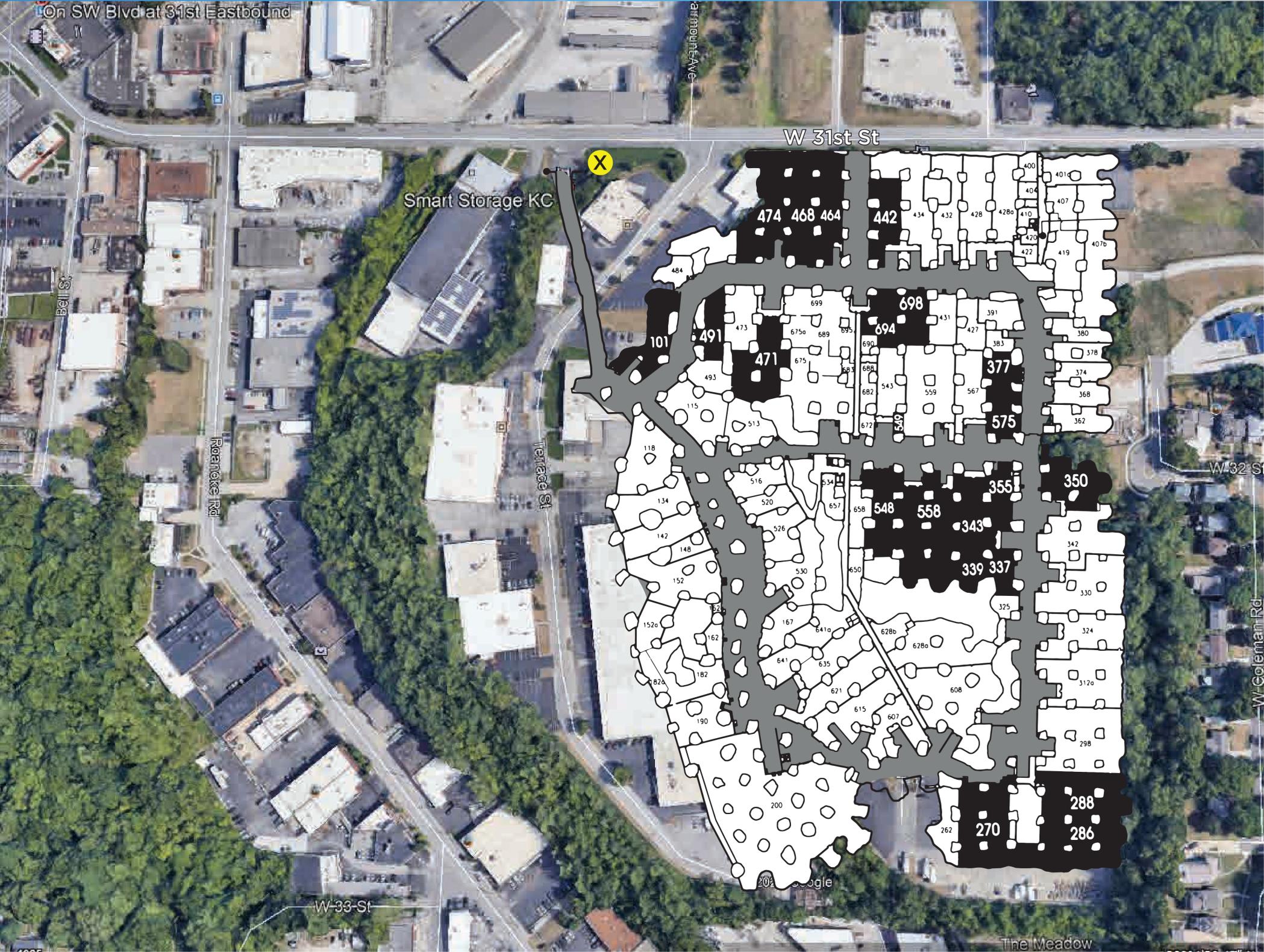
## MATERIALS

FABRICATED ALUMINUM MONUMENT SIGN USING EXISTING STRUCTURE  
 1 1/2" ANGLE ALUMINUM AND .080" ALUMINUM SHEETING  
 1/2" THICK ACRYLIC PUSH THROUGH LETTERING  
 INTERNALLY ILLUMINATED WITH PRINCIPAL BRAND WHITE  
 LED MODULES, 7,000K @ 1.32W EACH  
 PAINTED TO CLOSELY MATCH CUSTOMER COLORS  
 USING MATTHEWS ULTRA LOW VOC SATIN PAINT  
 USE EXISTING POWER  
 USE EXISTING CONCRETE POURED BASE 12" HIGH  
 BY 72" LONG BY 12" WIDE



INTERNALLY LIT DOUBLE SIDED ROUTER CUT RADIUS CORNER CABINET  
 2" REVEAL ON LOWER PORTION

# DOWNTOWN UNDERGROUND MONUMENT LOCATION MAP



X DOWNTOWN UNDERGROUND MONUMENT SIGN

# DOWNTOWN UNDERGROUND MONUMENT LOCATION MAP



4

# DOWNTOWN UNDERGROUND CAVE ENTRANCE

# DOWNTOWN BUSINESS PARK UNDERGROUND ENTRANCE

536 S.F. Entrance

Existing Sign



Proposed Remodel



# DOWNTOWN BUSINESS PARK UNDERGROUND ENTRANCE

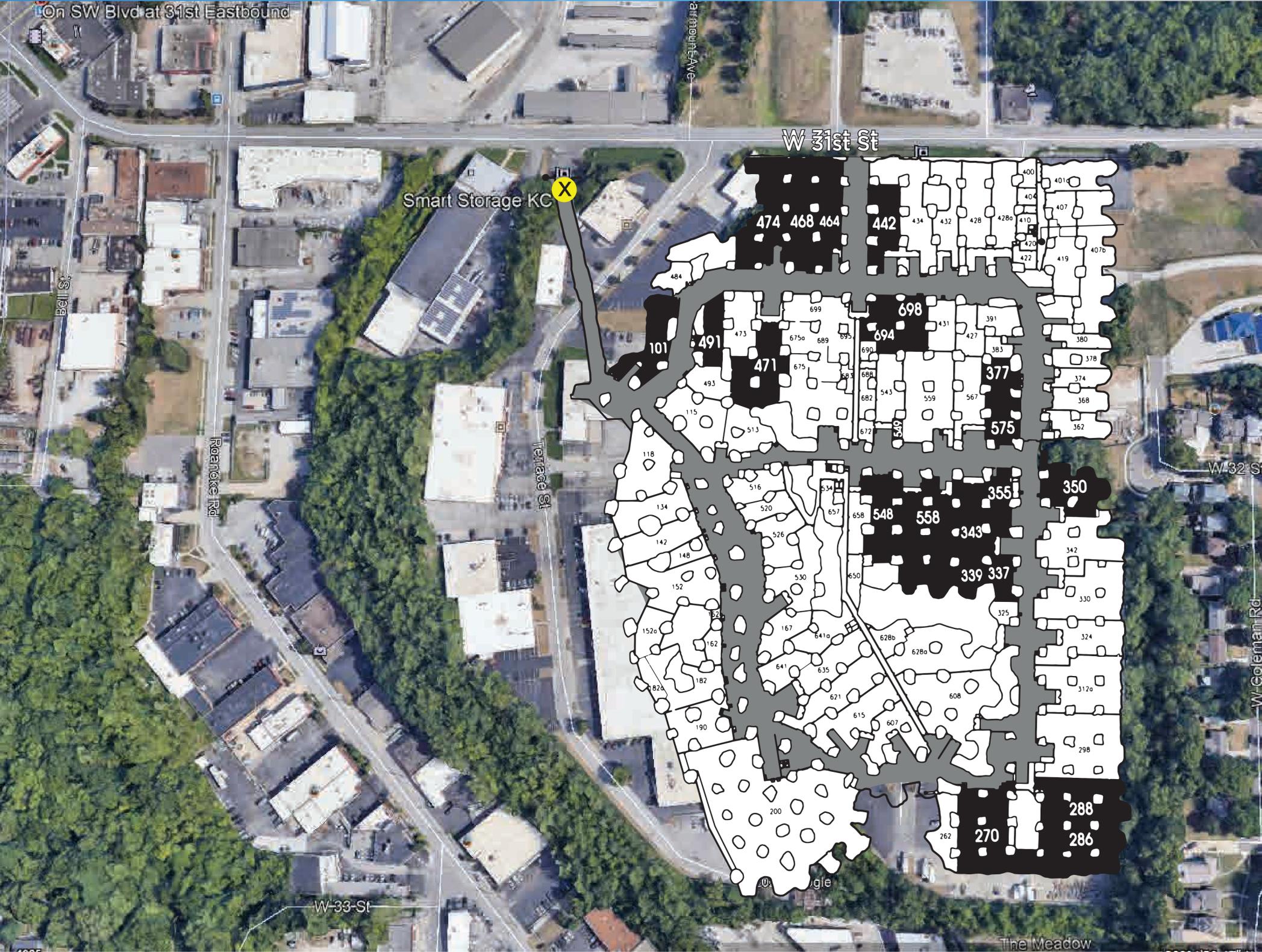
49.7 S.F. of Signage



## MATERIALS

3/16" THICK FLAT CUT ALUMINUM - NONLIT  
STUD MOUNT TO BUILDING  
PAINTED TO CLOSELY MATCH CUSTOMER COLORS  
USING MATTHEWS ULTRA LOW VOC SATIN PAINT

# DOWNTOWN UNDERGROUND ENTRANCE LOCATION MAP



**X** DOWNTOWN UNDERGROUND ENTRANCE