

COMMUNITY PROJECT/REZONING

210893

Ordinance Fact Sheet

Ordinance Number

Case No. CD-CPC-2021-00121

Brief Title

An ordinance to approve a Signage plan to rehabilitate four signs on about 6 acres generally located at 3150 Mercier Ave. (CD-CPC-2021-00121)

Details

Location: Generally located 3150 Mercier Ave.
Reason for Legislation: 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 88-445 of the Kansas City Zoning and Development Code.
<p>PLAN REVIEW</p> <p>The applicant is proposing to rehabilitate existing signage to improve visibility for the tenants.</p> <p><i>Council Approved Signage Plan Analysis.</i></p> <p>A Council Approved Signage Plan shall comply with the following standards:</p> <p>88-445-11-E.1 The Plan shall comply with the purpose of this chapter and the overall intent of this section.</p> <p><i>Rehabilitating the existing signage preserves the site's property values by preventing unsightly signage that can have a blighting influence on the City. AN</i></p> <p>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.</p> <p><i>Signs proposed in the plan are in harmony with each other and the branding of the Downtown Business Park. AN</i></p> <p>88-445-11-E.3 The signs will not create a safety or traffic hazard.</p> <p><i>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</i></p> <p>88-445-11-E.4 The plan shall accommodate</p>

Positions/Recommendations

Sponsors	Jeffrey Williams, AICP, Director Department of City Planning & Development
Programs, Departments or Groups Affected	4 th District (Shields, Bunch)
Applicants / Proponents	<p>Applicant Chris Tschirhart Copaken-Brooks 1100 Walnut St STE 2000 Kansas City, MO 64134</p> <p>City Department City Planning & Development</p> <p>Other</p>
Opponents	<p>Groups or Individuals</p> <p>Basis of Opposition</p>
Staff Recommendation	<p><input checked="" type="checkbox"/> For</p> <p><input type="checkbox"/> Against</p> <p>Reason Against</p>
Board or Commission Recommendation	<p>City Plan Commission (6-1) 09-07-2021 By Aye: Allender, Baker, Beasley, Enders, Hill, Rojas; Nay: Sadowski</p> <p><input checked="" type="checkbox"/> For <input type="checkbox"/> Against <input type="checkbox"/> No Action Taken</p> <p><input type="checkbox"/> For, with revisions or conditions (see details column for conditions)</p>
Council Committee Actions	<p><input type="checkbox"/> Do Pass</p> <p><input type="checkbox"/> Do Pass (as amended)</p> <p><input type="checkbox"/> Committee Sub.</p> <p><input type="checkbox"/> Without Recommendation</p> <p><input type="checkbox"/> Hold</p>

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.

See Staff Report.

Do not pass

Policy or Program Change

Yes

No

Operational Impact Assessment

Finances

--

Cost & Revenue Projections – Including Indirect Costs	
Financial Impact	
Funding Source(s) and Appropriation Account Codes	

Continued from Page 2

Fact Sheet Prepared By: **Date:** 09-17-2021

Ahna Nanoski, AICP
Lead Planner

Reviewed By: **Date:** 09/20/2021

Joe Rexwinkle, AICP
Division Manager
Development Management

Initial Application Filed: 07-01-2021

City Plan Commission: 09-07-2021

Revised Plans Filed: NA

Reference Numbers:

Case No. CD-CPC-2021-00121