

**St. Louis-Kansas City Carpenter's Regional Council  
Council Approved Signage Plan  
8955 E. 38<sup>th</sup> Terrace**



**Neighborhood Planning and Development Committee  
March 3, 2021  
Ordinance No. 210183**

# **Applicant's Request**

**Applicant requests that the Neighborhood Planning and Development Committee recommend approval of a Council Approved Signage Plan to provide for comprehensive signage for the St. Louis – Kansas City Carpenter's Regional Council Headquarters, Training Center, and new Wellness Center, including a multi-media digital sign (Ordinance No. 210183).**

## Aerial View – 8955 E. 38<sup>th</sup> Terrace

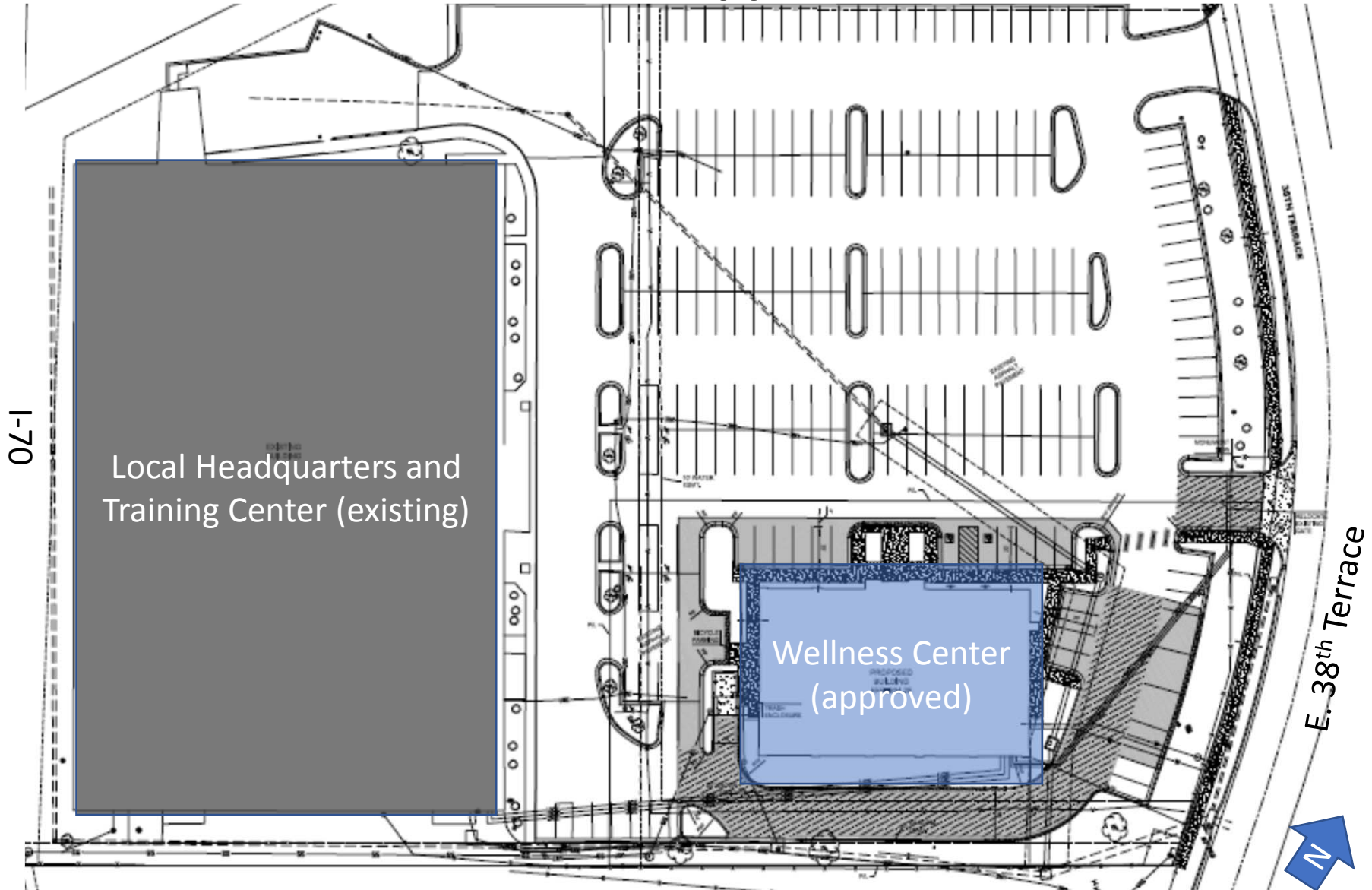


West side of Blue Ridge Cut-Off between E 38<sup>th</sup> Terrace (north) and I-70 (south)

# Case History

- **1995 – Original 63,000 sq. ft. building was constructed as a sporting goods store (Case No. 5476-CP-6) and later occupied by Vatterott College.**
- **2006 – Stadium Plaza Business Center Development Plan was approved by Ord. No. 060589. The Plans showed the existing 63,000 square feet of commercial retail space that were completed as part of Phase 2.**
- **2014 – Carpenter’s Union applied for permits to renovate the 63,000 square foot former Vatterott College into a local headquarters and training facility (CRTF-201510408).**
- **2020 – Ord. No. 200626 was passed by City Council approving a development plan to allow for a new 6,200 wellness center building within the existing parking lot of the training facility (Case No. CD-CPC-2019-00168).**
- **2020 – Carpenter’s Union filed an application for a Council Approved Signage Plan to allow for comprehensive signage for the St. Louis – Kansas City Carpenter’s Regional Council Headquarters, Training Center, and new Wellness Center, including a multi-media digital sign .**

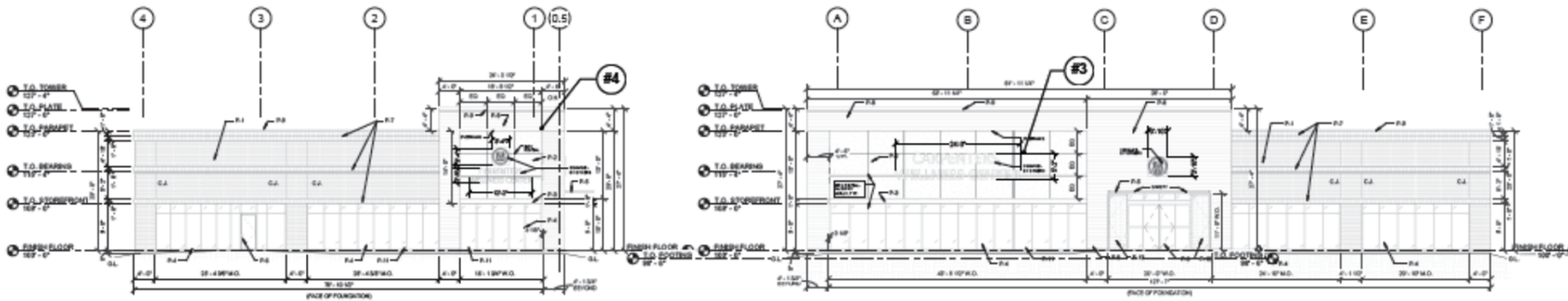
# Local Headquarters / Training Facility and Wellness Center – Approved Site Plan



# Wellness Center - Rendering



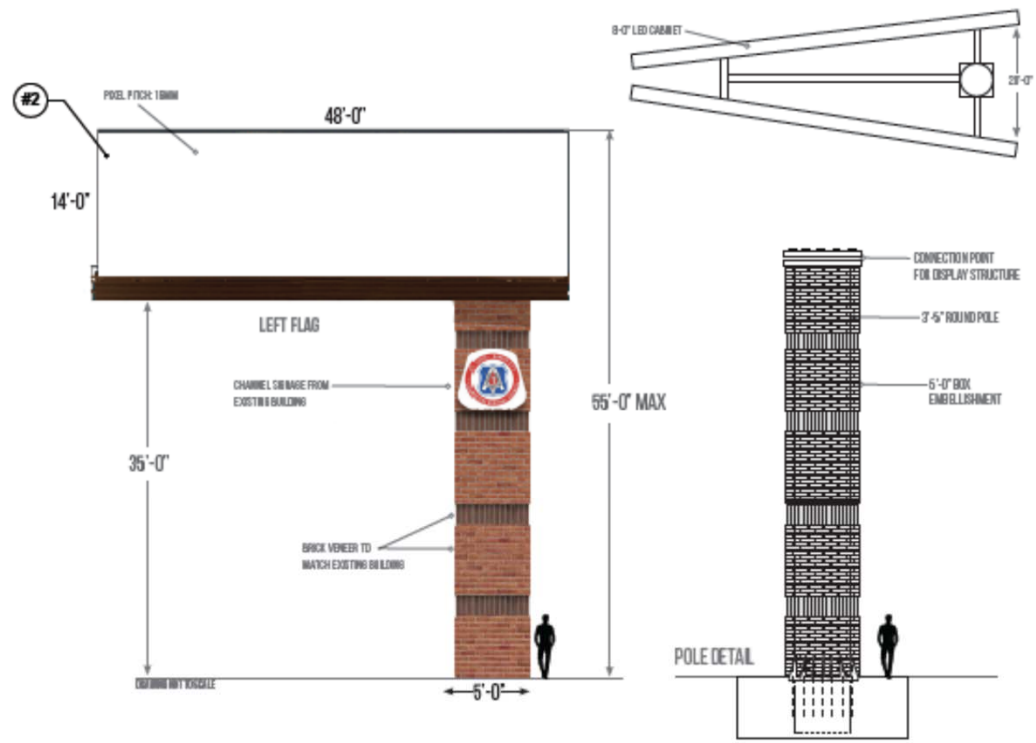




#2 ELEVATION NORTH  
1/8" = 1'-0"

#1 ELEVATION WEST  
1/8" = 1'-0"

#2 DIGITAL MESSAGE BOARD - MULTI-MESSAGE DIGITAL SIGN SHALL DISPLAY ON AND OFF-PREMISE ADVERTISING CONTENT. IN ADDITION, IT SHALL PROVIDE EMERGENCY MESSAGING ACCESS FOR CITY AND STATE AGENCIES SUCH AS AMBER AND SILVER ALERTS, AND PROVIDE SPACE FOR KCMO COMMUNITY SERVICE ANNOUNCEMENTS ON A SPACE AVAILABLE BASIS. DIGITAL MESSAGE BOARD COMPLIES WITH ALL STATE OF MISSOURI REQUIREMENTS FOR OUTDOOR ADVERTISING SIGNS.



#3 MESSAGE BOARD  
N.T.S.

## Exterior & Digital Sign Elevations



**FSA**  
CERTIFICATION # 20080002  
THE ENGINEERING PROFESSION IN THE STATE OF MISSOURI  
REGISTERED PROFESSIONAL ENGINEER  
NO. 000000000  
EXPIRES 12/31/2024

**PROJECT TITLE**  
PROJECT NO. 20-010  
PHONE 816-351-1414

**I**  
NO. 000000000  
EXPIRES 12/31/2024

**MKEC**  
MISSOURI KANSAS ENGINEERING COUNCIL

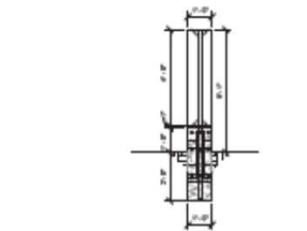
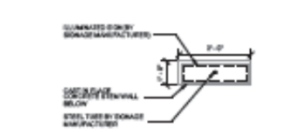
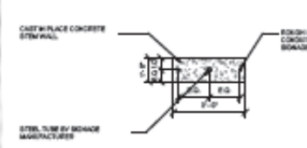
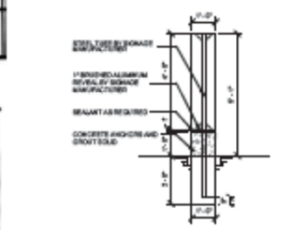
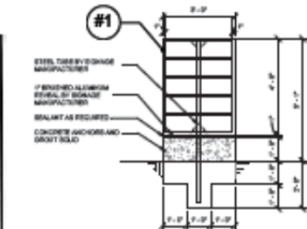
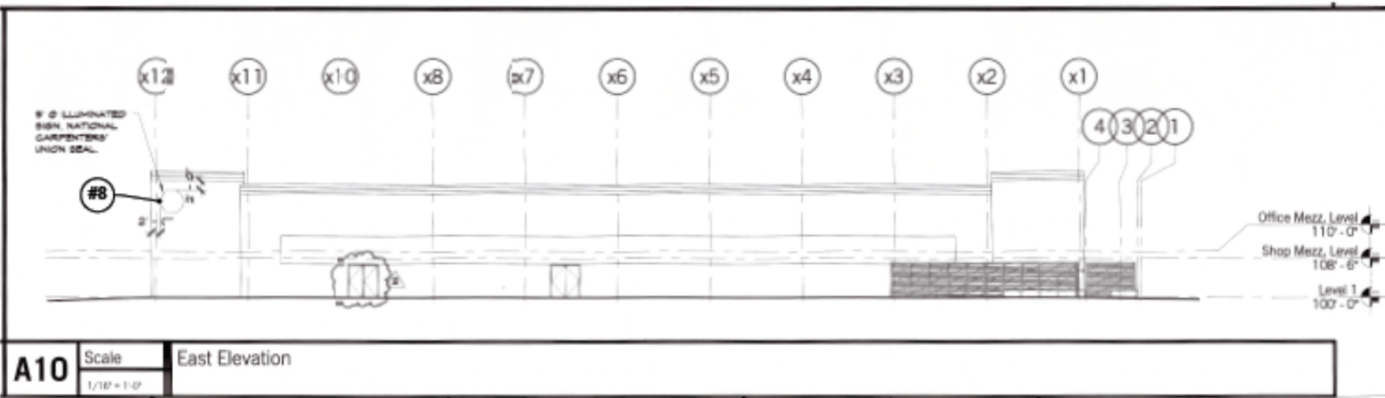
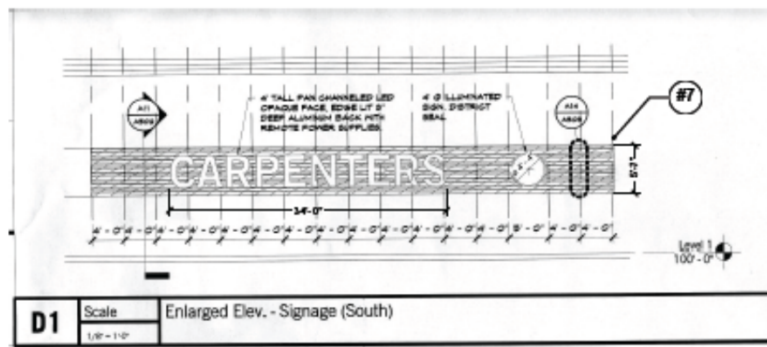
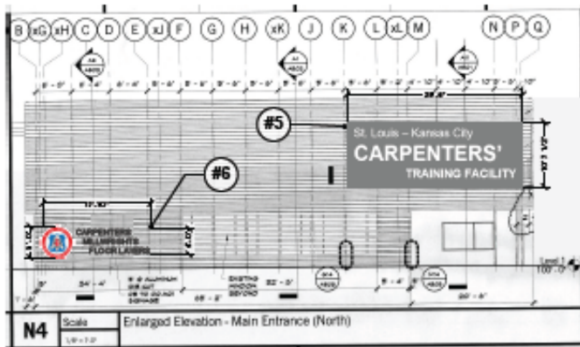
**SSC**  
Engineering Inc.  
8801 ROCKAWAY  
CHRISTOPHER, MO 64038  
PHONE 660-607773

STL - KC Carpenters Union Approved  
Signage Plan  
8955 & 8965 E. 38th TER.  
KANSAS CITY, MISSOURI 64129

NO.	DATE	DESCRIPTION

PROJECT NO. 20-010  
DATE: 08/14/2024  
DRAWN: JIM / JSC  
CHECK: BOB / JSC  
SHEET: A200





**FSA**  
FEDERAL SURVEILLANCE  
AND INSPECTION  
AGENCY

**IA**  
INTERNATIONAL ASSOCIATION  
OF ARCHITECTS

**I**  
IRON WORKERS  
LOCAL 1000

**MKEC**  
MISSOURI KANSAS ELECTRIC  
CONTRACTORS ASSOCIATION

**SSC**  
SOUTHWESTERN SIGN  
CONTRACTORS ASSOCIATION

STL - KC Carpenters Union Approved  
Signage Plan  
8955 & 8965 E. 38th TER.  
KANSAS CITY, MISSOURI 64129

Revision No.	Date	Description

PROJECT NO. 20.029.2  
DRAWN BY: J. CRONIN

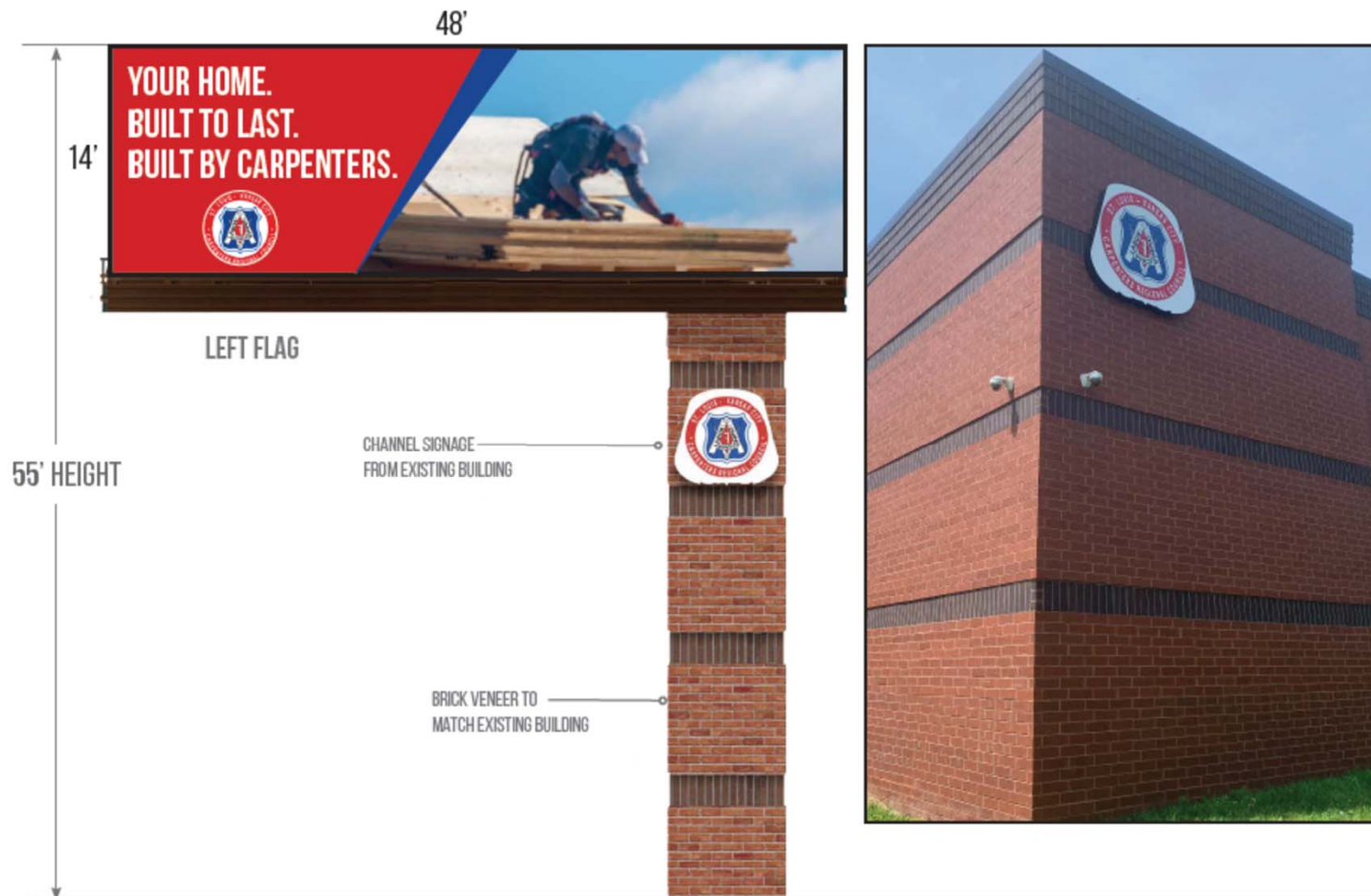
MONUMENT SIGNAGE ELEVATION AND ARCHITECTURAL DETAILS  
DRAWING: 208  
CHECK: MSL  
DATE:

A520

Monument Elevations & Architectural Detail

# Multimedia Sign Details

- Intended to display on and off-premises advertising content.
- Provide access to City and State agencies for emergency messaging.
- Promote community service announcements.
- Meets all MoDOT requirements for outdoor advertising signs.



# Multimedia Sign



Rendering of proposed sign traveling west along I-70.

# Zoning & Development Code

## 88-445-11. - COUNCIL APPROVED SIGNAGE PLAN

### 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.

A Council Approved Signage Plan is designed to accomplish many purposes:

- ✓ Integrate design of the sign and structures into a unified architectural statement;
- ✓ Allow flexibility in type of allowed sign
- ✓ Provide a means for large or unique developments
- ✓ To encourage maximum latitude in design and display to achieve the intent Code.

# Zoning & Development Code

Staff's interpretation of Sec. 88-445-11-A is too narrow:

- Staff states that “the purpose [of a Council Approved Signage Plan] is for defining common sign regulations for large or unique developments which this project does not meet considering it is a single user . . . .”
- Sec. 88-445-11-A does not identify a single purpose, it includes many purposes.
- Sec. 88-445-11-A cannot be read as only applicable to large developments, instead, the Code states it applies also to “unique developments.”
- The Carpenter's Union is a unique development.
  - The Training Center provides job training services and support for 20,000+ members in the region, both on-line and in-person.
  - Wellness Center will provide same-day service for acute and sick care to members who suffer from work-related injuries or other illness.
- The proposed sign also meets the other purposes within Sec. 88-445-11-A.
  - The sign is integrated with the adjacent structure.
  - The sign is a different type than would otherwise be allowed.

# Convention Center Council Approved Signage Plan

ORDINANCE NO. 170341

Approving a Council approved signage plan for the City of Kansas City Convention Center to allow placement of a digital marquee sign on the Central Street façade at W. 13th Street. (9728-P-6)

Authenticated as Passed  
Sly James, Mayor  
Marilyn Sanders, City Clerk  
MAY 11 2017  
Date Passed



# Power & Light District Sponsorship Signs

November 2015:

Director of City Planning and Development, Jeff Williams, administratively approved “Digital Media Opportunities” Signs for signs at Grand & 14<sup>th</sup> Street; Main Street between 13<sup>th</sup> and 14<sup>th</sup> Streets and the Two Light Building (Attachment 3). This Plan approved “digital sponsorship signs”.



# **Request**

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**Thank You**