

# CITY PLAN COMMISSION STAFF REPORT

**CD-CPC-2026-00012**

**Text Amendments, Section 88-370**

**March 4, 2026**

**Docket #9**

**Request**

Zoning Text Amendment  
Special Event Building Signage

**Applicant**

City of Kansas City

**Approval Process**



**Overview**

The proposed text amendments to Section 88-370, Temporary Uses, add Projected Image Signs as a type of Special Event Building Signage permitted as a Temporary Use during a Major Event.

**Existing Conditions**

Section 88-370 of the Zoning and Development Code regulates Temporary Uses.

**Required Public Engagement**

Section 88-505-12, Public Engagement does not apply to this request. Standard protocol for Chapter 88 amendments is to post drafts to the City’s website prior to the City Plan Commission hearing.

**Related Cases**

**260134** - Amending Chapter 88, by amending Sections 88-370-05 and 88-370-06 and enacting a new Section 88-370-09, “Special Event Building Signage” for the purpose of establishing regulations for temporary special event building signage during designated Major Events. Passed February 5, 2026.

**Professional Staff Recommendation**

Docket #9    Approval

## **AMENDMENT OVERVIEW**

Section 88-370 contains use-specific standards, applicability requirements, and permit requirements for authorized temporary uses. The purpose of this section of the Zoning Ordinance is to permit temporary uses and activities that are generally consistent with the purposes of the Zoning Ordinance and when the temporary use will not be detrimental to other nearby uses. Depending on the temporary use or activity, temporary use permits may be limited to 7, 15, 45, or 90 consecutive days.

On February 5, 2026, the City Council adopted Ordinance 260134 to add “Special Event Building Signage” as a temporary use under Section 88-370. The new temporary use allows very large wall signs or building wraps on existing buildings and structures in association with a Major Event as defined in Section 56-802 of the Municipal Code. Director Forest Decker of Neighborhood Services has already declared the World Cup to be a Major Event.

After the CPC held the public hearing for the text amendments contained in Ordinance 260134 and before the ordinance was heard in the Neighborhood Planning and Development Committee, local stakeholders requested that Project Image Signs be added as a Special Event Building Signage type. While the NPD Committee was receptive to this idea, they declined to add projected image signs to the ordinance to ensure that it would receive appropriate opportunity for community input.

The proposed amendments to Subsection 88-370-09 add specific standards for Projected Image Signs as a type of Special Event Building Signage, add additional clarifying standards for all Special Event Building Signage, and reorganize this section into three subsections for clarity. The reorganized, clarified, and added standards, with notes in red, include:

### **88-370-09-A. Standards for all Special Event Building Signage**

1. Temporary special event building signage may be either a wall sign or a projected image sign. No other sign type shall be permitted as a temporary special event building sign. – **Added for clarity.**
2. Temporary special event building signage shall not be permitted in R zoning districts. – **Adopted in Ordinance 260134**
3. Temporary special event building signage may be permitted up to 80,000 square feet in sign area or the maximum area of the building façade to which it is affixed or on which it is projected, whichever is less. – **Adopted in Ordinance 260134**
4. Any illumination must comply with the standards of Section 88-445-08-K, Illumination of Signs. – **Added for clarity.**
5. Temporary special event building signs shall not be included in calculating the maximum number of wall signs permitted per Section 88-445-07. – **Adopted in Ordinance 260134**
6. Temporary special event building signage shall be assessed a sign permit fee in accordance with the wall sign permit fee of Section 18-20. – **Added for clarity.**

### **88-370-09-B. Standards for Special Event Wall Signage**

1. Temporary special event building wall signs shall meet all the requirements of Section 88-445-08-C, Wall Signs. – **Adopted in Ordinance 260134**
2. Temporary special event building signage must be securely affixed to a building. When affixed to a building with a valid certificate of occupancy, signage shall not impede required means of egress or the function of mechanical or utility equipment. – **Adopted in Ordinance 260134**
3. Loading shall be structurally insignificant to the existing building and not cause structural stability issues. – **Added for clarity.**
4. Temporary special event wall signage over 500 square feet in size shall be installed by a licensed sign contractor per Chapter 18, Article XII. – **Added for clarity.**

**88-370-09-C. Standards for Special Event Projected Image Signage – This subsection added to address the new Projected Image sign type as a temporary use.**

1. Temporary special event projected image signs shall be permitted only in the area bounded by the Missouri River, 31<sup>st</sup> Street, State Line Road, and Troost Avenue.
2. Images shall not be projected on any location other than a building façade. Projected images shall not be projected onto buildings containing residential dwelling units.
3. Projected image signs shall not include effects of movement, flashing, scintillation, or similar effects. Changes of image must be instantaneous as seen by the human eye and may not use fading, rolling, window shading, dissolving, or similar effects as part of the change.
4. Projected images may not be of such intensity or brilliance as to cause glare or impair vision or interfere with the residential use of property or the safe operation of motor vehicles. No projected image may have any revolving, moving, flashing, blinking, or animated characteristics.
5. Projectors must be securely located in a manner that does not obstruct pedestrian or vehicular movement. Projectors may not be located in the public right-of-way.

Staff also proposes a new definition in Section 88-810:

**88-810-1785 - Sign, Projected Image** – A sign which involves an image projected on the face of a wall, structure, or other building surface, from a distant electronic device, such that the image does not originate from the plane of the wall, structure, or other surface.

## **SPECIFIC REVIEW CRITERIA**

### **Zoning and Development Code Text Amendments (88-510-07)**

In reviewing and making decisions on zoning and development code text amendments, the City Planning and Development Director, City Plan Commission, and City Council must consider at least the following factors:

**A. Whether the proposed zoning and development Code text amendment corrects an error or inconsistency in the Zoning and Development Code or meets the challenge of a changing condition.**

The proposed text amendment meets the challenge of a changing condition in that it provides an opportunity for the City to permit exceptional signage for a short period of time

in conjunction with a Major Event. This also meets the needs of event organizers and supporters.

**B. Whether the proposed zoning and development code text amendment is consistent with adopted plans and the stated purpose of this Zoning and Development Code.**

The purpose of the City's zoning and development code is to enhance residents' quality of life and to maintain economically vibrant and visually attractive business and commercial areas.

**C. Whether the proposed zoning and development code text amendment is in the best interests of the City as a whole.**

The proposed amendment seeks to find a balance between the short term needs around a Major Event and the other goals of regulating signs, such as reducing visual clutter.

**ATTACHMENTS**

1. Redline version of proposed amendments

**PROFESSIONAL STAFF RECOMMENDATION**

**City staff recommends APPROVAL.**

Respectfully submitted,



Sara Copeland, FAICP

Planning Manager