City of Kansas City, Missouri

Docket Memo

Ordinance/Resolution #: 250580
Submitted Department/Preparer: City Planning
Revised 6/10/24

Docket memos are required on all ordinances initiated by a Department Director. More information can be found in Administrative Regulation (AR) 4-1.

Executive Summary

Amending Chapter 88, the Zoning and Development Code, by repealing Section 88-445-08, "Additional Requirements for Specific Sign Types in Non-Residential Districts," and enacting in lieu thereof a new section of like number and subject matter to establish regulations for digital monument signs.

Discussion

The Zoning and Development Code includes a number of development standards. Section 88-445 regulates all signs. The purpose of the proposed amendment is to address increasing trends towards modern sign technologies. Section 88-445-08 of the Sign Code only permits digital monument signs in four zoning districts (B4, UR, D, and M).

In the last year, requests have been made to City staff to amend the monument sign standards to specifically allow for digital menu boards for drive-through or drive-in uses. In some cases, applicants have installed digital menu boards in zoning districts without permits where digital signage is not allowed.

The City Plan Commission reviewed the amendments at the July 2, 2025 meeting and recommended revising the proposed language to specifically permit digital signage only with drive through facilities and not generally for all monument signs. There was public testimony both in favor and opposed to digital signs.

Fiscal Impact

1. Is this legislation included in the adopted budget? ☐ Yes ☒ No

2. What is the funding source?
   Not applicable as this is a zoning text amendment.

3. How does the legislation affect the current fiscal year?
   Not applicable as this is a zoning text amendment.

4. Does the legislation have a fiscal impact in future fiscal years? Please notate the difference between one-time and recurring costs.
   Not applicable as this is a zoning text amendment.

5. Does the legislation generate revenue, leverage outside funding, or deliver a return on investment?
   Not applicable as this is a zoning text amendment.

Office of Management and Budget Review
(OMB Staff will complete this section.)

1. This legislation is supported by the general fund. ☐ Yes ☒ No

2. This fund has a structural imbalance. ☐ Yes ☒ No

3. Account string has been verified/confirmed. ☐ Yes ☒ No

Additional Discussion (if needed)
Not applicable as this is a zoning text amendment.

Citywide Business Plan (CWBP) Impact

1. View the Adopted 2025-2029 Citywide Business Plan

2. Which CWBP goal is most impacted by this legislation?
   Inclusive Growth and Development (Press tab after selecting.)

3. Which objectives are impacted by this legislation (select all that apply):

   ☐ Align the City's economic development strategies with the objectives of the City Council to ensure attention on areas traditionally underserved by economic development and redevelopment efforts.
   ☒ Ensure quality, lasting development of new growth.
   ☐ Increase and support local workforce development and minority, women, and locally owned businesses.
   ☐ Create a solutions-oriented culture to foster a more welcoming business environment.
   ☐ Leverage existing institutional assets to maintain and grow Kansas City's position as an economic hub in the Central United States.

☐

Prior Legislation

None

Service Level Impacts

Not applicable as this is a zoning text amendment

Other Impacts

1. What will be the potential health impacts to any affected groups?
   Not applicable as this is a zoning text amendment

2. How have those groups been engaged and involved in the development of this ordinance?
   Not applicable as this is a zoning text amendment

3. How does this legislation contribute to a sustainable Kansas City?
   Not applicable as this is a zoning text amendment

4. Does this legislation create or preserve new housing units?
   No (Press tab after selecting)

   Not applicable as this is a zoning text amendment
   Click or tap here to enter text.

5. Department staff certifies the submission of any application Affirmative Action Plans or Certificates of Compliance, Contractor Utilization Plans (CUPs), and Letters of Intent to Subcontract (LOIs) to CREO prior to, or simultaneously with, the legislation entry request in Legistar.

   No - CREO's review is not applicable (Press tab after selecting)
   Please provide reasoning why not:
   Not applicable as this is a zoning text amendment

6. Does this legislation seek to approve a contract resulting from an Invitation for Bid?

No(Press tab after selecting)

Click or tap here to enter text.

7. Does this legislation seek to approve a contract resulting from a Request for Proposal/Qualification (RFP/Q)?
   No(Press tab after selecting)