



## City Planning & Development Department

Development Management Division

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Kansas City, Missouri 64106-2795

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**CPC STAFF REPORT**      **March 20, 2018**      **(5)**

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**RE:**      **Case No. 14462-MPD-3**

**APPLICANT/ OWNER:**      Joe Perry  
Port KC  
300 Wyandotte Street, Suite 100  
Kansas City, MO 64105

**AGENT:**      Lamin Bumi Nyang  
Taliaferro & Browne  
1020 E. 8th Street  
Kansas City, MO 64106

**LOCATION:**      Generally bounded by Missouri River on the north,  
Interstate 29/35 on the east, KCS/IMRL Railroad on the south  
and Heart of America Bridge/MO Hwy 9 on the west.

**AREA:**      Approximately 80 acres

**REQUESTS:**      To consider approval of a Council Approve Signage Plan  
pursuant to Chapter 88-445-11, in District MPD, to allow  
for a unified signage plan.

**LAND USE PLAN:**      The Greater Downtown Area Plan, adopted by the City  
Council Resolution No. 100049 on March 11, 2010 and last  
amended on May 9, 2013 by Resolution No. 13032,  
recommends Downtown Mixed Use at this location.

### **SURROUNDING**

**LAND USE:**      **North:** Grand Avenue viaduct/ Berkley Park/ Missouri River.  
**South:** zoned M1-5, BNSF/ UP Railroad tracts.  
**East:** zoned MPD, Future Berkley Park development.  
**West:** zoned M1-5, BNSF/ UP Railroad tracts.

**LAND USE PLAN:**      The Greater Downtown Area Plan recommends  
Downtown Mixed Use at this location. The area plan  
further recommends this area as a future "Activity

Center", which is a destination for arts, dining, and entertainment. This proposal is consistent with the future land use plan.

**MAJOR STREET PLAN:** Berkley Parkway, which enters the property from the east, is a four-lane thoroughfare. Grand Avenue is a two lane boulevard which enters the site from the west. The Major Street Plan does not classify Berkley Parkway through the site at this time, the Ports Authority is working with Parks and Recreation Department to ensure that it is constructed to the Parkway and Boulevard standards. Upon completion of the project it will be turned over to the Parks and Rec Department. Streets within this development are in the process of being dedicated as public streets.

**ARTERIAL STREET IMPACT FEE:** The project is located within an exempt district.

**PREVIOUS CASES:**

**Case No. 14462-P-2 – MPD Final Plan** - On November 1, 2016, the City Plan Commission approved an MPD final plan within the Berkley River Front Development, on approximately 2 acres, generally located on the south side of E. Front Street and Grand Avenue, underneath the Heart of America Bridge, to allow for a dog park including associated offices and a restaurant.

**SD 1502 – Final Plat, Berkley Riverfront Park** – Ordinance No. 150227 passed by City Council on April 2, 2015, approved a final plat in District MPD on approximately 20 acres in an area bordered by E. Riverfront Drive on the north, Front Street on the west, I-29/ I-35 to the east and railroad tracks (KCS/ I&MRL/ UP & BNSF) to the south, creating one (1) lot and three (3) tracts.

**Case No. 14462-MPD-1 – Union At Berkley Park** – On December 16, 2016, the City Plan Commission approved an MPD final plan within the Berkley River Front Development Master Planned District, on approximately 6.25 acres, to allow for mixed use development (410 residential and 13,000 square foot retail/ office) within two (2) buildings on one (1) lot.

**Case No. 14462-MPD** - Ordinance No. 140583 passed by City Council on July 31,

2014, rezoned approximately 80 acres from District M1-5 (Manufacturing 1 dash 5 to MPD (Master Planned District) and approved a development plan which also serves as a preliminary plat allowing for the a mixed use development in two phases within 13 parcels. The MPD plan approved up to 3,563 residential units and approximately 230,000 square feet of mixed use commercial / office space with buildings heights ranging from 5 to 10 floors.

**Background:**

The approved MPD allowed for 13 lots and two tracts. The two tracts consist of Berkley Park on the north and Riverfront Road which is a private drive. The plan allowed for zero setbacks. The plan maintains the current road network and provides for north-south connections developing a grid system allowing for view corridors to the Missouri River. This design created 6 blocks (Parcels 1-6) of developable area, leaving two large parcels (Parcels 8&9) to the east adjacent to Interstate 29/35 and an additional large parcel (Parcel 12) located to the southwest. Four additional parcels (Parcels 7, 10, 11 and 13) include Berkley Park, detention and parking tracts/lots. The following is a table of proposed uses:

Parcel	Acreage	Use	Height	Area (sf)	FAR
1	2.8	Mixed Use/Residential	5 floors/65'-0"	333,560	3.75
2	2.56	Mixed Use/Residential	5 floors/65'-0"	370,085	4.57
3	2.62	Mixed Use/Residential	5 floors/65'-0"	348,330	4.28
4	2.82	Mixed Use/Residential	5 floors/65'-0"	380,855	4.24
5	2.79	Mixed Use/Residential	5 floors/65'-0"	387,700	4.34
6	1.88	Mixed Use/Residential	5 floors/65'-0"	223,580	3.89
7	10.78	Berkley Park			
8	7.09	Mixed Use/Residential	10 floors/130'	664,641	2.99
9	4.57	Residential	10 floors/130'	424,109	2.87
10	1.53	Storm water Detention			
11	2.50	Site Drainage			
12	15.79	Residential	5 floors/65'-0"	629,656	1.22
13	1.00	Surface Parking			
<b>Total</b>	58.73*			3,762,516	

\*Additional acreage is right-of-way to be dedicated.

As highlighted above, the plan allowed for 3,762,516 square feet of proposed development with a mix of uses and buildings ranging from 5 floors to 10 floors. This breaks down to 3,563 residential units and approximately 230,000 square feet of mixed use commercial / office space. The proposed height of development will allow for the buildings to the south and east to have views of the river and bridges as well as the buildings closer to the river.

## **EXISTING CONDITIONS:**

The project site is on the south side of Berkley Parkway and Grand Boulevard, underneath the Heart of America Bridge. This is at the westerly boundary of approved Berkley Park Riverfront MPD development. Berkley Parkway / Grand Boulevard traverses the MPD site from east to west with E. Riverfront Drive connecting from Berkley Parkway and extending east bound along the northern edge of the park. The Union at Berkley Park is currently under construction.

Active rail lines run along the southern edge of the property. The proposed site does not have frontage on E. Riverfront Drive, Grand Boulevard or Berkley Parkway. Access to the site is via an existing shared access drive at the intersection of E. Riverfront Drive and Berkley Parkway.

## **PLAN REVIEW & ANALYSIS:**

The developer has proposed an overall signage and wayfinding plan for the Berkley Riverfront MPD development. The plan states that all of the signage elements will be carefully and purposefully located throughout Berkley Riverfront to be the most useful for visitors, residents and tenants.

The plan indicates anticipated locations for the following signs: primary signs, secondary signs, and vehicular wayfinding signs. These preliminary locations are intended to provide an indication of the approximate placement to support the short-term and long-term growth of Berkley Riverfront.

Through the city's approval of this signage package for use throughout Berkley Riverfront, the Port Authority would like to preserve the ability to modify the overall quantity and locations of these signs as needed to complement Berkley Riverfront growth, and to construct signage as follows:

- Larger primary monument signs at key entry locations.
- Smaller secondary monument signs at minor entry locations.
- Vehicular wayfinding signs along perimeter public streets and some interior drives to provide directional information.
- Building and tenant space identity and pedestrian wayfinding signs within Berkley riverfront to orient pedestrians to each of the facilities.
- Parking lot and garage signage to designate areas available for visitors, residents, and tenant use.

The submitted signage plan has detailed plans for The Union at Berkley Park apartment, the first development within the MPD. Staff has reviewed the attached signage plan for this development and they do meet the intent of the proposed signage plan. Staff recommends that all proposed project within this MPD provide a signage plan as part of the MPD Final Plan approval as required by Chapter of 88-445-10.

**88-445-11-A. PURPOSE OF THE COUNCIL APPROVED SIGNAGE PLAN.**

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.

**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;
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;
3. The signs will not create a safety or traffic hazard.
4. The plan shall accommodate future revisions that may be required because of changes in use or tenants; and
5. The plan shall comply with the standards of this chapter, except that 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.
6. Banner signs shall only be allowed if attached to light poles with frames on the top and bottom of the banners.
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.
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:

CPC Staff Report For Cases No. 14462-MPD-3  
March 20, 2018  
Page 6

**RECOMMENDATIONS:**

City Planning and Development Staff recommends approval of **Case No. 14462-MPD-3**, based on the application, plans, and documents provided for review prior to the hearing.

**Condition Nos. 1. & 2. per City Planning & Development, Development Management Division (Olofu Agbaji, [Olofu.Agbaji@kcmo.org](mailto:Olofu.Agbaji@kcmo.org))**

1. That on (1) collated, stapled and folded copies (and a CD containing a pdf file, a georeferenced monochromatic TIF file, and CAD/GIS compatible layer of the site plan boundary referenced to the Missouri state plane coordinate system) of (a revised drawing /all listed sheets), revised as noted, be submitted to Development Management staff prior to issuance of Building Permit showing:
  - a. Note on the face of the plan stating "a signage plan must be submitted with all MPD Final Plan as required by Chapter of 88-445-10."
  - b. All wall sign be a maximum of 10% of the building elevation per Chapter 88-445.
2. That the developer provide submit a Final MPD plan to the City Plan Commission for all primary signs, secondary signs, and vehicular wayfinding signs prior to issuance of Sign Permit.

Respectfully submitted,



Olofu O. Agbaji  
Planner