



# CITY PLAN COMMISSION REPORT

City of Kansas City, Missouri  
City Planning & Development Department  
[www.kcmo.gov/cpc](http://www.kcmo.gov/cpc)

## Project Name The Westley

**Docket # Request**  
02 CD-CPC-2021-00166  
Development Plan

**Applicant**  
Joseph Oaks  
Polsinelli

**Owner**  
Devon Coffey  
Opus Development Company, LLC

**Location** 4111 Broadway Blvd  
**Area** About 1.7 acres  
**Zoning** B1-5  
**Council District** 4<sup>th</sup>  
**County** Jackson  
**School District** Kansas City 110

## Surrounding Land Uses

**North:** zoned B3-2, business/commercial  
**South:** zoned B3-2, business/commercial  
**East:** zoned B3-2/B4-5, business commercial/parking lot  
**West:** zoned B3-2, business/commercial

## Land Use Plan

The Midtown/Plaza Area Plan amended by Resolution No. 190989 on December 19, 2019, recommends Mixed Use Community for the land use. The proposed plan is in consistency with this recommendation.

## Major Street Plan

The City's Major Street Plan classifies Broadway as an Established Boulevard.

## APPROVAL PROCESS



## NEIGHBORHOOD AND CIVIC ORGANIZATIONS NOTIFIED

The subject property is located within the boundaries of the Heart of Westport Neighborhood Association. A meeting notice was sent to such.

## REQUIRED PUBLIC ENGAGEMENT

Public engagement as required by 88-505-12 applies to this request. The applicant hosted the meeting on October 19, 2021. A summary of which is attached to this report.

## EXISTING CONDITIONS

The subject property is site is centrally located in Westport at the intersection of Westport Road and Broadway. The site is about 1.7 acres providing retail commercial space and multi-family residential units.

## NEARBY DEVELOPMENTS

The character of Westport Road currently consists of neighborhood serving retail, taverns and restaurants. South of the subject property the surrounding area is predominantly office and residential uses.

## SUMMARY OF REQUEST

A request to approve a major amendment to the approved signage plan within the development plan to allow for significant increase in size and number of signs.

## KEY POINTS

- The Westley project
- Proposing an additional 3 signs with a total increase of 287.01 square foot of signage.
- Proposed signage will predominantly be located on north side of building fronting Westport Road.

## PROFESSIONAL STAFF RECOMMENDATION

Docket #02 Recommendation  
Approval with Conditions.

## CONTROLLING CASE

**CD-CPC-2020-00059** – Ordinance 170407, passed by the city council on July 09, 2020, a request to rezone from B3-2 to B1-5 and approval of a development plan, also serving as a preliminary plat, to allow creation of one lot and construction of multi-family units, retail commercial space, and associated parking.

## RELATED RELEVANT CASES

**CD-AA-2019-00100** – approved by staff on December 31, 2019, a minor amendment to the approved signage plan for the Westley project of a mixed-use residential and commercial development at the southeast corner of Broadway and Westport.

**CD-AA-2021-00094** – approved by staff on July 2, 2021, a minor amendment to the approved signage plan for the Westley Project of a mixed-use residential and commercial development at the southeast corner of Broadway and Westport.

## PLAN REVIEW

### 88-445-10. - SIGNAGE PLAN

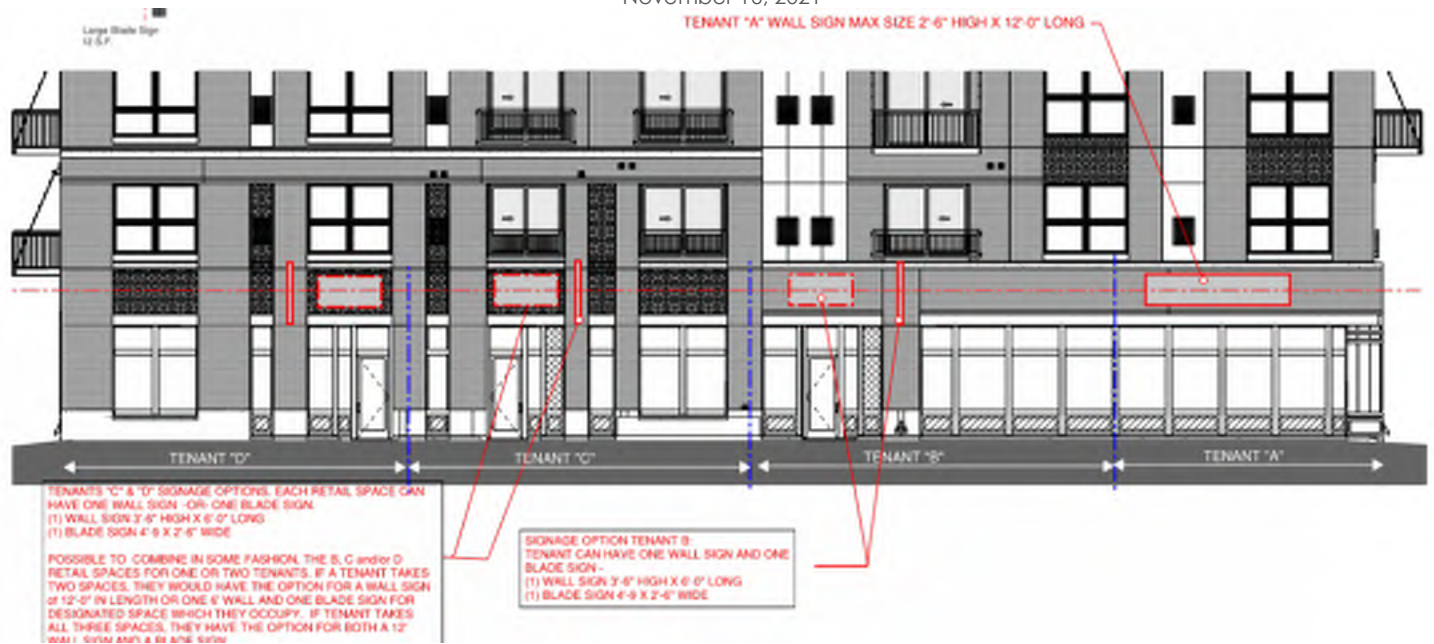
88-445-10-B. SIGNAGE PLANS

**3. Minor modifications to signage shown on final development plans, development plans, site plans, or special use approvals, or replacement signage, may be approved by the city planning and development director according to 88-570.**

### 88-516-06 - AMENDMENTS TO DEVELOPMENT PLANS OR PROJECT PLANS

88-516-06-A. MAJOR AMENDMENTS

1. Major amendments to approved development plans or project plans must be reviewed and approved in accordance with the development plan or project plan review procedures of this ordinance. Major amendments to development plans or project plans include one or more changes, in cumulative total (when compared to the original plan approval), that would:
  - a. increase building coverage by more than 10%;
  - b. increase the total floor area by more than 10% or 5,000 square feet, whichever is less;
  - c. increase building height by more than 10% or 6 feet, whichever is less;
  - d. increase the total impervious surface coverage by more than 10% or 2,000 square feet, whichever is less;
  - e. result in extensive site modification involving location of buildings, razing, and reconstruction of approved uses;
  - f. increase the number of dwelling units by more than 10%; or
  - g. result in any other change that the city planning and development director determines will have impacts that warrant full review of the application in accordance with the development plan review procedures.**



Above is the signage plan approved through a minor amendment in July 2021, for each tenant along Westport Road.



Above is the signage plan the applicant is currently proposing with additional signage for each tenant along Westport Road.

The proposed plan consists of amending the approved development plan for additional signage with a total increase of 287.01 square foot of signage. The additional signage will mainly be located on the north side of the building facing Westport Road. The applicant is proposing additional signage along the north façade facing Westport Road. The previously approved plan approved a total of 105 square feet of signage area on the north façade; the proposed plan would have a total 203.48 square feet of signage along the north façade. **This is a total increase of 98.48 square feet of signage along Westport Road. The major amendment also proposes an increase of 25.78 square feet sign area on the west façade – along Broadway Blvd; an additional wall sign of 162.75 square foot on the south façade of the building.**

Due to the significant increase of the total signage area and the numbers of signs, a major amendment to the approved signage is required.

**Use-Specific (88-300) and Development Standards (88-400)**

<b>Standards</b>	<b>Applicability</b>	<b>Meets</b>	<b>More Information</b>
Boulevard and Parkway Standards (88-323)	No	N/A	
Parkland Dedication (88-408)	No	N/A	
Parking and Loading Standards (88-420)	No	N/A	
Landscape and Screening Standards (88-425)	No	N/A	
Outdoor Lighting Standards (88-430)	No	N/A	
Sign Standards (88-445)	Yes	Subject to the approval process	
Pedestrian Standards (88-450)	No	N/A	

**PLAN REVIEW CRITERIA (88-516-05)**

In order to be approved, the plan must comply with all of the following criteria:

**88-516-05-A. The plan must comply with all standards of this zoning and development code and all other applicable city ordinances and policies, (Note: this provision is not intended to prohibit an applicant from seeking a variance or other form of relief authorized under this zoning and development code or other applicable ordinances, when authorized.)**

The proposed plan is an amendment to the approved signage plan; no changes were proposed to the use, intensity, and density; therefore it complies with the approved plan.

**88-516-05-B. The proposed use must be allowed in the district in which it is located.**

This is a major amendment to the approved signage plan. This review criterion is not applicable.

**88-516-05-C. Vehicular ingress and egress to and from the site, and circulation within the site must provide for safe, efficient and convenient movement of traffic not only within the site but on adjacent roadways.**

This is a major amendment to the approved signage plan. This review criterion is not applicable.

**88-516-05-D. The plan must provide for safe, efficient, and convenient non-motorized travel opportunities, being pedestrian and bicycle movement, on the subject site.**

This is a major amendment to the approved signage plan. This review criterion is not applicable.

**88-516-05-E. The plan must provide for adequate utilities based on City standards for the particular development proposed.**

This is a major amendment to the approved signage plan. This review criterion is not applicable.

**88-516-05-F. The location, orientation, and architectural features, including design and material, of buildings and other structures on the site must be designed to be compatible with adjacent properties.**

As the surrounding area is mostly commercial uses, thus the proposed signage plan conform to the nearby features.

**88-516-05-G. Landscaping, berms, fences and/or walls must be provided to buffer the site from undesirable views, noises, lighting or other off-site negative influences and to buffer adjacent properties from negative influences that may be created by the plan.**

This is a major amendment to the approved signage plan. This review criterion is not applicable.

**88-516-05-H. The design of streets, drives, and parking areas within the project should result in a minimum of area devoted to asphalt or other impervious surfaces consistent with the needs of the project and city code requirements.**

This is a major amendment to the approved signage plan. This review criterion is not applicable.

**88-516-05-I. The plan must identify trees to be removed and trees to be preserved during the development of the subject property with the goal of saving trees that are not required to be removed for the development of the property.**

This is a major amendment to the approved signage plan. This review criterion is not applicable.

**PROFESSIONAL STAFF RECOMMENDATION**

Staff recommends **APPROVAL WITH CONDITIONS** as stated in the Condition and Correction Report.

Respectfully submitted,



Xue Wood, AICP  
Lead Planner



## Plan Conditions & Corrections Report

Recommended to City Council  
Recommended by City Plan Commission

Report Date: November 16, 2021

Case Number: CD-CPC-2021-00166

Project: The Westley

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### Plan Conditions

*Condition(s) by City Planning and Development Department. Contact Xue Wood at 816-513-8823 / Xue.Wood@kcmo.org with questions.*

1. That Ordinance No. 170407, including all conditions provided therein, shall remain in full force and effect. (11/08/2021)





CITY OF  
KANSAS CITY,  
MISSOURI

CITY PLANNING  
& DEVELOPMENT

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## Public Meeting Summary Form

Project Case #

Meeting Date:

Meeting Location:

Meeting Time (include start and end time):

Additional Comments (optional):



## **EXHIBIT A**

### **Public Meeting Summary**

**Date:** October 19, 2021

**Start:** 6:00 PM

**End:** 6:22

**Location:** Virtually, via Zoom.

### **Summary of Points Raised**

- Mr. Kim Kimbrough asked if Applicant was requesting signage in excess of what was permitted by Code. Applicant responded that its request was for up to the maximum amount of square footage permitted by Code but was not asking for a deviation or variance with respect to the number of signs or permitted square footage.
- Ms. Doris Yonker delivered a statement that the Heart of Westport Neighborhood Association supported Applicant's request up to what was permitted by Code and requested that Applicant be install and replace the historic streetlights that were removed during construction of the Project. Applicant thanked the neighborhood for its support and indicated that replacement of the streetlights are not economically feasible. Applicant noted that it had added additional lighting to make the area safe in response to earlier concerns that certain areas around the site were dark.

## Westley Signage Specifications:

### General:

Refer to Kansas City MO Ordinance 88-445-07-Signs

Three signs per tenant are allowed

Total area of all signs is limited to 10% of the tenants exterior facade wall area

Tenant Sign Vendor to secure all required permits and approvals from governing authorities.

Proposed Tenant Signage Areas and Locations are as described on elevation sheets herein

Lighting Source to be LED

Landlord to review and approve design fabrication drawings prior to fabrication

Landord to review and approve attachment techniques; Tenant to assure integrity of attachment method and must protect the integrity of the building facade and architectural features.

### Wall Signs:

Individually mounted letters

Reverse Channel Halo / Backlit, or

Reverse Channel Plex Face internally illuminated

Lettering is 3" to 5" deep

### Logo Signs:

30" x 30" size

Depth to match Wall Sign lettering depth

### Blade Signs:

Limited to 12 SF per City Ordinance

Box Sign with plex face and 3" to 5" side returns

Mount on standoff brackets 4" to 8" off wall face

Bottom of Blade Sign to be minimum of 8'-1" above sidewalk

### Tenant Address Signage:

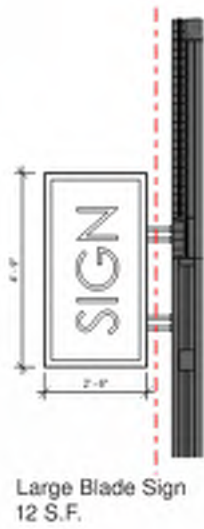
4" high white adhesive vinyl mounted to glass above tenant door

### Not allowed:

Box Signs, except Logo Signs described herein

Signs requiring "gooseneck" or other similar methods of illumination

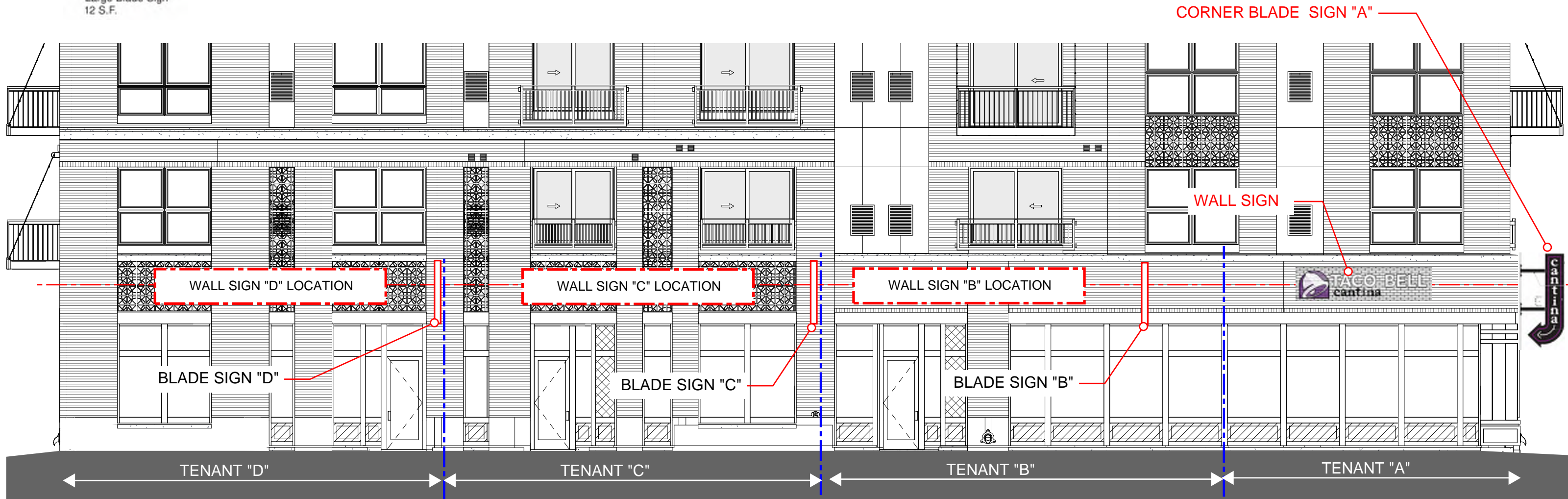
Manufacturer labels or other applied stickers



**In reference to Kansas City MO Ordinance 88-445-07-Signs**

Three signs per tenant is allowed per ordinance.  
 For this submittal, we are requesting only two signs for Tenants B, C, D.  
 Retail Tenant A are previously approved per CD-AA-2021-0009.  
 Total area of all signs is limited to 10% of the tenants exterior facade wall area

\*Note that there are no requested changes to the quantity of Tenant A signs from the previous approval CD-AA-2021-0009. Since that approval, the Tenant has revised and decreased their total signage SF. This decrease is noted in detail on the table accompanying this submittal (Excel file).



TENANT "D" WALL AREA:  
 15'-6" X 32'-6" = 503.75 S.F. / 10% = 50.37 SF.  
 WALL & PROJECTING BLADE SIGNS OPTIONS  
 PROJECTING BLADE SIGNS LIMITED TO 12 SF OF  
 THIS OVERALL TOTAL 50.37 SF TOTAL

TENANT "C" WALL AREA  
 15'-6" X 32'-0" = 496 S.F. / 10% = 49.6 SF.  
 WALL & PROJECTING BLADE SIGNS OPTIONS  
 PROJECTING BLADE SIGNS LIMITED TO 12 SF OF  
 THIS OVERALL TOTAL 49.6 SF TOTAL

TENANT "B" WALL AREA  
 15'-6" X 34'-0" = 527 S.F. / 10% = 52.7 SF.  
 WALL & PROJECTING BLADE SIGNS OPTIONS  
 PROJECTING BLADE SIGNS LIMITED TO 12 SF OF  
 THIS OVERALL TOTAL 52.7 SF TOTAL

TENANT "A-NORTH" WALL AREA  
 THIS SIGNAGE FOR TACO BELL CANTINA HAS BEEN  
 CITY APPROVED PER CD-AA-2-21-00094

TENANT "A-WEST" WALL AREA  
SIGNAGE FOR TACO BELL CANTINA HAS BEEN CITY APPROVED PER CD-AA-2-21-00094



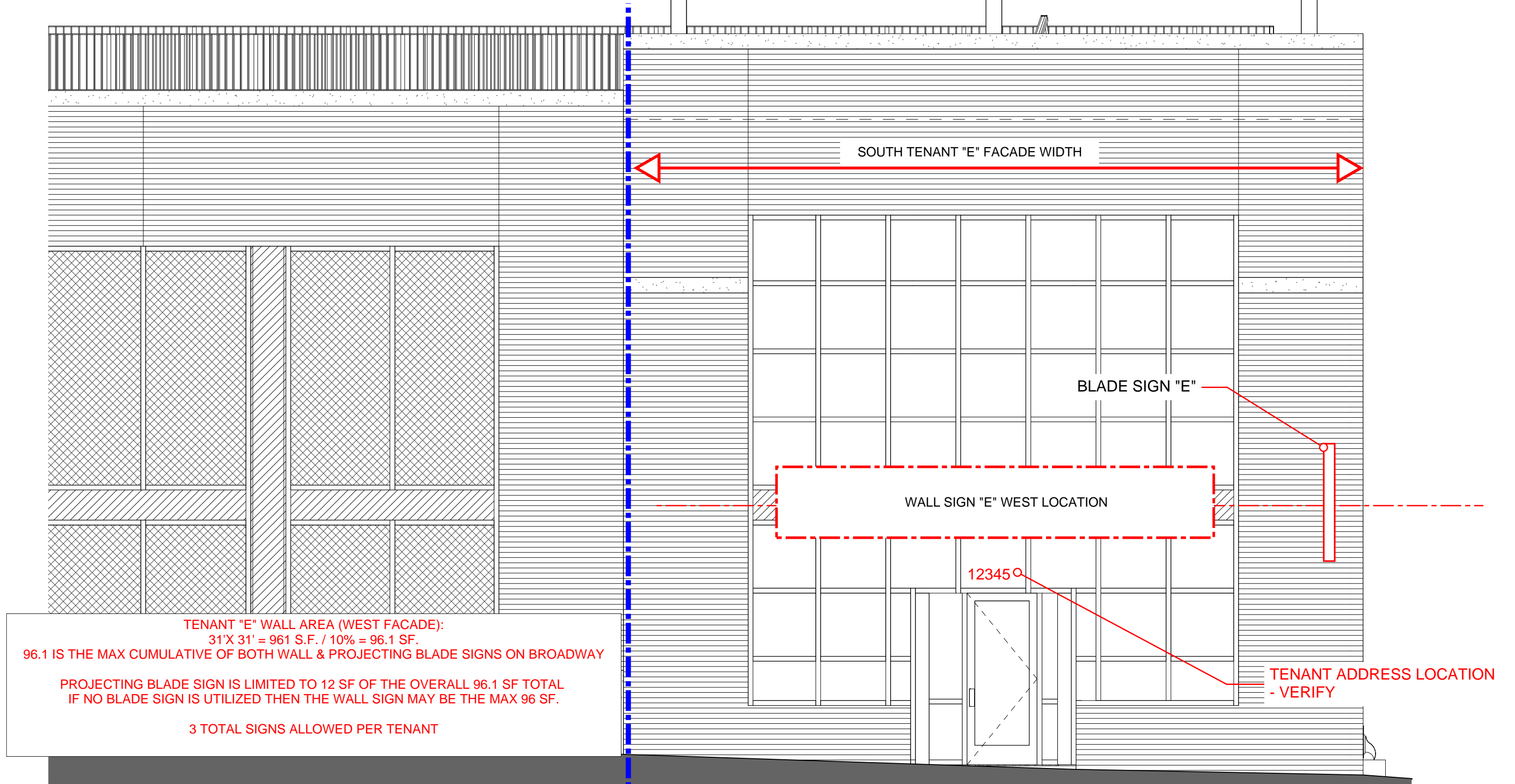
BLADE SIGN "A" AT  
CORNER (REFER TO  
PREVIOUS NORTH  
ELEVATION SHEET)

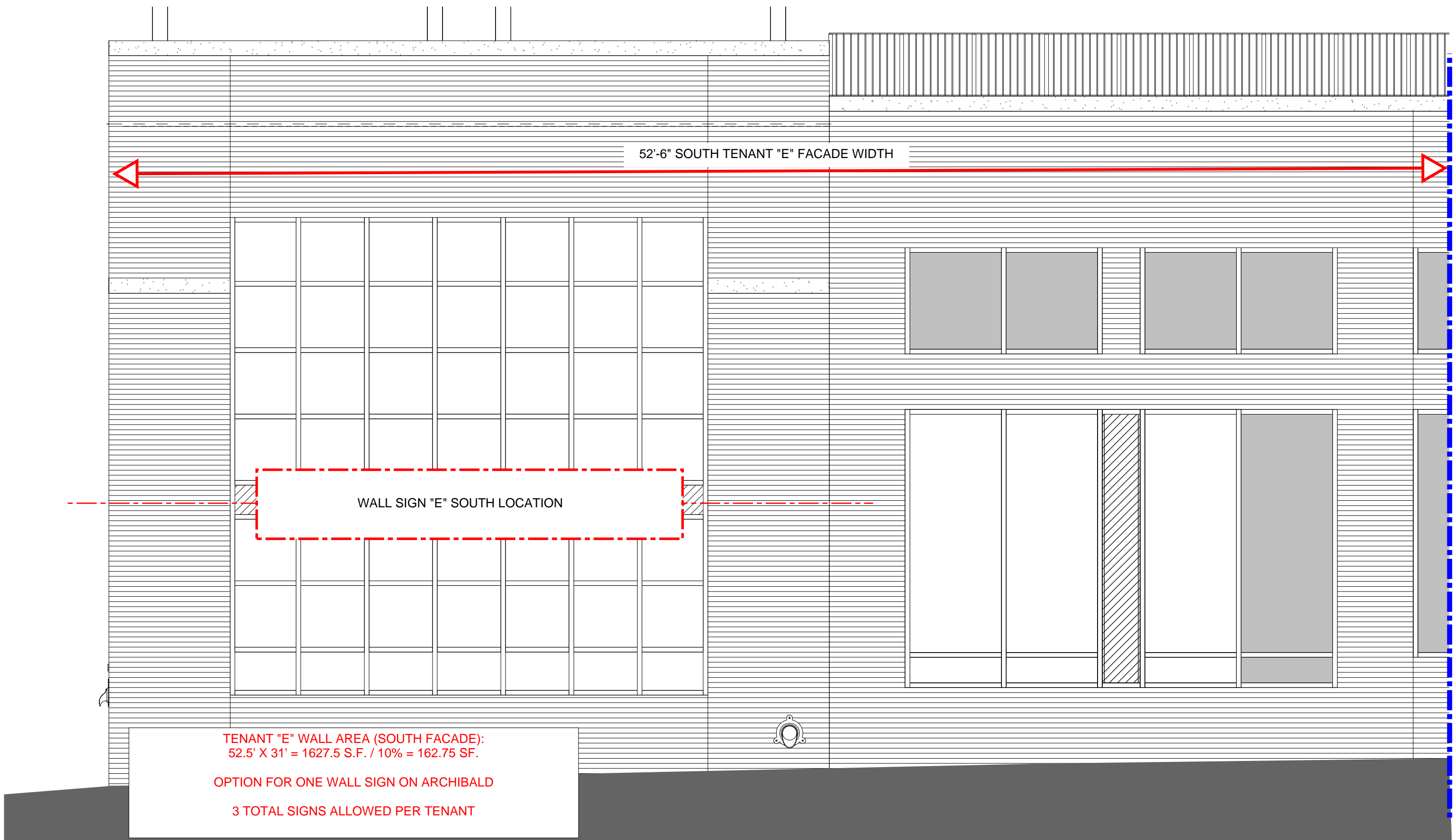
**In reference to Kansas City MO Ordinance 88-445-07-Signs**

Three signs per tenant are allowed per the ordinance.

We are requesting a total of three signs for Tenant E, two on the Broadway/West facade and one on the Archibald/South facade (Next page).

Total area of all signs is limited to 10% of the tenants exterior facade wall area.





TENANT "E" WALL AREA (SOUTH FACADE):  
 52.5' X 31' = 1627.5 S.F. / 10% = 162.75 SF.

OPTION FOR ONE WALL SIGN ON ARCHIBALD

3 TOTAL SIGNS ALLOWED PER TENANT

**OPUS WESTLEY SIGNAGE TABLE**

September 5, 2021

Last Approved Submittal					Proposed Amendment			Cumulative			
CD-AA-2021-00094 Approved 07.02.2021 (v4)					Proposed Signage (v7)						
#					#						
SF					SF						
Facade	Space	PDF Page	Approved	Description	Approved	Proposed	Description	Proposed	SF Calc	NOTES	Description
North	A	2	1	Wall	30	2	Blade & Wall	50.81	(23.96 + 26.85)	Approved CD-AA-2, 21-00094	SF has been updated to reflect the Taco Bell Cantina Wall Sign + Corner Bade Sign "Actual Plans" to be submitted by Tenant for City approval.
(Westport Rd.)	B	2	2	Blade	33	2	Blade & Wall	52.7	(40.7+ 12)	10% of 527 sf of wall area	Wall sign can increase to max if blade sign not included
	C	2	1	Blade	21	2	Blade & Wall	49.6	(37.6 + 12)	10% of 496 sf of wall area	Wall sign can increase to max if blade sign not included
	D	2	1	Blade	21	2	Blade & Wall	50.37	(38.37+ 12)	10% of 503.75 sf of wall area	Wall sign can increase to max if blade sign not included
West Façade	A	3	3	Blade & 2 Wall	49	1	Wall	12.28	na	Approved CD-AA-2, 21-00094	SF is updated to reflect the Taco Bell Cantina logo/Bell sign with letter:Cantina sign (Undermounted in vestibule)
(Broadway Blvd.)	Icon	3	1	Top Blade	12.25	1	Soffit	3.4	na	Approved CD-AA-2, 21-00094	SF is updated to reflect the Taco Bell Cantina logo/Bell sign with letter:Cantina sign (Undermounted in vestibule)
	ID	N/A	1	Corner wall	41.4	1	Top Blade	12.25	verified	Existing Bldg sign - no change	Icon Sign
	Entryway	N/A	1	Lobby Entry Wall	26.35	1	Corner Wall	41.4	verified	Existing Bldg sign - no change	Corner Sign
West (South End)	E	4	1	Wall	25	1	Lobby Entry Wall	26.35	verified	Existing Bldg sign - no change	Lobby Entry
(Broadway Blvd.)		4	1	Blade	12	2	Blade & Wall	96.1	(84.1 + 12)	10% of 961 sf of wall area	West Retail Wall on Broadway Blvd.
Archibald St.	E	5	0	Wall	0	1	Wall	162.75	162.75	10% of 1,627.5 sf of wall area	South Retail Wall on Archibald St.
<b>Total:</b>			<b>13</b>		<b>271</b>	<b>16</b>		<b>558.01</b>			

SUMMARY	
Additional Signs Requested:	3
Total Increase in SF:	287.01
% Increase SF:	51%