



Unified Government Clerk's Office

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NOTICE OF BUSINESS DEVELOPMENT TASK FORCE MEETING

A meeting of the Business Development Task Force of the Unified Government of Wyandotte County/Kansas City, Kansas, will be conducted in person only on Monday, June 9, 2025, at 3:00 pm. in the Fifth-floor conference room of the Municipal Office Building, 701 N. 7th Street, Kansas City, Kansas 66101.

We invite you to view the meeting in person in the 5th-floor conference room, Suite 515, 701 N. 7th Street, Kansas City, Kansas,

Business Development Taskforce

June 9, 2025

3:00 pm- 4:00 pm

City Hall

5th Floor Conference Room

701 N 7th Street

Kansas City, Kansas 66101

AGENDA

Commissioner Tom	Burroughs	Chair
Commissioner		Co-
Chuck	Stites	Chair

Nate	Brungardt
Edgar	Galicia
Renee	Hadley
Lynn	Holcomb
Greg	Kindle
Gabe	Munoz
Richard	Napper
Mindy	Rocha
Jim	Schraeder

- 1. Call to Order/Roll Call of members**
- 2. Review of April 28, 2025, Meeting Minutes**
- 3. Signage Presentation- Alyssa Marcy, Long Range Community Planner**
- 4. Public Comment**
- 5. Adjourn**
- 6.**

Mayor's Business Development Taskforce

Monday, May 12, 2025

City Hall

701 N 7th Street KCK

5th Floor Conference Room

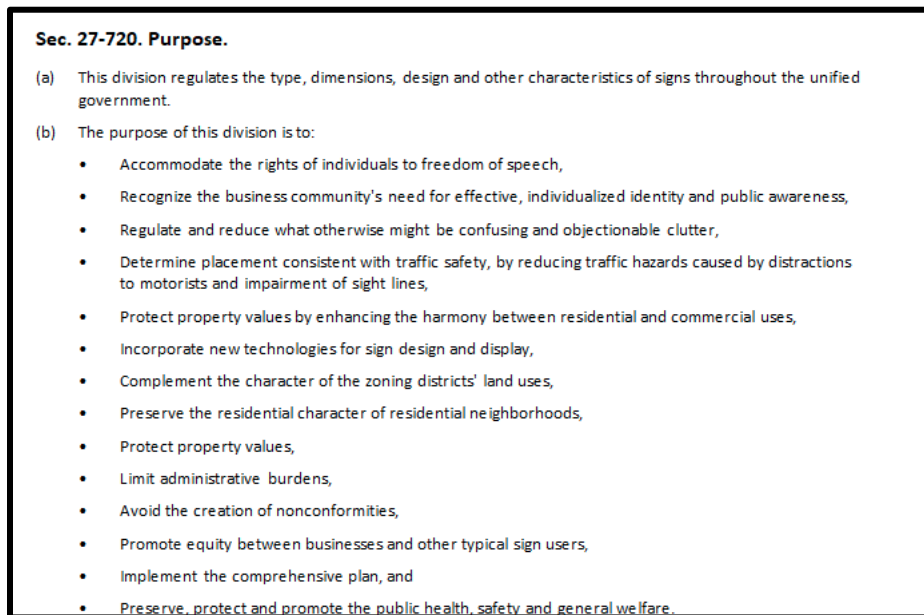
Meeting Minutes

Introduction: Chair: Commissioner Tom Burroughs opened the meeting at 3:09 pm **Members Present,** Edgar Galicia, Gabe Munoz, Richard Napper, Mindy Rocha and Jim Schraeder. **Members Excused:** Nate Brungardt, Renee Hadley, Lynn Holcomb, Greg Kindle, and Commissioner Stites **UG staff and advisors present:** Chelsee Chism, Alan Howze, Wendy Green, Jim Neath, Lavert Murray, Alyssa Marcy, Rodney Lucas, Michael Sutton and Michael Farley. **Guest:** Dawn Rattan.

- Commissioner Burroughs called the meeting to order and roll call taken.
- **Sign Code Overview** – Alyssa Marcy, Long Range Planner, Planning + Urban design reviewed the sign codes for the Unified Government. She indicated if there are questions, she cannot answer she will take back and get an answer for you

Sign Code Overview:

- Ms. Marcy indicated she will briefly go over the codes purpose, format and provide some of the common challenges seen by the department.
- **Chapter 27, Division 11 Sections 27-720 to 27-739**
- **Ms. Marcy** indicated the last full comprehensive update to the code was in 2016. The screen shot in the presentation is the current code. Prior to this it had been updated in 2008, but it was not a full update.



- Ms. Marcy states in general what this code does is formulate the signs in terms of tight dimensions, designs, size and number. It also covers what signs are prohibited, where we have exemptions, and it also covers how signs relate to the zoning district they are in. It outlines the application and inspection processes, and it also ensures the bigger conservative signage, making sure it does not affect traffic signalization or control people in terms of traffic control. It makes sure that the signs are not getting in front of anyone's view of things when it comes to your line of sight, and I'll reemphasize that this is not controlled content, that is the actual words the federal government controls and we do not have any control of the actual text.

- **Code Format:** To speak of the format, basically regulations 27-720 through 27-727, you're seeing a lot of general regulations about signs, and then after that starts to become more specific to the actual sign types.
- **Canopy Example:** Ms. Marcy provided the following example- you want a canopy sign and you'll see that it will have specific requirements for that type of a sign and it's laid out in this format throughout. The district requirements: Is that a sign that's permitted in the area? Is it something that requires the permit? How many of these signs can you have in this district? It also mentions location in terms of: Does the canopy need to be placed in a certain area and other types of sign characteristics.
- **Ms. Marcy** explained as you're going through this code, you see all those tables. Those tables pertain to different sign types, and what is allowed in each of the zoning districts. If someone wants a canopy sign in a C2 commercial district, you'll look at a table, you'll find the C2 district, and then it will provide the answers to all those questions that I outlined before. That is how it is formatted throughout.
- **Sign Types: Attached:** Ms. Marcy explained types of signs that are currently regulated. She had it set in two categories. One is attached: This is anything attached to the building, on slide 7 of the presentation at the top left is an example of an awning, and then you go over to Louisiana Jazz, that is a wall sign attached directly to the wall, The Taco Bell sign is going to be a type of canopy because it comes out, protruding from a wall to a certain extent. Below the Taco Bell sign is a marquee sign, and then you go over to the Legends, that is a roof line, because it's on the roof. The sign with the Davenport has a few different types of signs: One is projecting, which is a circular sign on top. as well as window signs there. And then, of course, we also have murals, which are self-explanatory.

Sign Types: Attached

- Awning
- Canopy
- Marquee
- Murals
- Projecting
- Roof
- Wall
- Window



- **Sign Types: Detached:** Ms. Marcy explained the second category of signs on page 8 of the presentation: detached signs. Not all detached signs are covered in these photos, but we know what billboards are. The University of Kansas is an example of a monument sign, sandwich/A Frame signs are an example in the top photo: Three Bees in Rosedale has a couple of examples you see the A Frame or sandwich sign by the curve directly to the right of that is a temporary sign, that's just their sign for lunch. If you look over if you see the yellow bike racks and the top of the same photo, that's also an incidental sign, it's not full time typically it is a sign to provide directions. When you go to legends and see signs these signs, they are incidental signs just showing direction. Flags, banners, and she even gives an example of a feather sign which is the open sign below. These are all examples of the detached signs covered.

Sign Types: Detached

- Billboards
- Monuments
- Sandwich/"A" Frames
- Flags
- Temporary/Incidentals
- Banners
- Feathers



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- **Prohibited signs:** Ms. Marcy explained pole signs are prohibited now. That's the sign on the right-hand side you see on slide 9 of the presentation and does not include flags, flags can still be on poles. The reasoning behind prohibiting these initially was that they are typically not very structurally sound. That was the reason given. I'm also not an engineer, so not sure, Also attention and seeking device is the other one prohibited. If you see the floppy man or other types of the balloon like things that are considered attention seeking devices. One of the reasons they are prohibited is they continually move around. So, they could potentially cause some kind of destruction when it comes to safety or visual aids. Signs on cars or platforms, for example, if you have a car, attached to a trailer and attach a sign on a trailer to advertise the business. Those things are currently prohibited. At any time that might cause confusion, when it comes to traffic control, and then another sign that might prevent something from performing is prohibited.



- **Exemptions:** Ms. Marcy explains there are a few exemptions we have utilized in ways that have been helpful, especially to work around requirements. Typically, these are signs that aren't facing the public roadway, So, a good example of this is in the Legends. When you look at all the interior walkways that aren't facing the outside, there's a lot of those signs there. Those are exceptions to the sign code.
- **Issues seen with the Code:** Ms. Marcy shared common challenges with the code. These two bullets could help improve the code: They have seen these recently

- **Limit to the number of signs on a multi-tenant building** -Current requirement: One wall sign for multi-tenant building
- **Limit to signs on structures in residential neighborhoods** -Illumination and quantity

If a project wants more than one sign it falls into one of these two categories multi-tenant buildings or residential areas, they must get a variance. If it was changed to allow for more signs, we would not have to be giving out so many variances. Also, there is confusion in the code.

- **Lack of clarity on Table VII-11-1 Sign Allocations System**- Discrepancies between what's allowed in a CP-2 zoned building (4 wall signs per face) versus a multi-tenant building (only one allowed)

There is that big table in the front section that outlines maximum signage area and those types of things, but then when you go to the specific types of signs, like into the canopy, the marquee those things, it kind of conflicts with that very first initial table and that is where we are finding a lot of confusion. So maybe that needs to be eliminated, maybe that needs to be clarified, so it is more uniform, but that is defiantly a challenge we have.

Also, there is a limitation to the number of flags in specific districts, that comes up a lot, which would require a variance. You could increase the number of flags allowed. And narrow spacing residential districts are currently not allowed.

Signage in historic districts is more of a conflict with our current code, which is not really working or talking with the historic requirements by the State Historic office, but it's probably less than an issue than most of the others she has previously mentioned. She did mention this one already, just a conflict between these two tables in these sections.

Ms. Marcy indicated we have limited staffing to do enforcement. We only have one zoning enforcement officer, so trying to catch these things on the back end is just something that doesn't make sense for us. She does not have any specific examples of this because it is something that she heard from our previous planner who oversaw code permits. Sometimes groups are approved for one design and then they go and do something else. This is probably an issue that happens with a lot of different things in planning, so she is not sure that's something that could be corrected by a code update.

Lastly, she thought this might be helpful to understand that some challenges on the staff side is the current permit system forces us to have one permit per sign. Instead of being able to bundle a bunch of signs into one permit for one project, we must go through every individual one that is causing a lot of slowness on our end. She also noted we don't have staff, we have typically designated a planner to do sign permit reviews, and that planner often is an intern. We lost the last intern, who did these. Gunnar was doing those before he left, so we find we get a high volume of sign permits, but we don't have someone who's dedicated or specialized in doing all of those. And then she also thinks a reason is the expectation of the actual timeline.

Questions from the Committee:

- **Commissioner Burroughs** this was an issue brought forward by developers and community brought forward to commissioners. This is an opportunity to review those codes. I like the idea if we can do one sign permit versus one permit for each sign you put out. We understand the purpose and intent. This was last updated in 2016 and before then 2008, so it seems like the timeline again to review it. Please turn to the purpose page in the presentation. Is there something in there that raises a question. The purpose of reviewing these is to avoid the creation of non-conformities. You have two protected property values, one is to protect property values, the other is to protect property values by enhancing the harmony between residential and commercial. Do we have an example of just what that means?
- **Edgar Galicia** responded: First, a couple of other members of this committee, were part of the 2016 analysis, and that experience taught me a great deal. When going through all the codes, the unified government back then invested a great deal of money into hiring a specialist on signage to come and work with community and determine how these codes should move forward. I will say that at this moment, I learned how it feels to be 100% manipulated because we were talking about features and personal likes and dislikes and nothing regarding the structural or the engineering. Nor the actual safety of it. My first point here is to ask this committee to utilize this time when invested well into helping with the code, helping our businesses and residents so that we can move forward in stuff that outcry from so many businesses that are consistently dealing with signage and in challenges with signage. Second thing I would like to say is that signage can build neighborhoods in commercial corridor's zones, and atmosphere, and we should be mindful of that because we should utilize these to increase the greatness and the excellence of businesses. The business is portrayed in a project. To conclude I will say that we need more engineering in all of these, we need to determine materials and understand the nature of the business itself, all signage, the signage business, and then you utilize that to determine your ability, exposure, location, et cetera.
- **Jim Schreader** mentioned I agree with Edgar. I also was a part of that 2016 effort, and just like Edgar said, you learned a lot. I do think in listening to the presentation, it sounds like some things that could help is the fact that we are low on staff might be an easy thing for us to do. For instance, I don't know whether it's

an ordinance thing, but allowing one property just one permit for signs, even though there may be multiple signs in that project, might be an easy thing we can do. I would think. It might help the public, because it would speed things up and some other things. Without having some input from Sign companies, and he remembers in 2016 they did have some input from sign companies, but it was difficult to get them to talk. It's interesting because sign companies know what products they have and what clients are asking for. So that's what his thought is that maybe we can look at procedural things that might be easy to do first.

1. **Richard Napper** indicated his comments are geared more towards process of working in the code or working through the code. For example, if I have a building and I take it to Planning Commission and they vote it down, for example, they don't like the color of the brick. He has the option for the Board of County commissioners to hear it, and then they vote and override planning commission, as he understands it. That's not the same with a sign. If I have a sign that doesn't fit in this box, no pun intended, he must go to the Board of Zoning Appeals (BOZA). If one loses at the Board of Zoning Appeals, it does not go to the Board County Commissioners. Your option is you must file suit against the county, which, if you're a developer, especially during a private partnership, and you're trying to build a large project and then you don't use your sign approved, and you've got to go sue the people you're working with - that's ugly. For example, Camping World, their flag is a sign. It's the American flag. I will grant you its big, but on the 362 days, we have a wind in this state, that flag flaps and blows. He thinks it's great. It's a great marker for that. It's the American flag. But for getting that approved in front of BOZA, with all their sales tax, all their property tax, all their employees, all their service revenue, all our \$13 million construction costs are gone to a different city. And again, like other instances he has had with the Home Field project where they had to go to BOZA for a sign variance. We are very thankful and fortunately, we prevailed, but there were some people extremely concerned that if you don't get the approval of BOZA, what do you do and signage is so important to local users but also to regional and national people, that signage is huge for them. It could be a code or a procedural way that if you are not in compliance with the code, you want a variance, and if you were not approved by BOZA, you should at least have another chance to pitch signs to the Board of County Commissioners that approved a big part of your project previously.
2. **Commissioner Burroughs** appreciates Mr. Napper sharing the camping world issue. He looked at it a little differently, it's a patriotic symbol for this country, and he wouldn't care what size it was. If somebody wanted to put up an American flag, it goes up. It's not a danger unless it was to come loose and covers a vehicle. The Feather Banners, we have been advised can only go to certain places, and he finds out that it depends on, or the perception is, who you are if you can use them, because we were told they can't go into one of our major developments that just finished up and was leasing, but yet we have them right down the street here being used for leasing at this facility. The inconsistencies in the enforcement and/or questions are some of the things we've dealt with, but we have murals throughout our community that have been painted. Murals that talk about our ethnic history, celebrate some of the challenges our community faces, and some of the victories we've had. He suggests their argument can be, is branding a sign? For example, Mr. Napper. You've got Margaritaville. It's a colorful destination hotel whose moniker has a tremendous number of colors associated with it. We must find some consistency, and I appreciate the fact that there was a great deal of time and energy spent in 2016. This issue has come forward because it was asked of us. If you feel we're going to spin our wheels and there was already money to spent, you just tell me as your Chair what you want me to do. In looking at the CitiesWork report, their request was to 1) ensure instructions and materials are available online, 2) provide drawing templates and accessible standards required for signing, rendering, 3) publish frequently ask questions or commonly missed materials on the city website and 4) provide notary services for entrepreneurs to certify property owners' permission to construct signs. The two of you that went through the signing discussion before, you have me at a distinct disadvantage from the prior discussion. I'm your chair and I'll guide this out. You all guide

it, but in just my short time here, I get calls from people on flags, placards, feathers, banners, I'm just a stunned that we can't use these balloon things that are seen in the counties next to me for some of the largest projects that they're doing or for their materials they are selling, sells and parking lots, why we can't use those. Why are we so different and making it more difficult to share in grand openings, to share in identifying brands and sharing and creating. Why not have a color template that can be uniform across our community. If signs, colors and stuff are indiscriminate against others, but it's okay for one and not the other and I know that's a long way around saying I have seen too many inconsistencies in signage as a commissioner, and I wish I could answer those questions when I get calls from neighborhood groups that want to paint a wall. Yet we put a mural up on 7th Street on property we own. What is the difference between what a small business owner wants to do and what we as a community allow ourselves to do? Legal, maybe you can give some insight to that. If you have things to change, and I'm looking at these purposes right here, because if we are going to allow all of those to stay in, then he asks, can we do anything? And I'm not trying to create busy work. I just want to ensure that if we're going to do something let's get productive in doing it.

3. **Edgar Galicia** thinks we need to adopt a perspective and radically change the perspective that has been utilized throughout the times that tries to be overprotective and does not challenge the future. There are always new things seen in signage and communication that should be analyzed, implemented and utilized to the best of the communities benefit, right? Like the balloons and other new ways of advertising and promoting different businesses. First, I will refer 2016: I don't think we did anything to move forward, we wasted time and money, it didn't really change. I would like to make change this time. He would like to promote change this time. We should be able to utilize all types of signage and marketing materials that exist today. We should be able to use it. How, is the question? We should be mindful of safety; we should be mindful of the challenges that come with our territory and our weather. We should be mindful of the materials these signs are built with and determine, for example, a feather flag should be utilized for no more than a month at a time. The material gets burned by the sun, etc. It's a short-lived signage and we should specify that and let people use them as long as they're not destroying the sidewalks or being reckless with this. We should allow them to be used (these feather flags) to the purpose, for the length of time the material allows. The analysis of each of these signs, each of these materials, should be implemented to their better use and to the benefit of the community.
4. **Jim Schraeder** does not necessarily disagree with Edgar, but there's a couple of challenges with no staff, and no enforcement, it's kind of a joke to say something is a temporary sign. A temporary sign might end up staying up forever because nobody's going to ever come and say, hey, you're only allowed to have this kind of a sign for 30 days or 60 days or whatever. So that's a challenge. Where signs go is really a bigger issue than what material they are made of. I would tend to agree if you're allowed to have a used car lot in that district and you want to have one of those balloon signs that float all over then that's fine. Maybe it shouldn't be in front of a church in a residential district. He believes the sign ordinance does talk about what types the signs are allowed in which zoning districts. The issue is what kinds of signs are allowed in which zoning districts. He thinks that's the issue. One of the challenges heard was these electronic billboards and things are viewable from people's bedroom windows, keeping people up at night. Also, there are other kinds like moving signs that are creating nuisances in residential districts. Or they are adjacent to a residential district, creating a nuisance. He thinks that's the issue, not so much what types of signs, but where we allow them, what districts.
5. **Edgar Galicia** I have seen the fight between the past and the present and not building the future for a community. And that's a major challenge. I have seen us backing out of things, amenities, buildings, permits, projects, because we don't want to move forward, and we don't understand where our geographical location and our market for the future is at. Signage is part of it. We are in the middle of the metro. We're not in Suburbia, and we should look at all of that and accept that we need to move forward

rather than stay backward. We complain here about taxes. We don't have half of the density population that we need, so we can share taxes and not all of us pay enough in taxes, share the burden of taxes by bringing more people. We need to move forward, otherwise bankruptcy will be real, people are going to be out of here, and we are not going to hold back big monies are going to come in, buy us out, build out, and take over. Is that the future we want? Otherwise, we built it today.

6. **Dawn Rattan** asked if this talks about signage and the requirements, but are businesses that are up and operating allowed to operate without a sign? Jim Neath responded he did not think signs were required.
7. **Commissioner Burroughs** asked If I want to open a small storefront business, what would you allow me to do if I wanted to open Tom's shop? What kind of permit would I have to get to write Tom's shop on the window or to hang a little sign off my doorway that said, Tom's Shop? Can you walk us through what we need to do? **Jim Neath** replied 1) apply for a sign permit through planning, 2) building inspection would review the method of attachment to the building, make sure it wasn't going to fall on somebody and 3) you would be issued a structural permit in addition to the sign permit. **Commissioner Burroughs** asked what would the cost of that be? If the sign were a \$1,000 it should be about \$37.50. Could I also just put it on my window? Yes, there will be another permit required from Building and Inspection. If that window gets broken, do I have to pay again to put my sign back on the window? That wouldn't be a planning question. **Ms. Marcy** was not sure and would look it up. Yes, if you find out, please, I am just curious. I think we have some of that happened along Minnesota Ave., a while back. I was curious as to how we would handle that. It's one thing to have something in code another thing to be punitive because of actions taken by others.
8. **Alan Howze** wonders if in this conversation, if there are some areas we could carve off that might have broad agreement, for example, murals, if there's broad agreement in the group that any murals doesn't necessarily belong in the same category and someone wants to put a mural, they can put a mural up. He is trying to think of things that can get carved out of the zoning code, and maybe that's one of those. Then the other one we just heard from Jim, where there's two parts of this: 1) is the life/safety piece and 2) the building inspection piece. He thinks that remains regardless of what happens with the sign code because of the life/safety and the other pieces around this design and aesthetic and type sort of thing that is what the sign code is also getting at and the planning review of it and whether those also may be split out. We think about them independently, if you will, because we're never going to get away from the life/safety that needs to be there regardless of the type of sign there is.
9. **Alyssa Marcy**, Commissioner, I have an answer to your question. If a sign on the window breaks, if it is the same sign, they're just replacing it, they don't need another permit. If they were to change signs, they would need another permit.
10. **Commissioner Burroughs** replied in reading our current process: It says, submit a signed permit application to planning and zoning department, the cost is \$30 for attach, like a wall projecting or awning. A review by the UG's Building Inspection Division may be required based on the design of your sign. That's what has been stated. The applicant is responsible for obtaining the proper electrical permit or any other building permits and inspections if required for the sign by the building inspection division. When someone comes in and wants to put a sign on their business, do we have it in code right now what size and length he thought he saw it read 150 square feet somewhere. **Ms. Marcy** asked, "Are you asking are there size requirements for signs?" Yes. It depends on the zoning district and the type of sign. When you look at all those tables per sign type, it will tell you the maximum area and the maximum height for that sign based on which district you are in. When you say height for the sign, that's not counting the pedestal that the sign sets on, right? No, the whole sign. Whatever structure, discounting the ground. In a lot of commercials, six feet from the ground up for a sign. The standard length that you go is six feet from the ground. She was sharing a number and example she had seen, but it depends on each district. Each code

will share how tall up the sign can go and if you to go taller than that, or if your sign is bigger than that you would need a variance. Mr. Galicia replied it also depends on the style and type of sign.

11. **Richard Napper** mentioned he is going back to the comments he made before. He does not want to be repetitive but when he looks at Camping World, Atlas 9, Margaritaville, and even the Homefield Building, the Showcase Center at 9250 State when we took the building through planning commission and the Board of County Commissioners. The architects designed the building. The sign comes after the fact. If you look at Atlas, we had to go through BOZA as well. That is a unique one of a kind of attraction and building. The artists, the designers that came up with the sign package came up with this a couple of months ago. We were so far under construction. So here, we're in a position where we spend millions of dollars on this building, we've got some of the most creative design people on the planet doing the exterior and interior of this building, and they must design a package now and they kind of have that, oh my God, moment. If we get turned down at Bozo, we must go sue the county, to get our signs approved. Same thing the Margaritaville. And again, Camping world, we knew their flag would be big. Then the Home Field building we designed the building, where under construction we'd go in for the sign package, and were told you can't put that large of the sign on that building because it's in the wrong zoning category. And so, well, we'll go for a variance, and we were told, you can't go for a variance on this, you're limited to this size of a sign. Do we go through a rezoning on the building that we're trying to open in a few months or go with the smaller sign? I think part of it is you don't always know up front the size the sign, the number of signs, the unique nature of the sign, and to run the risk of being turned down at BOZA, it's kind of a tough place to put a developer in.
12. **Commissioner Burroughs** mentioned he can understand that, his comment is when those projects come forward, those monikers that you talked about like Atlas 9, I'm sure that's not the only one that's ever been built. If that's the case, there should be signage that can be sent with the design plan that shows what it looks like to give us leeway in which I say gives the community leeway in which to address that before you get too far along.
13. **Mindy Rocha** asked how that is handled in other jurisdictions? Mr. Napper provided one example, a very large project in South Overland Park, and they allowed the developers in the design team to more or less write their own side code for that project. They could not tell you on every wall where every sign would be exactly, but they gave a menu of what the signs could be. In some cases, some were very, very big. We wrote our own code more or less; it had to comply with our own code. Now we had to go through all the safety requirements and make sure they were attached, and had permits, but we knew up front of this very large project that more or less signage was already preapproved.
14. **Mindy Rocha** asked did we knew about these developments that were brought to the community, did we know signage was going to be an issue? So how did we get in front of that so we're not prohibiting the development? In South Overland Park, where they wrote their own code per se, how does that legally affect us? Wendy Green responded saying It doesn't, because South Overland Park has its own zoning code. The state says, if you're going to have a Planning Commission and a planning code, then this is what you must do. Each city is different. Their codes are going to be completely different than ours. But regarding Mr. Napper's earlier point about BOZA, unfortunately, that's what the statute says, if you have an item that goes in front of BOZA, if you're not satisfied with what Boza says, you have to file an administrative action with the district court. I wish that were different, because it does seem horribly contentious with the county you're trying to do business in, but it is an administrative action. It's not that you're suing the county for damages or anything like that. It is an administrative action. But unfortunately, that's not something you can change because that's a state statute that says that that's how it is. What we can look at, though, is are signs something that must be a variance. Can it be something that we can change within the code to be a planning commission item? We can look at that as a legal department. Can

we make it so it's something that goes in front of the planning commission, and then if the planning commission approves or not, then when it goes to the full commission as normal planning commission items do. That is something we can look at as a legal department. Again, the state statute sets out what are items that warrant variances and what are items that are normal planning, commission application items. We will have to look at that, but absolutely, we can look at it and see, is this something that must be a variance that has to go in front of BOZA, or is it something that can be an application to the planning commission?

15. **Mindy Rocha** mentioned listening to Mr. Napper speak, her mind goes to asking a developer who is bringing development into our community to pay those legal fees to sue the city. Mr. Napper responded that it would give developers, who would not be losing sleep at night, wondering if you would be voted down by BOZA. If there is a different way to skin a cat as Ms. Green suggested and more or less go through the same course that you're building design does, that would be, in his opinion, incredibly positive change. Ms Green added we can definitely look at that and if we're stuck, and it has to be a variance and it has to go in front of BOZA unfortunately, we're stuck, and that's what it has to happen. It's not going to hurt us to take a look and see if that is something that can happen. Also, there's nothing that says that anything you absolutely have to get in front a land and entitlement for a variance permission, and approval from the planning commission. All of that can be brought, all at the same time. It doesn't have to get this before, some things must go in front of BOZA, and the other things go in front of planning. They can all go at once. There is nothing that says, you must wait for all of this to get approved in your building, and then you should go and ask for this. You could try to bring all at the beginning, so you know what is going to happen. I was going to suggest that you can say go look and see if there are things that we have as variances in our processes, that's just how we put them in our code, but if the state statute will allow us to move it to a planning commission item rather than variance than we can.
16. **Alyssa Marcy** wonder if there is an opportunity to address a challenge in section 27- 731, which is master sign plans, known for large developments that have this opportunity to bundle together what they think their design is going to be, and maybe there's some way to give that more flexibility, so that way developers can think about that ahead of time and avoid those barriers when it comes up later.
17. **Richard Napper** mentioned all those would be great and he is aware of two or three other users that we have right now, their signs will not conform. He guarantees they will walk out. These particular ones we know in advance, but the prior samples we did not know in advance, given the nature of the product.
18. **Edgar Galicia** believes that we need to recognize that signage is an expression and a way to enhance and shouldn't have any boundaries when it comes to appearance of artistry, beautification, and making places look singular, special. I think we need to emphasize that part and I know that the old school way of thinking, when they hear a developer, say, well, we literally wrote their own code. and I say, oh, my God, why are you doing that? Don't let them do that? They're going to take the whole city down. But that's not the case, because obviously nobody's going to let them do it without security, safety, engineering and proper attachment. It depends on what, right. But we need that freedom. We need to break away from the Old Guard chains that held us back so long and allow our new developments to flourish, look amazing and signage is one of those ways. Yes, we need to be safe. Yes, we need to be legal. Yes, we need to have processes. Yes, this is not about bringing the picture, sign and hanging it up. It's work so that it's safe for everybody, it's appealing as well, but if we remain in the old school way as all these regulations have been written, we will not move forward.
19. **Jim Schraeder** mentioned again, he does not disagree with Edgar. We must be careful about what parts of town we do that in. He does not want to have anything possible in a residential district. If it's a commercial district, he remembers one thing that came up back in 2016, if somebody wanted to turn one of our avenues into the Las Vegas Strip, that might be fine, that might reenergize downtown. Let's not do it on

78th Street between Parallel and Leavenworth Road. That's his point. I don't have a problem with saying, anything goes, it's just not any sign can go anywhere.

20. **Commissioner Burroughs** indicated he was reading through the CitiesWork report. There is a guideline in reference to entrepreneurs. Its number one priority is to install applications of materials or for them to be available online, to help streamline the entrepreneur and doesn't talk about the safety issue. It doesn't talk about colors or sizes. It just talks about the permitting process. I'm one that we've heard people through our previous meeting; it's a minimal staffing that we have. We don't have enough personnel. That's not what we are here to discuss. Personnel will always be an issue, no matter what we do, either they are doing their jobs too rigidly, or they're not doing it rigidly enough, we have too many or not enough, or they don't interpret. He must put that aside and as your chair try to get to the policy aspect of this. We now have Accela, and he assumes that with Accela we could load up the requirements that are mandated of the business to do signage. We may want to put examples of sizes and shapes, you know, rather they be round or just talk about the totals. I think we talked about total square foot a minute ago. He read somewhere; it was 150 total square feet. We haven't talked about LED, we haven't talked about neon, we haven't talked about ribbon lights. I'm thinking of the business on the corner that has the ribbon lights running north and south and east and west, and it just comes and goes around the corner. I don't know if our codes would allow that to happen if we can only have one sign per building, because in his opinion, that's two sides, that's two signs. But maybe Mr. Neath can shed some light on that. Mr. Neath responded that this would still be a planning issue to determine how many sides that would be. Ms. Marcy responded that unfortunately, it depends on the project, it depends on which district you are in and that's where we are getting a lot of the confusion. If you look at all the factors together, it's going to provide you with a different answer based on the project.
21. **Commissioner Burroughs** mentioned twenty years ago, this would not have been an issue to the extent it is today, because we have development in our community, and we have unique development, national, international attention coming to our community, and these things are now rearing their head and we're smart enough to be able to deal with it, and we're progressing enough that we can make the changes necessary to accommodate development that it continues to enhance and encourage the development that is already here and encouraged the development to continue to move forward. He thinks of the Legends 267, you see the moniker when looking at it from the Yard House, and always catch how beautiful that building is, but, I was advised they couldn't put another one on the other side on Parallel, because it was two signs to the building. Why is that the case, that they shouldn't. You're advertising two different venues, basically, one to through traffic, the other one to a captive audience, and he struggles with that. Edgar, you hit on this a little bit. The dynamic of signage has changed. There used to be like the Davenport. I used the example of the Davenport. The round side with the word on it is hanging above the door. I we call them a shingle back then, hanging my shingle. And if we're getting away from those, they're okay in some districts, maybe an old town or things like that, but at the same time, we have a modern society that uses computer animation, or TVs do that in our homes or frame TVs, and you can put pictures on the wall. I don't know why we can't think of that as signage. When he drove down the road, he remembers going to 135th and I-35, or Santa Fe, there was a huge stuffed or air stuffed animal that was wired to the top of the buildings with a big sale going on. I haven't seen anything like that in our community. Would that be considered a sign? The stuffed animals? Those would be one of those attention catching devises. We don't have it because it could be a hazard for people looking at it? A lot of time those ballon like signs move around and are not stationary, that is the safety concern. How do we handle carnivals, when carnivals come in and they have all the neon lights and they got all the different colors on all the different carts, and just because they're mobile and they'll set up on this end of the parking lot, and end of the parking lot, different colors, different signings. How do we handle that? That is a temporary use permit and is specific to that. Their signage is included in that. It is all rolled into one temporary permit. Ms. Marcy responded,

the stuffed animals? Those would be one of those attention catching devices. We don't have it because it could be a hazard for people looking at it. A lot of time those ballon-like signs move around and are not stationary, that is the safety concern. How do we handle carnivals, when carnivals come in and they have all the neon lights and they got all the different colors on all the different carts, and just because they're mobile and they'll set up on this end of the parking lot, and end of the parking lot, different colors, different signings. How do we handle that? That is a temporary use permit and is specific to that. Their signage is included in that. It is all rolled into one temporary use permit.

22. **Edgar Galicia** mentioned specifically talking about murals, he believes there is a difference between beautification and even branding versus advertising. He would like to make a difference, because if someone builds a piece of art on a wall that says, come to my shop or this is whatever market shop, this is, then we are creating a sign. But if in the middle of a neighborhood someone brings notice to the history of the neighborhood, the people that live there, that the people that made it happen, 20 years ago, what it looked like, the beautiful flowers that were natural to the environment, that's a piece of art. It might be on a wall, and it might be big for everybody to recognize, and it is called a mural, but it's not a marketing mural, it's not a sign or advertising. It is branding to the history; it is branding to the culture that is not a sign. I think there is a difference between one application and the other. A sign mural could be determined by size, by durability, by purpose, by location even.
23. **Alyssa Marcy** provided an example we reviewed earlier, KC Local Homes. They have a business mural. You can consider it a mural, or a sign for their business? Mr. Galicia stated if it is for a business and it's branded to the business; it is a sign. If it is just ordering the history, the artistry, the creativity, the people, the culture, it is more artistic than a brand or marketing. Ms., Rocha asked are you referring to something like the Argentine Mural that was on the news last night? That is not marketing. That's right, there's no commercial purpose on that. Mr. Howze mentioned you can see lots of the older commercial murals downtown i.e. Biscuits 10 cents. People have been doing this for as long as they've been in the city here, painting their business on the side of their building, as long as it's not vulgar or violates those standards. What is the public interest in saying you cannot do that? Ms. Rocha mentioned there is no one complaining about the Dotlanders having a dot on the side of their building. Is it still there, the blue dot on the side of their building at 18th and Central. Mr. Galicia replied It's still there and their business is closed, but that is a sign, a sign that brings you to the place, specifically for the business and it's the name of the building. It's a beautiful little drawing, but it is a sign. It has the name of the building and calls your attention to the building itself.
24. **Commissioner Burroughs** indicated that what got brought to him was as you get off I-70 and come into downtown. There was one that was, I believe, painted on the wall. Welcome to Strawberry Hill. Is that a sign, or is that art? Because it's a identifying a neighborhood. Mr. Galicia mentioned he believes it is branding because it has no specific commercial purpose. It's branding the whole area, the history of the name, that type of thing. It brings beauty to the whole location.
25. **Commissioner Burroughs** mentioned if he remembers correctly, they were wanting to redo that but were told that they couldn't do it because it was a distraction coming in off the highway. The sign had deteriorated quite a bit. I don't know what came of it. Mr. Galicia replied we have the same challenge at Central, along 12th Street we had some beautiful murals painted by students of McKinley and another schools, and it's been bad because of weather and all the time that has passed. We cannot fix them without a signage permit and it's sad that these kids cannot express themselves on a wall that needs to be beautified. Commissioner Burroughs asked, Is this public property? If it is private property that is one thing but if it's public property we see. Mr. Galicia responded that he believes it is a retaining wall and public property. Again, the commercial value of a sign is very specific, as opposed to the artistic value of a mural done by community and for community.
26. **Commissioner Burroughs** wants to be able to provide the guidance necessary to make some changes as we move forward, Mr. Howze hit on something a little bit ago, would you repeat what you referred to in

reference to how you might suggest we move forward? We have a copy of the CitiesWork report here. I'll review it again, and maybe I could meet you and Ms. Marcy, and come back with some recommendations and examples, so that we can make some kind of movement, some kind of suggestion. We have been all over the map today, and I think that just shows the inconsistency that we are seeing with signs versus branding versus identifying just art.

27. **Dawn Rattan** would love to see a list of, like, Edgar, and you have identified some signs that are issues to address specific situations and then apply them to this ordinance. Next time as well, because a lot of it is what we heard, like, who specifically is being turned down, what has actually happened, so we can address is specific issues that that's part of the scope of this.
28. **Commissioner Burroughs** will work on that, as this is just coming forward and our first meeting, and it's not to get anybody in trouble. It's just that we're getting bottlenecks and where there's ambiguity, let's make it easy, consistent, and clear, and it may be that we have been too restricted, and we're holding maybe certain ethnic cultural groups to a different standard. And that should not be what our ordinances do. We want to make sure that they are equitable across the board. I'd like to find a difference between branding and signa. We were given a good example- the Dotlander, that I could see where that kind of relates to all of us, really, but at the same time it's identifying a business that was there. The meaning could have changed by now. Those kinds of things spark enough interest that staff, in all fairness to them, must comply with zoning codes. We should provide them the clarity and the ability to use common sense in looking at this, and if there is a suggestion, they should feel free to be able to come through us collectively, rather it be to this committee, legal, or to the commission, to make a recommendation that this may be a little too restrictive, that the color may be a little obnoxious to some, but it's a moniker of the business, and we believe that there should be some kind of freedom there that's less restrictive that doesn't impact life safety of the community.
29. **Edgar Galicia** believes that biggest challenge that Kansas City Kansas/Wyandotte County has had forever is answering the question of what do we want to be what we grow up? It is a basic question, but we need to determine whether this is an opportunity. Signage is just one of the elements that builds the commercial tone and the neighborhoods atmosphere throughout. We need to take the time to look at different cases and how with total freedom, we would have solved those cases to the benefit of the businesses and to benefit of the community in a way to set up home and atmosphere so that we all benefit from it.
30. **Dawn Rattan** asked if we know a city that is doing it right or a city that has something that we can build off of? I'm always a fan of finding a city that doing it right and reapplying and customizing and tweaking it for us. Commissioner Burroughs responded that there were is a couple of cities that were given as examples from the CitiesWork report: Charlotte, North Carolina, Denver, Colorado. We do have examples of city signage. It may be something that we might ask legal to look at, see whether we might find ourselves in conflict. There is no use reinventing the wheel if we have something that's working. I haven't been to Denver in a while, but I know last time I was there, it's really changed. You know Jim made a comment about Minnesota Avenue, looking like the Las Vegas Strip. He sure wouldn't mind seeing some kind of activity down Minnesota Avenue. He would like to assure you that it's tastefully done and is welcoming enough and not so gaudy or so out of line it becomes more of an eye sort than a community pride thing.
31. **Alan Howze** mentioned if you look at those pictures from the history of Minnesota Avenue, back in its heyday, signs were sort of everywhere. They were all over the place, all the people, all over the place. So there was past we can look back to in some of our commercial corridors that was much less tightly regulated, in terms of what was allowed. He wouldn't say that correlation is causation, but, you know we don't have to regulate it necessarily with the same religious structure than we were today. Commissioner Burroughs used an example, somewhere in California, they have what they call Chinatown, and it is a total different community the minute you walk into it. The buildings are different, the signage is different even the roads are set up different. It's that something we may want to consider? I know we're talking about

signing you know where you are the minute you get there. if we choose to have that diversity here, it may be that ends something we are going to deal with as we move forward, as a community, and that's not a bad thing. Think about that when you talk about being boxed in and our thought processes.

32. **Edgar Galicia** mention we should start the possibility of rewriting code. Not at will but with purpose. Signage is part of, the tone and atmosphere that is created be it a commercial corridor, a plaza, or a neighborhood. You utilize signage to build a atmosphere and give it a tone that has value to the whole area in commercial, in market, it is very important, yes, but also in narrative. we need to be open to all signage and then understand the application by the case and determine if it works well or not. Talking about Minnesota, I believe someone on the corridor needs to have a vision for what it should look like. If it looks like the Las Vegas strip or the plaza or any other corridor, rebuild that within these regulation, this permitting, and helping the businesses make the effort and the investment. He would love to have markers on central Avenue. Banners, signage and, street signs that give it a better look and more an atmosphere and that is signage. We need to explore with freedom and determine with safety and obviously common sense, how and where.
33. **LaVert Murray** mentioned that before Mr. Napper left, he spoke of some of his frustrations with planning, and of course, it can be when you consider the ordinances that govern what happens through chapter 27, that can be quite frustrating. There was a discussion about taking differences, from our business community going through the Planning Commission to the Board of Zoning Appeals, He is not sure if we are aware that there is a proposal that will be heard by the Planning commission tonight, that changes the structure of BOZA, taking it from the Planning Commission, turning it over to the full Commission. Why? Because there's little interaction given the present arrangement between the applicants, the planning commission, and the full commission. If approved, the full commission will appoint seven members to served as BOZA, that way you have your elected body dealing with appeals for variances, etc. Many of you have traveled Parallel where the new Planet Fitness is. How many of you find their signage offensive? That was a challenging project, and he thought about that when Mr. Kapper was speaking. Our sign code did allow a sign to be on more than one side of the building. For Planet Fitness you have a sign on Parallel Parkway, and then you have a sign on the interior at the Speedway on the Plaza. It is not offensive, and in fact, you have your regulatory staff that is to protect our community from overly offensive developments. and then you have the advocates on the staff. The mayor's office took the liberty to make a recommendation and testify before the planning commission to show some liberalness with the policy to allow for Planet Fitness, because truthfully, they had to wait until they finished renovating the former Best Buy building they could not get a permit for the sign. I think Jim is aware of that. All the negotiations that took place were at risk of losing Planet Fitness over the signage issue. It was pointed out to the Planning Commission that what they wanted to do was no different from what you found on 95th in Quivira in Johnson County. That Planet Fitness has a sign on two sides of the building. We have to say that what, perhaps we should be looking for, that's has been pointed out: flexibility with our codes because it's not one size fits all. In business, as Mr. Napper pointed out can't wait to the end to determine if the sign or the sign requirements are going to fit their needs. He advocates for flexibility.
34. **Commissioner Burroughs** stated we've heard plenty of examples today of some of the challenges we have regarding signage. Ms. Marcy, do you have any recommendations for us or how we should advance and move forward between you and legal, the committee is asking for some guidance on this. We have CitiesWork recommendations. We want to streamline the process. We want to be consistent. We don't want to be burdensome. We want to make it as simple as the process as possible. With the discussion today and a few of the examples given. Is there an opportunity for you to offer some guidance? Ms. Marcy stated she can work with legal and together drop off some of those case studies if you like. From there we can provide some recommendations, but to your point, there's a lot to look at in this code. Commissioner Burroughs stated maybe that's part of the problem. There's just too much to look at in the code.

35. **Commission Burroughs** asked Mr. Howze if he has any more comments? He was thinking earlier maybe we can break this down into manageable pieces, with murals as a piece. The life safety piece can be separated out from the design and size of stuff. So, we might be able to look at it in a way that we make it digestible. Commissioner Burroughs stated this right here- common challenges would be a great place to start. If we could start picking at those and identifying what's been an issue, if we could eliminate those, identify the bottlenecks and change some of those challenges that we see here. We can ask staff to bring forward. You all have your copy, please be mindful of that. Think about the conversation we had today.
36. **Neil Palmer**, KCK resident and a guest made comments. He stumbled in this today and mentioned it was an enthralling discussion to listen to. This is one of the most highly subjective topics to come across in the city/county and to deal with. There's a lot going on. This is one that touches everybody. He made a few notes as he listens to this. He supports the idea of studying other municipalities and their codes. He spent a lot of time with the ordinances waiting on another matter. As he looked at other cities locally and nationally, a lot of people are using the same platform, and it is tweaked a little bit to fit their personality. He does not think it's plagiarism in any sense of the word to go out to see what other people are doing and how we might model that and learn from what they're doing. I think another source should be just go back to the BOZA records over the last three years and see how many sign variances came up and find out what the issues were. If there are some repetitive tractions there, maybe that's something that says, this is coming up quite frequently and that's something we should address right away because it's it comes up over and over. He supports the idea of trying to get the signage in context of the developer's original applications. We do a lot of work with renderings of the building, 3D. We have AI now that can make movies, what the sign actually does in in motion and you know, this is all set up should use the technologies today, say, what is the sign of today? What does the sign look like at night? How much white pollution comes in from the sun? It is very easy to do today, and if you put that in as a stipulation, for the developers, it forces them to think about amend not after the fact. I'll give you case in point- Buc-ees. They had to go to BOZA and get their extra-large sign on the freeway approved. This was long after everything got done, and here we are going to hold up that project until that was approved, it doesn't make sense. Had that been on the front end, and everybody knew, a part of what Buc-ees is bringing is their branding, their signage, their icon. It's a lot less painful on the developer to know that they're not waiting to hear that. The other reason is a lot of this signage that goes on the building as a former construction guy, you're waiting to find out if that is approved. You have power that you have to go there, you have backing, you have framing, you have things you need to attach, and you can have a whole section of the building held up. Can't get done. You can't finish anything below it, because we're waiting to find out what the permit on the sign is going to be, how long, how many, or whatever, you have tail away and the dog, when you're trying to build a building, and if that's all streamlined up front, then you no fuss no must to try to use get your building done on time, get that sign lit, and get your customers coming in when they are supposed to. I would advocate for those things that would be distracted to drivers, light pollution, energy use, conservation. We have a whole section in the code of historical districts, and a sub part of that ought to signage that's in context of the whole historical district. The people that are putting Atlas on the map, Mission Innovation, are some of the smartest groups of people we have, and I think they would be a great resource to go talk to those people and some other well-known sign companies here. Some in the city and some of them aren't but do a lot of work in the city. We can ask what we can do to make this best for you. Especially on the permitting, it's great that we have permits for that. It's also important that we go back and do the inspections to go. Did it really get installed the way they said it was going to be installed. I know that there is a lot of work to do.
37. **Commissioner Burroughs** thanked Mr. Palmer, stated he really does appreciate your suggestion about looking at bordering communities because we should be consistent with the metropolitan area and how we're going about our development so that when a builder wants to come to Wyandotte County, it's not

such a change that he it causes duration, or it causes duration for the development. Mr. Palmer mentioned in Arizona, their sign ordinance is so prescriptive, they're buried in the cactus and you can hardly find anything out there, especially at night there are extremely strict than Midwest. Your comment on the policy and personnel, all the policies in the world won't matter if you don't have the right people making sure they are implemented.

38. Irene Caudillo mentioned that unfortunately, we are meeting on the second and fourth Monday of the month, and this next meeting is Memorial Day, that is on the 26th. Commissioner Burroughs asked we stay consistent with the days that staff and the committee are used to these days, and we have them on our calendar. Staff may need additional time so we will cancel the May 26th meeting, and we'll get back together, June 9th.
39. Commissioner Burroughs Thanked everyone for their attention to this topic. It gives us a month, I want to start chipping away at this pretty hard, so that we can keep advancing these proposals. Also, I will follow up with legal to discuss the proposal to the Planning Committee referenced by Mr. Murray. Meeting adjourned

Meeting Adjourned at 4:36 pm. **Next meeting is June 9, 2025, at 3:00-4:00 pm.**