



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 23, 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 23, 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 Chuck	Stites	Co-Chair
Nate	Brungardt	
Edgar	G 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 June 9, 2025, Meeting Minutes**
- 3. Update and next steps on Parking Moratorium Resolution East of 1-635- Wendy Green, Legal Department**
- 4. Signage Recommendations - Alyssa Marcy, Long Range Community Planner, Legal Department and Business Development Committee Members**
- 5. Public Comment**
- 6. Adjourn**

Mayor's Business Development Taskforce

Monday, June 9, 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,** Renee Hadley, Mindy Rocha and Dawn Rattan **Members Excused:** Nate Brungardt, Edgar Galicia, Lynn Holcomb, Greg Kindle, Gabe Munoz, Richard Napper, Jim Schraeder and Commissioner Stites. **UG staff and advisors present:** Alan Howze, Wendy Green, Jim Neath, Alyssa Marcy, Rodney Lucas, Michael Sutton and Michael Farley.

- Commissioner Burroughs called the meeting to order and roll call taken.
- **Sign Variances Overview** – Alyssa Marcy, Long Range Planner, Planning + Urban design reviewed the sign variance appeals for the Unified Government

Sign Variance Overview: Begins on Slide 14 of the PowerPoint presentation (attached):

- **Alyssa Marcy** presented statistics of sign variance from June 1, 2016, through May 20, 2025. Of the total variances requested during this time (488), 34 were for signs. Of those 34, the largest requested for sign variance came in 2024.
- Of the requested sign variances during that time, the top two requests were for variance for size of sign (24), and number of signs (14).
- In total, 27 of the 34 sign variances were approved, 2 were denied, and 5 were withdrawn by the applicant
- **Chapter 27-728 (8) Example of complexities of window sign requirements by zoning district**

Table VIII-11-7 Wall Sign Standards								
Zoning Districts/TND T-Zone →		A-G, R, R-1, R-1(B), R-2, R-2(B), TND T-1, T-2, T-3, CS	R-3, R-4, R-5, R-6, R-M, TND T-4	C-O	C-1, TND T-5	C-D, TND T-6	C-2, C-3, M-1, B-P, TND D	M-2, M-3
↓ Requirements								
1.	Permitted?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2.	Permit required?	No	Yes	Yes	Yes	Yes	Yes	Yes
3.	Number per street frontage (max.)	—	—	—	—	—	—	—
4.	Number per each business or institution (occupying a multi-tenant building) which	1	1	1	1	1	1	1

Dimensions								
7.	Sign area (maximum- sf)	50	50	80	150	150	300	300
8.	Height (maximum-feet)	4	4	4	—	—	—	—
Location								
9.	Property Line Setback (minimum-feet)	Z	Z	Z	Z	Z	Z	Z
10.	Spacing between other signs (minimum-feet)	—	—	—	—	—	—	—
Design Characteristics								
11.	Digital	No	No	No	No	Yes	Yes	Yes

- **Michael Farley**, Legal Department, spoke to an example of a window request and the requirements per zoning district to get approved. Applicants must follow guidelines for the number, area, height, and all other columns above based on the zoning district.
- **Alyssa Marcy** explained slides 17- 21 shows a deep dive for Sign size, quantity and digital and Illumination all have several codes that must be met and not easy to determine what could be removed or how to streamline the process due to its complexity.
- **Commissioner Burroughs** reminded the committee that the CitiesWork recommendation included streamlining and advancing those recommendations to encourage development both large and small business.
- **Alyssa Marcy** mentioned the Murals seemed a bit less complicated but there are existing places they are not permitted: in residential zoning districts on the primary façade for example Carl E Bruce Middle School.
- **Alyssa Marcy** also mentioned of the 34 variances for signs brought since 2016, 27 were approved with conditions, 2 were denied and 5 applications were withdrawn.
- **Alan Howze** indicated the Murals may be an opportunity to move on, especially with the World Cup coming. Can we make that process with limited approvals to beautify and celebrate the city.
- **Commissioner Burroughs** asked, “What is the difference between ball fields with stadium lighting shining in your window vs a business sign?” Why can’t we encourage site line into homes but allow business the same opportunity. If we lit up our community it would make it safer, cleaning and more inviting. What is a minor issue in the signing ordinance on the books we can chip away at could create a user-friendly process, provide costed base options or barriers we can eliminate from the process.
- **Commissioner Burroughs** asked staff and the committee if there was any direction for prioritization. What can we allow by right, with illumination, number of signs or murals that can easily be a burden or barrier and fix it.
- **Next Steps:** Commissioner Burroughs requested for our next meeting if staff can propose opportunities for streamlining the number and size of the signs, and mural recommendations. Staff indicated they would look at murals, wall signs (increasing the allowed number of), and other sign types that may be able to be permitted by right.
- Discussion about Lenexa downtown. If you want to do business this is what you have as options: Minimum and Maximum size signs. They have a protective overlay package which is not to get out of regulations, but be more creative.

Meeting Adjourned at 4:36 pm. **Next meeting is June 23, 2025, at 3:00-4:00 pm.**

Sign Code Overview

May 12, 2025



Table of Contents

- Introduction
- Sign Code - Purpose
- Code Format
- Common Challenges



Introduction

Provide overview of current sign code, including:

- Purpose/Intent
- Contents/Format
- Challenges

Chapter 27, Division 11 *Sections 27-720 to 27-739*

Purpose

- Regulates sign type, dimensions, design, and other characteristics
- Covers prohibited signs, exceptions, and applicability to each zoning district
- Outlines the application and inspection processes
- Does not regulate content (the actual words)
- Ensures safety, including traffic signalization and sight triangles

Sec. 27-720. Purpose.

- (a) This division regulates the type, dimensions, design and other characteristics of signs throughout the unified government.
- (b) The purpose of this division is to:
 - Accommodate the rights of individuals to freedom of speech,
 - Recognize the business community's need for effective, individualized identity and public awareness,
 - Regulate and reduce what otherwise might be confusing and objectionable clutter,
 - Determine placement consistent with traffic safety, by reducing traffic hazards caused by distractions to motorists and impairment of sight lines,
 - Protect property values by enhancing the harmony between residential and commercial uses,
 - Incorporate new technologies for sign design and display,
 - Complement the character of the zoning districts' land uses,
 - Preserve the residential character of residential neighborhoods,
 - Protect property values,
 - Limit administrative burdens,
 - Avoid the creation of nonconformities,
 - Promote equity between businesses and other typical sign users,
 - Implement the comprehensive plan, and
 - Preserve, protect and promote the public health, safety and general welfare.

Code Format Explained

The code is broken down by general regulations (27-720 to 27-727) and following sections outline the following standards for: (1) attached signs; and (2) detached signs:

- ☐ **District Requirements**

- ☐ Permit required?
- ☐ Number of signs

- ☐ **Dimensions**

- ☐ Area and height

- ☐ **Location**

- ☐ Property line setbacks and spacing between signs

- ☐ **Design Characteristics:** digital, illumination, letters



Code Format Explained - Example

A canopy sign in C-2

☐ District Requirements

- ☐ Permitted use? Yes
- ☐ Permit required? Yes
- ☐ Number of signs: 1 per individual business or 3 per single tenant or multi tenant building with one entry

☐ Dimensions

- ☐ Area and height: maximum area of 150 sq ft and height of 6 ft

☐ Location

- ☐ No restriction

- ☐ **Design Characteristics:** Allows all (digital, internal/external/halo lit illumination, channel letters, changeable copy)

Sign Types: Attached

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



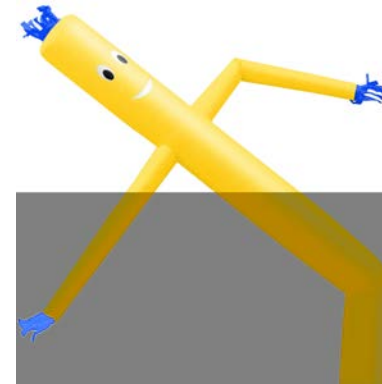
Sign Types: Detached

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



Sign Types: Prohibited

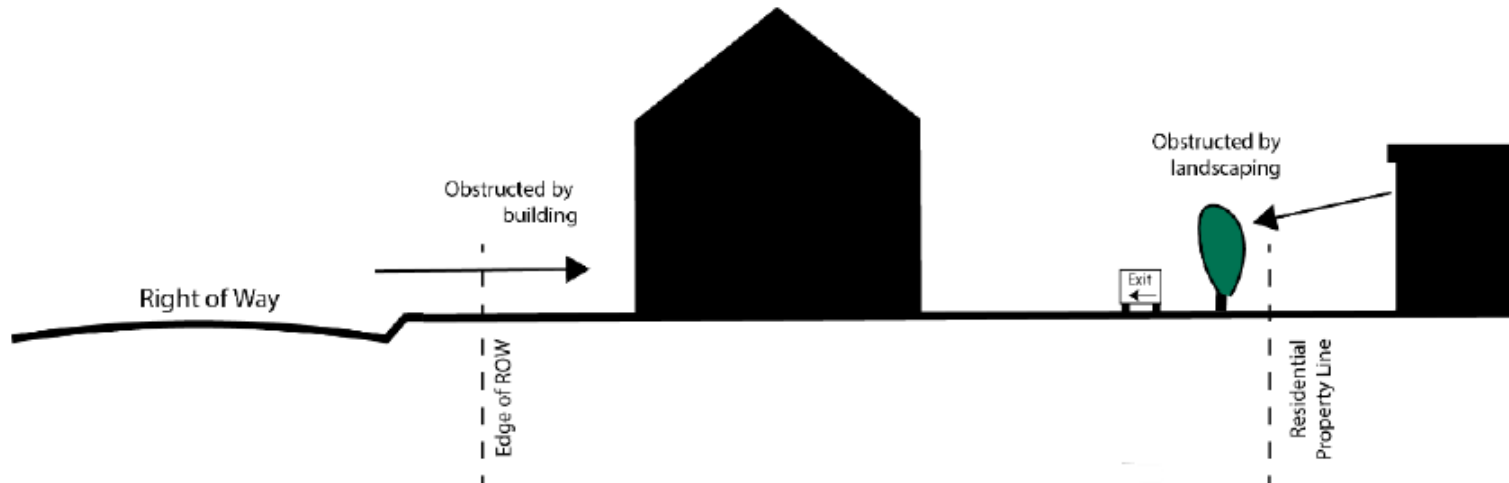
- Pole signs
 - Doesn't include flags
- Attention seeking devices
- Signs on cars or platform trailer
- Any sign that can be confused as traffic signalization/control
- Any sign that may otherwise create a hazard



Applicability

Sign Types: Exemptions

- Signs that are not visible from a public street, highway or road (unless the sign is visible from an adjoining parcel)
- Signs entirely within the interior of a building, except for window signs
- Any notice/warning required by law
- Temporary signs in residential districts



Sign Ordinance

Common Challenges: Code

- **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
- **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)
- **Only two flags are permitted per street frontage in C-D through M-3**
- **Murals facing residential districts are not currently allowed**
- **Signage in historic districts (e.g YMCA Lofts)**



Common Challenges: Code

- **Section 27-727:** While it sets overall standards for each major type, that information needs to be restated in 27-728 in the applicable sections, to eliminate confusion with standards. Perhaps 27-727 needs to be eliminated entirely.
- **Enforcement:** Lack capacity to enforce illegal signage due to the limited staffing available to perform reviews (only one zoning enforcement officer for all of KCK)
- **Bad actors:** We have had sign companies who will pull a permit and then install other unpermitted signage (tie into enforcement)

Sign Ordinance

Common Challenges: Staff

- **Accela permitting system:** Requires each individual sign to have its own permit (which is significant staff time for inputting), rather than the ability to input a whole package into one permit
- **Staff does not have a designated specialist for sign permits:** Currently, planners are only able to review when they have time (which has decreased with the loss of 2 FT Planners and 2 interns). This results in cases not being input and payment requested until after staff have done the review.
- **Expectation of review time**

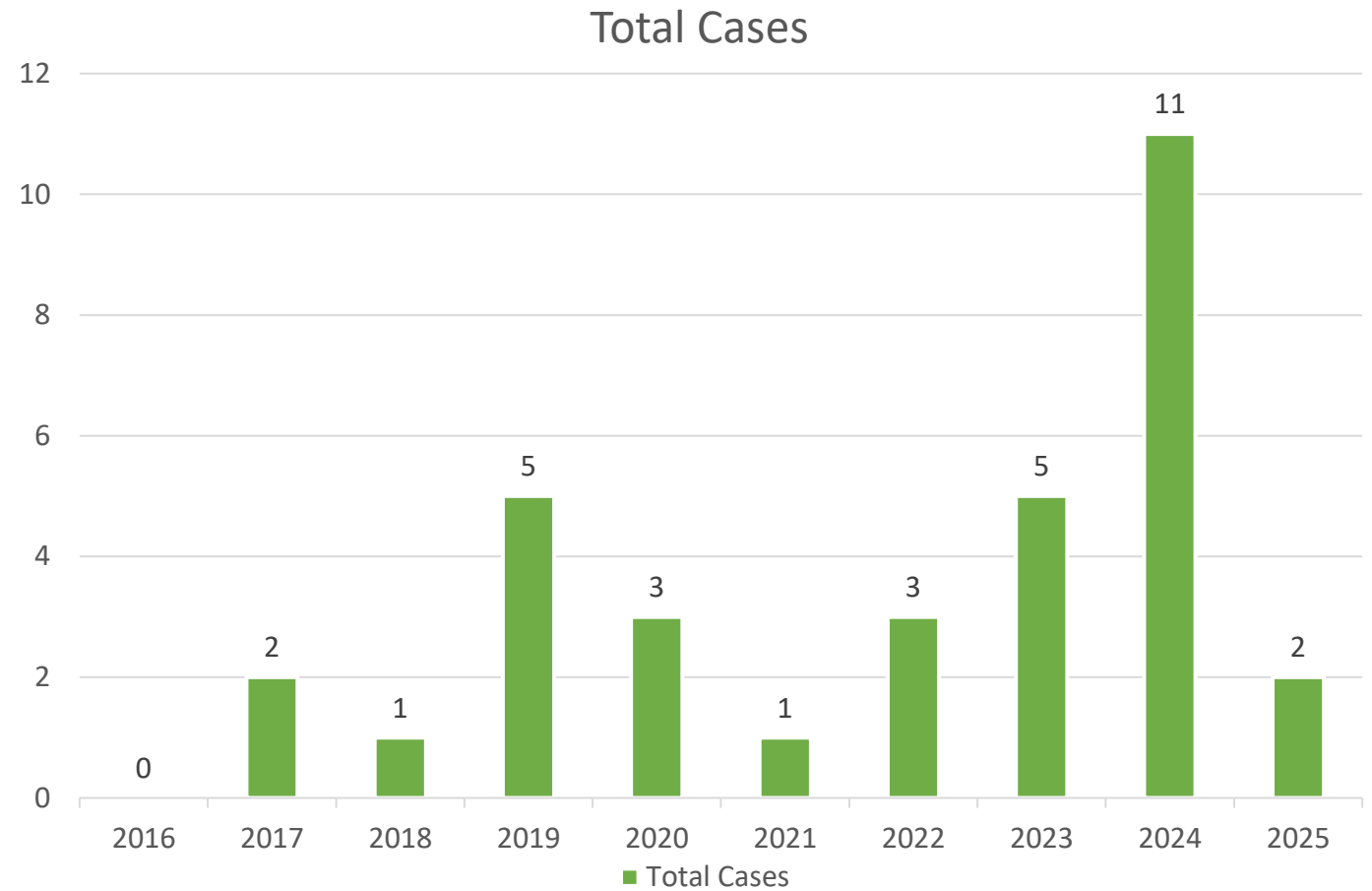
Sign Variances Overview

Sign variances from June 1, 2016 through May 20, 2025



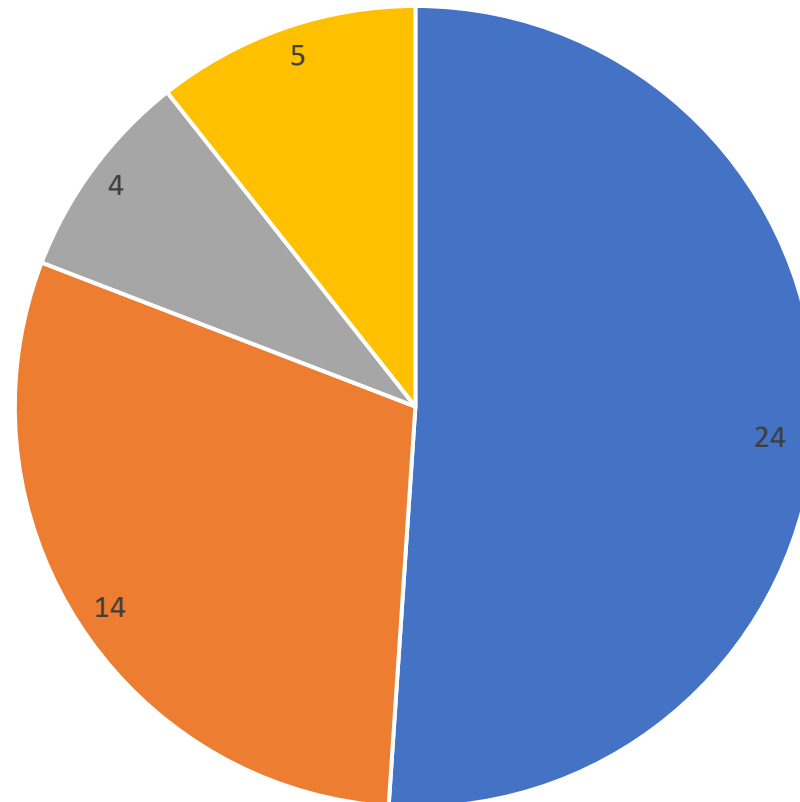
Numbers: June 2016 to May 2025

- Total variances (all types): 488
- Total sign variances: 34



Types of Sign Variances

Variance Type



■ Size of Sign ■ Number of Signs ■ Hours of Illumination ■ Other ■



Deep Dive: Sign Size

- Sign area as a percentage of the wall area (Section 27-727(b), Table VIII-11-1)
- Maximum total signage area
 - Attached signs (general): Section 27-727(b), Table VIII-11-1
 - Accessory signs: Section 27-728(b)(3), Table VIII-11-2.7
 - Awnings: Section 27-728(b)(4)b, Table VIII-11-3.7
 - Murals: Section 27-728(b)(5)b, Table VIII-11-4.5
 - Projecting Signs: Section 27-728(b)(6)b, Table VIII-11-5.7
 - Roof Signs: Section 27-728(b)(7)b, Table VIII-11-6.5
 - Wall Signs: Section 27-728(b)(8)b, Table VIII-11-7.7
 - Window Signs: Section 27-728(b)(9)b, Table VIII-11-8.5
 - Detached Signs (general)
 - Monument Signs: Section 27-728(c)(3)b, Table VIII-11-9.7
 - Sandwich Signs: Section 27-728(c)(4)b, Table VIII-11-10.7
 - Flags: Section 27-728(d)(2)b, Table VIII-11-11.4

Deep Dive: Sign Size

- Maximum height
 - Attached Signs (general)
 - Accessory signs: Section 27-728(b)(3), Table VIII-11-2.8
 - Awnings: Section 27-728(b)(4)b, Table VIII-11-3.8
 - Murals: Section 27-728(b)(5)b, Table VIII-11-4.6
 - Projecting Signs: Section 27-728(b)(6)b, Table VIII-11-5.8
 - Roof Signs: Section 27-728(b)(7)b, Table VIII-11-6.6
 - Wall Signs: Section 27-728(b)(8)b, Table VIII-11-7.8
 - Window Signs: Section 27-728(b)(9)b, Table VIII-11-8.6
 - Detached Signs (general)
 - Monument Signs: Section 27-728(c)(3)b, Table VIII-11-9.8
 - Sandwich Signs: Section 27-728(c)(4)b, Table VIII-11-10.8
 - Flags: Section 27-728(d)(2)b, Table VIII-11-11.5

Deep Dive: Quantity

- Maximum number of signs per façade (Section 27-727(b), Table VIII-11-1)
- Maximum number of wall signs on a single-tenant building or a single entrance for all tenants
 - Accessory signs: Section 27-728(b)(3), Table VIII-11-2.5
 - Awnings: Section 27-728(b)(4)b, Table VIII-11-3.5
 - Murals: N/A (see Section 27-727(b), Table VIII-11-1)
 - Projecting Signs: Section 27-728(b)(6)b, Table VIII-11-5.5
 - Roof Signs: Section 27-728(b)(7)b, Table VIII-11-6.3 & .4
 - Wall Signs: Section 27-728(b)(8)b, Table VIII-11-7.5
 - Window Signs: N/A (see Section 27-727(b), Table VIII-11-1)
 - Monument Signs: N/A (based on street frontage and primary entrance to the lot)
 - Sandwich Signs: Section 27-728(c)(4)b, Table VIII-11-10.5
 - Flags: N/A (based on street frontage)

Deep Dive: Quantity

- Maximum number of signs per façade (Section 27-727(b), Table VIII-11-1)
- Maximum number of wall signs on a multi-tenant building with individual entrances for each tenant
 - Accessory signs: Section 27-728(b)(3), Table VIII-11-2.4
 - Awnings: Section 27-728(b)(4)b, Table VIII-11-3.4
 - Murals: N/A (see Section 27-727(b), Table VIII-11-1)
 - Projecting Signs: Section 27-728(b)(6)b, Table VIII-11-5.4
 - Roof Signs: Section 27-728(b)(7)b, Table VIII-11-6.3 & .4
 - Wall Signs: Section 27-728(b)(8)b, Table VIII-11-7.4
 - Window Signs: N/A (see Section 27-727(b), Table VIII-11-1)
 - Monument Signs: N/A (based on street frontage and primary entrance to the lot)
 - Sandwich Signs: Section 27-728(c)(4)b, Table VIII-11-10.4
 - Flags: N/A (based on street frontage)

Deep Dive: Use of Digital & Illumination

- Generally regulated by Section 27-726
- Attached Signs (general)
 - Accessory signs: Section 27-728(b)(3), Table VIII-11-2.11—.14
 - Awnings: Section 27-728(b)(4)b, Table VIII-11-3.11—.14
 - Murals: Section 27-728(b)(5)b, Table VIII-11-4.9—.12
 - Projecting Signs: Section 27-728(b)(6)b, Table VIII-11-5.11—.14
 - Roof Signs: Section 27-728(b)(7)b, Table VIII-11-6.9—.12
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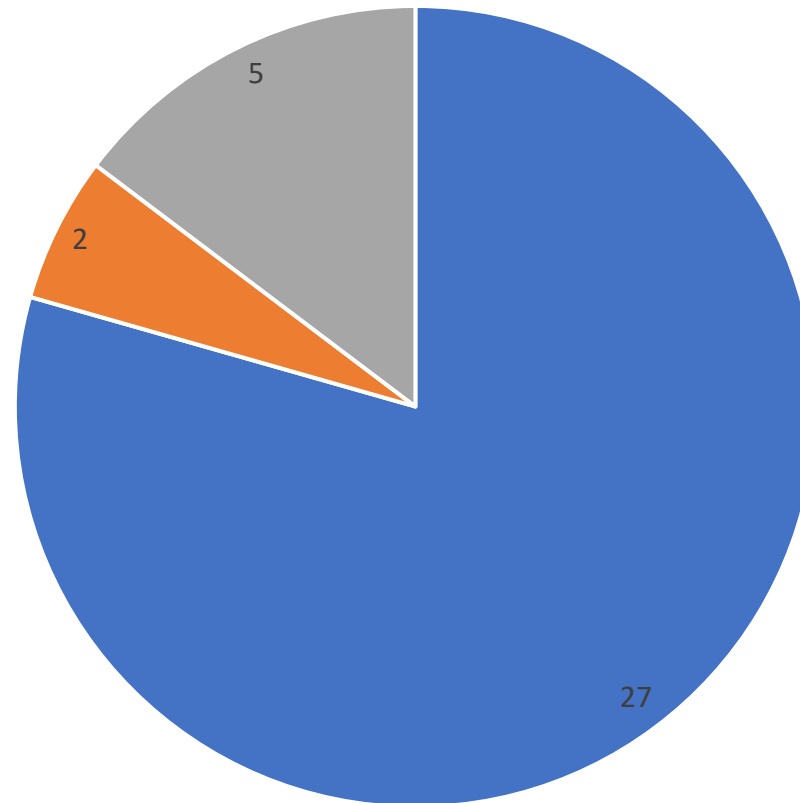


Deep Dive: Murals

- Murals not permitted in a residential zoning district (Section 27-728(b)(5), Table VIII-11-4)
 - Mural not permitted on the primary façade (Section 27-728(b)(5)b.1)
 - e.g. Carl E Bruce Middle School

Results of Sign Variances

Outcome



■ Approved with Conditions ■ Denied ■ Withdrawn



Deep Dive

- Conditions:
 - Dimming illuminated lights during certain hours (10pm – 6pm)
 - Allow a mural painted in a residential district and to face a residential district (on the primary facade)
 - Allow more than the maximum number of signs
 - Allow signs larger than the maximum area or maximum total signage area
- Denied:
 - Variance request for a temporary sign to last 641 days (maximum time for temporary is 90 days) at 10702 Donahoo
 - Variance request to for a monument sign larger of 297 sq ft (max is 40 sq ft) and placement of the sign 400 ft from the ROW (requirement is within 25 ft of the ROW) at 2205 N 102nd St



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Questions?



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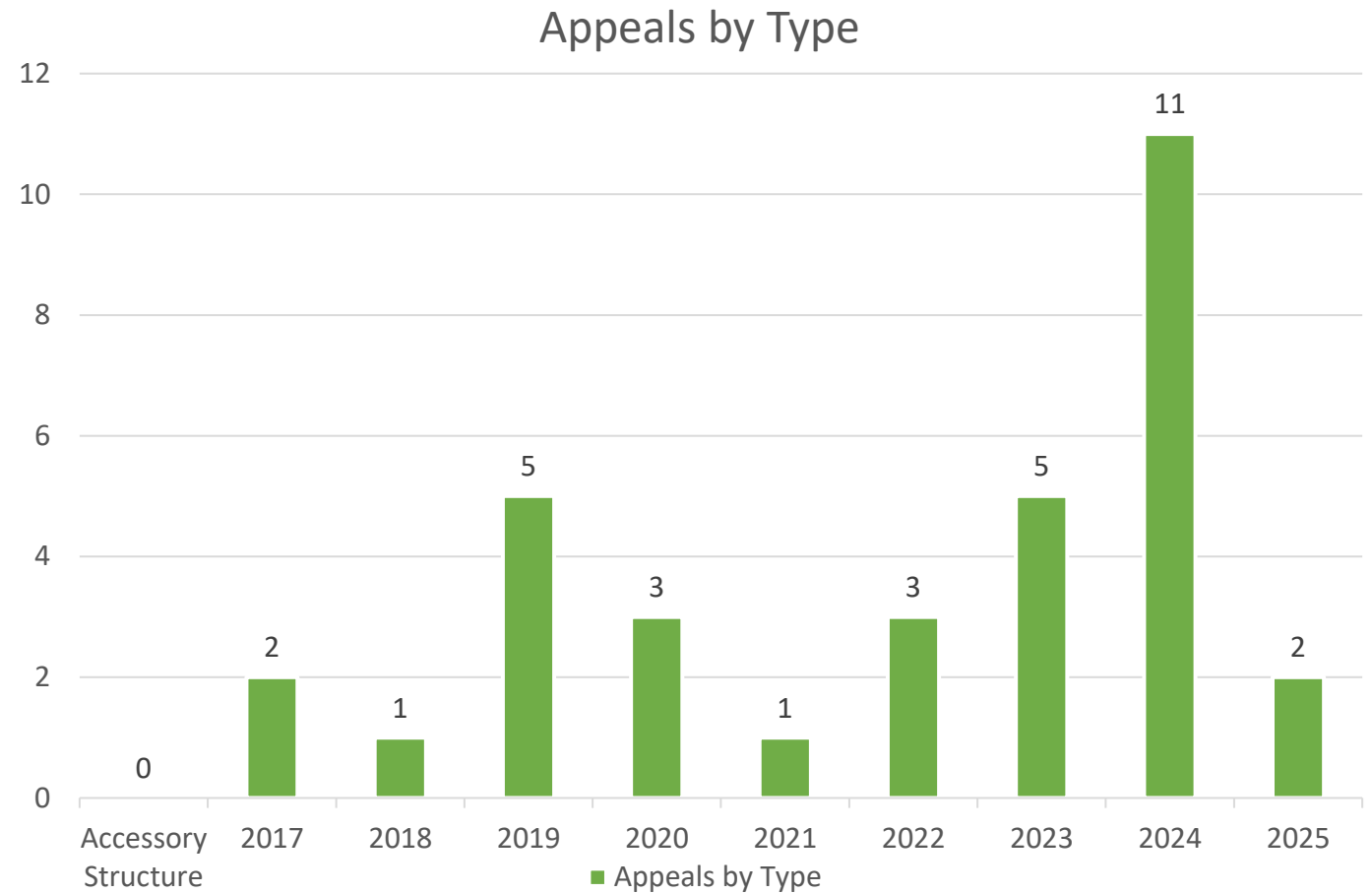
Zoning Appeals Overview

Zoning Appeals from May 27, 2015 through May 27, 2025



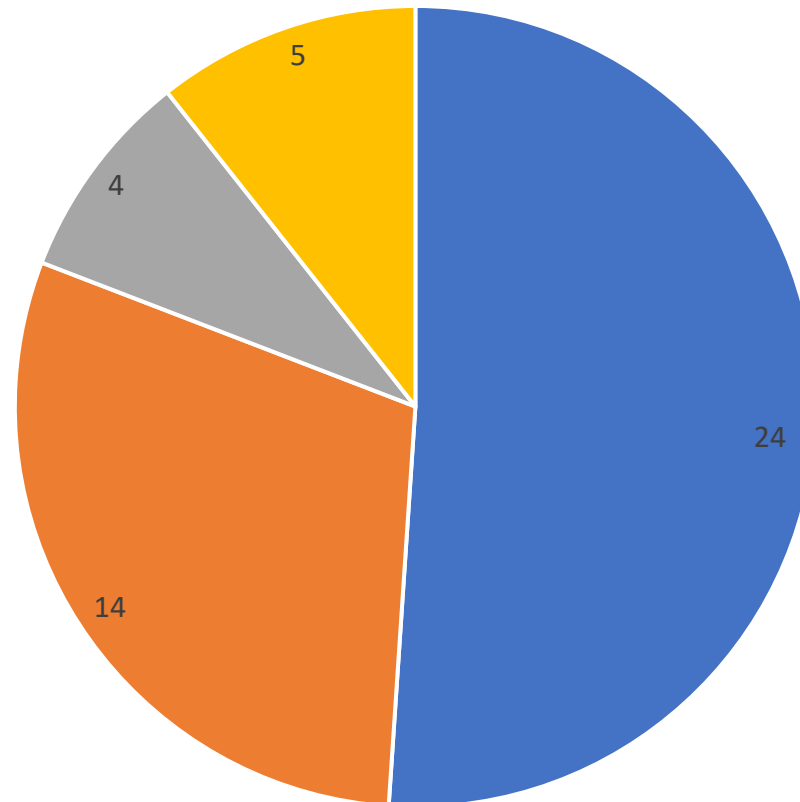
Numbers: June 2016 to May 2025

- Total variances (all types): 500



Types of Sign Variances

Variance Type



■ Size of Sign ■ Number of Signs ■ Hours of Illumination ■ Other ■



Questions?



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