



July 15, 2021

MEMORANDUM

To: Board of Adjustment Members, Alternates & Liaisons

CC: Architecture Review Board Members, Alternates & Liaisons

From: Director Vujnich & Planner Keefe

Re: *Summary of architectural review* of the monument sign rendering and related materials for a planned, new fire station (**B.A. 15-21 Monarch Fire Protection District**) by the *Architectural Review Board*, with the applicant requesting an exception to the Minimum Yard Requirements (General) and the Sign Regulations (General) from the Board of Adjustment (subject property is located at 18304 Wild Horse Creek Road, Locator Number 19W510215, Lot PT A, Geist Acres Subdivision). The front yard setback area of the subject lot would be adjusted to allow the monument sign to be placed at six point six (6.6) feet in lieu of the required fifty (50) feet. Chapter 415.400, Section F, Sign Regulations – General requires that signs seeking review and action from the Board of Adjustment must first be submitted to the Architecture Review Board for comments, suggestions or recommendations in this regard. **(Ward One)**

At the July 8, 2021 meeting of the Architectural Review Board, the following comments, suggestions, and/or recommendations were made regarding the proposed monument sign that is planned with this proposed fire station. These comments, suggestions and recommendations are not binding on the Board, but required for any sign seeking a variance.

- Concern about the proposed sign being too close to the road, at only six point six (6.6) feet to the property line. The project architect clarified the sign is eighteen to twenty (18-20) feet from Wild Horse Creek Road and eighteen to twenty-two (18-22) feet from the vehicle right-of-way.
- Concern the proposed electronic message board on the face of the sign would be too bright for the area. Director Vujnich clarified that there is no mechanism to approve such signs in Wildwood, which requires the applicant revise that portion of the plans. In this particular case, there is an assumption that it would be pinned on letters or changeable copy replacing the electronic message board that is depicted. It was noted by Planning and Zoning Commission Liaison Lee that LED as a source of

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illumination IS allowed, but not the electronic message board. It was clarified by the project architect and Monarch Fire Protection District representatives that it would be the intent of the message board to communicate with the community.

- Concern that some Monarch fire stations do not have monument sign/message boards, only signage on the building itself. Chief Crews, representing the Monarch Fire Protection District, clarified that, while older facilities do not have monument sign/message boards, all the newer facilities do have them. He further asserted that such signs are the way of the future, and he would like to see a path forward for them in Wildwood. It was expressed by Council Liaison Clark that it might be better to have the proposed sign on the building if the electronic message sign were not allowed.
- Clarification was sought as to whether the proposed monument sign would match in design and material with the proposed building. The project architect affirmed.
- Concern about the proposed sign interfering with visibility in the intersection of Eatherton Road and Wild Horse Creek Road with a comment that size, shape, or permeability of the sign might need to be addressed. Commission Liaison Lee noted the site plan for the building was flipped from what was presented before, and the sign might need to be moved back to its original location. Director Vujnich noted the parking was shifted toward Eatherton Road to have less impact on surrounding residences. The project architect said an assessment had been done, and that viewshed had been studied, particularly where drivers were turning left onto Wild Horse Creek Road. He stated the placement of the vehicle and its driver are to the north of the sign, which causes no obstruction to viewpoint. He is happy to follow up with diagram and photographs.