

**CITY OF WILDWOOD  
RECORD OF PROCEEDINGS**

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MEETING OF THE ARCHITECTURAL REVIEW BOARD  
CITY HALL, 16860 MAIN STREET, WILDWOOD, MISSOURI  
May 11, 2023

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The Architectural Review Board meeting began at 6:30 p.m., on Thursday, May 11, 2023, via the videoconferencing tool Zoom. The Board did not meet in-person due to the conflict with other planned meetings at that same time.

**I. Welcome and Roll Call by Chair**

Chair Lavallee called the meeting to order and welcomed everyone. The following members were in attendance, as noted:

Present [7]

Chair Lavallee

Vice Chair Jones

Secretary Ritter

Member Parsons

Council Liaison Clark

Commission Liaison Kohn

Alternate Bartelsmeyer (assigned voting rights by the Chair due to absence of member)

Staff present:

Interim City Administrator Thomas Lee, Assistant Director of Planning and Parks Melanie Rippetoe, and Planner Keefe

Petitioners present:

Chris Smith, Dale Sign Services, representative for SSM Health Physical Therapy

Absent [3]

Member Loggia

Alternate Raterman

Alternate Welker

**II. Approval of the Minutes – April 13, 2023 meeting**

Alternate Bartelsmeyer motioned to approve the Minutes. Member Parsons seconded the motion. Motion carried by unanimous voice vote. Council Liaison Clark requested the Minutes be condensed in the future.

**III. Review Agenda Items to be Discussed at Tonight's Meeting by Chair**

Chair Lavallee reviewed the evening's agenda.

**IV. Public Comment**

None.

**V. Old Business – None**

**VI. New Business**

- 1) **SSM Health Physical Therapy, 16962 Manchester Road** – A review of two new signs associated with a new business located within an existing historic building, both requiring variance(s) from the Board of Adjustment.

(See associated Memorandum).

**VII. Other Items**

Assistant Director Rippetoe noted she was working with the City Attorney to organize training for Board members in July or August. The Department will be sending out an email to Members, once plans have been finalized.

Council Liaison Clark asked Ms. Rippetoe about whether items not present on the agenda could be discussed, expressing concern about Sunshine Law. Both Ms. Rippetoe and Administrator Lee confirmed her interpretation was correct.

**VIII. Next Meeting Date – Thursday, June 8, 2023, if needed**

**IX. Closing Remarks and Adjournment**

A motion was made and seconded to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 7:05 p.m.



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May 18, 2023

## MEMORANDUM

To: Board of Adjustment Members, Alternates & Liaisons

CC: Architectural Review Board Members, Alternates & Liaisons

From: Assistant Director Rippetoe & Planner Keefe

Re: *Summary of architectural review* of rendering and related materials for the following Board of Adjustment petition:

**B.A. 10-23 Michael Petruso, 16553 Willow Glen Drive, Wildwood, Missouri 63040, c/o Sean Quinn, 16966 Manchester Road, Wildwood, Missouri, 63040** – requests an exception to the Business Signs – Attached to Wall, and also the Supplementary Regulations, for the purpose of erecting two (2) business signs attached to the walls of the building located upon the property at 16962 Manchester Road (Locator Number 24V510504, Grove Subdivision – Lot 1, Wildwood Town Center), which would thereby authorize a sign height of twenty-eight (28) inches in lieu of the required twenty-four (24) inches on the north elevation (front) of the building and, on the south elevation (rear) of that same building, an internally lit sign (LED letters) in lieu of a shielded, externally lit sign, also having a height of thirty-three (33) inches in lieu of twenty-four (24) inches. These sign requirements are stipulated by Chapter 415.420 Sign Regulations for all “C” and “M” Districts of the City of Wildwood’s Zoning Ordinance, Chapter 415.190 C-8 Planned Commercial District Regulations of the City of Wildwood’s Zoning Ordinance, and Amended C-8 Planned Commercial District Ordinance #2754. *This request is also to be reviewed by the Architectural Review Board at its May 11, 2023 meeting, as required by Chapter 415.400 Sign Regulations - General. (Ward Eight)*

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At its May 11, 2023 meeting, the Architectural Review Board *made the following comments and suggestions* pertaining to requested variances for two (2) signs on the front and rear of the addition portion of a historic building located at 16962 Manchester Road.

### **Front Sign Variance Request: Height of 28 Inches in Lieu of 24 Inches**

- Several members indicated that it would benefit the applicant to simply relocate the sign to under the roof peak of the building, above the three lower windows, versus requesting a variance to the height of it.
  - One member disagreed about relocating the sign, suggesting that drivers on Manchester Road may have a greater probability of missing it until they’ve

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already passed the building due to less visibility. The member also suggested that the sign designer would likely want the sign to be even larger if in that new location. The member also noted the applicant would then have to figure out how to light the sign in the new location versus simply using the existing feature.

- One member stated they supported the variance request, particularly given the past precedent of having a larger sign in that specific location.
- One member suggested that spotlights over the front signage might make it more visible versus the current lighting feature.

### **Rear Sign Variance Request: Internally Lit Sign**

- All members were against having an internally lit sign.
- One member noted the request was particularly unjustified, given the proposed sign would not likely attract visitors to the building due to its planned location's lack of visibility from the main commercial arterial (Manchester Road), and would therefore only serve as a recognition point from the parking area.

### **Rear Sign Variance Request: Height of 33 Inches in Lieu of 24 Inches**

- A couple members stated they were hesitant to support a larger variance on the back, given that sign had no visibility to traffic, and therefore did not serve as a billboard for the business.