



September 21, 2023

**MEMORANDUM**

To: Board of Adjustment Members, Alternates & Liaisons

CC: Architectural Review Board Members, Alternates & Liaisons

From: Director Vujnich & Planner Keefe

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

**B.A. 19-23 Robert Kelly, 2531 Eatherton Road, Wildwood, Missouri 63040** – requests an exception to the Business Signs – Attached to Wall, for the purpose of maintaining a new business sign attached to the wall of the building located upon the property at 16929 Manchester Road (Locator Number 24V540020, Niere Acres – Lot 2, Wildwood Town Center), which would thereby authorize it to be retained without individually pinned-on lettering, as required by the Wildwood Zoning Ordinance. The size and height associated with this sign is identical to the previous sign at this location. 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 C-8 Planned Commercial District Ordinance #11,577, approved in 1984 by St. Louis County. *This request is also to be reviewed by the Architectural Review Board at its September 14, 2023, meeting, as required by Chapter 415.400 Sign Regulations - General. (Ward Eight)*

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At its September 14, 2023, meeting, the Architectural Review Board ***recommended approval to the Board of Adjustment*** for a requested variance to one (1) sign on the front elevation of a building, built in 1959 and located at 16929 Manchester Road, which would a different sign type than permitted by the Wildwood Zoning Ordinance.

The following comments were made to support the recommendation:

- Several Members questioned the reasoning for only individual, pinned-on letters.
- It was noted the new sign matched the historical aspect of the area, in that it mirrored the previous type, but was more presentable and had a nice aesthetic.
- It was questioned if the sign regulations, as presently adopted, were appropriate for historic buildings and areas, and whether others might be considered to complement those special circumstances. The Department responded that such a suggestion should



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be considered, and a request would be submitted to the Planning and Zoning Commission for its review and recommendation in the near future.

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16860 Main Street | Wildwood, Missouri 63040 | 636-458-0440 phone | 636-458-6969 fax