

**CITY OF WILDWOOD
RECORD OF PROCEEDINGS**

MEETING OF THE ARCHITECTURAL REVIEW BOARD
CITY HALL, 16860 MAIN STREET, WILDWOOD, MISSOURI
August 10, 2023

The Architectural Review Board meeting began at 6:30 p.m., on Thursday, August 10, 2023, in Council Chambers at Wildwood City Hall, 16860 Main Street, Wildwood, Missouri, and via the videoconferencing tool Zoom.

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 [6]

Chair Lavallee

Secretary Ritter

Member Parsons

Council Liaison Clark

Commission Liaison Kohn

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

Staff present:

Planner Keefe and Administrative Assistant Pepperdine.

Petitioners present:

Chris Smith, Dale Sign Services, representative for Bank of America.

Absent [4]

Vice Chair Jones

Member Loggia

Alternate Welker

Alternate Bartelsmeyer

II. Approval of the Minutes – July 13, 2023 meeting

Council Liaison Clark motioned to approve the Minutes. Secretary Ritter seconded the motion. Motion carried by unanimous voice vote.

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) **Bank of America, 2412 Taylor Road** – A review of one new sign associated with an existing financial institution located within Wildwood Town Center, requiring variance(s) from the Board of Adjustment.

(See associated Memorandum)

VII. **Other Items**

None.

VIII. **Next Meeting Date – Thursday, September 14, 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 7:00 p.m.

Approved by:

Date Approved:

Dennis Lavalley, Chair
City of Wildwood
Architectural Review Board



August 17, 2023

MEMORANDUM

To: Board of Adjustment Members, Alternates & Liaisons

CC: Architectural Review Board Members, Alternates & Liaisons

From: Planner Keefe

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

B.A. 16-23 Bank of America, 2412 Taylor Road, Wildwood, Missouri 63040, c/o Chris Smith, Dale Sign Service, 13652 Manchester Road, Wildwood, Missouri, 63131 – requests an exception to the Business Signs – Attached to Wall, for the purpose of erecting one (1) business sign attached to the wall of the building located upon the property at 2412 Taylor Road (Locator Number 23V320184, Dierbergs Outlot H – Lot 1B, Wildwood Town Center), which would thereby authorize a sign height of thirty-three (33) inches in lieu of the required twenty-four (24) inches, and an overall size of seventy-four (74) square feet in lieu of fifty (50) square feet, on the west elevation (front) of the building. The size and height associated with this current request are identical to the current sign that is located on this same façade. 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 #2157. *This request is also to be reviewed by the Architectural Review Board at its August 10, 2023 meeting, as required by Chapter 415.400 Sign Regulations - General. (Ward Eight)*

At its August 10, 2023 meeting, the Architectural Review Board *made the following comments and suggestions* pertaining to requested variances for one (1) replacement sign on the front (west elevation) of an existing building located at 2412 Taylor Road (Bank of America).



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Comments on the Variance Requests: Height of Thirty-Three (33) Inches in Lieu of Twenty-Four (24) Inches and Overall Size of Seventy-Four (74) Square Feet in Lieu of Fifty (50) Square Feet

- Generally:
 - Council Liaison Clark: The sign should adhere to the Wildwood Zoning Code, and if signs are consistently requiring variances, the Code should be reviewed.
 - Two members indicated they supported the request, while another member stated they supported it, contingent on a dimmer being incorporated.

- Comments on Size:
 - Council Liaison Clark: There is a lot of blank space included in the overall size calculation for the sign.
 - The applicant's representative noted that, if the logo shrunk to conform to the Code requirements, the sign would also decrease in length, which may then look disproportionate to the building.

- Lighting:
 - The applicant's representative noted the sign would be lit at night with blue and red LED lights, which would not be very bright.
 - Council Liaison Clark requested that the color temperature of the lighting, and other relevant measurements to the brightness of it, be provided, as well as the times at which the lighting would change color.
 - A couple members indicated they supported a dimmer being incorporated into the sign.