WILDWOOD

Guide to Sign Regulations of the City of Wildwood
For all Businesses Located in "C" Commercial Districts

Prepared by the Department of Planning - March 30, 2009

Wall Signs

When preparing to install a **wall sign** at your place of business, please note the following:

Signage Height:
The height of all signs, including logos or other representations, cannot exceed a total size of twenty-four (24) inches. Therefore, if particular signage is made up of two (2) separate bands, the combination of the two (2) lines of wording cannot equal an amount greater than twenty-four (24) inches.

Example of acceptable sign height: This combination of two (2) lines of wording **does not exceed twenty-four (24) inches in height**. The blank space between the two (2) levels is not considered in determining height.

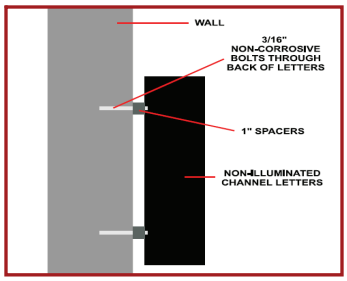
Example of unacceptable sign height: This combination of two (2) lines of wording **does exceed twenty-four inches (24)** inches. The blank space between the two (2) levels is again not considered in determining height.

Square Footage:
The outline area of each sign shall not exceed one (1) square foot of size for every liner foot of building length, unless having direct frontage onto a City-designated arterial roadway*, which then the Zoning Ordinance accommodates up to two (2) square feet of size for every linear foot of building length. However, no attached wall sign shall exceed fifty (50) square feet in outline area, regardless of roadway location.

* City designated arterials: **Clayton Road** (County), **Main Street** (Wildwo od), **Manchester Road** (Wildwood), **State Route 100** (State), **State Route 109** (State), **Strecker Road** (Wildwood), **Taylor Road** (Wildwood), **West Glen Farms Road** (Wildwood), and **Wild Horse Creek Road** (State).

Logos:
The size of any logo cannot exceed **twenty-four (24)** inches in height and **is calculated** as part of the sign's overall square footage

Mounting:
All signage shall be limited to the use of individual letters (pin-on) types. Additionally, a minimum separation of one (1) inch between the wall façade and the sign lettering must be maintained.



Wall Signs Cont.

Specific Regulations and Exceptions:
For buildings located on corner lots, or lots with double frontage, each business may have one (1) attached business sign on any two (2) walls of a building that are exterior walls of that particular tenant space. Buildings fronting onto a commercial plaza*, and adjoining two (2) abutting roadways, may be authorized a third sign, but the total square footage of all signage shall not exceed that allowed by a combination of the two (2) permitted signs. A third sign shall not be authorized, if a major or minor projection sign exists on the building's end cap area, whether existing or planned. In this instance, a maximum of two (2) signs shall be authorized, including the major or minor projection type.

*Commercial Plaza: Improved space located adjacent or proximate to commercial uses, designed and improved consistent with the requirements of the City's Public Space Requirements, intended to provide facilities to address the needs of patrons and employees of such commercial uses - Wildwood Municipal Code Chapter 415.260 (B).

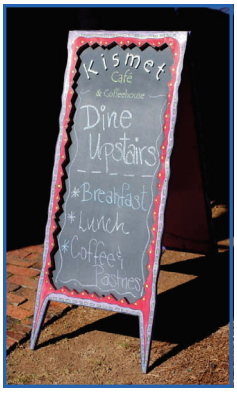
Sign Escrow
A sign escrow is required at the time a business owner applies for a wall sign. The amount of this escrow is typically $500.00 but can be up to $1,000.00, depending on the number of wall signs that are requested. The intent of this escrow requirement is to provide the City the funds to repair a building façade when the sign is removed, if the business owner or landlord fails to make these corrections in a timely manner. However, if these repairs are made, this escrow amount will be released by the City, upon written request. This requirement is to ensure the integrity of the surrounding area is maintained, if a business relocates.

Window Signs

When preparing to use **window signs** at your place of business, please note the following:

- Painted window signs can be authorized in the Town Center Area on any window, but cannot exceed thirty percent (30%) of the glazed area, where they are to be placed.
- Painted window signs can be illuminated, but by external sources only, if the lighting fixtures are placed on the exterior of the building or ground-mounted.
- A permit for window sign is required from the City of Wildwood.

Sandwich Board Signs



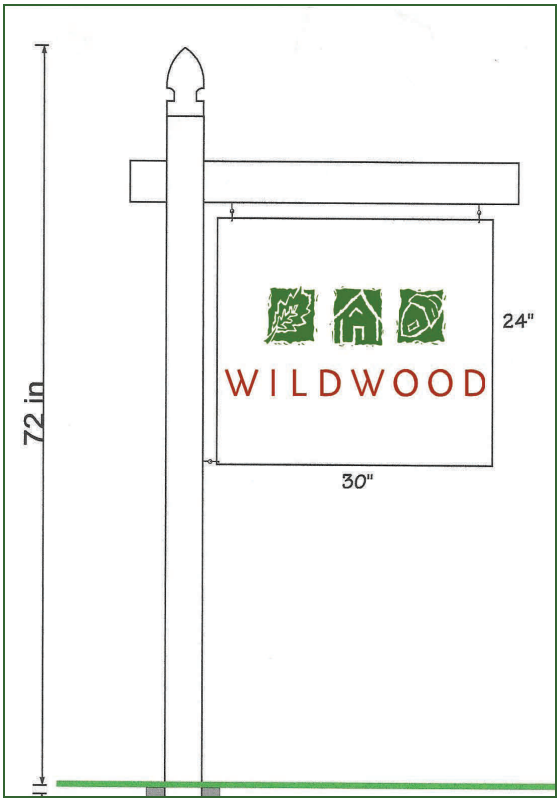
When preparing to use **sandwich board signs** at your place of business, please note the following:

- Each ground floor tenant space is allowed to place a sandwich board type sign in front of its business space during normal business hours, seven (7) days a week.
- The size of the sign face cannot exceed ten (10) square feet in overall area and it is not counted toward the allowable attached wall signage referenced above.
- Sandwich board signs cannot be lighted.
- Sandwich board signs cannot obstruct the public right-of-way or sidewalk located adjacent to or abutting the business space.
- Sandwich board signs, and their support structures, cannot exceed a height of four (4) feet, as measured from the surface where they are placed, or thirty (30) inches in width.
- The frame of the sandwich board sign is to be constructed of wood or metal materials only.
- Sandwich board signs are to have the appearance of an "A" frame construction, but can either be single or double-faced in design style.
- <u>The type of materials and design of the sandwich board signs must be reviewed and acted upon by the Architectural Review Board, before any permits can be issued by the Department of Planning</u> .

Arm and Post Signs

When preparing to install an **arm and post sign** at your place of business, please note the following:

- Arm and post signs may be erected in certain portions of the Town Center Area, i.e. Manchester Road (Old).
- These signs shall not exceed six (6) feet in height, as measured from finished grade at the base of the post.
- The sign face may be a maximum of five (5) square feet in area.
- Arm and post signs must be placed a minimum of ten (10) feet from any public right-of-way.
- A permit for the installation of this type of sign is required from the City of Wildwood.



Projection Signs - Minor and Major Types

When preparing to install a **projection sign** at your place of business, please note the following:

Minor Projection Signs

- Each tenant space is authorized to install one (1) projection sign.
- If business activity is located on the ground floor, a maximum size of four (4) square feet can be authorized.
- If the business activity is located on the second (2nd) floor of the building, a maximum size of this sign cannot exceed two (2) square feet in overall area.
- All projection signs may only be lit by external sources.

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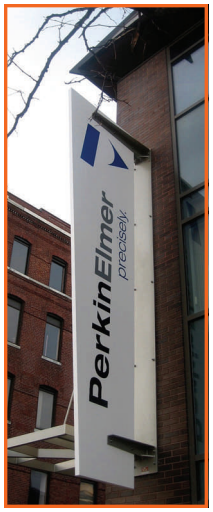

Major Projections Signs

- The City Council may authorize, through a site-specific ordinance, a major projection sign for a tenant space that is an end-cap unit of a two (2) story or greater height building.
- This end-cap unit must have direct visibility to an arterial roadway of the State, County or City (see list above).
- Major projection signs cannot exceed thirty (30) square feet in size or ten (10) feet in height and must be lit by external sources only.
- No major projection sign shall exceed the eave line height of the building, where it is to be attached.

Specific Regulations and Exceptions

- Projection signs cannot be placed closer than twenty (20) feet to an adjoining projection sign that is located on the same floor and must be structurally secure in their installation, as authorized under a building permit from the City of Wildwood and St. Louis County.
- The placement of projection signs must allow for a minimum of eight (8) feet of separation from the bottom of the signboard to the finish grade elevation of the abutting sidewalk.
- <u>The type of materials and design of the projection signs must be reviewed and acted upon by the Architectural Review Board, before any permits shall be issued by the Department of Planning for their erection.</u>
- Projection signs (minor types), as determined by the Architectural Review Board, having special character created by its shape, representation, or design, may be allowed an additional thirty percent (30%) of overall area relative to their allowable size referenced above.

Awning Signs

When preparing to install **signage on awnings** at your place of business, please note the following:

- Individual letter(s), symbol(s), or graphic logo(s) pertaining to a business may be painted or otherwise permanently affixed to the surface of an awning or canopy.
- The height of these letters, symbols, or logos cannot exceed six (6) inches in size.
- The outline area of the message shall not exceed five percent (5%) of the horizontal projection in elevation of the exterior surface of the awning or canopy.
- Said message outline area, when utilized as a design accent only as described above, shall not be counted toward the allowable outline area for a wall sign.
- The following requirements shall also apply to signs incorporated onto permitted awnings:
    - Front lance of awning shall be eight (8) inches to ten (10) inches in length.
    - All awnings must be made of canvas, not plastic.
    - No lighting will be authorized of the awning from below its horizontal plane.
    - Awning colors shall be limited to a maximum of three (3) in total.
    - Shallow-tipped awnings shall be used with a 1:3 slope
    - Awnings shall not have side panels associated with them.
    - Architectural Review Board must review and act upon all awning signs.

Temporary Banners

When preparing to use a **temporary banner** at your place of business, please note the following:

- Zoning authorizations for temporary banners are required of all businesses situated in any Commercial "C" Districts for special events.
- The banner must be located on the property of the business.
- One (1) banner is permitted to be erected at a maximum size of thirty (30) square feet.
- Temporary banners may be erected for a maximum of three (3) weeks per year. This timeframe can be three (3) consecutive weeks or a combination of separate occurrences not to exceed three (3) weeks.

Additional Info.

- Please note this guide is not inclusive of all of the City's Sign Regulations; therefore, please consult Wildwood Municipal Code Section 415.420, as well as any site-specific ordinances that may apply to your development, for all additional information and related requirements.

- In addition, all of the sign types listed herein require a Zoning Authorization from the City of Wildwood, and many require a Building Permit from St. Louis County (the City's contractual agent for reviews, permits, and inspections).

For further information regarding signage, please contact the following:

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* Each picture is a representation to provide an example, but they may not necessarily meet other City requirements .