

**CITY OF WILDWOOD
RECORD OF PROCEEDINGS**

MEETING OF THE ARCHITECTURAL REVIEW BOARD
CITY HALL, 16860 MAIN STREET, WILDWOOD, MISSOURI
July 8, 2021

The Architectural Review Board meeting began at 6:30 p.m., on Thursday, July 8, 2021, at Wildwood City Hall, 16860 Main Street, Wildwood, Missouri, and via the videoconferencing tool Zoom.

I. Welcome and Roll Call

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

Present [8]

Secretary Ritter
Board Member Loggia
Board Member McCown Foster
Alternate Bartelsmeyer
Alternate Marion
Commission Liaison Lee
Council Liaison Clark

Absent [1]

Board Member Sineni
Alternate Welker

Staff present:

Director Vujnich, Senior Planner Newberry, and Planner Keefe

Petitioners present:

Joshua Mandell, FGM Architects, Inc., and Chief Cary Spiegel and Chief Les Crews from Monarch Fire Protection District

II. Approval of Meeting Minutes from February 11, 2021

A motion was made by Alternate Bartelsmeyer, seconded by Alternate Marion, to approve the February 11, 2021 meeting minutes, as presented. Hearing no objections, Chair Ritter declared the motion approved unanimously.

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

IV. New Business – One (1) Item for Consideration

1) Ready for Action – One (1) Item

- a) *Review* of the monument sign rendering and related materials for a planned, new fire station (**B.A. 15-21 Monarch Fire Protection District**), 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**)

Director Vujnich provided an overview of the petitioner's request to intrude into the front yard setback with a monument sign, as part of an overall plan to move the fire station and parking forward fifteen (15) feet toward Wild Horse Creek Road. He noted that there were several reasons for this request, which include 1) reducing the height of the retaining wall located south of the building, 2) limiting the impervious surface on the site, and 3) saving more of the existing woodland area located on the southern end of the property. He noted that tonight's review was a product of City of Wildwood's major revision of its Sign Regulations in 2020. As a part of that revision, signs that are to go before the Board of Adjustment must also appear before the Architecture Review Board for comments, suggestions, or recommendations. These comments are not a formal action but assist the Board of Adjustment in making a decision. Director Vujnich stated the sign has a ten (10) foot width, is six (6) feet in height, and the face of the sign is approximately twenty (20) square feet in area, well below the fifty (50) square feet allowed.

Chair Ritter opened the discussion with a concern about the sign being too close to the road with it at six point six (6.6) feet from the edge of the property. Mr. Mandell, project architect, responded by noting the public purpose of the sign and the dimensions identified is roughly eighteen to twenty (18-20) feet to the edge of pavement and roughly eighteen to twenty-two (18-22) feet from the vehicle right-of-way.

Another concern was that some Monarch fire stations do not have monument signs and this facility could potentially be bright and a concern to neighboring properties. Director Vujnich clarified the facing of the sign would have to change anyway because there was no provision in the regulations that would allow an electronic message board. Mr. Mandell expressed that it was unknown that the messaging sign was not allowed

and hoped for a path forward. Director Vujnich noted there have been three occasions where these types of signs were brought before the Planning and Zoning Commission and on all occasions, they were not endorsed. One ARB member expressed that he did not mind the electronic message board but would want the brightness to be addressed.

It was commented by one member that the materials and design of the monument sign were to match with the proposed building. Mr. Mandell affirmed.

Chair Ritter commented that there was no information on the construction of the sign. Director Vujnich noted the rationale of the Sign Regulations being modified in 2020 was to make everything content neutral. In this particular case, there was an assumption that it would be pinned on letters or changeable copy replacing the electronic message board that is depicted. It was noted by Commission Liaison Lee that LED as a source of illumination IS allowed, but not the electronic message board.

Council Liaison Clark brought up a concern regarding visibility at the intersection, if the sign were to be brought forward and commented the size, shape or permeability might need to be adjusted. She also stated the existing station has letters on the building itself. She stated she had a problem with moving everything forward fifteen (15) feet. Finally, she brought up the area was historic, the Orrville Historic Area, and asked if there were any restrictions on the building due to the historic regulations. Director Vujnich stated that the Planning and Zoning Commission did not include any restrictions during their review pertaining to the historic area.

In response to a question about the intent of the sign, it was explained by Mr. Mandell that its aim was to communicate with the community. Member Loggia (recused due to residential proximity to the site) commented that she was not in support of an LED messaging sign in her area.

Commission Liaison Lee noted that 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. Mr. Lee expressed concern about the sight line at the intersection of Eatherton Road and Wild Horse Creek Road. Mr. Mandell said an assessment had been done, and that viewshed had been looked at, 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. Council Liaison Clark asserted that she would like to see the information.

Council Liaison Clark asked if it would be better to have the sign on the building if the messaging sign was not allowed. Chief Crews responded that messaging signs were the future. Chief Crews noted that, while some older facilities do not have a messaging sign,

all of the District's new facilities now have such. He also noted that today's technology allowed modifications to lumens and duration. Commission Liaison Lee noted there was very little support in City of Wildwood for a messaging sign.

Mr. Madell asked if eliminating the monument sign from the conversation would be better for the Board of Adjustment hearing the next week with a plan to address it again later. Director Vujnich suggested the application go to the Board as advertised because the facility needs some form of signage, and the form of the sign can be addressed at the hearing.

2) Not Ready for Action – No Items

V. Old Business – No Items

VI. Other Items – One (1) Item for Consideration

1) Selection of Officers for the Architectural Review Board (ARB).

Director Vujnich suggested this issue be tabled to the next meeting, until more regular members are present. Chair Ritter agreed.

VII. Public Comment - *Special Procedures Will Be In Place To Address This Virtual Meeting and Participation in Such*

VIII. Next Meeting Date – August 12, 2021 (Thursday), if needed

IX. Closing Remarks and Adjournment

A motion by Alternate Bartelsmeyer, seconded by Alternate Marion, to adjourn. Hearing no objections, the meeting was adjourned at 7:30 p.m.

Approved by:

Date Approved:



William Ritter, Acting Chair
City of Wildwood
Architectural Review Board