

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WILDWOOD, MISSOURI AUTHORIZING THE CERTAIN RECOMMENDED CHANGES TO THE ZONING ORDINANCE'S REGULATIONS RELATING TO DEFINITIONS, SIGN REQUIREMENTS FOR WALL AND TEMPORARY TYPES OF THEM, AND CREATING A NEW SET OF PARAMETERS FOR ELECTRONIC MESSAGE CENTERS (EMC) THAT WILL BE LIMITED IN APPLICATION TO ONLY GOVERNMENTAL ENTITIES AND OTHERS HAVING FEDERAL, STATE, OR LOCAL TAXING AUTHORITIES. (Wards – All)

WHEREAS, Chapter 415 of the City Code of the City of Wildwood was adopted pursuant to the City's constitutional charter authority, its police powers, and the provisions of Chapter 89 of the Revised Statutes of Missouri, as amended, to promote the health, safety, and general welfare of citizens of the City of Wildwood, and including to avoid street congestion, achieve appropriate population distribution, provide necessary spaces for light, air, and recreation, protect the natural environment and existing property values, and secure the proper future development of the City; and

WHEREAS, since the City incorporated, its leadership has implemented reasonable regulations relative to all aspects of land development, including signage, its lighting, and specific design components in association with them; and

WHEREAS, many of the sign types and associated regulations of St. Louis County, the former jurisdiction, were eliminated, revised, or added to provide a new approach to how they are placed and viewed relative to the natural and built environments, surrounding public space areas, and within Town Center; and

WHEREAS, within the City's Town Center, its principle commercial area, the adopted standards and guidelines for such signage were rigorous and intended to address all components of them in the context of the architecture of buildings in order to ensure they were functional, safe, and engaging in appearance and character; and

WHEREAS, over time, the City has amended its Sign Regulations to address trends, businesses and their important input, and improvements to materials and lighting, prompted by new technologies, to ensure these requirements remain reasonable, enforceable, and protective; and

WHEREAS, with new lighting and technology advances and on-going input from business owners within the City, a group of regulations were identified relating to signage for amendment, deletion, or addition, which again would ensure that every effort to promote a vibrant business environment in Town Center, while protecting the character of rural and suburban Wildwood; and

WHEREAS, with this request to consider changes to the existing Sign Regulations, while also reviewing the reasonableness of electronic message centers (EMC) within Wildwood, a new type of signage, such led to a yearlong process of review by the Planning and Zoning Commission to

investigate certain options in these regards and provide recommendations to City Council for consideration and future action, which began with a public hearing held on March 3, 2025, and then concluded with a favorable Letter of Recommendation on certain changes to these regulations, which included the addition of electronic message centers (EMC); and

WHEREAS, the Letter of Recommendation was completed by the Planning and Zoning Commission at its October 6, 2025 meeting and forwarded to the City Council for a public hearing on this matter, which will be held on November 10, 2025, with preliminary legislation also being prepared for introduction, if members should agree; and

WHEREAS, the Planning and Zoning Commission depended a great deal on the expert testimony and input of Randy Burkett, Reed-Burket Lighting Design, and noted in its support the need to keep pace with new trends that are suitable and appropriate for Wildwood and assist the business community whenever practical and possible.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF WILDWOOD, MISSOURI, THE FOLLOWING:

Section One. Subject and Action. The City Council of the City of Wildwood, Missouri hereby approves modifications to the following chapter and sections of the Zoning Ordinance as follows:

- a. Chapter 415.030 Definitions - by adding a new reference for Electronic Message Center; and
- b. Chapter 415.400 Sign Regulations – General - by deleting Section F. (1.); and
- c. Chapter 415.420 Sign Regulations for All “C” and “M” Districts - by deleting Section A. (2) (a. and b.) in its entirety and replacing it in its entirety with a new Section A. (2) (a. and b.); and
- d. Chapter 415.420 Sign Regulations for All “C” and “M” Districts - by adding to Section A. (8) Item (o.); and
- e. Chapter 415.440 Temporary Signs – by deleting Section D. (4), a. through h., and replacing with a new Section D. (4), a. through h; and
- f. Chapter 415.447 Electronic Message Centers (EMC) – by adding a new section.

With each of these considerations being consistent with the recommendation of the Planning and Zoning Commission contained in its Letter of Recommendation, which is dated October 6, 2025, and now being indicated below by the following references:

Chapter 415. Zoning Regulations

Section 415.420. Sign Regulations For All "C" and "M" Districts.

[[R.O. 1997 § 415.420; Ord. No. 1324 App. A § 1003.168B, 8-14-2006; Ord. No. 1364 § 1, 12-11-2006; Ord. No. 1644 § 1, 8-24-2009; Ord. No. 1710 § 1, 4-26-2010; Ord. No. 2553, 4-27-2020]

**Chapter 415.030 Definitions -
Electronic Message Center (EMC)**

A sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent and fluorescent lamps, LEDs, LCDs or a flipper matrix.

Chapter 415.400 Sign Regulations – General

~~F. Architectural Review Of Signs.~~

- ~~1. Regardless of zoning district designation of a property or its location, any sign seeking a review and action by the City's Board of Adjustment must first be submitted to the City's Architectural Review Board for comments, suggestions, or recommendations in this regard. These comments, suggestions, or recommendations are not binding on the Board of Adjustment, but must be provided to it for consideration and, if not followed by its members, justification provided therein.~~

Chapter 415.420 Sign Regulations for All "C" and "M" Districts

A. Signs in the "C" Commercial Districts, including the "C-8" Planned Commercial District and the "M" Industrial Districts, including the "M-3" Planned Industrial District, shall only be allowed in each district as follows, prior to the issuance of a building permit for certain types, as specifically noted herein:

2. Business Signs — Attached To Wall.

- a. General Provisions. The outline area of each sign shall not exceed **a total of five (5) percent of the overall wall area of the business space on which the representation is attached, as it is defined by its respective height and width.** ~~one (1) square foot of area for every linear foot of building length, unless having direct frontage onto a City-designated arterial roadway, which shall allow up to two (2) square feet of area for every linear foot of building length.~~ No attached wall sign shall exceed fifty (50) square feet in outline area. Business signs attached to buildings shall not project beyond the wall of the building more than eighteen (18) inches horizontally. The height of all signs, including logos or other representations, shall not exceed a size of **thirty (30)** ~~twenty-four (24)~~ inches and be limited to the use of individual letters (pinned-on types only) to comprise the full extent of the representation, which is not inclusive of logos and other representations. No painted signs shall be authorized, unless a gold or silver leaf application is used.
- b. Specific Regulations And Exceptions.
 - (1) In the "C-1" Neighborhood Business District, one (1) flat business sign shall be permitted for each occupied space of any building on an exterior wall facing a

roadway. No such flat sign shall exceed **thirty (30)** ~~twenty (20)~~ square feet. Every such flat sign shall be permanently affixed to the face of the building and shall not be higher than the lowest elevation of the roof. For purposes of this Section, the term "occupied space" shall mean any building or part thereof for which a certificate of occupancy shall be issued consistent with Chapter 500 of this Code.

- (2) For buildings located on corner lots or lots with double frontage, one (1) flat business sign may be constructed on any two (2) walls of a building that are exterior walls of the particular occupied 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.
- (3) Business signs that are flat signs on walls facing the property line of an adjoining property in the "NU" Non-Urban Residence, "PS" Park and Scenic or any "R" Residence District shall not be permitted.
- (4) Where a lot or parcel of land is developed with more than one (1) building, interior buildings shall be permitted the same type and number of wall signs as peripheral buildings. The mounting requirements of the permitted signs shall be the same as any flat business sign.
- (5) In buildings containing multiple tenants where public access to individual tenant space is gained via interior entrances, said building shall be allowed no more than one (1) flat business sign on any two (2) walls having roadway frontage. Said flat business signs shall be the same.
- (6) Rooftop signs are prohibited.
- (7) Signs may be painted or otherwise permanently affixed to the surface of an awning or canopy. The height of these letters, symbols, or logos shall not 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 business sign. The following requirements shall also apply to signs incorporated onto permitted awnings:
 - (a) Front lance of awning shall be eight (8) inches to ten (10) inches in length.
 - (b) All awnings shall be made of canvas, not plastic.
 - (c) No lighting shall be authorized of the awning from below its horizontal plane.
 - (d) Awning colors shall be limited to a maximum of three (3) in total.
 - (e) Shallow-tipped awnings shall be used with a 1:3 slope.
 - (f) Awnings shall not have side panels associated with them.
 - (g) Architectural Review Board review and consideration shall be required.
- (8) **Any sign anchored to a wall, as defined herein, with individual letters (pinned-on types only), may utilize a raceway for the purposes of its attachment to the building tenant space. The raceway shall not be more than six (6) inches in width.**

- (9) **Signs attached to walls shall not utilize any cloud backers, mounts, or panels, unless a lighting study completed by a qualified lighting consultant indicates their use will not increase the level of illumination in association with them.**

8. Supplementary Regulations.

- a. Except as may be specifically noted in these regulations, setbacks for all signs shall be governed by the minimum yard requirements in each particular zoning district.
- b. The height of all signs on corner lots shall not exceed three (3) feet above the elevation of the street pavement when located within the sight distance triangle.
- c. Permitted signs may either be monument style in design or be a flat sign permanently affixed to the face of the building. When affixed to buildings such signs shall not project above the lowest elevation of the roof.
- d. Permitted signs may be flat signs permanently affixed to a boundary wall or fence. However, other than a horizontal projection of not more than four (4) inches, such sign shall not project beyond the surface of the boundary wall or fence.
- e. All signs shall be located as not to impair the visibility of any official highway sign or marker, while neither shall any sign be so placed in a manner as to obstruct the visibility of any other sign.
- f. Sign illumination shall be so arranged as not to cast light directly from any source of illumination on any public right-of-way or on adjoining properties in the "NU" Non-Urban Residence, "PS" Park and Scenic or any "R" Residence District. All signs shall comply with the requirements of the City of Wildwood Zoning Ordinance Section 415.450, Outdoor Lighting Requirements, and include Light Emitting Diodes (LED) as an allowable source.
- g. Signs in the "C-1" Neighborhood Business District shall only be illuminated by external light sources.
- h. On the effective date of this Chapter, no sign shall be animated or flashing, nor shall any sign be illuminated by any other source than shielded, white incandescent lighting, shielded neon tube, light emitting diodes (LED), or other lamp types, as set forth in Chapter 415.450, Outdoor Lighting Requirements. Shielding, for the purposes of this Subsection, shall include opaque or translucent covering, which obstructs the direct visibility of the light source.
- i. Signs placed on vending machines, express mailboxes or service station pumps are permitted. However, no vertical or horizontal projection from the surface of the machine, mailbox or pump is permitted.
- j. A restaurant with a drive-up or drive-through food pickup facility may have either one (1) monument or one (1) flat sign not to exceed thirty-two (32) square feet in area associated in placement with the order station. No monument sign allowed pursuant to this Subsection (A)(8)(j) shall exceed six (6) feet in height or width or be illuminated in any manner other than from an internal source. Landscaping shall be required in conjunction with these types of signs that is compliant with the Tree Manual/Sustainable Plantings Guide of Chapter 410 of this Code.

- k. Kiosks.
- (1) Kiosks (as defined by Section 415.380(T), "Miscellaneous Regulations") accessory to a business or activity located on the same site shall be authorized no more than two (2) signs in total. No one (1) sign shall exceed twelve (12) square feet in size, nor shall any portion of any figure located thereon exceed twelve (12) inches in overall height. In addition to other restrictions applicable to all signage, no box or other type of signs not fully integrated into the architecture of the kiosk shall be authorized and all permitted signs shall be constructed with a dark background material and light lettering or symbols.
 - (2) Lighting of the permitted signs shall be at levels appropriate for the specific location subject to any limitations in the Outdoor Lighting Requirements, Section 415.450 hereof and the Town Center Plan Architectural Guidelines, except as modified by a site specific ordinance. All sign submittals to the Department of Planning will include an analysis of such lighting for compliance to Section 415.450, "Outdoor Lighting Requirements," and including a comparison of the type and level of illumination to ensure compatibility with applicable site requirements and signage characteristics of the principal business or activity to which the kiosk is an accessory use on the site. No portion of any light fixture, including the lens, shall protrude below the horizontal plane of the interior ceiling component of the canopy structure.
- l. Service station style canopies may have no more than one (1) two (2) flat signs attached on each of any two (2) sides of the vertical face of the canopy, excluding canopy supports. The outline area of each sign shall not exceed ten (10) square feet in outline area. Each sign shall be a flat sign permanently affixed to the vertical face of the canopy and shall not project above or below the vertical face of the canopy more than one (1) foot. No projection shall be permitted from any other side of the vertical face of the canopy. For purposes of this Subsection, the phrase "service station style canopy" shall mean a freestanding, open-air structure typically constructed for the purpose of shielding service station islands from the elements.
- m. Regulations for any signs may be made more restrictive in the conditions of the ordinance governing a particular "C-8" Planned Commercial District or the "M-3" Planned Industrial District.
- n. Flags. Flag displays are permitted in all "C" Commercial and "M" Industrial Districts. A minimum of two (2) flag poles shall constitute a flag display. All flag lengths shall not exceed ten (10) feet with a pole height not to exceed forty (40) feet. A zoning authorization and building permit is required prior to erecting a flagpole.
- o. **The collection of an escrow for any wall sign shall not be required by the City, but building and property owners where any representation is removed after the conclusion of tenancy of the tenant shall be responsible to repair the facades, if damage is visible, within sixty (60) days of the termination of the lease or otherwise abandonment of the space.**

Chapter 415.440 Temporary Signs –

- D. Other Temporary Signs. The following additional temporary signs are permitted in any zoning district:
4. In the "NU" Non-Urban Residence District and all "C" Commercial Districts, temporary banners (a sign made of flexible materials and supported along two (2) **of its** sides, at two (2) or more corners, by fixed, rigid supports, such as poles or rods) for special events may be authorized by a permit granted by the Director of Planning. The use of any temporary banners shall meet the following criteria [Ord. No. 2820, 9-11-2023]:
 - a. The location of the banner shall be limited to the property where the institutional use, business, or similar entity is situated and subject to location approval by the Director of Planning. However, no temporary banner shall be placed within public rights-of-way areas or other publicly held lands; and
 - b. The property has direct frontage on a City-defined ~~arterial~~ roadway; and
 - c. The number of banners allowed on any property shall be limited to one (1) in total; and
 - d. Each banner displayed on a property shall be displayed for no more than **seventy-five (75)** ~~thirty (30)~~ days within any given calendar year; and
 - e. No temporary banner may be in place for more than fifteen (15) consecutive days within the allowable **seventy-five (75)** ~~sixty (60)~~ day period of total time upon the same property; ~~no temporary banners may be displayed at the same property more than four (4) instances per calendar year~~; an interval of no less than thirty (30) days must be provided between the placements of authorized temporary banners on the same property; and no temporary banner shall be allowed to deteriorate, separate from its supports, or otherwise be determined to be a public safety hazard or nuisance; and
 - f. No banner shall exceed thirty-two (32) square feet in overall size, nor a total of six (6) feet in height; and
 - g. The banner's placement shall be approved by the Department of Planning on a plot plan submitted in conjunction with the required zoning authorization form of the City, on which the applicant shall provide specific time frames relating to its installation and date of removal. Failure of the applicant to obtain the required authorizations, adherence to stipulated timelines, and/or maintenance of said temporary banners constitutes cause for their immediate removal and the issuance of a summons, without the benefit of any warning period of time to be provided.

- h. Feather or flutter flags are prohibited.

NEW - Chapter 415.447 Electronic Message Centers (EMC)

A. Electronic Message Centers (EMC) that are located in any "NU" Non-Urban Residence District, "R" Residence District, "C" Commercial Districts, including the "C-8" Planned Commercial District and the "M" Industrial Districts, including the "M-3" Planned Industrial District, shall only be allowed in each district as follows, prior to the issuance of a building permit, as specifically noted herein.

B. General Conditions

1. These message centers shall require the granting of a Conditional Use Permit (CUP) by the Planning and Zoning Commission, with power of review by City Council. The steps and process for the consideration of submitted permits for these types of signs shall adhere to the regulations set forth in Chapter 415.500 Conditional Use Permit Procedure of the City's Zoning Ordinance. **The sizes of these message centers shall be as set forth in Chapter 415.410 Sign Regulations for "FP," "PS," "NU," and All "R" Districts, but not exceed fifty (50) square feet in overall area.**
2. These message centers shall be limited to one (1) per property (or collective use) and monument type signage only.
3. These message centers shall not utilize flashing animations, icons, and/or figures, but are limited to lettering only.
4. These message centers shall be installed with a dark background and use only light colored lettering, while said digital display area cannot be more than sixty percent (60%) of the total sign face.
5. These message centers shall not have changing colors in association with their lettering within each individual message. **The size of text used within the allowable display area shall be proportional to it and be acted upon by the Planning and Zoning Commission, as part of the Conditional Use Permit (CUP) review process.**
6. These message centers shall be static types and not have programmed transitions that occur more than once every sixty (60) minutes (message hold). These on-the-hour transitions of the displayed individual messages shall be completed instantaneously, with no fade, blur, or other animation.
7. These message centers shall be limited to properties that are under direct ownership of a public taxing of entity, which only shall include the following authorities:

- a. Rockwood School District
- b. Eureka Fire Protection District
- c. Monarch Fire Protection District
- d. Metro West Fire Protection District
- e. Federal Government Entities
- f. St. Louis County
- g. St. Louis Community College
- h. Great Rivers Greenway (GRG)
- i. City of Wildwood

8. These message centers shall be equipped to provide automatic dimming capabilities at dusk and thereafter not be operational from 10:00 p.m. to 6:00 a.m., seven (7) days per week.

C. Light Level Requirements

9. These message centers shall comply with the City's Outdoor Lighting Requirements of its Zoning Ordinance in terms of illumination levels, Kelvin, and others, but shall have different standards depending on whether the property where the electronic message center is to be placed is Lighting Zoning 1 or Lighting Zone 2. Lighting Zone 1 are all properties located within the City of Wildwood that are situated west of State Route 109, and south of the southern boundary of the Town Center Area. Lighting Zone 2 are all properties located within the City of Wildwood that are situated east of State Route 109, part of the Town Center Boundary Map, and inclusive of those traditional subdivisions positioned within the northeast quadrant of it. Lighting Zone 1 are those properties that are rural in character, while Lighting Zone 2 are Town Center and suburban types (See Appendix One). **Determination of illuminance shall be undertaken by the Department of Planning at the time of permitting and installation of the authorized message center or as may be designated by the Director of Planning, if a private consultant or other governmental agency is providing said services.**

D. Attachment A, inclusive and herein a part of this Ordinance, shall apply to any electronic message center herein authorized by a Conditional Use Permit (CUP) granted by the City of Wildwood.

Section Two. *Effective Date.* This Ordinance shall be in full force and take effect from and after the date of its final passage and approval.

Section Three. *Savings.* Except as expressly set forth herein, nothing contained in this Ordinance shall in any manner be deemed or construed to alter, modify, supersede, supplant or otherwise nullify any other Ordinance of the City or the requirements thereof whether or not relating to or in manner connected with the subject matter hereof.

Section Four. Severability. If any term, condition, or provision of this Ordinance shall, to any extent, be held to be invalid or unenforceable, the remainder hereof shall be valid in all other respects and continue to be effective and each and every remaining provision hereof shall be valid and shall be enforced to the fullest extent permitted by law, it being the intent of the City Council that it would have enacted this Ordinance without the invalid or unenforceable provisions. In the event of a subsequent change in applicable law so that the provision, which had been held invalid, is no longer valid, said provision shall thereupon return to full force and effect without further action by the City and shall thereafter be binding.

This Bill was passed and approved this 8TH day of December 2025, by the Council of the City of Wildwood, Missouri after having been read by title or in full two times prior to passage.



Presiding Officer



The Honorable Joseph Garritano, Mayor

ATTEST:



Colleen Lohbeck, City Clerk

ATTEST:



Colleen Lohbeck, City Clerk

<<< ATTACHMENT A >>>

An electronic message center (EMC) are herein limited to following locations within the City of Wildwood and the identified light levels shall apply to each of them.

Owner of Properties	General Locations	Lighting Zone #	Light Level	Ward
Rockwood School District	1. Lafayette High School	2	Baseline + 0.3 fc*	Five
	2. Rockwood Valley Middle School	1	Baseline + 0.03**	One
	3. Wildwood Middle School	1	fc	One
	4. LaSalle Springs Middle School	2	Baseline + 0.03 fc	
	5. Babler Elementary School	1	Baseline + 0.3 fc	Six
	6. Pond Elementary School	2	Baseline + 0.03 fc	Three
	7. Fairway Elementary School	2	Baseline + 0.3 fc	One
	8. Green Pines Elementary School		Baseline + 0.3 fc	Seven
United States Post Offices	9. Glencoe – Manchester Road	1	Baseline + 0.03 fc	Six
	10. Grover Post Office	2	Baseline + 0.3 fc	Eight
St. Louis Community College – Wildwood Campus	11. New College Avenue and Generations Drive	1	Baseline + 0.03 fc	One
Metro West Fire Protection District	12. Manchester Road and State Route 109	2	Baseline + 0.3 fc	Eight
	13. State Route 100 and Starck Lane	1	Baseline + 0.03 fc	Six
Monarch Fire Protection District	14. Wild Horse Creek Road, at Eatherton Road	2	Baseline + 0.3 fc	One
Eureka Fire Protection District	15. None in Wildwood at this time	N/A		Six
St. Louis County - Maintenance Garage St. Louis County – Parks/Recreation	16. Ruck Road and State Route 100	2	Baseline + 0.3 fc	Seven
	17. Greensfelder County Park	1	Baseline + 0.03 fc	Six
	18. Forby Road Site	1	Baseline + 0.03 fc	Six

Owner of Properties	General Locations	Lighting Zone #	Light Level	Ward
State Parks and Conservation Areas	19. Babler State Park	1	Baseline + 0.03 fc	One
	20. Al Foster Trail	1	Baseline + 0.03 fc	Six
	21. Rockwoods Reservation	1	Baseline + 0.03 fc	Six
	22. Rockwoods Range	1	Baseline + 0.03 fc	Six
Great Rivers Greenway (GRG)	23. Al Foster Trail Area	1	Baseline + 0.03 fc	Six

N/A – Not Applicable

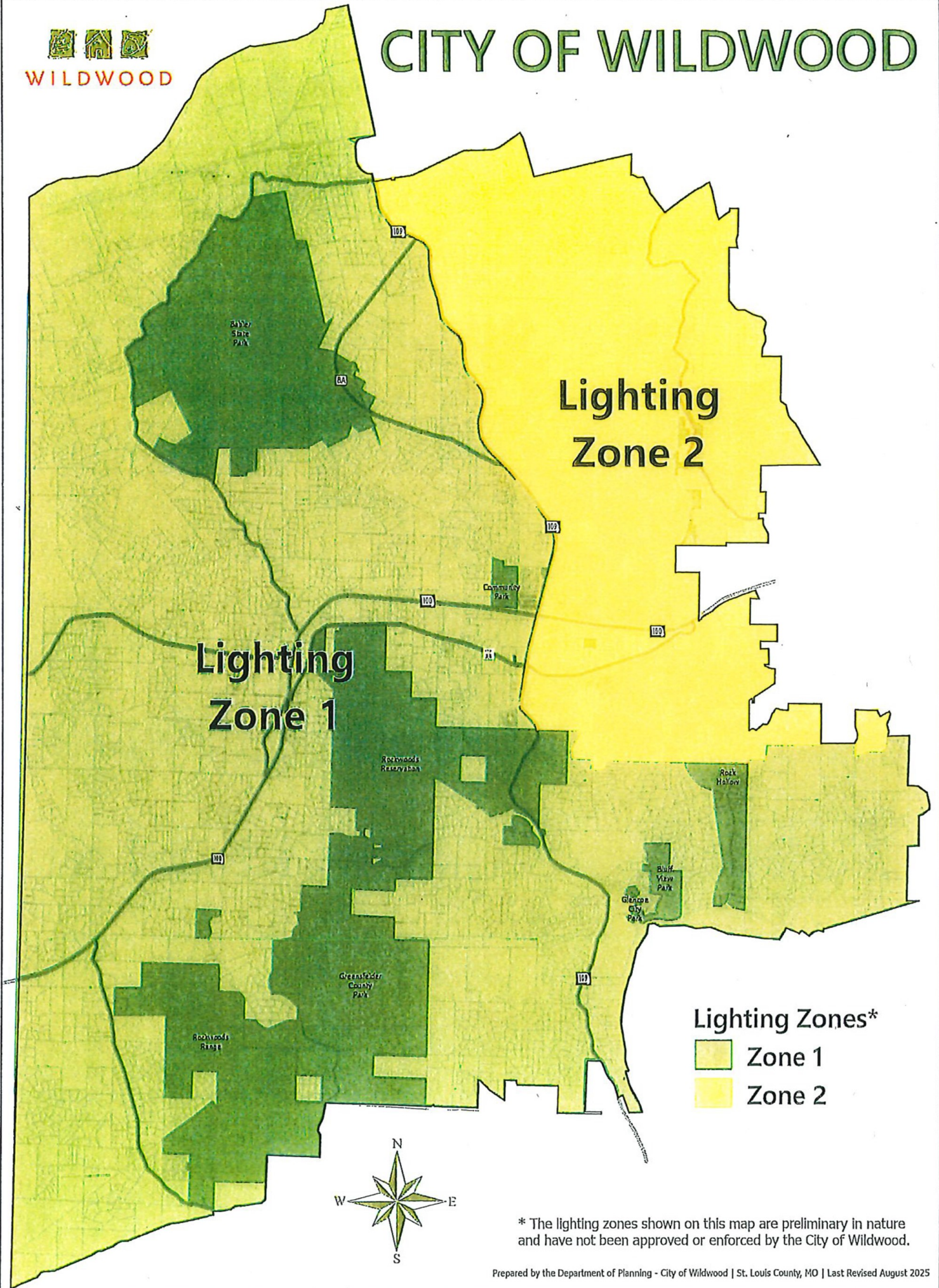
*Illuminance measurement in footcandles (fc)

**Values to be verified by Reed-Burkett Lighting Design



WILDWOOD

CITY OF WILDWOOD

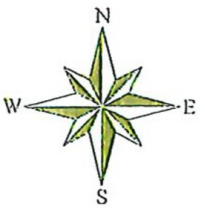


**Lighting
Zone 1**

**Lighting
Zone 2**

Lighting Zones*

- Zone 1
- Zone 2



* The lighting zones shown on this map are preliminary in nature and have not been approved or enforced by the City of Wildwood.

