



# ARCHITECTURAL REVIEW BOARD SIGN REVIEW APPLICATION

139 S. Kirkwood Rd., Kirkwood, MO 63122 | (314) 822-5899

ARB meetings are held on the 1<sup>st</sup> & 3<sup>rd</sup> Mondays (excluding holidays) every month. Applications, required plans, and supporting documents must be turned in on the deadline date by 2:00 pm. Incomplete submittals will not be accepted. Please see checklist for requirements.

**PROJECT ADDRESS:** 320 South Kirkwood Rd Suite 101 Zone: B-2

Is this Property a Local Historic Landmark or in a Local Historic District?  Yes  No

Is this a New Business?  Yes  No

Has an Occupancy Permit been applied for?  Yes  No

**Property Owner Information:**

Name Cahokia Properties LLC - Joel Montgomery Jr.

E-mail joel@montgomeryproperties.com Phone 314-968-8033

Is the Owner's written approval for the sign installation included?  Yes  No

**Applicant Information:**  Contractor  Property Owner  Tenant  Other

Name Austin Smith KWD LIC. NO. 0000 1114

Address 13652 Manchester Rd City/State/Zip St. Louis, MO 63131

E-mail Austin@dalesigns.com Phone 314-966-2620

**Sign Installer Information:**

Business Name Date Sign Service KWD LIC. NO. 220000 1114

E-mail Aushh@dalesigns.com Phone 314-966-2620

**Fees are for ARB review only; a separate fee is required upon issuance of the Sign Permit.**

\$100 Filing Fee  \$240 Sign Review Fee to consider variance from Sign Code due to hardship.

- I have read the Architectural Review and sign regulations of the City of Kirkwood.
- I hereby certify that the Owner(s) of Record authorizes the proposed work and I have been authorized by the Owner(s) to make this application as their agent.
- I hereby certify that the project is located on property I have the legal right to construct the proposed project at.
- I hereby certify that all the information provided is true and accurate to the best of my knowledge and belief and agree to fully comply with the Ordinances of the City of Kirkwood.
- I understand that the applicant or their representative shall attend all meetings.

**Applicant's Signature:** Austin Smith

**Applicant's Printed Name:** Aushh Smith **Date:** 5/9/22

<i>City Use Only</i>			Review Approval: _____
Case #:	<u>01-22 SV</u>		Zoning Approval: _____
Permit #:	<u>23-586</u>		
ARB Agenda Date:	<u>6-6-22</u>		
Received By:	<u>TO</u>		

## Sign Review Information Worksheet

Please complete **entirely**. Incomplete submissions will be returned for completion.

<b>Type of Sign:</b>	<input type="checkbox"/> Awning - Canopy	<input type="checkbox"/> Driveway	<input type="checkbox"/> Drive-Through	<input type="checkbox"/> Marquee
	<input type="checkbox"/> Monument	<input checked="" type="checkbox"/> Projecting	<input type="checkbox"/> Wall	<input type="checkbox"/> Window
Exempt Signs (reviewed):	<input type="checkbox"/> Subdivision or Apartment Complex		<input type="checkbox"/> Commercial Sign in residential area	
Type of Variance Requested:	Request The sign to be internally illuminated 5-15 (b)(2)(vi)(g) "shall be illuminated by indirect lighting"			

TABLE			
Maximum Square Footage Allowed Per Premises			
Zone	Max. Sq. Ft.	Zone	Max. Sq. Ft.
B-1	500	B-3	750
B-2		B-4	
F-1		B-5 I-1	

**Gross Allowable Sign Area for Single Tenant Site:** Whichever percentage is larger, not to exceed 500 square feet per premises. Lots 10 acres or greater shall be allowed maximum sum area of 1,500 square feet.

3.5% x Floor Area: \_\_\_\_\_ Max. Sq.Ft.    .9% x Total Lot Area: \_\_\_\_\_ Max. Sq.Ft.

**Gross Allowable Sign Area for Single Tenant in Multi-Tenant Site:** Maximum gross allowable for this type of sign is 500 square feet premises. Multiple tenant buildings and/or premises may have only one ground sign.

3.5% x Occupied Floor Area: Existing Sign, 75 sq ft Max. Sq.Ft. of Signage

Total Existing Gross Sign Area: 8 Sign Wall / Window Dimensions: \_\_\_\_\_  
 Building Floor Area: 2,165 Tenant Floor Area: 2,165  
 Lot Area: \_\_\_\_\_

**Proposed Sign(s):** Update Existing Sign

Location	Size Length x Width	Total Square Feet
<input type="checkbox"/> Front	x	_____
<input type="checkbox"/> Rear	x	_____
<input type="checkbox"/> Side	x	_____
<input type="checkbox"/> Other: _____	x	_____
<input type="checkbox"/> Other: _____	x	_____
<b>TOTAL SIZE:</b>		_____

**Existing Sign(s) to remain:**

Location	Size Length x Width	Total Square Feet
<input checked="" type="checkbox"/> Front	<u>31"</u> x <u>38"</u>	<u>8</u>
<input type="checkbox"/> Rear	x	_____
<input type="checkbox"/> Side	x	_____
<input type="checkbox"/> Other: _____	x	_____
<input type="checkbox"/> Other: _____	x	_____
<b>TOTAL EXISTING SIZE:</b>		_____

**Gateway Cleaners Hardship Letter**

**Kirkwood Sign Variance for ARB**

**Austin Smith – Dale Signs, Contractor**

**Kang Namgu – Gateway Cleaners, Business Owner**

To the members of the Kirkwood Board:

We would like to request a variance to the sign code section 5-15 (b)(2)(vi)(g). This code states that any projecting sign installed can only be lit by indirect light sources. The reason we request this variance is that, of the 3 projecting signs attached to this building, Gateway Cleaners is the only one that is not internally illuminated. We were told that these type of signs are no longer allowed to be internally illuminated. However, after installation of the Gateway Cleaners projecting sign, the new tenant Hot Box Cookies installed an internally illuminated blade sign.

When we first pursued this project, Kang wanted an internally illuminated sign just like Jimmy John's has on the opposite end of the building. We were told that the sign code had changed and that this is no longer allowed. We accepted this and mounted lights on top of Kang's sign to shine down onto it for some illumination at night, which was allowed per code. Maybe 2-3 months after we finished installing Kang's sign, Hot Box Cookies moved in to the space next to Kang and installed an internally illuminated blade sign. It left us confused because we were told this was no longer allowed. Kang's sign is now competing with 2 other signs that are allowed to internally illuminate when his is not. Internal illumination lights up the lettering of the sign directly and looks much nicer and more attractive. We believe our sign should be able to have the same standards as the other 2 in this complex, especially since one was added after we were told we could not do it.

If the board allows us to internally illuminate his sign, we would also like to raise his sign up higher on the building to match Hot Box Cookies. This does not violate any code but we still seek your approval for doing this. The sign would be in the same spot but a few feet higher on the building.

We appreciate your time and look forward to hearing your response.

Existing Sign

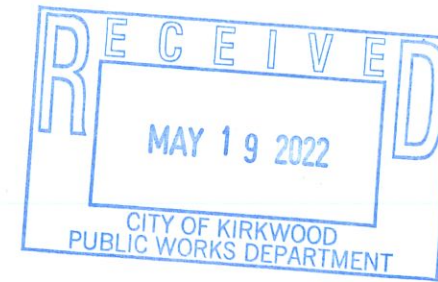


Proposal



Move sign up higher

Remove Exterior Lighting and Install Internal LED Lighting



Austin Smith  
314-966-2620

DATE  
5/17/22

CLIENT  
Gateway Cleaners  
Kang Namgu  
314-583-1615

LOCATION  
320 South Kirkwood Road  
Suite 101



[dalesigns.com](http://dalesigns.com)

13652 Manchester Rd.  
Saint Louis, MO 63131  
**314-966-2620**

Building Picture, August 2021



- Started project in August 2021
- Kang wanted internally lit blade sign like Jimmy Johns
- Proposed a lit sign and told the sign code had changed
- Manufactured and installed Kang's sign with external illumination
- Early 2022 Hot Box Cookies moves in next to Kang and installs internally lit blade sign.



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Competing Signage in same complex, both internally illuminated



*Dale*  
**SIGN**  
*Service*  
est. 1979

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Kang Namgu  
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 Immediate Service for Over  
**40**  
*Years*  
UL Listed

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Move sign up higher

Add LED's for internal illumination

Hot Box Cookies Sign  
Installed after Gateway Cleaners  
sign and allowed internal  
illumination

*Dale* **SIGN**  
Service  
est. 1979

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