



# ARCHITECTURAL REVIEW BOARD (ARB): SIGN REVIEW REFERENCE PACKET

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

**Submittals must be turned in by 5:00 p.m. on the deadline date.** Please use our online portal for submission. [Click here to access the online portal.](#) You may need to register and create an account. [Click here for instructions.](#) Page 2 of this document is a copy of our former application that may be helpful to reference as you use the online portal. As you begin to fill out the application form details, there may be questions/fields that require a response that are unrelated to your project or you may not know the answer. In this case, please enter "NA", "0", or "unknown" and continue filling out the rest of the application. Please call ARB Staff Liaison Lauren Hoerr at 314-822-5899 if you have any questions.

**Please upload the following documents as part of your online application:**

- Site Plan showing the proposed location of the sign(s)
- Detailed sign drawings (showing sign dimensions, material, color, style, lighting, etc.)
- Photographs of building face and adjacent buildings within 100 feet of proposed sign location
- Color renderings of sign(s)

**Application and Permitting Fees**

There is a \$100 application fee that can be paid in the online portal. If you are requesting a variance from the sign code due to hardship, the application fee is \$240. Your project will not be placed on the ARB meeting agenda if the invoice has not been paid. A separate building permit for the sign shall be obtained within 6 months to install the approved sign. A separate building permit fee is to be paid upon building permit approval.

## 2025 ARB SUBMITTAL SCHEDULE

Last Date for Submittal* by 5:00 pm	ARB Meeting Date**
<b>December 23, 2024</b>	January 06, 2025
<b>January 06, 2025</b>	January 21, 2025***
<b>January 21***</b>	February 3
<b>February 3</b>	February 18***
<b>February 18***</b>	March 3
<b>March 3</b>	March 17
<b>March 24</b>	April 7
<b>April 7</b>	April 21
<b>April 21</b>	May 5
<b>May 5</b>	May 19
<b>May 19</b>	June 2
<b>June 2</b>	June 16
<b>June 23</b>	July 7

Last Date for Submittal* by 5:00 pm	ARB Meeting Date**
July 7	July 21
July 21	August 4
August 4	August 18
August 18	September 2***
September 2***	September 15
September 22	October 6
October 6	October 20
October 20	November 3
November 3	November 17
November 17	December 1
December 1	December 15
December 22	January 5, 2026

SCHEDULE SUBJECT TO CHANGE
*Date by which application must be submitted for review for processing.
**Date application will be presented to Architectural Review Board by petitioner.
***If a meeting or deadline falls on a holiday, the date will be the following Tuesday as indicated.

# Sign Review Information Worksheet

This document is a copy of our former application that may be helpful to reference as you use the online portal.

**Type of Sign:**                       Awning - Canopy                       Driveway                       Drive-Through                       Marquee  
     Monument                       Projecting                       Wall                       Window

**Exempt Signs (reviewed):**                       Subdivision or Apartment Complex                       Commercial Sign in residential area

**Type of Variance Requested:** \_\_\_\_\_

<b>TABLE</b>			
<b>Maximum Square Footage Allowed Per Premises</b>			
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.    0.9% 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: \_\_\_\_\_ Max. Sq.Ft. of Signage

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

**Proposed Sign(s):**

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 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 EXISTING SIZE:</b>		_____