



APRIL 15, 2026
TENTATIVE AGENDA

ARCHITECTURAL REVIEW BOARD

Posted: 2:00 p.m., Friday, April 10, 2026

This meeting of the Council will be in-person at the Ellisville Government Center, #1 Weis Avenue, Ellisville, MO 63011. For viewing only, a livestream of the meeting will be available, go to www.ellisville.mo.us for link.

IMMEDIATELY FOLLOWING THE COUNCIL'S REGULAR MEETING (7:00 p.m.)

- I. Call to Order – Chairman Roemerman
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes – February 18, 2026 [Pages 3-4](#)
- V. Public Comments
- VI. Request of Phellipe Ferreira dos Santos (aka Phellipe Grego) and Tarissa Camatta dba Emporio Grego Tattoo for a sign code waiver associated with a tattoo shop located at 15825 Manchester Road, Suite 217 within the C-3 Commercial Zoning District. [Pages 5-14](#)
- VII. Adjournment

Respectfully submitted,

LEIGH A. DOHACK, CMC/MRCC
City Clerk

The City of Ellisville is currently working to comply with the Americans With Disabilities Act mandates. Individuals who require an accommodation to attend a meeting should contact our office at least 48 hours in advance at City Hall 636-227-9660 (V/TDD).

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ARCHITECTURAL REVIEW BOARD MEETING

FEBRUARY 18, 2026

At 9:36 p.m., Chairman Roemerman opened the meeting of the Architectural Review Board. Also, in attendance were Board Members Niebling, Compton, Cahill, Sanborn, Hildebrand, and Boggs.

Also present were: City Attorney Malone, City Manager Schwer, City Planner Hood and City Clerk Dohack.

APPROVAL OF AGENDA

Chairman Roemerman moved to approve the evening's Architectural Review Board meeting agenda, seconded by Board Member Hildebrand. The votes on the motion were all "AYES".

APPROVAL OF MINUTES

Chairman Roemerman moved to approve the minutes from September, 2025 Architectural Review Board meeting, seconded by Board Member Sanborn. The votes on the motion were: Niebling "AYE", Compton "AYE", Cahill "AYE", Sanborn "AYE", Hildebrand "AYE", Boggs "AYE", and Roemerman "AYE".

PUBLIC COMMENTS

There were no public comments.

309 Clarkson Road (Wasabi Express), design and building materials

Request of Spiegelglass Construction Co., Inc., on behalf of Wasabi Express for review and approval of the design and materials associated with a new fast-casual restaurant with pick up window at the location known and numbered as 309 Clarkson Road and zoned "C-5" Planned Commercial Zoning District.

John Kim and Tim Spiegelglass was present to answer questions pertaining to the petition. Discussion took place pertaining the "Wasabi Express" graphic on the North face of the building. The Board considered if this was considered a sign or art work and discussed the size of the lettering and if the sign could be edited to only have the word "Wasabi", the discussion continued noting that the name of the business is "Wasabi Express".

Chairman Roemerman moved to amend the graphic on the North side of the building to only say "Wasabi". The motion was seconded by Council Member Cahill. The votes on this amendment were: Niebling "NAY", Compton "AYE", Cahill "AYE", Sanborn "NAY", Hildebrand "NAY", Boggs "NAY", and Roemerman "AYE". The motion failed.

Discussion continued on the signage style and size. City Manager Schwer made a suggestion to have the Board consider limiting the size of the sign to 30% of the wall. Board Member Compton moved to amend the petition with the following condition to require the North side wall graphic to go through the signage process to meet regulations, which states that the sign be 30% of the wall. The motion was seconded by Board Member Cahill. The votes on the amendment were:

Niebling “NAY”, Compton “AYE”, Cahill “AYE”, Sanborn “AYE”, Hildebrand “AYE”, Boggs “AYE”, and Roerman “AYE”.

Chairman Roerman moved for approval of the petition, as amended. The motion was seconded by Board Member Hildebrand. The votes on the approval, as amended, were: Niebling “AYE”, Compton “AYE”, Cahill “AYE”, Sanborn “AYE”, Hildebrand “AYE”, Boggs “AYE”, and Roerman “AYE”.

Chairman Roerman adjourned the meeting at 10:04 p.m.

Minutes taken by City Clerk Dohack

DRAFT



1 Weis Avenue, Ellisville, Missouri 63011

Memo

To: Chairman Roemerman and Members of the Architectural Review Board

From: Ada Hood, City Planner

Meeting

Date: April 15, 2026

Re: Request of Phellipe Ferreira dos Santos (aka Phellipe Grego) and Tarissa Camatta dba Emporio Grego Tattoo for a sign code waiver associated with a tattoo shop located at 15825 Manchester Road, Suite 217 within the C-3 Commercial Zoning District.

SUMMARY

The applicant is proposing to install a sign cabinet capsule with vinyl lettering on their 2nd-floor store front. This type of sign is very typical for this center.

The applicable regulations are as follows:

Section 410.140 Wall Signs. [Ord. No. 3344 § 1, 8-16-2017]

1. Size.

- a. The total sign area on a wall must not exceed fifteen percent (15%) of the wall's surface area, including windows and doors, up to a maximum of two hundred (200) square feet.
- b. The area calculation includes all sign elements (e.g., primary letters, logos, cabinets, or capsules) on the wall.

2. Height and Clearance.

- a. Wall signs positioned above pedestrian-accessible areas (e.g., walkways, sidewalks, or ground surfaces directly below) must maintain a minimum clearance of ten (10) feet between the sign's lowest point and the surface below to ensure pedestrian safety.
- b. This clearance requirement applies only when the sign is located directly above an area accessible to pedestrians.

3. Number of Signs.

- a. Multiple sign elements are permitted per eligible wall, provided the total combined area does not exceed the maximum allowable size (fifteen percent (15%) of the wall surface or two hundred (200) square feet).

b. Each eligible wall may have its own set of sign elements, subject to the size, height, clearance and location limits.

4. Location.

a. Wall signs are permitted on any building elevation, except those directly facing an immediately abutting residential use, to protect residential privacy and aesthetics.

b. An "immediately abutting residential use" is defined as a residential property sharing a common boundary with the building's property, with no intervening public right-of-way or non-residential parcel.

c. Signs must be affixed directly to the wall surface and comply with all other placement requirements.

5. Colors.

a. Signs, excluding logos, may use up to a maximum of five (5) colors for all elements (letters, cabinets, or capsules) to maintain visual harmony and aesthetic standards.

b. Logos, if approved by the Code Enforcement Officer, are permitted unlimited colors to allow for brand flexibility while maintaining overall aesthetic control through size and placement restrictions.

6. Design and Content.

a. To minimize visual clutter, wall signs must not exceed three (3) words, regardless of content, ensuring a clean and professional appearance.

b. Subordinate signage, such as cabinets or capsules, is not subject to the three (3) word limit, allowing for additional text or design elements, provided they comply with size and material requirements.

c. The Code Enforcement Officer may approve the inclusion of a logo as part of the wall sign, provided it complies with size, color, and material requirements.

7. Materials and Construction.

a. Primary Signage: Wall signs must consist of halo-lit channel letters, face-lit channel letters, or non-illuminated individual letters with a minimum depth of one (1) inch to ensure durability and visual quality.

b. Subordinate Signage: A sign cabinet or capsule may be used in addition to primary channel or individual letters. The cabinet or capsule must:

(1) Not exceed fifty percent (50%) of the total area of the primary sign (channel or individual letters).

(2) Use lettering or vinyl decals, which may have a depth of less than one (1) inch, to allow design flexibility.

c. All materials must be weather-resistant and professionally fabricated to maintain aesthetic standards.

8. Permit Requirement.

a. Required.

RECOMMENDATION

Staff recommends that the Architectural Review Board determines whether the requested waiver is appropriate at this location.



City of Ellisville

One Weis Avenue
Ellisville, MO 63011
(636) 227-9660 FAX: (636) 227-9486

APPLICATION COVER SHEET

(please type or print)

ALL APPLICABLE SECTIONS OF APPLICATION MUST BE COMPLETE AND CONSISTENT WITH SUBMITTED MATERIALS

Property Address: 15825 Manchester Rd #217
Project Description: New Age Tattoos / Emporio Grego Tattoo
Project Name: 11

PART A: PARTIES IN INTEREST

The full legal name of each party listed below (partnership, corporation, etc.) is required for review of the application(s). Having different individuals represent an Applicant at different meetings during the review process may result in unnecessary confusion and delay. Consequently, in the interest of promoting clarity, consistency, and expediency, the City requests all Applicants, at the time of filing their Application, to identify a primary or principal APPLICANT (either attorney or non-attorney; corporations should see Notice below) who can be expected to attend each of the meetings during the Petition review process.

Notice to Applicants: In matters which qualify as contested cases under Section 536.010(2) R.S.Mo. corporations may not be represented by non-attorneys when the Council sits as an administrative tribunal. Non-attorney representation in such matters may constitute the practice of law under Section 484.010 R.S.Mo. All Applicants are cautioned to consult with an attorney prior to undertaking non-attorney representation.

Name and Title of APPLICANT: Phellipe Ferreira dos Santos AKA Phellipe Grego
Address: _____
Phone Number: _____
Name of Business Owner(s) - if different than above: Larissa Camatta & Phellipe Ferreira dos Santos
Address: _____
Phone Number: _____ Email: _____
Name of Property Owner(s) - if different than above: Crest Development Co. of Baywood Realty
Address: attn. Tim Boegeman 8922 Manchester Rd., St. Louis, MO 63144
Phone Number: (314) 369-3984 Email: _____
Name of Architect, Landscape Architect, Planner or Engineer: _____
Address: _____
Phone Number: _____ Email: _____

PART B: SITE DESCRIPTION

Legal Address of Property: 15825 Manchester Rd #217 Locator No.: _____
Lot No.: _____ Block No.: _____ Current Zoning: _____
Current Use of Site: Vacant, prior tenant was SATOP
Proposed Use of Site: tattoo shop

PART C: PART A: COST/BENEFIT DATA (ALL INFORMATION PROVIDED WILL BECOME A MATTER OF PUBLIC RECORD)

Description	Quantity	
	Existing	Proposed
Property value:		
Property tax to the City:	USE will not	
Property tax to the School District:	Result in Any	
Property tax to the Fire District:	changes to these	
Adjacent property values:	matters.	
Retail sales tax generated:		
Maintenance cost to the City (new street/trail/park maintenance, additional police services, trash/recycle service):		

Type of business: <i>Service</i>	# similar businesses already existing in the City: <i>at least one</i>
Does the project compete with other existing uses in the City: <i>Neon Moon does not offer tattoo removal</i>	To what degree (qualitative and quantitative): <i>different customers. New Age is established.</i>
Will project result in loss of retail sales tax revenue from other businesses in the City? <i>No</i>	Project potential loss:

PART D: APPLICATIONS FILED (Check the applications you will submit. A Letter addressed to the City must be submitted. The letter should completely describe who, what, why, where, when, etc.)

- | | | |
|------------------------------------------------------------------|--------------------------------------------------------------|---------------------------------------------------|
| <input checked="" type="checkbox"/> Conditional Use Permit | <input type="checkbox"/> Rezoning | <input type="checkbox"/> Subdivision Plat |
| <input type="checkbox"/> Site Plan | <input type="checkbox"/> Text Amendment | <input type="checkbox"/> Lot Consolidation Plat |
| <input checked="" type="checkbox"/> Architectural Review (signs) | <input type="checkbox"/> Planned Development | <input type="checkbox"/> Boundary Adjustment Plat |
| <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Variance to the Board of Adjustment | <input type="checkbox"/> Condominium Plat |

PART E: AUTHORIZATION (FULL LEGAL NAME IS REQUIRED)

Signature of Applicant (Required): _____ Date: *01/21/2026*
 PRINT NAME: *Priscilla Guerrero* Title/Interest in Property: *Tenant*
 Signature of Property Owner (Required): _____ Date: *1-21-26*
 PRINT NAME: *Tim Boegeman* Title/Interest in Property: *Property Manager*
Buywood Realty

PLEASE NOTE: We do not send payment instructions for wire transfers or fax. We will never send an email with instructions containing EMAIL COMMUNICATION ONLY. If received, ALWAYS CALL TO VERIFY (636) 227-9660. Email hacking and fraud are on the rise to fraudulently misdirect funds. Please call your escrow officer immediately using known contact information to verify any funding instructions received. We are not responsible for any wires sent by you to an incorrect bank account.



City of Ellisville
 One Weis Avenue
 Ellisville, MO 63011
 (636) 227-9660 FAX: (636) 227-9486

*pd. ce
4-6-26*

**APPLICATION FOR ARCHITECTURAL
 REVIEW**

(please type or print)

**ALL APPLICABLE SECTIONS OF APPLICATION MUST BE COMPLETE.
 APPLICATION MUST BE CONSISTENT WITH SUBMITTED MATERIALS.
 A \$50.00 APPLICATION FEE MUST ACCOMPANY THIS APPLICATION.
 NO FEE REQUIRED FOR TEMPORARY SIGN VARIANCES.**

Property Address: 15825 Manchester Rd #217
 Applicant: New Age Tattoos / Emporio Grego Tattoos
 Project Name: New Age tattoos - signs at Apple Tree Square

PART A: BUILDING CONSTRUCTION

Estimated Cost of Construction: \$5.10k No. of Stories: 2
 Total Height of New Structure/Addition: 0 (measured from the lowest point, to the highest point on the building)
 Existing Grade: Proposed Grade: Existing Foundation Ht: Proposed Foundation Ht:
 Existing Foundation Height (for abutting properties on either side): N/A
 Total Building size: 25800 SF Existing Building Size: 25800 Addtn Size: 0
 Exterior Walls: Brick Wood Stucco Siding EIFS: Other
 Siding Material: Exterior Wall Color: NA
 Location of Siding: Percent of Exterior Surface:
 Roofing/Material: Color:
 Window Style: Color:
 Wall Lighting Type: Hght: Location:
 Parking Lot Lighting Type: Hght: Location:
 Garage (if applicable) - Attached/Detached (circle one) Garage Door Style & Color:

PART B: ALTERATIONS/EXTERIOR RENOVATIONS

Please describe all alteration/renovation: Plastic Formed Letters on Sign Cabinet
see email from applicant.

Revised: March 3, 2022 1

PART C: ACCESSORY BUILDINGS, SCREENING AND FENCING

HVAC Units/other equipment: _____ Location: _____ Screening: _____

Fence Location: _____ Type/Material: _____ Height: _____

Wall (Screen/Sound): _____ Type/Material: _____ Height: _____

Retaining Walls: Location: _____ Height _____ Material _____

Trash enclosure: Location: _____ Height _____ Material _____

PART D: APPEAL/WAIVER TO SIGN CODE

(See email from applicant)

Description of Request: Plaster Formed letters to match other businesses in

Is the sign temporary (i.e. banner, yard sign, etc.)? No center.

Ordinance Number or Description for variance requested: _____

Explain why the requirements cannot be met: Building has sign cabinets.

FINDINGS: The Architectural Review Board may modify one or more of the requirements and restrictions of the Sign Code, but only to the extent necessary to alleviate the unnecessary hardship or unwarranted practical difficulty. Mark the correct response:

YES	NO	
<u>Y</u>	_____	Will compliance with the applicable provision of this Chapter impose unnecessary non-economic hardship? (Does following the rules impose a burden that has nothing to do with money)?
<u>Y</u>	_____	Will the requested modification provide a result that is aesthetically equal to or superior to that which would result through complete compliance with the all the requirements (Does the sign you are proposing look equal to or better than what the sign would have looked like, if you had followed the rules)?
_____	<u>N</u>	Is strict compliance with the relevant provision necessary to promote the general spirit and intent of this Chapter (Should the City require that you follow the rules)?

PART E: PROCESS

1. The City offers all applicants the opportunity to meet with City staff at any time to discuss a project. Please contact the City Planner to schedule a meeting: Ada Hood, ahood@ellisville.mo.us or via phone 636-227-9660.
2. The City also offers all applicants the opportunity to meet with the City Council in a Preliminary Conceptual Meeting. The Preliminary Conceptual Meeting is designed to provide the applicant with an opportunity to present a concept to the City Council for initial feedback, before the applicant incurs significant costs for detailed drawings or plans. The meeting is informal and non-binding. There is no cost to schedule a meeting, an applicant need only submit the Preliminary Conceptual Meeting form at least seven (7) days prior to the regularly scheduled City Council meeting date.

Ada Hood

From: Emporio Grego
Sent: Tuesday, March 31, 2026 4:36 PM
To: Ada Hood
Subject: Re: UPDATE EMPORIO GREGO TATTOO

Dear Ada,

Thank you for your email and for reviewing my Conditional Use Permit (CUP) application.

I would like to clarify the details regarding the proposed signage:

- The lettering will consist of vinyl/applied graphics, not individually mounted letters.
- The vinyl lettering will be professionally applied directly onto the face of the sign panel.
- The sign face will have a solid white background, and the lettering will be black vinyl with a matte finish.
- The sign structure will be a standard panel sign with a smooth, finished surface suitable for exterior commercial use.
- The signage is consistent with the existing sign standards within the building, and we are following the specifications and recommendations provided by the building owner.

Please let me know if any additional details or specifications are required.

Thank you for your time and assistance.

TATTOO



CANTINA

TATTOO