



## WILDWOOD®

February 11, 2019

The Honorable City Council  
City of Wildwood, Missouri  
16860 Main Street  
Wildwood, Missouri 63040

Re: Route 66 Promotion Efforts (**Wards One, Four, Six, Seven, and Eight**)

Council Members:

The Historic Preservation Commission identified, as part of its 2018 Work Program, the promotion of Historic Route 66 through Wildwood as a major effort for it. Route 66, through Wildwood, is Manchester Road and enters the City on the east, through the City of Ellisville, and proceeds through the historic areas of Hollow, Grover, and Pond, then exits in the southwestern corner of the City, at the Franklin County Line. Route 66 was chosen, since the section located in Wildwood is its original and first placement of it in 1932, and it remains an American icon and international star.

Other priorities in the 2018 Work Program kept the Commission busy all year and it was not capable of initiating this effort, as had been planned. This delay does not affect its desirability, nor the importance of it, and led the Commission to develop a number of work items for the implementation of a promotional and educational campaign about Wildwood's own portion of this famous Historic Route 66. These options were as follows:

1. Create a photo book of existing buildings and structures that date from 1932 to 1937, when Manchester Road was Route 66 through this portion of west St. Louis County, now Wildwood.
2. Partner with the Economic Development Committee of City Council on a Shop Route 66 Campaign.
3. Invite representatives from the Missouri Route 66 Association to attend a meeting of the Commission and provide an overview of the activities it provides and how Wildwood might assist or add to them.
4. Hold a car show on Route 66, using Wildwood Middle School as the site, and partner with Big Chief Roadhouse for food and drinks.
5. Develop a sign palette for the additional marking of the roadway, with a Wildwood addition to it. Install the signs in key locations, as directed by the Department of Public Works and City Council.
6. Create a Historic Marker identical to those types within the historic communities of Wildwood for Route 66 and select a location along its length for installation.
7. Develop a pocket guide for Route 66 for its route through the City of Wildwood. The booklet would focus not only on the history of the area, but new activities and uses along it as well.
8. Preserve the original section of the roadway that is located on a property within the City.

These eight (8) options cover a gambit of considerations, opportunities, and challenges, but would make for an interesting year for the Commission Members in prioritizing them, researching each of the priority items, and beginning their implementation in 2019. Once this three (3) step process is completed, the work can then begin in making the history of this American icon alive in the City of Wildwood and use this publicity to

help businesses along it. The timing of this effort is appropriate, given the City will begin Phase 3 of the Manchester Road Streetscape Project in 2019 as well, giving it an opportunity to watch that progress along the historic corridor.

If any of the City Council Members should have any questions or comments in this regard, please feel free to contact the Department of Planning at (636) 458-0440. This item is under 'For information' on the Work Session agenda, but can be discussed, if any City Council Member should request such. Otherwise, regular updates will be provided through 2019. Thank you for your review of this information and input on the same.

Respectfully submitted,

**CITY OF WILDWOOD**



Joe Vujnich, Director  
Department of Planning

Cc: The Honorable James R. Bowlin, Mayor  
Steve Cross, Co-Interim City Administrator  
John A. Young, City Attorney  
Kathy Arnett, Assistant Director of Planning and Parks