



WILDWOOD

June 11, 2019

MEMORANDUM

To: Town Center Update Team (TCUT) Members

From: Department of Planning and Parks

Re: Discussion of Boundary Map Changes for The Town Center Area (**Wards - All**)

Cc: The Honorable James R. Bowlin, Mayor
Steve Cross, Co-Interim City Administrator
John A. Young, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Dr. Terry Jones, Moderator

On May 13, 2019, the Town Center Update Team (TCUT) was presented information and mapping relating to the Town Center boundary and its associated map. This information was detailed in nature and identified four (4) areas of the City, all of which abut the current Town Center's boundary, that are often questioned about being added to this area by property owners and development interests. These inquiries have been either part of a previous update of the Master Plan or when a property or properties located in these four (4) locations is placed on the market for sale or a major improvement to them is planned (an investment of capital, time, or other resources). The Team Members were presented each of these areas separately by the Department of Planning, heard, in some instances, from the owners of properties located in these defined locations, and discussed and questioned the information and the possible pluses and minuses of their respective additions.

With the conclusion of this discussion, the Team Members requested the Department provide an analysis of these areas and opinions on the benefits and drawbacks of any expansion of the Town Center Area's boundary. The Department of Planning appreciates this direction and opportunity to provide this feedback and background on these four (4) locations for the use by the Team Members. In considering this analysis, the Department would note it reviewed the comments made at the aforementioned May meeting of the Team, the input from the property owners in attendance, and past discussions on certain properties by the previously referenced development interests. The resulting table of notes reflects a few overall assumptions the Department utilized in this analysis, which include the following:

- a. The growth of Town Center Area's boundary should only be considered where the benefits outweigh the drawbacks.
- b. The vibrancy of a community is often premised on new development and the growth of housing and business options.
- c. The last major expansion of the Town Center Area occurred over fifteen (15) years ago and has not led to outcomes that could be considered detrimental to Wildwood overall, i.e. further loss of rural

lands, lack of predictability, and/or inability to manage the growth of traffic, stormwater, or other utilities and infrastructure.

The table has been developed by the Department of Planning for discussion purposes and reflects the four (4) Areas of Interest introduced to the Team Members at the May 13, 2019 meeting.

Area of Interest	Description	Pluses	Minuses	Recommendation
<p>Area west of the Wildwood Campus of St. Louis Community College – Alternative A-2 on Attached Map:</p>	<p>This location is owned by the St. Louis Community College and was purchased a number of years ago. This site is an adjoining property to the west of the campus’ current boundary and approximately sixty-six (66) acres in size. This property was intended for a planned expansion of the college at some point in the future. The current campus is in Town Center Area and designated under its Regulating Plan component “Cultural-Institutional Overlay District.” The addition of this site to the Town Center Area, if retained by the college, could be considered for the same designation.</p>	<p>Treats parcels of ground with same ownership the same.</p> <p>Allows Town Center Neighborhood Design Standards and Architectural Guidelines to be applied.</p> <p>Establishes higher standard for infrastructure development and streetscape elements.</p>	<p>Lessens the application of City’s environmental regulations.</p> <p>Offers limited impact of Town Center Area’s standards and guidelines upon application, given institutional nature of future buildings and structures.</p> <p>Creates concerns about boundary creep of Town Center, if current owner were not to use the property in the future.</p> <p>Lack of a pressing need, given current land uses in place on the respective properties.</p>	<p>Leave as Non-Urban Residential Area, its current land use designation under the City’s Master Plan.</p>
<p>Area south of Grover Crossing Subdivision and east of Woods Road – Alternative A-1 on Attached Map:</p>	<p>This location contains five (5) properties, which are currently used for single family dwellings, the Frolic Inn Kennels (a dog boarding facility), and a vacant site. This area abuts the southern end of the Grover Crossing Subdivision and Main Street Plaza (a commercial center, with a mix of uses). The area is currently designated by the Master Plan Conceptual Land Use Categories Map as Non-Urban Residential Area and Suburban Residential Area. Development interests have been in residential housing at a greater density than one (1) unit per every three (3) acres.</p>	<p>Area abuts higher density housing, which provides a stub street to these properties for future access, both old and new developments of this nature.</p> <p>Area abuts commercial land uses located in Town Center Area.</p> <p>Area also has long history of commercial use, with Vin-Rock Kennels (now Frolic Inn).</p>	<p>Creates potential concerns for surrounding owners in terms of future predictability of land use around them.</p> <p>Introduces more infrastructure needs to surrounding area.</p>	<p>Include into Town Center Area’s Land Use Boundary – Neighborhood Edge District.</p>

Area of Interest	Description	Pluses	Minuses	Recommendation
		<p>Area has access to all utilities.</p> <p>Area has a mix of topographic characteristics, but enough favorable area to allow higher use pattern of Town Center Area.</p> <p>Area has access to other street/roadway options than Woods Road alone.</p> <p>Area, given terrain and surrounding development pattern to the east, west, and north, stops concerns about Town Center Area boundary creep.</p> <p>Area has a historical platting pattern more consistent with the Town Center Area.</p>		
<p>Area of the southeast quadrant of Pond Road and State Route 100 – Alternative A-3 on Attached Map:</p>	<p>This area contains seven (7) properties, which include the Happy Hounds Private Dog Park, a place of worship (New Hope Missionary Baptist Church), several single family dwellings, and two (2) vacant tracts of land.</p> <p>One (1) of these vacant tracts of land is over thirty-four (34) acres in size and has been the subject of several requests by different entities for land use category changes over the years. The other vacant parcel of ground, which occupies the southeast corner of Pond Road and State Route 100, is six (6) acres in size and was once owned by the St. Louis County Library District. These properties are designated by the Master Plan Conceptual Land Use Categories Map as Non-Urban Residential Area. Development interest has been in residential housing and, at the Pond Road and State Route 100 intersection, limited commercial applications.</p>	<p>Area abuts commercial land uses located in Town Center Area.</p> <p>Area also now has a history of commercial use, with Happy Hounds Dog Park, along with longstanding institutional use, a church.</p> <p>Area has some of best topographic characteristics of any remaining properties located within the City of Wildwood.</p> <p>Area has access to several street/roadway options, including planned stub streets</p>	<p>Area lacks access to all utilities, particularly sanitary sewers.</p> <p>Area, given terrain and surrounding development pattern, leads to concerns about Town Center Area boundary creep.</p> <p>Area has one (1) of the prime properties for future development, almost guaranteeing its use under any new Town Center Area land use designation, 34 acre site abutting The Reserve at Wildwood location.</p>	<p>Include into Town Center Area's Land Use Boundary – Neighborhood Edge District.</p>

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		<p>from The Reserve at Wildwood.</p> <p>Area is very similar to larger wedge location of the Town Center Area to the east, in that it is defined by State Route 100 to the north and Manchester Road to the south.</p> <p>Area addresses the limited number of vacant parcels of ground in Town Center Area available for development.</p>		
<p>Area west of Pond Road - Alternative B on Attached Map:</p>	<p>This area consists of two (2) properties, one (1) of them being developed and owned by the Living Word Church and the other by the Rockwood School District (Wildwood Middle School). Both parcels of ground are over thirty (30) acres in size. The inclusion of these properties could allow greater control over them, relative to the more substantial standards and guidelines associated with the Town Center Area's Plan. Currently, both properties are designated by the Master Plan Conceptual Land Use Categories Map as Non-Urban Residential.</p>	<p>Allows Town Center Neighborhood Design Standards and Architectural Guidelines to be applied.</p> <p>Establishes higher standard for infrastructure development and streetscape elements.</p>	<p>Lessens the application of City's environmental regulations.</p> <p>Offers limited impact of Town Center Area's standards and guidelines upon application, given institutional nature of future buildings and structures.</p> <p>Creates concerns about boundary creep of Town Center, if current owner were not to use the property in the future.</p> <p>Lack of a pressing need, given current land uses in place on the respective properties.</p>	<p>Leave as Non-Urban Residential Area, the current land use designation under the City's Master Plan.</p>

With the preparation of this analysis, the Department of Planning is seeking the input of the Team Members on its conclusions, which if supported in the two (2) instances in its recommendation, would require a favorable vote of the majority to be included in the final report. Notwithstanding the direction of the Department on the four (4) identified Areas of Interest, discussion of them is essential to a complete vetting and analysis of them.

If you should have any questions or comments in this regard, please feel free to contact the Department of Planning at (636) 458-0440. A presentation is planned on this information at tonight's meeting. Thank you for your review of this information and input on the same.