



WILDWOOD

July 16, 2019

MEMORANDUM

To: Planning and Parks Committee Members

From: Department of Planning and Parks

Re: **Street Name Change for Pond-Grover Loop Road (Wards One and Five)**

Cc: The Honorable James R. Bowlin, Mayor
Administration and Public Works Committee Members
Economic Development Committee Members
Steve Cross, Co-Interim City Administrator
John A. Young, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Kathy Arnett, Assistant Director of Planning and Parks
Gary Crews, Superintendent of Parks and Recreation

Background >>>

When the City Council decided to not require the installation the Pond-Grover Loop Road, as part of the Villages at Bright Leaf Project, the right-of-way area became an opportunity for other uses, including trail development and park space for residents of the City. This right-of-way area is over one thousand (1,000) feet of length and seventy (70) feet in width. Given these dimensions, a park and trail could be accommodated and lead to this area being utilized for community benefit, while avoiding the issues identified during the roadway's initial debate.

The City Council more recently approved the development of the Ward Five Park at the northern terminus of the unused right-of-way of Pond-Grover Loop Road, which led to a successful bidding process and work to commence on it this year. The location of this park is also the termination of the portion of the roadway that was constructed many years ago to support the Kingstowne Estates and Hickory Manor Estates Subdivisions. This portion of the constructed roadway extends from Green Pines Drive on its east end to State Route 109 on its west end. This roadway has been under Wildwood ownership, since its incorporation as a City.

Several years ago, when the City and the Missouri Department of Transportation (MoDOT) planned and completed improvements to State Route 109, between Clayton Road, on the north and State Route 100, on the south, a western extension of the Pond-Grover Loop Road was also completed to provide access to the City's Community Park site. This roadway utilized right-of-way from a dedication granted as part of the

development of the Lafayette Trails Subdivision and other property acquired at that time for this specific purpose. The extension of this roadway from State Route 109 connected to the Community Park's interior roadway system and allowed for a second access point into the property to be provided. The other access, and for at least two (2) years, its only ingress/egress, was from State Route 100.

With the changes that have occurred to the overall loop road concept, many on City Council and in the Wildwood community believe its name should be changed to reflect current and future circumstances. This matter was identified by both of the City's Council Committees with oversight of roadways and parks. Several options for renaming the roadway were discussed, with no final resolution, given considerations from the NextGen 9-1-1 officials about some of the names being offered for possible use would not be accepted. The matter was placed on hold to solicit the input of this agency and develop responses from that input for future consideration.

Intent of Presentation at Tonight's Meeting >>>

The Department of Planning and Parks believes a decision needs to be made on this matter for two (2) main reasons. First, the Community Park is currently addressed from State Route 109, which is confusing for all parties, including police, fire, and EMS. Secondly, the connotation of the roadway's current name needs to be offset with a new name and start. Naming the roadway is not as easy as hoped, given the NextGen 9-1-1 officials have a list of suffixes that cannot be used as street names, which includes park, trail, green, etc. Therefore, logical names for this roadway have been disqualified based upon this list (see attached).

The Department has thought of options for this purpose, which include naming it for a feature in Community Park (Great Meadow Drive), for the parks intended purpose – recreation, or some numerical component, i.e. 1st Street, given its history. These names achieve the goals of the City Council in this regard, while placing behind the City the years of discussion regarding this roadway and the unpopularity of it among some residents. It is important to note that, since no address is registered to this roadway for a residence, business, or other use, changing its name will not directly impact any party. Regardless, however, the naming change will have to follow the established and ordinance required process of the City, which was most recently completed with the renaming of Eatherton Road, which was part of the Villages at Bright Leaf Project.

Another alternative is to have a Wildwood community contest to name the street. The contest could be administered by the Department of Planning and Parks, with the winning entry decided by popular vote of residents or City Council. This approach would take additional time, but may result in a name not yet offered, that would be determined more suitable in the end. Therefore, if the names noted above by the Department would not be acceptable, it would like the Committee's opinion on the contest concept.

Summary and Conclusion >>>

If any of the Committee Members should have any questions or comments regarding this information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. A presentation is planned on this matter at tonight's meeting. Thank you for the opportunity to present this information to the Committee on this important matter.