



WILDWOOD

August 20, 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
Sam Anselm, 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 >>>](#)

At the last meeting of the Committee on July 16, 2019, a decision was made to continue forward with the renaming of the Pond-Grover Loop Road and adhere, as best as possible, to the requirements of the 911 dispatching for the addressing associated with it. The Committee Members and others had, over the past few months, discussed a number of names, but many of them contained key words that were negated by the process of review by St Louis County for emergency dispatching purposes. After exploring different approaches, the conclusion was reached to shift the naming component from the City to others, specifically residents of the area where the right-of-way exists.

With this decision, the Committee requested the Department formulate some draft rules or processes that would guide this community naming process for the members to consider and ultimately adopt, after consensus. Given the decision to approach the naming in this manner, the Department considered the respective key components of such a contest and how best to structure it. Accordingly, the Department has developed an outline for the consideration of the Committee in this regard.

[Content of Tonight's Presentation >>>](#)

The Department of Planning and Parks has considered the respective components that might form a naming opportunity by the community for the roadway and developed the following key points for the Committee to consider in this regard:

1. The participants in the naming would be residents of Wards Four and Five of the City, given the roadway currently serves these areas, more so than any others.
2. The City will mail a postcard to all households in these two (2) wards that will provide a link that will be located on the City's website to submit a roadway name for consideration or the process to visit City Hall to complete a card and place it in a box provided for these purposes. The card will have information included upon it that will advise participants that certain words cannot be used for these naming purposes, so as to avoid the situation the Committee experienced in this same regard, i.e. park, greenway, trail, etc.
3. The naming contest will be advertised on the City's website, social media outlets, and in the e-newsletter encouraging participation.
4. The City will contact Green Pines Elementary School and encourage its students to participate and offer names for the roadway from each of its different grades and associated classes.
5. The winning entry, as selected by City Council, will be named in the ordinance approving the change in the name of the roadway and the winner will receive Wildwood gear, as part of this acknowledgement.
6. The winner will also be recognize at a City Council meeting for her/his entry.

[Summary and Conclusion >>>](#)

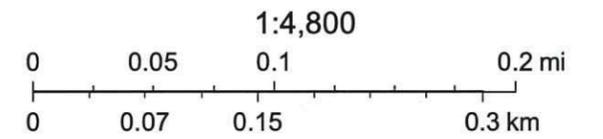
If any of the Committee Members should have any questions or comments regarding this information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. A presentation is planned on this matter at tonight's meeting. Thank you for the opportunity to present this information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

St. Louis County Map



8/16/2019, 10:20:53 AM

-  Other Flood Areas (0.2% Annual Chance)
-  Special Flood Hazard Areas (1% Annual Chance)



St. Louis County GIS Service Center