



WILDWOOD

August 19, 2019

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

Re: A response to a scrivener's error in the crafting of an amended ordinance for this large, commercial center, which did not reflect an earlier change to the sign regulations/conditions associated with the site.

Zoning: Amended MXD Mixed-Use Development District - **St. Louis County's P.C. 219-85 Alfred L. Hicks and J.L. Mason of Missouri, Inc.**

Location: South side of Manchester Road, west of State Route 100 (Manchester Road)

Ward: Seven

Council Members:

Introduction >>>

The Planning and Zoning Commission is in receipt of a request by the Department of Planning regarding the Schnucks Wildwood Crossing Center that is located on Manchester Road in Wildwood's Town Center Area. This request was prompted by a change that was inadvertently not addressed, when the most recent site-specific ordinance was updated by the Planning and Zoning Commission and, thereafter, authorized by the City Council. This last update of this ordinance included a new monument type sign that was to be located at the easternmost access point into the project, which was authorized, but language relating to a sign authorized by St. Louis County, as part of the original rezoning of the overall project, which had been deleted, was then included. This error was not identified, until the amended ordinance had been approved by the City Council. Therefore, the error must be addressed.

With this request, the Planning and Zoning Commission has reviewed the files and related materials relative to it and made a determination in this regard. Accordingly, the Planning and Zoning Commission, acting at its August 19, 2019 Executive Session, and by a vote of 8 to 0, submits the following report to the City Council for its consideration and action. The recommendation of the Planning and Zoning Commission was properly advertised for the purposes of its review and submittal to City Council.

Background and Zoning History >>>

For the purposes of review, **St. Louis County's P.C. 219-85 Alfred L. Hicks and J.L. Mason of Missouri, Inc.** was the first application of a new St. Louis County district designation identified as the Mixed-Use Development District, which was intended to provide a zoning mechanism to encourage the development of communities at a neighborhood level by mixing all types of housing choices, with neighborhood commercial activities, and institutional and recreational amenities as well. In this case, single family detached and attached, along with apartment units, were authorized as part of this project, while also including several areas of commercial activity,

and other services, such as a child care center. In total, the site-specific ordinance approved by St. Louis County for this project authorized the following:

- a. 295 detached single family dwellings on individual lots of varying sizes;
- b. 401 multiple family dwellings, including attached and multiple story types;
- c. 110,000 square feet of commercial space, including a supermarket and in-line retail, and additional uses, which were a convenience store with gas pumps, a medical office building, a bank, with drive-through facilities, and an outbuilding that currently houses two (2) restaurants and several medical offices.
- d. A childcare center, a private school, a subdivision clubhouse, including a pool and tennis courts, and common ground, which includes Lake Chesterfield.

This project began development long before Wildwood was incorporated, with the majority of the single family detached housing completed by 1995. The apartments (Carriage Place) and the Schnucks Wildwood Crossing Center were started after the City's incorporation and were reviewed by it. This project was the most successful of a few of the mixed-use developments St. Louis County had authorized over the last two (2) decades of it being part of its Zoning Ordinance. Others never materialized, or the commercial component was never started.

Wildwood Considerations – 1st Review - Since the incorporation of the City, there have been three (3) major changes within the development that required the amendment of the governing ordinance or a rezoning. The first of these two (2) major changes involved the commercial center, where Schnucks Markets was the major anchor tenant. After construction had started on this large development, changes were requested to address signage requirements, while seeking certain improvements to the internal circulation layout of parking and drive aisles, the location of other improvements, and modifications to the landscaping and buffering scheme to improve the transition from commercial uses to residential activities. Both the Planning and Zoning Commission and City Council supported these changes and acted upon them in April 1996. Key in this support by both of these decision making bodies were the proposed modifications to the ordinance's signage allowances, which led to allowable pylon signs being changed to monument types, which was more in keeping with the emerging standards for the planned Town Center Area.

Wildwood Considerations – 2nd Review - The second major change relating to this development involved the Mobil facility on Manchester Road. This facility was part of the original development of the project, but had a very small kiosk for service purposes and a limited number of pump islands for use. This design reflected current trends in the middle part of the 1980's. With changes in the gasoline and convenience industry, this facility needed to be updated and the owner sought such a change in 2008. This change would include a large convenience store (from approximately an 800 square foot kiosk to a 3,000+ square foot convenience store), along with the addition of more pump islands and a double-bay car wash facility.

To accomplish this change to the facility and address the requirements of the Town Center Plan, since this development would constitute a complete rebuild of the site, the property had to be rezoned to the C-8 Planned Commercial District. As part of this planned district, the increased use of the site for buildings and structures could be accommodated, while integrating the requirements of the Town Center Plan's Workplace District into the design of its improvements as well. These improvements would include the reconstruction of Manchester Road to include all required streetscape improvements.

The Planning and Zoning Commission and the City Council concurred with the redevelopment of this facility and supported the planned changes to the site. The Commission and City Council's support was premised on the facility's long history at this location and the competitive nature of this type of business, which necessitated an upgrade to this facility. Additionally, it was noted in the approval of the rezoning of the project it would utilize