



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

At the last several meetings, 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 incorporated into it by property owners and development interests. These inquiries have been either part of a previous update of the Master Plan, 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 provided this analysis after it reviewed the comments made at the 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. Action was taken by the Team at its June meeting on two (2) of these areas and a site visit was requested for the remaining two (2). This site visit was conducted in July for members to walk the properties and gather visual information on the properties themselves and those surrounding sites, relative to topography, woodlands, and the land use pattern.

The Department had provided a table reflecting a few overall assumptions it utilized in completing its 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 now been updated to reflect the Team’s action in June.

| Area south of Grover Crossing Subdivision and east of Woods Road – Alternative A-1 on Attached Map: | | | | |
|---|---|---|---|---------------|
| Description | Pluses | Minuses | Recommendation | Action |
| <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>Creates potential concerns for surrounding owners in terms of future predictability of land use around them.</p> | <p>Include into Town Center Area’s Land Use Boundary – Neighborhood Edge District.</p> | |
| | <p>Area abuts commercial land uses located in Town Center Area.</p> | <p>Introduces more infrastructure needs to surrounding area.</p> | | |
| | <p>Area also has long history of commercial use, with Vin-Rock Kennels (now Frolic Inn).</p> | | | |
| | <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> | | | | |

Area of the southeast quadrant of Pond Road and State Route 100 – Alternative A-3 on Attached Map:

| Description | Pluses | Minuses | Recommendation | Action |
|---|---|--|--|--------|
| <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 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 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 Land Use Boundary – Neighborhood Edge District.</p> | |

Area west of the Wildwood Campus of St. Louis Community College – Alternative A-2 on Attached Map:

| Description | Pluses | Minuses | Recommendation | Action |
|---|---|--|--|---|
| <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</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>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>Leave as Non-Urban Residential Area, its current land use designation under the City's Master Plan.</p> | <p>Property not included in the Town Center Boundary by a 16-0 vote of the Team Members at its June</p> |

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|---|---|--|--|----------------------|
| <p>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>Establishes higher standard for infrastructure development and streetscape elements.</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>2019 meeting.</p> |
|---|---|--|--|----------------------|

Area west of Pond Road - Alternative B on Attached Map:

| Description | Pluses | Minuses | Recommendation | Action |
|---|---|---|--|---|
| <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> | <p>Properties not included in the Town Center Boundary by a 16-0 vote of the Team Members at its June 2019 meeting.</p> |

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