



# WILDWOOD

June 28, 2021

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

Re: **Retention of Sales Trailer for the Prime Place (Ward Eight)**

Council Members:

**Background on Item for Discussion >>>**

The City Council, at its last two (2) meetings, has identified the signage and sales trailer for the Prime Place development that is planned for Main Street as concerns to it. These concerns are appropriate and relate to the character of the area and the lack of aesthetics associated with them. The sign noted "Coming Soon," while the trailer having information upon it to contact regarding sales associated with the proposed project. Both had been on-site since 2019.

The Department of Planning contacted the developer of the project and explained the issues relating to these two (2) items in this regard. The developer noted appreciation for the time that have been provided for the trailer and signage and allowances granted thereupon, given the financing process and COVID-19 had caused significant delays in the development schedule. Acknowledging such, the developer agreed the signs noting "Coming Soon" and sales information would be removed immediately, but asked for leniency relating to the trailer. It was noted by the developers that, with the financing process nearing a successful conclusion, the trailer will, for all intents in purposes, be needed before the end of 2021. It was also emphasized the trailer is a double-wide type and, if it had to be removed, the interior would suffer substantial damage. Accordingly, the developer was seeking an allowance to keep the trailer in place at its current location.

**Request and Direction and Possible Steps >>>**

With this request, the Department noted such should be presented to City Council and a determination made there. With the developer's request, the Department is presenting the matter to the City Council for its direction. If the City Council is inclined to provide the requested leniency in this regard, the Department can take the needed steps to address the matter and ensure its retention complies with all City codes. Such leniency is not atypical of the City of Wildwood in many regards, always attempting to

find reasonable solutions to difficult circumstances, but the Department does believe that, if such is retained, more needs to be undertaken to make it an asset there, versus a problem.

To this end, the Department is suggesting additional landscaping be added around the facility that can accommodate the environment there. The wooden box at the rear of the trailer should be removed and only returned when it is again occupied. The access area to the east of the trailer would need to be replaced with asphalt and not rock, so as its appearance is improved. Similarly, the trailer would need to be cleaned and any minor bends and breaks in its siding repaired. With these steps, the Department would believe the additional four (4) months being requested, until the project is underway, could be better accommodated in this case.

**Contact Information and Other >>>** If any of the City Council Members should have questions or comments in this regard, please feel free to contact the Department of Planning at (636) 458-0440. This matter is on tonight's Work Session Agenda and intended 'For Action.' Therefore, a short presentation is planned in this regard. Thank you for your review of this report and direction being sought on this matter.

Respectfully submitted,

**CITY OF WILDWOOD**



Joe Vujnich, Director  
Department of Planning

Cc: The Honorable James R. Bowlin, Mayor  
Steve Cross, City Administrator  
John A. Young, City Attorney  
Rick Brown, P.E. and P.T.O.E., Director of Public Works  
Dan Rahn, Assistant City Engineer, P.E.  
Travis Newberry, Senior Planner  
Michael A. Kennedy, Developer – KAI Design