



WILDWOOD

July 12, 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 several meetings, has identified the signage and sales trailer that is in association with the Prime Place development that is planned for Main Street as concerning to it. These concerns are appropriate and relate to the character of the area and the lack of aesthetics associated with this structure. As was noted at the June 28, 2021 City Council meeting, the Department of Planning contacted the developer of the project and explained the issues relating to these two (2) items in this regard. Acknowledging such, the developer removed the signs noting "Coming Soon" and sales information immediately, but did ask 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 and purposes, be needed before the end of 2021.

At this same June 28, 2021 City Council meeting, the Department of Planning also provided a list of steps for consideration relative to this trailer and signage, which might make its retention at its current location less unsightly or problematic to the community. This list of items included the following:

1. Install additional landscaping around the facility that can accommodate the environment there.
2. Remove the wooden box at the rear of the trailer and only returned when it is again occupied.
3. Improve the access area to the east of the trailer by placing a hard surface.
4. Clean and repair the trailer.

These items were discussed at length, when presented to the City Council at this meeting, while also being made aware the development entity believed work at the location would certainly begin before the end of the year.

Request and Direction and Possible Steps >>>

The Department reengaged the development entity after this June 28, 2021 meeting and provided a specific list of these items relative to this trailer and it included these steps:

1. The installation of more landscaping on all sides of the trailer of appropriate types and numbers to provide a nice appeal.
2. The removal of the wooden box that houses the wastewater tank.
3. The reworking of the area that accesses Eastgate Avenue from a mix of rock and grass to a hard surface.
4. The repair of the trailer, where it has been damaged. This area is the northwest corner of it that faces Main Street.
5. The removal of all 'sale-related' signs, until the project is issued the first of the needed permits for work to be authorized on the site.

The development entity has reviewed them and a conversation was held between its representatives and the Department of Planning, which led to an outcome. This outcome was the development entity agreed to accept this list of steps and implement them at the site. Accordingly, with this agreement by the development entity, the Department is supportive of allowing these identified steps to be completed and accommodate the trailer to be retained at its current location for the prescribed timeframe or longer (during construction), if work begins in that planned initial six (6) month period of time, i.e., by the end of 2021.

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
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