



WILDWOOD

March 24, 2022

MEMORANDUM

To: Wildwood Historic Preservation Commission Members

From: Department of Planning and Parks

Re: Route 66 Roadside Park Work Program (**Wards – All**)

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
Melanie Rippetoe, Assistant Director of Planning and Parks
Travis Newberry, Senior Planner

BACKGROUND >>>

Historic Route 66 is an icon of international fame and recognition. The City of Wildwood, like many other communities in the St. Louis Metropolitan Area, has a part of this wonderful icon within its boundaries. Like a lesser number of communities, the City of Wildwood has the portion of this historic roadway that was its original location, when first commissioned by the United States Congress in 1936. Such makes this segment of roadway something special and an area the City has always wanted to celebrate from many perspectives, such as preservation, tourism, historic preservation, and economic development.

To further these historic preservation goals of celebrating the "Mother Road," and as part of the Manchester Road Phase III Streetscape Project, the City purchased a one-half (1/2) acre parcel of ground from a private individual that has frontage on Historic Route 66. Also, now with the completion of the streetscape at this location, a bicycle lane and sidewalk are located along its frontage as well. These factors and improvements led to the Historic Preservation Commission deciding to develop a roadside park at this location. This park would be limited in size and scope, but offer a respite on the roadway, while be a location to learn about it as well.

With this decision, the Historic Preservation Commission agreed to develop a Request for Qualifications (RFQ) to be advertised to planning and design firms for such to offer the best use from this small site on this very important roadway. The Request for Qualifications (RFQ) was completed by the Department of Planning and offered to the Commission Members for comments and suggestions. Ultimately, the Request for Qualifications (RFQ) was issued, and ten (10) firms responded to it. Of those ten (10) firms, the Commission Members selected three (3) of them for interviews, which were conducted and concluded at its March 2021 meeting. Out of the interview process, the Commission recommended SWT Design.

With the contract approved on March 14, 2022, SWT Design is now moving forward with the work that has been commissioned (see attached proposal) and provided the Department and Commission with several important dates for next steps. Accordingly, please ***reserve the following dates on your calendars.***

Thursday, April 7th – Project Kickoff and Site Visit. SWT Design has requested a 1:00 p.m. to 4:00 p.m. timeframe for this activity, if it would work for the Commission.

Thursday, April 28th, 2:45 p.m. – 6:30 p.m. – Main Street Community Visit/Stakeholder Engagement Meeting #1. SWT Design will attend and plan an engagement opportunity for the proposed park project.

Thursday, May 5th – Visioning Workshop. SWT Design has requested a 3:00 p.m. to 6:00 p.m. timeframe for this activity, if it would work for the Commission.

TBD – Second Stakeholder Engagement Meeting. Will hold in late May/early June.

Wednesday, July 20th – Pin-Up Review Meeting #1. Will be held during the evening at 6:30 p.m.

Thursday, September 22nd – Pin-Up Review Meeting #2. Will be held during regular monthly meeting of the HPC.

A full draft schedule is provided tonight for your review.

IN CLOSING >>>

If any of the Commission Members should have comments or questions regarding this information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. A presentation is planned on these matters at tonight's meeting. Thank you for your consideration of this information and discussion of the same.



PROJECT SCHEDULE – HISTORIC ROUTE 66 ROADSIDE PARK DESIGN

MARCH 22, 2022

TASK DESCRIPTION	DURATION	START DATE	END DATE
1. Council Approval / Notice to Proceed	Milestone	3/14/22	
2. Data Collection	3 Weeks	3/14/22	4/5/22
3. Project Kick-off Meeting and Site Visit(s) with City and Historic Preservation Commission (HPC) (1:00 to 4:00 PM)	Meeting	4/7/22	
4. Submit Site Analysis Memo	Deadline	4/14/22	
5. Stakeholder Engagement Meeting #1 (2:45 to 6:30 PM)	Meeting	4/28/22	
6. Visioning Workshop Prep	4 Weeks	4/7/22	5/5/22
7. Visioning Workshop with City and HPC	Meeting	5/5/22	
8. Stakeholder Engagement Meeting #2 (TBD)	Meeting Timeframe	5/16/22	6/10/22
9. Submit Stakeholder Engagement Memo	Deadline	6/15/22	
10. Initial Concept Alternatives Development	5 Weeks	6/15/22	7/20/22
11. Pin-up Review Meeting #1 with City and HPC (6:30 PM)	Meeting	7/20/22	
12. Preferred Alternative Concept / Rendering Development	9 Weeks	7/20/22	9/22/22
13. Pin-up Review Meeting #2 with City and HPC (6:30 PM)	Meeting	9/22/22	
14. Finalize Design Concept	3 Weeks	9/22/22	10/13/22
15. Submit Final Design Concept and Estimate to City	Deadline	10/13/22	



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Student Route 66 Taskforce Kickoff and Route 66 Design Workshop

Chosen Date: Late May/June (TBD – need to discuss with School District)

Location: Route 66 Roadside Park Site, then walk to Old Pond School

Duration: 2-3 hours

Purpose:

- ✓ Establish a Student- Led Taskforce for Route 66
- ✓ Route 66 Roadside Park Stakeholder Meeting
- ✓ Keep School District engaged

Preparation and Planning (estimated 20 staff hours):

- Coordinate with School District to establish, may need to present to classrooms, meet with teachers, etc.
- Logistical arrangements (bus, rooms, etc.)
- Workshop prep
- Sign-in sheets, comment cards, refreshments, etc.

Cost Estimate: (Under \$100)

Attendees:

- Route 66 Speaker?
- Department of Planning
- Student representatives for Taskforce (two from each participating school, middle+)
- HPC Volunteers
- PTO Volunteers, Teachers, Etc.
- Couple business owners from along the Corridor

Day of the Event:

Part 1: Site Visit

(~30 minutes)

- Introductions/Ice-breaker activity
- HPC Members to talk about Route 66, the proposed revitalization, and the importance of the park project in the context of it
- Planning Staff to talk about the process for developing a concept for the park
- Park at New Community Church?



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Part 2: Walking Tour of Historic Grover

(~45 minutes)

- HPC Members and other knowledgeable individuals to discuss history
- Meet with business owners

Part 3: Route 66 Presentation

(~20-30 minutes)

- Speaker: Joe Sonderman? Route 66 Association? (15 minutes)
- Speaker: Robyn (5 minutes – art murals, public art, pop-up drive in event, etc)
- Location: Old Pond School

Part 4: Route 66 Roadside Park Design Charette/Visioning Workshop

(~45 minutes)

- Location: Old Pond School
- HPC members can present ideas presented at the first workshop
- SWT can discuss the site characteristics on an aerial
- Divide students up into groups (3-4 plus adults) to brainstorm ideas. Have scaled cutouts of key elements (parking, structure, etc.)
- Have students present their ideas

Parents can pick up at Old Pond School. City Staff can shuttle.