



WILDWOOD

August 14, 2023

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

Re: Traffic Studies for Developments (Wards – All)

Council Members:

BACKGROUND >>> At the July 2023 meeting on the City Council, during the discussion of the Crestview Project, the matter relating to traffic studies was questioned. The questions generally focused on, when are they required, how they are assessed, and then how they are used. The Mayor requested that brief responses be provided to each of these items for the benefit of the City Council and any other parties that might have an interest.

RESPONSES >>> In regard to these items, the Departments of Public Works and Planning have prepared the following responses:

1. **When Required:** These studies can be required by the City via a number of different allowances from the codes, including the Zoning Ordinance for Site Development Plans and the City does seek them in almost all instances. Without these studies, particularly in Town Center, more of the analysis would be based on past outcomes and not science, as well as potentially missing future trends. All Town Center projects, minus certain minor subdivisions (four (4) lots or less) and boundary adjustments, have been required to submit them. It is important to note, as part of the Town Center Plan Update, the City engaged its own traffic consultant and had that entity provide an overall plan for the entirety of this area, both for year 2020 the study was underway, and, then thereafter, for a twenty (20) year window into the future.
2. **How Assessed:** the Departments of Planning and Public Works review the submittal from the professional engineering firm that must have expertise in the areas of traffic management and determinations of levels of service. In the St. Louis Region, three (3) firms exist that provide the majority of these studies. These firms are CBB Transportation Engineers + Planners, GBA, HR Green, and Lochmueller Group. The assessment of a submitted traffic impact study by the City relates to whether it followed generally accepted guidelines and parameters of the discipline and followed professional practices and standards, while also it did address the specific requests associated with the project in the City of Wildwood (Scoping Meeting is held before the study is started). The City's Director of Public Works, Rick Brown, is a Professional Traffic Operating Engineer (P.T.O.E.), which allows him to have great

insights to these studies. These studies are used throughout the site development and improvement plan processes to ensure level of infrastructure improvements match the calculated need.

3. **How Are They Used:** the Departments of Planning and Public Works use them to ensure developers provide the appropriate levels of improvements relative to their projects and such will function in terms of ingress and egress, safety, and levels of service. The governing ordinances, whether a planned district or a special procedures permit, link improvement levels to these studies, thereby ensuring the development provides the needed infrastructure at levels that are not too great, but more importantly, too little.

It is important to also identify that almost all site-specific ordinances contain the following condition in this regard:

The developer shall provide to the Departments of Planning and Public Works a Traffic Impact Study indicating the anticipated trip generation from this use and corresponding improvements to address changes in circulation patterns, turning movements, volumes, and other related circumstances for [the roadway or street name here]. The Traffic Impact Study must be completed by a qualified engineer having recent (within the last two (2) years) experience in this area of expertise. Review and approval of the Traffic Study shall be by the City of Wildwood Departments of Planning and Public Works. **Additional roadway improvements may be required only along the frontages of the petitioner's site, based upon the findings of this study, if warranted.**

Given a project cannot proceed until the Site Development Plan is completed and acted upon by the Planning and Zoning Commission, requiring the traffic study at that stage accommodates targeting it to the approval granted by the City Council with the zoning action. Also, the developer can submit such at any time before the Site Development Plan process.

CONTACT INFORMATION >>> If the City Council Members should have any questions or comments in this regard, please feel free to contact the Director of Public Works, Rick Brown, or the Department of Planning at (636) 458-0440. This item is on tonight's Work Session agenda as "For Information," which can be discussed therein, if any City Council Member should request such. Thank you for your review of this information and any comments you might have in this regard.

Respectfully submitted,

CITY OF WILDWOOD



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Cc: The Honorable James R. Bowlin, Mayor
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