AN ORDINANCE ADOPTING AND THEREBY RATIFYING AN AMENDMENT TO
THE CITY OF WILDCOOD'S MASTER PLAN REGARDING THE TOWN CENTER
DESIGNATION AS A RESULT OF THE COMPLETION OF THE PHASE II
PLANNING PROCESS.

WHEREAS, the City of Wildwood, Missouri was officially incorporated on
September 1, 1995 as a result of an affirmative vote of its citizens on February 7,
1995;

WHEREAS, one of the City’s first official acts on September 1, 1995 was
to appoint the Planning and Zoning Commission and charge them with the
responsibility of beginning the development and ultimate completion of a Master
Plan to guide future land use decisions and ensure the appropriate allocation of
resources and the provision of services for its residents;

WHEREAS, a major component of this Master Plan was the concept of the
Town Center, which was intended to introduce and utilize the principles of “New
Urbanism” in the development and use of property in this selected location; the
area being where all future commercial and higher density residential land use
activities would be located in the City of Wildwood;

WHEREAS, an outside consultant, nationally recognized as an expert in
these concepts, was hired to create a Town Center Plan for the City of Wildwood
which would achieve the desired goals of creating livable neighborhoods where the
automobile is deemphasized in terms of the site planning and design of
improvements and the community (its people) is provided an appropriate setting for
this change to occur;

WHEREAS, the firm of Andres Duany and Elizabeth Plater-Zyberk held a
five (5) day charette in the community and created a plan for the development of
the Town Center, which included input from citizens, service providers, and
potential development interests, and presented it to the community;

WHEREAS, the introduction of the plan included several public
presentations, forums, and more formal public hearings in an attempt to address
resident and property owners concerns regarding the complexity and
comprehensiveness of the document and the overall impact it would have on the
existing neighborhoods in the area;
WHEREAS, additional concerns were raised in the presentation and discussion process about the roadway system and its grid characteristics, the architectural requirements for buildings, and the traffic and congestion perceived to be associated with this type of development policy:

WHEREAS, despite all the efforts of the City to gain support in the impacted area where the Town Center would be located, citizen concerns could not be adequately addressed, which led to the adoption of a two (2) phased approach to the development of the plan;

WHEREAS, the City's Planning and Zoning Commission and City Council adopted a Master Plan amendment as Phase I of this two (2) phased approach to address all commercially zoned properties in the City and then designate the remaining properties as part of Phase II;

WHEREAS, a key component of this Phase II process was the creation of a Citizen Advisory Board to complete the designation of these properties, as well as discuss access options, design standards, and architectural guidelines for them, so as their concerns could finally be addressed regarding this concept;

WHEREAS, the Citizen Advisory Board, in conjunction with the Town Center Committee, completed this process of designating land use and access options as part of a mediated five (5) month process and forwarded the plan to the Planning and Zoning Commission and City Council for consideration and adoption; and

WHEREAS, the Planning and Zoning Commission on March 2, 1998 voted 10 to 0 to adopt the attached amendment to the Master Plan (unifying Phase I and II) including all related maps, exhibits, materials, and appendices therein referenced and identified herein as the Town Center component of the Master Plan of the City of Wildwood, Missouri, including the Conceptual Land Use Categories Map.

WHEREAS, the completed Town Center Plan adopted and ratified herein, including all maps, exhibits, materials, and appendices attached and referred to, is consistent with the Master Plan's goals and objectives about this area of the City and sets the parameters and tenets to achieve the creation of traditional neighborhood designs, which will be characterized by varied and diverse housing styles, defined and consistent architectural themes for buildings and other improvements, modified street designs to improve the quality of their appearance and promote slower speeds and greater safety, and planned utilization of green space as part of each public and private improvement;
WHEREAS, the City Council is required to adopt, by a vote of at least two-thirds (2/3) of members, any change in any portion of the Master Plan establishing appropriate zoning districts.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF WILDWOOD, MISSOURI, AS FOLLOWS:

Section One. The Town Center component of the Master Plan of the City of Wildwood as described below and incorporated herein is hereby adopted and ratified as an amendment to the official Master Plan and Comprehensive Zoning Plan of the City of Wildwood:

The Town Center Plan will establish a long-term development philosophy that promotes the establishment of mixed-use communities consistent with the concepts of "Town Center Planning." Incumbent to the selection of the "Town Center Planning" concepts for use in the City's proposed Town Center was the belief that current suburban development practices predominant in the region and elsewhere were not appropriate for this new community. These existing practices favor the strict segregation of land uses, which assumes all travel to and from destinations will be accomplished by the automobile. Therefore, all design criteria for their development reflects an insensitivity toward the pedestrian and other modes of transportation and creates a streetscape that is less than pleasing to the eye. Accordingly, the City of Wildwood has attempted to redress this conventional wisdom by employing a different set of criteria for future development in the Town Center.

In applying the concepts of "Town Center Planning," several principle tenets were formulated to guide development. These tenets include the following:

1. **Neighborhood Design** - all neighborhoods should be pedestrian-friendly, with the use of multiple access points for vehicles. The use of cul-de-sacs should be discouraged.

   Parking should be located to the side or rear of buildings. On-street parking is encouraged in these areas as well.

   Building locations should be as close to the right-of-way as possible and at a scale and size consistent with the concepts of "Town Center Planning".

   Variations to these building requirements along State Route 100 and State Route 109 may be considered on a case-by-case basis by the Planning and Zoning Commission.

2. **Green Space** - all neighborhoods should have abundant public/open space and it should be incorporated into all designs. Development designs permitted by the Town Center densities will require a greater need for public/open space. The dedication of areas for use as public/open space must be incorporated as focal points in the overall development scheme of each individual project, which is part of the larger neighborhood fabric. Additionally, these areas shall be capable of providing a varied use in terms of active recreational opportunities, and not all be property significantly restricted by environmental features.

   Existing vegetation shall be preserved whenever possible. Credits for preserving existing vegetation shall be given to developers to offset City imposed requirements from the Tree Manual.

   Developments adjoining State Route 100 and State Route 109 shall comply with the City's stated intent to plant and improve these corridors into greenscape areas which are consistent with the concept put forth by the community in its grant application to the Missouri Department of
Transportation.

Dedication of land or impact fees may be required for the purchase of off-site properties.

3. **Architecture** - all neighborhoods should adhere to the specific architectural guidelines of the Town Center Plan in terms of signage, lighting, fencing, and building styles and designs. Lighting design shall reflect the nature of use in the area and promote visibility in commercial areas and safety in residential locations, reduce night glow, and spillage of light onto adjacent properties.

4. **Land Use** - all activities allowed by the Town Center zoning designations should be compatible with the existing land use pattern on adjoining properties. Certain uses are permitted by right within each of the respective land use designations proposed as part of the Town Center Plan. Other more intensive uses which require special consideration and review will only be authorized as part of a Conditional Use Permit. These uses which require a permit include certain commercial uses with large building footprints, drive-through facilities in conjunction with any authorized commercial use, and other higher intensity or problematic use characteristics. Intense commercial uses should be limited to a small number of districts located toward the perimeter of the Town Center (Manchester Road, State Route 100, State Route 109, and Taylor Road), while other business activities should be fully cohesive with the remaining land uses to form a traditional Town Center.

Incumbent to creating this traditional Town Center, a true mix of uses must be provided by limiting a percentage of housing types and commercial uses allowed in any one given area. Therefore, all properties will either be designated Commercial, Workplace, Neighborhood Center, Neighborhood General, Neighborhood Edge, Public/Open Space or Cultural/Institutional. Regardless of designation, existing neighborhoods should be preserved. The attached Land Use Designation Parcel Map (Attachment Three) shall establish permitted uses for all properties within The Town Center.

5. **Streets and Sidewalks** - all public improvements shall comply with the Town Center specifications in their construction.

Street trees, lighting, furniture, and other items shall adhere to the Streetscape Design Standards of the City. The layout of streets will adhere to a grid pattern, but not necessarily rectangular in shape. The existing network of streets, including Taylor Road, will form the basis of the future layout of all new roadways. New streets shall be linked to this existing network.

Curb cuts shall be minimized along the main thoroughfares, such as Taylor Road, as well as State Routes 100 and 109, wherever possible, by promoting shared access between properties or the use of lanes serving the rear of properties.

Traffic Generation Impact fees may be imposed to address the impact of any new development in the Town Center.

6. **Infrastructure** - all storm water management improvements shall comply with the Town Center specifications in their construction.

Regional facilities are preferred over individual site improvements. In-stream detention will only be considered when regional benefits to the storm water collection and management system clearly outweigh the impact to the natural environment of that location. The system of natural streams and creeks shall be preserved, whenever possible. Setbacks from these features will be reviewed on a case-by-case basis relative to the goals of regional detention/retention. Impact fees may be imposed as a part of any development in the Town Center to address off-site impacts to fund construction of regional detention.

The installation of new or the improvement of old utility systems and lines shall be placed underground in conduits within City-owned rights-of-way.
The development of public sewer systems to serve growth in the Town Center area are encouraged and preferred within the Metropolitan St. Louis Sewer District's boundary.

7. **Historic District** - all developments located within the Historic District shall be consistent with the overall period of architecture chosen for this area. The reuse and restoration of historic structures and buildings is encouraged.

**Town Center Regulations**

With the adoption of the Town Center Plan Boundary Map, Neighborhood Design Standards and Architectural Guidelines, Street Network Map, and Land Use Designation Map, any new zoning of parcels of land after this action and any development within the Town Center shall comply with this Town Center Plan. The Town Center District Zoning Ordinance is anticipated to formalize many of these policies into detailed regulations. In those instances where regulations may not be appropriate for adoption as part of the Zoning Code, such as design specifications for streets, utilities, and other public improvements, they will be incorporated into the appropriate manual for use.

The policies in the Town Center Plan are intended to cover all aspects of the development of properties within the Town Center Boundary and create the appropriate setting to achieve the stated goals of this plan and promote and apply the principles of "Town Center Planning" in this area, while protecting the community from previous land use policies established in this City by the former jurisdiction.

* **Boundaries of the Town Center** *

The boundaries of the area within the City of Wildwood designated as The Town Center and subject to Town Center Zoning and Regulations shall be the area and parcels of ground designated on the Town Center Boundary Map attached as Appendix One.

* **Neighborhood Design Standards and Architectural Guidelines** *

The Town Center the Neighborhood Design Standards and the Architectural Guidelines are adopted in principle by the Town Center Plan. These standards and guidelines will be formalized with the passage of the Town Center Zoning Ordinance. These standards and guidelines will address all aspects of development within the Town Center Boundaries, but modifications consistent with the Town Center Plan principles will be considered on a case-by-case basis relative to the site's size, location, physical characteristics, surrounding land use pattern, and access, infrastructure, and utility options. Individual merit of the request will only be considered. The standards and guidelines adopted herein are attached as Appendix Two.

* **Land Use Activities within the Identified Categories** *

The following categories are hereby established for the area of the City designated as the Town Center, with corresponding permitted land use activities identified for each as well. These categories and activities are applicable only to properties within the Town Center Boundaries. Lot sizes, widths, and depths and other similar criteria shall be as established in the Neighborhood Design Standards of the Town Center Plan.
Town Center Categories

Historic District

Historic Neighborhood Center

Land Use Activities

Bed and Breakfast Establishments
Professional offices, not medical or dental
Restaurants, not fast-food
Home Occupations
Coffee Shops
Shops for artists, sculptors, painters, printmakers, photographers, and similar specialties
Child Care Centers
Sewage Treatment Facilities
Park and Open Space: public or private areas
Barber and Beauty Shops
Parking Areas
Multiple Family Residential (townhouses, rowhouses, and apartments)
Civic Buildings

Historic Neighborhood Edge

Bed and Breakfasts
Single Family Residences at 3 acre density
Home Occupations
Child Care Centers
Sewage Treatment Facilities
Park and Open Space: public or private areas
Parking Areas

1/ The Historic District shall permit zoning under the Historic Neighborhood Center, Historic Neighborhood Edge, Cultural/Institutional, and Open Space categories.

2/ Certain activities have been determined to be appropriate only under a set of specific and special conditions which are needed because of the type of use, the location of the use, the characteristics of the use, and the development pattern around the use dictate a greater need of control. These activities shall be permitted only by Conditional Use Permit (including planned zoning expressly authorizing the activity) for their development or establishment in the applicable Land use Designation where they may exist. The criteria for approving a Conditional Use Permit shall be described in 1003.181 of the City of Wildwood’s Zoning Code and may be granted only where consistent with the principles established by this Master Plan.

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Historic Buildings

Limited by Category where located

Open Space

Public Parks
Scenic Areas
Wildlife Refuge
Public Civic Space
Public and Other Utility Facilities

Cultural/Institutional

Churches
Schools
Civic Buildings (government)
Libraries
Local Public Utilities
Parks and Open Space: public and private areas
Museums

Commercial

(Commercial District allows a larger building footprint for certain uses)

Restaurants, including fast food, with drive through facilities
Churches
Professional Offices, including medical and dental
Financial Institutions, with drive-through facilities
Parking Areas
Recreational Facilities, including indoor theaters and outdoor activities
Stores and Shops for Retail Purposes
Filling Stations for Automobiles
Hotels
Sewage Treatment Facilities
Research Laboratories and Facilities
Office/Warehouse Facilities
Park and Open Space: public and private areas
Workplace

Restaurants, including fast food, but without drive through facilities
Vehicle Service Centers, not repair
Professional Offices, including medical and dental
Child Care Centers
Churches
Filling Stations for Automobiles²
Financial Institutions, with drive-through facilities²
Parking Areas
Recreational Facilities, where all activity occurs within a Building or Structure, but excluding Indoor Theaters
Animal Hospitals and Veterinary Clinics
Sewage Treatment Facilities
Stores and Shops for Retail Purposes
Office/Warehouse Facilities
Park and Open Space; public and private areas

Neighborhood Center

Single Family
Residential
Multiple Family Residential (shophouses, rowhouses, and apartments)
Sewage Treatment Facilities
Parking Areas
Financial Institutions, not with drive-through facilities
Professional offices, including medical and dental
Bed and Breakfast Establishments
Coffee Shops
Child Care Centers
Home Occupations
Restaurants, not fast food
Civic Buildings
Park and Open Space; public or private areas
Shops for artists, sculptors, painters, print makers, photographers, and similar specialties
Barber and Beauty Shops
Churches
Neighborhood General

- Schools
- Stores, Shops, and Open-Air Markets for Retail Purposes

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- Single Family Residential
- Multiple Family Residential (shophouses, rowhouses, and apartments)
- Park and Open Space; public or private areas
- Civic Buildings
- Sewage Treatment Facilities
- Home Occupations
- Bed and Breakfast Establishments
- Churches
- Schools

Neighborhood Edge

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- Single Family Residential (cottage and house)
- Park and Open Space; public or private areas
- Sewage Treatment Facilities
- Churches
- Libraries
- Home Occupations
- Schools
- Cemeteries
- Child Care Centers
- Civic Buildings

NOTE: All Land Use Categories other than *Commercial* shall permit building footprints in excess of 10,000 square feet only by Conditional Use Permit. Uses in the *Commercial* District shall permit building footprints in excess of 40,000 square feet only by Conditional Use Permit.

* Designation of Land Use for Specific Properties Within Town Center*

The land use designations shown on Appendix Three are established for all properties located in the Town Center boundary. These land use designations correspond to the identified Town Center Categories and Land Use Activities noted above and are identified by a specific parcel number as indicated in the text set forth in the Town Center Plan Phase II Report dated February 3, 1998 and on file with the City Clerk. Minor boundary adjustments of each Town Center Category may be necessary on a case-by-case basis, where appropriate, and shall not be deemed a violation of this plan and may be accommodated without a map amendment.
Street Network Plan

The avenues, streets, roads, and lanes set forth on the Town Center Street Network Map (Attachment Four) are established as the planned street layout of the Town Center, subject to the qualifications and modifications noted below. New and modified streets constructed as part of any development should be expected to meet the general guidelines of the Town Center Plan in terms of location, purpose, and design, unless better alternatives are available. The exception to the adoption of this roadway network is the deletion of the system of grid streets in the area served by the Niere Acres Drive. This area will be served by the existing private roadway only and individual residential driveways, where needed. Additionally, the roadway network was not intended to extend the existing stub street in Old Grover Estates from its terminus at the northern property line to the proposed Main Street. Concerns relative to traffic volumes and safety were the reasons for this modification. All other stub streets in this development would be connected as part of the Town Center's network of roadways.

Other roadways were also proposed as part of the engineering study completed by the City's consultant in this matter, which are shown on the Street Network Map and hereby adopted in principle. However, these roadways are to be reviewed on a case-by-case basis relative to the development of the individual properties where interest is centered. The development of these roadways, along with the desired open space areas and pocket parks indicated as a part of each, will be premised on their need or utility to achieve the goals of the Town Center planning concept and compliance with engineering standards proposed as part of this process.

The following additional street considerations are incorporated in the Street Network Map:

Crestview Lane - extension of this existing private roadway to the east and west to intersect with the proposed Taylor Road and State Route 109. This roadway will be the Main Street/Neighborhood Boulevard as described in the Street Specifications of the Town Center Plan.

Pond-Grover Loop Road - extend existing street to the south and east to connect with Taylor Road.

New Unnamed Roadways (as described by property location):

- Schneider Property - two (2) new additional north-south roadways, which intersect the Main Street.
- RDR Property - new roadway from Amoco Oil Company facility to Eatherton Road.
- Properties along the north side of Crestview Lane - parallel roadway along State Route 100. This roadway will be located between Eatherton Road and the proposed Taylor Road.
- Properties owned by Greenberg Development Company and Covert-Corsair - three (3) north-south roadways and two (2) east-west roadways. Two (2) of the north-south roadways intersect Manchester Road, west of Village Hills Parkway.
- Greenberg Development Company Property (east side of Taylor Road) - two east-west roadways and one (1) north-south roadway. The two (2) east-west roadways intersect the proposed north-south roadway which ends at Manchester Road.
- Jones Family Properties - one (1) east-west roadway which extends across State Route 109 into the Bower tract of land. This roadway will extend from Taylor Road to State Route 109 then onward to the western end of the Town Center.
- Properties around Old Grover Estates - extension of existing stub streets to surrounding roadway system. The western stub street will turn to the south and intersect Manchester Road.
- St. Onge Property at the southwest corner of State Route 100 and State Route 109 - one (1) east-west roadway and one (1) stub to the south.
- Slavik Property - two (2) north-south roadways and one (1) east-west roadway. One (1) of the north-south roadways connects to Manchester Road.
- Properties located in the Northwest Quadrant of Manchester Road and State Route 109 - one (1) east-west roadway. Starts at Manchester Road and connects to the north-south roadway on the Slavik tract of land.
Special additional development policies shall apply when development is planned near or affecting existing residential neighborhoods. These policies are intended to promote the concepts of “traditional town planning”, while protecting existing neighborhoods and the overall character of the area. Most important of these development policies which must be considered when applying the concepts of Town Center planning to properties within its boundaries is the appropriate transitioning of lot sizes around established neighborhoods, such as Old Grover Estates, Meadows at Cherry Hills, Lindy Lane, Niere Acres Drive, and Crestview Lane. The intent of transitioning lot sizes is to preserve the character of existing neighborhoods which have limited or no redevelopment potential or represent exactly the type of areas the Town Center planning process is trying to achieve, such as Niere Acres and Lindy Lane in particular. Where these circumstances exist, developing properties must reflect an appropriate lot size and density as not to impact the existing character of the area.

Additionally, the development of property near existing residential neighborhoods shall particularly require the dedication of appropriate areas of open space to serve the Town Center community. The areas intended for public use have been partially identified as part of future land use designations for all properties in the Town Center. Additionally, the provision of other open space areas on individual development sites, where applicable and functional, must also be considered. These smaller areas may include portions of developed properties where improvements permit, such as parking areas, pedestrian walkways, and others.

Two (2) other policies to be used in the development of properties in the Town Center include the following:

- the definable portions of any walkable neighborhood must have an appropriate mix of land uses. Therefore, the development of one type of housing unit to the point of shifting this balance should not be considered.

- the layout of streets to serve uses in the Town Center area must be respectful of and take into account appropriate block sizes (length and width) to accommodate proposed Neighborhood Design Standards for different lot types and always promote connectivity of them throughout its boundary.

Section Two. This ordinance shall be in full force and effect on and after its passage and approval.

This Bill was passed and approved on the 23rd day of March 1998 by the Council of the City of Wildwood after having been read by the title or in full two times prior to passage.

[Signatures]

Presiding Officer

R.W. Marcantano, Mayor

ATTEST:

City Clerk

City Clerk

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APPENDIX ONE
Town Center Boundary Map
APPENDIX TWO

Neighborhood Design Standards and Architectural Guidelines
WALLS

MATERIALS
Building walls shall be constructed of local brick, masonry, and similar materials. Wood, brick, or other masonry shall be used as specified.

CONFIDENCES
Walls shall be constructed of brick, masonry, and similar materials. Wood, brick, or other masonry shall be used as specified.

ELEMENTS

MATERIALS
Cabinets, doors, and countertops shall be made of wood, brick, or other masonry materials. Wood, brick, or other masonry shall be used as specified.

CONFIDENCES
Walls shall be constructed of brick, masonry, and similar materials. Wood, brick, or other masonry shall be used as specified.

ROOFS

MATERIALS
Roofs shall be of metal, wood, brick, or other masonry materials. Wood, brick, or other masonry shall be used as specified.

CONFIDENCES
Roofs shall be constructed of metal, wood, brick, or other masonry materials. Wood, brick, or other masonry shall be used as specified.

OPENINGS

MATERIALS
Openings shall be constructed of metal, wood, brick, or other masonry materials. Wood, brick, or other masonry shall be used as specified.

CONFIDENCES
Openings shall be constructed of metal, wood, brick, or other masonry materials. Wood, brick, or other masonry shall be used as specified.

MISCELLANEOUS

COLORS
Colors of all materials shall be selected from the Master List provided by the Architectural Review Board.

Walls may be of any color for such material used. Wall colors shall be painted in accordance with the Master List.

Trim shall be of one color which may or may not be the same as the wall color.

Storeshelves shall be painted a color from the Master List.

Accents color may be used on those such as the front door and shutters, and may be approved by the Architectural Review Board.

Columns, posts, balconies, shutters and porches may be any color.

Roof siding shall be a color from the Master List.

Masonry, smooth siding and trim shall be a color from the Master List.

PAINT AND STAINS
All exterior wood shall be painted or stained, except wicker woods which may be left as nature. Windows sashes and doors shall be painted.

Graffiti shall be brick, concrete, paving, and other materials.

The following shall be selected from the Master List: brick, mortar, color, patterns, and other materials.

The following shall be permitted in the yard area and where not easily visible from streets or path: HVAC equipment, utility meters, 18" by 36" satellite dishes, permanent grills, permanent play equipment and hot tubs (those at ground level must be covered).

Stormwater Management: Sidewalks shall follow the prescribed drainage measures listed in the city code or may submit an alternative drainage plan certified by a civil engineer as fulfilling the stormwater management requirements.

Driveways may be brick, asphalt, or concrete pavers and shall not be wider than 12 feet at the street.

Fencing posts under 6 feet tall may be mounted at a 45 degree angle to building walls.

Security signs must be affixed to the wall.

Light fixtures shall be mounted to walls, have transom, or have side lights and may not produce glare on adjacent properties.

Variances to The Architectural Codes may be granted on the basis of architectural merit.

Signs to the Town Center shall be made of wood, enamel, and similar materials. Signs to be attached to buildings, integral with the structure, no larger than 24 inches in height, extending 18" from the wall and painted a color from the Master List.

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APPENDIX THREE
Land Use Designations for Properties (Regulating Plan)
Town Center - Land Use Designations

Legend:
- Cultural/Institutional
- Commercial
- Historic Neighborhood Center
- Historic Neighborhood Edge
- Neighborhood Center
- Neighborhood Edge
- Neighborhood General
- Open Space
- Workplace
- Parcels
- Existing Streets
APPENDIX FOUR
Town Center Street Network Map
**Town Center - Street Network**

- **Proposed Streets**: *
  - Lane
  - Main Street
  - Neighborhood Avenue
  - Road (R-1)
  - Road (R-2)
  - Street (S-50)
- **Parcels**
- **Existing Streets**

★ Denotes approximate location of required pocket parks to be developed in conjunction with individual roadways.

(see report of CDG dated September 29, 1997 on file with City Clerk for more specific locations and other information).

* The location of proposed avenues, streets, roads, and lanes are approximate and subject to engineering verification and utility.