AGENDA

for the

2015 - MASTER PLAN ADVISORY COMMITTEE (MPAC)

City Hall Council Chambers/Community Room – 16860 Main Street

Wednesday, February 24, 2016

7:00 p.m. to 9:00 p.m.

(Two (2) Hour Time Limit Will Be Honored)

Re: Final Draft of the 2016 Master Plan

I. Welcome To Group Members And Opening Comments By Mayor Woerther And The Department Of Planning

II. Review And Action On The Minutes From February 2, 2016 Meeting

Documents: DRAFT MINUTES 2-2-16 MPAC.PDF

III. Public Comment

IV. Discussion Of Topics And Consideration Of Information By The Committee

A. Presentation And Discussion Of Final Draft Of The 2016 Master Plan

Documents: MASTER PLAN - FOURTH DRAFT - 2.24.16.PDF

B. Comments And Questions From Committee Members

V. Next Meeting Date Of The Committee – March 3, 2016 – Thursday (7:00 P.m.) – If Needed

VI. Closing Remarks/Adjournment

If you would like to submit a comment regarding an item on this meeting agenda, please visit the* Form Center*.

Note: The Master Plan Advisory Committee will consider and act upon these matters listed above and any such others as may be presented at the meeting and determined appropriate for discussion at that time.

WILDWOOD

2015/2016 MASTER PLAN ADVISORY COMMITTEE (MPAC)

TEN (10) YEAR UPDATE PROCESS

RECORD OF PROCEEDINGS

TUESDAY, FEBRUARY 2, 2016 - 7:00 P.M. TO 9:00 P.M.

City Hall Community Room – 16860 Main Street

DRAFT

I. Welcome to Group Members and Opening Remarks by Mayor Woerther and the Department of Planning

The Committee's facilitator, Dr. Terry Jones, opened the meeting at 7:00 p.m. and welcomed all in attendance. He then requested a roll call of attendees, which was completed with the following results:

Master Plan Advisory Committee Members present: David Geile, Sam Visintine, Gary Bohn, Harry LeMay, Jane Wright, Larry Feuerstein, Dennis Welker, Ed Kohn, Fran Gragnani, Kevin Liddy, Ron Peasley, Jon Bopp, Rick Archeski, Michele Bauer, Debra Smith McCutchen (Council Member Ward 5), Greg Stine (Council Member Ward 7) (arrived at 7:45 p.m.), and Mayor Woerther.

Staff Members present: City Administrator Ryan Thomas, Director of Planning and Parks Joe Vujnich, and Assistant Director of Planning and Parks Kathy Arnett.

Mayor Woerther and Director Vujnich thanked everyone for their attendance at the meeting. Director Vujnich also thanked everyone for accommodating the change in the meeting schedule.

II. Review and Action on the Minutes from the January 12, 2016 Meeting

Dr. Jones questioned if any Committee Members wished to propose changes to the minutes. Hearing no modifications, the minutes were approved.

III. Public Comment

None

IV. Discussion of Topics and Consideration of Information by the Committee

a. **Overview and Discussion of Public Input Session Comments (1-20-16)**

Director of Planning Vujnich provided an overview of the final public input session, which was held on January 20, 2016. He thanked the Committee Members for their work in moderating the small group sessions and noting the comments made therein. He noted that even though the number of public in attendance was low, the group was an interested and active group of residents. He then reviewed the comments made at the session, noting concerns with stormwater management and rural internet as a couple of the most discussed topics. Finally, he noted the comments made by the public were in keeping

with the direction provided by the draft plan, which therefore, validated the work the Committee has completed to date.

Discussion was then held regarding the following: the most effective way for the Committee to turn the public's concerns into actionable items in the Master Plan; the work the City has done, since its incorporation, on replacing low water bridged; the work done for creek bank stabilization; the management of stormwater concerns through land use decisions, including the lower density of one (1) unit per acre in the Suburban Residential Area, which was set in 2006 and is proposed to be upheld in this plan revision; the steps taken by the Metropolitan St. Louis Sewer District to ensure new development is not harmful to stormwater; the concern with the condition of old detention basins, which were not designed to today's standards; and the issue with creek stabilization needs arising on private property and the City's inability to assist or fix those areas.

b. **Community Services Element of the Master Plan – Policy #8 Re-Occupancy Permits for Existing Single Family Dwellings**

Director Vujnich noted this item had been deferred previously by the Committee for additional information to be gathered. Provided to the Committee, for tonight's discussion, were the following items: a summary table of other municipalities' requirements relative to re-occupancy; the Metro West Fire Protection District's requirements for their re-occupancy process; the information relative to St. Louis County's re-occupancy process; and the lack of a process for both Monarch and Eureka Fire Protection Districts. Director Vujnich then noted that homes in Wildwood average about thirty (30) to forty (40) years old and that a tool to ensure housing stock is maintained to a minimal level is important. This Policy is in the current Master Plan, but has not yet been implemented.

A motion was made by Mayor Woerther, seconded by Committee Member Bopp, to remove the item from being tabled and begin discussion. A voice vote was taken on the motion. Hearing no objections, Dr. Jones declared the motion approved.

Council Member Stine arrived.

Discussion was then held among the Commission Members regarding the following: the level of input/control the City has over the inspection items in the County process; the duplication of services for residents in the Metro West Fire Protection District; the different ways to ensure the City/County inspection could be configured depending upon location in the City and items reviewed by the Fire District; the criteria relative to gravel driveways and accessory structures, which needs closer scrutiny; the desire to ensure life safety through these inspections, but not large impositions on homeowners; the general use of private residential inspections to address Code issues, but the lack of enforcement for correction of maintenance items; the potential for making this item a Goal, instead of a Policy, since many questions need to be answered; the variety of housing stock in Wildwood; the impact of deteriorating housing stock on neighboring properties; the potential for requiring private home inspections, and providing a list of what has to be reviewed; and the existing contract for property maintenance inspections with St. Louis County, which is limited to exterior items.

A motion was made by Committee Member Gragnani, seconded by Committee Member Feuerstein, to change Policy #8 to a Goal and amend the language to ensure the elimination of duplication of services, a focus on safety issues, and the establishment of a Committee that would evaluate this issue.

A motion was made by Committee Member Bohn to call the question.

A voice vote was taken on the motion to call the question. Hearing no objections, Dr. Jones declared the motion approved and the question called.

A voice vote was taken on the motion to modify Policy #8, as stated. Hearing no objections, Dr. Jones declared the motion approved. Department staff noted they would draft the language for this item and present it to the Committee at their next meeting.

c. **Presentation and Discussion of Final Draft of the 2016 Master Plan**

Director Vujnich noted at the last meeting, discussion of the draft plan had concluded on Page 78.

Discussion was then held among the Committee Members regarding Pages 72 and 73, relative to the Long and Short Term Goals and the Action Items. Discussion points included:

- The purpose of Short Term Goal #5. This was intended to be a speaker series, and there was a request to include that in the text;
- The term 'assets' and what it includes. This includes items like school district and public space. This list has already been completed;
- The concern with modifying the language of the goals, since they had already been adopted by the City Council and were listed in the Master Plan for reference and background information on why the Economic Development Element was added; and
- The concern regarding the action items, which are not adopted yet, and the possibility they could change, so maybe it would be better to exclude them from the plan.

A motion was made by Committee Member Liddy to add the name of the consultant completing the economic development plan in the explanation of the action items. The motion failed for lack of a second.

A motion was made by Council Member McCutchen, seconded by Committee Member Bohn, to remove the long and short term goals and the action items.

Discussion was then held regarding the following: the helpful information provided by the goals; and the concern with the duplication of the term 'goal' within the element.

A voice vote was taken on the motion. Hearing more nays (13) than ayes (4), Dr. Jones declared the motion failed.

A motion was made by Mayor Woerther, seconded by Committee Member Geile, to add the title 'Economic Development' to Long Term Goals and Short Term Goals titles. A voice vote was taken on the motion. Hearing more ayes than nays, Dr. Jones declared the motion approved.

A motion was made by Committee Member Bauer, seconded by Council Member McCutchen, to remove the list of action items, but retain the rest of the paragraph above and below.

Discussion was held regarding the timing of the economic development plan, which has yet to be adopted by the City Council. Whatever action items are ultimately adopted as part of this plan, will be part of the Master Plan, because Policy #6 refers to the implementation of the adopted economic development plan.

A voice vote was taken on the motion to remove the list of action items. Hearing more ayes than nays, Dr. Jones declared the motion approved.

Discussion was then held regarding the red text on Page 93 and the desire to change that sentence structure.

A motion was made by Council Member Stine, seconded by Committee Member Archeski, to change the sentence to read as follows, 'The Master Plan Advisory Committee noted that certain higher density residential developments and isolated commercial projects do exist in locations designated Non-Urban Residential Area in the original Master Plan, as legal non-conforming uses, and creating these non-conformities at that time was an appropriate policy that should be continued.'

A voice vote was taken on the motion. Hearing no opposition, Dr. Jones declared the motion approved.

The following non-substantive changes were made to the draft plan by concession and not a vote:

Plan Section	Item/Change
Cover	Brighten up the photo. Change the caption to 'Wildwood Community Park'
Population Description	Fix number in parenthetical on page 27. Either remove percentage sign or move decimal point.
Element Sections	Tab the document in some way that makes it easier to discern the different elements.
Community Services Element	Page 47 - Change the end of the 3rd sentence, in the first paragraph, to be clearer on low cost.
Appendix I	Page 97 and 98 – Update Page #s in table on pages 97 and 98

d. Comments and Questions from Committee Members

City Administrator Thomas explained a letter was included in this meeting's packet from the Homeowners Association of Lake Chesterfield subdivision regarding their proposal for a watershed cost sharing. Discussion was held regarding the following: the option of installing a second dam; the issue of the lake being private, but if they were made public then opportunities exist for grant assistance and other funding; and the consensus that this is not an issue that should be addressed in the Master Plan.

V. Next Meeting Date of the Committee – February 24, 2016 – (Wednesday at 7:00 p.m.)

Director Vujnich noted the Committee would likely finish their work at the next meeting in February, but wanted to select an additional date, just in case another meeting was needed. Consensus was reached on Thursday, March 3, 2016 for an additional meeting, if determined necessary at the conclusion of the February 24th meeting.

VI. Closing Remarks and Adjournment

A motion was made by Mayor Woerther, seconded by Committee Member LeMay, to adjourn. A voice vote was taken. Hearing no objections, Dr. Jones adjourned the meeting at 9:04 p.m.

DRAFT

CITY OF WILDWOOD

Master Plan

Wildwood Community Park

Original Master Plan approved: February 26, 1996
1st Revision: February 21, 2006
2nd Revision: ????, 2016

WILDWOOD

Planning Tomorrow Today

Acknowledgments

The City of Wildwood began 2015 with a major effort in updating its Master Plan. It is a major effort, in that, this document, more so than in any other created and/or adopted by the City, guides the decision making process of Wildwood officials and staff in a range of areas. These areas include the environment, planning, community services, transportation, open space and recreation, and economic development. This plan contains goals, objectives, and policies in each of these areas or elements. Accordingly, updating these important goals, objectives, and policies is essential for the City to maintain the values, character, and direction its original founders defined in 1995.

State Statute and the City's Charter mandate this ten (10) year update process for all of its long-range planning documents. This ten (10) year cycle began with the incorporation of the City in 1995, continued with the first of these updates in 2005 to 2006, and now 2015 to 2016. As a part of each update effort, the City's leaders sought public input and participation. Public participation came in many forms, but the consistent element has been the formation and use of a group of citizen volunteers that mange this process of updating the plan. This year's process included a committee of twenty-three (23) residents, business owners, and others to oversee, address, and recommend changes, updates, and/or additions/deletions to the current Master Plan adopted by the Planning and Commission in 2006.

This committee began the update process in January 2015, conducted public input sessions in March and April (over two hundred (200) participants), reviewed all of the existing five (5) elements, created a new element (Economic Development), and held the necessary land use meetings, where over twenty (20) plus property owners presented requests for possible changes to their current land use designations. Collectively, this process took over one (1) year to complete and create the final document for consideration by the Planning and Zoning Commission and the City Council.

During the Master Plan update process, three (3) Citywide mailings were sent to all residents, information on the process was made available on the City's website (www.cityofwildwood.com), and all of its social media was integrated into this effort to promote and invite any interested party to comment, assist, and participate in all meetings. The committee of volunteers wanted to ensure that no interested party would be excluded from this process, or any component of it, could add input, comment, suggestion, and review. Therefore, via direction from the City Council and Planning and Zoning Commission, the committee worked to create an environment of participation in this process.

With the conclusion of the update process, the committee provided a document, which has been updated on this collective input of its participants. The Planning and Zoning Commission and City Council want to recognize the thoroughness of the committee's work and the process it employed to create this updated Master Plan 2016 and its related components. Additionally, the committee understood that changing conditions, not only here in Wildwood, but also across the St. Louis Region, State, and country, play a role in this update process. These changing conditions presented challenges and opportunities to the committee, but City officials are confident they have been addressed in an appropriate manner for the purposes of keeping Wildwood a great place to live, work, and play.

The individuals that formed this committee are listed on the next page.

Master Plan Advisory Committee Members

Timothy Woerther	Mayor
Fran Gragnani, Ward One	Planning & Zoning Commission
Kevin Liddy, Ward Two	Planning & Zoning Commission
Ron Peasley, Ward Three	Planning & Zoning Commission
Michael Lee, Ward Four	Planning & Zoning Commission
Alan Renner, Ward Five	Planning & Zoning Commission
R. Jon Bopp, Ward Six	Planning & Zoning Commission
Rick Archeski, Ward Seven	Planning & Zoning Commission
Michele Bauer, Ward Eight	Planning & Zoning Commission
David Geile, Ward One	Resident Member
Joe Frazzetta, Ward Two	Resident Member
Samuel Visintine, Ward Three	Resident Member
Gary Bohn, Ward Four	Resident Member
Harry LeMay, Ward Five	Resident Member
Jane Wright, Ward Six	Resident Member
Kristy Hull, Ward Seven	Resident Member
David Beattie, Ward Eight	Resident Member
Larry Feuerstein, At-Large	Resident Member
Dennis Welker, At-Large	Resident Member
Ed Kohn	Business/Development Entity
April Porter	Business/Development Entity
Debra Smith McCutchen, Ward Five	City Council Liaison
Greg Stine, Ward Seven	City Council Liaison

Along with these individuals, city staff members, specifically Kathy Arnett, Joe Vujnich, and Liz Weiss, were instrumental to this successful update process. Finally, providing needed and valuable input, was a group of service providers and utility companies that were asked to provide comments and other input on their service needs and changes that might have an impact, either positive or negative, on the City. To this group of participants, the City Council and Planning and Zoning Commission would like to extend its appreciation in this regard and acknowledge the integral and important role each played in this update process of the Master Plan.

Although the City of Wildwood is just twenty (20) years of age, much has happened in that period to further memorialize its commitment to "Planning Tomorrow Today." These happenings included the further development of refined plans to address a host of needs, priorities, and improvements to the community of Wildwood, which all originated from the desire to provide the best place in all of the country for its residents. These plans have led to wide community support for efforts and projects, none of which could have been accomplished without the work of many volunteers, like those individuals who spent the last year working on this update of the Master Plan. To them, the City and its residents owe a debt of gratitude and acknowledgement. Job well done.

Respectfully submitted,
CITY OF WILDWOOD, MISSOURI

The Honorable Timothy Woerther, Mayor

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Introduction

The City of Wildwood was incorporated on September 1, 1995. This City occupies a 68 square-mile area in western St. Louis County that is generally bounded on the west by the Franklin County line; on the south by Interstate 44, the City of Eureka, and the Meramec River; and on the east and north by the Cities of Ellisville, Clarkson Valley, and Chesterfield, and the Missouri River. The major focal point of the City is its Town Center Area, which includes many of the City's commercial land uses, institutional uses, and unique architecture and streetscapes. An integral part of the Town Center Area is the intersection of State Route 109 and State Route 100, the center of its four (4) recognized quadrants: northeast, northwest, southwest, and southeast, which includes the Town Center Area. These quadrants extend from this intersection outward to the corresponding City boundaries.

The Purpose of the Master Plan

This Master Plan is part of a continuous, on-going process to implement the *Plan of Intent for Wildwood* by outlining policies that conserve, preserve, and protect the natural environment; assure the integrity of the greenbelt created by the four (4) regional public parks in the western part of the City; provide safe and functional roads and bridges, and establish a framework for residential, institutional, and commercial development that is consistent with community-based, long-range planning goals and prudent land utilization practices.

The Master Plan addresses issues of environmental protection, planning, transportation, community services, public space and recreation, and, now, economic development. These elements form the core of the Master Plan, which is applied in all circumstances by City officials, when decisions must be made, funds allocated, and actions taken in these specific regards. As the community's vision is implemented and new conditions arise, the Master Plan may be reviewed and, if necessary, modified to reflect the City of Wildwood's response to new circumstances. The City of Wildwood's land use deci-

sion-making process and other public actions shall include careful consideration of the extent to which proposed actions are consistent with the Master Plan's goals, objectives, and policies.

Public Participation Process

The need to engage residents, property owners, and businesses in the activities of the City is important and always an on-going goal and challenge for elected officials and staff. One (1) of the forums to obtain this input has been the City's three (3) Master Plan efforts; the first being its initial adoption, the second, the 2006 update, and the third in 2016. In these instances, City staff, the Planning and Zoning Commission, and the City Council employed a number of different techniques to obtain participation in establishing the direction of Wildwood for the next decade. Without public participation, the Master Plan would suffer, as well as lack the community's support for it, particularly those components of the document that affect each household on a day-to-day basis.

To achieve participation, as part of the Master Plan 2016 Update Process, the City employed a number of different approaches to obtain the comments and input from stakeholders within and around the community. These options included two (2) series of public input sessions totaling three (3) different meetings within Wildwood, which were attended by over three hundred (300) residents. Additionally, a mailing was sent to each home in Wildwood seeking input regarding future land use considerations. Along with those efforts, the City utilized its website significantly to allow for review and comments of work products and the efforts of the Committee relating to the Master Plan 2016 Update Process.

The culmination of this approach was the design and implementation of two (2) internet surveys that were posted on the City's website for review and comment by any resident and then any local business. These surveys were prepared by an outside consultant to the City who focused a number of questions and requested responses on the level and appropriateness of services, allocations of funds,

attentiveness to residents' needs, and improvements necessary for the next ten (10) years of the City. These surveys, and the collated results, are contained in an appendix of this plan for review and on-going reference in the future.

~~As part of the Public Input Sessions for the Master Plan 2006 Update, many residents noted the need for better communication with the City. Numerous responses indicated that residents and others were not up-to-date on the issues facing the City and how decisions on these items were being made. The Master Plan 2006 Update Process has made it clear that more needs to be done to help residents, property owners, and businesses access information and participate in the City's decision making processes, as well as understand their role in keeping the City of Wildwood a great place to live, work, and play.~~

Interpretation and Revisions

The Planning and Zoning Commission and the City Council of Wildwood, in accordance with State Statute and local Charter, shall make interpretations and revisions regarding the Master Plan's goals, objectives, and policies, as well as undertake their implementation.

Relationship of the Master Plan to Other City Planning Documents and Development Regulations

Given the comprehensiveness and applicability of the City's Master Plan to all aspects of Wildwood's governance, it sets the direction that all other plans and processes that exist in the City of Wildwood must follow. As part of the work program for updating the Master Plan, other major City planning initiatives and documents were utilized in this process, including the Town Center Plan, the Town Center Development Manual, the Parks and Recreation Plan, the Action Plan for Parks and Recreation 2007, and the Five Year Capital Improvement Program. These major planning initiatives that occurred in the City's last twenty (20) years were often in direct response to objectives and policies contained in the 1996 and 2006 versions of the Master Plan and reflected in their implementations.

Additionally, the 2016 Master Plan update process considered amendments to the Zoning Code, the Subdivision and Development Regulations, the Grading Code, Tree Preservation and Restoration Code, Historic Preservation and Restoration Code, and Model Telecommunications Code that had been adopted and applied, either for the entirety of the last twenty (20) years or a portion thereof. Along with legislative considerations, the City completed a 5-Year Annexation Plan for the St. Louis County Boundary Commission, which did not anticipate any modifications to Wildwood's boundaries in that period and none were completed relative to any nearby-unincorporated area of St. Louis County.

All of these data resources were included in this update process for the Master Plan to guarantee its timeliness and prepare it for the upcoming decade, which will offer new challenges and opportunities. As a leader in implementing new initiatives, the City of Wildwood must always be cognizant of the need to review and update these plans, codes, and other documents to meet new demands or changing conditions, which may arise from all types of sources, i.e. the courts, the State legislature, resident organizations, and others. "Planning Tomorrow Today" demands staying ahead of circumstances that affect the overall quality of life in this City and meeting them with ideas, not delays.

Synopsis of Planning History

History of Planning in Wildwood

1. From its earliest settlers to today's newest residents, the area of Wildwood has been admired and valued for its unique natural beauty and character.

2. The first major planning initiative in the area, which would become the City of Wildwood, began in 1938 with the reservation of regional public parks to form a greenbelt.

3. All St. Louis County planning documents, from the first *County Plan* in 1962 to the incorporation of the City of Wildwood, described the area as primarily rural in character.

4. St. Louis County's first comprehensive zoning ordinance in 1965 designated much of what is now the City of Wildwood as *NU* - Non Urban District.

5. *The 1973 Land Element* of *St. Louis County's General Plan* showed that only a small portion of the land in the City of Wildwood would be suitable for urbanization. This finding was affirmed in subsequent *St. Louis County Plan Updates* in 1985 and 1993.

6. St. Louis County's first stated policies for the urbanization of the Wildwood area date from the *St. Louis County Plan Update of 1985*. In that plan, most of what is now the City of Wildwood continued to be shown as rural, but its northeast quadrant was designated as the western edge of an urbanizing area centered on the intersection of Highway 40/Interstate 64 and Clarkson/ Olive Street Road.

7. St. Louis County planning documents acknowledged the potential conflict between urbanization policies and the ecology of the City of Wildwood, where the vast majority of the land area is not suitable for traditional development densities. County plan-

ning documents enumerated the necessary safeguards that should be used, as urbanization in the northeast quadrant took place.

8. These environmental safeguards were not incorporated sufficiently into developments approved in the area of the region that would become the City of Wildwood, with the result being increased erosion and incidences of localized flooding within the area's watersheds. These same St. Louis County planning documents predicted these impacts.

9. Dissatisfaction with State and County roadway plans and the latter's continuing disregard for citizen concerns regarding new development led to the incorporation of Wildwood on September 1, 1995. The *Plan of Intent for Wildwood* included the following five (5) objectives, which are also the basis for this Master Plan:

   - Preservation and conservation of the natural environment.
   - Accountability to the people of the area.
   - Residential and commercial development consistent with long-range planning and prudent land utilization.
   - Protection of the greenbelt formed by Babler, Rockwoods Reservation and Range, and Greensfelder Parks.
   - The creation of a model community that serves its constituents but minimizes bureaucracy.

10. After the approval of the City's incorporation in 1995, the voters of Wildwood approved two (2) taxes – readoption of an existing Gross Receipts Tax on utility consumption and a new Capital Improvements Pooled Sales Tax for road, bridge, and other public improvement projects.

11. To increase the standing of local governance, the voters of the City of Wildwood approved a Charter in 1997. The Charter was particularly significant to the Master Plan, since it created the

needed mechanism to elevate its land use component to the standing of law.

12. With the approval of the Master Plan by the Planning and Zoning Commission in 1996, and subsequent ratification by the City Council one (1) month later, the Town Center concept was created. The Town Center concept, based on the principles of 'New Urbanism,' led to a plan for an area of the City where higher density residential and commercial development would be encouraged, which was approved in final form in 1998. Some seven (7) years later, the Town Center Development Manual was adopted by the Planning and Zoning Commission defining specific standards and guidelines for this area.

13. In response to growing demand from residents, a Parks and Recreation Plan was adopted in 2001, which identified the existing and future need to acquire property in the City for future active recreational facilities and endorsed the concept of requiring new residential and commercial developments to accommodate dedications as part of any future project(s).

14. Based upon its 5-Year Annexation Plan, the City of Wildwood annexed a four hundred seventy-five (475) acre area of unincorporated St. Louis County in 2006, after successful votes in the annexation area and within the City. This area is bounded by the City of Ellisville to the north, City of Wildwood to the west, the community of Sherman to the south, and generally by St. Paul Road to the east.

15. After the adoption of the *Parks and Recreation Plan* in 2001, a subset process was established by the City Council. This led to the *Action Plan for Parks and Recreation 2007*, which set four (4) major goals, along with 57 recommendations, for immediate action. Each of these four (4) goals has been implemented to some level, including the action to purchase a large parcel of ground for the City's Community Park.

Master Plan

16. After ten (10) years of application, the Town Center Plan began an update process in 2008, with the creation of a citizen volunteer committee, which led an eighteen (18) month process, culminating in a recommendation by these volunteers for major changes to the plan. The Planning and Zoning Commission adopted this recommendation and accompanying updated plan in March 2010. The two (2) major changes was a simplification of the plan and the decrease in workplace/commercial designated properties and a corresponding increase in residential land use designations.

17. The City Council received the updated Town Center Plan in March 2010 and spent the next two (2) years debating the merits of four (4) proposed land use designation changes to four (4) properties, two (2) of these sites constituting over one hundred thirty (130) acres of the overall eight hundred (800) acre boundary. In 2012, the majority of the updated plan was endorsed and ratified by the City Council, with the four (4) properties remaining undecided.

18. The City's Historic Preservation Commission spent all of 2014 and the majority of 2015 updating its enabling ordinance to improve its function. During the same period it completed the survey of 350 historic properties located in Wildwood, and developed the histories of the original eleven (11) historic communities that predated the City's incorporation and are now a part of it.

19. In 2015, the City began its second major update of its Master Plan, led again by a group of twenty-three (23) resident and business volunteers from the community. New focuses of the plan that were identified by community input are economic development and developing internet-based telecommunication options for residences and businesses.

A Brief History of Planning and Development Policies and Practices in Wildwood

Historic Character of Wildwood

St. Louis County was formed in 1812, while the area was still part of the Louisiana Territory. Missouri became a State in 1821. The western portions of St. Louis County, then called the Meramec Township, later divided into the Meramec and Chesterfield Townships, remained rural in character until the late 1970's, when the first of new residential subdivisions were approved and began construction. The area that was to become Wildwood contained a few small villages organized along roads, many of which were trails that had been used by Shawnee, Delaware, Osage, and other Native American tribes and then adopted by the early settlers.

Of these early trails, three (3) retain a relative level of significance today. These three trails are now the following roads:

> Old State Road follows one of these early trails from the days before the Spanish and the French came to the area. It runs southward from Manchester Road, just west of Ellisville, "past the Ninian Hamilton Place, now the Catholic Orphan Protectorate [and today the LaSalle Institute], north of Eureka, Allenton, and Dozier's, to Mary and Mac's...a very early and rare house of entertainment near the site of the present town of Pacific and near the St. Louis County Line." (William Muir, 1893, quoted in *History of St. Louis City and County*, 1919).
>
> Manchester Road, in the middle of the City, was designed in 1835 as part of the main link between St. Louis and Jefferson City. It runs westward from Ellisville through Grover and Pond, then dips south to Fox Creek, and continues westward across the Franklin County line. In general, this road follows the

ridge line that separates the area's drainage networks into the Meramec River to the south and the Missouri River to the north. From about 1926 through 1932, a portion of this road was designated Route 66, while the permanent right-of-way for it was still under construction. The Big Chief Hotel in Pond dates from the days when this stretch of highway was part of the main route westward from the City of St. Louis.

Wild Horse Creek Road, near Wildwood's northern boundary, runs westward from what was originally the small village of Chesterfield past Westland Acres, an early black community, through Orrville, and then south towards Melrose; an area planned as a resort, which failed and was sold at a Sheriff's sale in 1879.

Two (2) major railroad rights-of-way follow the City's northern and southern boundaries. The St. Louis Southwestern Railroad (adjacent to the Chicago Pacific-Rock Island Railroad) right-of-way runs along the northern edge of Wildwood, just south of Howell Island and Steamboat Island, past the historic town of Centaur, once the center of limestone and stave manufacturing. The Missouri Pacific Railroad follows the gradient of the Meramec River through the western part of the County, going through St. Paul, Glencoe, Eureka, Allenton and on to Pacific, just over the Franklin County Line.

Most of these old place names are still used today, and many of the surviving historic buildings still exist in these early settlements.

First Initiatives to Protect Wildwood's Environment

The first major planning initiative in what is now the City of Wildwood, other than the building of roads and railroads and the platting of small towns, was the creation of the permanent park reservations. Rockwoods Reservation, originally part of an 1800 Spanish land grant to Ninian Hamilton, was purchased by the State of Mis-

souri in 1938 from the bankrupt Cobb-Wright-Case Mining Company. The Reservation is currently managed by the Missouri Department of Conservation. The Dr. Edmund A. Babler Memorial State Park was dedicated on October 1, 1939. It was financed, developed, and donated to the State of Missouri by a private non-profit trust established by Jacob Babler in memory of his brother. The trust continues to manage the park. The Greensfelder family gave 1700 acres to St. Louis County to establish Greensfelder Park in 1963.

In 1946, St. Louis County adopted its first zoning ordinance, although accompanying maps were not prepared until 1955. Property was not zoned based upon its particular use at that time, but was either designated "A" small farm or "B" one-acre residential in this area.

Guide for Growth-The Land Use Plan, the first official County General Plan, was published in 1962. The plan showed two districts in the western part of St. Louis County, with District 11 essentially north of Manchester Road and District 12 to the south. In District 11, the area immediately around Chesterfield, was seen as appropriate for development; the rest of the district was designated an open-space reserve. In District 12, the area between Eureka and Allenton was designated for urbanization, while the policy for the remaining part stated development should be discouraged in flood plains or areas of rugged topography.

St. Louis County's 1965 publication *The Challenge of Growth - A Study of Major County and Regional Park Needs* suggested extending the Rockwoods Reservation and Range, Babler, and Greensfelder Park properties to create a greenbelt that would link the Meramec and Missouri Rivers. In addition, the study suggested the greenbelt could be extended to Steamboat Island, Howell Island, and ultimately toward the northwest to the Busch Wildlife Preserve in St. Charles County. This concept has drawn strong support from ecologists, preservationists, and area residents but has never been actively implemented, except for the 34.4 acres St. Louis County added to

Greensfelder Park between 1971 and 1980.

Historical Zoning Initiatives and Planning Policies to Protect Wildwood's Environment

In 1965, a new comprehensive zoning ordinance, reflecting for the first time land use designations based upon a planning document, was adopted by St. Louis County. In this 1965 report, much of what is now the City of Wildwood was zoned *NU* Non-Urban District; a new classification originally meant to be a conservation zone. St. Louis County planning officials suggested the NU District designation permit only one (1) residence for every twenty (20) acres, but the final version, which was approved, permitted one (1) residence for every three (3) acres. As a result, the NU District turned out not to be a conservation zone, but, in effect, a low-density residential development zone.

As growth pressures from the westward movement of development from the inner-ring communities of St. Louis County intensified, the *Land Element of the 1973 St. Louis County General Plan* was devised to create land suitability classifications based on soil type, topography, forest cover, hydrology, and geology. After subtracting out land that had already been urbanized or protected by park or other institutional controls, the 1973 Plan set the following categories of property in order of suitability for development:

Prime, Secondary, Marginal, Restrictive, Protection, and *Production* (vacant class 1 agricultural land located in flood plains). Only land in two (2) of the six (6) categories (*Prime and Secondary*) was considered suitable for urban or suburban type development densities. It further suggested that land in the *Secondary* category should generally be reserved for agricultural uses only. In addition, only a small proportion of the area that was to become the City of Wildwood was shown in the 1973 map as having *Prime and Secondary* land; these areas occurring mostly in the hilly uplands of the northeastern quadrant of the City or immediately adjacent to Manchester Road in the unincorporated communities of Grover and Pond. As the cate-

gories were derived from the ecosystem, the boundaries of the categories followed the natural systems and did not conform to the lot lines of individual pieces of property. Although the 1973 Plan was published and distributed to the public, these maps were never officially adopted by St. Louis County, but their existence shows that planning officials were very much aware that a high proportion of the land in the Wildwood area was not suitable for development at traditional urban densities.

The *1985 St. Louis County General Plan Update* intensified this theme of growth by stating that land within the County was becoming an increasingly scarce resource.

> *"This presents a particular problem in areas where environmentally sensitive land is now being considered for urban uses. Although factors such as flood plains and steep slopes do not completely rule out urban uses in these areas, they do require special considerations and construction techniques."* (*1985 General Plan Update*, Pg. 19, Italics added)

Urbanization Policies of St. Louis County within the Wildwood Area

St. Louis County's *1985 General Plan Update* was the first official planning document that showed substantial development anticipated for the area now known as the City of Wildwood. The southern and western areas of the City were shown as *Rural*, while an area slightly larger than the existing parkland was shown as *Preservation*. However, the northeast quadrant of the City of Wildwood was shown as *Urbanizing*. *Urbanizing* was defined by this plan as having a minimum population density of one thousand (1,000) persons per square mile.

An area around the intersection of State Routes 100 and 109 was also identified at this time as a future *activity center* - an *activity center* being defined in the 1985 Plan Update as having a scale of employment or daily trip attractions comparable to a regional shopping

center (over 500,000 square feet in size). However, the principal activity center shown in this plan for the western part of St. Louis County is now the location of Chesterfield Mall and its surrounding office buildings, hotels, and high density housing. The activity center in Wildwood was shown as a satellite to this much larger counterpart. Urbanized development west of Chesterfield, according to the 1985 County Plan, was to stop within the northeast quadrant of what is now known as Wildwood, thereby forming the western edge of a larger urbanized region centered on the intersection of Highway 40/61 and Clarkson/Olive Street Road.

This change in St Louis County planning policies reflected changes already happening on the ground. Interstate 44 was connected to State Route 109 in 1971, thereby making the Wildwood area far more accessible from St. Louis and the eastern part of the County. Development was also moving westward from the area of Chesterfield with its direct access to Interstate 64/40 and the City of Ellisville on the State Route 100 corridor.

In 1977 alone, according to information assembled by the City of Wildwood, St. Louis County approved 1,521 suburban lots (one acre and denser lots), as distinguished from non-urban (three acre minimum lot) subdivisions, in Wildwood. Traditional suburban lots totaled 373 lots in 1978, 679 lots in 1979, and 159 lots in 1980. In 1981, 1982, and 1983, however, no suburban subdivisions were approved.

County policy makers expressed concern in their 1985 plan document that the boom development conditions which had prevailed in St. Louis County since World War II were coming to an end. The population growth in St. Louis County had leveled off and was now taking place elsewhere in the St. Louis Metropolitan Area, notably St. Charles and Jefferson Counties. St. Louis County's share of new housing construction in the metropolitan area had dropped from sixty percent (60%) in 1970 to twenty-nine percent (29%) in 1980. The reason for concern over these statistics is made clear in the *1985 Plan Update*:

> "A 1983 study of revenue and services revealed that while the unincorporated areas generated 37 percent of County Government revenues, they received slightly more than 27 percent of the service expenditures." (*1985 General Plan Update*, Pg. 15)

Revenue from new development taking place in unincorporated areas helped finance the delivery of services in older parts of St. Louis County. The County brought its regional share of new housing construction up to thirty-five percent (35%) in the mid 1980s. After the three-year lull in the Wildwood area, the County approved 664 new suburban lots in 1984 and 710 lots in 1985.

Impact of County Urbanization Policies in Area of Wildwood

One set of special environmental considerations outlined in the *1985 General Plan Update* was the list of 10 planning principles for stormwater drainage that should be followed in the design and construction of new development described in detail in the next chapter of this Plan.

While these provisions are meant to apply to all of St. Louis County and do not take into account all of the special environmental conditions prevailing in the Wildwood area, an analysis completed in the preparation of this Master Plan indicates that, had the St. Louis County Planning Commission and County Council required the kinds of precautions outlined in their own planning document, much of the serious, irreversible environmental damage in the City of Wildwood that is described in the next chapter of this Plan could have been avoided. Instead, the St. Louis County Government continued to approve developments in the area of Wildwood that were regraded and designed in ways that have proven inappropriate to the steep terrain and soils sensitive to erosion.

From 1965, when St. Louis County first adopted its current zoning categories, to September 1, 1995, it approved subdivisions totaling 5,565 residential lots in the City's northeast quadrant alone, and a total of 11,437 lots in residential subdivisions in the whole communi-

ty. Of these lots, 4,878 were in urban residential subdivisions approved after 1985. From 1989 to September 1, 1995, the County issued 3,778 building permits in the City of Wildwood.

Following a surge in new development in the western reaches of the County, the connection of an improved State Route 100 to State Route 109 was completed in 1989. Subsequently, an improved State Highway 40 was connected to Clarkson Road in 1992 and the widening of Clarkson Road to Manchester Road was completed in 1994. These road improvements coincided with the increased pace in new development.

The 1993 St. Louis County Plan Update repeated the general statement that development in areas of flood plains and steep slopes required special considerations and construction techniques; it did not repeat the more detailed statements about stormwater drainage and other issues from the previous 1985 Plan. However, the 1993 Plan Update did include a map showing all of the area of what is now Wildwood as having different categories of environmentally sensitive land. (*The 1993 St. Louis County Plan Update,* Pg. 24)

The St. Louis County Department of Planning prepared two detailed Community Area Studies for districts within the area that became Wildwood: The Pond-Grover Study, published in December 1990, and the Wild Horse Valley Study, published in June 1993. These studies cover the areas within the City of Wildwood identified as urbanizing in the 1985 Plan Update. The process of producing these documents involved numerous meetings with residents of these areas to gain their input, although the St. Louis County Planning Commission and Council were given the authority for making the final decisions regarding land use policies as they applied to individual petitions for rezoning. These two studies went beyond the level of traditional master plan research and principles to suggest land use policies for individual subareas within each plan area.

By September 1995, a high proportion of the development anticipat-

ed in the 1985 General Plan Update had already been approved, including a large commercial site in the eastern end of the proposed Town Center Area. The pace of development was extraordinarily rapid. As will be discussed in more detail later in this document, the population of the City of Wildwood virtually doubled between the 1990 and 2000 census.

The Incorporation of Wildwood

Wildwood was officially incorporated on September 1, 1995. The incorporation was the culmination of a large grassroots effort on the part of residents and a four (4) year legal battle to stop plans for a north-south, multiple-lane divided highway along a corridor that paralleled the existing State Route 109. The groups included the Babler/Rockwoods Preservation Association, the West Chesterfield Citizens for Responsible Development, the South Wild Horse Creek Homeowners Association, the Northwest Jefferson County Association, and the Wild Horse Creek Valley Association. The Wild Horse Valley and Pond-Grover Community Area Studies undertaken by St. Louis County were also a catalyst for incorporation as they provided a forum for discussing planning issues. Much of the continued support for incorporation came from the general dissatisfaction with fragmentary urbanization and degradation of the natural environment as a consequence of the way that the St. Louis County Government had been administering the rapid development of the Wildwood area.

The Plan of Intent for Wildwood was filed on December 18, 1992 with the St. Louis County Boundary Commission. The *Plan of Intent for Wildwood* listed five essential reasons for incorporation:

1. Preservation and conservation of the natural environment;
2. Accountability to the people of the area;
3. Residential and commercial development consistent with long-range planning and prudent land utilization;
4. Protection of the greenbelt formed by Babler, Rockwood and

Greensfelder parks;

5. The creation of a model community that serves its constituents but minimizes bureaucracy.

The St. Louis County Boundary Commission voted 6 to 2 in 1993 not to place the issue of Wildwood's incorporation on the ballot. However, in May of 1994, the Missouri Supreme Court declared the Boundary Commission statute unconstitutional, thereby negating their previous actions. During the following summer, attempts to get the St. Louis County Council to put Wildwood's incorporation to a vote in the community were unsuccessful. However, by the beginning November 1994, Circuit Court Judge Kenneth Romines had ordered the issue of Wildwood's incorporation placed on the February 7, 1995 ballot.

On February 7, 1995, sixty-one percent (61%) of the registered voters of Wildwood voted yes to form the new City. On June 29, 1995, the St. Louis County Council dropped its efforts to continue opposing the issue of the incorporation in the courts. Under Missouri State statutes, the St. Louis County Council had the authority to appoint the City's first Council to act as its interim government until the April 1996 municipal election.

Population Description

At the time of the City's incorporation, information was provided from several competent resources estimating its population. Due to the City's size (it encompassed all or a portion of seven (7) postal zip codes and numerous census blocks and tracts), making an accurate population count was difficult to complete. Based upon the 1990 census tract information, and best available records from building permits issued by St. Louis County, the population at the time of the City's incorporation was estimated at 24,000 residents. This area was in the middle of a housing boom that would continue unabated for several years after the incorporation.

Upon the City's incorporation, it gained a multitude of lots that had been recently approved by St. Louis County. The estimate completed at that time reflected approximately 2,650 vacant lots. Through 1998, the number of building permits issued each year maintained a steady pace. That year also reflected the first accurate population estimate provided by the U.S. Bureau of the Census. Following a population estimate of 18,123 being provided by the U.S. Bureau of the Census, the City challenged this figure based upon building permit information and was successful in convincing the federal government to revise their numbers. Their estimation, in support of City records, established Wildwood's population at 30,967 as of July 1, 1998 (accurate population information is critical to the City, given sales tax distribution is based on such).

Between July 1, 1998 and April 1, 2000, estimates of the City's population were again based upon the number of building permits issued. Department of Planning staff estimated the City's population at the time of the decennial census in 2000 to be approximately 32,700. This estimate was verified by the census, which revealed the 2000 population of the City to be 32,884. In 2010, however, growth in population slowed substantially, as reflected on the official census count that was provided by the federal government to the City. This ten (10) year period included the Great Recession, which virtually stopped all new residential projects abruptly. Despite the recession,

the City of Wildwood was one (1) of a handful that did have an increase in population growth from 2000 to 2010, which was 2,186 people. Therefore, the U.S. Census Bureau estimated the population of the City of Wildwood in 2010 as 35,661.

This U.S. Census Bureau figure has been the baseline for subsequent projections in each year following 2010. These estimates use the census' calculation of 2.95 people per household (reduced from 2000, when the figure was 3.02 people per household) and are as follows:

Year	# of New Households Authorized	Estimated Population at Years' End
2010	49	35,661
2011	38	35,773
2012	38	35,885
2013	63	36,070
2014	60	36,247
2015	52	36,400

The growth in the area has slowed based upon a number of factors, including the City of Wildwood's land use policies, the aforementioned Great Recession, and banking trends. The area's population doubled in just ten (10) years, from 1990 to 2000, while over the next ten (10) years, grew a total of ten (10) percent, a one (1) percent growth each year. Not surprisingly, the number of vacant lots available for new homes decreased since the incorporation of the City. However, more recently, in the last two (2) years (2014-2015), residential activity has accelerated, with the potential of over six hundred (600) new homesites being considered by the City. This number of new homesites does not take into account new multiple family units that are now also being considered in Wildwood's Town Center Area, which could increase the number of new households in

the City by four hundred (400) units. ~~This estimate, as of December 2005, identifies 1,682 parcels as vacant, approximately one thousand (1,000) less than at the time of incorporation. Additionally, a significant area was annexed into the City on January 1, 2006 including about 75 residences. This area increased the City's population by approximately 226 people.~~

To calculate future population projections, the Department of Planning has considered a number of factors, including the amount of available land, the City's land use policies, and the number of new lots approved each year, to determine a conservative annual growth rate estimate of one-half of one percent (1/2%). Additionally, a large number of new residential homesites are proposed at this time (Early 2016), so a second projected population, utilizing a growth rate estimate of one percent (1%) has also been calculated, to consider a population including this anticipated growth. Eventually growth rates in the City may slow further, if land use policies remain unchanged. Currently, the projections for the next five (5) years are:

Year	Projected Population (Conservative)	Projected Population (With Anticipated Growth)
2016	36,582	36,582
2017	36,765	36,948
2018	36,949	37,317
2019	37,134	37,690
2020	37,320	38,067

The population projections provided in the above table indicate the City of Wildwood will continue its managed growth and will approach a total of almost forty thousand (40,000) residents near 2025, which, under the City's Charter, will require the establishment of a ninth ward, with two (2) additional ward representatives added to the current City Council. At that time, the City Council would be a total of eighteen (18) City Council members.

Environmental Element

Preservation and conservation of the natural environment is the first of the five (5) policies highlighted in the Plan of Intent as the reason for the incorporation of Wildwood.

The Ecology of Wildwood

The long steep hillsides, narrow convex summits, erodible soil surfaces, slowly permeable and restrictive subsoil layers, existing young and mature woodlands with abundant native vegetation, and numerous creek beds of the City form an ecology substantially different from the more gentle and rolling topography and permeable soils of other nearby areas of the County. Compounding these sensitive physical attributes of the land, the St. Louis Metropolitan Area receives a substantial amount of its rainfall in the form of high-intensity thunderstorms, with large amounts of rain within a relatively short period of time. These kind of rainfall events lead to serious erosion problems given the aforementioned terrain and soils found in the City of Wildwood. Vigilance is needed in all aspects of the land use decision-making process to protect Wildwood's environment.

The Need for Watershed Management Practices in the City of Wildwood

Areas of the City that are still in their natural state do not suffer significant erosion even after unusually heavy and sudden rainstorms. The ecosystem, although fragile, has reached a state of equilibrium and protects itself. Downstream from more dense residential and commercial developments in other areas of the City, the landscape tells a different story: hundreds of tons of soil and rock have shifted, streams and hillsides have eroded severely, and the damage continues, despite the efforts of the City to curtail it.

There are two (2) very dramatic examples of these differences in the City: Wild Horse Creek and Caulks Creek. Wild Horse Creek currently exists in a state of natural equilibrium as a properly functioning

streambed. Caulks Creek has sustained severe damage from stormwater runoff and is an unhealthy streambed due to this degradation. The first of these two (2) watersheds to be discussed is Wild Horse Creek.

The upper reaches of Wild Horse Creek Watershed, whose source-area remains largely forested, is an example of a properly functioning forest stream ecosystem. Even after the relatively long dry spell from the end of the summer of 2005 through the fall, this stream had flowing water. Banks were stable, the streambed was a mixture of rounded gravels and sands - indicating they had remained in place long enough to be smoothed by the action of the water - and the width-to-depth ratio was small. After a rain, the upper Wild Horse Creek ecosystem retains much of the water, thereby allowing it to filter slowly and gradually to the stream while maintaining an even, continuous flow.

In direct contrast, the second watershed to be discussed is Caulks Creek. Within Caulks Creek from Clayton and Prospector Ridge Roads to Kehrs' Mill Road, this stream has seriously deteriorated from its natural state. It has an extremely wide channel-to-depth ratio. Active erosion is taking place along all of its banks. The bottom of the streambed has an enormous load of angular chert fragments that exceed fifteen (15) feet in depth. When rain falls in the badly damaged Caulks Creek ecosystem, stormwater turns into a series of concentrated, high-energy flows, moving great quantities of soil into the creek and then pouring quickly down its bed, causing rapid, violent erosion as it goes. In many places, roads and bridges are being undermined. Underground power cables and sewer lines have also been exposed by erosion.

The Caulks Creek Watershed has had extensive clearing of vegetation and topsoil due to the re-grading practices of the many subdivisions previously constructed in its drainage area. This previous pattern of development practices have been curtailed in Wildwood, but damage persists from them due to the inadequate standards that

were in place when many of these projects were constructed. In direct contrast, the Wild Horse Creek Watershed, which has not sustained the same level and type of development as the Caulks Creek Watershed, remains a properly functioning streambed.

After the adoption of the Master Plan, the City Council continued to prioritize the need to address the Caulks Creek situation. For a period of approximately seven (7) years, a scientific study was funded by the City to better understand how to arrest the on-going erosion problem. This study, yet completed, indicates the need to retrofit older detention/retention facilities upstream to hold the stormwater runoff in place for longer periods of time and capture smaller storm events as well. Until these retrofits are completed, on-going degradation of the Caulks Creek will continue, despite the City limiting the density of development on remaining infill properties located in this watershed.

~~As witness to the on-going need to be diligent in addressing the City's top priority relating to the environment, a recent problem experienced in a new development within the Caulks Creek Watershed provides an excellent example. With the development of the former Cherry Hills Golf Course site, the City, the Missouri Department of Natural Resources, and the Metropolitan St. Louis Sewer District imposed all of the required regulations onto this residential subdivision. The goal was to manage stormwater from this site in a manner that would limit on site and downstream impacts. With a large sized site like this property, the need was clear to control runoff to protect the environment.~~

~~Since the initial grading began on this property, problems have been experienced both on the site and downstream. These problems, based upon weather, poor application of siltation control techniques, and ineffective standards, have created unwanted and negative impacts in the watershed. Therefore, the Master Plan 2006 Update recognizes the on-going need to maintain vigilance in protecting the environment of Wildwood through thoughtful regulations~~

~~and improved land use policies.~~

The Treatment of Sewage Effluent in This Environmentally Sensitive Area

Developments in the Non-Urban Residence District zoned areas of the City, where the lot sizes are three acres or larger, have far fewer erosion problems, particularly where the access road and building sites are confined to the ridge lines. However, despite this fact, Non-Urban Residence District zoned properties and other development outside Metropolitan St. Louis Sewer District boundaries raise another serious environmental problem regarding sewage treatment.

The soils in much of the City are unsuitable for individual septic systems, and lots in urban residential zones [R-1 District (43,560 square foot lots) to R-6A District (4,500 square foot lots)] are, in any case, too small for these systems. While a percolation test has been required, it is not clear these tests have been administered correctly, as their results can vary significantly depending upon the saturation of the soil and where on the property the test was made. Improper placement in the landscape, lack of required inspections, and sporadic maintenance of individual septic systems can adversely affect the quality of both the aquifer and the streams in the western part of the City. Newer State legislation allows for a soil morphology test to substitute for the previous percolation analysis, which would appear to be a better means to ascertain the suitability of locations on properties for wastewater treatment, given the soils conditions in the City of Wildwood.

The alternative to individual septic systems the City has employed in these unserved areas are small sewage treatment plants. These "package plants" can serve an entire residential subdivision. Several residential subdivisions in the City of Wildwood already have package plants. Package plants are also necessary for commercial development outside the Metropolitan St. Louis Sewer District boundaries. Package plants are required to be periodically inspected (monthly) by the Department of Natural Resources (DNR). There-

fore, the maintenance of the plant and evaluation of the effluent are more regulated than individual systems.

Although package plants are a better alternative than individual septic systems, they are not an effective substitute for a regional public sewer system. Their maintenance is variable and, at best, usually provides only secondary treatment, meaning the effluent can still pollute the local aquifer or stream where they are located. However, with certain permitting requirements by the State, the potential for discovering and correcting a plant that is not functioning well is greater than an individual septic system on a privately-owned property.

It is also important to note that many property owners west of State Route 109, and some to the east, are on well water. If an improperly functioning septic system exists on the property with a well, the potential exists for contamination. This contamination can also extend to other well sites downstream. One (1) alternative to protect the public's health and safety is to promote the extension of public water lines.

Given the Metropolitan St. Louis Sewer District's limitations, and the constraints of individual septic systems and package plants in this environment, there are difficulties in approving suburban densities for residential development or major commercial uses outside the Metropolitan St. Louis Sewer District's boundaries for the foreseeable future.

Application of Wildwood Codes and Policies (1995-2015)

On the first day of Wildwood's incorporation, and over the next seven (7) months, its City Council worked to create two (2) new codes and modify others to address the problems noted above relating to grading and tree removal in the City's nine (9) different watersheds. These two (2) new codes, the Grading and Excavation Code and Tree Preservation and Restoration Code, and the revised Zoning Code and Subdivision and Development Regulations were intended to

stop the past practices of mass grading, tree removal, and poor land use decisions that led to increased stormwater runoff, erosion, and siltation of the natural drainage areas of the City. Each of these codes, whether new or revised, took into account the problems facing the City and focused on identifying steps to lessen grading on development sites, preserve more trees, reduce densities in sensitive environmental areas, and promote higher stormwater management standards.

Additionally, along with these actions, the City also took the bold step of creating a one-of-a-kind regulation called the Natural Resource Protection Standards. These standards were developed by Dr. David Hammer, a Professor of Soil Science at the University of Missouri-Columbia, to assist in understanding the relationship between the soil and the climate of Wildwood. Utilizing five (5) different variables of the soil, areas of development and non-development were to be determined on a site-specific basis. All of this work was to be completed on the property by a qualified Professional Soil Scientist. The City has been applying these standards for over nine (9) years and saved hundreds and hundreds of environmentally sensitive acres of land from disturbance.

The City also took into account that density is a major determinant on the extent of impact on the environment. In creating the three (3) residential land use categories for the City, the community noted that only one (1) should accommodate higher densities: the Town Center. The other two (2) categories, the Sub-Urban and Non-Urban Residential Areas, would have densities ranging from one (1) unit per every three (3) acres to no more than one (1) ~~two (2)~~ unit per acre. It was hoped these limited densities would further lessen impacts in the City's watersheds. Although partially successful, the City discovered in its review of development data, as part of the 2006 update of the Master Plan, that Sub-Urban Residential Area density was still too substantial. As part of this revised plan, the Advisory Group changed it, which led to the establishment of the aforementioned one (1) unit per acre density. This step was intended to provide fur-

ther protections to Wildwood's unique and fragile environment.

ENVIRONMENTAL GOALS

1. Wildwood's unique environment is one of its greatest assets and needs to be preserved and protected. (2006)

2. Wildwood's topography and soils, part of nine different watersheds, make it unusually vulnerable to erosion, siltation, and flooding caused by storm events, which necessitates regulations to safeguard it. (2006)

3. Wildwood should promote, through its regulations and day-to-day activities, the prudent use of its natural resources looking to the needs of the community. (2006; Modified in 2016)

4. Connections to public sanitary sewer systems should be a priority of the City of Wildwood, whether for new development, redevelopment, or any other land use activities, to advance improved public health and environmental benefits of such service. (2016)

5. Environmental legacy sites, whether identified or discovered at some later date, should only be considered for future use, after health risks to users have been eliminated. (2016)

ENVIRONMENTAL OBJECTIVES

1. The environmental damage resulting from future development should be controlled to the greatest extent possible. (1996; Modified in 2016)

2. The wastewater effluent from systems, both individual and community, not managed by the Metropolitan St. Louis Sewer District, should be prevented from polluting streams and aquifers in the City.

3. The natural systems of the environment, particularly its soil layers and tree and vegetative covers, should be utilized to retain and absorb stormwater runoff.

4. The primacy of the watershed as a planning unit should be acknowledged in this community and a coordinated approach for stormwater and wastewater management should be fostered between the Metropolitan St. Louis Sewer District and neighboring municipalities in each of them.

ENVIRONMENTAL POLICIES

1. Adopt and apply all applicable standards and regulations [Phase II Stormwater Rule and Municipal Separate Storm Sewer Systems (MS4)] for the management of stormwater within the City of Wildwood, as promulgated by those responsible federal, state, or local jurisdictions (Metropolitan St. Louis Sewer District), with such being consistent with the Master Plan's goals, objectives, and policies for protecting public and private properties from damage. (1996; Modified in 2016)

2. Recognize that terrain in the City of Wildwood varies from relatively flat land, with soils suitable for development, to landforms and soils highly unsuitable for development. These variations in terrain generally do not correspond to property boundaries and, while more environmentally sensitive land is located in the western and southern quadrants of the City, they exist throughout the community.

3. Require that natural drainageways remain undisturbed and the system of existing detention/retention basins and associated improvements within the boundaries of the Metropolitan St. Louis Sewer District (MSD) be accepted by MSD for their maintenance and eventually upgraded to reduce current deficiencies in terms of design and function, when funding resources are available.

4. Require that areas of steep slopes and highly erodible soils remain in their natural undisturbed state.

5. Continue to employ the current procedure that is part of the City's development regulations for mapping the landforms and soil conditions on individual pieces of property and then evaluating their suitability for development.

6. Maintain the current flexible procedure within the development regulations that allows an owner of a property to better utilize a site's natural characteristics through the application of innovative design and construction practices and the clustering of units, while offering community amenities and useable open space. The application of this procedure should be consistent with the environmental parameters of the site.

7. Require all developments to submit a site plan that includes the delineation of the property's natural drainageways and the location of all proposed retention and detention basins necessary to meet new stormwater standards to minimize runoff and control its downstream impacts.

8. Develop appropriate grading and soil reconstruction techniques to minimize site disturbance by the promulgation of new regulations that better reflect a greater level of stewardship and respect for the land.

9. Maintain and improve current grading and tree preservation ordinances that require the retention of natural vegetation and topsoil and an approved site plan or preliminary plat before land disturbance or grading can commence on a property. Coordinate regulations promulgated by State and federal agencies to better implement these laws and ensure compliance by the City and developers to such requirements and practices. (Modified 2006)

10. Stabilize Caulks Creek, either through remediation measures, or

its rehabilitation to a more stable ecosystem by damming the creek at intervals and creating ponds and wetlands or other equally environmentally sound methods, on its periphery to reduce the volume and velocity of runoff entering the waterway. Avenues of federal, state, and local funding should be explored to assist the City of Wildwood in this project.

11. Require the installation of individual household wastewater treatment systems to meet environmental standards based upon the area's physical characteristics as defined by soil scientists and adopted by the City of Wildwood, as a means to protect the public's health, safety, and welfare.

12. Inspect individual septic systems periodically to ensure their operations meet minimum health standards and through a program of mandatory inspections upon any re-occupancy or sale of a single-family residence.

13. Establish an effective inspection system for package wastewater treatment plants. (1996; Modified in 2016)

14. Require the treatment of wastewater effluent from individual systems or packaged plants to meet current governmental standards, when changes are considered, adopted, and implemented via the City's applicable codes and regulations. (1996; Modified in 2016)

15. Where feasible, extend public potable water to all areas of the City currently without this service to reduce future health and safety problems relating to wastewater effluent from non-public systems, while providing fire hydrants for public safety purposes. (1996; Modified in 2016)

16. Enact new legislation that creates incentives for the recycling of surplus construction materials from commercial, residential, and institutional development projects, while expanding bulk pick-

up services within all residential neighborhoods located in the City. (2006)

17. Complete the extension of the public sanitary sewer, public potable water, and stormwater management systems to the Town Center Area, particularly into the Pond Historic District, including the development of any studies necessary for support of these utilities extensions. (2006; Modified in 2016)

18. Protect groundwater resources, and the aquifer, which is its source, from contamination, waste, or overuse through the consistent application of federal, state and city laws, regulations, and standards that preserve the soil and vegetation layers, while ensuring new development does not exceed the carrying capacity of the land. (2016)

Environmental Element Cross-References

Each of the cross-reference tables have been included to assist users in understanding the interrelationships of the adopted goals, objectives, and policies of the Master Plan's six (6) elements and the role each plays in achieving the desired outcomes set forth in them.

	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Obj. 1	X	X	X	X	X
Obj. 2	X		X	X	
Obj. 3	X	X	X		
Obj. 4	X	X		X	
Pol. 1	X	X	X	X	
Pol. 2	X	X	X		
Pol. 3	X	X	X		
Pol. 4	X	X	X		
Pol. 5	X	X	X		
Pol. 6	X		X		
Pol. 7	X	X	X		
Pol. 8	X		X		
Pol. 9	X		X		
Pol. 10	X	X			
Pol. 11	X		X		
Pol. 12	X		X		
Pol. 13	X		X		
Pol. 14	X		X		
Pol. 15	X		X		
Pol. 16	X		X		
Pol. 17	X			X	
Pol. 18	X		X		X

Planning Element

Three (3) of the five (5) objectives noted in the Wildwood's *Plan of Intent* were specific to land use policy:

> *Residential and commercial development consistent with long-range planning and prudent land utilization;*
>
> *Protection of the greenbelt formed by Babler, Rockwood Reservation and Range, and Greensfelder Parks; and*
>
> *Preservation and conservation of the natural environment.*

Protection of the natural environment was one (1) of the five (5) objectives outlined in the *Plan of Intent* and has already been discussed in the Environmental Element of this Master Plan.

Benefit (and Need) of the Non-Urban Residence District to the Larger St. Louis Metropolitan Area

The Non-Urban Residence District zoned land in the City serves an important regional function by preserving open space in some of the most complex ecology of the region and enhancing, by contrast, the character of more densely settled areas of the community and surrounding municipalities. By promoting a diverse character of development in St. Louis County, the rural areas of the City of Wildwood permit other parts of the region to "borrow" open space that has been preserved through its planning policies.

Major Initiatives in the City of Wildwood (1995-2015)

Over the last twenty (20) ~~ten (10)~~ years, the City has engaged in a number of major planning initiatives to achieve the adopted objectives and policies of the Master Plan. The efforts can be summarized as follows:

1. Completed Model Telecommunication Code in December, 1997.

2. Completed Town Center Process and Plan in February, 1998.
3. Completed Historic Preservation and Restoration Code in August, 1999.
4. Completed Outdoor Lighting Requirements in August, 1999.
5. Completed Architectural Review Board Ordinance and Standards in May, 1999 and June, 2001.
6. Completed Parks and Recreation Plan in June, 2001.
7. Completed Town Center Development Manual in June, 2004.
8. Completed Public Space Ordinance in January, 2006.
9. Completed the Action Plan for Parks and Recreation in 2007.
10. Completed the update of the Town Center Plan in March 2010 and October 2012 (City Council).

Along with these plans and associated efforts overseen by the Department of Planning, the Departments of Administration and Public Works have also undertaken extensive planning activities. These efforts have focused on the creation of transportation priorities in its Annual Capital Improvement Budget and its 5-Year Capital Improvements Program. In the past ten (10) years, several of these planned major initiatives have improved the safety of the City's streets, rural roadways, and bridges. Additionally, the major upgrades have occurred establishing appropriate stormwater management criteria and standards for areas located outside the Metropolitan St. Louis Sewer District's boundaries.

Since the incorporation of the City, and the passage of the City's Charter, planning efforts have led to improved developments in terms of their character, respect for the environment, and functionality. Development continues to be a major influence in the City, particularly as the Town Center Area continues to grow in popularity and interest. Although the relative number of single family dwelling permit issuances may have declined from their peak levels prior to the City's incorporation, the number of permits still being issued is significant, increasing in total, particularly over the last two (2) years (2014-2015), and continue to reflect the desirability of Wildwood as a place to locate a home or business.

Master Plan Processes and Updates

Under the City's Charter, the Comprehensive Zoning Plan must be updated every ten (10) years. The update process is intended to keep this important planning document germane to changing conditions and reflect residents' vision of their community. Additionally, the update of the entire Master Plan is also an excellent time to consider the new opportunities and challenges that may face the City has made in the previous ten (10) year period. Along with these considerations, the Master Plan process is always necessary to keep pace with new technologies and other conditions that occur, which were not anticipated in the previous ten (10) year period.

Updates, however, must be respectful of maintaining a common consistency, so residents, property owners, and businesses have some level of expectation regarding future actions or changes within the community. This expectation, which is derived from a Master Plan that is supported by the elected and appointed officials, is critical to achieving support for new initiatives to meet the goals, objectives, and policies of the document. *Accordingly, changes to the Conceptual Land Use Classifications Map after its adoption, should only be considered in the most unique or pressing circumstances or when such provides a clearly definable community benefit meeting the goals, objectives, and policies of this document.*

PLANNING GOALS

1. Improve the quality of life in the City of Wildwood by implementing, updating, and maintaining land use regulations. (2006; Modified in 2016)

2. Planning efforts in Wildwood must be coordinated with other jurisdictions, service providers, and utilities. (2006; Modified in 2016)

3. Land use and planning decisions need to be related closely to environmental quality, community services, transportation sys-

tems, and open space/parks considerations. (2006)

PLANNING OBJECTIVES

1. The overall rural character and fragile ecology of the City of Wildwood should be preserved.

2. The greenbelt of regional parks should be protected by preserving existing zoning and land use patterns on their periphery, thereby ensuring a protective transitional landscape around each one. (1996; Modified in 2016)

3. The expansion of suburban-type densities within this community should be limited to those locations, and associated parcels of ground, identified as "Sub-Urban Residential Area" on the Conceptual Land Use Categories Map of the Master Plan. (1996; Modified in 2016)

4. Commercial and industrial development should be promoted within the City as a means to provide an adequate tax and service base for its citizens, but they should be strictly defined and limited to very specific locations in the community, i.e. the Town Center for commercial activities and the Chesterfield Valley Area of the City for industrial uses.

5. Programs to improve communication about, and enforcement of, planning and zoning regulations, should be implemented by the City. (2006; Modified in 2016)

6. The City of Wildwood should continue to encourage life-cycle housing opportunities to all age groups. (2006; Modified in 2016)

7. Within The Town Center Area of Wildwood, application of its required Neighborhood Design Standards and Architectural Guidelines, from the *Town Center Plan*, shall be met or exceeded by development interests. (2016)

PLANNING POLICIES

1. Consolidate future commercial development within the boundaries of the City of Wildwood's Town Center.

2. Relate changes in the mapped zoning density within the two suburban residential areas to the pattern on adjacent properties, but the densities of new developments should not be in excess of one (1) unit per acre. Higher residential densities may be appropriate within the Town Center Area, if part of that overall plan (see Conceptual Land Use Map). (Modified 2006)

3. Continue Non-Urban Residence District zoning designation as the major land use category in the City of Wildwood. The Non-Urban Residence District designation of land performs an important regional function for the more developed communities in St. Louis County. Through the preservation of this zoning designation around the regional parks, the protection of the regional greenbelt is furthered. In addition, maintaining an existing Non-Urban Residence District designation is especially appropriate in areas of steep topography and highly erodible soil profiles. (1996; Modified in 2016)

4. Incorporate the Land Use Categories of the Regulating Plan in the Town Center Development Manual, as part of the City's Zoning Code, in accordance with the map contained therein.

5. Maintain the policy of preserving historic buildings/sites and archaeological areas through their designation on the City's Historic Registry. (1996; Modified in 2016)

6. Maintain land use and environmental policies to protect the regional park system from erosion and pollution. (2006; Modified in 2016)

7. Promote the development of consistent regulations between

other service providers (fire and school districts) and utilities and the City's land use standards and requirements, particularly for the Town Center and Non-Urban Areas of Wildwood. (2006)

8. Maintain design criteria and standards for the use of land and for the architecture of buildings and structures, so that new construction complements the surrounding natural and built environments and minimizes harm or damage to them. (2006; Modified in 2016)

9. Any land use related matter must be reviewed and acted upon by the Planning and Zoning Commission, before City Council Committee or City Council can take an action upon it. (2016)

Planning Element Cross-References

Each of the cross-reference tables have been included to assist users in understanding the interrelationships of the adopted goals, objectives, and policies of the Master Plan's six (6) elements and the role each plays in achieving the desired outcomes set forth in them.

	Goal 1	Goal 2	Goal 3
Obj. 1			X
Obj. 2			X
Obj. 3	X		X
Obj. 4	X		
Obj. 5		X	X
Obj. 6	X		
Obj. 7	X		
Pol. 1	X		
Pol. 2	X		
Pol. 3	X		X
Pol. 4	X		
Pol. 5	X		
Pol. 6	X		X
Pol. 7	X	X	
Pol. 8	X		
Pol. 9	X		

Community Services Element

The City of Wildwood began on a premise of providing needed services in a different manner than other communities located within St. Louis County. This approach was to employ a small group of staff, which would be offset by utilizing the private sector to deliver all other services through a series of managed contracts. The quality of the services delivered to Wildwood residents and businesses could then be annually reviewed to ensure on-going high quality and competitive, low costs. City staff would manage these contracts for the community and make the necessary determinations of efficiency, cost, and need on an annual basis. Over the last twenty (20) years, community services have always been offered to residents and businesses utilizing this model, which has resulted in all necessary services being provided to them with assurances on quality, cost, and experience of the providers annually guaranteed. ~~In the original Master Plan adopted in 1996 by the Planning and Zoning Commission and ratified by the City Council, this element was named "Urban Services." In the Master Plan 2006 Update Process, the name of this element was changed to "Community Services" to better reflect the character of Wildwood. With the City of Wildwood maintaining its unique character and creating opportunities for residents to better identify with this area through a number of different initiatives and efforts, the term "community" is much more suitable, since creating ownership in this City is critical to its success well into the future.~~

Major Initiatives in the City of Wildwood (1995-2015)

This element represents the administration of government and the provision of important services to residents, property owners, and businesses living, working, or otherwise located in the City of Wildwood. These services add to the quality of life, maintain property values, and provide a safe and secure environment for everyone. Many of these services that are essential to a vibrant and safe City environment are provided by other entities or utilities not affiliated with Wildwood. These partnerships are key to the success of the City and its residents, property owners, and businesses benefit from the

expertise of these other entities and providers.

Over the past twenty (20) years, the City has made many upgrades and improvements to the service levels residents, property owners, and businesses receive relative to the previous jurisdiction - St. Louis County. These upgrades and improvements were promised as part of the incorporation effort and integral to the *Plan of Intent's* stated direction. A summary of upgrades and improvements is as follows:

1. Resurfaced over 246 miles of rural roadways in the City.
2. Replaced over 22,000 slabs of concrete street sections.
3. Replaced over twenty-seven (27) deficient or deteriorating bridges.
4. Promoted household recycling efforts in the City, while managing a sole-source single-family residential solid waste collection contract with a single provider.
5. Participated, and partially funded, three (3) ~~two (2)~~ major safety improvements on State Route 109; the last of which added two (2) roundabouts at major street intersections to facilitate safer and more efficient travel along one (1) of the more congested lengths of roadway located in the City.
6. Established and upgraded the City's website, in addition to publishing the Wildwood Gazette and weekly e-newsletter.
7. Installed over sixteen (16) ~~fourteen (14)~~ linear miles of multiple-use trails.
8. Restored Old Pond School and created a neighborhood-sized park in association with it.
9. Constructed Anniversary Park.
10. Established recreational programs, including nineteen (19) ~~nine (9)~~ major events.
11. Directed annexation of additional Town Center Area into the Metropolitan St. Louis Sewer District's boundaries, via a Neighborhood Improvement District (NID).
12. Adopted codes, ordinances, and regulations to improve efficiency of City's financial management.
13. Established sound investment policies.
14. Created and updated policies and procedures to comply with Missouri Sunshine Laws and requirements and allow residents to have open access to all government activities.
15. Partnered with other local governments to provide services and pro-

grams to all residents.

16. Established Board of Ethics, Board of Public Safety, Architectural Review Board, Historic Preservation Commission, Administrative Review Board, and ad-hoc committees to assist in major initiatives, since the incorporation of the City in 1995.
17. Added twenty-three (23) police officers to the City's force, thereby allowing for a minimum of four (4) beats to be offered at all times within Wildwood by the St. Louis County Police Department.
18. Designed and constructed Community Park - phase one - project, which included the City's first dog park component and an all-inclusive playground for children of all abilities.
19. Partnered with St. Louis County's Department of Parks and Recreation to open Bluff View Park, with its 2.3 mile long trail system, while beginning a long-term lease for a Belleview Farms site - a historically significant one hundred (100) acre open space located in the Meramec River Valley.
20. Assisted in the provision of high-speed internet service to over four hundred (400) households in the rural areas of the community, which still have no other options than the two (2) providers engaged by Wildwood through its eight (8) year effort in this regard.
21. Completed two (2) segments of the Manchester Road Streetscape Project, while finishing the design and engineering for the third, and final, segment of this Town Center improvement effort slated for construction in 2017.

Meeting the needs of the City's constituents has been the primary goal of four (4) Mayors, numerous City Council Members, and staff over the past twenty (20) years. In the public input sessions, many of the participants noted the level and quality ~~improved~~ of services offered by the City, since it incorporated, and wanted them to continue into the future. Additionally, many of the service providers and utilities responding to the request for information from the Department of Planning for this update of the Master Plan noted improved service levels and expanded networks of utilities had been achieved in the area of Wildwood over the past twenty (20) years, with other improvements planned in the next decade (see Appendix V).

Major Challenges Facing the City of Wildwood (2005-2015)

The ability of the City to undertake and complete those major initiatives over the last twenty (20) years has been premised on the availability of funding from a number of dedicated and predictable sources. The primary source of funding has been the City's share of the sales tax received from its participation in St. Louis County's pooled distribution formula. The City receives this pooled sales tax revenue, which is based upon a per capita formula of total residents in the community. Since the City of Wildwood experienced substantial growth between 1995 (its incorporation) to 2010, a marked increase occurred in revenues from the sales tax. The City has continued to grow since the 2010 Census was completed and is anticipating adding approximately two thousand (2,000) more residents by the end of this decade. Under the current sales and other formulas, the City would receive an increase in revenues from this growth in population.

Over the past several years, an on-going discussion has been held at the State Legislature among municipal and State leaders about the distribution of pooled sales tax revenues and how it might be changed to address what certain cities have claimed are inequities in its structure. These discussions have led to numerous bills and other legislative initiatives to be proposed and debated for possible consideration, introduction, and passage. The City of Wildwood has and must continue to address attempts to change this tax structure, since it is the major source of operating and capital improvement revenues. Any changes to this tax structure could impact the City in a negative manner, which might lead to reductions in community services. Therefore, the City needs to be prepared to participate in any discussions on this matter, while maintaining vigilance in monitoring any legislative initiatives on possible changes to the taxing formulas and encouraging equity to all parties, (if changed).

During the last ten (10) years, the City Council adopted a specific policy and associated procedures for the consideration of requests for development incentives. Development incentives, such as Neighbor-

hood Improvement Districts (NID), Transportation Development Districts (TDD), Community Improvement Districts (CID), and Tax Increment Financing (TIF), may be appropriate planning strategies, when applied as a means to achieve community goals, objectives, and policies set forth in the Master Plan and policies established by the City Council consistent with the same. However, in evaluating such mechanisms, the inherent costs to federal and state taxpayers from tax-exempt financing or other public costs should be fully weighed against the private and public benefits sought in order to ensure that the City uses, such tools only to promote the overall public good for its residents, while adhering to the City's twenty (20) year commitment to regionalism.

As the City of Wildwood matures, pressures will also mount on maintaining the current level of services it provides to its residents, property owners, and businesses. These pressures could lead to the Mayor and City Council members having to make difficult decisions about the level of services, the providers of these services, and the character of these services. Since the City contracts with private providers for many of its services, costs are competitive due to the bidding processes associated with them. In the next ten (10) years, overarching all decisions must be the need to protect the public's health, safety, and general welfare, while maintaining the high level of services and their delivery.

COMMUNITY SERVICES GOALS

1. Appropriate police, fire, EMS, sanitation, and other municipal services need to be maintained. (2006)

2. Development levels, and accompanying service responsibilities, should not exceed available municipal service capabilities. (2006; Modified in 2016)

3. Internet-based communication services should be improved, as an essential part of daily living and working throughout Wild-

wood. (2006; Modified in 2016)

4. Residents and businesses need to be well informed about Wildwood's government activities and its fiscal condition. (2006)

5. Promote the preservation of City's housing stock by its careful monitoring and through the application of appropriate, Wildwood-based codes. (2006; Modified in 2016)

COMMUNITY SERVICES OBJECTIVES

1. The allocation of future capital investments by the City should be planned and managed in such a way the established character of the community is maintained and improved.

2. The constraints on development imposed by the fiscal and geographic limitations of all service providers, i.e. utilities and other jurisdictions, must be accepted by the City and related parties. (1996; Modified in 2016)

3. The concept of concurrency for new developments in the City of Wildwood should always be considered, so the capacity of existing infrastructure or government services is not exceeded, thereby ensuring they are commensurate with the level of population and physical growth.

4. The use of private contractors for services in the City should be continued, but premised on cost-effectiveness, performance and quality evaluations in terms of citizen satisfaction. (2006; Modified in 2016)

5. The City should preserve and enhance property values by implementing plans, regulations, and standards for maintenance of its housing stock and land areas. (2006)

6. The network of existing and future utilities should be construct-

ed underground and coordinated with other providers and public infrastructure to the extent feasible by technology, type of service, and proximity to buildings, trees, or denser development. (2006)

COMMUNITY SERVICES POLICIES

1. Maintain a long-range capital improvements program for the City of Wildwood based upon its own fiscal resources, grants from the federal and state government, and other sources of outside funding. (Modified in 2016)

2. Follow a policy of fiscal prudence in considering major new development initiatives, while creating specific procedures governing the review and processing of development incentive requests submitted to the City.

3. Continue contractual arrangement for police services, while seeking improvements and better efficiencies whenever possible. (2006)

4. Infrastructure for new or upgraded telecommunication services should be consistent with the rural appearance of the community and combine the use of pre-existing structures and rights-of-way, as the preferred methods of providing these facilities. (2006; Modified in 2016)

5. Develop opportunities, foster partnerships with providers, and create incentives for the provision of internet-based communication services to all households and businesses in the City of Wildwood. (2006; Modified in 2016)

6. Seek a library facility in the Town Center Area of the City. (2006)

7. Submit all publicly-funded projects to the City's review processes to guarantee compliance with its regulations and requirements.

(2006)

8. Residents and business owners need to be well informed about Wildwood's government and its activities and the City should utilize all available media forums in this effort, including, but not limited to, direct mail, internet-based communication opportunities, and local newspapers. (2006; Modified in 2016)

9. Complete 5-Year Annexation Plans that are required by the St. Louis County Boundary Commission in keeping with State Statute and their procedures, as adopted, for potential additions of land area to the City's current boundaries. Decisions relating to annexation proposals should consider a number of factors, including fiscal, service, and community of interest benefits and/or costs. (2006)

10. Establish programs for senior citizens in the community, including partnerships with other local entities, with the resources to help support said efforts. (2016)

11. Establish a working group of residents, City officials, and building professionals to consider all of the appropriate life/safety considerations associated with the City of Wildwood implementing a single family reoccupancy permit system for its aging housing stock, while acknowledging the need to avoid any duplication of services and additional costs. (2016)

Community Services Element Cross-Reference

Each of the cross-reference tables have been included to assist users in understanding the interrelationships of the adopted goals, objectives, and policies of the Master Plan's six (6) elements and the role each plays in achieving the desired outcomes set forth in them.

	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Obj. 1		X			
Obj. 2	X	X			
Obj. 3	X	X			
Obj. 4	X	X			
Obj. 5		X			X
Obj. 6		X			
Pol. 1		X			
Pol. 2		X			
Pol. 3	X				
Pol. 4			X		
Pol. 5			X		
Pol. 6					
Pol. 7				X	
Pol. 8				X	
Pol. 9		X			
Pol. 10				X	
Pol. 11					X

Transportation Element

Major Transportation Issues – Then and Now

Proposals to create a major north-south highway paralleling State Route 109 helped convince area residents of the need to take control of their own future in the late 1980's and early 1990's. The current regional transportation plan of the East-West Council of Governments (the St. Louis Metropolitan Area's official coordinating body for transportation improvements) does not include a new north-south highway on or near State Route 109. It does, however, identify State Route 109 as part of a Major Transportation Investment Corridor requiring short-term safety improvements. Concerns remain in the community regarding the extension of State Route 109 into the Chesterfield Valley Area, along with the addition of traffic lanes and proposed interchanges, under the guise of a safety-improvement program, which could ultimately lead it to becoming a part of a third metropolitan by-pass with links south to Interstate 44, Highways 30 and 21, and Interstate 55, and a link north to Interstates 64 and 70.

State Route 109 is already connected to Interstate 44, but its northern end currently terminates at Wild Horse Creek Road; a two-lane, east-west arterial. There are no official plans for improving Wild Horse Creek Road. However, State Route 109 could become a regional highway if it were connected to a widened Eatherton Road in the City of Chesterfield and then extended northward to a new interchange with Interstate 64. This route appears to be part of the traffic improvement corridor shown in the East-West Gateway Council of Government's short-term plan. This major regional planning initiative should not be created in the guise of short-term traffic improvements. If a third-ring bypass is built, its regional planning consequences on the entire metropolitan area should be fully assessed and its route determined based on these considerations.

The effect of making this link would be to open up Jefferson, Franklin and St. Charles Counties to more intensive development, most of

which is likely to be drawn from the inner areas of St. Louis County and the City of St. Louis. The benefits of taking this initiative are debatable. Spending money on this new infrastructure could well encourage people to stop using existing facilities. The third-ring bypass is likely to accelerate the process of drawing development out of the older parts of the region, in complete contradiction to policies of regional integration and of preserving the Cities of St. Louis and Clayton as the centers of the metropolitan area.

Even if a third-ring bypass is ultimately to be constructed, there are strong arguments against using the State Route 109 corridor for this purpose. The unusual soil conditions in the City, detailed in the Environmental Element of this Master Plan, make it an inappropriate area in which to create major new highways. The enemy of ecological stability in the City is rapid runoff. The more impervious surfaces, particularly continuous highway lanes in hilly areas, the more rapid runoff is generated. State Route 109 adjoins the regional parks and actually goes through one (1) of them. The City of Wildwood has an obligation to protect the regional parks located within it; building a major highway through part of these parks and subjecting them to accelerated surges of rainwater polluted by motor oil and petroleum combustion products is counter to all other efforts to protect the regional park system.

Major Initiatives in the City of Wildwood (1995-2015)

In the past two (2) decades, the City's Departments of Administration, Public Works, and Planning have established a Capital Improvement Program for Wildwood. Along with an annual budget, a five (5) year program has also been established to guide the development of infrastructure in the City. These improvements are funded by a 1/2¢ Capital Improvement Sales Tax approved by the voters of Wildwood in 1998, federal and state grants, and general revenue funds. Overall goals of the Capital Improvement Program are to provide safe streets and bridges and reduce commuting time between local locations by offering logical connections of existing and proposed streets. Management of traffic by limiting curb cuts on major arterial

streets has also been a policy of the City of Wildwood.

Since the update of the Master Plan in 2006, the City has created many opportunities for multi-modal transportation options to serve users other than vehicles. This approach includes making existing streets and roadways more accommodating to users other than vehicles, along with designing and constructing new infrastructure that promotes the same. Additionally, the availability of public transit to the Town Center, including the St. Louis Community College - Wildwood Campus, has been a priority and recently realized. Along with these efforts and programs, the City has continued in the last ten (10) years to construct trails and make connections to Town Center Area, public space areas, and residential communities located throughout Wildwood. More so, at any other point in the history of Wildwood, this community is interconnected, linked, and poised to be a recreational center for the entire metropolitan region and beyond.

TRANSPORTATION GOALS

1. Safe streets, sidewalks/trails, and bridges need to be maintained throughout Wildwood. (2006)

2. Roadway projects need to be appropriate to the character of Wildwood. (2006; Modified in 2016)

3. Wildwood should encourage multi-modal options for transportation for residents, visitors, and guests, and businesses. (2006; Modified in 2016)

4. Support the founding vision of 'Save the Greenbelt, Stop the Outerbelt.' (2016)

TRANSPORTATION OBJECTIVES

1. The existing and proposed roadway network in the City of Wild-

wood should be designed and maintained so that it is safe and efficient, but also consistent with the community's long-standing, historic rural character. Roadway modifications shall be commensurate with expected traffic volumes and City standards established for these specific land use categories. (1996; Modified in 2016)

2. Changes to the regional roadway network, if proposed, should proceed only after the land use and economic costs and benefits (including the effects on the St. Louis Region) are fully understood and evaluated. (1996; Modified in 2016)

3. The City's topography, its associated fragile and rocky soils, and the linked group of outstanding regional parks located here, should be protected from the erosion and pollution caused by the construction and use of major roadway corridors.

4. The development of future alternatives to automobile transportation in the City of Wildwood should be explored. (1996; Modified in 2016)

5. The natural vegetation and scenic views located along the City's network of roadways should be preserved and enhanced for the benefit of both residents and visitors. (1996; Modified in 2016)

TRANSPORTATION POLICIES

1. Promote a policy for the City of Wildwood's traffic needs, which supports the primary creation of a network of safe and ecologically responsible, two-lane, local arterial roadways. Make only improvements required for traffic safety, such as adding shoulders, improving the configuration of intersections, replacing substandard bridges, installing traffic signals, and other topical measures.

2. The City of Wildwood should promote the State Route 109 Corri-

dor Study (Missouri Department of Transportation – July 1999) as a guide for future modifications to this roadway, while prioritizing topical improvements to facilitate the safe movement of local traffic within the community. This policy is premised on the negative impacts an outerbelt would have upon this community, particularly with respect to the environmental degradation associated with its construction and increased traffic, the loss of parkland through direct acquisition for roadway right-of-ways, the promotion of greater inter-County traffic movements, and the division of this community into two parts. (1996; Modified in 2016)

3. Oppose construction of major new highways within the City of Wildwood.

4. Support the City's existing highway and street network by adopting and implementing land use policies that will promote a compact concentration of development in the Town Center and the two suburban residential areas. These policies should enable more people to walk to their destinations, while also encouraging the Town Center to be served by other forms of access besides the automobile.

5. Require local access streets within individual subdivisions to be built to City standards, but consider having such roadways remain private and maintained by the homeowners to further encourage greater control over their ultimate use and appearance, except in the two suburban residential areas and Town Center, where local access streets should be publicly maintained.

6. Identify safety improvements necessary to all City-maintained roadways, as part of Wildwood's Capital Improvement Program. Such improvements may include the following: replacing antiquated bridges that are too narrow and subject to flooding; improving road alignments in places where there have been repeated crashes; widening roads where necessary and feasible to

provide shoulders; correcting unsafe intersections; and providing a network of multiple links, so there is always more than a single way of going from one destination to another. (1996; Modified in 2016)

7. Protect existing bridges by implementing such measures as the posting of weight limits to protect them from excessive loads, identify potentially dangerous approaches with appropriate warning signs, and prohibit truck traffic on roadways where weight-restricted crossings are located.

8. Preserve and enhance the scenic environmental qualities, which exist along many of the City's roadways and their intersections, through the application of appropriate design standards reflecting a sensitivity toward the area's unique environmental characteristics. These standards should be applied in the planning, construction, and maintenance of all roadways.

9. Designate certain roadways (listed in the Transportation Element and shown on the Transportation Plan) for the City of Wildwood's arterial system and provide an improvement policy for each of them. Roadways necessary to support the City of Wildwood's Town Center will be identified in conjunction with its own detailed plan. (1996; Modified in 2016)

10. Continue to promote safe roadways for pedestrians, bicyclists, and motorists (Safe Streets Initiative). (2006)

Roads

East-West Arterials[1.]

Clayton Road (County). **A two to three-lane arterial road.** Improvements to Clayton Road have been completed from the eastern boundary of the City to Strecker Road. This roadway now accommodates three (3) lanes of traffic, with vertical curbs, stormwater management facilities, and sidewalks. Clayton Road, west of Strecker Road, remains a two-lane roadway.

Wild Horse Creek Road (State). **A two-lane arterial road.** There are no official plans for adding lanes. Topical safety improvements should be planned.

Manchester Road (Wildwood). City plans are for **a two-lane arterial,** with widenings for turn-lanes or other safety improvements, as required. The design of this road within the Wildwood Town Center has been studied in detail and these levels of improvement are included as part of that plan. West of the Town Center, this road should remain **two-lanes in width.**

State Route 100 (State). **A limited-access four-lane road** from the Westglen Farms Drive/Manchester Road intersection to State Highway T. There are long-term safety improvements proposed for the section west of State Highway T to Interstate 44 in the current East-West Gateway Council of Governments' plan.

State Highway T/St. Albans Road (State). This road should remain **a two-lane arterial,** with topical safety improvements, as needed.

Main Street (Wildwood). City plans are for a two-lane boulevard, with adjacent on-street parking, bicycle lanes, sidewalks, and streetscape enhancements in accordance with the Town Center Plan.

Melrose Road (from Allenton Road to State Route 100) (Wildwood). A two-lane arterial that should remain substantially unchanged, except for topical safety improvements.

North-South Arterials[1.]

Allenton Road (Wildwood). **A two-lane arterial** that should remain substantially unchanged, except for topical safety improvements.

[1.] Arterial - For the purposes of this plan, an arterial designation does not infer the street or roadway is part of a regional system serving the larger metropolitan population, but more the immediate West County Area and Wildwood. This designation is intended to define these roadways as major transportation corridors within the City that provide logical connections from the hierarchy of collector and local streets, require access management practices, and receive priority in terms of revenue resources for maintenance, repair, and upkeep.

Fox Creek Road (Wildwood). **A two-lane arterial** that should remain substantially unchanged, except for topical safety improvements.

Old State Road (County). Built on a narrow ridge, this road should remain **a two-lane arterial.** Shoulders should be added, where possible, and other topical safety improvements made. A section of this roadway, located in the City of Wildwood, is to be improved to a three (3) lane arterial level, as part of a St. Louis County project (from Ridge Road on the north end to Old Fairway Drive on the south end).

Ossenfort/Wild Horse Creek Road (Wildwood). The north-south portion of Wild Horse Creek Road, west of State Route 109, is part of the City's roadway network. It should remain substantially unchanged as **a two-lane arterial** road, except for topical safety improvements.

State Route 109 (State)/*North Eatherton Road* (County). Currently, a two-lane arterial. Safety improvements should be made, but the **two-lane configuration should be retained.** No new connections should be made north to Interstate 64.

Strecker Road (Wildwood). **A two-lane arterial**. A portion of this roadway was rebuilt during the last ten (10) year period of time and now contains sidewalks, improved stormwater management facilities, planting and landscape islands, and improved lane surfaces. Limit any new improvements to topical safety enhancements.

Shepard Road (Wildwood). A two-lane arterial that should remain substantially unchanged, except for topical safety improvements.

Thunderhead Canyon Road and West Glen Farms Road (Wildwood). These roads are necessary traffic links, but their speed limits should be strictly enforced.

Valley Road (Wildwood). **A two-lane arterial** that should remain sub-

stantially unchanged, except for topical safety improvements.

Taylor Road (Wildwood). A two to four-lane boulevard, with adjacent on-street parking, sidewalks, and streetscape enhancements in accordance with the Town Center Plan.

[1.] Arterial - For the purposes of this plan, an arterial designation does not infer the street or roadway is part of a regional system serving the larger metropolitan population, but more the immediate West County Area and Wildwood. This designation is intended to define these roadways as major transportation corridors within the City that provide logical connections from the hierarchy of collector and local streets, require access management practices, and receive priority in terms of revenue resources for maintenance, repair, and upkeep.

Transportation Element Cross-Reference

Each of the cross-reference tables have been included to assist users in understanding the interrelationships of the adopted goals, objectives, and policies of the Master Plan's six (6) elements and the role each plays in achieving the desired outcomes set forth in them.

	Goal 1	Goal 2	Goal 3	Goal 4
Obj. 1	X	X		X
Obj. 2	X	X		X
Obj. 3	X	X		
Obj. 4			X	
Obj. 5	X	X		
Pol. 1	X	X		X
Pol. 2		X		X
Pol. 3				X
Pol. 4	X		X	
Pol. 5	X			
Pol. 6	X			
Pol. 7	X			
Pol. 8	X			
Pol. 9	X	X		
Pol. 10	X		X	

Open Space and Recreation Element

Major Initiatives in the City of Wildwood (1995-2005)

In 2001, the City Council approved a *Parks and Recreation Plan* for Wildwood. This plan was the beginning of a major effort on the part of the City to begin providing comprehensive recreational programming to its residents and visitors, while undertaking the development of park properties with facilities. Since that time, the growth in programs and facilities has been substantial. These programs include over sixty (60) annual events for the community, two (2) neighborhood style parks with facilities, and several other passive areas serving as open space, which have been acquired and improved. Along with programs and park facilities, the City has installed over fourteen (14) miles of multiple use trails, while partnering with the Missouri Department of Natural Resources and St. Louis County in opening the *Al Foster Memorial Trail* along the Meramec River. Many other activities, facilities, and programs are planned in the years to come.

Along with these City efforts in the more traditional areas of parks and recreation planning and implementation, Wildwood has been applying the Master Plan land use categories and environmental regulations to protect existing parkland from degradation and harm. These types of policies and applications were key components of the incorporation effort and, from the standpoint of the City, have been achieved when the condition of the major public park holdings are reviewed. Similarly, the City has been receiving dedications of land area to further the connection of Babler State Park to Rockwoods Reservation through development proposals in the Non-Urban Residential Areas. New developments, beyond these dedications of land area, are also required to buffer and protect park properties from stormwater runoff, grading, and tree removal/damage. These buffers normally exceed one hundred fifty (150) feet in size.

Just before the adoption of the Master Plan 2006 Update, the City Council approved a new Public Space Ordinance, which formalizes the dedication processes of obtaining land area, fees, and improve-

ments as part of the development or the division of land. This ordinance will create a fair and concise mechanism to gauge the impact of the new development on the need for public space and offer options to the developer to comply. When great communities are recognized or discussed, often heard is the abundance of public space, with improvements for residents to enjoy and use. The adoption of this ordinance begins the process of fulfilling many of the goals, objectives, and policies of the Master Plan and will ultimately lead to the need to create perpetual funding mechanisms within the community for the maintenance and upkeep of park properties and related facilities.

In 2006, the City Council, along with City staff, agreed to undertake a new approach to implementing the goals of the 2001 plan, which led to the formation of a citizen committee to achieve this end. The approach was to identify a limited number of goals from the 2001 plan and implement them in an abbreviated time to achieve the intended outcome. This process led to the development of an Action Plan that had four (4) goals and fifty-seven (57) recommendations. These goals and recommendations were then implemented thereafter and led to the following actions:

1. **Programming** - Partner with the other providers to create the greatest range of programming opportunities possible for residents, beginning with the Wildwood Family YMCA, the Pond Athletic Association, the Rockwood School District, and the St. Louis Community College - Wildwood Campus.
2. **Facilities** - Expand current commitments to development of all types of trail systems (pedestrian, bicycle, equestrian) in the City of Wildwood, which are intended to link all public park spaces and population centers together, along with implementing the recently adopted "Access and Mobility Plan."
3. **Acquisition** - Identify and prioritize locations for future park-

land acquisitions, with the first action to be the acquisition of a parcel of ground, of a size to accommodate a community park, within the central area of the City (proximity to State Route 100 and State Route 109 and environs).

4. **Funding** - Implement the necessary steps to promote the presentation of a park sales tax to the voters of Wildwood... for use in the development of parks facilities and recreation programs, to include staffing, maintenance, and other expenses.

OPEN SPACE AND RECREATION GOALS

1. Wildwood's parks and recreation facilities should improve the quality of life within the City, enhance property values, promote a sense of community, and welcome and engage residents and the visiting public. (2006)

2. Wildwood facilities and park and recreation programs should meet residents' needs and preferences within prudent fiscal constraints. (2006; Modified in 2016)

3. Wildwood should have permanent funding sources for its park and recreation facilities/programs and their maintenance. (2006)

OPEN SPACE AND RECREATION OBJECTIVES

1. The regional parks located within the City of Wildwood should be protected from adverse environmental consequences created by roadways, highways, and new developments located adjacent to or upstream from these publicly-held properties.

2. The connection of Babler, Rockwood Reservation and Range, and Greensfelder Parks should be encouraged, as part of a larger regional park system.

3. Protection of the diversity and health of vegetative and wildlife

species within the City of Wildwood should be supported and adopted for application. (1996; Modified in 2016)

4. Funding mechanisms, along with conservation easements, development incentives, and donation opportunities, for the active acquisition of properties and facilities to address the park and recreation needs of the City of Wildwood should be defined, established, created, and maintained. (2006)

5. Partnerships with federal, state, and local park and recreation agencies, other municipalities and public and private not-for-profit groups to implement the goals and objectives of this effort and regional actions of the greater community should be promoted and established. (2006)

OPEN SPACE AND RECREATION POLICIES

1. Encourage the purchase or donation of additional land for the regional parks through a variety of traditional and innovative programs. (1996; Modified in 2016)

2. Create community/neighborhood parks throughout the more developed areas of Wildwood, with appropriate facilities to serve the surrounding areas, designed to accommodate residents, visitors, and guests to the City. (2006; Modified in 2016)

3. Pursue funding and financing options and mechanisms for the acquisition of park and recreational facilities for Wildwood residents, visitors, and guests. (2006; Modified in 2016)

4. Encourage diversity in the type of facilities to be funded and built, so that they complement other facilities in the City and within surrounding communities. The design of these facilities should allow for expansion, as growth occurs or user demands change. (2006)

5. Define, prioritize, and select potential locations for the acquisition, or protection by other means, of scenic vistas, pristine woodlands, diverse water features, prime agricultural lands, and properties whose acquisition will further such preservation within the City of Wildwood. (2006)

6. Ensure all efforts relating to parks and recreation planning in the City of Wildwood complement and adhere to the goals and objectives of the Master Plan, standards and guidelines of the Town Center Plan, requirements of the City Charter, and related municipal codes. (2006)

7. Initiate and implement partnerships with other entities to provide educational, and community outreach programs to residents, visitors, and guests of the City of Wildwood. (2006; Modified in 2016)

8. Develop opportunities for arts and cultural events for residents, visitors, and guests, as part of the City's public facilities and programs, and complement those provided by the public and private schools and regional institutions serving the St. Louis Metropolitan Area. (2006; Modified in 2016)

Open Space and Recreation Element Cross-Reference

Each of the cross-reference tables have been included to assist users in understanding the interrelationships of the adopted goals, objectives, and policies of the Master Plan's six (6) elements and the role each plays in achieving the desired outcomes set forth in them.

	Goal 1	Goal 2	Goal 3
Obj. 1	X		
Obj. 2	X		
Obj. 3	X		
Obj. 4		X	X
Obj. 5	X	X	
Pol. 1	X		
Pol. 2	X	X	
Pol. 3			X
Pol. 4	X		
Pol. 5	X		
Pol. 6	X	X	
Pol. 7	X		
Pol. 8	X		

Economic Development Element

A New Element for the Plan (2016)

In the past twenty (20) years, the City has created a number of opportunities for development in Wildwood, whether in residential settings or commercial locations. The commercial locations have been focused in the Town Center Area, given the allowable types, densities, and intensities of land use activities allowed in this special part of the City. The intent of the Town Center was to create a unique environment that provided engaging building architecture, walkable, pedestrian-friendly areas, park once and shop designs for convenience and building placements, and public spaces for gathering and outdoor enjoyment. All types of residential development have continued to occur throughout the community, from three (3) acre lots rural in nature, to the higher density projects in the Town Center Area. Collectively, this growth, whether residential or commercial in nature, was viewed for many years as the City's economic development efforts and sufficient in this regard.

More recently, however, in the last few years, (2013-2015) concerns have been raised, particularly after the Great Recession, that more was needed from the City to spur commercial growth, which would be facilitated by the development of more rooftops. Accordingly, the City Council appointed a task force of its members to develop an approach to this matter. This task force, a group of five (5) City Council members and the Mayor, spent its first year defining the City's long and short-term goals, which are defined below:

Long Term Economic Development Goals:

1. Commitment to sustainable and on-going implementation of all goals.
2. Assign staff coordinator/contact for outreach and information.
3. Develop marketing brochure.
4. Update City's website.
5. Coordinate effort with public relations or economic develop-

ment consultant(s).
6. Use social networking to advance message of City.
7. Continue long-term strategic goals of the City (capital improvements projects).

Short Term Economic Development Goals:
1. Resolve the Town Center Plan Update.
2. Identify City's assets.
3. Develop and implement a branding message campaign.
4. Upgrade existing website to include economic development component.
5. Invite outside advisors (speakers, representatives of various entities or other communities), both local and nationally recognized experts.

Thereafter, the task force engaged an outside consultant to create an Economic Development Plan for the City and identify a group of tasks for implementation and action. With the consultant's work ongoing during the development of this updated plan, the committee was able to review its products and also discuss whether this sixth element to the Master Plan should be included or not. The committee agreed that, at this stage in the City's history, this new element would be beneficial and appropriate for inclusion into the plan, given the need to foster new interest in Town Center, maintain the current successes within this area, and grow the overall community by expanding its population, developing necessary and desired services, and forming new utility networks and infrastructure connections. Collectively, the committee sought to ensure that Wildwood, regardless of existing or future revenue sources, would be self-sustaining in terms of its budgetary needs for the immediate ten (10) year period covered by this updated plan.

Balancing Development Needs and Wildwood's Character

Many pressures face communities in the new economy and competition for new development and retaining existing businesses increas-

es each year. Communities have offered and provided public finance incentives in the billions of dollars, constructed infrastructure and utilities at no cost to the identified development interests, and competed against each other across the region to bring businesses to their respective locations, at the loss to the other governments in the region. This approach to economic development has been studied and criticized and, conversely, praised by different parties, depending on their perspectives and/or perceived benefits. Regardless of the perspective, economic development in this fashion has limited merits, risky and short-term benefits, and high impacts associated with the incumbent negative consequences on other service providers and neighboring communities.

The City of Wildwood has never placed its principles at stake for the short-term benefits of a possible outcome. Of late, certain parties within the City have stated that Wildwood does not have a favorable business environment and changes to its long time regulations and policies in this regard need to be considered and acted upon, so as to change this circumstance and grow the local economy. This growth in the economy is partially based upon the uncertainty that is now associated with the future of the pooled sales tax and the funds it generates for the City. The committee recognizes that it is important to have stable funding sources for the City and a business environment that is positive and vibrant, but is clear in its belief that such must be respective of the goals, objectives, and policies of the City's other elements of its Master Plan.

With each State legislative session, this pooled sales tax issue continues to be debated and it is important for the City to be attentive in this regard, concurrently it must also work to implement the items adopted by the City Council from the consultant's report on economic development. Implementation of these action items identified in the consultant's report has been characterized as being a mix of short and long-term implementation timeframes. Therefore, progress in terms of their implementation should be measured in this regard, but always from the perspective of facilitating business re-

tention and growth, consistent with the established direction of this community, since its incorporation, which has always been by measured and managed growth and quality, resident-based processes to verify successes.

ECONOMIC DEVELOPMENT GOALS

1. Continue to designate and promote the Town Center as the City's core commercial and business area for development (see Planning Element – Objective #4). (2016)

2. Retention of current businesses and the development of new enterprises should be a priority to all staff, boards, commissions, and elected officials of the City. (2016)

3. Allocate funding for capital improvement projects in Town Center Area, focusing on expansions or upgrades to the current street and utility networks, along with open space, park, and trail development there as well. (2016)

4. Develop strategies for the City, so tourists, recreational enthusiasts, and residents of the St. Louis Area will recognize it as a regional destination point. (2016)

ECONOMIC DEVELOPMENT OBJECTIVES

1. Undertake promotional efforts for the Town Center and Chesterfield Valley Industrial Areas. (2016)

2. Organize and participate in outreach efforts among applicable business groups to foster interest in the Town Center and Chesterfield Valley Industrial Areas. (2016)

3. Inventory and report on Town Center Area's and Chesterfield Valley Industrial Area's growth, investment, and business patterns on an annual basis to the City Council, business communi-

ty, and public. (2016)

4. Use the City's 5-Year Capital Improvement Plan to identify and support projects in Town Center and Chesterfield Valley Industrial Areas to encourage new development within them. (2016)

5. Review on three (3) year cycles and modify, when needed, City land use regulations, permitting processes, and compliance efforts to determine and ensure effectiveness in their respective applications. (2016)

6. Establish a business development-retention coordinator for the City. (2016)

7. Make a recommendation to the City Council the Economic Development Task Force be made a standing committee of City Council. (2016)

8. Create and maintain a business development plan focused on the Town Center and Chesterfield Valley Industrial Areas. (2016)

ECONOMIC DEVELOPMENT POLICIES

1. Conduct research to determine what attracts people to Wildwood and develop a promotional campaign highlighting these features. (2016)

2. Identify key strategies for promoting and marketing Wildwood and then implement them. (2016)

3. Establish relationships with organizations/businesses that hold unique community assets, which helps in creating Wildwood's unique character. (2016)

4. Optimize the utilization of the City website, e-newsletter, and social media, including the possible development of new mobile

applications. (2016)

5. Develop promotional materials, in conjunction with community representatives, which can be disseminated to desired businesses, restaurants, employers, development interests, and others to market Wildwood as a great place to live, work, and play. (2016)

6. Implement the City of Wildwood's Economic Development Plan. (2016)

7. Complete the third phase of the Manchester Road Streetscape Project and facilitate the development of Main Street from its current terminus, at Market Avenue, to State Route 109. (2016)

Economic Development Element Cross-Reference

Each of the cross-reference tables have been included to assist users in understanding the interrelationships of the adopted goals, objectives, and policies of the Master Plan's six (6) elements and the role each plays in achieving the desired outcomes set forth in them.

	Goal 1	Goal 2	Goal 3	Goal 4
Obj. 1	X		X	X
Obj. 2	X		X	X
Obj. 3		X		
Obj. 4			X	
Obj. 5	X			X
Obj. 6		X		X
Obj. 7	X	X		
Obj. 8	X			X
Pol. 1		X		X
Pol. 2	X			X
Pol. 3	X	X		X
Pol. 4	X			X
Pol. 5	X			X
Pol. 6	X	X	X	X
Pol. 7			X	

Conclusions and Conceptual Land Use Classifications

The residents, business owners, and service providers who live and work in the City of Wildwood, Missouri, have participated in the development of this updated Master Plan through a series of meetings, public hearings, and written comments received by the Department of Planning and Parks. These meetings, hearings, and comments were intended to obtain all possible information and opinions from the community to begin defining its vision for the future. As one of St. Louis County's ninety-two (92) municipalities, and the largest in terms of geographic size, the City of Wildwood has always had a unique, but difficult task ahead of it, due to the amount of undeveloped land area located here. These circumstances create development pressures in an area, which has long been known for its rugged terrain and natural beauty and has drawn many of its residents here for these reasons. While responsible, sustainable development is acceptable, and encouraged within the Town Center and Industrial Areas of Wildwood, it must be noted the existing density of development in many of its watersheds ~~Caulks Creek Watershed~~ has produced environmental and fiscal situations that should not be repeated in the remaining quadrants' watershed areas located in the northwest, southwest and southern section of the southeast quadrant of the City.

This shared vision of the community began on February 7, 1995 at the polls and will be furthered through the adoption and implementation of this updated plan. The Master Plan addresses a number of areas relating to the City's policies on environmental protection, service provision, resource allocation, transportation analysis, public space, economic development, and land use development and control. The plan contains twenty-three (23) goal statements, thirty-five (35) statements of objectives, and an additional sixty-three (63) policy statements designed to achieve these objectives. The major highlights of these one hundred twenty-one (121) statements include the following:

ENVIRONMENTAL – ~~Of the five (5)~~ The goals and objectives in this element~~, the primary policy for the area is to~~ minimize environmental disturbance and damage within the existing developed areas, restore watersheds where erosion has negatively impacted the natural equilibrium, and prevent future disturbance or damage to both non-impacted and impacted areas. This protection and restoration is to be encouraged through the implementation of appropriate zoning densities and the clustering of lots to limit disturbance.

~~Of the twenty (20)~~ The policy statements in the plan~~, the emphasis is on~~ emphasize improving standards and development practices to address the sensitive nature of the City's environment. The overall direction of these policies is to better manage the development process through the continued implementation of the City's environmental regulations, including the tree preservation and restoration and grading and excavation codes, while exerting greater control over activities, which could potentially degrade the environment, such as, unmaintained stormwater control and sewage facilities.

PLANNING – ~~Of the six (6)~~ The focus of the goals and objectives in this element ~~the primary consensus in this area~~ is to continue to consolidate more traditional urban densities in certain areas of the City where environmental characteristics, access, existing development patterns, and availability of services are more favorable to this type of density.

Additionally, the City should maintain its current five (5) land use categories called Non-Urban Residential, Sub-Urban Residential, Town Center, Industrial, and Historic.

~~Of the ten (10)~~ The policy statements in the plan ~~the emphasis is on~~ emphasize limiting suburban development densities to the two (2) areas of the community, where this pattern already exists, while concentrating commercial and innovative higher density residential development to the Town Center. Furthermore, the Non-Urban District zoned areas of the City should continue to be considered a legitimate and permanent land use category. This designation will also further the effort to protect expectations of existing homeowners in those areas, promote the protection and linkage of the parks, ~~create a species/vegetation corridor between them,~~ and thus establish the concept of the greenbelt that the residents of this area have long supported.

COMMUNITY SERVICES – ~~Of the seven (7)~~ The goals and objectives in this element~~, the primary consensus is to~~ promote a level of development commensurate with the availability of support services. Where services are not available or severely hampered, development densities and intensities must be limited.

~~Of the eleven (11)~~ The policy statements ~~in the plan, the emphasis is on promoting~~ promote the concept of concurrency and managing the City's

growth and expenditures based upon its longstanding rural character.

TRANSPORTATION – ~~Of the five (5)~~ The goals and objectives in this element~~, the primary consensus is to~~ promote a network of safe and efficient roads in the community, which are designed to serve the needs of the City. The construction or improvement of the area's roadway system should be based upon the unique characteristics of its environment and level of development, while also cognizant of increasing traffic volumes in certain areas necessitating certain changes for safety of users and travelers.

~~Of the eleven (11)~~ The policy statements in the plan~~, the emphasis is on~~ emphasize limiting the improvement of the area's roadway network to primarily two (2) lane arterial roads, including State Route 109. Additionally, the level of topical safety improvements should be based on specific plans developed for each of the roadways located in the City's eight (8) wards and Town Center. Roads serving the Non-Urban Residential area should be built to City standards, but remain private, while those streets in the Sub-Urban Residential areas and the Town Center should be publicly maintained, except where specific circumstances dictate to the contrary.

OPEN SPACE AND RECREATION – ~~Of the seven (7)~~ The goals and objectives in this element~~, the primary consensus is to~~ protect the regional park sys-

tem and encourage the eventual development of the greenbelt linkage between these publicly-held properties as noted in St. Louis County's first Parks Plan in 1965.

~~Of the ten (10)~~ The policy statements in the plan ~~the emphasis is on creating policies~~ emphasize the creation of strategies and programs to encourage the dedication of land between these parks for inclusion in the greenbelt, thereby protecting these facilities from inappropriate development, and fostering the establishment of active park and trail facilities in Wildwood for the overall health of the community and region. ~~of the wildlife species/ vegetation corridor.~~

ECONOMIC DEVELOPMENT – The goals and objectives in this element emphasize an environment that is conducive to retaining businesses already located in the City, through regular communication with them, strategic updates of regulations applicable to them, and better promotion of City programs for assistance in this regard. Along with business retention, this element's goals and objectives promote a targeted approach to economic development, which includes engaging an individual, who is responsible for this initiative, on a full to part-time basis, depending on need.

The policy statements in the plan emphasize the creation of new tactics to promote Wildwood and its Town Center to area residents, and the overall region. Additionally, several of these policy statements seek for the City to provide certain benchmark activities to improve the business environment of Wildwood, including completing Phase Three of the Manchester Road

Streetscape Project.

This Master Plan is unique and one which is used on a daily basis in making the City of Wildwood a better place to live, work and play indicative of the level of concern its residents hold regarding preservation of the City's natural attributes and rural character for future generations to enjoy. In attempting to accomplish this goal, the implementation of land use policies is paramount. As discussed in the preceding summary, the community has reached a consensus on this policy and it is as follows: there should be five (5) major land use designations in the City --- Non-Urban Residential, Sub-Urban Residential, Industrial, Town Center, and Historic [Fifth Land Use Category - Historic was added to Master Plan with Ordinance #883 on October 14, 2002]. Each of these designations are described in greater detail below:

NON-URBAN RESIDENTIAL - This category currently contains the areas of the City currently zoned NU Non-Urban Residence District, **including one (1) commercially zoned property (Amended C-8 Planned Commercial District).** Principally located west of the State Route 109 corridor, but additional properties of similar zoning and nature are found in all quadrants of the City. The Non-Urban Residential Area is generally not served by public sewer or water and is dependent upon individual systems for these services. Characteristically, the land area is steeply sloping, heavily vegetated, and relatively undeveloped in terms of traditional urban densities. The adjoining land use pattern is principally low density residential or parkland and access is limited to a network of rural roadways characterized by narrow widths, one-lane bridges, no shoulders, steep hills, and poor alignments. These characteristics are aesthetically

desirable, but also at the same time dictate a low-density residential pattern (generally three (3) acre lots or greater in size) for the future. Additionally, existing developments on lots of three (3) acres or more in these areas strongly weigh against any new development of higher densities in this land use designation. **Regarding the one (1) commercially zoned property located at the southeast corner of State Route 109/Wild Horse Creek Road, its designation should be retained, as part of an Amended C-8 Planned Commercial District classification within this land use area, but for the sale of beer and wine only. However, no further commercial designations of properties located beyond this site should be considered, thereby acknowledging this previous zoning was part of St. Louis County's rejected land use policy and not the City of Wildwood.**

~~This category contains the areas of the City currently zoned NU Non-Urban District. Principally, this area is located west of the State Route 109 corridor, but additional properties of similar zoning and nature are found in all quadrants of the City. The Non-Urban Residential area is generally not served by public sewer or water and is dependent upon individual systems and/or package systems for these services. Characteristically, the land area is steeply sloping, heavily vegetated, and relatively undeveloped in terms of traditional urban densities. The adjoining land use pattern is principally low density residential or parkland and access is limited to a network of rural roadways characterized by narrow widths, one-lane bridges, no shoulders, steep hills, and poor alignments.~~

~~These characteristics are aesthetically desirable, but also at the same time dictate a low density residential pattern (generally three (3) acre lots or greater in size) for the future. Additionally, existing developments on lots of three (3) acres or more in these areas strongly weigh against any new development of higher densities in this land use designation.~~

SUB-URBAN RESIDENTIAL - This category currently contains the areas of the City currently zoned for more intensive urban designations, such as the R-1 One Acre Residence District to the R-6A 4,000 square foot Residence District, including eight (8) commercially zoned properties (Amended C-8 Planned Commercial District). These two (2) areas are located east of the State Route 109 corridor and within the northeast and southeast quadrants of the City. Public sewer and water systems, along with a number of other services from additional utilities, generally serve these areas. The land's characteristics in these designations are more varied than the Non-Urban Residential areas of the City. Primarily, the land varies between steeply-sloping to rolling topography, forested to pasture, and to some extent has been disturbed by previous development, particularly in the Caulks Creek Watershed. Surrounding land use patterns are low to medium density residential, with limited commercial and institutional development as well. Access into these areas is principally from the State Route 100 or 109 corridors onto a system of formerly rural roads somewhat im-

proved as development progressed into these areas. Given their proximity to existing development, a low-medium density residential development pattern would be compatible in this area, subject to the environmental limitations of any given site that may require lower densities or alternative designs. With the variability of site characteristics in these areas, the appropriate zoning designations in the range of the NU Non-Urban District to the R-1 One Acre Residence District, with a minimum lot size of 15,000 square feet as part of a Planned Residential Development (PRD), are appropriate, **excepting three (3) properties located at the terminuses of Center and West Avenues. These three (3) properties can be considered suitable for a greater residential land use density of one point seven five (1.75) units per acre, where appropriate, given their relative placements between high density land uses associated with St. Louis County's past actions and proximity to the Town Center Area's Boundary.** Regarding the eight (8) commercially-zoned properties located in and around the Clayton Road/Strecker Road intersection, their designation should be retained as part of an Amended C-8 Planned Commercial District classification within this land use area limiting the intensity of the commercial uses to C-1 authorized uses and requiring the neighborhood compatibility of the development. However, no future commercial designations of properties located in either of these areas should be considered, thereby acknowledging all such previous zonings were part of St. Louis County's rejected land use policy and not the City of Wildwood's. The relative level of appropriateness for individual lot sizes within

these zoning designations is premised on a number of variables, not withstanding surrounding development patterns and the extent of natural resource attribute restrictions exhibited by the individual sites. Therefore, the smallest minimum lot size of 15,000 square feet may not be appropriate on all sites and shall be viewed on a case-by-case basis to ensure its sensitivity to the objectives and policies of this Master Plan.

INDUSTRIAL - This category contains the areas of the City currently zoned M-3 Planned Industrial District and are primarily located in the Chesterfield Valley in the northwest quadrant of the City, which borders the Missouri River. This designation also includes one (1) isolated site along Ruck Road in the southeast quadrant of the City. This property is utilized for the St. Louis County Department of Highways and Traffic District garage/storage yard. Access to this property is by a County-maintained local road, not designated for heavy truck traffic. Given the isolated nature of this site and the predominant land use pattern around it, the expansion of the industrial activities would be inappropriate. Whereas, in the Chesterfield Valley, the development of these properties for the uses permitted under the site specific ordinance created at the time of the M-3 Planned Industrial District's adoption would be reasonable and supportable by the City.

TOWN CENTER - This category contains the areas of the City currently zoned either NU Non-Urban

District or C-8 Planned Commercial District and include the historic communities of Grover and Pond. This area is primarily centered in the wedge of properties bordered by State Route 100, State Route 109, and Manchester Road, with a small extension to the west along Manchester Road to Pond. A majority of this area is located inside public sewer and water service areas, but also relies upon individual systems for the provision of these services. The characteristics of the land are less restrictive than the remainder of the City and can be described as rolling to gently-sloping, forested to pasture, or developed. Many of these properties have been disturbed by previous development, given the long history of settlement associated with the two (2) communities. There are a mix of uses ranging from single family residences on very small lots and three acre developments, commercial businesses, and institutional uses to agricultural lands. Access to this area is good due to its proximity to the two (2) State roadways and Manchester Road. With their traditional heritage as the commercial centers of the area, Pond, Grover, and the surrounding properties offer an excellent location for the Town Center, which would include a mix of high density residential developments and commercial uses of a neighborhood orientation. The density of residential development should not exceed the R-6A 4,000 square foot Residence District (unless authorized by City Council as part of a site-specific ordinance) and would only be considered in this Town Center Area as part of a Planned Residential Development

(PRD).

The intent of the Town Center is to create a center where a sense of community is established through the use of creative and innovative development features. These features will include: active and passive green space; interconnecting pedestrian pathways; family-owned and operated businesses; architecturally harmonious designs; integration and preservation of historical sites and local history; blending of local commercial development with appropriately buffered and situated residential development; an integrated system for sanitary and storm sewers; and protection of environmentally sensitive tracts. The Town Center should have a centralized area of park space that can be used as a gathering place for area residents to interact and truly develop a sense of place in their community, with plazas and mini-parks intermingled amongst future residential and commercial developments.

HISTORIC - This category contains properties or areas, which are listed on the City of Wildwood's Historic Register and can be located throughout the community, but only upon land zoned NU Non-Urban Residence District or the FPNU Floodplain Non-Urban Residence District, and not within the boundaries of the Town Center. The Historic Category is intended to provide property owners the opportunity to utilize their buildings, structures, or areas to a greater extent possible than normally allowed under their current Master Plan land use

category or zoning district designation as an incentive for their preservation, protection, or adaptive reuse. Designation of properties or areas must meet the criteria listed in the Historic Preservation Ordinance for their nomination and consideration. The designation of properties or areas to this land use category must be approved by the Historic Preservation Commission, the Planning and Zoning Commission, and the City Council and only becomes effective when the owner agrees to have the property or area placed on the City's Historic Register and this designation is finalized. Future use of a historic property or an area will be premised on the surrounding land use pattern, access, utility service, and the sites' natural features and must provide a true community benefit for its consideration.

Conceptual Land Use Categories Map

The City's Charter is unique in that, when the voters of Wildwood approved it, it included a provision, which linked it to the Master Plan. This link was accomplished by adopting the Master Plan's Conceptual Land Use Category Plan as the Charter's Comprehensive Zoning Plan. Both of these plans, show as maps within each such document, create a legal requirement for land use decisions to correspond between these two (2) components. Therefore, the City Council cannot approve any zoning change that is inconsistent with the Conceptual Land Use Category Plan of the Master Plan, which is set forth in the Charter. Zoning amendments contrary to these maps are prohibited and may only be made by first amending the Comprehensive Zoning Plan itself, so that these types of decisions are always supported by an established document. The City has, therefore, created a system of checks and balances that elevates land use decisions to a status of significance that few other cities have chosen to incorporate into these development processes.

As the Master Plan Advisory Committee considered changes to the Conceptual Land Use Categories Map of this document, it recognized the significance of potential changes to property designations and chose to consider them carefully and based upon clear and rational criteria. This plan represents the single most important representation of future land use over the next ten (10) year period. The protection offered by this plan is expressed by the very limited number of changes that occurred to it in its first twenty (20) years of application (1996 – 2016). Providing property owners expectation on how parcels of ground may be utilized is one of the principal benefits of the City's planning processes. As a result of this process, and the importance of this plan, the Master Plan Advisory Committee ultimately made very few changes to the existing Conceptual Land Use Categories Map. These changes are described in detail in Appendix I of the Master Plan.

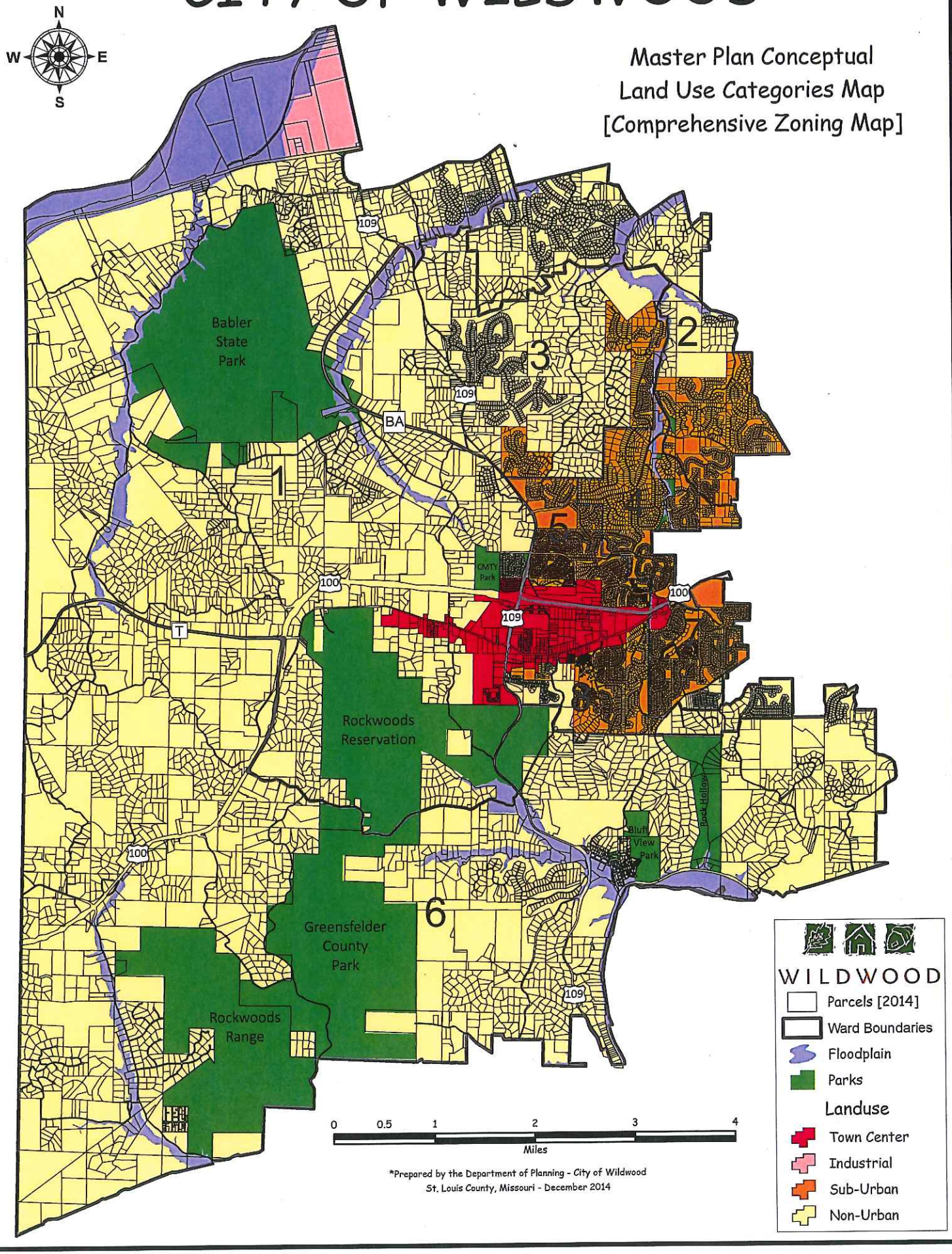
Although some changes were made, based upon the data and comments compiled through the update process, future modifications to

properties were also discussed in the context of a specific set of criteria premised on unique circumstances or specific conditions not anticipated at this time. In no instance did the Master Plan Advisory Committee agree the previous policies of St. Louis County should be used to justify a future change to the Master Plan's Conceptual Land Use Categories Map. The Master Plan Advisory Committee noted that certain higher density residential developments and isolated commercial projects do exist in locations designated Non-Urban Residential Area in the original Master Plan, as legal non-conforming uses, and creating these non-conformities at that time was an appropriate policy that should be continued. This policy protects the character of Wildwood from previous land use decisions that were made with little regard to the overall impact upon the larger landscape and do not foster its continued application. ~~Equally, the advisory committee did agree that surrounding land use, on one (1) properties (Property #9 in Appendix VI), could ultimately be considered as part of a land use change proposal, but only where its benefit to the community is clearly definable public safety considerations are substantial.~~

In all, this group of volunteers responded to the input it received from the public input sessions and respected the system of checks and balances in place, as part of the Master Plan and Charter of the City to protect the character of Wildwood and limit the number of overall changes relating to land use. This action is reflected in the revised Conceptual Land Use Categories Map that is part of this Master Plan.

Conceptual Land Use Categories Map on next page.

CITY OF WILDWOOD



*Prepared by the Department of Planning - City of Wildwood
St. Louis County, Missouri - December 2014

Policy Advisors

Assisting the volunteers in updating the Master Plan were a number of professionals from a broad range of backgrounds. These professionals provided valuable input, guidance, comments, and critiques of the recommended changes now contained in the Master Plan Update. These professionals are as follows:

Dr. Terry Jones, PhD.
Moderator of Update Process

Ryan S. Thomas, P.E., City Administrator
Community Services and Administration

Rob Golterman, Esq., City Attorney
Legal Consultant

Tim Tanner, Captain, St. Louis County Police - Wildwood Precinct
Police Services

Rick Brown, P.E. and P.T.O.E., Director of Public Works/City Engineer
Transportation Policies and Infrastructure Programming

Kathy Arnett, Assistant Director of Planning and Parks
Plan Coordinator and Web and Format Manager

Liz Weiss, City Clerk
Initial Plan Coordinator (now City Clerk)

Terri L. Gaston, Senior Planner
Mapping Services

Joe Vujnich, Director of Planning and Parks

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APPENDIX I

Explanation of Conceptual Land Use Changes

As part of the update of the Master Plan, the volunteer group assisting City officials and staff in considering changes to it studied the land use designations of all parcels of ground located within the boundaries of Wildwood. To accomplish this process, the Master Plan Advisory Committee considered a number of options to accurately understand the extent of changes and how the community might feel about any proposed modifications based on this input. The Master Plan Advisory Committee ~~developed tentative recommendations, but, after lengthy discussion and multiple public meetings within the various wards, it~~ decided to send to each household in the City a letter requesting any ~~additional~~ input on whether they would like to have their property reviewed in terms of its current land use designation or to offer opinions on whether or not land use changes should be considered and, if so, to what extent. This mailing involved over 13,000 households and was intended to bring the decision-making about the City's future to each property owner in Wildwood.

After providing approximately two (2) weeks for residents to respond to this letter and related request, the City received approximately fifty-three (53) responses. Of those fifty-three (53) responses, sixteen (16) letters specifically sought changes to their current land use designations under the existing plan. These sixteen (16) properties are summarized on the next pages. During ~~September,~~ October, and November, the Master Plan Advisory Committee considered the input it had received from these sixteen (16) property owners and representatives and held meetings where these individuals presented rationales and supporting evidence on their individual requests. Ultimately, two (2) of these requests were determined to meet the high standard necessary for a modification of their respective "Conceptual Land Use Categories." ~~Additionally, this other parcel of ground was added due to its proximity to others being recommended for change (Missouri Department of Transportation gar-~~

~~age).~~ With the desire of participating parties to maintain a high standard of expectation in terms of future land use in this City, changes to these designations were not taken lightly.

Sixteen (16) Properties Considered for Land Use Changes			
Property Id. and Number	**Location**	**Requested Master Plan Category Change**	**Action (N=no)**
McCann- #1	Wild Horse Creek Road	Non-Urban to Sub-Urban	N
Abdiannia - #2	State Route 109	Text Change in Non-Urban	See Page 99
McCarthy/ Dierberg - #3	Wild Horse Creek Road and State Route 109	Non-Urban to Town Center	N
Callahan - #4	Strecker Road	Text Change in Sub-Urban	N
Burtelow - #5	Clayton Road and State Route 109	Sub-Urban to Town Center	N
Passiglia - #6	Clayton Road and State Route 109	Non-Urban to Town Center	N
Virant - #7	Christmas Valley	Non-Urban to Sub-Urban	N
Payne Family Homes/Von Gruben- #8	State Route 109	Non-Urban to Sub-Urban	N
Blechle - #9	State Route 109	Non-Urban to Sub-Urban	N
Eckman - #10	State Route 109	Non-Urban to Sub-Urban	N
Payne Family Homes - #11	Manchester Road	Non-Urban to Sub-Urban	N

Sixteen (16) Properties Considered for Land Use Changes			
Property Id. and Number	**Location**	**Requested Master Plan Category Change**	**Action (N=no)**
St. Albans Properties - #12	State Route 100 and State Route T	Non-Urban to Town Center	N
Brown - #13	West Avenue	Text Change in Sub-Urban	See Page 100
Manlin Development - #14	East Avenue	Town Center to Sub-Urban	Withdrawn by Petitioner
Bethesda Health Group - #15	State Route 109	Non-Urban to Sub-Urban	N
PWM Properties - #16	Valley Road	Non-Urban to Sub-Urban	N

The Master Plan Advisory Committee used the rationales highlighted within the tables on the subsequent pages for supporting changes to two (2) total properties (requests):

Property Receiving Favorable Land Use Recommendation	
Property Id.	Abdiannia - #2
Location	Southeast intersection of State Route 109 and Wild Horse Creek Road
Current Designation	Non-Urban
Proposed Designation	Non-Urban, with a Text Modification
Comments	1. The potential precedence associated with this change is limited to one (1) additional property in the City of Wildwood, the Glencoe Post Office. 2. The alteration would allow for the future growth of the facility, ensuring its viability and avoiding a vacant, limited–use building type from creating other issues in the future. 3. The previous land use jurisdiction, St. Louis County, established this prohibition on alcohol sales at this location in 1987, while the types and numbers of businesses providing alcohol for sale have changed radically, since then. Therefore, accommodating this change at this location for the sale of alcohol has a limited geographic impact.

Property Receiving Favorable Land Use Recommendation	
Property Id.	Brown - #13
Location	West Avenue, south of Manchester Road
Current Designation	Sub-Urban
Proposed Designation	Sub-Urban, with a Text Modification
Comments	1. The Department has supported this requested change in the past. 2. The property abuts the Town Center Area on two (2) of its four (4) sides, a recently approved residential subdivision at the requested density of 1.75 units per acre, and an existing subdivision that has a mix of R-3 10,000 square foot Residence District and R-1 Once Acre Residence District zoning designations. This allowance on the subject property would be consistent with such. 3. The site has access to an improved street and all utility services are available

APPENDIX II

Resident and Business Surveys (2015)

Resident Survey

In March 2015, the Master Plan Advisory Committee commissioned a survey of all residents within the City of Wildwood to seek feedback on a number of topics relative to the Master Plan update. A postcard was mailed to each household in the City informing them of the survey and how they could access it. At the conclusion, seven hundred and one (701) responses were received.

Listed below are the forty-seven (47) questions posed in this survey and the responses by percentage . Due to rounding, not all percentages add up to 100%. Open-ended questions were also posed, and received two hundred thirty-two (232) responses. These responses are not part of this Appendix, but are available from the City Clerk.

Q1. How would you rate the City of Wildwood as a place to live?

Excellent	63.6%
Good	34.4%
Only fair	1.9%
Poor	0.1%
Don't know	0.0%

Q2. How would you rate the police services supplied by the City of Wildwood's contract with the St. Louis County Police Department?

Excellent	51.6%
Good	35.4%
Only fair	4.6%
Poor	1.1%
Don't know	7.3%

Q3. How would you rate the trail system within the City of Wildwood?

Excellent	48.2%
Good	37.9%
Only fair	7.0%
Poor	0.7%
Don't know	6.1%

Q4. How would you rate the residential trash collection services supplied by the City of Wildwood's contract with Meridian Waste Services?

Excellent	47.2%
Good	43.1%
Only fair	6.1%
Poor	1.9%
Don't know	1.7%

Q5. How would you rate snow removal on residential streets?

Excellent	33.8%
Good	44.1%
Only fair	10.1%
Poor	2.3%
Don't know	9.7%

Q6. How would you rate the City's maintenance of the streets and rural roadways it is responsible for?

Excellent	24.5%
Good	56.2%
Only fair	12.4%
Poor	3.1%
Don't know	3.7%

Q7. How would you rate the City's effectiveness in managing your tax dollars?

Excellent	17.8%
Good	50.8%
Only fair	12.1%
Poor	4.6%
Don't know	14.7%

Q8. How would you rate the City of Wildwood's government in getting advice and input from residents?

Excellent	30.4%
Good	41.1%
Only fair	14.3%
Poor	5.0%
Don't know	9.3%

Q9. How would you rate the management of stormwater runoff in Wildwood?

Excellent	13.3%
Good	45.2%
Only fair	10.1%
Poor	2.1%
Don't know	29.2%

Q10. How would you rate internet access at your residence?

Excellent	33.4%
Good	33.9%
Only fair	11.3%
Poor	14.0%
Don't know	1.4%

Q11. How would you rate the City of Wildwood's performance in preserving and conserving the natural environment?

Excellent	37.7%
Good	51.4%
Only fair	6.6%
Poor	1.4%
Don't know	3.0%

Q12. How would you rate how the City of Wildwood plans for your future?

Excellent	15.5%
Good	43.1%
Only fair	12.7%
Poor	3.1%
Don't know	25.5%

Q13. How would you rate the economic success of the City of Wildwood Town Center?

Excellent	9.8%
Good	44.2%
Only fair	24.8%
Poor	8.3%
Don't know	12.8%

Q14. How would you rate the City's recycling program?

Excellent	34.8%
Good	50.4%
Only fair	8.4%
Poor	1.7%
Don't know	4.7%

Q15. How would you rate the City's historic preservation efforts?

Excellent	22.4%
Good	46.1%
Only fair	7.4%
Poor	1.0%
Don't know	23.1%

Q16. How would you rate the bridges in the City of Wildwood?

Excellent	26.2%
Good	55.1%
Only fair	6.7%
Poor	1.9%
Don't know	10.1%

Q17. Future commercial and business development in the City of Wildwood should be restricted to the Town Center?

Strongly agree	27.2%
Somewhat agree	26.1%
Neither agree nor disagree	12.1%
Somewhat disagree	22.0%
Strongly disagree	12.6%

Q18. For properties located outside the Town Center Area, there should be no more than one unit per acre?

Strongly agree	28.4%
Somewhat agree	26.2%
Neither agree nor disagree	21.0%
Somewhat disagree	14.0%
Strongly disagree	10.4%

Q19. Wherever possible, existing and future utilities should be constructed underground.

Strongly agree	83.2%
Somewhat agree	13.4%
Neither agree nor disagree	2.4%
Somewhat disagree	0.7%
Strongly disagree	0.3%

Q20. Having a Metrolink Line should be one of the City of Wildwood's long-range goals.

Strongly agree	19.8%
Somewhat agree	18.4%
Neither agree nor disagree	14.7%
Somewhat disagree	16.1%
Strongly disagree	31.0%

Q21. Projects that connect existing trails should be given the highest priority in planning improvements in the existing system.

Strongly agree	26.3%
Somewhat agree	40.1%
Neither agree nor disagree	19.5%
Somewhat disagree	9.2%
Strongly disagree	5.0%

Q22. The City of Wildwood should build a recreation complex.

Strongly agree	25.0%
Somewhat agree	25.9%
Neither agree nor disagree	19.5%
Somewhat disagree	13.6%
Strongly disagree	16.0%

Q23. The City of Wildwood Master Plan needs a focused business development plan for the Town Center.

Strongly agree	36.5%
Somewhat agree	44.2%
Neither agree nor disagree	15.0%
Somewhat disagree	2.6%
Strongly disagree	1.7%

Q24. The City of Wildwood needs more housing that young families can afford.

Strongly agree	11.9%
Somewhat agree	23.0%
Neither agree nor disagree	31.9%
Somewhat disagree	20.2%
Strongly disagree	13.0%

Q25. The City of Wildwood sponsors community events like BBQ Bash, Founders Day, and a concert series. Does the City sponsor too many events, too few, or about the right amount?

Too many events	3.7%
Too few	11.3%
About the right amount	80.7%
Don't know	4.3%

Q26. How important is it the City of Wildwood government place more emphasis on environmental sustainability?

Extremely important	22.8%
Very important	35.5%
Somewhat important	31.1%
Not very important	7.9%
Not at all important	2.7%

Q27. Do you think the City of Wildwood's enforcement of codes for residential property is too strict, about right, or not strict enough?

Too strict	13.2%
About right	59.4%
Not strict enough	11.9%
Don't know	15.5%

Q28. Do you think the City of Wildwood's enforcement of codes for commercial property is too strict, about right, or not strict enough?

Too strict	12.8%
About right	45.2%
Not strict enough	10.0%
Don't know	32.0%

Q29. Do you think the City of Wildwood needs more neighborhood parks, fewer neighborhood parks, or does it have about the right amount?

Needs more neighborhood parks	45.2%
Fewer neighborhood parks	4.5%
It has about the right amount	45.1%
Don't know	5.2%

Q30. In general, do you think the City of Wildwood's land use policies are too strict, about right, or not strict enough?

Too strict	18.7%
About right	48.7%
Not strict enough	9.8%
Don't know	22.8%

Q31. What's your opinion about having higher density residential development in the Town Center?

Strongly favor	9.1%
Somewhat favor	26.4%
Neither favor or oppose	24.1%
Somewhat oppose	22.1%
Strongly oppose	18.2%

Q32. How important is it that the City of Wildwood seek to have the St. Louis County Public Library build a facility in the Town Center?

Extremely important	16.5%
Very important	17.2%
Somewhat important	30.2%
Not very important	24.9%
Not at all important	11.2%

Q33. The City of Wildwood receives most of its general revenues from two sources: its share of the County-wide sales tax pool and gross receipts taxes on utilities, like electricity and telephones. It does not have a property tax—those dollars go to other jurisdictions like school districts and fire protection districts.

Knowing that and considering the services you receive from the City of Wildwood compared to the taxes you pay to the City, does your household receive more than its money's worth, somewhat more than it's money's worth, somewhat less than its money's worth, or less than its money's worth?

More than its money's worth	8.1%
Somewhat more than its money's worth	35.3%
Somewhat less than its money's worth	21.3%
Less than its money's worth	12.4%
Don't know	23.0%

Master Plan

Q34. How much do you think the roundabouts on Highway 109 have helped traffic?

A great deal	29.5%
Somewhat	35.6%
Not very much	12.8%
Not at all	13.3%
Don't know	15.5%

Q35. How familiar are you with the City of Wildwood Master Plan?

Very familiar	9.2%
Somewhat familiar	45.8%
Not very familiar	32.4%
Not at all familiar	12.5%

Q36. About how many times have you visited the City of Wildwood website during the past twelve months?

20 times or more	9.8%
10 to 19 times	15.9%
5 to 9 times	24.9%
3 to 4 times	27.2%
1 to 2 times	17.3%
Not at all	4.9%

Q37. How would you rate the City of Wildwood's website?

Excellent	10.8%
Good	70.7%
Only fair	11.4%
Poor	2.3%
Have not visited the City's website	4.8%

Q38. The City of Wildwood sends a newsletter the "Gazette" to each resident three times a year. Over the past twenty-four (24) months, have you rad all of them, most of them, one or two of them, or none of them?

Read all of them	55.6%
Read most of them	27.2%
Read one or two of them	11.5%
Read none of them	5.6%

Q39. How would you rate the City of Wildwood's newsletter, the Gazette?

Excellent	25.6%
Good	63.0%
Only fair	6.1%
Poor	0.6%
Have not read the Gazette	4.8%

Q40. How often do you get news about the City of Wildwood through Facebook, Twitter, or other social networking sites?

Regularly	12.1%
Sometimes	14.1%
Hardly ever	20.2%
Never	53.6%

Q41. What is the best way for the City of Wildwood to get information to you?

The City's website	19.9%
The Gazette	22.6%
Mailings from the City	26.2%
Reader boards along roadways	3.7%
Social Media (like Facebook or Twitter)	12.4%
Other	15.1%

Q42. Here is a map of the City of Wildwood's eight wards. Which ward do you live in?

Ward 1	18.3%
Ward 2	4.2%
Ward 3	10.7%
Ward 4	5.8%
Ward 5	7.7%
Ward 6	11.6%
Ward 7	4.2%
Ward 8	14.8%
Can't tell from the map	22.8%

Q43. How long have you lived in the City of Wildwood?

5 years or less	22.5%
6 to 10 years	19.2%
11 to 19 years	27.9%
20 or more years	30.4%

Q44. Do you have any children eighteen or younger living at home?

Yes	44.2%
No	55.8%

Q45. How did you find out about this survey? Check all that apply.

Postcard mailed to my residence	53.4%
Noticed on the City of Wildwood website	18.5%
A friend or neighbor mentioned it	11.0%
Other	28.4%

Q46. If you would like to continue to receive information about the Master Plan Update and other City of Wildwood activities, please provide your e-mail address in the box below.

Provided email address	44.1%
Did not provide email address	55.9%

Q47. The Master Plan Advisory Committee thanks you for taking the time to express your views. If there is anything else you would like to add, just type your response in the box below. *Note: these transcribed comments are not part of this appendix, but are available by request through the City Clerk's office.*

Provided comment	33.1%
Did not respond	66.9%

Business Survey

The business survey was available from May 19, 2015 to June 10, 2015 and notifications were sent to two hundred thirty-seven (237) Wildwood businesses and not-for-profit entities. At the conclusion of the survey, sixty-five (65) responses were received. This represented a 27.6% response rate.

The surveys sought a 3:1 standard.

The following ratings met the 3:1 standard:

- Bridges
- City publications
- City website
- Historic preservation
- Parking, street lighting
- Physical attractiveness
- Police services
- Preservation/conservation
- Providing information

- Snow removal
- Staff contact quality
- Stormwater control
- Street/roadway maintenance
- Trail/sidewalk access

The three (3) highest ratings for 3:1 ratios:

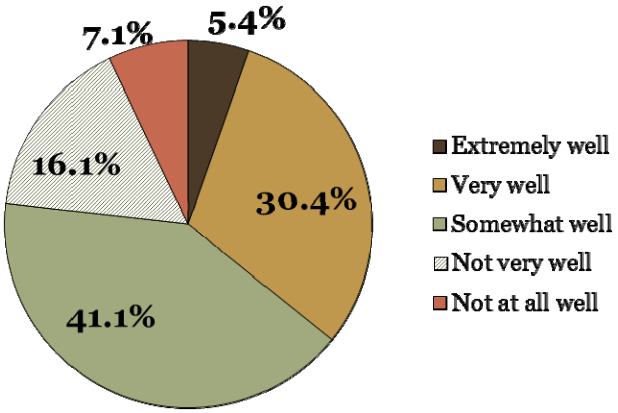
1. Physical Attractiveness of Business Area (Ratio: 19.39/1.00) with 89.2% responding that the attractiveness is either 'Excellent' or 'Good.'
2. Preserving/Conserving Natural Environment (Ratio: 18.41/1.00) with 84.7% responding that this effort is either 'Excellent' or 'Good.'
3. Police Services supplied by St. Louis County (Ratio: 54.87/1.00) with 82.3% responding that service is 'Excellent' or 'Good.'

The following ratings did not meet the 3:1 standard:

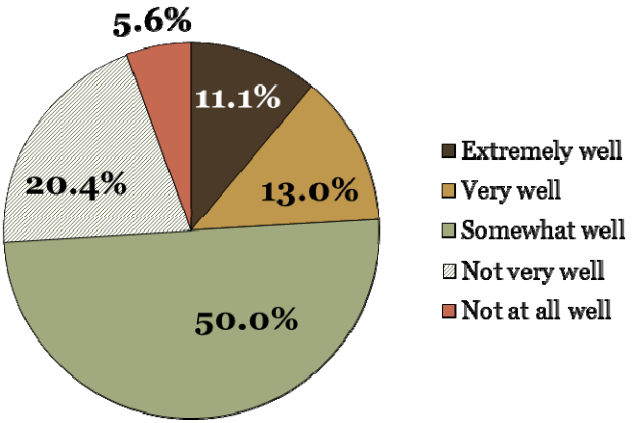
Service	Excellent/Good	Only Fair/Poor	Ratio
Internet Access	72.3%	24.6%	2.94/1.00
Event Promo-tion	71.9%	28.0%	2.56/1.00
Managing Tax Dollars	55.4%	27.7%	2.01/1.00
Planning for the Future	47.7%	33.8%	1.41/1.00
Town Center Success	53.8%	46.1%	1.17/1.00
Getting Advice and Input from Business	44.9%	47.0%	0.96/1.00

The following two (2) graphs identify the responses relative to **Support for the Environment.**

1. Balance between protecting the environment and helping business develop:



2. Emphasis on environmental sustainability:



Business and not-for-profit responders also noted the following:

- A strong majority (68%) say City taxes and fees on business are

about right and less than one-third (30%) think they are too high.

- More businesses report "Getting a permit of license to open, operate, or expand a business" is easy (48%) than say it is difficult (30%).
- A narrow majority (52%) say the City's code enforcement for commercial properties is about right and 48% find it too strict.
- A clear majority (60%) think the City's regulation of business (such as signs, hours of operation, and outdoor patios) is too strict with less than a third (32%) saying it is about right.

Relative to their location, businesses noted the following:

- Their current business location does not meet their business needs very well or not at all well - 7%
- They are not very likely to relocate their business outside the City during the next few years - 71%
- The City will be the same or an even better place to do business five years from now - 92%

Four (4) factors were identified citing what businesses like best about Wildwood:

1. Physical setting
2. Small town ambience
3. Location
4. People

The survey results identified four (4) areas where businesses and residents disagreed in their responses:

1. Future commercial and business development in the City of Wildwood should be restricted to the Town Center. 35% of residents disagreed with this statement, while 68% of business responders disagreed.
2. For properties outside the Town Center Area, there should be no more than one unit per acre. 24% of resident responders disagreed with this statement, while 61% of businesses disagreed.
3. The City of Wildwood needs more housing that young families can afford. 35% of residents agreed with this statement, while

59% of business responders agreed.

4. Businesses are more likely to consider the City's land use policies to be too strict. 19% of residents agreed with this statement, while 48% of business responders agreed.

Those businesses and not-for-profit agencies that were surveyed, provided the following responses:

Proposal/Question	Agree	Disagree	Neutral
Whenever possible, existing and future utilities should be constructed underground.	79.6%	7.5%	13.0%
The City of Wildwood should build a Recreation Complex.	48.1%	29.7%	22.2%
The City of Wildwood Master Plan needs a focused business development plan for the Town Center.	75.9%	7.4%	16.7%
Having a Metrolink line should be one of the City of Wildwood's long-range plans.	25.9%	61.1%	13.0%
Opinion on having higher density residential development in the Town Center.	46.3% in favor	22.3% oppose	31.5% neutral
Should most community events (i.e. BBQ Bash, Founders Day, and concerts) be held in the Town Center or at many different locations.	59.30% in Town Center	40.70% in many locations	

Finally, businesses and not-for-profit responders collectively noted their primary concern as the existence of an adequate customer base. They also noted the City can increase its promotion efforts and simplify its regulations as ways to assist its businesses.

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APPENDIX III

Parks and Recreation Action Plan (2007)

Foreword

Citizens Committee for Park Progress

City of Wildwood, Missouri

September 20, 2007

On February 7, 1995, after several years of the St. Louis County Council's approval of every developer's request for zoning changes to eliminate the Non-Urban District (minimum three (3) acre lot size), the citizens of West County got the chance to vote on the formation of a new city. The measure passed with a 61% majority and the City of Wildwood was born. This successful vote would not have been possible without the dedicated effort of the citizens, who gathered signatures on petitions, and researched the legal requirements of incorporation to make the dream a reality.

These were heady, euphoric days, when various citizens' committees drafted the Master Plan, and studied various ways to manage development, while keeping the beauty of Wildwood intact. These concepts are expressed in two (2) of the five (5) objectives in both the Original and Revised Master Plans as follows:

* "Preservation and conservation of the natural environment."
* "Residential and commercial development consistent with long-range planning and prudent land utilization."

Most Wildwood residents have chosen to live in this area because of its unique natural beauty, offering a rural country lifestyle well within commuting distance of jobs, schools, shopping, entertainment, and their friends in urban areas. Now that the ground work has been established, it is time to consider the needs of an expanding population, especially those families with children. Over half of the households in Wildwood have at least one (1) child under the age of eighteen (18).

Master Plan

The results of the 2007 survey of randomly-sampled households and the public input forums indicate there is strong support for additional local parks and recreational facilities in Wildwood. With the rising cost of land and increasing demands from residents, now is the time to address additional parks and recreational amenities within Wildwood, in keeping with the desires of the community and its motto...“Planning Tomorrow Today.”

Executive Summary

The Citizens Committee for Park Progress has worked for approximately one (1) year defining the future of park and recreation efforts in the City of Wildwood. This group undertook a lengthy public comment process, culminated by a professionally designed and administered random survey to approximately three thousand (3,000) households in the City. The outgrowth of this public comment effort was significant input from residents of the City of Wildwood regarding their opinions about park facilities, recreation programs, acquisition efforts, and financing. Collectively, the Committee recognized the need for a citizen-based plan that would create support within all sectors of the community and ultimately be viewed by its users as a fair and representative document that reflected the unique circumstances that define the City of Wildwood, i.e. its land, interests, and current conditions.

The Citizens Committee for Park Progress developed an Action Plan that contains four (4) points this group believed were essential for the City Council to implement over a total of two (2), five (5) year renewals. The four (4) Action Point areas are as follows:

Programming - Partner with the other providers to create the greatest range of programming opportunities possible for residents, beginning with the Wildwood Family YMCA, the Pond Athletic Association, the Rockwood School District, and the St. Louis Community College.

Facilities - Expand current commitments to development of

all types of trail systems (pedestrian, bicycle, equestrian) in the City of Wildwood, which are intended to link all public park spaces and population centers together, along with implementing the recently adopted "Access and Mobility Plan."

Acquisition - Identify and prioritize locations for future park land acquisitions, with the first action to be the acquisition of a parcel of ground, of a size to accommodate a community park, within the central area of the City (proximity to State Route 100 and State Route 109 and environs).

Funding - Implement the necessary steps to promote the presentation of a park sales tax to the voters of Wildwood, no later than the November 2008 General Election, for use in the development of parks facilities and recreation programs, to include staffing, maintenance, and other expenses.

Each of the Action Points contain information relating to how the recommendations were developed, identifies the supporting information used in creating these points, and establishes timeframes for their implementation. In completing this plan, the Committee entertained any and all opinions, comments, and input from all participants to create a community-based planning process that was intended to generate interest by users and support from the community.

The other desire of the Committee was to create a reasonable set of recommendations under the four (4) Action Points that recognized certain controlling parameters that exist relative to specific facilities and programs for this City. The members of the Committee recognized the need to have adequate funding sources in place for current and future facilities and programming, thereby guaranteeing a quality environment for users and neighbors and superior maintenance and upkeep of them over time. The Committee believes that, with the current assets that are identified in the plan and the pro-

posed recommendations, Wildwood's goal of a world-class system of park facilities and recreational opportunities will become reality.

Introduction

Wildwood is a unique community, which benefits from the rolling and hilly woodlands of the Ozark Foothills. The City was founded to provide for development that will preserve the natural environment. The City recognized that parks and recreational facilities are necessary to maintain a healthy and viable community, and that residents need and want such amenities. Therefore, two (2) volunteers from each ward were selected by the Mayor and approved by City Council to form the independent Citizens Committee for Park Progress ("CCPP"). Building a parks and recreation program commensurate with these unique attributes of Wildwood's government and area were the goals of the volunteers that formed the CCPP. With these goals identified and supported, this group began the formation of the Action Plan with the acknowledgment that Wildwood is a unique community of environments, people, and opportunities and its parks and recreation offerings would be an extension of them.

The CCPP does not believe the City's park improvements and recreation programming should attempt to replicate existing facilities available elsewhere, but provide opportunities that would address gaps or shortfalls, while maximizing current assets, such as the eleven (11) square miles of public space, and also address the defined priorities of the respective wards and their residents, which can reasonably be met. This acknowledgement is based upon a reasonable analysis of future needs and capabilities of Wildwood, since it currently has no property tax to support governmental programs, including recreational types, and facilities.

Key decisions have been discussed by the CCPP to create this Action Plan, which is premised on a number of resources that were collected over the course of an approximately one (1) year timeframe. These resources included a professionally administered, statistically valid survey that was sent to approximately three thousand (3,000),

randomly-sampled households in the City (the "survey"); two (2) public input forums held in the community; a Service Providers Open House and letter; comment forms on the City's website; and regularly scheduled meetings of the CCPP, which were open to the public. These resources were intended to provide all who had any interest in parks and recreation activities an opportunity to participate in providing input into the development of the Action Plan. At the end of this process, the CCPP had received input from all of these resources, along with responses that followed accepted guidelines in terms of design, administration, and analysis to create a ninety-five (95) percent confidence level in its results for the entire population of the City of Wildwood (survey instrument, Executive Summary, Survey Analysis, and Market Segmentation Sections are contained in this plan's appendices).

Furthermore, the CCPP also challenged all participants not to limit themselves to previously accepted patterns of park development and recreational programming and disregard conventional wisdom on funding, financing, and partnerships, so as to explore all avenues that may be available to the City to create a diverse, safe, and acceptable set of facilities, amenities, and programs for residents and non-residents of Wildwood. To address these challenges, the CCPP met with experts in the fields of open space, partnering, facility development and management, and finance to better understand current trends in the development and implementation of park facilities and recreation programming, along with future changes that might influence the Action Plan in the next five (5) to ten (10) years. These experts, along with the aforementioned resources, allowed the CCPP to have a thorough understanding of the opportunities and challenges facing the City of Wildwood in providing for greater facilities and programs for residents and visitors to the community. Therefore, this Action Plan reflects the respective input, experience, and projections of the community of experts and participants, including residents of the City of Wildwood, for the purposes of creating a world-class system of facilities and programs for the defined and targeted populations.

Opportunities for Residents

In creating this Action Plan, the CCPP would note the City of Wildwood is not without many of the components of creating this world-class system of park facilities and recreation programs already. This situation allows the City a level of flexibility and creativity in finding new opportunities to address the desires of residents for facilities and programs. In considering the components that currently exist in the City, the CCPP identified the following assets:

1. Over eleven (11) square miles of publicly-held open space, which includes Babler State Park (2,441 acres); Rockwoods Reservation (1,881 acres); Rockwoods Range (1,388 acres); and Greensfelder County Park (1,583 acres). Additionally, the State of Missouri and St. Louis County have other facilities in the City, including Packwood Park (undeveloped) and Howell Island (Missouri Department of Conservation Area).
2. Two (2), neighborhood-sized City parks, which includes Anniversary Park (Clayton and Strecker Roads) and Old Pond School Park (Manchester Road).
3. Al Foster Memorial Trail and Trailhead, including over twenty (20) acres of additional land in the Glencoe Area of the City.
4. Additional land area banked in the areas of Strecker Road and Clayton Road (Woodcliff Heights Park Property), Chesterfield Valley (Kohn Memorial Park), and Bridge Park (north entry of pedestrian bridge across State Route 100).
5. Future park properties in Wildwood Square Commercial Area, near planned Farmers Market Facility, and Homestead Estates Subdivision.
6. Over ten (10) miles of multiple use trails in Town Center Area and environs, including the pedestrian bridge.
7. Wildwood Family YMCA facility located on State Route 109 in the City's Town Center Area.
8. Over eight (8) Rockwood School District sites, which include athletic fields, swimming pools, outdoor running tracks, and many other amenities.
9. St. Louis Community College's Wildwood Campus, with public

space and meeting rooms.

10. Over sixty (60) current recreational programs offered by the City of Wildwood to residents and non-residents alike, highlighted by the annual Wildwood Celebration.
11. Over seventeen (17) places of worship offering recreational programming and facilities for Wildwood residents.
12. Monarch-Chesterfield Levee and planned trail system.
13. St. Louis Southwestern Railroad right-of-way, providing an opportunity for future trail system between Labadie, Missouri and Creve Coeur County Park.
14. Meramec and Missouri Rivers and related floodplain.
15. Hidden Valley Golf and Ski Resort on Alt Road within the City of Wildwood.
16. Rock Hollow Trail and Park Property (Great Rivers Greenway and St. Louis County) – also known as Zombie Road.
17. Over one hundred fifty (150) centerline miles of public rights-of-way for multi-modal use.
18. Wabash-Frisco and Pacific Mini-Gauge Railroad Facility in the Glencoe Area.
19. Pond Athletic Association and its lighted playing fields.
20. Camp Wyman

All of these facilities have amenities located within them as well. These amenities range from swimming pools to equestrian trails and related facilities. With these existing amenities already located in the City of Wildwood, residents and non-residents already have a comprehensive array of facilities and programs available to them for use and enjoyment. Building on these facilities, programs, and amenities is a major goal of the CCPP and allows for unique opportunities for partnering and providing other facilities and programs not readily or currently available in the City or local region.

Not identified in this list of opportunities are surrounding cities, which also have excellent systems of parks and recreation facilities and programs. Many of these facilities are located within close proximity of the City of Wildwood and a short drive from residents'

homes and nearby businesses. Many of the City's residents already take advantage of these facilities, particularly the major swimming pool complexes, and related programs. Other cities graciously provide excellent opportunities to Wildwood residents.

Regionally, the City is also fortunate to be located in a metropolitan area that is rich in recreational opportunities, as well. The St. Louis Metropolitan Region has an extensive system of public park holdings, which range from areas like Forest Park to the Katy Trail. The region also provides a diverse and comprehensive offering of recreational programs and opportunities for all age groups, while also being nationally recognized for its high school and college sport programs, club programs, and age appropriate programs for seniors. Along with these facilities and programs, the St. Louis Metropolitan Region has three (3) of the larger river systems in the United States within it, i.e. Mississippi River, Missouri River, and the Meramec River. These river systems provide ample boating, fishing, and wildlife viewing opportunities unrivaled elsewhere in the country. The CCPP believes the local and regional opportunities provide an exceptional foundation for the future of Wildwood's expanded system of parks and recreation facilities and programs.

Challenges for the Future

The CCPP also chose to define the challenges that exist for Wildwood and the impacts they may create in implementing this Action Plan. These challenges do not necessarily present impediments to the implementation of this Action Plan, but are addressed or recognized, since their influence was considered significant enough to justify their identification. These challenges were discussed and collectively identified for the purposes of this plan and include the following:

1. The reluctance of voters to endorse certain types of taxes to support parks and recreation efforts in the City of Wildwood.
2. The diversity of the population failing to gain consensus on certain issues relating to facilities and programs and losing opportu-

nities for development and growth.

3. The competition for available sites with private developers and institutional users.
4. The lack of cooperation between other governmental units and service providers on exploring and establishing partnering opportunities for Wildwood residents.
5. The conflict of providing facilities for convenience sake, when other providers offer them within a short commute of Wildwood.
6. The nature of competitive grants and the challenges presented by these processes, particularly in terms of timing.

As reflected in the survey conducted in March 2007 through April 2007, the residents of Wildwood have a strong support for park and recreation opportunities in the City, but show a reluctance to support them by any other means than grants and fees to users. Along with this major consideration, the residents have also indicated in this survey, and by other available forums, that certain facilities are preferred, but often are the most costly to construct, operate, and maintain. These challenges and the others listed above were discussed at length by the CCPP and addressed in the Action Points outlined below. In addressing these challenges, the CCPP also believed, if duly recognized, they could be changed into positive attributes and further the City's desire to host a world-class park system.

Timelines for Implementation and Use

In the course of creating this Action Plan, the CCPP worked to ensure its Action Points could be achievable in a reasonable timeframe. The first step in this effort was to recognize the need to review and update the Action Plan on a five (5) year basis to gauge successes and failures in implementing and completing the Action Points. In considering this five (5) year review cycle, the CCPP believed it was a long enough timeframe to allow progress to be made on the plan's relative Action Points. This timeframe is still short enough to integrate new ideas and trends into them; alter direction on items or considerations associated with them, particularly if these items are not realiz-

ing success or lack support among residents or elected officials; gauge successes and build upon the key ingredients associated with them; and create interest in the Action Plan by keeping it a part of the City's active planning programs. With a five (5) year review window, the CCPP remains assured that Action Points will be addressed appropriately for the future in terms of implementation and application.

Another major point in this effort was to establish reasonable expectations and timelines for implementation of the plan's Action Points, based upon available resources. The CCPP's determination was that each of these recommendations should be analyzed and categorized based upon immediate, intermediate, and long-term priorities. The members of CCPP believed this hierarchy would allow for the development of a two (2) tiered approach to acquiring property for future facilities, building new venues for all ages, and creating recreational programs over the next five (5) and ten (10) year periods of time. This two (2) tiered approach also offered the CCPP a manner to address one (1) of the major challenges it faced, which was creating a financing plan that anticipates current levels of revenues and resources, with no change. The plan also addresses the situation if new types are established, and a program for implementation, if these sources are created for use within the community. The CCPP took this approach, given the results of the survey of households in Wildwood, which indicated some supported new taxes for the purposes of parks and recreation efforts. Therefore, under each Action Point, the implementation strategy is based upon current funding sources, if no new funding options are created for parks and recreation efforts and, another, if new avenues of revenues are established. Each implementation strategy in the respective tier of an Action Point is then identified from a standpoint of immediate, intermediate, or long-term timeframe[1].

[1] Immediate timeframe = Years 1 to 2; Intermediate timeframe = Years 3 to 5; and Long-Term timeframe = Years 6 to 10.

Much of the CCPP's work was premised on understanding the relationship of availability of funding to the extent of facilities, programs, operations, and maintenance that could be expected. The survey indicated a significant level of support for park facilities and recreational programs, but funded through grants, gifts, fees, and other charges, with limited interest for future tax increases, particularly on real property. Regardless of the sources, the CCPP remained committed to providing a park and recreation system that would meet the desires of residents, while acknowledging that partnering with other providers and not replicating existing facilities and programs could not meet all of Wildwood's needs in terms of park facilities and recreation programs.

Concurrence and Overall Direction

The CCPP worked to create an Action Plan that accounted for all of the respective input it had received from a number of sources and a deliberative process of discussion at its meetings. All of the Action Points that are included in the Action Plan reflect a consensus on the item by the members of the CCPP. If an Action Point is included in the plan, the CCPP believed it met a high level of support in the community and would address a missing component of facility, program, or service sought by the residents of Wildwood. Collectively, the Action Plan was created through a process of study, discussion, and acceptance among the sixteen (16) volunteers representing each of the City's eight (8) wards (two (2) from each ward appointed by the Mayor and approved by the City Council).

The CCPP submitted this Action Plan to the City Council for consideration and action, with the expectation that each of the Action Points, whether accomplished under current requirements of funding or through a future source, as well as in an established timeframe, would be equally supported by elected officials. The CCPP developed this expectation from the knowledge that parks and recreation opportunities are expected by Wildwood residents and they are an integral part of building a community that is diverse in its interests and fun for all. Overall, the outcome of this planning

process was the development of a document that offers a mix of facilities, activities, and opportunities, based upon the input of the community. A key issue in the development of Action Points is the assumption that the principles of the incorporation of Wildwood would be exercised by the City officials and staff in implementing them, so as to provide the greatest number of resources at the least cost.

Action Plan Components

Action Point Number #1 - Recreational Programs and Target Populations

Goal: To offer a broad range of programs to all residents of Wildwood that may be added or eliminated, as new interests are defined among targeted populations over time.

Recommendations: Partner with the other providers to create the greatest range of programming opportunities possible for residents, beginning with the Wildwood Family YMCA, the Pond Athletic Association, the Rockwood School District, and the St. Louis Community College; Establish, as part of these partnerships, opportunities for residents to obtain these services and programs from these other providers at reduced or subsidized levels by creating financial agreements with said entities; Increase programming emphasizing fitness and wellness for children, teens, and families (as funding is provided), which would include fitness walking, aquatics, hiking, biking, and equestrian rides; Construct facilities that are commensurate and appropriate for the programming efforts that are in place and planned for the future by the City of Wildwood; Create new recreation programs that foster opportunities for community gatherings and encourage a sense of place for residents, old and new; and Promote new recreation programs that provide opportunities that are not currently available within the City and surrounding area, so as to complement, not compete, with other providers.

Timeline Tier Level(s): Current

Priority: Immediate Term

Support Information: The Parks and Recreation Survey indicated that over seventy (70) percent of respondents supported providing

programs for six (6) to twelve (12) year olds, teenagers, and families (in order of priority). Additionally, the overwhelming majority of these same respondents supported creating programs for residents first and others after. Along with these two (2) considerations, the households that were surveyed felt that a broad diversity of programs providing experience levels from beginners to advanced, versus just introductory, should be the focus of the City in this regard. Public input forum participants expressed strong support for the programs that are currently provided by the City of Wildwood, but noted lack of equestrian activities at this time.

Supplemental Factors:

⇒ Residents (primary service group)

1. With limited resources at this time, the City should focus on a qualitative versus quantitative approach in current programming efforts.
2. Current programs continue to grow and receive positive feedback from participants.
3. Other opportunities to provide more and broader recreation program offerings should always be explored through a systematic review, on a yearly basis, similar to the Capital Improvement Program of the City of Wildwood.

⇒ Younger age groups and families

1. Demographic characteristics indicate a high percentage of households within the City have children.
2. These populations will need a diversity of programs to meet their anticipated needs.

⇒ Partnerships

1. Partnerships extend through all aspects of the City's programming efforts in its recreation activities.
2. Establish partnerships with service providers already located in the City, such as the Rockwood School District, the Pond Athletic Association, the Wildwood Family YMCA, the Missouri Department of Conservation, and the Missouri Department of Natural Resources, and others.
3. Other service providers have expressed interest in partnering with the City of Wildwood in this area.

Assumptions:

1. The allowance for growth in programs will primarily be based upon availability of funding to support them.
2. The current programs should be continued and improved, based upon year-end evaluations in terms of attendance and related feedback from participants.
3. Engaging residents in enjoyable, safe programs builds support for parks and recreation facilities and activities within the community.
4. The provision of recreation programs provides a medium to grow community spirit and recognition of Wildwood.

Action Point Number #2 – Type and Extent of Facilities

Goal: To provide a range of facilities at locations throughout the City that offer ample space for recreational buildings, and programs, while creating passive areas as well, particularly in environmentally sensitive portions of the publicly-owned properties.

Recommendations: Expand current commitments to the development of all types of trail systems (pedestrian, bicycle, equestrian) in the City of Wildwood, which should eventually link all public park spaces and population centers together, and follow the recommendations of the recently adopted "Access and Mobility Plan;" Develop a Facilities Plan that is coordinated with the acquisition policies and actions of the City; Provide facilities that are accessible, adaptable, and flexible, so as to maximize their use regardless of the season of the year, such as, but not limited to, playgrounds, trails (all types), picnic areas, outdoor ball fields/soccer fields, outdoor/indoor swimming pools, tennis courts, equestrian facilities, fishing lake, and barbeque pits; Actively explore a partnership with the Wildwood Family YMCA in their planned expansion of their current facility; Establish a minimum of three (3), new neighborhood-sized parks in the City of Wildwood within the next five (5) years, with their locations based upon projected population densities; Require the provision of playgrounds, pavilions, and barbeque pits in all public space areas located within new residential subdivisions, as well as in all planned City facilities; Create a plan and working committee of interested

parties to develop a major outdoor swimming pool/water park facility within the next ten (10) years in the City of Wildwood through a partnership with the Wildwood Family YMCA, the Rockwood School District, and the St. Louis Community College; and set aside a proportion of future park properties for passive activities and limited use, particularly on land areas where topography or other physical characteristics are environmentally sensitive.

Timeline Tier Level(s): Future

Priority: Intermediate to Long Term

Support Information: The Parks and Recreation Survey indicated a broad range of interests in the City of Wildwood, with a very active population in terms of their use of current facilities, both here in this community and the surrounding area. The Service Providers' Open House, as well as comments from these other entities, indicates a willingness on the part of them to partner with the City of Wildwood in a number of different venues, facilities, and improvements. At the two (2) public forums held by the CCPP, the majority of participants spoke in favor of equestrian trails and facilities, along with multiple-use trails and an outdoor swimming pool. Comments received from other sources, such as the City's website, indicate certain respondents prefer facilities that are not currently readily available, such as dog and skate parks, golf courses, river access points, ice rinks, and community event rooms.

Supplemental Factors:

⇒ Park Types

1. The respondents to the survey noted the need for a large, community-sized park for the City of Wildwood.
2. Input received from the community indicated a desire for additional neighborhood and pocket type parks for the future, in close proximity to their neighborhoods.

⇒ Passive and active types

1. The diversity of environments on properties in Wildwood will almost always dictate a portion of any property will have a mix of favorable and unfavorable topography and other physical features.
2. The development of a single, larger park property should

accommodate the type of facilities identified by the CCPP for inclusion, while preserving an ample area for passive purposes (described by respondents of the survey as "essential to very important").

3. The respondents of the survey noted that "acquiring additional greenways, open space, and parks should be prioritized over developing recreation centers for indoor activities."

⇒ Playgrounds

1. The provision of playgrounds garnered the highest level of support in the survey (69% viewed it as "essential to very important").
2. The location of neighborhood parks appear to be best suited in higher density areas of the City, where the population is the greatest and the largest number of residents can be served.
3. The application of the City's new Public Space Requirements of the Zoning Ordinance will continue to provide an appropriate vehicle to obtain these types of facilities in new residential and mixed use projects.

⇒ Pavilions/Barbeque Pits

1. The success of Anniversary Park and the Old Pond School are indicative of the need that has been identified in the community, as a function of the survey.

⇒ Athletic fields

1. Over fifty (50%) percent of respondents to the Parks and Recreation Survey identified outdoor ballfields as "essential or very important."
2. Approximately forty (40%) percent of respondents to the Parks and Recreation Survey identified outdoor soccer fields as "very important."
3. The Pond Athletic Association, Babler State Park, the Rockwood School District, and the Wildwood Family YMCA (at LaSalle Institute) provide a limited number of these types of fields in the City of Wildwood.
4. The City often has received comments from residents

about the need for athletic fields for many years.

⇒ Trails

1. The level of support for additional trails was high by respondents to the Parks and Recreation Survey at approximately fifty-six (56%) percent.
2. The most popular activity identified in the survey of households in the City is using trails (73%).
3. The City of Wildwood has over ten (10) miles of multiple-use trails, with many more miles located in the four (4), major public holdings in this community (Babler State Park, Rockwoods Reservation, Rockwoods Range, and Greensfelder County Park).

⇒ Other facilities

1. The survey of households indicated that three (3) in ten (10) residents felt a multiple use recreation or community center was "essential."
2. The information provided by invited speakers and members of the CCPP indicated larger facilities seldom operate without subsidies from general revenue funds of the cities that have constructed them.
3. Those households that responded to the Parks and Recreation Survey identified skate parks (16%), dog parks (just over 25%), boat launches (20%), equestrian trails (10%), and an equestrian facility (9%) were given the lowest importance ratings of all facilities identified (over sixteen (16) were listed in the survey).

Assumptions:

1. The development of facilities will require the greatest amount of expenditures, immediate and long-term, for construction, operation, and maintenance than all other costs associated with its parks and recreation efforts. Therefore, a revenue source must be in place not only to address capital improvements, but the on-going operation and maintenance of these facilities, buildings, and structures.
2. The availability of other facilities within Wildwood, and surrounding cities, offers opportunities for an immediate impact to resi-

dents, if specific arrangements can be developed with other providers on use accommodations by City officials. However, when partnering with other providers, the missions of the different entities can sometimes compete or cause problems and should be considered in the development of these relationships.

3. The inclination of the CCPP members was to provide parks and park amenities first, with facilities to follow thereafter. The overarching desire of the CCPP members was to provide a facility large enough to allow for flexibility and adaptability in its use.
4. The City of Wildwood has an aging population that favors certain facilities over others.

Action Point Number #3 – Acquisition Policies and Programs

Goal: To provide land area for future park properties to support facilities and programs.

Recommendations: Identify and prioritize locations for future park land acquisitions, with the first action to be the acquisition of a parcel of ground, of a size to accommodate a community park, within the central area of the City (proximity to State Route 100 and State Route 109 and environs) or the acceptance of land-banked property from another governmental entity, i.e. St. Louis County's Packwood Park; Set aside revenues in each fiscal year, as part of the capital improvements budget, to expand current efforts in terms of its property acquisition programs, particularly in the Glencoe Area of Wildwood; Partner with the Open Space Council of Greater St. Louis to pursue landbanking of environmentally sensitive sites for passive recreational areas; Continue the application of the Public Space Requirements of the City's Zoning Ordinance; and Pursue gifts and donations from landowners in the City by offering tax benefits, naming opportunities, life estates, conservation easements, or other incentives for their consideration.

Timeline Tier Level(s): Current and Future

Priority: Immediate, Intermediate, and Long Term

Support Information: Survey results indicated residents want acquisition of properties that are substantial in size, as well as others for the creation of more neighborhood sized park areas (one (1) to five

(5) acres); larger park properties should be diverse in character to provide active and passive spaces; and participants at the two (2) public forums wanted immediate action.

Supplemental Factors:

⇒ Location(s) in Town Center, a Central Site, and/or Elsewhere in Wildwood

1. The development of a single central site along the State Route 100 corridor, near its intersection of State Route 109.
2. The development of several, neighborhood park sites, particularly in the area of major subdivision developments in the vicinities of Manchester Road, Clayton Road, and Valley Road.

⇒ Affordability

1. The cost per acre/square foot for land area must balance against accessibility, physical features, availability, and adaptability for future use category, i.e. mini-park, neighborhood, and/or community.

⇒ Types of Facilities and Programs (dictate size requirements)

1. The respondents to the survey indicated general support for the following facilities: trails, all types; playgrounds, including pavilions, picnic tables, and barbecue pits; outdoor swimming pool and water park; athletic fields; and a recreational complex.

Assumptions:

1. The cost of land in the City of Wildwood continues to increase and dictates the need for the City to act promptly on property acquisitions.
2. The City of Wildwood does have land area of all sizes that is currently available for any of its future acquisition efforts.
3. The investment of the City into property can only be viewed as positive from all perspectives.

Action Point Number #4 – Funding Sources and Application Policies

Goal: To develop and maintain funding sources, along with programs for grants, gifts, and donations, to meet the recreational and

fitness needs of residents through a system of park facilities and recreation programs.

Recommendations: Implement the necessary steps to promote the presentation of a park sales tax[2] to the voters of Wildwood, no later than the November 2008 General Election, for use in the development of parks facilities and recreation programs, along with staffing, maintenance, and other expenses; Continue to fund current programs and efforts through a combination of the general revenue and capital improvement budgets of the City; Establish a line item in the Department of Planning and Parks budget for advertisement and promotion of opportunities to participate in a gifts/donations program for public lands; Accept gifts and donations from all sources for non-acquisition types of efforts, along with creating programs to administer such activities, including defining incentives to encourage them; Provide programs for landbanking, conservation easements, life trusts, and others as a means to acquire property in a collaborative atmosphere with their respective owners; Plan and establish reliable revenue sources, including user fees, for the funding of operational and maintenance costs associated with recreation programs and related facilities; and Pursue all grants that are available from the myriad of resources at all levels, including local, State, and federal.

Timeline Tier Level(s): Current

Priority: Immediate term

Support Information: The Parks and Recreation Survey indicated limited to just over a majority of support for new taxes of any kind. The Service Providers' Open House, as well as comments from these other entities, suggests that partnering and sharing of facilities may be the most advantageous manner to address major facilities in the future. At the two (2) public forums held by the CCPP, the majority of participants spoke in favor of parks and stormwater tax, and against any type of property tax. Comments received from other

2 This sales tax, if approved, should be structured to be solely dedicated to parks funding and contain no sunset clause, thereby ensuring monies for on-going maintenance of properties and related improvements.

sources, such as the City's website, indicate residents support parks and recreation efforts, more so than other governmental buildings or similar capital outlays.

Supplemental Factors:

⇒ Grants, gifts, and donations

1. The City of Wildwood has received millions of dollars in grants for its current system of multiple-use trails and parks from a variety of sources.
2. The locations of Anniversary Park and Old Pond School were gifts to the City by their respective owners.
3. The existence of Great Rivers Greenway and the Municipal Park Grant Commission offer ample opportunities to continue to construct a world-class trail system in the City of Wildwood.

⇒ General revenue funds

1. The City currently budgets approximately $260,000 for its parks and recreation efforts. This amount is approximately 3.4% of the overall General Fund for Fiscal Year 2007.
2. This amount of money for Fiscal Year 2007 is the greatest, since the incorporation of the City.
3. The respondents to the survey indicated that nearly two-thirds of them were in favor of using the City's general revenue funds, despite potential reductions in funding for other services.

⇒ Parks and stormwater sales tax

1. The anticipated revenue from this source for the City of Wildwood was estimated at approximately $750,000 [based upon 2007 revenues] and does require the action of registered voters via an election (simple majority required for passage).
2. This tax is authorized by State Statute and utilized by a number of communities in the area, including the Cities of Ballwin, Chesterfield, and Ellisville.
3. The parks and stormwater sales tax is dedicated to these activities only and can be used to leverage greater borrowing in the future.

⇒ Other sources, i.e. bond issue for land purchase and major facilities

1. The use of bonds for construction of major facilities has been used by many communities over the years, but requires voter approval.
2. The City of Wildwood has an excellent credit rating and low bond encumbrance, which would allow it to use this method of financing.
3. The market for municipal bonds is generally good.
4. The available resources to fund acquisition and the construction of facilities are diverse, but the costs associated with these activities continue to rise.

Assumptions:

1. The use of grants and gifts to further the parks and recreation efforts of the City must always be an integral part of any planning effort.
2. The CCPP recognized the difficulty of seeking support for a property tax increase for the purpose of expanding its park facilities and programming offerings.
3. The amount of user fees will not cover the operation and maintenance of larger park properties or facilities.
4. The design of any future comprehensive program for park facilities and lands must take into account their immediate and long-term maintenance and operation.

Implementation and Plan Updates

The CCPP has spent approximately one (1) year reviewing the data relating to the City of Wildwood, the surrounding area, St. Louis County, and the St. Louis Metropolitan Region to understand park and recreation trends, facilities, programs, and efforts currently underway or planned for the future. In addition to this data collection effort, the CCPP held public forums with the residents and other park and recreation providers, which also involved conducting a City-wide survey of households, to better understand what opportunities exist and what residents want now and in the future. Furthermore, the CCPP held numerous meetings to understand how best to

serve Wildwood, while maintaining the key tenants of its Master Plan, Parks and Recreation Plan, and Access and Mobility Plan. All told, the group of volunteers serving on this CCPP undertook a painstaking effort to define all the options, issues, and opportunities for the City of Wildwood, as it embarks on upgrades and expansions of its parks and recreation offerings over the next five (5) to ten (10) years.

As a result of this effort, the CCPP created this Action Plan, which is reflective of the collective thinking of this group. The members of the CCPP believed the best approach to achieving success in implementing the recommendations of the Action Points were to categorize them first as "current and future" endeavors and then establish within these broad timelines priorities therein, specifically, immediate, intermediate, and long-term types. Therefore, if an Action Point is identified as "Immediate/Short," the CCPP believed this item should be acted upon by the City Council and Department of Planning and Parks staff as quickly as possible and be the focus of its efforts now, and until completed or implemented. Those Action Points, with ranges of times and priorities, would then follow. This prioritization was done with the intent to assist the City Council in its efforts, but certainly not to challenge its authority in this regard. The CCPP believes this type of prioritization was part of the charge given to its members when the City Council formed it in June 2006. ***However, in no case, did the CCPP specifically bind the City Council to appropriate funds beyond its advisory authority***.

The implementation of this Action Plan should begin immediately, once adopted by the City Council. The CCPP designed this document to provide direction for an immediate five (5) year time window, while also creating a ten (10) year sunset. At the end of five (5) years, it is the opinion of the CCPP members that all of the "Intermediate/Short-term" priorities should be completed, with Future/Medium and Long-Term priorities begun, with an anticipated completion sometime thereafter. Although with regards to some recommendations within the four (4) Action Points, these timelines

are aggressive, the CCPP believed it was best to encourage action rather than delay.

Additionally, the CCPP has made recommendations regarding updates and reviews of this plan, both annually and at the end of the first five (5) year period of time. The CCPP believes it is critical to the success of this document to have these regular reports to the City Council on the status of the Action Points and their recommendations, thereby allowing unexpected circumstances to be addressed, current programs improved, and new trends incorporated into them as well. At the first five (5) year anniversary, the CCPP fully expects, like at each of the annual reports to City Council by Department of Planning and Parks staff, certain recommendations will be enacted or implemented, and others underway, while all planned for the future. The five (5) year update will also allow for a thorough review of the Action Points and any major alterations to be made. Keeping the Action Plan germane, fresh, and a part of the community's collective memory, is the stated desire of the members of this CCPP.

Summary and Conclusions

The members of this CCPP were asked by the City Council at the start of this process to provide to it a plan for the expansion, improvement, and sustainability of a parks and recreation effort that meets the residents' needs in almost all ways. Recognizing the unique nature of the City of Wildwood, from its founding to the manner in which it provides services, the CCPP recognized this Action Plan would not create a typical parks and recreation profile in terms of the types of facilities, parks, and programs that would be offered. Respective of Wildwood's natural beauty, environmentally sensitive lands, small staff, and privatization goals, the CCPP relied heavily on resident input in making its recommendations and chose those considerations best suited to the aforementioned characteristics of this City. Similarly, the CCPP believed that partnering opportunities with a host of other governments, private, not-for-profit organizations, and other service providers was the best, and quickest, way to meet current and future residents' needs.

In considering the components of the four (4) Action Points of this plan, and the numerous recommendations contained in each, the CCPP did reach a consensus on this document, as well as what it believed should be the City of Wildwood's first steps in its implementation. In creating these first steps, the CCPP again referenced the survey results from the randomly-sampled households in the City, the input from the public forums, and Service Provider's Open House, along with comments provided throughout the process, to draw these final conclusions. Accordingly, the CCPP supports the following priority steps:

Programming - Partner with the other providers to create the greatest range of programming opportunities possible for residents, beginning with the Wildwood Family YMCA, the Pond Athletic Association, the Rockwood School District, and the St. Louis Community College.

Facilities - Expand current commitments to development of all types of trail systems (pedestrian, bicycle, equestrian) in the City of Wildwood, which are intended to link all public park spaces and population centers together, along with implementing the recently adopted "Access and Mobility Plan."

Acquisition - Identify and prioritize locations for future park land acquisitions, with the first action to be the acquisition of a parcel of ground, of a size to accommodate a community park, within the central area of the City (proximity to State Route 100 and State Route 109 and environs).

Funding - Implement the necessary steps to promote the presentation of a park sales tax to the voters of Wildwood, no later than the November 2008 General Election, for use in the development of parks facilities and recreation programs, along with staffing, maintenance, and other expenses.

The CCPP believes these components of the Action Points are where the City of Wildwood needs to begin its new efforts in providing parks and recreation opportunities commensurate with all of its other current services in this community.

The CCPP would like to thank the City Council, and its members, for the opportunity to provide this Action Plan to it for consideration, and the latitude given to it in completing this task. The members appreciated the flexibility they were allowed in creating this plan, the Action Points, and recommendations associated therein by the City Council. No preconceived notions or requirements were placed upon the CCPP by the City Council, nor was influence exerted in this process to add, subtract, or otherwise alter the plan's outcome. To the members of this CCPP, the City Council's desire for their opinions, shown by allowing this freedom in developing this plan, was greatly appreciated and recognized. With the conclusion of this planning effort, the CCPP believes the City, and its leaders, are now in a position to create a world-class park and recreation system in Wildwood by utilizing existing park lands and facilities, partnering with other providers, and building/adding new lands, facilities, and programs attune to the unique character of the City and this area of west St. Louis County.

APPENDIX IV

Town Center Plan (2013)

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.

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

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

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.

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	***Land Use Activities***
Downtown	**********
(Downtown District allows a larger building footprint for certain uses)	
Commercial Land Use Activities	*Animal Hospitals & Veterinary Clinics* *Art or Photo Studios or Galleries* *Bakeries* *Barber & Beauty Shops* *Cleaning, Pick-up Stations* *Coffee Shops* *Department or Discount Stores* *Filling Stations for Automobiles* *Financial Institutions w/ Drive-thru Facilities* *Flower or Plant Stores* *Hotels*

[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

Town Center Categories	***Land Use Activities***
Downtown District (continued)	**********
Commercial Land Use Activities (continued)	*Music or Dancing Academies* *Office/Warehouse Facilities* *Parking Areas* *Parking Garages* *Professional Offices including medical and dental* *Professional Offices, not medical or dental* *Recreational Facilities, including indoor theaters and outdoor activities* *Research Laboratories & Facilities* *Restaurants, including fast food, w/ Drive-thru Facilities* *Restaurants, including fast food, but w/o Drive-thru Facilities* *Restaurants, no fast food* *Sewage Treatment Facilities* *Stores and Shops for Retail Purposes* *Stores, Shops, and Open-Air Markets for Retail Purposes* *Taverns, Cocktail Lounges, Night Clubs, or Microbreweries* *Vehicle Service Centers*
Cultural/Institutional Land Use Activities	********** *Child Care Centers* *Churches* *Civic Buildings (government)* *Park & Open Spaces; Public and Private areas* *Post Offices* *Public and Other Utility Facilities* *Scenic Areas*

Town Center Categories	***Land Use Activities***
**********	**********
Workplace District	
Commercial Land Use Activities	*Animal Hospitals & Veterinary Clinics*
	Art or Photo Studios or Galleries
	Bakeries
	Barber & Beauty Shops
	Cleaning, Pick-up Stations
	Coffee Shops
	Filling Stations for Automobiles[1]
	Financial Institutions w/ Drive-thru Facilities
	Financial Institutions w/o Drive-thru Facilities
	Flower or Plant Stores
	Music or Dancing Academies
	Office/Warehouse Facilities
	Parking Areas
	Parking Garages
	Professional Offices including medical and dental
	Professional Offices, not medical or dental
	Recreational Facilities (no indoor theater or outdoor activities)
	Restaurants, including fast food, but w/o Drive-thru Facilities
	Restaurants, no fast food
	Sewage Treatment Facilities
	Shops for Artists and Similar Specialties
	Stores and Shops for Retail Purposes
	Stores, Shops, and Open-Air Markets for Retail Purposes
	Taverns, Cocktail Lounges, Night Clubs, or Microbreweries
	Vehicle Service Centers[1]

Town Center Categories	***Land Use Activities***
Workplace District (continued)	**********
Cultural/Institutional Land Use Activities	*Child Care Centers* *Churches* *Civic Buildings (government)* *Park & Open Spaces; Public and Private areas* *Post Offices* *Public and Other Utility Facilities* *Scenic Areas*
**********	**********
Neighborhood General District	
Commercial Land Use Activities	*Art or Photo Studios or Galleries* *Bakeries* *Barber & Beauty Shops* *Cleaning, Pick-up Stations* *Coffee Shops* *Financial Institutions w/o Drive-thru Facilities* *Flower or Plant Stores* *Office/Warehouse Facilities* *Parking Garages* *Professional Offices, not medical or dental* *Restaurants, no fast food* *Sewage Treatment Facilities* *Shops for Artists and Similar Specialties* *Stores, Shops, and Open-Air Markets for Retail Purposes*
Cultural/Institutional Land Use Activities	********** *Child Care Centers* *Churches* *Civic Buildings (government)* *Libraries* *Nursing Homes* *Park & Open Spaces; Public and Private Areas* *Scenic Areas* *Schools*

Town Center Categories	***Land Use Activities***
Neighborhood General District (continued)	**********
Housing Land Use Activities	*Multi-Family Residential (live/ work, rowhouses, and apartments)* *Single-Family Attached* *Single-Family Detached* *Accessory Dwelling Units* *Bed and Breakfasts* *Group Shelters* *Home for the Aged* *Home Occupations*
**********	**********
Neighborhood Edge District	
Commercial Land Use Activities	*Sewage Treatment Facilities*
Cultural/Institutional Land Use Activities	********** *Cemeteries, Mausoleums* *Child Care Centers* *Churches* *Civic Buildings (government)* *Libraries* *Park & Open Spaces; Public and Private Areas* *Scenic Areas* *Schools*
Housing Land Use Activities	********** *Single-Family Detached* *Accessory Dwelling Units* *Bed and Breakfasts* *Group Shelters* *Home for the Aged* *Home Occupations*

Town Center Categories	***Land Use Activities***
**********	**********
Cultural/Institutional District	
Commercial Land Use Activities	*Art or Photo Studios or Galleries*[1]
	Bakeries[1]
	Barber & Beauty Shops[1]
	Cleaning, Pick-up Stations[1]
	Coffee Shops[1]
	Filling Stations for Automobiles[1]
	Financial Institutions w/ Drive-thru Facilities[1]
	Financial Institutions w/o Drive-thru Facilities[1]
	Flower or Plant Stores[1]
	Hotels[1]
	Music or Dancing Academies[1]
	Professional Offices, including medical or dental[1]
	Professional Offices, not medical or dental[1]
	Recreational Facilities, including indoor theaters and outdoor activities[1]
	Recreational Facilities (no indoor theater or outdoor activities)[1]
	Research Laboratories & Facilities[1]
	Restaurants, including fast food, w/ Drive-thru Facilities[1]
	Restaurants, including fast food, but w/o Drive-thru Facilities[1]
	Restaurants, no fast food[1]
	Shops for Artists and Similar Specialties[1]
	Stores and Shops for Retail Purposes[1]
	Taverns, Cocktail Lounges, Night Clubs, or Microbreweries[1]

Town Center Categories	***Land Use Activities***
Cultural/Institutional District (continued)	**********
Cultural/Institutional Land Use Activities	*Cemeteries, Mausoleums*[1] *Child Care Centers*[1] *Churches* *Civic Buildings (government)* *Colleges, Universities* *Libraries* *Museums* *Nursing Homes* *Park & Open Spaces; Public and Private Areas* *Philanthropic Institutions*[1] *Post Offices* *Public and Other Utility Facilities1* *Recreational Fields* *Scenic Areas* *Schools*
Housing Land Use Activities	**********
	Multi-Family Residential (live/work, rowhouses, and apartments) *Single-Family Attached*[1] *Single-Family Detached*[1] *Home for the Aged*[1]
**********	**********
Pond Historic District	
Commercial Land Use Activities	*Art or Photo Studios or Galleries* *Bakeries* *Barber & Beauty Shops* *Cleaning, Pick-up Stations* *Coffee Shops* *Parking Areas* *Professional Offices, not medical or dental* *Restaurants, no fast food* *Sewage Treatment Facilities* *Shops for Artists and Similar Specialties*

Town Center Categories	***Land Use Activities***
Pond Historic District (continued)	**********
Cultural/Institutional Land Use Activities	*Cemeteries, Mausoleums* *Child Care Centers* *Churches* *Civic Buildings (government)* *Libraries* *Park & Open Spaces; Public and Private areas* *Scenic Areas*
Housing Land Use Activities	**********
	Multi-Family Residential (live/work, rowhouses, and apartments) *Single-Family Detached* *Accessory Dwelling Units* *Bed and Breakfasts* *Group Shelters* *Home Occupations*

NOTE: All Land Use Categories other than "Downtown" shall permit building footprints in excess of 10,000 square feet only by Conditional Use Permit.[1] Uses in the "Downtown" District shall permit building footprints in excess of 40,000 square feet only by Conditional Use Permit.[1]

[1] 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.

Designation of Land Use for Specific Properties Within Town Center

The land use designations described in this Appendix 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 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 ba-

sis 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 ex-

tends 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.

Development Policies for Established Neighborhoods in the Town Center

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.

APPENDIX V

City of Wildwood 5-Year Capital Improvement Program

Planned Project Expenditures

Roadway Improvements						
Project Name	**Source Funds**	**FY 2016**	**FY 2017**	**FY 2018**	**FY 2019**	**FY 2020**
Manchester Road Bike Lanes—Construction	Local/ Grant	1,200,000				
Manchester Road Streetscape Phase 3—Right-of-Way	Local	90,000				
Manchester Road Streetscape Phase 3—Construction	Local/ Grant		2,600,000			
State Route 109 Rounda-bouts and Bridge– De-sign	Local	550,000				
State Route 109 Rounda-bouts and Bridge—Construction	Local/ TBD					

Continued on next page

Roadway Improvements (continued)						
Project Name	**Source Funds**	**FY 2016**	**FY 2017**	**FY 2018**	**FY 2019**	**FY 2020**
Eatherton Road Reconstruction—Preliminary Design	Local	125,000				
Pond-Grover Loop Road Extension and Traffic Calming	Local	125,000				
Waterfront Way Extension—Construction	Local/ Escrow				125,000	
Other Roadway Improvement Projects	Local	25,000	25,000	25,000	25,000	25,000
Traffic Safety Improvements	Local	65,000	25,000	25,000	25,000	25,000
Subtotal		**2,180,000**	**2,650,000**	**50,000**	**175,000**	**50,000**

Bridge Reconstruction						
Project Name	**Source Funds**	**FY 2016**	**FY 2017**	**FY 2018**	**FY 2019**	**FY 2020**
Wild Horse Creek Bridge #386—Construction	Local				525,000	
Ossenfort Bridge #385—Construction	Local				325,000	
Woods Road Bridge #348 Replacement—Construction	Local/ Grant	700,000				
Fox Creek Road Bridge #336 Replacement—Construction	Local/ Grant	610,000				
Wild Horse Creek Bridge #392—Right-of-way	Local/ Grant	20,000				
Wild Horse Creek Bridge #392—Construction	Local/ Grant		880,000			
Bouquet Road Bridge #353—Construction	Local/ Grant		720,000			
Strecker Road Bridge #3-102—Construction	Local/ Grant		1,200,000			

Continued on next page

Bridge Reconstruction (continued)						
Project Name	**Source Funds**	**FY 2016**	**FY 2017**	**FY 2018**	**FY 2019**	**FY 2020**
Eatherton Road Bridge #3-110—Right-of-Way	Local/ Grant		10,000			
Eatherton Road Bridge #3-110—Construction	Local/ Grant			1,000,000		
Subtotal		**1,330,000**	**2,810,000**	**1,000,000**	**850,000**	

Other Capital Investment						
Project Name	**Source Funds**	**FY 2016**	**FY 2017**	**FY 2018**	**FY 2019**	**FY 2020**
Salt Storage Facility	Local	450,000				
Salt Storage Facility—Design	Local	27,000				
Other Engineering Services	Local	75,000	75,000	25,000	25,000	25,000
Great Streets Project(s)	Local	50,000	50,000	50,000	50,000	50,000
Vehicle Replacement/Purchase	Local	25,000		25,000		25,000

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Other Capital Investment						
Project Name	**Source Funds**	**FY 2016**	**FY 2017**	**FY 2018**	**FY 2019**	**FY 2020**
Rural Internet Access Project	Local	50,000				
Subtotal		**677,000**	**125,000**	**100,000**	**75,000**	**100,000**

Capital Maintenance						
Project Name	**Source Funds**	**FY 2016**	**FY 2017**	**FY 2018**	**FY 2019**	**FY 2020**
Asphalt Pave-ment Resurfac-ing	Local	950,000	500,000	500,000	500,000	500,000
Concrete Pave-ment Replace-ment	Local	910,000	900,000	900,000	900,000	900,000
Storm Drainage Structure Replace-ment	Local	50,000	50,000	50,000	50,000	50,000
Sidewalk Replace-ment	Local	100,000	100,000	100,000	100,000	100,000
Subtotal		**2,010,000**	**1,550,000**	**1,550,000**	**1,550,000**	**1,550,000**

Park and Trail Development						
Project Name	**Source Funds**	**FY 2016**	**FY 2017**	**FY 2018**	**FY 2019**	**FY 2020**
Property Acquisitions	Local	900,000	500,000	500,000	500,000	500,000
Al Foster Trailhead Improve-ments—Construction	Local	450,000				
Woodcliff Heights Park—Construction	Local		400,000			
Homestead Trail Design/ Engineering and Improve-ments	Local	50,000	600,000			
Wildwood Greenway Phase 6 Con-struction—Trail + Bridge	Local/ Grant	350,000				
Pedestrian Bridge Over Route 100 at Eatherton Road—Construction	Local/ Grant	1,200,000				
Kohn Park Repairs	Local	50,000				

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Park and Trail Development (continued)						
Project Name	**Source Funds**	**FY 2016**	**FY 2017**	**FY 2018**	**FY 2019**	**FY 2020**
Old Pond School Repairs	Local	10,000	5,000	50,000		
Capital Equipment/Facilities Purchase/ Replacement	Local	50,000	50,000	50,000	50,000	50,000
Monarch Levee Trailhead	Local/ Grant	200,000				
Community Park Phase II—Construction	Local/ Grant	700,000				
Community Park Phase III—Design and Engineering	Local	150,000				
Community Park Phase III—Construction	Local		1,000,000			
Boardwalk Trail Between Mobil-on-the-Run and Pedestrian Bridge	Local	330,000				
Future Trail Development—Design	Local	150,000	150,000		150,000	
Future Trail Development—Construction	Local	1,000,000		1,000,000		1,000,000

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Park and Trail Development (continued)						
Project Name	**Source Funds**	**FY 2016**	**FY 2017**	**FY 2018**	**FY 2019**	**FY 2020**
Trail Resurfacing	Local	100,000		100,000		100,000
Restroom Facilities—Old Pond School	Local	120,000	100,000			
Athletic Field Planning and Development	Local	50,000	50,000			
Anniversary and Glencoe City Parks—Renovations	Local		100,000			
Town Center Park Development (Neighborhood Type)	Local					
Belleview Farms	Grant	25,000				
Community Park—Phase IV—Design and Engineering	Local			300,000		
Community Park Phase IV—Construction	Local				2,000,000	
Subtotal		**5,885,000**	**2,955,000**	**2,000,000**	**2,700,000**	**1,650,000**

Total Capital Improvement Expenditures					
	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
Total	12,082,000	10,090,000	4,700,000	5,350,000	3,350,000

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APPENDIX VI

Service Provider Comments

As part of the development of information for the Master Plan Update, the Master Plan Advisory Committee requested the Department of Planning contact all of the service providers, utility companies, and the Rockwood School District to ascertain future plans within the City of Wildwood. A letter was sent to each of the providers/agencies listed below requesting responses to five (5) questions relating to their role in providing services to residents and businesses located within the City of Wildwood. These five (5) questions included the following:

1. Any new facilities, buildings, or structures, which *may* be constructed or expanded in the next ten (10) year period (beginning in January 2015).
2. Any reductions, expansions, or other alterations in the network of improvements or infrastructure, which currently provides service to the City of Wildwood (beginning in January 2015).
3. Any new design standards or requirements that *may* be modified, altered, or adopted which are currently being discussed that may be applied in the City of Wildwood within the next decade (beginning in January 2015).
4. Any information which *may* effect the land use policies, the transportation network of streets, roads, and bridges, the development of parks and related facilities that involves your agency or organization and would be helpful to City officials as part of this update process.
5. Any trends in your service areas that *may* be influential in the upcoming ten (10) year period that your agency or organization is reviewing with the anticipation of addressing in meeting your required responsibilities.

The individuals' responses relating to these five (5) questions have been reviewed and discussed by the advisory committee members, but are not included in this plan. The specific information that was received in response to the City's requests is on file with the City Clerk and incorporated as part of this plan by reference herein.

List of Service Providers/Agencies

Ameren UE
Army Corp of Engineers
AT&T Wireless & U-verse (formerly Southwestern Bell)
Bays ET
Charter Communications
Chesterfield Valley Coalition
City of Chesterfield
City of Clarkson Valley
City of Ellisville
City of Eureka
City of Pacific
Crown Castle
Eureka Fire Protection District
Franklin County
Great Rivers Greenway
Laclede Gas
Lindenwood University
Metro (Bi-State Development Agency)
Metro West Fire Protection District
Metropolitan St. Louis Sewer District
Missouri American Water Company
Missouri Department of Conservation
Missouri Department of Natural Resources
Missouri Department of Transportation
Monarch Fire Protection District
Monarch-Chesterfield Levee District

Open Space Council
Rockwood School District
Spirit of St. Louis Airport
Sprint Wireless
St. Louis Community College
St. Louis County Department of Highways and Traffic
St. Louis County Department of Parks and Recreation
St. Louis County Department of Planning
T-Mobile
United States Environmental Protection Agency
Verizon Wireless
Wildwood Family YMCA
Wisper ISP

APPENDIX VII

Zoning and Multiple Use Trail and Pedestrian Maps

CITY OF WILDWOOD

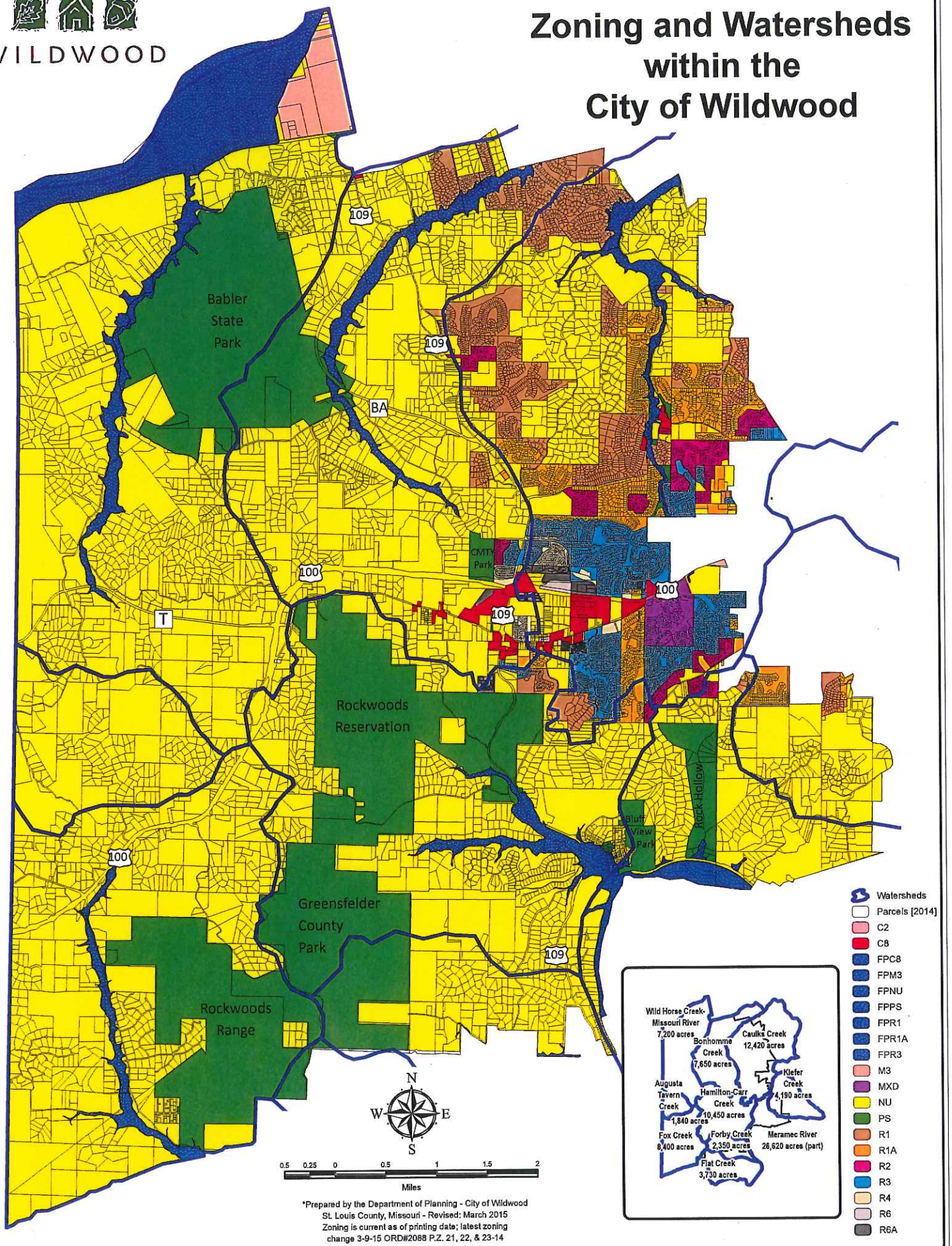
16860 Main Street
Wildwood, Missouri 63040

Phone: 636-458-0440
Fax: 636-458-6969
Web: www.cityofwildwood.com

WILDWOOD

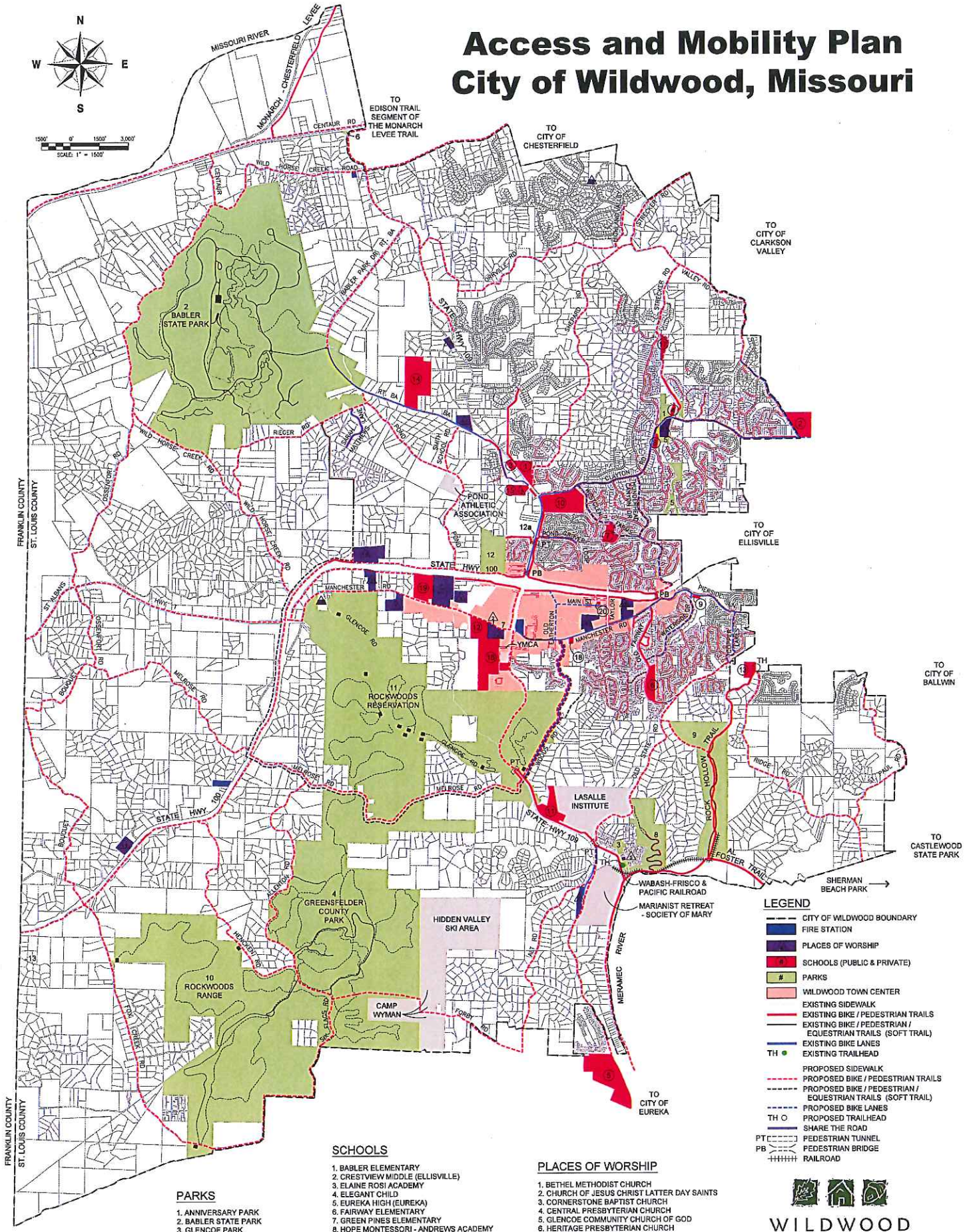
WILDWOOD

Zoning and Watersheds within the City of Wildwood



*Prepared by the Department of Planning - City of Wildwood
St. Louis County, Missouri - Revised: March 2015
Zoning is current as of printing date; latest zoning change 3-9-15 ORD#2088 P.Z. 21, 22, & 23-14

Access and Mobility Plan
City of Wildwood, Missouri



PARKS

1. ANNIVERSARY PARK
2. BABLER STATE PARK
3. GLENCOE PARK
4. GREENSFELDER COUNTY PARK
5. GREEN PINES - WINDING TRAILS
6. KOHN PARK
7. OLD POND SCHOOL
8. PACKWOOD PARK
9. QUAIL HOLLOW
10. ROCKWOODS RANGE
11. ROCKWOODS RESERVATION
12. COMMUNITY PARK
12a. FUTURE TRAILHEAD & PARK MONUMENT
13. MEADOW FOREST MANORS

PARK LEGEND

- ROADS
- PARKING / BUILDING
- BIKING TRAILS
- HIKING / EQUESTRIAN TRAILS (SOFT TRAILS)

SCHOOLS

1. BABLER ELEMENTARY
2. CRESTVIEW MIDDLE (ELLISVILLE)
3. ELAINE ROSI ACADEMY
4. ELEGANT CHILD
5. EUREKA HIGH (EUREKA)
6. FAIRWAY ELEMENTARY
7. GREEN PINES ELEMENTARY
8. HOPE MONTESSORI - ANDREWS ACADEMY
9. APPLE HILL ACADEMY
10. LAFAYETTE HIGH
11. LASALLE SPRINGS MIDDLE
12. POND ELEMENTARY
13. RIDGE MEADOWS ELEMENTARY (ELLISVILLE)
14. ROCKWOOD VALLEY MIDDLE
15. ST. ALBAN ROE CATHOLIC
16. ST LOUIS COMMUNITY COLLEGE
17. SHIA ISLAMIC EDUCATION CENTER & MOSQUE
18. TODAY'S CHILDREN
19. WILDWOOD MIDDLE
20. LINDENWOOD UNIVERSITY

PLACES OF WORSHIP

1. BETHEL METHODIST CHURCH
2. CHURCH OF JESUS CHRIST LATTER DAY SAINTS
3. CORNERSTONE BAPTIST CHURCH
4. CENTRAL PRESBYTERIAN CHURCH
5. GLENCOE COMMUNITY CHURCH OF GOD
6. HERITAGE PRESBYTERIAN CHURCH
7. LIVING WORD METHODIST CHURCH
8. NEW COMMUNITY CHURCH
9. FIRST BAPTIST CHURCH
10. LIFEPOINTE CHURCH
11. LAFAYETTE BIBLE BAPTIST CHURCH
12. ST. ALBAN ROE CATHOLIC CHURCH
13. ST. PAUL EVANGELICAL LUTHERAN CHURCH
14. UNION BAPTIST CHURCH OF CHESTERFIELD
15. WEST COUNTY COMMUNITY CHURCH
16. WILDWOOD CHRISTIAN CHURCH
17. WOODLAWN PRESBYTERIAN CHURCH
18. ROCKWOOD BIBLE CHURCH

WILDWOOD

TRAILNET
Promoting Active Living

PREPARED BY:
terraspec
LAND PLANNING
RECREATION PLANNING AND DESIGN
LANDSCAPE ARCHITECTURE
5650 CLAYTON ROAD
ST. LOUIS, MO 63110
(314)644-8111 FAX(314)653-1718
MAY 2007,
JULY 2010 REV.,
JULY 2014 REV.