City of Wildwood
Council Planning/Economic Development/Parks Committee

Agenda for the
Tuesday, April 19, 2016 Meeting
6:30 PM - 8:30 PM
City Hall Community Room ~ 16860 Main Street

Nine (9) Items Ready for Action at Tonight's Meeting – Action Items in Bold

I. Welcome And Roll Call By Chair Baugus

II. Approval Of Minutes From The Meeting Of March 15, 2016 III

Documents: II. DRAFT MINUTES FROM MARCH 15, 2016.PDF

III. Public Comment

IV. Planning Issues

a. Ready For Action – No Items

b. Not Ready For Action – Seven (7) Items

1. Timber Harvest Permits (Wards - All)

2. Explosives Code Modification (Wards - All)

3. Pollution Reduction Plan (Wards – All)

4. Town Center Development Manual – Update Process (Wards - All)

5. Directional Signage For The Town Center Area (Wards - One, Four, Five, Seven, And Eight)

6. Acceptance Of The Essen Log Cabin By The City Of Wildwood From Private Donors (Wards – All)

7. Strategic Planning Goals – March 2015 Session Of City Council (Wards – All)

V. Economic Development Issues

a. Ready For Action – One (1) Item

1. Presentation Of Final Draft Of Houseal Lavigne Report On Economic Development (Wards – All

   Documents: V.A.1.A ECONOMIC DEVELOPMENT PLAN MEMO.PDF, V.A.1.B ECONOMIC DEVELOPMENT PLAN.PDF

b. Not Ready For Action – No Items

VI. Parks Issues

a. Ready For Action – Seven (7) Items

1. Community Park Considerations (Ward – One)

   1.1. Community Park – Phase One Additions – Swings

   Documents: VI.A.1.I. COMMUNITY PARK - PHASE ONE ADDITIONS - SWINGS.PDF

   1.2. Erosion Control Project In Bonhomme Creek

   Documents: VI.A.1.II. COMMUNITY PARK - EROSION CONTROL PROJECT IN BONHOMME CREEK.PDF

2. Memorandum Of Agreement With The Missouri Department Of Natural Resources For Bluff View Connector Trail (Ward - Six)

3. Belleview Farms Design And Engineering Considerations

   3.1. Concept Design Plan Contract

   Documents: VI.A.3.I BELLEVIEW FARM - DESIGN CONTRACT.PDF

   3.2. Trail Development And Allowable Users

   Documents: VI.A.3.II. BELLEVIEW FARMS TRAIL DEVELOPMENT.PDF

4. On-Going And Long-Term Maintenance Costs For Parks And Trail Facilities (Wards – All)

   Documents: VI.A.4 ON-GOING MAINTENANCE OF PARKS-TRAILS- APRIL 2016.PDF

5. Update On Parks And Recreation Action Plan (Wards – All)

   Documents: VI.A.5. UPDATE ON PARKS AND RECREATION ACTION PLAN.PDF

6. Executive Session – One (1) Item

   6.1. Executive Session Pursuant To RSMO 610.021(2) Lease, Purchase, Or Sale Of Real Estate

b. Not Ready For Action – Seven (7) Items

1. Pond Athletic Association Accounting – 2015 Season (Ward – One)

2. Kohn Park Project Opportunity (Ward – One)

3. Use Of Public Property For Bee Hives (Wards - One And Eight)

4. Woodcliff Heights Neighborhood Park (Ward - Two)

5. Park And Stormwater Sales Tax (Wards – All)

6. Tree Art In Community Park – (Wards – All)

7. Fund Raising, Donations, And Volunteer Participation Activities In Community Park (Wards – All)

VII. Other/Additional Public Comment

VIII. Closing Remarks And Adjournment

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

Note: The Council Planning/Economic Development/Parks Committee of the City Council 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.

City of Wildwood
Council Planning/Economic Development/Parks Committee
"Planning Tomorrow Today"
Minutes from the
March 15, 2016 Meeting

The Council Planning/Economic Development/Parks Committee meeting was called to order by Chair Baugus, at 6:30 p.m., on March 15, 2016, at Wildwood City Hall, 16860 Main Street, Wildwood, Missouri.

I. Welcome and Roll Call:

The roll call was taken, with the following results:

PRESENT – (6)
Council Member Manton
Council Member Cox
Council Member DeHart
Council Member Porter
Council Member Goodson
Chair Baugus

ABSENT – (2)
Council Member McCutchen
Council Member Levitt

Other City Officials present:

Tim Woerther, Mayor
Joe Vujnich, Director of Planning and Parks
Kathy Arnett, Assistant Director of Planning and Parks

II. Approval of Minutes from the Meeting of February 23, 2016:

A motion was made by Council Member Manton, seconded by Council Member Goodson, to approve the minutes of the February 23, 2016 meeting. A voice vote was taken to approve the motion. There being no objections, the motion was declared approved by Chair Baugus.

III. Public Comment (on non-Agenda and other items):

None

IV. Planning Issues:

1. Master Plan Update Process - 2016 (Wards – All)

Director of Planning and Parks Vujnich provided the Committee with an overview of the current status of the Master Plan update process. The Master Plan Advisory Committee completed their work in thirteen (13) months and unanimously approved the adoption of their changes. The public hearing on the plan revisions was held last week at the Planning and Zoning Commission, with only one (1) public comment. The plan will be reviewed at the next two (2) Commission meetings, with some type of action anticipated at that time. Then the plan will be before the City Council for ratification. Finally, he noted that much of what has been done for the last twenty (20) years was retained in the document and he complimented the group of citizens on the advisory committee on their great work and dedication to the process.

Discussion was then held regarding the following: the concerns about the future development on the Brown property; the recommendation to have a position established for a Business Retention Coordinator; and the concerns with inclusion of the goals, objectives, and policies of the Economic Development Plan, which hasn't been formally adopted by City Council at this time.

VI. Economic Development Issues:

No Items Ready for Action

VII. Parks Issues:

1. Special Event Liquor License for Farmers Market - 2016 (Ward – Eight)

Director of Planning and Parks Vujnich first gave an overview of the history of the City's Farmers Market. He noted it has seen substantial growth, since its new managers, George and Rene Sackett, took over a couple of years ago. The Sacketts would like to begin hosting special events this year, such as samplings, tastings, chef demonstrations, etc., which would include serving beer and wine. He noted that liquor sales would only be at special events. Finally, he explained the Rotary Club would apply for the license and carries all liability. The recommendation report outlined potential conditions to be included with the license approval, which are as follows:

1. The sale of beer and wine only, in conjunction with these scheduled special events.
2. The mangers of the market shall oversee any individuals charged with the storage, preparation, and service of the beer and wine.
3. The Rotary Club will apply for the license and provide the insurance coverage and liability protection to the City of Wildwood, as directed by the City Attorney.
4. The market managers shall be responsible for the oversight of all aspects of this offering, including the storage, distribution, and sale of the beer and wine, and shall ensure that all State, County, and local codes are met as well.
5. The market managers shall advise the Department of Planning about those special events where beer and wine is to be sold, so it can advise the St. Louis County Police Department - Wildwood Precinct.

Discussion was then held among the Committee Members regarding the following: the fact that alcohol sales are allowed at other City events; the Rotary's role in the process; and the fact that no current Council Members are involved in the Rotary.

A motion was made by Council Member Cox, seconded by Council Member Manton, to recommend the license be approved, with the outlined conditions. A voice vote was taken to approve this motion, with unanimous, affirmative result, and the motion was declared approved by Chair Baugus.

2. Al Foster Memorial Trailhead Bid Results for Project's Construction (Ward – Six)

Director of Planning and Parks Vujnich noted that six (6) bids were received, which means the pricing was competitive. The pricing, however, was higher than the amount budgeted for the project. The low bid was submitted by Ideal Landscaping and its base bid, not including alternates, was $514,868.00. The amount in the budget for this construction project is $450,000.00, so discussions were held with the bidder to remove several extra items from the base bid, including the following: thermo plastic logos for the sidewalk; one (1) non-ADA mini shelter; one (1) set of site furnishings; and the bio-basin. With these items removed, the base bid was now $499,868.00. In addition to the money that had been budgeted, the Department suggested using $50,000.00 from a line item for 'trail construction.' This line item has $1,000,000.00 dedicated to it, which will not be necessary for all of the trails planned for this year.

Discussion was then held regarding the following: the past experience with Ideal Landscaping, who constructed the Old Pond School Park; the review of prices in the bid; the potential phasing of the project; the review of subcontractors on the project; the concerns with Ford Asphalt, based upon a previous experience; the construction estimates that were completed; and the modifications made to the plans by the Historic Preservation Commission, the Architectural Review Board, and the Planning and Zoning Commission.

A motion was made by Council Member Manton, seconded by Council Member DeHart, to approve the recommendation on the bid, and to get references on Ford Asphalt. A voice vote was taken to approve the motion. There being no objections, the motion was declared approved by Chair Baugus.

3. On-Going and Long-Term Maintenance Costs for Parks and Trail Facilities (Wards – All)

Director of Planning and Parks Vujnich provided an overview of the maintenance expenses for parks and trails within each park over each month of 2016. A discussion was also held regarding the anomalies from 2012 expenditures, which were higher than normal, as well as those items that are difficult to predict expenses, such as flooding and snow.

4. Update on Parks and Recreation Action Plan (Wards – All)

Assistant Director of Planning and Parks Arnett gave a brief overview of the items in the memorandum.

5. Executive Session Pursuant to RSMO 610.021(2) Lease, Purchase, or Sale of Real Estate – Part II:

A motion was made by Council Member Cox, seconded by Council Member Manton, to enter into Closed Executive Session with regard to the lease, sale, or purchase of real estate (RSMO 610.021 (2). A roll call vote was taken on the motion, with the following results:

Ayes: Council Members DeHart, Manton, Cox, Porter, Goodson, and Chair Baugus.
Nays: None
Absent: Council Members McCutchen and Levitt.

The motion was declared approved by Chair Baugus.

Time 7:35 p.m.

A motion was made by Council Member Manton, seconded by Council Member Goodson, to leave Closed Executive Session with regard to the lease, sale, or purchase of real estate (RSMO 610.021 (2). A roll call vote was taken on the motion, with the following results:

Ayes: Council Members DeHart, Manton, Cox, Porter, Goodson, and Chair Baugus.
Nays: None
Absent: Council Members McCutchen and Levitt.

The motion was declared approved by Chair Baugus.

Time: 8:23 p.m.

VIII. Additional Public Comment

None

IX. Closing Remarks and Adjournment

A motion was made by Council Member Porter, seconded by Council Member DeHart, to adjourn. A voice vote was taken to approve the motion, with unanimous, affirmative result, and it was declared approved by Chair Baugus at 8:25 p.m.

WILDWOOD

MEMORANDUM

To: Planning / Economic Development / Parks Committee Members

Cc: Mayor Woerther and Administration / Public Works Committee Members
Department of Planning

From: Ryan S. Thomas, City Administrator

Date: April 15, 2016

Re: Adoption of Economic Development Plan and Year One Priorities

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Background

Over the course of the past year, the City's Economic Development Task Force has been working closely with the economic development consultant, Houseal Lavigne, to develop an Economic Development Plan for the City of Wildwood. Houseal Lavigne gave a public presentation of the proposed Plan at the March 14, 2016 City Council Work Session, followed by further refinement of the Plan following comments provided by City Council Members and others from the community.

At the April 12, 2016 Economic Development Task Force Meeting, a Final Plan for adoption was reviewed, and recommended for adoption by the Task Force. After further discussion, direction was also given to Houseal Lavigne to prepare the following additional materials:

1. An Implementation Matrix, identifying each of the Action Items from the Plan, and the timing, responsibilities and resources needed to complete each component of the Action Items.
2. Year One Priority Items, detailed into tasks and steps.
3. Cost summary for the preparation of additional economic development marketing materials.
4. Sample marketing materials, prepared by Houseal Lavigne for another client.

Recommendations

1. Recommend adoption of the *City of Wildwood Economic Development Plan* by the City Council.
2. Review and consider the identified Year One Priority Items.
3. Review and consider additional services by Houseal Lavigne.
4. Review and consider options for establishing a City Economic Development position.

Reasons for Recommendation

1. The proposed *City of Wildwood Economic Development Plan* has been thoughtfully developed and is in its final form for adoption.
2. Economic development initiatives have been identified as a high priority through the development of both the 2015 City Council Strategic Goals & Objectives and proposed 2016 Master Plan Update.
3. In order to successfully implement the Action Items from the Plan, focus should be given to the identified Year One Priority Items.
4. The City does not currently have the internal resources to successfully implement the Plan, and should consider the establishment of an Economic Development position, with support from an economic development consultant.

Attached to this Memorandum are the following:

1. Implementation Matrix
2. Year One Priority Items
3. Cost Summary for Additional Services from Houseal Lavigne
4. Sample Marketing Materials form Houseal Lavigne
5. Final *City of Wildwood Economic Development Plan* for adoption (separate document).

Both the Department of Planning and I will be available for any comments or questions at the April 19, 2016 Planning / Economic Development / Parks Committee Meeting. Additionally, a representative from Houseal Lavigne will be available by phone during the meeting, if desired.

RST

Implementation Matrix

Wildwood, MO

	Time Frame	Internal/External	Responsibility	Partners & Resources
*Year One priority action items noted in **Bold** (detailed on reverse side)	For Time Frame: Year One - 2016 ; Near-Term - 2017-2018 ; Mid-Term - 2019-2020 ; Long-Term - 2020-2023			
Action Item #1: Establish & Institutionalize a formal Business Recruitment, Retention & Expansion Program				
a) Actively participate in the International Economic Development Council (IEDC) and at least one member of municipal staff should be a Certified Economic Developer (CEcD); additionally private partner organizations should be encouraged to pursue training, education, and certification as well.	Near-Term	Internal	Staff Function	Internal City Function and Chamber Groups
b) Identify quarterly business recruitment objectives based on IEDC best practices and local community planning and pursue such investment through strategic partnerships with the development community.	Year One	Partnership	Elected & Appointed Officials, Staff	Internal City Function
c) Establish a formal business retention and expansion program.	Year One	Internal	Elected & Appointed Officials, Staff	Elected & Appointed Officials and Business Leaders through the Economic Development Committee
d) The City's business retention and expansion program should develop a routinely structured series of business visitation meetings that utilize a standardized survey tool.	Year One	Internal	Staff Function	Community Representatives, Elected & Appointed Officials, and Chamber Groups
e) The City should work with the business community to create a dedicated business and development website.	Mid-Term	Partnership	Chamber Groups, Staff, Others	West Co, WBA, Listing Agencies
Action Item #2: Begin to Build a Community of Entrepreneurs and New Business Startups				
a) Establish a standing economic development sub-committee that focuses on developing a local entrepreneurship community and coordinating those efforts with Wildwood's larger economic development activities.	Year One	Internal	Elected & Appointed Officials, Staff	Elected & Appointed Officials
b) Partner with the Wildwood Business Association and the West St. Louis County Chamber of Commerce to develop a local Young Entrepreneurs Organization.	Mid-Term	Partnership	Chamber Groups	Wildwood Business Association and West St. Louis County Chamber of Commerce
c) Work to organize "entrepreneur office hours" where experienced business and startup mentors host open-forum events and one-on-one advising opportunities.	Mid-Term	External	Staff to Initiate	University and Business Partners
d) Work with the local colleges, universities, and even high schools, as well as the business community, to develop a Wildwood New Venture Challenge program.	Long-Term	External	Staff to Initiate	Local Colleges, Universities, High schools, and Business Community
e) Facilitate the creation of a local chapter of the StartUp America model, tailored to local interests, strengths, and resources.	Mid-Term	External	Chamber Groups	StartUp America Model, St. Louis Economic Development Partnership (STEDP)
f) Organize a strategic planning meeting with the St. Louis Economic Development Partnership to identify shared goals and areas where Wildwood's local entrepreneurship and economic development goals coincide with existing regional efforts.	Near-Term	Partnership	Elected & Appointed Officials and Staff to Initiate	STEDP
g) The City should evaluate opportunities to develop an IGNITE! Wildwood or partner with other communities to create an IGNITE! West County initiative, similar to other successful efforts nationally.	Long-Term	External	Chamber Groups	STEDP
h) The City should work with local entrepreneurs and businesses to participate in regional entrepreneurship events, and when reasonable and appropriate, the Wildwood community should launch local versions of such regional events in partnership with St. Louis entities.	Mid-Term	External	Staff to Initiate	Local Entrepreneurs and Businesses
i) Partner with local colleges, universities, land owners, and developers to evaluate the potential for the construction of an incubator and/or accelerator space in Wildwood (although a long-term outcome, early discussions and relationships can be considered in the near-term).	Long-Term	Partnership	Elected & Appointed Officials and Staff to Initiate	Local Colleges, Universities, Land owners, and Developers
Action Item #3: Strengthen Wildwood's Town Center as a restaurant destination				
a) Form a local restaurant association to facilitate coordinated research, discussion, and policy decisions as a part of the community's restaurant development strategy.	Mid-Term	External	Elected & Appointed Officials, Staff, Restaurant Owners	Chamber of Commerce, the Economic Development Committee and/or Restaurant Owners
b) Work with existing restaurants as well as restaurant association groups to identify approaches that would place a restaurateur in the best position to succeed in Wildwood, and to actively promote Wildwood as a St. Louis area dining destination.	Near-Term	Partnership	Staff Function	Existing Restaurants, Saint Louis Independent Restaurant Association, the Greater St. Louis Restaurant Association, and the Missouri Restaurant Association
c) Evaluate a formal recruitment and marketing campaign working with educational partners to network with emerging chefs and potential restauranteurs.	Mid-Term	Internal	Staff Function	St. Louis Community College, the Culinary Institute of St. Louis at Hickey College, and L'École Culinaire
d) Consider developing a "kitchen incubator" space in one of the buildings in the Town Center.	Long-Term	Partnership	Elected & Appointed Officials and Staff to Initiate	Developers, Colleges, and City Partnership
e) Consider partnering with the St. Louis Food Truck Association (STLFTA) to organize food truck related events, regular food truck locations, and outdoor food events as a near-term strategy to develop Wildwood as a restaurant market.	Near-Term	Partnership	Staff Function	St. Louis Food Truck Association (STFTA)
f) Identify existing commercial property owners interested in restaurant tenants as well as outline its potential approach to using public investment and/or development incentives to recruit a preferred restaurant concept to Wildwood.	Near-Term	External	Elected & Appointed Officials, Staff	Existing Commercial Property Owners
Action Item #4: Begin to Evaluate Partnerships for Long-Term Retail Development				
a) Approach the owners of the parcels in the area and evaluate their long-term plans and interests in their property.	Near-Term	Internal	Elected & Appointed Officials, Staff	Parcel Owners and the Development Community
b) Develop a one-page "tear-sheet" to market the site directly to potential developers, which could proactively include the community's position on infrastructure investment and the use of public financing tools.	Year One	Internal	Elected & Appointed Officials and Staff with Consultant	Internal City Function
c) Approach St. Louis area retail developers individually and as host a "sales pitch" presentation at City Hall and invite a diverse range of potential developers to garner industry perspective analysis about the site, the regional retail economy, and potential project concepts.	Year One	Internal	Staff (Potentially with Consultant)	St. Louis Area Retail Developers, including The Desco Group, Kimco, Pace Properties, and Sansone Group
d) Conduct public meetings, surveys, and other community engagement activities to garner residents' interest in recruiting such retailers to the community, including visual preference, urban design, and architectural character charrettes (which can be online) to determine site design approaches that the community would support and see as a benefit to Wildwood.	Near-Term	Internal	Staff (Potentially with Consultant)	Wildwood Community
Action Item #5: Invest in and Leverage the "Historic Manchester Road" District as a Catalyst				
a) Partner with business and property owners in the district to create a business association to help organize regular communication and collaboration between thpublic and private stakeholders in the area.	Near-Term	Partnership	Elected & Appointed Officials and Staff to Initiate	Business and Property Owners
b) Conduct a needs assessment, develop, and implement a 5 year strategic plan to elevate, enhance, and improve the district as one of the premiere destinations in West County, with the assistance and support of the City.	Near-Term	Internal	Elected & Appointed Officials and Staff (Potentially with Consultant)	Municipal Staff and Leadership
c) Participate in business-led planning and evaluate potential strategic public investments to achieve community and business goals in the district, including a dedicated City park or public plaza, special events space, gateways and additional streetscaping, public art, infill redevelopment projects, and be financed through a variety of development district tools.	Mid-Term	Internal	Elected & Appointed Officials and Staff (Potentially with Consultant)	Newly-formed Business Association
d) Partner with local businesses to develop and program new special events, promotional days, and community festivals that occur within the district and reinforce its identity and brand.	Near-Term	Partnership	Staff Function	Wildwood Business Community
e) Conduct public meetings, surveys, and other community engagement activities with the other businesses located through Wildwood to draft a 24-month action agenda to identify strategies to better leverage the foot traffic generated by this district as a benefit to the City more broadly.	Near-Term	Internal	Staff (Potentially with Consultant)	Wildwood Business Community
f) Further evaluate the zoning code and other regulatory tools to determine if overlay districts or other approaches should be applied to recognize the different built-form, character, and economic conditions of this district in comparison to other parts of the Town Center.	Mid-Term	Internal	Staff Potentially with Consultant	Internal City Function

IDENTIFY QUARTERLY BUSINESS RECRUITMENT OBJECTIVES

Internal/External: Partnership

Responsibility: Elected & Appointed Officials, Staff

Partners: Internal City Function

Based on IEDC best practices and local community planning, the City should identify quarterly business recruitment objectives. This should include strategic partnerships with the development community to purse investment and business growth.

Next Steps

- The Task Force or new economic development committee needs to convene on retention objectives
- Establish business retention and expansion program objectives
- Identify a target number of meetings per quarter
- Identify a list of questionnaire topics
- Engage the chamber groups as a partnership

ESTABLISH A FORMAL BUSINESS RETENTION AND EXPANSION PROGRAM

Internal/External: Internal

Responsibility: Elected & Appointed Officials, Staff

Partners: Elected & Appointed Officials and Business Leaders through the Economic Development Committee

The City should establish a formal program for business retention and expansion supported by adequate municipal resources. The program should be staffed by City personnel in partnership with elected and appointed officials and business leaders through the Economic Development Committee.

Next Steps

- Establish a business retention and expansion program role for the Task Force or new economic development committee
- Identify a list of businesses ranked by priority

DEVELOP A STRUCTURED SERIES OF BUSINESS VISITATION MEETINGS

Internal/External: Internal

Responsibility: Staff Function

Partners: Community Representatives, Elected & Appointed Officials, and Chamber Groups

Through the business retention and expansion program, the City should develop a structured and routinely scheduled series of business visitation meetings. These meetings should utilize a standardized survey tool to help the City better understand and communicate with the business community.

Next Steps

- Identify a "retention team" of at least 2 to 3 individuals
- Finalize a questionnaire and data collection template
- Schedule and conduct meetings
- Identify a retention coordinator role

ESTABLISH A STANDING ECONOMIC DEVELOPMENT SUB-COMMITTEE

Internal/External: Internal

Responsibility: Elected & Appointed Officials, Staff

Partners: Elected & Appointed Officials

The City should establish a standing subcommittee with a focus on economic development and business growth in Wildwood. This subcommittee should be charged with developing a local entrepreneurship community through focused programming coordinated with the efforts of Wildwood's larger economic development activities.

Next Steps

- City Council, PEP, and the economic development task force need to coordinate with staff to establish a permanent standing body to guide and advise on economic development policy

DEVELOP A ONE-PAGE "TEAR-SHEET" TO MARKET THE SITE

Internal/External: Internal

Responsibility: Elected & Appointed Officials and Staff with Consultant

Partners: Internal City Function

The City should develop a one-page "tear-sheet" to provide a concise and easy-to-use promotional material for marketing the site directly to potential developers. This could include proactive efforts to attract developers like detailing the community's position on infrastructure investment and the use of public financing tools.

Next Steps

- Consider development marketing materials in the next 3 months
- Identify available budget funds
- Evaluate consultant proposals
- Work on "tear-sheet" through a committee and develop a draft for review

APPROACH ST. LOUIS AREA RETAIL DEVELOPERS

Internal/External: Internal

Responsibility: Staff (Potentially with Consultant)

Partners: St. Louis Area Retail Developers

The City should directly approach St. Louis area retail developers and host a "sales pitch" presentation and invite a diverse range of potential developers, such as The Desco Group, Kimco, Pace Properties, and Sansone Group. These efforts should help garner industry perspective analysis about the site, the regional retail economy, and potential project concepts to better inform an interative process about any potential opportunities for the site.

Next Steps

- Develop "tear-sheet" marketing materials
- Through the Task Force or economic development committee, identify developers to meet with matched with timelines
- Identify a "sales pitch" team of 2 to 3 individuals

Scope of Services & Budget Estimate

Economic Development Marketing Materials – City of Wildwood, Missouri

Project Approach

The project goal is to create a marketing "tear sheet" to be used for economic development meetings while representing the City of Wildwood. The tear sheet will focus on the developable areas located on Main Street in the core Town Center as well as the southwest quadrant of Highways 100 and 109 – yielding two (2) total tear sheets. It is proposed that these tear sheets include 3D visualizations of development concepts for both sites. This scope represents a project approach to work with Wildwood officials and staff in the creation of these materials. This scope and budget estimate can be applied to both Main Street and the 100/109 interchange.

Step 1: Data Collection and Preplanning

1a: Client Meeting

Before actual work begins, a project initiation meeting will be held to establish a better understanding of the desired outcome for each development site and the intended purpose of the "tear sheets." The purpose of this client meeting will be to: (a) develop a further understanding for the type of development/product the City could envision and/or would prefer; (b) identify all parcels/buildings to be included in the development sites; (c) develop an understanding for and refine the work program for the project; (d) resolve any questions regarding contract interpretation; (e) discuss how the City intends to use the marketing materials; and (f) establish the schedule for the project.

1b: Base Data and Site Visit

This step will include receiving any existing GIS or CAD base data the City can provide and an onsite fieldwork to verify measurements and take existing photos for review.

1c: Online Visual Preference Survey (Optional $2,500 cost)

The consultant will prepare an Online Visual Preference Survey to solicit feedback from City staff, elected and appointed officials, key stakeholders, and the community to determine building and development preferences for each development site. This additional survey will strengthen the level of public participation from the community and allow for a more detailed analysis of what expectations are for the potential development sites. The consultant will then analyze survey results and prepare a summary report.

Step 2: Concept Plan Development

2a: Sketch Site Plan Options

Based on feedback and direction provided in Step 1, HLA will develop a 2-3 sketch site plan options accompanied by example photos for staff review. The sketch site plans will establish uses, parcel division, lot/building orientation and layout, parking layout, access, circulation, buffering, landscaping, and open space/detention. The concepts will explore different mixes and approaches to assist in attaining the best use and development characteristics for the development sites.

2b: Client Review

The sketch site plan options will be presented to the City for review and comment via a video conference call. During this video conference call we will review and discuss the sketch site plan options and ultimately identify the direction for each development site's preferred concept site plan.

2c: Preferred Conceptual Site Plan and Massing

Once staff and HLA agree upon a preferred option, HLA will incorporate any needed changes and develop the preferred conceptual site plan along with general building massing to illustrate building location and scale.

2d: Client Review

The preferred conceptual site plan will be presented to the City for review and comment via a video conference call. During this video conference call we will identify any changes necessary before we begin to refine the model and add detail for each development site.

Step 3: Final Perspective Renderings

3a: Final Perspective Renderings

Based on City feedback received in Step 2, we will prepare final perspective renderings of the development sites. The final perspective renderings will strive to achieve all of the City's goals in winning broad public support and investor interest through colorful illustrations of the site plans. These renderings will be used in a "tear sheet" layout that includes other critical site selection information, including:

- Site size/acreage
- Average Daily Traffic
- Transportation and Access Components
- Zoning and Desired Uses
- Potential Development Incentives and Public Financing
- Market Area and Drive-Time Analysis
- Demographic Trends
- Retail, Restaurant, and Commercial Market Trends
- Retail/Restaurant Demand Data
- Homeownership
- Local Businesses and Employers

Budget Estimate

Our anticipated budget for the development of the one "tear sheet" with a 3D development visualization is $11,770, without the optional Online Visual Preference Survey. The Online Visual Preference Survey is $2,500, which yields a total cost of $14,270. This budget estimate individually applies to both Main Street and the 100/109 interchange, so the base cost for both is $23,540. This cost estimate can be revised by reducing the graphic detail quality of the 3D visualization concepts and/or using a 2D "planview" site plan concept with the marketing tear sheets.

Prairie View Development/Redevelopment Opportunity

Morton Grove, Illinois

Site Size *26.0 Acres*

TIF District *Yes*

Average Daily Traffic *40,000*

Desired Use *Commercial - Restaurant, Service, Retail*

Current Use *Vacant/Underutilized Commercial Development*

Points of Interest

- **A** *North Branch Multi-Use Trail*
- **B** *Fast Food Restaurant*
- **C** *Townhomes*
- **D** *Casual Dining / Restaurant*
- **E** *Large-scale Fitness Center*
- **F** *Commercial Retail*
- **G** *Casual Dining / Restaurant*
- **H** *Morton Grove Park District*
- **I** *Commercial, Retail, & Service*
- **J** *Coffee Shop With Drive Thru*
- **K** *Grocery Store*
- **L** *Casual Dining / Restaurant*
- **M** *Trail Access*

PREPARED BY ***HOUSEAL LAVIGNE ASSOCIATES*** *FOR THE* ***VILLAGE OF MORTON GROVE***

Market Area & Drive Times

Market Area & Drive Times

Drive Time Map shows the extent of the 5, 10, & 15 minutes drives time area around the Village of Morton Grove.

Analysis of Drive Time Area

With close proximity to major arterials and interstates, the area is easily accessible by vehicle and transit. The 15 minute market area extends into the City of Chicago and the North Shore suburbs.

- Within a 15 minute drive from the area there are over 700,000 people and 260,000 households; Greater than the cities of Boston, Seattle and Denver.
- Within a 10 minute drive from the area there are over 227,000 people and 85,000 households.
- Total retail demand within 15 minutes of the area is in excess of $8 billion and $3 billion within 10 minutes.
- There are over 15,000 businesses within a 10 minute drive of the area employing over 100,000 people each day. Within 15 minutes there are more than 40,000 businesses and nearly 300,000 workers.
- Population within the Village of Morton Grove as well as the 5, 10 and 15 minute market areas is projected to grow steadily over the next five years.
- Population is getting a little older and also more affluent.
- Over 90% of housing units in Morton Grove are owner occupied compared to 69% for the State and 59% in the County.
- Average Daily Traffic Counts of approximately 40,000 cars per day

Demographics

	5 Minute Drive	10 Minute Drive	15 Minute Drive
Population	32,619	227,483	713,145
Households	12,284	85,467	266,514
Average Household Income	$78,082	$90,653	$84,545
Median Age	46	44.3	39.8

Source: ESRI Business Analyst; Houseal Lavigne Associates

Retail Demand

	5 Minute Drive	10 Minute Drive	15 Minute Drive
Total Retail & Food/Drink Expenditures	$377,112,867	$3,039,785,719	$8,875,331,134
Average Disposable Income	$59,985	$69,335	$64,841

Source: ESRI Business Analyst; Houseal Lavigne Associates

Homeownership

	Morton Grove	State	County
Owner Occupied Housing Units	90%	69%	59%

Source: American Community Survey; Houseal Lavigne Associates

Area Businesses and Employees

	5 Minute Drive	10 Minute Drive	15 Minute Drive
Total Businesses	1,803	15,246	43,080
Total Employees	11,034	102,478	293,651

Source: Dunn & Bradstreet, ESRI Business Analyst, Houseal Lavigne Associates

City of Wildwood, MO

Economic Development Plan

April 2016

HOUSEAL LAVIGNE ASSOCIATES

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prepared by

HOUSEAL LAVIGNE ASSOCIATES

1 INTRODUCTION

The Wildwood community was founded with a very clear and shared vision that achieved broad support across the city in the 1990s. The community was established through a commitment to preserving and conserving the area's natural beauty while developing aligned with New Urbanist design principles. Wildwood is unique, not only among other St. Louis County suburbs, but is distinctive in a manner that separates it from most American suburbs.

It is clear that Wildwood still values its vision and prides itself on what has been accomplished thus far. To that end, there is not a call for wholesale shifts in strategy or vision. Wildwood's place within the St. Louis region is competitive and strong, and there are many local assets and strengths. The community's economic development vision is about achieving Wildwood's full potential, not changing who it is today.

Throughout the outreach process participants cited that at its core, Wildwood has great residential areas, schools, institutions, open spaces, outdoor recreation, and community events. To a degree, the sentiment appears that over the past twenty years Wildwood has achieved its original vision and stands as one of the most desirable communities in the greater St. Louis metropolitan area. However, the City's commercial areas still present some persistent challenges and have not fully developed to their potential. The general sentiment is that additional focus on economic development is needed to complete the total fulfillment of the City's original vision.

Understanding that context, Wildwood's economic development mission should be a targeted, or "surgical," approach to identifying opportunities to complete the vision for the Town Center and promote economic growth throughout the city. A key aspect of this is maintaining the intended character of the community while also recognizing the new housing development under consideration within the Town Center and identifying the types of business and uses that will best serve Wildwood residents and visitors.

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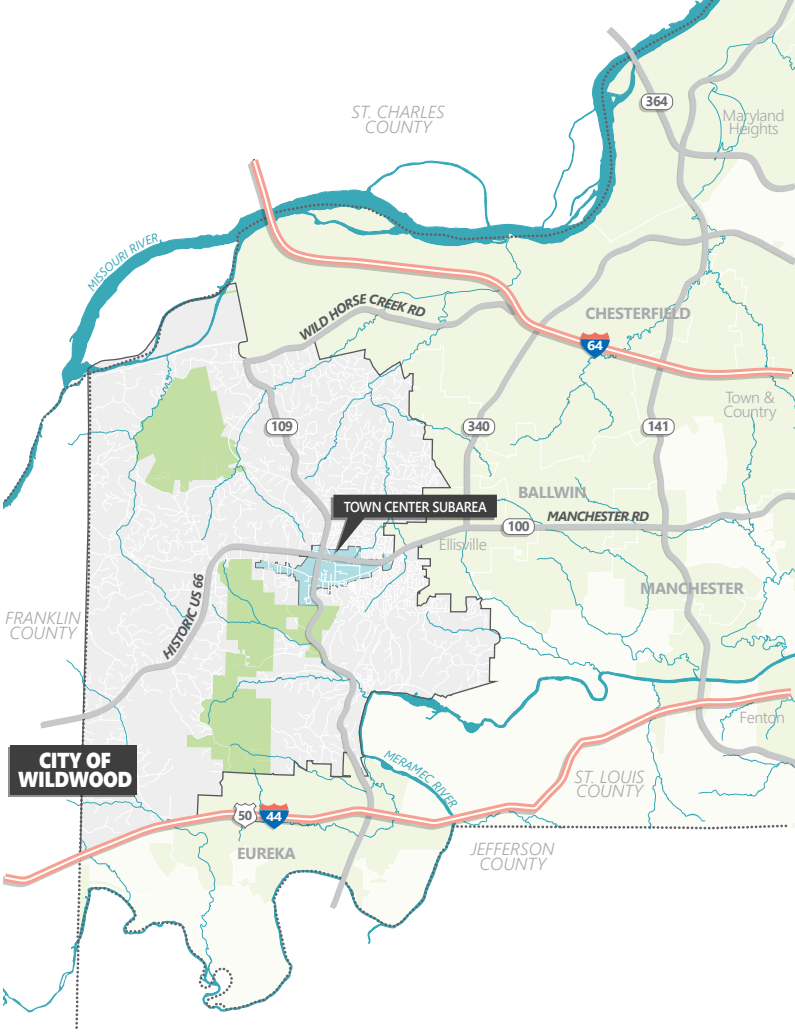

Community Context

Wildwood is a primarily residential community of approximately 35,000 residents located in far "West County" in the suburban St. Louis County region. The City is generally located in-between I-64, I-270, and I-44, and while none of these major interstate corridors travel through Wildwood, they still play a critical role in shaping its character and potential. Unlike much of the St. Louis region, Wildwood is distinctively defined by its considerable terrain and changes in elevation, presenting a very attractive rolling, wooded community character that reflects its place as a gateway to the Ozark foothills.

The City itself is largely defined by an east-and-west boundary along Missouri Highway 109, with areas to the west being more natural, low-density, and heavily wooded, and areas to the east more reflective of suburban densities and development patterns. Further, Manchester Road and Highway 100 (a historic U.S. Route 66 corridor) also primarily shapes Wildwood's urban design, transportation functionality, and land development patterns. This corridor largely links Wildwood to the rest of the St. Louis region, providing access to Chesterfield, while also traveling through nearby Ellisville, Ballwin, and Manchester, stretching all the way to the Chouteau Avenue district in Downtown St. Louis on the Mississippi River.

The City contains a considerable amount of parks, open space, and high-quality outdoor recreation, highlighted by a series of heavily wooded county and state parks, a number of equestrian facilities, and a ski resort. The community features its own schools, many of which are clustered on Highway 109 near Passiglia's Nursery & Garden.

Further, Wildwood features significant community facilities, such as the YMCA and a St. Louis Community College campus. Manchester Road represents much of the community's heritage and historic buildings, including the Pond Historic District. Wildwood is unique in having one of the few New Urbanist town centers in the St. Louis region, which is anchored by a contemporarily designed, walkable, and pedestrian-oriented "downtown" that features a range of mixed land uses.

Wildwood presents an appealing blend of residential, commercial, religious, educational, and employment land uses set against a backdrop of beautiful open spaces that has positioned the City as one of the most desirable communities in the St. Louis region.

Recent Planning Efforts

The City of Wildwood regularly conducts strategic planning and through the Economic Development Task Force has established some short-term goals. Further, the City is currently in the process of updating the community master plan, guiding land use policy and public investment for years into the future. Future economic development efforts should align with these goals and reinforce those ongoing efforts. Important recent accomplishments, goals, and initiatives from these efforts include:

- Updating the Town Center Plan
- Identifying the City's Assets
- Developing a branding campaign
- Stimulating non-retail job growth
- Adding an economic development component to the City's website
- Develop a pool of advisors on economic development policies and practices
- Assign staff time and resources to the Economic Development Task Force
- Better leverage social networking
- Continue the City's CIP program and strategic long-term planning

Prevailing Trends

A study of Wildwood's current and forecasted demographic trends, as well as its housing, retail, office, and industrial markets was conducted to form an economic baseline for planning. A presentation of its full detail, including a series of maps, charts, tables, and graphics is contained within Chapter 3: Market Study. A selection of the most relevant and impactful data and analysis is summarized here:

- **Population has been stagnant in recent decades.** Wildwood has 35,618 residents according to 2015 population estimates, and is forecasted to remain relatively unchanged into 2020, based on historical data.
- **Population is Aging.** Wildwood's current median age is 42.9, which is nearly four years higher than the St. Louis region average, or more than 10% higher; further, the population is forecasted to continue to age to nearly 45 years by 2020, representing an increase of approximately 8% since 2010. Generally, Wildwood's population reflects older "Baby Boomer" populations with an increasing number of retirees. This trend is also reflected in a decrease in household size over the last decade.
- **Wildwood is a High-Income Community.** The City's current median household income is approximately $120,000 and projected to increase to more than $140,000 by the 2020s. Generally, Wildwood is one of the highest household income communities in the St. Louis region and will continue to be in the future.
- **Wildwood is a Bedroom Community.** Typical of most suburban communities, very few residents both live and work in Wildwood. Further, while more than 15,000 residents commute outside of the City for employment, only approximately 5,000 non-residents travel to Wildwood for work. Wildwood only contains 17 jobs per 100 residents, which is generally considered a low ratio, although on par with low-density suburban communities.

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- **Employment Growth is Slowly Building.** Despite a small, local employment base, Wildwood has been adding jobs and rebounding from the recession more quickly than other parts of the St. Louis region. A forecast based on State of Missouri Department of Economic Development data indicates that Wildwood could capture approximately 580 new jobs by the early 2020s; further, far Southwest County along the I-64 and I-44 corridors is anticipated to experience an increasing amount of job growth, in comparison to older parts of St. Louis County.
- **Housing Unit Construction is Growing.** The City of Wildwood currently contains 11,086 housing units, of which 97% are occupied; in general, the community contains very little residential vacancy and resale rates are strong. New housing construction forecasts are modest, predicting an increase of just over 100 units, or about a 1% increase in the City's total stock of units.
- **Wildwood Housing is Desirable.** The typical "Wildwood home" is an owner-occupied, four-bedroom, single-family detached unit. Only 8.7% of occupied housing units are rental and less than 10% of total units are of any other housing type than single-family detached. Wildwood's housing stock is very new, with nearly 60% constructed since 1990, and its home values are forecasted to rise at a faster rate than the St. Louis metropolitan area. Wildwood's housing is competitive with neighboring communities and reflects the West County market, particularly in comparison to Chesterfield and the Manchester Road communities of Ellisville, Ballwin, and Manchester.
- **There is Retail Development Potential, Albeit Competitive.** Using a drivetime analysis of the three major commercial intersections in Wildwood, it appears the 10, 15, and 20 minute drivetime markets are undersupplied in general, and specifically in trade area segments such as furniture and home goods stores, food and beverage stores, food service and drinking places, general merchandise stores, and gasoline and convenience market stations. There are important differences in the City's business districts and within the drivetime trade areas; these market differences are detailed in the full market study.
- **The Regional St. Louis Office Market is Slowly Recovering.** The St. Louis Metropolitan Area saw positive trends in the regional office market in 2014, highlighted by almost a million square feet of positive absorption as the regional market continues to return to pre-recession figures. Vacancy in the market is down to 15.1%, and most of the submarkets are now below pre-recession vacancy rates. The West County submarket is highlighted by decreasing vacancies and some small-scale new construction, although most of that activity is found in the I-270 and I-64 corridors and focused on new Class A space.
- **Industrial Opportunities Appear Selective.** Regionally, St. Louis is a strong industrial development market, taken from a broader Midwestern market perspective. The 2014 cycle built on positive trends experiencing increases in net absorption and a vacancy rate of 6.2%. The market saw over 3.8 million square feet of net absorption in 2014, more than doubling the absorption rate for the prior year. However, most of the new construction is occurring in interstate corridors and the far West County submarket has experienced few large-scale industrial projects. Wildwood's position in the existing industrial market appears to be secondary to the interstate corridors, and local demand has not been demonstrated as a submarket strength to-date.

2 COMMUNITY OUTREACH

Community outreach is an integral part of the planning process. Outreach activities included meeting with City staff, appointed and elected officials through the Economic Development Task Force, as well as conducting stakeholder interviews with approximately twenty-five individuals. These confidential interviews discussed a wide range of topics with individuals representing local, small businesses and restaurants, large developers, the realty and commercial listing community, homebuilders, community organizations and institutions, Wildwood residents, and business association members. Their insights and analysis is presented in the following list of issue-based categories.

It should be noted, the following is a summary of the thoughts, comments, and opinions received in response to interview questions. Items identified in this summary are not recommendations or observations of the consultant, but rather feedback and comments received from workshop, interview, and focus group participants. This feedback is presented at face-value and captures the viewpoints as we received them. Their validity and application will be further evaluated as part of the planning process and in establishing goals and objectives.

Defining Wildwood's Future

Many participants stressed that Wildwood had a clear vision 20 years ago when the community was founded, but expressed concern that after two decades that original vision was not materializing. Specifically, comments included that the Town Center, as envisioned, is "way too big, way too ambitious," that local codes and development regulations no longer match post-recession economic realities, that the City is not acknowledging meaningful shifts in national retail trends since the 1990s (including online commerce), and that Wildwood is missing opportunities that neighboring communities are seizing because it is holding onto unrealistic expectations. One participant described the vision for the Town Center as "old fashioned neighborhoods where you walked to Main Street to get ice from the general store," and expressed concern that ideal was not supported by today's market in Wildwood, primarily because it lacks the residential density of older 19th Century cities and traditional neighborhoods.

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Generally, participants stated that they felt Wildwood's elected and appointed officials need to be more clear on their intent or desires for the City's economic development and that this process needs to clearly articulate that vision as well as community goals. One participant summarized this sentiment as, "Wildwood has always known who it was as a residential community, and it's fantastic – but the City never has seemed to have a clear vision for its commercial areas and they've been slow to develop an identity." Another participant captured it as, "many people want to live in Wildwood, it is seen as a great place to live, but I'm not sure people think about it as anything else – as a place to visit or shop like other suburbs."

Recognizing the Whole City's Potential

Many participants stressed that the City's emphasis on the Town Center has perhaps resulted in a lack of attention to developing citywide strategies. Although the City serves as a destination for a variety of reasons, tn general, participants feel Wildwood could particularly serve as a destination "ecotourism" hub for the St. Louis region, building on the area's numerous equestrian facilities, open space, trails, large parks and forest preserves, and the Hidden Valley Ski area. Some participants were disappointed Hidden Valley's golf course closed and felt Wildwood lent itself to golf facilities alongside its other outdoor recreation opportunities. One participant dubbed this market as "yuppie rural," where another felt Wildwood was not tapping into youth and family recreation opportunities, including athletic facilities, as much as it could.

However, participants noted that most outdoor recreation tourists are accessing the area via I-44 and the lack of restaurant, lodging, and conference, banquet, or meeting space in Wildwood meant that this foot traffic is leaving the City. In general, participants expressed they felt part of the vision for Wildwood's development needs to include strategies to leverage Wildwood's natural assets to attract visitors to the community, and then keep them in the area to better create a "day tourism" or weekend trip destination.

Closing Businesses & Residential Quality-of-Life

Generally, many participants were concerned about recent business closings and felt that Wildwood may be trending in the wrong direction. Various participants cited the loss of Applebee's, Indigo Joe's, the Mexican restaurant, and the conversion of retail into lower-quality service businesses as both major frustrations to their quality-of-life as well as a concern about Wildwood's long-term competitiveness. One participant stated that while he loved Wildwood as a residential community he had always been disappointed in the Town Center's slow growth, and that his wife and kids' favorite local businesses, the wine shop and ice cream shop, had both recently closed. Generally, this lessened the appeal of living in the community.

There was concern that other local Wildwood draws, such as the St. Louis Bread Co., the Wildwood Hotel, and the movie theatre were all at risk to close. Participants stated that not having a local business community lowered their quality-of-life and driving 20-30 minutes to Chesterfield was not always desirable. Some participants stated they moved to Wildwood anticipating that the development would occur one day, but they are growing impatient. One participant stated "normally if you live far off the interstate you save money on your house, but we don't – we pay the same prices and taxes as Chesterfield or West County suburbs on 270, but we don't have any of the other things they do."

A Lack of Interest from Past Developers & Employers

Participants expressed a concern that major developers and employers who have done business with Wildwood in the past, such as Koman Properties, National Medical Billing Service, and Desco's proposed Target development site, are increasingly leaving the City. Related, there is concern that no other major, regional commercial or industrial developers appear to be engaging the City. Further, Wildwood has never garnered interest from national developers who build large master planned commercial developments in other parts of the St. Louis region.

Although there is interest in local, small business development and attracting entrepreneurs, there was concern that larger, major developers and employers at least appear to be pulling away from Wildwood. Further, some developers indicated that Wildwood-based rental rates have declined in recent years and that the local market is so competitive that smaller tenants are essentially recycling through the local real estate marketplace every few years. It was reported that Wildwood's retail shopping centers have higher vacancy rates than a typical center found in other suburbs. One developer reported that this frequently high turnover and chronic vacancy is starting to scare away other potential leases because business owners are unsure of the long-term stability of the Wildwood market.

A Lack of Development Tools

There was both some concern and some frustration expressed by various participants that the City of Wildwood has not historically been active in using a wide variety of development tools, including Tax Increment Finance (TIF) Districts, Community Improvement Districts (CIDs), Transportation Improvement Districts (TDDs), Business Improvement Districts (BIDs), or Neighborhood Improvement Districts (NIDs), or even the local option economic development sales tax. Some participants stated that if the City relaxed some of its regulations, shortened some of its review periods, and provided the public infrastructure needed to make a development site "pad ready," then these incentives and financing tools were not as important, because Wildwood features a strong local market.

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A Lack of a Destination Anchor & Daytime Use

Many participants expressed Wildwood, particularly the Main Street core, lacks a signature draw or destination anchor to activate the district. Some participants noted that the vision of a "nights and weekends restaurant and bar" district is unrealistic because Wildwood does not feature the residential density needed to make that model successful. Participants noted that one of the biggest deterrents to restaurant recruitment in Wildwood is the lack of virtually any lunch crowd, which requires establishments generate a significant amount of their revenue in just a few days per week. This lack of daytime use is additionally challenging for local businesses that rely on steady foot traffic because there is no regional destination to anchor the area.

In fact, many participants noted that many Wildwood residents leave for Chesterfield and St. Charles County for youth sports and other activities, and as a result eat, shop, and spend disposable income in those communities on the weekends. This dynamic just further erodes Wildwood's potential and participants stated that the Town Center needs key destinations to retain Wildwood residents while attracting visitors from elsewhere; employers were offered as the easiest solution to the daytime problem, but a range of ideas from a Town Center "family park" to a kid's museum to an indoor youth sports complex were offered as nights and weekends solutions.

The Role of Residential Development

One of the fundamental rules of retail, restaurant, and service development is that rooftops drive business growth. One of the main points expressed during outreach was because Wildwood is very low-density and located on the edge of the St. Louis metropolitan region, it struggles to compete with adjacent communities for most retail and restaurant uses. This challenge is furthered by the lack of interstate access. Many of the outreach participants stressed that the most effective long-term strategy for business growth in Wildwood is encouraging more housing development, including greater density and a diversity of new housing types and products, and adding to the local population base.

Specifically, there was a sentiment that the Town Center could support denser single-family homes, townhomes, and even certain types of multi-family developments, including those targeted toward young professionals and recent retirees. Some participants felt strongly that Wildwood's near-term priority needs to be an emphasis on residential development to stabilize the existing commercial market and strengthen its trade area.

Diversifying Wildwood's Population Base

Some participants also expressed that Wildwood is increasingly an older, high-income community and young professionals and their families cannot afford to live in the City. Some participants stated that older, smaller, and more affordable housing closer to I-270 is increasingly appealing to this demographic and experiencing an uptick in sales, while others stated that a lot of the "starter home" and young family market is fueling recent housing construction in Eureka. Although Eureka has used development incentives to promote this housing development, the ultimate factor is it is impacting where young families decide to purchase a home and reside.

There was concern that Wildwood was not recognizing the meaningful shifts in the housing market since 2008 and that as new residential construction comes in cycles, the City could be missing out on its opportunity while young families put down roots in communities encircling the area. Regardless, many participants felt a housing strategy was a key part of economic development in Wildwood and that approach needs to include diversifying the local housing market and City's demographics.

Wildwood's Business-Friendliness

Many participants stated that Wildwood has a negative reputation in the region, among business owners, developers, and contractors, as being difficult to work with, expensive to develop and operate, and generally a challenging environment for economic development. One specific comment shared multiple times was that the City's review is inconsistent and slow; participants reported receiving faster permit review from St. Louis County or other municipalities and also expressed frustration that initial review and comments often change later in the process – this dynamic adds time as well as uncertainty to the development process. However, participants also cited improvement in recent years and generally positive reviews for current City personnel.

One participant stated that Wildwood "is somewhat of a weak market and for a lot of developers because it includes too many decision-makers for too few dollars… it's unpredictable, long, and ultimately too risky;" another participant stated, "people think there's all this money in Wildwood, but they don't understand it's not dense at all – the trade area out here isn't actually all that great." Another participant expressed this dynamic using an example of a professional service business that had two locations before closing the Wildwood store because they had four times the foot traffic with half the rent in a suburban community further down Manchester Road. In general, participants stressed that the City needs to evaluate its regulatory and operating environment against market and economic realities and try to create an environment that is more conducive to business investment.

City Hall's Role in Economic Development

Some participants stated that the City has historically been passive and reactionary in regards to business development. Participants stated that they feel the City needs to become pro-active and directly engaged in the recruitment of new businesses and developers to Wildwood. Further, some participants want the City to regularly meet with the business community and engage them in addressing community challenges and barriers to reinvesting and expanding in Wildwood. Participants stated that the City is not active in the International Council of Shopping Centers (ICSC) and do not actively attend economic development events, including with St. Louis County entities or metropolitan efforts, such as the St. Louis Regional Chamber. Participants stressed that the City leading more public-private partnerships would carry weight in the development community and could be a key catalyst for locating new commercial investment in Wildwood.

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Challenging Competition from Neighbors

Most participants stated they understand there are a lot of retail and office developments throughout St. Louis County, including some robust competition from Wildwood's neighbors, such as Chesterfield at I-64, Eureka at I-44, the Clarkson Road corridor, the Manchester Road corridor, and relatively quick access to I-270 in general. Participants cited the lack of direct interstate access, limited arterial highways, and minimal visibility of the City's commercial frontage corridors as key barriers to Wildwood's growth and development. Further, some participants stated some of these other communities feature less taxes, cheaper permits and fees, and less regulation on development. Additionally, Wildwood's western edge contributes little to its trade area, whereas the intersection of Manchester and Clarkson Road essentially optimizes consumers in the local far Southwest County submarket.

Despite these factors, one participant stated that Chesterfield is a heavily-developed and high-traffic "rat race," and that Wildwood has the potential to offer more local alternatives that keep residents in Wildwood. Most participants still identified their vision for Wildwood's potential, but expressed that the City must be targeted and strategic alongside continued population growth.

Leveraging Unique Community Partners

Many participants stressed that two of the best community assets in Wildwood are the YMCA and St. Louis Community College campus. Participants feel that these two campuses and facilities are isolated from the Main Street Town Center area and wish they were more accessible from throughout Wildwood by bicycle and sidewalk. Further, participants noted both campuses' direct access to Rockwoods Reservation and the potential to use both areas as trailheads for outdoor recreation. Participants also felt both facilities are potential economic development partners and opportunities for improving the community's quality-of-life; participants expressed they would like the City to more actively engage these two large institutional stakeholders and identify partnership opportunities.

Employment Growth & Entrepreneurship

Some participants feel that part of Wildwood's economic development strategy must be an emphasis on establishing the City as a destination for entrepreneurs and small business growth. Most participants expressed that employment, particularly office jobs that appeal to Wildwood's residential population, need to be a part of the City's long-term growth and development. Some participants expressed that the area needs Class A office and incubator space that targets companies with less than 10 employees; some participants felt the City should be active in developing such space and providing free rent and other subsidy incentives. Finally, some participants felt this type of activity was a natural fit for the Main Street area, which could be complemented by new, denser housing products that would be walkable to an office or mixed-use development in the Town Center core.

Other specific comments included:

- **Pool Sales Tax.** There is concern about the impact of St. Louis County's "pool tax" ever being eliminated or significantly modified, as it would hurt Wildwood's budget considerably and impact how it approaches economic development.
- **Internet Service.** There is concern about poor internet service, particularly west of State Route 109, and its long-term impact on Wildwood's residential housing market. Specifically, some participants reported this deters home-based employees, particularly those in the technology sector, from locating in Wildwood.
- **Establishing Community.** There were multiple comments that Wildwood is increasingly effective at establishing community through a series of well-attended special events and a growing arts segment. In general, participants expressed they would like to see more events, and more opportunities for community gatherings outside of just the core Main Street area.
- **Traffic Congestion.** State Route 109 was specifically mentioned by multiple participants as a problem, although some expressed doubt that any substantial road work was possible. Some expressed that north-south travel needs to be a regional issue, and that Wildwood should be partnering with Chesterfield and Eureka to address traffic congestion at the County level and with East-West Gateway.
- **Sign Code.** Some participants expressed that the sign code is overly restrictive and not aligned with other West County suburban municipalities. Specific areas, such as along State Routes 100 and 109, were shared as areas where more flexible sign regulations would benefit economic growth.
- **Engaging the Business Leaders**. Some participants stated that the City needs to include local business owners and commercial/industrial property owners in their economic development efforts, including requiring private sector representation on the Economic Development Task Force.
- **Public Officials attending Chamber Events.** Some participants stated that if the City is serious about engaging the business community and leading economic development efforts that City officials need to more actively attend Chamber of Commerce and other business-led events. Participants stated that there needs to be open dialogue and more regular interactions between public officials and business leaders in Wildwood.
- **The Balance of Commercial Development and Open Space.** Some participants feel that the City has overly emphasized and prioritized open space preservation and parks planning, and as a result, commercial development has probably occurred more slowly than if it was actively pursued and encouraged. Some participants want a strategic balance between open space areas to the west and a focus on greater densities and mixed-uses in the Town Center.
- **Blending Land Uses.** Some participants expressed concern that City leaders may see an either/or proposition in promoting a high-quality residential community with plenty of open space, and a major suburb with a lot of regional-destination commercial activity. Certain participants cited a range of other communities they felt Wildwood could use as a model, ranging from Kirkwood, Ladue, Frontenac, and Creve Coeur, to examples from Chicago, Colorado, and Maryland area communities.
- **Medical Services Need.** Some participants expressed that Wildwood lacks adequate medical services and want the City to pursue a small hospital or at least an urgent care facility, as well as more local medical offices.

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- **Political Leadership & Processes.** Some participants expressed they feel Wildwood has too many elected officials and too many committees. Participants expressed doubt that additional individuals and/or governing bodies improved local processes and cited examples of other successful communities in the St. Louis region that feature less of both.
- **West of 109.** There was some concern expressed by a few participants that the portion of Wildwood west of State Route 109 needed additional infrastructure investment, which may be achieved by permitting greater residential densities. In general the viewpoint was the very low-density and aging housing stock, which in some cases lacks modern public infrastructure, would ultimately be a land use problem for the City to address. However, many others expressed that Wildwood's vision was to develop and maintain 3 to 5 acre residential lots west of 109 and are not open to reexamining that land use approach.
- **Shop Local.** Some participants stressed they do not feel local Wildwood residents are aware of all of the independent, small businesses in their own community and there is a lack of "shopping local." Some participants would like to see the City lead more "shop local" marketing and branding campaigns as well as investment in establishing the various business districts within the Town Center.

Additionally, other recent planning efforts in the City of Wildwood have captured a list of the types of businesses and other uses desired by the community for the Town Center (in no particular order):

- In general, Wildwood should "shop local" and support small, local businesses
- Food trucks (and special events based around food truck nights)
- Ice cream and/or frozen yogurt shops
- Pizza restaurant (particularly family friendly, not fast food pizza)
- Craft beer/brewery/winery/wine shop
- A "nice" Italian restaurant
- Bookstore (or library that sells used books, etc.)
- A small, niche, or "boutique" grocery, like a Trader Joe's
- Community theatre
- Healthy fast(er) food choices, i.e. Crazy Bowls & Wraps
- Ted Drewe's custard stand
- More family-oriented sit-down restaurants with amenities for children
- Smoothie shop
- Ethnic food restaurants, particularly Asian and Indian
- A "nice" deli and/or sandwich shop
- An old-fashioned styled, classic diner
- Unique local retail shops (few were specifically identified, just generally)
- Day spa
- Offices
- Loft apartments and condos
- More festivals and community events, particularly involving music
- A variety of community facilities, including:
- Outdoor plazas
- Library branch
- Swimming pool and aquatics center
- Splash pads and a water park
- Skatepark
- Sand volleyball
- Bowling alleys
- Playgrounds
- Ice rink
- Community center
- A park, "Village green," or just generally open space

3 MARKET & DEMOGRAPHIC ANALYSIS

Wildwood's demographic and market conditions were analyzed to guide the planning process and provide the necessary background information for developing market-viable policy recommendations. The chapter focuses on six topics: (1) population demographics, (2) employment, (3) housing, (4) retail, (5) commercial real estate, and (6) industrial real estate. Each section presents and assesses current trends, notes important market implications, and to the extent possible, makes projections for future growth and development opportunities. Collectively, this information provides a snapshot of Wildwood's current and projected competitive position within the St. Louis region.

Data for this study were acquired from a variety of sources, including the 2009-2013 American Community Survey (ACS), the 2010 U.S. Census, and ESRI Business Analyst, a nationally recognized provider of business and market data.

Demographics

Population

The population has been stagnant, but local data suggests it could increase. The 2015 population in Wildwood is estimated at 35,618 people. Between 2010 and 2020, the city is projected to grow at a modest rate, adding 351 residents, based on historical data. It is important to note that Wildwood has the potential to grow more considerably due to a number of current housing proposals.

The number of Wildwood households is increasing at double the rate, with average household size expected to decrease over the next five years. Local data suggests housing growth could increase the population. The St. Louis MSA (referred to as MSA) is also experiencing population growth, but at a slightly faster pace. Between 2010 and 2020, the MSA is projected to experience a population increase of 1.3%, roughly 0.3% greater than Wildwood. The increase in household roughly mirrors the trend in Wildwood, with a larger number of households but smaller household sizes.

Demographic Summary (2010, 2015, 2020)
Wildwood, MO

	2010	2015	2020	Projected Change (2010-2020)	
Wildwood					
Population	35,517	35,618	35,868	+351	+1.0%
Households	12,112	12,260	12,380	+268	+2.2%
Average Household Size	2.93	2.9	2.89	-0.04	-1.4%
Median Age	41.4	42.4	44.8	+3.4	+8.2%
Median Household Income	--	$119,894	$134,421	+$14,527*	+12.1%*
St. Louis MSA					
Population	2,787,701	2,798,304	2,823,128	+35,427	+1.3%
Households	1,109,665	1,123,077	1,136,241	+26,576	+2.4%
Average Household Size	2.46	2.44	2.44	-0.02	-0.8%
Median Age	38	39	39.7	+1.7	+4.5%
Median Household Income	--	$54,317	$62,728	+$8,411*	+15.4%*

Source: ESRI Business Analyst; Houseal Lavigne Associates
** Denotes change from 2015-2020 as 2010 data was unavailable*

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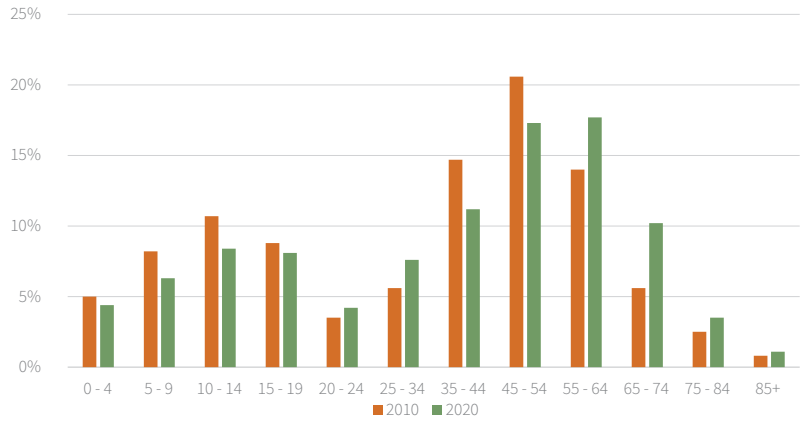
Age

The population is aging. Wildwood's current (2015) median age is estimated at 42.9 years. The City's median age is projected to rise further to 44.8 years by 2020, an increase of roughly 8% from 2010. Age cohorts gaining in share of the population are mostly on the older end of the spectrum (55-64 years and 65-74 years), although there is a slight uptick in the share of population that is between 25 and 34 years of age. Age cohorts losing in share of the population are mostly younger and middle-aged cohorts.

The MSA is aging at a slightly slower pace, and is projected to see a median age of 39.7 years by 2020.

Age Distribution (2010, 2020)
Wildwood, MO



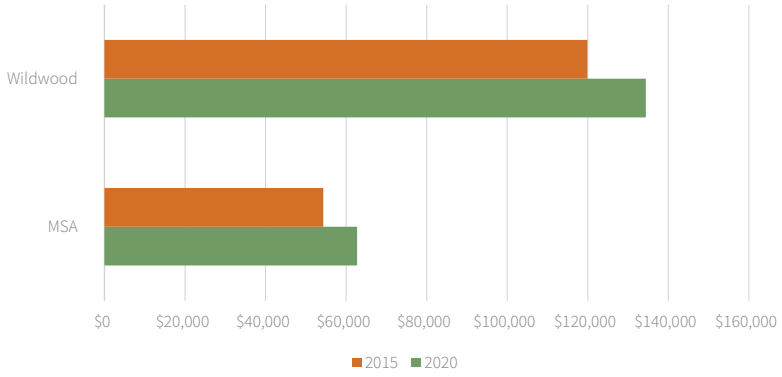
Source: ESRI Business Analyst; Houseal Lavigne Associates

Income

Incomes are rising. Wildwood's current (2015) median household income is estimated at $119,894. By 2020, it is projected to increase by more than $14,000 to $134,421. While incomes in Wildwood are projected to increase by a smaller amount over the next 5 years than the MSA (12.1% vs. 15.5%), Wildwood is currently and is expected to remain wealthier than the overall MSA. In fact, between 2015 and 2020, the percentage of households in Wildwood earning greater than $150,000 is projected to rise from 38.9% to 44.6%.

Median Household Income (2015, 2020)

Wildwood & St. Louis MSA



Source: ESRI Business Analyst; Houseal Lavigne Associates

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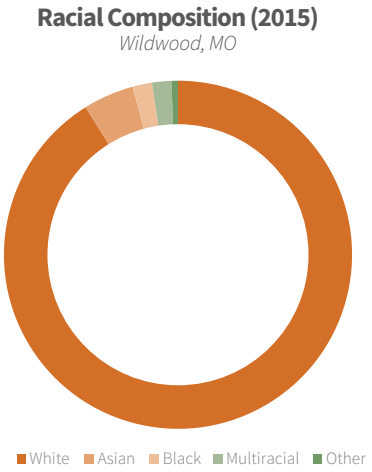


Source: ESRI Business Analyst; Houseal Lavigne Associates

Race & Ethnicity

The racial and ethnic composition remains relatively unchanged. As defined by the U.S. Census, white residents currently (2015) comprise the overwhelming majority of the city's population (91%). The remainder of the population includes those identifying as Asian (4.7%), Black (1.8%), and Multiracial (1.8%). Between 2010 and 2020, the composition is projected to remain relatively unchanged, with a slight decrease in the white population (-2.7 percentage points) and an equal increase in minority populations. Wildwood is less diverse than the entire MSA, which in 2015 is 75.8% white.

The City's Hispanic population is currently estimated at 2.6%. Between 2010 and 2020, the Hispanic population's share of the population is projected make a modest increase from 2.3% to 3.1%. For purposes of clarification, the U.S. Census considers Hispanic an ethnicity and not mutually exclusive with racial categories. For example, a resident may identify as both Black AND Hispanic.

Market Implications for Demographics

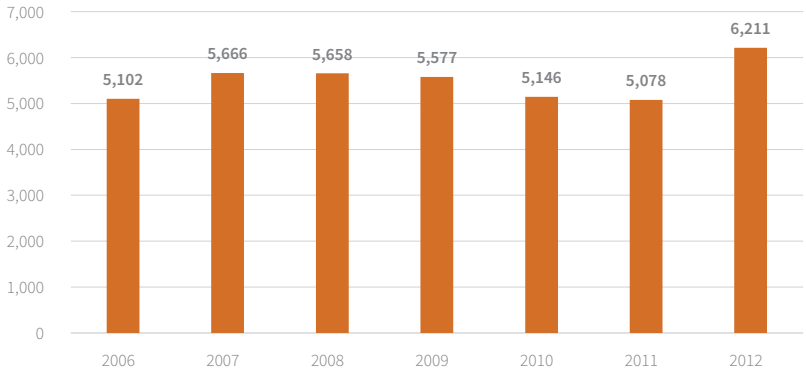
- A decrease in average household size sometimes increases the demand for housing, despite modest shifts in population overall.
- The aging of the population and growth in older age cohorts may require a more senior-friendly housing stock of multi-family, townhome, and senior living options, as well as accessible health and medical services and new senior services and programming.
- Rising incomes may lead to higher demand for retail goods and services, facilitating small business growth. Additionally, higher income levels increase the ability to market Wildwood to national retailers and developers, who often base the siting of new stores, restaurants, and housing units on income levels.

Employment

Total Employment

The number of jobs has risen. In 2012 (the most recent year with data available), the City contained 6,211 jobs, which is the highest level of employment in the past six years. This is an increase of roughly 1,100 jobs from the previous year. The majority of the City's jobs are clustered along the Highway 100 and Highway 109 corridors. Additionally, the State of Missouri Department of Economic Development estimates that the St. Louis Region, which includes Franklin, Jefferson, St. Charles, and St. Louis Counties (including St. Louis City), will collectively gain 102,303 jobs between 2012 and 2022. Applying Wildwood's local share of the region's jobs (0.57% in 2012, according to the U.S. Census) to the anticipated expansion, it can be estimated that the City could gain roughly 580 jobs by 2022.

Total Primary Jobs (2006-2012)
Wildwood, MO



Source: ESRI Business Analyst; Houseal Lavigne Associates

Total Employment (2006-2012)
Wildwood, MO

	2006		2007		2008		2009		2010		2011		2012	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Total Primary Jobs	**5,102**	**100.0%**	**5,666**	**100.0%**	**5,658**	**100.0%**	**5,577**	**100.0%**	**5,146**	**100.0%**	**5,078**	**100.0%**	**6,211**	**100.0%**
Agriculture, Forestry, Fishing, and Hunting	43	0.8%	46	0.8%	60	1.1%	39	0.7%	41	0.8%	36	0.7%	39	0.6%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	960	18.8%	1,150	20.3%	993	17.6%	735	13.2%	510	9.9%	529	10.4%	565	9.1%
Manufacturing	171	3.4%	230	4.1%	242	4.3%	199	3.6%	80	1.6%	94	1.9%	84	1.4%
Wholesale Trade	264	5.2%	327	5.8%	331	5.9%	378	6.8%	304	5.9%	320	6.3%	511	8.2%
Retail Trade	308	6.0%	383	6.8%	332	5.9%	332	6.0%	280	5.4%	286	5.6%	303	4.9%
Transportation and Warehousing	512	10.0%	422	7.4%	420	7.4%	334	6.0%	328	6.4%	359	7.1%	349	5.6%
Information	65	1.3%	74	1.3%	36	0.6%	25	0.4%	36	0.7%	34	0.7%	43	0.7%
Finance and Insurance	96	1.9%	95	1.7%	98	1.7%	102	1.8%	89	1.7%	85	1.7%	107	1.7%
Real Estate and Rental and Leasing	47	0.9%	48	0.8%	42	0.7%	42	0.8%	30	0.6%	45	0.9%	94	1.5%
Professional, Scientific, and Technical Services	239	4.7%	260	4.6%	364	6.4%	404	7.2%	364	7.1%	293	5.8%	370	6.0%
Management of Companies and Enterprises	42	0.8%	46	0.8%	34	0.6%	37	0.7%	19	0.4%	17	0.3%	12	0.2%
Administration & Support, Waste Management and Remediation	227	4.4%	217	3.8%	174	3.1%	179	3.2%	201	3.9%	214	4.2%	278	4.5%
Educational Services	1,141	22.4%	1,239	21.9%	1,294	22.9%	1,352	24.2%	1,408	27.4%	1,353	26.6%	1,158	18.6%
Health Care and Social Assistance	417	8.2%	445	7.9%	466	8.2%	482	8.6%	569	11.1%	524	10.3%	515	8.3%
Arts, Entertainment, and Recreation	53	1.0%	59	1.0%	50	0.9%	30	0.5%	32	0.6%	24	0.5%	947	15.2%
Accommodation and Food Services	304	6.0%	352	6.2%	437	7.7%	621	11.1%	573	11.1%	598	11.8%	585	9.4%
Other Services (excluding Public Administration)	81	1.6%	112	2.0%	105	1.9%	97	1.7%	90	1.7%	83	1.6%	98	1.6%
Public Administration	132	2.6%	161	2.8%	180	3.2%	189	3.4%	192	3.7%	184	3.6%	153	2.5%

Source: U.S. Census "On the Map"; Houseal Lavigne Associates

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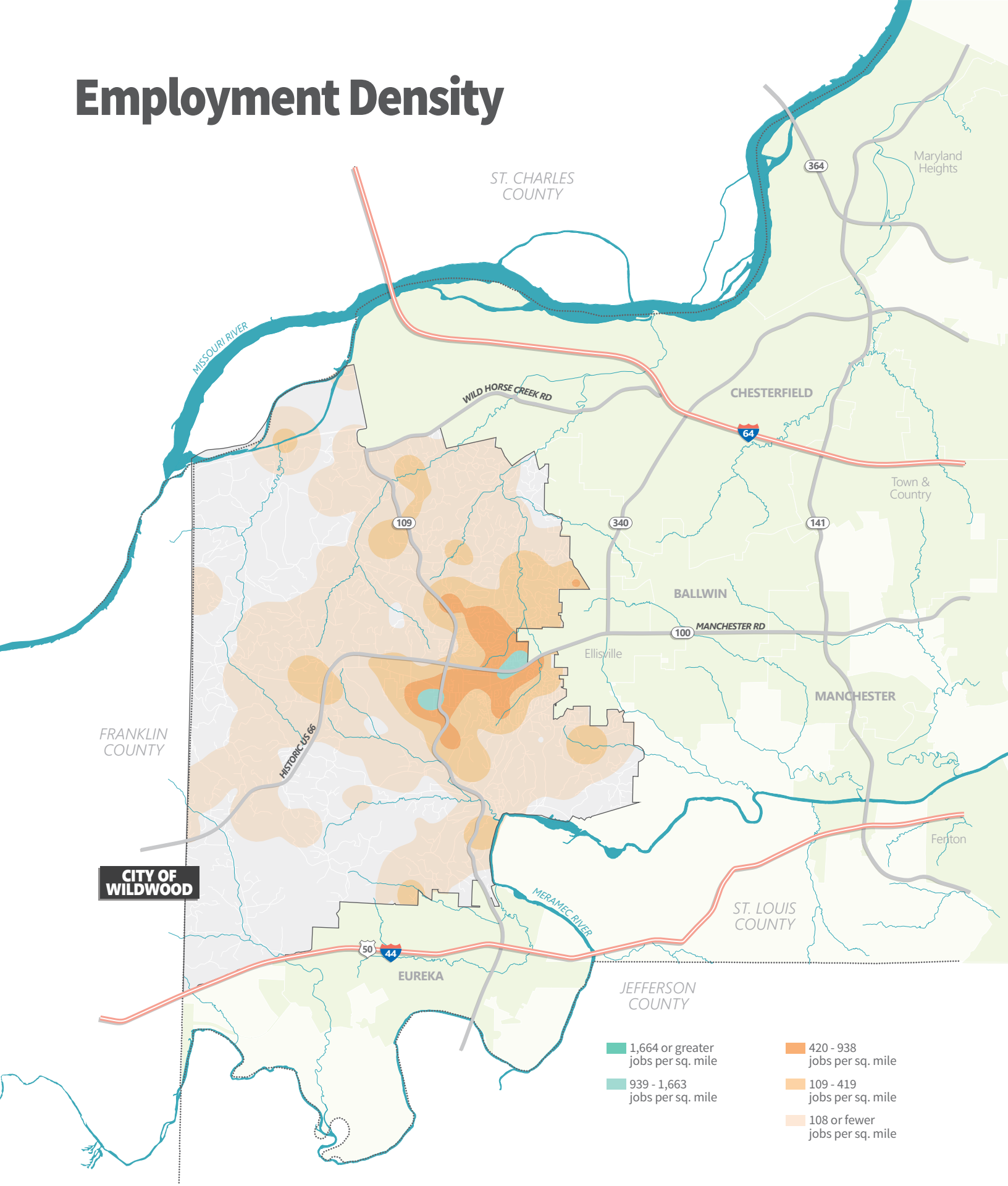
Employment Density



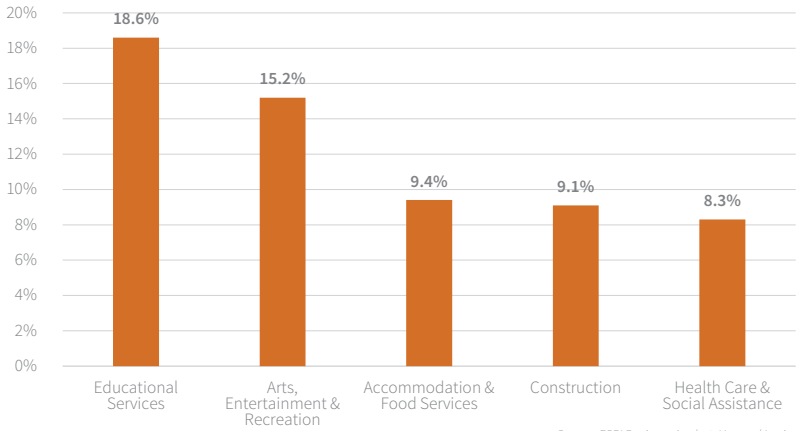
Employment by Industry

Education and the arts are the City's most dominant industries. Roughly a third of the Wildwood's jobs are either in the Education Services or Arts, Entertainment, and Recreation industries, with the remainder including Accommodation and Food Services (9.4%), Construction (9.1%), and Health Care and Social Assistance (8.3%).

Major Employers

The region's largest employers are located outside of Wildwood. Major employers in the greater St. Louis region include many prominent national companies, including Mastercard, Nestle Purina, and Edward Jones. Please refer to the accompanying table for more information.

Top Five Industries (2012)
Wildwood, MO



Source: ESRI Business Analyst; Houseal Lavigne Associates

Major Employers (2014)
Greater St. Louis Region

Name	Location	Headquarters
Anheuser-Busch	St. Louis	N
Ameren Corporation	St. Louis	Y
Boeing Defense, Space & Security Unit	Hazelwood	N
Centene	St. Louis	Y
Edward Jones	St. Louis	Y
Emerson Electric Co.	St. Louis	Y
Energizer Holdings	St. Louis	Y
Enterprise Rent-a-Car	St. Louis	Y
Express Scripts, Inc.	St. Louis	Y
General Motors	Wentzville	N
GKN Aerospace North America	Hazelwood	Y
Graybar Electric	St. Louis	Y
Mallinckrodt	Hazelwood	N
Mastercard International	O'Fallon	Y
Monsanto	St. Louis	Y
Nestle Purina PetCare	St. Louis	Y
Olin Corp.	Clayton	Y
Peabody Energy	St. Louis	Y
Reinsurance Group of America	Chesterfield	Y
Scottrade	St. Louis	Y
Sigma-Aldrich	St. Louis	Y
SunEdison	St. Petere	Y
Wells Fargo Advisors	St. Louis	N
UniGroup Inc.	Fenton	Y

Source: Missouri Partnership; Houseal Lavigne Associates

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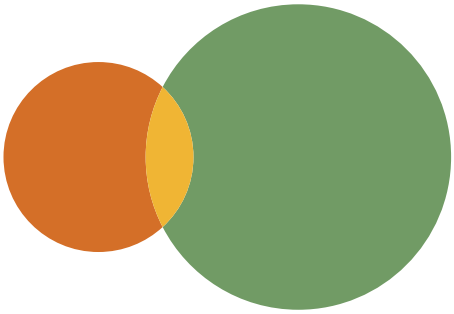
Inflow/Outflow

Wildwood is a bedroom community.
Based on 2012 data, on any given day, more than 15,345 city residents commute to jobs elsewhere in the region. At the same time, more than 5,000 non-residents commute into Wildwood for work. Only 872 people live and work in Wildwood.

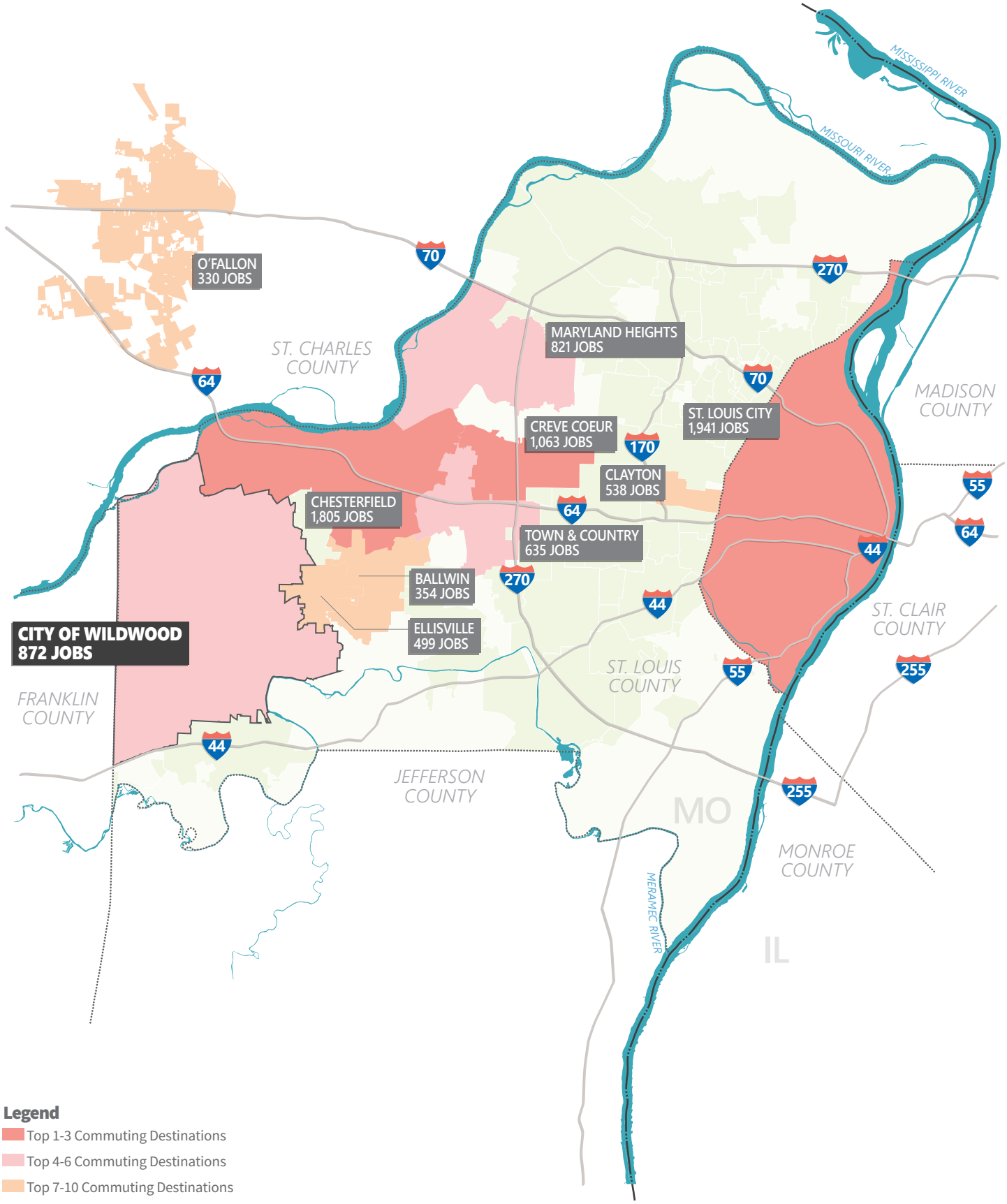
Inflow / Outflow Job Counts (2012)
Wildwood, MO



Market Implications for Employment

Wildwood only contains 17 jobs per 100 residents, a relatively low ratio, but on par with many suburban communities and reflective of a bedroom community. Available land, favorable business climate and proximity to both St. Louis and major thoroughfares are significant assets. With the St. Louis region poised for further economic growth, Wildwood is well positioned for attracting a variety of employers that can diversify the tax base and provide goods and services to its residents.

Commute Shed



Legend

- Top 1-3 Commuting Destinations
- Top 4-6 Commuting Destinations
- Top 7-10 Commuting Destinations

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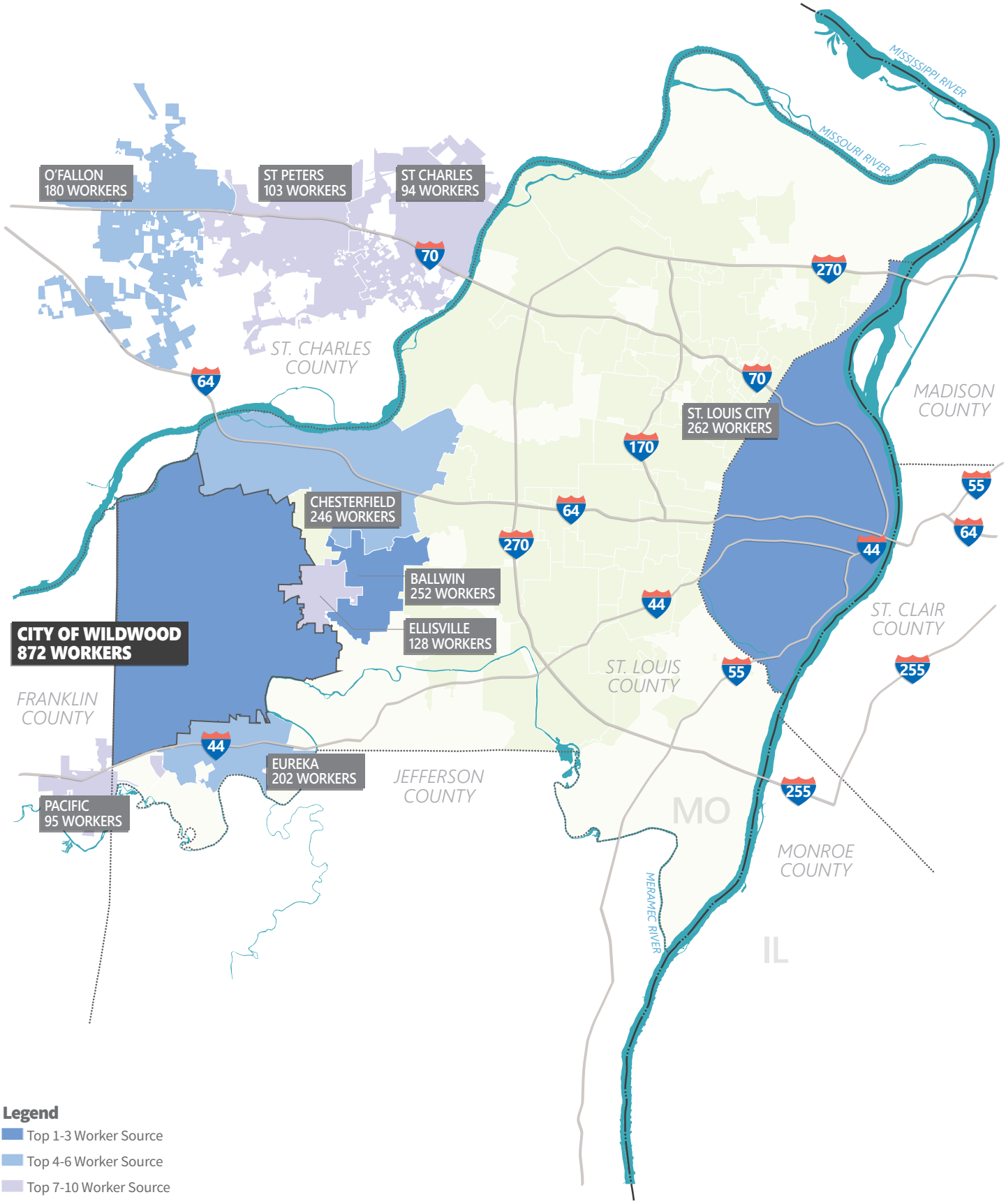
Labor Shed



Legend

- Top 1-3 Worker Source
- Top 4-6 Worker Source
- Top 7-10 Worker Source

Housing

Housing Units

The total number of housing units is growing at a modest rate. The City currently contains 11,086 housing units (2105) of which 97% are occupied. Between 2015 and 2020 the City is projected to add just over 100 new housing units, or an increase of 1% over the next five years.

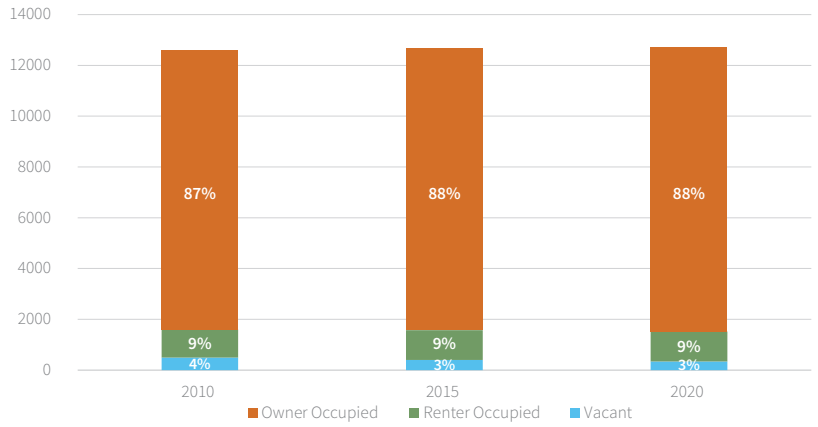
The vacancy rate is low. The 2015 vacancy rate for housing units in Wildwood is reported at approximately 3.1% of total units while the MSA is 10%.

The local housing market has rebounded. While Wildwood housing values were impacted by the downturn in the market, similar to other areas of the region and country, the market has rebounded. Home values have steadily increased since 2012 and have returned to pre-recession levels.

Type & Tenure

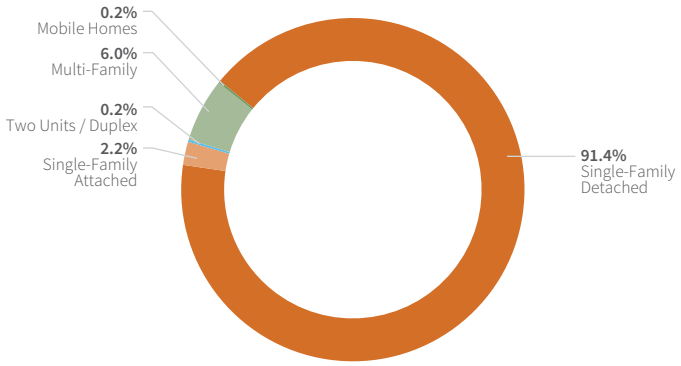
The average Wildwood home is an owner-occupied, four-bedroom, single-family detached home. The majority of units in the City are single family detached homes (91%). A smaller number of owner occupied units consist of townhomes and condominiums for a total owner occupied percentage of 91.3%, with 8.7% of occupied housing units being rented. This includes all housing types.

Total Housing Units (2010, 2015, 2020)
Wildwood, MO



Source: ESRI Business Analyst; Houseal Lavigne Associates

Housing by Type (2009-2013 Average)
Wildwood, MO



Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey; Houseal Lavigne Associates

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Values

Home values are rising. The City's reported average home sales price in 2015 is approximately $362,000, up $80,000 from the 2012 estimate of $282,000. Similar to neighborhood communities, average home sales prices have fluctuated in recent years; however, Wildwood consistently outperforms neighboring municipalities.

Age

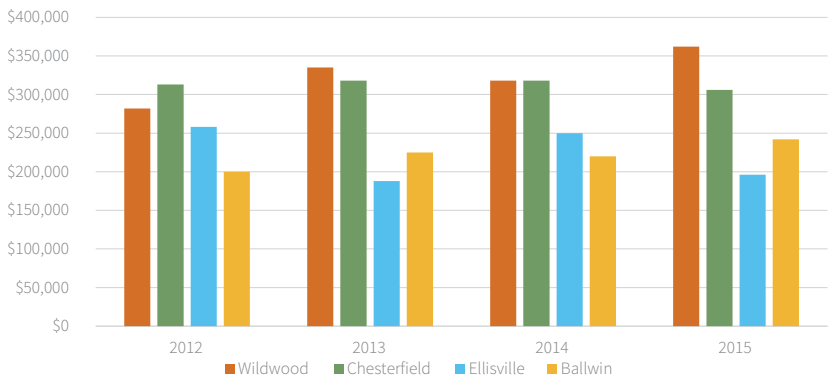
The city's housing stock is relatively new. Nearly 60% of the city's housing stock was constructed after 1990 with the highest percentage (43%) constructed between 1990 and 1999.

Market Implications for Housing

Overall, the City has a high quality and stable housing market. Key housing market implications include:

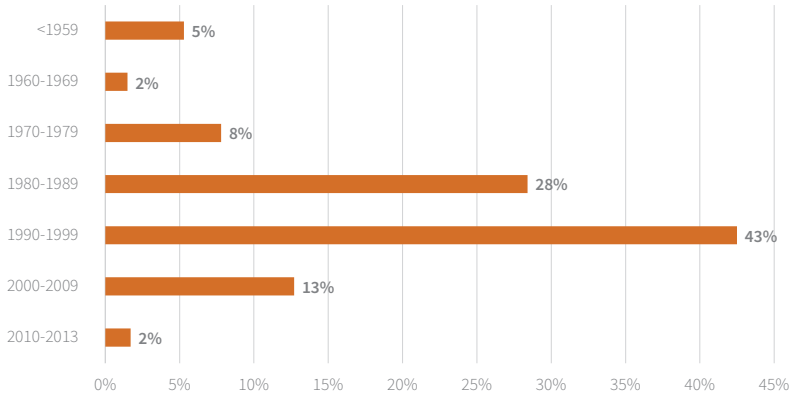
- The majority of housing in the City is owner occupied single-family homes, with fewer options for rental and/or multi-family product.
- Wildwood continues to be a destination for high-end, large, single-family homes.
- The City continues to be more of a "bedroom" community.
- The Rockwood School District has a significant impact on the marketability of Wildwood homes.

Average Home Sales Price (2012, 2013, 2014, 2015)
Wildwood, Chesterfield, Ellisville & Ballwin



Source: Zillow (Average sales price is taken from May of each year)

Housing Age (<1950-2013)
Wildwood, MO



Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey; Houseal Lavigne Associates

Retail Market

This section provides an overview of Wildwood's retail market, highlights other commercial areas competing with Wildwood for consumer spending; and evaluates Wildwood's retail market potential through a "gap analysis." All data is from 2013-2014 and was obtained from ESRI Business Analyst, a national provider of market data.

Retail Gap

Wildwood's retail market potential is assessed through two different lens: a local market and a regional market. As consumers shop based on convenience and proximity, a drivetime best models consumer shopping behavior as opposed to using jurisdictional boundaries or mileage. Consumers will generally travel short distances for groceries and day-to-day needs, but travel longer to purchase more durable items such as refrigerators, cars, or high-end clothing.

For this analysis, three different points within the Wildwood retail market were analyzed: (1) the intersection of Main Street and Taylor Road, (2) the intersection of Manchester Road and Highway 100, and (3) the intersection of Manchester Road and Highway 109. All three drivetime maps are presented here, but the narrative analysis is derived from analyzing the core Town Center's location (Main & Taylor). The regional market is defined as a 15 minute drive from an intersection analyzed, however a 20 minute drivetime was also included to more accurately capture the market as it appears to function. While a 5 minute drivetime is often typical for a local market, the low-density nature of Wildwood and the few retail areas west of Highway 109 require that a 10 minute drivetime be utilized to better reflect local market realities.

Understanding Retail Gap Analysis

A retail gap analysis is a comparison of retail supply and demand within a defined market area. Its findings help establish what types of new retail could or could not be supported. The gap analysis compares the availability of goods and services ("supply") with consumer expenditures ("demand") within respective drivetimes. When consumers spend more than existing businesses can accommodate (demand > supply), this means that consumers are spending dollars outside of the market area. This is referred to as "leakage," and is displayed in green on the accompanying table. Typically, market areas with leakage represent potential opportunities for growth, as local demand for these goods and services already exists but is unmet by existing supply.

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Conversely, when there is a larger amount of supply within a particular retail category or more than consumers spend (supply > demand) in a market area, there is market saturation. This is referred to as a "surplus," and is depicted in red on the accompanying table. A retail category with surplus is challenging for new retail development because it is already oversupplied.

It is important to note, however, the difference between market potential ("leakage") and the tangible development of a particular site or location. While leakage may exist, the success of recapturing that lost revenue depends on a variety of factors beyond spending habits, including the availability of developable land, construction costs, rents, road conditions, competition from nearby municipalities, and/or the business climate. Equally, indications of market saturation should not immediately preclude opportunities for development. While supply may exist in a particular category it may not be adequately serving the market in terms of product offerings, quality, accessibility and other issues.

Retail Potential in Square Footage

In addition to surplus and leakage figures, the accompanying charts also include supported retail potential in square footage. Converting leakage figures into square footage allows a visualization of what size and scale of retail **could** be supported. While sales-per-square-foot revenues vary by individual retailer and industry sources, general assumptions of supportable square footage can be made by using a benchmark average. A generally accepted range for national retailers is $200 to $400 per-square-foot. The use of a per-square-foot amount on the higher end of this range allows for a more conservative approach so as not to overstate retail potential. As shown in the Gap Analysis tables, when a per-square-foot amount of $400 is applied, demand is effectively translated to a potential number of square feet that could be supported within a five, ten, or fifteen minute drivetime. It is important to note, however, that calculations cannot be effectively applied to uses such as car dealerships or gas stations. This same methodology is applied to each of the three market areas analyzed.

To help envision development potential in square footage, the following provides the average size of an assortment of retail stores, based off of data obtained by industry sources. Supported square footage from the Retail Gap Analysis can be compared to this list for context. It is important to note that these stores are listed merely for contextual purposes and not to support development of any particular brand over another.

- Dunkin Donuts – 2,250 ft2
- Chipotle – 2,650 ft2
- CVS – 19,856 ft2
- Buffalo Wild Wings – 5,600 ft2
- Olive Garden – 7,336 ft2
- The Gap – 12,503 ft2
- Barnes & Noble – 25,525 ft2
- Whole Foods – 33,739 ft2
- Best Buy – 38,631 ft2
- Kohl's – 75,230 ft2
- Walmart – 102,683 ft2
- Home Depot – 105,192 ft2
- Cabela's – 148,148 ft2
- Macy's – 181,946 ft2

Local Market Area: Undersupplied by $153.9M (10 Minute Drivetime)

The local market (10 minute drivetime) is undersupplied by $153.9M. It contains 46,096 people in 17,209 households ("rooftops"), with a median disposable income of nearly $80,000. The drivetime spans from roughly from the heart of the City of Wildwood north to the border with Chesterfield, south to nearly the I-44 interchange in Eureka, and east as far as the Olde Towne Plaza shopping center in Ballwin (the location of Lowe's and Marshall's). This trade area covers most of Wildwood, although primarily east of Highway 109, as well as parts of Chesterfield, Ellisville, Ballwin, and the general Clarkson Valley area. This trade area, anchored by Wildwood's Town Center, really serves the core, local Wildwood market. The portions of adjacent communities included within the 10 minute drivetime area are also served by retail and restaurant locations closer to their residential neighborhoods and the market is markedly competitive. However, there is a meaningful density of rooftops combined with a very high median disposable income in the area. While it represents one of the more competitive retail areas in the St. Louis region, it also represents one of the most affluent areas too.

Overall, this analysis represents a clear opportunity for Wildwood. The area is growing and this unmet demand will also increase. The City should look to address this undersupplied market.

Many retail categories are undersupplied, but several categories appear to be the priority targets for retail business growth. This includes General Merchandise Stores; Gasoline Stations; Food & Beverage Stores; and Food Services & Drinking Places. Although this potential requires targeted strategies tailored to the local market, there are clear opportunities to better meet existing demand – for example this data reflects demand for potentially as much as 130,000 square feet of new food-related businesses in the Town Center market area. This data resonates with the information collected throughout outreach that many Wildwood residents are traveling as much as 30 to even 45 minutes to dine in restaurants, well outside of the community. Further, there are a limited number of gas stations in Wildwood as well as local, general retail stores; outreach participants also reported frequently leaving Wildwood to meet these consumer needs.

Key business categories that appear oversupplied, or saturated, in the 10 minute drivetime trade area include Motor Vehicle & Parts Dealers; Health & Personal Care Stores; Building Materials, Garden Equipment & Supply Stores; and Electronics & Appliance Stores. Many of the specific national and/or regional chain retailers that fit in these categories do currently serve this market, including a number of direct competitors located in close proximity, and they are primarily located in Chesterfield near I-64, on Clarkson Road, or on Manchester Road, and mostly located outside of the City of Wildwood. Although local context, travel patterns, and location-specific details factor into retail investment and site selection decisions, there may be limited opportunities to pursue business growth in these categories, for at least the near-term future.

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Regional Market Area: Undersupplied by $324.9M (20 Minute Drivetime)

The regional market (20 minute drivetime) is undersupplied by $324.9M. It contains 205,144 people in 78,702 households, with a median disposable income of $72,441. This trade area covers the entirety of the City of Wildwood, as well as most of Chesterfield, Eureka, Ellisville, Ballwin, Manchester, Town & Country, Creve Coeur, and stretches into both Franklin and Jefferson Counties, and at its absolute maximum extent spans from Gray Summit to Kirkwood, and from Maryland Heights to south of the Meramec River near Byrnes Mill. This trade area is most easily envisioned as serving the Southwestern St. Louis sub-regional market, which is generally located in-between I-64, I-270, and I-44, with the of the St. Louis County-Franklin County border forming its approximate western edge.

The total retail gap in this market area is $324.9M, which is divided by approximately 2/3 retail trade businesses and 1/3 food and drink establishments. Within this retail gap data there are a couple clear business categories that capture the majority of this figure. Food & Beverage Stores and Food Services & Drinking Places account for 56% of this entire regional market retail gap. Therefore there is a clear opportunity for new businesses in these categories, which resonates with information collected during outreach activities. Wildwood residents frequently travel outside of the community to meet these consumer needs, but further, many residents of this 20 minute drivetime area (bound by the three interstates), also often travel to the I-270 corridor and beyond to communities such as Kirkwood, Frontneac, Creve Coeur, and Clayton to dine and generally socialize at these food-related businesses. In general, there appears to be a meaningful amount of food-related leakage from the greater Southwestern St. Louis County area to other parts of the St. Louis region and it represents a clear opportunity for Wildwood's Town Center.

The data yields a few select opportunities for other retail categories, but those are often envisioned in square footages that only represent a single store, or despite the potential untapped demand, do not appear to meet the typical minimum square footage for a conventional retail store in those categories. One such category would be Electronics & Appliance Stores, where the demand is forecasted at only an approximately 15,000 square foot presence in the market, which for example, is smaller than half the size of a typical Best Buy. Ultimately this untapped demand, and any new market demand in the 20 minute drivetime trade area, may be most efficiently captured by existing retailers.

It is worth noting that two retail categories have a sizable oversupply or market-saturation within the 20 minute drivetime area. Both Sporting Goods, Hobby, Book, & Music Stores, as well as Clothing & Clothing Accessories Stores, appear to be oversupplying this market anchored within 20 minutes of Wildwood's Town Center, which is likely captured primarily by the two malls in Chesterfield and Des Peres, as well as the "big box" regional retail located in these business districts. Although opportunities may always exist within the right local context, it generally appears these are highly competitive retail segments and will be served by the existing market for the near-term future.

Market Implications for Retail Market

Generally speaking, both the local and regional retail markets are presently serving the Wildwood community. Each community is unique and consumers' willingness to drive to certain stores and/or certain locations can impact how a retail trade area functions – that local context is critical and complements the market data and statistics. Some stores, some restaurants, and even some neighborhoods become destinations for a wide variety of reasons that can include cost competitiveness, service quality, brand loyalty, or even just the distinctive experience provided by a unique place. Throughout outreach participants expressed that Wildwood residents moved to the community understanding one of the tradeoffs associated with the City's appealing residential quality-of-life and premiere open space is that they would have to drive farther to certain retail stores than they would if they lived in the heart of suburban St. Louis County. That recognition is central to the original vision for Wildwood and its Town Center. That is important context.

And to a degree, that local culture, regional development pattern, and established "travel loops" have likely contributed to the development of the major retail corridors found in Chesterfield, Clarkson Valley, and along Manchester Road. It is not that the City of Wildwood's residents are not shopping at, for instance, Walmart, Target, Macy's, Best Buy, Home Depot, or Barnes & Noble, but rather that they are likely shopping somewhere within this 20 minute drivetime, if not even beyond it, for example The St. Louis Galleria in Richmond Heights or Eager Road and Brentwood Boulevard in Brentwood. Based on this market assessment, there appears to be a competitive market within many existing retail categories within both the local and regional markets, as defined by these drivetimes.

However, restaurants and other food and beverage stores, which could include microbreweries, wineries or wine bars, gastropubs, and other similar business models, represent two of the clear opportunities found within this retail gap analysis. Further, outreach participants across a number of public engagement opportunities throughout 2015 have expressed a desire for a wide range of local food service establishments, including ice cream shops, ethnic food restaurants, lunch options like a premium deli or café, sit-down breakfast options like a diner, and a wide range of sit-down restaurants that generally aim to provide more local choices within Wildwood itself.

Wildwood's daytime population and lack of a predictable, growing "lunch crowd" has been reported as a contributing factor to the recent closing of past restaurants, as well as a deterrent to potential new establishments opening. Therefore, what a successful restaurant business model looks like in Wildwood may be distinct from profitable restaurant concepts in other communities – but it appears that there are clear opportunities to better leverage Wildwood's local market. More detailed business development strategies within these retail segments will be structured in the final plan.

An important factor in forecasting the next 5-10 years of the Wildwood retail and restaurant market is anticipating the impact of new housing units, or "rooftops." There are currently 300-500 new housing units in concept development or formally proposed in Wildwood's Town Center right now – that is significant. Based on the current median disposable income, those new households will yield tens of millions of dollars of new disposable income to the local market. This is ultimately based on a wide variety of factors which will ultimately influence that final disposable income figure, but it illustrates the impact and relationship between increasing the total number of households in Wildwood and growing local market demand. As the axiom states, "rooftops drive retail." Further, any additional new housing beyond this near-term window will similarly have a continued positive impact on market demand.

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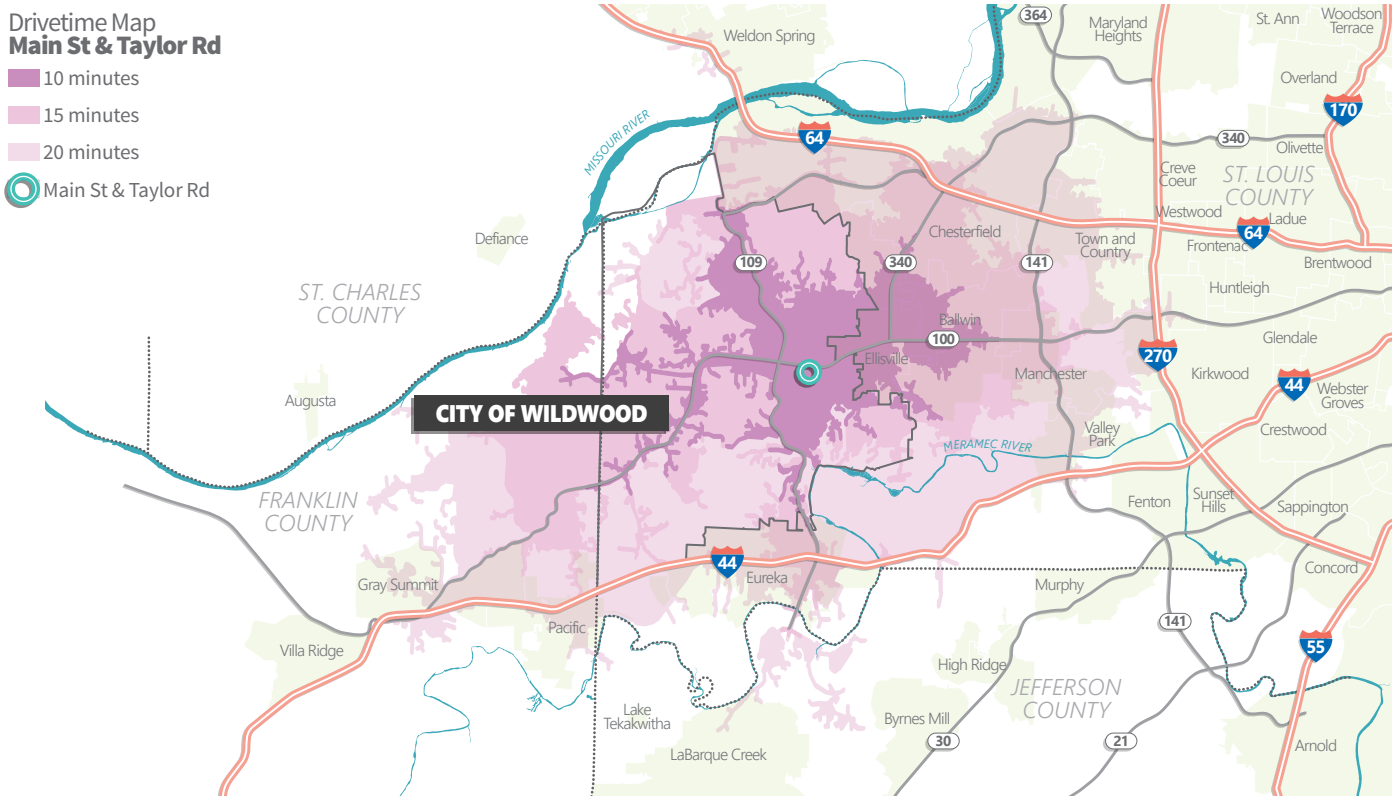


Retail Gap Analysis Summary (2014)

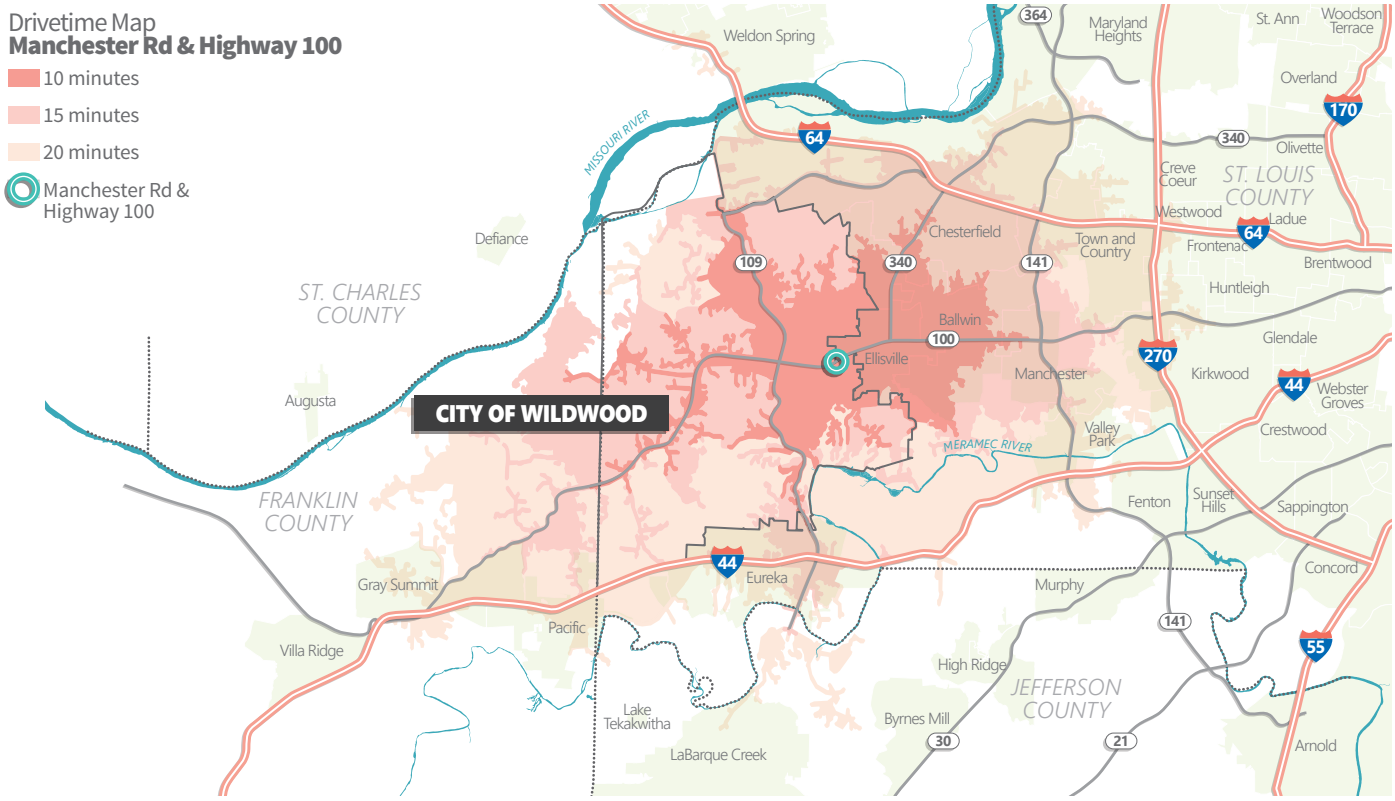
Wildwood: Intersection of Main Street and Taylor Road

Summary Demographics	10 Minute Drivetime	15 Minute Drivetime	20 Minute Drivetime
Population	46,096	120,433	205,144
Households	17,209	45,681	78,702
Median Disposable Income	$79,091	$76,814	$72,441
Per Capita Income	$48,464	$48,890	$48,221

Overview	10 Minute Drivetime	15 Minute Drivetime	20 Minute Drivetime
Total Retail Gap	$153.9	$398.6	$324.9
Total Retail Trade	$125.7	$325.1	$220.7
Total Food & Drink	$28.2	$73.5	$104.2

Retail Gap by Industry Group	Retail Gap ($M)	Potential (Sq. Ft.)*	Retail Gap ($M)	Potential (Sq. Ft.)*	Retail Gap ($M)	Potential (Sq. Ft.)*
Motor Vehicle & Parts Dealers	-$143.5	--	-$56.2	--	-$25.3	--
Furniture & Home Furnishings Stores	$10.6	26,481	$16.0	39,877	-$4.7	-11,776
Electronics & Appliance Stores	-$9.2	-22,887	$4.8	11,896	$5.8	14,479
Bldg Materials, Garden Equip. & Supply Stores	-$9.6	-23,916	$15.1	37,687	$21.1	52,762
Food & Beverage Stores	$23.7	59,353	$19.0	47,469	$79.5	198,761
Health & Personal Care Stores	-$13.8	-34,591	-$34.7	-86,875	-$14.1	-35,298
Gasoline Stations	$52.2	--	$83.6	--	$101.3	--
Clothing & Clothing Accessories Stores	$35.3	88,127	-$17.0	-42,589	-$64.7	-161,861
Sporting Goods, Hobby, Book, & Music Stores	-$2.8	-7,024	-$19.6	-48,976	-$33.2	-83,056
General Merchandise Stores	$127.8	319,615	$179.5	448,696	$19.8	49,620
Miscellaneous Store Retailers	$8.0	20,089	$24.5	61,153	$32.5	81,326
Nonstore Retailers	$46.9	--	$110.4	--	$102.8	--
Food Services & Drinking Places	$28.2	70,378	$73.5	183,710	$104.2	260,379

*Potential is based on an average sales of $400/sq. ft. Motor Vehicles & Parts Dealers, Gas Stations, and Nonstore Retailers are not included in this calculation.
Source: ESRI Business Analyst; Houseal Lavigne Associates



Retail Gap Analysis Summary (2014)

Wildwood: Intersection of Manchester Road & Highway 100

Summary Demographics	10 Minute Drivetime	15 Minute Drivetime	20 Minute Drivetime
Population	57,803	145,977	216,832
Households	21,408	55,600	83,421
Median Disposable Income	$78,923	$75,772	$72,639
Per Capita Income	$48,728	$49,019	$48,862

Overview	10 Minute Drivetime	15 Minute Drivetime	20 Minute Drivetime
Total Retail Gap	$218.4	$321.6	$354.4
Total Retail Trade	$183.8	$225.4	$248.6
Total Food & Drink	$34.6	$96.2	$105.8

Retail Gap by Industry Group	Retail Gap ($M)	Potential (Sq. Ft.)*	Retail Gap ($M)	Potential (Sq. Ft.)*	Retail Gap ($M)	Potential (Sq. Ft.)*
Motor Vehicle & Parts Dealers	-$135.2	--	-$28.5	--	$13.5	--
Furniture & Home Furnishings Stores	$14.0	34,919	$1.6	3,984	-$4.7	-11,788
Electronics & Appliance Stores	-$5.5	-13,835	-$7.5	-18,645	$11.0	27,483
Bldg Materials, Garden Equip. & Supply Stores	-$10.0	-25,117	$19.7	49,279	$27.9	69,627
Food & Beverage Stores	$16.5	41,178	$25.1	62,672	$79.0	197,464
Health & Personal Care Stores	-$10.9	-27,303	-$46.8	-116,968	-$3.5	-8,675
Gasoline Stations	$54.1	--	$69.3	--	$102.6	--
Clothing & Clothing Accessories Stores	$40.0	100,034	-$10.1	-25,323	-$99.9	-249,685
Sporting Goods, Hobby, Book, & Music Stores	-$15.1	-37,831	-$19.7	-49,168	-$32.6	-81,511
General Merchandise Stores	$168.0	420,016	$73.4	183,556	$14.6	36,623
Miscellaneous Store Retailers	$11.3	28,152	$27.7	69,185	$36.3	90,791
Nonstore Retailers	$56.7	--	$121.2	--	$104.4	--
Food Services & Drinking Places	$34.6	86,482	$96.2	240,574	$105.8	264,485

*Potential is based on an average sales of $400/sq. ft. Motor Vehicles & Parts Dealers, Gas Stations, and Nonstore Retailers are not included in this calculation.
Source: ESRI Business Analyst; Houseal Lavigne Associates

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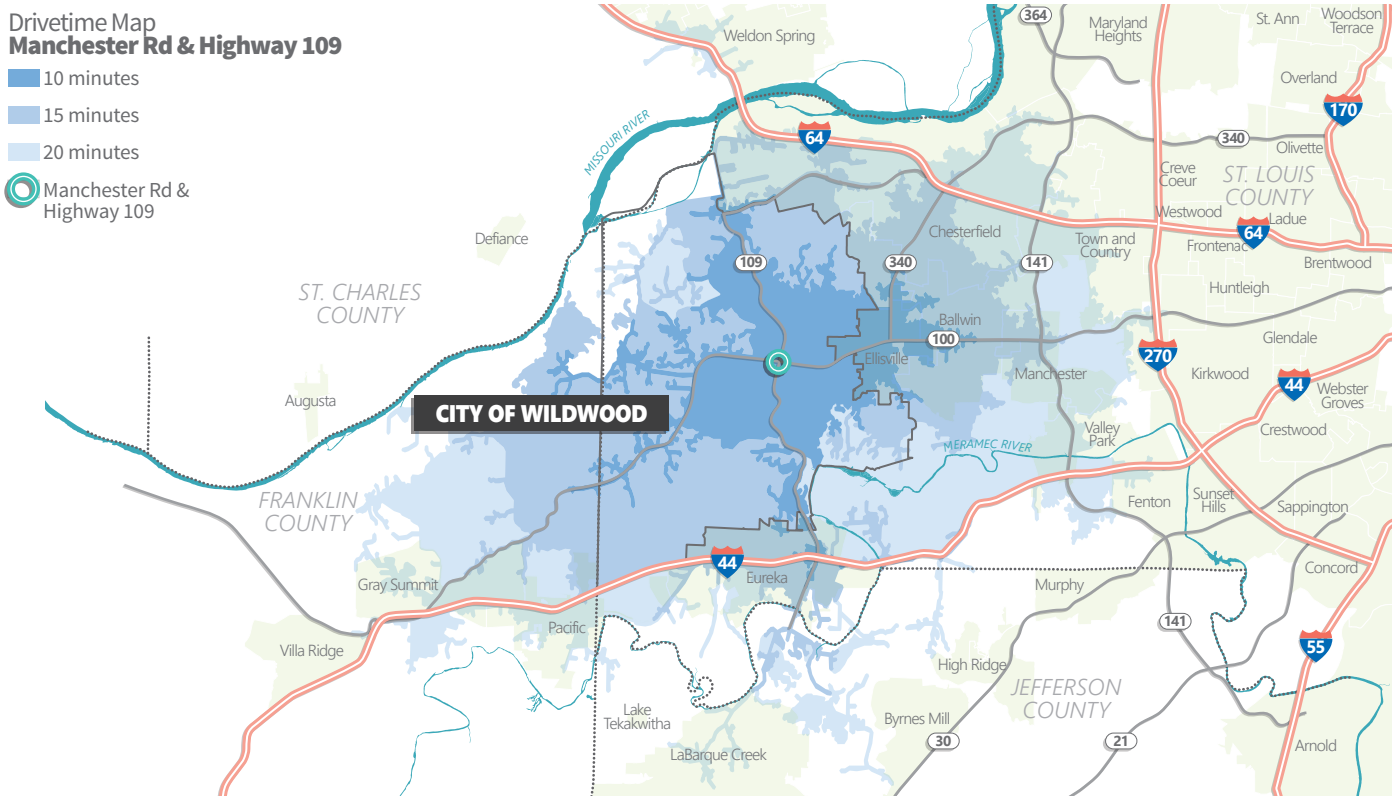

Retail Gap Analysis Summary (2014)

Wildwood: Intersection of Manchester Road & Highway 109

Summary Demographics	10 Minute Drivetime	15 Minute Drivetime	20 Minute Drivetime
Population	38,214	109,277	206,216
Households	14,153	40,725	79,265
Median Disposable Income	$81,853	$78,220	$71,436
Per Capita Income	$48,652	$49,084	$47,112

Overview	10 Minute Drivetime	15 Minute Drivetime	20 Minute Drivetime
Total Retail Gap	$89.6	$332.8	$1,065.4
Total Retail Trade	$67.3	$282.1	$973.9
Total Food & Drink	$22.4	$50.7	$91.4

Retail Gap by Industry Group	Retail Gap ($M)	Potential (Sq. Ft.)*	Retail Gap ($M)	Potential (Sq. Ft.)*	Retail Gap ($M)	Potential (Sq. Ft.)*
Motor Vehicle & Parts Dealers	-$140.1	--	-$95.7	--	-$31.2	--
Furniture & Home Furnishings Stores	$8.1	20,170	$21.4	53,532	-$3.8	-9,583
Electronics & Appliance Stores	-$9.8	-24,459	$6.8	16,980	$6.1	15,371
Bldg Materials, Garden Equip. & Supply Stores	-$7.8	-19,594	$5.6	14,049	$19.3	48,147
Food & Beverage Stores	$7.5	18,795	$62.1	155,240	$92.1	230,309
Health & Personal Care Stores	-$18.5	-46,312	$4.3	10,696	-$36.0	-89,886
Gasoline Stations	$43.6	--	$89.1	--	$47.4	--
Clothing & Clothing Accessories Stores	$29.4	73,574	$2.8	6,885	-$31.8	-79,469
Sporting Goods, Hobby, Book, & Music Stores	-$3.6	-9,122	-$24.9	-62,335	-$32.8	-82,084
General Merchandise Stores	$112.1	280,254	$216.9	542,321	$70.8	176,902
Miscellaneous Store Retailers	$6.1	15,182	$19.7	49,235	$29.3	73,243
Nonstore Retailers	$40.4	--	$92.7	--	$111.5	--
Food Services & Drinking Places	$22.4	55,897	$64.6	161,564	$102.9	257,267

*Potential is based on an average sales of $400/sq. ft. Motor Vehicles & Parts Dealers, Gas Stations, and Nonstore Retailers are not included in this calculation.
Source: ESRI Business Analyst; Houseal Lavigne Associates

Office Market

An interest has been expressed in attracting more office development to the community and recruiting more employers and daytime population to the community. The office market sector is key in evaluating these goals. This section summarizes conditions and trends in both the regional and local office markets. Data was obtained from NAI Desco (Q2 2015) and Colliers International (Q2 2015).

St. Louis Regional Market

The St. Louis regional market has an unemployment rate at 5.7%, and despite some recent stagnation in job growth, the office market continues to absorb existing development square footage. Since 2013 the St. Louis regional market has absorbed over 1 million square feet of space, which includes nearly 200,000 square feet in the second quarter of 2015 alone. From the regional perspective, Clayton and Downtown St. Louis continue to be the main drivers of Class A space and capture much of that demand throughout the greater region, while the St. Charles and West County B Class submarkets perform at the second tier of main regional activity. Average quoted rental rates in the St. Louis region, within the Class A sector were $21.68, and $16.56 in the Class B sector.

Vacancy rates are at 11.1% for the entire region, which is down more than a full percentage point since 2014. Unfortunately the average per square foot rental rate is at approximately $17.40, which is below the historical regional average of $18/sq. ft., and the St. Louis office market has not performed above that $18/sq. ft. market since prior to 2010. As a result, the office market in the greater St. Louis region remains stable, but sluggish. Developers are not building any speculative office space and are being very conservative even when they are working directly with known tenants.

The office market has been challenging everywhere nationally since the Great Recession. Although a very complex analysis, one of the central drivers has been that many employers have survived the recession and remained in business. Many of them laid off workers but kept their existing square footage and did not or were not in a position to downsize their office spaces. As hiring came back nationally and new employees were added, in effect, these new people just took the vacant desks sitting in already-leased, existing office space capacity. As a result, office absorption rates performed pretty weakly in recent years, even as the economy and hiring rebounded.

This had been particularly true in the St. Louis region until 2013. However, with recent activity, NAI Chief Global Economist, Dr. Peter Linneman, has recently stated, “As full job recovery has occurred and the empty desks have been filled, incremental unleased space has been absorbed, much to the surprise of those who declared office absorption dead.” As existing space fills up, it drives higher rents and demand for new office construction. All of this is positive trends for the St. Louis region and for Wildwood’s position within the office marketplace. It presents a regional market with opportunities, however, very targeted and moving at a very deliberative pace.

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West County Submarket & Market Implications

Wildwood competes in the West County office submarket, against communities like Chesterfield, Ellisville, Ballwin, Manchester, and Town & Country. It is important to note, that versus local cultural references to "West County," the office submarket is divided more specifically, which segments out Clayton, the I-270 Creve Coeur/Westport area, and the West County area bound by I-64, I-270, and I-44, which is where Wildwood is located.

The West County submarket has the second-least amount of existing Class A and Class B office space, only above St. Charles in terms of the greater St. Louis region. There are 77 Class A buildings and 61 Class B buildings. Vacancy rates are higher than the regional average, at 8.1% for Class A space and 9.6% for Class B space. Another factor for the West County submarket's competition in the region is it features some of the higher rental rates, with $22.78 per square foot for Class A space and $20.15 per square foot for Class B space – this is in contract, for example, with only approximately $18/ sq. ft. in Downtown St. Louis for Class A space and only $19/ sq. ft. for Class B space in Clayton. Although these rental rates may price out certain smaller office users and smaller employers, it also helps produce potential revenue for any new construction projects. Finally, although the West County market has experienced a lot of market absorption in the Class B office product, there has been some increased vacancy recently in Class A space.

Market Implications for Office Market

Ultimately there is a market for new office development in Wildwood; however, one of the main questions is how far into the future. Without direct access to the interstate, there will be certain limitations on which types of companies want to locate in Wildwood, versus cities like Chesterfield and Manchester, both direct competitors in the West County submarket. Further, certain office users and businesses will prefer to locate in the City of St. Louis, Clayton, and North County near Lambert St. Louis International Airport. Future office construction in Wildwood will likely produce some Class A space, but there will also be demand for Class B and office park or employment park styled developments. The demand for space will likely be in smaller square footage increments than most other parts of the St. Louis region and even in comparison to adjacent cities, such as Chesterfield.

Therefore, Wildwood's economic development strategy must be targeted to a range of office uses and then further targeted to specific locations within the City. Further, in light of a flurry of recent residential proposals, the City of Wildwood may need to evaluate locations for future office development and preserve that available real estate for commercial and office use, since that demand may not materialize until later in the mid-term future. Strategies and potential tenant businesses can be further explored in the final economic development plan.

Office Submarket Snapshot
Greater St. Louis Region

Market	Existing Inventory (sq. ft.)	Number of Buildings	New Deliveries (YTD)	Vacant Space (sq. ft.)	Vacancy Rate	Average Rent (sq. ft.)	Absorption (Quarterly)	Absorption (YTD)
Class A								
CBD	9,639,250	27	0	160,110	12.0%	$17.97	154,198	-108,652
Midtown	848,817	7	0	66,721	7.9%	$23.46	-8,709	-13,361
Clayton	5,272,761	31	0	461,306	8.7%	$26.03	65,034	35,961
South County	1,466,398	21	0	87,262	6.0%	$21.27	-7,755	-7,269
North County	3,788,709	23	0	244,529	6.5%	$18.35	56,723	84,850
Creve Coeur / Westport	5,801,857	43	0	705,771	12.2%	$21.71	-46,482	-171,425
West County	7,422,841	77	0	598,908	8.1%	$22.78	-1,477	-206,166
St. Charles	2,533,486	22	0	250,467	9.9%	$20.18	1,404	-164,940
Class A Totals	**36,774,119**	**251**	**0**	**3,575,074**	**9.7%**	**$21.47**	**212,936**	**-551,002**
Class B								
CBD	9,132,579	68	0	1,700,062	18.6%	$13.33	-2,375	5,572
Midtown	1,030,598	21	0	75,534	7.3%	$12.13	9,600	11,634
Clayton	2,487,145	45	0	110,901	4.5%	$19.33	-4,250	14,087
South County	4,190,461	52	0	420,292	10.0%	$20.44	16,560	23,624
North County	5,166,271	41	0	429,908	8.3%	$15.25	6,367	6,327
Creve Coeur / Westport	5,617,679	117	0	662,645	11.8%	$17.19	2,774	66,182
West County	2,772,199	61	0	266,328	9.6%	$20.15	19,104	783
St. Charles	1,655,529	46	0	162,096	9.8%	$16.12	24,274	36,211
Class B Total	**32,052,461**	**451**	**0**	**3,827,766**	**11.9%**	**$16.74**	**72,054**	**164,420**
Class C								
CBD	3,508,818	40	0	845,471	24.1%	$13.05	-$96,227	-110,914
Midtown	896,212	27	0	26,091	2.9%	$12.12	$3,376	9,477
Clayton	1,249,788	31	0	114,653	9.2%	$17.48	-$2,252	1,188
South County	970,812	36	0	66,974	6.9%	$12.66	-$12,685	-6,345
North County	1,483,426	34	0	95,373	6.4%	$12.90	-$2,855	18,088
Creve Coeur / Westport	938,070	33	0	154,377	16.5%	$15.97	$1,431	3,978
West County	422,905	11	0	16,957	4.0%	$16.56	$2,582	-3,912
St. Charles	250,313	8	0	28,086	11.2%	$12.66	$2,685	2,341
Class C Total	**9,720,344**	**220**	**0**	**1,347,982**	**13.9%**	**$14.18**	**-$103,945**	**-86,099**
TOTAL	**78,546,924**	**922**	**0**	**8,750,822**	**11.14%**	**$17.46**	**$181,045**	**-472,681**

Source: Colliers International

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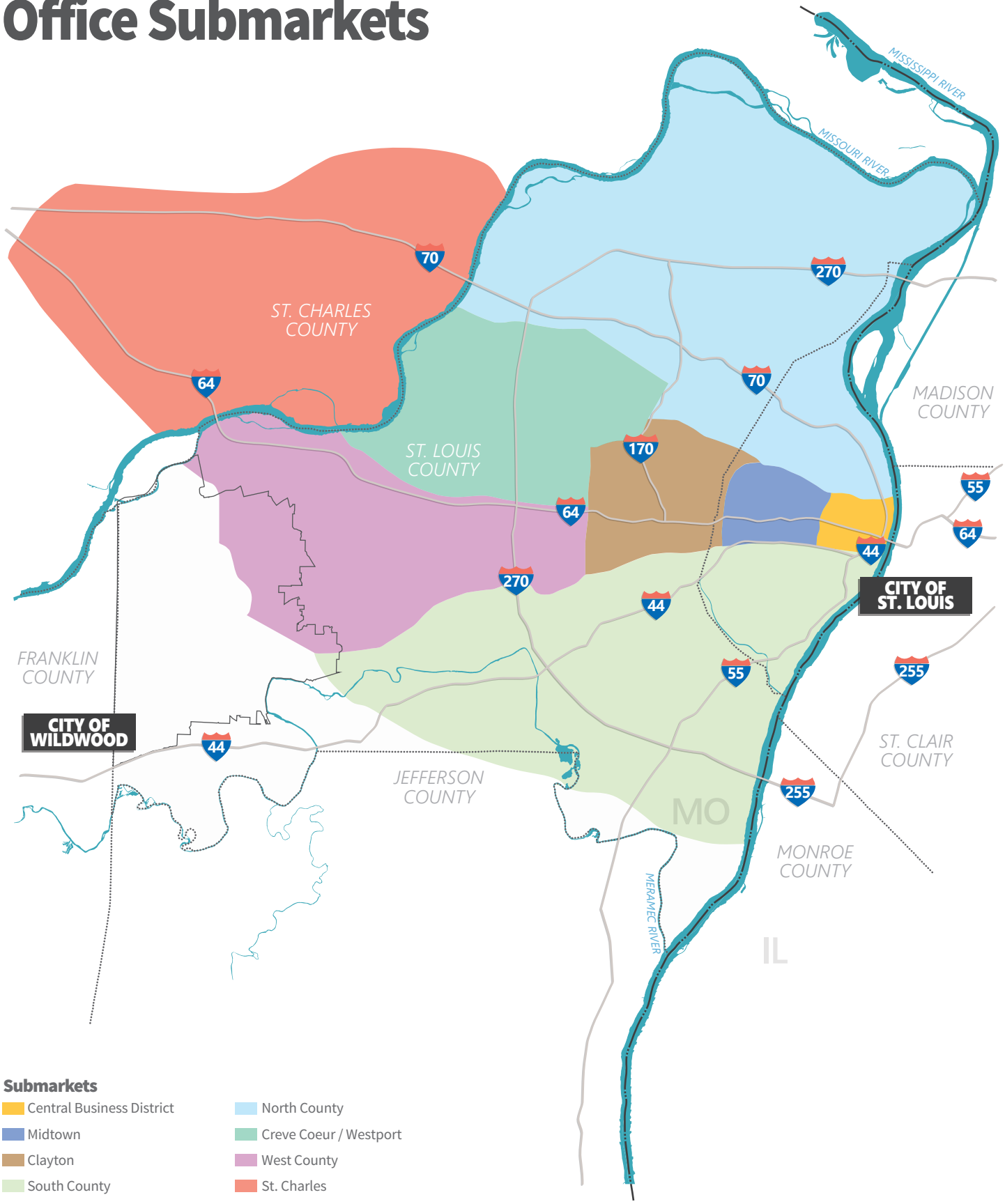
St. Louis Regional Office Submarkets



Submarkets

- Central Business District
- Midtown
- Clayton
- South County
- North County
- Creve Coeur / Westport
- West County
- St. Charles

Industrial Market

Although a small segment of the Wildwood community in 2015, part of the community's interest in local employment growth could be filled by certain industrial land uses. This section details industrial market trends within both the regional and local industrial markets. Data was obtained from NAI Desco (Q2 2015) and Colliers International (Q2 2015).

St. Louis Regional Market

The St. Louis regional industrial market contains roughly 265 million square feet of industrial space and has experienced strong growth trends recently. Colliers International states "average rental rates in the region are now at their highest level since 2010," and "that by the end of second quarter 2015, average rental rates in the region increased to $4.11 per square foot. They predict that rental rates will continue to rise as existing square footage is further reduced by increased occupancy and the pursuit of limited available space becomes more competitive.

The lack of Class A space is driving the regional market's demand and growth which has yielded more than 2 million square feet of new construction in the greater St. Louis area. The industrial vacancy rate is 7.3%, which is down from 8% exactly a year ago. In general the market forecast is strong for the St. Louis region and it is anticipated that vacancy rates will continue to decline, rental rates will continue to increase, and additional new construction projects will be proposed in 2016 and 2017.

One important note is many of the "big moves" in the regional industrial market have been in the Illinois submarket. Illinois is leading all St. Louis area submarkets with the best absorption rate, with 1.4 million square feet of space filled in 2015. Further, the region's largest new construction projects are found in Illinois, including the Gateway RT Distribution Center, as 673,000 square foot facility built for the Saddle Creek Corporation, and a 410,000 square foot facility built for World Wide Technologies.

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Industrial Submarket Snapshot
Greater St. Louis Region

Submarket	Number of Buildings	Existing Inventory (sq. ft.)	Direct Vacant Space (sq. ft.)	Sublease Vacant Space (sq. ft.)	Total Vacancy Rate	YTD Net Absorption (sq. ft.)	Under Construction (sq. ft.)	Quoted Rates
Illinois	702	40,129,263	1,402,225	25,626	3.6%	1,110,602	0	$3.62
St. Louis City	1,802	77,372,098	8,980,208	120,000	11.8%	266,532	0	$2.95
Central St. Louis County	888	27,511,701	1,396,309	6,488	5.1%	-104,907	79,000	$4.31
North St. Louis County	700	47,094,780	3,795,483	64,177	8.2%	-439,713	749,775	$4.33
South St. Louis County	498	17,789,531	925,691	31,530	5.4%	-110,957	0	$6.23
West St. Louis County	720	26,515,332	1,669,690	47,613	6.5%	179,677	12,802	$5.90
St. Charles County	806	27,866,571	714,560	2,500	2.6%	14,558	0	$5.23
MARKET TOTALS	**6,116**	**264,279,276**	**18,884,166**	**297,934**	**7.3%**	**915,792**	**841,577**	**$4.11**

Source: Colliers International

West St. Louis County Submarket & Market Implications

The St. Louis region industrial market is divided into 7 submarkets. Wildwood is located in the West St. Louis County submarket, which is not one of the region's weaker markets, but has also not experienced some of the major new construction and growth that Illinois, St. Charles County, and areas near Lambert St. Louis International Airport have seen. West County's submarket features 720 existing buildings with more than 26 million square feet of available space. The vacancy rate stands at 6.5% and the most recent absorption rate only took 179,677 square feet of space off of the market. Because of the approximately 1.7 million square feet of vacant industrial space in West County there is only one facility currently under construction, a smaller building at about 12,000 square feet.

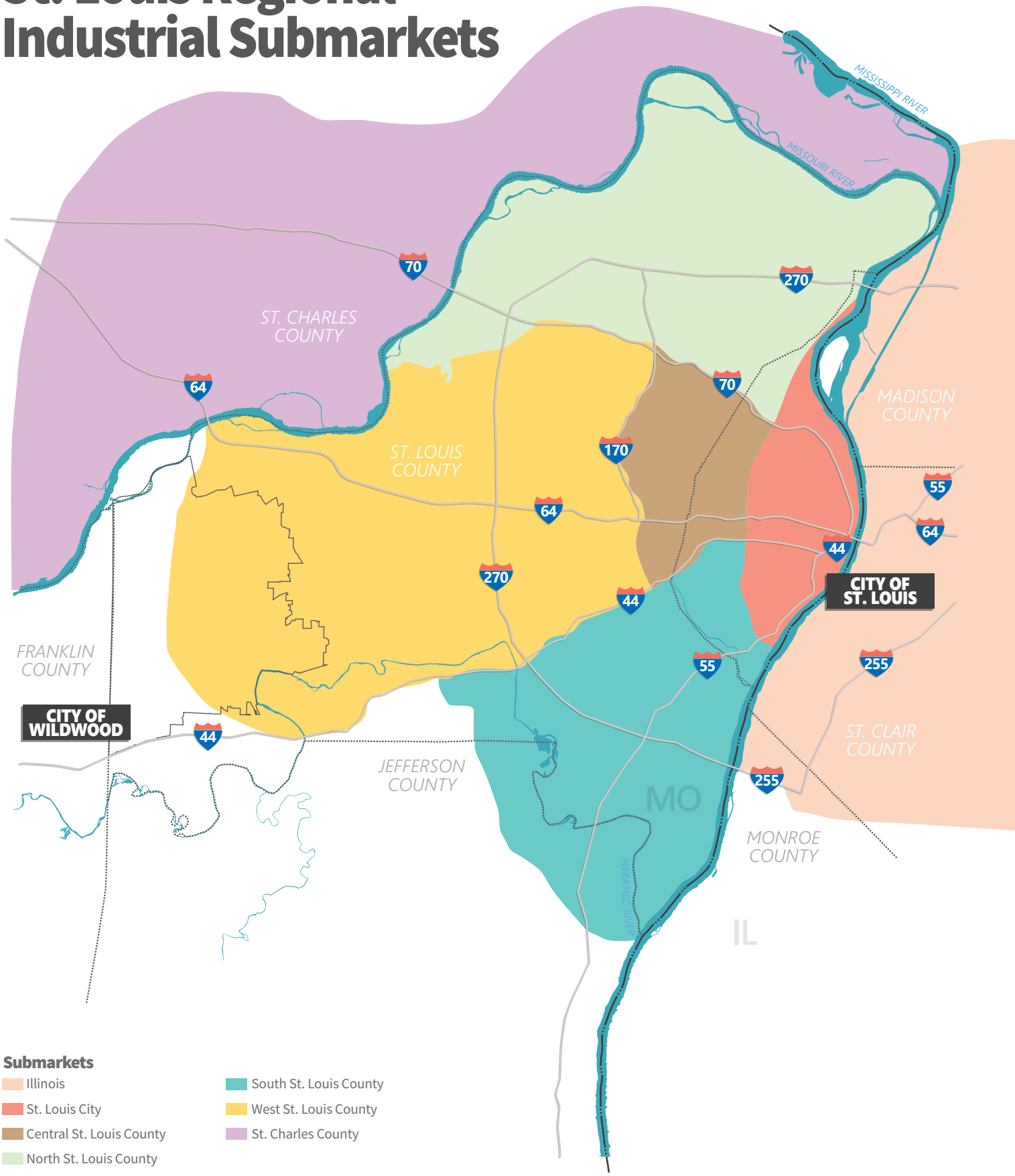
Most of the major, recent leases in the St. Louis region have been more medium-sized Class A and Class B facilities between 30,000 square feet and 65,000 square feet, primarily for distribution and warehousing tenants – again, primarily in Illinois, North County, and further west into St. Charles County. Currently Wildwood and its immediate neighbors lack such facilities or an industrial or business park property in this type of submarket segment and there are no known proposed construction projects.

Market Implications for Industrial Market

Historically, industrial land uses have not been a part of the vision for the City of Wildwood. Recent interest in attracting more local employers may be a cause for an evaluation on how certain "back office" and other low-impact, light industrial businesses, which typically locate in business parks and employment centers, fit into the future of Wildwood. However, there will be certain challenges to pursuing this type of development in Wildwood. There appears to be an adequate supply of vacant space for the near-term future and new construction projects will be limited.

As the St. Louis region's industrial growth continues it will drive demand for existing space, which may increase interest in West County, while also pushing demand for new construction. Wildwood could likely target certain industrial and business park uses but it will probably appeal to be a very specific submarket that requires approximately 10,000 to 50,000 square feet of space in flexible facilities, and businesses that do not need immediate interstate access. Strategies and potential tenant businesses can be further explored in the final economic development plan.

St. Louis Regional Industrial Submarkets



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4 TOWN CENTER DISTRICTS

The Town Center is a large expansive area that presents a variety of different physical or urban design conditions that will help determine what types of businesses are most likely to locate in a specific development or district, as well as where certain types of businesses may be most successful. These conditions include the variety of land uses, architectural styles, densities, roadway configurations, pedestrian and cyclist connectivity, visibility, and other site-specific factors that impact how the larger Town Center area functions.

These "districts" may or may not influence other official City policies, however, they can be thought of as "development character areas" that help define what type of specific business uses are most appropriate for certain parts of the Town Center, and what types of development would likely be most compatible with existing structures and roadway infrastructure. Used in this manner, these districts can better inform and direct business recruitment, retention, and expansion programs. Economic development actions should be tailored to the unique conditions found in each district within the Town Center. Each district is described and its physical and economic conditions catalogued, as well as currently undeveloped sites, in the following sections.

Eastern Gateway

The City of Wildwood's boundaries begin slightly east of the intersection of Manchester Road, Westglen Farms Drive, and State Route 100, but that signalized intersection acts as the community's eastern gateway. This commercial node acts as a neighborhood retail and service district, anchored by the Village Plaza and Wildwood Crossing shopping centers. There are a number of bank and restaurant out lots along with strip center retail and service. There are also a number of medical, dentistry, and related uses as well. The Manchester Road corridor was recently selected by East-West Gateway as a Great Street project, in coordination with a number of community along the roadway.

Dierbergs Town Center

The Dierbergs grocery store location in Wildwood is considered part of the Town Center but most of its urban design is typical of a suburban shopping center. However, it includes more pedestrian and cyclist amenities as well as connectivity to adjacent sites than is commonly found in other suburban shopping centers of a similar size and scale. The site is fed by a sidewalk network and bicycle trail and is accessed via a pedestrian-scale street network that features attractive streetscaping. Further, the center's out lots are designed more as a part of the Taylor Road streetwall and contribute to an urban character for the "Downtown" portion of the Town Center. The well-marked, landscaped, and designed crosswalk at Main and Taylor also reinforces connectivity between the Dierbergs site and the Main Street portion of Town Center to the west.

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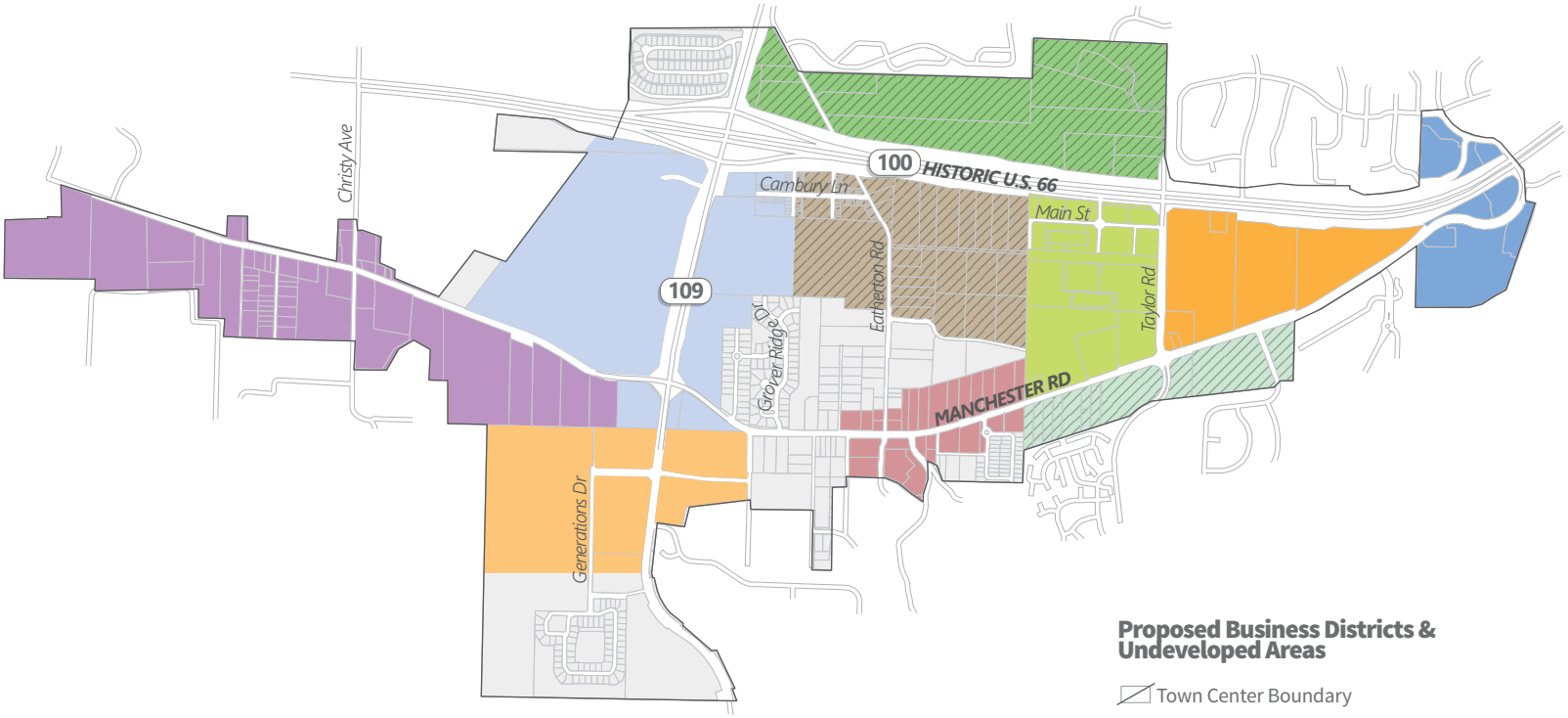

Proposed Business Districts & Undeveloped Areas

- Town Center Boundary
- Eastern Gateway
- Dierbergs Town Center
- Main Street Town Center
- Historic Manchester Road District
- College District
- Pond Historic District
- Interchange District
- North of 100 Area
- Main Street Extension Area
- Town Center South Area
- Business Districts on Undeveloped Land

Main Street Town Center

The core walkable, traditional "Downtown" area within Wildwood is defined by the six blocks along Main Street and Plaza Drive. The district includes buildings that are built-to the sidewalk and "hold the corners," such as the structure that includes Starbucks or the buildings located on the Fountain Plaza traffic circle; there is a traditional multi-story streetwall present that includes the Wildwood Hotel and the building between Fountain and Eastgate Lane. These features reinforce the vision of a traditional "central business district" designed around a walkable, human-scale block pattern and multi-story, mixed-use buildings.

However, the district also includes urban design more typical of an auto-oriented suburban environment, such as the Walgreen's, as well as a major parking garage and a lot of surface parking. The district is home to a number of special events and festivals and serves as the "community meeting place" or cultural heart of the Wildwood community. There is undeveloped land between Main Street and Manchester Road that is envisioned in the Town Center Regulating Plan as both "Neighborhood Edge" and "Workplace" land uses.

Historic Manchester Road District

On Manchester Road, west of Larry's Tavern, the corridor transitions into a more 19th and early 20th Century historic character that features houses converted to commercial uses and infill, small-scale commercial strip centers. The district features a number of destination retailers, such as Three French Hens, Porch, Imogene's, as well as Grover Post Office branch. Although the district features overhead utility lines, on-site parking lots, and sidewalks that directly abut the curb, the area is still conducive to pedestrians and cyclists and presents an "old town" charm. Unlike other parts of Wildwood which feature leased shopping center space, many of the commercial structures in this district are owner-occupied and represent substantial investments by local, small business owners.

College District

Located along State Route 109, south of Manchester Road, there is a cluster of commercial uses adjacent to the YMCA and St. Louis Community College campus. This district includes a mix of office uses located in the Westridge Centre and retail, service, and restaurant businesses located in Wildwood Square. Located at the intersection of a five-lane highway (State Route 109) and a four-land, landscaped median divided boulevard (New College Avenue), the district is primarily auto-oriented and pedestrian mobility is generally limited. The business district is adjacent to Rockwoods Reservation, which is located directly to the west, south, and southeast, and is operated by the Missouri Department of Conservation. The district acts as a gateway into the Town Center for motorists traveling State Route 109 through the rolling, wooded terrain.

Pond Historic District

Located along Manchester Road, west of State Route 109, is another mixed-use district with 19th Century roots. The Old Pond School is listed on the National Register of Historic Places, is located at 17123 Manchester Road, and presents an important site to plan in harmony with future economic development, growth, and new construction. The site is heavily wooded, slightly elevated from the roadway, and features a stone retaining wall with a wrought iron fence; all of these elements present a historic character and clear transition from the interchange and College district areas as motorists travel west on Manchester Road.

The remainder of the district features a number of churches, Pond Elementary, Wildwood Middle School, auto repair businesses, light industrial uses, and Big Chief Roadhouse. Along with this eclectic mix of land uses, most of these sites are significantly less dense than other commercial properties in Wildwood, typically being set further back from the roadway and featuring more greenspace and trees. In general, the district presents an urban design character that reflects Wildwood's more rural heritage and early development patterns.

Interchange District

The intersection of State Route 100 and State Route 109 is designed as a major four-ramp interchange that manages heavy traffic volumes and motorists traveling at high speeds. The quadrants surrounding the interchange have been developed by the Crest Windsor subdivision to the northwest, the Phillips 66 to the southwest, and the BP gas station to the southeast. The northeast quadrant remains undeveloped, but is directly adjacent to Sandalwood Creek Drive. Cambury Lane, a multi-family development, is accessed from the interchange area near BP, and is the only existing residential development in the district.

The remainder of the district is largely undeveloped, traveling south to the intersection with Manchester Road, near the Metro West Fire Protection District facility. Bonhomme Creek flows throughout this undeveloped area and there are significant changes in grade on potential development sites. The Town Center Regulating Plan envisions this area as "Workplace" uses along the State Route 109 frontage, buffered from residential areas outside the Town Center with "Neighborhood General" and "Neighborhood Edge" transitional uses.

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Undeveloped Areas

We have also analyzed the three remaining, major tracts of land available for development that carry significant impact for the final build-out of the Town Center. They include:

- **North of 100 Area:** There is undeveloped land adjacent to residential neighborhoods north of State Route 100 with access from Taylor Road and State Route 109. The property abuts Sandalwood Creek residences only and is envisioned as a blend of "Neighborhood General" and "Neighborhood Edge" uses as part of the Town Center Regulating Plan. The area traverses from the State Route 100 and State Route 109 interchange to the entrance to the core walkable Town Center area off Taylor Road. As a result, the area has the potentially to directly contribute to Wildwood's "Downtown" while it may also be attractive to more auto-oriented developers leveraging State Route 100 frontage. Finally, residential development and a transition in land uses to buffer the single-family uses the north must be addressed. There is currently a proposal for 194 housing units on a portion of the site.
- **Main Street Extension Area:** Main Street currently terminates at City Hall, but is aligned with Crestview Drive. The Town Center Regulating Plan envisions the undeveloped area to the west of "Downtown" as an extension of this walkable, mixed-use district. Beyond Eatherton Road the Plan calls for a transition to "Neighborhood General" as a buffer, with "Workplace" uses along the State Route 109 frontage. There are currently multiple proposals for residential development within this area. The extension of Main Street, envisioned to cross State Route 109 and curve south to Manchester Road, would provide enhanced connectivity between "Downtown" and other business districts and neighborhoods to the west. The area will also ultimately abut residential areas tucked within the business districts, such as on Grover Ridge Drive. The area could be developed in a variety of ways and carries considerable potential to support "Downtown" and Town Center activities.
- **Town Center South Area:** There is a series of undeveloped parcels on the south side of Manchester Road, immediately adjacent to where the Town Center transitions into the "Downtown" district. The Town Center Regulating Plan envisions this area as "Neighborhood General" to the east of Taylor Road, and there is currently a proposal for 38 housing units on that site. The Plan calls for "Workplace" uses west of Taylor Road, ultimately blending into the historic Manchester corridor at the Eatherton Road intersection. This area has the potential to support "Downtown" business activities, as well as perform a transition between the Manchester Road corridor. Regardless, this area must also effectively transition from the residential uses to the south, such as the Villages of Cherry Hills.

5 ECONOMIC DEVELOPMENT VISION

This chapter presents the final recommendations that construct the economic development vision, goals, objectives, and five priority action items for the City of Wildwood. While other plan chapters support and substantiate the final recommendations, this chapter represents the strategic action plan for strengthening the City of Wildwood's economic development planning efforts. The City's Vision for Economic Development establishes the general framework for the five detailed **Priority Actions**, which drilldown into a series of key **Initiation Steps**.

This chapter helps serve as the "ways, ends, and means" of the Economic Development Strategic Plan. The *vision and goals* establish the "ends," or the broad, long-range desired outcomes. The *Priority Actions* provide the "ways," which are more precise and measurable guidelines for planning action aimed at achieving one or many goals. Finally, the *Initiation Steps* within the Plan provide the "means," identifying specific techniques and resources to carry out the objectives in clearly tangible, actionable detail.

Vision & Opportunity

Twenty years after its founding as one of the most distinctive communities in the Midwest, the City of Wildwood presents itself as one of the most desirable communities in the St. Louis region. Founded on a blend of environmental conservation and New Urbanism, the City of Wildwood has stayed true to its founding principles and successfully achieved much of its original aspirations. Looking forward, the community is satisfied with its accomplishments and quality-of-life across its housing stock and neighborhoods, parks and open space, transportation amenities including a robust trail network, its local schools and colleges, its local government services and programs, and its community facilities. The one priority need is ensuring that the mixed-use Town Center achieves its full potential.

The City of Wildwood was just over a decade old when the Great Recession hit, which appears to have stalled out some of the commercial and mixed-use growth in the area. In 2015 the community appears to still be recovering and absorbing some of the vacancy and economic impact from the recession. This plan will act to stimulate a new wave of growth and development for Wildwood, leveraging its competitive position at a time when office, retail, restaurant, and other commercial development projects are building momentum across the St. Louis region. There is clear potential and growing opportunity for Wildwood to capture.

The City has indicated a willingness to shift its stance to more pro-active economic development efforts, including dedicating resources, staff time, and investments to targeted objectives. The primary emphasis over the next 2-3 years will be (1) working with the business and development community to identify strategies to stabilize the existing building stock and fill vacancy, while (2) beginning to align resources and plant the seeds for new construction approximately 5 to 10 years into the future. Evaluating new housing construction in the Town Center is also another critical decision point, which will add new rooftops and more disposable income to the area, while the City takes other strategic actions to grow and expand Wildwood's competitive market position.

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The Wildwood Town Center can serve two important functions for the community, and that approach captures the high-level vision for the community. For local residents, the area can act as the center of life in Wildwood. This center can provide for a variety of needs and services, including serving as the cultural "heart and soul" and a central gathering place for town. But the vision should also include acting as that classic "downtown" for the greater area generally defined by I-64, I-270, and I-44. The established communities in this area, such as Chesterfield, Ellisville, Ballwin, Manchester, and Eureka lack a traditional, walkable, mixed-use neighborhood that can serve a wide range of functions for residents in this part of greater St. Louis. This could range from a Friday & Saturday night dining and entertainment destination, to a center of employment, to a hub to launch into outdoor recreation activities, to a distinctive backdrop for parades, festivals, and special events.

Wildwood's Town Center must serve as the local community's downtown, but it could realize its full potential by being positioned as this part of the St. Louis region's go-to district much in the way the University City's Delmar Loop, Maplewood, Kirkwood, Webster Groves, St. Charles and other similar districts function for their sub-markets. Through this vision Wildwood can increase its total market potential and achieve a number of important community goals.

Primary Economic Development Goals

Although the intention and construction of this document is to identify (1) strategic action items and (2) prioritize clear implementation steps, Wildwood has a series of overarching economic development policy and community goals:

a. Create more local jobs

b. Add more daytime population and increase the residential population

c. Diversify and expand the tax base

d. Add local retail, restaurant, service, and better meet residents' consumer needs within Wildwood and add to overall quality-of-life, based on market demand

e. Identify growth and development opportunities to build-out the Main Street portion of Town Center and fully achieve Wildwood's original vision for its "downtown"

f. Develop as a center for entrepreneurship and new startups in the St. Louis region

g. Achieve these goals in a manner that is consistent and respectful of Wildwood's unique history and distinctive vision, as set forth in its Master Plan.

These general economic goals have helped informed the near-term strategy and implementation detail.

General Economic Development Strategic Approaches

Programming for Citywide Economic Growth

Wildwood should not be viewed in only terms of the Town Center. Development is an outcome or result of a complex set of economic, physical, and political conditions. The City's infrastructure, housing, residential quality-of-life, and public facilities all contribute to Wildwood's overall competitiveness. There are opportunities for the cross-promotion of certain businesses in Wildwood, and any Town Center strategies should be placed in a context of the larger community. And ultimately businesses view markets or trade areas, not municipalities when making investment decisions. As Wildwood initiates proactive economic development planning it must do so in a context that acknowledges the interconnectedness of the Town Center to the City as a whole, as well as how the local market functions beyond the municipal boundary.

Residential Density & Development

The classic development maxim is "rooftops drive retail." Although site selection has become more complex over the last 10 to 15 years, the two main drivers of such business investment remain the concentration of population in a trade area and those households' disposable income. Wildwood presents both high incomes and a critical mass of population, but when combined with its transportation network and the drop off in density west of Highway 109, it does not present itself as a conventional commercial or retail destination district.

Much of the existing trade area and its residents are served by developments in Chesterfield and the Manchester Road corridor traveling east to I-270. Wildwood's current retail, restaurant, and service business local economy appears to be still navigating a series of vacancies, declining or stagnant rents, and underperforming tenants. Generally, there is a "softness" in the local market that is still being absorbed slowly and incrementally since the recession. Therefore, strengthening the local market and existing commercial properties is outlined in the beginning of this chapter as a critical strategic priority for Wildwood.

One of the most impactful approaches to achieving that goal is adding new housing units to the City of Wildwood. During the course of this planning effort a variety of residential developments at varying stages of review and approval have been proposed, virtually all of them would be located in the Town Center, and they would increase the total net density of the neighborhood in a meaningful way.

Ultimately this new housing construction will benefit existing businesses and likely positively contribute to filling persistent vacancies while helping increase commercial rents. The City should not simply approve any new housing development only to benefit the local commercial market, and new construction should complement Wildwood's existing residential character. However, the City should carefully and strategically evaluate any new residential development and factor the positive impact it can have on driving new demand in the market. Once new housing is constructed and occupied, the City should incorporate those updated population and income statistics into their economic development efforts and promote the growing market to potential business investors and developers.

Leveraging Areas outside Town Center

Certain destination businesses, like Hidden Valley Ski Resort and Wildwood's many equestrian facilities, bring visitors to the community. Further, the City is a regional destination in the St. Louis metropolitan area for outdoor recreation and it features a number of high-quality public holdings, such as the Rockwoods Reservation. Further, a number of Purina Farms visitors stay at the Wildwood Hotel.

These are great examples of how the City of Wildwood can leverage its economic development potential as a "weekend recreation destination" within St. Louis, which can supply new disposable income to local shops, restaurants, and retailers. The potential exists to develop a series of community festivals and cross-promotional events that tie these destination areas throughout the City of Wildwood to the Town Center. The Wildwood Hotel is another important venue and traffic generator for this activity. This strategy can be employed through a blend of economic development and tourism programming.

Further, the opportunity likely exists to target niche retailers and themed restaurant concepts that draw from Wildwood's community character as a destination for outdoor recreation. Potential examples include running apparel stores, bicycle shops, canoe/kayak dealers, and sporting good retailers; any of these types of boutique, niche retailers would contribute to Wildwood's identity and brand as a destination for such activities while capturing existing visitor foot traffic in new ways.

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Partnering with the Business Community

The City could easily pursue a host of economic development actions and programs without any collaboration with the business community but ultimately that is an ineffective approach. Ultimately, for the City and the community to achieve its goals, Wildwood businesses, commercial property owners, and the development community must be engaged as partners in achieving new investment. However, successful economic development programs, at their core, are public-private partnerships.

The Wildwood Business Association is a clear partner and City officials and staff should regularly attend their meetings and participate in their activities; further, the West St. Louis County Chamber of Commerce should be engaged to identify similar shared goals. These types of organizations will likely be some of the most effective means to communicate and plan with the business community and such approaches should be institutionalized as standard operating protocol for the City. This model can be replicated through a series of locally-focused business district associations, sometimes called "merchant associations," and the City should promote and encourage their creation. Finally, the City should welcome potential collaboration and partnerships with individual businesses and commercial property owners as well, and contact information and economic development programming material should be easily located on the City's website and regularly communicated through public information methods.

Further, business leaders will be an important part of establishing business recruitment, retention, and expansion programming, providing private sector perspectives as part of "city sales pitches" to potential new businesses as well as staffing regular site visitation meetings. Existing businesses and commercial associations and networks will also serve as the foundation of entrepreneurship development. Ultimately the business community will be integral to the City of Wildwood launching proactive economic development efforts and representing and promoting the community to businesses more broadly.

PRIORITY ACTIONS

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The City of Wildwood wanted to examine the entire community's economic development potential and evaluate citywide and high-level strategies on a long-range timeline – but ultimately the project's final intention was to develop 3-5 clear, actionable, measurable priorities to begin the City's pro-active efforts.

Based on the breadth of analysis conducted, particularly balancing (1) the community's goals and desires, (2) the economic realities demonstrated through market assessments, and (3) the physical limitations and opportunities of specific development sites in Wildwood, these five action items have been developed. While the larger strategy envisions Wildwood 5 to 10 years into the future, these action items are squarely focused on the next 12 to 24 months. They were selected and are designed to produce near-term, tangible results and build sustainable, manageable momentum.

These five action items reflect the most immediate economic development programming steps the City could take to stimulate initial momentum for business growth in Wildwood. These efforts represent near-term strategies and have been constructed in tangible, direct action items that can begin immediately. Their approach limits the need for intensive resource investments, particularly financially, at this time and will begin to determine whether potential opportunities may materialize over the next 2 years.

As a result, this economic development programming approach needs to be *iterative*. The City will test strategies in the field through active implementation and ultimately the strategies must be *managed and modified* by City leaders based on project specifics and changing conditions. Each **Action Item** is further detailed in precise **Initiation Steps** that provide clear, immediate "out of the gate" moves for City staff, elected and appointed officials, and business leaders. Ultimately more complex public policy decisions may become part of project discussions, such as capital infrastructure investments and/or public financing incentives, and those steps must be rigorously evaluated at that time. But regardless, this five-point action agenda serves as the strategic catalyst for the City's emerging economic development programming.

Producing Results

These programs and initiatives will be implemented and administered through a performance management system that will provide City staff, elected, and appointed officials clear, measureable ways to track, monitor, and evaluate progress. Further, these "success metrics" will be easily leveraged to demonstrate progress to the public and the business community. Roles, responsibilities, management timelines, benchmarks and metrics, success definitions, and ongoing performance management systems are structured in *Chapter 6: Implementation*.

A Note on Lettering of Bullets

The following bullets throughout the document are lettered for organizational purposes only and do not indicate a hierarchy or prioritization at all. They are simply provided for reference purposes.

Action Item #1

Establish & Institutionalize a formal Business Recruitment, Retention, & Expansion Program

The fundamental message of this economic development strategic plan to the business community must be that the City of Wildwood is committing resources to being proactive in terms of business recruitment, retention, and expansion going forward. This approach will require roles and responsibilities from City staff, elected and appointed officials, and business groups like the Wildwood Business Association. Further, the City's economic development programming should ultimately include St. Louis County and State of Missouri agency coordination as well as partnerships with local colleges and universities. This new model will function, in effect, as a "community sales force," and will be most effective through iterative collaborations that leverage the strengths each sector brings to the table.

The most effective foundational approach to establishing municipal economic development activities is creating and managing an ongoing business recruitment, retention, and expansion program. Recruitment activities can vary based on a variety of factors, but retention and expansion programs (B|R+E) tend to be more consistent.

B|R+E Programs

Business retention and expansion programs begin with the recognition that as high as 86% of new jobs and capital investment is generated from existing employers, and likewise much and in many cases, new retail and restaurant activity directly stems from local business expansion. The importance of ongoing, institutionalized retention and expansion programs cannot be understated, and in many cases they are staffed and led by municipalities in their respective community.

Business retention and expansion programs generally aim to manage seven core goals:

a. Build strong relationships between public officials and business leaders

b. To demonstrate the support and commitment of public agencies towards the local business community and establish active collaboration

c. Identify communitywide or districtwide problems impacting the business community

d. Identify specific problems impacting an individual business or commercial/industrial property

e. Identify business sectors and specific companies at risk of downsizing or closing entirely

f. Identify businesses sectors and specific companies with the need or potential to grow and expand in the existing municipality

g. To help facilitate ongoing land use, development, and growth management planning

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These goals are achieved through what is known as a "data-to-action" approach anchored by three key functions; these functions must be institutionalized, resourced, and managed as part of regular, ongoing municipal operations. Those functions are (1) regular business site visitation meetings, (2) the collection and examination of standardized data and analysis that is fed into an institutionalized business monitoring and tracking system, and (3) the use of these efforts to make strategic decisions, overseen by an Economic Development Task Force and executed by municipal staff. These efforts can also directly inform business recruitment activities as well as City policy, land use planning, and capital infrastructure programming more broadly as part of general municipal strategic planning. These efforts represent the "heart and soul" of municipal-led economic development programming.

Initiation Steps

a. The City should actively participate in the International Economic Development Council (IEDC) and at least one member of municipal staff should be a Certified Economic Developer (CEcD). The City should encourage private partner organizations to pursue training, education, and certification as well, to the extent to contributions to achieving the community's economic development goals.

b. The City should identify quarterly business recruitment objectives based on IEDC best practices and local community planning and pursue such investment through strategic partnerships with the development community.

c. The City should establish a formal business retention and expansion program that is provided adequate municipal resources and staffed by City personnel, in partnership with elected and appointed officials and business leaders through the Economic Development Task Force.

d. The City's business retention and expansion program should directly include the Economic Development Task Force, which should be responsible for coordinating with staff on tracking, monitoring, and evaluating the information collected as part of activities. Teams of community representatives, including staff, elected and appointed officials, and Chamber of Commerce individuals, should develop a routinely structured series of business visitation meetings that utilize a standardized survey tool.

e. The City should work with the business community to create a dedicated business and development website (i.e. Advantage Spokane, Washington: www.advantagespokane.com)

Action Item #2

Begin to Build a Community of Entrepreneurs and New Business Startups

A key community goal is developing more local employment but directly intertwined with that aspiration is establishing Wildwood as one of the centers of entrepreneurship and new business starts in the St. Louis region. Ultimately, due to a variety of physical and economic conditions, Wildwood's most strategic and competitive approach to office and major employment development will be through nurturing and cultivating small firms that grow and expand in Wildwood.

Wildwood's greatest strengths as a community can be leveraged as economic development assets too, including its beautiful landscape, high-quality residential of life, and the strength of its schools, parks, recreation opportunities, churches, and existing business districts. Further, some of Wildwood's existing local telecommuting professionals and home-based businesses may present an opportunity to mine talent that is already present in the community.

Entrepreneurial communities flourish because of a delicate mix of conditions, sometimes called an "entrepreneurial ecosystem." Incremental progress – *trial-and-error* – is central to the entrepreneurial and startup sector of the economy. Local governments working to partner with business startups also need to embrace incremental progress. Not all initial efforts will produce easily measureable returns, and the ultimate success of these efforts are measured over the long-term.

Wildwood should lead initial efforts to begin to establish a local culture and community that supports entrepreneurs and small, new business startups. Many of the critical actors, such as entrepreneurs, committed government agencies, colleges and universities, potential investors, and experienced business mentors, are already present in Wildwood. But they may not be networking and strategically planning for a local business climate that encourages and supports new ventures. Further, Wildwood benefits from its location in the St. Louis region and its entrepreneurial programming efforts should leverage the large employers, major research universities, regional economic development entities, and capital networks in the larger economy.

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Initiation Steps

a. The City should establish a standing economic development sub-committee that focuses its programming energies on developing a local entrepreneurship community, while coordinating those efforts with Wildwood's larger economic development activities.

b. The City should partner with the Wildwood Business Association and the West St. Louis County Chamber of Commerce to develop a local Young Entrepreneurs Organization. Such a group should organize regularly "open coffee clubs" for entrepreneurs to meet and troubleshoot shared challenges as well as exchange leads and best practices.

c. The City and its university and business partners in the community should work to organize "entrepreneur office hours" where experienced business and start-up mentors host open-forum events and one-on-one advising opportunities.

d. The City should work with the local colleges, universities, and even high schools, as well as the business community, to develop a Wildwood New Venture Challenge program.

e. The City should facilitate the creation of a local chapter of the StartUp America model, tailored to local interests, strengths, and resources, such as Start-up Peoria (www.startuppeoria.com).

f. The City should organize a strategic planning meeting with the St. Louis Economic Development Partnership to identify shared goals and areas where Wildwood's local entrepreneurship and economic development goals coincide with existing regional efforts.

g. The City should evaluate opportunities to develop an IGNITE! Wildwood or partner with other communities to create an IGNITE! West County initiative, similar to other successful efforts nationally, including IGNITE! Fond du Lac (www.ignitefonddulaccounty.com).

h. The City should work with local entrepreneurs and businesses to participate in regional events, such as Startup Weekend St. Louis, Startup Connection, Global Entrepreneurship Week, and through more ongoing monthly trainings and events through groups such as Accelerate St. Louis. When reasonable and appropriate based on a critical mass of interest, the Wildwood community should launch local versions of such regional events in partnership with St. Louis entities.

i. As a long-term strategy, as part of Town Center economic development projects more broadly, the City should partner with local colleges, universities, land owners, and developers to evaluate the potential for the construction of incubator and/or accelerator space in Wildwood. Although a long-term outcome, early discussions and relationships can be considered in the near-term.

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Action Item #3

Strengthen Wildwood's Town Center as a restaurant destination

A clear community desire is to have more restaurants and a wider range of varieties in the Town Center, particularly near Main Street. Further, consumer demand studies appear to demonstrate untapped demand in Wildwood's local and regional market for new restaurants. Community members have reported driving as far as 30-45 minutes for the types of sit-down restaurants they seek.

Although there has been recent restaurants closings and reports of challenges, such as the lack of daytime population, to operating a restaurant in Wildwood, it appears there is a clear opportunity. In fact, since this economic planning process has begun, new restaurants have located and opened in Town Center. A wide variety of restaurant concepts in Wildwood can work, the key is connecting entrepreneurs, investors, and building/property owners to make it happen.

The City should begin to work towards leveraging a new, distinctive restaurant in the core Town Center that could act as a destination anchor for Wildwood more broadly. Most vibrant, successful downtowns in similar suburban contexts are anchored by signature, landmark businesses and developing one or two such anchors in the near-term; sometimes those are museums, colleges, large parks, or other non-commercial uses, but they are often beloved local restaurants. Such a vision appears appropriate for Wildwood.

An important strategy is understanding what makes a successful restaurant business model in Wildwood's unique local market. Based on the success of other establishments, it appears restaurants can be viable and profitable, but the business models that may work in other St. Louis suburban communities may need to be modified. Ultimately the City will need to partner with subject matter experts that can help assess the market and development potential for a restaurant in Wildwood to help guide economic development strategies and decision-making.

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Initiation Steps

a. The City of Wildwood should form a local restaurant association to facilitate coordinated research, discussion, and policy decisions as a part of the community's restaurant development strategy. The association should be public-private in nature, but could function as a standing subcommittee of either the Chamber of Commerce or the City's economic development committee.

b. The City should work with existing restaurants as well as groups like the Saint Louis Independent Restaurant Association ("The Saint Louis Originals"), the Greater St. Louis Restaurant Association, and the Missouri Restaurant Association to identify approaches that would place a restaurateur in the best position to succeed in Wildwood. Wildwood should be actively promoted as a St. Louis area dining destination through these networks.

c. The City should evaluate a formal recruitment and marketing campaign working with educational partners, such as St. Louis Community College, the Culinary Institute of St. Louis at Hickey College, and L'École Culinaire to network with emerging chefs and potential restauranteurs.

d. Working this with potential network of educational institutions, the City should consider developing a "kitchen incubator" space in one of the buildings in the Town Center.

e. The City should consider partnering with the St. Louis Food Truck Association (STLFTA) to organize food truck related events, regular food truck locations, and outdoor food events as a near-term strategy to develop Wildwood as a restaurant market. The City could sponsor, coordinate, and promote such events.

f. As part of more long-range efforts, the City should identify existing commercial property owners interested in restaurant tenants as well as outline its potential approach to using public investment and/or development incentives to recruit a preferred restaurant concept to Wildwood.

Action Item #4

Begin to Evaluate Partnerships for Long-Term Retail Development

Although the West County retail market is currently very competitive, and many consumers who live in Wildwood have established behavioral habits and a willingness to drive 20 to 30 minutes to shop at certain established retailers, there are targeted opportunities for Wildwood to pursue at this time. The most immediate opportunity appears to be pursuing a destination restaurant in the core Town Center, which was addressed earlier in this chapter. However, the City should also be preparing for a larger scale retail shopping center.

Projects totaling more than 100,000 square feet and multiple tenants, for example, can often take years to materialize and open to the public because of the intricate steps of purchasing the real estate, identifying and pre-leasing tenants, addressing site design, receiving zoning and building permit approvals, developing the site, and preparing individual stores to build-out and finally open. Project financing, leasing cycles, and internal corporate long-range plans all play a factor in how projects at this scale materialize. Wildwood would benefit from being proactive at this time and beginning to work with the development community to evaluate project opportunities.

Wildwood's most competitive location for a retail development is at the intersection of Highway 100 and 109 in the Interchange district. This area allows for retailers to capitalize on high traffic volumes and effective visibility as well as easy accessibility from throughout the trade area. Ultimately Wildwood does not, and arguably should not, pursue conventional suburban "big box" retail development because it does not match the community's vision and would not contribute to the City more broadly.

However, certain national chain retailers, such as Walmart, Target, Lowe's, Home Depot, and others have begun to shift to smaller footprint stores and have located in site designs known as "lifestyle centers." These types of developments do not feature one "wall" of building facades facing a massive surface parking lot, but rather are oriented in a "village" or "retail campus" layout, which often face towards the site's interior, anchored by a public plaza. Further, such developments are increasingly built with very high-quality materials and are heavily landscaped and buffered from surrounding residential uses. An example would be the Willow Festival Shopping Center in Northbrook, Illinois. Ultimately, this type of approach could complement Wildwood as a community while providing local retail and neighborhood services to residents.

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FOR ADOPTION

Initiation Steps

a. The City should approach the owners of the approximately ten parcels in the area and evaluate their long-term plans and interests in their property. The City should evaluate any opportunity to help coordinate between property owners and issue a public Request for Proposal (RFP) for non-binding concepts from the development community.

b. The City should develop a one-page "tear-sheet" to market the site directly to potential developers, which could proactively include the community's position on infrastructure investment and the use of public financing tools.

c. The City should both approach St. Louis area retailer developers individually as well as host a "sales pitch" presentation at City Hall and invite a diverse range of potential developers, including but not limited to, The Desco Group, Kimco, Pace Properties, Sansone Group, and THF Realty, for example. The City should be able to garner industry perspective analysis about the site, the regional retail economy, and potential project concepts to better inform an iterative process about any potential opportunities for the site.

d. The City should conduct public meetings, surveys, and other community engagement activities to garner residents' interest in recruiting such retailers to the community (including potential business tenants), as well as conduct visual preference, urban design, and architectural character charrettes (which can be online) to determine site design approaches that the community would support and see as a benefit to Wildwood.

Action Item #5

Invest in and Leverage the "Historic Manchester Road" District as a Catalyst

Wildwood is home to a unique district that is drawing consumers from throughout the St. Louis metropolitan region, establishing itself as a type of "regional day tourism" destination, and this market-driven retail growth should be fully leveraged as a catalyst for the Town Center. Many of the historic structures and older residential buildings in the Historic Manchester Road District now feature distinctive, boutique retailers, many of which that focus on home goods, interior decoration, furniture, and other similar products. The district is anchored by destination retailers like Three French Hens, Porch, and Imogene's Tea Room, Botanicals & Home Décor and its steadily growing foot traffic should be leveraged to benefit Main Street as well as other business districts in Wildwood.

The Historic Manchester Road District is distinctive from Main Street and other business nodes in the Town Center and its identifiable, semi-rural, small-town character should be preserved and emphasized as part of both public and private investment in the corridor. The corridor would benefit from further branding itself as a signature Wildwood destination and an easily identifiable business district in the Town Center, which complements Main Street and other areas instead of directly competing.

Ultimately these types of businesses are well-suited for such a district and they may not be as competitive in a shopping center or even a multi-story, mixed-use building on Main Street. The City should work to develop strategies that reinforce the Historic Manchester Road district's unique market competitiveness and sense of place, leveraging it as an early catalyst

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Initiation Steps

a. The City should partner with business and property owners in the district to organize a business association to help organize regular communication and collaboration between the various public and private stakeholders in the area.

b. Such a business association should conduct a needs assessment, develop, and implement a 5 year strategic plan to elevate, enhance, and improve the district as one of the premiere destinations in West County, with the assistance and support of the City.

c. The City should participate in such business-led planning and evaluate potential strategic public investments to achieve community and business goals in the district. Such investments could include a dedicated City park or public plaza, special events space, gateways and additional streetscaping, public art, infill redevelopment projects, and be financed through a variety of development district tools.

d. The City should collaborate and partner with local businesses to develop and program new special events, promotional days, and community festivals that occur within the district and reinforce its identity and brand.

e. The City should conduct public meetings, surveys, and other community engagement activities with the other businesses located through Wildwood to draft a 24-month action agenda to identify strategies to better leverage the foot traffic generated by this district as a benefit to the City more broadly. One such approach would be a “hackathon” session where recurring, monthly meetings would generate actionable ideas that could be tested and revisited through an ongoing, iterative collaboration with and within the business community.

f. Despite recently conducting such a review, the City could further evaluate its zoning code and other regulatory tools to determine if overlay districts or other approaches should be applied to recognize the different built-form, character, and economic conditions of this district in comparison to other parts of the Town Center. The goal would be to position the regulatory environment to best achieve the City’s economic development goals. This review should ensure that no further changes are recommended at this time.

6 IMPLEMENTATION

Putting the Plan to work.

The City of Wildwood's economic development strategic plan is organized around five core *Action Items*:

- Establish & Institutionalize a formal Business Recruitment, Retention, & Expansion Program
- Begin to Build a Community of Entrepreneurs and New Business Startups
- Strengthen Wildwood's Town Center as a restaurant destination
- Begin to Evaluate Partnerships for Long-Term Retail Development
- Invest in and Leverage the "Historic Manchester Road" District as a Catalyst

Each of these strategies contain near-term considerations as well as long-term goals. Collectively, they work towards a future vision for Wildwood's Town Center and commercial areas that is consistent with its heritage and the legacy of its original founding. The critical step is translating these plans, goals, and idea into measurable results. This chapter provides a manual on how to operationalize the plan into an implementation structure.

The strategy is structured through a series of action items that incrementally work towards achieving these goals, with a general long view ten years into the future. But implementation begins immediately. A big vision is achieved through small steps.

Implementation

The Wildwood Economic Development Strategic Plan serves as the foundation for decision making and a reference for City officials, residents, and stakeholders as they consider development proposals, capital improvements, infrastructure investments, policy changes, and other actions in the decades to come. For the vision of Wildwood to be realized, the City must be proactive, serving in a leadership capacity to spearhead, implement, and coordinate recommendations within the Plan. This will require the support, participation, cooperation, and collaboration of local leaders, other public agencies, various neighborhood groups and organizations, the local business community, property owners, developers, and residents.

This chapter presents an implementation framework that the City can use to initiate and undertake key recommendations included in the Economic Development Strategic Plan. The actions and strategies identified in this section establish the "next steps" to be taken in continuing the process of community planning and investment.

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1. Use the Plan Daily

As the official policy guide for the City's economic development efforts, the City of Wildwood Economic Development Strategic Plan should be used and referenced on daily basis to inform everyday decision making. Once adopted, both hard copies and digital formats should be made available and accessible to City officials, staff, and the public. It should be referenced by City staff, boards, and commissions as part of deliberations.

2. Update the Plan on a Regular Basis

This is a plan designed to pick priorities and then execute them. The action items and priorities selected by the Economic Development Task Force should be continuously evaluated and updated based on results on the ground. As such, the Economic Development Strategic Plan should be formally reviewed on an annual basis to reflect the changing needs of the community. Yearly updates should coincide with the preparation of the Capital Improvement Plan (CIP) to ensure recommendations or changes relating to capital improvements or other programs can be considered as part of the commitments for the upcoming fiscal year. In addition to annual updates, this plan is produced with a 5 year structure and it should be thoroughly evaluated after 3 years with an anticipation of a total update in 2021.

3. Capital Improvement Plan

While the City of Wildwood has a current five year Capital Improvement Plan (CIP), the City should review and update it as needed to reflect Plan recommendations where infrastructure investment could have an impact on the City's economic development goals. The City could add a formal criteria measure in the evaluation and scoring of CIP projects based on their potential economic development impact.

4. Maintain Open Communication

The Wildwood planning process utilized robust public engagement, which was supplemented by recent surveys and online brainstorming charrettes facilitated by social media. Consistent dialogue with residents, business owners, and local stakeholders is essential for the successful implementation of the Plan. These outreach efforts could continue, particularly in terms of monthly coordination with the business community and the chambers of commerce. The community should continue to be kept informed of economic development activities through the City's website, a newsletter, and communication through civic and community leaders.

5. Promote Cooperation

For the Economic Development Strategic Plan to be successful, there must be strong leadership from the City of Wildwood and firm partnerships between other public agencies, community groups and organizations, the local business community, and the private sector. The City should assume a leadership role to cooperate and coordinate with the various partners outlined in this plan, specific to an individual action item.

6. Review & Update Development Controls

The Economic Development Strategic Plan sets forth policies regarding real estate development and the quality, character, and intensity of new development in the years ahead. As such, the City's zoning, subdivision regulations, property maintenance, and other related development codes and ordinances, should be reviewed and updated to ensure that all regulations are consistent with and complementary to the Economic Development Strategic Plan. There may not be any needed modifications, but the Economic Development Task Force should coordinate with the City's Planning & Zoning Commission to ensure current regulations align with the City's development goals.

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Potential Funding Sources

A description of potential funding sources currently available to the City and its partners for implementation is summarized below. As the following funding sources and streams are subject to change over time, it is important to continue to research and monitor grants, funding agencies, and programs to identify new opportunities as they become available.

General Economic Development

Tax Increment Finance (TIF)

It is noted that the City of Wildwood has an active policy against using TIF districts as a tool. This information is presented only as a public service to describe the tool and there is no recommendation to further evaluate the use of this tool in the City.

The purpose of TIF funding is to assist funding the redevelopment of areas within a community which qualify as blighted, in need of conservation, or an area of economic development. TIF dollars can typically be used for infrastructure, streetscaping, public improvements, land assemblage, and offsetting the cost of development.

TIF utilizes future property tax revenues generated within a designated area or district, to pay for improvements and further incentivize continued reinvestment. As the Equalized Assessed Value (EAV) of properties within a TIF district increases, the incremental growth in property tax over the base year that the TIF was established is reinvested in that area. Local officials may then issue bonds to undertake other financial obligations based on the growth in new revenue.

Over the life of a TIF district, existing taxing bodies receive the same level of tax revenue as in the base year. Provisions exist for schools to receive additional revenue. The maximum life of a TIF district in the State of Missouri is 23 years.

Special Assessments

Special assessments are taxes levied on properties to provide funding for improvement projects that will directly benefit that property. Unlike districts, special assessments are applied only to those properties which will benefit from a project, rather than an established area. Assessments can be initiated by property owners, legislative bodies, or local administrations, at which point the cost of the project and the potential benefit to adjacent properties is assessed. Total costs of the project are apportioned to all properties within the assessment and paid through special tax bills.

Community Improvement District (CID)

Community Improvement Districts allow a City to collect sales taxes, real property taxes, special assessments, and issues bonds to fund a range of improvements and projects within an area. CIDs must be created at the petition of property owners within the district. CID funding can be used for a variety of projects such as utility and transportation infrastructure improvements, maintenance and expansion of landscaping and public spaces, creation and support of community facilities and amenities, and providing public services such as promotion, maintenance, and economic development for the district.

Special Business Districts (SBD)

Special Business Districts allow a City to collect real property taxes, business license taxes, and special assessments, and issue bonds to fund projects within an area, with a focus on improvements that will benefit businesses within the established district. SBDs must be created by the petition of property owners within the district. SBD funding can be used for a variety of projects similar to those permitted for CIDs; however, a greater focus is placed on infrastructure improvements and public services which will benefit business activity and economic development.

Neighborhood Improvement District (NID)

Neighborhood Improvement Districts allow a City to make improvements within a district by issuing bonds to pay for improvement projects. Unlike other funding methods which create districts or corporations which are separate entities, NIDs are not separate from the City. NIDs are not limited to blighted areas of a City. Using NIDs, the City will issue bonds to pay for public improvements and pay these bonds by levying assessments on property within the district. As these districts are not separate from the City, bonds are backed by general revenue of the City and thus more secure than other market investments. NID funding is limited to projects for public facilities and services, such as public infrastructure, utilities, transportation systems, parks and open spaces, and public amenities.

Local Option Economic Development Sales Tax

Local Option Economic Development Sales Tax is a tool by which a City may levy a tax of up to 0.5% to support planning, projects, and improvements related to economic development. To administer the tax, the City must receive voter approval, allowing the creation of an Economic Development Tax Board. The board operates in an advisory role, creating plans and identifying projects for economic development which are then recommended to the City for funding. The program requires that 20% of the revenue be used for long-term economic development preparation and no more than 25% be used annually for administrative purposes.

Incentives

Utilizing other funding mechanisms, such as TIF districts, CIDs, or SBDs, the City can provide a variety of incentive programs to help with implementation of the Plan. These incentives can be used to attract new development, improve existing development, and encourage business owners to remain in the community. This list identifies potential incentive programs that establish a starting point for the City in creation of a comprehensive range of incentive programs that help the City complete its objectives.

Façade & Site Improvements Programs

Façade and site improvement programs can be used to beautify and improve the appearance of existing businesses. These programs provide low interest loans or grants to business owners to improve the exterior appearance of designated structures or properties. These programs are most commonly supported by funding made available through TIFs.

Sales Tax Rebate

A sales tax rebate is a tool typically used by municipalities to incentivize business to locate to a site or area while making cost effective physical improvements. For developments that require public infrastructure extensions, the City can enter into a sales tax rebate agreement, by which the developer agrees to pay for the cost of improvements. The City will then reimburse the developer over a specified period of time utilizing the incremental sales taxes which are generated by the improvement. Sales tax rebates have proven effective in attracting new businesses and encouraging redevelopment and renovation.

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Property Tax Abatement under Chapter 353

Property Tax Abatement under Chapter 353 of the Revised Statues of Missouri allows a community to address blighted areas by offering property tax abatements. A municipality may provide abatements upon establishment of an Urban Redevelopment Corporation and approval of a development plan. Tax abatements can be offered for up to 25 years with the goal of encouraging redevelopment within the area. During the first 10 years, real property taxes on land and all improvements are abated and the owner pays the cost of real property taxes from of the year before establishment of the abatement. For the following 15 years, the City can offer a 50% to 100% abatement on the incremental change in real property taxes that would naturally occur.

Payment in Lieu of Taxes (PILOT)

Payment in Lieu of Taxes (PILOT) is a tool similar to tax abatement and may be used in coordination with abatements. The City can use PILOT to reduce the property tax burden of a desired business for a predetermined period. In this instance, the City and property owners will agree to the annual payment of a set fee in place of property taxes. Payments are generally made in the form of a fixed sum, but they may also be paid as a percentage of the income generated by a property.

In addition, PILOT can be a means of reducing the fiscal impact on the City of a nonprofit, institutional use, or other non-taxpaying entity. While such uses can be desirable as activity generators, they can also negatively impact municipal services because they do not pay taxes. Provisions can be made to offset that negative impact by allowing the City to be compensated for at least a portion of the revenue that would otherwise be collected in the form of property tax.

Revolving Loan Fund

A revolving loan fund is administered to provide financial support and assistance to new or expanding businesses, funded through the Missouri State Revolving Loan Fund, called the SRF Leveraged Loan Program. The program is managed by the Department of Natural Resources Water Protection Program. The borrower may use the low-interest loan for construction, property rehabilitation/improvements, and land acquisition, among other things.

Transportation & Infrastructure

Fixing America's Surface Transportation (FAST) Act

In December 2015 FAST Act, a five-year transportation reauthorization bill, was established. The FAST Act replaces the Moving Ahead for Progress in the 21st Century (MAP-21) Act, which expired in October 2015 and was extended three times. The FAST Act aims to improve infrastructure, provide long-term certainty and increased flexibility for states and local governments, streamline project approval processes, and encourage innovation to make the surface transportation system safer and more efficient. The City should monitor the FAST Act as application occurs to determine the full extent of funding changes and implementation. The City should remain an active participant in regional transportation funding discussions through East-West Gateway as the region's Transportation Improvement Program (TIP) is developed.

Transportation Development District (TDD)

Transportation Development Districts allow a municipality to collect sales taxes, special assessments, property taxes, tolls, and issues bonds within a specific area to be used for transportation improvements. The establishment of a TDD must be approved by a majority of voters within the new district boundaries. TDD funds can be used for improvements and expansions of transportation infrastructure, including roadways, highways, signage, intersections, parking lots, and transit stops and stations.

Surface Transportation Program (STP)

The Surface Transportation Program provides federal funding through the Federal Highway Administration (FHWA) for transportation projects and improvements. Wildwood is eligible for STP funds through the Large Urban program, which provides funding for the metropolitan areas of Kansas City, Springfield, and St. Louis. STP funds can be used for multimodal and roadway projects related to highways, alternative transportation, transportation safety and control, natural habitat and wetlands mitigation, infrastructure improvements, and environmental restoration and pollution prevention.

Transportation Enhancements (TE)

Transportation Enhancements are funded as part of the STP program with the aim of expanding travel choices and improving the transportation experience. This can include projects related to pedestrian and bicycle facilities, historic preservation, landscaping and scenic beautification, and control of outdoor advertising, amongst others.

Congestion Mitigation and Air Quality (CMAQ)

The Congestion Mitigation and Air Quality program was established through federal funding to provide assisting in meeting federal air quality guidelines. As part of the St. Louis metropolitan area, Wildwood is eligible for funding through the CMAQ program. Funds are available for a variety of transportation projects with the requirement that the project have a demonstrated effect on reducing emissions.

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Missouri Byways Program

The Missouri Byways Program was established to encourage the creation of routes that demonstrate examples of the state's culture, history, archeology, natural beauty, scenic views, and recreational amenities. The program provides funding for the designation, protection, promotion, and necessary infrastructure development to benefit important routes. Within Wildwood, routes along the Meramec River or through the community, such as the historic Manchester Road corridor, could potentially be eligible for improvement through the program. There would likely be benefit to partnering with other Manchester Road corridor communities in pursuit of establishing a byway, which could highlight Route 66 heritage.

Great Streets Initiative

The East-West Gateway's Great Streets Initiative was launched in 2006 to identify and make improvements to key roadways within the St. Louis Region. The concept was to alter the way in which communities understand roadways, creating streets which not only serve a variety of transportation methods but also act as diverse spaces for activity and interaction. The initiative started with four demonstration projects funded through the American Recovery and Reinvestment (ARRA) act in 2009, and was expanded to include additional projects in 2012. This expansion includes the City of Wildwood as part of examining the Manchester Road corridor.

Parks, Trails & Open Spaces

The Missouri Department of Natural Resources offers two grant programs for outdoor recreation through the Division of State Parks. This includes the Land and Water Conservation Fund (LWCF) and the Recreational Trails Program (RTP), which are federally-funded through the U.S. Department of the Interior, National Park Service.

Land and Water Conservation Fund (LWCF)

Land and Water Conservation Fund grants are available to municipalities, counties, and school districts to be used for outdoor recreation projects. Grants require a 55% match and funding varies by year, most recently having a $75,000 maximum amount per project. All funded projects are taken under perpetuity by the National park Service and must be used only for outdoor recreational purposes. Examples of common projects funded by LWCF grants include:

- Playgrounds
- Ball fields
- Pools and water parks
- Archery and shooting ranges
- Camping facilities
- Picnic areas
- Golf courses
- Boating and fishing facilities

Recreational Trails Program (RTP)

The Recreational Trails Program is federally-funded through the Federal Highway Administration (FHWA), with the aim of promoting motorized and non-motorized recreational trails. Grants are available to local and state governments, schools districts, for-profit and non-profit organizations, and businesses. Projects require a minimum match of 20% of the total cost and have a grant maximum of $150,000 per project. Eligible projects much be open to the public and can include:

- Constructing new recreational trails
- Maintaining or renovating existing trails
- Developing or renovating trailheads or trail amenities
- Acquiring land of recreational trails
- Purchasing or leasing trail maintenance equipment

WILDWOOD

April 19, 2016

MEMORANDUM

To: Planning/Economic Development/Parks Committee Members

From: Department of Planning and Parks

Re: **Community Park Playground - Addition of Swings**

Cc: The Honorable Timothy Woerther, Mayor
Administration/Public Works Committee Members
Ryan S. Thomas, P.E., City Administrator
Rob Golterman, City Attorney
Kathy Arnett, Assistant Director of Planning and Parks
Gary Crews, Superintendent of Parks and Recreation

INTRODUCTION >>>

Last year, in 2015, the members of this Committee had asked about the potential of providing additional swings at the playground within Community Park. The Department recognized this need as well, given the comments it had been receiving from users of the new playground. Almost immediately from its opening, users have requested more swings, if at all possible.

ACTION ITEMS >>>

To address this matter, the Department contacted All-Inclusive Rec, the provider and installer of the current playground improvements located in Community Park, and requested an analysis of the area to determine if it could accommodate additional swings, while also seeking pricing for their purchase and installation, if feasible. Stewart MacKay, the playground contractor, provided an e-mail in response to the Department's inquiry and two (2) swings can be added to the existing area, which, with the cost of installation, would total $4,012.84. The swings include a generational type and a regular belt version as well. With the addition of these two (2) swings, the playground would have total of four (4) available for use. Information on the generational swing and this proposal are attached to this memorandum.

The Department supports proceeding forward with the purchase of these two (2) swings and their installation. The cost of this addition to the Community Park's playground can be covered by the Department's **Capital Improvement Program Budget for 2016**, which includes a line item for *Capital*

Equipment/Facilities Purchase and Replacement. Therefore, with the desire to add swings to this location and the funding necessary for it being available, the Department would like to authorize the contractor to proceed at its earliest possible time.

ADDITIONAL INFORMATION >>>

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

From: **Stewart Mackay** stewart@allinclusiverec.com
Subject: Swing Addition - City Park
Date: March 22, 2016 at 3:14 PM
To: Joe Vujnich JVujnich@cityofwildwood.com
Cc: Gary@cityofwildwood.com, Tom Cissell Tom.Cissell@oatesassociates.com

SM

Joe,

I have attached a proposal for the additional swing option. Having been back to the site yesterday to verify measurements I have had to find a different solution to the one we discussed, one of the rocks was just in the use zone. The end result is the same number of seats (4), but we will only replace the top beams and will not require additional posts. We can configure this where we have the Inclusive seat and Tot seat in one bay and the Generation seat with a Belt seat in the second bay.

Logistically I will have the product ship to our installer and then work with you on a suitable day for the installation. We do not hang the seats until the concrete has cured for a day so there will be a couple of days without swing seats.

Many thanks again and sorry for the delay.

Stewart Mackay

All Inclusive Rec
Phone: 573 701 9787
Cell: 573 366 5050
Fax: 573 701 9312
http://www.allinclusiverec.com

Proudly Representing The Following Product Lines....

Play Structures
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Proposal/Order Form
PlayPower LT Farmington C/O
All Inclusive Rec, LLC.

P.O. Box 72, Farmington, Missouri 63640
Telephone: (573) 701 9787 / (866) 701 9787 Fax: (573) 701 9312
E-mail: stewart@allinclusiverec.com

Proposal submitted to:
City of Wildwood Parks and Recreation
16860 Main St
Wildwood, MO 63040
Attention: Joe Vujnich
Quotation #: 16-S0321221
Client P.O #:

Date: 3/21/2016
Job Name: Swings
Job Location: City Park
Email: joe@cityofwildwood.com

Ref. No.	Description	Quantity	Unit Price	Total Price
909270HG	BEAM W/BEARINGS F/INCL.SWING - GREEN	2	$ 545.00	$ 1,090.00
200203423	Generation Swing Seat with Chain and Hardware (Color TBD)	1	$ 749.00	$ 749.00
200202835	Belt Swing Seat Assemebly W/Chain	1	$ 98.00	$ 98.00

Subtotal:	$ 1,937.00
Installation:	$ 1,975.00
Freight:	$ 100.84
Tax (If Aplicable)	N/A
Total With(out) Tax:	$ 4,012.84

Prices:	Quotation good for **thirty (30) days**.
Taxes:	Not included (Tax Exemtion Certificate Required)
Ship:	Minimum two weeks from date of order.
Deposit:	0%
Terms:	30 Days Net
***Installation:**	Installation is included

Paperwork (PO's, Signed Proposal, Etc.) Should Be Made Out to Playpower LT Farmington C/O All Inclusive Rec, 878 E Hwy 60, Monett, MO 65708-9210.

All Payments Should Be sent to: PlayPower LT Farmington, Inc. PO Box 204713 Dallas, TX 75320-4713

Signature:

Title:

Date of Acceptance:

Terms:

1. ACCEPTANCE OF PROPOSAL: The above prices, specifications and conditions are satisfactory and are hereby accepted. Any alterations or deviations from the above will be executed only upon written orders and will become an extra charge over and above the estimate.
2. I/We understand that all accounts are payable to PlayPower LT Farmington Inc. according to the terms shown on each invoice, and if not paid on or before said date, are then delinquent. I/We agree to pay any and all service charges added each month to past due invoices. Terms are Net 30 days upon delivery with approved credit. All charges are due and payable in full at - **PlayPower LT Farmington Inc. Accounts Receivable, PO Box 204703 Dallas, TX 75320-4713** unless notified in writing to the contrary. To the extent the terms and conditions of any purchase order/contract and/or any purchase order/contract confirmations are inconsistent with the terms and conditions of this signed quote, the terms and conditions of this signed quote shall prevail
3. The above pricing (if more than one item) is based upon a package purchase. Any adjustments may be subject to a price revision.
4. Customer is responsible for the off-loading of the equipment unless otherwise agreed to and an accurate inventory should be taken at the time and any missing or damaged parts should be noted to the Driver. You have 60 days to report any missing or damaged parts to your sales representative. Truck Driver will not unload
5. I/We understand that all cancellations or return of any order(s) will result in restocking fees, related freight charges and or administration fees are clients resposnibility and I/We agree to pay any and all of the charges and fees

little tikes COMMERCIAL

Play Structures

new! generation swing

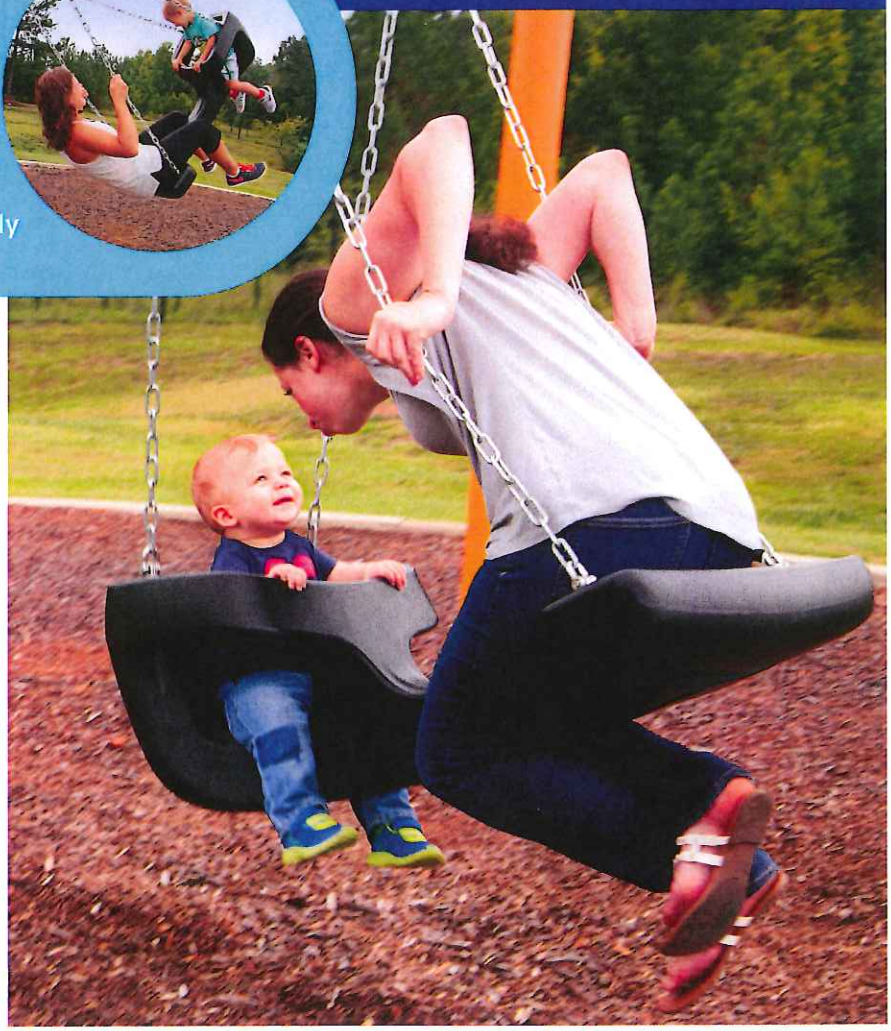
All Inclusive Rec
Your Park and Playground Specialists

PO Box 72
Farmington, MO 63640
(866) 701-9787
support@allinclusiverec.com

Bring more fun and enjoyment to your park with the new parent/child, face-to-face Generation Swing. Now adults can experience the joy of swinging, along with their children. The unique design encourages social development and intergenerational play. It's even great for siblings, grandparents, and caregivers! What's the best part? The contagious smiles will last long after the ride is through.

Generation Swing

- Face to face swinging - parents, grandparents, caregivers, siblings can swing along with a toddler
- Parent/caregivers can push two children at the same time
- Comfortable and supportive plastic seats
- Installs in an extended single seat swing bay only



Let's Swing Together!

Generation Swing

Price: $749
Product #: 200203423
Age: Toddler Seat: 24-47 months
Weight: 30 lbs.
- Frame sold separately
- Chain included

Visit our website to learn more about our New Products LittleTikesCommercial.com

878 E Highway 60 • Monett, MO, 65708 • 800.325.8828 • LittleTikesCommercial.com

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WILDWOOD

April 19, 2016

MEMORANDUM

To: Planning/Economic Development/Parks Committee Members

From: Department of Planning and Parks

Re: **Erosion Control Project in Bonhomme Creek (Ward - One)**

Cc: The Honorable Timothy Woerther, Mayor
Administration/Public Works Committee Members
Ryan S. Thomas, P.E., City Administrator
Rob Golterman, City Attorney
Kathy Arnett, Assistant Director of Planning and Parks
Gary Crews, Superintendent of Parks and Recreation

INTRODUCTION >>>

The Department has been providing maintenance services within the new Community Park for over eight (8) months to date and has been attempting to ensure all of its improvements are safe, functional, and available to users during the park's hours of operation. In support of this effort, the Department has also been documenting use issues and complaints from users, so as it can address them with this Committee on a timely basis. Together, with the financial accounting now required of the Department to the Committee on a monthly basis, the costs of the parks and trails the City has developed will be managed well and within reasonable budget allowances.

A pressing concern has been identified at Community Park by the Department of Planning and Parks and it is a problem with creek erosion by the new pavilion. The Department began watching this area of Bonhomme Creek for many months, after the City's contractor sent photographs of the creek during a major rain event, while work was still underway on the Phase One improvements. These photographs are attached to this memorandum. These photographs clearly indicate the power of the water flow associated with this creek and the volume associated with it as well.

CURRENT CONDITIONS AND CONCERNS >>>

Over the course of the last year, the issue did not appear to become a problem of concern, until the flooding rains of December 2015. These rains began to expose more of the tree root systems, which led to

the Department reviewing its condition on a more systematic and frequent basis. This on-going review has led to the discovery that bank erosion has accelerated and the Department believes it is a concern warranting action at this time. This action does have costs and ramifications for the City.

APPROACH AND RECOMMENDATION >>>

To address this concern, the Department met with the general contractor and engineer from the Phase One project so their opinions and recommendations on this matter could be provided. The consensus on this matter was the western side of the creek bank should be armored to preserve the remaining area between the centerline of the creek and the pavilion. The addition of rocks and vegetation of types suitable for the velocity and volume of flow in the creek would provide the necessary protection and accomplish this armoring of the creek. The Department is keenly aware that fixes in one segment of the creek can lead to other issues downstream, but at this stage, protecting the active use area of park is highest priority.

The Department has received a bid from Gershenson Construction to perform this work within the creek and has included it as part of this report. The bid is for just under twenty-three thousand dollars ($23,000.00) and would include the following items:

1. The delivery of rock to the site for use in the creek. This rock is from a roadway project in Jefferson County and being provided to the City by Gershenson Construction at no charge, except delivery. The rock is a buff color, which is much preferred over the typical white limestone type that is used extensively for this purpose.
2. The extent of the repair will include over one hundred fifty (150) feet of the creek and entail placing larger rock below the creek bed to anchor the wall and stacking the rock by size (larger to smaller), as the wall is built from the bottom up.
3. The rock layers will provide spacing for the placement of small water-adaptable species of plantings to assist in holding the bank in place over time.
4. The access into the creek is proposed at two (2) locations to minimize disturbance within it and one (1) of the two (2) locations is already in place, and has been for many years. The other location will require the removal of some trees, but is the best approach to address concerns about access within the creek.
5. The necessary permits will be obtained from the respective agencies with jurisdiction in this regard.
6. The work can be coordinated, while Gershenson Construction is on site for the construction of improvements associated with Phase Two of the Community Park.

The Department would identify this work as a priority repair and would like to proceed with its quickly as practically possible to ensure the bank of this portion of the creek is preserved to the greatest extent possible, given its proximity to the pavilion and other improvements in Community Park.

To illustrate this matter, the Department has included a series of images that reflect the volume and velocity of water in the creek during peak storm events, while another set of photographs are included that provide a view of the area of concern within the waterway. These images and photographs indicate

the variability of the park's environment, but are also factors in the City decision to purchase this site, i.e. its inherent beauty and the nature lessons it provides to all users who visit Community Park.

ADDITIONAL INFORMATION >>>

If any of the Committee members have questions or comments regarding this information and associated request, please feel free to contact the Department of Planning and Parks at (636) 458-0440. A presentation on this matter is planned at tonight's meeting. Thank you for your consideration of this information and direction on the same.

GERSHENSON
CONSTRUCTION CO., INC.
2 Truitt Drive Eureka, MO 63025 (636) 938-9595 FAX: (636) 938-9501

April 15, 2016

Mr. Joe Vujnich
Parks & Planning Director
City of Wildwood MO
10330 Old Olive Street Rd
St Louis, MO 63141

Re: Wildwood Community Park Emergency Creek Bank Repair

Dear Mr. Vujnich,

The following is a scope letter for the proposal that you requested last week on-site for Gershenson to import material from an off-site location, to the Community Park, and place it along the creek bank that runs through the Park.

Per the attached map that sketches out the area, we expect to need 2 access points to work on this creek bank. The Northernmost stretch near the pavilion already has a readymade access point that we can achieve with minimal disturbance to the surrounding trees. However, the Southern portion near the Flared End Section is much more difficult to access. We would spend considerable more time if we attempted to trek the Rip Rap through the creek to reach that point and inevitably tear up the creek much more than we already will.

Therefore we propose to clear a path straight to the creek bend through the trees from the existing mulch trail and work off the natural sand bar opposite the bank that needs attention. We believe this is the best method because it will allow us to construct the project more efficiently and only require the removal of an area 50'x10' that only contains a few 6" trees and mostly honeysuckle. We have included the necessary cost to re-grade the area upon completion including the mulch trail and stabilize everything with straw whattle and blanket.

For your consideration, Gershenson Construction proposes to perform this work for the Lump Sum price of **$22,229.00**. If a written change order is presented to Gershenson, we will promptly schedule to meet with Tom Cissell on-site and walk the areas of impact for his approval prior to beginning work.

Thank you for the opportunity.

Sincerely,

Michael E. Gershenson, E.I.T.
Project Manager
Gershenson Construction Company, Inc.

RFP 001

Wildwood Community Park Phase 2
15034

Furnish & Install Approx 275 CY of Rip Rap material along creek bank near Pavilion

Description	Quantity	Unit	Unit Cost	Total Cost
Mobilization	1	LS	$550.00	$550.00
Orange Safety Fence Along Creek Bank	1	LS	$375.00	$375.00
Furnish Material (with 10% waste)	276	CY	$19.75	$5,451.00
Install Rip Rap	276	CY	$45.13	$12,457.00
Misc dead tree removal, install seed & straw, straw whattle affected slopes, & final clean-up.	1	LS	$3,396.00	$3,396.00
				$0.00
TOTAL				$22,229.00

From: **Tom Cissell** Tom.Cissell@oatesassociates.com
Subject: RE: Wildwood Community park Creek Bank Stabilization
Date: April 4, 2016 at 10:08 AM
To: jvujnich@cityofwildwood.com
Cc: Tyler Huffman Tyler.Huffman@oatesassociates.com

TC

Joe,

This is a fair price. If you want to proceed with this, please let Michael know. I understand this is outside of the road contract, but please copy me on your reply to Michael so that I am aware of the activity.

Thanks,
Tom

From: Michael Gershenson [mailto:mgershenson@gershenson.com]
Sent: Saturday, April 02, 2016 8:15 AM
To: jvujnich@cityofwildwood.com; Tom Cissell
Subject: Wildwood Community park Creek Bank Stabilization

Joe,

Attached for your viewing is a proposal to perform the work for the creek bank stabilization using the material we submitted to blanket the 2 areas you and Tom Cissell pointed out. I have also attached a site plan(please excuses the crudeness) for the work for the purpose of you understanding exactly what this pricing gets you and what I will owe you. Also attached is a RFI 001 Breakdown of the cost.

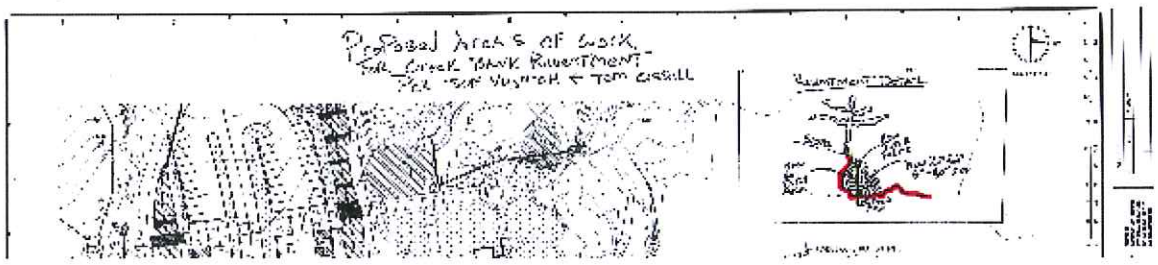
Please note this is a Lump Sum proposal but I have only shown the units on the RFI for Tom to be able to judge if my pricing is competitive or not.

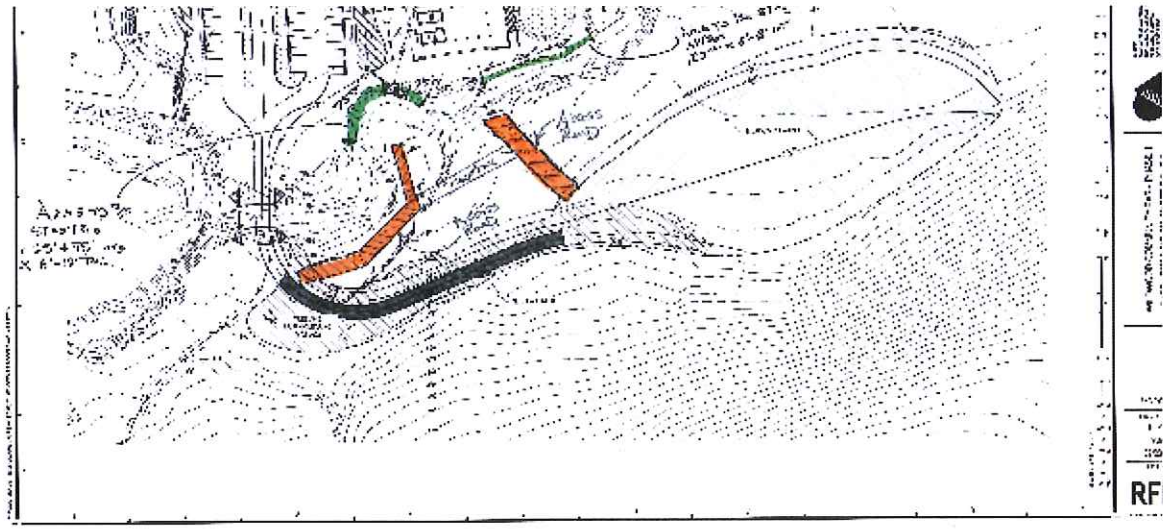
Let me know what you think. We have another phase of work on Saline road that should start in 2 weeks where we anticipate hitting another 2-300 cubic yards of this material so you can rest assured that we are not going to run short if my guess is incorrect regarding my pile of rock.

Mike Gershenson

"And this we will do if God permit" Hebrews 6:3
Mike Gershenson
Project Manager
Gershenson Construction Co.
O. 636-549-0216 ext. 115 F. 636-549-0217 C.314-565-7647
mgershenson@gershenson.com

Creek Bank Proposal.doc





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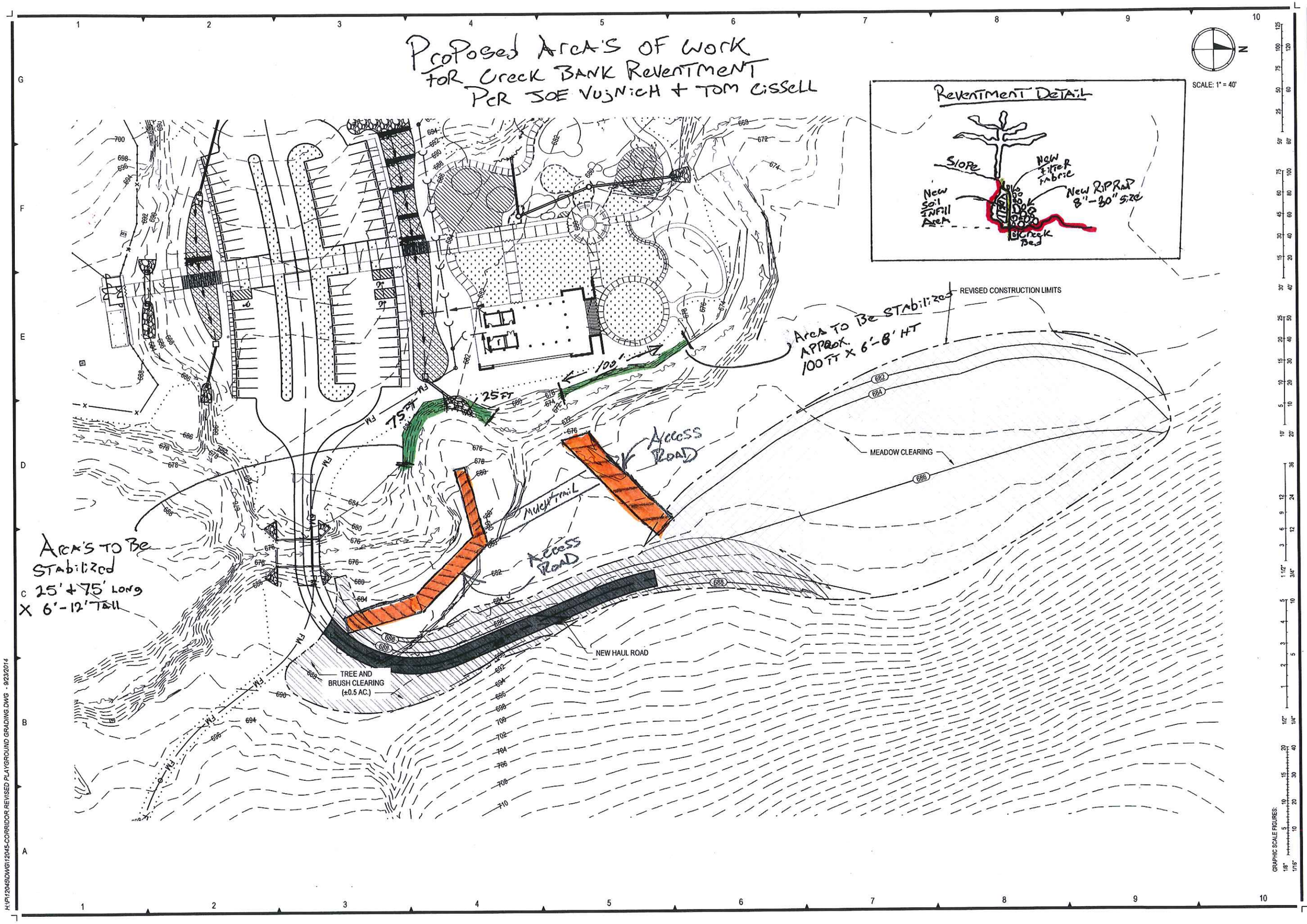

H:\P\12045\DWG\12045-CORRIDOR.REVISED PLAYGROUND GRADING.DWG - 9/23/2014

REVISIONS:

NO.:	DATE:	REMARKS:

ILLINOIS
Eastport Business Center 1
100 Lanter Court, Suite 1
Collinsville, IL 62234
tel 618.345.2200
fax 618.345.7233

MISSOURI
Laclede Gas Building
720 Olive, Suite 1660
St. Louis, MO 63101
tel 314.588.8381
fax 314.588.9605

www.oatesassociates.com

OATES ASSOCIATES
Engineering + Architecture

WILDWOOD COMMUNITY PARK PHASE 1
EARTH EXCAVATION WASTE EXHIBIT

EXP. 00/00/00

PROJECT NO.: 12045

DATE: 09/23/14

EXHIBIT:

RFP1

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WILDWOOD

April 19, 2016

MEMORANDUM

To: Planning/Economic Development/Parks Committee Members

From: Department of Planning and Parks

Re: **Belleview Farm Project – Design Contract**

Cc: The Honorable Timothy Woerther, Mayor
Administration/Public Works Committee Members of the City of Wildwood
Ryan S. Thomas, P.E., City Administrator
Rob Golterman, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Gary Crews, Superintendent of Parks and Recreation

INTRODUCTION >>>

The City has an on-going lease agreement with St. Louis County for property abutting its far southeast corner, which was approved by the City Council on December 8, 2014. This property, known as Belleview Farm, consists of two (2) parcels of ground totaling nearly one hundred (100) acres and is accessed from St. Paul Road. The property has a rich history, including several historic structures, and an incredible view of the Meramec River Valley. As part of the lease agreement, certain improvements must be installed on the property by the City.

The site development improvements that must be constructed include the following:

1. The installation of an improved asphalt access road from the front entrance into the site. This access road must be open for public use by December 31, 2016;
2. The development of a trail within the site to be constructed between June 30, 2016 and January 1, 2017; and
3. The construction of a parking area, with picnic tables, trash cans, and a bike rack.

The timeframes for this work to be underway, or completed, are quickly approaching and the Department of Planning and Parks has spent a great deal of time getting the preparatory work started. This work has included the beginnings of work on a number of facets of the lease. The Department completed the hiring of an expert in historical research to conduct an analysis of the buildings on site, several of which appear to be over a century old. Evaluation work has begun by a trail expert on staff with St. Louis County Department of Parks and Recreation for the layout of the

trail. Most importantly, however, will be the ultimate design of new improvements and how they integrate into this unique property's features.

ACTION ITEMS >>>

It is the Department's hope that a cohesive and creative design can be drafted for all of the development work needed in this park. To this end, a design company, DG2 Design, was contacted and toured the property with staff members to get a first-hand look at it and begin to evaluate its possibilities. Subsequently, a proposal has been provided for a site analysis and complete master plan of the property from DG2 Design. This proposal, which is attached to this memorandum, provides for the full design work to be completed at the cost of sixteen thousand two hundred sixty dollars ($16,260.00).

DG2 Design has completed an extensive number of projects in the St. Louis Area, many of which were contracted by Great Rivers Greenway. Department staff has checked references, and reviewed several of their design projects, and found the work to excel at being a natural blend with the surrounding environment. Based upon this research, the Department supports proceeding forward with a contract to engage DG2 Design to create a master plan document for Belleview Farm. This design work would be funded from the Capital Improvement Program Budget, which includes a line item for Belleview Farm within its Park and Trail Development Section.

ADDITIONAL INFORMATION >>>

This matter is being presented at tonight's meeting and, if acceptable, to provide a recommendation in this regard. If the Committee makes a favorable recommendation, the matter would then be forwarded to City Council for its consideration. With City Council's endorsement, the contract for this project could be established sometime in May and continue forward progress on this project, as required by the lease agreement.

If any of the Committee Members have questions or comments about the proposal or the requested action, please feel free to contact the Department of Planning and Parks at (636) 458-0440. A presentation of this information is planned on this item at tonight's meeting. Thank you for your consideration of this information and providing direction on the same.

DG2 Design, LLC
4835 MO 109, Suite 102
Eureka, MO 63025
636-549-9007

DG2 Design
Landscape Architecture

Proposal and Agreement for Landscape Architectural Services

Project Name: Belleview Farms Master Plan
Project Number: TBD

Client: City of Wildwood
Client Contact: Joe Vujnich and Kathy Arnett
Client Address: joe@cityofwildwood.com

Principal: Kristy DeGuire
Project Leader: Brad Priest

This Agreement is made and entered into as of this _____day of _____ 20_____, between DG2 Design, LLC ("DG2"), a Missouri limited liability company, 4835 MO 109 Suite 102 Eureka, MO 63025 and City of Wildwood (Owner/ Client) for the following project: Belleview Farms Master Plan, including potential park improvements such as, new exterior and interior entry road, parking lot, trails, overlook deck, pavilion, reuse options of buildings and barns on site, portable restroom enclosure and other passive uses of the park. The master plan will take into account the integral viewsheds, borrowed views and potential landscape restoration projects. ("Project").

Scope of Services: DG2 Design will work with the Client to finalize the project scope and schedule and compile an understanding of the park site and opportunities for the park development.

Task 1: Site Analysis Provide a clear understanding of the project scope and schedule, and a deliverable package summarizing the existing conditions, opportunities, and challenges associated with the park site. This bound submittal will include, but is not limited to, a park site plan identifying existing conditions (AutoCad/ Adobe), photo inventory of the park site, graphic and narrative summarization of opportunities and challenges identified with the park property, and summary of input and feedback from the Client. The analysis will also include a broad identification and preservation of important trees, combined with recommended areas for reduction of second-growth and invasive vegetation. (This does not include a full tree inventory).

Task 1.1 - Participate in preliminary meeting with Client to review project parameters, gather necessary materials, identify additional information required and establish project timetable.
Task 1.2 - Conduct site visit with Client and others.
Task 1.3 - Prepare a base map identifying and locating natural and man-made features, including topography, wetlands, streams, vegetation, utilities, structures, boundaries and other features as necessary. (Based on Client provided site survey)

Task 1.4 - Prepare a graphic summarizing site opportunities and constraints at an appropriate scale, using both existing and prepared maps, surveys, available GIS data and other available information.
Task 1.5 - Prepare a final report that summarizes identified opportunities and challenges.
Task 1.6 – Attend one meeting with Client to discuss the results of the inventory and analysis.

Meetings for Task 1
1 Client Staff and Team "Kick-Off' Meeting
1 Client Staff and Team Inventory and Analysis Review and Coordination Meeting

Task 2: Conceptual Master Plan
Design Team will create two (2) concept design alternatives for the Belleview Farm Park. These concepts will be reviewed and discussed with the Client. A preferred conceptual alternative will be developed based on input received. A preliminary cost estimate and implementation phasing plan will be developed for the selected alternative. DG2 will meet with the Client prior to final revisions and development of the Final Master Plan. A final master plan document will be provided to the Client.

Task 2.1 - Coordinate design goals with the Client, Historic Preservation Office and Gateway Off Road Cyclist.
Task 2.2 - Preparing two conceptual design alternatives based upon the approved design program.
Task 2.3 - Preparing a narrative which summarizes the existing conditions, design alternatives, broad range cost implications and identifies issues which require further study at the next stage of project development.
Task 2.4 - Meeting with Client staff to review the design alternatives.
Task 2.5 - Provide briefing(s) to City Council.
Task 2.6 - Create preferred alternative (draft Master Plan) based upon the preferred elements from the alternative designs and consistent with the approved design program
Task 2.7 - Create a draft implementation strategy/phasing program for development of the park improvements.
Task 2.8 - Identify potential scope and schedule of phase 1.
Task 2.9 - Attend meeting(s) with Client staff to review draft Master Plan and phasing program.
Task 2.10 - Refine the draft Master Plan phasing and preliminary cost estimate, incorporating gathered input from Client.
Task 2.11 - Meet with Client staff to review the refined Master Plan
Task 2.12 - Present the Final Master Plan to Client.

Task 2 Deliverables:
A complete master plan document with narrative, graphics, mapping (AutoCad/ Adobe) and estimated costing (1 color print copy and one digital copy).

Meetings for Task 2:
4 Client Staff and Team Meetings
2 City Council /Commissions Presentation

Not included in this proposal:
Surveying
Tree Preservation/Identification Plan
Soils/ Geotechnical Investigation
Engineering
Public Meetings
Construction Documentation
Construction Administration
Coordinate with City Permitting

If extra services are performed by DG2, Owner shall compensate DG2 for same at DG2's standard hourly rates and for its reimbursables as set forth herein, unless otherwise specifically agreed to in writing.

Compensation: *(Place "X" in appropriate box.)*

X The above listed Scope of Work, exclusive of extras, if any, shall be provided for a lump sum fee of $16,260.00, sixteen thousand two hundred sixty dollars, (including reimbursable expenses, as set forth below).

☐ The above listed Scope of Work, including extras, if any, shall be provided on an hourly basis at the following hourly rates:

Principal/ Landscape Architect III / PM	$150
Landscape Architect II	$110
Landscape Architect I	**$90**
Landscape Designer	$ 60
Administrative	$50

Rates are subject to review at the end of each DG2 fiscal year.
Included in the compensation set forth above, DG2 shall be entitled to receive and Owner shall pay for DG2's reimbursable expenses as set forth herein and other out-of-pocket direct project expenses at their actual cost.

The compensation due to DG2 from Owner shall be billed by DG2 on a monthly basis and payment for same shall be made to DG2 within ten (10) days of Owner's receipt of DG2's invoice.

If the Owner fails to make payment when due, DG2 may upon seven (7) days' written notice to the Owner, suspend performance of services under this Agreement. Unless payment in full is received by DG2 within seven (7) days of the date of the notice, the

suspension shall take effect without further notice. In the event of a suspension of services, DG2 shall have no liability to the Owner for delay or damage caused to Owner because of such suspension of services. Failure of Owner to make any payment to DG2 in accordance with this Agreement shall be considered substantial nonperformance and a material breach of this Agreement and cause for termination.

Reimbursable Expenses:
Reimbursable Expenses are included in the Compensation set forth above and include expenses incurred by DG2 and DG2's employees and consultants in the interest of the Project, as identified in the following Clauses (unless additional items are requested):

- Expense of transportation in connection with the Project; expenses in connection with authorized out of town travel; long distance communications; and fees paid for securing approval of authorities having jurisdiction over the Project.
- Expense of reproductions, printing for Owner's use, delivery service, postage and handling of Drawings, Specification and other documents.

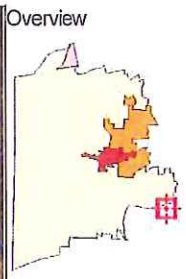
Use of DG2's Drawings, Specifications and Other Documents:
The Drawings, Specifications and other documents prepared by DG2 for the Project are instruments of DG2's service for use solely with respect to this Project and, unless otherwise provided, DG2 shall be deemed the author of these documents and shall retain all common law, statutory and other reserved rights, including the copyright. The Owner shall be permitted to retain copies, including reproducible copies, of DG2's Drawings, Specifications and other documents for information and reference in connection with DG2's use and occupancy of the Project. DG2's Drawings, Specifications or other documents shall not be used by Owners or others on other projects, for additions to this Project or for completion of this Project by others, unless DG2 is adjudged to be in default under this Agreement, except by agreement in writing and with appropriate compensation to DG2.

This Proposal/Agreement shall serve as a binding contract between the Parties when executed by the Parties below. "This proposal is good through May 5, 2016 11:59 pm".

DG2 DESIGN, LLC	OWNER
By:_____	By:_____
(Signature)	(Signature)
Print Name:_____	Print Name:_____
Title:_____	Title:_____

The City of WILDWOOD MISSOURI
PLANNING TOMORROW TODAY

Date Created: 8/15/2014



Legend
- City Limits
- Street Centerlines
- Parcels

Last Data Upload: 8/14/2014 11:23:26 PM

Please obtain an officially signed/sealed survey from a registered/licensed land surveyor prior to commencing new construction &/or property improvements. Parcel data, when viewed with the aerial photography layer, will not overlay precisely as platted and should not be used for any surveying purposes.

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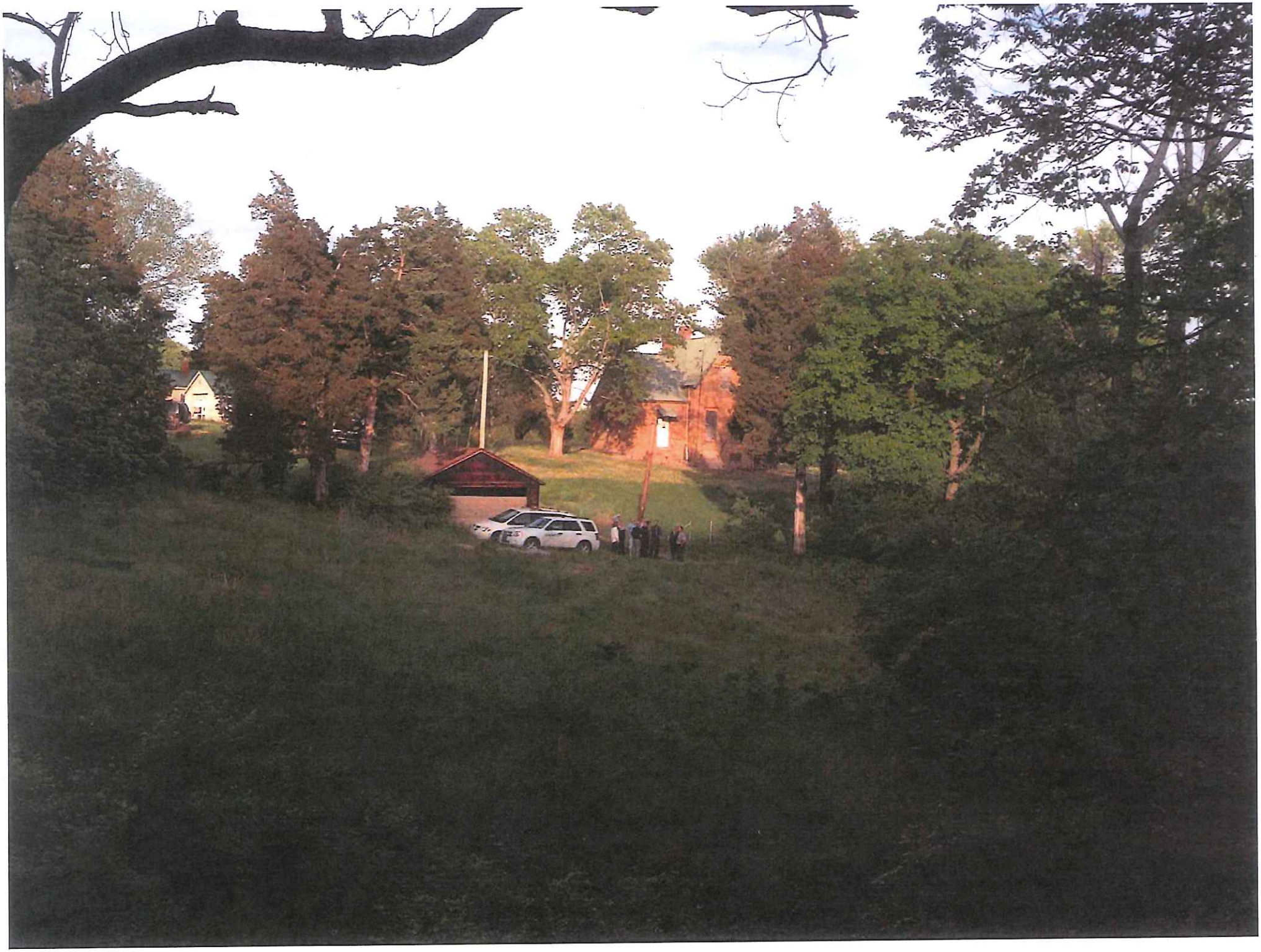
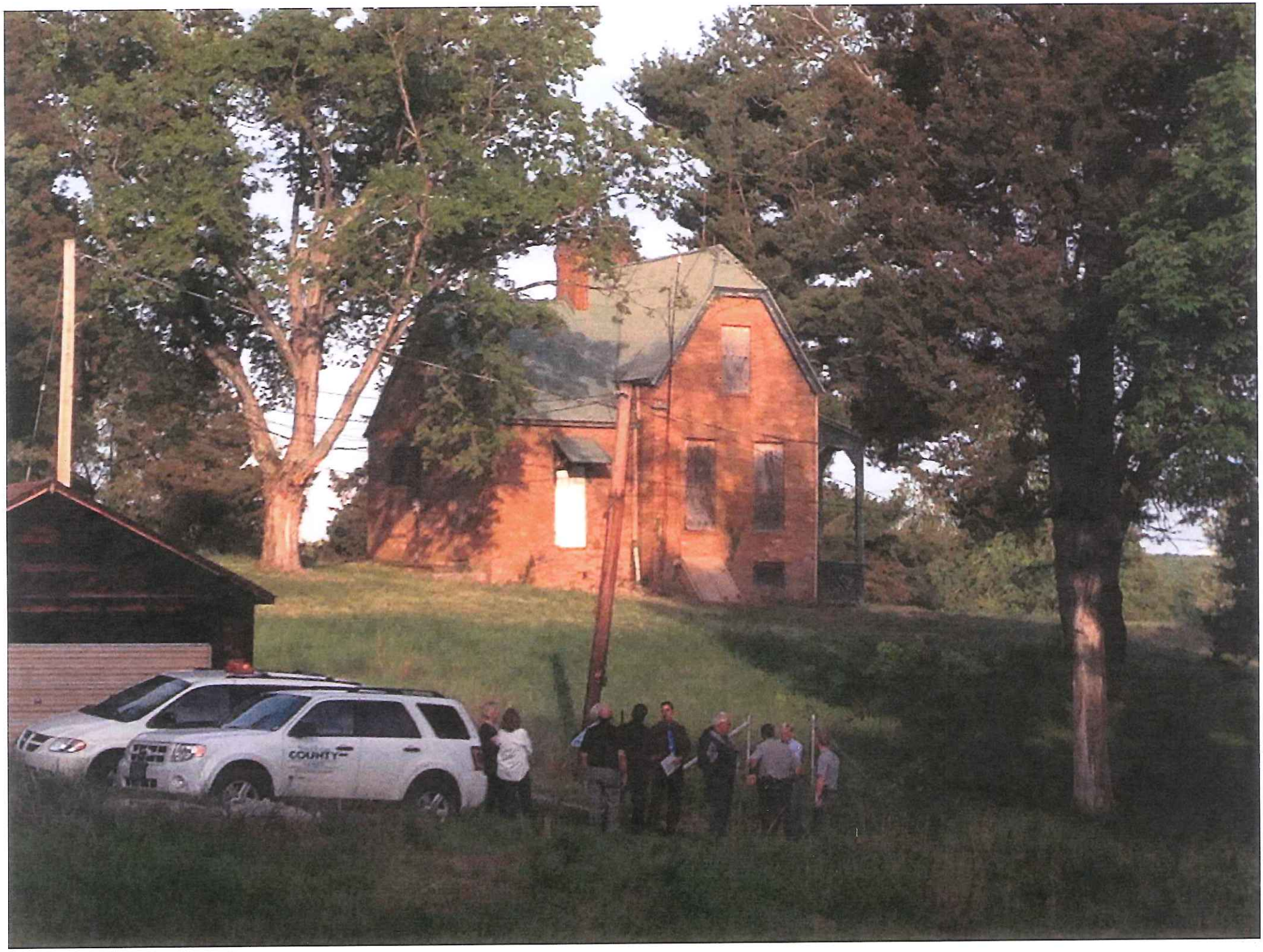
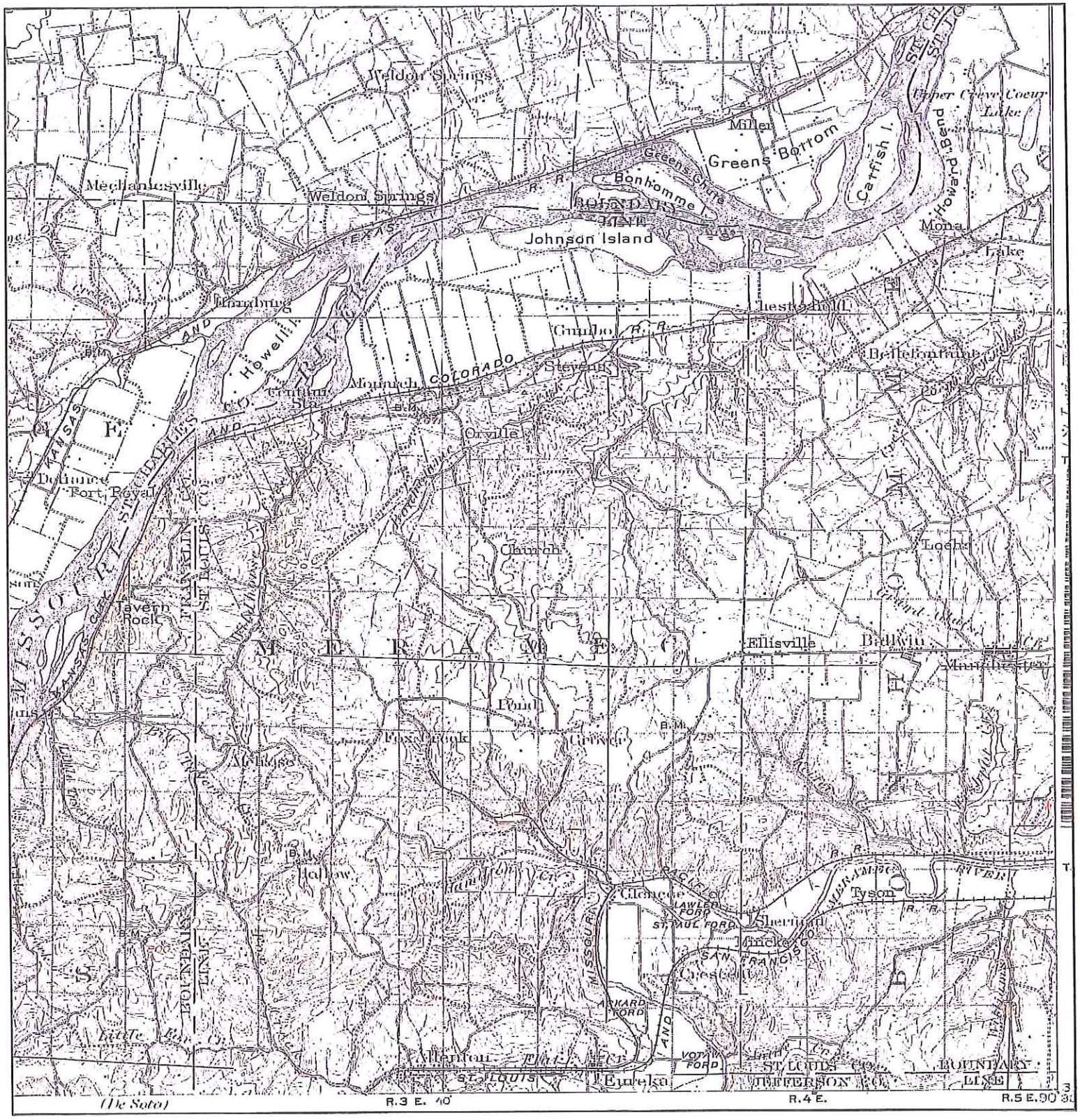



COUNTY

Historical Topographic Map



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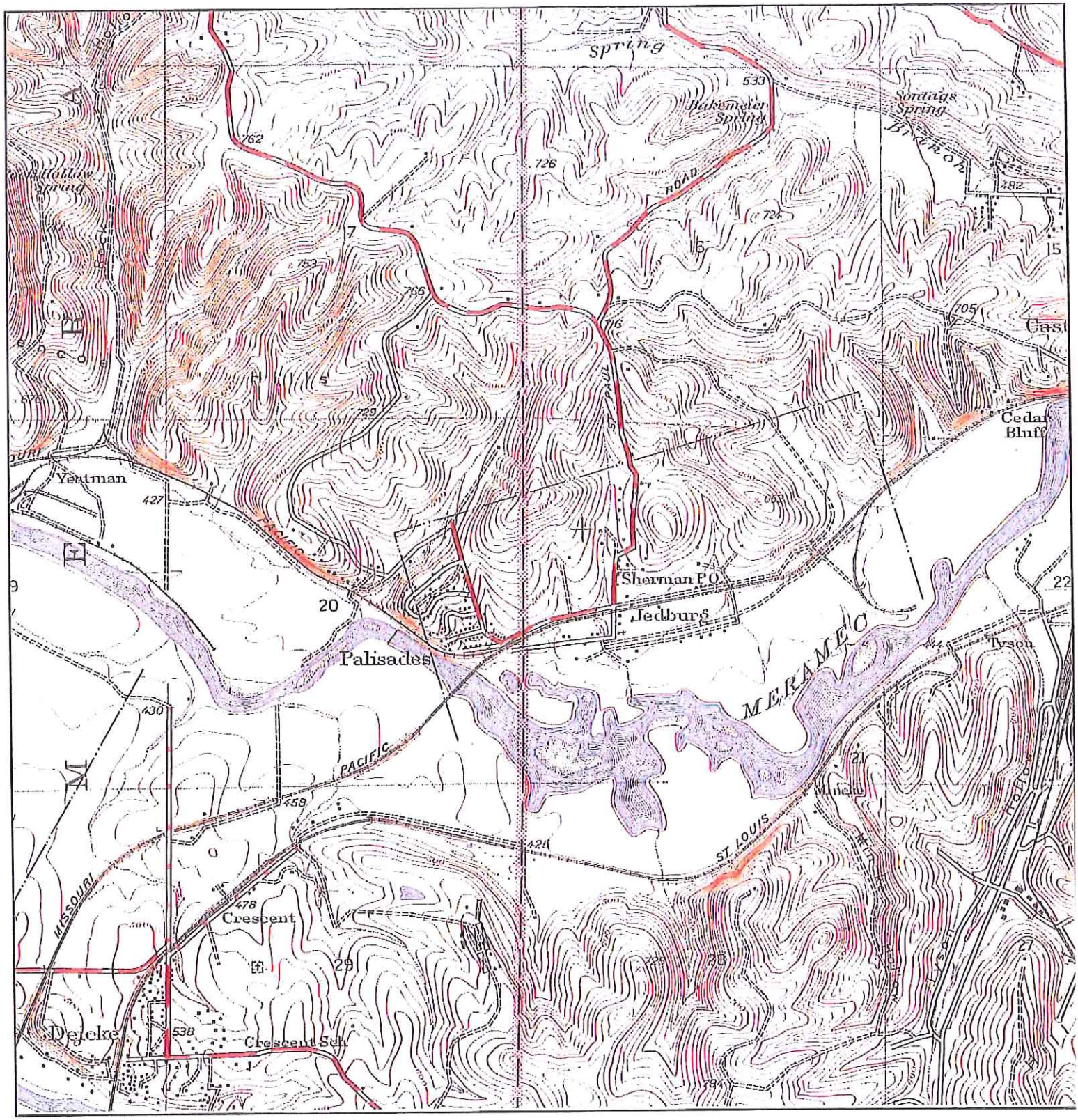
Historical Topographic Map



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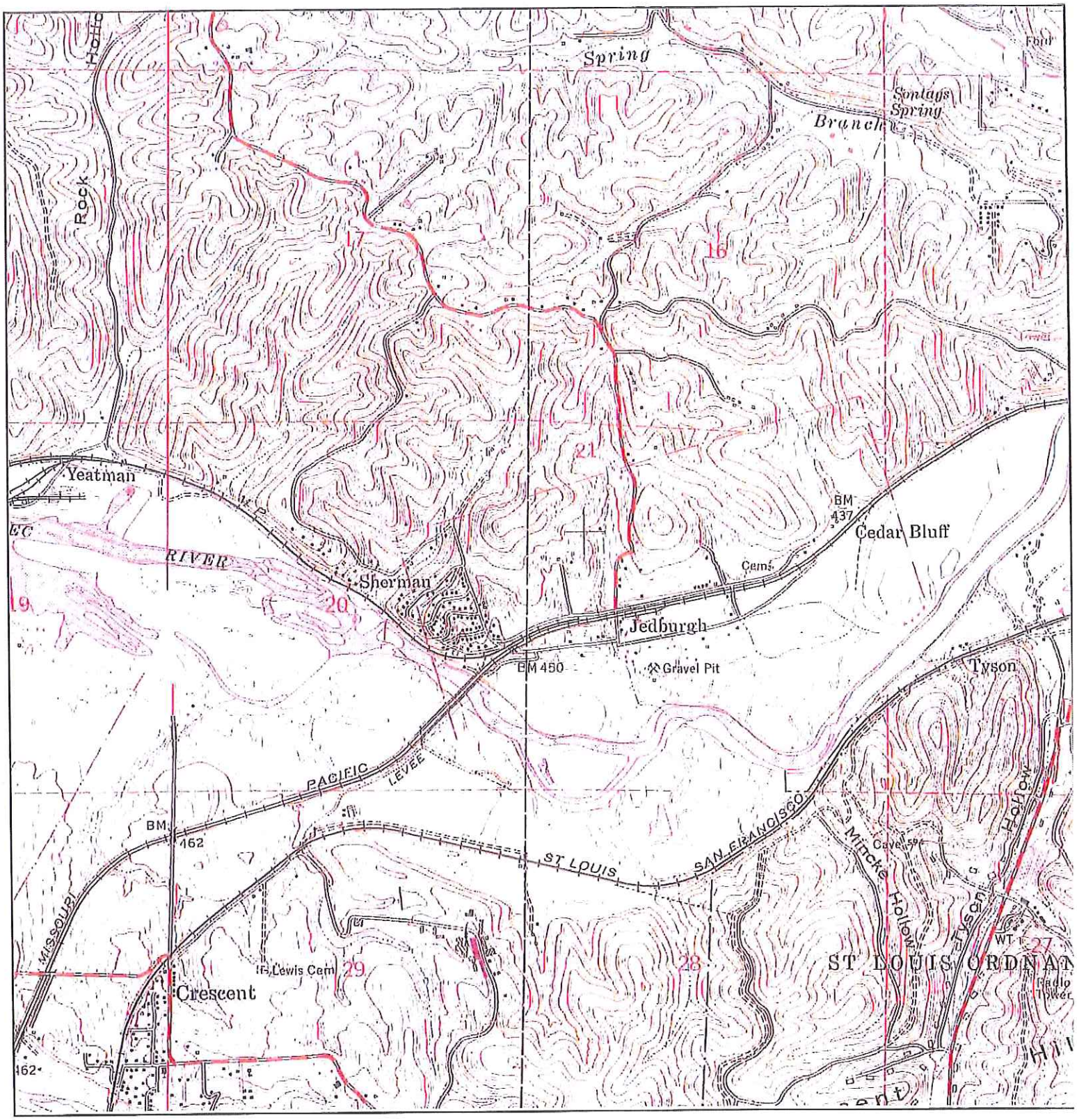
Historical Topographic Map

N	TARGET QUAD NAME: MANCHESTER MAP YEAR: 1954 SERIES: 7.5 SCALE: 1:24000	SITE NAME: Sherman Properties ADDRESS: 1333 Belleview Farm Rd. Ballwin, MO 63021 LAT/LONG: 38.5406 / -90.5855	CLIENT: Herlacher Angleton Assoicates CONTACT: Jim Foley INQUIRY#: 3842498.4 RESEARCH DATE: 01/29/2014

Historical Topographic Map



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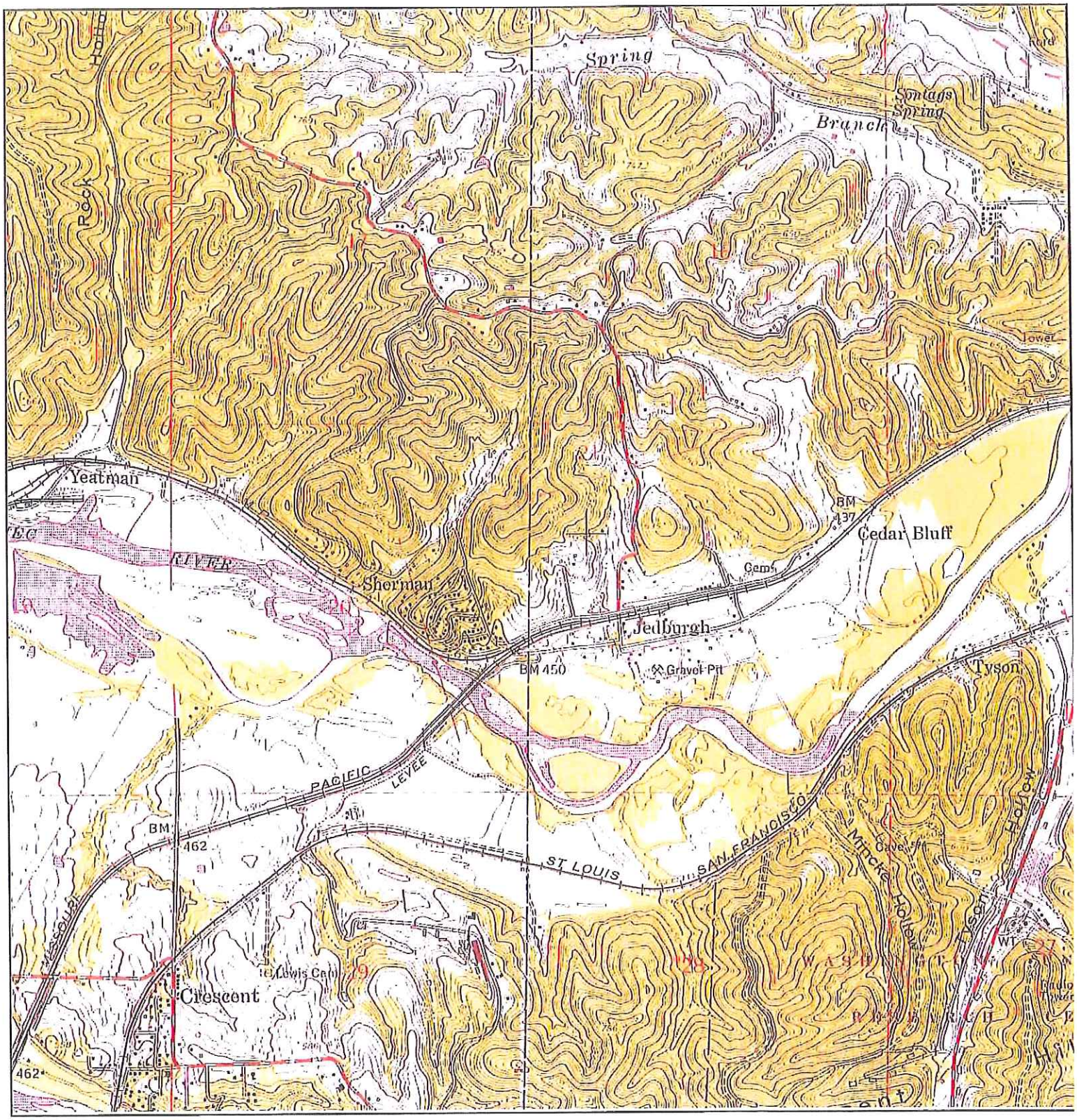
Historical Topographic Map



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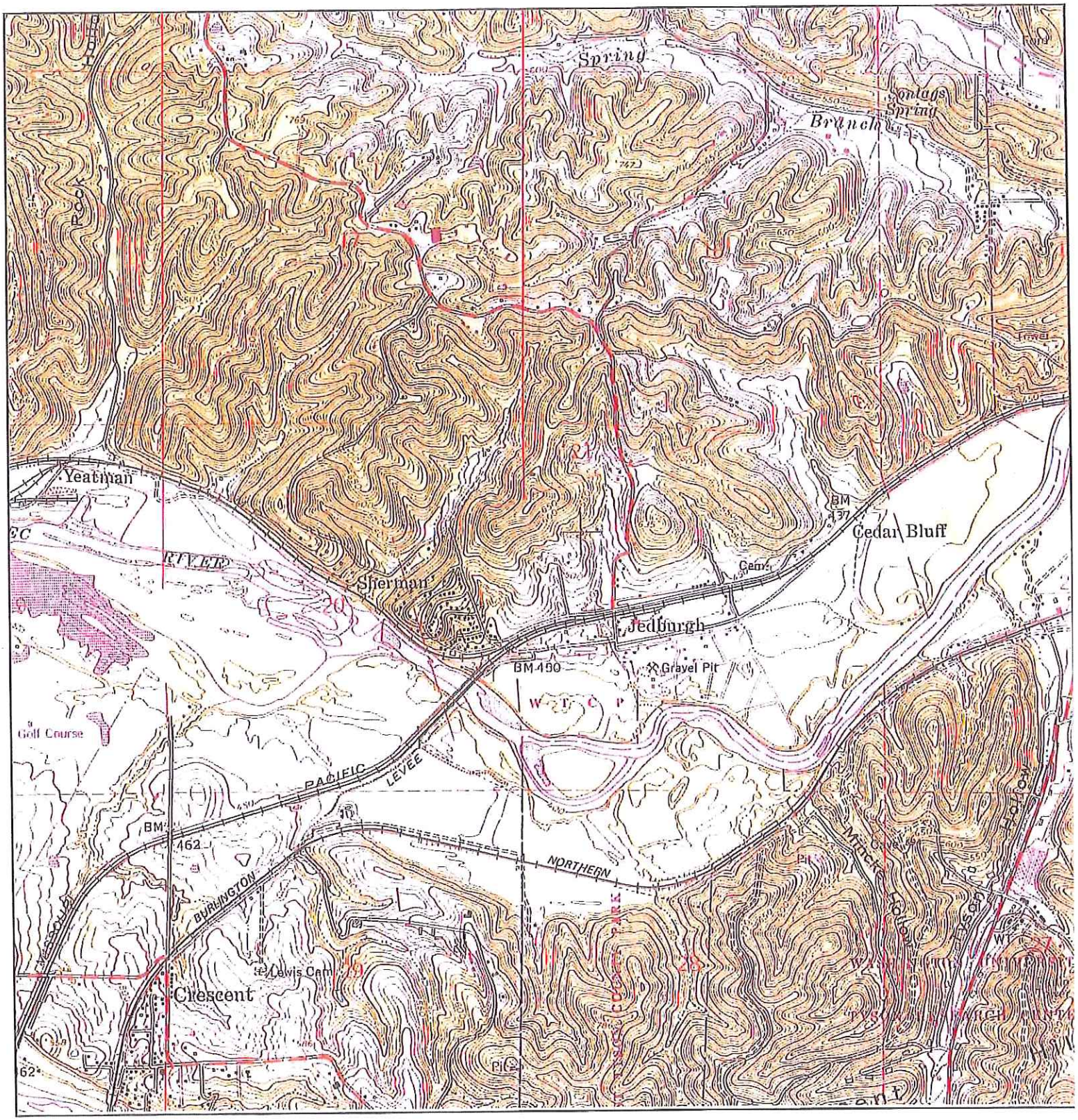
Historical Topographic Map



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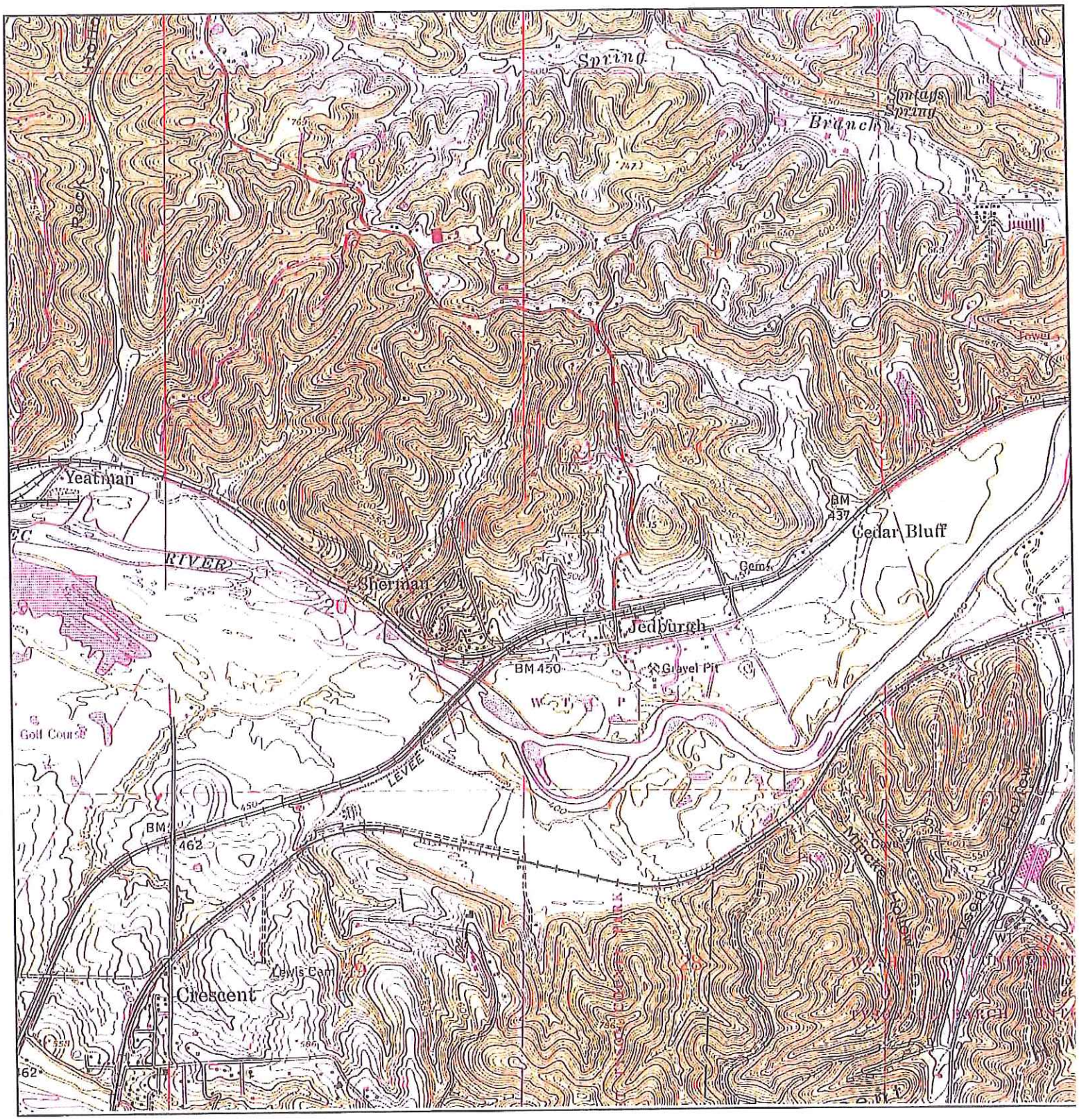
Historical Topographic Map



N	TARGET QUAD NAME: MANCHESTER MAP YEAR: 1993 REVISED FROM :1954 SERIES: 7.5 SCALE: 1:24000	SITE NAME: Sherman Properties ADDRESS: 1333 Belleview Farm Rd. Ballwin, MO 63021 LAT/LONG: 38.5406 / -90.5855	CLIENT: Herlacher Angleton Assoicates CONTACT: Jim Foley INQUIRY#: 3842498.4 RESEARCH DATE: 01/29/2014

BILL #2073 **ORDINANCE #2073**

AN ORDINANCE BY THE CITY COUNCIL OF THE CITY OF WILDWOOD, MISSOURI AUTHORIZING THE MAYOR OF THE CITY OF WILDWOOD, MISSOURI TO EXECUTE A LEASE AGREEMENT WITH ST. LOUIS COUNTY, MISSOURI FOR THE BELLEVIEW FARMS' TRACT OF LAND, WHICH IS APPROXIMATELY NINETY-NINE (99) ACRES IN SIZE AND LOCATED WITHIN THE MERAMEC RIVER GREENWAY. (Wards - All)

WHEREAS, the City of Wildwood recognizes the desirability of working cooperatively with other providers of parks and recreation services in this area of west St. Louis County to increase the amount of recreational opportunities for its residents and all visitors to this area; and

WHEREAS, St. Louis County, Missouri contacted the City of Wildwood, Missouri about the potential of it accepting a tract of land known as Belleview Farms to develop, use, and maintain, along with constructing the certain and limited improvements, thereby allowing public access to this tract of land for the first time, since being donated by the previous private property owner (Harold Donnelly); and

WHEREAS, the Belleview Farms, within the Meramec Greenway, would open for public use an additional ninety-nine (99) acres within the Meramec River Greenway and offer a new facility for trail users of all types and outdoor enthusiasts alike; and

WHEREAS, this lease agreement and related requirements were considered by the Honorable County Council of St. Louis County, Missouri and it authorized the necessary legislation for the lease agreement on September 30, 2014; and

WHEREAS, the City of Wildwood, Missouri reviewed the lease agreement and its City Attorney has determined it to be acceptable for the purposes of its conditions and related requirements; and

WHEREAS, this lease agreement shall be in effect from the passage of this ordinance by the City Council of the City of Wildwood, Missouri until September 30, 2039; and

WHEREAS, the City of Wildwood, Missouri appreciates the opportunity to work cooperatively with St. Louis County, Missouri on this lease agreement and the exciting Belleview Farms Site.

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

Section One. The City Council of the City of Wildwood, Missouri hereby authorizes the Mayor of the City of Wildwood, Missouri to execute a lease agreement with St. Louis County, Missouri for the acceptance of an area of property known as Belleview Farms for the purposes of its development, use, and maintenance. Said lease agreement and related materials are hereby attached and made a part of this ordinance herein.

Section Two. As part of this lease agreement, the City of Wildwood, Missouri agrees to construct and maintain the Belleview Farms for the benefit of residents of this City and all others who visit this community for the purposes of recreation, fitness, and fun.

Section Three. This lease agreement will terminate no sooner than September 30, 2039 by and between St. Louis County, Missouri and the City of Wildwood, Missouri.

Section Four. Said ordinance shall be in full force and effect on and after its passage and approval by the City Council of the City of Wildwood, Missouri.

This Bill was passed and approved this 8 day of DECEMBER, 2014 by the Council of the City of Wildwood, Missouri after having been read by title, or in full, two (2) times prior to its passage.

Presiding Officer

Timothy Woerther, Mayor

ATTEST:

City Clerk

City Clerk

CITY OF WILDWOOD
JAN 05 2015
DEPT OF PLANNING & PARKS

LEASE

THIS LEASE ("Lease") is made and entered into this 15th day of DEC., 2014, by and between ST. LOUIS COUNTY, MISSOURI ("County"), a charter county of the State of Missouri and the CITY OF WILDWOOD, MISSOURI ("City"), a municipal corporation of the State of Missouri.

WITNESS:

WHEREAS, County possesses a tract of land known as a part of Sherman Beach Park, the Belleview Farm tract, of approximately 99 acres, in St. Louis County, Missouri, such parcel shown in Exhibit A and more particularly described in Exhibit A-1 thereof (the "Premises"); and

WHEREAS, the parties hereto desire to lease the Premises as part of a plan to protect historic and archaeological features and to develop the Premises for recreational, natural and historical purposes including access roads and trails; and

WHEREAS, County is authorized to enter into this Lease by Ordinance No. 25884; and

WHEREAS, City is authorized to enter into this Lease by Ordinance No. 2073;

NOW THEREFORE, County, in consideration of the amount of One Dollar ($1.00) to be paid annually, upon demand, and of the agreements herein contained with City, leases to City the Premises, situated in Sherman Beach Park in St. Louis County, Missouri, as more particularly described in Exhibit A and A-1 hereof.

TO HAVE AND TO HOLD the Premises, with rights and privileges thereunto attaching and belonging unto City subject to and in accordance with the terms and conditions of this Lease.

ARTICLE I – TERM OF LEASE

1.1. Original Term. The term of this Lease shall be a period of twenty-five (25) years commencing on December 15, 2014 and terminating on December 14, 2039.

50-417

1.2. Extension Option. City and County shall have the option to extend this Lease for an additional twenty-five (25) years upon written mutual agreement not less than two (2) years prior to the expiration of a then current Lease term.

ARTICLE II – USE OF PREMISES

2.1. Site Development. The improvements to be made by City include an access road into the site, rehabbing and opening for public visitation the developed portions of the Premises for historic purposes and trails throughout the developed areas to connect to nature trails into the undeveloped portions of the Premises. Specific improvements are as follows:

2.1.1 An improved asphalt access road from the front entrance into the site. This access road will be open for public access to the site by December 31, 2016.

2.1.2 Future trail development within the site to be started by June 30, 2016 and completed by January 1, 2017.

2.1.3 A parking area, shade structure, picnic tables, trash cans, a bike rack and a restroom facility.

2.1.4 Renovation and maintenance of existing buildings, as determined by City and County.

2.1.5 Co-sponsored recreational events with St. Louis County Parks, as mutually agreed upon.

The Sherman Beach/Belleview Farm site will be open to the public (in part) by January 1, 2017.

2.2 Historical Significant Features. The Historic Buildings Commission has designated the caretaker's house within the Premises to be of historical significance. The Trust agreement for

this feature, attached herein as Exhibit B, stipulates that this feature must be maintained as a historical landmark.

2.3 Natural Areas. The undeveloped portions of the Premises must be maintained as a wildlife and natural preserve.

2.4 Programming. The County and City will coordinate and conduct recreational programs on the Premises. The City and County agree to meet in February of each year of the Lease to determine the recreational programs to be conducted on-site which may include, but are not limited to hayrides, Ranger hikes, historical tours and special events.

ARTICLE III – GENERAL TERMS AND CONDITIONS

3.1 Peaceful Possession. County shall put City in possession of the Premises and City shall peacefully hold and enjoy the same during the term of this Lease and any extension thereof, without interruption by County or any other person lawfully claiming the tract; however, subject to City's compliance with the terms of this Lease.

3.2 Project Administration. City shall be responsible for the design, engineering and construction administration of the trail. City shall submit plans to County sixty (60) days prior to construction contract award. County shall have review and approval authority concerning the plans and construction which approval shall not be unreasonably withheld or delayed.

3.3 Trail Operation. City shall be solely responsible for operation of the trail, for its maintenance (both routine, day-to-day and in special circumstances), and for security on the trail and its environs.

3.4 Right to Inspect. County shall have the right to enter the Premises to make regular inspections of the trail and its operation at County's convenience.

3.5 Taxes, Fees and Assessments. City shall pay, discharge, or cause to be paid or discharged, all taxes, assessments, fees and other impositions on the leased property that may be assessed or charged by a properly authorized entity during the term of the Lease

3.6 Notices. Any notices or communications made in regard to this Lease shall be made, if to County, to:

Director of Parks and Recreation
41 S. Central Ave.
Clayton, MO 63105

And if City, to:

Director of Planning and Parks
16860 Main St.
Wildwood, MO 63040

3.7 Waiver. The failure of either party to seek redress for violation of, or to insist upon the strict performance of any covenant or condition of this Lease shall not prevent a subsequent act, which would have originally constituted a violation, from having all the forces and effect of an original violation. No provision of this Lease shall be deemed to have been waived by either party, unless such waiver is in writing signed by such party.

3.8 Acts of God. Neither County nor the City shall be liable for delays or defaults in the performance of this Lease due to Acts of God or the public enemy, riots, strikes, fires, explosions, accidents, governmental action of any kind or any other causes of a similar character beyond the control and without the fault or negligence of the County or City.

3.9 Entire Agreement. The performance of this Lease shall be governed solely by the terms set forth herein notwithstanding any language contained on any invoice, shipping order, bill of lading or other document furnished by County at any time, and acceptance by City of any

premises, fixture or other item accompanied by such documents shall not be an acceptance by City of such language which is inconsistent with those set forth in this Lease.

3.10 Insurance. City shall obtain premises liability insurance in the amount of coverage no less than $2,000,000 per occurrence.

3.11 Assumption of Liability. By the execution of this Lease, City assumes full and complete liability for all damages to persons and property resulting from negligent acts of its employees creating a dangerous condition of property or permitting one to exist on the Premises, subject to operation of Sec.537.600 and 537.610 R.S.Mo.

ARTICLE IV - TERMINATION

4.1 For Insolvency of City. County may terminate this Lease, on the occurrence of any of the following events:

4.1.1 City becomes insolvent, that is, it has ceased to pay its debts in the ordinary course of business or cannot pay its debts as they become due, whether or not it has committed an act of bankruptcy law;

4.1.2 City files a voluntary petition for reorganization or bankruptcy, or involuntary bankruptcy proceedings are commenced against City, and relief from the automatic stay in bankruptcy is obtained by County;

4.1.3 A Receiver or Director is appointed for the City, provided that the Receiver or Director shall not have been dismissed within thirty (30) days of appointment; or

4.1.4 City excuses an assignment for the benefit of creditors.

Upon termination of this Lease, County shall not require City to remove or cover the cost for demolition of any structures or facilities constructed by City.

4.2 For Violation of Lease Terms. In the event of non-compliance by either party of any of the terms of this Lease, the other party may notify said party of such non-compliance, and said party may have up to six (6) months to cure the non-compliance. Provided, however, that non-compliance with health and safety-related requirements shall be cured immediately. Failure to cure any such non-compliance as required will be grounds for termination of the Lease without further notice.

CITY OF WILDWOOD, MISSOURI

By: [signature] 12/15/2014
Mayor Date

Attest: [signature]
City Clerk

Approved as to legal form:

[signature] 12-15-14
City Attorney Date

ST. LOUIS COUNTY, MISSOURI

By: [signature]
County Executive

Attest: [signature]
Administrative Director

Approved: [signature]
Director of Parks and Recreation

Approved as to legal form:

[signature]
Deputy County Counselor

Approved:

[signature]

Accounting Officer

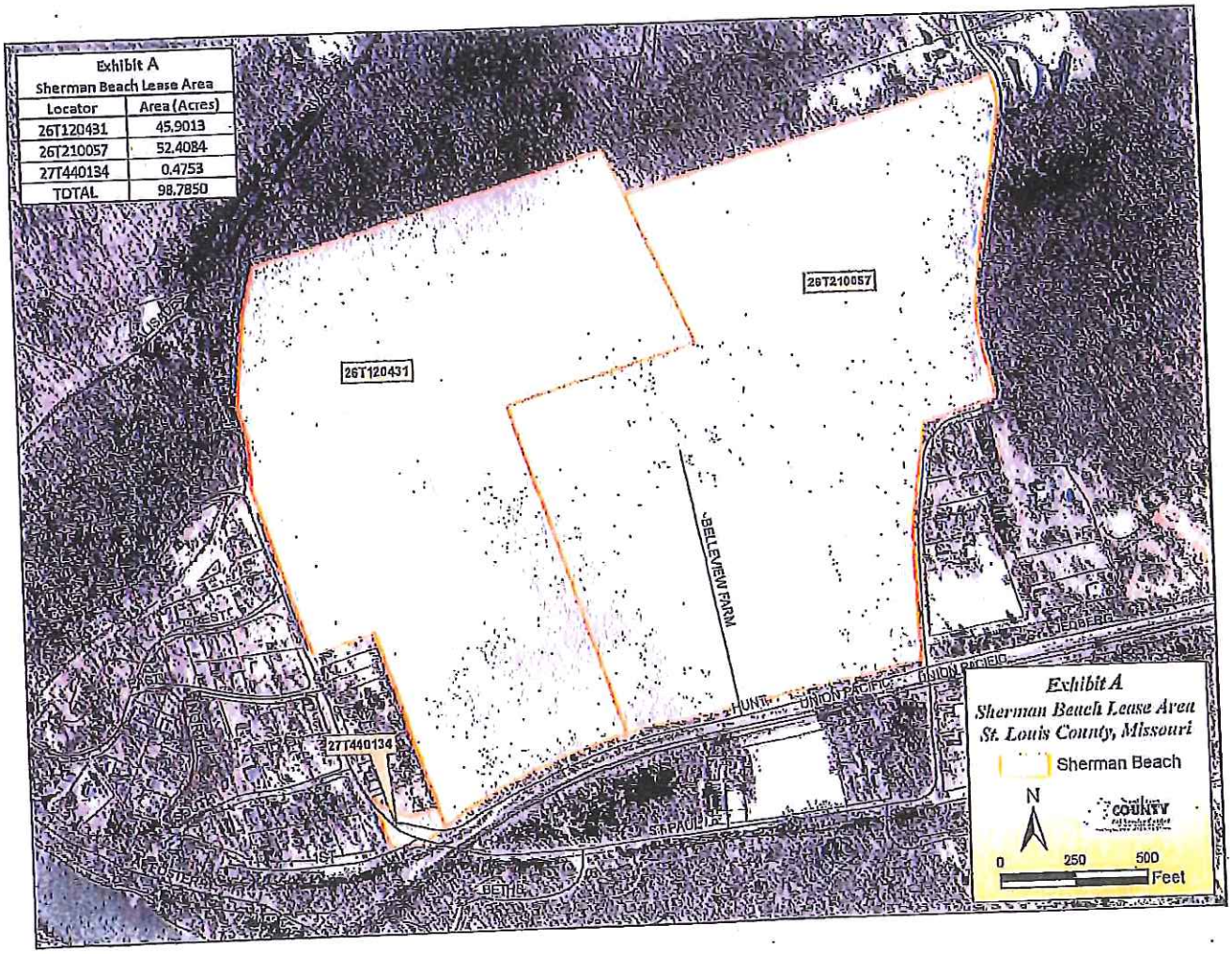


Exhibit A Sherman Beach Lease Area	
Locator	Area (Acres)
26T120431	45.9013
26T210057	52.4084
27T440134	0.4753
TOTAL	98.7850

Exhibit A-1
Sherman Beach/Belleview Park
Legal Description

Parcel No. 1
A tract of land being part of U.S. Survey 1975, Township 44 North, Range 4 East and being all of blocks 1, and 14 and part of Block 2, 12 and 15 of St. Paul Subdivision, according to the plat thereof recorded in Plat Book 3 Page 115 of the St. Louis City (formerly County) Records, and being more particularly described as follows: Beginning at the Northeast corner of block 13 of said subdivision, thence along the Eastern line of said Block, South 27 degrees 45 minutes East 23 chains, thence South 11 degrees 35 minutes East along a line established by Deeds recorded in Book 145 page 93 and 94, 15.509 chains to a point and South 43 degrees 20 minutes East 0.105 chains to the center line of Missouri Pacific Railroad Company right of way, thence along said right of way along a curve to the right, the chords of which bear South 82 degrees 11 minutes West 3.748 chains and South 84 degrees 24 minutes West 4 chains, thence continuing along the center line of said railroad right-of-way along a tangent South 85 degrees 31 minutes West 14.90 chains more or less to a point in the direct prolongation Southwardly of the line dividing Lots 4 and 30 in Block 2 of said Subdivision, thence Northwardly along said prolongation and the East line of said Lot 30 and the center line of an alley laid out in said Block 2, to a point in the prolongation Eastwardly of the South line of Lot 54 of said Block 2, thence Westwardly along said prolongation and the South line of said Lot 54 and the prolongation thereof, Westwardly to the center line of Hunt Avenue, as originally laid out in said Subdivision; thence Northwardly along the Eastern line of Tract conveyed to I.W. Schantz and wife of deed recorded in book 525 Page 600 to the Northern line of Block 12 of said Subdivision; thence Eastwardly along the Northern line of Block 12 and the Northern line of Block 13 of said Subdivision to the Northeast corner of said Block 13 and being the place of beginning, EXCEPTING THEREFROM that part conveyed to the Missouri Pacific Railroad Company by Deeds recorded in Book A6 page 476 and Book 1048 page 204 and EXCEPTING THEREFROM that part conveyed to A.S. McNeese by deed recorded in Book 1027 page 37 and EXCEPTING THEREFROM that part conveyed to Missouri Improvement Co., by deed recorded in Book 1078 page 517.

PARCEL NO. 2
All that portion of the vacated street and alleys, as shown on the plat of St. Paul Subdivision recorded in Plat Book 3 page 115 of the St. Louis City (formerly County) Records, which accrued to the herein described property, when vacated by instrument recorded in Book 478 Page 429.

PARCEL NO. 3
A tract of land in U.S. Survey 1975, Township 44 North, Range 4 East and described as follows: Beginning at an old stone in the West line of a tract of land described in deed recorded in Book 130 page 109 of Recorder's Office of St. Louis County, being the Southwest corner of a 5 acre tract, now or formerly, owned by Kerber, thence North 73 degrees 25 minutes East 19.861 chains to the center line of St. Paul Road, 30 feet wide, thence along the center line of St. Paul Road, South 18 degrees 16 minutes East 1.15 chains, South 8 degrees 33 minutes West 10.895 chains, South 11 degrees 6 minutes East 5.30 chains, South 75 degrees 33 minutes West 3.842 chains, South 10 degrees 20 minutes West 5.025 chains, South 2 degrees 17 minutes East to the center line of the right-of-way of Missouri Pacific Railroad thence along said center line South 80 degrees 10 minutes West along the chord of a curve to the Southwest corner of tract of land conveyed by Missouri Portland Cement Co., to Emma L. Prevallet by deed recorded in Book 484 Page 92, St. Louis County, Missouri Records, thence along the West line of said tract North 11 degrees 35 minutes West 15.511 chains to an old stone, thence North 27 degrees 45 minutes West 20.416 chains to the beginning. EXCEPTING THERE FROM that part conveyed to Missouri Improvement

Co., by deed recorded in Book 1078 page 518 and EXCEPTING THEREFROM that part conveyed to Missouri Pacific Railroad Company by Deeds recorded in Book A6 page 476.

LOCATOR #27T440134
402 HUNT STREET
0100 X 0190
ST. PAUL SUBD
BLOCK 2, LOT PTS 27-28-29-30, S PTS
PLAT BOOK 11, PAGE 1057
*DEED BOOK PAGE 1797

LOCATOR #32M220849
6781 EAST DRIVE
0050 X 0010
HOLZER PARK
BLOCK 2, LOT 4
PLAT BOOK 4, PAGE 434
*DEED BOOK PAGE 1803

Sherman Bek

TRUSTEE'S DEED

THIS DEED, is made and entered into this _____ day of May, 1997 by and between MARK TWAIN BANK OF ST. LOUIS COUNTY, MISSOURI, 3820 Ladue Road, St. Louis, Missouri 63124 in its capacity as Trustee under the Revocable Living Trust Agreement of Harold K. Donnelly, dated March 30, 1993, hereinafter "Party of the First Part" or "First Party", and ST. LOUIS COUNTY, MISSOURI, a subdivision of the State of Missouri existing under the laws of Missouri and the St. Louis County Charter, hereinafter "Party of the Second Part" or "Second Party".

WITNESSETH THAT:

WHEREAS, Harold K. Donnelly, a single person, did by Quit-Claim Deed executed March 30, 1993, convey certain real property in St. Louis County, described hereinbelow, to Party of the First Part as Trustee under his Revocable Living Trust Agreement of even date, said Quit-Claim Deed being recorded in the St. Louis County Records at Book 9656, Page 344; and

WHEREAS, said Harold K. Donnelly did not thereafter amend or revoke said Revocable Living Trust Agreement prior to his death on November 5, 1996, in St. Louis County, Missouri; and

WHEREAS, said Trust Agreement provides that the Grantor's property known as Bellevue Farm at Sherman, Missouri, consisting of approximately 105 acres and 8 buildings and certain personal property thereon shall be transferred and delivered to the St. Louis County Department of Parks and Recreation and shall be maintained perpetually for the following purposes and no other purposes: the buildings shall be maintained perpetually as

historic landmarks, the developed part of the property shall be maintained perpetually as a park, and the remaining undeveloped portion shall be maintained perpetually as a wildlife and nature preserve (hereinafter "the Donnelly Gift"), and

WHEREAS, St. Louis County did by Ordinance No. 18,359 enacted on January 16, 1997, for the purpose of accepting the Donnelly Gift, signed by the County Executive on January 17, 1997, authorize the acquisition of the land by St. Louis County for the establishment of a public park and recreation facilities site and authorized the County Executive to execute on behalf of St. Louis County any contract, agreement or other document necessary to carry out the intent and purpose of the ordinance.

NOW, THEREFORE, in consideration of the premises, the said First Party as Trustee does hereby GRANT, BARGAIN, CONVEY AND DEDICATE to the Second Party the following described property situated in St. Louis County, Missouri, for the purposes and trust and subject to the restrictions hereinafter set forth:

PARCEL NO. 1
A tract of land being part of U.S. Survey 1975, Township 44 North, Range 4 East and being all of Blocks 1, 13 and 14 and part of Block 2, 12 and 15 of St. Paul Subdivision, according to the plat thereof recorded in Plat Book 3 Page 115 of the St. Louis City (formerly County) Records, and being more particularly described as follows: Beginning at the Northeast corner of Block 13 of said Subdivision, thence along the Eastern line of said Block, South 27 degrees 45 minutes East 23 chains, thence South 11 degrees 35 minutes East along a line established by Deeds recorded in Book 145 page 93 and 94, 15.509 chains to a point and South 43 degrees 20 minutes East 0.105 chains to the center line of Missouri Pacific Railroad Company right of way, thence along said right of way along a curve to the right, the chords of which bear South 82 degrees 11 minutes West 3.748 chains and South 84 degrees 24 minutes West 4 chains, thence continuing along the center line of said railroad right-of-way along a tangent South 85 degrees 31 minutes West 14.90 chains more or less to a point in the direct prolongation Southwardly of

the line dividing Lots 4 and 30 in Block 2 of said Subdivision, thence Northwardly along said prolongation and the East line of said Lot 30 and the center line of an alley laid out in said Block 2, to a point in the prolongation Eastwardly of the South line of said Lot 54 of said Block 2, thence Westwardly along said prolongation and the South line of said Lot 54 and the prolongation thereof, Westwardly to the center line of Hunt Avenue, as originally laid out in said Subdivision; thence Northwardly along the Eastern line of tract conveyed to I.W. Schantz and wife by deed recorded in Book 525 Page 600 to the Northern line of Block 12 of said Subdivision; thence Eastwardly along the Northern line of Block 12 and the Northern line of Block 13 of said Subdivision to the Northeast corner of said Block 13 and being the place of beginning, EXCEPTING THEREFROM that part conveyed to the Missouri Pacific Railroad Company by Deeds recorded in Book A6 page 476 and Book 1048 page 204 and EXCEPTING THEREFROM that part conveyed to A. S. McNeese by deed recorded in Book 1027 page 37 and EXCEPTING THEREFROM that part conveyed to Missouri Improvement Co., by deed recorded in Book 1078 page 517.

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Pacific Railroad Company by Deeds recorded in Book A6 page 476.

TO HAVE AND TO HOLD, the said described property unto the said Second Party and its Successors and Assigns, forever, for the express purpose and upon the express trust and restriction of the Donnelly Gift that the developed part of the property shall be maintained perpetually as a public park, that the buildings shall be maintained perpetually as historic landmarks, and that the remaining undeveloped portion of the property shall be maintained perpetually as a wildlife and nature preserve; and furthermore that the County Executive by executing this Deed does agree on behalf of St. Louis County to the aforesaid terms, trust and restrictions pursuant to the authority given to him in the aforesaid Ordinance No. 18,359.

IN WITNESS WHEREOF, the First Party, as Trustee, and the Second Party, by and through the St. Louis County Executive, have hereunto set their hands as of the day and year first above written.

Party of the First Part (Grantor):
MARK TWAIN BANK OF ST. LOUIS COUNTY, MISSOURI, Trustee

By: _____
Christina K. Whitmer, Assistant Vice President
8820 Ladue Road
St. Louis, Missouri 63124

Party of the Second Part (Grantee):
ST. LOUIS COUNTY, MISSOURI

_____
George (Buzz) Westfall,

County Executive
41 South Central Avenue
Clayton, Missouri 63105

STATE OF MISSOURI)
) SS
COUNTY OF ST. LOUIS)

On this _____ day of May, 1997 before personally appeared Christina K. Whitmer, personally known to me, who did state upon her oath that she is the Assistant Vice President of Mark Twain Bank of St. Louis County, Missouri and that she is duly authorized on behalf of said bank in its capacity as Trustee to execute this Deed on behalf of said Mark Twain Bank as Trustee under the Revocable Living Trust of Harold K. Donnelly, deceased, and she did further acknowledge that she executed this instrument, on behalf of said Trustee, as her free act and deed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal in the County and State aforesaid, the day and year first above written.

_____
Notary Public

My Commission Expires:

STATE OF MISSOURI)
) SS
COUNTY OF ST. LOUIS)

On this _____ day of May, 1997 before personally appeared George (Buzz) Westfall, personally known to me, who did state upon his oath that he is the County Executive of St. Louis County, Missouri and he did further acknowledge that he executed this instrument, on behalf of said County, as his free act and deed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal in the County and State aforesaid, the day and year first above written.

_____
Notary Public

My Commission Expires:

Charlie A. Dooley
County Executive

Saint Louis COUNTY PARKS

Thomas M. Ott
Acting Director Parks & Recreation

CITY OF WILDWOOD
JAN 05 2015
DEPT OF PLANNING & PARKS

December 26, 2014

City of Wildwood
Attn: Joe Vujnich
16860 Main St.
Wildwood, MO 63040

Re: Lease of the Belleview Farm Tract

Dear Mr. Vujnich:

Enclosed please find a fully executed copy of the lease between St. Louis County and the City of Wildwood for the Belleview Farm tract.

Sincerely,

Bonnie J. Diaz
Contract Manager

WILDWOOD

April 19, 2016

MEMORANDUM

To: Planning/Economic Development/Parks Committee Members

From: Department of Planning and Parks

Re: **Belleview Farm Project – Trail Development and Allowable Users**

Cc: The Honorable Timothy Woerther, Mayor
Administration/Public Works Committee Members of the City of Wildwood
Ryan S. Thomas, P.E., City Administrator
Rob Golterman, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Gary Crews, Superintendent of Parks and Recreation

INTRODUCTION >>>

The City has an on-going lease agreement with St. Louis County for property abutting its far southeast corner, which was approved by the City Council on December 8, 2014. This property, known as Belleview Farm, consists of two (2) parcels of ground totaling nearly one hundred (100) acres and is accessed from St. Paul Road. The property has a rich history, including several historic structures, and an incredible view of the Meramec River Valley. As part of the lease agreement, certain improvements must be installed on the property by the City.

The site development improvements that must be constructed include the following:

1. The installation of an improved asphalt access road from the front entrance into the site. This access road must be open for public use by December 31, 2016;
2. The development of a trail within the site to be constructed between June 30, 2016 and January 1, 2017; and
3. The construction of a parking area, with picnic tables, trash cans, and a bike rack.

The Department has been working with John Stanger, the trail expert with St. Louis County Department of Parks and Recreation, on the design and installation of a loop trail upon the property. The main users of the trail would be off-road bicyclists, runners, walkers, hikers, and bird watchers. The trail will be a natural surface, which will complement the twelve (12) mile trail being constructed by the City between Rock Hollow Valley and Bluff View Park. This trail would not only circle the Belleview Farm property, but would be connected to the Al Foster Trail at Sherman

Beach, opening up this area to an extensive network of trail connections and opportunities.

ACTION ITEMS >>>

A decision needs to be made on the types of users permitted on this trail. While this trail can be connected to the Al Foster Memorial Trail, there is no direct access to Rock Hollow Valley Area to the west. Since equestrian users are prohibited on the Al Foster Memorial Trail, they would be unable to access the longer circuit of natural trails within Rock Hollow Valley and Bluff View Park from Belleview Farm. It is the Department's recommendation that bicyclist and pedestrian users be authorized, but not equestrian users within Belleview Farm.

Mr. Stanger is working with the Gateway Off-Road Cyclists (GORC) organization, which is willing to assist with the trail construction at no cost. The location of the trail would be identified using GPS units and could then be implemented into the site master plan. GORC is interested in a non-equestrian trail, as well. Given the development of a twelve (12) mile long network of natural surface trails in and between Bluff View Park and the Rock Hollow Valley, which includes a parking area designed for trailered vehicles used by equestrians, this restriction in Belleview Farm Park would seem to be an appropriate consideration.

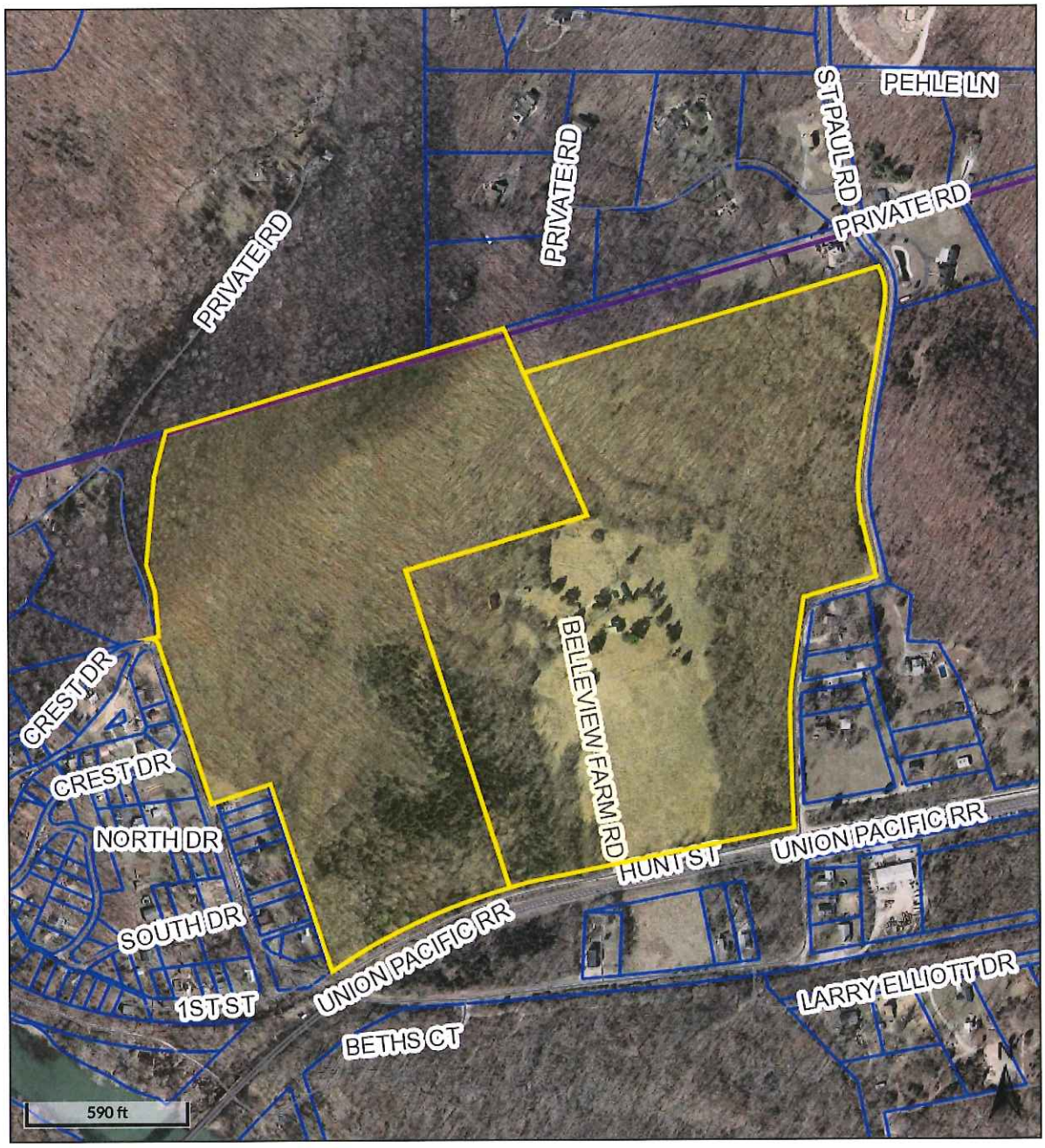
By prohibiting equestrian users, the parking area does not need to be designed for the large horse trailers and can be a standard vehicular lot. Maintenance of the natural surface trail is less expensive, when equestrian users are restricted. Additionally, St. Louis County is also not objectionable to this user limitation.

ADDITIONAL INFORMATION >>>

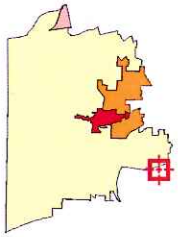
This matter is being presented to the Committee Members at tonight's meeting and, if acceptable, to provide a recommendation in this regard. If any of the Committee Members have questions or comments about the trail or the requested action, please feel free to contact the Department of Planning and Parks at (636) 458-0440. A presentation of this information is planned on this item at tonight's meeting. Thank you for your consideration of this information and providing direction on the same.

WILDWOOD

Belleview Farm



Overview



Legend

- City Limits
- Street Centerlines
- Parcels

Please obtain an officially signed/sealed survey from a registered/licensed land surveyor prior to commencing new construction &/or property improvements. Parcel data, when viewed with the aerial photography layer, will not overlay precisely as platted and should not be used for any surveying purposes.

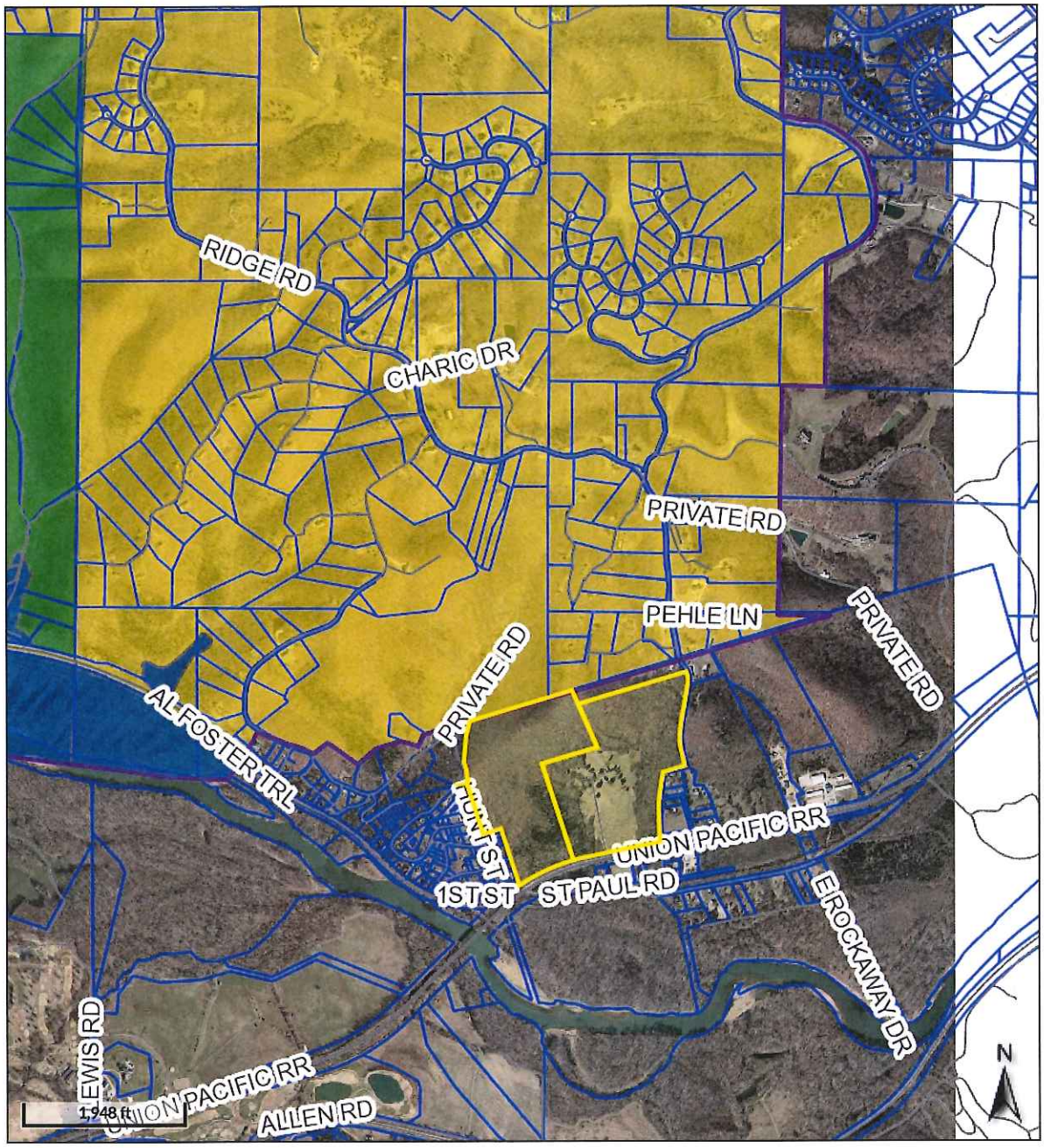
Date created: 4/14/2016

Schneider

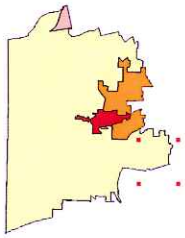
Developed by
The Schneider Corporation

WILDWOOD

Belleview Farm



Overview



Legend

- City Limits
- Street Centerlines
- Parcels

Zoning Districts

- C1
- C2
- C8
- FPC8
- FPM3
- FPNU
- FPPS
- FPR1
- FPR1A
- FPR3
- M3
- MXD
- NU
- PS
- R1
- R1A
- R2
- R3
- R4
- R6
- R6A

Please obtain an officially signed/sealed survey from a registered/licensed land surveyor prior to commencing new construction &/or property improvements. Parcel data, when viewed with the aerial photography layer, will not overlay precisely as platted and should not be used for any surveying purposes.

Date created: 4/15/2016

Schneider

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The Schneider Corporation

WILDWOOD

April 19, 2016

MEMORANDUM

To: Planning/Economic Development/Parks Committee Members

From: Department of Planning and Parks

Re: **On-Going and Long-Term Maintenance Costs for Parks and Trail Facilities**

Cc: The Honorable Timothy Woerther, Mayor
Administration/Public Works Committee Members of the City of Wildwood
Ryan S. Thomas, P.E., City Administrator
Rob Golterman, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Kathy Arnett, Assistant Director of Planning and Parks
Gary Crews, Superintendent of Parks and Recreation

The City Council, during its Strategic Planning Process in March 2015, identified the need to ensure that, as facilities are added to the City's system of parks and trails, the costs associated with their maintenance and upkeep are addressed and managed as well. The Chair of the Planning/Economic Development/Parks Committee also requested, which was agreed to by the members, that each month an update of spending on parks and trail maintenance be provided, along with any unusual allocations in this regard as well. Therefore, as part of this reporting of monthly expenses and expenditures, the Department will provide the summary of annual expenditures by it, in its maintenance of facilities since 2006, which is identified below:

Year	Original Budget Allocation ($)	Amended Budget Allocation ($)	Actual Amount ($)
2006	15,000	64,000	68,454
2007	62,500	58,486	57,880
2008	67,000	67,000	65,176
2009	68,000	120,000	112,608
2010	120,000	110,000	103,275
2011	125,000	135,000	127,995
2012	135,000	164,000	173,980
2013	175,000	160,000	129,788
2014	175,000	161,200	133,033
2015	160,000	160,000	172,679*
2016	**170,000**	TBD	TBD

*As of December 31, 2015 (Final)

The Department, in calculating the expenditures for Fiscal Year 2016, did so upon the date the work was completed, not necessarily the month in which the invoice was paid. Since the Committee's last meeting, all of the invoices for the month of February, and a portion of March, that have been paid thus far for

maintenance of park and trail facilities have been totaled and identified. These expenditures include the following items:

- ✓ Trash removal in park properties and trail locations
- ✓ Spring cleanup, including the addition of mulch

The spending for the year to date, on a per month basis of when the work was completed, is provided below:

2016 Expenditures	
January	$7,555.14
February	$8,188.90
March (incomplete)	$24,489.52
Year to Date Total	$40,233.56

The spending for the year, to date, is identified by each park, on the attached spreadsheet.

The Department can provide more background on this matter at tonight's meeting, if members have specific questions in this regard. If any of the Committee Members should have other questions or comments before tonight's meeting about this information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. A presentation is planned on this matter at tonight's meeting. Thank you for your review of this information and participation in tonight's discussion.

FY-2016 Parks and Trails Maintenance Costs

	Park/Trail			AL FOSTER TRAILHEAD	ANNIVERSARY PARK	BLUFF VIEW PARK	COMMUNITY PARK	GLENCOE PARK	OLD POND SCHOOL	ROCK HOLLOW TRAIL	PEDESTRIAN BRIDGES	TAYLOR/100 TRAIL	EVENTS	GENERAL TRAILS	GENERAL WORK		
	INVOICE #	DATE	WORK COMPLETED													INVOICE TOTAL	SPECIFIC LOCATION
JANUARY		12/1/2015	Fire Extinguisher Inspection												$ 40.00	$ 40.00	City Hall - Work done in 2015, but paid in 2016
	9716	1/4/2016	Clean out Trash Containers		$ 40.00	$ 40.00	$ 60.00	$ 40.00	$ 40.00	$ 40.00	$ 40.00	$ 40.00				$ 340.00	
	9722	1/5/2016	Remove Christmas Tree												$ 368.25	$ 368.25	
	9723	1/5/2016	Reinstall Pipe Bollard								$ 127.00					$ 127.00	109 & Windsor Meadow
	9743	1/15/2016	Clean out Trash Containers		$ 40.00		$ 60.00	$ 80.00								$ 180.00	
	9743	1/15/2016	Pick up sticks							$ 180.00						$ 180.00	
	9745	1/15/2016	Trim Honeysuckle								$ 460.00					$ 460.00	Cambury Trail & North Ped Bridge
	9745	1/15/2016	Pick up Trash											$ 300.00		$ 300.00	
	9746	1/15/2016	Clean out Trash Containers											$ 40.00		$ 40.00	Eatherton Trail
	9750	1/19/2016	Clear Snow										$ 1,203.00			$ 1,203.00	Al Foster and Duck Loop (Frozen Feet Run)
	9753	1/19/2016	Plow Snow				$ 195.00									$ 195.00	
	9117355	2/8/2016	Pest Control						$ 52.00							$ 52.00	
	9754	1/21/2016	Clear Snow										$ 2,372.39			$ 2,372.39	Glencoe Pkg Lot; Rock Hollow Trail (Frozen Feet Run)
	9755	1/22/2016	Spread Ice Melt										$ 317.50			$ 317.50	Rock Hollow Trail (Frozen Feet Run)
	9756	1/22/2016	Sign Drop Off & Pickup										$ 97.50			$ 97.50	Frozen Feet Run
	9765	1/27/2016	Clean out Trash Containers		$ 40.00	$ 40.00		$ 80.00		$ 40.00	$ 40.00	$ 40.00				$ 280.00	
	9769	1/28/2016	Install Chains on Trash Cans			$ 175.50										$ 175.50	
	9770	1/28/2016	Install 2 Dog Stations			$ 234.00										$ 234.00	
	9773	1/29/2016	Clean out Trash Containers				$ 60.00		$ 40.00							$ 100.00	
	9776	1/29/2016	Repair Gates				$ 493.00									$ 493.00	
			JANUARY TOTALS		$ 120.00	$ 489.50	$ 868.00	$ 200.00	$ 132.00	$ 260.00	$ 667.00	$ 80.00	$ 3,990.39	$ 340.00	$ 408.25	$ 7,555.14	**JANUARY TOTAL**
	INVOICE #	DATE	WORK COMPLETED													INVOICE TOTAL	SPECIFIC LOCATION
FEBRUARY	**9779**	2/2/2016	Chip Brush Piles				$ 505.00									$ 505.00	
	9785	2/4/2016	Clean Picnic Table Pads					$ 591.50								$ 591.50	
	9787	2/5/2016	Clean out Trash Containers		$ 40.00	$ 40.00	$ 45.00	$ 80.00	$ 40.00	$ 40.00	$ 40.00					$ 325.00	
	9787	2/5/2016	Trash Pickup											$ 480.00		$ 480.00	
	9802	2/15/2016	Clean out Trash Containers				$ 60.00									$ 60.00	
	9806	2/17/2016	Clean out Trash Containers		$ 40.00	$ 40.00	$ 60.00	$ 80.00	$ 40.00	$ 40.00	$ 40.00	$ 40.00				$ 380.00	
	9811	2/18/2016	Clean up beds & cut back plants		$ 620.00											$ 620.00	
	9820	2/19/2016	cut grass plants & empty trash				$ 60.00							$ 625.00		$ 685.00	La Salle Trail
	9823	2/23/2016	Clean out Trash Containers		$ 40.00	$ 40.00	$ 60.00	$ 80.00	$ 40.00		$ 40.00	$ 40.00				$ 340.00	
	9828	2/24/2016	Snow plow				$ 195.00									$ 195.00	
	9833	2/26/2016	Install rock				$ 1,670.40									$ 1,670.40	
	9837	2/26/2016	Tent Install										$ 546.00			$ 546.00	Cabin Fever Hike
	9838	2/26/2016	Clear trees			$ 303.00										$ 303.00	
	9840	2/29/2016	Clear trail debris							$ 889.00						$ 889.00	
	9841	2/29/2016	Install new dog station							$ 130.00						$ 130.00	
	9843	2/29/2016	Pick up lumber/rake mulch				$ 253.50									$ 253.50	
	9845	2/29/2016	Clean out Trash Containers		$ 40.00	$ 40.00	$ 60.00	$ 75.50								$ 215.50	
			FEBRUARY TOTALS		$ 780.00	$ 463.00	$ 2,968.90	$ 907.00	$ 120.00	$ 1,099.00	$ 120.00	$ 80.00	$ 546.00	$ 1,105.00	$ -	$ 8,188.90	**FEBRUARY TOTAL**
	INVOICE #	DATE	WORK COMPLETED													INVOICE TOTAL	SPECIFIC LOCATION
MARCH	**9848**	3/2/2016	Clean and mulch beds						$ 1,362.50							$ 1,362.50	
	9849	3/2/2016	Install playground chips		$ 1,000.00				$ 2,588.52							$ 3,588.52	
	9851	3/4/2016	Install playground chips		$ 1,056.00			$ 1,000.00								$ 2,056.00	
	9853	3/4/2016	Clean out Trash Containers				$ 60.00				$ 40.00	$ 40.00		$ 40.00		$ 180.00	
	9855	3/7/2016	Clean out Trash Containers		$ 40.00	$ 40.00	$ 60.00	$ 80.00								$ 220.00	
	9856	3/8/2016	Clean out Trash Containers								$ 45.00					$ 45.00	
	9857	3/7/2016	Install Playground chips				$ 1,158.00									$ 1,158.00	
	9859	3/7/2016	Pick up trash					$ 183.00								$ 183.00	
	9861	3/8/2016	Clean up down tree limbs					$ 305.00								$ 305.00	
	9862	3/9/2016	Mulch				$ 4,812.50									$ 4,812.50	
	9864	3/11/2016	Mulch		$ 1,765.00											$ 1,765.00	
	9865	3/11/2016	Clean out Trash Containers				$ 60.00									$ 60.00	

FY-2016 Parks and Trails Maintenance Costs

Park/Trail			AL FOSTER TRAILHEAD	ANNIVERSARY PARK	BLUFF VIEW PARK	COMMUNITY PARK	GLENCOE PARK	OLD POND SCHOOL	ROCK HOLLOW TRAIL	PEDESTRIAN BRIDGES	TAYLOR/100 TRAIL	EVENTS	GENERAL TRAILS	GENERAL WORK		
9869	3/11/2016	Install Dog Signs				$ 194.00									$ 194.00	
9871	3/14/2016	Downed tree removal							$ 1,270.00						$ 1,270.00	
9877	3/16/2016	Mulch								$ 1,785.00					$ 1,785.00	
9878	3/15/2016	Mulch					$ 2,100.00								$ 2,100.00	
9879	3/16/2016	Mulch											$ 2,760.00		$ 2,760.00	Lafayette High to P-G Loop
9883	3/17/2016	Clean out Trash Containers				$ 60.00								$ 15.00	$ 75.00	Town Center Trash Containers
9887	3/18/2016	Mulch					$ 390.00								$ 390.00	
9892	3/18/2016	Install weed prevention				$ 180.00									$ 180.00	
		MARCH TOTALS		$ 3,861.00	$ 40.00	$ 6,584.50	$ 4,058.00	$ 3,951.02	$ 1,270.00	$ 1,870.00	$ 40.00	$ -	$ 2,800.00	$ 15.00	$ 24,489.52	**MARCH TOTAL**
		YEAR TO DATE TOTALS	**$0.00**	**$4,761.00**	**$992.50**	**$10,421.40**	**$5,165.00**	**$4,203.02**	**$2,629.00**	**$2,657.00**	**$200.00**	**$4,536.39**	**$4,245.00**	**$423.25**	**$40,233.56**	**YEAR TO DATE TOTAL**

WILDWOOD

City of Wildwood
Council Planning/Economic Development/Parks Committee

Parks and Recreation Update for Mid-March 2016 to Mid-April 2016

April 19, 2016

| **MEMORANDUM** |
| To: Council Planning/Economic Development/Parks Committee Members |
| From: Department of Planning and Parks |
| cc: The Honorable Timothy Woerther, Mayor; Administration/Public Works Committee Members; Rob Golterman, City Attorney; Ryan S. Thomas, P.E., City Administrator |

| Re: Parks and Recreation - Action Plan Update |

Listed below is a summary of the efforts the City has completed/underway relative to implementing the goals and recommendations for parks and recreation that were set forth in the Citizens Committee for Park Progress' Action Plan. This summary reflects major items that have been the focus of the City, since the Committee's March 2016 meeting:

Spring Balloon Glow:

- The 2016 Spring Balloon Glow was scheduled for March 18, 2016, but was cancelled due to inclement weather.
- The Wildwood Business Association rescheduled the event for April 15, 2016.
- The rescheduled event gained a few more business booths that were not scheduled to be part of the March program.
- The April 15, 2016 Spring Balloon Glow was held under excellent weather conditions, taking place on the Wildwood Town Center Plaza, between 7:00 p.m. and 9:00 p.m.

Spring Egg Hunt:

- The 2016 Wildwood Spring Egg Hunt was held on March 19, 2016 at Fairway Elementary School.
- The event was held between 10:00 a.m. and 12:00 (noon).
- A questionable weather forecast ended up being a very nice morning for the event.
- The Egg Hunt was very well attended and offered those attending a full morning of activity.
- As usual, the event was considered a huge success.

Wildwood/Centaur Bicycle Time Trial:

- The 2016 Wildwood Centaur/Bicycle Time Trial was held on March 19, 2016.
- The Wildwood/Centaur Bicycle Time Trial, the first of three (3) events during the weekend *Tour of St. Louis*, reached full registration capacity (180 riders).

- The three (3) bicycle races that are part of the *Tour of St. Louis* are: The Wildwood/Centaur Time Trial; The Great Forest Park Bicycle Race; and The Carondelicious Criterium.
- Participants in this event represented several states and numerous cities in the State of Missouri.

Community Park Inspection:

- Representatives of the Missouri Department of Natural Resources (from Jefferson City), inspected the multiple-use trail in Wildwood Community Park on March 21, 2016.
- This inspection is a requirement to satisfy/close-out a grant obtained via the Land and Water Conservation Fund used to install the asphalt trail through Community Park.
- The trail (and park) received high complement from the inspector and only a signage issue needs to be satisfied.

Baby Sitting 101 Class:

- The always popular Baby Sitting 101 was held on March 15, 2016 at Wildwood City Hall.
- Twenty three (23) middle school-aged individuals participated in the four (4) hour class presented in the City Hall Community Room, between the hours of 9:00 a.m. and 1:00 p.m.
- The class is taught by instructors from St. Louis Children's Hospital.

Early Childhood Recreation Program:

- The Early Childhood Recreation Program *Pottery Painting* was held at Wildwood City Hall on March 23 and 24, 2016.
- Two (2) classes were held each day, at 10:00 a.m. and 1:00 p.m.
- All four (4) of the classes were filled to capacity (25 children in each class).
- Each class was taught/supervised by *The Painting Spot.*
- The Early Childhood Recreation Program *Abra-Kid-Abra* was held at Wildwood City Hall on April 13 and 14, 2016 at Wildwood City Hall.
- Two (2) classes were held each day at 10:00 a.m. and 1:00 p.m.
- All classes ultimately were filled to capacity (numerous *walk-ins* registered on the day of them).
- Four (4) magic shows were presented to the participants.

Art Festival Planning Committee Meeting:

- The Art Festival Planning Committee met on April 6, 2016.
- The main focus of the Committee's discussion was about the Plein Air Art Event scheduled for June 11, 2016 and the planned layout of the Celebrate Wildwood Event in August.
- The 2016 planning progress seems to be ahead of schedule compared to past years.

Founders' Day Planning Committee:

- The Founders' Day Planning Committee met on April 11, 2016.
- All *main activities* of the Celebrate Wildwood Weekend were discussed at length.
- The reorganization of the event grounds continues to be a focus.
- All aspects of the event are coming together and the planning phase seems to be ahead of schedule.

Wildwood Community Park – Phase II:

- Tree clearing was completed on March 31, 2016, in compliance to the U.S. Fish and Wildlife requirements for the Indiana Brown Bat.
- The project engineer discovered that a number of utilities have placed services on City-owned property and easement rights have yet to be determined, since none appear on the ALTA Survey that was completed at the time of the City's purchase of the property.

Next City Events:

- *Arbor Day Tree Hugger Run* 5K – April 29, 2016
- *Shredding/Recycling Event* – May 7, 2016
- *Wildwood Concert Series #1* – May 20, 2016 (at Wildwood Square)
- *Recycle that Bicycle Event* – May 21, 2016
- Early Childhood Recreation Program – *The Little Gym*, May 25 and 26, 2016.
- Farmers Market Begins – May 28, 2016

If you should have any questions or comments in this regard, please feel free to contact the Department of Planning and Parks at (636) 458-0440. Thank you for your review of this information and continued support of these and other events and activities of the City.