



# WILDWOOD

March 1, 2010

The Honorable City Council  
The City of Wildwood, Missouri  
183 Plaza Drive  
Wildwood, Missouri 63040

Council Members:

The Planning and Zoning Commission has completed its review of the update of the Town Center Plan, a component of the City's Master Plan, and related Comprehensive Zoning Map of the City Charter, and prepared the following recommendation regarding it for City Council's consideration. This recommendation was completed in accordance with the requirements of Chapter 89 of Missouri Revised Statutes and those regulations of the City relating to public notice and publications (Chapter 415.560 of the City of Wildwood Zoning Ordinance). This recommendation is as follows:

Petition Number: P.Z. 11-09  
Petitioner: City of Wildwood Planning and Zoning Commission c/o  
Department of Planning, City Hall, 183 Plaza Drive,  
Wildwood, Missouri 63040  
Request: A request for the Planning and Zoning Commission's  
consideration of the updated Town Center Regulating Plan  
Map and associated Development Manual Text, which has been  
under review and study over the past seventeen (17) months  
by the Town Center Advisory Panel, and ultimate action on  
the same. The Town Center Plan establishes goals,  
objectives, and policies for the development of the Town  
Center Area to create neighborhoods, which are self-  
sufficient in terms of their mix of land use activities;  
the availability of green space; and the presentation and  
appearance of its public infrastructure to the community,  
such as streets and sidewalks. These components of the Town  
Center Plan are intended to complement each other and  
create interdependence as well. Along with these goals,  
objectives, and policies, the Town Center Area establishes  
types and densities/intensities of land use for these  
parcels of ground within the boundaries of the City of  
Wildwood Town Center Area.  
General Location: Town Center Area  
Size: Approximately eight hundred (800) acres  
Public Hearing Date: November 16, 2010  
Date and Vote on  
Information Report: February 1, 2010 - Approval by a vote of 6 to 4 (Voting Aye  
- Hayek, Taylor, Gragnani, Woerther, James, and Bopp; Nays  
- Brophy, Kranz, Peasley, and Dillon)  
Date and Vote on  
Letter of  
Recommendation: March 1, 2010  
Report: Attachment A  
Adopted Plan and  
Text: Attachment B

*Planning Tomorrow Today*

Panel's Recommended  
Plan: Attachment C  
Background  
Information: Attachment D  
School District: Rockwood  
Fire District: Metro West  
Wards: One, Four, Five, Seven, and Eight

Copies of the City of Wildwood Master Plan, Town Center Plan, and Charter are all on file with the City Clerk's Office.

Respectfully submitted,  
CITY OF WILDWOOD PLANNING AND ZONING COMMISSION

R. Jon Bopp, Chair

ATTEST:

Joe Vujnich, Director  
Department of Planning

cc: The Honorable Timothy Woerther, Mayor  
Daniel E. Dubruiel, City Administrator  
Rob Golterman, City Attorney  
Joanna Browning, Senior Planner  
Liz Montalbano, Planner - Zoning

#### History of the Town Center Planning Process

The City of Wildwood, Missouri began the development of its Master Plan shortly after its incorporation on September 1, 1995. The first step in the development of the Master Plan was the selection of a consultant to begin the data collection and analysis process towards formulating a plan to achieve the goals of the "Plan of Intent" and the individual ward studies completed after the February 1995 election. Once the consultant had been selected, parameters were set to ensure consistency in the development of land, expenditures for infrastructure, and the delivery of services between the plan and the desires of residents of the City of Wildwood. Jonathan Barnett, a nationally recognized urban planner, was given this responsibility.

Over the next several months, data was collected and analyzed relative to the City and its residents. Numerous citizens provided support and input into this process, creating a sounding board for the preliminary findings of the community profile and analysis. Additionally, a number of focus group discussions were held with interested parties and residents to further identify concerns and desires. Ultimately, this process yielded the following conclusions, which not surprisingly, supported the tenets of the Plan of Intent, as well as the findings of each of the individual ward studies:

- The community did not accept, nor support, scattered sites of high density commercial developments throughout the community.
- The community did support the use of new techniques in developing residential areas by requiring design and build criteria and proactive land use policies promoting walkable neighborhoods, and lot sizes, site

coverages, building dimensions, and architectural codes replicating a certain theme.

- o The community did support the location of higher density commercial land uses in the wedge of properties located between State Route 100, State Route 109, and Manchester Road based on the following assets: access, tradition, existing zonings for similar type of activities, infrastructure, utilities, and favorable environmental characteristics of the land.

From this information, the concept of the Town Center began to be formulated and discussed in much greater detail. As the Master Plan was being revised and submitted to the community for its review, the Town Center concept was also being finalized with the intent for it serving as the City's area of commercial and higher density residential development. Critical in this discussion was the manner in which this area would be developed. Two (2) choices were put forth for consideration; the first was to consider a development concept which replicated commercial and residential patterns encouraged by current zoning and subdivision ordinances used by most communities; while the second looked at the concepts of "New Urbanism" as applied in the traditional neighborhood developments (TND). The latter was selected.

With the location of the Town Center generally identified (State Route 100 to the north, State Route 109 to the west, Manchester Road to the south and east, and a narrow extension west of State Route 109 along Manchester Road to include the area of Pond), and the development concept in place for these properties (New Urbanism), the community was ready to begin the process of planning for it. Both the Planning and Zoning Commission and the appointed City Council approved the Master Plan in late February 1996. As part of this decision, the City hired the foremost expert in the development of plans for these types of proposals - Andres Duany and Elizabeth Plater-Zyberk (DPZ). Just after the adoption of the Master Plan, a Planning Charrette was scheduled to take place in the community over a period of five (5) days to begin the very detailed development of a plan for the Town Center area.

In creating the Town Center Category, as part of the original Master Plan, the City acknowledged that a number of characteristics existed at this general location that favored its development for higher intensity commercial/service type activities, as well as residential densities significantly greater than anywhere else in this community. These factors include the following:

1. Number of existing commercial zoning designations approved by St. Louis County, but not yet developed at the time of the plan (1995-1998).
2. Number of higher density developments in place at the time of the development of the plan (1995-1998).
3. Traditional centers of commerce and activity that already existed in the defined Town Center Area, i.e. Pond and Grover.
4. Favorable topography in terms of slopes and landforms.
5. Availability of utilities to serve these higher density residential areas and commercial zones.
6. Access into and through the area was better than other locations in the City, with State Route 100, State Route 109, and Manchester Road defining its boundaries.
7. Availability of vacant land.
8. Support of the community to limit commercial and higher density residential development to a specific defined location, while not allowing scattered sites throughout the community.

All of these characteristics influenced the creation of the Town Center Area's boundaries and how the properties in this location would ultimately be developed in terms of future land use.

The Town Center process began with the five (5) day Charrette process, where planners of DPZ performed field inspections of the area designated for development, heard comments and took input on the use of the Town Center, and formulated a preliminary plan for review. The plan employed the concepts of "New Urbanism" and attempted to establish permitted uses of property by creating a Regulating Plan for them. It also discussed the creation of a network of streets and public open spaces, the development of design criteria for the construction of buildings and structures on individual tracts of land, and the provision of architectural codes for consistency in appearance and function. Within these components, traditional suburban development practices were discussed and abandoned in favor of creating a pedestrian friendly environment with plentiful open space that fostered a true mixed-use community.

With the completion of the Charrette, and a follow-up presentation by Andres Duany in May 1996, the City began refining the Town Center Plan. This public comment phase also included establishing a procedure for its application in the area and creating a mechanism of processing it. Over the summer, numerous meetings were held on the Town Center Plan and many modifications were made regarding its application. Some of the major aspects of consensus from these series of meetings included:

1. The existing residential property owners in the Town Center would be allowed to opt out of participation if they did not want their parcels of ground included in the designation proposed by it.
2. The development of a street network would adhere to a grid system reminiscent of the Jeffersonian Grid, particularly in the area of the wedge. Additionally, street specifications would encourage the calming of traffic by reducing pavement widths and employing other techniques to slow vehicles and encourage other modes of transportation, while simultaneously creating far more outlets for traffic to disperse.
3. The Regulating Plan would establish six (6) major land use categories which would include the Commercial/Workplace District, Neighborhood Center, Neighborhood General, Neighborhood Edge, Public Open Space Reserve, and Cultural/Institutional Sites. Each would have a list of uses permitted by right or condition depending on their intensity or size.
4. The Neighborhood Design Standards would encourage buildings be placed at or near the roadway, increase allowable heights of buildings, decrease the allowable lot widths, and reduce the overall number of parking spaces needed on a site by allowing on-street parking to be used.
5. The Architectural Codes would establish requirements for all buildings and structures relative to walls, openings, roofs, elements, and miscellaneous items to promote a particular theme or period.
6. The development of stormwater management practices and other public improvements (streetscapes) would meet defined specifications to achieve environmental protection and further the goals of "New Urbanism."
7. The funding of these improvements, and the acquisition of public open space, may require dedications or the imposition of impact fees as part of any new development.

With the consensus in place, the City began a process of presenting the revised draft document to the public. To accomplish this public input and comment component, two (2) public forums were held in September 1996 and October 1996. At these two (2) meetings, significant public input and comments were received and numerous questions were asked. Additionally, over thirty (30) individual meetings

were held with property owners in the Town Center area to provide them with further information and answer questions about the plan. As a result, over fifty (50) changes to the draft document were made and incorporated into a revised plan dated November 1996. Shortly, thereafter, on January 21, 1997, a public hearing was held on the plan, with another large turnout and numerous comments were received again. With the public hearing completed, the revised draft was again refined and another thirty (30) changes were incorporated into the plan.

Over the next three (3) months following the public hearing, four (4) consultants were hired to study individual issues related to the Town Center Plan relative to street layout and topography, stormwater management, streetscape designs, and signage. While the consultants were beginning their studies, additional discussions were held on other components of the plan to ultimately bring its approval to a conclusion. The consultant's preliminary findings on the street layout and stormwater management practices added new information to the plan. Their studies indicated that streets, in most instances, could be accommodated within the confines of the existing topography. However, stormwater management practices could not be achieved solely by a series of regional facilities, but a combination of these larger features and on-site improvements. These studies, and additional comments which were received after the public hearing, were added to the plan and a final revision was completed in April 1997.

Subsequently, after further discussions in the City, a two (2) phased approach was taken to complete the adoption of the Town Center Plan. The first phase was the designation of all existing commercial properties into one of the six (6) land use categories proposed as part of the Duany Plan. These land use designations would allow certain activities to occur on the property, while requiring the design to adhere to specific building standards and architectural guidelines. In total, some forty-two (42) properties were designated as part of Phase I. This Phase I process would represent an amendment to the City's Master Plan relative to the Town Center designations. The Planning and Zoning Commission discussed this two (2) phase approach and approved the amendment of the Master Plan to incorporate Phase I into its language on July 7, 1997. The City Council ratified this action at its meeting on August 11, 1997.

Phase II began in the Fall of 1997 with the appointment of a Citizen Advisory Board consisting of residents from the City to address the remaining properties not identified in Phase I. The intent of Phase II was to promote more input from the impacted community by allowing them to participate in the discussion of the land use designations for these properties, as well as address access considerations. Phase II was begun in September 1997 and weekly meetings were held. Several assumptions were made by the group as the process was begun, most importantly of these were the use of the Duany Plan as a guide, employment of Neighborhood Design Standards and Architectural Guidelines for designated properties, and acceptance of Phase I recommendations for those previously identified properties. This second phase of the process refined the impact of the Town Center Plan on existing residential properties, where owners were hesitant to accept the new planning concept, and address the remaining vacant properties in terms of future use. Additionally, the boundaries were altered to add certain properties due to their 'community of interest.' Ultimately, over three hundred (300) individual properties were discussed and finally addressed by this Phase II effort of the citizen volunteers and City staff. The Phase II process was completed in February 1998, with the adoption of the plan, with ratification by the City Council.

## Introduction to 10-Year Update Process

In June 2008, a group of volunteers appointed by the City Council began a review of the document that had been guiding development within the City's Town Center Area. The group represented a wide variety of interests and backgrounds from all wards in the City, the business and development communities associated with this area, and at-large members from its boundaries as well. The composition of the volunteer panel was intended to provide an appropriate cross section of the community and represent those individuals and entities that are involved in the development of this area from a range of perspectives. This panel oversaw the update process and provided direction to City staff on information needs, background documents, and other items, including maps.

Assisting the panel of volunteers was the City's selected consultant for this matter, Jonathan Barnett. Mr. Barnett was the planner who completed the City's first Master Plan, which included the concept of the Town Center Area, as one (1) of the four (4) original Conceptual Land Use Categories. Mr. Barnett's role was to provide his expertise as an international and national planner and urban designer to the panel volunteers, as discussions proceeded on the Town Center Area and its successes and failures through its application. Additionally, Mr. Barnett was to provide support to City staff in its role, as part of the update process. Also programmed, as part of this update process, were a number of public input opportunities and presentations by experts in the fields of New Urbanism, financing of public and private improvements, real estate markets, and retail environments in America today. The public input sessions were designed to provide ample opportunity for residents of the City to comment at the start of the process (October 2008) and at its end (Open House - September 2009). In between these major sessions for public participation, a business comment session was held, with all panel meetings being open to the public for participation, comments, and suggestions. The City, with the support of the volunteer panel members, wanted an open process and a type that provided any interested party an opportunity to participate in some fashion.

Collectively, the panel was provided educational opportunities, one-on-one conversations with property owners, developers, and other interested parties who live, work, or own land area in Town Center, and expert insights from individuals from both the St. Louis Region and the United States. Through a deliberative process, the panel was to review the major components of the plan and identify areas of success and items for improvement. Once the items for improvement were identified, the panel set forth to address them and ensure the City's Town Center Area remains vital, growing, and an integral part of Wildwood. This deliberative process was created and followed by the volunteer panel members and resulted in a revised plan for Town Center.

A summary of the major considerations in regards to this process is noted below:

- The update process took seventeen (17) months to complete to ensure all potential topics were identified and would be addressed to the satisfaction of all participating parties.
- The updated process was managed by a group of volunteers that represented each of the City's eight (8) wards, property owners from the Town Center Area itself, and business and development interests from this same location as well. The intent of this eighteen (18) member group, which included liaisons from the City Council, Planning and Zoning Commission (Jon Bopp and Mark Hayek), and the Architectural Review Board, was to represent as many of the participants in the application of the Town Center Plan and its

implementation over the last ten (10) years, so as to include their collective knowledge in this process.

- o These volunteers were assisted by many parties, primarily Jonathan Barnett - a nationally renowned planner, who presided over meetings and provided information for the members to review, discuss, and act upon in the context of this update process. Also assisting in this update process were experts from all backgrounds, including traditional town planning, finance, and design, who participated to provide a broad base of understanding and knowledge for the volunteers to use in making decisions on possible changes to the plan. The list of experts includes the following:
  - o Joe Monteleone - Triad Mortgage - Financing new development in today's economy.
  - o Neil Meyers - Williams Creek Consulting - Stormwater design in the era of new regulations promulgated under the Clean Water Act.
  - o Robert Gibbs - Gibbs Planning Group - retailing in New Urbanism settings.
  - o John Brancaglione - PGAV - Public financing options to assist developments in becoming realities.
  - o Tim Busse - Town Architect/Whitaker Homes - Lessons from New Town at St. Charles

The Town Center Advisory Panel unanimously approved the adoption of the updated plan that is attached. In the updated plan, a number of major recommendations are set forth for adoption, as part of it. These recommendations were developed in the context of the public comments, expert advice, and discussions among the panel members themselves. Importantly, the panel members considered the successes and areas of improvement that had been identified as part of this update process. These major recommendations of the panel are listed below:

- a. The number of land use categories associated with the Regulating Plan was reduced to a minimum amount necessary to continue the success of the core area of Town Center and the office district along State Route 109.
- b. The historic district in the Pond Area was modified to create a more defined zone of preservation and the potential number of allowable uses was increased to better foster growth in this area of the Town Center.
- c. The Commercial and Neighborhood Center Districts were combined to form the new Downtown District, which is centered along the Main Street Corridor, from Taylor Road to Eatherton Road.
- d. The amount of land designated for residential uses was increased overall within the Town Center Area, while encouraging more flexibility in these areas by allowing commercial activities on first floors of multiple story buildings - Neighborhood General.
- e. The Neighborhood Design Standards in certain categories were modified to add a block perimeter dimension to ensure buildings are reasonably sized and parking is placed to their side and rear. Additionally, provisions were added to address stormwater management, environmental protection, public space, and pedestrian connections and circulation.
- f. The height of buildings in the proposed Downtown and Neighborhood General Districts was increased.
- g. The boundary of the Town Center Area was increased by six (6) acres, with the addition of two (2) properties along its southern boundary.
- h. The corridor along State Route 109 was converted from more commercial activities to residential uses.
- i. The Eatherton Road corridor was modified in terms of land use from the former Neighborhood Center District to the Neighborhood Edge District (mixed use development pattern to single family, detached units).

The plan has many other alterations that address other considerations identified as part of the overall process, but were of a lesser scale than those items noted above.

#### Public Hearing Requirements

Missouri State Statute sets forth the requirements relating to the process for adopting a Master Plan and their related elements. In the case of a Master Plan, the Planning and Zoning Commission of a local community is empowered to adopt it and any subsequent changes associated with it. This authority is not extended to the City Council, the elected body. Accordingly, for the updated plan to be adopted, which is an amendment to the City's Master Plan, the Planning and Zoning Commission must conduct a public process, as part of its consideration, which starts with a public hearing, thereby allowing all interested parties to participate and offer comments in this regard. Once the public hearing is completed, a recommendation report will be prepared for action by the Planning and Zoning Commission. With action on this recommendation report, the updated plan, in its final form, will be adopted and the guide for development and growth in the Town Center Area for the upcoming ten (10) year period is set.

The Department of Planning was responsible to bring forward to the Planning and Zoning Commission the final report of the Town Center Advisory Panel, which was scheduled for a public hearing on November 16, 2009. This public hearing was scheduled and conducted by the Planning and Zoning Commission and its members heard from a number of property owners about the proposed updated plan and the impacts said changes would have upon their parcels of ground. Additionally, the Commission members expressed comments and asked questions relating to certain characteristics of the newly updated plan, particularly relating to the increase in residentially designated property at the expense of commercially designated sites. Along with these comments, the members of the Commission raised questions relating to the amount of flexibility associated with this new plan and how current trends, land use and economic, would be impacted. With these statements and questions, the Department noted the group of volunteers had heard all of these same comments during multiple public sessions and had debated their merits and came to the conclusions indicated in the attached plan.

Without discounting the Town Center Advisory Panel's effort, the Department was aware that, after hearing these comments, it would be beneficial to the approval process for the Planning and Zoning Commission to hold a series of Work Sessions on it and take additional time for its members to review the materials provided to it and then be able to ask their questions that have been prompted by the comments from the public hearing. At these Work Sessions, the Department provided information on the following topics, in support of the Planning and Zoning Commission's discussions of them and the public comments that were provided at the public hearing and subsequent sessions:

- Update Process
- Panel Makeup
- Meeting Schedule for the Update Process
- Experts Speaking as Part of Process
- Public Input Processes for Update
- Comments from Public Input Sessions
- Major Tenants regarding Updated Plan
- Proposed Changes to Plan

- Rationales for the Proposed Changes
- Final Actions of the Panel on Plan
- Other Miscellaneous Items

The Department of Planning provided, as part of this report, the information the Town Center Advisory Panel collected over the course of its series of meetings and public input sessions it held, along with comments from the Planning and Zoning Commission's public hearing and related work sessions. This information contains all the public comments the Town Center Advisory Panel received at the first set of sessions in October 2008, along with comments from the business meeting as well. Additionally, information relating to the property owners' meeting and the requests associated with this discussion are attached. Following the property owners' meeting, all correspondences that were received by the City, as well as memorandums related to this update process, are attached. Similarly, the input from the public hearing and related work sessions is provided to further amplify and explain the input provided from interested parties, since the start of this process in June 2008. The intent of this information was to assist the members of the Planning and Zoning Commission in obtaining a clear understanding of how the recommendations made by the volunteer panel were reached. Additionally, this information allowed the Commission members to have a better background on the requests, concerns, issues, and suggestions of those who participated in the update process to date.

After the Planning and Zoning Commission has completed their action, the City Council receives their final report and also conducts a public hearing on the matter to address the requirements of the City's Charter relating to the Comprehensive Zoning Map. The City Council, after its public hearing, produces legislation endorsing and typically ratifying the action of the Planning and Zoning Commission on the Town Center Plan. The Regulating Plan of the Town Center Plan then becomes a component of the City's overall Comprehensive Zoning Plan, which precludes City Council from approving any requested rezoning of property that is contrary to it.

### **Current Request**

The Planning and Zoning Commission is being requested by the Town Center Advisory Panel to act upon the proposed updated Town Center Plan, as submitted by it. The Town Center Advisory Panel was charged by City Council to undertake this review at the Town Center Plan's ten (10) year anniversary, which is the practice of the City relative to its major planning documents and strategic planning efforts. This effort was led by Jonathan Barnett, a nationally-recognized planner, who developed the City's original Master Plan in 1996. Along with Mr. Barnett, the eighteen (18) members of the panel utilized a number of resources to review and make changes to the current plan. The Town Center Advisory Panel unanimously approved the adoption of the updated plan that is attached to this Information Report. In the updated plan, a number of major recommendations are set forth for adoption, as part of it. These major recommendations of the panel are listed below:

- The number of land use categories associated with the Regulating Plan was reduced to a minimum amount necessary to continue the success of the core area of Town Center and the office district along State Route 109.
- The historic district in the Pond Area was modified to create a more defined zone of preservation and the potential number of allowable uses was increased to better foster growth in this area of the Town Center.
- The Commercial and Neighborhood Center Districts were combined to form the new Downtown District, which is centered along the Main Street Corridor, from Taylor Road to Eatherton Road.

- The amount of land designated for residential uses was increased overall within the Town Center Area, while encouraging more flexibility in these areas by allowing commercial activities on first floors of multiple story buildings - Neighborhood General.
- The Neighborhood Design Standards in certain categories were modified to add a block perimeter dimension to ensure buildings are reasonably sized and parking is placed to their side and rear. Additionally, provisions were added to address stormwater management, environmental protection, public space, and pedestrian connections and circulation.
- The height of buildings in the proposed Downtown and Neighborhood General Districts was increased.
- The boundary of the Town Center Area was increased by six (6) acres, with the addition of two (2) properties along its southern boundary.
- The corridor along State Route 109 was converted from more commercial activities to residential uses.
- The Eatherton Road corridor was modified in terms of land use from the former Neighborhood Center District to the Neighborhood Edge District (mixed use development pattern to single family, detached units).

The plan has many other alterations that address other considerations identified as part of the overall process, but were of a lesser scale than those items noted above.

### **Analysis**

The Commission would note the current plan has created the beginnings of a very unique mixed-use environment in the City. Many at the time of the initial plan's adoption ridiculed those involved in it, stating New Urbanism would not work and cause harm to their properties and related values. Others noted the proposed land use categories would cause some property owners to quit maintaining their homes and lots and making improvements, which would lead to decline in some locations. Even others noted that no one would be interested in developing in Town Center and the area would be stagnant. None of these concerns have been borne out over the last twelve (12) years. In fact, in considering the development within Town Center, the Commission would note the following facts:

- Approximately one hundred fifty-five (155) single family detached dwellings have been constructed in Town Center (forty-one (41) attached single family dwellings also have been constructed in this same area).
- Over 165,000 square feet of office space has been constructed in Town Center.
- Over 240,000 square feet of retail space has been constructed in Town Center (not including Schnucks Wildwood Crossing, which began development before the adoption of the Town Center Plan).
- A fourth campus of the St. Louis Community College has been built in Town Center.
- A YMCA facility has been constructed in Town Center.
- The area's first roundabout was constructed in Town Center, along with the first true New Urban type street - Taylor Road.
- A ten (10) screen digital theater is under construction in Town Center.
- A one hundred twelve (112) room hotel has been developed in Town Center.
- Public space has been provided in Town Center in the form of approximately five (5) miles of multiple use trails and one (1) public plaza. Along with this public space, a pedestrian bridge was constructed over State Route 100.

- The City has retained its Town Hall in Town Center, along with acquiring four (4) acres of property for its future use.
- The City hosts thousands of people at events in the Town Center Area, the latest the Night Glow by the Wildwood Business Association.
- The City has accomplished the only full historic renovation of an existing significant asset in Town Center - the Old Pond School.

Accordingly, it is the belief of the Commission that Town Center has provided numerous benefits to the community and the current plan has worked well in achieving the vision many in Wildwood had when it was first adopted by the Planning and Zoning Commission. Further, it is the Commission's opinion the new plan will have the same success as its predecessor. This opinion is based upon twelve (12) years of its participation in the application of the plan and the cooperative effort of over four (4) mayors, approximately sixty-five (65) City Council members, and some forty (40) Planning and Zoning Commission members. Despite the changeover in decision makers, the plan and its application worked and remained viable.

Despite these successes, the Commission is also aware of a number of areas for improvement, which included the following items:

- The slow pace of adoption of the New Urbanism concepts by the development community, which led to sporadic projects over the first years of the plan's implementation.
- The limited amount of residential projects in the Town Center Area and the slow pace of acceptance of the multiple family types.
- The cost of infrastructure for the streets and roads.
- The lack of regional stormwater detention/retention facilities to serve the eight hundred (800) plus acre area.
- The limited amount of public space obtained in some of the first major projects in Town Center Area.
- The slowdown in the economy over the last couple of years that has affected all aspects of the development process.
- The public processes and time delays often characterized by them.
- The extent and detail of some standards and guidelines that effect business development in the Town Center.

It is the successes and these areas in need of improvements that led the Town Center Advisory Panel to create its recommendations and are now the basis of the Commission's support of this revised text and updated plan. Along with the panel's efforts to build on the successful components of the current document, the Commission would also note the updated plan is not a major departure in many regards from it, given its implementation over the past twelve (12) plus years has created a commerce center, a community meeting place, and home for hundreds of new residents. This updated plan followed City parameters for public input and good planning practice, while, more recently, garnered the support of the panel charged with its update. This assessment by the Commission is based upon the following:

- The updated plan still contains much of the original document's components, including an almost identical boundary for the area, identical street network within the boundary, replicated, but improved, Neighborhood Design Standards and Architectural Guidelines of a New Urbanism nature, and now a more universal support for the concept.
- The design of the updated plan is simpler to understand and will improve its application in that regard alone.

- The general public, property owners, and business interests were all given special meetings to present their issues, requests, and concerns directly to the members of the volunteer panel. Additionally, all meetings allowed for public comment and many of them were advertised through direct mailings to all households in the City, along with specialized mailings to all property owners in the Town Center Area.
- The outcome of the update process, the revised Regulating Plan and new text, were unanimously supported by the panel members.

Also providing support for this revised plan was the analysis undertaken by the City's consultants on this document that also considered the future and what it might portend for the City's Town Center. This analysis provided the following conclusions:

- The trends in development, given demographic considerations and the economy, favor multiple family types of units, which have not been very successful in the current Town Center Area, and office development along the State Route 100 Corridor. The proposed changes to the Regulating Plan place the City in a position to meet these anticipated trends, i.e. more residential than commercial type projects.
- The desire of many property owners for more flexibility in the future use of their lands or lots by allowing greater commercial utilization would be contrary to the information provided by the experts, as well as from the comments provided by the residents at the public input sessions.
- The growth in Town Center Area projects will be slow with the current economy, given lending constraints in the financial community. This situation makes it incumbent on all decision makers to be judicious in the use of the remaining lands in Town Center.
- The consideration of future revenues relating to sales taxes and the impacts on the City should not dictate how land use is determined in the Town Center Area, but rather good design, walkability, predictability, and compatibility.

Of all discussion points, the proposed changes to the Regulating Plan, which establishes future land use classifications for properties located within the boundary of Town Center, created the most discussion and, in some regards, the most vocal opposition to the actions of the Town Center Advisory Panel. The panel and Mr. Barnett, along with City staff, viewed the changes to the Regulating Plan necessary, based upon public comment it had received early in this update effort. That public comment spoke of a need to add more residential units to the City to ensure existing commercial areas in Town Center remain vibrant. Building upon these comments, changes were made simplifying the Regulating Plan by reducing the number of districts associated with it and adding more residentially designated property by reducing certain higher intensity commercial designations.

This recommendation by the panel led to certain property owners asking for modifications to their proposed designations, both at the panel level and now with the Planning and Zoning Commission. The properties garnering the greatest amount of discussion are noted below with the Commission's recommendation for each of these items:

(A) State Route 109 Frontage Properties (includes Spanos and Slavik Lots)	
Current Plan	Properties fronting onto State Route 109 in the current (1998) Regulating Plan indicate either Workplace or Commercial District designations upon them. The Commercial District designation is limited to the Slavik Tract, which is the large fifty (50) plus acre property located on the west side of State Route 109, south of State

<b>(A) State Route 109 Frontage Properties (includes Spanos and Slavik Lots)</b>	
	<p>Route 100. The Workplace District designations include the Spanos and Schneider Properties on the east side of the roadway and the corner property at Manchester Road and State Route 109 (northwest corner). Despite these land use designations, no development activity consistent with the Town Center Plan requirements has proceeded forward to construction, although zoning activity has occurred on several of them over the last twelve (12) years. The impetus for the Commercial District designations, along with the Workplace District designation on other properties, was the development proposal by Dierbergs Market that had received conceptual approval from St. Louis County on the Slavik Tract, just before the incorporation of the City was to occur. Given this situation, planners in the Town Center process accept this zoning action of St. Louis County by accommodating it under the new Town Center Plan and carry forward a commercial corridor concept.</p>
<b>Proposed Plan</b>	<p>Properties now fronting State Route 109 are intended to be a mix of high and medium density residential developments, with a range of unit types. These designations include the Neighborhood General and Edge Districts. The Neighborhood General District includes provisions for commercial type activities on ground floor levels of multiple story buildings that are then residential on all remaining floors. Additionally, buildings developed under the requirements of the Neighborhood General District can be as tall as five (5) stories in height. These designations are consistent with the public input the City received relating to a reduction in the amount of potential commercial use in Town Center and the need for more residential land use activities therein.</p>
<b>Content of Comment</b>	<p>The owners of these properties are seeking upgrades from the proposed plan and/or to retain current designations on their respective lots. Impacts cited by these owners include the loss of property value and the expected lack of interest by development community in the newly proposed categories.</p>
<b>Response to Comment</b>	<p>The panel of volunteers, City consultants, and the City staff are aware of the impacts possible land use classifications can have on the future potential of property. However, the Commission would note that many of these properties have never had commercial zoning district designations, but rather classifications for future use, a major distinction. Additionally, the Commission would note those properties that had true commercial zoning districts, such as the Slavik Tract and Spanos Property, have had these designations from over five (5) years to twenty (20) years, and no viable development proposal has been completed. The Commission contends the changes to the Regulating Plan for these properties, and others along State Route 109, are not punitive, but rather premised on public input, input from the City's professional consultants, and a longstanding trend by the open market that has not been able to absorb these sites, despite favorable zoning district designations over an extended period of time. To offset the open market, the recent proposal to develop the Slavik Tract included a request for substantial public incentives to assist it in overcoming obstacles to its use. Therefore, if the market is negating the plan to a certain degree, and a more plausible development concept is introduced, based upon future development trends, then the Commission does believe it is appropriate to designate these sites for residential use. Considerations relating to the proximity of residential land uses to</p>

<b>(A) State Route 109 Frontage Properties (includes Spanos and Slavik Lots)</b>	
	State Route 109 right-of-way can be offset by appropriate building placement, use of public space and common elements, and other similar design techniques.
<b>Recommendation</b>	<p>The Commission, however, would note that both Robert Gibbs and Jonathan Barnett did note a relative appropriateness of some type of commercial designation along State Route 109 and Main Street. Mr. Barnett's plan would have placed this activity around the perimeter of the roundabout. Mr. Gibbs stated that commercial activity at the intersection of this major roadway and Main Street would act as a "billboard" advising drivers where the core of Town Center is located (east side of State Route 109). Mr. Gibbs went on to describe that not having some level of commercial activity at this intersection (again State Route 109 and Main Street) would be a "missed opportunity" at this location. The Commission would note that, allowing a Workplace District designation on both sides of State Route 109, at Main Street, in conjunction with a roundabout, would address this "missed opportunity" and continue a pattern that is established along State Route 109 from the southern boundary of Town Center to State Route 100. With Wildwood Square, Westridge Office Center, Rockwood Bank, Phillips 66, and BP Amoco, additional commercial land use between these points would appear to be reasonable.</p> <p>To this end, the Commission would note that the Spanos property and the property on the northwest corner of State Route 109 and Manchester Road should to be modified from the current Neighborhood Edge District designation to Workplace District as well to maintain a consistent pattern of land use along this narrow right-of-way corridor. The extent of these designations would be limited to the depth of existing commercial development, as defined by the two (2) projects located at State Route 100 and State Route 109. This limited depth of designation from the edge of State Route 109 for these fronting properties would control their intensity and provide an adequate buffer to the existing and planned residential neighborhoods to be or already located behind them.</p>

<b>(B) The Jones Family Property (northwest corner of State Route 100 and Taylor Road)</b>	
<b>Current Plan</b>	Properties forming this approximately seventy (70) acre tract of land are designated a mix of districts under the Town Center Regulating Plan, including Open Space, Neighborhood Center, Neighborhood General, Neighborhood Edge, and Workplace (along frontage of Eatherton Road). Predominant land use under these categories was residential, with no commercial activity at the corner of State Route 100 and Taylor Road.
<b>Proposed Plan</b>	Properties are proposed under the updated Regulating Plan to be designated primarily Neighborhood General District, with a small strip of Neighborhood Edge District along the common boundary of this site with the Evergreen Subdivision. The Neighborhood General District includes provisions for commercial type activities on ground floor levels of multiple story buildings that are then residential on all remaining floors. Additionally, buildings developed under the requirements of the Neighborhood General District can be as tall as five (5) stories in height. These designations, as proposed, are upgrades to the current districts and represent again an opportunity to provide anticipated housing types that will be in demand in the

<b>(B) The Jones Family Property (northwest corner of State Route 100 and Taylor Road)</b>	
	future.
<b>Content of Comment</b>	The owners of these properties are seeking upgrades from the proposed plan to allow for a Downtown District designation at the intersection of State Route 100 and Taylor Road. Impacts cited by these owners include loss of property value and expected lack of interest by a potential developer in the properties for residential use.
<b>Response to Comment</b>	The panel of volunteers, City consultants, Planning and Zoning Commissioners, and the City staff are aware of the impacts possible land use classifications can have on the future potential of property. However, the Commission would note the proposed change to the land use classifications of these collective properties is an upgrade in terms of potential uses for the future.
<b>Recommendation</b>	The Commission is recommending no change.

<b>(C) Eatherton Road Properties (first tier lots on both sides of street)</b>	
<b>Current Plan</b>	Properties forming this area include the first tier lots that front onto Eatherton Road. These properties are generally three (3) acres or greater in size, with a few less than this area. The current plan changes their designation from Neighborhood Center District to the Neighborhood Edge District. This change eliminates the allowances for first floor commercial uses to be placed along the street, in conjunction with a multiple story building that would also house residential uses on second and third floors above it.
<b>Proposed Plan</b>	Properties are proposed under the updated Regulating Plan to be designated primarily Neighborhood Edge District, which are true single family detached units on individual lots. The logic behind this designation is a recognition that, given the properties are not located on a major arterial, such as State Route 100, State Route 109, or Manchester Road, and ten (10) years passed with limited interest in the Neighborhood Center District designation, a residential category would be more suitable and lead to a more compatible development concept, given the existing and proposed pattern to the west and east of this roadway corridor and related first tier properties
<b>Content of Comment</b>	The owner of these properties are seeking upgrades from the proposed plan to allow for at least a Neighborhood General District designation, which is similar to the current Neighborhood Center District category. Impacts these owners have cited are the loss of property value and the increased traffic along this roadway from current Town Center projects, which they expect to grow, once Main Street is connected to Eatherton Road.
<b>Response to Comment</b>	The panel of volunteers, City consultants, Planning and Zoning Commissioners, and the City staff are aware of the impacts possible land use classifications can have on the future potential of property. However, the Commission would note the proposed change to the land use classifications of these collective properties was seen as more practical, given the limited acceptance of the live/work concept for building and block design in the City's Town Center, as well as within the overall St. Louis Region.
<b>Recommendation</b>	The Commission is recommending a change be considered on the frontage properties between Manchester Road and the future intersection of Main Street and Eatherton Road. The reason the Commission is supporting a change to the land use classification in this instance is based upon comments received from a City consultant to require the proposed single family dwellings that might be constructed there to

<b>(C) Eatherton Road Properties (first tier lots on both sides of street)</b>	
	mirror a more retail character in terms of amounts of glazing, architecture, and placement of improvements. The intent of the consultant's statement was to address the character of this roadway's frontage to better mirror the pattern of anticipated development on either end of it. Given the desire to have a retail character associated with the dwellings located along these frontage properties, it would appear to the Commission appropriate to designate the area Neighborhood General and allow the first floor to not only look like a retail entity, but to be such, while still retaining residential units on subsequent upper floors.

<b>(D) Brown Property (terminus of West Avenue)</b>	
<b>Current Plan</b>	Properties forming this approximately six (6) acre tract of land are designated Suburban Residential Area's Master Plan by the City and would allow up to five (5), single family detached dwellings on individual lots. The current designation was approved by the City in 2006, as part of the Master Plan update process at that time. Prior to 2006, the six (6) acre site was designated Non-Urban Residential Area and would have allowed two (2) dwellings on two (2), three (3) acre lots.
<b>Proposed Plan</b>	Properties are proposed under the updated Regulating Plan to be included within the Town Center boundary and designated Neighborhood Edge District, which would allow single family detached dwellings on individual lots, but at a greater density. The panel updating the Town Center Plan spent a great deal of time considering the inclusion of this property in Town Center and, if so, its designation. Ultimately, it was agreed upon by the panel to include it due to the extent of surrounding Town Center development on its common borders, but to only allow single family homes on individual lots, so as to be compatible with the land use pattern to the south of the site. Additionally, the panel noted a buffer of a substantial distance needs to be programmed into the development of this site in the future to provide an appropriate transition between the Town Center Area and the existing Westridge Oaks Subdivision.
<b>Content of Comment</b>	The owner of these properties has sought this change to address the issues that have arose on the site due to surrounding Town Center projects that share common boundaries. These problems have led to a reduction in quality of life and impacts on property values (owner's contention).
<b>Response to Comment</b>	The panel of volunteers, City consultants, and the City staff were aware of these issues and structured a change to address the current situation, while not unduly impacting neighboring properties or creating a similar situation in the future.
<b>Recommendation</b>	The Commission is recommending no change.

<b>(E) Northeast Corner of State Route 100 and State Route 109</b>	
<b>Current Plan</b>	Properties forming this tract of land are designated Neighborhood Center and Workplace Districts under the current plan due to their ownership at the time of the development and adoption of the Town Center Plan (St Luke's Hospital) and the zoning district designation from St. Louis County that authorized a surgery center and medical offices. This combination of uses was viewed favorably by the City and the existing zoning district designation, which was approved shortly before the incorporation, was active and valid.
<b>Proposed Plan</b>	Properties are proposed under the updated Regulating Plan to retain

(E) Northeast Corner of State Route 100 and State Route 109	
	their current Workplace District designation. Although no change is proposed, questions were poised during the Planning and Zoning Commission's review of the Regulating Plan about why this designation was retained, when no other Workplace District exists anywhere near it at this time.
Content of Comment	This comment came from the Planning and Zoning Commission and was prompted by the development of the property across State Route 109 with the Windsor Crest Subdivision (now Neighborhood Edge District) and the proposed change to the property across Eatherton Road to Neighborhood General District.
Response to Comment	The Planning and Zoning Commission requested this review to determine if the Workplace District was still appropriate on this north side of State Route 100, at State Route 109, given the changes in land use that have previously occurred or are now planned.
Recommendation	The Commission is recommending this property's land use classification, under the Town Center Plan, be modified to the Neighborhood General District designation to better reflect the pattern of development in the area, complement the proposed land use classification now planned on the opposite side of Eatherton Road (the Jones Family Tract), and eliminate this isolated location of Workplace District, where none exists or is planned.

The Commission would recommend all other designations indicated on the revised and recommended Regulating Plan be adopted, as set forth by the Town Center Advisory Panel and indicated on the attached map, and no additional changes to the boundary of this area be made at this time. With these recommendations, the Commission believes the proposed Regulating Plan addresses public comment, responds to direction from the City's consultants, and honors the efforts of the panel in this regard. Additionally, the revised Regulating Plan addresses the desire of the City to encourage further growth of the core area of Town Center, improves its usability, and furthers the options available for residential units herein as well.

Although commentary has been provided by developers and financing experts that an anchorless Town Center is difficult to build and traffic volumes are not as great as needed in the area, the Commission would note it is necessary to view this revised Regulating Plan from the perspective of many years, not just today or tomorrow. The Commission believes this plan will be best implemented in a multi-decade approach, which recognizes the value of an inventory of vacant or underdeveloped land to respond to new opportunities or changing trends in the marketplace. Without this inventory, every project becomes a redevelopment project and presses the need for public finance incentives and the potential use of eminent domain. Similarly, the revised Regulating Plan does make accommodations for anchors and their typical characteristics, but not at multiple locations in Town Center, but rather in the core area of it (Main Street, between Taylor Road and Eatherton Road).

The Commission also believes the Town Center is not the City's only identity and that, from its perspective, Wildwood remains a residential community that offers options to current and future residents that do not necessarily exist elsewhere in the region, which include the large inventory of large-lot homesites located within a Triple-A rated school district, areas for equestrian enthusiasts, substantial public space areas (over thirteen (13) square miles), cohesive neighborhoods, and a committed elected body intent on providing a high level of services to residents and businesses. Therefore, the success of this community should not be based on abdicating its character for the sake of a shrinking retail/commercial pie being

pursued by other communities that offer incentives and powers typically limited to the governments only, then to witness their efforts migrate to the next new place, when a bigger or better deal is offered.

Of equal importance, the Town Center was often characterized as an idea that would never take hold and, in 1996, when the plan was first adopted, many in the community (and region) stated it would fail. Despite these predictions and naysayers, the Town Center has seen its successes and will continue to due to the commitment the City has made to keep its government center there, the stability and diversity of the existing anchors, and the infrastructure projects planned by Wildwood in the future.

The updated plan is not just limited to the revised Regulating Plan, but includes the text for each of the districts that are planned. The text was also updated to reflect the reduction in the number of districts and the new requirements associated with the proposed six (6) land use categories. The text was reformatted to provide an easier read of it, while adding important components relating to environmental protection, stormwater management, walkability, and public space. These changes, and others, as noted in the attached text, provide for a continuation, and improvement, of the standards and guidelines used in the last twelve (12) years that have created the community that exists in Town Center and better position it for the future. This text was reviewed and commented on by the panel during its process and examples of the changes in terms of diagrams, plans, and other items provided to them in support of their overall effort. Accordingly, the Commission is recommending the text be adopted as presented herein in this report.

#### Summary and Recommendation

The Planning and Zoning Commission would note the process to create this update of the Town Center Plan was thorough, comprehensive, and open, while being managed by a committed group of volunteer citizens and professional consultants. The outcome of this process was a revised plan that addressed public input, improved its use by simplifying its parameters, and updated its standards and guidelines to reflect past issues and current and anticipated trends, while promoting successes through a consistent application of it. Ample opportunity was provided for public input, including those property owners impacted by the proposed changes, and the panel utilized all of this information to create this plan. Based upon these parameters, the Planning and Zoning Commission hereby approves the revised text and Regulating Plan, as submitted herein.

ATTACHMENT B

Planning and Zoning Commission's  
Adopted Regulating Plan Map and Text

## Downtown District

This design/land use district is the most urban permitted within the Town Center Area. It is intended to be a walkable, mixed-use downtown for Wildwood and surrounding communities, which can be active at least eighteen (18) hours a day and seven (7) days a week. The intent is to create intensive development within a traditional street and block system, and not to permit isolated individual structures surrounded by parking lots. Although intensive development is encouraged, the topography of watersheds and creeks should be respected in all development proposals.

### Permitted Land Uses

This design/land use district permits multiple-story buildings, hotels, offices, retail stores, restaurants, and entertainment uses constructed within a street and block system. Garage parking is encouraged. Condominium and rental apartment buildings are permitted, but ground floors are limited to commercial uses only. Row houses are permitted by conditional use permit (CUP), but not on principal streets.

See the Permitted Land Use Chart on Pages xx for details.

### Building Types

Mixed-use buildings, retail buildings, offices, hotels, restaurants, entertainment uses, apartment buildings, parking garages.

### Lot Size (unless otherwise site-specific)

**Lot Width:** Twenty (20) feet minimum/no maximum, but lot must be within a street and block system

**Lot Depth:** Eighty (80) feet minimum/no maximum, but lot must be within a street and block system

The maximum block perimeter at the building line is 2,000 feet. The long dimension of each block may not be less than twice the short dimension

### Building Standards

**Minimum Frontage Requirement:** Seventy (70) percent of the frontage along Main Street and other designated Principal Streets should be occupied by buildings.

**Front Setback:** Facades shall be placed at the lot's frontage line, except that recesses can occur for outdoor dining areas and to create vertical bays. Frontage lines can be established on private streets that are internal to a property, as long as a continuous street and block system is maintained.

Corner buildings shall accommodate a clear view triangle defined by two (2) points thirty (30) feet from the intersection of the sidewalk curbs extended.

**Side setbacks:** Side setbacks for unattached buildings shall be a minimum of five (5) feet.

**Rear setback:** Minimum rear setback of principal building from rear lot line: thirty (30) feet; from alley or access lane: five (5) feet.

**Maximum Building Height:** 3.5 stories or forty (40) feet measured from the average grade level at the front facade to the eave or top of parapet. Exception: vertical elements (towers, belvederes, etc.) no greater than 240 square feet (footprint) may be up to sixty (60) feet high measured at the eave. However, the maximum building height for apartment buildings may be five (5) stories or sixty (60) feet measured from the average grade level at the front facade to the eave or top of parapet.

**Building Footprints:** Footprints exceeding 40,000 square feet require a Conditional Use Permit (CUP).

**Ground Floor:** Ground floor uses shall be commercial, and the ground floor facade along the primary street shall have continuous storefront windows, with the exception of necessary piers, columns, pilasters, etc., unless otherwise modified by a conditional use permit (CUP).

**Building Height Calculations:** Basements with ceilings three (3) feet or less above grade shall not count as a story. Habitable attics with floors three (3) feet or less below the eaves shall count as 1/2 story.

**Large Spaces:** Users requiring over 20,000 square feet must still maintain continuous storefront windows and primary entrances along street facades. Such windows and entrances can be for smaller users, as long as they are provided within the context of the larger use.

#### Facade Standards

**Elevation:** In general, all buildings should be at sidewalk grade. Commercial frontages should be at sidewalk grade. Apartment Building and Row House ground floors shall be at least 1.5' above grade at the front and at the street side of corner lots, although entrances must meet ADA access requirements.

**Interior Height:** The first story interior clear ceiling height shall be at least twelve (12) feet for all buildings, except hotels, apartment houses, and row houses. The lobby spaces for hotels and apartment buildings should have interior clear ceiling heights of at least twelve (12) feet.

**Vertical Bays:** Facades visible from a street shall be broken into vertical bays not exceeding thirty (30) feet in width through the use of one (1) or more of the following: facade recesses, facade projections, or pilasters. Supplemental elements might include canopies, roofline changes, and parapet changes.

**Arcades:** If provided, shall have a minimum depth of ten (10) feet.

**Ground Floor:** Ground floor facades shall have continuous storefront windows along the primary street frontage. This requirement does not preclude vertical elements typically used to separate window units. As required by Building Standards, large space users requiring more than 20,000 square feet must still meet this requirement, which can be satisfied, if other uses line the street frontage and the larger structure is located behind them.

**Entrance:** Each individual ground floor store, restaurant, office, or other use, shall have at least one (1) main entrance having direct access to the applicable primary street. Service access doors shall only face parking areas, secondary streets, and/or service lanes.

Site Standards

**Pedestrian Friendly Design:** Site plans in the Downtown District should provide for continuity from sidewalks in public streets to all pedestrian entrances on the site, and walkability should be given primary importance over road speed and other access criteria.

**Public Open Space:** Developments located within the City's Town Center Area shall meet the requirements of the City's Zoning Ordinance for public space dedications, as set forth in Chapter 415.169 Public Space Requirements. These requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District. Public Space has been deemed to be of critical importance to the character of the community.

**Environmental Preservation:** In general, all development within the City's Town Center Area should be designed and built in such a way as to minimize adverse impacts on the natural environment. The design, engineering, and construction of projects located within the Town Center Area shall be subject to the environmental protection standards and regulations, as set forth specifically in the following: Chapter 420.200 Natural Resource Protection Standards and Procedures of the Subdivision and Development Regulations; Chapter 415 Grading Code; and Chapter 410 Tree Preservation and Restoration Code. These requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District.

**Parking Requirements:** Parking shall be provided at a ratio of three (3) spaces per 1,000 square feet of gross floor area, although reductions will be considered for shared parking proposals between abutting and adjacent properties, as herein described. On-street parking within three hundred (300) feet of the main access door into the building or use shall also count towards the required amount of total spaces. Outdoor parking lots should meet Green Parking Lot standards (as developed and to be acted upon by the City Council at a future date).

**Parking Locations:** Off-street parking spaces are to be located behind a building or garden wall.

**Access:** Off-street parking shall only be accessed by a secondary street or service lane. Service docks shall only be accessed from a secondary street or service lane.

**Walls:** In the absence of buildings, garden style walls shall be placed on the frontage line (edge of sidewalk furthest from street) and shall be thirty-two (32) inches to forty-two (42) inches in height. Walls shall be brick, stone, or acceptable alternative and have a masonry cap, where consistent.

**Screening of Services:** All loading and service activities, including storage of garbage and rubbish containers, shall take place within the building or must be screened from view from adjacent properties and primary and secondary streets.

**Storm Water Management and Retention:** All developments located within the Town Center Area shall meet current standards and requirements for the

management and control of stormwater runoff, as set forth by the City of Wildwood and the Metropolitan St. Louis Sewer District.

## Workplace District

Workplace Districts shall be located along arterial streets. These design/land use districts are primarily for offices, including medical and dental offices and clinics, and individual retail or restaurant businesses. Live-work units are also permitted. The intent of the Workplace District is to encourage businesses that have an individual character and relate to the immediate street. Individual developments should have a landscaped perimeter, and parking areas should be primarily at the side and rear of the buildings. The topography of watersheds and creeks should be respected in all development proposals. This design/land use district is not intended to permit commercial strip development, where individual structures are surrounded by parking, or parking lots are built in front of buildings.

### Permitted Land Uses

This district permits a variety of commercial and institutional uses; residential uses are permitted on upper floors or as live-work units, either as condominiums or rentals

See the Permitted Land Use Chart on Pages xx for details.

### Building Types

Permitted Buildings: Commercial Facilities, including offices, medical and dental offices, and clinics; shops and restaurants; schools; Parking Garages.

### Lot Size (unless otherwise site-specific)

Lot Width: Thirty (30) foot minimum/250 foot maximum  
Lot Depth: Eighty (80) foot minimum/250 foot maximum

### Building Standards

Front Setback: Facades shall be placed at the lot's frontage line, which is ten (10) feet from the edge of public right-of-way, except that recesses can occur for outdoor dining areas and to create vertical bays. Corner buildings shall accommodate a clear view triangle defined by two (2) points thirty (30) feet from the intersection of the sidewalk curbs extended.

Side setbacks: Fifteen (15) feet total, but no less than five (5) feet on one (1) side.

Rear Setbacks: Minimum Rear Setback of principal building from rear lot line: thirty (30) feet; from alley or lane: three (3) feet.

Maximum Building Height: 3.5 stories or forty (40) feet measured from the average grade level at the front facade to the eave or top of parapet. Exception: vertical elements (towers, belvederes, etc.) no greater than 240 square feet (footprint) may be up to sixty (60) feet high measured at the eave.

**Building Footprints:** Footprints exceeding 10,000 square feet in the Workplace District require a conditional use permit (CUP).

#### Facade Standards

**Elevation:** The first story shall be at sidewalk grade.

**Interior Height:** The first story interior clear ceiling height shall be at least twelve (12) feet, unless the building size dictates otherwise.

**Vertical Bays:** Facades visible from a street shall be broken into vertical bays not exceeding thirty (30) feet in width through the use of one (1) or more of the following: façade recesses, facade projections, or pilasters. Supplemental elements might include canopies, roofline changes, and parapet changes.

**Arcades:** If provided, shall have a minimum depth of ten (10) feet.

**Ground Floor:** Ground floor facades shall have at least fifty (50) percent window and door openings along the primary street frontage. This requirement does not preclude vertical elements typically used to separate window units.

**Entrance:** Each ground floor space shall have at least one (1) primary entrance having direct access to the applicable primary street. Service access doors shall only face parking areas, secondary streets, or service lanes - be operable.

#### Site Standards

**Pedestrian Friendly Design:** Site plans in the Workplace District should provide for continuity from sidewalks in public streets to all pedestrian entrances on the site, and walkability should be given primary importance over road speed and other access criteria.

**Public Open Space:** Developments located within the City's Town Center Area shall meet the requirements of the City's Zoning Ordinance for public space dedications, as set forth in Chapter 415.169 Public Space Requirements. These requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District. Public Space has been deemed to be of critical importance to the character of the community.

**Landscaped Perimeter:** The side and rear boundaries of individual properties in the Workplace District shall comply with the City of Wildwood Buffer Yards Standards type 3 or higher with a width of no less than twenty (20) feet, except that these requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District.

**Environmental Preservation:** In general, all development within the City's Town Center Area should be designed and built in such a way as to minimize adverse impacts on the natural environment. The design, engineering, and construction of projects located within the Town Center Area shall be subject to the environmental protection standards and regulations, as set forth specifically in the following: Chapter 420.200 Natural Resource Protection Standards and Procedures of the Subdivision and Development Regulations; Chapter 415 Grading Code; and Chapter 410 Tree Preservation and Restoration

Code. These requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District.

**Parking Requirements:** Parking must be provided at a ratio of three (3) spaces per 1,000 square feet of gross floor area, although reductions should be considered for shared parking proposals between abutting and adjacent properties, as herein described. On-street parking within three hundred (300) feet of the main access door into the building or use shall also count towards the required amount of total spaces.

**Parking Locations:** Off-street parking spaces shall be located behind buildings or beside them, if the lot is small and there is no alternative. Parking should not be provided between the building and the street. At-grade outdoor parking lots should meet Green Parking Lot standards (as developed and to be acted upon by the City Council at a future date).

**Access:** Off-street parking shall only be accessed by a secondary street or service lane.

**Walls:** In the absence of buildings, garden style walls shall be placed on the frontage line (edge of sidewalk furthest from street) and shall be thirty-two (32) to forty-two (42) inches in height. Walls shall be brick, stone, or acceptable alternative and have a masonry cap, where consistent.

**Screening of Services:** All loading and service activities, including storage of garbage and rubbish containers, shall take place within the building or must be screened from view from adjacent properties, and primary and secondary streets.

**Storm Water Management and Retention:** All developments located within the Town Center Area shall meet current standards and requirements for the management and control of stormwater runoff, as set forth by the City of Wildwood and the Metropolitan St. Louis Sewer District.

## Neighborhood General District

The intent of this design/land use district is to provide a variety of housing types, including apartments and row houses, in walkable neighborhoods close to the Downtown and Workplace Districts. Institutional uses and ground-floor commercial uses on principal streets are also permitted. The topography of watersheds and creeks should be respected in all development proposals.

### Permitted Land Uses

This district permits a wide variety of residential uses, including condominium and rental apartment buildings and row houses. Ground floor commercial spaces are permitted within apartment buildings. Other low-intensity commercial uses are allowed, such as Bed & Breakfasts, as well as compatible institutional uses.

See the Permitted Land Use Chart on Pages xx for more details.

### Building Types

**Permitted Buildings:** Rowhouses, Apartment Buildings, Live-Work Buildings, Houses, Parking Garages, and associated Outbuildings. Individual garages and

outbuildings associated with single-family houses may not have footprints that exceed 650 square feet Residential lots may include a secondary residential unit (not to exceed 650 square feet) over the garage or in a detached accessory structure.

#### Lot Size

##### Apartment Buildings:

Lot Width: Twenty (20) feet minimum/no maximum, but lot must be within a street and block system

Lot Depth: Eighty (80) feet minimum/no maximum, but lot must be within a street and block system

The maximum block perimeter at the building line is 2,000 feet.

##### Row houses:

Lot Width: Twenty (20) feet minimum/forty (40) feet maximum within a street and block system, rear access from lane required

Lot Depth: Eighty (80) feet minimum/125 feet maximum within a street and block system, rear access from lane required

The maximum block perimeter for a block containing only row houses is 1,800 feet. This requirement can be satisfied in a larger block by dividing the block with a landscaped mid-block pedestrian walkway no less than twenty (20) feet wide, including a sidewalk of suitable pervious material no less than (5) feet wide, which connects the sidewalks on two streets that form two parallel sides of the larger block.

##### Houses:

Lot Width: Twenty (20) feet minimum/fifty (50) feet maximum within a street and block system, rear access from lane preferred

Lot Depth: Eighty (80) feet minimum/125 foot maximum within a street and block system, rear access from lane preferred

The maximum block perimeter for a block containing only houses is 2,000 feet.

#### Building Standards

##### Apartment Buildings and Row Houses:

Front Setback: At least eighty (80) percent of the front facade of each apartment building or row house must be placed along a uniform build to/set-back line that applies to the full block frontage. This build-to/set-back line should be determined at the time that a street and block plan is approved, and should be from zero (0) feet to fifteen (15) feet from the frontage line. Buildings on corner lots should conform to the build-to/set back requirements for both streets.

Front Setback Exceptions: Stoops, balconies, unenclosed porches, and bay windows may encroach within front setbacks, but not over or into the public right-of-way.

Side Setbacks: Five (5) to fifteen (15) feet (no setback between attached Row House Units).

Minimum Rear Setback of Principal Building from Rear Lot Line: thirty (30) feet from alley or lane: five (5) feet.

Maximum Building Height for Apartment Buildings: five (5) stories or sixty (60) feet measured from the average grade level at the front facade to the eave or top of parapet.

Maximum Building Height for Row Houses: 3.5 stories or forty (40) feet measured from the average grade level at the front facade to the eave or top of parapet.

Maximum Building Height for Outbuildings: two (2) stories or twenty-two (22) feet measured at the eave.

Minimum Rear Setback of Principal Building from Rear Lot Line: thirty (30) feet, from alley or lane: three (3) feet.

Building Height Calculations: Basements with ceilings three (3) feet or less above grade shall not count against the number of stories. Habitable attics with eaves no higher than three (3) feet from the floor shall count as 1/2 story.

**Houses:**

Front Setback: At least eighty (80) percent of the front facade of each house must be placed along a uniform build to/set-back line that applies to the full block frontage. This build-to/set-back line should be determined at the time that a street and block plan is approved, and should be from zero (0) to fifteen (15) feet from the frontage line. Buildings on corner lots should conform to the build-to/set back requirements for both streets.

Front Setback Exceptions: Stoops, balconies, unenclosed porches, and bay windows may encroach within front setbacks, but not over or into the public right-of-way.

Side Setbacks: a total of fifteen (15) feet no less than five (5) feet on one (1) side.

Minimum Rear Setback of Principal Building from Rear Lot Line: twenty-five (25) feet; from alley or lane: five (5) feet.

Maximum Building Height for Primary Buildings: 3.5 stories or forty (40) feet measured from the average grade level at the front facade to the eave or top of parapet.

Maximum Building Height for Outbuildings: two (2) stories or twenty-two (22) feet measured at the eave.

Building Height Calculations: Basements with ceilings three (3) feet or less above grade shall not count against the number of stories. Habitable attics with eaves no higher than three (3) feet from the floor shall count as 1/2 story.

Outbuilding Maximum Size: 650 square feet building footprint.

Side Setbacks: Five (5) feet to fifteen (15) feet for Cottages / Ten (10) feet to thirty (30) feet for Houses.

Facade Standards

Elevation: Ground floors of apartment buildings at the front facade line shall be at least 1.5' above grade at frontage line, but ground-floor shops may be entered at grade and apartment entrances must meet ADA access requirements.

**Interior Heights:** Ground floor interior clear heights of apartment building lobbies and ground-floor shops shall be no less than twelve (12) feet. Minimum floor to floor heights for apartments: Nine (9) feet.

**Vertical Bays:** Facades visible from the street shall be broken into vertical bays not exceeding thirty (30) feet in width through the use of one (1) or more of the following: façade recesses, facade projections, or pilasters. Supplemental elements might include canopies, roofline changes, and parapet changes.

**Elevation:** Ground floors for row houses at the front façade line shall be at least 1.5' above grade at frontage line.

#### Site Standards

**Pedestrian Friendly Design:** Site plans in the Neighborhood General District should provide for continuity from sidewalks in public streets to all pedestrian entrances on the site, and walkability should be given primary importance over road speed and other access criteria.

**Public Open Space:** Developments located within the City's Town Center Area shall meet the requirements of the City's Zoning Ordinance for public space dedications, as set forth in Chapter 415.169 Public Space Requirements. These requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District. Public Space has been deemed to be of critical importance to the character of the community.

**Environmental Preservation:** In general, all development within the City's Town Center Area should be designed and built in such a way as to minimize adverse impacts on the natural environment. The design, engineering, and construction of projects located within the Town Center Area shall be subject to the environmental protection standards and regulations, as set forth specifically in the following: Chapter 420.200 Natural Resource Protection Standards and Procedures of the Subdivision and Development Regulations; Chapter 415 Grading Code; and Chapter 410 Tree Preservation and Restoration Code. These requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District.

**Parking Requirements for Apartment Buildings:** A ratio of 1.5 garage spaces per unit, plus 2.5 spaces per 1,000 square feet of non-residential gross habitable building space shall be required for apartment buildings. Off-street parking may be substituted for a garage by conditional use permit. Any at-grade outdoor parking should meet Green Parking Lot standards (as developed and to be acted upon by the City Council at a future date).

**Rowhouses, Houses, and Cottages:** Two (2) spaces per unit, plus one (1) space for an accessory unit.

On-street parking adjacent to the frontage line(s) shall also count towards these requirements for Rowhouses and Apartments.

**Parking Locations:** Off-street parking spaces and garage entrances are to be located behind the building or along the least visible side of the structure from the principal street.

**Access:** Off-street parking for apartments and rowhouses shall be accessed from either a secondary street or service lane. Off-street parking for houses shall be accessed from either a front driveway or a rear alley or lane.

**Walls and Fences:** Where voids exist, walls (brick, stone, or comparable material, with masonry cap) or picket fences shall be placed within twenty-four (24) inches of the frontage line and be thirty-two (32) to forty-two (42) inches in height.

**Storm Water Management and Retention:** All developments located within the Town Center Area shall meet current standards and requirements for the management and control of stormwater runoff, as set forth by the City of Wildwood and the Metropolitan St. Louis Sewer District.

## Neighborhood Edge District

The intent of this design/land use district is to provide for single-family houses within the Town Center Area that can be constructed on smaller lots than can be found elsewhere in Wildwood, and are located within walkable neighborhood street systems close to Workplace Districts and the Downtown District. The topography of watersheds and creeks should be respected in all development proposals.

### Permitted Land Uses

This design/land use district permits only single-family residential uses, in addition to a narrow range of potentially compatible non-residential uses, such as parks, churches, schools, child care facilities, and civic buildings. However, by conditional use permit, a neighborhood grocery and prepared food service store<sup>1</sup> may be permitted up to 3,000 square feet.

See the Permitted Land Use Chart on Pages xx for more details.

### Building Types

**Permitted Buildings:** Houses, Zero-lot-line Houses, Attached Houses, Garages, Outbuildings, and Secondary Residential Units: Garages and outbuildings may not exceed 650 square feet. Residential lots may include a secondary residential unit (not to exceed 650 square feet) over the garage or in a detached accessory structure.

### Lot Size (unless otherwise site-specific)

**Lot Width:** Twenty (20) feet minimum/100' maximum within a street and block system

**Lot Depth:** Eighty (80) feet minimum/150' maximum within a street and block system

**Maximum block perimeter:** 1,800 feet. This requirement can be satisfied in a larger block by dividing the block with a landscaped mid-block pedestrian walkway no less than twenty (20) feet wide; including a sidewalk of suitable pervious material no less than (5) feet wide that connects the sidewalks on two streets that form two parallel sides of the larger block.

### Building Standards

<sup>1</sup> Convenience store with a floor area limited to a specific maximum and the owners offer prepared food.

**Front Setback:** At least sixty (60) percent of the front facade of each house must be placed along a uniform build to/set-back line that applies to the full block frontage. This build-to/set-back line should be determined at the time that a street and block plan is approved, and should be from ten (10) feet to twenty-five (25) feet from the frontage line. Houses on corner lots should conform to the build-to/set back requirements for both streets.

**Front Setback Exceptions:** Stoops, balconies, unenclosed porches, and bay windows may encroach within front setbacks.

**Side Setbacks:** Attached houses and zero-lot line houses with fifteen (15) foot setbacks on one (1) side only may be approved by a conditional use permit (CUP). For detached houses, total side setbacks should equal a minimum of fifteen (15) feet, but should be no less than five (5) feet on any side.

**Rear Setback:** Twenty-five (25) feet for primary buildings/three (3) feet for outbuildings.

**Maximum Building Height for Primary Buildings:** 3.5 stories or thirty-five (35) feet measured from the average grade level at the front facade to the eave or top of parapet.

**Maximum Building Height for Outbuildings:** Two (2) stories or twenty-two (22) feet measured at the eave.

**Building Height Calculations:** Basements with ceilings three (3) feet or less above grade shall not count as a story. Habitable attics with floors three (3) feet or less below the eaves shall count as 1/2 story.

**Outbuilding Maximum Size:** 650 square feet building footprint.

#### Facade Standards

**Elevation:** Ground floors of buildings at the front facade shall be at least 1.5' above grade, except that garages can be at grade. Front access garages must be recessed a minimum of fifteen (15) feet from the front facade or porch. The fifteen (15) feet minimum recess also applies to side facades on corner lots. Garage door openings fronting a street may not exceed twelve (12) feet, so that two (2) car garages shall have two (2) individual door openings. Foundations fronting on streets shall be continuous walls, not individual piers

#### Site Standards

**Pedestrian Friendly Design:** Site plans in the Neighborhood Edge District should provide for continuity from sidewalks in public streets to all pedestrian entrances on the site, and walkability should be given primary importance over road speed and other access criteria.

**Public Open Space:** Developments located within the City's Town Center Area shall meet the requirements of the City's Zoning Ordinance for public space dedications, as set forth in Chapter 415.169 Public Space Requirements. These requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District. Public Space has been deemed to be of critical importance to the character of the community.

**Environmental Preservation:** In general, all development within the City's Town Center Area should be designed and built in such a way as to minimize adverse impacts on the natural environment. The design, engineering, and construction of projects located within the Town Center Area shall be subject to the environmental protection standards and regulations, as set forth specifically in the following: Chapter 420.200 Natural Resource Protection Standards and Procedures of the Subdivision and Development Regulations; Chapter 415 Grading Code; and Chapter 410 Tree Preservation and Restoration Code. These requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District.

**Parking Requirements:** Two (2) garage spaces per dwelling unit, one (1) off-street car space for an accessory unit. Designated on-street parking within three hundred (300) feet of the main access door into the building or use can count towards parking requirements. Any outdoor at-grade parking should meet Green Parking Lot standards (as developed and to be acted upon by the City Council at a future date).

**Access:** Garage parking shall be accessed from either a front driveway or a rear alley or lane. Front facing driveways should be no wider than ten (10) feet between the build-to/setback line and the street. Front-facing garages should be located no less than twenty-five (25) feet behind the build-to/setback line. Each front-facing garage space should have an individual garage door.

**Storm Water Management and Retention:** All developments located within the Town Center Area shall meet current standards and requirements for the management and control of stormwater runoff, as set forth by the City of Wildwood and the Metropolitan St. Louis Sewer District.

## **Cultural/Institutional District**

The purpose of this design/land use district is to permit a variety of institutional uses that will reinforce the unique attractions of the Town Center Area as a place to work, shop, and live. The design and character of public open spaces is particularly important in this district. The topography of watersheds and creeks should be respected in all development proposals.

### Permitted Land Uses

This design/land use district permits a variety of institutional uses, such as churches, schools, governmental buildings, libraries, museums, congregate living, and parks. In the case of colleges and universities, the district also permits "conditional" uses that are supportive and ancillary to the functioning of an institution of higher learning.

See the Permitted Land Use Chart on Pages xx for more details.

### Design Standards

**Building Locations:** Within the context of the Town Center Area, locations at special sites, such as those mapped as Locations of civic importance, and other high-visibility sites, such as those terminating a street axis, should be sought for individual institutional buildings.

**Building Setbacks:** Institutional buildings may have different front and side setbacks than those of non-institutional buildings in order to emphasize their significance. There are no minimum or maximum front, side, or rear building setbacks within the Cultural/Institutional Overlay District, instead appropriate setbacks will be determined on a site specific basis by conditional use permit (CUP).

**Building Height:** No building within a Cultural/Institutional District shall exceed a height of sixty (60) feet, measured from final finish grade at the main entry area facing the primary street, although vertical architectural elements, such as steeples and cupolas may extend up to twenty-five (25) feet above the height limit.

**Architectural Character:** Main entrances should be clearly articulated through their prominent location, size, and design. Roof forms might also include cupolas, steeples, and similar vertical architectural elements intended to give the building prominence.

#### Site Standards

**Pedestrian Friendly Design:** Site plans in the Cultural/Institutional Overlay District should provide for continuity from sidewalks in public streets to all pedestrian entrances on the site, and walkability should be given primary importance over road speed and other access criteria.

**Public Open Space:** Developments located within the City's Town Center Area shall meet the requirements of the City's Zoning Ordinance for public space dedications, as set forth in Chapter 415.169 Public Space Requirements. These requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District. Public Space has been deemed to be of critical importance to the character of the community.

**Environmental Preservation:** In general, all development within the City's Town Center Area should be designed and built in such a way as to minimize adverse impacts on the natural environment. The design, engineering, and construction of projects located within the Town Center Area shall be subject to the environmental protection standards and regulations, as set forth specifically in the following: Chapter 420.200 Natural Resource Protection Standards and Procedures of the Subdivision and Development Regulations; Chapter 415 Grading Code; and Chapter 410 Tree Preservation and Restoration Code. These requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District.

**Parking Requirements:** Parking requirements shall be determined on a case-by-case basis, depending upon the specific use and projected peak-hour demands. Parking should be located and designed so that it can be screened from view from surrounding streets. Arrangements for shared parking are also encouraged. Any outdoor at-grade parking should meet Green Parking Lot standards (as developed and to be acted upon by the City Council at a future date).

**Storm Water Management and Retention:** All developments located within the Town Center Area shall meet current standards and requirements for the management and control of stormwater runoff, as set forth by the City of Wildwood and the Metropolitan St. Louis Sewer District.

## Pond Historic District

The purpose of this district is to preserve and enhance the historic character of the Pond Area of Wildwood, which has a concentration of assets that have been identified as significant because of their age, architecture, or role in the community. Pond has been a village with a rural character and a mix of low-intensity residential and commercial land uses since the 1850's, but more recently experienced inappropriate intrusions of industrial uses, as authorized by St. Louis County. All alterations and additions to buildings in this district are subject to review and approval under Section 440 of the Wildwood Municipal Code, while all proposed new buildings shall be conditioned on the requirements therein applied by a site-specific ordinance associated with a zoning change of the property.

**Permitted Land Uses:** Single family residential buildings, apartment buildings of six (6) units or fewer, retail businesses occupying less than 5,000 square feet on the ground floor, offices (general, professional, and medical/dental types), bed and breakfasts, restaurants, and institutional buildings

### Design Standards

**Building Height:** The height of any proposed alteration or addition should be compatible with the style and character of the historic property. No building within the Pond Historic District shall exceed a height of thirty-five (35) feet, measured from final finish grade at the main entry area facing the primary street, although vertical architectural elements, such as steeples and cupolas, may extend up to twenty-five (25) feet above the height limit.

**Building Setbacks:** The setback and relationship of a historic structure to the open space between it and adjoining street/roadway should be maintained. New structures should be compatible with prevailing existing setbacks.

**Scale:** The scale of any new, or existing, structure, after any alteration or construction, should be compatible with the original architectural style and character of any historic building that is located on the site and all development should be in blend with surrounding historic properties.

**Directional Expression:** Surrounding development should be compatible with the directional expression and orientation of neighboring historic properties.

**Signs:** The character of signs should be in keeping with the historic architectural style of the property. Character of a sign shall be interpreted to include the total number, size, area, scale, location, type, (e.g., on-site business signs), letter size and style, and intensity and type of illumination.

### Site Standards

**Pedestrian Friendly Design:** Site plans in the Pond Historic District should provide for continuity from sidewalks in public streets to all pedestrian entrances on the site, and walkability should be given primary importance over road speed and other access criteria.

**Public Open Space:** Developments located within the City's Town Center Area shall meet the requirements of the City's Zoning Ordinance for public space

dedications, as set forth in Chapter 415.169 Public Space Requirements. These requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District. Public space has been deemed to be of critical importance to the character of the community.

**Environmental Preservation:** In general, all development within the City's Town Center Area should be designed and built in such a way as to minimize adverse impacts on the natural environment. The design, engineering, and construction of projects located within the Town Center Area shall be subject to the environmental protection standards and regulations, as set forth specifically in the following: Chapter 420.200 Natural Resource Protection Standards and Procedures of the Subdivision and Development Regulations; Chapter 415 Grading Code; and Chapter 410 Tree Preservation and Restoration Code. These requirements may be modified by the City Council, as part of an approved site-specific ordinance, whether by a C-8 Planned Commercial District or a Planned Residential Development Overlay District.

**Parking Requirements:** Parking requirements shall be determined on a case-by-case basis for each use, depending upon the specific nature of the activity and the projected peak-hour demands associated with it, but may not exceed the number of required spaces set forth for the activity in the City of Wildwood's Zoning Ordinance. Parking should be located and designed so that it can be screened from view from abutting streets. Arrangements for shared parking are also encouraged within this district. Any outdoor at-grade parking should meet Green Parking Lot standards (as developed and to be acted upon by the City Council at a future date).

**Storm Water Management and Retention:** All developments located within the Town Center Area shall meet current standards and requirements for the management and control of stormwater runoff, as set forth by the City of Wildwood.

**Other:** Certain activities previously authorized by St. Louis County or determined to be legal, non-conforming uses by the Zoning Ordinance of the City of Wildwood, shall be considered grandfathered under their current zoning district designations and may be allowed to make alterations, changes, expansions, or other modifications consistent with the requirements of either Chapter 415.460 Non-Conforming Uses, Lands, and Structures, Chapter 415.560 Procedure for Amending the Zoning Ordinance of the City of Wildwood Zoning Ordinance, or under the authority set forth in the site-specific ordinance for that property.

<i>Land Use Activities</i>	<i>Land Use Classifications</i>					
<b>Commercial</b>	D	W	NG*	NE	C/I	POND
Animal Hospitals & Veterinary Clinics	P	P				
Art or Photo Studios or Galleries	P	P	P		C	P
Bakeries	P	P	P		C	P
Barber & Beauty Shops	P	P	P		C	P
Cleaning, Pick-up Stations	P	P	P		C	P
Coffee Shops	P	P	P		C	P
Department or Discount Stores	P					
Filling Stations for Automobiles	P	C			C	
Financial Institutions w/ Drive-Thru Facilities	P	P			C	
Financial Institutions w/o Drive-Thru Facilities		P	P		C	
Flower or Plant Stores	P	P	P		C	
Hotels	P				C	
Music or Dancing Academies	P	P			C	
Office/Warehouse Facilities	P	P	P			
Parking Areas	P	P				P
Parking Garages	P	P	P			
Professional Offices including Medical and Dental	P	P			C	
Professional Offices, not medical or dental	P	P	P		C	P
Recreational Facilities, including indoor theaters and outdoor activities	P				C	
Recreational Facilities (no indoor theater or outdoor activities)		P			C	
Research Laboratories & Facilities	P				C	
Restaurants, including fast food, w/ Drive-Thru facilities**	P				C	
Restaurants, including fast food, but w/o drive thru facilities	P	P			C	
Restaurants, no fast food	P	P	P		C	P
Sewage Treatment Facilities	P	P	P	P		P
Shops for Artists and Similar Specialties		P	P		C	P
Stores and Shops for Retail Purposes	P	P			C	
Stores, Shops, and Open-Air Markets for Retail Purposes	P	P	P			
Taverns, Cocktail Lounges, Night Clubs, or Micro-Breweries	P	P			C	
Vehicle Service Centers	P	C				
<b>Cultural/Institutional</b>						
Cemeteries, Mausoleums				P	C	P
Child Care Centers	P	P	P	P	C	P
Churches	P	P	P	P	P	P
Civic Buildings(government)	P	P	P	P	P	P
Colleges, Universities					P	
Libraries			P	P	P	P
Museums					P	
Nursing Homes			P		P	
Park & Open Spaces; Public and Private areas	P	P	P	P	P	P
Philanthropic Institutions					C	

<i>Land Use Activities</i>	<i>Land Use Classifications</i>					
	D	W	NG*	NE	C/I	POND
Post Offices	P	P			P	
Public and Other Utility Facilities	P	P			<b>C</b>	
Recreational Fields					P	
Scenic Areas	P	P	P	P	P	P
Schools			P	P	P	
Wildlife Refuges						
<b>Housing</b>						
Multi-Family Residential(live/work, rowhouses, and apartments)			P		P	P
Single-Family Attached			P		<b>C</b>	
Single-Family Detached			P	P	<b>C</b>	P
<b>Other Housing</b>						
Accessory Dwelling Units			P	P		P
Bed and Breakfasts			P	P		P
Group Shelters			P	P		P
Home for the Aged			P	P	<b>C</b>	
Home Occupations			P	P		P

**P** Uses permitted by right

**C** Uses requiring conditional use permit

- \* See Neighborhood General District text for a detailed explanation of permitted uses within the context of building types
- \*\* Any building footprints within the Workplace districts exceeding 10,000 sq. ft. require conditional approval
- \*\* Any building footprints within the Commercial districts exceeding 40,000 sq. ft. require conditional approval

Permitted uses and specific site requirements shall be subject to further definition or qualification as provided by ordinance

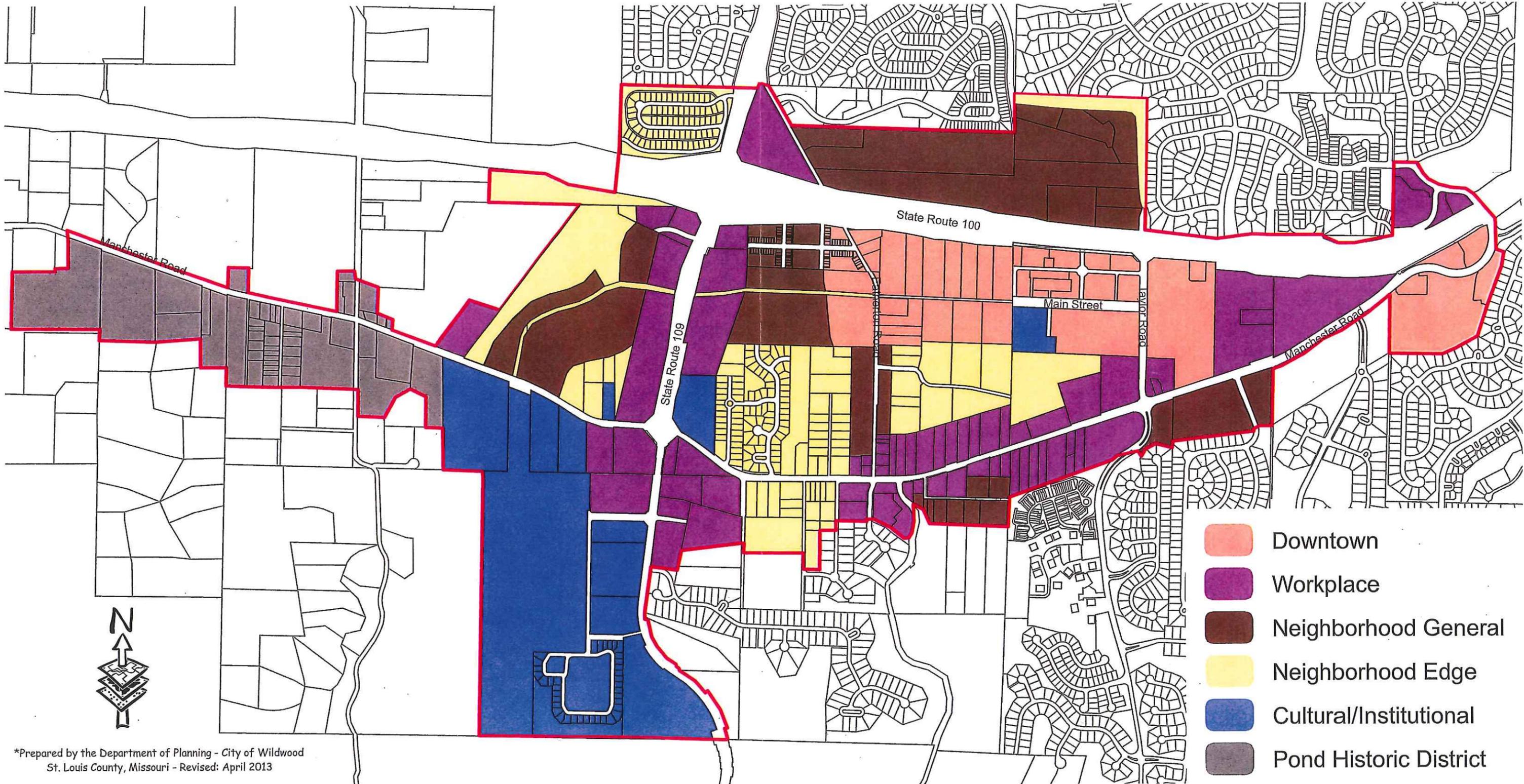
### Zoning Abbreviations Key

**D**- Downtown  
**W**- Workplace  
**NG**- Neighborhood General  
**NE**- Neighborhood Edge  
**C/I**- Cultural/Institutional overlay  
**Pond** – Pond Historic District



WILDWOOD

# City of Wildwood Town Center Area - Ten Year Update Final Land Use/Regulating Plan Map



-  Downtown
-  Workplace
-  Neighborhood General
-  Neighborhood Edge
-  Cultural/Institutional
-  Pond Historic District

\*Prepared by the Department of Planning - City of Wildwood  
St. Louis County, Missouri - Revised: April 2013

