



CITY OF WENTZVILLE
**VILLAGE
 CENTER**
 INC. 1872



Amendatory Supplement to the City of Wentzville Downtown Revitalization Study

June 2016



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RESOLUTION

WHEREAS, Chapter Six of the City of Wentzville Comprehensive Plan, "Land Use" calls for the City's Downtown Revitalization Study for Wentzville be promoted as a Land Use Goal on Page 91 with an objective to "promote the redevelopment of Downtown as identified in the 2009 Downtown Revitalization Study; and

WHEREAS, the Downtown Committee of the City of Wentzville, initiated a review of the Wentzville Downtown Revitalization Study to amend and supplement the existing text, tables and data of the Plan for the development of the Village Center Area of Wentzville, MO; and

WHEREAS, the Plan sets forth policy regarding the physical development of the Village Center Area of the City; and

WHEREAS, the Downtown Revitalization Study, with accompanying maps, plats, charts and descriptive and explanatory matter, shows the Downtown Committee recommendations for the physical development and uses of land, the general location, character and extent of streets and other public ways, grounds, places and spaces; the general location and extent of public utilities and amenities, whether publicly or privately owned; the widening, removal, extension, relocation, abandonment or change of theme or use of any of the foregoing; and for such other matters as may be beneficial to the City; and

WHEREAS, the Plan contains a statement of goals, objectives, standards, and principles sought to be embodied therein; and

WHEREAS, the Amendatory Supplement to the City of Wentzville Downtown Revitalization Study further seeks to guide and accomplish the coordinated development of the City's Downtown Area which, in accordance with existing and future needs, will best promote the general welfare, as well as efficiency and economy, in the Village Center development process.

NOW, THEREFORE, be it resolved by the Wentzville Downtown Committee as a recommendation to the Board of Aldermen:

1. The Amendatory Supplement of the Wentzville Downtown Revitalization Study attached hereto as "Exhibit A", is hereby recommended for approval and the Downtown Committee hereby requests the Board of Aldermen approve of the Supplement.
2. All maps, descriptive matter and other matters in the Downtown Revitalization Study and the May 2009 Downtown Revitalization Study are intended by the Downtown Committee to be a part of and coordinated with the City of Wentzville Comprehensive Plan.
3. The Amendatory Supplement shall be cross-referenced with the Downtown Revitalization Study, adopted May 2009, as applicable.

The Downtown Revitalization Study, as amended, shall be reviewed as directed by the Downtown Committee and/or City Staff to maintain a current and progressive document.

Adopted this 26th day of July 2016.


Michael Rhoades, Chairman


Linda Wright, Vice-Chairman

Introduction:

The purpose of this Amendatory Supplement is to accomplish improvement and update to the Downtown Revitalization Study in the following:

- Amend and supplement existing text, tables, and maps as applicable to the City of Wentzville Downtown Revitalization Study, which was adopted in May 2009, with improved information as a result of the Downtown Committee direction.
- Provide text and mapping amendments as a result of the Downtown Committee review of the May 2009 Study to validate assumptions, goals, and themes of the May 2009 Study or “amend/delete/improve” the text via consensus of the Committee’s review.

Amendment and/or additions to the document are provided in three (3) forms:

- Text amendments via deletions or additions;
- Table amendments;
- Maps and Plan sheet amendments.

Administrative staff presented to, and received concurrence from, the Downtown Committee of a plan of action associated with the Study review process as a part of the December 18, 2014 Agenda. Through 2015 and early 2016 staff and the Downtown Committee have been working on portions of the plan of action.

The Table of Contents, as applicable, identifies amendments for each “Part” of the study. This Supplement is designed to be cross-referenced with the original Downtown Revitalization Study text, thereby enabling the reader to be accurately informed of the Study’s changes and full content.

In the Supplement, new language or changes directed by the Downtown Committee (DC) are shown in italics.

The City of Wentzville invested in the Study, public input processes, and creation of the DRS in 2009. This effort is accomplished by Wentzville’s Downtown Committee to update and amend of the plan and its contents to continue to utilize this investment in the Wentzville Downtown area and to continue to move forward revitalization efforts as well as efforts to improve the public infrastructure in the built environment. The City of Wentzville intends to amend the 2009 Downtown Revitalization Study via supplements until such time as the level of changes warrants the creation of, and publishing of, a new edition of the entire document.

Amendments to the Downtown Revitalization Study - By Chapter

The following are Amendments to existing language/content within the Downtown Revitalization Study (DRS) adopted May 2009. The Amendments are broken out by Part:

Cover Page

The current cover page has been improved and amended as displayed in this Amendatory Supplement, dated July 2016.

Acknowledgments

A new acknowledgments page has been created in the document via this review and adoption process. Consultant information that assisted the City can be acquired in the 2009 DRS, and has been removed via this staff and Downtown Committee (DC) review and adoption process.

Part One: First Directions Stakeholder Workshop

Page 11

At the December 18, 2014 meeting, Part One of the DRS was reviewed for amendments. Part One review was to obtain public input on a vision on the Downtown area via a SWAT analysis (*Strengths, Weaknesses, Opportunities and Threats*). Community key stakeholders were invited, to discuss and come to consensus on ways and means to revitalize downtown. A total of 75 participants were involved in this effort. Civic land uses, retail land uses, entertainment and accessibility ranked high via this workshop held on November 24, 2008.

There were no amendments to this area of the DRS recommended by the DC to Part One titled "Project Overview".

Pages 12/13:

The DC reviewed the information titled "Metropolitan Context", which identifies Wentzville's geographical location, and identifies forces and opportunities affecting downtown, depicting Wentzville in a key position in the St. Louis Metropolitan population area, to capture growth and development throughout the community inviting the opportunity to redirect the natural growth being experienced into the downtown area, thus allowing revitalization using natural growth trends.

There were no Amendments to this area of the DRS recommended by the DC to Part One titled "Metropolitan Context".

Pages 13/14/15:

The DC discussed population growth portion of the DRS, whereby staff informed the DC of the most current available demographic data possessed by the City which is found within the City's December 2013 Comprehensive Plan (text found on Pages 14-25 of the Comprehensive Plan), which was provided to DC members, which corresponds to the DRS Sections 2.2 "Growth Projections", 2.3 "Retail Trade Growth", and 2.5 "Job Growth Potential".

The DC voted unanimously to include into the Amendatory Supplement the population/demographic/trend/employment data included within the Wentzville Comprehensive Plan dated December 3, 2013. This information has been included in this Supplement as Appendix "A".

Pages 16/17/18:

The DC discussed within Part One Downtown's Strengths, Weaknesses, Opportunities and Threats, to further discuss key questions of the DRS:

- 3.1 What brings people to Downtown Today?
- 3.2 Why don't people come to Downtown Today?
- How can more people be attracted to Downtown more often?

The DC discussed and generally approved of and still finds this data an accurate representation of the land uses listed in the table on Pages 16, 17, and 18 for the above questions. It was agreed to remove from the civic uses table, City Hall due to construction on Wentzville Parkway. The DC agreed that pedestrian access improvements, parking and transportation improvements to the larger primary roadways will spur investment. Road expansions will create new economic opportunities. DC offered direction to focus on parking opportunities and enhancements. The DC directed to focus on aesthetics' as a primary/important issue for Downtown Wentzville. There is consensus in the DC that destination land uses draw people to downtown. Sidewalk improvements and seating areas are considerations (Streetscape improvements agreed to). One-way streets were acknowledged to provide room for the streetscape improvements. Advertisement and public relations improvements were directed by the DC whereby the following staff initiated actions have been implemented:

- *Beginning with the September/October 2015 issue of "The Vision" newsletter (which is circulated to 14,000+ households) the City added a "Business Spotlight" feature to highlight local businesses. The feature includes a photo and an eight-question Q&A. Since its inception, the section has highlighted four downtown Wentzville businesses. This will continue to be a feature in "The Vision".*
- *The new Free Parking Map has been shared on the City's Facebook page and was featured in the March/April issue of "The Vision". We will promote this again in the near future.*
- *The City's Public Information Officer (PIO) has also included spotlights on Facebook and in "The Vision" about the new Chainsaw Tree Carvings, the Vietnam War Veterans Memorial and other downtown war memorials to encourage residents to visit Wentzville's Historic Downtown Area.*

The DC supports events that are occurring in Downtown and incentivizing property to create a destination land use, as incentives were agreed to spur redevelopment energy. In this Supplemental Document, an incentive program now adopted by Wentzville is included as Appendix "B".

Pages 20/21

The DC discussed major opportunities for Downtown Revitalization and possible actions, which are segments of Part One of the DRS, Sections 4.1 and 4.2:

The DC agreed that the residential component of land use is an important part of the area, including the live/work concept. New Urbanism and the mix of housing types supported by this land use concept, results in a walkable area with a mix of uses enabling a vibrant/successful downtown. As supported by Task Five of the 2009 Plan on Page 21, the DC offered direction that density allowances should be improved with appropriate control. The DC recommends via residential land use as a component of the downtown growth must be in place (associated with Task Five on Page 21). Related to Tasks on Page 21, the DC agreed that roadway

infrastructure improvements are important to continue implementation. Task Two, the DC agreed that branding of the area via the logo creation is a positive step and acknowledged the completion of the History Trail Map (History Trail Map and the Logo information is provided in Appendix "C"). The DC directed staff to complete the marketing brochure and booklet as a key marketing piece. The brochure and booklet have been included into the Amendatory Supplement within Appendix "C": Task Three is amended to remove the first bullet point and is expanded via this Supplement to include the Landscape/Caboose Beautification Project accomplished at the direction of the DC and approved by the Board of Aldermen, which was completed via staff resources in the Spring of 2016 (fencing still to be installed). Also, the research at the direction of the DC for conversion of overhead power to underground electric along Pearce Blvd. from Meyer Road to Luetkenhaus Blvd. including the response received from Ameren Missouri, is included in this document. The Caboose Landscape Beautification Project mapping and electrical facilities evaluation is included in this Supplement via Appendix "D".

Part Two: Theming and Branding Workshop

Pages 25 thru 29:

In Part Two, Tangible Themes were identified in the DRS as Railroad Park with Bandstand, Nightlife, Hometown Feeling, Active Commerce and Cleanliness of Downtown. Part Two documented "Tomorrow's Headlines" and individual groupings of headlines applicable to the above Tangible Themes.

The DC acknowledged the low number of participants (it was acknowledged that 26 people participated) in this part of the Study Workshop. The DC agreed that the common themes that are within the DRS are still valid. The DC agreed to remove the reference to City Hall from Part Two Section 1.0 for "Tomorrows Headlines". Mixed-Use and new housing thriving in the Downtown is a needed land use, as there is currently a lack of new residential investment being experienced. The DC agreed that the list in 1.0 remains valid, as found on Page 27 of the 2009 Plan. The DC directed that the first grouping of "Downtown for Civic Businesses" will be removed and the remaining groupings are determined to be appropriate.

Pages 30 thru 33:

In Part Two, Section 2.0 of the DRS participants in 2009 discussed ideas for tangible and emotional themes or brands for Downtown. These themes were recorded and placed on paper sheets hung throughout the meeting room, whereby participants, through a dot-choice exercise, ranked tangible and emotional themes (each participant had three dots to place on the top three themes).

The DC agreed with the DRS categories of support for certain types of Themes. Family and friendly land uses are noted as an important component of a successful Downtown. The DC agreed that historical aspects of the community/area need to be included and emphasized in the cataloguing of themes. It was agreed that the Pavilion/Bandstand, due to constraints about use of the railroad right-of-way and proximity to the tracks, did not have to be located adjacent to the tracks and could be established/combined and located elsewhere in Downtown. The DC agreed that beautification and artistic aspects can create a visually appealing theme in Downtown through streetscape improvements, including the City's heritage needs to be preserved by enhancing the existing museum within the Green Lantern facility. The DC agreed the existing museum can be a destination theme showcasing the City history to build on what we have (add or expand out of the Green Lantern as a key location for education and heritage of the area). The DC agreed and reinforced having destination places and land uses as a repeated key

aspiration. The DC agreed to remove “50’s and 60’s” from the document upon Page 32 “Tangible Themes” and amend to just state “car cruising” as a niche event which has been sustainable through history. The current City Hall facility was agreed upon as a building that could exist in the future as a gathering spot to accomplish one or more of these tangible themes and could be converted to a destination land use.

Pages 34 and 35:

In Part Two, Section 3.0 of the DRS “Traits of Highly Successful Downtowns” are provided by the consultant and City. Eleven Traits were identified.

The DC directed staff to improve text of #11 via this Supplement to: “Broaden the exposure and presence of Lindenwood University to invite improvements to possibly expand the campus to increase foot traffic, to assist in an accelerated redevelopment and to bring more people to the Downtown Area”. The DC directed the Economic Development Director to contact the University administrative staff to open up discussions in this regard.

The DC directed staff to add #12 to the list of traits that discusses the local history of the community, to bring individuals Downtown to learn of the history as an education component and to work with the School District in this regard. Text is hereby inserted to read as follows: “Great Downtown’s build upon the history of the area and to reference the History Trail Map and pursue improvements to the implementation of a bar code reader for smart phones to learn of the area’s history.

Pages 36 thru 40:

Part Two on Page 36 of the DRS identifies “Characteristics of Successful Downtowns”, containing 12 characteristics in the Study.

The DC supports all characteristics on these pages without amendment, with emphasis on the pedestrian improvements and walkable nature of successful downtowns discussed in number five, where Pearce Blvd. is supported to have walkable amenities and streetscape similar in nature/scope to S. Church Street.

Part Three: Results of Attitudinal Survey

Pages 41 thru 73:

Part Three of the DRS are the consultant’s effort to survey the community to gather data to assist the City in the DRS planning to guide the future of downtown.

The DC supports the survey information and directed staff to add questions to the future citywide survey that continues to seek information and freshen attitudes to determine the importance of the Downtown area. The DC agreed to have open-ended questions that do not focus on the problems (as the Committee/City is aware of the problems) but to seek solutions and ideas to better the area. These questions will be added to a future Citywide Survey concerning the redevelopment efforts of the Downtown area are:

1. *What will bring people to Downtown?*
2. *What do you want to see in Downtown?*
3. *What could the City do to bring you Downtown?*
4. *Why do people not come Downtown?*

Part Four: Physical Design Workshop

Pages 75 thru 89:

Part Four of the DRS provides for the consultant and City, through the public process, guidance on the physical design of the Downtown area. This part of the Study reports on the Physical Design Workshop held February 29, 2009 and provides for a visual preference survey for types of exterior building materials and other physical improvements (streetscapes and landscaping/lighting treatments, etc...

The DC directed staff to provide for implementation of the physical design of the Study improvements forecasted through the yearly budget preparation. The DC agreed that the S. Church Street project was a bi-product of the Study and directed to move similar roadway reconstruction projects into other areas of the City's Downtown. On Page 76 of the document, the DC directed staff that burying of overhead electric is still a desire of the Committee and the Study findings. The DC directed that staff ensure conduit, electric and water service to reach the center of the roundabout at Highway Z and S. Church Street (these improvements were accomplished via design and construction). The DC directed staff to provide for new photographs within the supplement to show physical improvements accomplished. These photos are found in this document as Appendix "E". The top 15 images of the Visual Preference Survey were agreed to by the DC with direction offered that the use of paver stones carries with it maintenance concerns, so an alternative low maintenance approach is recommended. Physical Design is recommended to include public gathering spaces (pavilion concept). The DC agreed to validate the existing images, as destination places and a walkable atmosphere.

Page 90:

The existing Zoning Map for the Village Center Zoning Districts found on Page 90 of the DRS, is hereby replaced with a current Zoning Map. This Zoning Map is found in Appendix "F".

Pages 91 thru 97:

No changes to these pages text information or mapping/images were recommended through the study review by the DC. These pages, images and data are leading up to the Land Use Plan documentation in Part Five was acknowledged.

Part Five: Village Center Expansion Plan

Pages 100 and 101:

Part Five of the DRS titled "Village Center Expansion Plan" was adopted in 2009 as a planning tool to assist in guiding redevelopment/new construction efforts recommended by the DRS as appropriate land uses for the various areas of Downtown Wentzville.

The DC agreed that the land uses provided in the table on Page 100 remain valid and remain appropriate guidance. The DC directed that the land use table be maintained via the Amendatory Supplement.

Pages 102 thru 103:

The 2009 DRS provides for artist renderings of building/structure coverage's on the south side of the Village Center (east and west ends) in an "existing" and then "proposed" building massing images as a "build-out" scenario.

There were no changes to the DRS directed by the DC in this area of Part Five.

Pages 104 and 105:

This area of the DRS discusses vacant property and development potential for the east end of the Downtown area. Substantial roadway improvements are depicted on this east end conceptual plan to provide access for a future full build-out scenario. Traffic analysis and amendments to certain access improvements in this east end plan must be adopted via the Amendatory Supplement via discussion with MoDOT Area Engineer and staff in 2015, where roadway improvements forecasted by the DRS were evaluated.

The DC agreed that the Traffic Impact Study shall be required for access to this vacant land in the east end and that coordination with MoDOT shall occur. Pages 104 and 105 are hereby amended to remove the two depicted access connections adjacent to the south of Block Four and south of Block Nine from this Plan. Such slip-lane access connections were not supported by MoDOT Area Engineer associated with access management requirements. The DC directed staff to explore other access opportunities to reach full development potential of the vacant real estate in this area. See Appendix "G" for a document titled "Roadway Improvements accessing MoDOT facilities and the associated map where letters "C" and "G" are removed via this supplement".

Pages 104

"Directly north of the area described on the Downtown Study on Page 104 titled "East End" is the planned roundabout coordinating access to Luetkenhaus Blvd from the north and south, Pearce Blvd from the east and west, and including Allen Street into a future roundabout roadway improvement supported by this Part of the Study. Through MoDOT coordination/discussion, the roadway improvement depicted as letter "A" is a southbound Hwy. 61 slip-ramp access connection into Downtown that will also connect into the roundabout (this planned improvement is shown as letter "A" on the roadway improvement map found on page 101 of the DRS). MoDOT will require additional traffic analysis for this roadway improvement. This information is more specifically found in Appendix "G" "Roadway Improvements accessing MoDOT facilities", Letter "A". The DC supports the future traffic analysis and future implementation via coordination/participation with MoDOT as this improvement which would provide for a direct motor vehicle access option into the Village Center area intersecting with the eastern roundabout".

The DC also directed that the text of Block Seven shall be amended in the 2009 DRS to declare the land use of Green Gables senior housing, as a compliant residential land use.

Pages 106 and 107:

The portion of Part Five is the central downtown (south side) of the Village Center Expansion Plan. This area of the Plan is the area generally of S. Church Street, S. Linn Avenue and Main Street corridors and adjacent residential, commercial and public use facilities.

The DC directed staff to amend of the DRS to include the following text and information:

- *The planned roundabout construction has been completed by MoDOT as a Capital Improvement Project, which implements a southern gateway into the Village Center/Downtown Area. This improvement has been constructed with electric and utility access for future beautification as supported by the DRS. Adjacent to the northeast of this roadway improvement is the Village Center Entry Monument Sign identifying this area as an entry point to the Village Center area. The use of Village Center Zoning District categories is recommended as an appropriate tool to be implemented upon property in the Central Downtown area to allow/facilitate redevelopment potential.*

Amendments to the Downtown Revitalization Study - By Chapter

- *Text within Block 11 is hereby amended to remove the reference to street improvements through the existing Public Works facility to make a connection into the Green Gables residential community. No changes in land use to this block are accomplished, only a change in street layout being planned.*

Pages 108 and 109:

The 2009 DRS provides for land use table and descriptions on these pages of the DRS known as West End (south side).

There were no changes to the DRS directed by the DC in this area of Part Five.

Pages 110 and 111:

The 2009 DRS provides for land use table and descriptions on these pages of the DRS known as Pearce Blvd./Allen Street Corridor – One Way Pairs (east and west sides of Pearce Blvd. and Allen Street between Meyer Road and Luetkenhaus Blvd.).

The DC directed staff to amend of the DRS to include the following text and information:

- *The One-Way Pair Conceptual Plan was the topic of discussion at the March 19, 2015 Open House Public Meeting. Text is hereby added to Page 110 of the DRS to support the implementation of traffic analysis to study the feasibility of the one-way pair traffic pattern and to study the feasibility and functionality of each roundabout traffic feature and to add into this Supplement the results of the March 19, 2015 public meeting (This information can be found in Appendix “H”.) It is acknowledged that the roundabout at Meyer Road/W. Pearce Blvd. and Luetkenhaus Blvd./E. Pearce Blvd. are gateways into the Village Center Area. These future roadway improvements will be constructed with electric and utility access for future beautification as supported by the DRS, including entry monument signage.*
- *Text and table information on Page 111 is hereby amended to the table from the current forecasted Civic Land Use to office/retail/commercial land use in the supplemental document.*

Pages 113 thru 123

The 2009 DRS provides for a Traffic Impact Study associated with Part Five of the DRS.

The DC agreed and recommends to have this portion of the DRS updated via new traffic analysis information to move forward with implementation of the various components of the transportation improvements forecasted by the Plan. These pages of the Study are updated by this Supplement via the following information:

- *In 2016 Staff acquired the services of CBB, Professional Traffic Consultants to evaluate and provide the Board of Aldermen a report on the functionality and use of the western roundabout. Future traffic analysis of the eastern roundabout, one-way pairs and other planned routes that access MoDOT facilities are being planned by the City and the City will work to leverage public tax dollars with grant funding opportunities via implementation steps, and with continued coordination with MoDOT. The City is seeking grant funding through the 2016 Grant Application to St. Charles County Road Board which includes Downtown Revitalization Preliminary Plan Phase One (see the provided conceptual plan documents and Scope of Work outlined for this effort titled Appendix “I”.)*

Part Six: Streetscape Design Concept

Page 126

Part Six of the DRS focuses on street and amenity design concepts for the various areas of the Village Center. Roadway cross sections including lane configurations, amenity zones, landscaping and other streetscape amenities are discussed in this Section.

The DC recommends that the text on Page 126 and its associated land use conceptual map remains valid for the intent of this part of the DRS. No amendments are enacted on this page.

Page 127:

This portion of Part Six is associated with One-Way Pair Roadway Improvements. The DC recognizing the importance of public input and coordination in this forecasted substantial change in public's traffic pattern. The DC supported the scheduling of an Open House to solicit public input. On Thursday, March 19, 2015 over 50 individuals and downtown business owners attended a Public Meeting/Open House/Charrette held at the Wentzville Community Club located at 500 West Main Street. The public meeting was held in place of the regularly scheduled Downtown Committee meeting. Individual notices were mailed to all owners of real property and tenants as applicable in the affected area (map included in Appendix "H").

The primary purpose of the meeting was to display information and gain input on a Traffic Pattern/Streetscape Design Plan for the revitalization of Historic Downtown Wentzville along Pearce Blvd. and Allen Street. A secondary purpose of the meeting was to gather input from attendees on three focus topics, Streetscape Amenities; Economic Development and Transportation. Within Appendix "H" are response sheets from the focus topic tables and copies of several of the exhibits displayed at that meeting.

The DC agreed to direct staff to include open house public meeting findings within the Amendatory Supplement. The DC recommended approval of the One-Way Pair Improvements and supports additional traffic analysis on the operation/functionality of the modified cross-section on a block by block evaluation basis to accomplish improved parking, pedestrian walkway and amenity improvements while meeting safety and functionality. The DC's recommendation has been received by the Board of Aldermen. Documentation is found in Appendix "H", which includes the cross sections displayed at the public meeting.

Pages 128 thru 132:

This portion of Part Six displays streetscapes for other portions of the Village Center to be used by the City in developing roadway reconstructions to include the desired parking and amenities. These different varieties of cross-sections/streetscapes are provided due to existing Wentzville conditions which involve varying right-of-way widths and parking arrangements that the City may experience in the Village Center.

Related to the cross-sections on these pages, the DC directed the Amendatory Supplement to reinforce the cross-sections found in the 2009 Plan with the following amendments included into the Supplement:

- *Drive-lane width in all of the provided cross sections of pavement is recommended to be improved to a wider dimension, not less than 11 feet.*
- *Any area for parallel parking recommended to not be less than nine feet in width.*
- *Any street amenity zone width may vary based upon right-of-way width and availability and chosen street lane width and parking type/design.*

Amendments to the Downtown Revitalization Study - By Chapter

- *This Section of the Amendatory Supplement enacts the statement: “Street reconstruction in the Village Center Area shall in most cases and through the evaluation of lane widths and amenity zones, be designed to minimize or avoid additional right-of-way acquisition”. This statement is generally applicable to side streets traveling north/south and east/west as-traveled routes.*
- *This section of the Amendatory Supplement enacts the statement: “The Amendatory Supplement supports roundabout design on both ends of the One-Way Pairs via the Open House and Downtown Committee recommendation”.*

Page 129:

On Page 129, the DC directed the Amendatory Supplement to enact a change to Street Cross-Section ST-DP Diagonal/Parallel depiction shall be clarified as a two-way traffic section.

Page 130:

On Page 130, the DC directed the Amendatory Supplement to indicate the City of Wentzville utilized the ST-TS Cross-Section via the implementation/reconstruction of S. Church Street.

Pages 131 and 133:

On Page 131, the DC directs that the Amendatory Supplement supports the use of cross-section ST-CMU, which can be utilized with a varying amenity zone and lane width modification for two-way traffic on the side streets between Pearce Blvd. and Allen Street (parallel or angled parking). In addition, the table on Page 133 remains generally applicable with modifications mentioned above for this part of the DRS.

Pages 134 thru 137:

Exhibits provided in the 2009 DRS remain supported. No changes in this area of the original study are directed by the DC.

Page 138:

This portion of Part Six discusses the need for Multi-Modal Street that includes bicycle lanes.

The DC supports on-street bicycle lanes and associated amenities related to grant opportunities when street reconstruction is implemented.

Pages 139 thru 149:

These pages are recommended as appropriate by the DC. Associated with Page 142, future signage plans are being pursued for placement of the entry monument type sign supported by this portion of the study document at each roundabout entry area to the Village Center.

Page 150:

The 2009 DRS supports the use of park ground in the Village Center Area as a skateboard park/facility.

The DC directed that this type of park amenity is not as compatible in the Village Center re-development area (not a traditional, or historic, or cultural niche for the area) and would function more appropriately in a newer park more central to the City’s growing population.

Part Seven: Final Public Meeting and Summary

Part Seven of the Wentzville Downtown Revitalization Study presents the results of the Final Public Meeting and Summary which occurred on May 19, 2009. The first directions report, theming/branding results, internet survey, future projections, Village Center Expansion Plans and Streetscape elements were presented to provide the community with the opportunity to review and comment.

An Amendment to Part Seven would involve a commitment to continue to focus on implementation of the plan. Both public and private reinvestment into the Downtown Area has continued since adoption of the DRS in 2009.

Of particular note is the improvement in Downtown infrastructure including streets and utility upgrades. The provision of this enhanced infrastructure not only adds to the aesthetics of Downtown Wentzville, but allows the area to support additional residential and commercial growth consistent with the overall plan. In addition, the recently adopted Economic Development Strategic Plan includes energy to assist the redevelopment of the Village Center Area. (see Appendix "J" for the appropriate E.D.S.P. content.)

Appendix:

The following projects, discussion and action topics and those projects related mapping/plans have been included in the 2016 Supplement document as Village Center matters discussed and reviewed by the Downtown Committee for direction to staff resulting in decision(s) and/or recommendations to the Board of Aldermen toward implementation through 2015 and 2016 of the Downtown Committee agenda's proceedings.

Appendix A

**December 2013 Comprehensive Plan Declaring
Demographics'/Characteristics and Trends**

CHAPTER 1: CHARACTERISTICS AND TRENDS

Demographic Profile

The characteristics of the people in a community have always been an important factor in comprehensive planning and community development. Over time people will immigrate into a city, migrate out of the city, establish commercial trade within the city’s boundaries and use local resources. A community’s population is a primary determinate of future growth and development and the types of public services and facilities that will be needed to serve the population. This section examines the characteristics of the people that form the community of Wentzville.

Population

Wentzville and St. Charles County’s location in the St. Louis Metropolitan area is an important consideration in the City’s growth and development. Table 1 below illustrates the City’s increasing population trend since 1900. The current population estimated from building permit information is 32,563 (September 2013). This estimate is derived from taking the number of single family residential permits issued and multiplying by 2.7 (number of occupants per house for Wentzville as used by U.S. Census Bureau). Thus far, the largest percentage increase was from 2000 to 2010 (322%). The population increased by 122% from 1950 to 1960 to a total population of 2,724 people. It is anticipated that the next ten (10) years will bring additional large increases to the City’s population as the City fills out on existing developed (vacant) residential tracts.

Table 1: Historical Population Data for the City of Wentzville

Census Year	Population	% Change
1900	519	n/a
1910	539	4%
1920	514	-5%
1930	596	16%
1940	752	26%
1950	1,227	63%
1960	2,724	122%
1970	3,223	18%
1980	3,193	-1%
1990	4,785	50%
2000	6,896	44%
2010	29,070	322%
2013*	32,583	

**2013 Data is approximate based upon Building Permit data
Source: U.S. Census Bureau and City of Wentzville*

Over the past 100 plus years, St. Charles County, where Wentzville is located, has been one of the fastest growing communities in the State of Missouri. The below table (Table 2) displays historical data trends for St. Charles, Warren and Lincoln Counties. As illustrated in this table, St. Charles County experienced a peak growth rate from 1950 to 1960 and then continued to grow at an accelerated rate. However, if you also notice, while the population grew the percent change from the previous decennial census period has slowed from 1960 to 2010. Table 2 also shows that Warren County, which borders the City to the West, and Lincoln County, which borders the City to the North, have also both experienced rapid growth rates over the past few

decades. It is interesting to note, that the City of Wentzville's 2010 population is almost as large as that of Warren County's. Statewide, Missouri's population grew seven (7%) percent to 5,988,927 in 2010.

Table 2: Historical Population Trends of St. Charles, Warren and Lincoln Counties

Census Year	St. Charles County		Warren County		Lincoln County	
	Population	% Change	Population	% Change	Population	% Change
1900	24,274	n/a	9,919	n/a	18,352	n/a
1910	24,695	2%	9,123	-8%	17,033	-7%
1920	22,828	-8%	8,490	-7%	15,956	-6%
1930	24,354	7%	8,082	-5%	13,929	-13%
1940	25,562	5%	7,734	-4%	14,395	3%
1950	29,834	17%	7,666	-1%	13,478	-6%
1960	52,970	78%	8,750	14%	14,783	10%
1970	92,954	75%	9,699	11%	18,041	22%
1980	144,107	55%	14,900	54%	22,193	23%
1990	212,907	48%	19,534	31%	28,892	30%
2000	283,883	33%	24,525	26%	38,944	35%
2010	360,485	27%	32,513	33%	52,566	35%

Source: U.S. Census Bureau

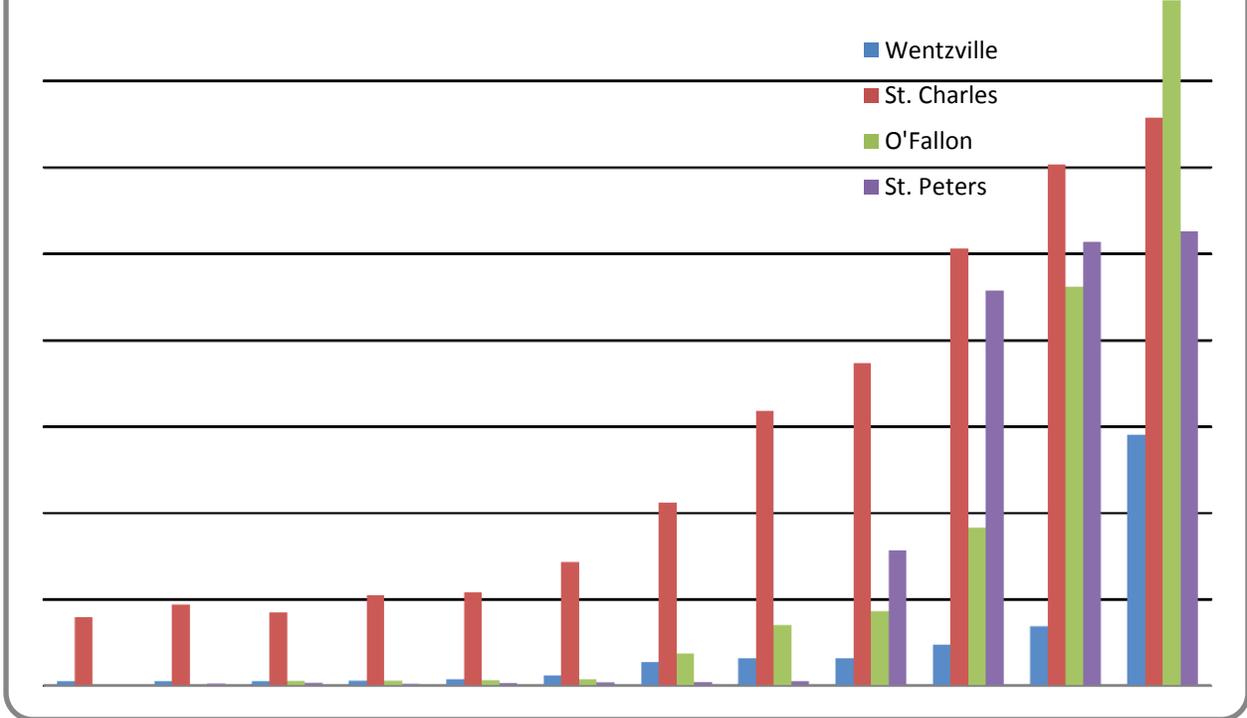
Table 3 below illustrates the increasing growth rates for cities that surround the City of Wentzville. The data shows that from 2000-2010, the City of O'Fallon increased 72% (79,329), City of Lake St. Louis increased 43% (14,545), City of Foristell increased 53% (505), and City of Flint Hill increased 39% (525). Chart 1 indicates the City of O'Fallon between the periods of 2000 to 2010 over took St. Charles City as the largest city based upon population. This same time period saw a huge jump in Wentzville's population (322%). The City of Wentzville is currently the fourth (4th) largest city based upon population.

Table 3: Historical Population Data for Surrounding Cities

Census Year	O'Fallon		Lake St. Louis		Foristell		Flint Hill	
	Population	% Change	Population	% Change	Population	% Change	Population	% Change
1900	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
1910	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
1920	588	n/a	n/a	n/a	n/a	n/a	n/a	n/a
1930	594	1%	n/a	n/a	n/a	n/a	n/a	n/a
1940	618	4%	n/a	n/a	n/a	n/a	n/a	n/a
1950	789	28%	n/a	n/a	n/a	n/a	n/a	n/a
1960	3,770	378%	n/a	n/a	n/a	n/a	n/a	n/a
1970	7,018	86%	n/a	n/a	n/a	n/a	n/a	n/a
1980	8,654	23%	3,843	n/a	119	n/a	219	n/a
1990	18,296	111%	7,671	100%	144	21%	229	5%
2000	46,169	152%	10,169	33%	331	130%	379	66%
2010	79,329	72%	14,545	43%	505	53%	525	39%

Source: U.S. Census Bureau

Chart 1: Population of Largest Cities Within St. Charles County



Source: U.S. Census Bureau

Age/Gender Characteristics

Age/Gender composition of a population plays an important role in determining how the structure of a city, determining future growth as well as possible needs which may arise due to this structure. For example, if the population is increasing in age over time, perhaps services should be oriented to address this aging population.

The age structure of the City of Wentzville is shown in the below table. As one can see, as the population numbers have grown, the percentage of the groups has mostly stayed consistent; however, it is interesting to note that the percent of the population over the age of 65 has decreased since 1990. This indicates either a decline based upon mortality rates for that age group or that residents of this age bracket are moving out of the community for various reasons (lack of housing/downsizing, lack or services, etc.) or more likely that other age groups are outpacing the 65+ age group due to migration into the City.

Table 4: Basic Wentzville Age Composition 1990-2010

Age Group	1990		2000		2010	
	Number	%	Number	%	Number	%
Under 5	517	10%	569	8%	3,075	11%
5-19	1,326	26%	1,814	26%	7,275	25%
20-34	1,170	23%	1,513	22%	6,286	22%
35-44	626	12%	1,083	16%	4,726	16%
45-54	446	9%	767	11%	3,301	11%
55-64	384	7%	442	6%	2,233	8%
65+	671	13%	770	11%	2,174	7%

Source: U.S. Census Bureau and Missouri Census Data Center (MCDC)

Other age comparative numbers, such as median age comparisons, can be used in analyzing the City of Wentzville’s population. Median age is the age that divides the population into two numerically equal groups, that is, half of the group is younger than this age value and the other half is older. Viewing this information for the City indicates that the age of the City appears to be getting older. This can be explained, for example, by fewer births by the existing population reflecting an aging median value or that a greater majority of the population is migrating into the community is in an older age bracket. Based upon the recent growth trends of the community, an in-migration of individuals older than the median, as well as, existing population aging in place is the most likely conclusion.

Table 5: Wentzville Median Age

Year	Number
1980	29.0
1990	30.2
2000	30.8
2010	31.2

Source: U.S. Census Bureau

The gender composition of a community is defined as the number of males per 100 females within a population. The gender ratio is a common statistical measure of gender composition. A gender ratio greater than 100 indicates an excess of males, whereas a ratio less than 100 represents an excess of females. Gender ratios generally range between 95 and 102 except for special circumstances, such as wartime casualties or substantial migration. Table 6 shows the relationship between Wentzville’s gender ratio and those of St. Charles County and State of Missouri since 1990. From the period of 1990-2000, the City of Wentzville had a larger ratio of females to males compared to the County and the State. According to the 2010 Census, the ratio moved more into a balanced position (ninety-four [94] men for every one-hundred [100] females). Interestingly, while the City of Wentzville and the State has increased its gender ratio over the period studied, St. Charles County experienced the opposite, if only slightly.

Table 6: Gender Ratios 1990-2010

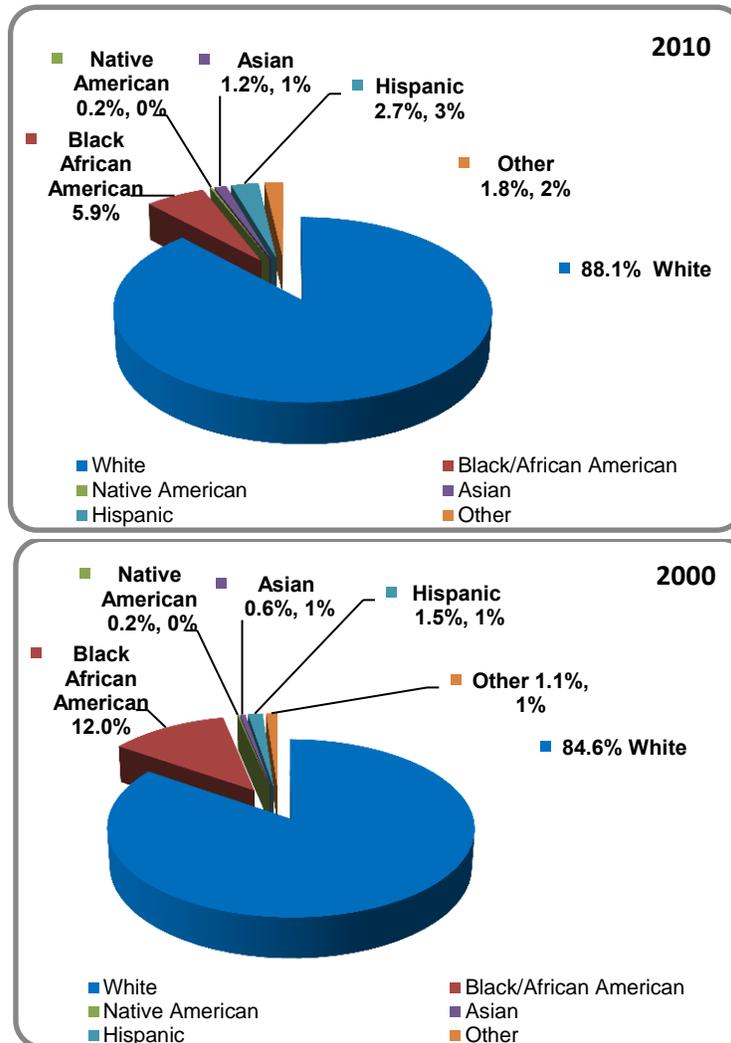
	Wentzville			St. Charles County			Missouri		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
Male	2,422	3,244	14,099	105,812	139,872	176,922	2,464,563	2,720,177	2,933,477
Female	2,718	3,676	14,971	107,095	144,011	183,563	2,652,510	2,875,034	3,055,450
Sex Ratio	89	88	94	99	97	96	93	95	96

Source: U.S. Census Bureau and Missouri Census Data Center (MCDC)

Ethnicity Characteristics

Another demographic variable that is usually examined in the planning process is ethnic composition of the population. Viewing the below composition of the City of Wentzville from 2000 to 2010 reveals that the City is predominantly white (eighty-eight [88%] percent of the population in 2010).

**Chart 2:
Ethnicity of
Characteristics
2000 and 2010**



Source: U.S. Census Bureau

Household Characteristics

Household information of a community is another avenue in which a City can be examined. The below table indicates household information for the City of Wentzville, St. Charles County and the State of Missouri. The U.S. Census Bureau defines a household as “all persons who occupy a housing unit”. Overall, the number of households has increased for the City of Wentzville over the last twenty (20) years, as expected with the general population boom experienced in this area. In 2010 the City gained a total of 7,264 households or 290% increase from 2000. Of the City’s 9,767 households in 2010, a total of eighty (80%) percent were family households. This is above average for the listed entities which are at seventy-three (73%) percent and sixty-five (65%) percent respectively.

Table 7: Household Characteristics 1990-2010

	Wentzville			St. Charles County			Missouri		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
Households	1,747	2,503	9,767	74,402	101,826	134,274	1,961,364	2,197,214	2,375,611
Family	1,338	1,873	7,852	58,208	77,453	97,621	1,378,020	1,486,546	1,552,133
Non-Family	409	630	1,915	16,194	24,373	36,653	583,344	710,668	823,478
Married w/ Child	490	733	4,792	28,327	34,112	46,371	511,783	516,877	676,727
Female Head w/ Child	301	327	793	3,642	5,801	7,520	119,792	154,002	168,143

Source: U.S. Census Bureau and Missouri Census Data Center (MCDC)

Comparing the City of Wentzville to other communities within St. Charles County (see below Table 8), Wentzville also has the highest percentage of families (eighty [80%] percent) than all of the peer communities. The City, based upon surveyed communities, has an above average family characteristic which may represent a strong sense of family. Therefore, by correlation, the City also has the lowest percentage on non-family households of all studied communities.

While Wentzville has the highest percentage of family households, Census data indicates that the City's percentage of households with married couples who have children is lower than only one (1) other community (Lake St. Louis has an eighty-four [84%] percent rate versus sixty-one [61%] percent for Wentzville). All other communities are significantly lower (O'Fallon is forty-four [44%] percent, St. Peters is thirty-three [33%] percent and St. Charles is twenty-eight [28%]).

Table 8: Household Characteristics for Local Communities 2010

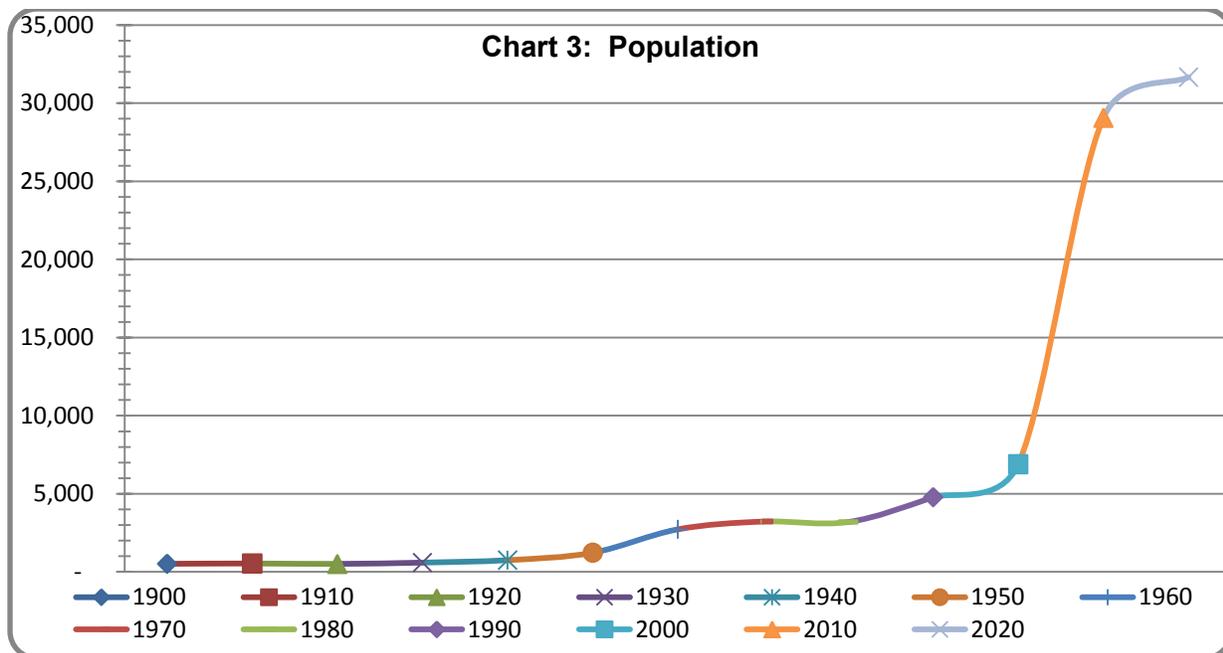
	Households	Family	Non-Family	Married W/ Child	Female Head W/ Child
Lake St. Louis	5,816	4,213	1,603	3,539	277
O'Fallon	28,234	21,436	6,798	9,429	1,794
St. Peters	20,861	14,244	6,617	4,761	1,060
St. Charles	26,715	16,128	10,587	4,576	1,594

Source: U.S. Census Bureau

Another aspect of the family housing characteristics is the proportion of households in a community classified as "Female Head with Children" or the "Single-Mother" family. While Wentzville boasts the highest percentage of "families" and second highest percentage of "married couples with children", Wentzville has the highest percentage of Female Headed families with children at eight (8%) percent of the reviewed communities. This percentage is also slightly higher than the State average of seven (7%) percent and that of the County as a whole six (6%) percent. This ranking, while a small percentage of the total, may represent that Wentzville has better affordable housing stock than other communities.

Population Projections

Based upon historical population data, the City can make general assumptions on future population using different techniques. The first and simplest would consist of a Linear Projection. Using this past data, a linear projection assumes a basic and consistent slope to project into the future. The below graph projected out to the year 2020 and anticipated a population of 31,666. Compared to the other projection based upon permits, this represents a very conservative projection. The City leaders believe the 2020 population will exceed this projection based upon recent construction trends and the overall economic recovery of the construction industry.



Source: U.S. Census Bureau and City of Wentzville

Another technique utilized by the City of Wentzville is to use available single family residential permits and project a population using a set assumed number of permits. As indicated earlier, the City uses the U.S. Census Bureau occupancy rate of 2.7 people per unit. Taking this rate multiplying by a set number of assumed permits can provide a projected population. The below table represents this projection. While using this technique can provide a projection number, it is heavily reliant on the number of permits issued per year, which can fluctuate due to periods of extreme growth or economic uncertainty (recession). Past projection using this technique assumed a large number of permits per year (1,200 per year), which was reflective of the economic prosperity of the time. The City anticipates an accelerated amount of permits every year, which would account for a recovering economy and the build-out of available lots. City leaders believe this projection represents a more realistic approach of anticipated growth for the City.

Table 9: Population Projections Based Upon Single-Family Permits

Year	New Permits	New Population	Total Population
2000	470	1,269	6,896
2001	734	1,982	8,878
2002	979	2,643	11,521
2003	1,027	2,773	14,294
2004	1,459	3,939	18,232
2005	1,165	3,146	21,378
2006	796	2,149	23,527
2007	622	1,679	25,206
2008	303	818	26,024
2009	345	931	26,955
2010	379	1,023	27,978
2011	218	588	29,106
2012	398	1,074	30,180
2013	400	1,080	31,260

2014	450	1,215	32,475
2015	500	1,350	33,825
2016	550	1,485	35,310
2017	600	1,620	36,930
2018	650	1,755	38,685
2019	750	2,025	40,710
2020	800	2,160	42,870

Source: City of Wentzville, Building Division

Socio-Economic Profile

The economic vitality of a community is determined in part by the socio-economic characteristics of its population. Socio-economic factors such as household income, poverty rates, labor force characteristics, employment rates and educational attainment provide insight to determining need for housing, various community services, business attraction and job creation. Wentzville's economy is tied to the larger regional economy and the socio-economic characteristics of its population contribute to the overall health of the regional economy. In order to provide a reference point for evaluating the relative health of Wentzville compared to the region, the following analysis also includes trend data for the Cities of Lake St. Louis, O'Fallon, St. Peters, St. Charles, St. Charles County and the State of Missouri.

Income

Census data indicates the City of Wentzville had the third (3rd) lowest median income in 2000 and third (3rd) highest is 2010. In 2000 the City also was behind the median figures for both the State and the County and in ten (10) years outpaced both jurisdictions. In addition to the population numbers discussed earlier, the income figures again identifies the changes which have happened in the community since 2000 (population is larger and now more affluent).

Table 10: Median household Income 2000 and 2010

Jurisdiction	Income (dollars)	
	2000	2010
Wentzville	47,232	71,933
Lake St. Louis	68,830	81,393
O'Fallon	60,179	76,839
St. Peters	57,898	70,275
St. Charles	47,782	54,936
St. Charles County	57,258	70,331
Missouri	37,934	46,262

Source: U.S. Census Bureau

Further proof that Wentzville residents have seen a great change in their incomes, the below table (Table: 11) compares household incomes of City residents from 2000 and 2010. As seen in Table 12 over thirty-five (35%) percent of households had incomes below \$35,000 in 2000. In 2010, seventeen (17%) percent of household incomes were below \$35,000 and seventy-one (71%) percent of households had incomes of \$50,000 or more versus forty-seven (47%) percent in 2000. Wentzville's percentage in households below \$35,000 is less than that of St. Charles County and the State.

Table 11: Household Income in Wentzville 2000 and 2010

Income (Dollars)	Percent of Total Households	
	2000	2010
Less than \$14,999	18.4%	4.5%
\$15,000 to \$24,999	6.3%	5.9%
\$25,000 to \$34,999	10.6%	6.6%
\$35,000 to \$49,999	17.6%	11.7%
\$50,000 to \$74,999	28.2%	23.7%
\$75,000 to \$99,999	11.5%	19.5%
\$100,000 to \$149,999	6.6%	20.7%

\$150,000 to \$199,999	0.4%	5.1%
\$200,000 or more	0.6%	2.2%

Source: U.S. Census Bureau

Table 12: Household Income in 2010

Jurisdiction	Household Income by Percent of Total Households								
	Less than \$14,999	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 or more
Wentzville	4.1	5.9	6.6	11.7	23.7	19.5	20.7	5.1	2.2
Lake St. Louis	5.3	4.4	5.4	12.3	20.3	12.9	25.5	6.5	7.3
O'Fallon	4.2	5.6	6.2	12.0	20.4	20.1	21.7	6.7	3.0
St. Peters	4.6	6.5	8.1	13.6	22.0	18.5	19.7	5.1	1.9
St. Charles	9.5	10.2	10.0	15.6	20.1	13.6	13.7	4.7	2.5
St. Charles County	5.6	6.7	7.5	13.2	20.5	17.3	19.6	6.3	3.3
Missouri	14.1	12.1	11.9	15.4	19.2	11.7	10.2	3.0	2.5

Source: U.S. Census Bureau

Poverty

The below tables represent the percent of the total population in poverty for both 2000 and 2010 for the City and surrounding communities. The definition of "poverty", by the Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If an individual's total income is less than its threshold, then that individual is considered in poverty. The official poverty thresholds do not vary geographically, but they are updated for inflation using Consumer Price Index (CPI-U). The official poverty definition uses money income before taxes and does not include capital gains or noncash benefits (such as public housing, Medicaid, and food stamps).

In 2000, the City of Wentzville had nearly twelve (12%) percent of its population in poverty (the highest of the communities listed and above St. Charles County and the State percentage). From the date of the 2000 Census to the 2010 Census; the Country experienced a large recession. It is interesting to note that while every other community increased the percentage of individuals in poverty, the City of Wentzville fell to 4.4%. Possible reasons for this reduction could be that residents of the City (on average) were isolated from the economic downturn or a more plausible assumption could be that individuals which would fall into the poverty definition moved out of the City to other areas. This move could have been for a job opportunity, lack of adequate transportation, or to find more adequate housing services.

Table 13: Poverty in 2000 as a Percent of Total Population

Jurisdiction	Percent			
	Individuals aged under 18 in poverty	Individuals aged 18 and over in poverty	Individuals 65 and older in poverty	Total Poverty
Wentzville	6.3%	7.8%	13.3%	11.7%
Lake St. Louis	1.8%	2.8%	3.9%	3.8%
O'Fallon	1.2%	3.2%	6.7%	3.3%
St. Peters	0.9%	2.6%	5.1%	2.7%
St. Charles	1.9%	5.6%	6.3%	6.0%
St. Charles County	1.5%	3.5%	5.1%	3.9%
Missouri	3.9%	10.3%	9.9%	11.4%

Source: U.S. Census Bureau

Table 14: Poverty in 2010 as a Percent of Total Population

Jurisdiction	Percent			
	Individuals aged under 18 in poverty	Individuals aged 18 and over in poverty	Individuals 65 and older in poverty	Total Poverty
Wentzville	5.0%	4.1%	6.1%	4.4%
Lake St. Louis	6.5%	3.3%	2.7%	4.0%
O'Fallon	3.6%	3.4%	5.2%	3.5%
St. Peters	3.2%	2.7%	3.6%	2.8%
St. Charles	16.2%	8.7%	5.0%	10.3%
St. Charles County	6.4%	4.5%	3.9%	5.0%
Missouri	19.3%	12.3%	9.3%	14.0%

Source: U.S. Census Bureau

Employment/Unemployment

The below tables describe the City of Wentzville's workforce by industry (employment) and its unemployment rates. On employment, the category which reflects the largest percentage of the workforce population is in the "Educational Services, Health Care and Social Assistance" sectors. There are a number of facilities in the City and the area in general which could account for this percentage (hospitals, schools, etc.). 11.8% of the workforce (3rd highest group) is in the manufacturing sector, which is surprising is not a higher percentage due to the Wentzville GM Assembly Plant and other satellite facilities which provide service to the GM plant. With expansions of the GM facility (construction in 2013) to include an additional line and shift, it may be interesting to see if this industry percentage increases.

Table 15: Work Force by Industry 2010

Industry	Civilian Labor Force aged 16+	
	Number	Percent
Agricultural, Forestry, Fishing and Hunting, and Mining	72	0.6%
Construction	1,062	8.3%
Manufacturing	1,512	11.8%
Wholesale Trade	736	5.8%
Retail Trade	1,604	12.5%
Transportation and Warehousing and Utilities	612	4.8%
Information	223	1.7%
Finance and Insurance and Real Estate and Rental and Leasing	1,434	11.2%
Professional, Scientific & Management, and Administrative and Waste Management Services	1,244	9.7%
Educational Services, and Health Care and Social Assistance	2,173	17.0%
Arts, Entertainment, and Recreation, and Accommodation and Food Services	997	7.8%
Other Services, Except Public Administration	547	4.8%
Public Administration	572	4.5%

Source: U.S. Census Bureau

As expected, the unemployment rate for the City, County and State increased from 2000. This is further evidence of the economic downturn and its impact to the City. Interestingly the unemployment rate of 4.1% is very close to the poverty level of Wentzville (4.4%).

Table 16: Unemployment Rates 2000 and 2010

Jurisdiction	Percentage of Labor Force - Unemployed	
	2000	2010
Wentzville	3.5%	4.1%
St. Charles County	2.8%	4.7%
St. Louis, MSA	3.1%	10.3%
Missouri	3.4%	4.8%

Source: U.S. Census Bureau

Looking at the St. Louis Metropolitan Statistical Area (MSA) which includes sixteen (16) total counties (eight [8] in Missouri and eight [8] in Illinois, including St. Charles County), May 2012 employment figures indicate employment for the region at 1,319,289 and an unemployment rate of eight (8%) percent. The eight (8%) percent unemployment rate represents a reduction from January 2010 numbers of 10.3%; however while this statistic has decreased it may be misleading due to total labor force is smaller in 2012 than 2010 (18,650 difference). This difference may be accounted from out-migration of labor force to areas with better job opportunities.

The following (Table 17) sets forth information regarding the largest employers located within the City.

Table 17: Largest Employers in the City of Wentzville

Name	Number	Percent
General Motors Assembly Center	Motor vehicle assembly	2,084
CenturyLink	Midwest Headquarters	1,200
Wal-Mart	Department Store	376
RK Stratman Company, Inc.	Silk screening	280
Complete Auto Transit	Auto transport	245
SSM St. Joseph Health Center Wentzville	Health Care	203
City of Wentzville	Local Government	177
Lear Corporation	Auto seat manufacturing	128
Parklane Care and Rehabilitation	Long-term elderly care	125
Rapid Response	Transportation Provider	120
Lowe's	Home Improvement Store	117
Home Depot	Home Improvement Store	115
Kohl's	Department Store	112

Source: Survey of employers.

Education

The City of Wentzville (on the whole) is an educated community with over ninety-four (94%) percent of its population over twenty-five (25) years of age with at least a high school education or having some form of advanced degree (according to 2008-2010 estimates). In 2000, the number within the same category was at 79.7% showing an increase in the education of the City's residents. Looking at educational attainment of Wentzville's residents as well as income and occupation may influence housing demands in the future as well as private sector decisions to locate businesses and services within the City of Wentzville.

**Table 18: Educational Attainment in Wentzville for Population over 25
2000 and 2008-2010 Estimates**

Educational Attainment	2000	2008-2010 Estimates
<i>Population 25 and Over</i>	4,179	16,579
Less than 9 th Grade	8.6%	2.3%
9 th to 12 th Grade	11.7%	3.7%
High School Graduate (includes Equivalency)	34.5%	23.4%
Some College, no degree	24.1%	30.4%
Associates Degree	6.6%	8.7%
Bachelor's Degree	10.7%	22.7%
Bachelor's Degree or Higher	14.5%	31.5%
High School Graduate or Higher	79.7%	94.0%

Source: U.S. Census Bureau

Economics

The City of Wentzville has a diverse economic base represented by a mixture of industrial enterprises, commercial enterprises, support services, and medical facilities. Fortune 500 companies located in Wentzville include General Motors, and CenturyLink. Economic growth of the City is attributable to a location on major highways, rail service, convenient access to the St. Louis Metropolitan Area, and a central location in the United States.

The City is committed to satisfying the needs of existing and future industrial and commercial companies through a full-time professional staff with an interest in assisting with location, financing, construction, and operation of buildings and services. Recent investment by the City in water distribution and storage facilities and a major expansion of the Wastewater Treatment Facility reinforce this commitment.

The creation of the Wentzville Economic Development Council, Inc., a non-profit corporation with the ability to issue revenue bonds for the purpose of providing funds to acquire, construct, and install certain projects, provides an effective tool to encourage and assist economic development.

Retail Sales

The following (Table 19) shows estimated retail sales in Wentzville based upon records from the City's general sales tax, which is charged at a rate of one (1%) percent. In 1995 a one-half (½%) percent voter-supported tax increase went into place for transportation, and a one-half (½%) percent voter-supported tax increase for capital improvements.

Table 19: Retail Sales

Year	Retail Sales
2003	\$300,179,453
2004	\$320,326,739
2005	\$373,993,741
2006	\$342,231,700
2007	\$396,733,700
2008	\$424,113,800
2009	\$423,454,000
2010	\$437,784,400
2011	\$461,225,700
2012	\$511,878,000

Appendix B

Façade Improvement Grant Program

Façade Improvement Grant Program

In March 2016, the City of Wentzville Board of Aldermen adopted a Resolution establishing a Façade Improvement Grant Program. The Program was established to permit and encourage the preservation of historic structures and to avoid general neighborhood deterioration through renovation and restoration of commercial and mixed-use structures within the "VC-1" Village Center Core District. The City established the Program because it recognized that the requirements for restoration to historic levels-of-quality are more expensive than modern options for materials and labor. The Program is intended to alleviate some of this cost in order to encourage historic preservation in the "VC-1" Village Center Core District, which includes some of the oldest buildings and neighborhoods in the City of Wentzville. The emphasis of the Façade Improvement Grant Program is to enhance the exterior facades of eligible structures.

Based upon an analysis of St. Charles County Assessor property records, it has been determined that there are approximately 40 eligible structures. To be an eligible property, the structure must have been built prior to 1966 and located in the "VC-1" Village Center Core District zoning designation. Grant funds are subject to an annual appropriation by the Board of Aldermen. Property owners are permitted to apply for a grant of up to fifty-percent of the total investment spent on the renovation or restoration of the exterior of the property not-to-exceed a \$10,000 grant.

There were a number of conditions placed upon administration of the Façade Improvement Grant Program. These conditions include the following:

- a. The property must be in the "VC-1" Village Center Core District and built prior to 1966 as determined by the St. Charles County Assessor records, as adopted by the Board of Aldermen and incorporated herein by reference.
- b. The property owner(s) of the subject property must be current in his/her/its payment obligations with respect to all real estate and personal property taxes due and owing for the subject property and all licenses and fees that are due and owing to the City.
- c. To the extent required pursuant to Chapter 425 of the Municipal Code, the property owner(s) of the subject property must obtain a Certificate of Appropriateness.
- d. The property owner(s) must retain ownership of the structure for five years or the grant funds must be returned to the City.
- e. A deed restriction must be prepared and recorded for the subject property that requires that the historic exterior character of the subject property be retained for five years or the grant funds must be returned to the City.
- f. A lien shall be prepared and recorded against the property to ensure compliance with the provisions of the Façade Improvement Grant Program.
- g. The property owner(s) of the subject property shall agree to restore the building to its original historic appearance, or to a historic character compatible with the guidelines established for the district in which it is located; if the structure is not located within a historic district with established guidelines, the conditions of the Certificate of Appropriateness shall apply. To ensure this, every applicant must obtain a Certificate of Appropriateness from the Downtown Committee or Board of Adjustment, if applicable, prior to being awarded façade grant funds. Each applicant shall submit a detailed proposed plan of the renovations with the application.
- h. Grants are intended to assist property owners to preserve structures and

maintain stability and value in the historic districts. It is not the intent to provide incentives for speculators/investors to use grant funds to increase profit margins for resale. To reinforce this intent, applicants awarded façade grant funds must retain ownership of the renovated property for a minimum of five years. If the structure is sold within the five years, the grant funds shall be paid back to the City of Wentzville. This shall be incorporated in a lien on the property which shall be removed five years from the date funds were initially released to the grant recipient.

- i. All approved projects for which grant proceeds are awarded must be completed within 12 months of grant award.
- j. Grant funds for a single property are limited to no more than one grant within a three year period. This provision will limit the amount of liens on a given property at any one time and will increase the opportunity to obtain funds for a larger number of applicants from the date the funds were initially released to the grant recipient.
- k. Only those properties where the property owner(s) use all or a portion of the building upon such property for the property owner's business enterprise(s), and not properties that are solely leased to other tenants, are eligible for grant awards.

It is important to note that the grant funds are awarded per property and do not pertain specifically to the property owner. The intent of the Program is to distribute the funds to multiple properties, irrespective of ownership. The program is administered by the City through the Department of Community Development.

Appendix C

Historical Trail Map

Village Center Logo and Licensing Agreement

Village Center Marketing Brochure

Village Center Marketing Booklet

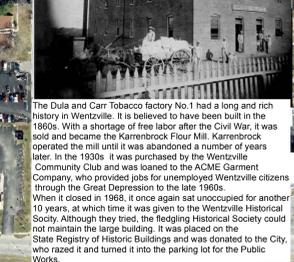
Historic Locations in the Wentzville, Missouri area



1 The Walker Cemetery, also known as the Old Walker Burying Ground, is of national interest and is one of the oldest cemeteries in St. Charles County. It is the final resting place of Revolutionary War soldier, John Castello, as well as Miss Mary McClerny, who was a Captain during the War of 1812. Also in the cemetery is the son-in-law of Miss McClerny, William F. Cook. A fourth grave commemorated simply as W.F.M. is believed to be the grave of William R. May, who died in 1837 at the age of six months. He is believed to have been part of the Walker family, who owned the graveyard.



3 Immanuel Lutheran Church on Pearce Blvd. was built in 1899. A one-room schoolhouse sat just to the east of the church and was built in 1900. It was bought by George Freese and used as a storehouse in one of his many junkyards in the 1950s until it was torn down.



4 The Dula and Carr Tobacco Factory No. 1 had a long and rich history in Wentzville. It is believed to have been built in the 1850s. With a shortage of free labor after the Civil War, it was sold and became the Karrenbrock Flour Mill. Karrenbrock operated the mill until it was abandoned a number of years later. In the 1930s it was purchased by the Wentzville Community Club and was loaned to the ACME Garment Company, who provided jobs for unemployed Wentzville citizens through the Great Depression to the late 1950s.



5 The Dula and Carr Tobacco Factory No. 2 still stands on Pitman Avenue behind the one-home of Robert Dula at 408 East Main Street. It is the last remaining brick tobacco factory in Western St. Charles County. The two-story brick structure is believed to have been built in the early to mid 1860s. It served as a curing house for tobacco, which was hung on the second floor and converted into plug tobacco on the ground floor. From there it was transported to the railroad freight station to be shipped to St. Louis, Kansas City, and other major cities.



6 The Robert Dula Home sits at 408 East Main and was originally a four-room two-story frame structure. Over the years, rooms were added, and today the house has ten rooms. Robert Dula lived there during the time he and his partner Caleb Dula operated their two tobacco factories in Wentzville until 1885, when the business was sold to a St. Charles resident. It was donated by the Hoeckman family to the Wentzville Historical Society two years ago with the promise that the Historical Society would try to save the historic home. Owned by a number of prominent people throughout history such as Judge and six-term Mayor J.C. Brown, this home was an upscale residence of the time.



7 The Wentzville Farmer's Telephone Company was granted a franchise on July 7, 1913.



8 The Humobile dealership operated for three years until the first Ford automobile dealership was established by George H. Freese about 1916.



9 Linn Cemetery came into being around 1880. Before Interstate 70 came through Wentzville, Linn Avenue ended at the cemetery where most of Wentzville's founding fathers and prominent citizens are buried. Its most important resident is the founder of Wentzville, Mr. William M. Allen.



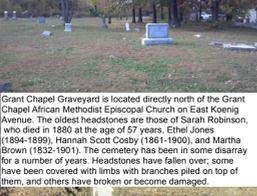
11 The Lutheran Cemetery, sometimes referred to as the Koenig Cemetery, is located at the intersection of Fifth Street and South Walnut Avenue. Some graves date back to just before the turn of the twentieth century, but most are of prominent members of the Koenig and Buescher families, who were active in Wentzville and were successful merchants. John F. Koenig, Wentzville's 14th Mayor who served from 1926 to 1930, and first Vice President of the Wentzville Community Club, who died February 21, 1963, is also interred in the Lutheran Cemetery.



12 The Y-Cafe was more of a landmark business than a historic place until the 1930s, when Wentzville resident Highway Patrol Officer Fred Hagen received a call from the Chicago branch of the FBI notifying him that a car carrying John Dillinger was headed down Highway 61 going to St. Louis. Hagen took up post at the Y-Cafe, waiting to intercept Dillinger. The Y-Cafe sat in the middle of then Highway 40, now Pearce Blvd. and Lutenkhaus Blvd., where the large flagpole is today. Early in the morning before dawn, as Dillinger approached the intersection, Hagen opened fire, only to receive bursts from Dillinger's Thompson 45 submachine gun. Bullets hit the building but Hagen took cover. Unfortunately, Hagen was unsuccessful in trying to apprehend Dillinger and the criminal escaped down Highway 40 to St. Louis. It is said that the boards were replaced where Dillinger's bullets were lodged, but no one seems to know their whereabouts.



13 The African American School was located in the rear of the building now housing Harris Automotive on Pearce Blvd. The current owner has preserved the old blackboard and displays photographs of the school on his walls. The school was discontinued in 1950, when it was integrated into the public school system. Most of the school's students attended the church across the street. Since post-Civil War days, that area of town bordered by Pearce Boulevard, Hickory Avenue, Lincoln Street, Koenig Avenue, Walnut Street, and Cherry Street had been known as "Needmore," a term commonly used into the mid to late 1970s by the Wentzville Union Newspaper. Of note, the south side of Pearce bordered by East Allen, Walnut Avenue, to Hickory Avenue was referred to as "Gilmore." These area names were synonymous with the black section of town. After the Civil War, when tobacco plantation owners and businesses freed blacks, they settled into this area of Wentzville.



14 Grant Chapel African Methodist Episcopal Church on East Koenig Avenue. The oldest headstones are those of Sarah Robinson, who died in 1880 at the age of 79 years. Ethel Jones (1884-1890), Hannah Scott Cobby (1881-1900), and Martha Brown (1832-1901). The cemetery has been in some disarray for a number of years. Headstones have fallen over; some have been covered with limbs with branches piled on top of them, and others have broken or become damaged.



15 The Peerless Flour Mill was located about a quarter-mile north of Pearce Boulevard on Mill Street (now Wall Street). Information is scant, but it was built in the late 1860s, and a portion of the building still stands as a house today.



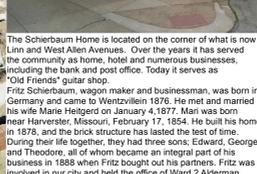
16 The Thompson Hotel was built in the 1860s by John and Swan Thompson, and two sisters. It was originally erected to be used as a hotel but never used as such. Located on East South Main Street, on the site where the new Trinity Building sits today. The building was destroyed by fire in 1886. Businesses housed there over the years were numerous, they included: Wentzville's first Post Office, J.F. Bomboop Cigar Factory, S.A. Grantham Tobacco Factory, and a brotzel of unknown name.



17 The Marlev Hotel was built in 1925 on the site of the original Thompson Hotel building on east South Main Street. A year after it was built it was sold and became the Hotel Wentzville, often referred to as the Southern Hotel. It sat just across the street from the Wabash Train Station and when passenger service was discontinued, the hotel was sold once again and used as a long-term rooming house. The hotel lasted into the early 1980s when it was left vacant until it was sold about 2005 and converted into the Trinity Building. The Trinity Building houses several offices and various businesses today.



18 The Wentzville Northern Missouri Train Station was built in 1855/1856 by the founder of the village, William M. Allen. The first train came through Wentzville in 1857, and Allen was the first stationmaster.



19 Music Grove today is roughly bordered by Church Street west to Highway 70 and from West Main south to Highway 70. It was owned by Charles E. (C.E.) Musick, and his mansion sat just about where the current MFA is located. C.E. Musick was involved in Wentzville politics from 1890 to 1906, serving five terms as Councilman and Alderman of Ward 1, and in 1904 he was elected Mayor. He hosted many town celebrations on his land, Music Grove, where townspeople would have huge barbecues for the 4th of July and other events. Wentzville's Craven's Band would play period John Phillips Sousa marches to entertain. Music Grove is now owned by the Wentzville Community Club, where they hold the weekly flea market and bingo. Music Grove has been the home of celebrations and entertainment for Wentzville citizens for over a hundred years.



20 Schierbaum's Wagon Maker and Implement Company was located just east of his home and became a landmark of early Wentzville. The building was built in 1888 when Fritz bought out his partner, Fritz was involved in our city and held the office of Ward 2 Alderman in the 1890s, and his son George ran for that same position in 1903.



21 Music Livery stable was built in 1890 by Henry Benius for Ed S. Walker and Fred Chauncey. Sam and Tom Seibottoms were the first managers. At different times it had as its managers local owners A.C. Goodfellow and George Groves; C.E. Musick owned it from 1905 until he sold it in 1924.



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24 The Wentzville Mercantile was built in the late 1850s by the founder of Wentzville, William M. Allen, Mr. Allen and his partner, W.A. Abington operated the first general merchandising store in Wentzville out of this three-story frame structure. It changed hands several times over the next 120 years, last owned by Tartion E. Pitman, until it was razed in 1973.



25 The Masonic Hall Building was a three-story frame building situated on the northeast corner of East South Main Street and Linn Avenue. Erected in 1858, it burned shortly after and rebuilt in brick in 1866. The 1866 structure standing today is the oldest surviving building in the City of Wentzville. Through the years, the Masonic Lodge occupied the third floor, with the Wentzville public school on the second floor, and a drug store owned by D.B. Van Hulle on the first. This corner building had balconies on the second and third floors, a wood sidewalk and hitching rails on Main Street.



26 The first Wentzville Public High School is located 536 South Linn Avenue. Some reports date the building to 1899-96. Today, the original high school is called The Green Lantern and used for senior services.



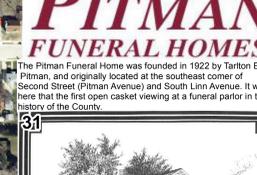
27 Compton's Saddle Shop was located on the northeast corner of East Main Street and Church Street where the MFA is today. Little exists in the Historical Society archives other than photographs. We do know that it was built in the 1850s and was still standing in 1915. It was Wentzville's first saddle shop and offered saddles, harnesses, rigging and other such leather goods, few blacksmithing services were offered due to the large number of blacksmiths in town.



28 The Wentzville Union newspaper was originally located on east South Main Street and operated by William McCracken from 1860 until he went into the Army to serve during WWI.



29 The Wentzville Union Newspaper was purchased by Postmaster John F. Bomboop in 1917 and moved the business to a two-story brick building at the corner of Second Street (Pitman Avenue) and South Linn Avenue. In August of 1931 a fire broke out in the National Petroleum Company on South Linn Avenue and destroyed seven businesses and several homes, the two-story Union building was lost. In its place was an exact replica of the original building but having only one story. It operated there for a few years when it moved to Pearce Blvd. and subsequently sold in the 1970s to the St. Charles Business Review.



30 The Pitman Funeral Home was founded in 1922 by Tartion E. Pitman, and originally located at the southeast corner of Second Street (Pitman Avenue) and South Linn Avenue. It was here that the first open casket viewing at a funeral parlor in the history of the County.



31 McRoberts Blacksmith and Saddle Shop was located at the northwest corner of South Main Street and McRoberts Street. The founder, Fenton Blackburn McRoberts and his brother-in-law invented, manufactured, and distributed the famous Bragg Spring Saddle. This saddle was used widely by the U.S. Cavalry from the Civil War into the twentieth century.



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THIS MAP IS NOT INTENDED FOR CONVEYANCE OR OTHER AREA CALCULATIONS SUBJECT TO CHANGE AT THE DISCRETION OF THE PLANNING DEPARTMENT OF WENTZVILLE. INFORMATION CONTAINED HEREIN IS BASED ON THE BEST AVAILABLE SOURCES AT THE DATE OF PRODUCTION. THE REPRODUCTION OR DISTRIBUTION OF ANY PART OF THIS DOCUMENT IS PROHIBITED WITHOUT THE WRITTEN CONSENT OF THE CITY OF WENTZVILLE. THE CITY OF WENTZVILLE DOES NOT MAKE ANY WARRANTIES TO THE REPRODUCED INFORMATION. REVISION DATE: JULY 2013. CONTACT THE COORDINATOR, CITY OF WENTZVILLE PLANNING DEPARTMENT, 100 SOUTH STREET, WENTZVILLE, MISSOURI 63385

LOGO LICENSE AGREEMENT

THIS LOGO LICENSE AGREEMENT (the "Agreement"), is made and entered in as of March 1, 2015, by and between the Wentzville Downtown Business Association, Inc. Wentzville, Missouri 63385 ("Licensor"), and the City of Wentzville, 310 West Pearce Blvd., Wentzville, Missouri 63385 ("Licensee").

WHEREAS, Licensor owns and controls the Logo described in Exhibit "A", attached hereto and incorporated herein (collectively, the "Licensed Material");

WHEREAS, Licensee desires to use the Licensed Material to promote the VC-1, VC-2 and VC-3 Village Center Districts, and Licensor is agreeable, subject to the following terms and conditions;

NOW, THEREFORE, in consideration of the promises and other good and valuable consideration set forth herein, the parties agree as follows:

1. Grant and Reservation of Rights. Throughout the Territory, as such term is defined in Exhibit "A", for the duration of the Term, as such term is defined in Exhibit "A", Licensor hereby grants to Licensee a limited non-exclusive license to use the Licensed Material solely for the Permitted Use, as such term is defined in Exhibit "A" hereto. Licensee shall not be allowed to use or reproduce the Licensed Material for any other purpose for any reason whatsoever without the express prior written consent of Licensor. Licensee agrees to use the Licensed Material only in the form provided by Licensor and subject to the conditions set forth herein. Licensee may use the Licensed Material in printed materials, electronic communications, web-based materials, banners and such other formats as approved by Licensor. Licensee agrees not to use any other trademark or service mark in connection with the Licensed Material other than Licensee's own City logos, without the prior written approval of Licensor. Licensee acknowledges and agrees that Licensor shall retain all rights in and to the Licensed Material during the Term of the Agreement and thereafter. Licensor shall have the right, in Licensor's sole discretion, to sell, exploit, market or otherwise use the Licensed Material in any manner whatsoever during the Term of the Agreement and thereafter. Without limiting any of Licensor's other remedies, whether in law or equity, Licensee acknowledges and agrees that Licensor shall have the right to injunctive relief, to prevent and/or cure a breach or threatened breach of this Agreement by Licensee.

2. Compensation. In full consideration of all rights granted herein, Licensee shall pay Licensor the sum of One Dollar (\$1.00), which sum shall be payable upon the execution hereof.

3. Representations, Warranties and Indemnification.

A. Licensor represents and warrants to Licensee that:

i. Licensor owns and controls one hundred percent (100%) of all rights, titles and interests (including but not limited to all copyright) in and to the Licensed Property throughout the Territory;

ii. Licensor has the exclusive, unconditional right to enter into this Agreement and grant the rights granted herein;

iii. Licensee's use of the Licensed Property does not and will not infringe upon or violate any intellectual property right of, or infringe upon or violate the right of privacy or any other right of any third party;

iv. Licensor has no knowledge of any claim or potential claim by any party regarding the Licensed Property which might in any way affect Licensor's rights herein.

B. If any of the agreements, representations or warranties contained in this Agreement are breached by Licensor, in whole or in part, Licensor shall indemnify and hold Licensee harmless from any and all damages, losses and costs (including, but not limited to, legal costs and attorneys' fees) resulting from any and all claims inconsistent with such agreements, representations or warranties.

4. Miscellaneous.

A. This Agreement constitutes the entire agreement between the parties hereto with respect to the specific subject matter hereof and supersedes all prior agreements or understandings of any kind with respect to the specific subject matter hereof.

B. In the event that any provision or part of this Agreement shall be deemed void or invalid by a court of competent jurisdiction, the remaining provisions or parts shall be and remain in full force and effect.

C. Any modification to this Agreement must be in writing and signed by the parties or it shall have no effect and shall be void.

D. This Agreement is binding upon and shall inure to the benefit of the respective successors, licensees and/or assigns of the parties hereto. Licensee may assign any or all of Licensee's rights and/or obligations hereunder to any assignee, licensee or designee of Licensee, and all succeeding assignees, licensees or designees. Licensor may not assign any of Licensor's rights and/or obligations hereunder without Licensee's prior written consent.

E. The waiver by either party of a breach or violation of any provision of this Agreement shall not constitute a waiver of any subsequent or other breach or violation.

F. This Agreement shall be governed in accordance with the laws of the State of Missouri, applicable to agreements to be wholly performed therein, with jurisdiction exclusive to the State courts located in the County of St. Charles, State of Missouri and the Federal courts having jurisdiction in St. Charles County, Missouri.

IN WITNESS WHEREOF the parties have duly executed this Agreement as of the date first written above.

LICENSOR:



By: Michael A. Wood

Title: President, Wentzville Downtown Business Association

LICENSEE:

By: _____
Title: _____

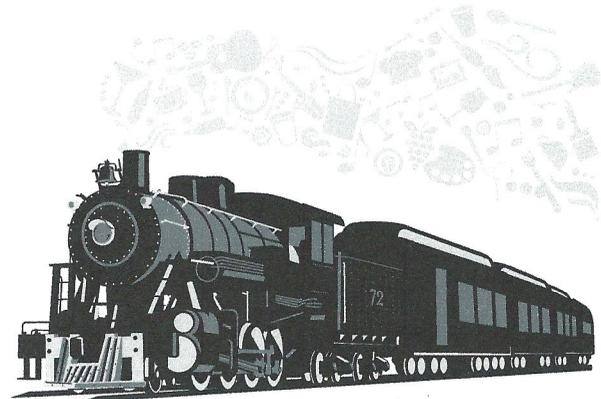
Exhibit "A"

1. Territory. City of Wentzville, Missouri, and such other locations within and outside of the State of Missouri where Licensor is engaged in the promotion of the City of Wentzville and the Village Center Districts of the City.
 2. Term. The term of this Agreement shall commence upon execution hereof and shall extend for a period of Five (5) Years from the execution hereof.
 3. Licensed Material. Licensee represents, warrants, and agrees that it shall not in any way suggest or imply through use of the Licensed Material that Licensee or any of Licensee's business, products or services are affiliated with, endorsed or sponsored by or created in association with Licensor.
 4. Permitted Use. Licensee will use the Licensed Material either in conjunction with or separately from the City's registered logo. Permitted uses for Licensee include the following:
 - Any and all city events or events that Licensee authorizes, sponsors or in which it participates.
 - Any City publication, including brochures, marketing and outreach pieces, fliers, newsletters, and its website.
 - On any of Licensee's social media channels.
 - In any advertising mechanism, including print ads, online ads, PSAs, etc.
 - On press releases and memos/letterhead, when appropriate.
 - On banners, flags, signs and other means of advertising for City-related events and programs.
 - In any other form, print or electronic, that Licensee deems necessary, upon approval by Licensor.
- A. Logo. Licensee's use of the Logo shall be limited to the style and format of the Logo as represented herein.



CITY OF WENTZVILLE
**VILLAGE
CENTER**

INC. 1872



CITY OF WENTZVILLE
**VILLAGE
CENTER**

INC. 1872



Village Center

The City of Wentzville, Missouri



**“Embracing Yesterday
Envisioning Tomorrow”**

What is the Village Center?

Implementation of Wentzville’s Downtown Revitalization Phase One Plan and Program (2002/2003) resulted in the creation of Wentzville’s core City area being referred to as the Village Center (VC). To encourage growth and development, and recognizing that traditional zoning approaches did not work well associated with small parcels and street patterns, new regulations have been adopted to allow owners more growth and development flexibility in types of land uses allowed, design and investment. Design standards strive to enhance the physical image of Wentzville as a quality destination to shop, walk, work, and live. Wentzville City through the last decade has also committed to improving many portions of the Village Center Public Spaces:

The **“Public Space Design”** intends to unify Village Center roadways/physical connections to areas outside of the Village Center and to create Gateways to the VC area. Uniform design related to streetlights, sidewalks, pedestrian amenities and landscaping is supported by the Downtown Revitalization Study. Improvements have been implemented entering the Village Center areas (Church Street reconstruction and streetscape improvements, Luetkenhaus Blvd. reconstruction and Improvement). Streetscape and pedestrian scale improvements are planned to continue into the Village Center Core and Pearce Blvd. Corridor Areas, as design/funding is allocated. Public Parking improvements, sidewalks, and utility improvements are also currently being implemented and planned for 2015 and beyond (Capital Improvement Program).

The **“Private Space Design”** is intended, through the implementation of Zoning Regulations and Site Plan reviews, to

accomplish specific exterior improvements through the basic principles of site planning and architecture, including building placement and orientation, parking locations, signage and landscaping. On a site by site improvement basis the combination of these elements will serve as a basis for establishing a high quality, cohesive business area. The goal is to improve the District Area one project at a time within the context of improving the quality of the entire City.

What are some benefits of the Village Center?

- City Infrastructure improvements are ongoing to improve utilities, roadways, and pedestrian access.
- Public Parking opportunities are abundant and scattered in the Village Center Core District.
- Across the board parking requirement reduction in VC Zoning Districts, encouraging investment of property.
- Reduction or elimination of building setbacks for property in the VC Zoning Districts.
- Cash incentive program available to assist owners with façade redevelopment projects.
- Redesigned Signage Regulations to provide improved advertising exposure within the VC Districts, including Temporary Signage allowances.
- As compared to other new development areas of the City, there is no need for on-site storm water retention and improvements on sites that are impervious today.
- Strong emphasis on Building and site appearance to provide an attractive atmosphere for economic growth.

- Central location to all areas of the City, with active constituency groups working to maintain the vitality of the area.
- The general theme of the District is inspired by Historic Wentzville as a Railroad Theme.

Design options using the Village Center Zoning District.

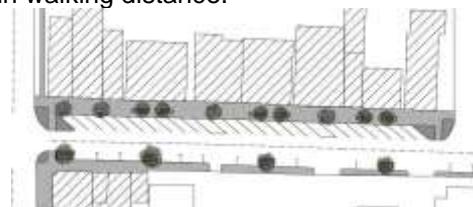
In “2004” the City created the Village Center Districts to encourage and appropriately relax many traditional Zoning Standards found in new/conventional growth areas. The City adopted special districts allowing owners to improve property in a more unique way, as compared to the traditional new development areas of Wentzville and the region.



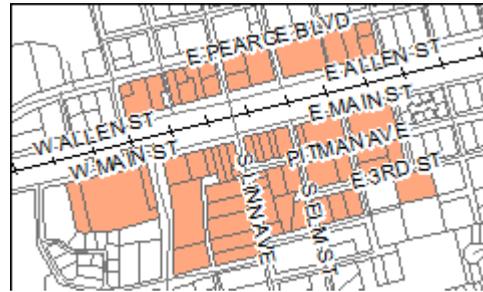
The Traditional Approach

VC-1 Village Center Core District:

- The Village Center Core District criteria provides for unique Performance Standards to allow an owner to maximize the use of a property with structures and pedestrian improvements and outdoor courtyards, dining areas, business sales areas, etc....No on-site parking spaces are required. Public Parking areas exist in walking distance.



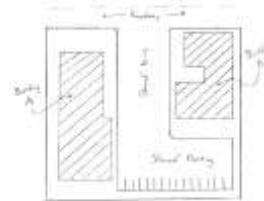
Sketch of Downtown Area where lot area is maximized



VC-1 Zoning

VC-2 Village Center Corridor District:

- The Village Center Corridor District provides owners with a broad range of land use options, affords an appropriate reduction of on-site parking spaces required under district criteria, and provides setback and flexible techniques of land development. Unique signage options are available for land uses and development opportunities are close to public parking options in many areas.



This sketch demonstrates a parking area and driveway shared between two properties.

VC-3 Village Center Light Industrial/Loft District:

- The Village Center Light Industrial/Loft District allows existing business to maintain viability in the area. Expanding land uses in this category is not customarily recommended, but is optional for the City's consideration as employment opportunities may present

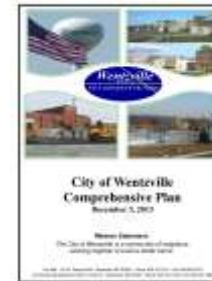
themselves for expansion of existing uses, or changes in land use.

Guiding Policy Documents:

- The **Downtown Revitalization Study (DRS)** was created by Wentzville in 2009 and validated by the City's Downtown Committee in 2015. In the various parts of the DRS design details are afforded for the public spaces, which are used by Wentzville to create and maintain an active Capital Improvement Program for the Village Center Area, through the City's yearly budgetary process.



- The **Comprehensive Plan** titled “A Community's Vision” discusses the history of the Village Center Area, supports the improvements and aspirations of the DRS in the Land Use Chapter and Transportation Chapters.



Need more information?

- See the complete Village Center Informational and Marketing Document which includes a history trail map, and descriptions of Wentzville's noteworthy historic amenities, current public parking locations, and a parking plan available from the Economic Development Department or Community Development Department.



VC Zoned Areas

City of Wentzville
Community Development Department
200 E. Fourth Street
Wentzville, MO 63385
636-639-2032 or 636-327-5102
636-327-4892 – (fax)
www.wentzvillemo.org

City of Wentzville
Economic Development Department
200 E. Fourth Street
Wentzville, MO 63385
636-639-2016 or 636-327-5102
636-327-4892 – (fax)
www.wentzvillemo.org



CITY OF WENTZVILLE
VILLAGE
CENTER

INC. 1872



Wentzville Village Center

***“Embracing Yesterday,
Envisioning Tomorrow”***



Finalized by
Downtown Committee
January 26, 2016

Acknowledgements

Mayor

Nick Guccione

Board of Aldermen

Alderman Cheryl Kross, President

Alderman Sonya Shryock

Alderman Linda Wright

Alderman, Rob Hussey

Alderman Mike Rhoades

Alderman Matt Swanson

City Administrator

Robert Bartolotta

Downtown Committee

Ald. Mike Rhoades, Chairman

Ald. Sonya Shryock, Vice-Chairman

Garry Bartles

Deborah Bowman

Harry Diak

Darrel Lackey

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Jay Webber

Ald. Linda Wright, Alternate

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Dan Lang, Economic Development Director

Shirley Eddens Economic Development Assistant

Doug Forbeck, Community Development Director

Charles Senzee, Senior Planner

Susan Mueller, Director of Public Works

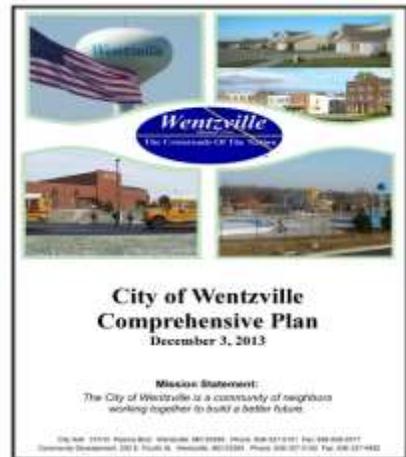
Doug Lee, Assistant Public Works Director

Mike Lueck, Parks Director

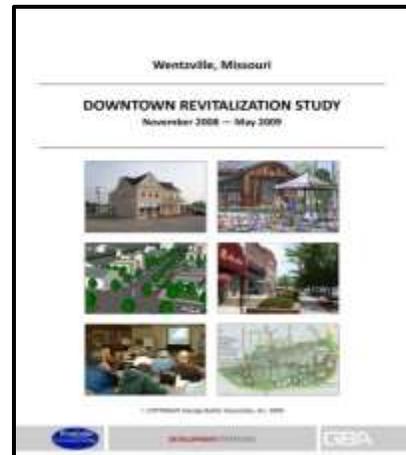
Jeff Lenk, Director of Finance

Introduction

In December of 2013, the City of Wentzville adopted a major revision to the community's Comprehensive Plan titled "A Community's Vision". The Plan revision updated text, tables and mapping and validated the goals and aspirations of the April 2006 City Plan in the various chapters that encompass the document. The Comprehensive Plan contains information designed to provide for the on-going needs of the City and its residents and visitors. The Comprehensive Plan discusses the history of the Village Center area, supports the improvements and aspirations of the Downtown Revitalization Study (DRS) in the Land Use Chapter and Transportation Chapters.



A Land Use strategy within the Plan includes the promotion and implementation of components of the Downtown Revitalization Study (DRS). The Downtown Revitalization Study was created by Wentzville in 2009 and validated by the City's Downtown Committee in 2015. In the various parts of the DRS design details are offered for the public spaces, which can be used by Wentzville to make decisions to create and maintain an active Capital Improvement Program (CIP) for the Village Center Area, through the City's yearly budgetary process.



The DRS is a tool and guide for Communities leaders to utilize in decision making processes and projects and capital improvement planning.

The Village Center

Implementation of Wentzville's Downtown Revitalization Phase One Plan and Program (2002/2003) resulted in the creation of Wentzville's core City area being referred to as the "Village Center". This name or title has been accepted by, and used by, the City's Boards and Commissions and general public/land owners, to refer to the Downtown area of Wentzville. To encourage growth and development, and recognizing that traditional zoning approaches did not work well associated with small parcels and street patterns, new regulations have been adopted to allow owners more growth and development flexibility in types of land uses allowed, including design options. Design Standards strive to enhance the physical image of Wentzville as a quality destination to shop, walk, work, and live. Wentzville city through the last decade has also committed to improving many portions of the Village Center Public Spaces. The benefits of the Village Center zoned areas, mapping and other important details are discussed in more detail in Chapter Three (3) of this publication.

The health and vitality of the properties included within the Village Center are directly linked to Wentzville as a whole. It is a general intent of the Design Standards and opportunities discussed in this publication to promote the future health of the City's core by creating a sense of identity, becoming a basis for future revitalization efforts.

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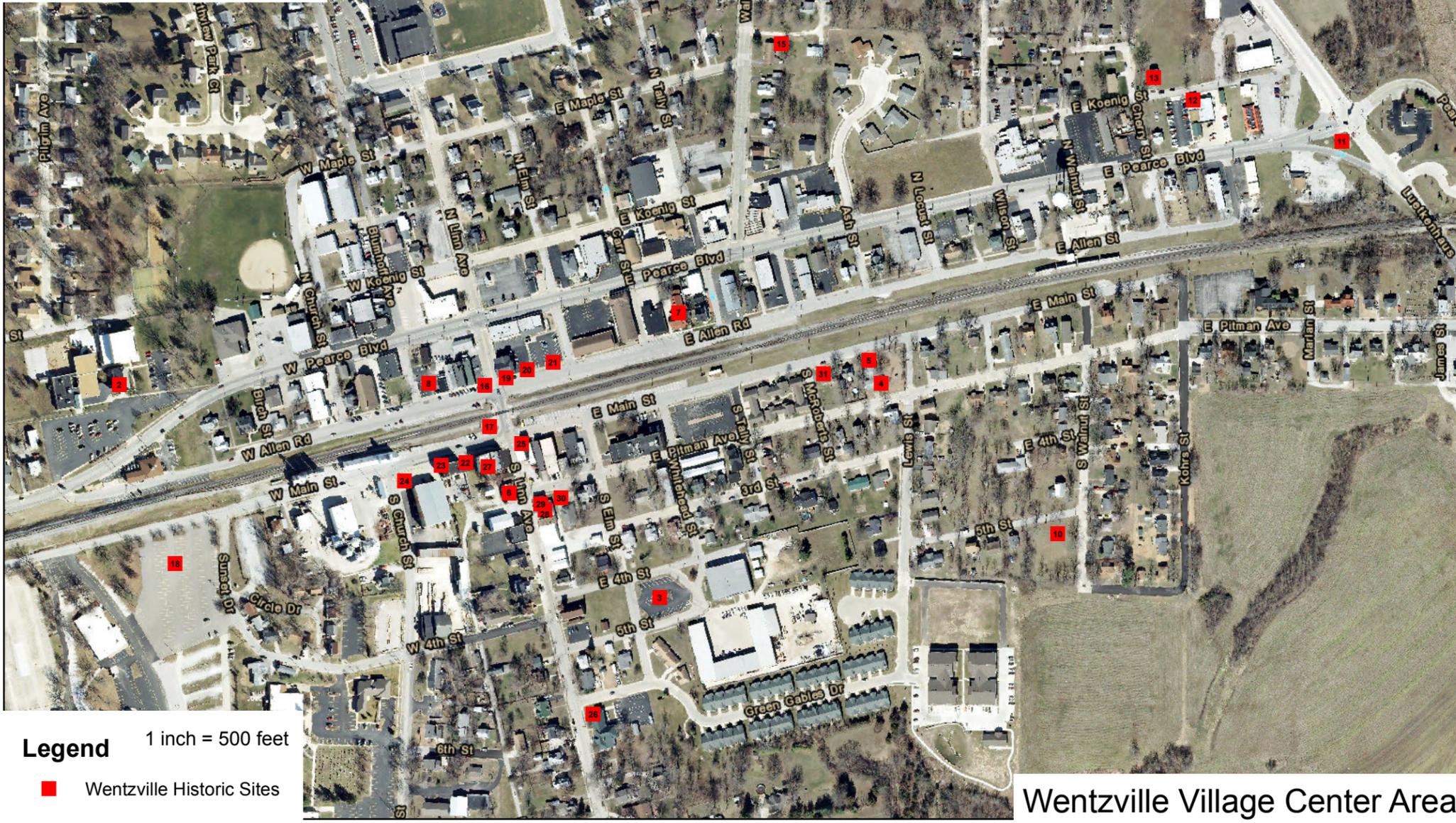
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Chapter 2:	Public Parking	Page	7
Chapter 3:	The Village Center Zoning Districts	Page	9
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Chapter 1: Historical Trail Map and Information

The City of Wentzville's Downtown Committee, in cooperation with the Historical Society requested that the City Staff assist in the creation of a History Trail Map, displaying historical sites of interest. This information has been produced in two (2) components, an Interactive on-line story map, and a hard copy presentation map. The on-line story map can be found on the City of Wentzville's website at www.wentzvillemo.org, in two different locations, under the City Maps, titled "Interactive History Map" and on the tab Your Government – History of Wentzville. The Presentation Map can be printed and purchased through the Wentzville Planning and Zoning Division, located at 200 E. Fourth Street in downtown Wentzville. The documentation offers a photo of each area of interest and offer comments on the location and use that was practiced in history. The mapping offers the user an aerial photo location map to see "where" in Wentzville the use was practiced so that the user may visit the actual field location.

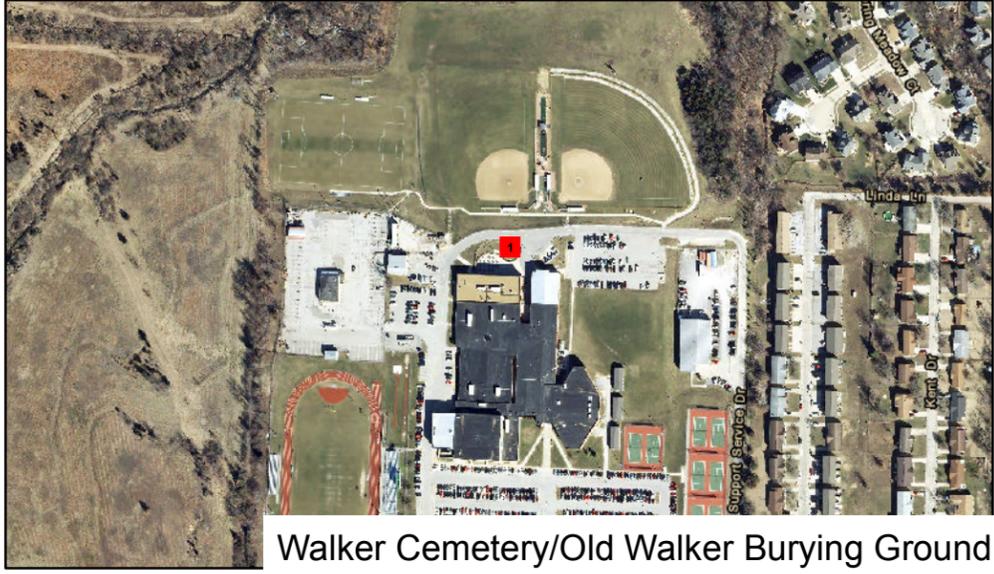
Through growth and redevelopment many of the areas have been converted to different uses or the original uses removed. In the future, the City has discussed a project to offer signage and bar code scan information that would interact with a visitor's Android or Apple mobile devices, which can offer the interested party information about the site where they are visiting. This project is not yet developed toward implementation. The history of Wentzville can be read about in the City of Wentzville's Comprehensive Plan, also found at the above website address, under Departments – Community Development – Planning and Zoning Division, under the Quick Links, early in the Plan under the Chapter titled, "Executive Summary". This History Trail Project allows residents and visitors to know of our rich heritage in the Village Center area, allowing the reader to embrace yesterday, while envisioning tomorrow.

Historic Locations in the Wentzville, Missouri area



Legend 1 inch = 500 feet
 ■ Wentzville Historic Sites

Wentzville Village Center Area



Walker Cemetery/Old Walker Burying Ground



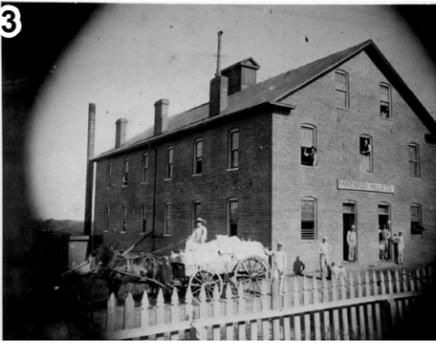
Wentzville Linn Cemetery



1
 The Walker Cemetery, also known as the Old Walker Burying Ground, is of national interest and is one of the oldest cemeteries in St. Charles County. It is the final resting place of Revolutionary War soldier, John Castillo, as well as Micajah McClenny, who was a Captain during the War of 1812. Also in the cemetery is the son-in-law of Micajah McClenny, William F. Cook. A fourth grave commemorated simply as WRM is believed to be the grave of William R. May, who died in 1837 at the age of six months. He is believed to have been part of the Walker family, who owned the graveyard.



2
 Immanuel Lutheran Church on Pearce Blvd. was built in 1899. A one-room schoolhouse sat just to the east of the church and was built in 1900; it was bought by George Freese and used as a storehouse in one of his many junkyards in the 1950s until it was torn down.



3
 The Dula and Carr Tobacco factory No. 1 had a long and rich history in Wentzville. It is believed to have been built in the 1860s. With a shortage of free labor after the Civil War, it was sold and became the Karrenbrock Flour Mill. Karrenbrock operated the mill until it was abandoned a number of years later. In the 1930s it was purchased by the Wentzville Community Club and was loaned to the ACME Garment Company, who provided jobs for unemployed Wentzville citizens through the Great Depression to the late 1960s. When it closed in 1968, it once again sat unoccupied for another 10 years, at which time it was given to the Wentzville Historical Society. Although they tried, the fledgling Historical Society could not maintain the large building. It was placed on the State Registry of Historic Buildings and was donated to the City, who razed it and turned it into the parking lot for the Public Works.

William M. Allen a large landowner in western St. Charles County founded the city of Wentzville through the donation of a tract of land along the recently established Railroad Right-of-Way to establish a station to serve the local area. The region around the community was originally devoted to the production of tobacco and Wentzville's earliest history was that of a small agricultural village.



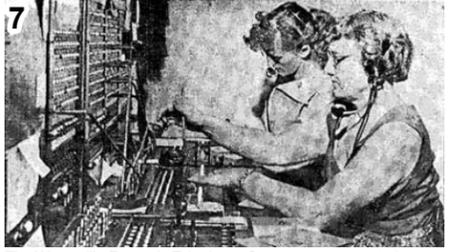
4
 The Dula and Carr Tobacco Factory No. 2 still stands on Pitman Avenue behind the once-home of Robert Dula at 408 East Main Street. It is the last remaining brick tobacco factory in Western St. Charles County. The two-story brick structure is believed to have been built in the early to mid 1860s. It served as a curing house for tobacco, which was hung on the second floor and converted into plug tobacco on the ground floor. From there it was transported to the railroad freight station to be shipped to St. Louis, Kansas City, and other major cities.



5
 The Robert Dula Home sits at 408 East Main and was originally a four-room two-story frame structure. Over the years, rooms were added, and today the house has ten rooms. Robert Dula lived there during the time he and his partner Caleb Dula operated their two tobacco factories in Wentzville until 1885, when the business was sold to a St. Charles interest. It was donated by the Hoekelman family to the Wentzville Historical Society two years ago with the promise that the Historical Society would try to save the historic home. Owned by a number of prominent people throughout history such as Judge and six-term Mayor J.C. Brown, this home was an upscale residence of the time.



6
 The Pitman Carriage House was built in 1905 as a blacksmith shop and acquired in 1922 by Tarlton E. Pitman. It was used to house Pitman's horse-drawn procession carriages, caskets, and assorted embalming equipment and supplies until 1942. The Wentzville Historical Society placed a bronze plaque designating it a historic building. Today this building is home to The Olde Towne Pub.



7
 The Wentzville Farmer's Telephone Company was granted a franchise on July 7, 1913

Through a joint effort of the City of Wentzville and the Wentzville Historical society a map was produced to highlight areas of historical interest within the city. This map was developed in two components: an interactive online story map for the urban explorer and a hard copy presentation map.



8 The Hupmobile dealership operated for three years until the first Ford automobile dealership was established by George H. Freese about 1918.



9 Linn Cemetery came into being around 1880. Before Interstate 70 came through Wentzville, Linn Avenue ended at the cemetery where most of Wentzville's founding fathers and prominent citizens are buried. Its most important resident is the founder of Wentzville, Mr. William M. Allen.



10 The Lutheran Cemetery, sometimes referred to as the Koenig Cemetery, is located at the intersection of Fifth Street and South Walnut Avenue. Some graves date back to just before the turn of the twentieth century, but most are of prominent members of the Koenig and Buescher families, who were active in Wentzville and were successful merchants. John F. Koenig, Wentzville's 14th Mayor who served from 1926 to 1930, and first Vice President of the Wentzville Community Club, who died February 21, 1963, is also interred in the Lutheran Cemetery.



11 The Y-Cafe was more of a landmark business than a historic place until the 1930s, when Wentzville resident Highway Patrol Officer Fred Hagen received a call from the Chicago branch of the FBI notifying him that a car carrying John Dillinger was headed down Highway 61 going to St. Louis. Hagen took up post at the Y-Cafe, waiting to intercept Dillinger. The Y-Cafe sat in the middle of then Highway 40, now Pearce Blvd. and Luetkenhaus Blvd, where the large flagpole is today. Early in the morning before dawn, as Dillinger approached the intersection, Hagen opened fire, only to receive bursts from Dillinger's Thompson 45 submachine gun. Bullets hit the building but Hagen took cover. Unfortunately, Hagen was unsuccessful in trying to apprehend Dillinger and the criminal escaped down Highway 40 to St. Louis. It is said that the boards were replaced where Dillinger bullets were lodged, but no one seems to know their whereabouts.



12 The African American School was located in the rear of the building now housing Harris Automotive on Pearce Blvd. The current owner has preserved the old blackboard and displays photographs of the school on his walls. The school was discontinued in 1950, when it was integrated into the public school system. Most of the school's students attended the church across the street. Since post-Civil War days, that area of town bordered by Pearce Boulevard, Hickory Avenue, Lincoln Street, Koenig Avenue, Walnut Street, and Cherry Street had been known as "Needmore," a term commonly used into the mid to late 1970s by the Wentzville Union Newspaper. Of note, the south side of Pearce bordered by East Allen, Walnut Avenue, to Hickory Avenue was referred to as "Gitmore." These area names were synonymous with the black section of town. After the Civil War, when tobacco plantation owners and businesses freed blacks, they settled into this area of Wentzville.



13 The Grant Chapel African Methodist Episcopal Church has moved from its original location at the corner of East Koenig Avenue and Cherry Street, but the building is still there. The Church was established in 1868 in a log cabin located just south of Wentzville along Highway Z (Church Street) next to Perque Creek. In 1887, under the leadership of Rev. William H Hamilton, a building was erected at the corner of Cherry Street and East Koenig Avenue. The designer of the building was Mr. George Abington. A parsonage was later built from material of the A.M.E. church in O'Fallon after its congregation had either moved or died.



14 Grant Chapel Graveyard is located directly north of the Grant Chapel African Methodist Episcopal Church on East Koenig Avenue. The oldest headstones are those of Sarah Robinson, who died in 1880 at the age of 57 years, Ethel Jones (1894-1899), Hannah Scott Cosby (1861-1900), and Martha Brown (1832-1901). The cemetery has been in some disarray for a number of years. Headstones have fallen over; some have been covered with limbs with branches piled on top of them, and others have broken or become damaged.



15 The Peerless Flour Mill was located about a quarter-mile north of Pearce Boulevard on Mill Street (now Wall Street). Information is scant, but it was built in the late 1800s, and a portion of the building still stands as a house today.



16 1861 (Wentzville House Hotel) - George & Henry Dierker built a three-story frame hotel on the corner of N. Linn Avenue and W. Main (now West Allen). In the same year, it burned down. Six years later, in 1867, the Dierker brothers rebuilt the Wentzville House Hotel. This time the inside and outside walls were of brick, 16 inches thick. In August 15, 1872, George Dierker was granted a saloon license.



17 The Wentzville Northern Missouri Train Station was built in 1855/1856 by the founder of the village, William M. Allen. The first train came through Wentzville in 1857, and Allen was the first stationmaster.



18 Musick Grove today is roughly bordered by Church Street west to Highway 70 and from West Main south to Highway 70. It was owned by Charles E. (C.E.) Musick, and his mansion sat just about where the current MFA is located. C.E. Musick was involved in Wentzville politics from 1890 to 1906, serving five terms as Councilman and Alderman of Ward 1, and in 1904 he was elected Mayor. He hosted many town celebrations on his land, Musick Grove, where townspeople would have huge barbecues for the 4th of July and other events. Wentzville's Craven's Band would play period John Phillips Sousa marches to entertain. Musick Grove is now owned by the Wentzville Community Club, where they hold the weekly flea market and bingo. Musick Grove has been the home of celebrations and entertainment for Wentzville citizens for over a hundred years.



19 The Schierbaum Home is located on the corner of what is now Linn and West Allen Avenues. Over the years it has served the community as home, hotel and numerous businesses, including the bank and post office. Today it serves as "Old Friends" guitar shop. Fritz Schierbaum, wagon maker and businessman, was born in Germany and came to Wentzville in 1876. He met and married his wife Marie Heitgerd on January 4, 1877. Marie was born near Harvester, Missouri, February 17, 1854. He built his home in 1878, and the brick structure has lasted the test of time. During their life together, they had three sons: Edward, George, and Theodore, all of whom became an integral part of his business in 1888 when Fritz bought out his partners. Fritz was involved in our city and held the office of Ward 2 Alderman in the 1890s, and his son George ran for that same position in 1903. Today, under new ownership, the old Schierbaum home has been restored to almost its original state. The vacated doughnut shop is now a guitar store.



20 Shierbaum's Wagon Maker and Implement Company was located just east of his home and became a landmark of early Wentzville. It had the appearance of an early west settlement business with its huge false front and oversized sign. The Schierbaum Implement Company was sold in the 1920s and became Reuter's Blacksmith shop, which operated until the 1940s, when it was razed and a new building went up to become the American Theater and the Kroger Store. In the 1970s it was sold to Rock n' Roll legend Chuck Berry, who operated it until 1973 when it burned to the ground. Today it is a parking lot.



21 Musick Livery stable was built in 1890 by Henry Benus for Ed S. Walker and Fred Chauncey. Sam and Tom Sidebottoms were the first managers. At different times it had as its managers and owners A.L. Goodfellow and George Cravens; C.E. Musick owned it from 1905 until he sold it in 1924.



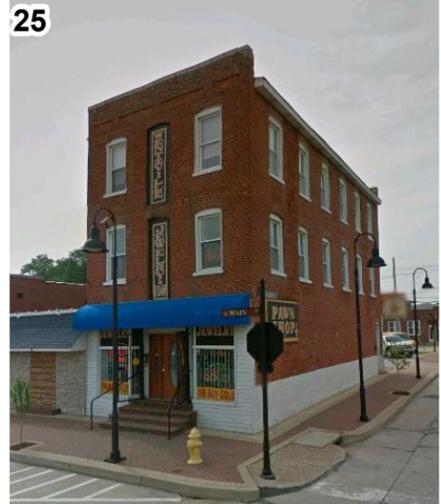
22 The Thompson Hotel was built in the 1860s by John and Swan Thompson, and two sisters, it was originally erected to be used as a hotel but never used as such. Located on East South Main Street, on the site where the new Trinity building sets the Building was destroyed by fire in 1886. Businesses housed there over the years were numerous, they included; Wentzville's first Post Office, J.F. Bornhop Cigar Factory, S.A. Grantham Tobacco Factory, and a brothel of unknown name.



23 The Marley Hotel was built in 1925 on the site of the original Thompson Hotel building on east South Main Street. A year after it was built it was sold and became the Hotel Wentzville, often referred to as the Southside Hotel. It sat just across the street from the Wabash Train Station and when passenger service was discontinued, the hotel was sold once again and used as a long-term rooming house. That venture lasted into the early 1980s when it was left vacant until it was sold about 2005 and converted into the Trinity Building. The Trinity Building houses several offices and various businesses today.



24 The Wentzville Mercantile was built in the late 1850s by the founder of Wentzville, William M. Allen. Mr. Allen and his partner, W.A. Abington operated the first general merchandising store in Wentzville out of this three-story frame structure. It changed hands several times over the next 120 years, last owned by Tariton E. Pitman, until it was razed in 1973.



25 The Masonic Hall Building was a three-story Frame building situated on the northeast corner of East South Main Street and Linn Avenue. Erected c.1858, it burned shortly after and rebuilt in brick in 1866. The 1866 structure standing today is the oldest surviving building in the City of Wentzville. Through the years, the Masonic Lodge occupied the third floor, with the Wentzville public school on the second floor, and a drug store owned by D.B. Van Huffle on the first. This iconic building had balconies on the second and third floors, a wood sidewalk and hitching rails on Main Street.



26 The first Wentzville Public High School is located 506 South Linn Avenue. Some reports date the building to 1895-96. Today, the original high school is called The Green Lantern and used for senior services.



Compton's Saddle Shop was located on the northeast corner of East Main Street and Church Street where the MFA is today. Little exists in the Historical Society archives other than photographic. We do know that it was built in the 1850s and was still standing in 1915. It was Wentzville's first saddle shop and offered saddles, harnesses, reins and other such leather goods, few blacksmithing services were offered due to the large number of blacksmiths in town.



28 The Wentzville Union news papaper was originally located on east South Main Street and operated by William McCracken from 1890 until he went into the Army to serve during WWI.



The Wentzville Union Newspaper was purchased by Postmaster, John F. Bornhop in 1917 and moved the business to a two-story brick building at the corner of Second Street (Pitman Avenue) and South Linn Avenue. In August of 1931 a fire broke out in the National Petroleum Company on South Linn Avenue and destroyed seven businesses and several homes, the two-story Union building was lost. In its place was an exact replica of the original building but having only one story. It operated there for a few years when it moved to Pearce Blvd. and subsequently sold in the 1970s to the St. Charles Business Review.



30 The Pitman Funeral Home was founded in 1922 by Tariton E. Pitman, and originally located at the southeast corner of Second Street (Pitman Avenue) and South Linn Avenue. It was here that the first open casket viewing at a funeral parlor in the history of the County.



31 McRoberts Blacksmith and Saddle Shop was located at the northwest corner of South Main Street and McRoberts Street. The founder, Fenton Blackburn McRoberts and his brother-in-law invented, manufactured, and distributed the famous Bragg Spring Saddle. This saddle was used widely by the U.S. Calvary from the Civil War into the twentieth century.

Descriptions of all historical locations and photos for locations 2, 4, 5, 7, 8, 11, 12, 15, 16, 17, 18, 19, 20, 21, 24, 26, 27 & 30 provided by the Wentzville Historical Society

Chapter 2: Free Public Parking

In 2009, the City of Wentzville adopted a “Downtown Revitalization Study” (DRS) building upon various steps the City has taken to focus on Downtown (*also known as the Village Center*). Parking for the future growth of the Village Center area is important to the revitalization of this area and the overall economic health of the City. In addition to the 2009 Study, the 2013 Comprehensive Plan indicates the importance of parking in the Village Center area as a foundation for success to continued growth and economic vitality. In addition to normal business activities, the City and special groups/associations hold events in the Village Center area, where public parking is a key foundation.

Provided in this educational booklet is a map offering locations of available parking for visitors, free of charge, and in close proximity to many local business owners. The parking is available for business owners, their customers, visitors, and employee’s. At this date, existing on-street parking spaces total 329, and off-street spaces total 263. The City has plans to expand public parking options and availability in the areas identified on the mapping as cross-hatched in red ink. These expansions are offered as topics of discussion as the need for additional spaces arises through the City’s yearly budget discussions. Most recently, Wentzville in the winter of 2014 completed a lease with a local business owner, and in spring of 2015 made surface, curbing and sidewalk improvements to an area of the Village Center Core on the corner of Whitehead and East Main Street. In addition to this improvement, the frontage to Main Street has been beautified including ten (10) additional parking spaces. ADA compliant sidewalks are also budgeted for construction in 2015 in the immediate area of the parking expansions.

Due to the physical shape and available room on the platted parcels in the Village Center Core Area, on-site parking spaces are very difficult to provide, emphasizing the importance for the current parking expansions and maintenance of existing spaces by the City of Wentzville. Parking is only one piece of the overall revitalization of the Village Center area, although an important foundation to establish, maintain and expand as development continues.

Chapter 3: Village Center Zoning Districts

The City of Wentzville in 2004 adopted new Zoning Regulations in the Downtown area of Wentzville. Three (3) new Zoning District Classifications were enacted at this time and were named the “Village Center Zoning Districts”. The Districts accomplish regulations intending to appropriately relax certain area and Performance Standards and create Zoning Districts which will thereby encourage expansion, redevelopment and mixed use of properties within the Districts. The Districts are designed to recognize and promote the unique and historic attributes of the area identified in the Downtown Plan as the “Village Center” and to encourage the redevelopment and revitalization of this area as a pedestrian-oriented, mixed use, “neo-traditional” downtown, including a mix of retail, service, professional office, restaurant and hospitality uses as well as live work units. The Districts encourage the preservation and restoration of the historic character of the buildings, streetscapes, and surrounding public and private spaces within the area.

Prior to the adoption of these new districts, traditional commercial zoning contained performance measures, which are unable to be met, based upon the size and shape of older platted “Original Town Site” parcels, resulting in non-compatible regulations and owners being required to appeal standards to realize building expansions and other new investment potential. The permissive uses of the Village Center Zoning Districts encourage redevelopment opportunities and mixed-use opportunities. The Districts “purpose” statement found at the beginning of each district provides a summary of the district intent. The Districts adopted in 2004 are as follows:

- VC-1 “Village Center Core District”
- VC-2 “Village Center Corridor District”
- VC-3 “Village Center Light Industrial/Loft District”

The adoption of these Districts followed through on the direction provided by Resolution No. 03-098 adopted and approved on June 25th, 2003, whereby the Board of Aldermen of the City of Wentzville accepted and endorsed the recommendations of the Wentzville Downtown Phase II Implementation Plan and Program (the “Downtown Plan”). This plan authorized and directed the preparation of applicable new Zoning Code provisions necessary to implement the recommendations of the plan.

The Zoning District boundaries are found on the following page via an aerial map. The Official Zoning Map can be found at the City’s website at www.wentzvillemo.org from the homepage, and under “Find a Map”. In this portion of this educational booklet is each individual district referenced above for the readers use and information, including a more specific location map.

City of Wetzville Village Center Zoned Area

March 2015



Legend

- VC-1 Village Center Core District
- VC-2 Village Center Corridor District
- VC-3 Village Center Light Industrial/Loft District



1 inch = 800 feet

City of Wetzville
Village Center VC-1
Zoned Area

March 2015



Legend

 VC-1 Village Center Core District



1 inch = 200 feet

Section 405.171 "VC-1" Village Center Core District.

[R.O. 2006 §405.171; Ord. No. 2134 §2, 6-23-2004; Ord. No. 2954 §8, 12-10-2008; Ord. No. 2011-3173 §3, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]

- A. *Purpose.* The purpose of the "VC-1" Village Center Core District is to recognize the unique and historic attributes of the area identified in the Wentzville Downtown Phase II Implementation Plan and Program as the "Village Center" and to encourage the redevelopment and revitalization of this area as a pedestrian-oriented, "neo-traditional" downtown including a mix of retail, service, professional and governmental office, restaurant and hospitality uses together with upper story residential uses in "live-work" units as well as to encourage preservation and restoration of the historic character of the buildings, streetscapes and surrounding public and private spaces within the area.
- B. *Permitted Uses.* The following uses or combination of uses and use categories shall be permitted as of right, provided that any such use or combination of uses shall take place within a building or structure that conforms to the building specifications set forth in this Section:
1. *Village commercial ("VC") use category.* Includes retail commercial, professional offices, personal service establishments (such as dry cleaners, shoe repair shops and similar), studios and galleries, financial institutions (other than check cashing institutions, pay day loan establishments and similar), government or civic offices, schools and academies, libraries and museums, public assembly spaces;
 2. *Village hospitality ("VH") use category.* Includes restaurants, hotels and bed and breakfasts.
 3. *Village residential ("VR") use category.* Includes live/work units, accessory dwelling units and home occupations; and
 4. Accessory uses to the foregoing principal uses.

Drive-up or drive-through facilities in conjunction with the foregoing principal uses and all other uses except those expressly prohibited in this Section may be permitted by conditional use permit in accordance with Article X of this Chapter; provided however, that where any permitted use is proposed which involves the demolition of a building existing on the effective date of this Section, such use and demolition may be permitted by conditional use permit in accordance with Article X of this Chapter only where applicant additionally demonstrates that there is no economically feasible use or adaptive reuse for the existing building.

- C. *Prohibited Uses.*
1. Adult entertainment establishments and activities.
 2. Automobile, new and used, sales and storage.
 3. Industrial uses as defined in Sections **405.145** and **405.150** (including conditional uses specified therein).
 4. Kennels.
 5. Outdoor flea markets or auctions.
 6. (Reserved)
 7. Public storage facilities.
-

Section 405.171 "VC-1" Village Center Core District.

[R.O. 2006 §405.171; Ord. No. 2134 §2, 6-23-2004; Ord. No. 2954 §8, 12-10-2008; Ord. No. 2011-3173 §3, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]

8. Tattoo parlors, body piercing establishments and similar.
 9. Wireless communications facilities, except antennas and/or disguised support structures as regulated by Section **405.210**.
- D. *Building Specifications.*
1. *Building types.* Building types shall consist of:
 - a. Storefront buildings, built to the sidewalk (except that recesses may occur for outdoor dining or courtyards extending not more than fifteen (15) feet from the front right-of-way line), typically with larger, storefront windows on the first (1st) floor along the street frontage and smaller scale windows on upper floors; or
 - b. Live/work buildings located within three (3) feet to fifteen (15) feet from the front right-of-way line, having one (1) or more residential units above ground floor commercial/office space.
 2. *Building character and materials.* Buildings shall, to the maximum extent feasible, reflect and be consistent with the architectural character (in terms of building height, scale and orientation; materials, textures and colors; roof forms and architectural details) and historic period predominant in the "VC-1 Village Center Core District"; buildings shall be oriented to the street with the primary entrance facing the street and directly accessible from the sidewalk; building height shall not exceed three (3) stories. Building walls shall be clad in brick, stone, wood shingles, wood clapboard or wood board and batten. Other materials having the design and visual/textural characteristics of the foregoing materials may be approved pursuant to site plan review.
 3. *Use categories.* First (1st) or ground floor — VC and VH use categories; second (2nd) and third (3rd) floors — VC, VH and VR use categories.
- E. *Applicability Of Other Requirements.*
1. *Maximum lot coverage.* None.
 2. *Minimum lot width.* None.
 3. *Minimum yard requirements.* None, unless a side or rear yard abuts land zoned residential, in which case a yard of at least ten (10) feet in width shall be required along such abutting land; provided that this minimum yard requirement may be reduced or eliminated upon a determination by the Director of Public Works that adequate buffering by means of landscaping, decorative fencing, building placement or a combination of the same or similar means is provided.
 4. *Off-street parking and loading space requirements.* None.
 5. *Landscaping and screening requirements.* None; provided that all refuse containers, ground level mechanical equipment and other service elements shall be stored in rear yard area and screened by an opaque wall or fence which matches the architectural character of the principal structure; individual uses shall be encouraged to share refuse areas and service facilities. In the event that this creates an extreme hardship, the Director of Public Works may allow an exception to be made to this requirement.
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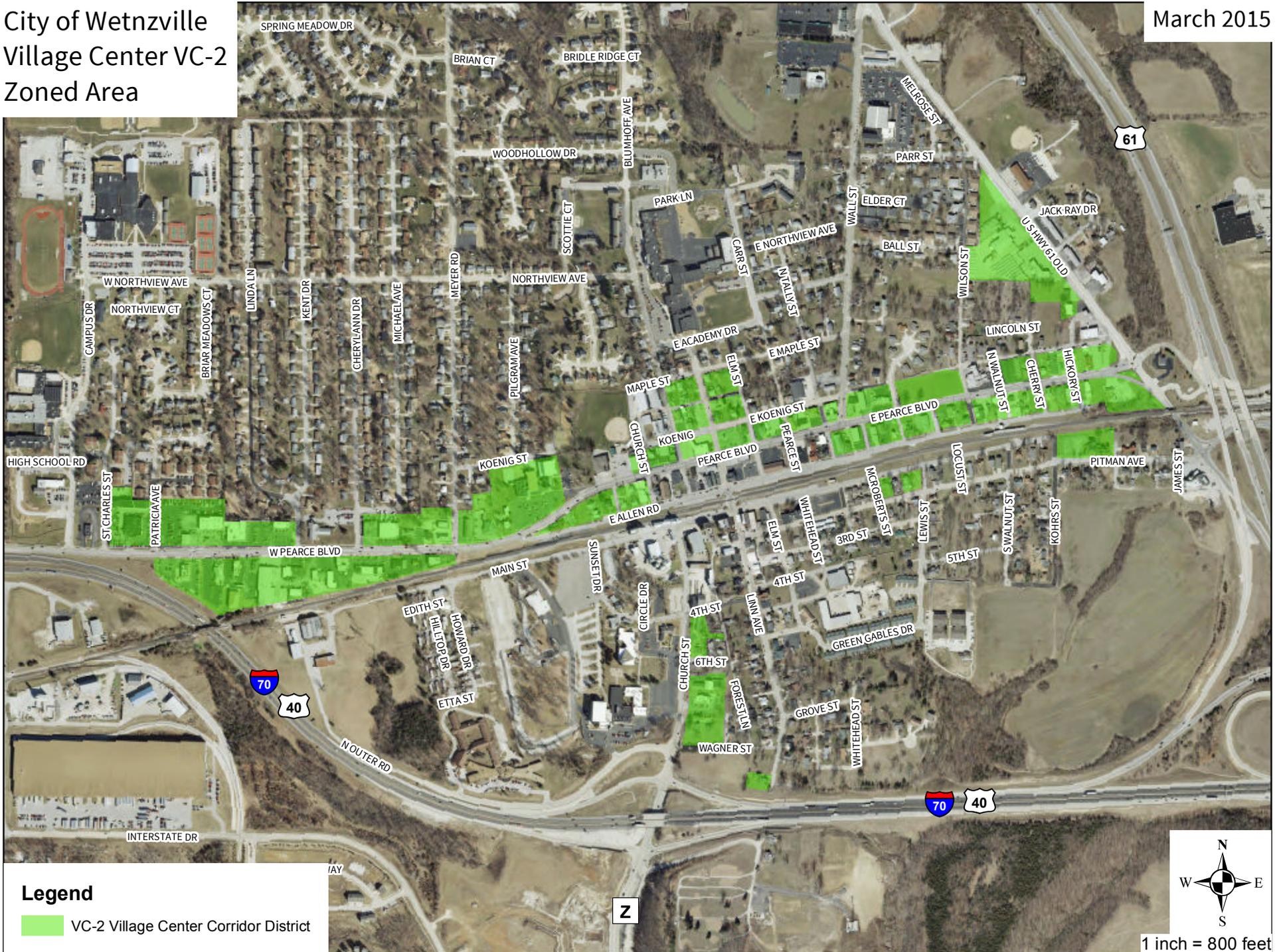
Section 405.171 "VC-1" Village Center Core District.

[R.O. 2006 §405.171; Ord. No. 2134 §2, 6-23-2004; Ord. No. 2954 §8, 12-10-2008; Ord. No. 2011-3173 §3, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]

6. *Fencing.* Fence requirements of Section **405.225** shall apply except that no chain link fence shall be permitted. Additionally, a decorative fence composed of brick masonry or ornamental iron not more than four (4) feet in height shall be permitted between the building front and the front right-of-way line where enclosing outdoor dining or courtyards provided in accordance with the building specifications set forth in this Section.
 7. *Mechanical equipment.* All mechanical equipment whether roof- or ground-mounted shall be screened from view from adjacent public rights-of-way using materials matching those of the principal building served and all vent covers, hoods and required stacks shall be painted to match the color of the primary structure.
 - F. *Site Plan Approval Required, When.* Site plan approval in accordance with Article **IX** of this Chapter shall be required prior to the issuance of any permit for new construction of or for exterior alteration in excess of five hundred (500) square feet in floor area of a principal building located within a "VC-1" Village Center Core District; provided that site plan approval shall not be required for construction or alteration of single-family dwellings. In addition to the requirements set forth in Article **IX**, applicants for site plan approval under this Section shall provide elevations of proposed buildings along each street frontage which identify existing and proposed exterior building materials. Notwithstanding any provision of this Chapter to the contrary, no prior site plan approval shall be required for any use or combination of uses or use categories permitted by this Section (including changes in permitted uses, occupancies or tenancies) which take place within a building or structure which conforms to the building specifications set forth in this Section.
 - G. *Signage.* Signage shall be allowed as provided in Sections **405.585** and **405.625**.
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City of Wetzville Village Center VC-2 Zoned Area

March 2015



Legend

VC-2 Village Center Corridor District



1 inch = 800 feet

Section 405.172 "VC-2" Village Center Corridor District.

[R.O. 2006 §405.172; Ord. No. 2135 §2, 6-23-2004; Ord. No. 2954 §9, 12-10-2008; Ord. No. 3037 §§1 — 4, 11-18-2009; Ord. No. 2011-3172 §2, 8-24-2011; Ord. No. 2011-3173 §4, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]

- A. *Purpose.* The purpose of the "VC-2" Village Center Corridor District is to recognize the essential connection between the Pearce Boulevard, Main Street and Church Street corridors as extensions of and entry to the area identified in the Wentzville Downtown Phase II Implementation Plan and Program and the May 2009 Downtown Revitalization Study as the "Village Center" and to encourage the redevelopment and revitalization of this area along with the "VC-1" Village Center Core District.
- B. *Permitted Uses.*
1. Advertising and printing service establishments.
 2. Antique shops.
 3. Art and photographer studios.
 4. Automotive parts, accessories and tire stores (retail sales only).
 5. Bakery and bake shops.
 6. Banks and other financial institutions which accept federally insured deposits.
 7. Day care facilities.
 8. Drug stores.
 9. Electronics and appliance repair and service establishments.
 10. Florists and gift shops.
 11. General merchandise retail sales.
 12. Groceries.
 13. Hardware stores.
 14. Hotels and lodging facilities including bed and breakfast inns.
 15. Institutional, governmental and educational facilities.
 16. Museums and cultural sites and facilities.
 17. Parks and indoor or outdoor recreational facilities.
 18. Personal service businesses including barber or beautician, dry cleaner, pet grooming, shoe repair, travel agency, tailor shop or similar.
 19. Public and private schools.
 20. Professional offices including real estate, medical and dental offices.
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Section 405.172 "VC-2" Village Center Corridor District.

[R.O. 2006 §405.172; Ord. No. 2135 §2, 6-23-2004; Ord. No. 2954 §9, 12-10-2008; Ord. No. 3037 §§1 — 4, 11-18-2009; Ord. No. 2011-3172 §2, 8-24-2011; Ord. No. 2011-3173 §4, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]

21. Restaurants and delicatessens.
 22. Theatres.
 23. Utility facilities.
 24. Multi-family residences and live/work units on and above the second (2nd) story in conjunction with any of the foregoing permitted uses located on ground floors.
 25. Accessory uses to any of the foregoing permitted uses.
- C. *Conditional Uses.* Motor vehicle oriented businesses ("MVOB"), mixed use development and all uses other than those expressly prohibited in this Section may be permitted by conditional use permit in accordance with Article X of this Chapter. For purposes of this Section, the term "*motor vehicle oriented businesses*" ("MVOB") shall mean any commercial use or activity which as a principal part of its operations provides goods or services to motor vehicles or occupants of motor vehicles in a short time span or provides goods or services to occupants of motor vehicles remaining within the vehicles. Such uses and activities shall include, by way of illustration and not limitation, convenience stores, filling stations, automobile service stations, lubrication shops and car washes, whether singly or in combination, facilities containing drive-up or drive-through operations and restaurants which as a principal part of operations provide food for off-premises consumption. Applicants for conditional use permits in conjunction with MVOBs and drive-up or drive-through facilities associated with any otherwise permitted use under this Section may be required to submit as part of the application traffic engineering studies or analyses which demonstrate that the requested conditional use will not result in traffic congestion or reduced safety at the site or along the main access ways to and through the Village Center Corridor.
- D. *Prohibited Uses.*
1. Adult entertainment establishments and activities.
 2. Industrial uses as defined in Sections **405.145** and **405.150** (including conditional uses specified therein).
 3. Kennels for commercial boarding or breeding.
 4. Outdoor flea markets or auctions.
 5. (Reserved)
 6. Public storage facilities.
 7. Tattoo parlors, body piercing establishments and similar.
 8. Wireless communication facilities, except antennas and/or disguised support structures as regulated by Section **405.210**.

Nothing in this Subsection shall prohibit the continuation or expansion of use of any building or lot which was used for any of the foregoing prohibited uses as of the effective date of this

Section 405.172 "VC-2" Village Center Corridor District.

[R.O. 2006 §405.172; Ord. No. 2135 §2, 6-23-2004; Ord. No. 2954 §9, 12-10-2008; Ord. No. 3037 §§1 — 4, 11-18-2009; Ord. No. 2011-3172 §2, 8-24-2011; Ord. No. 2011-3173 §4, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]

provision; provided, however, that any such preexisting, non-conforming use shall not be expanded beyond the limits of the lot on which such use occurs. Provided further, nothing in this Subsection shall prohibit an existing prohibited non-conforming use located within the VC-1, VC-2 or VC-3 District from relocating to another building or lot within the VC-2 Zoning District as the sole location for such use within the Village Center Area. **[Ord. No. 3422 §1, 10-22-2014]**

E. *Building Specifications.*

1. *Building character and materials.* Buildings shall to the maximum extent feasible reflect and be consistent with the architectural character (in terms of building height, scale and orientation; materials, textures and colors; roof forms and architectural details) and historic period predominant in the "VC-1" and "VC-2" Districts; buildings shall be oriented to the street with the primary entrance facing the street and directly accessible from the sidewalk; building height shall not exceed three (3) stories. Building walls shall be clad in brick, stone, wood shingles, wood clapboard, drop siding, wood board and batten and smooth stucco. Other materials having the design and visual/textural characteristics of the foregoing materials may be approved pursuant to site plan review.

F. *Applicability Of Other Requirements.*

1. *Maximum lot coverage.* None.
2. *Minimum lot width.* None.
3. *Minimum yard requirements.* None, unless a side or rear yard abuts land zoned residential in which case a yard of at least ten (10) feet in width shall be required along such abutting land; provided that this minimum yard requirement may be reduced or eliminated upon a determination by the Director of Public Works that adequate buffering by means of landscaping, decorative fencing, building placement or a combination of the same or similar means is provided.
4. *Off-street parking and loading space requirements.* As required in Article VII, provided that:
 - a. Landscape buffer standards are subject to site plan review and approval utilizing available property area;
 - b. Required parking and loading spaces may be located:
 - (1) On the same parcel of land occupied by the use served; or
 - (2) On an adjacent parcel located within two hundred (200) feet of the parcel occupied by the use served and which is in the same ownership or is subject to a written agreement permitting the location and use of the parking spaces; and
 - c. Notwithstanding the parking requirements set forth in Section **405.270**, the number of required parking spaces may be reduced at the discretion of the Planning Commission where any of the following conditions are demonstrated by the applicant or use:
 - (1) Up to twenty-five percent (25%) where the proposed parking spaces are shared between uses located on more than one (1) parcel, subject to a written agreement respecting the shared parking

Section 405.172 "VC-2" Village Center Corridor District.

[R.O. 2006 §405.172; Ord. No. 2135 §2, 6-23-2004; Ord. No. 2954 §9, 12-10-2008; Ord. No. 3037 §§1 — 4, 11-18-2009; Ord. No. 2011-3172 §2, 8-24-2011; Ord. No. 2011-3173 §4, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]

arrangement; and

- (2) Up to fifteen percent (15%) where the applicant provides adequate decorative landscaping and/or ornamental fencing along the perimeter of the parking area including, at minimum, all contiguous street rights-of-way. Reductions granted pursuant to this paragraph may be cumulative.
 5. *Landscaping and screening requirements.* None; provided that all refuse containers, groundlevel mechanical equipment and other service elements shall be screened by an opaque wall or fence which matches the architectural character of the principal structure; individual users shall be encouraged to share refuse areas and service facilities. In the event that this creates an extreme hardship, the Director of Public Works may allow an exception to be made to this requirement. Where pursuant to site plan review it is determined in writing that screening by opaque wall or fencing is impracticable by virtue of the size, configuration or character of the site, such containers and/or equipment may be painted to match the architectural character of the principal structure; any such containers and/or equipment shall at all times be maintained in good condition.
 - G. *Site Plan Approval Required, When.* Site plan approval in accordance with Article **IX** of this Chapter shall be required prior to the issuance of any permit for new construction of or for exterior alteration in excess of five hundred (500) square feet in floor area of a principal building located within a "VC-2" Village Center Corridor District; provided that site plan approval shall not be required for construction or alteration of single-family dwellings. In addition to the requirements set forth in Article **IX**, applicants for site plan approval under this Section shall provide elevations of proposed buildings along each street frontage which identify existing and proposed exterior building materials.
 - H. *Signage.* Signage shall be allowed as provided in Sections **405.585** and **405.625**.
 - I. *Fencing.* Notwithstanding the screening requirements of Subsection **(F)(5)** of these requirements, all fencing in the Village Center Corridor Zoning District shall be ornamental.
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Section 405.173 "VC-3" Village Center Light Industrial/Loft District.

[R.O. 2006 §405.173; Ord. No. 2136 §2, 6-23-2004; Ord. No. 2012-3209 §4, 3-28-2012]

- A. *Purpose.* The purpose of the "VC-3" Village Center Light Industrial/Loft District is to recognize existing uses, activities and facilities within the Village Center areas and, in particular, to facilitate and encourage adaptive reuse of such facilities in support of and conformance with the overall redevelopment and revitalization of the area identified in the Wentzville Downtown Phase II Implementation Plan and Program as the "Village Center" for pedestrian-oriented, mixed uses.
- B. *Permitted Uses.*
1. Light industrial and warehousing uses located wholly within existing structures, together with administrative offices in connection therewith.
 2. "Incubator" antique or retail malls or mini-malls, which may include art galleries and artists' and photographers' studios.
 3. Hotels and lodging facilities including bed and breakfast inns.
 4. Microbreweries which may include taverns and restaurants.
 5. Institutional, governmental and educational facilities, museums and cultural sites and facilities.
 6. Indoor recreational facilities.
 7. Multi-family residences and live/work units in loft arrangements.
 8. Any adaptive reuse of an existing structure for a use not listed in this Subsection, if approved pursuant to Article **IX** of this Chapter, Site Plan Approval.
 9. Accessory uses to any of the foregoing permitted uses.
- C. *Prohibited Uses.*
1. Adult entertainment establishments and activities.
 2. Automobile, new and used, sales and storage.
 3. Drive-up or drive-through facilities.
 4. Kennels for commercial boarding or breeding.
 5. Outdoor flea markets or auctions.
 6. Unscreened outdoor storage.
 7. Public storage facilities.
 8. Tattoo parlors, body piercing establishments and similar.
 9. Wireless communication facilities, except antennas and/or disguised support structures as regulated by Section **405.210**.
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Section 405.173 "VC-3" Village Center Light Industrial/Loft District.

[R.O. 2006 §405.173; Ord. No. 2136 §2, 6-23-2004; Ord. No. 2012-3209 §4, 3-28-2012]

10. Uses requiring new construction of loading docks/operations.

Nothing in this Subsection shall prohibit the continuation or expansion of use of any building or lot which is used for any of the foregoing prohibited uses as of the effective date of this provision; provided, however, that any such preexisting, non-conforming use shall not be expanded beyond the limits of the lot on which such use occurs. Provided further, nothing in this Subsection shall prohibit an existing prohibited non-conforming use located within the VC-1, VC-2 or VC-3 District from relocating to another building or lot within the VC-3 Zoning District as the sole location for such use within the Village Center Area. [Ord. No. 3422 §2, 10-22-2014]

- D. *Building Specifications — Building Character And Materials.* Buildings shall to the maximum extent feasible reflect and be consistent with the architectural character (in terms building height, scale and orientation; materials, textures and colors; roof forms and architectural details) and historic period predominant in the "VC-1" and "VC-2" Districts; buildings shall be oriented to the street with the primary entrance facing the street and directly accessible from the sidewalk; building height shall not exceed three (3) stories. For new building construction and substantial rehabilitation of existing buildings, exterior walls shall be clad in brick, stone, wood shingles, wood clapboard, wood board and batten and smooth stucco. Other materials having the design and visual/textural characteristics of the foregoing materials may be approved pursuant to site plan review.
- E. *Applicability Of Other Requirements.*
1. *Maximum lot coverage.* None.
 2. *Minimum lot width.* None.
 3. *Minimum yard requirements.* None, unless a side or rear yard abuts land zoned residential in which case a yard of at least ten (10) feet in width shall be required along such abutting land; provided that this minimum yard requirement may be reduced or eliminated upon a determination by the Director of Public Works that adequate buffering by means of landscaping, decorative fencing, building placement or a combination of the same or similar means is provided.
 4. *Off-street parking and loading space requirements.* As required in Article VII; provided that:
 - a. Required parking and loading spaces may be located:
 - (1) On the same parcel of land occupied by the use served; or
 - (2) On an adjacent parcel located within two hundred (200) feet of the parcel occupied by the use served and which is in the same ownership or is subject to a written agreement permitting the location and use of the parking spaces; and
 - b. Notwithstanding the parking requirements set forth in Section 405.270, the number of required parking spaces may be reduced at the discretion of the Planning Commission where any of the following conditions is demonstrated by the applicant or use:
 - (1) Up to twenty-five percent (25%) where the proposed parking spaces are shared between uses located on more than one (1) parcel, subject to a written agreement respecting the shared parking arrangement; and

Section 405.173 "VC-3" Village Center Light Industrial/Loft District.

[R.O. 2006 §405.173; Ord. No. 2136 §2, 6-23-2004; Ord. No. 2012-3209 §4, 3-28-2012]

- (2) Up to fifteen percent (15%) where the applicant provides adequate decorative landscaping and/or ornamental fencing along the perimeter of the parking area including, at minimum, all contiguous street rights-of-way. Reductions granted pursuant to this paragraph may be cumulative.
5. *Landscaping and screening requirements.* None; provided that all refuse containers, ground level mechanical equipment and other service elements shall be screened by an opaque wall or fence which matches the architectural character of the principal structure; individual uses shall be encouraged to share refuse areas and service facilities. In the event that this creates an extreme hardship, the Director of Public Works may allow an exception to be made to this requirement. All rooftop mechanical equipment including, without limitation, hoods and vents shall be painted to blend with or match the color of the roof and building walls as viewed from a height of five (5) feet above the existing site grade and such painting shall be maintained at all times in good condition.
- F. *Site Plan Approval Required, When.* Site plan approval in accordance with Article **IX** of this Chapter shall be required prior to the issuance of any permit for exterior alteration of any existing structure or for new construction in excess of five hundred (500) square feet in interior floor area of a principal building located within a "VC-3" Village Center Light Industrial/Loft District"; provided that site plan approval shall not be required for construction or alteration of single-family dwellings or for construction or alteration of any existing structure where proposed as part of the adaptive reuse of such structure for multi-family residential lofts or live/work units as permitted under this Section. In addition to the requirements set forth in Article **IX**, applicants for site plan approval under this Section shall provide color elevations of proposed buildings along each street frontage which identify existing and proposed exterior building materials; provided that materials samples may be submitted in lieu of color elevations.
- G. *Signage.* For those permitted uses specified in Subsection **(B)(1)** of this Section (including uses accessory thereto), signage shall be as required in Section **405.625**. For those permitted uses specified in Subsection **(B)(2)** through **(B)(8)** (including uses accessory thereto), signage shall be as approved pursuant to site plan review.
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Chapter 4: *Private Space Design*

A. **Design Intent**

The intention of the Village Center's private space design is to serve as a resource for those wishing to construct, renovate, or redevelop within any of the three established zoning districts discussed within Chapter 3 of this document. This section will clarify the City's specific expectations for private development through standards describing basic principles of site planning and architecture including elements such as streetscape, building orientation, parking location, signage, and landscaping. The combination of these elements will serve as a basis for establishing a high-quality, cohesive Village Center. The goal is to improve the area one project at a time within the context of enhancing the quality of the entire City.

This private space design has been divided into three parts in order to correspond to the three zoning districts which make up the City's Village Center. Each part will discuss the specific requirements of the district which have been created to reinforce the vision and goals of the Village Center.

B. **"VC-1" Village Center Core District**

The purpose of the "VC-1" Village Center Core District is to recognize the unique and historic attributes of the area identified in the Wentzville Downtown Phase II Implementation Plan and Program. This district is designed to encourage the redevelopment and revitalization of the area as a pedestrian-oriented, "neo-traditional" downtown including a mix of retail, service, professional and governmental offices, restaurant and hospitality uses together with upper story residential uses in "live-work" units. A principal goal of this district is to encourage the preservation and restoration of the historic character of the buildings, streetscapes and surrounding public and private spaces within the area.

1) **Site Design**

a) **Building Preservation**

- In order to encourage the preservation and restoration of the historic character of the Village Center Core, the demolition of any existing building will not be permitted without specific Conditional Use Permit approval. Such approval will only be granted for those situations which clearly demonstrate that no economically feasible use or adaptive reuse is possible for a building.

b) **Building Placement**

- In lieu of the standard requirements of Wentzville's code all properties within the "VC-1" Village Center Core District shall have no maximum lot coverage, no minimum lot width, or minimum setbacks (unless a side or rear yard abuts residentially zoned land).
- If a property abuts residentially zoned land then a ten (10) foot yard is required along the length of the abutting property line. Such ten (10) foot yard requirement may be reduced or eliminated upon a determination by the Community Development Director that adequate buffering has been established via landscaping, decorative fencing, building placement, or similar.
- Mixed-use buildings combining commercial, office, and residential uses are strongly encouraged.

c) **Building Orientation**

- Buildings shall be oriented to the street with the primary entrance facing the street and directly accessible from the sidewalk.

Chapter 4: Private Space Design

d) **Parking Requirements**

- Properties within the “VC-1” Village Center Core District have no minimum off-street parking or loading requirements. Over five-hundred (500) parking spaces are currently provided for public use within close proximity to the Village Center with additional parking areas planned for the future. Additional information regarding the location and availability of this public parking can be found in Chapter 2 of this document.

e) **Landscaping**

- Properties within the “VC-1” Village Center Core District have no minimum landscaping requirements, although landscape beautification is encouraged during the site design process if room is afforded via planters or other methods.

f) **Service Elements**

- All refuse containers and other service elements shall be stored in rear yard areas and screened by an opaque wall or fence which matches the architectural character of the principal structure. Individual uses are encouraged to share refuse areas and service facilities. In the event that this requirement creates an extreme hardship, the Community Development Director may allow an exception to be made to this requirement.

g) **Mechanical Equipment**

- Ground-mounted equipment shall be placed in rear yard areas when possible.
- All mechanical equipment, whether roof or ground mounted, shall be screened from view from adjacent public rights-of-way using materials matching those of the principal building on the property. All screening shall be installed to the height of the equipment.
- Vent covers, hoods, and required stacks shall be painted to match the color of the principal building.

h) **Fencing**

- Fences within this district shall comply with the City’s standard fence requirements, except that the use of chain link fencing is prohibited.
- The City’s standard code notwithstanding, properties within the “VC-1” Village Center Core district may provide a decorative fence between the building and the front right-of-way line when enclosing outdoor dining areas or courtyards. Such fences shall be composed of masonry or ornamental iron and may not exceed four (4) feet in height. This allowance has been established in order to accommodate pedestrian-oriented site designs.

i) **Signage**

- All signage provided within the “VC-1” Village Center Core shall comply with the standard sign regulations adopted by the City, with the exceptions discussed within this section.
- Each property may have one (1) ground mounted sign –or- one (1) projecting sign. These signs may not exceed sixteen (16) square feet in copy area.
- Projecting signs shall provide a minimum clearance of ten (10) feet above the sidewalk or ground elevation.

Chapter 4: Private Space Design

- Notwithstanding the requirements of the City's standard sign code, ground-mounted signs within the Village Center Core do not have minimum setbacks and may be located anywhere on a subject property.
- Canopies, marquee signs, and projecting signs may extend above public easements or right-of-ways with permit approval.
- Properties within the Village Center Core are allowed the use of one (1) A-frame sign for use during business hours. Such signs are to be removed and stored inside the business during non-business hours. These A-frame signs may also be permitted on public sidewalks or similar spaces with approval of the Community Development Director. This deviation from the City's typical sign code regulations is provided to encourage pedestrian-orientated site design.
- In lieu of an attached sign as permitted by the City's signage regulations, any lot within the Village Center Core may apply for permit approval for a direct paint sign (mural) so long as the proposed direct paint sign complies with the regulations found in Article XIV.

2) Building Design

a) *Building Types*

All buildings within the Village Center Core shall consist of one of the following:

- Storefront buildings built to the sidewalk (except that recesses may occur for outdoor dining or courtyards extending not more than 15 feet from the front right-of-way line), typically with larger storefront windows on the first (1st) floor along the street frontage and smaller scale windows on upper floors.
- Live/work buildings located within three (3) to fifteen (15) feet from the front right-of-way line, having one (1) or more residential units above the ground floor commercial/office space.

b) *Building Materials and Design*

- Buildings shall, to the maximum extent feasible, reflect and be consistent with the architectural character (in terms of building height, scale and orientation, materials, textures, colors, roof forms and architectural details) and historic period predominant in the Village Center Core.
- In order to assist property owners during the design process, Chapter 6 of this document provides a visual guide to materials and architecture which are consistent with the Village Center's historical character.
- Maximum building height shall not exceed three (3) stories.
- Building walls shall be clad in brick, stone, wood shingles, wood clapboard or wood board and batten. Other materials having a similar design and visual/textural characteristics of the above materials may be approved pursuant to site plan review.

C. "VC-2" Village Center Corridor District

The purpose of the "VC-2" Village Center Corridor District is to recognize the essential connection between the Pearce Boulevard, Main Street and Church Street corridors as extension of an entry to the area identified in the Wentzville Downtown Phase II Implementation Plan and Program and the May 2009 Downtown Revitalization Study as the "Village Center" and to encourage the redevelopment and revitalization of this area along with the "VC-1" Village Center Core District.

Chapter 4: *Private Space Design*

1) Site Design

a) **Building Placement**

- In lieu of the standard requirements of Wentzville's code all properties within the "VC-2" Village Center Corridor District shall have no maximum lot coverage, no minimum lot width, or minimum setbacks (unless a side or rear yard abuts residentially zoned land).
- If a property abuts residentially zoned land then a ten (10) foot yard is required along the length of the abutting property line. Such ten (10) foot yard requirement may be reduced or eliminated upon a determination by the Community Development Director that adequate buffering has been established via landscaping, decorative fencing, building placement, or similar.

b) **Building Orientation**

- Buildings shall be oriented to the street with the primary entrance facing the street and directly accessible from the sidewalk.

c) **Parking Requirements**

- Properties within the "VC-2" Village Center Corridor District shall adhere to the City's standard minimum parking and loading requirements expressed in Article VII of Wentzville's adopted code. However, the presence of parking alternatives within some Village Center areas allow the parking options discussed within this section to be considered during the plan review process.
- Required parking and loading spaces may be located on the same parcel of land as the proposed use or on an adjacent parcel within two hundred (200) feet of said parcel. If an adjacent parcel is selected for parking and loading then it shall either be under the same ownership as the subject property or a written agreement permitting said parking shall be provided to the City during the site plan review process.
- Notwithstanding the minimum parking requirements referenced above, the number of required parking spaces for properties within the Village Center Corridor district may be reduced at the discretion of the City's Planning and Zoning Commission where either of the following conditions are demonstrated by the applicant or use. Such reductions available under this section may be cumulative.
 - a) Up to a twenty-five percent (25%) reduction may be available when the proposed parking spaces are shared between uses located on more than one (1) parcel, subject to written agreement respecting the shared parking arrangement.
 - b) Up to a fifteen percent (15%) reduction may be available when the applicant provides adequate decorative landscaping and/or ornamental fencing along the perimeter of the parking area including, at minimum, all contiguous street rights-of-way.
- Perimeter landscape buffer requirements for proposed parking areas are subject to site plan review and approval utilizing available property area.

d) **Landscaping**

- Properties within the "VC-2" Village Center Corridor District have no minimum landscaping requirements.

Chapter 4: Private Space Design

e) **Service Elements**

- All refuse containers and other service elements shall be screened by an opaque wall or fence which matches the architectural character of the principal structure. Individual uses are encouraged to share refuse areas and service facilities. In the event that this requirement creates an extreme hardship, the Community Development Director may allow an exception to be made to this requirement.
- Where pursuant to site plan review it is determined in writing that screening by opaque wall or fencing is impractical by virtue of the size, configuration or character of the site, such containers and/or equipment may be painted to match the architectural character of the principal structure.
- All refuse containers and other service equipment shall at all times be maintained in good condition.

f) **Mechanical Equipment**

- All mechanical equipment, whether roof or ground mounted, shall be screened from view from adjacent public rights-of-way using materials matching those of the principal building on the property. All screening shall be installed to the height of the equipment.
- Vent covers, hoods, and required stacks shall be painted to match the color of the principal building.

g) **Fencing**

- Fences within this district shall comply with the City's standard fence requirements except that all fences shall be ornamental in nature.
- The City has determined that ornamental fencing consists of the following materials:
 - a) Black wrought iron.
 - b) Black aluminum simulating wrought iron.
 - c) Earth-tone vinyl privacy fencing.

h) **Signage**

- All signage provided within the "VC-2 Village Center Corridor shall comply with the standard sign regulations adopted by the City, with the exceptions discussed within this section.
- Each property may provide one (1) of the following signs:
 - a) A pole sign not exceeding thirty-eight (38) square feet of copy area nor twenty-four (24) feet in height, or;
 - b) A ground-mounted sign not exceeding fifty (50) square feet of copy area nor six (6) feet in height, or;
 - c) A projecting sign not exceeding sixteen (16) square feet of copy area
- Projecting signs shall provide a minimum clearance of ten (10) feet above the sidewalk or ground elevation.
- Notwithstanding the requirements of the City's standard sign code, ground-mounted signs within the Village Center Core do not have minimum setbacks and may be located anywhere on a subject property.
- Canopies, marquee signs, and projecting signs may extend above public easements or right-of-ways with permit approval.
- Properties within the Village Center Corridor are allowed the use of one (1) A-frame sign for use during business hours. Such signs are to be removed and stored inside the business during non-business hours. These A-frame signs may also be permitted on public sidewalks or similar spaces with approval of the

Chapter 4: *Private Space Design*

Community Development Director. This deviation from the City's typical sign code regulations is provided to encourage pedestrian-orientated site design.

- In lieu of an attached sign as permitted by the City's signage regulations, any lot within the Village Center Corridor may apply for permit approval for a direct paint sign (mural) so long as the proposed direct paint sign complies with the regulations found in Article XIV.

2) Building Design

a) **Building Materials and Design**

- Buildings shall, to the maximum extent feasible, reflect and be consistent with the architectural character (in terms of building height, scale and orientation, materials, textures, colors, roof forms and architectural details) and historic period predominant in the Village Center Core and Village Center Corridor areas.
- In order to assist property owners during the design process, Chapter 6 of this document provides a visual guide to materials and architecture which are consistent with the Village Center's historical character.
- Maximum building height shall not exceed three (3) stories.
- Building walls shall be clad in brick, stone, wood shingles, wood clapboard, drop siding, wood board and batten, or smooth stucco. Other materials having a similar design and visual/textural characteristics of the above materials may be approved pursuant to site plan review.

D. "VC-3" Village Center Light Industrial/Loft District

The purpose of the "VC-3" Village Center Light Industrial /Loft District is to recognize existing uses, activities and facilities within the Village Center areas and, in particular, to facilitate and encourage adaptive reuses of such facilities in support of and conformance with the overall redevelopment and revitalization of the area identified in the Wentzville Downtown Phase II Implementation Plan and Program as the "Village Center" for pedestrian-oriented, mixed uses.

1. Site Design

a) **Building Placement**

- In lieu of the standard requirements of Wentzville's code all properties within the "VC-2" Village Center Corridor District shall have no maximum lot coverage, no minimum lot width, or minimum setbacks (unless a side or rear yard abuts residentially zoned land).
- If a property abuts residentially zoned land then a ten (10) foot yard is required along the length of the abutting property line. Such ten (10) foot yard requirement may be reduced or eliminated upon a determination by the Community Development Director that adequate buffering has been established via landscaping, decorative fencing, building placement, or similar.

b) **Building Orientation**

- Buildings shall be oriented to the street with the primary entrance facing the street and directly accessible from the sidewalk.

c) **Parking Requirements**

- Properties within the "VC-3" Village Center Light Industrial/Loft District shall adhere to the City's standard minimum parking and loading requirements expressed in Article VII of Wentzville's adopted code. However, the presence of parking

Chapter 4: Private Space Design

alternatives within some Village Center areas allow the parking options discussed within this section to be considered during the plan review process.

- Required parking and loading spaces may be located on the same parcel of land as the proposed use or on an adjacent parcel within two hundred (200) feet of said parcel. If an adjacent parcel is selected for parking and loading then it shall either be under the same ownership as the subject property or a written agreement permitting said parking shall be provided to the City during the site plan review process.
- Notwithstanding the minimum parking requirements referenced above, the number of required parking spaces for properties within the Village Center Corridor district may be reduced at the discretion of the City's Planning and Zoning Commission where either of the following conditions are demonstrated by the applicant or use. Such reductions available under this section may be cumulative.
 - a) Up to a twenty-five percent (25%) reduction may be available when the proposed parking spaces are shared between uses located on more than one (1) parcel, subject to written agreement respecting the shared parking arrangement.
 - b) Up to a fifteen percent (15%) reduction may be available when the applicant provides adequate decorative landscaping and/or ornamental fencing along the perimeter of the parking area including, at minimum, all contiguous street rights-of-way.

d) **Landscaping**

- Properties within the "VC-3" Village Center Light Industrial/Loft District have no minimum landscaping requirements.

e) **Service Elements**

- All refuse containers and other service elements shall be screened by an opaque wall or fence which matches the architectural character of the principal structure. Individual uses are encouraged to share refuse areas and service facilities. In the event that this requirement creates an extreme hardship, the Community Development Director may allow an exception to be made to this requirement.

f) **Rooftop Mechanical Equipment**

- All rooftop mechanical equipment including, without limitation, hoods and vents shall be painted to blend with or match the color of the roof and building walls as viewed from a height of five (5) feet above the existing site grade. Such painting shall be maintained at all times in good condition.

g) **Signage**

- All signage provided within the "VC-3" Village Center Light Industrial/Loft District shall comply with the standard sign regulations adopted by the City.
- Signage for the land uses listed below are not specifically limited by the City's standard sign regulations but shall instead be reviewed on a case-by-case basis during site plan review:
 - a) "Incubator" antique, retail, or mini malls, which may include art galleries and artist and photographer studios.
 - b) Hotels and lodging facilities, including bed and breakfast inns.
 - c) Microbreweries, which may include taverns and restaurants.
 - d) Institutional, governmental and educational facilities, including museums and cultural sites and facilities.

Chapter 4: Private Space Design

- e) Indoor recreational facilities.
- f) Multi-family residences and live/work units in loft arrangements.
- g) Any adaptive reuse of an existing structure for a use not listed

2. Building Design

a) *Building Materials and Design*

- ii. Buildings shall, to the maximum extent feasible, reflect and be consistent with the architectural character (in terms of building height, scale and orientation, materials, textures, colors, roof forms and architectural details) and historic period predominant in the Village Center Core and Village Center Corridor areas.
- iii. In order to assist property owners during the design process, Chapter 6 of this document provides a visual guide to materials and architecture which are consistent with the Village Center's historical character.
- iv. Maximum building height shall not exceed three (3) stories.
- v. Building walls shall be clad in brick, stone, wood shingles, wood clapboard, drop siding, wood board and batten, or smooth stucco. Other materials having a similar design and visual/textural characteristics of the above materials may be approved pursuant to site plan review.

Chapter 5: Design Manual

This design manual is intended to serve as a resource for those wishing to construct, renovate or redevelop property within the Village Center (VC). As supported by the design standards of the VC Zoning Districts the manual will offer visually expectations and options for private development associated with the required site plan review or any store front façade grant initiative. The combination of these elements will serve as a basis for high quality development and instill a cohesive business and/or mixed corridor. Improving the Village Center District one project at a time is envisioned, within the context of enhancing the quality of the entire City.

Design Manual Index

Exhibit #:

1. Appendix A – Building Façade Terminology.
 2. Front Facade supported architecture / masonry/ awning use and lighting.
 3. Creative use of masonry / roof forms / cornice approaches.
 4. Creative use of masonry / roof forms / cornice approaches.
 5. Dormers / window treatments and porch enhancements.
 6. Masonry keystone enhancements / Columns / upper floor enhancement.
 7. Mixed use structure with masonry / porch / historic window treatment.
 8. Historic architectural features following details of Appendix A./Exhibit 1
 9. Optional cornices / porch varieties / exterior enhancements.
 10. Optional cornices / porch varieties / awning use / appropriate signage / exterior enhancements.
 11. Exterior lighting / masonry façade and sill construction / ornamental metal use.
 12. Residential land use with exterior trim features.
 13. HVAC and trash collection screening options (13A and 13B).
 14. Ornamental exterior lighting options.
 15. Ornamental exterior light fixture.
 16. Ornamental exterior lighting options.
 17. Ornamental exterior lighting option
 18. Ornamental exterior lighting option
 19. Enhanced alleyway with pavement/lighting enhancements/Decorative Residential Porch
 20. Court yard beautification with ornamental features.
 21. Ornamental bollards.
 22. Site Furnishings (Bench and Trash Receptacles)
 23. Monument Signage
 24. Projecting Signage
 25. A-Frame signage
 26. Dumpster Enclosures
 27. HVAC Screening
 28. Ornamental Fencing
-

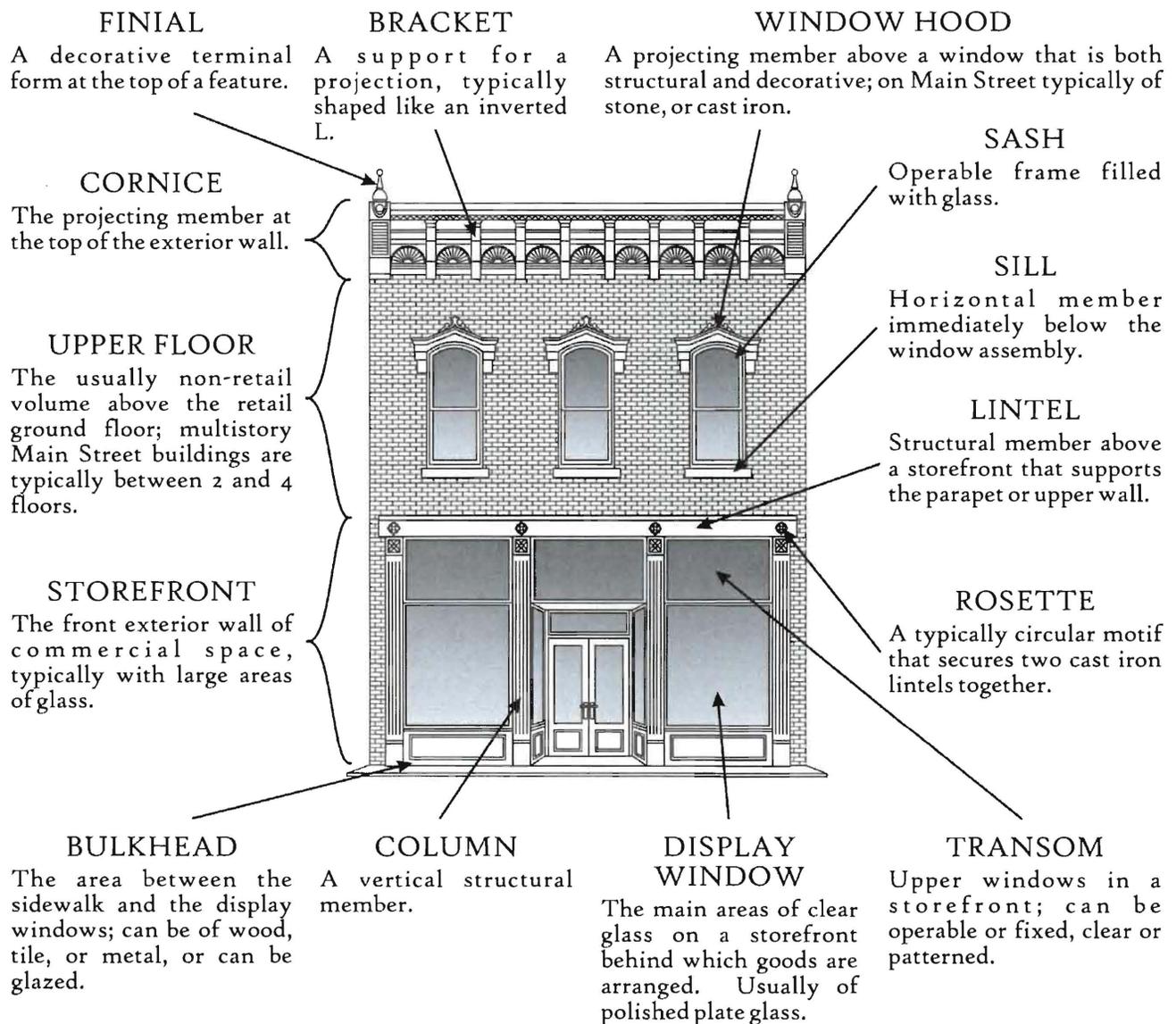
Appendix A - Building Facade Terminology- Exhibit 1

Appendix A – Building Façade Terminology

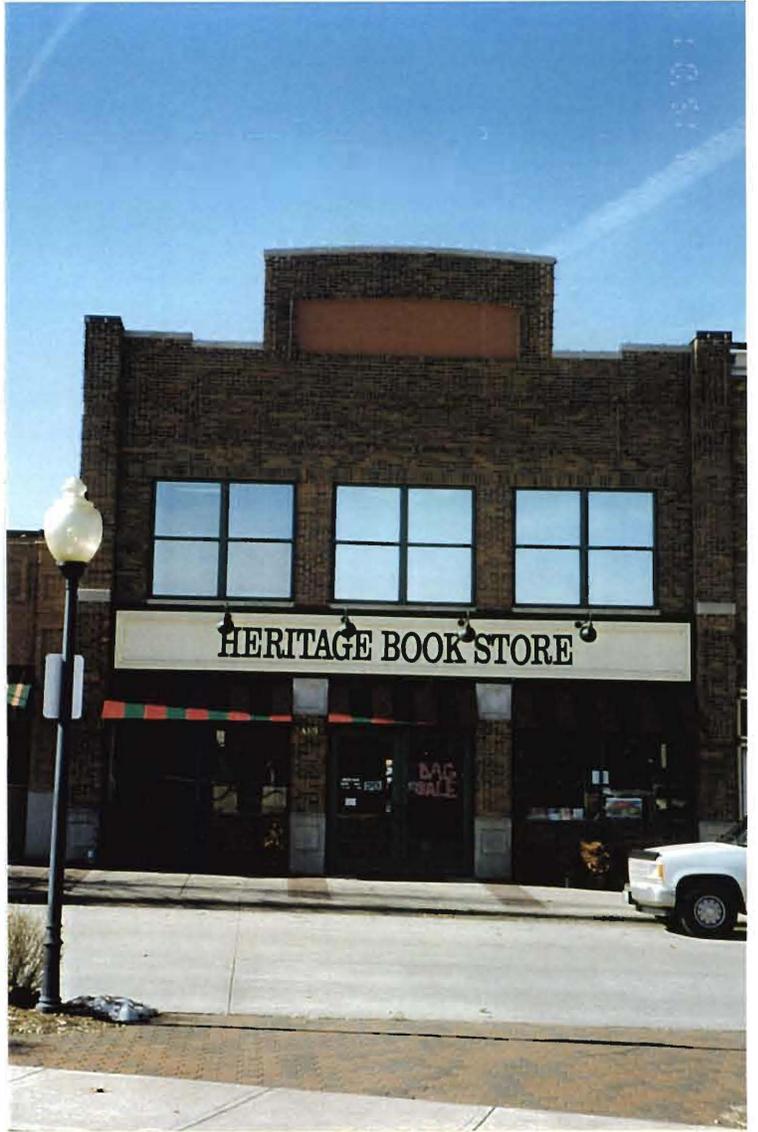


Illinois Historic
Preservation Agency

ANATOMY OF A MAIN STREET BUILDING



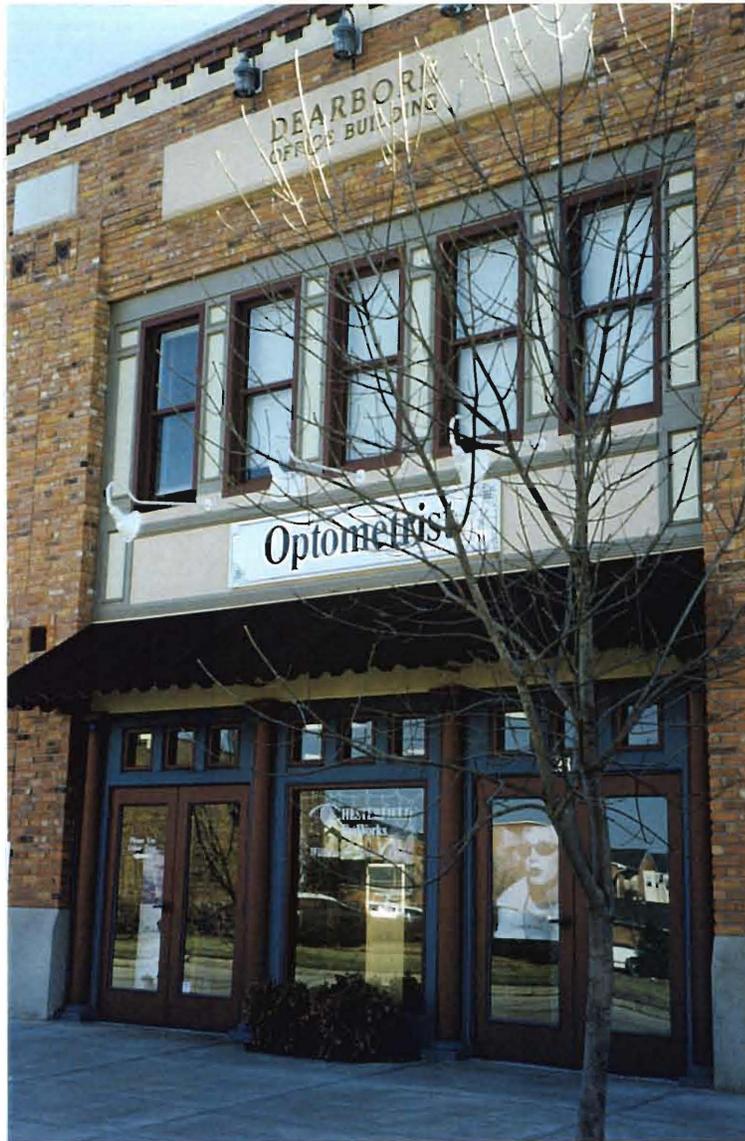
Front Facade - Exhibit 2



Creative Use of Masonry – Exhibit 3



Creative Use of Masonry - Exhibit 4



Dormers Window Treatments - Exhibit 5



Masonry Keystone - Exhibit 6



Mixed Use Structures - Exhibit 7



Historic Architectural - Exhibit 8



Optional Cornices - Exhibit 9



Optional Cornices and Porch varieties- Exhibit 10



Exterior Lighting and Masonry - Exhibit 11



Exterior Trim Features - Exhibit 12



HVAC and Trash Screening - Exhibit 13A



HVAC and Trash Screening – Exhibit 13B



Ornamental Exterior Lighting - Exhibit 14



Ornamental Exterior Lighting Fixture - Exhibit 15



Ornamental Exterior Lighting Fixture - Exhibit 16



Ornamental Exterior Lighting Fixture - Exhibit 17



Ornamental Exterior Lighting Fixture - Exhibit 18



Pavement/Lighting Enhancements – Exhibit 19



Decorative Residential Porch – Exhibit 19



Courtyard beautification with ornamental features - Exhibit 20



Ornamental Bollards – Exhibit 21



Benches and Seating / Trash Receptacles - Exhibit 22

Benches & Seating

Shelters must coordinate with the surrounding streetscape theme & architecture.

Seating & benches should be clustered together to encourage conversation and human interaction.

Locations of seating areas need to be located at the special nodes and gathering places identified on the master plan.

Outdoor seating should be encouraged as much as possible it must embrace the street to promote people watching and draw customers to local businesses.

Site furnishings should blend into the streetscape environment and compliment any surrounding architecture.



Bench:

Landscape Forms: Plainwell Collection, Plainwell 72" Bench w/ or w/o center arm in Jarrah w/ finish (www.landscapeforms.com)



Bench: Landscape Forms: Plainwell Collection, Plainwell 72" Bench w/ or w/o center arm, aluminum w/ black powder coated finish (www.landscapeforms.com)



Trash Receptacles:

Receptacles should be located conveniently for the pedestrian to use i.e. near benches, public gathering areas and restaurants.

Ensure that bins are permanently attached and have sealed lids and bases to keep waste materials dry and out of sight.

Service access should be easily accessed for periodic maintenance and cleaning.

The specific receptacle style should complement the streetscape theme or surrounding architectural style.

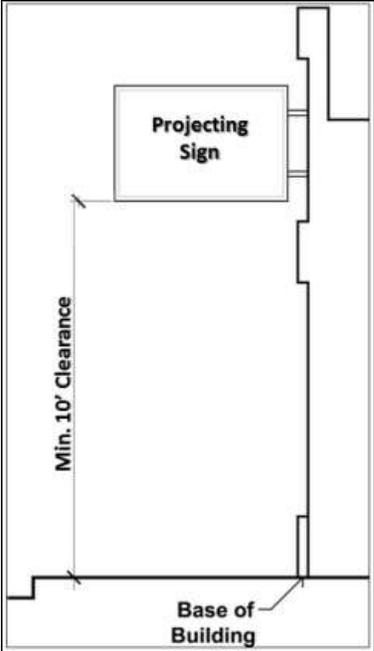


Trash Receptacle: Landscape Forms: Plainwell Collection, dome top, side opening in Jarrah or aluminum with black powder coated finish w/ or w/o ash receptacle. (www.landscapeforms.com)

Monument Signage – Exhibit 23



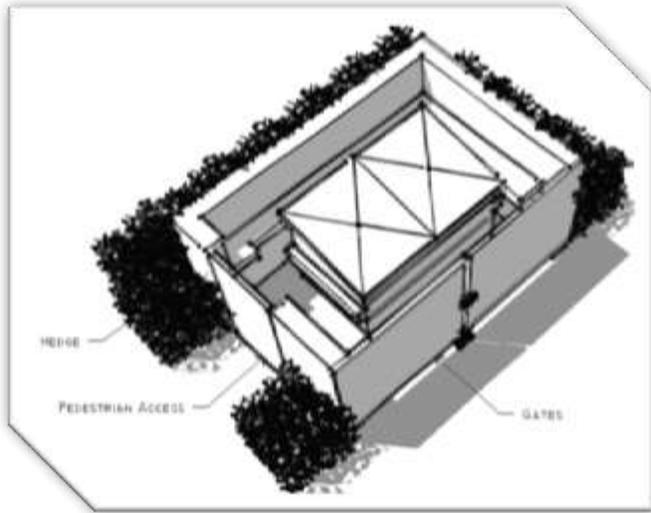
Projecting Signage – Exhibit 24



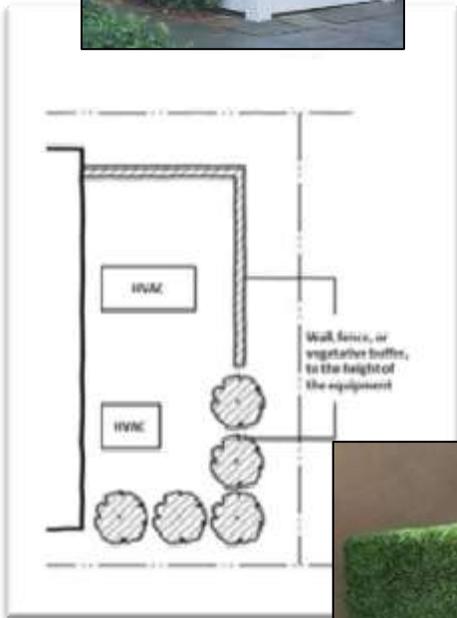
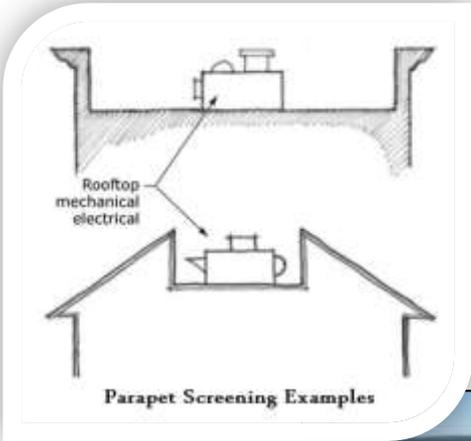
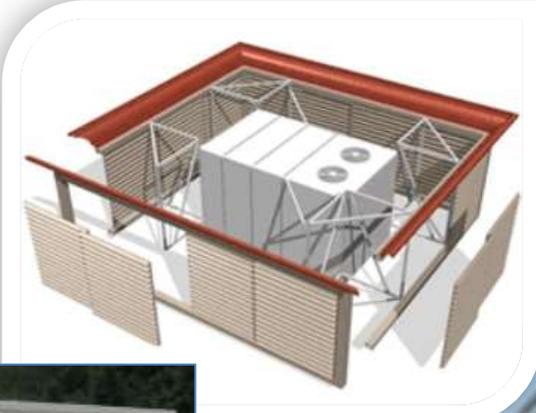
A-Frame Signage - Exhibit 25



Dumpster Enclosures - Exhibit 26



HVAC Screening - Exhibit 27



Ornamental Fencing – Exhibit 28



Chapter 6: Incentive Programs

Fire Protection Tap Waiver Program

In 2015, Wentzville's Board of Aldermen passed legislation in support of downtown business redevelopment. This new legislation passed by the Board established a Fire Protection Tap Waiver Program. The program allows the customary fire protection tap charge to be waived in the Village Center Zoning Districts in the City's Downtown Area.

The program will only apply to the redevelopment of structures that are at least 50 years old or older. Also, an eligible renovation project must involve at least \$50,000 of capital improvement investment. The tap charge will be waived 100%, if the business remains open for a period of five (5) years. The Waiver Program will save an applicant between \$9,300 and \$22,000 – depending on the size of the meter.

The Waiver Program does not apply to the regular water usage for the business, but only pertains to the fire protection system. The program was adopted by the City's Board of Aldermen to encourage redevelopment of Downtown Wentzville, and to assist in securing long-term business commitments in this area.

Façade Improvement Grant Program

The Wentzville Board of Aldermen adopted the 2016 fiscal year budget setting aside \$40,000 to establish a Façade Improvement Grant Program. The criterion for this program is currently under review by the Downtown Committee.

While the specifics of the program have not yet been established, it is generally understood that the program will provide matching funds to allow property owners to make exterior improvements to their properties. This program will be one which establishes a partnership between the City and commercial business interests in the City. Again, while the specifics of the program are currently being developed, the following general principles are expected to guide the program:

- The program will apply to commercial and mixed-use structures.
- The program will be limited to the Village Center Zoning Districts.
- Matching grants will be provided up-to a specific dollar limit.
- Eligible structures will be those at least 50 years old or older.
- Applicants will place a lien on the property prior to receiving grant funds.
- Applicants will need to provide invoices/receipts showing that money has been spent on the improvement.
- The program will be established to promote Downtown Wentzville redevelopment.

Chapter 7: Business Licenses and Map

The provided mapping provides locations of, and an index of businesses in the Village Center. The map will be updated yearly by staff. The mapping/product can be used as a marketing tool and resource for the user of this document.



Name	Address	ID	Name	Address	ID
LANA INC.	106 MEYER RD	88	WENTZVILLE DONUT CAFE LLC	714 W PEARCE BLVD	121
KENTUCKY FRIED CHICKEN	718 W PEARCE BLVD	97	WHITE SIERRA INVESTMENTS LLC	703 W PEARCE BLVD	122
MCDONALDS #6728	766 W PEARCE BLVD	98	HAPKIDO USA, INC	600 W PEARCE BLVD	123
RD STEGMANN STATE FARM INSUR	517 W PEARCE BLVD	99	CARTRIDGE WORLD	504 W PEARCE BLVD	124
VAN'S HALLMARK	518 W PEARCE BLVD	100	PROFESSIONAL DEFENSE SERVICES	600 W PEARCE BLVD	125
WENTZVILLE SAVE-A-LOT	715 W PEARCE BLVD	102	POAGE CHEVROLET OF WENTZVILLE	851 W PEARCE BLVD	126
STEFANINA'S	762 W PEARCE BLVD	103	BLACK DRAGON MARTIAL ARTS	513 W PEARCE BLVD	127
STEVE'S BARBER SHOP	604 W PEARCE BLVD	104	JJK FRANCHISE LLC	600 W PEARCE BLVD	128
WENTZVILLE COIN LAUNDRY	708 W PEARCE BLVD	105	KIM DH INVESTMENTS	600 W PEARCE BLVD	129
DUNN'S FLORIST	532 W PEARCE BLVD	106	STREET CUSTOMZ	600 W PEARCE BLVD	130
SUBWAY	608 W PEARCE BLVD	107	MIGUEL'S AUTO SALES	503 W PEARCE BLVD	131
DOMINO'S PIZZA	500 W PEARCE BLVD	108	NAPA AUTO PARTS	519 W PEARCE BLVD	132
RELIABLE HOME CARE INC	506 W PEARCE BLVD	110	HOMETOWN CLEANERS	708 W PEARCE BLVD A	134
BEAUTY QUEEN PLUS, INC	733 W PEARCE BLVD	112	DOLLAR GENERAL	712 W PEARCE BLVD A	135
K-BUG ENTERPRISES LLC DBA GLO	516 W PEARCE BLVD	113	U'SAGAIN LLC	712 W PEARCE BLVD A	136
CROSSROADS LAUNDRY	707 W PEARCE BLVD	114	HEARTLAND HEARING CENTERS LLC	706 W PEARCE BLVD A	137
LOS PORTALES SUPER MERCADO	503 W PEARCE BLVD	116	PAPER LEAF PRINTING	512 W PEARCE BLVD B	138
BAUMSTARK ROOFING INC	507 W PEARCE BLVD	117	HEARINGPRO	508 W PEARCE BLVD B	139
NOAH'S ARK ACADEMY	411 W PEARCE BLVD	118	DAN'S FOREIGN AUTO REPAIR	700 W PEARCE BLVD REAR	140
THE LOAN MACHINE	705 W PEARCE BLVD	119	ACTION SERVICES MIDWEST	712 W PEARCE BLVD REAR	141

Wentzville Village Center Businesses Central North



Name	Address	ID	Name	Address	ID
JEANIES ALTERNATIONS & TAILOR	111 BLUMHOFF AVE	1	FIRESIDE TREASURES, LLC	6 W MAIN ST	35
G & K SALES INC	1 E ALLEN ST	2	LANDESIGN LLC	2 W MAIN ST 200	36
UNKORKED WINE GARDEN	205 E ALLEN ST	3	SUNDBERG PHOTOGRAPHY	24 W MAIN ST 217	37
OLD FRIENDS VINTAGE GUITARS	1 E ALLEN ST	4	ALLURE SKIN CARE	24 W MAIN ST 314	38
WENTZVILLE JEWELRY & LOAN	2 E MAIN ST	5	HANCE INSURANCE GROUP LLC	24 W MAIN ST 318	39
CENTURYLINK	104 E MAIN ST	6	HANCE CONSTRUCTION, INC	24 W MAIN ST 318	40
THE ULTIMATE ART FORM	2 E MAIN ST	7	AMERICAN FAMILY INSURANCE	18 W PEARCE BLVD	41
M ENGINEERING LLC DBA COCHRAN	8 E MAIN ST	8	CLASSIC HAIR DESIGN	100 W PEARCE BLVD	42
NURSES TO GO, LLC	14 E MAIN ST	9	RENAISSANCE ST LOUIS, INC	120 W PEARCE BLVD	43
EXPRESS PROPERTIES	6 E MAIN ST	10	ALL CUTS LLC	102 W PEARCE BLVD	44
PHOENIX THERAPIES, LLC	14 E MAIN ST	11	BACK 2 BASICS BAKERY	2 W PEARCE BLVD	45
IT'S ALL ABOUT YOU	14 E MAIN ST	12	MUTERT AUTO DETAIL	5 E KOENIG ST	48
MAC'S CUSTOM V TWINS	212 E PEARCE BLVD	13	WENTZVILLE HOUSE OF BEAUTY	1 E KOENIG ST	49
BOTZ, DEAL & COMPANY	4 E PEARCE BLVD	14	THIEMANS CARPET COMPANY, INC	201 E PEARCE BLVD	54
LOWREYS PUB	12 E PEARCE BLVD	15	SHELTER INSURANCE	103 E PEARCE BLVD	59
FARMERS INS JOHNSON AGENCY	132 E PEARCE BLVD	16	ANGIE'S STUDIO	300 E PEARCE BLVD	62
MISSOURI FARM BUREAU	104 E PEARCE BLVD	17	LHCG XXV DBA COMMUNITY LOVING	251 E PEARCE BLVD	68
MISS MARILYNS SECOND CHANCE	144 E PEARCE BLVD	18	VAPOR LOCKER USA	13 E PEARCE BLVD	70
HERITAGE HOSPICE CONSULTANTS	140 E PEARCE BLVD	19	LINA ENTERPRISES DBA EXPRESS M	301 E PEARCE BLVD	72
BRIDGETS COUNTRY CRAFTS & HOME	124 E PEARCE BLVD	20	CRICKET COMMUNICATIONS	111 E PEARCE BLVD	74
EAST PEARCE BARBER SHOP	100 E PEARCE BLVD	21	SECURETEL, LLC.	111 E PEARCE BLVD	75
CUSTOM PAINTING & DRYWALL	9 PITMAN AVE	22	THE ULTIMATE ART FORM	115 E PEARCE BLVD	79
OLDE TOWNE PUB	107 S LINN AVE	23	NADLER WELDING AND REPAIR SHOP	310 N LINN AVE	89
BOONE VALLEY FOREST PRODUCTS	200 S LINN AVE	24	WHEEL SPORTS BIKE SHOP	402 S CHURCH ST	93
QUALITY TESTING & ENGINEERING	206 S LINN AVE	25	C & S HEATING & COOLING	206 W PEARCE BLVD	94
ULTIMATE IMAGE HAIR SALON & MO	207 S LINN AVE	26	COMPUTER PARAMEDIC	115 W PEARCE BLVD	95
FLEET CAR CARRIERS	208 S LINN AVE	27	R DEHART ACCOUNTANTS	208 W PEARCE BLVD	96
RENAISSANCE ST. LOUIS	210 S LINN AVE	28	EHLL'S WESTERN AUTO	201 W PEARCE BLVD	101
WEST ALLEN GRILL	9 W ALLEN ST	29	FLASH FLYER PUBLICATIONS, INC.	212 W PEARCE BLVD	109
DONTIE'S INC.	11 W ALLEN ST	30	ACE CASH EXPRESS, INC	119 W PEARCE BLVD	111
J & R BARBER SHOP	13 W ALLEN ST	31	HAIGHT INSURANCE AGENCY, INC	300 W PEARCE BLVD	115
HOME VIDEO STUDIO	13 W ALLEN ST REAR	32	SWEETENS CONCRETE SERVICES	207 E KOENIG ST	142
MFA AGRRI SERVICE	210 W MAIN ST	33	DALLAS PLASTICS CORPORATION	109 W KOENIG ST	145
CHIC LUMBER & HARDWARE	112 W MAIN ST	34			

Map Page 2 of 4

March 2015

Legend

Village Center Businesses

• Village Center Businesses

**Wentzville Village
Center Businesses
Central South**



Legend

Village Center Businesses

● Village Center Businesses

0 40 80 160 240 320 Feet

Name	Address	BUS_ID
FLEET CAR CARRIERS	208 S LINN AVE	27
RENAISSANCE ST. LOUIS	210 S LINN AVE	28
ORF'S DRYWALL SYSTEMS INC	606 S CHURCH ST	91
DAIRY QUEEN	702 S CHURCH ST	92
WHEEL SPORTS BIKE SHOP	402 S CHURCH ST	93

Wentzville Village Center Businesses Central East

Map Page 4 of 4

March 2015

Name	Address	ID
LK WHITE & ASSOCIATES, INC	403 E ALLEN ST	46
WINDOWWORKSBY DONNAMARIE	501 E ALLEN ST	47
HARRIS AUTOMOTIVE	909 E PEARCE BLVD	50
VALVOLINE EXPRESS CARE	1100 E PEARCE BLVD	51
MAYTAG LAUNDRY	910 E PEARCE BLVD	52
SHEPHERD TRANSMISSION CO	1002 E PEARCE BLVD	53
HAPPY HOUND	702 E PEARCE BLVD	55
PATTERSON PRESCHOOL	902 E PEARCE BLVD	56
DEES PRODUCE	1004 E PEARCE BLVD	57
LANDESIGN, LLC	809 E PEARCE BLVD	58
H&S TIRE & AUTO	302 E PEARCE BLVD	60
PETE'S DRIVE-IN, INC.	1009 E PEARCE BLVD	61
ANGIE'S STUDIO	300 E PEARCE BLVD	62
KUHN CHIROPRACTIC	602 E PEARCE BLVD	63
WENTZVILLE LICENSE OFFICE	807 E PEARCE BLVD	64
U'SAGAIN LLC	702 E PEARCE BLVD	65
C AND P MOTORS	706 E PEARCE BLVD	66
TRUE IMAGES DESIGN PHOTOGRAPHY	809 E PEARCE BLVD	67
NORA'S TREASURES LLC	807 E PEARCE BLVD	69
ABY ENTERPRISES LLC DBA	401 E PEARCE BLVD	71
LINA ENTERPRISES DBA EXPRESS M	301 E PEARCE BLVD	72
L.S.G. FASHION & BEAUTY SUPPLY	706 E PEARCE BLVD	73
CHOPPERS AUTOMOTIVE REPAIR	508 E PEARCE BLVD	76
LSG THRIFT STORE	704 E PEARCE BLVD	77
WENTZVILLE GUNS, GOLD & SILVER	408 E PEARCE BLVD	78
CGB DIVERSIFIED SERVICES	407 E PEARCE BLVD A	80
GLORY PHOTOGRAPHY	407 E PEARCE BLVD B	81
PRACTICAL INSURANCE SOLUTIONS	407 E PEARCE BLVD B	82
HAWK'S NEST	359 LUETKENHAUS BLVD	84
U'SAGAIN LLC	359 LUETKENHAUS BLVD	85
THE TATTOOED DOG LLC	403 LUETKENHAUS BLVD	86
INDIAN SPIRITS LLC	405 LUETKENHAUS BLVD	87
VILLAGE CENTER CARE OF WENTZVI	909 PITMAN AVE	90
CAEN LEACH MCLEAN INSURANCE	702 W PEARCE BLVD	120
THE VAPE MALL	704 W PEARCE BLVD	133



Appendix D

**Historical Caboose Area Landscape and
Enhancement Plan Phase I**

**Landscape Concept Plan for Wentzville
Caboose Park**

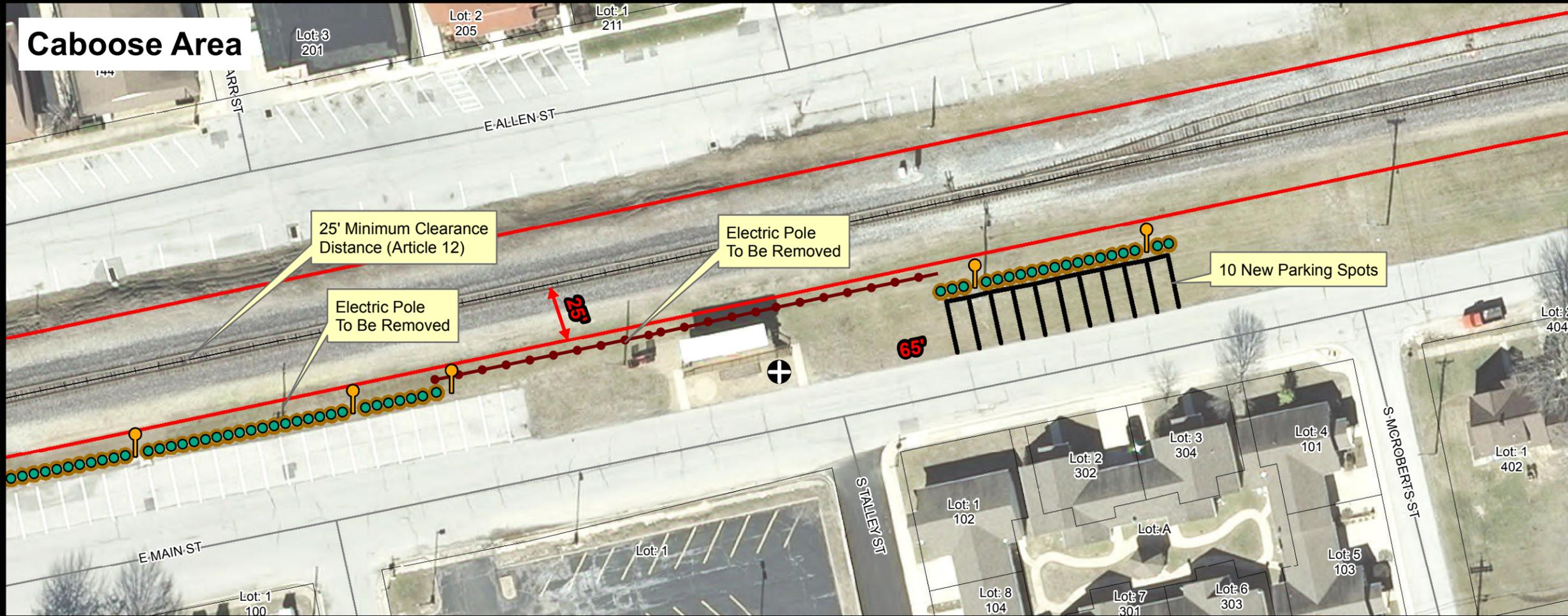
Ameren Missouri Letter and Map

Main Street Parking Area



See Caboose Area Detail Map Below

Caboose Area



Historical Caboose Area Landscape And Enhancement Plan (Phase 1)

- NOTE:**
- 1.) NEW CONCRETE PAD WITH FLAGPOLE ON SIDE OF NEW PARKING TO BE COORDINATED WITH HISTORICAL SOCIETY.
 - 2.) BOTH TREE VARIETIES ARE PROVIDED AS A RECOMMENDATION. ALTERNATE TREE SPECIES LAYOUT AND OR DESIGN IS OPTIONAL. THE TWO VARIETIES ARE INTENDED TO BE MIXED IN TO CREATE VISUAL APPEAL, AND ARE SUBJECT TO CHANGE AS MY BE RECOMMENDED BY NORFOLK SOUTHERN. A 20 FOOT SEPERATION IS RECOMMENDED.
 - 3.) SHRUB/TREE BASE AREA TO BE MULCHED AND MAINTAINED BY THE CITY OF WENTZVILLE.
 - 4.) WATERING OF ALL NEW PLANT MATERIAL WILL BE FOR 2 YEARS BY CITY OF WENTZVILLE.
 - 5.) SHRUB TREES TO BE LOCATED @ THE BACK OF EXISTING STORM INLETS AND WILL MAINTAIN THIS DISTANCE THROUGHOUT PARKING SPACE SIGNAGE.
 - 6.) EXISTING OVERHEAD POWER PROPOSED TO BE BURIED IN SAME ALIGNMENT.



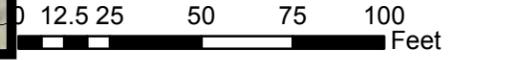
THIS MAP IS NOT INTENDED FOR CONVEYANCES OR OTHER AREA CALCULATIONS SUBJECT TO CHANGE AT THE DIRECTION OF THE PLANNING COMMISSION/CITY OF WENTZVILLE. INFORMATION CONTAINED HEREIN IS BASED ON THE BEST AVAILABLE SOURCES AT TIME OF PRODUCTION. THE REPRODUCTION OR DISTRIBUTION OF ANY PART OF THIS DOCUMENT IS PROHIBITED WITHOUT WRITTEN CONSENT FROM THE CITY OF WENTZVILLE. THE CITY OF WENTZVILLE DOES NOT MAKE ANY WARRANTIES TO ITS REPRESENTATION OR ACCURACY. REVISION DATE: NOVEMBER, 2013
 CONTACT: JASON ROBERTSON, GIS COORDINATOR
 CITY OF WENTZVILLE
 PLANNING DEPARTMENT
 200 FOURTH STREET
 WENTZVILLE, MISSOURI 63385

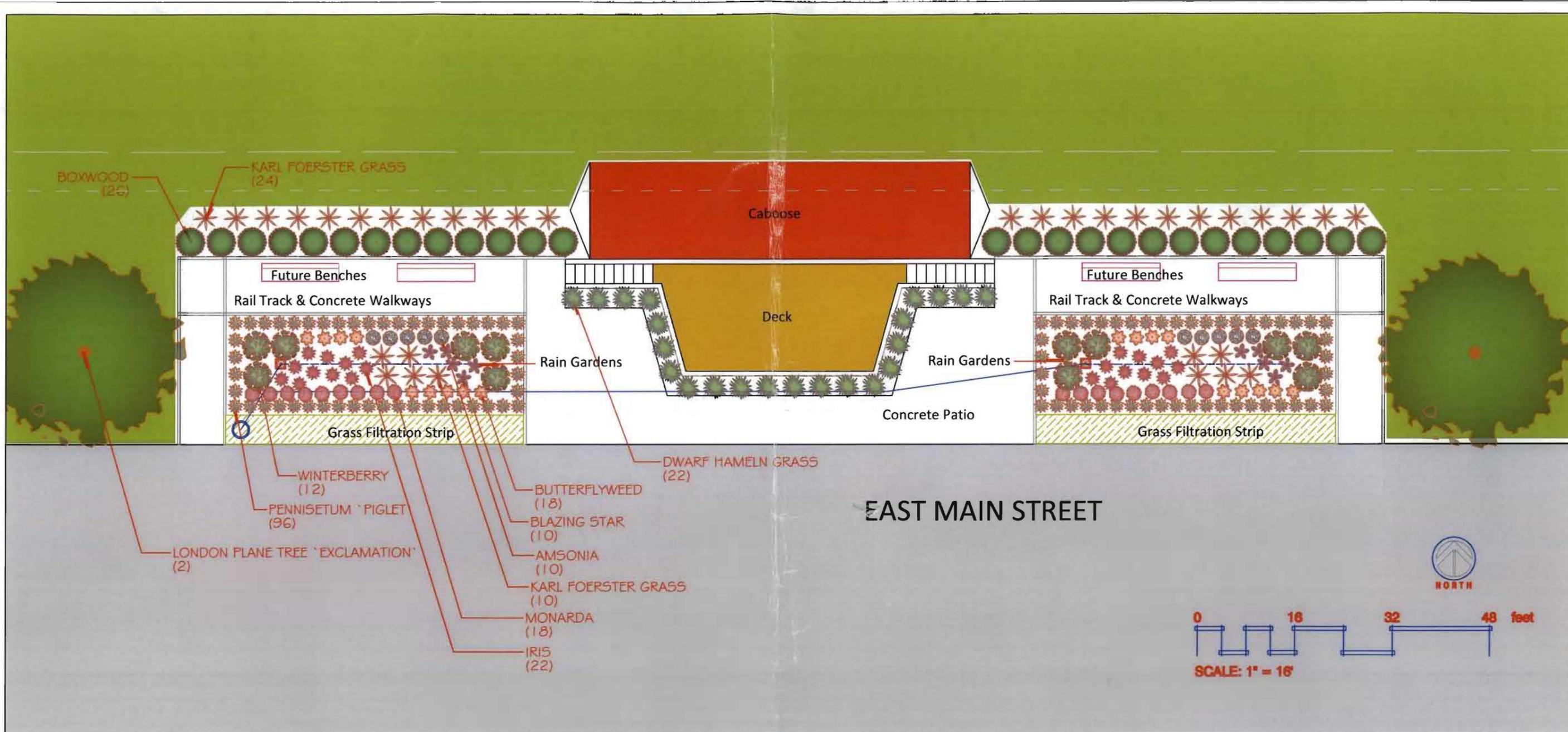
Legend

- Ornamental Light
- Concrete Patio and Flagpole
- Shrub Line 5 Gallon Container Burning Bush
- Decorative Fence 4'
- Mulch Area
- New Parking
- Minimum Clearance Line 25' From Track Centerline
- Railroad Center Line



1 inch = 50 feet





LANDSCAPE CONCEPT FOR THE WENTZVILLE CABOOSE PARK
 East Main Street - Wentzville, Missouri 63385

SLM Consulting, LLC
 Landscape Architectural Services
www.slmconsult.com 636-357-1890



February 9, 2016

City of Wentzville
200 East Fourth Street
Wentzville, MO 63385

Attention: Mr. Dan Lang

Re: Relocation of Electric Facilities along Pearce Blvd between Meyer Rd and Luetkenhaus Blvd in Wentzville, MO

A budgetary cost estimate for relocation of Ameren Missouri's existing facilities along Pearce Blvd between Meyer Rd and Luetkenhaus Blvd in Wentzville, MO is \$1,600,000. The existing overhead three-phase circuit along Pearce Blvd would be relocated to along Koenig Street. The customers along Pearce Blvd and Allen St would be supplied by underground facilities and pad-mount transformers. This estimate includes the installation of underground primary and secondary cables, pad-mount transformers, pad-mount switchgear, poles, pole-mount transformers, overhead wire, and overhead services. In addition, it includes the removal of existing facilities (poles, transformers, wire, & services). The attached drawing provides a rough conceptual plan for the relocation.

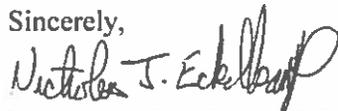
Below are additional requirements for this project.

- City to obtain necessary easements and permits for the relocated overhead and underground circuits (including pad-mounted equipment and guy/anchor easements).
- City would be responsible for all surveying needed for the project.
- City would obtain and install the conduit system (includes conduits, vaults, pads, and pedestals) to Ameren Missouri specifications. City to be responsible for associated surface restoration.
- New overhead circuits would need to have trees and brush cleared from ground to sky by the City.
- City/customers would be responsible for any meter base modifications, relocations, and/or replacements.

- Other utilities (communication and fiber) would need to be contacted for the relocation of its facilities.
- This estimate does not include the cost for street lighting or re-connections to existing private lighting customers.
- For commercial (as classified by Ameren Missouri) underground services, the customer would install & own the conduit and cables from the meter base to the pad-mount transformer, pedestal, or pole.
- For residential (as classified by Ameren Missouri) underground services, the customer would install & own the conduit from the meter base to the pad-mount transformer, pedestal, or pole. Ameren would install the service cables.

We would like meet with you to discuss this project in more detail.

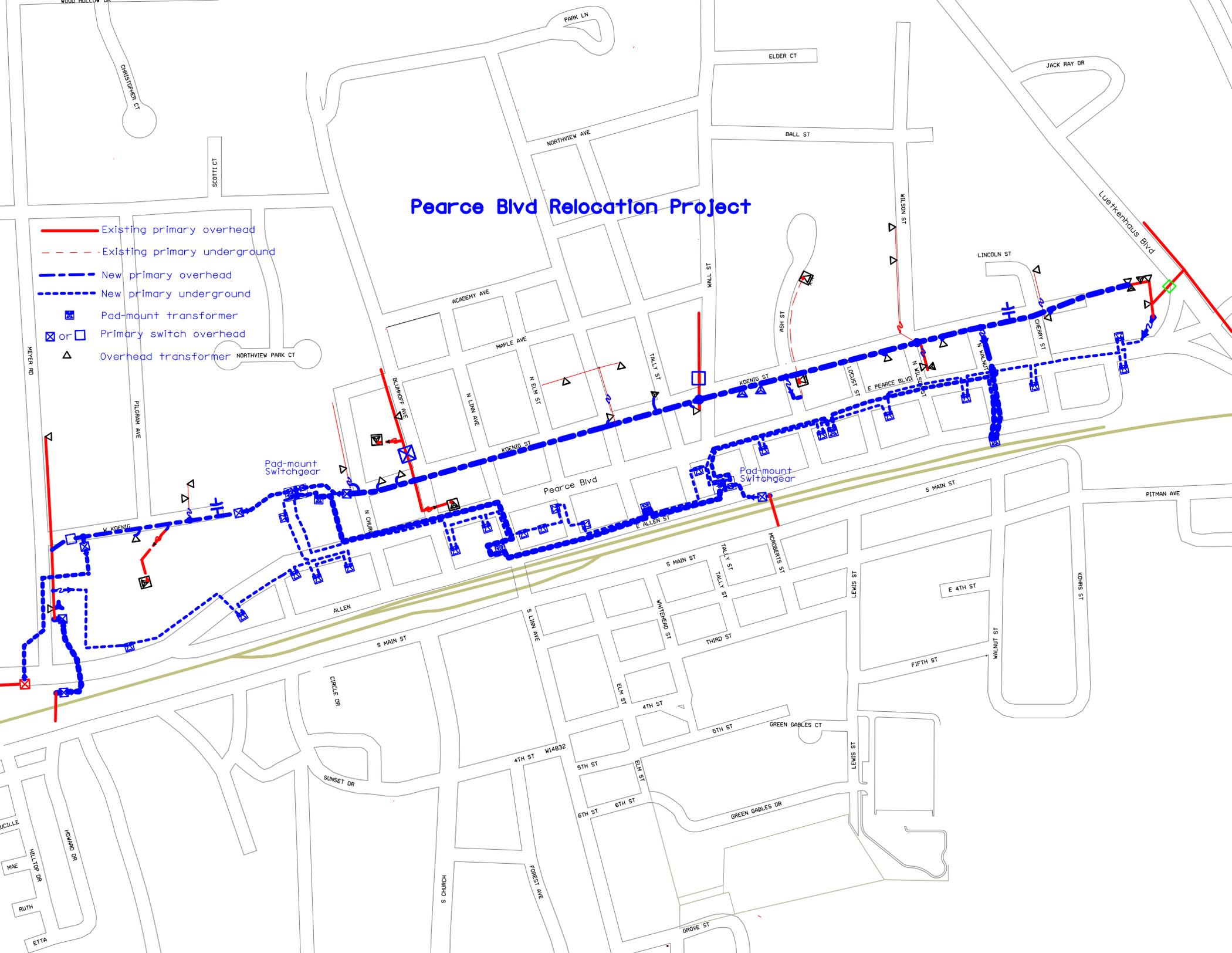
Sincerely,



Nicholas J. Eckelkamp, P.E.

Pearce Blvd Relocation Project

- Existing primary overhead
- Existing primary underground
- New primary overhead
- New primary underground
- Pad-mount transformer
- Primary switch overhead
- Overhead transformer



Appendix E

**Pictures of New Developments within the
Downtown Area**



BUILDING FOR SALE
SUZANNE MATYIKO
314-496-8224
BERKSHIRE HATHAWAY

GONWA
LAW GROUP LLC
980-7035

Gypsy Moon
BOUTIQUE

Gypsy Moon
BOUTIQUE
OPEN

RENT

UA2-A76

THE
VILLAGE
CENTER

Wentzville
Missouri - USA
The Crossroads Of The Nation





CHURCH ST.
WAGNER ST.

WELCOME TO THE VILLAGE CENTER

SPEED LIMIT 20

THE VILLAGE CENTER
Wentzville
The Crossroads Of The Show

Nation's First Vietnam War Memorial

OLD WENTZVILLE
1907

PICNIC AND LAWN FETE!
SAT. JUNE 22, 1907.

WENTZVILLE LIBRARY ASSOCIATION,
AT THE PUBLIC SCHOOL GROUNDS.
The proceeds to be used for the benefit of a Public Library for WENTZVILLE and VICINITY.

HON. H. O. AVERY OF TROY
WILL DELIVER THE OPENING ADDRESS
ON "CITIZENSHIP" AT ONE O'CLOCK P. M.
After which the following Program will be carried out with the prizes named below.

PROGRAMME,

1. Croquet (Boys and Girls)	1st-Prize Check for \$1.00 and one year's Subscription to the Wentzville Union.
2. Sack Race (Boys)	1st. Tin dinner pail. 2nd. Ink Well.
3. Quail's (Men)	1st. prize \$1.75 in. Claret 2nd. \$1.00 order on Kiammister.
4. Three Legged Race (Boys)	1st prize A mixed Ham.
5. Needle Race (Elderly women)	2nd. Teeth Extracted free.
6. Jumping Contest (Men)	1st. Buggy Whip. 2nd. Horse Shoe.
7. Fat man's Race (50 yds.) (weight of 500 lbs. or more)	1st. prize 20 lbs. H. P. Flour. 2nd. prize Lap Echin.
8. Don Quixote Race (Boys)	Hair Cut and Shave (each).
9. Naildriving Contest (Girls)	1st. prize \$2.00 order for dental work 2nd. Box of Candy
10. Shoe Lacing Contest (Boys)	1st. prize 75 ct. order on Lea. 2nd. Bottle of Hair Tonic.
11. Egg Race (Girls)	1st. Glass Pitcher. 2nd. Berry Bowl.
12. Pie eating Contest (Boys)	1st. 1/2 of Honey. 2nd. Egg of Peasants
13. Ball throwing (Girls)	1st. Bottle of Perfume. 2nd. pair of Gloves
14. Relay Race (Boys)	Two knives and two Pocket Books.
15. Walking Contest (Girls)	1st. two Vases. 2nd. Powder puff Box.
16. 100 Yard Dash (Men)	1st. \$3.00 Tornado. 1st. Policy for 3 years 2nd. 100 Strawberry Plants.
17. Potatoe Race (Girls)	1st 50 cents. 2nd 2 yds. hair Ribbon
18. Tug of War (Boys)	25 cents worth of Bananas.
19. Tennis Tournament (Boys and Girls)	Check for \$1.00 and order for \$1.00 Hat
20. Bean guessing Contest (Every-body)	1st pair of full blooded White Leghorns. 2nd Horse Shoe.
21. Corn guessing contest (Every-body)	1st a Pig. 2nd Horse Shoe.

Good Supper will be served at
6 O'CLOCK.

Music will be furnished during the evening by the
WENTZVILLE BAND.

Come one, come all, Come young and small;
Come little and big, and guess for the Pig.

The Committee.

CROSSROADS ARTS COUNCIL



HAPKIDO-USA
HEADQUARTERS

636.327.KICK (6428)

600
HAPKIDO-USA, INC.
HEADQUARTERS

HAPKIDO-USA.COM

HAPKIDO-USA
www.hapkido.com





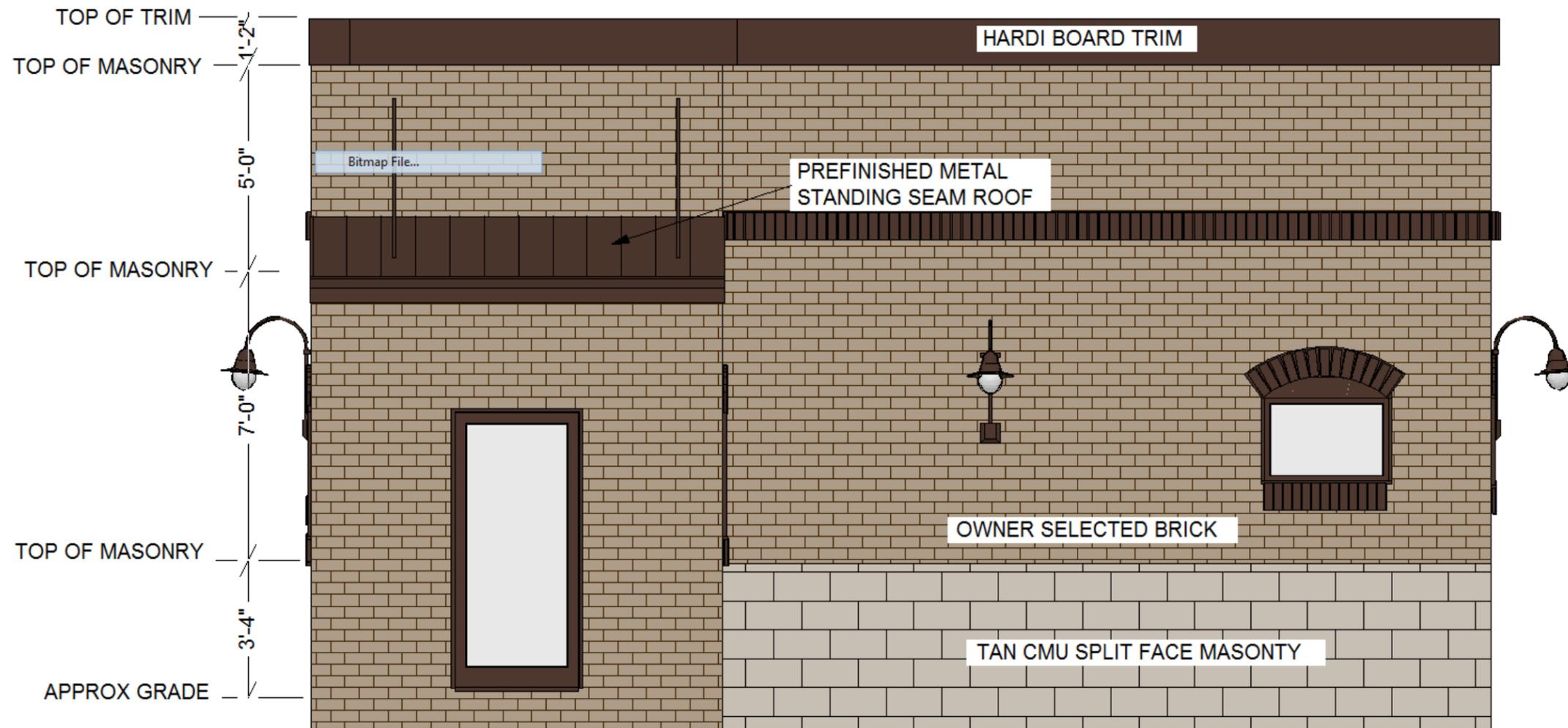
CREAMERY
AND
ICE COMPANY
EST. 1914

100

FRIENDSHIP
BREWING COMPANY
WENTZVILLE, MO
CRAFT BEER & BOTTLED BEER

Benefits Dietro
New Accounting Applications
Small Revenue & Interest
To bene@fbctiro.com

100



RECEIVED
 AUGUST 26 2015
 15-82-PZ



Dr Amy Fridley

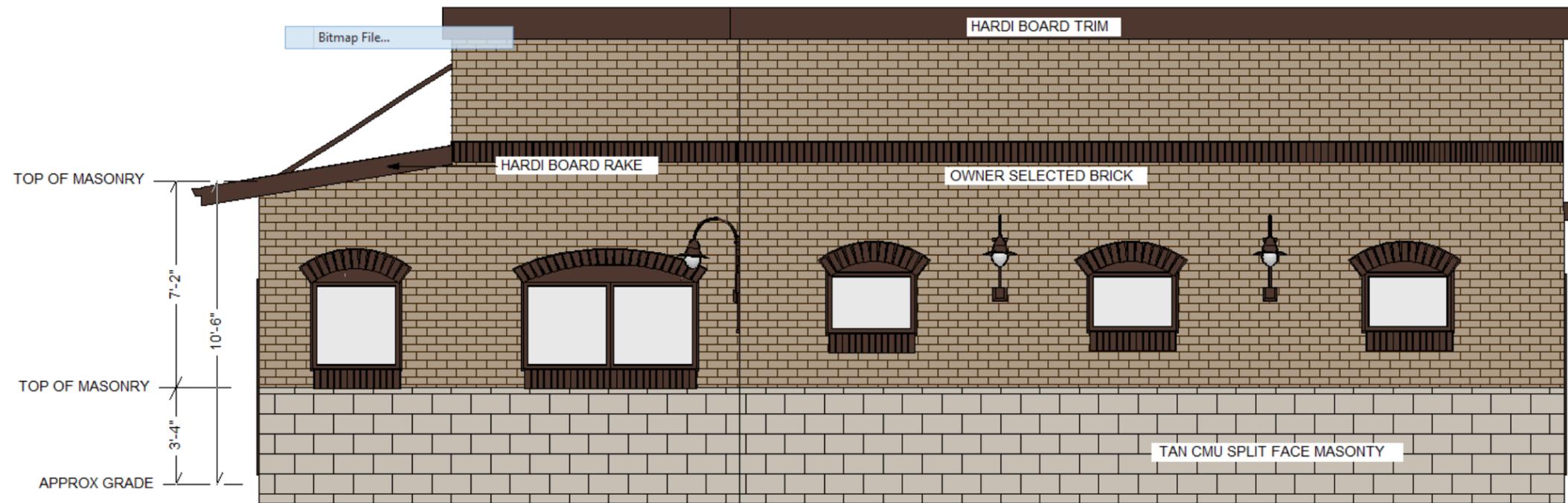
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Dr Amy Fridley

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PAGE
2



drift
LIVE LIFE



BAR LOUNGE
EST. 1915



105

LAND FAIR
CORP

GT
VALUITY





ASH ST.
E. ALLEN ST.



Appendix F

Village Center Zoning District Map

Appendix G

Roadway Improvements

Roadway Improvements accessing MoDOT facilities:

A primary general theme of the provided Plan of Action for this review of the Downtown Revitalization Study (DRS) was to meet with MoDOT staff and seek their input and requirements to pursue the anticipated/forecasted roadway improvements that impact or provide access to MoDOT roadway system.

Due to the time invested in reaching conclusions in this part of the DRS review, City staff early in this process coordinated a meeting with MoDOT Area Engineer Tom Evers and a member of MoDOT Traffic Management staff to discuss the DRS Roadway Improvements depicted within the Plan dated May 2009. On Wednesday, December 10, 2014 staff met with MoDOT to discuss the planned improvements found within the DRS Expansion Plan. (*The roadway improvements and traffic study information are within Part Five Village Center Expansion Plan*) of the DRS.

Staff has provided the expansion plan from Part Five with this summary document and has included letter designations on the plan for the below areas of interest. Roadway Improvements that are supported by the DRS "Village Center Expansion Plan" that affect or provide access to and/from MoDOT roadway are located in eight areas. These areas are briefly described below in no ranking or priority order:

(A): **Southbound Highway 61 Exit Ramp:**

- a. This roadway improvement would provide a direct access into the Village Center for motorists traveling southbound on Highway 61. This improvement will require MoDOT review of updated traffic data and review of ramp spacing associated with MoDOT criteria.

(B): **Highway 61 On-Ramp to Northbound Highway 61:**

- b. This roadway improvement plans to provide a direct access to northbound Highway 61 for motorists in the Village Center from East Pearce Blvd. This improvement will also require MoDOT review of updated traffic data and MoDOT criteria compliance.

(C): **One-Way Outer Road Slip-Ramp:**

- c. This roadway improvement plans the opportunity for motorists to merge onto westbound Interstate 70. This roadway is a part of the overall Interstate 70 Tier One Environmental Study document. This travel movement/access as planned may conflict with MoDOT permitting and needs additional traffic study analysis, and may not be feasible due to existing and forecasted conditions.

(D): **Roundabout Improvement at Church Street/Highway Z**

- d. The roadway improvement in this area of the plan is a future programmed project to be constructed by MoDOT 2015/2016. It is important to note that the Expansions Plan specific location of these improvements and beautification shown on the planning document will not be implemented as shown. Wentzville has the opportunity to improve the appearance of this frontage as a capital improvement that may be desired by the Committee/City in the future as a project to be funded at a later time.

(E): **Northern Outer Road West Pearce Connection**

- e. In MoDOT's long-term Interstate 70 Improvement Study, Interstate 70 will be realigned to improve safety and travel issues at the "S" curve and RR crossing. At that time, MoDOT plans and the provided expansion plan offer the opportunity for the

northern outer road (Mar-Le Drive extension) to continue to the west making a connection to West Pearce Blvd., utilizing the existing RR crossing, where Interstate 70 is as traveled. There is no timetable established by MoDOT at this time for these improvements.

(F): **One-Way Pairs on Pearce Blvd./Allen Street**

- f. One-way travel was briefly discussed with MoDOT staff. Future traffic analysis was supported to evaluate these improvements operation and functionality.

(G): **One-Way Outer Road Slip Ramp**

- g. The Expansion Plan provides the option and opportunity to offer access off of this one-way service roadway into the Village Center area. This improvement will require updated traffic analysis and level of service review and approval by MoDOT.

(H): **Access Improvement/Roundabout**

- h. Access improvement and beautification is planned via a roundabout in this area as a gateway into the Village Center area that is upon MoDOT roadway network. This improvement is anticipated to be included in the operational analysis of the future traffic study, as required by MoDOT.

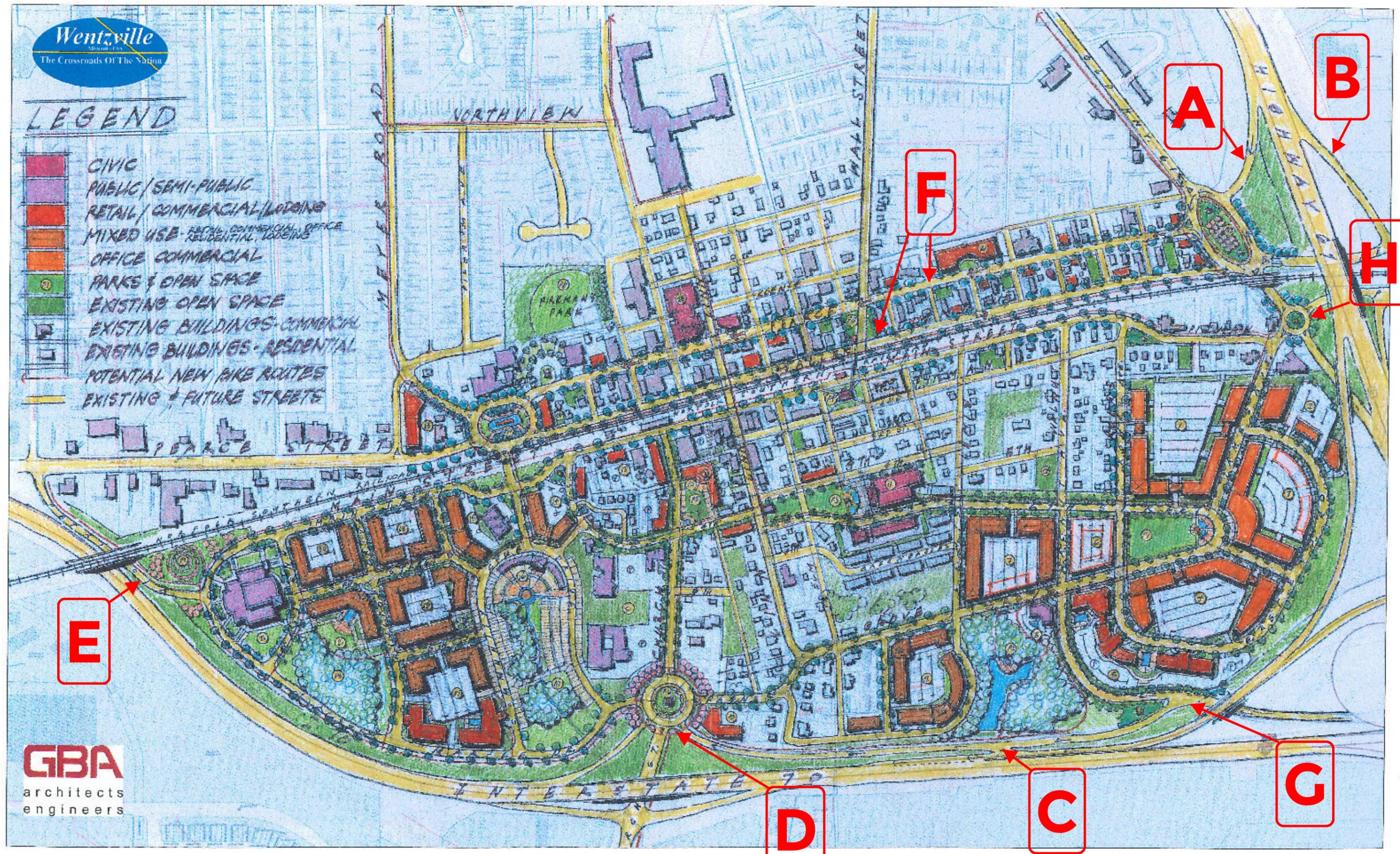
All or most of the above-mentioned improvements will require further review by MoDOT via the submittal of a traffic analysis. Ultimately, implementation of any of the above improvements will need more analysis and MoDOT concurrence as to feasibility.

This analysis will be done by a qualified professional traffic analysis firm and will analyze level of service (LOS); spacing and separation distances to meet MoDOT criteria and recommendations, and operational issues for all of the labeled areas of the Expansion Plan.

In addition, City staff will acquire cost estimates as a part of the traffic firm scope of services for the above-referenced improvements for the City's consideration of these Capital Improvement for the City's on-going discussions and prioritization through the DRS review process in evaluating Downtown Improvements.

LEGEND

- CIVIC
- PUBLIC / SEMI-PUBLIC
- RETAIL / COMMERCIAL / LOADING
- MIXED USE RETAIL, COMMERCIAL, OFFICE, RESIDENTIAL, LOADING
- OFFICE COMMERCIAL
- PARKS & OPEN SPACE
- EXISTING OPEN SPACE
- EXISTING BUILDINGS - COMMERCIAL
- EXISTING BUILDINGS - RESIDENTIAL
- POTENTIAL NEW BIKE ROUTES
- EXISTING & FUTURE STREETS



Appendix H

Summary of the March 19, 2015 Public Hearing

Notification Map for Public Hearing

Economic Development

Question 1 - Which type of land uses would you prefer to see in downtown (i.e. office, retail, service commercial, industrial, parks/open space, residential, mixed-use)?

- Mixed-use was strongly supported
- A parks/open space to congregate with community events
- Some light manufacturing might be acceptable
- St. Charles New Town type land use
- Commercial

Question 2 - Which type of land uses would you prefer not to see in downtown (i.e. office, retail, service commercial, industrial, parks/open space, residential, mixed-use)?

- No industrial
- No heavy manufacturing
- No warehousing

Question 3 - What specific businesses would you like to see in the downtown area?

- Sandwich shop
- Businesses open past 5:00 p.m.
- Magazine/book store
- Vending kiosks (i.e. hotdogs, hamburgers)
- History museum
- Breakfast restaurant
- Restaurants/cafes mentioned numerous times
- Farmer's market
- Variety shops near caboose
- Bowling alley
- Skating rink
- Bank
- Beauty shop
- Artisan area
- Clock shop
- Quilt/craft stores
- Ice cream parlor
- Confectionary
- Coffee shop
- Entertainment venue

Question 4 - What specific businesses would you not like to see in the downtown area?

- More bars
- Car dealers
- Small professional offices
- Vehicle intensive businesses
- Churches
- Any unsightly businesses

Question 5 - Do you favor some type of incentive program for the downtown area? if so, how do you see the program being structured?

- All participants favored some type of incentive program
- Personal property tax reduction
- Real estate tax reduction
- Exterior façade improvement program
- Loan with 0% interest rate
- Matching grant
- Revolving loan program
- Waive licensing fees
- Grant program requiring a commitment to stay in business for at least five years
- No money to be used for operational expenses

Question 6 - What do you see as the appropriate role the city should play in downtown redevelopment?

- Economic development assistance
- Infrastructure improvement
- Develop a downtown theme (i.e. design guidelines)
- Reasonable building codes for older buildings
- Code enforcement to improve appearance
- Acquire properties for parking/open space
- Marketing
- Surveillance of area

Streetscape Amenities

Question 1 – What type of streetscape amenities are of the MOST interest to you?

- Bury the utilities
- Decorative street lights – well lit streets – not street light type by Olde Town Pub
- Legible and decorative street signs
- New curbs, gutters and sidewalks
- More Holiday decorations – “last year was pathetic”
- Make it look like Church Street – heard this at least 30 times
- Banners on street lights
- Hanging baskets on street lights
- Tasteful public art
- Nice street trees

Question 2 – What type of streetscape amenities are of the LEAST interest to you?

- No more benches – business owner doesn’t want teenagers to congregate
- Don’t put trees in planters or in areas where they will ruin sidewalks
- Contemporary public art
- Building murals
- Faded banners

Question 3 – What additional streetscape amenities would you like to see in the design?

- Incorporated above

Question 4 – How important is walking and bicycling in this corridor? If important to you, how should this be addressed?

- People want the area to be more bike/ped friendly.
- They want new 6 foot sidewalks.
- Keep bikes off of the sidewalk.
- Add shared bike lanes where possible

Question 5 – What is the particular look or feel that you would like for downtown?

- 100% wanted a traditional small-town Main Street feel
- Like Maplewood

Question 6 – Are you satisfied with the streetscape amenities on Church Street?

- 100% said yes

Other Comments

- Leave Pearce alone
- Fix the pavement around downtown
- Mud on sidewalk at Century Link lot
- Landscape at Century Link Lot
- Holiday decorations were a disgrace last year, “tree was a joke”
- 3-way stop sign configuration at train track is dangerous
- Why do the gates close when no train is coming?
- Put parking on Allen first
- Allow advertising on benches
- Where will Andoro put their trucks?
- Wedge lot by Legion Hall should be a pocket park

Transportation

Question 1: What are your thoughts about using a one-way traffic pattern rather than the existing two way system?

- Slight majority of attendees were in support of one-way streets
- Residents adjacent to area of one-way streets were strongly opposed
- Many were opposed to use of roundabouts in any traffic pattern
- Preferred option seemed to be angle parking concerns with parallel parking
- Hate parallel parking
- Concerns over vehicular speed on Pearce

Question 2: Whether or not a one-way system is developed, what are your thoughts about using one-way alternating cross streets?

- No real opposition to one-way cross streets
- More room for parking
- Better visibility and access
- Consistency for all streets or pattern of alternating would help in education of drivers
- Would be a must if Pearce and Allen were one way
- Need to be well signed

Question 3: What are some of your concerns about having one-way traffic flow?

- Lack of visibility for businesses on Pearce/reduced exposure
- Reduced ADT for businesses on Pearce
- Could panic drivers if they miss there stop or turn
- Higher speed of vehicles
- Ability to effectively use new parking
- Ability for trucks or tractor trailers to navigate roundabouts and other amenities
- Lack of access for business deliveries with improved streetscape – Thieman’s Carpet, Andoro and Sons etc.
- Learning curve for drivers
- Confusing for visitors causing them to bypass downtown for the Parkway
- Limit growth of new business interest
- Access to the Post Office
- Emergency Vehicles and impact to School District and buses

Question 4: How could these concerns be addressed?

- Many expressed an interest for way finding signs calling out each business and their location
- Closely monitor where amenities are installed
- Work with adjacent businesses to understand use and needs

Question 5: What would be the main benefits to having a one way traffic flow?

- Smoother traffic flow
- Improved pedestrian access
- Growth and development along both corridors now two front doors
- Improve visibility and exposure of Allen Street Businesses
- Increase parking with angle parking
- Aesthetic improvement look like Church Street
- More new business interest
- Encourage economic diversity
-

Question 6: What do you see as other transportation alternatives to the proposed designs?

- Remove the four way stop at Meyer Road and install a signal to improve traffic flow
- Complete work on Main Street as well as Pittman intersection to help divert traffic and encourage growth along that corridor

Other Comments



CONCEPTUAL ROUNDABOUT
(PROPERTY IMPACTS WILL
BE DETERMINED DURING
DESIGN PHASE)

CONCEPTUAL ROUNDABOUT
(PROPERTY IMPACTS WILL
BE DETERMINED DURING
DESIGN PHASE)

UTILITY NOTES

MODOT UNDERGROUND FACILITIES ARE THE ONE CALL SYSTEM CALL 1-800-340-4100 FOR LOCATES

UNDERGROUND FACILITY STRUCTURES AND UTILITIES HAVE BEEN PLOTTED FROM AVAILABLE SURVEYS AND RECORD INFORMATION AND, THEREFORE, THEIR LOCATIONS MUST BE CONSIDERED APPROXIMATE ONLY. VERIFICATION OF LOCATION OF ALL UNDERGROUND STRUCTURES AND FACILITIES EITHER SHOWN OR NOT SHOWN ON THESE PLANS, SHALL BE THE RESPONSIBILITY OF THE CONTRACTOR.



CITY OF WENTZVILLE
PUBLIC WORKS DEPARTMENT
200 E. FOURTH STREET
WENTZVILLE, MISSOURI 63385
PH. 636-639-2049
FAX. 636-639-2057

DESIGNED BY:
DRAWN BY: CJS
CHECKED BY:
APPROVED BY:

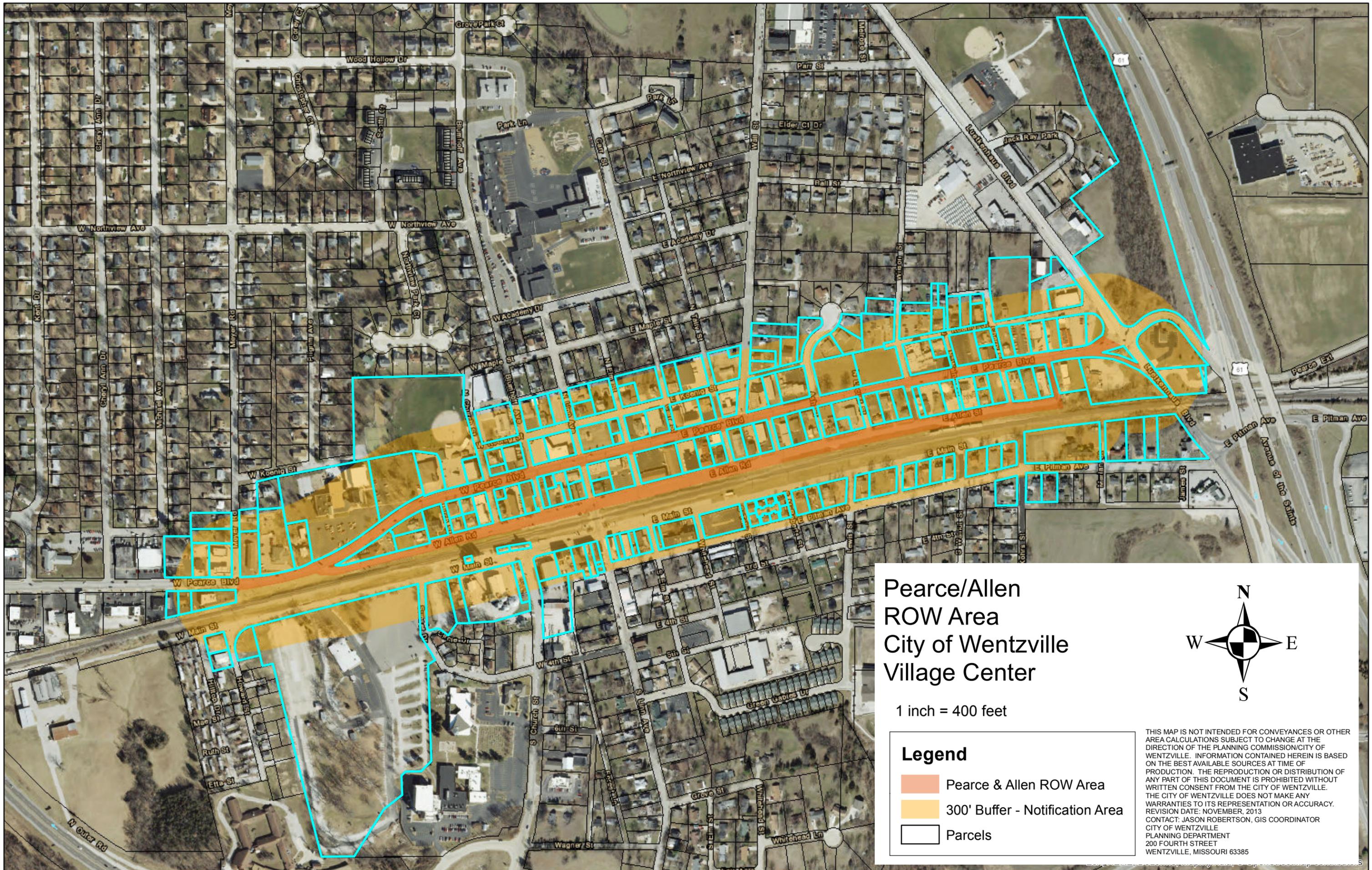
SCALE: N.T.S.
DATE: 02/06/15
PROJECT NO.:

PROPOSED IMPROVEMENTS TO
PEARCE BOULEVARD

OPTION A - ONE WAY TRAFFIC

SHEET NUMBER
1
TOTAL SHEETS
3

NO.	DATE	BY	REVISION

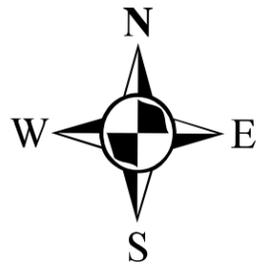


Pearce/Allen
ROW Area
City of Wentzville
Village Center

1 inch = 400 feet

Legend

- Pearce & Allen ROW Area
- 300' Buffer - Notification Area
- Parcels



THIS MAP IS NOT INTENDED FOR CONVEYANCES OR OTHER AREA CALCULATIONS SUBJECT TO CHANGE AT THE DIRECTION OF THE PLANNING COMMISSION/CITY OF WENTZVILLE. INFORMATION CONTAINED HEREIN IS BASED ON THE BEST AVAILABLE SOURCES AT TIME OF PRODUCTION. THE REPRODUCTION OR DISTRIBUTION OF ANY PART OF THIS DOCUMENT IS PROHIBITED WITHOUT WRITTEN CONSENT FROM THE CITY OF WENTZVILLE. THE CITY OF WENTZVILLE DOES NOT MAKE ANY WARRANTIES TO ITS REPRESENTATION OR ACCURACY. REVISION DATE: NOVEMBER, 2013
CONTACT: JASON ROBERTSON, GIS COORDINATOR
CITY OF WENTZVILLE
PLANNING DEPARTMENT
200 FOURTH STREET
WENTZVILLE, MISSOURI 63385

Appendix I

Downtown Revitalization Preliminary Plan Phase One



Road Board Application

PROJECT INFORMATION

Name:

Limits:

Project Length (miles)

Traffic Volume: ADT

Year:

CONTACT INFORMATION

Sponsoring Agency:

Contact Person Name:

Title:

Telephone Number:

E-mail Address:

FEDERAL FUNCTIONAL CLASSIFICATION: Please check one of the following.

Principal Arterial

Minor Arterial

Major Collector

Minor Collector

Local

Unclassified

PROJECT TYPE: Please check one of the following.

Traffic Flow

Safety

Condition

New Road (10 pts)

Study (10 pts)

Other

Traffic Flow: Select a priority condition that is based on the level of service.

High Priority Condition (10 pts)

Peak hour Level of Service E or F and project includes features to improve traffic flow and reduce travel time delay.

Medium Priority Condition (5 pts)

Peak hour Level of Service D and project includes features to improve traffic flow and reduce travel time delay.

Lower Priority Condition (0 pts)

Peak hour Level of Service A, B or C and project includes features to improve traffic flow and reduce travel time delay.

Safety: Select a priority condition that is based on the crash rate.

High Priority Condition (10 pts)

Crash rate per million vehicle miles is 6.0 or higher and project addresses specific safety issues(s) related to the crashes or addresses fatal/serious injury crash(es).

Medium Priority Condition (5 pts)

Crash rate per million vehicle miles is 3.0 to 5.9 and project addresses specific safety issues(s) related to crashes.

Lower Priority Condition (0 pts)

Accident rate per million vehicle miles is less than 3.0 and project addresses specific safety issue(s).

Total Number of Crashes Over Last 3 Years

Number of Crashes by type: Fatal Serious Injury Property Damage Only

Condition

Please complete the following sections using either the pavement condition index from inventory completed by Transmap or the bridge sufficiency rating calculated by MoDOT.

Pavement Condition (Arterials Only): Select a priority condition that is based on the Pavement Condition Index.

High Priority Condition (10 pts)

Pavement Condition Index 20-56 on scale of 100 or equivalent and project will improve deficient condition.

Medium Priority Condition (5 pts)

Pavement Condition Index 57-75 on scale of 100 or equivalent and project will improve deficient condition.

Lower Priority Condition (0 pts)

Pavement Condition Index greater than 75 on scale of 100 or equivalent and project will improve deficient condition.

Pavement Condition Index

Bridge: Select a priority condition that is based on the Bridge Sufficiency Rating.

High Priority Condition (10 pts)

Bridge sufficiency rating less than 40 on scale of 100 and project will improve deficient condition.

Medium Priority Condition (5 pts)

Bridge sufficiency rating 40-79.9 on scale of 100 and project will improve deficient condition.

Lower Priority Condition (0 pts)

Bridge sufficiency rating greater than 80 on scale of 100 and project will improve deficient condition.

Bridge Sufficiency Rating

OTHER INFORMATION

Anticipated Useful Life of the Proposed Improvements (years)

Estimated Date of Completion

PROJECT DESCRIPTION:

FUNDING FOR IMPROVEMENTS

	County	City	Other	Total
Design				
Right-of-Way				
Utility Relocations				
Construction				
TOTAL				
PERCENT (%)				

FINANCIAL PLAN

Design	2017	2018	2019	Total
Sponsor				
County				
Federal				
Other				
Utility Relocations	2017	2018	2019	Total
Sponsor				
County				
Federal				
Other				
Right-of-Way	2017	2018	2019	Total
Sponsor				
County				
Federal				
Other				
Construction	2017	2018	2019	Total
Sponsor				
County				
Federal				
Other				

Please make sure the following documents are submitted.

- | | | |
|---|---|--|
| <input type="checkbox"/> Signed Application | <input type="checkbox"/> Conceptual Plans | <input type="checkbox"/> Support Documentation |
| <input type="checkbox"/> Location Map | <input type="checkbox"/> Cost Estimate | <input type="checkbox"/> Schedule |

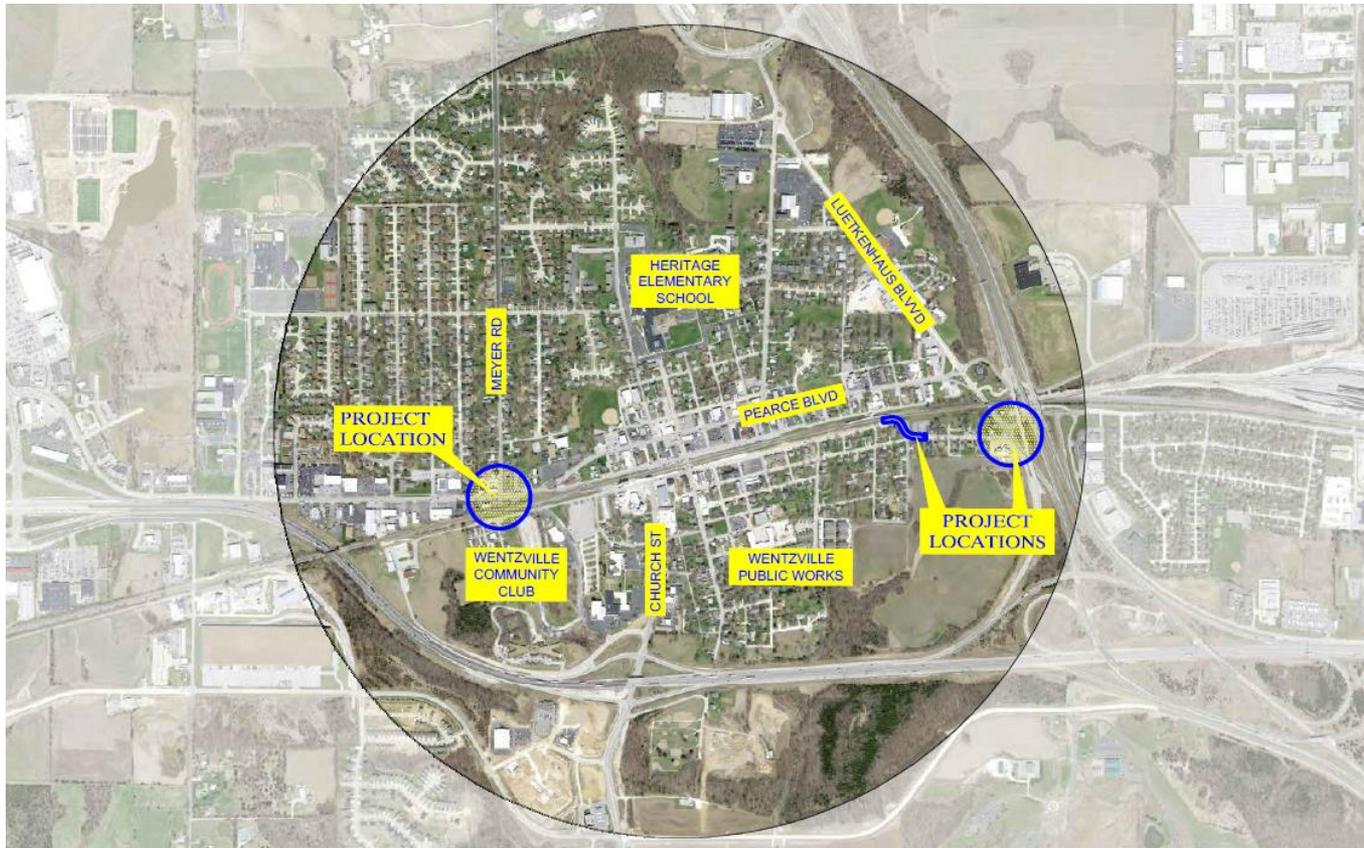
A minimum of 10 points is required for the project to be considered.

Signature

Date

Downtown Revitalization
Preliminary Design Phase I

Location & Background



- **Project Length – Pearce - 1.5 Miles**
- **2015 ADT – Pearce - 10,277**
- **PCI – N/A**

2008 – 2009 Downtown Revitalization Study

Study Identified Deterrents to Downtown Visitors Such As:

- Aesthetics
- Marketing
- Limited Opportunities
- Accessibility
 - Narrow Streets
 - Congestion Along Pearce (PM Peak)
 - Difficult Ingress and Egress
 - Limited Railroad Crossings

Conceptual Downtown Transportation Network



Figure 3
Future Transportation Network

Legend

- Planned Improvements
- Proposed Roadway
- - - Planned Highway by MoDOT

Downtown Revitalization Study
Wentzville, Missouri



Not to Scale

Locations of Concentration

- Intersection of Pearce Blvd. and Meyer Road
- The Intersection of Pittman Ave. and Luetkenhaus Blvd.
- The Extension of Main St.
- A Second At-Grade Crossing of the Norfolk Southern Railroad Tracks

City of Wentzville



Existing Conditions

Project Objectives & Outcomes

- Continue the Vision of a Revitalized Downtown
- Confirm Feasibility of Study Findings
- Improve Environment for Economic Development and Sustainability
- Better Utilization of Existing Access Points and Groundwork for Future Enhancements
- Opportunity for Outside Funding Options

Pearce Blvd/Meyer Road



- PM Service Level E – Westbound Pearce F
- 2016 Roundabout Analysis Shows Travel Reduction of 3.5 Min

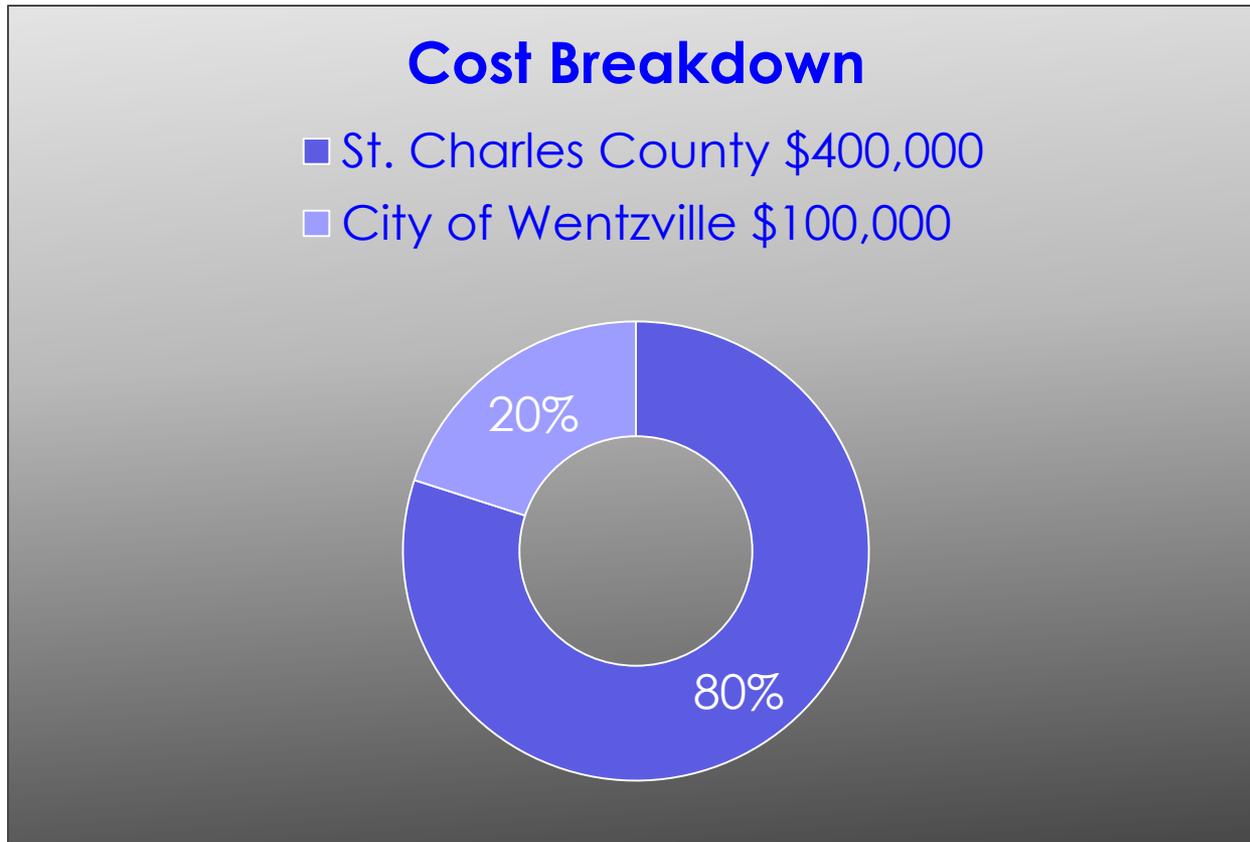
Downtown Progress

- Completed Improvements
 - Hwy Z Roundabout (MoDOT)
 - Church Street Reconstruction*
 - Main Street Waterline
 - Linn Ave Waterline
 - Railroad and Caboose Aesthetics 2016
- Upcoming Improvements
 - Main Street Reconstruction 2016
 - Linn Ave Reconstruction 2017*

*Federal Funding Participation



Cost Participation Breakdown



Appendix J

Wentzville Economic Development Strategic Plan (EDSP)

Resolution No. 15-740, a Resolution Adopting the Wentzville Economic Development Strategic Plan (EDSP) for the City of Wentzville, Missouri

WHEREAS, in April 2006 the City adopted an amendment to the City's Comprehensive Plan which included a new chapter entitled "Economic Development Plan", and

WHEREAS, in December 2013 the City included Chapter 8 Economic Development in its adopted Comprehensive Plan; and

WHEREAS, the Economic Development Committee established a goal of creating a specific Economic Development Strategic Plan (EDSP); and

WHEREAS, the City of Wentzville Board of Aldermen designated economic development as one of its top priorities for 2015; and

WHEREAS, having an Economic Development Strategic Plan (EDSP) provides a focused approach to attract and retain business interests in the community; and

WHEREAS, the Wentzville Economic Development Council, Inc. (WEDC) voted on July 16, 2015 to recommend to the City's Board of Aldermen adoption of the draft Plan with various minor amendments;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF ALDERMEN OF THE CITY OF WENTZVILLE, MISSOURI, as follows:

Section 1: The Board of Aldermen of the City of Wentzville, Missouri, approves the Economic Development Strategic Plan (EDSP) in the form attached hereto as Exhibit A.

Section 2: All maps, descriptive matters and other material, along with the noted changes as directed by the WEDC, are to be a part of the Economic Development Strategic Plan (EDSP).

Section 3: The Economic Development Strategic Plan (EDSP) shall serve as a policy guide for future economic activities.

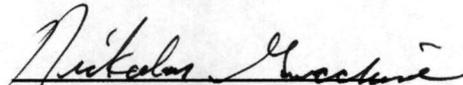
Section 4: The Economic Development Strategic Plan (EDSP) shall be placed on the City's website at www.wentzvillemo.org.

Section 5: This Resolution shall be in full force and effect from and after its passage and approval.

15-740

Resolution No. (ID # 0068)

APPROVED BY THE BOARD OF ALDERMEN THIS 10 DAY OF September, 2015


Mayor, Nickolas Guccione

Attest:


City Clerk, Vitula Skillman

Approved as to Form:


Attorney



Implementation Strategy

Throughout this *Strategic Economic Development Plan* there have been suggestions and direction provided. This direction has been formulated into a number of goals and action steps which reflects a true program for economic development success unique to the City of Wentzville. Following are a number of goals and corresponding action steps to move economic development forward.

SHORT-RANGE GOALS (1-2 YEARS)

GOAL 1: ESTABLISH A BUSINESS RETENTION AND EXPANSION PROGRAM

Action Steps to Achieve Goal 1

- a. Recognize a "Business of the Month" as a meaningful way to promote exposure and marketability of local business interests.
- b. Create and distribute a Business Survey Directory yearly.
- c. Evaluate the development of an incentive program to assist local business growth.
- d. Develop an on-line business newsletter to be sent quarterly to businesses licensed in the City of Wentzville.
- e. Work closely with the Western St. Charles County Chamber of Commerce to enhance the existing business community.
- f. Maintain membership in the Business Retention and Expansion International organization to expand resource opportunities for businesses.

GOAL 2: PROMOTE DOWNTOWN WENTZVILLE AS A KEY ECONOMIC DEVELOPMENT RESOURCE

Action Steps to Achieve Goal 2

- a. Pursue designation as a Certified Local Government (CLG).
- b. Work on attracting targeted businesses to downtown as identified at the March 2015 Public Meeting/Open House/Charette.
- c. Support efforts, by an eligible 501(c)(3) tax-exempt organization, to participate in the Missouri Main Street Program.
- d. Encourage implementation of the Downtown Strategies for Growth identified in this EDSP. (Page 17)
- e. Utilize the adopted Downtown Revitalization Study (Page 14) as a guide for downtown improvement.

GOAL 3: ACTIVELY SEEK AND PROMOTE BOTH NEW AND EXPANDING BUSINESS DEVELOPMENT OPPORTUNITIES

Action Steps to Achieve Goal 3

- a. Announce new and expanding business development through the issuance of Press Releases and other media formats.

Business Survey

The City of Wentzville has over 600 licensed businesses. (Appendix A) In order to gain more information on these businesses, their operation, and business interests, a Business Survey was mailed to each business. The results of that Business Survey have been used as a base of information to assist in development of this *Economic Development Strategic Plan*. The input of the local business community is important in this targeted approach to help achieve economic development success. The City is grateful for the cooperation provided by the existing business community in assisting us to focus our economic development efforts.

Targeted Areas for Development

The City of Wentzville has approximately 70 parcels of potential commercial and industrial ground within the City's growth area which are being actively marketed. These parcels are of varying sizes and located throughout the City and in all quadrants of the community. (Appendix B, D) There are also a number of buildings and tenant space available for new growth opportunities. These buildings are identified in Appendix C and on the City's website at www.wentzvillemo.org.

That being said, there are three primary areas of targeted economic development activity. These primary areas are as follows:

- Downtown
- Highway A Corridor
- Wentzville Parkway

Each of these principal targeted areas are described on the following pages.

Downtown

Downtown Revitalization Study

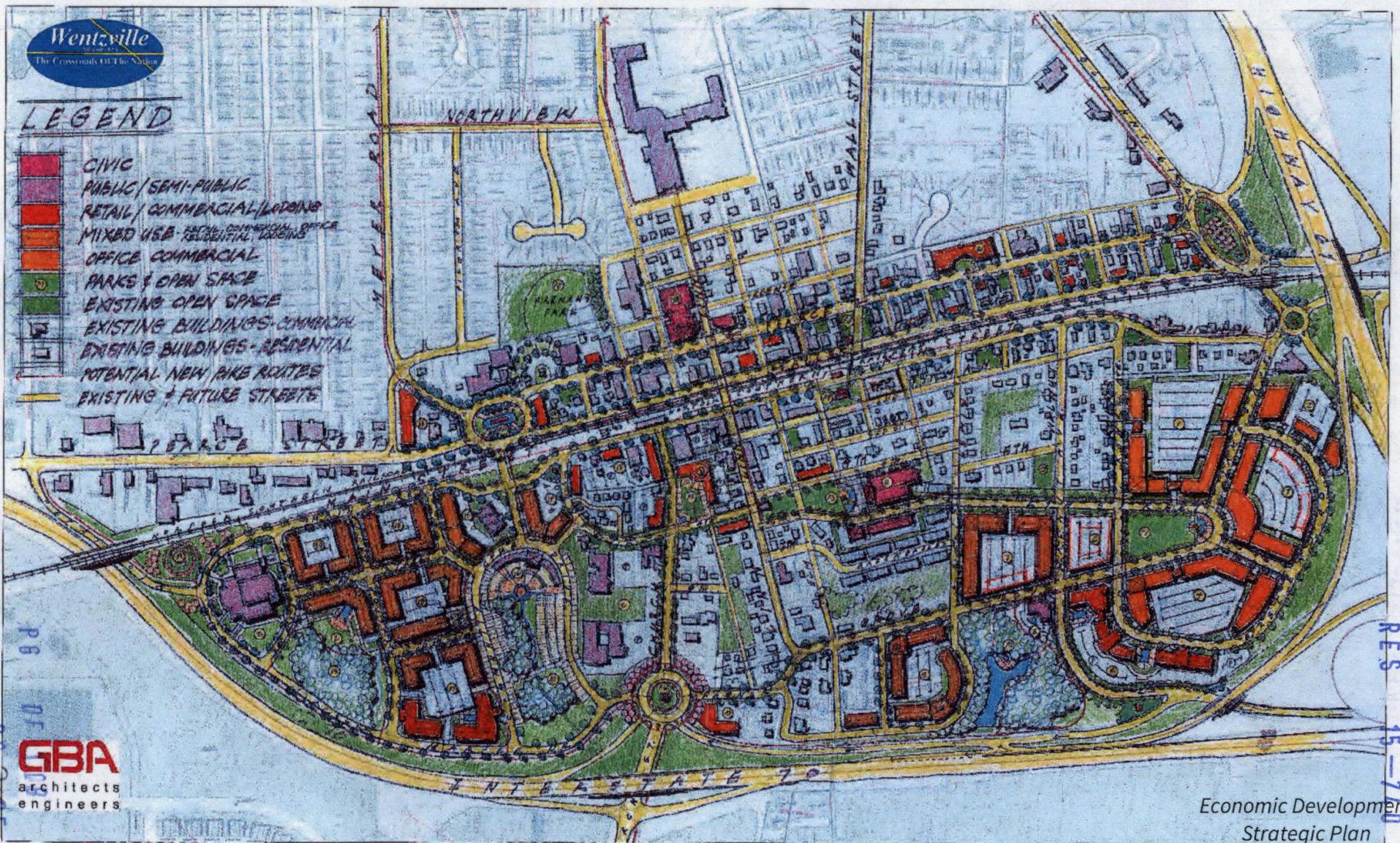
A *Downtown Revitalization Study* was completed in May 2009. The Study was undertaken by George Butler Associates, Inc. in conjunction with Development Strategies and at the direction of the City of Wentzville. The Study was multi-faceted in its approach and scope, and included a variety of stakeholder participation tools including workshops, and an attitudinal survey and design charettes. A plan of future improvements was also developed (Map 1).

The outgrowth of the *Downtown Revitalization Study* resulted in a variety of activities including completion of the Church Street streetscape improvements, the "branding" of the Village Center, beautification of the railroad right-of-way and most recently some direction as to a one-way traffic pattern for portions of Pearce Boulevard and Allen Street.



LEGEND

- CIVIC
- PUBLIC / SEMI-PUBLIC
- RETAIL / COMMERCIAL / LOBBING
- MIXED USE - OFFICE, COMMERCIAL, OFFICE
- OFFICE COMMERCIAL
- PARKS & OPEN SPACE
- EXISTING OPEN SPACE
- EXISTING BUILDINGS - COMMERCIAL
- EXISTING BUILDINGS - RESIDENTIAL
- POTENTIAL NEW BIKE ROUTES
- EXISTING + FUTURE STREETS



P6
 DF
 P6 290F-108
GBA
 architects
 engineers

RES 15-740

Economic Development
 Strategic Plan
 Map 1

As presented in adopted "Downtown Revitalization Study, November 2008 - May 2009"

City of Wentzville One-Way Traffic Pattern for Pearce Blvd & Allen St



Economic Development
Strategic Plan
Map 2

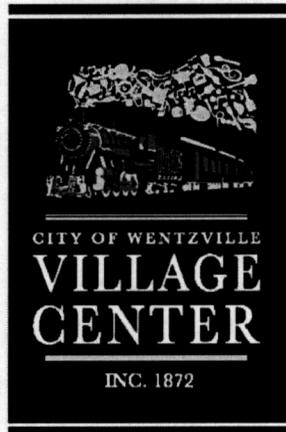
As presented at Public Meeting/Open House/Charette March 2015

1 inch = 300 feet

THIS MAP IS NOT INTENDED FOR CONVEYANCES OR OTHER AREA CALCULATIONS. INFORMATION CONTAINED HEREIN IS BASED ON THE BEST AVAILABLE SOURCES AT TIME OF PRODUCTION. THE REPRODUCTION OR DISTRIBUTION OF ANY PART OF THIS DOCUMENT IS PROHIBITED WITHOUT WRITTEN CONSENT FROM THE CITY OF WENTZVILLE. THE CITY OF WENTZVILLE DOES NOT MAKE ANY WARRANTIES TO ITS REPRESENTATION OR ACCURACY. REVISION DATE: APRIL 2015 CONTACT: JASON ROBERTSON, GIS COORDINATOR CITY OF WENTZVILLE PLANNING DEPARTMENT 200 FOURTH STREET WENTZVILLE, MISSOURI 63385 Date: 08/10/2015



Streetscape Improvements – Church Street



Village Center Logo

The Study will continue to be utilized for a variety of planning, economic development and marketing purposes. The Economic Development Department should use guidance provided by the Study and subsequent meetings to pursue the objectives outlined in that document.

Certified Local Government

One of the programs which may benefit the downtown area of the City of Wentzville is designation as a Certified Local Government. The possibility of establishing this program in the

City was discussed with the Downtown Committee in 2015. Following this discussion, a recommendation was made by the Downtown Committee that the Board of Aldermen consider becoming a Certified Local Government. This Program was discussed at a Board Work Session and Staff was directed to pursue this designation.

Contained herein is information on the program which was provided to the Downtown Committee members and Board of Aldermen. More details on various aspects of the Certified Local Government program is contained in Appendix E.

The Certified Local Government Program available through the State of Missouri has been researched. Following are some of the key aspects of this Program:

- The CLG Program in Missouri is administered by the Missouri Department of Natural Resources (DNR).
- The Program was established as a result of amendments to the National Preservation Act of 1966.
- There are 56 Missouri communities in the CLG Program with the City of O'Fallon being the most recent community achieving certification.
- St. Charles County communities in the Program include Augusta, Cottleville, O'Fallon and St. Charles.
- Requirements for participation in the CLG Program are:
 - 1) Enactment of a historic preservation Ordinance.
 - 2) Establishment of a Preservation Commission.
 - 3) Submission of an application to State of Missouri
 - 4) Conducting an ongoing survey and inventory of historic properties.
- It took the City of O'Fallon approximately one year to accomplish this four-step process and obtain certification.
- Certified Local Governments are reviewed every two years to ascertain that they are still in compliance with the program.
- Having a local Program:
 - 1) Determines what is important to the community in terms of cultural resources.
 - 2) Determines the extent and stringency of the protection through Ordinances and/or design review guidelines.
- The CLG Program is designed to encourage the preservation of buildings, structures and objects.
- Certified Local Governments have two distinct advantages over other communities. These include:
 - 1) The requirement for the State of Missouri to provide technical assistance on preservation topics and issues.
 - 2) A minimum of 10 percent of the Historic Preservation Funds grants must be awarded to CLG's.

- Examples of previous funding priorities have included:
 - 1) The preparation of nominations for local districts and landmarks.
 - 2) Design guideline formulation.
 - 3) Professional staff assistance.
 - 4) Long-range comprehensive preservation planning projects.
 - 5) Outreach and education projects.
- The CLG grants are envisioned to be used as "seed money" to support other historic preservation efforts.
- The grant portion of the Program is typically funded at a 60/40% match with the local CLG being responsible for 40% of the match request.
- Overall funding available in any given year is approximately \$150,000. The approval process of submittal, review and award is approximately twelve months.

Missouri Main Street Program

One of the opportunities for downtown redevelopment and investment is the Missouri Main Street Program. The Main Street Program presently serves 144 communities throughout the State of Missouri. A total of 2,100 communities across the country participate in this program.

The mission of the Main Street Program is to provide communities with the knowledge and tools to economically and physically revitalize their downtowns within the context of historic preservation, using the National Trust Main Street Center's Four-Point Approach. This Main Street Approach-Blueprint for Success includes Organization, Promotion, Design, and Economic Development.

The Missouri Main Street Program generally works with a 501(c)(3) tax exempt nonprofit organization, whereby the organization is exempt from federal income tax. The 501(c)(3) organization would work with the Missouri Main Street Program on the physical, social, civic and economic development needs of downtown. The Program provides a 60/40% matching grant for assistance in establishing a Main Street Organization or Downtown Revitalization.

Such an effort should be supported by the City, but is the principal responsibility of the 501(c)(3) tax-exempt nonprofit organization. The Program is specifically designed to allow downtown business interests to help themselves create a more vibrant downtown economy. The downtown business community is encouraged to consider this approach in its downtown revitalization efforts.

Downtown Strategies for Growth

There are a number of strategies which have been used to produce successful downtown environments. These strategies have been promoted by the International City/County Management Association (ICMA) and were discussed in one of their recent monthly publications.

These strategies are designed to ensure the resilience and vitality of downtown and include the following:

-
- Realize that Image is Everything in Downtown Development
 - Monitor Surrounding Neighborhoods
 - Maintain an Active Daytime Population
 - Secure a Residential Population Base
 - Reach out to Immigrants
 - Cultivate Functional Diversity
 - Leverage Heritage Resources
 - Develop Catalytic Projects
 - Nurture Quality of Place
 - Find Your Champion

A brief description of each of these strategies is contained herein;

Realize that Image is Everything in Downtown Development

Revitalizing a downtown area must either be preceded by, or go hand-in-hand, with improving its image. Without a positive image, private investors will be hesitant to take financial risk in the area. A negative image will cause people to be reluctant to visit or live in the downtown area.

Monitor Surrounding Neighborhoods

A successful downtown recognizes that in order to remain vibrant, the neighborhoods that are in and around the downtown area must be sustained. Efforts should be made to maintain property values, reduce crime and eliminate any blight through a pro-active code enforcement strategy.

Maintain an Active Daytime Population

Maintaining an active daytime population can present a challenge. However, efforts can be made to help increase the daytime population by encouraging office development, holding special daytime events and promoting a diversified business mix. Daytime events might include an art walk, music on Pearce or other similar functions. Due to its large office population, the City of Clayton is an excellent regional example of a community which has an active daytime population.

Secure a Residential Population Base

Having a residential population base can lead to downtown success. Two groups which have an interest in downtown living are baby boomers and millennials. Both of these groups are interested in amenities being close to home. Although each group has differing interests, having a stable

residential housing base can help downtown businesses remain viable. The City of Wentzville should encourage downtown living.

Reach out to Immigrants

Although less of an influence in the City of Wentzville, the opportunity to support an enhanced immigrant population should not be ignored. Supporting an immigrant population in the downtown area would help secure a residential population base. Also, many in the immigrant population have skills in the construction trades which serve a dual benefit of providing a local labor pool and the added potential to improve downtown buildings.

Cultivate Functional Diversity

Providing a mixed-use downtown environment with residential, retail, office, entertainment and civic and cultural amenities can assist in creating and enhancing a vibrant downtown. This mix of uses does provide the greatest stability for a downtown area.

Leverage Heritage Resources

The concept of heritage tourism is to link the history of the community with a visitor experience. The City of Wentzville has a rich history. A promotion and enhancement of this history can draw visitors to the area. Efforts are already underway to focus on this history through beautification efforts around the caboose, development of a heritage logo and placement of historic markers/monuments at various locations. These efforts should continue.

Develop Catalytic Projects

Quite simply, a catalytic project is one which propels downtown from where it is today to where it can be in the future. The Church Street streetscape enhancement project is one example of a catalytic project. This project involved an expenditure of over \$1 million to create an inviting entryway into the community. Catalytic projects can be undertaken and accomplished by either the public or private sector.

Nurture Quality-of-Place

The quality-of-place is reflected in the "look and feel" of the space. In order for people to be attracted to shop, visit or live in the downtown area, it has to be inviting. The City should continue to support and promote public improvement projects. Such examples would include Church Street, beautification of the railroad right-of-way and improved handicapped accessibility. The private sector has to do its part to keep their structures improved and updated, remove clutter, pull weeds, remove old and dilapidated fencing and structures and paint. Each of these efforts, when combined, can nurture the quality-of-place.

Find Your Champion

Every downtown, to be successful, must have at least one champion. This champion is someone who has a passion for downtown and the leadership skills to build a coalition toward a common goal. There are several downtown groups which must work together to create a downtown which is successful and sustainable.

Specific Targeted Downtown Businesses

At a Public Meeting/Open House/Charette held in March 2015, there was a discussion with downtown merchants and residents about specific businesses which they would like to see locate in the downtown area. The following is a listing of those responses:

- Sandwich shop
- Magazine/bookstore
- History museum
- Restaurants/cafes
- Variety shops
- Skating rink
- Beauty shop
- Clock shop
- Ice cream parlor
- Entertainment venue
- Businesses open past 5:00 p.m.
- Vending kiosks
- Breakfast eating place
- Farmers market
- Bowling alley
- Bank
- Artisan area
- Quilt/craft shop
- Coffee shop

Given the variety of businesses suggested, this list provides a good direction to attract specific business interests into the downtown area. One of the challenges is a lack of available space to accommodate new business development. However, having a low vacancy rate in the downtown area is notable. The Economic Development Department should be encouraged to seek business interest based upon the input provided at the March 2015 meeting.