

Wentzville, Missouri

DOWNTOWN REVITALIZATION STUDY

November 2008 — May 2009



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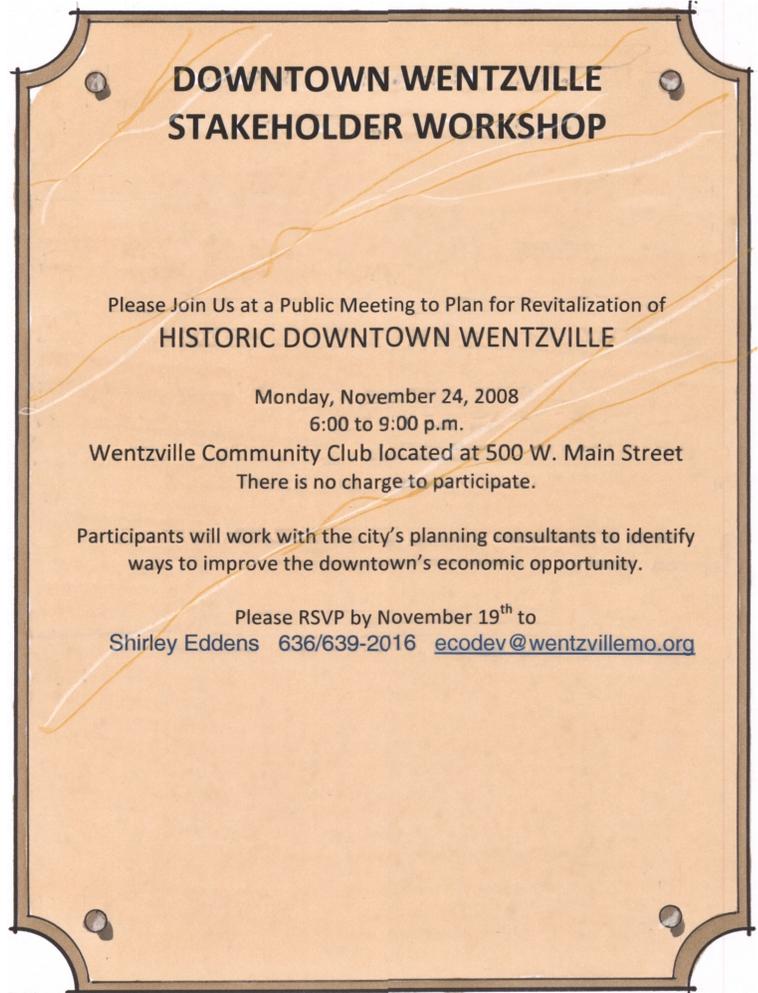
Wentzville, Missouri

PART 1

FIRST DIRECTIONS STAKEHOLDER WORKSHOP

November 24, 2008

The first workshop took place with the goal of attaining initial public input on a vision for the downtown area. Preliminary economic development information and goals and schedule of the study were first presented. The 75 attendees divided into eight discussion groups to identify Strengths, Weaknesses, Opportunities, and Threats. The final report will include the results of such questions as “What brings people to downtown today?” and “How can people be attracted to downtown more often?” Responses were positive, with civic uses, restaurants, community facilities, and business and medical services rating high on why people come downtown today. Civic uses, retail, entertainment, and accessibility ranked high on attracting more people to downtown.



First Directions Report

DOWNTOWN REVITALIZATION PLAN

Wentzville, Missouri

Prepared for
City of Wentzville

December 2008

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1.0 PROJECT OVERVIEW

Cities across America are striving to develop a unique sense of place that sets them apart from other communities. People want to belong to a community where they can live, raise their family, make a good living, easily access services and entertainment, and experience the stages of life with safety, good health, and relaxation. The City of Wentzville has set a goal of creating and implementing a vision for downtown that could incorporate these desires for the city's future.

The 2002 *Downtown Revitalization Phase One Program Summary Report*¹ suggested a need for substantive solutions, such as economic and functionally-based decisions, rather than reliance on cosmetic approaches for downtown improvements. The 2008-09 planning process for Downtown builds on that earlier evaluation by involving the residents and businesses of Wentzville, and particularly those who are direct stakeholders in Downtown Wentzville, in a public process to identify and come to consensus on ways and means to revitalize downtown.

This interim report on "First Directions" attempts to combine initial economic development research conducted by the consulting team with the outcomes of the first Stakeholder Workshop held November 24, 2008. That workshop had some 75 participants representing many perspectives in Wentzville. The participants worked in eight small groups to identify strengths, weaknesses, opportunities, and threats related to the potential for downtown change. This report is not intended to be definitive, nor does it make recommendations. Instead, it is meant to inform the planning process so that creative and implementable solutions emerge from Wentzville, itself.

Still to come are workshops to identify marketable themes or brands for Downtown and to devise physical, or design, alternatives so that Downtown can become more attractive and functional. In the end, a set of strategic actions will become apparent which will be incorporated into an overall Revitalization Plan.

¹ Cunningham, Vogel & Rost, PC, in association with East-West Gateway Coordinating Council. Prepared for the City of Wentzville, Missouri (2002).

2.0 SOCIO-ECONOMIC FORCES AFFECTING GROWTH AND CHANGE IN WENTZVILLE

2.1 Metropolitan Context

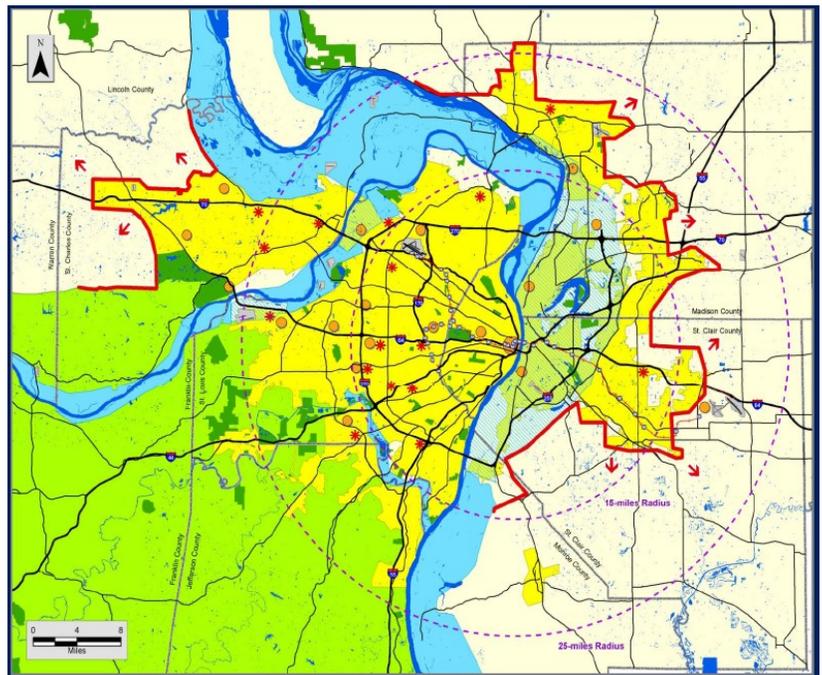
It is wise to place Wentzville in something of an economic context, since it is not a stand-alone community but, instead, is part of a larger whole. Typically, an economic analysis starts at the metropolitan level, then narrows to the county, then zeroes in on the subject community in order to identify forces and opportunities that the community might exploit for growth and development.

In this case, the geographic analysis goes one step further to identify forces and opportunities affecting, and affected by, Downtown Wentzville.

A metropolitan overview of development patterns actually puts Wentzville in something of a catbird seat. This is a map of the core of the metropolitan area with downtown St. Louis in the middle, the Mississippi River more-or-less bisecting the region north to south (with the Illinois River in the upper middle of the map), and the Missouri River coming in from the west. Wentzville is found in the northwest part of the map near the edge of the yellow area.

Those yellow areas highlight where this region has developed in what might be called urban and suburban densities. As growth moved westward, the paths of easiest development from St. Louis County were the I-70 and I-64 (Highway 40) corridors into St. Charles County. As we all know, the front edge growth has recently reached and is going beyond Wentzville. For all intents and purposes, the red arrows pointing west and northwest indicate this continued path of urban and suburban densities in Metro West.

The green areas south of the Missouri River show the beginnings of the Ozark Mountains and related topographical problems. With too many rocks and steep hills, these areas are difficult to develop with suburban densities; so we tend not to see much growth in those directions in Franklin and Jefferson Counties. The green areas of southern St. Charles County, just north of the Missouri River, illustrate dedicated open space, for the most part, including the Busch Wildlife Preserve, where suburban development will not be allowed.



Blue areas are floodplains, also difficult and probably inappropriate to develop at suburban scales.² Indeed, just over 40 percent of St. Charles County is technically flood plain and the scale of flood plains in St. Charles County exceeds that of the well-known “American Bottoms” that comprise the western part of Metro East in Madison and St. Clair Counties, Illinois. The American Bottoms are depicted in a lighter shade of blue because it, and some smaller flood plains, did not flood during the Great Flood of 1993. Those levee systems, designed for urban densities, survived and protected Metro East (though they were effectively decertified in 2007 by the U.S. Army Corps of Engineers and repairs are presently underway).

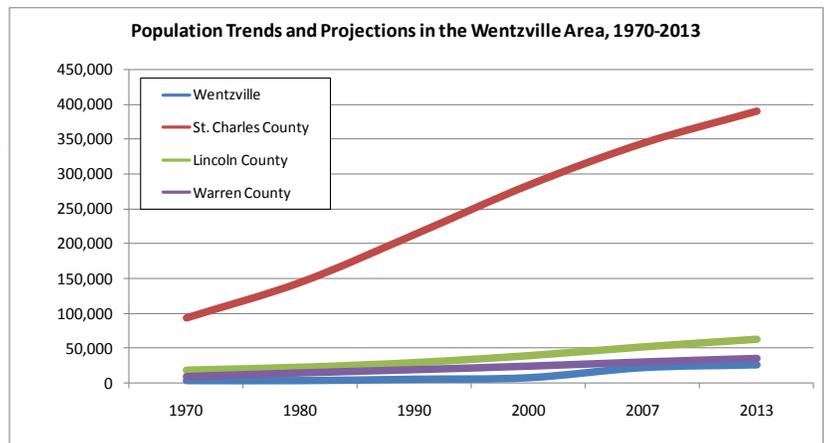
In contrast, the areas east of American Bottoms (cities such as Belleville, Collinsville, and Edwardsville) sit above the flood plain and have an enormous amount of readily developed land to their east, depicted by the red line and arrows pointing eastward. This land is not affected by rocky slopes, deep ravines, or even serious flooding.

As the greater St. Louis region grows, therefore, the map shows that Metro East has a great deal more readily developed land than Metro West, particularly if Downtown St. Louis is considered something of a regional fulcrum. But western St. Charles County, and on into Warren and Lincoln Counties, also show much promise for continuing the growth patterns so prevalent in the many suburban cities of the region.

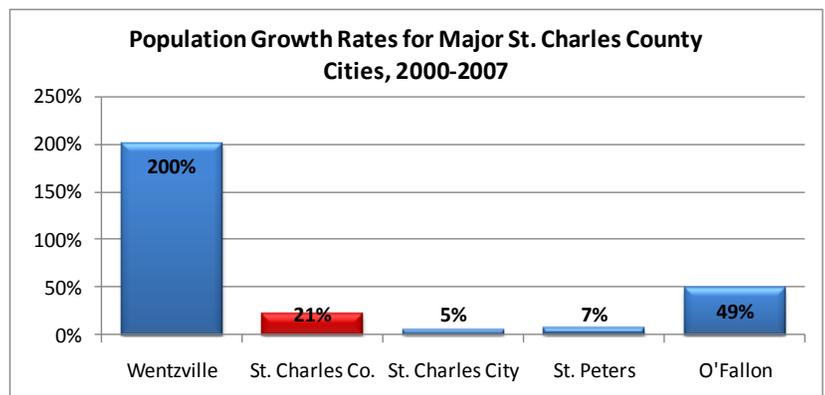
A crucial issue for Downtown Wentzville, if not for all of Wentzville, is how to capture and/or re-direct some of the natural westward expansion of St. Charles County into the downtown area, thus revitalizing downtown using natural growth trends.

2.2 Population Growth

A measure of that growth is shown on this graph, starting in 1970 and looking out to a few years from now. St. Charles County has been among the nation’s leading growth counties for a long time, as the slope of the red line suggests. Based on trends, St. Charles County could have 400,000 residents by 2015, certainly by 2020. The county is just now passing the City of St. Louis in population.



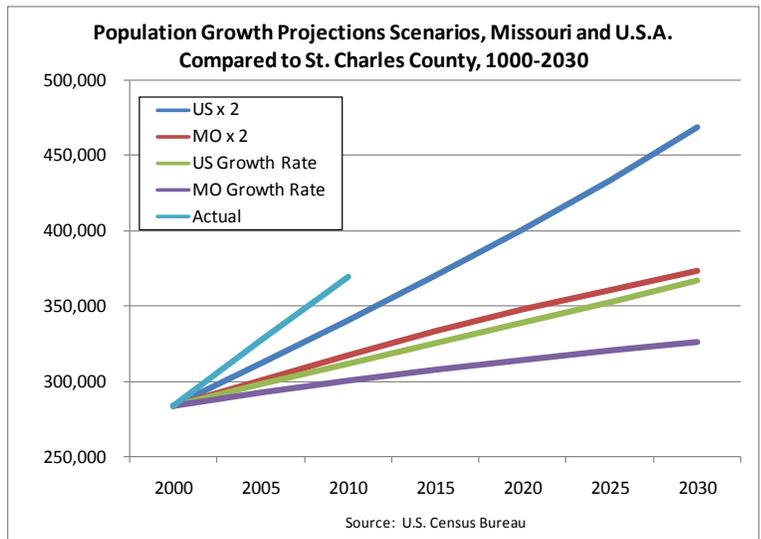
Where is this county growth taking place? In no small way, right in Wentzville. Since the 2000 Census, Wentzville’s rate of population growth has been ten times that of the county as a whole (200% vs. 21%). Wentzville has grown four times as fast as O’Fallon. Three out of ten new residents in the county since 2000 live in Wentzville.



² That said, there are many strong levee systems in the metro area, especially those protecting Metro East, St. Louis, and St. Louis County from the Mississippi and Missouri Rivers. Levees are far less prevalent in St. Charles County which, in many ways, constricts the county’s growth potential. But it also is more environmentally sound.

So far, Lincoln and Warren Counties are relatively small in terms of population. Indeed, Wentzville's population almost approximates Warren County's! There's no reason to believe that the flattening of Wentzville's curve over the next five years is a "given," however. With continued regional growth and with opportunities created in downtown Wentzville, a steeper curve might even be possible.

To get a better picture of the powerful growth forces in St. Charles County, the graph to the right shows alternative scenarios for growth projections for St. Charles County. The U.S. Census Bureau regularly projects the populations of the states and the nation as a whole, typically right after the most recent census count; that was in 2000. They don't do it for counties or cities, however. The actual growth rate between 2000 and 2007 for St. Charles County is shown on the aqua line, or the short line on top of the other four.

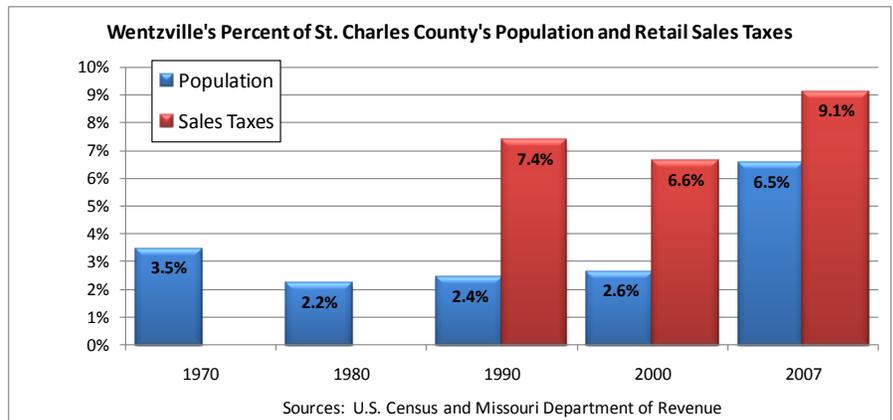


If the projected growth rate of St. Charles County, starting with the 2000 Census, is compared to the anticipated growth rate of Missouri, the population of the county would be along the lower purple line out to 2030. Obviously, St. Charles County has grown a lot faster than that. But Missouri doesn't grow as fast as the nation as a whole, so if the county would grow as fast as the entire U.S., the green line would be the population. Still, that does not approach the actual experience. If the state and national rates are doubled, the red and blue lines emerge. Again, these do not reach the actual experience of St. Charles County.

Wentzville has certainly been a major part of absorbing this rapid growth in the current decade. Again, this suggests a substantial opportunity for downtown Wentzville to reach out and grab some of that growth—perhaps before it moves further west and north.

2.3 Retail Trade Growth

Another measure of growth and success is retail trade. The graph to the right shows Wentzville's share of St. Charles County's population in blue, and its share of the county's retail sales taxes in red. Until 2000, Wentzville was not much of a population growth center, but it was able to establish itself as a relatively significant base of sales taxes, at least as of 1990.



Wentzville captures more than its "fair share" of retail sales taxes because of the incredible concentration of retailers along Wentzville Parkway. This retail expansion clearly shows that Wentzville has positioned itself to serve its own growing population as well as the retailing needs of nearby growing communities. As a result, Wentzville has increased from 2.6% of the county's population in 2000 to 6.5% in 2007, while increasing its share of retail sales taxes from 7.4% of the county to 9.1%.

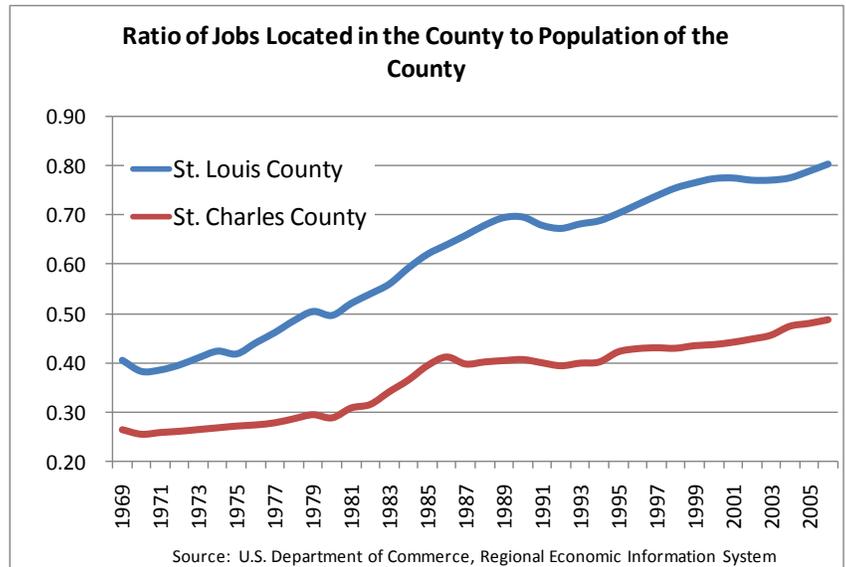
This suggests that Downtown Wentzville could be instrumental in attracting more residents, perhaps in some kind of “new village” setting with the nearby convenience of much of the retail they would ever need, while adding specialty merchants and restaurants in a downtown environment that could also serve as a unique destination for residents from many miles around.

2.4 Job Growth Potential

With population growth comes an increase in the labor force—that is, more people who have jobs or are looking for jobs. Thus, Wentzville has a vastly increased number of workers. The history of suburban development generally follows a pattern that more jobs follows larger labor forces. In short, it should be expected, and planned for, that Wentzville can attract more non-retail economic development because it has a growing and relatively prosperous labor force both within the city and nearby.

The graph to the right compares the ratio of jobs located in St. Louis and St. Charles Counties to the number of residents of each county. The database goes back to 1969 when St. Louis County encompassed about 0.4 jobs for every resident.⁴ By 2006, this ratio had increased substantially to over 0.8 jobs per county resident.

In the U.S. today, the ratio is about 0.5. That is, for every two residents of the U.S., there is one job in the U.S. So St. Louis County has been able to increase its economic development to a point where it contains many more jobs than the residents of the county would be able to hold. This is net economic development growth.



St. Charles County has at last reached about the national average. While there are still many residents of St. Charles County commuting to other counties for jobs (witness the crowded bridges over the Missouri River at rush hour), the proportion of out-commuting has declined over the years because more jobs are available in the county. The experience of St. Louis County, however, suggests that this net economic development could go even further in St. Charles County.

While the number of jobs in Wentzville and its environs is unknown, it is likely to be relatively small relative to population, other than the effect that the General Motors plant has. That plant is an anomaly, of course. It was constructed in the early 1980s because GM needed a great deal of land that was still convenient to its larger number of employees. But the plant preceded residential growth—not the usual pattern—and relies heavily on employees who commute relatively long distances.

The implication for Wentzville is that the downtown area might be partially positioned to attract office and/or industrial types of development in order to provide work space for an increasing labor force. Positioning certain parts of downtown for, say, an office campus or a business park can encourage employers to locate in Wentzville in order to capitalize on the conveniently situated labor force.

⁴ This doesn't necessarily mean that every member of the St. Louis County labor force held a job in the county. Many held, and still hold, jobs in other counties, particularly in the City of St. Louis.

3.0 DOWNTOWN WENTZVILLE’S STRENGTHS, WEAKNESSES, AND OPPORTUNITIES

Many of the facts described in the previous section of this report were presented to a public meeting of downtown stakeholders on November 24, 2008. The 75 participants then broke into eight smaller groups to address several questions about Downtown Wentzville:

- What brings people to downtown today?
- Why don’t people come downtown today?
- How can more people be attracted to downtown more often?

These topics were addressed in groups of eight to ten people, facilitated by members of the consulting team and some members of the Wentzville city staff. After about 40 minutes of discussion and note taking, each group reported out their findings. These findings are summarized here.

3.1 What brings people to downtown today?

The responses to this question fell within six broad categories noted below. In no small way, downtown Wentzville appears to serve the purposes of a vibrant downtown. It is a center of many public services, there are places to eat, shop, and conduct business. It is a place for community events and gathering places. And people live downtown. It also appears that downtown is something of a “relief route” for times of congested traffic elsewhere in the city.

Civic Facilities	Restaurants	Community Facilities & Events	Retail Goods and Services	Business and Medical Services	Miscellaneous
Post office Public works City hall School License Bureau Fire department Parks First Vietnam Memorial Veteran’s Hall	West Allen Grill Pete's Drive In Old Town Pub Papa John’s Goodies Ice Cream Parlor	Flea market Parades Churches Senior Center Wabash Days Festivals Community Club	Auto Services Carpet Tattoo parlors Florist Hair salon Gas stations Antiques Western Auto Barber Shop Dale’s Lock n’ Key Dog groomer Chic Hardware	CPA Chiropractor Dentist Insurance Sign company Grain elevator C&S Heating & Cooling	Congestion on the parkway Meetings Residences

These responses, however, say nothing about the scale of downtown and the diversity or competitiveness of its businesses. A quick observation indicates that all of the above is true, but downtown seems not to be vibrant. Could it be that there are too few businesses? Too few residents? Too little civic activities?

3.2 Why don't people come downtown today?

Leading the complaints are issues of accessibility. Downtown seems hard to get to and hard to get through. This is exacerbated by a perception about parking problems and, importantly, an inability to walk conveniently among multiple venues.

People also don't like the way downtown looks. Words like run-down, tired, unattractive, etc., emerged quite often. Who wants to conduct business in an aesthetically displeasing place when better alternatives conveniently exist?

Aesthetics	Accessibility	Attractions	Advertising
Not visually vibrant Run-down Tired Worn down Not aesthetically pleasing (not pretty) Unattractive MFA Mishmash of styles and building materials Empty lots	Not accessible No thoroughfare Only one railroad crossing Main Street dead ends Streets are narrow, utilities are all over the place Lack of parking Park and drive from shop to shop Traffic congestion on Pearce Not walkable Hard to ingress and egress core (especially with trains)	No draw Lack of attractions Limited number of restaurants Limited entertainment Limited specialty shops Not enough shopping No nightlife/entertainment No focal point Parkway competition	No promotion of downtown Lack of awareness/knowledge No defined gateway

Despite the previous list of reasons to visit downtown, there is consensus that downtown lacks sufficient attractions. And downtown could use a lot more promotion if only to make Wentzville residents more aware of the diversity and opportunities that already exist downtown.

Thus, while downtown exhibits diversity of activities, people think that there simply isn't enough of that diversity, that downtown is difficult to get to, and that it is unattractive. But greater promotion of the downtown might have immediate effects are attracting more patronage if only to make downtown more visible. Longer term actions can then address aesthetics, accessibility, and a greater number of attractions.

3.3 How can more people be attracted to downtown more often?

Consensus on directions for improving downtown’s attractiveness and vitality was the primary goal of the public workshop. Participants did not disappoint. The following table lists a wide range of uses and actions that emerged from the workshop. Among the most important is a broad desire to keep downtown the center of local government. Relocation of city hall and or the downtown fire station should be within the downtown, not elsewhere as happened with the police department.

This desire to at least partly brand downtown as the city’s civic center is complemented by ideas to make downtown also the cultural center of Wentzville. This includes a variety of museums, indoor and outdoor concert venues, a celebration of the city’s railroad history, upgrades to parks and monuments, and the like.

Used as attractions, these civic and cultural uses would help to stimulate more private, commercial development for dining, retailing, and personal services. A challenge, of course, is to juxtapose such uses in a manner that helps to further the desires for improved accessibility and internal movement. Some suggest, for instance, that Pearce and Allen be converted to one-way pairs of streets (i.e., one westbound, the other eastbound). Would this improve traffic flow while also encouraging business development? Such questions need to be addressed.

Civic Uses	Private Uses	Aesthetics, Themes, Promotion	Accessibility	Regulations
Keep City Hall and Fire Station Downtown Farmers market Outdoor theater/concerts Children’s activities, children’s theater Cultural events, art, music Outdoor skating rink Town Square/Plaza area with activities – concerts Take advantage of history (railroad station) Library Museums, aquarium Park with “living history of Wentzville” Improve post office Special events – Street Rod Cruise, Wabash Days Pocket parks Taste of Wentzville Vietnam Memorial: Signs on I-70; landscape the area Community meeting space Renovate the caboose	More variety of food/restaurants Bookstore Business incubator Bank located in the area – Credit Union Outdoor seating cafes Pubs Bowling Alley Boutiques/Specialty shops Galleries Wine garden, wine district, bistro Drive In Theatre College campus extension Financial district Corporate park coming in at I-70 Mid America Raceways Aquarium Overnight stay places Banks 5 & Dime General store Mixed use – full time residents Work/live units Higher density residential	Sustained marketing campaign Create neighborhood identity Roll back time Downtown organization Spend a whole day downtown, meet your neighbors Appeal to young adults, seniors, entrepreneurs Chuck Berry theme Automobile theme; home of GM Commercial south of RR; residential north of RR Broaden the downtown footprint Front door Town Square: benches, fountain, park Places to park your car and spend an afternoon Information center Streetscape improvements Visual continuity Better Lighting Lindenwood University art, sculptures Uniformity Sculptures and fountains Sidewalk seating Landscape around the tracks Shop Wentzville First campaign.	Railroad crossings/pedestrian overpass Identify an anchor Improve pedestrian access Better exits from Flea Market (traffic patterns) More access Change circulation patterns (along tracks) Beautification & enhancements Walk ways parallel to the tracks Railroad crossing Bikes lanes and bike trails Need parking facility Light rail come out to Wentzville Need pedestrian crossings at railroad Underground railroad crossings On street Parking Convert Pearce/Allen one-way pair Improve traffic flow Carriage rides Public trail linking cities and parks	More relaxed regulations (easier rehab) Mixed-use applications Vertical growth Allow ease in older building restoration Public/private investment agreements Loop road system More direct connection from Highway 61 north and south Business – rent lower Strong associations – Downtown, Community Club, Historical, Enhancement Common building facades Common business hours

Private uses that are encouraged by the workshop also include residential opportunities, particularly in higher density configurations of mixed used developments or, say, townhouses and apartments/condominiums. Controlled properly, this would be an appropriate component of a diverse and walkable downtown environment.

Participants also suggested some broad themes for downtown or parts of downtown. Already mentioned are themes related to civic and cultural purposes as well as a celebration of the city's link to railroading. Wentzville also has close ties to the Rock-n-Roll industry for an entertainment theme and to the automobile manufacturing industry for a theme that relates to cars. A combination of these themes might enhance drive-in restaurants, summer concerts and "sock hops," and family activities like bowling and movie theaters.

In any event, the ideas emanating from the workshop appeal to the diversity and mix of uses that is already the pattern downtown. But there must be many more uses and they must be linked so that pedestrians can enjoy walking, shopping, dining, and recreating in a vibrant and clean downtown. A means for reaching these goals through mutual efforts is to organize downtown interests into an advocacy and management association as well as other organizations that can advocate for more narrow interests but all within the context of downtown, such as an arts organization or a history organization.

4.0 First Directions

4.1 Major Opportunities for Downtown Revitalization

There are many things the city of Wentzville can do to create a more vibrant downtown and attract businesses and visitors. Opportunities can be categorized into four segments:

- *Public or Community Infrastructure:*
 - Improve traffic pattern and create direct access from US-61
 - address flea market egress
 - create a more walkable environment
 - Improve lighting, streetscapes, and signage
 - Create pedestrian and bike paths; pedestrian path/tunnel around railroad crossing
 - Add parking
 - Create open spaces, such as parks and plazas, with benches, landscaping, sculptures, and fountains
 - Improve Vietnam Memorial: increase awareness; landscaping
 - Create a government center built around new city hall downtown
- *Shopping, Dining and Recreation:*
 - Expand flea market hours to include Fridays and Saturdays
 - Court specialty retailers (antique, wine, books)
 - New restaurants and cafes with special features, such as outdoor seating, wine or beer garden, local flavors
 - Increase number of public events and activities downtown, such as concerts, theater, carriage rides, and food and art fairs
 - Increase options for recreation and family outings, such as bowling, museums, art galleries, skating, and aquarium
- *Residential:*
 - Build new, higher density residences that target young professionals or empty-nester types.
 - Build new, higher density residences that target older residents that encourage them to stay in Wentzville even when they no longer need their single family homes.
 - Live/work units are typical in more urban settings.
- *Link to existing assets:*
 - Capitalize on growth potential of Lindenwood University
 - Capitalize on proximity to area wineries
 - Local wine shop featuring wines from those wineries
 - Attract tourists to extend their visits and spend time in Wentzville – marketing and advertising along routes
 - Exploit Wentzville’s history; make railroad an attraction
 - Capitalize on natural beauty

4.2 Possible Actions

The workshop and SWOT analysis provide very useful data with which to evaluate the direction of redevelopment in downtown Wentzville. Our initial recommendations enumerate the issues we think are top priorities; many may be addressed concurrently.

TASK 1: Improve road infrastructure: Priorities:

- Flea Market access
 - Local ingress/egress
 - Add parking
 - Access off interstate
 - Signage on interstate, within city and downtown
- Railroad Crossing
- Create bike and pedestrian pathways

TASK 2: Develop identity and marketing plan: Priorities:

- Utilize downtown business association to promote downtown Wentzville
- Highlight transportation/railroad history
- Highlight city history
 - Create attractions to align with identity (GM plant tour, museums, historical landmarks, etc.)
- Improve signage/tourism marketing to attract people from suburbs.
 - Targeted advertising so people know what downtown has to offer.
 - Get suburbanites downtown for events.
- Improve signage/tourism marketing to attract people from Katy Trail and wineries
 - Glossy marketing materials available in tourist areas, hotels, universities.
 - Need to make sure people know downtown Wentzville exists!
- Increase awareness among college students.

TASK 3: Community Infrastructure: Priorities:

- Keep City Hall downtown.
- Improve/add public green spaces, gateways, wayfinders, and lighting.
- Improve landscaping around Vietnam Memorial
- Consider satellite location for a college or university.

TASK 4: Improve Retail, Dining and Entertainment Options: Priorities:

- Open Flea Market on Friday and Saturday.
- Develop plans for additional community events (art fairs, concerts, parades, etc.)
- Explore relationship with area wineries for local wine shop
- Explore opportunities for bowling alley; one that could attract adults, college students as well as families.
- Attract specialty retailers and restaurants (attractive demographics and growth projections).

TASK 5: Build/renovate new residential products: Priorities:

- Higher density apartments and condos.
- Affordable options for students and young professional who may commute to work.
- Empty nesters
- Work/live units

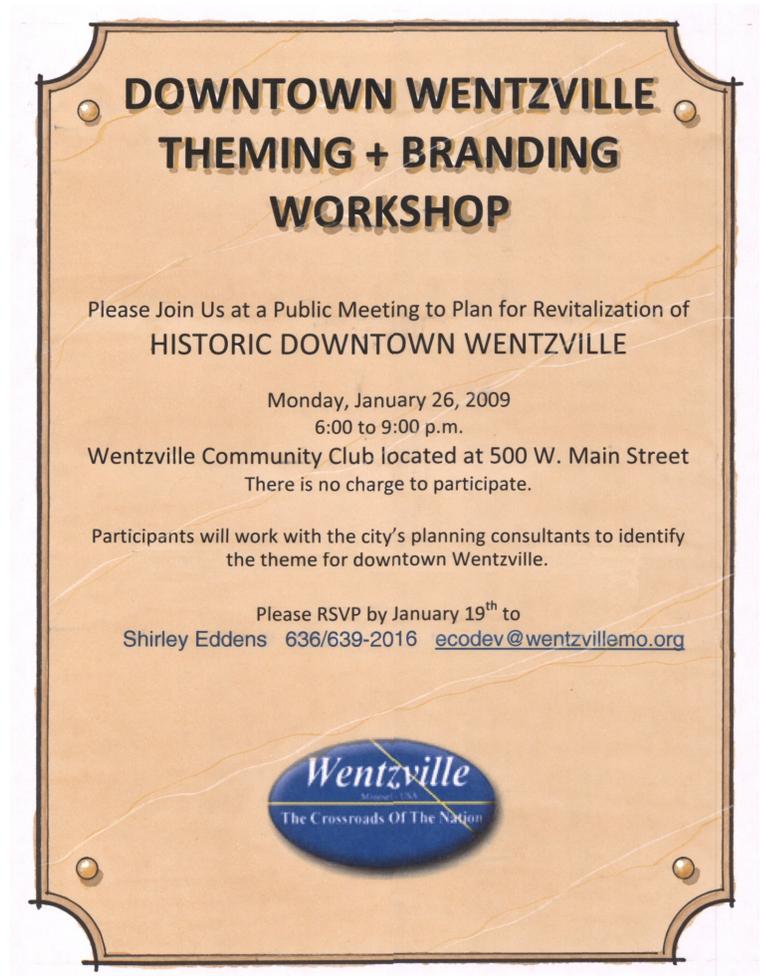
Wentzville, Missouri

PART 2

THEMING AND BRANDING WORKSHOP

January 26, 2009

The second workshop was developed to establish a desired theme or brand for downtown Wentzville. Attendees were asked to come up with their own ideas for a downtown theme or brand and then participants rated all themes to establish preferred results. Tangible and emotional themes that rated high in this workshop were “Railroad Park with Bandstand, Nightlife, Hometown Feeling, Active Commerce, and Keeping Downtown Clean.”



Preliminary Analysis of Prospective Downtown Themes

DOWNTOWN REVITALIZATION PLAN

Wentzville, Missouri

Prepared for
City of Wentzville

February 10, 2009

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2.0 COMMON THEMES AND BRANDS FOR DOWNTOWN WENTZVILLE

- Tangible Themes and Dot Votes
- Emotional Themes and Dot Votes

3.0 DOWNTOWN WENTZVILLE’S STRENGTHS, WEAKNESSES, AND OPPORTUNITIES

- No Single Organizational Model Exists
- Multiple Traffic Generators are within Short Walking Distances
- Great Downtown are Beloved by their Citizenry
- Great Downtown are Able to Overcome Obstacles
- Great Downtown are Walkable and have Pedestrian Scale
- There is broad Public/Private Investment in the Future of Downtown
- Entertainment is the Driving Market Segment
- There is a Prevalence of Strong, Adjacent Residential Neighborhoods that are within Walking Distance
- Downtown Housing is either Prevalent or Underway
- Universities Help, But are not the Sole Answer

APPENDIX

1.0 COMMON THEMES FROM “TOMORROW’S” HEADLINES

At the Theming & Branding Workshop on January 26, 2009, the 26 attendees¹ participated in “The Headline Exercise.” Each participant in the strategic planning process was asked to write down five “headlines” that could be read in local newspapers in ten years to reflect their perceptions of the “new” downtown Wentzville at that time. Participants then passed their headlines to their neighbors around the table who crossed out one headline that he/she liked the least from the list received from someone else. The forms were then passed again and strikes were made until each form had just one headline remaining. The twenty-four “surviving” headlines are reproduced below, followed by a brief analysis. The order of the list is purposefully arbitrary.

Surviving Headlines

1. As You Like it...Yesterday...Today
2. Wentzville Celebrates 160 Years
3. Stop & Relax at One of Wentzville’s Many Small Parks
4. New City Hall Opens in Downtown Wentzville
5. New Walkways in Downtown a Hit
6. What do Good Food, Music & History have in Common? Downtown Village Center
7. Downtown Wentzville Businesses See Record Profits for 5th Consecutive Year
8. Farmers Market Opens
9. Mixed Use is Thriving in Wentzville
10. Come see Wentzville’s New Streetscape
11. New City Hall Anchors Downtown
12. New Residences Open in Downtown Wentzville
13. Wentzville City Government Supports Downtown Business Growth Effort
14. Community Fun Day & Night in Wentzville Village Center
15. Bandstand Gazebo for Concerts, Plays
16. New City Hall
17. Bringing New Customers to Downtown
18. More Shops & Things of Interest
19. Walking is Fun on the New City Sidewalks
20. More Antique Stores for Shopping
21. New Residents Enjoy Reborn Downtown
22. Wentzville Successful Business District is Expanding
23. Historical Society Acquires Green Lantern Building for Museum
24. The New City Hall was Dedicated Yesterday



¹ The meeting also included four members of the consulting team and several members of the City’s staff. One father had his nine year old daughter there, but indicated that they participated as a “team”

The Headlines suggest a great deal about how the community perceives downtown’s future. All of them are optimistic in their outlook. None, for example, mourn the passing of downtown or bemoan a downtown that once was but is no longer. Four of the headlines emphasize a new city hall, suggesting that downtown should continue to be the center of civic business. Some zero in on new capital improvements downtown. Several headlines emphasize community activity while others celebrate revitalized downtown businesses, suggesting that downtown can, and should, accommodate both. Several new or improved land uses are mentioned as well, including residences, mixed-uses, and a museum.

It is clear that the Headlines foresee a mix of land uses and activities downtown, not businesses alone. Importantly, they concur with the typical purpose of most downtowns that they have mixed roles to host civic business, private business, and community events—the latter represented in the Headlines by such ideas as a Farmer’s Market, a place for community concerts, and “community fun days.” Conversely, it is important what these headlines do *not* say, such as that downtown ought to be redeveloped as a single use, such as for businesses only or residences only.

A closer look at these groupings follows. The numbering corresponds to the previous list.

<p><u>Downtown for Civic Business</u></p> <p>4. New City Hall Opens in Downtown Wentzville 11. New City Hall Anchors Downtown 16. New City Hall 24. The New City Hall was Dedicated Yesterday</p>	<p>Four of the headlines all anticipate a new city hall downtown. This reinforces the need for a major civic landmark for downtown and for a place where a great deal of the citizens’ business takes place. City hall can also be an anchor to draw people into the downtown area where they may also walk the attractive sidewalks, buy lunch at a one-of-a-kind outdoor café, and shop in a boutique store.</p>
<p><u>Downtown for Profitable Business</u></p> <p>7. Downtown Wentzville Businesses See Record Profits for 5th Consecutive Year 13. Wentzville City Government Supports Downtown Business Growth Effort 17. Bringing New Customers to Downtown 18. More Shops & Things of Interest 20. More Antique Stores for Shopping 22. Wentzville Successful Business District is Expanding</p>	<p>These headlines emphasize that downtown should be a place for successful business growth. Downtowns are traditionally places for a diverse range of commercial activities, especially businesses that complement one another by enabling people to visit more than one store or establishment during a single trip, ideally by walking, while leaving their automobiles in one place.</p>
<p><u>Downtown for Strolling</u></p> <p>3. Stop & Relax at one of Wentzville’s Many Small Parks 5. New Walkways in Downtown a Hit 10. Come see Wentzville’s New Streetscape 19. Walking is Fun on the New City Sidewalks</p>	<p>Reinforcing downtown as a one-stop-shop are the several headlines that highlight downtown as a place for walking, window shopping, people watching, or just relaxing. These headlines anticipate a redesigned downtown at a human scale with ample landscaping, definitely a positive capital improvement for any downtown.</p>
<p><u>Downtown for Living</u></p> <p>12. New Residences Open in Downtown Wentzville 21. New Residents enjoy Reborn Downtown</p>	<p>Downtowns across American have discovered that round-the-clock activity does more for revitalization than just commercial or civic functions. Downtown housing puts more “eyes on the street” for longer periods of time, encouraging more local shopping and dining, and socializes the street with walkers and their dogs from early in the morning to very late at night. Downtown is also a more acceptable place in for higher density housing products in a range of prices and rents.</p>

<p><u>Downtown for Mixing Things Up</u></p> <p>8. Farmers Market Opens 9. Mixed Use is Thriving in Wentzville</p>	<p>These headlines fortify the desire and expectation that downtown can be a place where eclectic and unique endeavors are found. Land and building uses need not be isolated from one another as long as they are juxtaposed to complement the downtown experience, both for the user and the business. A Farmer’s Market can add vibrancy and be a great social venue as well as place of business. Most importantly, Farmer’s Markets serve communities best when in a central locations, such as downtown.</p>
<p><u>Downtown for Gathering and Celebrating</u></p> <p>1. As you like it.... Yesterday....Today 2. Wentzville Celebrates 160 Years 6. What do Good Food – Music & History have in Common? Downtown Village Center 11.Community Fun Day & Night in Wentzville Village Center 15. Bandstand Gazebo for Concerts, Plays 23. Historical Society Acquires Green Lantern Building for Museum</p>	<p>Celebrating history, celebrating progress, celebrating a common community purpose. Downtowns are where people gather to honor heroes, teams, and history. Downtown Wentzville looks like it can be a place to attract regular musicians, Shakespeare in the Park, and art fairs, all while exposing its businesses to paying customers. And historic buildings can be brought vibrantly alive to teach the past and how it informs the future.</p>

2.0 COMMON THEMES AND BRANDS FOR DOWNTOWN WENTZVILLE

At the same workshop of January 26, 2009, participants also “brainstormed” ideas for themes or brands that might apply to a future downtown Wentzville.

- Tangible Themes were discussed as characteristics of the downtown that can be considered quantifiable, or “speaking to the head.”
- Emotional Themes were discussed as characteristics of the downtown that are feelings attributable to the community, or “speaking to the heart.”

Participants wrote down their individual ideas for both tangible and emotional themes. Everyone then announced a single theme for each category, one at a time going around the room. Duplicates were not to be announced. All ideas were recorded on poster paper, then hung on the walls. As the meeting adjourned, each participant was handed three “sticky dots” that they placed next to the themes or brands they liked the most—all three dots could be stuck to one theme, or spread over two or three.

The charts on page 32 & 33 list the themes that were recorded and the number of dot votes received. The highest vote-getter was “Railroad Park with Bandstand” with 11 dots, followed by “Nightlife” with ten dots and “Hometown Feeling Where Everybody Knows Your Name” with nine dots. A total of 78 dots were posted, so the highest ranking theme received 14 percent of the votes.²

The chart on page 31, immediately following, attempts to catalogue these themes into some discrete subject areas. Only those themes receiving one or more dots are shown on the catalogue chart. These are subjectively placed into one or more categories at the top of the chart as representing broader themes of heritage, community, entertainment and recreation, culture, business, clean and safe, relaxation, and/or public facilities. The goal is to try to narrow down the various ideas from the workshop into a workable set of themes or brands that might be applied in one fashion or another to the revitalization of downtown Wentzville.

The cataloguing chart then “weights” the various categories depending on the number of dot votes. Thus, for instance, the Railroad Park with Band Stand idea is considered part of the “Heritage” category, so the heritage category gets 11 points from this idea alone, but “Heritage” received only 2 points from the History-Railroad, Civil War, Tobacco theme, thus receiving a lower rating on that line. Railroad Park with Band Stand also fits into the categories of “Entertainment and Recreation” and “Public Facilities” each of which also was weighted with 11 dots. The bottom of the chart sums all the weighted scores to suggest that:

1. Themes dealing with “community,” “heritage,” and “business” are most important to stress in downtown Wentzville with summed scores of 30, 29, and 28, respectively.
2. A theme of “public facilities” is a close third with 26 points, followed by “safety” with 20 points.
3. The themes of “entertainment and recreation” and “culture” received 16 weighted points apiece, while the theme of “relaxation” received 10 weighted points.

There are no serious statistical measures utilized to determine these relative rankings. They are simply presented as a means for continuing the community conversation about the direction for establishing and marketing a theme for downtown Wentzville. No recommendations are yet suggested by the consultants but it does appear that positioning downtown Wentzville as a multi-functional place where community activities are held, Wentzville’s heritage is celebrated, and business is conducted profitably is a broad mandate. Perhaps this is best expressed to date by one of the suggested themes, though it received only three dot votes itself: “Roots to Our Past, Gateway to Our Future.”

² 78 is perfectly divisible by 3, indicating that 26 people voted.

CATALOGUING OF THEMES FOR DOWNTOWN WENTZVILLE									
THEME	DOTS	HERITAGE	COMMUNITY	ENTERTAINMENT & RECREATION	CULTURE	BUSINESS	CLEAN & SAFE	RELAXATION	PUBLIC FACILITIES
Railroad Park with Bandstand	11	X			X				X
Nightlife	9			X		X			
Hometown Feeling: Everybody Knows Your Name	9	X	X						
Active Commerce	7					X			
Keep Downtown Clean – First Impressions	5		X				X		X
Park Benches Up & Down the Street	4		X					X	X
Community Beautification Projects - Volunteerism	3		X				X		
Control of Skateboarders and Bicycles; Skateboard Park	3			X			X		X
Crossroads Market Center	3		X			X			
Roots to Our Past, Gateway to Our Future	3	X				X			
Tree Lined Walks	3						X	X	
Family Friendly	2		X				X		
Heritage	2	X			X				
History – Railroad, Civil War, Tobacco	2	X			X				
Stamped Concrete Cobblestone Streets	2						X		X
Variety of Products and Services	2		X			X			
American Legion – Most Active Veterans	1		X		X				
Destination, Not Obligation	1		X			X			
Feel Like Simpler Time	1	X						X	
George Thoroughgood, Chuck Berry	1	X		X					
Relaxing	1						X	X	
Restaurants and outdoor cafes	1			X		X			
Safe Streets	1						X		X
Summer Garden Dining, Glass Front Restaurants	1			X		X		X	
WEIGHTED SCORES	78 Dots	29	30	16	16	28	20	10	26

Tangible Themes and Dot Votes

History		0
Downtown Art & Wine Fair with Cheese		0
Museum More Publicized		0
Active Commerce	••••••••	7
Safe Streets	•	1
Railroad Park with Bandstand	••••••••••	11
Park Benches Up & Down the Street	••••	4
Crossroads Market Center	•••	3
Variety of Products and Services	••	2
Restaurants and outdoor cafes	•	1
Model of What Can be Done		0
Lots of Events		0
Tree Lined Walks	•••	3
History – Railroad, Civil War, Tobacco	••	2
Stamped Concrete Cobblestone Streets	••	2
Summer Garden Dining, Glass Front	•	1
Ornamental Street Furniture		0
George Thoroughgood, Chuck Berry	•	1
American Legion – Most Active Veterans	•	1
50's & 60's Car Cruising		0
Keep Downtown Clean – First Impressions	•••••	5
Community Beautification Projects - Volunteerism	•••	3

Emotional Themes and Dot Votes

Feeling Safe		0
Relaxing	•	1
Family Friendly	••	2
It All Began Downtown		0
Someone in “Blue” Walking Around; Eyes on the Street		0
Safety		0
Feel Like Simpler Time	•	1
More Cohesive; Long Term Emotional Attachment		0
Hometown Feeling: Everybody Knows Your Name	••••••••	9
Nightlife	••••••••	9
Heritage	••	2
Control of Skateboarders and Bicycles; Skateboard Park	•••	3
Feeling of Coming Home		0
Accessible Relaxation		0
Save Existing Large Trees		0
Vibrant		0
Roots to Our Past, Gateway to Our Future	•••	3
Destination, Not Obligation	•	1
Eclectic Discovery		0

3.0 Common Traits of Highly Successful Downtowns

"It is not the strongest of the species that survive, nor the most intelligent, but the ones most responsive to change."
... Charles Darwin

A primary purpose of the planning process is to identify strategies for leveraging social and economic forces to revitalize and intensify the use of downtown Wentzville. It is useful, therefore, to highlight some common traits of highly successful downtowns. The following list is adapted from research performed in 2004 and 2005 using eleven downtowns of medium and small cities.³ It is a useful set of characteristics against which to measure future changes in downtown Wentzville.

A key question is, therefore, "How can the forces of growth and change in Wentzville be at least partially redirected to improve the quality of these various traits?" Initial reactions to the 11 traits suggest the following:

- 1. No single organizational model exists.** While Wentzville can and should learn from other models, the approach adopted in Wentzville will be distinctive to Wentzville. Indeed, a model based, in part, on the unique characteristics of Wentzville's historic growth will necessarily be different than other cities.
- 2. Multiple traffic generators are within short walking distances.** Downtown cannot be a single-purpose district. Indeed, the headline exercise described earlier suggests that downtown Wentzville's stakeholders clearly recognize this characteristic. Visitors to and residents of Wentzville will demand a variety of accessible downtown activities.
- 3. Great downtowns are beloved by their citizenry.** Pride in downtown Wentzville must be promoted and instilled. The planning process will be helpful in re-establishing downtown as the city's common gathering place, but programs to attract more residents for more reasons into downtown will go even further.
- 4. Great downtowns are able to overcome obstacles.** This requires partnerships, shared resources, vision, and patience. The burgeoning city itself is the product of a shared vision and shared resources. This lesson needs to be extended into downtown Wentzville.
- 5. Great downtowns are walkable and have pedestrian scale.** There must be interesting features that capture the attention of pedestrians while assuring personal safety. The variety of land uses and functions that is reflected in the headline exercise already demonstrates that downtown interests are prepared to embrace a variety of downtown businesses, civic activities, public art, aesthetically pleasing streetscapes, and visual diversity.
- 6. Great downtowns have a commitment to mixed-use development.** Developers and investors are urged to build for and attract a range of occupants and business-types. Even a casual observation of downtown Wentzville demonstrates that it is, itself, already a form of a mixed-use development, so this theme needs only to be reinforced and intensified.

³ Gary Ferguson of the Ithaca, New York, Downtown Partnership. "Common Traits of Highly Successful Downtowns." Parts one and two. *Downtown Idea Exchange*. Downtown Research & Development Center, New York, NY. November 1 and 15, 2005. The eleven cities of the research study are Ann Arbor, Michigan; Boulder, Colorado; Burlington, Vermont; Chapel Hill, North Carolina; Charlottesville, Virginia; Madison, Wisconsin; Northampton, Massachusetts; Portland, Maine; Providence, Rhode Island; State College, Pennsylvania; and Wooster, Ohio. The full article is reproduced as an appendix to this report.

7. **There is broad public/private investment in the future of downtown.** Partnerships are essential for both the private and public realms. The downtown planning process is, effectively, a public-private partnership to identify means and outcomes that enhance both profitability and civic participation.
8. **Entertainment is the driving market segment.** Revitalized downtowns increasingly serve as places for eating, drinking, and recreation rather than simply centers for retail merchandise. Treating downtown Wentzville as a place to come for a good time—for an easy stroll, for a company party, for a civic celebration—creates not only pride and comfort in downtown, but is also consistent with patterns that support successful downtown revitalization.
9. **There is a prevalence of strong, adjacent residential neighborhoods that are within walking distance of downtown.** Strengthening and improving nearby neighborhoods is essential for downtown Wentzville. Access to and from housing in all directions must be designed to encourage pedestrians into downtown.
10. **Downtown housing is either prevalent or underway.** Downtown Wentzville must add a substantial amount of housing in addition to improvements in adjacent neighborhoods. This should encompass high value housing that can be complemented with workforce and middle income housing.
11. **Universities help, but are not the sole answer.** While not immediately relevant to Wentzville, many of the cities studied for this list are university towns. But the research found that universities are not automatic keys to downtown vitality. Still, attracting major institutions to or near downtown that are open for business well into the evenings, such as Lindenwood University, can serve as major anchors, important employers, an attraction for regional visitors, and a source for arts and culture.

With these metrics in mind, a strategic model for revitalization of downtown Wentzville that leverages the characteristics of the city and region can be designed. Such a model, however, must be unique to Wentzville and must emanate from those who use or would use downtown more actively. That is why the planning process involved interviews and a workshop of downtown stakeholders, as described earlier in this report. A basis for strategic action customized for Wentzville emerged from this process.

APPENDIX

Common Traits of Highly Successful Downtowns

Downtown Idea Exchange

November 1 and 15, 2005

What characteristics or attributes are shared by downtowns that are widely regarded as outstanding? This question inspired a research project conducted by Gary Ferguson, executive director of the Ithaca downtown Partnership, Ithaca, NY (pop 29,290).

Over the course of a year, Ferguson assessed the attributes of 11 small and mid-sized downtowns that have reputations for being strong. These are:

Ann Arbor , Michigan (pop. 114,000)	Northampton , Massachusetts (28,980)
Boulder , Colorado (94,670)	Portland , Maine (64,250)
Burlington , Vermont (38,890)	Providence , Rhode Island (173,620)
Chapel Hill , North Carolina (48,720)	State College , Pennsylvania (38,420)
Charlottesville , Virginia (45,050)	Wooster , Ohio (24,810)
Madison , Wisconsin (208,100)	

Ferguson made site visits to each downtown and conducted in-person interviews with at least two people for each: the head of the downtown organization and a representative from city government familiar with downtown affairs. He also took walking tours of each downtown and driving tours of the larger community. This research led to a dozen key findings, summarized here and in the following issue of DIX from Ferguson's Cornell University Civic Fellows Program report, *Characteristics of Successful Downtowns: Share Attributes of Outstanding Small and Mid-Sized Downtowns*.

1. No single organization model exists.

Contrary to expectations, there is no single way communities with great downtowns deliver their downtown services. Instead, these cities have found varying ways to provide needed services and each model reflects the institutional strengths present in the community. Comprehensive downtown programs operated by membership organizations or BIDs where the downtown organization assumes the lead role in providing a broad array of downtown services, exist in less than half of the sample cities.

"The existence of such a variety of organizational models among the 'great downtown' communities suggests that the type of downtown organization is less important

then the overall ability of the community to deliver needed services," Ferguson concludes. "While organization models varied considerably, nearly all of the sample communities were able to obtain similar broad arrays of downtown services. . . . Regardless of who provided the service, a key find was that, almost without exception, basic downtown services were being provided, just by different entities," he says.

2. Multiple traffic generators are in short walking distance.

These downtowns tend to have multiple traffic generators within short walking distances that supplement the presence of a larger institution. All of the sample communities have a university or college presence [Editorial note: a factor that may bias this study]. Besides hosting thousands of students, campuses benefit downtowns as major employers. They are also repositories for museums, performance halls, sports venues, and other attractions that regularly draw thousands of visitors.

While the impact of an academic campus is significant, the magnitude of its impact can and does vary widely. In Ann Arbor, State College, and Madison, the downtown and the campuses are virtually seamless with downtowns and campuses abutting and blending into each other [Bob's thought: Tempe and ASU share this as well, like Oxford and Miami]. In Wooster and Northampton, the impacts of these smaller college campuses are considered modest. Northampton reported that it receives more impact from the faculty and staff from the nearby University of Massachusetts than from adjacent Smith College.

The 11 "great downtowns" further share an expansive list of attractions and amenities that serve as pedestrian traffic generators (17, on average). All are clustered within walking distance of each other, creating tight and effective traffic generating zones. When combined with the universities, these attractions are crucial drivers of patron traffic for the downtowns and help to explain the economic vibrancy of each.

Cities and regions often make conscious decisions about where to locate their civic amenities, such as theaters, museums, sports venues, public markets, and civic buildings, and some of the key traffic generators are private. In Charlottesville, a first-run movie theater complex and a private ice rink are located on the pedestrian mall and serve as crucial catalysts for downtown growth. In Burlington and Providence, in-town regional shopping malls are located in the heart of downtown.

While much of the growth of key traffic generators may have been more serendipitous than planned, it is

likely that the environment that these generators created for downtown development and the community affection for downtown are key motivating factors to cause projects to site downtown.

3. Great downtowns are beloved by their citizenry.

Great downtowns tend to attract a lot of controversy and debate pertaining to downtown development and management, but there is always strong affection for them. In nearly all of the sample cities, the downtown area has regional significance. These downtowns regularly draw traffic from beyond their immediate neighborhoods. In Portland, residents from throughout southern Maine regard the Old Port District as their entertainment center.

Among the sample cities, only downtown Chapel Hill, where rampant regional growth has kept downtown a relatively modest destination, still struggles to achieve regional significance. Town planners, recognizing the need to capitalize on and attract some of that regional growth, have planned ambitious in-fill projects designed to add more critical mass to their downtown.

4. Great downtowns are able to overcome obstacles.

Just because a city has a great reputation for its downtown doesn't mean that it is exempt from challenge. In fact, successful downtowns share an innate ability to respond to and overcome challenges. In this manner, they distinguish themselves from other cities that struggle with overcoming the obstacles of community life that regularly confront them.

Five of the sample "great downtown" cities cite the future of retail as a key challenge. While filling vacant storefronts is generally not a major problem, there appears to be a discernable trend toward food and beverage businesses replacing merchandise retailers. Cities such as Boulder, Burlington, and Northampton report that, when a traditional retailer closes, it more often than not is replaced by a restaurant, bar, or other food and beverage operation. These businesses appear to be able to generate more revenues than traditional retailers and, hence, are able to afford higher rents.

The other prevalent challenge facing these downtowns is the issue of affordable housing. While most of the surveyed cities have established active downtown housing sectors, there is widespread concern about how to provide worker housing at affordable prices. Several cities have enacted policies requiring projects to include affordable housing components. This approach, however, can have

negative impacts. In Ann Arbor, such a policy was enacted by the city council but, due to a market that was less robust than predicted, has resulted in a slowdown of downtown development activity. Affordable housing set-asides appear best suited to explosive growth markets where the extra cost can be readily absorbed.

Rather than succumb to obstacles and challenges, great downtowns are ready and willing to tackle problems head-on with creative strategies and solutions, such as affordable housing policies.

5. Great downtowns are walkable and have pedestrian scale.

The "outstanding downtowns" in this study share the common attribute of being walkable. In these downtowns, people expect and seem to prefer to walk. One feels at ease walking the streets and plazas of these downtowns.

While there is no single design model for these walking environments, which include pedestrian malls, linear main streets, public squares, and multi-zone downtowns, they all possess street-level pedestrian scale, and there are numerous street-level attractions to hold the attention of the pedestrian. Walkers are rewarded with sensory experiences ranging from public art to active storefronts to attractive landscaping and sidewalk amenities.

While each community approaches street character in its own way, all share the attribute of active, vibrant storefronts and cafes that engage the pedestrian. With few exceptions (e.g., civic centers in Providence and Portland), streets with blank walls are not the norm. Shops and boutiques help define the character of downtown and engage the pedestrian.

6. Great downtowns have a commitment to mixed-use development.

The surveyed "great" downtowns, by and large, share a commitment to mixed-use development. Uses are generally not geographically separated in these downtowns. There are few examples of a government district, an office district, a retail district. Instead, the various uses tend to be integrated into the downtown fabric. Even when they are separated, they generally remain within walking distance of each other.

Theaters are interspersed throughout the downtown streetscape and not segregated in their own blocks and real estate. Boulder, Burlington, Providence, Charlottesville, Ann Arbor, and State College all have vintage theaters located in the middle of retail and commercial blocks.

These downtowns also share an affinity toward mixed-used development for new projects. They recognized the importance of mixed-use and their more recent projects tend to reflect that priority. In Wooster, the downtown Best Western Hotel along Main Street has ground floor-wrapped retail. The evolving Burlington Waterfront has a multitude of uses ranging from museums to housing to recreation and restaurants. Ann Arbor has a downtown farmers' market complex with offices retail, and restaurants.

While these cities do not appear to have formal policies mandating mixed-use development, they have an implicit understanding of the importance of the mixed-use concept to urban life and design.

7. There is broad public/private investment in the future of downtown.

All of the "great downtowns" surveyed in the study are actively planning for the future, and exhibit broad investment in their growth and development. Not content with their current status, they are implementing new projects that widen their appeal and scope. In general, the host cities tend to be proactive in facilitating a new generation of downtown projects. Some examples:

Charlottesville is completing a large covered outdoor amphitheater at the east end of its pedestrian mall, which will be privately managed and serve as a key traffic generator for downtown, and also linked to a new inter-modal transportation center.

Portland is engaged in the redevelopment of an industrial area immediately adjacent to its downtown. Plans further call for a grocery store, more housing, and amenity projects that will complement the downtown.

State College is involved in efforts to build a downtown multiplex cinema and a children's museum. The cinema will build pedestrian traffic to benefit a nearby retail block.

Wooster is investing in new streetscape infrastructure that will link downtown with the College of Wooster. The college is making a significant financial contribution to this project, which could improve the likelihood of students patronizing the downtown.

For some of these downtowns, private developments rely on public support. Other downtowns have little or no need for public incentives. However, projects in these "hot" economic markets do receive careful review and input from the city.

8. The nature of downtown retail appears to be in flux.

A number of downtown leaders are reporting a trend of food and beverage businesses replacing traditional retail businesses. As clothing or other traditional retailers close or choose to relocate, these downtowns report that the resulting vacant storefronts are being filled with restaurants, bars, or other food and beverage oriented businesses able to pay higher rents. This trend was evident in even the most dynamic retail markets included in the study: Burlington and Boulder.

Local, independent retailers continue to be the dominant form of retailing in most of the sample downtowns. The prevalence of local, independent retailing may reflect the dominance of national retailing in suburban or strip centers elsewhere in the regional markets, leaving downtown with a niche in specialty boutique, independent retailing.

These downtowns are facing increasing retail competition from outlying areas. Some have been exempt from serious competition for a number of years. For example, former state policies in Vermont had long helped to restrict suburban commercial sprawl. Nearly all of the 11 downtowns report new retail competition in their metropolitan marketplaces that could seriously affect consumer shopping and spending patterns. A regional lifestyle center in Boulder was affecting location decisions by retailers even before it was built. These competitors will test the mettle of downtown retailing, forcing both individual retailers and their downtown organizations to respond in new and creative ways.

9. Entertainment is a driving market segment.

While retail appears to be shifting, nearly all of the sample cities reported growth in the area of entertainment. Nearly all of the "great downtowns" boast strong and growing restaurant sectors. Only Wooster is relatively stable in restaurant growth. Restaurants are leading traffic generators for downtowns and tend to be independent and one of a kind. Variety is the norm. Ethnic and thematic restaurants are common in these successful downtowns. Downtown Portland, for example, is regarded as the leading restaurant destination cluster in the region, attracting patrons from throughout southern Maine.

Entertainment anchor projects are also evident in these successful downtowns. Movie theaters, performing arts centers and theaters, and brew pubs are the most frequently encountered entertainment venues.

According to downtown leaders, the role of entertainment in driving downtown traffic is strong and growing. In Charlottesville, the pedestrian mall was languishing with high vacancies and little traffic until a private entrepreneur opened a six-plex movie theater in the mid 1990s. City, merchant, and downtown leaders all agree that the opening of this theater complex marked the turnaround of the pedestrian mall. The complex brought new faces and more traffic to downtown which, in turn, stimulated the launching of a number of new restaurants and was, therefore, a major reason for the resurgence of downtown Charlottesville.

10. There is a prevalence of strong, adjacent residential neighborhoods that are within walking distance of downtown.

The downtowns in this study all share the presence of strong, adjacent residential neighborhoods within walking distance. Residents appear to place a premium on living within an easy walk of all the amenities that downtowns have to offer.

While many of these downtowns are hot to colleges or universities, their adjacent neighborhoods are not necessarily places for student housing. In fact, nearly all of these in-town neighborhoods are upscale, with some containing some of the highest priced housing in the city, such as in Ann Arbor, Madison, Providence, Boulder, and Portland. These neighborhoods provide a key base of patrons for downtown.

The ability of the downtown and its surrounding walkable neighborhoods to work and co-exist together appears to strengthen both entities. The neighborhoods benefit from the ready source of dining, shopping, and entertainment options, all within easy walking distance. The downtowns benefit from the additional daily flow of traffic provided by these neighborhood residents.

11. Downtown housing is either prevalent or underway. The market for housing in downtown is strong and growing.

The presence of downtown housing is another shared attribute of this sample of great downtowns. Nearly all of the towns studied exhibit strong or growing downtown housing markets. People want to live downtown in these exciting, dynamic, urban places and developers are working hard to satisfy that need. Only Wooster is rated as a model housing growth market. Yet, even in Wooster, plans are underway for additional upper-floor units to sup-

plement the small number of successful residences already created.

In Chapel Hill, Boulder, Burlington, Madison, and Portland, the downtown housing markets are well established and booming, with a record of successful condominium apartment sales and re-sales. Downtown units are commanding strong prices relative to the rest of the marketplace. Developers are also focusing on condominium apartment sales, given the strong for-sale markets.

Several towns, such as Northampton and State College, are in early stage development of a downtown housing market. Their regional prospects for housing are strong and efforts are just getting underway within the downtown core. In State College, civic leaders are wrestling over how to convince developers to tackle non-student housing. Much of downtown State College contains student apartments, so leaders are looking to broaden the base of the CBD resident population.

These downtown residents provide key activity and life to shops, restaurants, and entertainment venues. Their presence helps to strengthen their downtown marketplaces.

Affordability is clearly emerging as a significant issue facing the downtown housing market. In the established market cities, affordability is seen as a priority community concern. Cities such as Boulder and Chapel Hill have enacted policies requiring new downtown projects to either build a share of affordable units or to donate to a regional fund that is used for the creation of affordable housing. These set-aside policies appear to work best with for-sale properties where the price of several units can simply be reduced. Rental projects are much more cumbersome to convert to affordable status. Regardless, the number of affordable units built remains small and the issue continues to confront civic leaders.

12. Universities help, but are not the sole answer.

While many of the sample cities are university communities, the presence of an institution of higher education does not, by itself, appear to be the deciding factor in determining downtown excellence. There is no question that the proximity of a university to downtown provides a ready source of patrons from students and staff. Yet there is considerable variation within the sample communities regarding the impact of the universities on the downtown. In some, that impact is extensive and pervasive; in others, weak.

Three of the cities—Charlottesville, Northampton, and Wooster—reported low use of downtown by students. Chapel Hill has a small downtown despite a location abut-

ting the campus. And Portland has no major university. Regardless of the magnitude of impact, institutions of higher learning are traffic generators for the downtown in some form.

No single factor is responsible for the success of downtowns.

Based on this study of 11 cities, with regional or national reputations for downtown excellence, it is clear that there is no single factor that is responsible for the success of great downtowns. Instead, this research supports findings from previous studies that identify a variety of converging attributes. If enough of these positive attributes can cluster together, there will be a successful, great downtown.

Several of the identified attributes contribute to pedestrian traffic. And the presence of ample pedestrian traffic is a key benchmark of successful downtowns. City centers exist to be used as places of commerce, as social gathering places, as places to live, and as destinations for

retail shopping, entertainment, and dining. Street level uses, in particular, help define and shape the character of a place and great urban places have memorable streets. The businesses that populate these downtowns, whether they are retail, dining, or entertainment, all require pedestrian traffic to thrive. By sharing such attributes as nearby residential neighborhoods, thriving downtown housing, and large assortment of traffic-producing projects, and attractive entertainment venues, these downtown businesses are sustained and contributed to the perceived greatness of these downtowns.

But pedestrian traffic, alone, is not the only shared attribute of great small-city downtowns. These communities also share an ability to deliver needed downtown services, albeit in diverse ways. They share a community affection and spirit for downtown that translates into community decision-making that helps to locate key facilities and traffic generators in the central core. This spirit, or *élan*, helps to make downtown a regional destination that is able to stake a claim to a portion of the regional marketplace, sometimes in the face of strong suburban pressures.

Contact: Gary Ferguson, Ithaca Downtown Partnership (607) 277-8679, or gary@downtownithaca.com

Wentzville, Missouri

PART 3

RESULTS OF AN ATTITUDINAL SURVEY

January-March 2009

An internet survey conducted from January through March allowed all residents the opportunity to log on to the City's web site and answer questions and state their preferences and desires. Most of the 461 respondents were residents of Wentzville. This number indicates a highly significant sampling that can be used to establish future priorities. Some of the more popular ideas to improve downtown include: Farmer's Market, Boutique Shops, Town Square, Bike Trails, "Table Cloth" and Family Restaurants, Library, Outdoor Concerts, Historic Train Depot, City Hall, and Entertainment. Civic buildings and Condo, Loft, and Senior Housing were also important to respondents.

Results of an Attitudinal Survey

DOWNTOWN REVITALIZATION PLAN

Wentzville, Missouri

Prepared for
City of Wentzville

February 10, 2009

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1.0 INTRODUCTION AND BACKGROUND

During January through March of 2009, a survey of Wentzville area residents regarding the future of Downtown Wentzville was conducted as a critical input component of the Downtown Master Plan. Residents were requested to respond to the online Internet survey which was accessed via a portal on the city's web site (www.wentzvillemo.org). Survey responses were cut off at the end of March with 429 responses plus another 32 from people who completed a manual/handwritten version. These 461 represent about 1.83 percent of the current 23,500 estimated population of the city. If it is assumed that each response came from a single household (a reasonable but not verifiable assumption), the 461 responses represent 5.30 percent of the estimated 8,700 households in the city. Both of these measures indicate a highly useful sampling of the Wentzville area population.

The population and household estimates were determined from City of Wentzville records regarding residential utility customers and trends in average household size.

Households in Wentzville are estimated to total 8,700 based on residential utility customers. Data come from City's Department of Public Works.

Population is estimated by use of an average persons-per-household (PPHH) of 2.77. This estimate was provided by the City's Planning Department. Multiplying 8,700 households by 2.77 pphh yields a current population estimate of about 23,500. By comparison, the U.S. Census Bureau's latest estimate of Wentzville's population is 22,500, dated July 1, 2007 (2008 estimates have not yet been released).¹

That said, the survey was not intended to require a statistically valid sample but, instead, to represent a large enough number of responses from the community to assist in guiding the Downtown Master Planning process. The numbers, however, suggest that a wide range of perspectives and views are represented in the survey, but they may be the perspectives and views of only those people who have a larger interest in Downtown's future. Those who tend to ignore Downtown or really don't have much knowledge of it may not have responded in statistically valid amounts. But that does not take away any value of the survey as a guide to Downtown growth and change.

¹ Alternatively, the Census Bureau's "America Community Survey" estimates that the PPHH in Wentzville averaged 3.10 in the period of 2005-2007. If that average is applied to the estimate of 8,700 households from Public Works and Planning, the current population would be closer to 27,000.

Wentzville Community Survey



The City of Wentzville is working with a consultant on a downtown Master Plan. The plan will focus on the unique aspects of Downtown Wentzville to create a more vibrant environment. We are requesting the residents of Wentzville to complete this survey to identify and rate those assets. Your input will be used to help us define how Downtown can become a more meaningful place in our community. All responses will be kept confidential and our consultant, GBA, will be collecting and analyzing the results.

**1. One of the first issues we have is a clearer idea of what Wentzville residents consider to be downtown. Please complete this sentence:
I would define the heart of Downtown Wentzville as...**

- The Community Club
- Intersection of Linn and Pearce
- Intersection of Linn and Main/Allen
- City Hall
- Intersection of Pearce Boulevard and Wentzville Parkway
- I-70 and Church Interchange

Other (please specify) _____

2. What words would you hope to use to describe Downtown Wentzville in five or ten years?

**3. Are you a Wentzville resident?
(Please continue with this survey whether you are or not)**

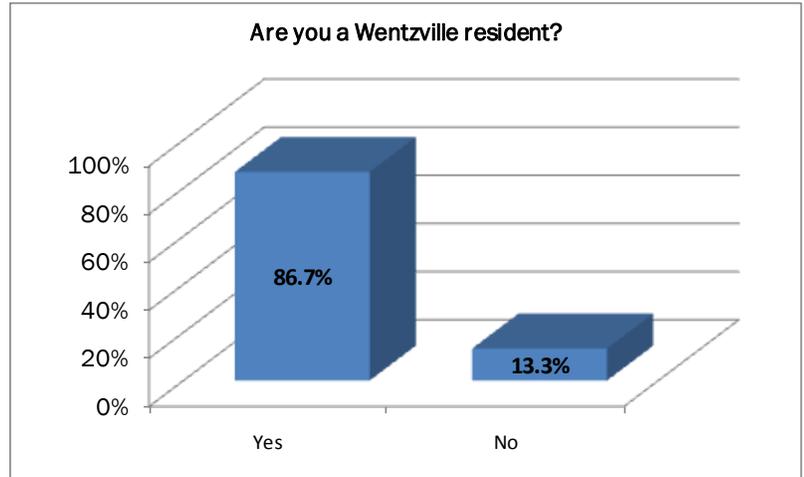
- Yes
- No

2.0 CHARACTERISTICS OF THE RESPONDENTS

Question 3. Residency in the City of Wentzville

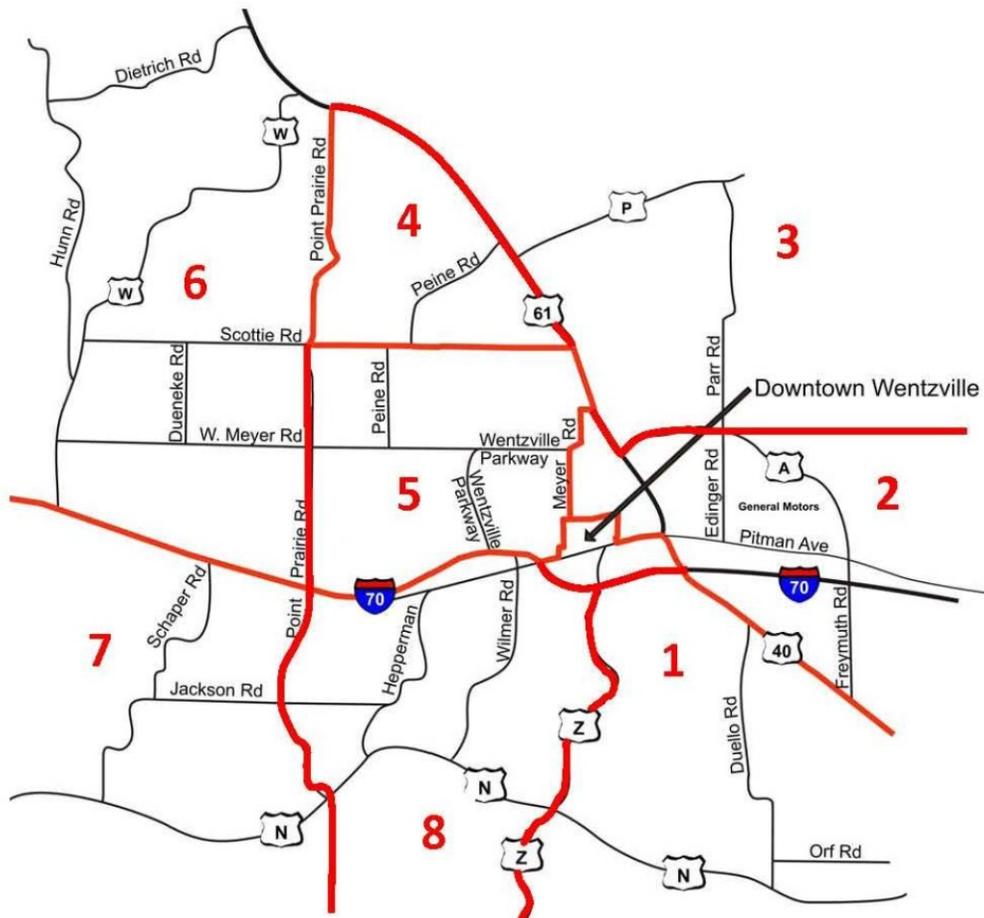
Almost nine out of ten respondents reported that they are residents of Wentzville.

While this survey was not meant to be exclusive, the intent was to solicit the opinions of residents on their Downtown. But others certainly had access to the survey and it was not deemed desirable to exclude their responses if they had an interest in providing input for the Downtown Master Plan. Anecdotally, a number of downtown business owners and employees who are not residents of Wentzville responded to the online survey. These people certainly have a knowledge of and a legitimate interest in the welfare and functionality of Downtown.



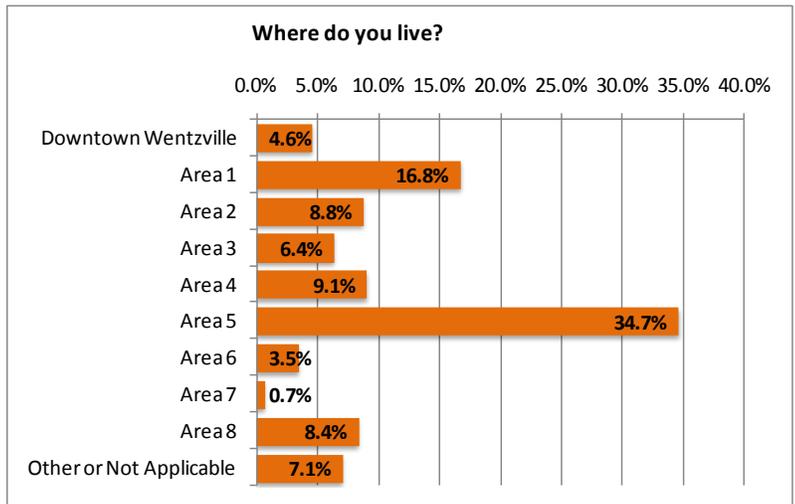
Question 4. Residency by Sub-Area of Wentzville

Whether they live in Wentzville or not, respondents were asked to identify their place of residence according to a City map divided into nine areas, one of which is labeled as Downtown Wentzville.



A plurality of respondents (35%) live in Area 5, adjacent to the Downtown on the west and north. Another 16% are from Area 1, which is also adjacent to Downtown, but is south of I-70 and likely is not as connected to Downtown as, say, Areas 5 or 2. Another 10% live in Areas 7 and 8, south and west of Downtown. Only 7% are from Area 2. Ten percent of the respondents were from Area 4, the northern section of the City.

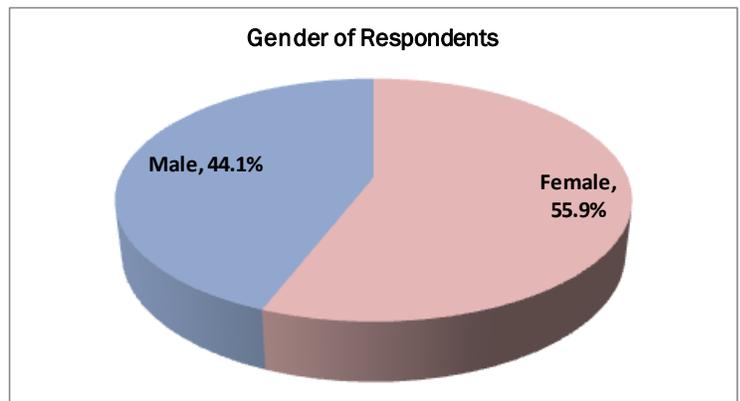
Unfortunately, population estimates for each of the areas could not be determined, so a response rate for each area cannot be calculated. But it appears that a good geographic distribution of responses was obtained though, clearly, those living nearest to Downtown Wentzville appeared to take the most interest in completing the survey.



Question 5. Gender of Respondents

Just over half of the respondents (55.9%) are women and 44.1% men. This is not an unusual distribution for such surveys. Women tend to complete surveys of this sort more than men in almost every such situation.

But the response rate appears to be representative of the sex distribution in the city. Wentzville’s population showed a higher proportion of women to men in the 2000 Census, where 53.3% were female and 46.7% male. In short, there is a fair and credible distribution of survey responses based on gender, thus removing any biases in the responses that might otherwise have been unduly influenced by gender.

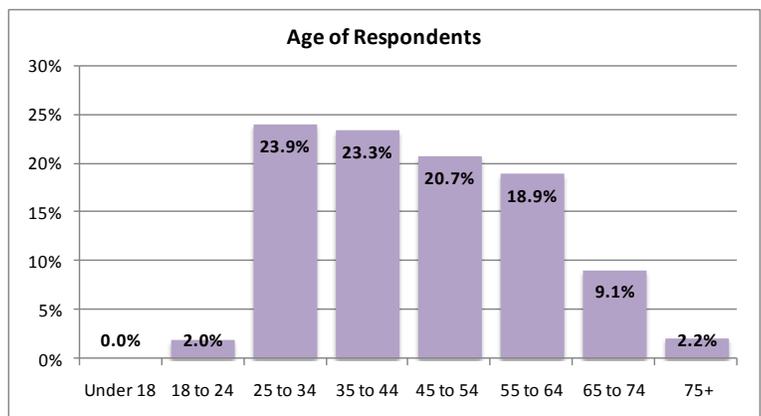


Question 6. Ages of Respondents

Almost all of the respondents are adults over the age of 24 with a concentration in the 25 to 54 year old cohorts (groups), comparable to a typical population pattern. With this distribution, it is clear that the number of respondents should not be compared to the entire population of Wentzville, but to the adult population.

Using the American Community Survey for 2005-2007, there are an estimated 12,515 Wentzville residents 18 years of age or over. The 461 responses, therefore, make up 3.7 percent of this population,

an even stronger representation than the 2.5 percent noted earlier for the entire population. While this reinforces the strength of the survey results, City officials might want to consider future Downtown planning efforts—especially for special projects rather than for whole master plan—that directly involve more youth. A strong movement in the



United States is attempting to involve children from as early as kindergarten, through high school, in visioning and planning exercises for their own communities. This survey clearly does not carry that perspective, but future initiatives might involve the Wentzville area schools to “see” Downtown from the eyes of young people.

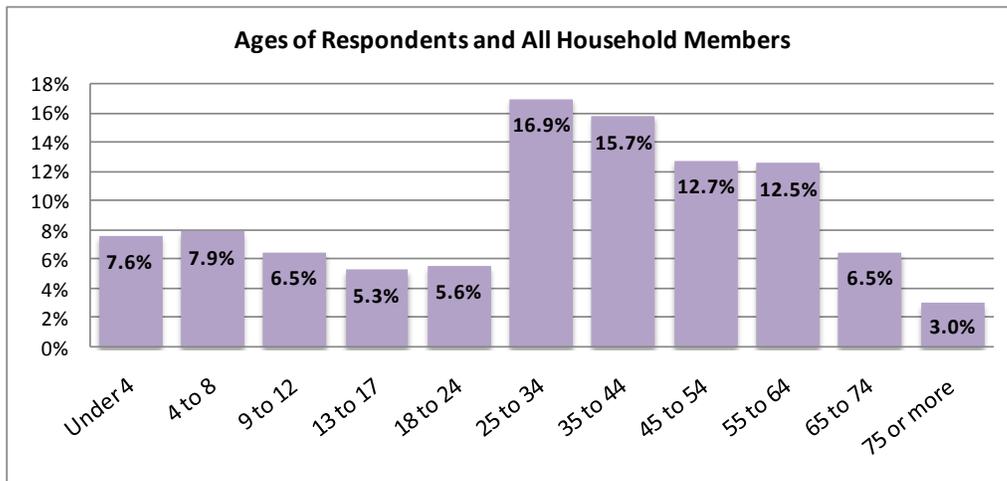
The table to the right shows the estimated percentage of the adult population of Wentzville by age cohort as prepared by ESRI for 2008. Clearly, the 18-to-24 year olds are sharply under-represented in the survey, but the 25-to-34 year olds are sharply over-represented. The available break-down of ESRI’s data does not allow for a strict comparison until age 65-to-74 where the percentage of respondents is very close to the percentage of the adult population. Residents aged 75 or more, however, are sharply under-represented.

Age Cohort	Percent of Population
18 to 24	12.0%
25 to 34	17.3%
35 to 49	30.7%
50 to 64	25.3%
65 to 74	8.0%
75 plus	6.7%

As this is not intended to be a statistically accurate sampling of the population, but rather a survey of respondents, this age variation is anticipated but should be considered when evaluating the overall results. The fact that the distribution of respondents does not correspond tightly to the actual population, however, does not invalidate the quality of the responses, but some statistical analysis of, say, cross-tabulated data, if conducted, should apply weighting factors in order to statistically balance the responses. This report, as is, does not attempt cross-tabulations but City officials may wish to conduct deeper studies using the survey data base.

Question 7. Ages of All Household Members

Respondents were asked the ages of all other members of their households. Of the 461 respondents, 409 listed additional household members. Altogether, the population count of respondents plus other household members is 1,440. It is assumed here that those who did not indicate ages of other household members live alone. These 1,440 residents comprise 7.6 percent of the City’s 2008 population.



The graph above combines the respondents with their households. Here, a number of people under 18 years old is broadly represented. Indeed, over a quarter (27.2%) of all people represented on the graph are under 18, compared to zero responses in the survey itself. The overall representation of the City’s demographics becomes closer to actual age distributions as well.

Based on ESRI data shown to the right, Wentzville has 26.4 percent of its population under 18, compared to 27.2 percent represented in the survey respondents’ households. 18-to-14 year olds are still a little bit under-represented while 15-to-34 year olds are over-represented, but the gaps are not nearly as large as when considering just the respondents themselves. Likewise, those aged 65 or more are more closely represented in the survey when compared to their actual share of the Wentzville population.

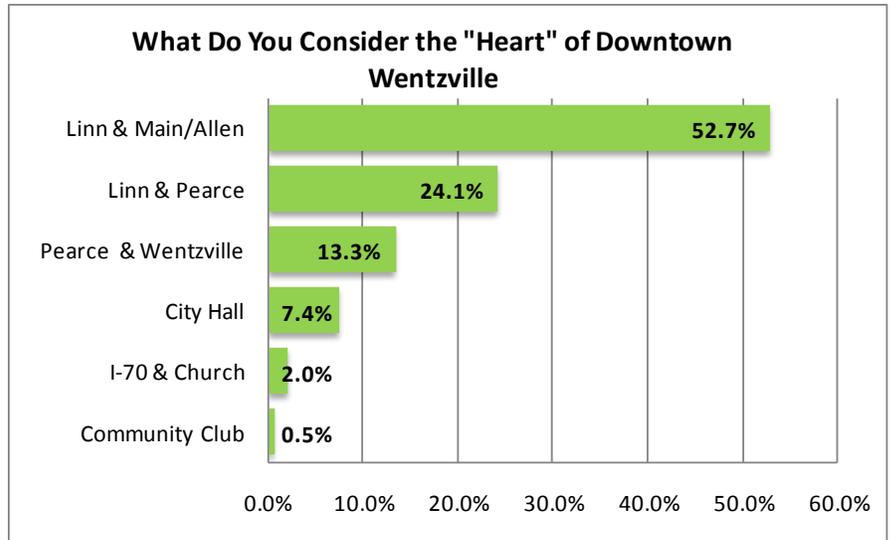
The survey, therefore, gains even more credibility if it is assumed that the respondents represented not just themselves but also ideas, aspirations, and visions of their households at least to some degree.

3.0 CURRENT CONDITIONS/PERCEPTIONS IN DOWNTOWN WENTZVILLE

Question 1. The Heart of Downtown

There is some, but not complete, consensus on where the center of Downtown Wentzville is situated. While this is not a serious matter for eventual downtown revitalization, it suggests that a stronger marketing or branding campaign is necessary to encourage more geographic consistency among the city's residents about their downtown.

Respondents were asked to complete this sentence: *I would define the heart of Downtown Wentzville as...* Possible answers are shown on the accompanying graph.

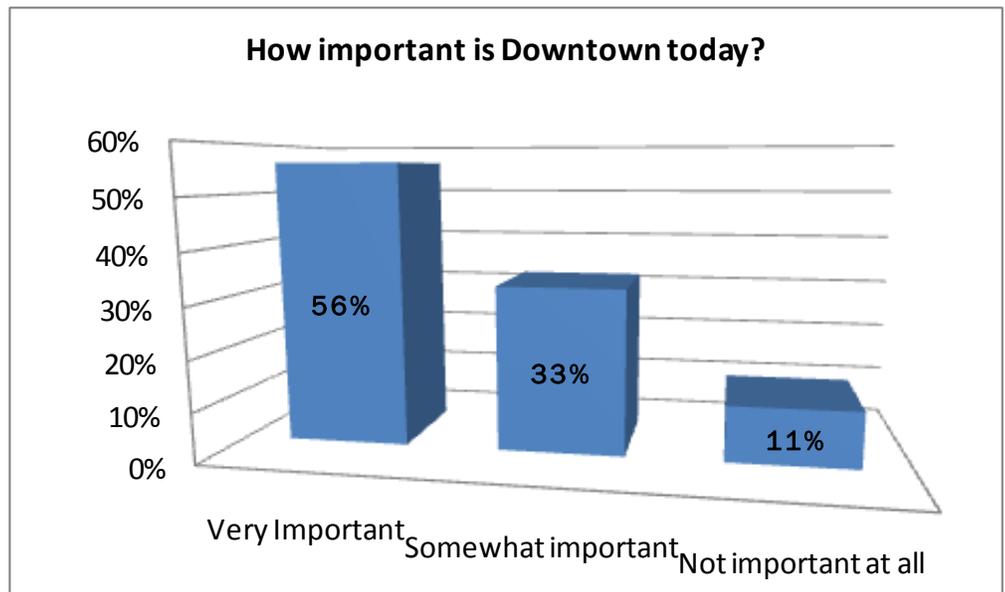


A small majority of respondents identified the intersection of Linn and Main/Allen as the heart of downtown (52.7%). But a quarter of the respondents (24.1%) would move this center-of-town a little further north to the intersection of Linn and Pearce Boulevard. The next highest response was Linn and Pearce (22.5%). Another eighth (13.3%) would move it west to where Pearce Boulevard meets Wentzville Parkway. Just over seven percent say the heart of downtown in City Hall, perhaps reflecting their most common purpose for visiting Downtown. A small number would place the center well south to the I-70 and Church Street interchange, and a very few consider the Community Club as the heart of Downtown.

None of these are, in and of themselves, wrong answers. They likely reflect the interactions of respondents with the greater downtown area—points where they most often experience being downtown. Outsiders, however, might be more likely to consider locations like I-70 & Church or Pearce & Wentzville as entry points to downtown, though City Hall might still be thought of as the center even by outsiders if they do not otherwise have familiarity with Downtown's diversity of purposes.

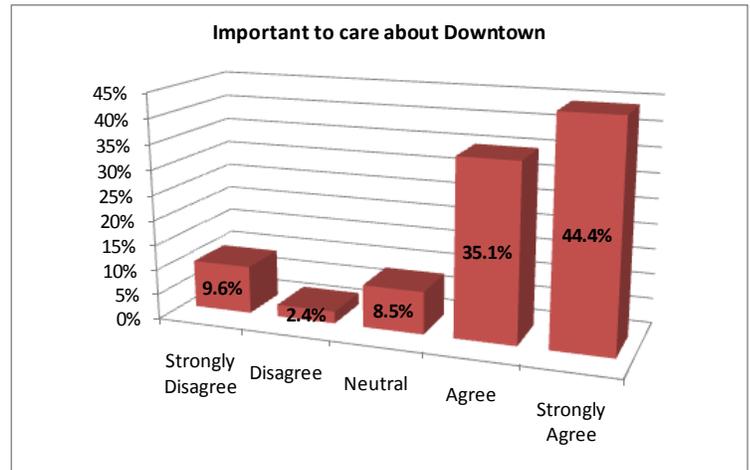
Question 8. Importance of Downtown for the City

Well over half of the respondents feel that Downtown is a very important place for Wentzville. Only 11 percent felt that it was not important at all. Another way to view the data is that 44%, or just under half, of the respondents felt that Downtown Wentzville was only somewhat important or not important. This is not a strong endorsement of Wentzville's Downtown today and emphasizes the need to reinvigorate Downtown.



Question 9. Importance of Caring About Downtown

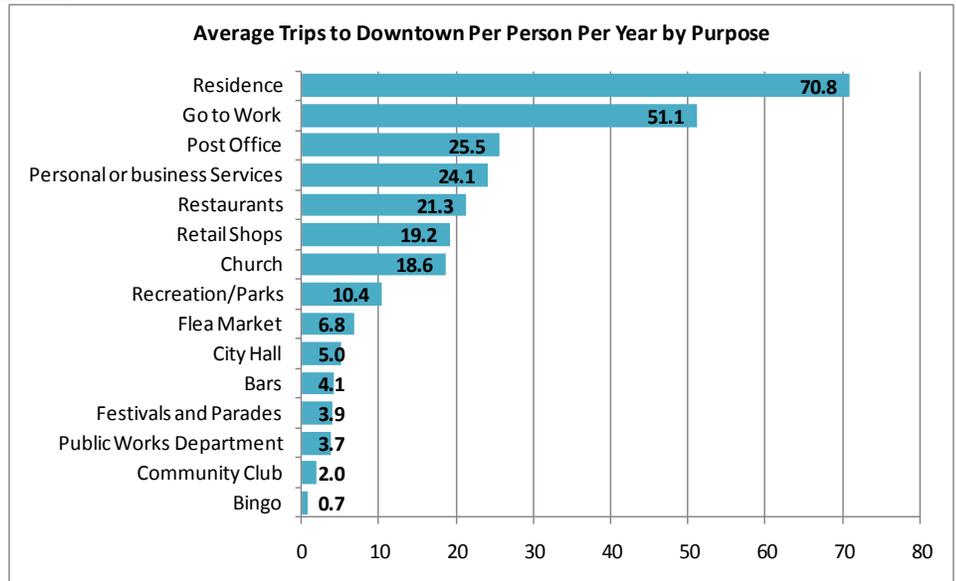
A high number of respondents, 79.5 percent, agreed or strongly agreed that it was important to care about Downtown. Only 12.0 percent either disagreed or strongly disagreed with that statement. Not only is it affirming for the City that so many felt positively about caring for the Downtown, but a relatively insignificant number disagreed with it. Another 8.5 percent did not have feelings either way.



Question 10. Frequency of Downtown Visits

Trips to Downtown Wentzville are most often triggered by those who are residents of the Downtown Area. When averaging all responses for the number of times they visit downtown in a single year, the single most important reason for such visits is having a home in the area.

While those who live Downtown would seemingly “visit” 365 days per year, the graph to the right reflects the average of all respondents, including the majority who do not live downtown whose number of trips as residents equals zero.



Of all respondents, an average of 51.1 trips per year are made to “go to work” Downtown. The post office is clearly an important anchor for Downtown with the third highest average number of trips generated at 25.5 per respondent per year. In fact, “business” trips cluster rather tightly between about 19.2 and 25.5 trips per person per year, ranging from retail shopping to the post office. Attending church is also quite a significant generator of Downtown visits.

Other government business purposes (City Hall, Public Works), and special attractions like the Flea Market, festivals and parades, recreation, and the Community Club are not themselves high generators of trips, though it can be argued that they importantly contribute to the diversity of reasons to visit Downtown.

Downtown revitalization is, of course, dependent on attracting and retaining visitors. The survey findings suggest that the single most important factor in generating more Downtown activity is to provide more housing Downtown. The second most important factor is to create employment Downtown. With more residents and workers visiting on a daily basis, more businesses that cater to these people will be encouraged to also located or expand Downtown. Merely locating a business or special event Downtown seems not enough; such businesses or events will “follow” people to Downtown. So if more people live there or work there, more businesses are likely to locate there. With more businesses in place, they create a critical mass of their own which, as the data also suggest, can act as a means for attracting even more visitors.

Question 11. Tell us your favorites!

After estimating how many times they visit Downtown for the purposes noted above, respondents were asked to write in their “favorite” reasons for visiting. Responses totaled 330 and are listed verbatim in Appendix B. The ten most frequently mentioned favorites are:

- | | |
|-----------------------|------------------------|
| Shops | Church |
| Post Office | Restaurants/bars |
| West Allen Grill | City Hall Offices |
| Flea Market | Place of Business/Work |
| Parades and Festivals | Residence |

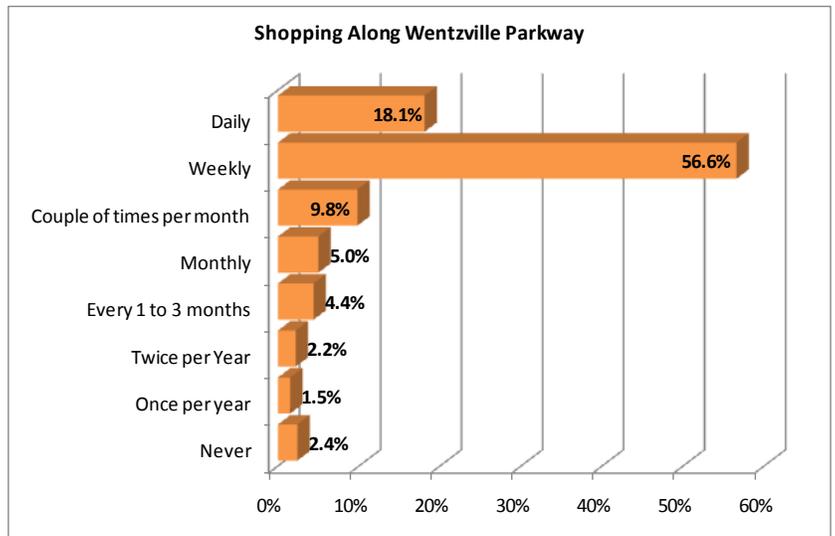
In addition to these “top ten,” a substantial number of respondents indicated that they “don’t go” Downtown or only “pass-through” on their way to other destinations.

Question 12. Frequency Wentzville Parkway Visits

Over half of the respondents (56.6%) indicate that they shop weekly along Wentzville Parkway. Another nearly 20 percent shop there daily.

The weekly rate along Wentzville Parkway is far higher than the estimated 17.0 percent rate of visits to Downtown Wentzville. On the other hand, the daily visitation rate Downtown jumps to about 65 percent because of the number of Downtown residents.

But Question 12 probed solely about *shopping* along Wentzville Parkway and did not ask about other purposes for visiting the Parkway. Considering only those Downtown trips related to retailers, dining, bars, and government services, Downtown appears to be more frequently visited than might be assumed in comparison to Wentzville Parkway. Isolating these “shopping” trips in Downtown, 29.1 percent of all visits are conducted weekly while 37.1 percent are conducted daily.



While the stores along the Parkway offer residents a great concentration of convenience for shoppers and are “stores of necessity” that are not found Downtown, this does not mean that Downtown is ignored. With a diversity of purposes to shop Downtown, Wentzville residents appear to have a strong familiarity with Downtown. Stores and restaurants Downtown also have substantial patronage on which future improvements and additions can build in order to increase social and economic activity.

One “competitive solution” could be to encourage “big box” retail Downtown because big box stores dominate the Parkway and serve as anchors to attract large numbers of shoppers. Of course, it seems obvious from both a visual observation of Downtown land uses and the survey responses that Downtown is not the place for “big box” retail. Rather, specialty shops and/or services which can take advantage of the smaller floor plates and older buildings are more likely to be attractive to residents as long as such merchants complement, rather than try to directly compete with, the Parkway.

Question 13: Reasons Not to Visit Downtown

Respondents were given 13 statements addressing typical negative aspects of older and under-improved downtowns. They were asked to indicate how much they agreed or disagreed with the statements on a scale ranging from negative 2 (strongly disagree) to positive 2 (strongly agree). Negative 1 represented “disagree,” positive 1 represented “agree,” and zero meant “neutral.”

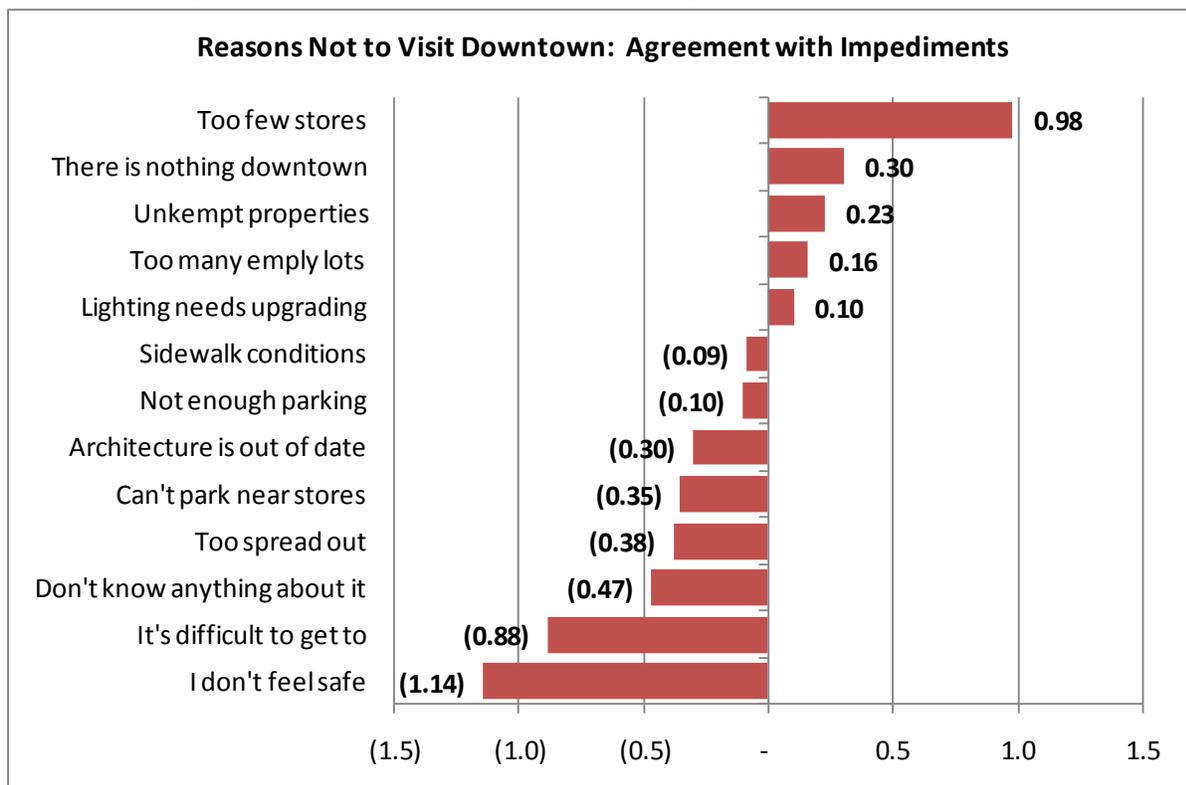
On this scale, a higher number (more positive) indicates problems for Downtown Wentzville while more negative numbers (that is, disagreement with the generally negative statements) represent issues that seem not to be hindrances to attracting Downtown visits.

As the graph indicates, the biggest problem faced by Downtown Wentzville is its lack of stores. The weighted “score” for this statement indicates relatively high agreement at 0.98, though this is certainly well less than “strongly agree,” so there is not wide consensus on this negative factor. The next biggest “problem” has a much lower positive score at 0.30—“there is nothing downtown.” This suggests that there is not a strong consensus that “there is nothing downtown.”

At the other end of the scale, the largest negative score (meaning that respondents do not agree with it) is for “I don’t feel safe” Downtown. With a value of negative 1.14, there is strong consensus that Downtown is a safe place to be; safety and security are not major issues to overcome in attracting more visits and patronage downtown.

A little less consensus centers on “it’s difficult to get to,” also suggesting that people generally know how to get Downtown. That said, the score of just negative 0.88 further suggests that a good way-finding system would be a valuable addition to the city’s streets in order to encourage even more knowledge about finding the way to Downtown.

The relative scores seem to indicate that issues relating to design, infrastructure conditions, and building conditions are not significant reasons why city residents are not going Downtown. Residents are not staying away because of safety concerns, because Downtown is hard to get to, or because they can’t park “right in front” of their destination. Instead, the lack of a significant cluster of shops is the chief failing of the Downtown environment.



4.0 ENVISIONING THE FUTURE OF DOWNTOWN WENTZVILLE

Question 2. Describe Downtown Wentzville in Five or Ten Years

Respondents were asked to write their own words they would use describe Downtown Wentzville in the next five to ten years. Almost all respondents used words that described a *revitalized* Downtown. Words such as “vibrant,” “revitalized,” “thriving,” and “busy” were frequently used. “Quaint,” “historic,” and “charming” were three other common descriptors. Respondents are clearly indicating they see a future for Downtown. The most common words and phrases are listed here. The complete verbatim listing is in Appendix C.

- Revitalized
- Vibrant
- Busy
- Quaint
- Historic
- Charming
- Family-oriented /Family-friendly
- Clean
- Safe
- Walkable, pedestrian-oriented
- Fun
- Busy
- Places for shopping, working, and entertainment
- Safe
- Places for dinner/drinks
- Like Old Town St. Charles
- Like Downtowns in Kirkwood/ Webster
- Less congested/traffic is a problem
- No Vacant Buildings
- New Shops/Restaurants
- Neighborhood Gathering Places/ park benches
- Accessible
- Friendly
- Modern
- Attractive
- Beautiful
- New City Hall/centralized government Services
- Small town feeling
- Residential
- Still Growing
- Upscale
- Destination
- “Mom and Pop” stores
- Like the Central West End in City of St. Louis
- Trendy
- Thriving
- Parks

Interestingly, some of these thoughts are seemingly in conflict with one another. The historic nature of the buildings was frequently mentioned as something to be retained, yet there are several comments envisioning a “modern” Downtown. Combining these two thoughts may be a design challenge.

Question 14. Ideas for Improving Downtown

Twenty-six generic ideas for Downtown improvement were presented on the questionnaire. Respondents were asked to rate them on a scale of 0 to 3:

- 0- Throw that one out!
- 1- I don't know about that.
- 2- I can live with that.
- 3- Let's do it!

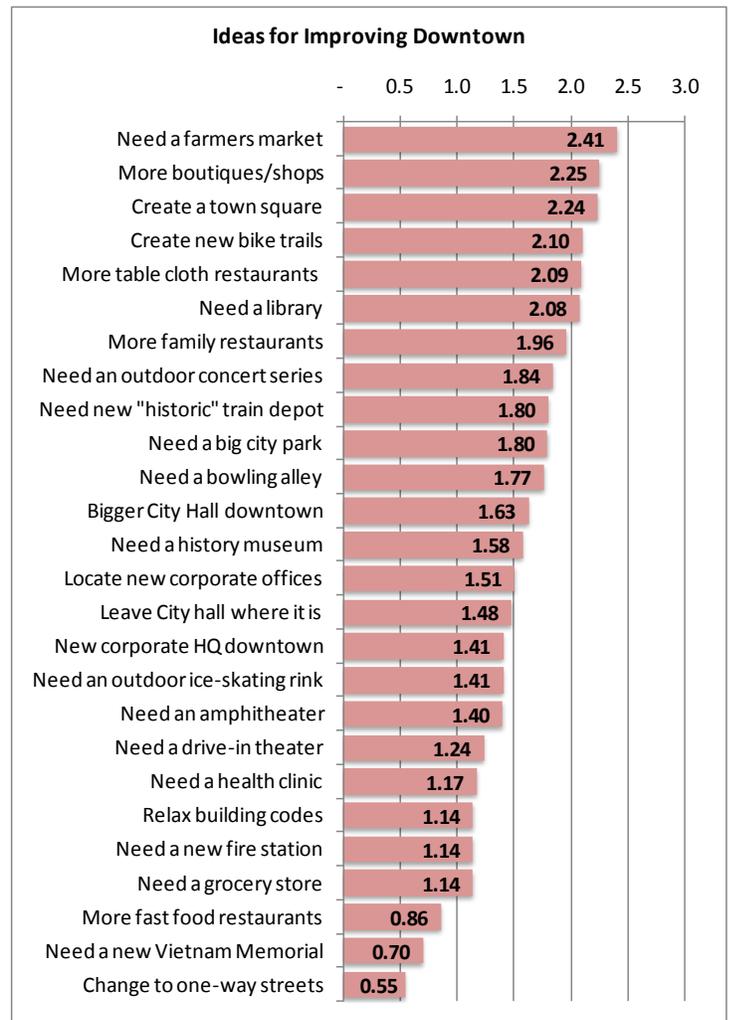
A weighting of the scores for each of the 26 ideas is depicted on the following graph.

The most interesting perspective on these responses is to look at what residents did **not** feel would improve Downtown Wentzville, as well as those things which would add to their concept of what Downtown Wentzville should become. Fast food restaurants, a drive-in theatre, a grocery store and changing to a one-way street system all received lukewarm endorsements at best. Responses were almost evenly split concerning the possible relocation of City Hall, as well as the concept of building a new larger City Hall Downtown. There was little support for the idea of new fire station Downtown. There did seem to be strong advocacy for one new public building Downtown, a new library.

Leading the list is a “farmers market.” Respondents seem to think that this amenity can have a strong anchoring effect in order to attract more interest and patronage in Downtown. More shops and restaurants, particularly “table cloth” quality restaurants received strong support. The idea of a creating town square is also an idea that respondents favor. Other types of uses respondents like included a history museum, amphitheater, historic train depot, bowling alley, a large city park, and new bike trails.

Respondents do not get very excited about a one-way street network or the need for a new Vietnam Memorial—although the latter might remain a goal for private fundraising as opposed to public dollars.

The desire to cluster more shops Downtown seems to be a common theme. However, it is difficult to just “get shops.” One must first generate a market demand to stimulate private market investment. One avenue is to ‘grow the market’ itself by encouraging housing Downtown and creating a walkable environment. Alternatively, the City can help to grow the customer base by encouraging community events Downtown, so that visitors can familiarize themselves with the available shops and restaurants. These are not, of course, the only means of accomplishing this goal, but are two strategies that may be employed.



Question 15. New Civic Buildings Downtown

Emphasizing the importance of resident input for consideration of a number of civic buildings, the survey further explored the need for changes that would directly require public investment. Mirroring the previous question, there is no clear consensus on a location for City Hall. Moving it to a new location closer to the heart of Downtown has a slight edge over remaining in today’s location, but there is no real consensus for either site.

Ideas for Civic Buildings Downtown				
	Throw that one out	I don't know about that	I can live with that	Let's do it
City hall in current location	25%	24%	36%	15%
City hall in heart of downtown	16%	21%	31%	33%
Community/recreation center	9%	14%	41%	37%
Civic Meeting Center	15%	27%	41%	16%
Fire Station	21%	34%	33%	12%
Library	9%	12%	37%	42%

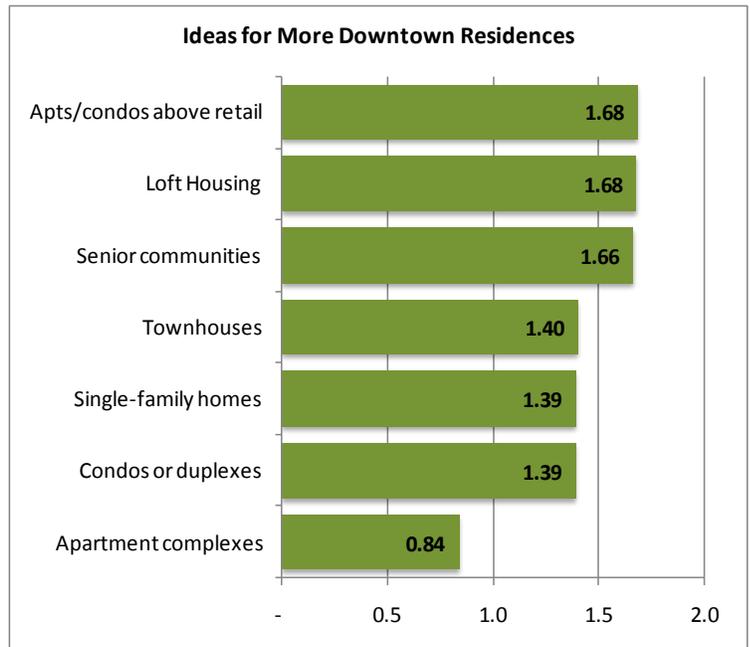
On the other hand, there appears to be strong support for a community/recreation center Downtown with a little less support, but nevertheless generally positive, for a civic meeting center—something that might be considered as part of a community/recreation center. There is even stronger support for a new Downtown library. Perhaps a “civic center” that includes city hall, the library, meeting facilities, and a community center should be considered as a single complex of buildings. A new Downtown fire station, however, is not widely supported.

Question 16. Downtown Residential Options

The idea of building apartment complexes to increase the residential population Downtown is clearly not a favored concept. Using the same 0-to-3 scale as for Question 14, apartment complexes (as distinct, by the way, from apartments over retail stores) received a composite score of just 0.84, or something less than “I don’t know about that.”

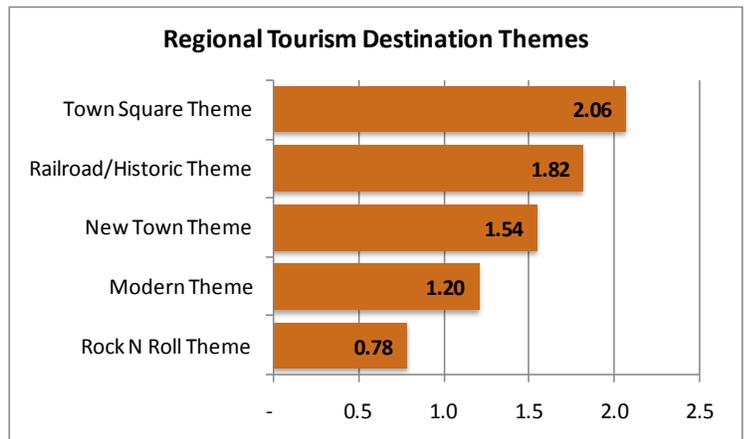
On the other hand, there seems to be good consensus for all of the other housing options, especially for apartments or condominiums above street level businesses, loft housing options, and a seniors-only community. Good, though not quite as strong, support is also expressed for Downtown townhouses, single family homes, and stand-alone condo or duplex projects.

This broad support indicates that survey respondents would welcome a range of housing options in the downtown area, other than rental apartments in stand-alone complexes. These several options further a normal purpose of a downtown as a diverse place, not only for businesses and social activities, but also for residential opportunities and the kinds of people likely to occupy such housing.



Question 17. Regional Tourism Destination Themes

Again using the same 0-to-3 rating scale, survey respondents prefer a Downtown design theme focused on a “town square” and/or Wentzville’s history as a railroad center. Certainly, these two themes could be combined. Lesser, but still healthy, support is expressed for a “new town” theme which might be reflected in the design of New Town St. Charles north of Route 370 in St. Charles County. That design reflects elements of town square themes with classically designed residential and commercial buildings, but not necessarily reflecting Wentzville’s history itself.



A “modern” theme for Downtown Wentzville is not highly preferred while a “rock-n-roll” theme building off of the history of Chuck Berry in Wentzville should not be considered.

Question 18. Models of Other Cities Applicable to Downtown Wentzville

Respondents were asked to simply write down the names of cities or developments they considered comparable to their future vision for Downtown Wentzville. These examples can help in the long term to learn about Downtown management, functionality, design, and necessary infrastructure.

With the vast United States to choose from, the choices are varied. Mentioned most frequently, however, were Historic Main Street in St. Charles, followed by Kirkwood, Missouri, and Webster Groves, Missouri. Other places mentioned more than once include:

- Central West End, St. Louis, MO
- New Town, St. Charles, MO
- The Loop, University, City, MO
- San Antonio, Texas
- Branson, Mo
- O'Fallon, MO
- The Loop, Chicago, IL
- Country Club Plaza, Kansas City, MO
- Maplewood, MO
- Florissant, MO
- Hannibal, MO
- Kirksville, MO
- Washington, MO
- Osage Beach, MO
- Columbus, Ohio
- Ferguson, MO
- Cottleville, MO
- Eureka Springs, AR
- Washington Avenue, St. Louis MO
- Washington, D. C.
- Naperville, ILL
- Winghaven, O'Fallon, MO
- West Plains, MO
- Clayton, MO
- Grand Center, St. Louis, MO
- Ballwin, MO
- Boston, MA

Wentzville Community Survey



The City of Wentzville is working with a consultant on a downtown Master Plan. The plan will focus on the unique aspects of Downtown Wentzville to create a more vibrant environment. We are requesting the residents of Wentzville to complete this survey to identify and rate those assets. Your input will be used to help us define how Downtown can become a more meaningful place in our community. All responses will be kept confidential and our consultant, GBA, will be collecting and analyzing the results.

1. One of the first issues we have is a clearer idea of what Wentzville residents consider to be downtown. Please complete this sentence:

I would define the heart of Downtown Wentzville as...

- The Community Club
- Intersection of Linn and Pearce
- Intersection of Linn and Main/Allen
- City Hall
- Intersection of Pearce Boulevard and Wentzville Parkway
- I-70 and Church Interchange

Other (please specify)

2. What words would you hope to use to describe Downtown Wentzville in five or ten years?

3. Are you a Wentzville resident?

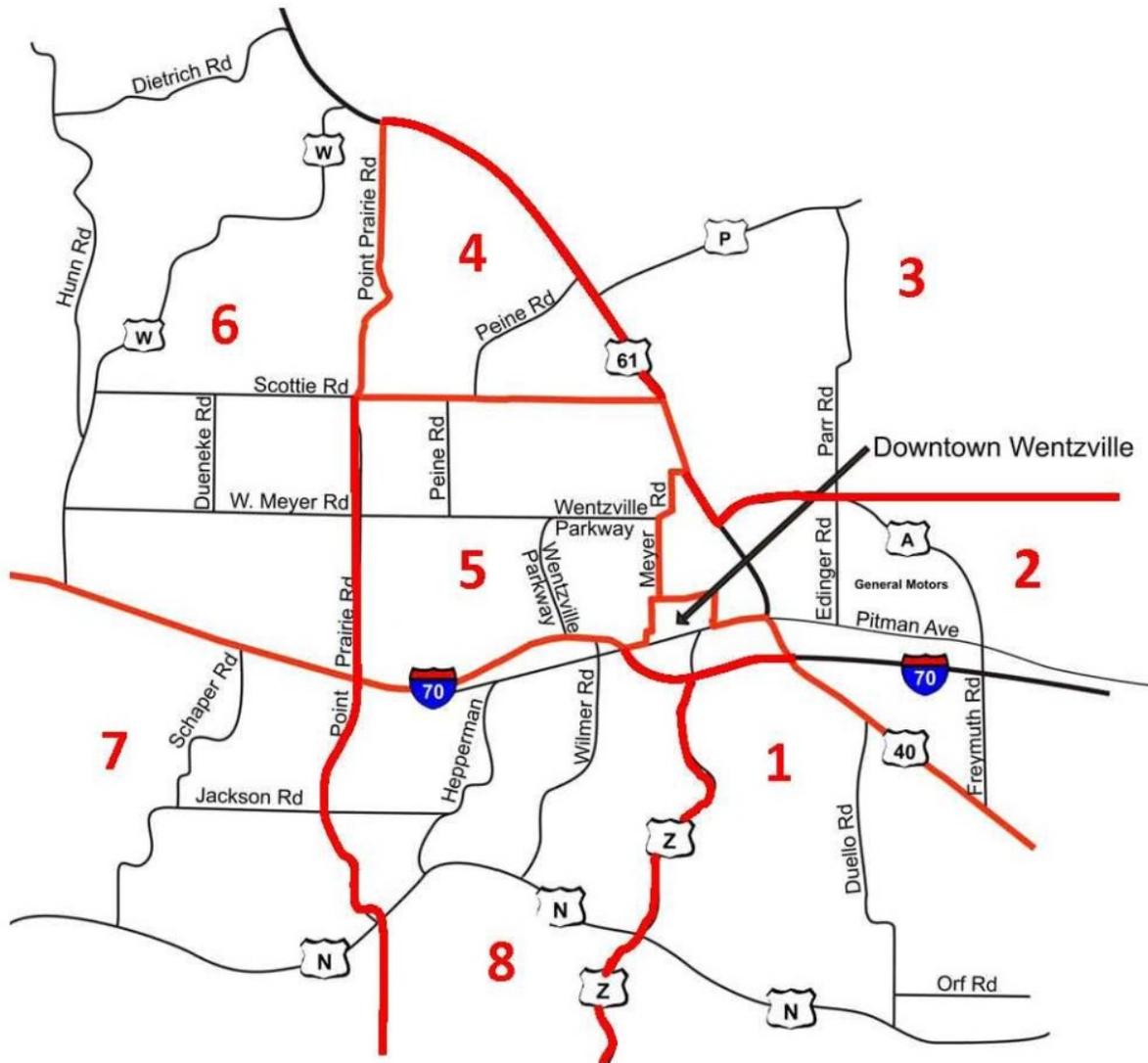
(Please continue with this survey whether you are or not)

- Yes
- No

Wentzville Community Survey

4. Whether you live inside the city limits or not, which part of Wentzville area shown on the following map do you live in?

- Downtown Wentzville
- Area 1
- Area 2
- Area 3
- Area 4
- Area 5
- Area 6
- Area 7
- Area 8
- Other or Not applicable



5. What is your gender?

- Female
- Male

6. Into which of the following categories does YOUR age fall?

- Under 18
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75+

7. How many OTHER people who live with you fall in these age categories? Please type numbers in the appropriate boxes.

Under 4 years old	<input type="text"/>
4 to 8 years old	<input type="text"/>
9 to 12 years old	<input type="text"/>
13 to 17 years old	<input type="text"/>
18 to 24 years old	<input type="text"/>
25 to 34 years old	<input type="text"/>
35 to 44 years old	<input type="text"/>
45 to 54 years old	<input type="text"/>
55 to 64 years old	<input type="text"/>
65 to 74	<input type="text"/>
75 or more years old	<input type="text"/>

8. Downtown Wentzville has a long history that dates well back into the 19th Century. How important do you think Downtown Wentzville is today for the city as a whole?

- Very important
- Somewhat important
- Not important at all

What's important to you about downtown?

Wentzville Community Survey

9. It is important for Wentzvillians to care about Downtown.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

10. How often do you visit downtown Wentzville for the following purposes?

	Never	Once per year	Twice per year	Every 1 to 3 months	Monthly	Couple of times per month	Weekly	Daily
Festivals and parades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Flea market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Community Club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
City Hall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Recreation/Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
To go to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Church (place of worship)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Retail shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Post office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Bingo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Public Works Department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Residence (YOUR place of residence)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					
Personal or business services (dentist, CPA, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>					

Other (please specify)

11. Tell us your favorites! What specifically brings you downtown?

Wentzville Community Survey

12. How often do you visit or shop along Wentzville Parkway?

- Never
- Once per year
- Twice per year
- Every 1 to 3 months
- Monthly
- Couple of times per month
- Weekly
- Daily

13. "I would go to Downtown Wentzville more, but..."

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It's difficult to get to	<input type="radio"/>				
I don't feel safe	<input type="radio"/>				
Sidewalk conditions	<input type="radio"/>				
Can't park near stores	<input type="radio"/>				
Too spread out	<input type="radio"/>				
Too few stores	<input type="radio"/>				
Lighting needs upgrading	<input type="radio"/>				
Don't know anything about it	<input type="radio"/>				
There is nothing downtown	<input type="radio"/>				
Not enough parking	<input type="radio"/>				
The architecture is out of date	<input type="radio"/>				
Unkempt properties	<input type="radio"/>				
Too many empty lots	<input type="radio"/>				

Other (please specify)

Wentzville Community Survey

14. Here are some ideas to improve downtown that we have heard from area residents and business owners. What do you think?

	Throw that one out	I don't know about that	I can live with that	Let's do it!
Need new "historic" train depot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a health clinic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a town square	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More boutiques/shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need an outdoor ice-skating rink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a history museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More table cloth restaurants (e.g. unique, upscale dining)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a farmers market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a grocery store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relax building codes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need an amphitheater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a drive-in theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a new fire station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a bowling alley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create new bike trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locate new corporate offices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a new Vietnam Memorial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a big city park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New corporate headquarters downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Change to one way streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need an outdoor concert series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More family restaurants (e.g. Applebee's)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More fast food restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bigger city hall in the heart of downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leave city hall where it is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the box below)

Wentzville Community Survey

15. What do you think about the following ideas for NEW civic buildings in downtown Wentzville?

	Throw that one out	I don't know about that	I can live with that	Let's do it!
Community/recreation center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City hall in heart of downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City hall in current location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Civic meeting center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

16. Another idea is to increase the number of residents in downtown. Give us your thoughts on the following ideas.

	Throw that one out	I don't know about that	I can live with that	Let's do it!
Apartments/condominiums above small retail shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apartment complex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loft housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-family homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condominium or duplex style housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Townhouses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

Wentzville Community Survey

17. What could make downtown Wentzville a regional tourist destination?

	Throw that one out	I don't know about that	I can live with that	Let's do it
Town Square theme (e.g. band stand for festivals)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modern theme (e.g. downtown Clayton, MO)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rock N' Roll theme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"New Town" theme (e.g. New Town at St. Charles)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Railroad/historical theme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

18. What other suburban cities in the St. Louis area and throughout the U.S have "great" downtowns that Wentzville might study for successful lessons?

THANK YOU VERY MUCH! The survey will be online through January 2009. Please encourage your neighbors to respond. Results will be announced and published in February.
www.wentzvillemo.org

APPENDIX B: TELL US YOUR FAVORITES

Question 11: Tell us your favorites! What specifically brings you downtown?

1. We live very close to the flea market (buy & sell), Pay my water bill, post office.
2. Post Office
3. West Allen Grill, used to go to Donut Tyme. Go to the post office often.
4. Primarily the post office, even though it is way too small for a growing city like Wentzville.
5. Post Office and city offices
6. To city hall for water bill, or the old Commerce Bank, make the city hall new for curb appeal
7. flea market/West Allen Grill
8. Wabash Days, Holiday Light Parade
9. The motorcycle shop Mac's Custom V Twins they are a family friendly shop.
10. Parades, family oriented events
11. Wabash days and the flea market for right now.
12. We use to go to the donut shop each Friday on the way to school (St. Patrick's) my kids loved to watch the trains go by
13. Immanuel
14. Nothing...there is nothing there to bring me and my family downtown.
15. I love the flea market and antique shops. My husband like them too plus Western Auto and Chic. We love the feel of the old shops.
16. Dairy Queen, if that's considered downtown.
17. Dierberg's, Kohl's, Walgreen QT, Restaurants, PO, Wal-Mart, Lowe's, Target, etc.
18. Used to be the donut shop!
19. right now the post office and the license bureau
20. Right now there is nothing except for the post office and to pay our water/sewer/trash bill. We have an 11 yr old and wouldn't frequent the bars in the downtown area for dinner. It would be great to have some family restaurants in the area. our daughter goes to St. Pats so we are in the area a lot, but really don't do business with any of the establishments
21. post office, west Allen grill
22. barber shop, other businesses
23. school, preschool and stores
24. I like downtown stores because you can park in front of the store, not walk the parking lot. And the stores are not so huge. There's less traffic. Sorry to see the donut shop close, we could use a real Bakery. Captain D's , goodwill store.
25. Love the way Old Tyme pub was restored.
26. West Allen Grill - St. Patrick's Church - Post Office - would be great to have another bar and grill in the downtown area. The old buildings are a great atmosphere.
27. The flea market
28. Flea Market, Parades, West Allen Grill, Antique Store
29. Post Office, West Allen Grill, City Hall, Pete's Drive In, Save a Lot, Card Shop, Lions Choice, Stef's, McDonalds, KFC, Dollar General, Beth's Hair Salon, Ice Cream, H&S Automotive, Phillips 66, Rayns,
30. The old time small town look
31. Stores, restaurants, post office
32. West Allen Grill, Parades, Wabash Days
33. Restaurants
34. Wal-Mart Ruby Tuesday's Michaels Apple Cleaners
35. West Allen Grill, Western Auto, post office, Immanuel Lutheran school, and fireman's park
36. I like the doughnut shop, but now it's closed, also we like Pete's
37. Passing thru on Pierce mainly. I'd like to see it develop more in to something like the Loop and then our family would hang out there!!
38. old time pub, yearly carnival
39. restaurants, bars
40. Ann's Bokay, Serendipity, Pete's, Flea Market. West Allen Grill
41. Would come down more if there were more interesting shops.
42. the old architecture
43. Festivals & Parades
44. I drive through three times a week "just because" - because I like to see what's going on down there.
45. The post office, which is also antiquated. The time has come for a newer, larger, and more easily accessible post office.
46. St Patrick's Church, West Allen Grill, barber shop post office gas stations hallmark card shop and other shops in the area
47. shops, restaurants, license bureau,
48. Necessity
49. West Allen Grill
50. I like to walk in the downtown area, and eat at West Allen Grill.
51. small shops cut through to highway
52. West Allen Grill, Post Office, Hallmark store
53. post office, flea market, fish fries, cutting through to the hwy, Wabash days, parades (Christmas and 4th of July), scrapbook store
54. I wish there were more to draw me there. I wish the new restaurants and shops in Wentzville would go there instead of along the Parkway.

55. My church, Green Lantern, parades & festivals
56. parades, festivals, shopping, food, family, bank, flea market
57. Serendipity, Chic Lumber, Tattoo parlor. Would love another bank, get away from Parkway traffic.
58. restaurants, parades
59. it can be a shortcut to other parts of Wentzville
60. restaurants and personal business
61. shopping mostly
62. Nothing
63. Post office and stores, restaurants.
64. Shopping, Points of interest, Necessities,
65. West Allen grill brunch
66. West Linn Grill
67. I grew up in Chicago with the old neighborhood way of living and prefer to support local merchants as opposed to the large chain stores.
68. Car wash, Post Office, dentist
69. West Allen Grill, Post Office, Fruit stand
70. Used to be West Allen Grill until they raised their prices. Love Steffanina's. Attend St. Patrick Parish. Attend Wentzville Senior Center.
71. I live here.
72. Small shops, but I wish there were more.
73. Work mainly, but if there were more local businesses I may visit more often.
74. The post office only
75. 1. Post Office 2. Church
76. 4th of July parade, really any parade or carnival
77. Computer Paramedic West Allen Grill
78. West Allen Grill
79. Only the Post Office, which is too small and inconvenient to get to.
80. west Allen grill, hardware store ells
81. The antique shops. Post office.
82. Target, Wal-Mart, Schnucks, Kohl's, and all of the restaurants
83. history
84. Same as #8; West Allen Grill. And St Patrick Church/Parish
85. Barber shop ,old type, friendly. Church St. Patrick's
86. West Allen Grill....We need more restaurants w/ sidewalk dinning.
87. old town style , like donuts shop and cafe' ,post office ,
88. Convenience and less congested than the parkway. Nostalgia, too--BRING BACK DONUT TYME!!
89. Flea Market
90. Resale shops and the Scrapbook store
91. West Allen Grill, Ehll's Western Auto
92. Senior Center, Flea Market, Post Office, Wabash Festival
93. The antique shops have a lot of personality. They are interesting to visit and see what is in the stores.
94. We live there. Festivals.
95. go to school
96. Post Office and Church - Would love to see shops like they have in Old St. Charles and nice intimate eating places.
97. The post office
98. Nothing really brings me downtown
99. The small town feel. I like to drive through downtown for nostalgic purposes.
100. West Allen Grill.. Sunday Brunch
101. West Allen Grill, would like to see more restaurants, like the feel of small town, don't lose it.
102. West Allen Grill, Retail Shops, Post Office, Flea Market
103. Nothing particularly brings me downtown
104. West Allen Grill
105. Restaurants and post office
106. Restaurants
107. Church
108. Barber shop and donut shop
109. Post Office
110. Flea market Restaurants
111. Pete's Place, Grandma live there, bank, CC, parades, auto parts etc...
112. flea market, Sunday brunch
113. Truthfully, right now it is difficult to get around downtown. The sidewalks are deplorable and there is nothing attractive and inviting. I go to the beauty shop and that is it, except an occasional dinner at a local restaurant.
114. Post office and lunchtime restaurants
115. Pete's, Kerr & Associates, Botz-Diel, West Allen Grill, Ehls, Harris Auto, Public Works, Post Office
116. Haircut and post office
117. McDonalds and good friends
118. West Allen Grill
119. Steffanina's, West Allen Grille, Post Office, License Bureau
120. I can ride my bike to city hall, post office, gas station, hardware store. Walk to restaurant or bar.
121. Post Office! Please ask Federal Government to expand. Car Wash. Dance Classes. Flea Market. Parks.
122. really to mainly pay bills, go to some restaurants, and personal business
123. The ONLY reason I would go any farther east of say McDonalds is to Ehll's western auto.
124. West Allen Grill and Flea Market
125. Bank, Schnucks, and other stores
126. Unique specialty shop(s)

- 127.Nothing
- 128.Wabash Days and parades
- 129.Post Office Scrap To It Happy Hound Haven Harris
Auto Ann's Bokay Hallmark Pete's
- 130.West Allen Grill Restaurant
- 131.West Allen Grill
- 132.Wabash Days, Donut Tyme (: () Waddell and Reed
- 133.J&R Barber Shop, Ehl's Hardware, the Post Office, the donut place on the corner, the Olde Town bar on Linn.
- 134.There is a new scrapbook store that I like going to. Our family likes going to Pete's because it's something different and has good food. I would love to try the west Allen grill have heard good things. I also like going to the flea market but I wish the parking was better..
- 135.West Allen Grill, Hometown Cleaners, Barber Shop
- 136.West Allen Grill, Flea Market, Cinderella's Coach
- 137.West Allen Grill, Flea Market, Cinderella's Coach
- 138.I'm confused? Are we referring to what I consider Downtown as answered in #1 or the historic downtown as referred to in #8? To me "Down town is the center of activity which is currently the Wal-Mart area. Wentzville also has a historic downtown which was the center of activity back in the railroad days which is the location where West Allen is.
- 139.Flea Market, and the parks and restaurants in the area.
- 140.The people!
- 141.Unfortunately Wal-Mart, Schnucks,54 Street Grill
- 142.I love living in downtown Wentzville! I can easily walk to the schools, parks, shopping, and restaurants. Stepping out my door brings parades or festivals a few times a year. The location is great for getting wherever I want to go. I love hearing my neighbors talk about what used to be in downtown Wentzville.
- 143.West Allen Cafe Sunday buffet
- 144.I love the three story building, but honestly have only been in the downtown area a few times in the 4 years that I've lived in Wentzville. It doesn't appear to have anything that I need since there is a large shopping complex on Wentzville Parkway.
- 145.DVM and the post office. No reason to visit downtown.
- 146.Flea market, West Allen Grill, Co-op
- 147.residence and family
- 148.Farmers Ins-Scott Shuebe, West Allen Grill
- 149.small town feel, festivals, daily conveniences
- 150.festivals
- 151.Old Time Pub
- 152.The flea market, car show, Post Office, donut shop and carnival.
- 153.Shopping and restaurants
- 154.Flea Market
- 155.Restaurants, retail shops, parades,
- 156.Nothing...It's a dump!
- 157.church, restaurants, groceries, dental/medical, civic
- 158.I have lived in Wentzville for 47 years and I remember when it was Wentzville, retail, show, skating rink, I want it back!
- 159.West Allen Grill, the barber shop
- 160.We do not stop "downtown" to do much of anything, other than post office or occasional stop to Subway or Hallmark, & school weekly. But, I do like to drive thru there and have that old time feel, but wish there was more to do & places to visit as a family (restaurants, stores, kids fun place, etc.)....just keeping the old time look (such as Main Street in St. Charles)
- 161.The Post Office, Wabash Days
- 162.post office
- 163.Hallmark store and florist
- 164.LAWYER, DENTIST, WEST ALLEN GRILL, BARBER, FLEA MARKET
- 165.Florists, Hallmark, City Hall, Post Office, I love the small town feel.
- 166.West Allen Grill, Commerce bank ATM, MFA, Flower shop
- 167.Post Office, Church/School (ILS), Parades
- 168.I love the flea market and all the festivals like Wabash days, 4th of July Parade, Christmas Parade, Classic Car show, but also Restaurants like West Allen Grill, Stores like Dollar General, Save a Lot, Dunn's florist.
- 169.lions choice
- 170.post office, West Allen Grill
- 171.No real reason - just to get me from point A to point B
- 172.I put never on a number of them because of civic leaders have done such a shitty job in recruiting and managing business toward downtown. Parks and recreation is a joke in Wentzville. Lake St. Louis and O'Fallon have better facility. Maybe the liberals running the city would have a VISION of the future rather than looking backwards, downtown Wentzville would be a great place. Instead, I'm doing this stupid survey that no one heard of until I found a link. I'm glad we have money to pay for consultants and surveys each year instead of putting the money back in the community. I would love to know how much money is spent on this survey. These questions are specifically gearing the response to Wentzville City Hall should be on the Parkway.
- 173.Wabash Days!!! By the way this past year it was switched from July to October - enjoyed it being in July better. West Allen Grill for dinner and post

- office - which is way too small!
- 174.the car cruises, Parades, Haircuts,
- 175.Other than work, I enjoy strolling through the area.
- 176.west Allen grill
- 177.Community Club Park is small but beautiful and a great place to walk, exercise. West Allen Grill is the best restaurant around. MFA especially in the springtime for seeds and lawn and garden supplies.
- 178.West Allen Grill
- 179.My barbershop and West Allen Grill
- 180.We like supporting the local merchants and NOT the BIG Chain stores.
- 181.Doughnuts.
- 182.Ehll's Western Auto and West Allen Grill.
- 183.Work
- 184.Jimmy Johns
- 185.West Allen Grill, Sav a Lot
- 186.Dierberg's Michael's Bread Co Office Max Pets mart
- 187.I use it mostly to cut through and I enjoy going through the old part of town. Not so many traffic signals. Plus it's a direct exit to either highway. Very convenient. But it does need to be spruced up.
- 188.jewelry store
- 189.dairy queen, flea market, post office, oil change
- 190.Works/food/bars
- 191.Restaurants, bowling, parks with bike trails, movie theater, retail shops, outlet malls, upscale bars e.g. piano bars.
- 192.No one particular place. I would like to see the area more walking friendly with a wider range of INDEPENDENTLY OWNED establishments. No chains or big-box stores
- 193.Local owned business. People know your name. Feels more personal.
- 194.Food and my insurance agent
- 195.events
- 196.There are not too many things that bring me to downtown currently. The City needs to look at adding businesses and venues that bring people downtown.
- 197.I drive through every day on my route to work.
- 198.Barber, interior decorating
- 199.We are there weekly for my daughters' dance classes and frequently for restaurants
- 200.My office is on Main St.
- 201.Post Office, and sometimes pay the water bill
- 202.my office
- 203.Sav-A-Lot
- 204.West Allen Grill and Steffanina's
- 205.our regional office (QTE) on Linn
- 206.I WORK HERE AND EAT LUNCH HERE
- 207.Donut shop
- 208.All of the above and Schools
- 209.4th of July Parade
- 210.Work
- 211.Post office / bar restaurants
- 212.Old Towne Pub, French Market. I would love to have more specialty stores downtown.
- 213.The bars and restaurants. I do love the florist.
- 214.old town feel
- 215.LESS BARS NEED A GOOD STEAK HOUSE THAT'S AFFORDABLE
- 216.Needs such as gas, friends, other businesses such as Western Auto, H&S tire, Pete's, Scotts Lawn Equip. Baseball and Softball games.
- 217.food, retail
- 218.church
- 219.We walk through town for fitness, all along Pierce from the Parkway to Old Hwy 40. We'd love to see more mom & pop places, less speeders, better sidewalks so window shopping is easier, sidewalk cafes and restaurants.
- 220.the charm
- 221.Nothing
- 222.I live in the downtown area, the homes have so much character. The people in the area keep their homes looking good. I feel that the business area should kept up and we need to keep the thriving businesses in the area as well as attract new ones.
- 223.I work downtown
- 224.Donut Tyme, Post Office, restaurants, church, CHIC lumber/hardware, dog groomer, florists, resale shops, MFA, Western Auto
- 225.Question 13, Question 1--Where is downtown, not clearly defined and Wentzville Parkway is like every other commercialized street in America...it could be anywhere.
- 226.The personal treatment you get from the home town business people nothing like all the box store on the parkway and the price value is the same.
- 227.Post office; West Allen Grill occasionally.
- 228.My office is in Downtown
- 229.Mainly, the post office...but I would frequent downtown more often if there were more shopping and restaurants
- 230.parks
- 231.restaurants, city hall, public works, green lantern, church,
- 232.The central place to meet people from all over
- 233.West Allen; Post Office; Bric-Brac shops; Donut Shop;

- Mary & Martha's; Hill Partnership Architects; DOR Office
234. I own Alan Storage LLC located on Pierce Ave.
235. WORK IN DOWNTOWN, GO TO MEETINGS IN DOWNTOWN,
236. Historic features
237. I try to do all my shopping, errands, and personal appointments as much as I can in town.
238. Olde Towne Pub, West Allen Grill, Flea Market, Holiday Parades, Wabash
239. I really tend to visit around Progress Park more because that is where community activities have been.
240. more entertainment and restaurants would bring me to downtown
241. As a family we go to Church and eat at West Allen grill.
242. The post office, the donut shop, the antique stores, the flea market, and West Allen Grill
243. Restaurants, Ann's Bokay Florist. West Allen Grill
244. I love the quiet, small-town streets and friendly people.
245. donut shop, post-office, church, bars
246. West Allan Grill, Post office
247. Post Office, West Allen Grill, Steffanina's, Pete's are my most frequented places
248. Work Love the fact the retailers know me.
249. Sports cards shops
250. Besides living in the area, I buy gas, go to the little shops, flea market, parades, and festivals.
251. retail, restaurant the post office is terrible - I purposely go to other post offices
252. West Allen Grill. Also enjoy driving through but there is not much to stop for.
253. West Allen Grill, Flea Market
254. West Allen Grill, festivals/parades
255. There is nothing in the Downtown area that I would consider as my favorite.
256. West Allen Grille, our church (Immanuel), post office, water department payment
257. Donut Tyme, Barber, Church, Ehl's, Phillips 66, Post Office, Chiropractor, City Hall
258. Flea Market occasionally, Community Club events (Parents as Teachers activities).
259. Angie's Dance Studio, Thieman's Carpet, post office - friendly staff! I just want it to look more up to date and offer more things to do
260. Post Office and ILS School
261. Trying to avoid the Parkway Traffic
262. Serendipity and The French Market
263. Wal-Mart, Lowes, Bank of America
264. West Allen Grill
265. Donut Tyme and Post Office
266. Historic buildings
267. St. Patrick's Church, the Post Office, very occasionally West Allen Grill and Old Towne Pub.
268. Flea Market and Church/School
269. I live in the area
270. I like to look at the antique shops... although, the smoking smell that comes out of one of those shops keeps me away.
271. Donut Tyme
272. Donut Shop, Stephaninia's, Gas Station, Driving to 61 South from Meyer Rd. Would love to feel a little more comfortable walking around downtown, visiting the restaurants in the evening...or just taking a walk in a safe place.
273. Parades, community activities, post office, daughter's school and related activities.
274. Olde Town Pub
275. Don't have a favorite. Downtown is a mess right now. It would be great to see the old buildings restored and new businesses added.
276. Barber, shopping, auto repair
277. Great buildings and people
278. flea market, shops
279. Drive in Trains
280. West Allen Grill is a plain, but good restaurant. Downtown could use more local businesses like this. Not everything needs to be a national chain.
281. West Allen Grill, Olde Towne Pub, Flea Market, Optimist meeting, Pete's drive In, License office

APPENDIX C: WORDS TO DESCRIBE DOWNTOWN IN 5-10 YEARS

Question 2: What words would you hope to use to describe Downtown Wentzville in five or ten years?

1. ACTIVE/REVIATALIZED/BUSY
2. Pride
3. welcoming, friendly, country cute with a small town atmosphere
4. The revitalized area of town.
5. Full with businesses and people
6. Modern. Clean. Attractive.
7. pleasant walking area
8. historic
9. small town feeling
10. Bright, colorful, many trees and new sidewalks/new businesses
11. revitalized - restored
12. fun, historic, charming, beautiful

13. Beautiful Downtown Wentzville with pretty landscaping
14. Revitalized - old feeling, new look
15. Revitalized
16. new shops and restaurants
17. vibrant
18. Quaint, like Main street St. Charles. Busy with people.
19. Shopping like Main St. St. Charles
20. new & interesting
21. fun, safe, active
22. small town square with shops, restaurants & family atmosphere
23. a great place to meet and have dinner/drinks
24. pleasant
25. park like, business friendly
26. lively, peaceful
27. vital
28. family oriented businesses
29. charming
30. Family-oriented and friendly
31. Pleasing to the eye
32. More business in downtown and the east end of town to help spread the traffic.
33. welcoming, historic, fun
34. a good place to walk through
35. hometown
36. A place to dine, wine and be entertained.
37. Bars / Restaurants with outdoor dining, courtyards, fountains, gazebos,
38. Small town feel in modern city
39. wonderful for shopping and great place to live
40. Historic Charm
41. beautiful, historic, clean
42. Sidewalks On Both Sides all through, decorative lighting, well kept homes and commercial property, small parks with benches to sit on
43. Fewer banks. More affordable restaurants and shops
44. mundane
45. some empty building occupied and preserving history in Wentzville downtown
46. historic, clean, unique, active
47. shops, outdoor cafe, fun adult night spots, clean, new looking
48. bring it back to life
49. Thriving, Preserving historic buildings, coffee shops and wifi, just like The Loop!!
50. revitalized historic district with fine dining and entertainment
51. fresh
52. Historical
53. relaxing step back into the past
54. Quaint, vibrant, busy, historic, affordable
55. quaint, well planned, functional
56. Ornate, Established, Beautiful
57. User friendly
58. clean, safe, attractive historic
59. walk through pleasant atmosphere up to date buildings
60. unsure
61. vibrant
62. Growing and thriving
63. Renovated
64. revitalized
65. Vibrant, busy, things to do, place to take visitors
66. It's just like Downtown St. Charles... with all the shops and cafes. Nice place to walk around from shop to shop.
67. neighborhood gathering place
68. A family community with shops and storefronts.
69. place to go, exciting, convenient
70. alive, booming, attractive
71. Clean, well maintained, no vacant buildings
72. family, activities, shopping,
73. thriving, interactive
74. modern and more fixed-up
75. alive, unique, dynamic, fun
76. vital but friendly
77. Never spoken of again
78. Growing together.
79. A city with a vibrant spectrum of coherence.
80. busy with businesses and shopping/restaurants
81. Bustling such a historic area!
82. Unique with most city services being in a group
83. A very nice place to shop and eat.
84. Still decaying
85. Rejuvenated
86. Lively
87. Upscale, family-oriented, classy, bustling
88. busy
89. interesting, fun, safe, lots to do
90. quaint
91. The Place to Live
92. quaint
93. Bustling
94. vital
95. Safe place to live, fun and clean
96. progressive, uncluttered
97. An eye-appealing but relaxing environment with a small-town look.
98. User friendly
99. great traffic flow, no red light cameras, vibrant, parks, beautiful

100. A classy and affordable town that doesn't just focus on growth and the money to do so. My wife and I moved here b/c it was affordable and the rising city taxes are making me wish we never would have.
101. family fun, restaurants, mom and pop stores
102. The heart of the city with many places to shop, eat and visit.
103. nice place to walk and take in shop and events -like downtown St. Charles- put with Railroad and civil war theme
104. Historical, quaint, peaceful, clean, good home style restaurants and unique shops.
105. alive & busy
106. revitalized, city hall within, not abandoned by city
107. Historic, great eating & shopping
108. Attractive
109. thriving, inviting
110. clean, well maintained and historically appropriate
111. charming, peaceful, eclectic, natural, quaint
112. easy to access
113. The place to be.
114. family oriented
115. Attractive, Historic, Inviting
116. beautiful
117. Interesting and inviting
118. More Businesses
119. aging
120. close community, small town feel, rail travel, family friendly
121. Revitalized
122. progressive, attractive and bustling
123. functional
124. An historical site with lots of small quaint shops.
125. Historic District. Restaurants and Shops
126. very progressive yet historical
127. Flourishing, contemporary, modern, booming, fun
128. Modern yet still feels like the quiet town I have grown to love!
129. family oriented, fun
130. Clean, easy walking from store to store, accessible and welcoming to shoppers on both sides of the track, attractive. Time in a capsule.
131. Less congested
132. unique, updated
133. professional buildings, city hall,
134. A vibrant place with restaurants, shopping and activities
135. thriving,
136. A nice place to live, after the traffic problem was solved.
137. Interesting
138. Revitalized and up-to-date
139. Modern, Life-Style Center
140. compare to Kirkwood or Webster groves, nice mix of homes, entertainment, and businesses
141. A place to visit for city activities.
142. family friendly
143. hoping every building will not be empty
144. Accessible, vibrant, multicultural.
145. Vibrant. On the move.
146. alive and well
147. Most progressive City in the West
148. Beautiful, vibrant, historic
149. vibrant, attractive, fun
150. alive, happening, funky, artsy
151. Less mass confusion of too many stores on the Parkway that need less traffic lights to get access to them
152. Historic, fun, relaxed
153. quaint, enjoyable
154. Like old St Charles area.
155. Lots of places for entertainment; stores, restaurants, etc.
156. modern, clean, crisp
157. revitalized, family, historical
158. Clean and safe
159. Hometown
160. fun, exciting, active
161. vibrant, nostalgic
162. Tax friendly
163. Thriving
164. Thriving
165. Revitalized and wheelchair accessible.
166. More retailers with adequate parking.
167. The Little City with a Big Heart
168. strong community bond, well organized and attractive
169. thriving, attractive, pedestrian-friendly, small businesses aplenty
170. Unique, Trendy, Happening, Modern yet Historic, The place to go on Friday/Saturday night
171. Upscale, shops, bars, restaurants. Cobblestone!
172. Better than St. Charles downtown
173. Old blended with the new. Old looking store fronts filled with new modern technology. Silver Dollar City appeal mixed with old store and new store fillings.
174. Quiet, off the beaten path. Just the way it should be.
175. The area encircled by Wentzville Parkway and Pearce Blvd.
176. Family oriented, old town feel, bring back the historic feel
177. revitalized
178. Revitalized
179. Family-oriented. Don't forget SAFE!!!

- 180.Awesome
- 181.vibrant, historic, busy
- 182.Historic, Scenic, attractive.
- 183.Vibrant
- 184.newer looking
- 185.Safe, clean and family oriented
- 186.Looks like historic downtown St. Charles
- 187.quaint
- 188.Safe, Fun, Family Oriented, Lots of things to do
- 189.Revitalized
- 190.vibrant and having old-time charm
- 191.like Wentzville parkway, developed, and well maintained
- 192.shopping district
- 193.VIBRANT
- 194.revitalized and fun, family friendly
- 195.Nostalgic
- 196.Vibrant, welcoming,
- 197.quaint...restaurants & shops
- 198.slow and old
- 199.scenic
- 200.shopping, fun places
- 201.vibrant
- 202.Active
- 203.Viable and Prospering
- 204.abandoned and not attractive
- 205.Still Growing
- 206.A clean, well groomed destination for families
- 207.nice, historic, fun
- 208.destination, fun, relaxing, interesting
- 209.restaurants, small businesses, interactive history of city, bed & breakfast, family friendly entertainment
- 210.Alive and growing
- 211.A "walking plaza" lined by quaint shops and eateries!
- 212.Historic Downtown Wentzville
- 213.A thriving town that is up and coming with cutting edge businesses.
- 214.The Busy part of town
- 215.Still a Vibrant Area
- 216.Too much traffic...
- 217.A fun place to shop, eat, stroll and meet other people
- 218.Everything you need - all in one place
- 219.Historical and appealing to all visitors
- 220.prosperous
- 221.fun place to eat lunch and shop
- 222.Exciting and the place to have a business
- 223.top 100 to live
- 224.charming
- 225.An attractive destination for walking, shopping and dining
- 226.CLEAN, VIBRANT, HOMETOWN MARKET PLACE
- 227.Culturally Artistic and a Heritage to its roots.
- 228.Quaint and walkable living and shopping
- 229.busy, walkable, bustling, bright and cheery
- 230.Vibrant area with great ties to its historic traditions. A great place for shopping, working, and entertaining.
- 231.Interesting shops. Nightlife. Kid friendly
- 232.busy, fun, interesting, cozy
- 233.Upscale shopping and dining owned by local businesses.
- 234.booming
- 235.Thriving
- 236.Struggling for recognition
- 237.A nice place to go hang out, and chat with friends
- 238.thriving, viable
- 239.quaint
- 240.Bustling, Entertaining, Fun,
- 241.quaint
- 242.thriving
- 243.VIBRANT
- 244.Historic - with shopping and dining opportunities
- 245.a historic renovation
- 246.vibrant
- 247.Norman Rockwell
- 248.vibrant, active
- 249.Historic
- 250.parks, open space, fountains, landscaping, statues and other permanent works of art
- 251.Vibrant, trendsetting
- 252.Good food, entertainment, and people.
- 253.alive, homey, family, fun
- 254.A LARGE CITY
- 255.Revived, busy, clean, fun and memorable
- 256.developed
- 257.Charming and friendly
- 258.historic yet eclectic
- 259.Populated with 'mom & pop' establishments
- 260.Vibrant, Destination
- 261.prosperity
- 262.Quaintly Modern
- 263.thriving and exciting
- 264.thriving
- 265.Quaint, historic, tradition
- 266.energetic, functional, inviting
- 267.Festive, 21st Century look with old time values, lively, social mecca, a place for our community to gather (parades, festivals, shop, eat, socialize) Opposite of the "chain" feel you get when you drive down Wentzville parkway. A place where Parks 'N' Rec can have family and adult socials.
- 268.Active
- 269.Like Central West End; where you can walk and sit

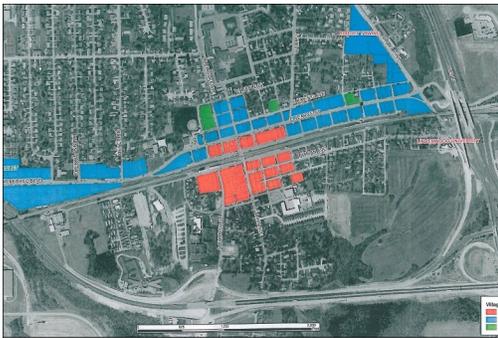
- outside.
- 270.vibrant
- 271.Clean, quaint, great shopping experience
- 272.Energized/revitalized
- 273.beautiful, walker friendly
- 274.ole towne center
- 275.clean, modern, energy efficient, easily accessible
- 276.Fun place to go
- 277.Destination point built around city's history. Hopefully the location of our company's Corporate HQS in a historic building
- 278.Home of the New City Hall and Meeting area's
- 279.vibrant
- 280.Historic, quaint, Mom & Pop Specialty Shops
- 281.well thought out as far as traffic
- 282.clean, crisp, quaint
- 283.Upscale, Night Life
- 284.Fun, Shopping, Activities
- 285.booming place to be
- 286.Nostalgic, but trendy, clean, boutiques, wineries, specialty shops
- 287.Vibrant area with retail and restaurants
- 288.Revitalized
- 289."Welcome Home" to Down Town Wentzville
- 290.Home of the small-town feeling
- 291.alive, vibrant, bustling, fun to visit
- 292.vibrant, busy, attractive, city-like
- 293.Village Center
- 294.vital to the city
- 295.inviting, quaint but appealing, vital,
- 296.Family oriented shopping, dining, gathering place
- 297.quaint shops and great restaurants/bars
- 298.vibrant
- 299.a nice place to take out of town visitors
- 300.revitalized, vibrant
- 301.historic atmosphere, family-friendly
- 302.Vibrant, Exciting, Diverse,
- 303.Inviting, Colorful
- 304.inviting; quaint; bustling; destination
- 305.family oriented
- 306.quaint, but thriving retail and business offices
- 307.Quaint, Historic
- 308.More smooth traffic flow, more local restaurants and shops
- 309.Rebuilt, revitalized, and filled with active businesses
- 310.family friendly, vibrant, reminds me of Kirkwood/new town
- 311.Remodeled, maybe a newer, fresher look.
- 312.Family friendly, fun and pretty
- 313.Historic and Family Friendly
- 314.Not a worse traffic nightmare like the Parkway is
- 315.Lively
- 316.growing, charming mix of old and new
- 317.revitalized
- 318.It is going to be unbelievable traffic congestion unless something is done to enlarge the entire area of Pearce Blvd and Wentzville Parkway. There must not have been much thought and foresight to have allowed this design as it is now. Why were not more lanes of road before allowing the business to be built?
- 319.thriving, beautiful, historic, small town feel
- 320.Vibrant and useful
- 321.inviting, clean, historic
- 322.it looks as good as old town Florissant or old St. Charles
- 323.Fun
- 324.safe, relaxing, unique, a destination
- 325.St. Charles Historic District
- 326.best place to eat, drink & shop
- 327.Active, clean and beautiful
- 328.Busy
- 329.Friendly for walkers young and old, vibrant, open air shops and restaurants
- 330.Active, Inviting, Family Orientated
- 331.a safe and nice place to live
- 332.vibrant, boutique, clean
- 333.Fun for the family, Shopping, Family friendly,
- 334.A Safe Place to "walk to/around" at night, visit local bars/restaurants, and shops.
- 335.A step back in time
- 336.Quaint, warm, well-landscaped and clean.
- 337.A modern community with old town flavor
- 338.convenient, accessible, friendly, affordable
- 339.Family community
- 340.friendly
- 341.welcoming
- 342.Mix of uses, walkable activities
- 343.no vacant buildings, more businesses, better appearance and conformity to architectural standards
- 344.a great place to visit, shop and relax

Wentzville, Missouri

PART 4

PHYSICAL DESIGN WORKSHOP

February 23 and 24, 2009



Physical Design Workshops– February 23-24, 2009



According to the 'dot survey' and for our purposes, downtown is considered the land west of U.S. Highway 61, east of City Hall's current location, North of I-70 and South of Pearce Boulevard.

There was discussion of creating 'one way pairs', by converting Pearce into west-bound only and all the east-bound traffic will be directed on to Allen. This will allow the creation of wider sidewalks and on-street diagonal parking along both streets. At the same time it will give better exposure to the businesses along Allen Street. It was discussed whether the existing connecting streets should be abandoned and possibly turned into pedestrian ways, mews or vias. Further research will be required to determine parking quantities and traffic volume.

Drop in workshop: Feb. 24, 2009 Throughout the day, the team was set up in the community club working on the items discussed the previous day at the Public Meeting. The prior two concepts were on display along with the preliminary renderings and study sketches. Residents of Wentzville, downtown business owners and city officials were all welcome to come through the open house to ask questions, discuss the evolving master plan and look at concept sketches and studies. Ideas were compiled and taken into consideration for the third master plan concept, presented at the public meeting on the night of Feb. 24th.

Downtown Wentzville Physical Design Workshop- Feb. 24, 2009 The second Physical Design workshop was opened with first, the results from the visual survey then the presentation of the third master plan concept. From the citizens there seems to be a strong interest in both short term aesthetic and economical fixes of downtown Wentzville. These need to be immediate fixes that will benefit business and be implemented in cooperation with the cities CIP. Along with improvements, some residents would like to see elements, such as the community club and the flea market preserved. It was shown that they were preserved on the master plan concept. One idea for immediate downtown improvement is to clean up the skyline by placing utilities underground.

**DOWNTOWN WENTZVILLE
PHYSICAL DESIGN WORKSHOPS**

Please Join Us at a Public Meeting to Plan for Revitalization of
HISTORIC DOWNTOWN WENTZVILLE

Public Meetings and Presentations
Monday and Tuesday, Feb. 23 & 24, 2009
6:00 to 9:00 p.m.

Additional "Open House Drop-In Workshops" from
1:00 PM – 4:00 PM on Monday Feb. 23 and
10:00 AM - 4:00 PM on Tuesday Feb. 24

Wentzville Community Club located at 500 W. Main Street
There is no charge to participate.

Participants will work with the city's planning consultants to identify
ways to improve the downtown's economic opportunity.

Please RSVP by February 20 to
Shirley Eddens 636/639-2016 ecodev@wentzvillemo.org

Additional points brought up and discussed were:

- Additional green space and bike trails converging in downtown, though popular present the issue of potential maintenance.
- The block size created by the one way pairs would be ideal for a town square and bandstand.
- There was a concern over future festival arrangements, whether they will need to be relocated or traffic will need to be detoured from the one way pairs.
- Preserving the historic buildings and creating infill.
- Get as many of the key historic areas/structures identified on the master plan as possible.
- Create a new north/south penetration beneath the railroad at the existing city hall.
- Use the existing bridge over I-70 (if/when the curve is smoothed) to create a north/south connection at the west end of the business district.
- Enhance the railroad crossing at the Linn & Allen/Main Street Intersection.
- Improve the rail crossing near the Pearce entry off 61 Highway.
- New monument signage at the east entrance of Pearce in the newly created round about.
- One suggestion was to change the codes pertaining to downtown Wentzville protecting the remaining historic building and encouraging infill.
- Create incentives for revitalization of existing buildings and housing, using old St. Charles as an example.
- Establishment and enforcement of future regulations would potentially be handled through a form based code or updated Village Center Zoning and Design Guidelines.
- There were some complaints on current code enforcement.
- Future study would evaluate infrastructure based on what is developed in the master plan and coordination with MODOT.
- The importance of creating a place where people want to come, and more importantly stay for the day can be achieved by playing up Wentzville's history.
- Mass transit, whether bus or rail should be considered in the plans for future development.
- The railroad was considered a vital use that needed improvements and upkeep. Is the railroad responsible for the appearance of the line, who maintains? The idea of a railroad park was presented, using the caboose as the focal point. This historical area could create a brand or identity for downtown Wentzville. Possibly a museum or signage in the park telling the historical importance of the railroad.
- Design guidelines can be created to see that all new development fits within the downtown's master plan, signage requirements and building character. There was support for preservation of existing buildings and for high density in new buildings.
- There was a request to locate low income and affordable housing potential on the plan.
- The mix of retail seemed important, especially the notion of a bank. Everything must be chosen to enhance the economics of the area.
- There seemed to be a general consensus that a civic building would continue to bring people to the downtown area, much like the post office. It was fairly unanimous that the city hall should remain in downtown Wentzville. Another popular suggestion was opening a small branch library downtown. It appears the most appropriate action to obtain a library is a presentation by a group of Wentzville residents to St. Charles County. It was also suggested that the Post Office could be improved with a more accessible location and increased parking.



Church Street



Existing Gateway - Church Street off-ramp from Westbound I-70



Existing Church Street



4th and Church Street - N.E. Corner

The Church Street corridor is a very important gateway providing direct access from I-70 into existing downtown Wentzville. Existing uses along Church include residential, commercial and St. Patrick Church. Considerations of curb cuts, school drop-off traffic, future gateway monumentation and streetscape enhancements will need to be addressed in future street improvements.

Linn at Main and Allen - Norfolk Southern Railroad Crossing



Linn and Allen - Historic Structures



Linn - Looking south to Main from Allen

Linn, as it crosses Main/ Allen and the Norfolk Southern Railroad is considered by many respondents in the resident surveys as the center of downtown Wentzville. Since historic Wentzville began with the railroad this location is at the heart of downtown. Special emphasis on the streetscape and monumentation should occur in this location.

Views along Pearce Boulevard



Eastbound Pearce Boulevard



Sidewalks and Utilities



Pearce Boulevard - Eastern Gateway

Pearce Boulevard can be considered the main commercial corridor of downtown Wentzville. Many free-standing businesses line this street. Gateways at the east and west ends, on-street parking, traffic flow, multiple intersections and curb cuts and streetscape enhancements are important considerations in this corridor.

Views along Main Street



Existing Caboose On Main



Existing MFA Structures



Existing Mix of Uses along Main and Norfolk Southern Railroad

Visual Preference Survey– 42 Images



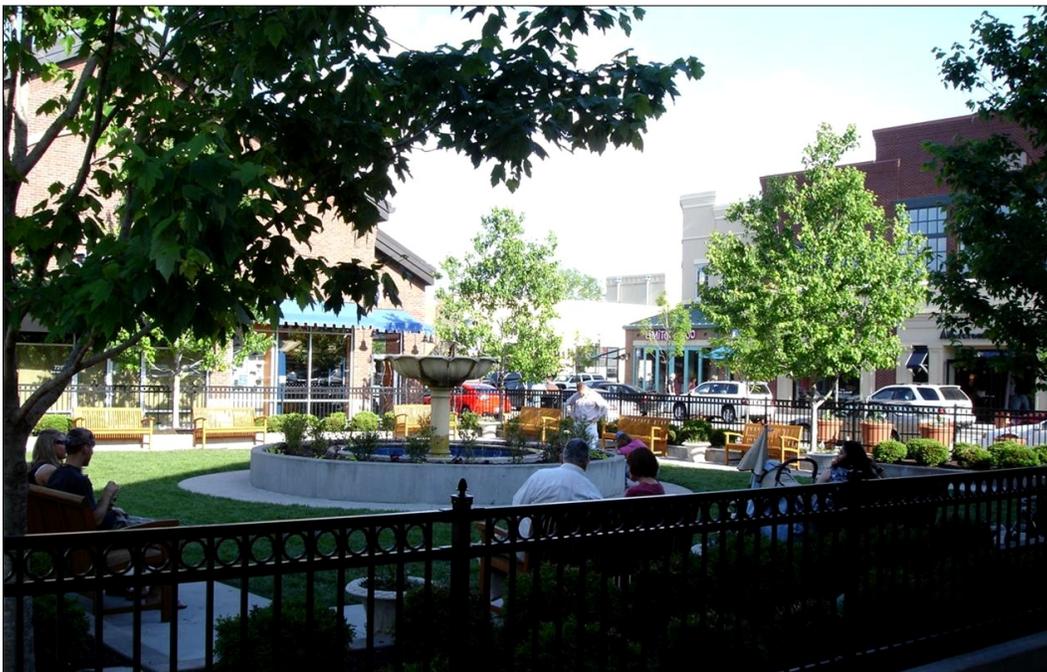
Visual Preference Survey– At the public meeting on February 23, 2009, the citizens of Wentzville were given a visual preference survey . This tool is used to gather an understanding of what the community envisions for the future redevelopment of downtown Wentzville.

Residents were shown 42 images (above) from the following categories: Architecture, Density and Building Height; Amenities and Public Spaces; Streets, Sidewalks and Circulation. Each image is ranked 1-5, the resulting top fifteen images were shown and discussed at the public meeting held the following night.

Visual Preference Survey– Top 15 Images



1. Amenities and Public Space– A crowded town center in Southlake, Texas. The town square is framed by City Hall, a bandstand and retail with office space above.



2. Amenities and Public Space– A small square in Zona Rosa, Kansas City, Missouri.

Visual Preference Survey– Top 15 Images



3. Streets, Sidewalks and Circulation– Layers of circulation are created with parallel parking, amenity zone, pedestrian traffic, planters, and outdoor space for retailers in Baxter Village, South Carolina.



4. Amenities and Public Space– The streets are closed for the Westport Art Fair, Kansas City, Missouri.

Visual Preference Survey– Top 15 Images



5. Architecture, Density and Building Height- One way divided traffic in the Mixed Use area of Excelsior & Grand, Minneapolis, Minnesota



6. Streets, Sidewalks and Circulation– The amenity zone on the Country Club Plaza, Kansas City, Missouri.

Visual Preference Survey– Top 15 Images



7. Architecture, Density and Building Height–
The tower creates a focal element in the Country Club Plaza, Kansas City, Missouri



8. Architecture, Density and Building Height–
The boulevard terminated by the Montreal Civic Building creates a focal element.

Visual Preference Survey– Top 15 Images



9. Amenities and Public Space– This permanent structure houses the weekly Overland Park, Kansas farmers market, while providing covered parking the rest of the year.



10. Architecture, Density and Building Height- Examples of one and two story retail in Baxter Village, South Carolina.

Visual Preference Survey– Top 15 Images



11. Architecture, Density and Building Height- This mixed use example depicts a round about, wide green medians dividing one ways lanes, and residential above retail at Excelsior and Grand in Minneapolis, Minnesota.



12. Amenities and Public Space– A town square is surrounded by mixed use four and five story buildings in Rockville, Maryland.

Visual Preference Survey– Top 15 Images



13. Amenities and Public Space– A children’s fountain and park in Jameson Square, Portland, Oregon is a popular destination.

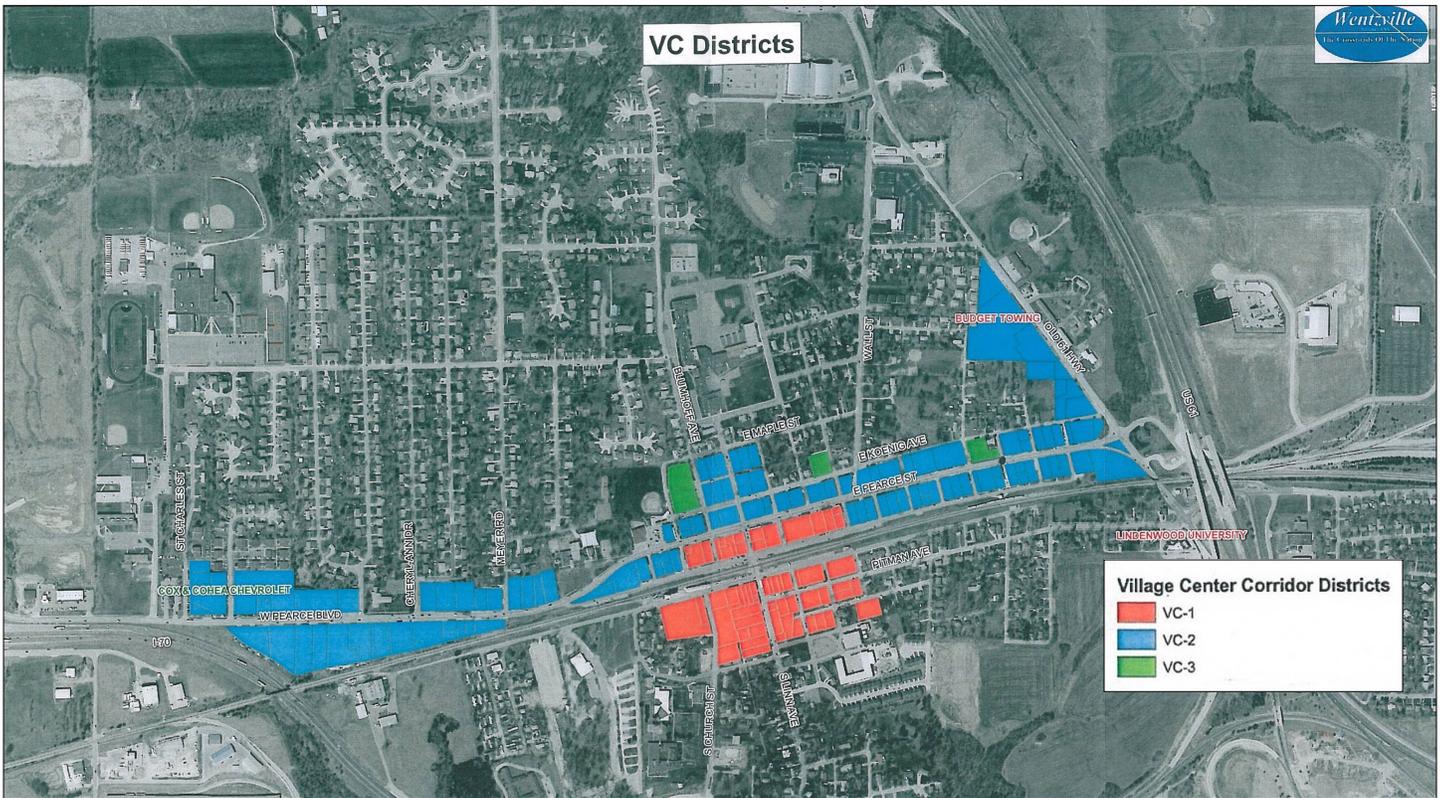


14. Streets, Sidewalks and Circulation– Generous sidewalks create opportunity for outdoor dining and kiosks in Vancouver, Washington.

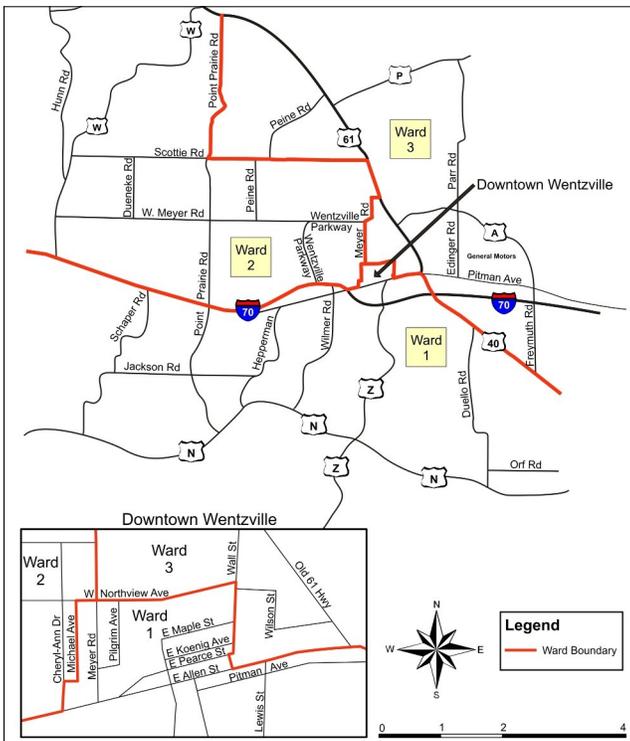


15. Streets, Sidewalks and Circulation– Parallel parking creates a buffer along the sidewalk in Legacy-Plano Texas. The sidewalk is then divided into amenity zone, pedestrian traffic, and display or dining space along retail fronts.

Site Analysis Maps



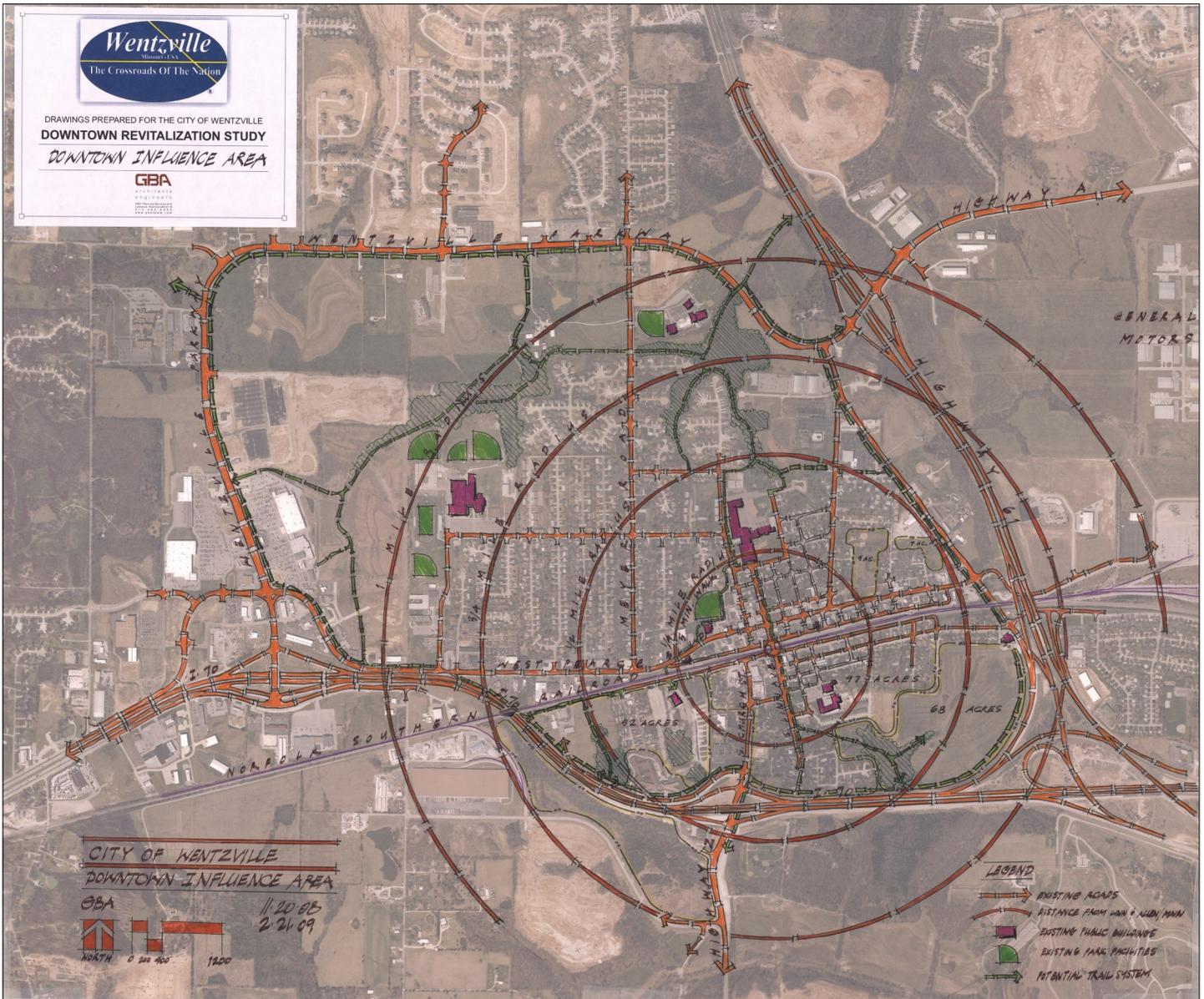
Existing Village Center Zoning Map



Downtown Wentzville Location & Ward Map

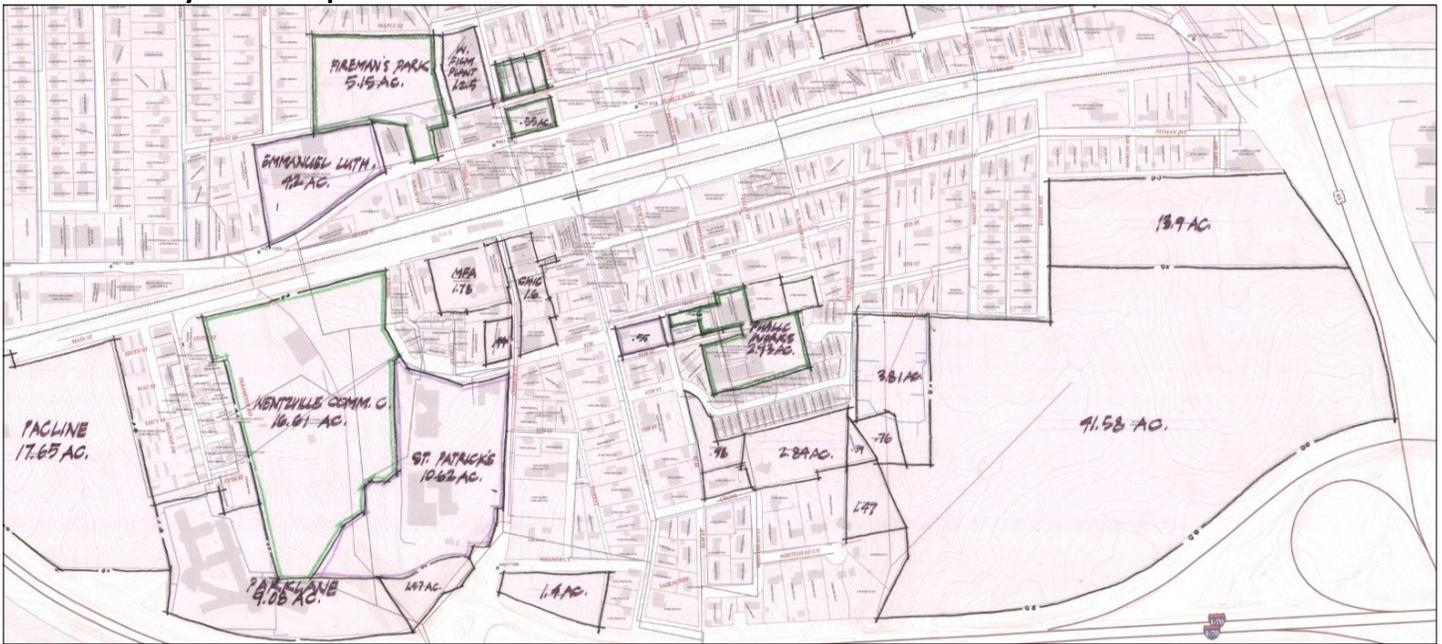
Downtown Wentzville’s location at the northwest corner of Highway 61 and Interstate 70 provides many opportunities for future growth and development. Significant developable acreage exists on the southeast and southwest corners, as well as, potential infill development within the existing downtown areas. This study and master plan evaluates these parcels and suggests a framework for future growth. The existing downtown Village Center Zoning Districts defines these established areas as special districts with specific zoning standards. This Downtown Revitalization Study includes these Village Center areas and expands to include the developable areas on the east and west corners out to I-70/ Highway 61.

Site Analysis Maps



Downtown Influence Area - This map shows an aerial photograph of Downtown Wentzville centered at Linn and Main/Allen and the environs around it out to Wentzville Parkway. Major existing roads and streets are shown in orange, parks shown in green and potential trails in dashed green. Larger parcel acreages are outlined and labeled. The circles around the downtown center are 1/4 mile or 5 minute walk intervals from the downtown center.

Site Analysis Maps



Development Parcel Map - The map above outlines major development parcels in the study area and shows acreages for each. Larger existing developed parcels are also shown. Public or semi-public parcels are outlined in green.

Aerial Photographs— Throughout the study process, aerial photos (such as those on the right and below) were studied to evaluate existing conditions and potential new development opportunities.

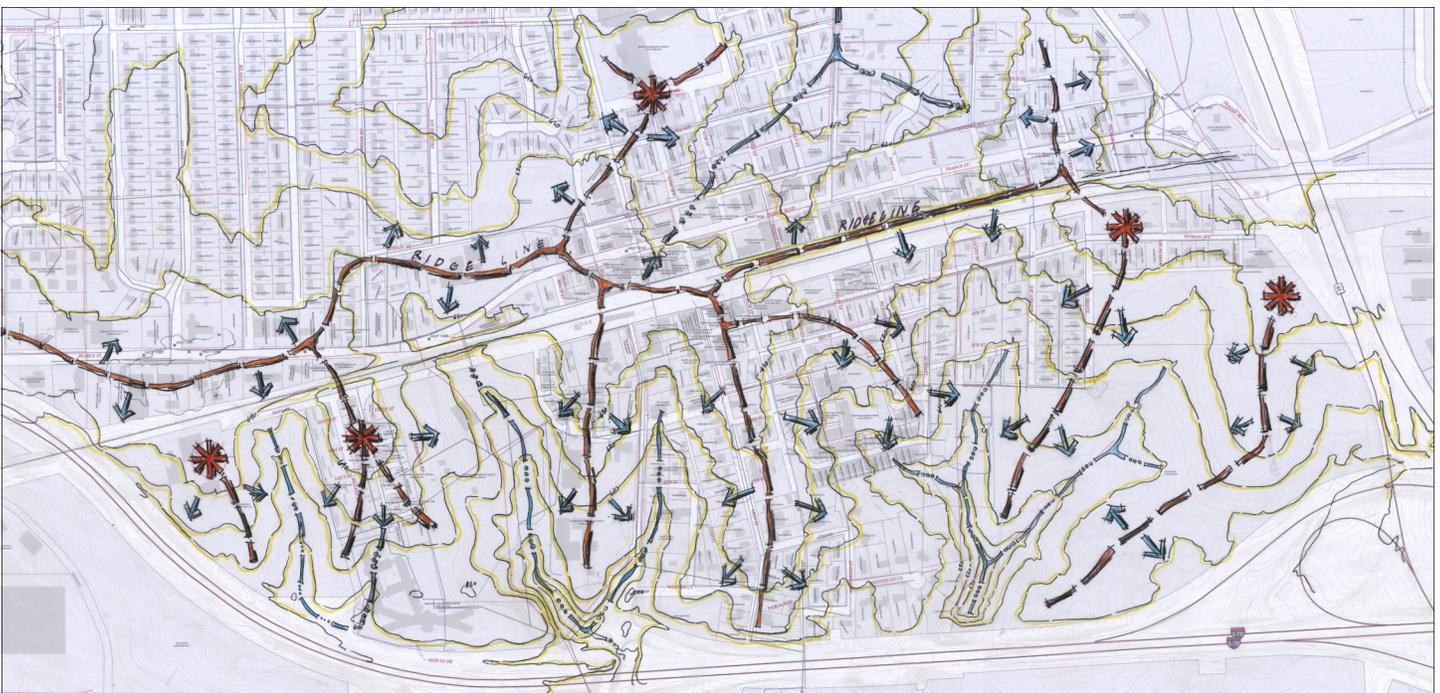


Site Analysis Maps

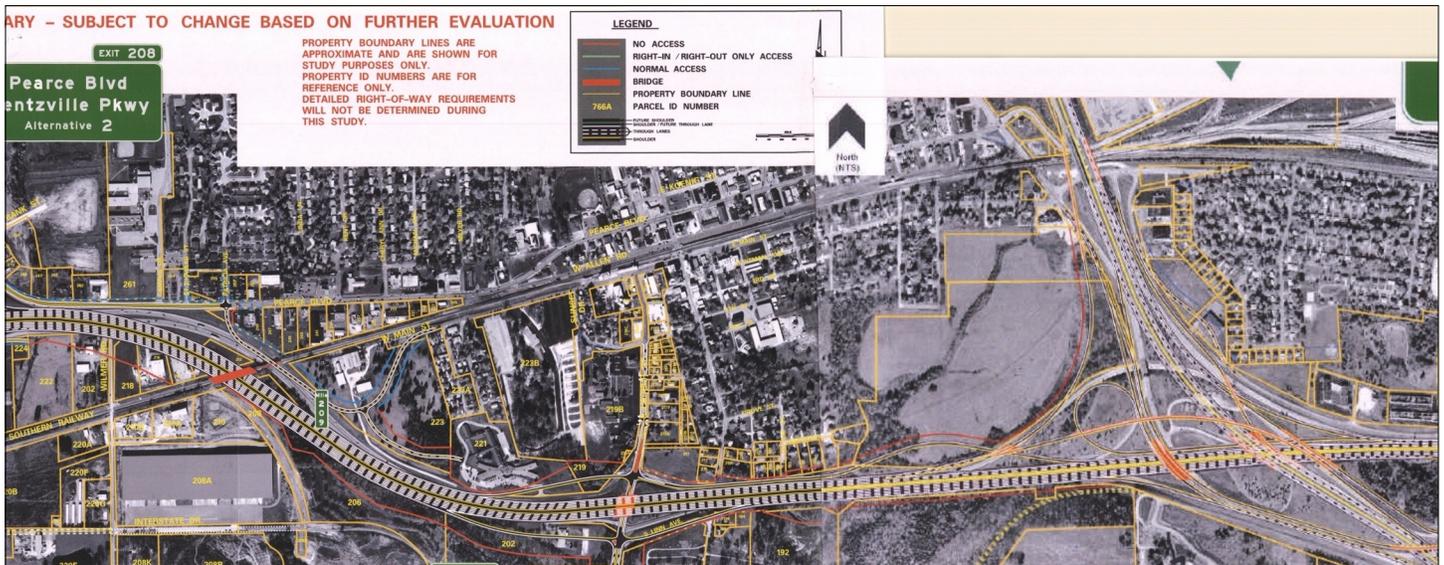


Existing Conditions - The drawing above shows existing buildings, major vegetation and streets in the Downtown Wentzville study area. Commercial buildings are highlighted in red and public buildings in purple. Streets are in yellow.

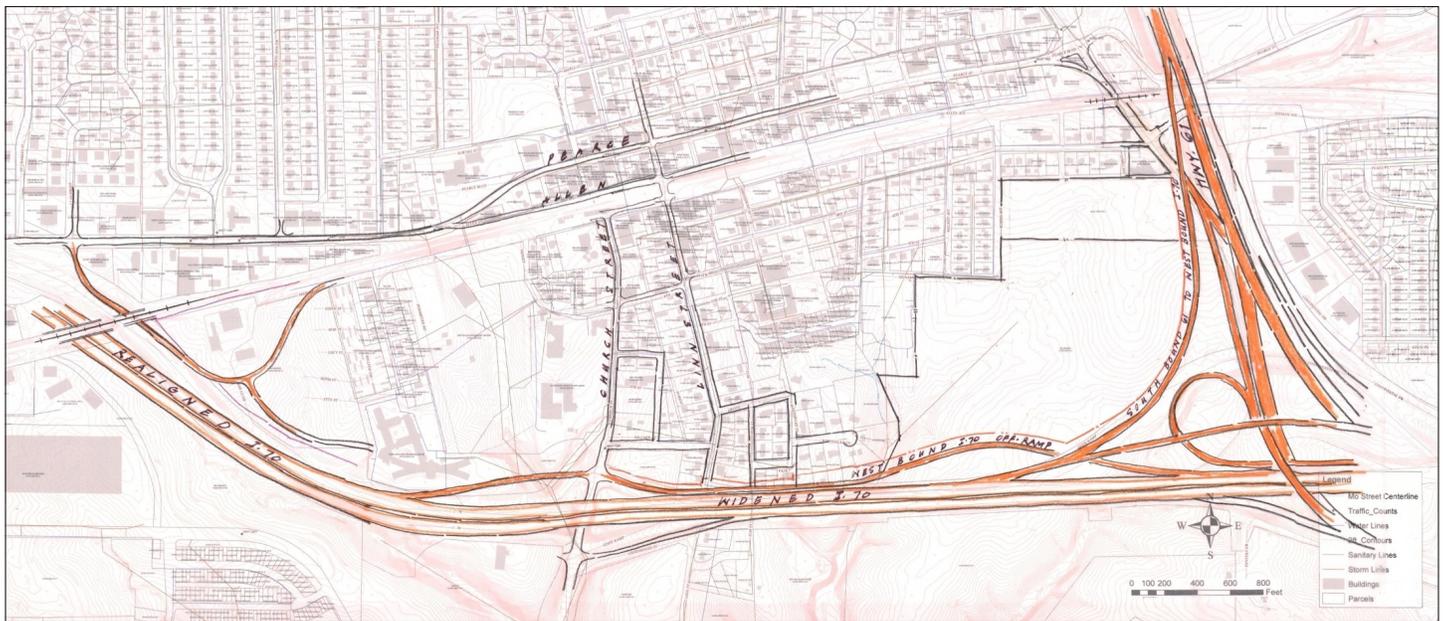
Elevation Map - The drawing below shows 10' contour elevations highlighted in yellow. Ridgelines are shown in red and flow-lines of major drainages in blue. Blue slope arrows indicate direction of stormwater flow and asterisks represent high points.



Site Analysis Maps



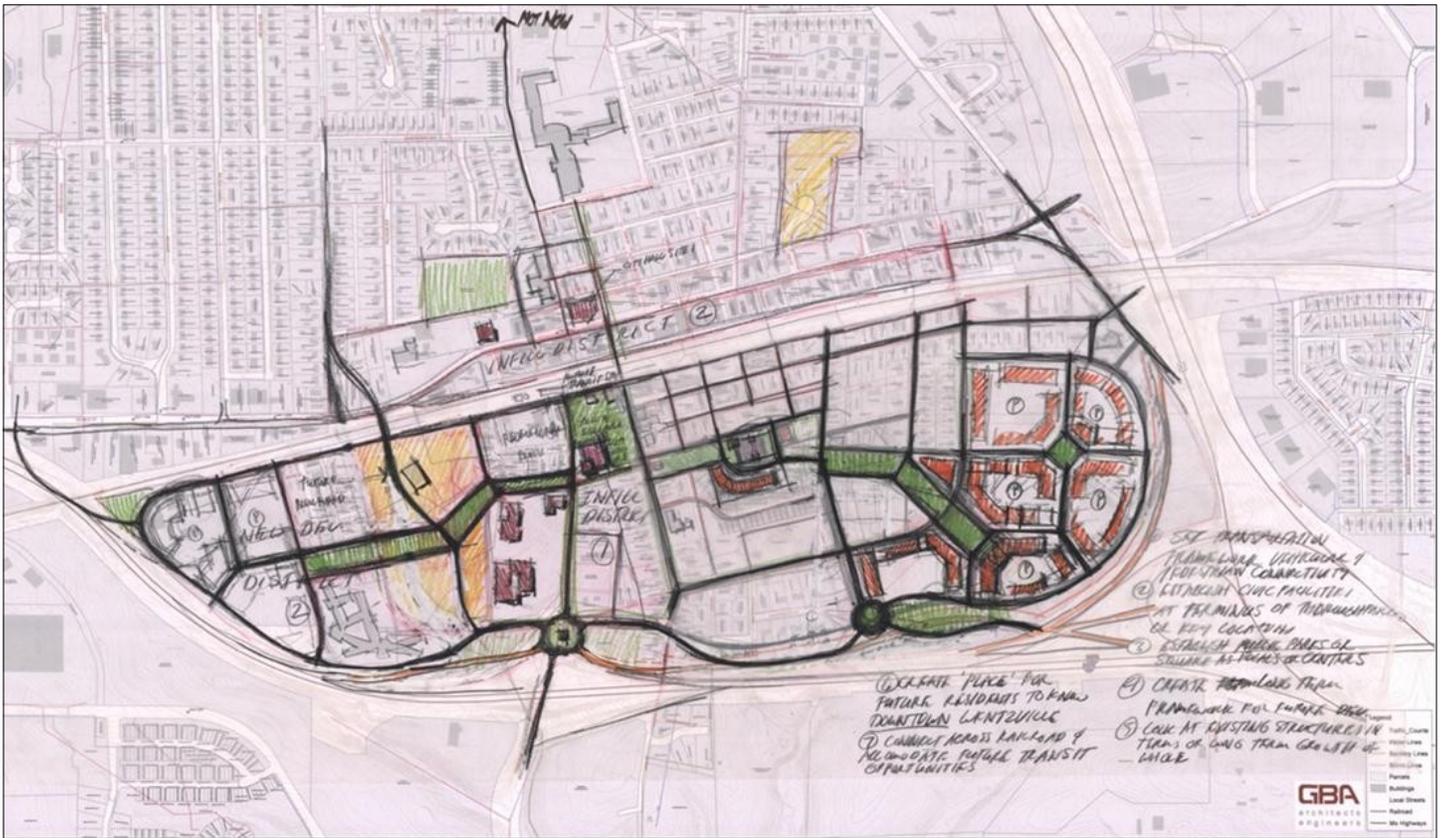
MODOT Hwy 61 and I-70 Future Potential Access Map - As shown on MODOT's web site



Consultant's overlay showing MODOT's circulation Concept on Wentzville Base Map

As part of the Physical Design Workshop the MODOT concept was reviewed and evaluated for alternatives that might work better for the needs of the City of Wentzville. The following Master Plan Alternatives reflect different solutions to access along with other variables in circulation, block size, street configurations and open space arrangements and locations.

Concept Plans



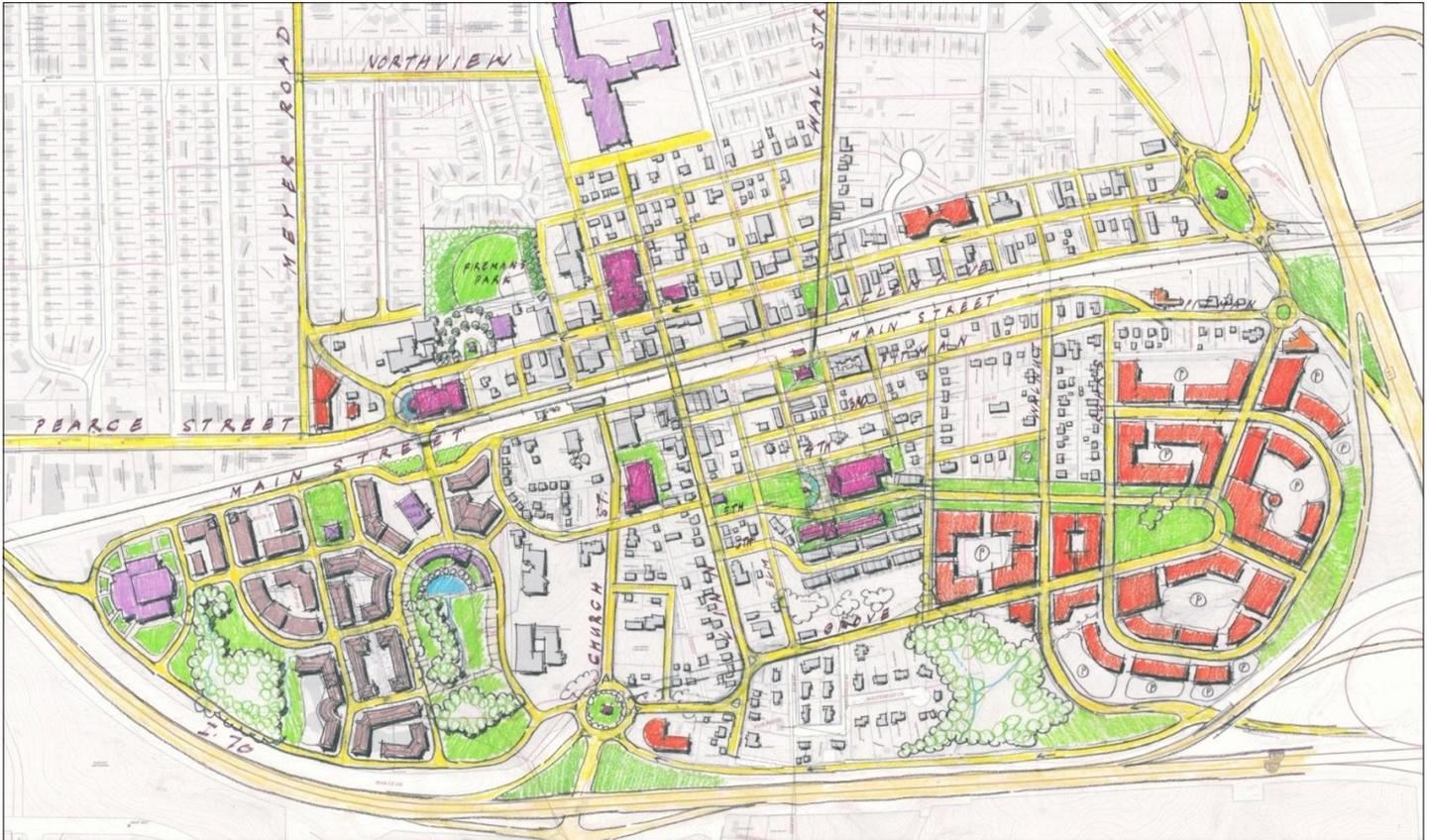
Concept 1 - is the initial sketch presented for comment at the Physical Design Workshop. This layout shows an I-70 off-ramp to a roundabout on the east end. Another roundabout is shown at the Church Street exit. Public or civic buildings are shown at 4th and Church, Linn and Pearce and at the existing Public Works site. Existing streets are extended in a modified grid for connectivity throughout the downtown study area. Extension of the streets as parkways allows for green space to be a unifying element of the downtown. The street pattern on the west end bisects the Community Club/ Flea Market area creating the necessity to significantly reconfigure the flea market area.

Concept Plans



Concept 2 - This concept shows a refinement of Concept 1 with parks and boulevards again acting as the unifying elements in the Village Center Expansion Plan. Extension of existing streets again set up the framework of the circulation system. A modified grid establishes new blocks and development patterns. Buildings again are located adjacent to the streets with off-street parking located in the rear. New connections to I-70 and Highway 61 are shown on the east side. A roundabout is shown at the Church Street/I-70 interchange to allow multiple streets to intersect at this important arrival to downtown Wentzville. The west end shows a wide parkway connecting to the western blocks to the center. This boulevard makes a strong connection but it would bisect the existing Community Club/Flea Market site. Topography would also need to be crossed to make this east west connection.

Concept Plans

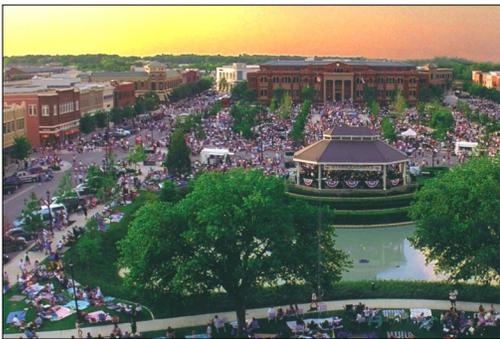


Concept 3 - This concept builds on some of the attributes of Concepts 1 and 2 and refines the plan to eliminate some of the concerns. One way off-ramp access from I-70 westbound is shown going into the heart of the “East End” development area. The existing streets are extended as in the earlier concepts in a slightly different pattern. The Grove Street connection from Church becomes an important diagonal connection. The buildings on the east end are clustered around a main central green. The street patterns in the “West End” neighborhood are configured to accommodate the existing Community Club and flea market area without bisecting that use. The layout also respects the topography in that area. Parks and open space areas are shown in existing wooded areas on both the East and West Ends. One important feature in this concept that was not shown on prior concepts is the addition of the Pearce/Allen one-way pairs. Allen would be east bound and Pearce would be west bound with diagonal parking on both sides. An oval is shown on the east to accommodate traffic from Highway 61 as well as other streets converging at this important entrance to downtown. Meyer Road, an important connection from Wentzville Parkway, has been reconfigured to intersect the one-way pairs at the western gateway to downtown Wentzville. A through connection is also shown from this gateway under the railroad near the present City Hall location. This will allow an additional grade separated vehicular connection under the tracks in the central downtown area. The plan also shows a new grade separated connection under the tracks on the far west corner from Pearce to the westernmost loop street on the south side of the railroad. Considering the existing grade separated crossing under the tracks on the east side, the plan will provide these three grade separated crossings, as well as, the at-grade crossing at Linn.

Wentzville, Missouri

Part 5

Village Center Expansion Plan



CITY OF WENTZVILLE DOWNTOWN REVITALIZATION STUDY - LAND USE TABLE - NEW DEVELOPMENT

District	Block	Building Ht. (Levels)	Use	Retail / Comm. S.F.	Office S.F.	Mixed Use	RESID.- D.U.	Parking Struct.	Surface/ Street	Parking Total	Parking Ratio
East End	1	3	Office/ Commercial		276000			1359	144	1503	5.45 /1000
East End	2	2	Office/ Commercial/ Retail	66000				292	61	353	5.35 /1000
East End	3	3	Office/ Commercial		201000			1074	72	1146	5.70 /1000
East End	4	3	Office/ Commercial		264000			1740	105	1845	6.99 /1000
East End	5	3+	2 Hotels w/ Exhibition Space			48000	200 Rooms	0	310	310	1.5/ Room
East End	6	1 + 1	1 level Retail w/ 1 level pkg	43000				206	69	275	6.40 /1000
East End	7	3	Office/ Retail or Residential(78,000 SF Retail-156,000 SF R			234000	156	870	147	1017	4.35 /1000
East End	8	1	Park Structure/ Small Fitness Ctr			6000		0	20	20	3.33 /1000
East End	P-1		"East End Central Green"								
East End	P-2		"East End Natural Area"/ BMP								
East End	C		Existing Cemetery								
East End			As Shown Above	109000	741000	288000	156	5541	618	6159	5.41 /1000
Central DT South	9	3	Mixed Use / Retail-Residential / Senior Housing				150	84	216	300	2 spaces / unit
Central DT South	10	1	Office/ Commercial	10000					40	40	4.00 /1000
Central DT South	11		Civic	72000				200	59	259	3.60 /1000
Central DT South	12	1	Retail/ Commercial	15000					60	60	4.00 /1000
Central DT South	13	1 to 2	Retail/ Commercial	35000					140	140	4.00 /1000
Central DT South	P-3		"Town Square Park"								
Central DT South	P-4		"Railroad Park"								
Central DT South	P-5		"Town Center Park"								
Central DT South	P-6		"South Gateway Circle"								
Central DT South	C		Existing Cemetery								
Central DT South			As Shown Above	132000	0		150	284	515	799	6.05 /1000
West End	14	2	Mixed Use / Retail-Residential / Senior Housing			22000	22		80	80	3.64 /1000
West End	15	2	Mixed Use (Retail & Office + Existing Community Club)			36000			92	92	2.56 /1000
West End	16	1	Flea Market/ Festival Park/ (425 Flea M. stalls utilized as shared weekday parking)						425 stalls		
West End	17	3+	Mixed Use/ 2 - 100 Room Hotels + Retail & Office			201000		666	56	722	3.59 /1000
West End	18	2	Mixed Use / Retail-Residential / Senior Housing			81000	27	250	50	300	3.70 /1000
West End	19	2	Mixed Use / Retail-Residential / Senior Housing			35000	36	174	46	220	6.29 /1000
West End	20	2	Mixed Use / Retail-Residential / Senior Housing			35000	35	174	46	220	6.29 /1000
West End	21	2	Mixed Use/ Retail/ Commercial/ Fitness/ Residential			29000	29	100	26	126	4.34 /1000
West End	22	2	Civic/ Public/ Conference Center			120000		512	47	559	4.66 /1000
West End	P-7		"West End Festival Park"								
West End	P-8		"West End Natural Area"/ BMP								
West End	P-9		"West End Hilltop Park"								
West End			As Shown Above	0	0	559000	149	1876	443	2319	4.15 /1000
Pearce / Allen Corridor	23	1	Retail/ Commercial	15000					55	55	3.67 /1000
Pearce / Allen Corridor	24	1	Retail/ Commercial	7000					31	31	4.43 /1000
Pearce / Allen Corridor	25	3	Civic	72000				200	57	257	3.57 /1000
Pearce / Allen Corridor	26	1	Retail/ Commercial	18000					66	66	3.67 /1000
Pearce / Allen Corridor			Potential Additional Commercial as Infill in Pearce/ Allen Corridor						200	200	4.00 /1000
Pearce / Allen Corridor	P-10		"West Gateway Oval"								
Pearce / Allen Corridor	P-11		"Wall Street Park"								
Pearce / Allen Corridor	P-12		"East Gateway Oval"								
Pearce / Allen Corridor				162000				200	409	609	3.76 /1000
Totals				403000	741000	847000	455	7901	1985	9886	4.97 /1000

Overall Land Use Table - This table corresponds to the Village Center Expansion Plan on the following page. Though conceptual, the table suggests potential new development uses, densities, floor areas and parking ratios for the overall plan. As the plan is developed, the plan and table are meant to be a framework and are subject to changes in the marketplace and individual parcel and property owners direction.



Note: This page folds out to 11x17

Building Massing



Existing East End - looking Northwest



Proposed Building Massing and Streets East End - looking Northwest

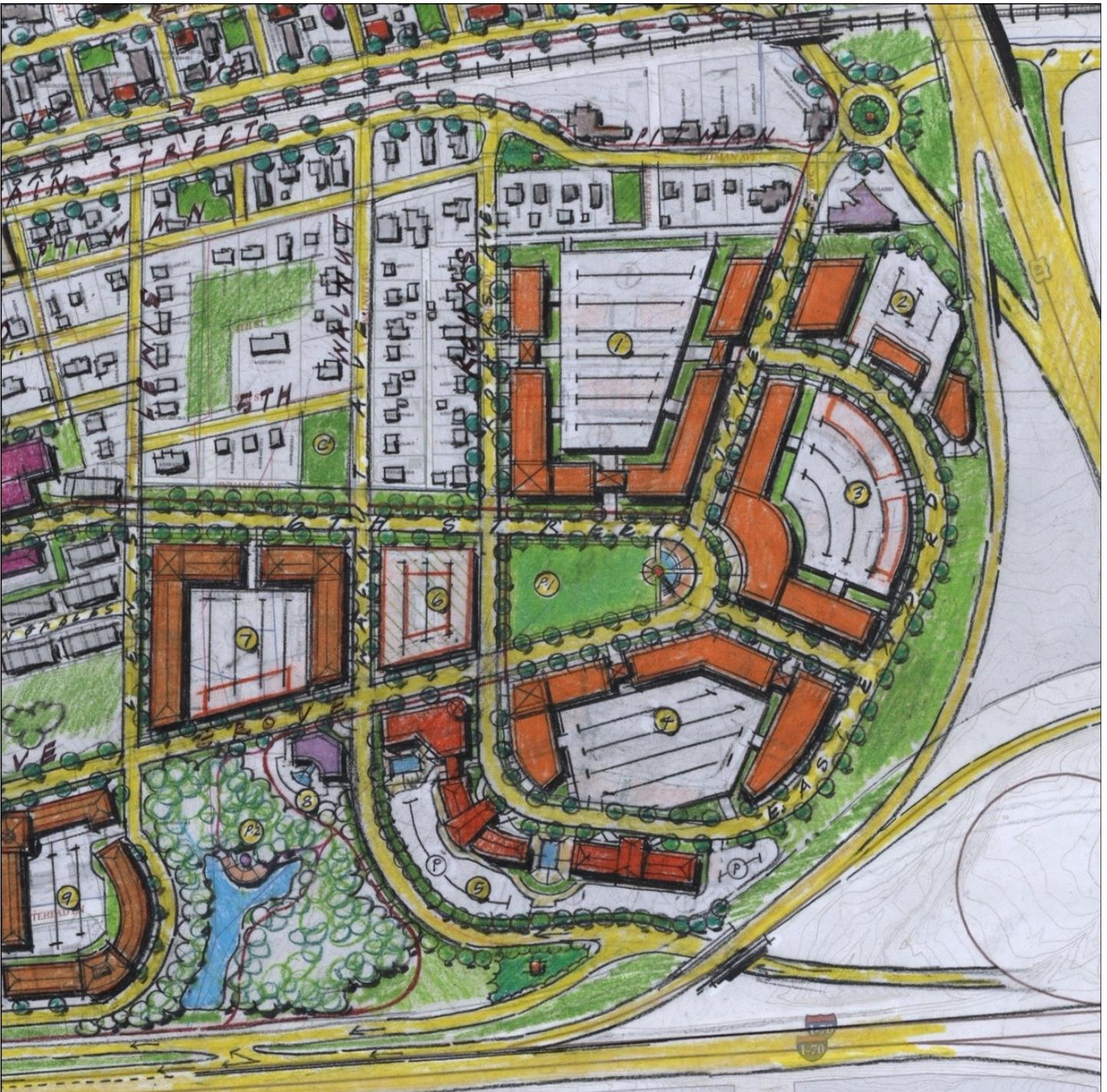


Existing West End - looking Northeast



Proposed Building Massing and Streets West End - looking Northeast

East End



East End- The East End District is intended to be a major corporate employment district anchored in Downtown Wentzville. With its proximity and visibility from US Highway 61 and Interstate 70, the East End could become a premier corporate center for the western St. Louis metropolitan area. This study took into account MODOT's conceptual plan and refined the access to create an updated connection from I-70 and Hwy 61 to be considered in future design and construction planning. The interior

streets are extensions of the existing Wentzville grid pattern with focus around a corporate campus set up in urban blocks with buildings facing the streets and parking in the centers of the blocks. The most prominent streets in this plan are Grove and 6th Streets. These streets will terminate around Park P-1 and the corporate offices at the end. The overall street pattern will allow employees, visitors and the public to walk freely from the corporate offices to downtown Wentzville. Recommended Zoning VC-2.

District	Block	Building Ht. (Levels)	Use	Retail / Comm. S.F.	Office S.F.	Mixed Use	RESID.- D.U.	Parking Struct.	Surface/ Street	Parking Total	Parking Ratio
East End	1	3	Office/ Commercial		276000			1359	144	1503	5.45 /1000
East End	2	2	Office/ Commercial/ Retail	66000				292	81	353	5.35 /1000
East End	3	3	Office/ Commercial		201000			1074	72	1148	5.70 /1000
East End	4	3	Office/ Commercial		264000			1740	105	1845	6.99 /1000
East End	5	3+	2 Hotels w/ Exhibition Space			48000	200 Rooms	0	310	310	1.5/ Room
East End	6	1 + 1	1 level Retail w/ 1 level pkg	43000				206	69	275	6.40 /1000
East End	7	3	Office/ Retail or Residential(78,000 SF Retail-156,000 SF Res)			234000	156	870	147	1017	4.35 /1000
East End	8	1	Park Structure/ Small Fitness Ctr			6000		0	20	20	3.33 /1000
East End	P-1		"East End Central Green"								
East End	P-2		"East End Natural Area"/ BMP								
East End	C		Existing Cemetery								
East End			As Shown Above	109000	741000	288000	156	5541	618	6159	5.41 /1000

Land Use Table – East End

Park P-1– Park P-1 or the “East End Central Green” will be the centerpiece of activity in the East End District. The park, bordered by 6th Street, Grove Street and Kohrs Avenue and the adjacent office structures, will be a dramatic setting for events, as well as, everyday activities. A plaza, water feature and vertical architectural element is suggested on the eastern end of the park with open lawn covering the majority of the park for flexibility of uses.

Blocks 1, 3 & 4 - Major corporate entities are planned to be located in these blocks. An iconic architectural element is suggested at the terminus of 6th and Grove in Block 3. All blocks show an urban context with buildings adjacent to the tree-lined streets and sidewalks. Off-street parking will be located within the centers of the blocks. Three story buildings with 3 story parking structures are shown on the plan. Landscaped courtyards would separate the buildings from the parking structures.

Block 2 - Block 2 is intended to provide additional support office and retail/commercial to the corporate campus in Blocks 1, 3 & 4. Located close to Highway 61 and Pitman access, Block 2 will provide tenants easy access for smaller offices and services.

Block 5 - With the I-70 exposure and the corporate office space and located on the East End, comes the need for lodging. Two hotels are shown in Block 5 to accommodate out of town guests and corporate retreat or convention services.

Block 6 - Block 6 is a smaller block shown as 1 level of structured parking above 1 level of retail. The retail and commercial service businesses in this block will support the everyday activities of the corporate employees.

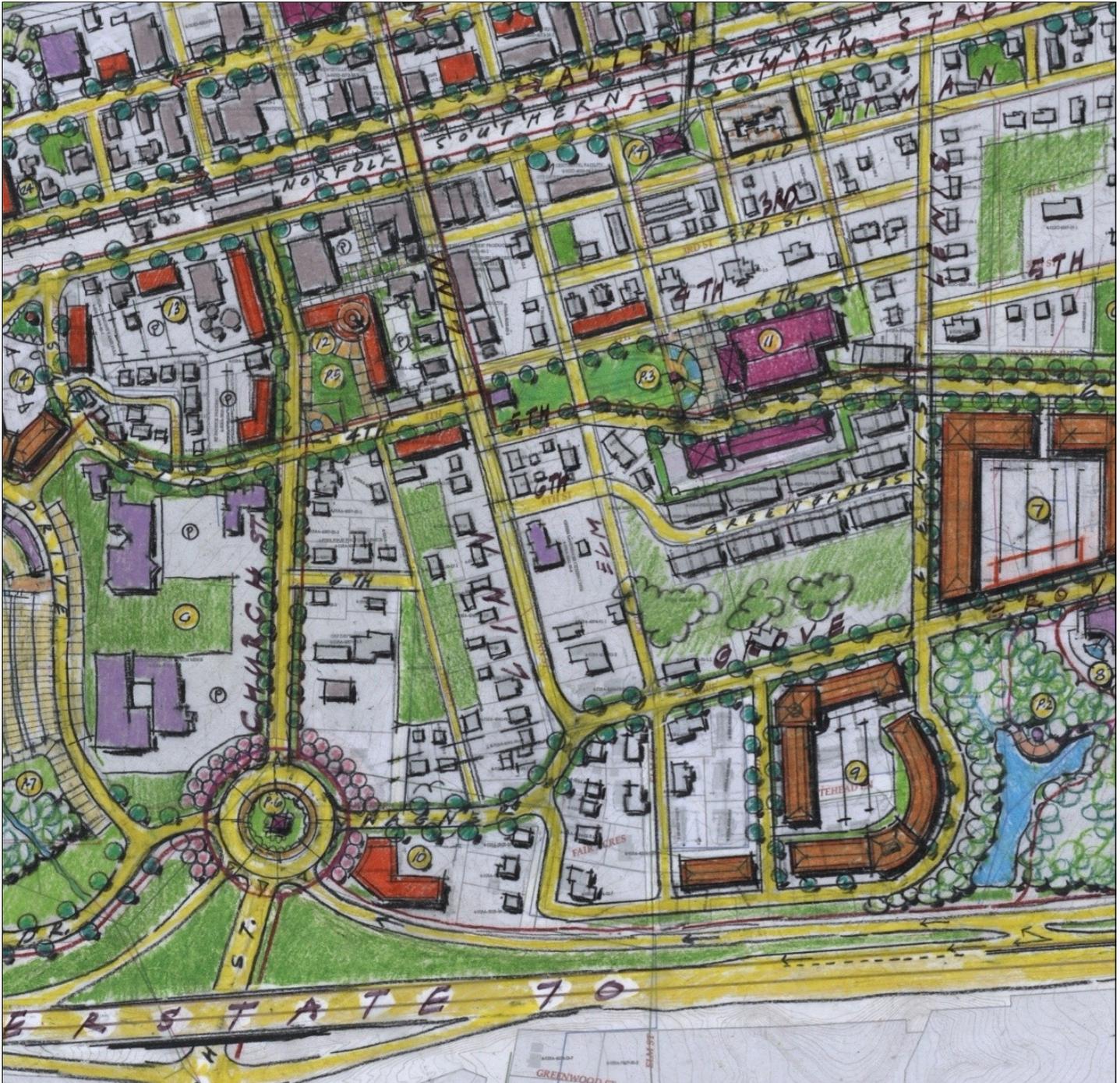
Block 7 - Block 7 provides some real alternative opportunities for the East End District. With its location between the corporate office and the old downtown a variety of uses could be considered. Urban style residential lofts, as desired in the public workshops, would be strong possibility in this block. Residential or office above retail should also be considered. Orientation to the tree-lined walks of 6th Street and the natural area in Park P-2, as well as the proximity to downtown and the Wentzville Town Square make this a very desirable block.

Park P-2, Building 8 - The existing topography and natural wooded areas are the main feature of Park P-2 or the East End Natural Area. Most of the drainage from the East End will flow into this park, so storm-water retention and water quality BMP’s should be considered as part of the ultimate design. Bike/hike trails would be provided connecting to other parts of downtown along the I-70 side, as well as a potential lake and overlook. Building 8, shown in Park P-2, could accommodate a picnic/park structure or a small fitness center for employees and residents .



Bird’s Eye looking Northwest

Central Downtown - South



Central Downtown - South

The Central Downtown - South District is the main arrival from I-70 at the Church Street interchange. A main feature of this plan is the roundabout at the entrance off I-70. An architectural element and enhanced landscape in the roundabout will announce this as a major gateway to Downtown Wentzville. Bike routes, shown as purple lines are shown along Church and other key streets. Where space permits the City desires the bike routes to be separated from auto traffic, where space does not allow the

bike routes will be shared with vehicular traffic. Enhanced streetscape along Church Street will be discussed further in the Streetscape section of this report. Efforts on this plan were to work with existing structures and streets, to keep these properties undisturbed while building on that infrastructure for the future development. For the purposes of this report, boundaries of this district are the western edge of St. Patrick's to Lewis on the east and the railroad and I-70 on the north and south. Recommended Zoning VC-1.

CITY OF WENTZVILLE DOWNTOWN REVITALIZATION STUDY - LAND USE TABLE - NEW DEVELOPMENT											
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Central DT South	9	3	Mixed Use / Retail-Residential / Senior Housing				150	84	216	300	2 spaces / unit
Central DT South	10	1	Office/ Commercial	10000					40	40	4.00 /1000
Central DT South	11		Civic	72000				200	59	259	3.60 /1000
Central DT South	12	1	Retail/ Commercial	15000					60	60	4.00 /1000
Central DT South	13	1 to 2	Retail/ Commercial	35000					140	140	4.00 /1000
Central DT South	P-3		"Town Square Park"								
Central DT South	P-4		"Railroad Park"								
Central DT South	P-5		"Town Center Park"								
Central DT South	P-6		"South Gateway Circle"								
Central DT South	C		Existing Cemetery								
Central DT South			As Shown Above	132000	0		150	284	515	799	6.05 /1000

Land Use Table – Central Downtown - South

Block 9 - Block 9 is significant in both its location and topography. This parcel is situated on a hilltop overlooking the natural area of Park P-2 to the east. The plan shows the potential for multi-family residential located adjacent to the streets with parking located in the interior of the block.

Block 10 - Block is located at the hilltop adjacent to the southeast corner of the Church Street roundabout. The new building shown is meant to frame the roundabout and present a quality architectural image for this gateway to downtown Wentzville. Parking again would be located in the rear with access off Wagner or future Grove if extended.

Block 11 & Park P-3 - Block 11 is the present Public Works facility in downtown Wentzville. With potential plans to move Public Works, this would free up an important piece of ground in the heart of downtown. The extension of 5th Street through Block 11 will create an important link between downtown and the East End. The Green Gables residential cul-de-sac is not ideal to extend this connection, however, this is the only location available without major demolition of existing buildings. Block 11 would be a priority choice for a public building such as a new City Hall or Community Center. At the front of this building is shown Park P-3 or "Town Square Park". This park would be set aside as a major destination for City events and festivals. Liner commercial or ancillary public uses are shown on the south side of 5th to screen the backs of the Green Gables residential development to the south.

Block 12 & Park P-5 - With its location at the northeast corner of Church Street and 4th Street, Block 12 has the distinction of a major gateway or arrival to downtown. Traffic coming off I-70 would stop and turn right to get to Linn, continue to the north to Main or turn left to go to the West End. In any case this intersection should set the standard for character of downtown Wentzville. With

these thoughts in mind, the master plan shows Park P-5 or Town Center Park at this location. With Park P-3 taking on a more public Town Square use, this park could include more private commercial and outdoor dining establishments as part of the buildings framing it. With its southwest exposure, the new building shown in Block 12 would orient to the park and the 4th/ Church intersection. A vertical element is suggested at the corner to attract attention and create a memorable icon for Downtown Wentzville.

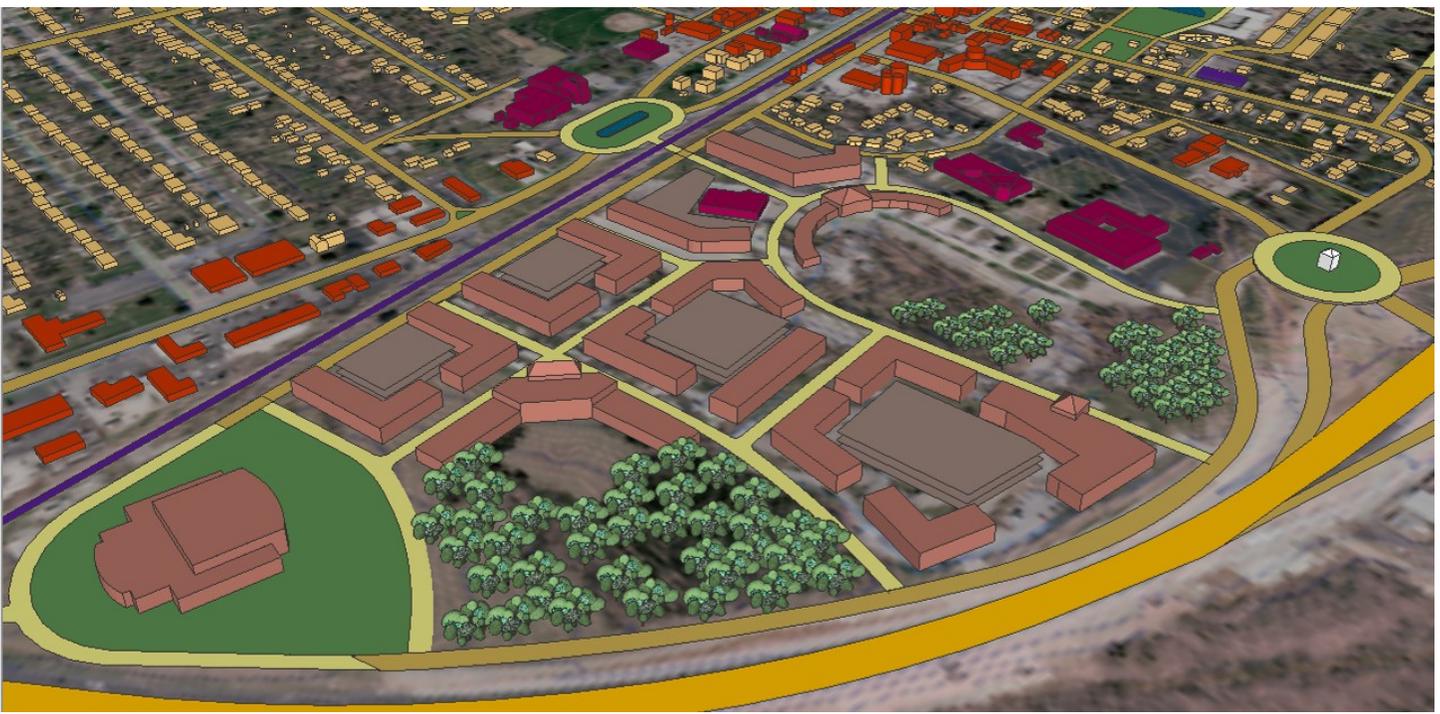
Park P-4 - Park P-4 is set aside as the Railroad Park requested by so many in the workshops and surveys. With its location adjacent to the railroad and central location in downtown, this park could include a railroad museum as suggested in the workshops. A future transit station could also be built in this location.

Block 13 - The presence of the existing grain elevator on this block sets the use for this area. Such iconic buildings remind the public of one of the reasons downtown was established here in the past and will continue to be a destination in the future. The plan shows additional infill buildings lining the streets for future development on this block. The intent of these new buildings is to create shop space and storefronts along Church across from Town Center Park.



Potential new Train Station at Railroad Park

West End



Aerial View of West End: Looking Northeast

CITY OF WENTZVILLE DOWNTOWN REVITALIZATION STUDY - LAND USE TABLE - NEW DEVELOPMENT												
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West End	17	3+	Mixed Use/ 2 - 100 Room Hotels + Retail & Office			201000		686	56	722	3.59 /1000	
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West End	19	2	Mixed Use / Retail-Residential / Senior Housing			35000	36	174	46	220	6.29 /1000	
West End	20	2	Mixed Use / Retail-Residential / Senior Housing			35000	35	174	46	220	6.29 /1000	
West End	21	2	Mixed Use/ Retail/ Commercial/ Fitness/ Residential			29000	29	100	26	126	4.34 /1000	
West End	22	2	Civic/ Public/ Conference Center			120000		512	47	559	4.66 /1000	
West End	P-7		"West End Festival Park"									
West End	P-8		"West End Natural Area"/ BMP									
West End	P-9		"West End Hilltop Park"									
West End			As Shown Above	0	0	559000	149	1876	443	2319	4.15 /1000	

Land Use Table - West End

The West End District- With the Community Club and Flea Market, old Wisk Factory, prominent visibility to I-70 and potential for a future under-railroad grade separated connection from Pearce, the West End has a number of possibilities for future land use and development potential. For purposes of this study, the West End includes the area from the west edge of St. Patrick's to I-70 on the west and south and the Norfolk Southern Railroad on the north. Some of the existing uses such as the mobile home park and the senior care center were felt to be in need of upgrade, therefore, in the future may be replaced by new construction. It is important to note that new buildings are to be built next to the streets and sidewalks and the parking will be placed at the interiors of the blocks. Recommended Zoning VC-2.

Blocks 14, 15, 16 & Park P-7 - By upgrading the flea market and Community Club area, the plan suggests this facility could be a centerpiece of activity and visibility for the West End of downtown Wentzville. The plan shows an arced structure that could accommodate special uses and vendors with an open plaza space for community events. Parking for the flea market could function as overflow parking for weekday uses and could be special or porous paving for enhanced storm water management. The plan for Park P-7 suggests salvaging existing trees and vegetation and should include BMP's for storm water quality and quantity management, especially since much of the West End flows to this drainage basin. In addition, new mixed use buildings are shown in Blocks 14 and 15.

Block 17 - This block incorporates two potential hotel sites along the I-70 frontage and mixed use buildings along the streets to the north. Parking is shown in the center of block with buildings lining the streets.

Blocks 18, 19 & 20 - These blocks are shown as mixed use, with residential, senior housing and retail/ office anticipated. The main focus of these blocks will be future 3rd Street connecting Community Club Drive with West End Drive. This street should be a very pedestrian friendly connection that will have mostly local vehicular traffic and welcoming outdoor spaces. The rear

oriented parking is shown facing the railroad tracks and Main Street since residential is anticipated in these blocks. If more commercial uses are to be built, first floor retail storefronts could face Main Street and the railroad with parking above.

Block 21 & Park P-8 - Block 21 is anticipated to be a special use area with Park P-8 below. The building shown is oriented toward the green space to the southwest to take advantage of the views and solar gain. Park P-8 sets aside existing trees and vegetation for a future natural area that would double as stormwater management and water quality much the same as Park P-7.

Block 22 - This block sets aside the top of the hill with I-70 exposure for a public or semi-public building or use. Options discussed were Conference Center, Civic Center, Alternate City Hall location or Community Center. This structure should be a prominent icon establishing a major visual and physical presence for this corner of downtown Wentzville.

Park P-9 - With its location near the high point in the farthest western corner of the West End, this park is meant to be an important visual reference for Downtown Wentzville. A spiral hilltop earth-form is shown on the master plan as a landmark from I-70. A pathway to the top with an architectural element is suggested.

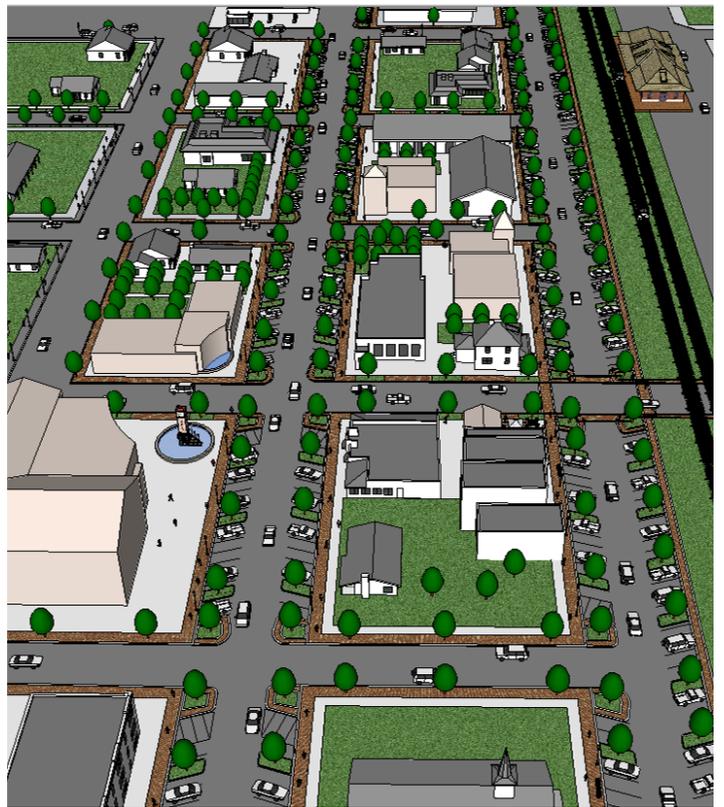


Conceptual sketch of future Farmer's Market or Flea Market improvements.

Pearce Blvd/ Allen Street Corridor- One Way Pairs



The Pearce/ Allen Corridor will continue to be the “main street” of the City of Wentzville. Like many other cross-country US Highway corridors this street has evolved with the development of the Interstate Highway system. Pearce has continued to be an important commercial corridor for the City. The future plan of one-way pairs with Pearce Blvd. as westbound and Allen Street as eastbound will create significant commercial potential for this corridor while creating much more traffic exposure to the shops and businesses along Allen.. The block between Pearce and Allen is short enough to be a walkable connection between the two streets allowing a “park once” and walk from shop to shop philosophy. On-street diagonal parking will bring needed additional parking spaces to the downtown with increased exposure to existing and future storefronts. The additional parking will also provide the opportunity for infill development where vacant lots or parking lots exist now. Potential new building locations are shown on the plans. This new square footage will not only provide more business opportunities but will provide a more continuous storefront façade and architecture along the streets and sidewalks. At both the east and west ends, traffic ovals create arrival and traffic calming to this business district. Identification elements should be located in these ovals to mark the beginning of the district. Streetscape and sidewalk improvements will unify the district and create a walkable corridor from end to end.



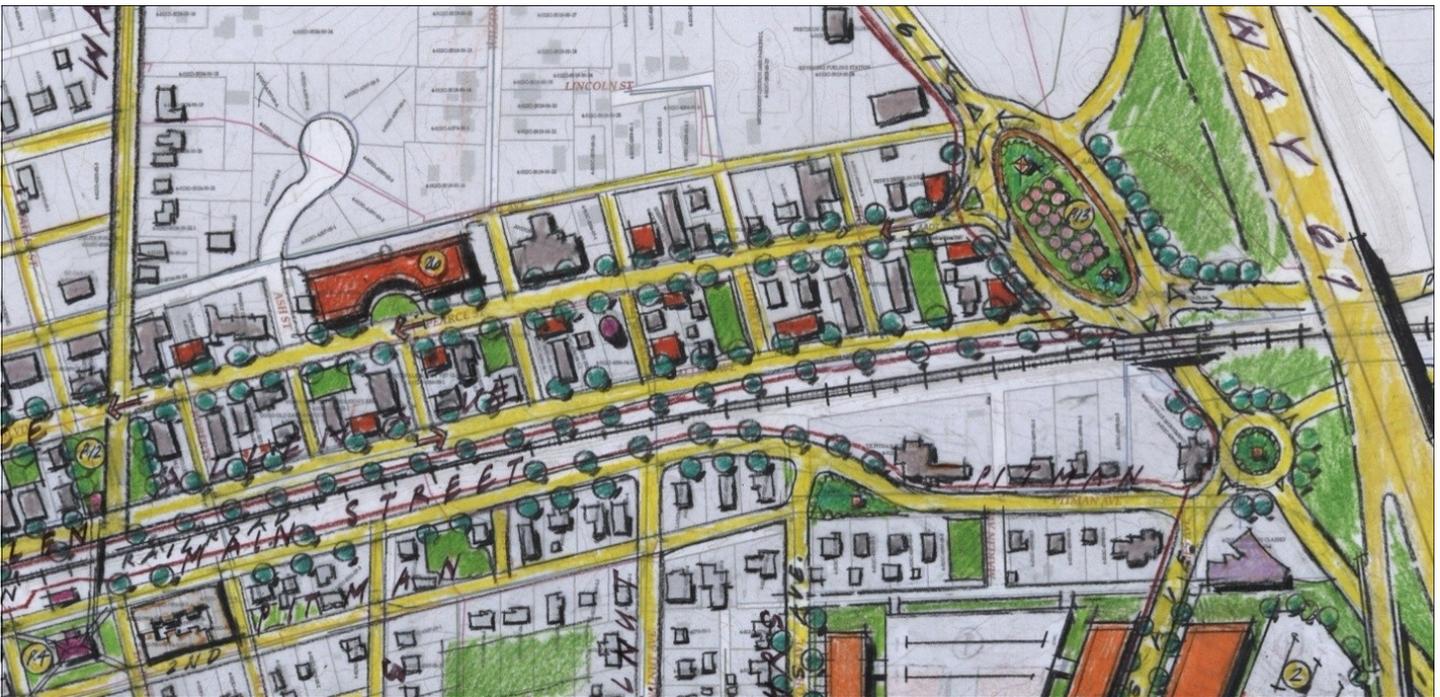
Pearce/ Allen Corridor - looking East

CITY OF WENTZVILLE DOWNTOWN REVITALIZATION STUDY - LAND USE TABLE - NEW DEVELOPMENT											
District	Block	Building Ht. (Levels)	Use	Retail / Comm. S.F.	Office S.F.	Mixed Use	RESID.- D.U.	Parking Struct.	Surface/ Street	Parking Total	Parking Ratio
Pearce / Allen Corridor	23	1	Retail/ Commercial	15000					55	55	3.67 /1000
Pearce / Allen Corridor	24	1	Retail/ Commercial	7000					31	31	4.43 /1000
Pearce / Allen Corridor	25	3	Civic	72000				200	57	257	3.57 /1000
Pearce / Allen Corridor	26	1	Retail/ Commercial	18000					66	66	3.67 /1000
Pearce / Allen Corridor			Potential Additional Commercial as Infill in Pearce/ Allen Corridor	50000					200	200	4.00 /1000
Pearce / Allen Corridor	P-10		"West Gateway Oval"								
Pearce / Allen Corridor	P-11		"Wall Street Park"								
Pearce / Allen Corridor	P-12		"East Gateway Oval"								
Pearce / Allen Corridor				162000				200	409	609	3.76 /1000

Land Use Table- Pearce/ Allen Corridor



Pearce/ Allen Corridor West End



Pearce/ Allen Corridor East End

TRAFFIC IMPACT STUDY
WENTZVILLE DOWNTOWN REVITALIZATION STUDY
City of Wentzville
May 22, 2009

INTRODUCTION

The City of Wentzville, Missouri is planning on revitalizing their Downtown District. The primary goal of the downtown revitalization is to create a central location for mixed-use land uses, as well as an environment to encourage pedestrian and bicycle traffic. The current area consists of a variety of small commercial, office, and residential buildings, as well as a school and a church; however, does not include a downtown district that would consist of multiple mixed use buildings that would encourage a “live, work, play” environment. Many areas of the St. Louis region either have, or are in the process of moving toward opportunities for downtown development, redevelopment, or revitalization, all in an effort to enhance their community, and to establish a theme or brand that will be recognized by not just local residents, but by all St. Louisans alike. The traffic impacts to the local street network as a result of the downtown revitalization will be reviewed from a transportation planning perspective. Specifically, the transportation planning will provide the city with a tool to be used as this area begins to develop. The study area will generally consider the region bound by Pearce Boulevard to the north, US Highway 61 to the east, Interstate 70 to the south and Meyer Road to the west.

EXISTING CONDITIONS

Prior to any analysis or development of design alternatives, the existing conditions were reviewed to get a picture of the current traffic operation of the study area. This included a cursory review of the local transportation network and traffic volumes.

Transportation Network-The existing transportation network within and adjacent to the study area consist of a variety of different types of roadways, ranging from an interstate facility, to minor collector facilities, to local roads. The following are brief descriptions and features of several of the area roadways, and how they form a transportation network within this region:

- **Interstate 70 (I-70)** – I-70 is the major east/west link through this region. Adjacent to the study site, I-70 is four lanes of divided highway, with a posted speed limit of 65 miles per hour.

- **US Highway 61/Highway 40 (Hwy 61/40)** – Hwy 61/40 is the north/south link between St. Charles county into St. Louis county. Adjacent to the study site, Hwy 61/40 is four lanes of divided highway, with a posted speed limit of 65 miles per hour.
- **Pearce Boulevard** – Pearce Boulevard is a major collector street that serves local traffic between Wentzville Parkway to the west and US Hwy 61 to the east. Pearce Boulevard is primarily a two-lane road with a two-way left turn lane between Linn Avenue and Old Hwy 61 and has a posted speed limit of 35 miles per hour.
- **Church Street/State Highway Z** – Church Street is a collector street running north/south perpendicular to I-70 and serves as one of the primary entrances into the City of Wentzville. North of the interstate, Church Street is three lanes wide with a posted speed limit of 35 miles per hour. South of the interstate, Highway Z leads to an existing residential area through St. Charles county.
- **Allen Street** – Allen Street is a two-lane local collector street, with on-street parking, that runs east/west through the development, merging with Pearce Boulevard to the west and Hickory Street to the east. The Norfolk Southern Railroad lies to the south of Allen Street with on-street parking. The posted speed limit is 25 miles per hour.
- **Main Street** – Main Street is a two-lane local collector, with on-street parking, that runs east/west through the development between Mar-le Drive and Kohrs Street. The Norfolk Southern Railroad lies to the north of Main Street with on-street parking. The posted speed limit is 25 miles per hour.
- **Linn Avenue** – Linn Avenue is a two-lane north/south local collector street that intersects the Norfolk Southern Railroad tracks, as an at-grade crossing, between Wagoner Street to north of Pearce Boulevard. Linn Avenue is a key access point from the south area of the development to the north.
- **Old Highway 61** – Old Hwy 61 is a minor arterial that generally serves northbound and southbound commuter traffic from the northern portion of the City onto I-70 and Hwy 40. Through the study area, Old Hwy 61 is a two-lane road that has separate left-turn lanes at the intersection of Pearce Boulevard and Pitman Avenue, and has a posted speed limit of 35 miles per hour. This facility is scheduled to be upgraded to a three lane roadway later this year.

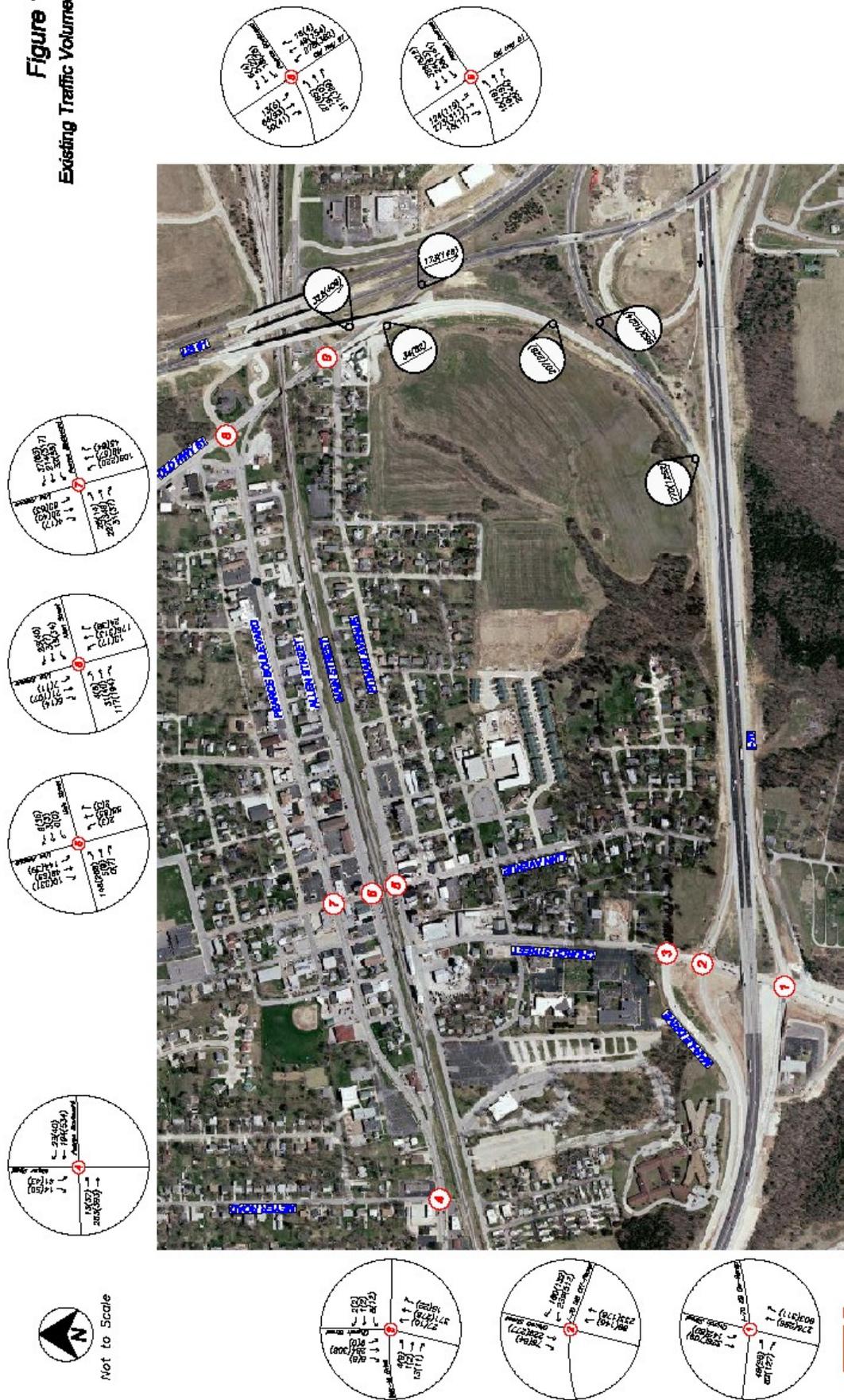
- **Pitman Avenue** – Pitman Avenue is a local collector street that runs east/west from Linn Avenue past Old Hwy 61, with a posted speed limit of 35 miles per hour. The only signalized intersection within our study area lies at Pitman Ave and Old Hwy 61, with the southbound leg being the on-ramp onto I-70 & Hwy 40 ramps.
- **Meyer Road** – Meyer Road is a two-lane local collector street that runs north/south and has a posted speed limit of 25 miles per hour. Meyer Road is located on the western border of the study area, and provides access between Pearce Boulevard and Wentzville Parkway.

Traffic Volumes-Peak hour turning movement counts were recorded by GBA on May 5, 2009 through May 7, 2009 at the following intersections:

- Highway Z & Interstate 70, eastbound ramp junction
- Church Street & Interstate 70, westbound ramp junction
- Old Highway 61 & Pearce Boulevard
- Old Highway 61 & Pitman Avenue
- Linn Avenue & Pearce Boulevard
- Linn Avenue & Allen Street
- Linn Avenue & Main Street
- Meyer Road & Pearce Boulevard

The existing peak hour traffic volumes (7:00 to 8:00 AM, and 4:30 to 5:00 PM) at each of the study intersections recorded by GBA can be found in **Figure 1** (next page).

Figure 1
Existing Traffic Volumes



Downtown Revitalization Study
Wentzville, Missouri



TRAFFIC ANALYSIS

Traffic Distribution- The expected trip distribution to and from the study site was based on the existing traffic patterns observed in the field and the existing street network. With many mixed use developments, it is not uncommon for different land uses to have different travel patterns. For example, a residential component will have higher outbound distribution during the morning peak commuter period than that of a retail use. Normally, this methodology provides more accuracy when estimating trip distribution and assignment of ingress and egress site traffic. It was estimated that the site traffic would be assigned as follows, reflecting 40% of all trips to and from the east via I-70, 20% from the south via Hwy-40, 10% from the south via Route Z, 10% from the east via I-70, 10% from the north via US-61, and 10% from the north via Linn Avenue and Meyer Road.

Traffic Assignment Zones- The Downtown Revitalization has been divided into four traffic assignment zones. Each zone represents an area in the proposed downtown revit plan, and based on anticipated land use and development density within the region, each zone can be expected to generate a certain amount of trips. For the purposes of this study, a new trip is defined as a combination of inbound and outbound vehicles through the study boundary. It should be noted that a “new” trip does not consider internal-internal traffic (i.e. trips that origins and destinations within the study boundary), nor does it consider pass-by trips (i.e. trips that originate and have a destination outside of the study boundary). By dividing the study area into separate zones, traffic flow is able to be reviewed more thoroughly at the different study intersections based on anticipated traffic patterns. **Figure 2** shows the traffic assignment zones, as well as the traffic distributions.

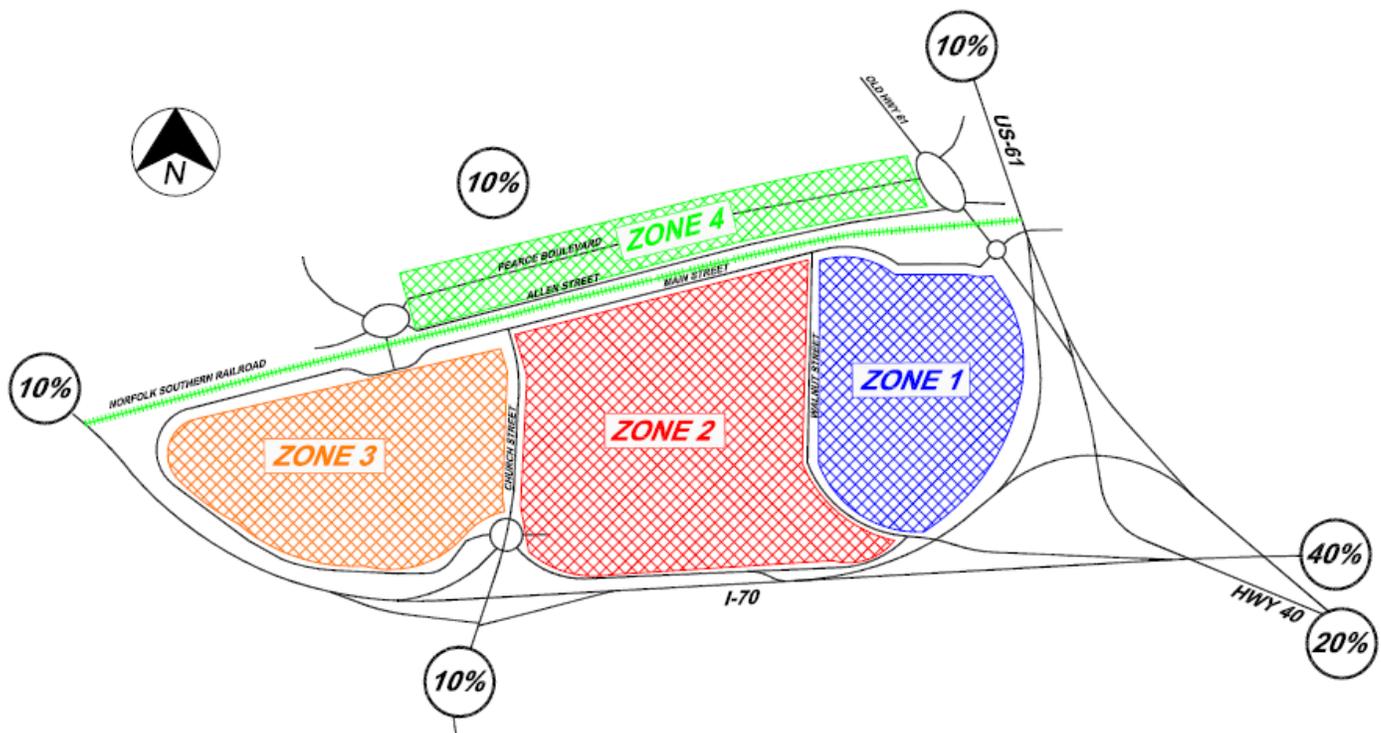


Figure 2

Trip Generation- Within each traffic assignment zone, there are different land uses, which help estimate the amount of traffic that will be generated by the proposed site. Additional traffic generated by the proposed development can be estimated by utilizing the 7th edition of the *Institute of Transportation Engineers (ITE) Handbook*. The tables in the ITE handbook estimate ingress and egress traffic for both morning and evening peak traffic conditions for various types of land uses. Located in Zone 1 are proposed office buildings, retail centers, a hotel, and a recreational community center. Based on these land uses, it is expected that there could be 1,125 inbound trips and 207 outbound trips generated in the AM peak period, as well as 402 inbound and 1,169 outbound trips in the PM peak period. The land uses in Zone 2 could include retail centers, residential condominiums, and a recreational community center. Based on these land uses, it is expected that there could be 85 inbound trips and 123 outbound trips generated in the AM peak period, as well as 239 inbound and 286 outbound trips in the PM peak period. Located in Zone 3 are proposed retail centers, apartment complexes, two hotels, and office buildings. Based on these land uses, it is expected that there could be 262 inbound trips and 122 outbound trips generated in the AM peak period, as well as 517 inbound and 710 outbound trips in the PM peak period. Zone 4 could include retail centers and a city hall. Based on these land uses, it is expected that there could be 67 inbound trips and 8 outbound trips generated in the AM peak period, as well as 126 inbound and 217 outbound trips in the PM peak period. The total for the study area, based on the anticipated land use and development density, could be 1,538 inbound and 460 outbound trips in the morning peak commuter period, as well as 1,285 inbound and 2,382 outbound trips during the evening peak commuter period.

Building	LAND USE	ITE CODE	APPROX. FLOOR AREA (G.L.A.)	AM PEAK HOUR (vpd)		PM PEAK HOUR (vpd)	
				IN	OUT	IN	OUT
Zone 1							
1	General Office Building	710	276,000	372	51	66	322
2	Specialty Retail Center	814	66,000	0	0	79	101
3	General Office Building	710	201,000	289	39	52	252
4	General Office Building	710	264,000	359	49	64	311
5	Recreational Community Center	495	48,000	47	30	23	57
5	Hotel	310	200 rooms	59	38	64	56
6	Specialty Retail Center	814	43,000	0	0	55	70
Total Zone Trips				1,125	207	402	1,169
Zone 2							
7	Specialty Retail Center	814	78,000	0	0	92	117
7	Residential Condominium	230	156,000	8	39	41	21
9	Residential Condominium	230	150,000	7	38	39	20
10	Specialty Retail Center	814	10,000	0	0	20	25
11	Recreational Community Center	495	72,000	70	45	35	85
12	Specialty Retail Center	814	15,000	0	0	25	32
SUBTOTAL:				85	123	252	301
Internal-Internal Trips ⁽¹⁾				0	0	13	15
Total Zone Trips				85	123	239	286
Zone 3							
13	Specialty Retail Center	814	35,000	0	0	46	59
14	Specialty Retail Center	814	22,000	0	0	33	42
14	Apartment	220	22,000	3	12	19	10
15	Specialty Retail Center	814	18,000	0	0	28	36
15	Apartment	220	18,000	3	10	18	10
17	Hotel	310	200 rooms	59	38	64	56
17	Specialty Retail Center	814	50,000	0	0	62	79
17	General Office Building	710	50,000	95	13	23	112
18	Specialty Retail Center	814	54,000	0	0	66	85
18	Apartment	220	54,000	3	14	21	11
18	General Office Building	710	27,000	58	8	19	91
19	Specialty Retail Center	814	35,000	0	0	46	59
20	Specialty Retail Center	814	35,000	0	0	46	59
21	Specialty Retail Center	814	29,000	0	0	40	51
22	Business Hotel	312	120,000	41	29	42	28
SUBTOTAL:				262	122	575	788
Internal-Internal Trips ⁽¹⁾				0	0	29	39
External-Internal Trips ⁽²⁾				0	0	29	39
Total Zone Trips				262	122	517	710
Zone 4							
23	Specialty Retail Center	814	15,000	0	0	25	32
24	Specialty Retail Center	814	7,000	0	0	17	21
25	Government Office Complex	730	72,000	67	8	62	138
26	Specialty Retail Center	814	18,000	0	0	28	36
SUBTOTAL:				67	8	133	228
External-Internal Trips ⁽²⁾				0	0	7	11
Total Zone Trips				67	8	126	217
TOTAL SITE GENERATED TRAFFIC:				1,538	460	1,285	2,382

⁽¹⁾ Trips that originate and have destinations within the study area (5% assumed)

⁽²⁾ Trips that originate from outside the study area but have multiple destinations within the study area (5% assumed)

FUTURE CONDITIONS

Transportation Network-It is anticipated that there will be several upgrades to the current transportation network.

Several of the proposed upgrades to the area are as follows:

- **Interstate 70 Westbound Off-Ramp at Church Street/Route Z** – As part of the ‘Improve I-70 Corridor Plan’, MoDOT’s conceptual plan is to eliminate the westbound off-ramp at Church Street/Route Z. This is being done in an effort to eliminate a problematic weaving area with southbound US-61 to westbound I-70 traffic. By eliminating this ramp, MoDOT will provide braided ramps to address the weave problem, shown in **Figure 3**.
- **Pitman Avenue** – Currently, the only northbound on-ramp for US-61 from the study area is north of the development at Route A. The City is conceptually planning an additional northbound on-ramp to be constructed at Pitman Avenue, east of Old Hwy 61. As part of the revitalization document, the intersection of Old Hwy 61 and Pitman is being proposed as a roundabout to create a continuous flow of traffic and provide for an aesthetically pleasing gateway to the downtown area.
- **Pearce Boulevard & Allen Street** – Pearce Boulevard and Allen Street each currently operate as east/west streets through the study area. The document has identified the conversion of these conventional streets to one-way pairs. Pearce Boulevard will control the westbound traffic, and Allen Street the eastbound. At the intersection of these roadways and Old Hwy 61, a roundabout is being recommended. The roundabout will have six legs; Old Hwy 61 north and south, Pearce Boulevard east and west, Allen Street, and a Hwy-61 southbound off-ramp. The intersections of Pearce Boulevard, Allen Street, and Main Street with Linn Avenue will all be converted into coordinated signal system in order for traffic to be maintained at an acceptable level of service. At the west side of the development, a roundabout is being recommended at Meyer Road. This 5-leg roundabout will serve Pearce Boulevard east and west, Allen Street, Meyer Road, and the new Meyer Road Extension south into the development.
- **US-61 Northbound On-Ramp** - The southbound off-ramp will be constructed in order to alleviate the traffic volume traveling southbound on Old Hwy 61 from Route A.
- **Church Street & I-70** – The interchange at Church Street and I-70 is currently stop controlled in all directions, resulting in excessive queues on the I-70 westbound off-ramp. The downtown revit plan is to incorporate a roundabout to control the northbound/southbound Church Street movements, the westbound to northbound I-70 movement, the northbound/southbound Route Z movement, Mar-le Drive, and Wagoner Street.



Legend

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

Figure 3

Intersection Capacity Review- Intersection capacity was reviewed at each of the study intersections. This was done in an effort to estimate the anticipated levels of operation during the peak traffic periods. The intersections were each reviewed to determine how well they would operate, and were classified as either “Under Capacity”, “At Capacity”, or “Over Capacity”. An intersection that is “Under Capacity” operates at an acceptable level of service during the peak commuter periods. Intersections that are classified as “At Capacity” typically have volumes at or near the available capacity, where mild delays and congestion are common. “Over Capacity” typically indicates the volume of vehicles an intersection exceeds the available capacity; therefore, resulting in undesirable conditions with excessive delays and congestion.

Review of the existing and future traffic condition scenarios yielded the following:

	<i>Existing</i>	<i>Future</i>
Church St & I-70	Under Capacity	Under Capacity
Linn Ave & Main St	Under Capacity	At Capacity
Linn Ave & Allen St	Under Capacity	At Capacity
Linn Ave & Pearce Blvd	Under Capacity	Under Capacity
Old Hwy 61 & Pearce Blvd	Under Capacity	Under Capacity
Old Hwy 61 & Pitman Ave	Over Capacity	At Capacity

Table 2

SUMMARY

It is necessary to include proper transportation planning when considering all Downtown Revitalization plans. The primary purpose for such planning will allow the City to identify potential infrastructure needs, as they relate to the overall master plan. As the redevelopment occurs, additional traffic is expected to support the new businesses. In some cases, the additional traffic generated by a redevelopment strategy can sometimes result in excessive vehicular congestion and traffic delays, making the area unsafe for both vehicular and pedestrian traffic. In such cases, traffic will avoid the area altogether, resulting lost revenue for both local merchants, and the City. From a transportation planning perspective, the anticipated land use and development density can be reviewed to estimate the relationship with traffic generation. In some cases, the land use and density can be altered to ensure that the existing and proposed transportation infrastructure can accommodate the increases in traffic volumes.

For the City of Wentzville’s Downtown Revitalization Master Plan, a mixed-use development is being recommended that would incorporate “New Urbanism” features such as multi-story buildings with retail/residential components, higher density residential development, a sense of community living that would incorporate a parks and trails system, as well as a “Live, Work, Play” environment. Based on projected land use and development density, it is expected that the study area could generate 1,998 vehicular trips on a typical weekday morning, and 3,667 vehicular trips on a typical weekday evening. The implementation of roundabouts at key locations throughout the study area will not only enhance traffic flow, but will also provide an aesthetically pleasing entry-way to the new Downtown.

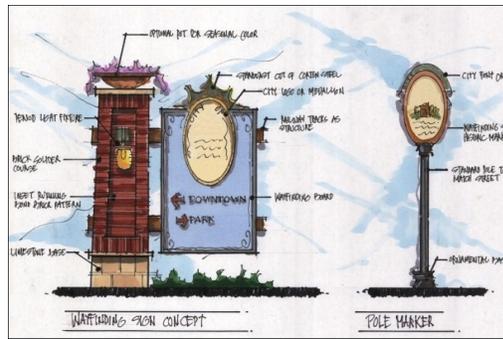
Another aspect of the New Urban feel is to create a more “walkable community”. This has been accomplished by converting the existing Pearce Boulevard and Allen Streets to one-way pairs, generally between Meyer and Old 61. This new facility will provide wider sidewalks for pedestrians and amenities, as well as additional on-street parking. This conversion will result in the expected traffic signalization of Linn Avenue at the intersections of Pearce, Allen, and Main Street.

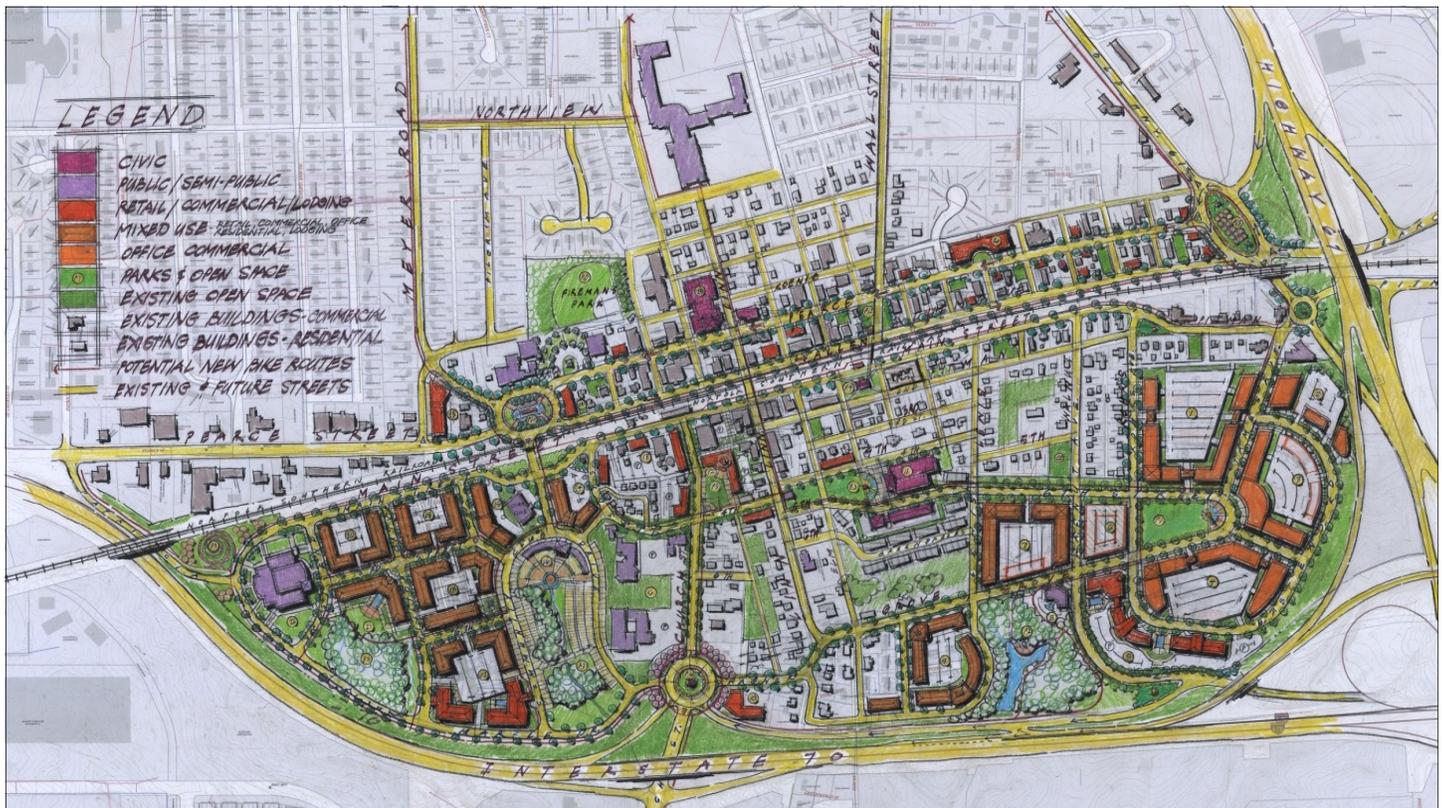
It will be crucial for the City to work with all of the local stakeholders when identifying the exact transportation infrastructure needs, as redevelopment occurs. When new site developments are under consideration by the City’s Planning and Zoning Committee, detailed traffic impact studies should be completed in an effort to determine more precise impacts to the Downtown street system.

Wentzville, Missouri

PART 6

STREETSCAPE DESIGN CONCEPT





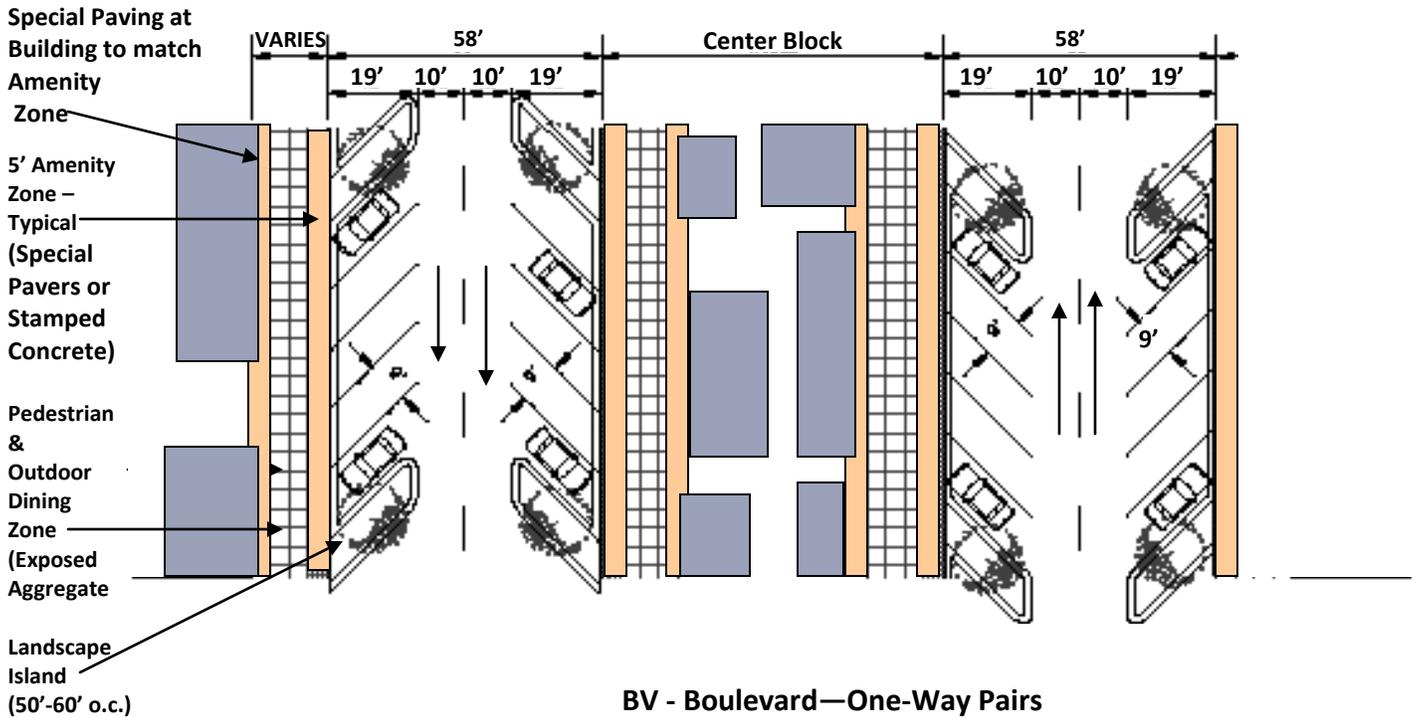
Village Center Expansion Plan
Shows Conceptual Street Tree Diagram on New and Improved Streets

Streetscape Design Concepts

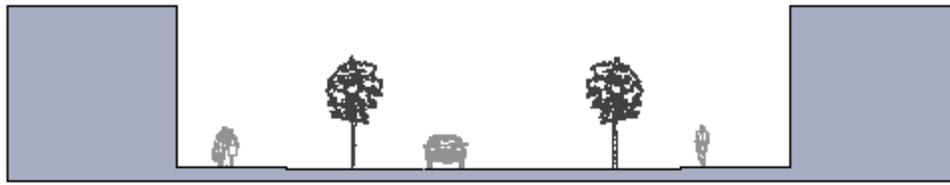
This section will establish and illustrate concepts for streetscape design for the Wentzville Downtown Revitalization Study. As part of the earlier phases of First Directions, Theming/ Branding, Physical Design and Village Center Expansion, streetscape improvements were included in discussions and desires expressed by the residents and the business community. This section of the report shows conceptual street cross-sections keyed to specific streets and street types shown on the Village Center Expansion Plan. In addition, this section suggests in concept: sidewalks, tree placement, street furniture, lighting examples, and amenity areas. Streetscape improvements will require additional design, surveying and engineering, however, this document is meant to create a framework for future design concepts throughout the downtown study area. The streets are the structure that hold the City together and therefore are the most important element to establish the character and continuity of the downtown area. Streets are not only for vehicles, but for pedestrians, bicycling, display, outdoor activity, conversation, dining, relaxation, neighborhood activities, festivals and events. These guidelines are meant to be the basis for future decisions in the implementation of the character of downtown Wentzville.



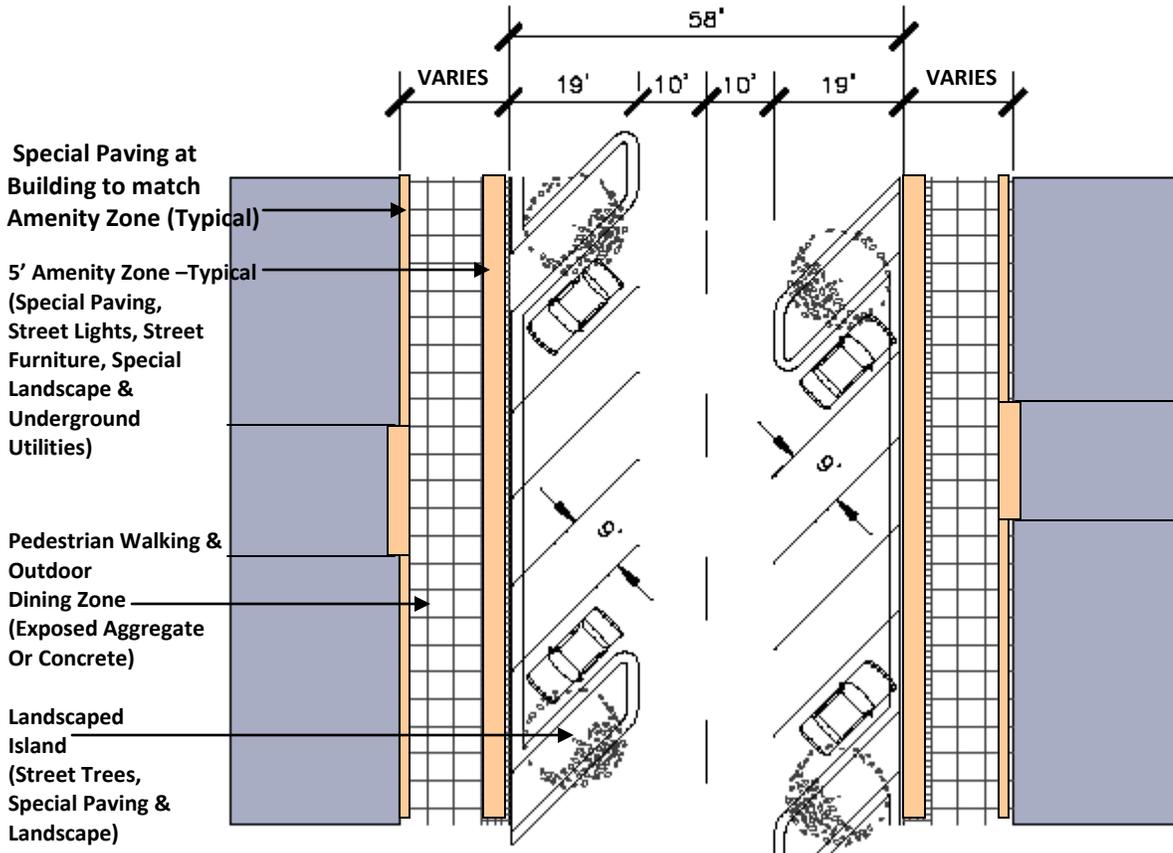
CROSS-SECTION



This cross-section is specific to the Pearce/ Allen one-way pairs suggested in the Physical Design Workshop. It is important to note that the dimensions are conceptual but are goals to be achieved subject to existing and proposed conditions. Existing building locations, utilities, sight triangles, off-street parking lots and existing entrances will be some of the factors to consider at final design. The goal of the one way pairs is to achieve through traffic movement in the Pearce/Allen corridor and to create additional parking spaces at the same time. It is a desire that this additional parking will allow some of the space devoted to existing parking lots to be converted to new infill buildings or green space. Any off-street parking should be screened from the boulevard and sidewalks by landscaped hedges or low masonry walls. Entrances to off-street parking lots should be located off cross streets and not off Pearce or Allen. Street lights, and street furniture will be consistent throughout the corridor. Some variety of street trees and plant material will be allowed, however, consistent plant types will be set in specific segments or sections of the corridor. Street trees should be located at 50'-60' spacing in 9' islands (substitute approximate equal parking space size for landscaped islands).



CROSS-SECTION

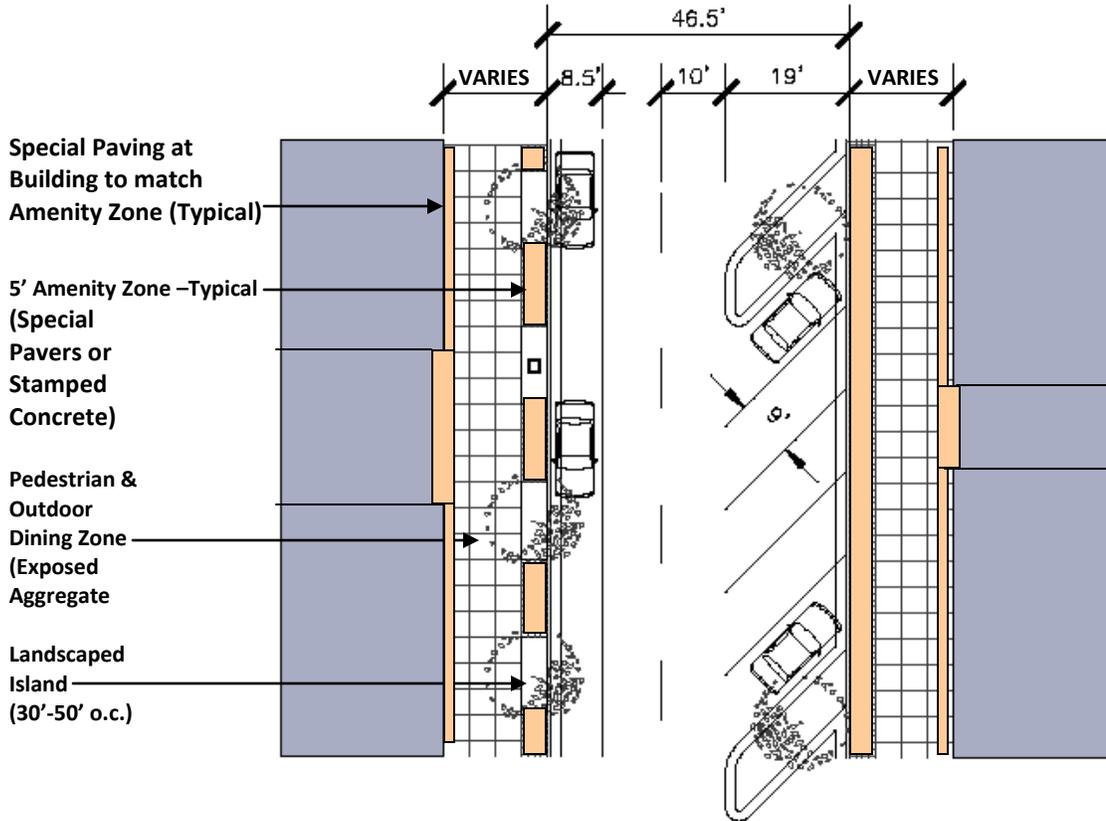


ST-D - Two Way—Diagonal Parking Both Sides

This street is most appropriate in commercial areas where on-street is to be maximized. On street parking is important to serve shops and storefronts, as well as, to shield pedestrians on the sidewalks from moving vehicles. The 5' amenity zone between the curb and sidewalk could be of a different paving material and will be the location for street trees, street lights and street furniture. The 7' - 15' sidewalk between the amenity zone and the building face will be used as the pedestrian walking area as well as outdoor dining and shop displays. Total distance from the back of curb to storefronts will be 12' - 20'. Off-street parking should be provided behind the front building face and not between the street and the buildings. A 5' amenity zone is shown with street trees at 50' to 60' intervals. Street tree varieties are to be consistent on both sides of the street.

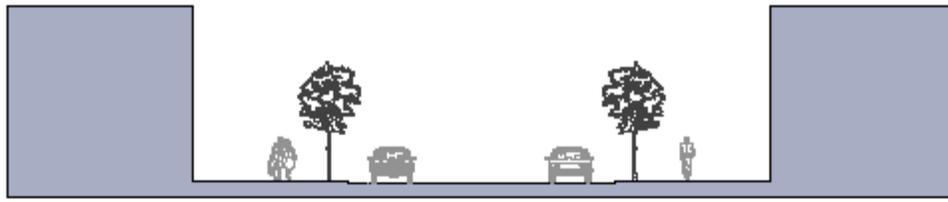


CROSS-SECTION

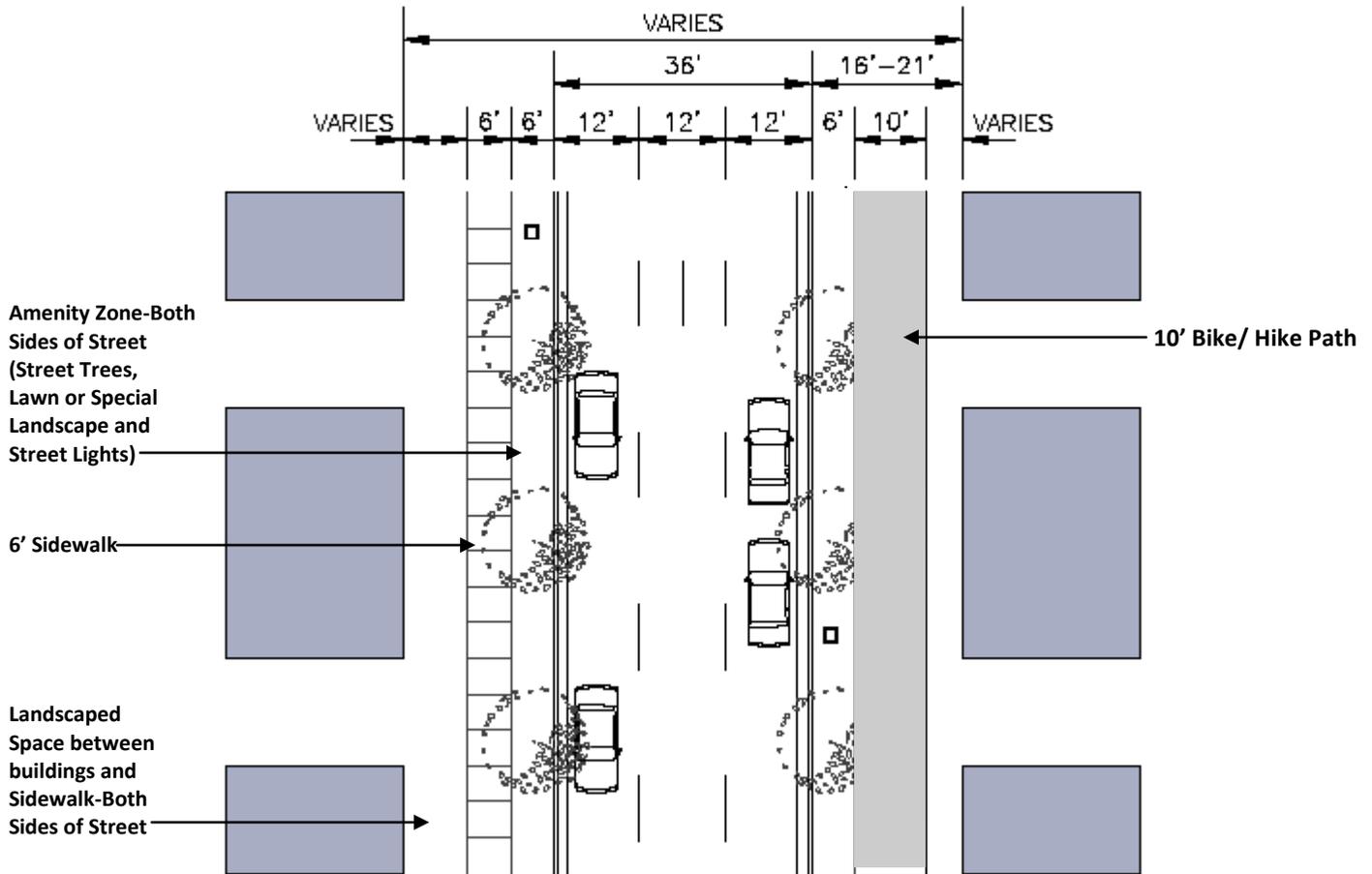


ST-DP - Diagonal/ Parallel Parking

This street is most appropriate in Commercial or Mixed Use areas where commercial is on one side of the street and residential is on the other or where space does not permit diagonal parking on both sides but maximum parking count is desired. On street parking is important to serve shops and storefronts, as well as, to shield pedestrians on the sidewalks from moving vehicles. The 5' amenity zone between the curb and sidewalk should be of a different paving material (options to be either pavers or stamped concrete as required by the City of Wentzville) and will be the location for street trees, street lights and street furniture. The 7' - 15' sidewalk between the amenity zone and the building face in commercial areas will be used as the pedestrian walking area as well as outdoor dining and shop displays. Total distance from the back of curb to storefronts in commercial areas will be 12' - 20'. Off-street parking should be provided behind the front building face and not between the street and the buildings. The 5' amenity zone is shown with street trees at 30' to 50' intervals. Street tree varieties are to be consistent on both sides of the street.



CROSS-SECTION

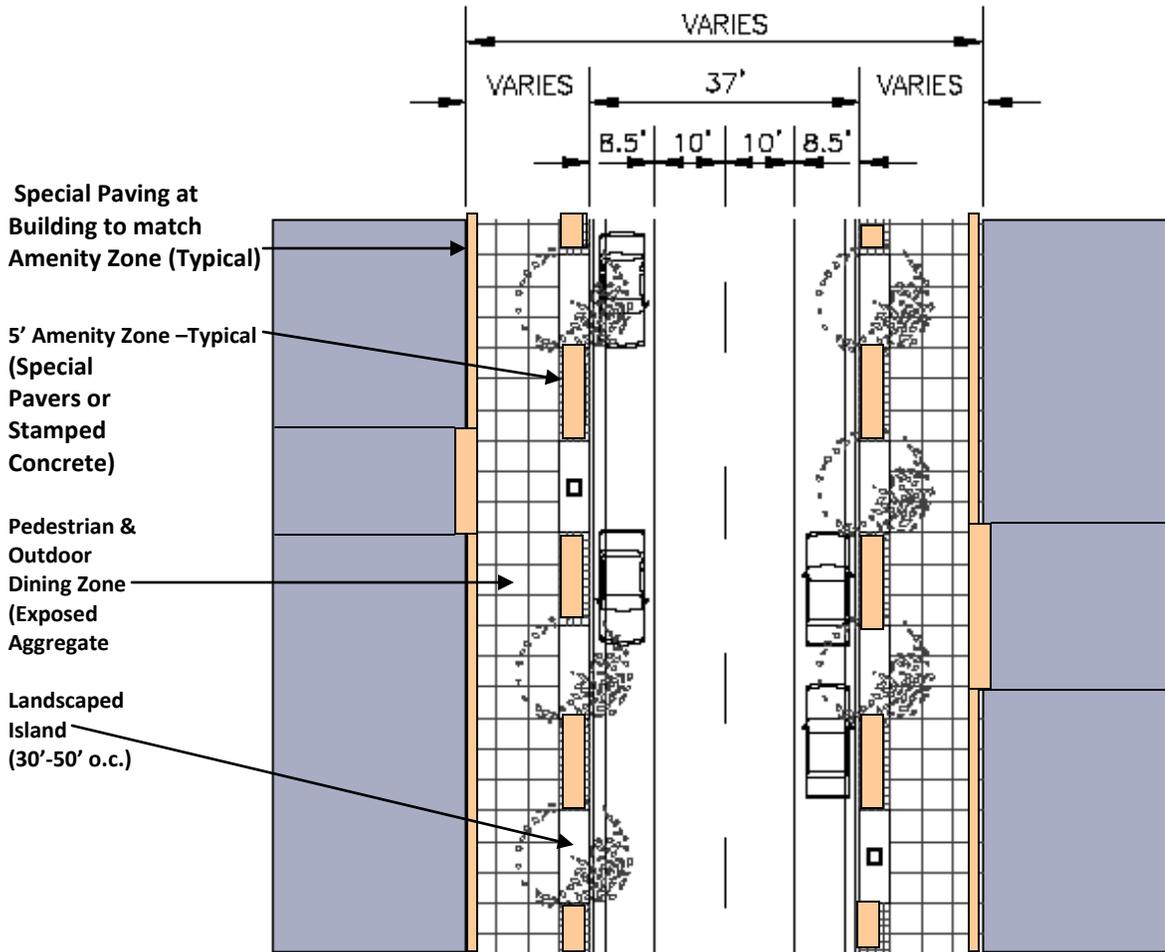


ST-TS -THROUGH STREET
Center Turn Lane-No On-Street Parking

This street is anticipated to be used in special cases, such as Church Street from the I-70 roundabout to 4th Street where on-street parking may not be applicable because of existing conditions. Should this section develop differently in the future on-street parking may be encouraged and the cross-section could then be converted to ST-35 Commercial. A detached 10' off-street bike/ hike path is shown on one side should space allow. A standard 6' detached sidewalk is shown on the other side. Street trees and street lights will be installed on both sides in the 6' landscaped segment between the curb and sidewalk or bike path. Off-street parking should be provided behind the front building face and not between the street and the buildings. The 6' landscaped segment is shown with street trees at 30' to 50' intervals. Street tree varieties are to be consistent on both sides of the street.



CROSS-SECTION

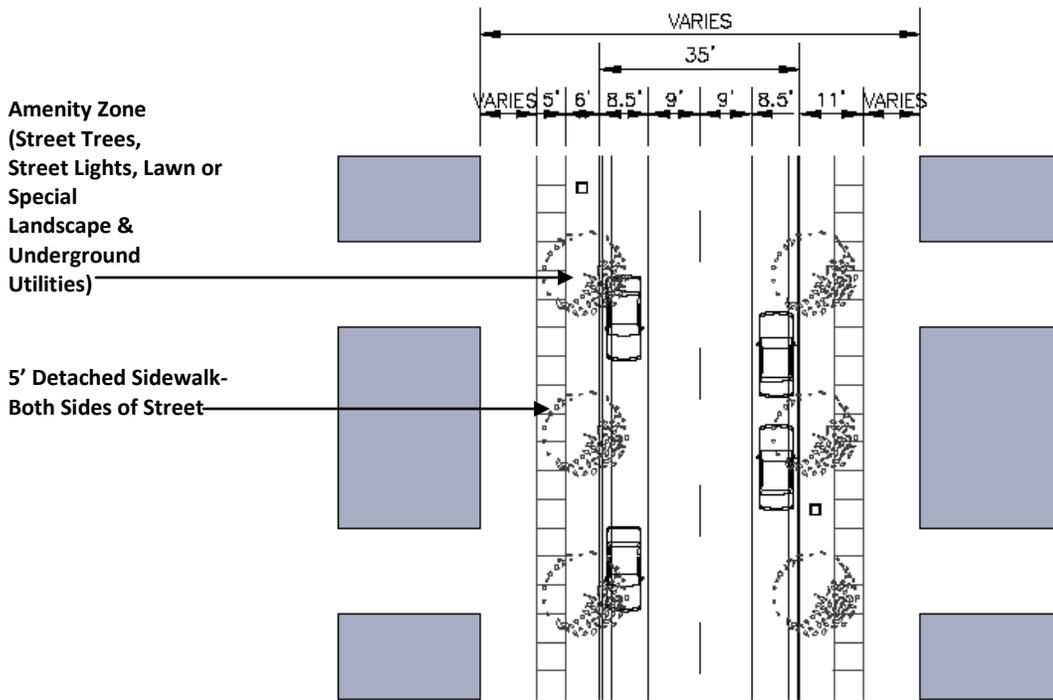


ST-CMU - COMMERCIAL/ MIXED USE
Parallel Parking Both Sides

This street is anticipated to be used quite often in the commercial and mixed use areas of downtown Wentzville. On street parallel parking is important to serve shops and storefronts, as well as, to shield pedestrians on the sidewalks from moving vehicles. The 5'-6' amenity zone between the curb and sidewalk could be of a different paving material and will be the location for street trees, street lights and street furniture. The 7' - 15' sidewalk between the amenity zone and the building face will be used as the pedestrian walking area as well as outdoor dining and shop displays. Total distance from the back of curb to storefronts will be 12' - 20'. Off-street parking should be provided behind the front building face and not between the street and the buildings. A 5' amenity zone is shown with street trees at 30' to 50' intervals. Street tree varieties are to be consistent on both sides of the street.



CROSS-SECTION



ST-R RESIDENTIAL
Parallel Parking Both Sides

This street is meant to be used throughout the residential portions of downtown Wentzville, however in some locations space limitations or existing conditions may require a narrower street cross-section. In that case, parallel parking may be allowed on both sides with a 28' cross-section. Narrower streets would require limits of parallel parking to one side only. The ST-35 encourages parallel parking on both sides for residents and visitors. Off-street parking should be provided behind the building face wherever possible and not between the street and the buildings. A 6' landscaped segment is shown with street trees at 30' to 50' intervals. Street tree varieties are to be consistent on both sides of the street on each block. Variations of tree varieties may be made on different blocks, however, key streets will have longer segments with the same street trees. Variety of trees and landscaping is encouraged in front yards of residential areas outside of the sidewalks and street rights of way but not for street trees.

**City of Wentzville
Downtown Revitalization
Streetscape Concept Design**

	Church Street to 4th	Church Street North of 4th	Pearce Blvd.	Allen Street	Main Street	Grove Street	5th & 6th Street East End	Other Commercial & Mixed Use Streets	Other Residential Streets	Special Plazas and Town Squares	Park Areas
STREET TYPES											
BV -Boulevard- One Way Pairs			■	■							
ST-D - 2 Way - Diagonal Parking Both Sides					■		■				
ST-DP - 2 Way - Diagonal/ Parallel Parking					■		■				
ST-TS - THROUGH STREET	■										
ST-CMU - COMMERCIAL/ MIXED USE STREET		■				■	■				
ST-R - RESIDENTIAL STREET									■		
STREET TREES (Consistent varieties required on each street)											
Acer (Maples) - Freeman, Pacific Sunset or Sugar		■	■					■	■		■
Betula (Birch) - River Birch										■	■
Fraxinus (Ash) - Autumn Purple, Cimmaron Urbanite, Patmore				■				■	■		■
Ginkgo										■	■
Gleditsia (Honeylocust) - Imperial										■	■
Gymnocladus (Kentucky Coffee Tree) - Espresso										■	■
Liquidambar (Sweetgum) - Cherokee										■	■
Quercus (Oak) - White, Swamp White, Overcup or Shumard					■			■	■		■
Platanus (London Plane Tree) - Bloodgood	■									■	■
Taxodium (Baldcypress)						■	■	■	■		■
Tilia (Linden) - Legend, Glenleven, Green Mountain or Sterling									■	■	■
Ulmus (Elm) - Lacebark, Emerald Sunshine or Accolade								■	■		■

Street Type and Street Tree Matrix

The Street Types shown in the matrix above are meant as a general guideline to give a framework for the future street improvements for downtown Wentzville. Each type is specific to use and locations, however, existing buildings, utilities and other special conditions will require variations in dimensions. Further traffic engineering study may require additional turn lanes or width variations in some cases. The urban context and character of these cross-sections is meant to be consistent throughout downtown Wentzville. The streets, sidewalks, landscape and buildings facing the streets will set the form and character for downtown Wentzville and it is very important that the standards be followed although some variations may be approved by special consideration.

The Street Trees shown in the matrix above are a general guideline of good street trees to used in this region of the Midwest. Species are suggested for size, color, hardiness and character, however final design may require requests for alternate varieties for one reason or another. New pests or diseases may require changes to tree varieties in the future, however we would suggest that the tree varieties remain consistent on each street or section of street shown above to retain the urban character desired for downtown Wentzville. Although more variety is encouraged in the interior block landscaping, the consistency of the street trees and streetscape will be a major unifying element in the downtown study area given these standards are followed in the future.



Existing Pearce / Allen at Linn-Looking North



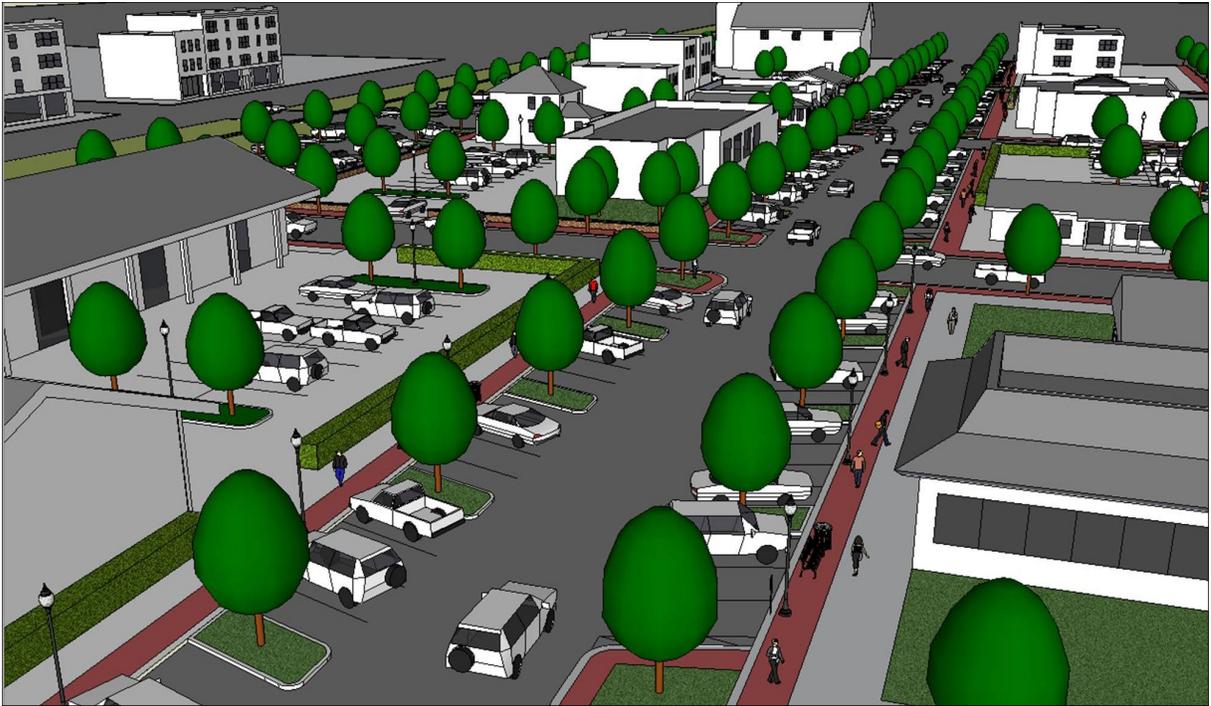
Proposed Pearce / Allen at Linn- Looking North



Linn at Pearce-Looking North West



Potential new Train Station at Railroad Park-P-4



West Bound Pearce Streetscape with Existing Buildings



West Bound Pearce Streetscape With New Infill Buildings



Linn and Allen-West Allen Grill

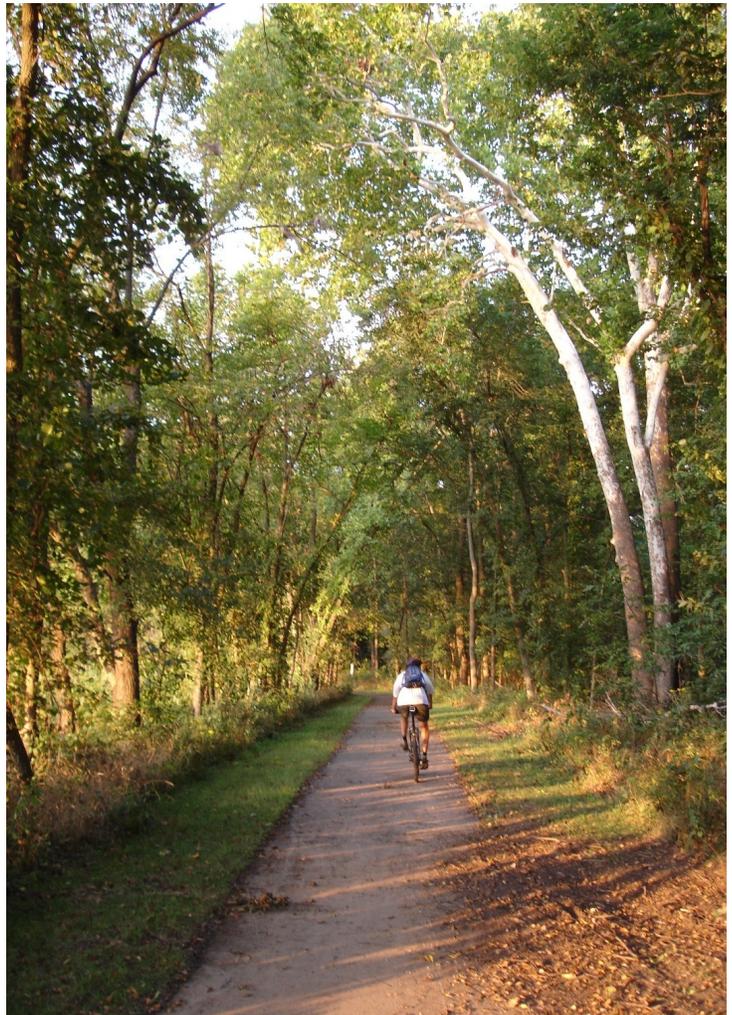


Proposed Allen Street - Looking Northwest

Bicycles & Trails

Bike lanes need to be integrated into the street design to encourage the use of bicycles as a mode of transportation

Bicycle traffic in downtown Wentzville will be accommodated on several different levels. On-street bicycle traffic will be allowed in most of downtown, as in the photo to the right, with bicycle racks located in key locations for secure storage. Separate bicycle and walking paths will be built off-street, separated from vehicular traffic for safety and value as in the two photos below. Off-street bike paths were chosen over on-street bike lanes, since on-street bike lanes requiring a vehicular street cross-section, would be significantly more expensive. Park and open space areas would also have bike/hike paths as in the photo below right.



Streetscape

A successful downtown is not complete until its open space, streets, and sidewalks have been furnished. The items that are referred to as streetscape elements in this guideline include such things as sidewalk cross-sections, benches, trash receptacles, etc. these are the elements that help reinforce the character of the downtown. Other items such as fountains and kiosks fit into this category and are included in this section, but are of course, more selective and dependent on specific locations on the plan.

The following section addresses a full catalog of streetscape elements that are to be considered as part of the overall downtown vocabulary. The catalog is meant to establish a minimum standard for streetscape elements, and encourages developers and designers to place as much importance on the selection of these elements as they do on the architecture and master plan. The Wentzville Downtown Districts as a whole will only be as good as the sum of all of its individual pieces.



Pedestrian, Outdoor Dining and Amenity Zones

The Typical Street Plans and Cross-sections show sidewalks as an extremely important element in the revitalization of Downtown Wentzville. The sidewalks are divided into Amenity Zones, Pedestrian and Outdoor Dining or Shop Display Zones. These areas are divided into specific uses to create continuity throughout the downtown area. The “Amenity Zone” is the 5’ portion directly adjacent to the back of curb and the parked cars. In most cases, street lights, street furniture, street trees and bollards are located in the Amenity Zone. The Pedestrian and Outdoor Dining and Shop Display Zone is the portion of sidewalk devoted to pedestrian movement and outdoor tables and displays. The dining and shop display areas are usually adjacent to the storefronts and the pedestrian zone is usually located between the amenity zone and the outdoor dining (as in the photo below), although these uses can be reversed (as in the photo above). The City of Wentzville has chosen special paving options of either pavers or stamped concrete for the amenity zone and exposed aggregate concrete for the Pedestrian and Outdoor Dining Zone. A band of special paving to match the amenity zone is also desired adjacent to the commercial buildings.



Residential Pedestrian & Amenity Zone - The pedestrian space (shown as concrete) is between the Amenity Zone (shown as pavers) and the landscape adjacent to the buildings in this example of a residential streetscape.



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)

Bicycle Racks:

Designs should be simple and easy to use.

Racks need to be permanently mounted and placed in convenient locations throughout the major traffic patterns to encourage bicycle use.



Bollards:

The design should respond to the area or location that it supports such as Plaza's vs. Services.

Removable bollards may be used where service access is needed. They may also be used for street closures for special town events or festivals.

Dimensions must allow for setback from curbs to permit the opening of vehicle doors.

Bollards may be used as a design element for repetition and the definition of spaces or public functions.



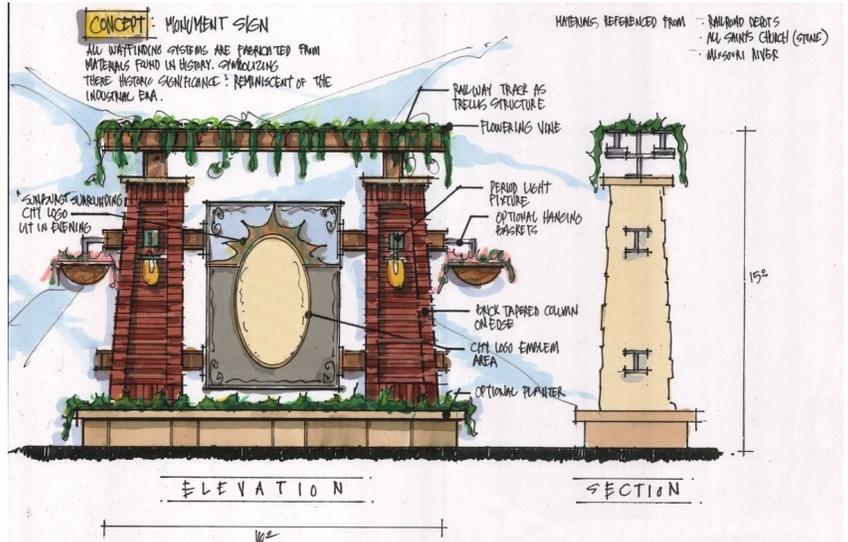
Bicycle Racks: DuMor Bike Rack 83-00 - Black Powder Coated Loop (www.dumor.org) www.theparkcatalog.com



Bollards: Beacon: Flagler (lighted) 42" Ht. 7 5/16" Dia. Black in color (www.beaconproducts.com)



Kiosk: / Model # 3108.001.610 (www.neri.biz)



Monumentation / Wayfinding:

Custom to match and consider Wentzville's Historical context.

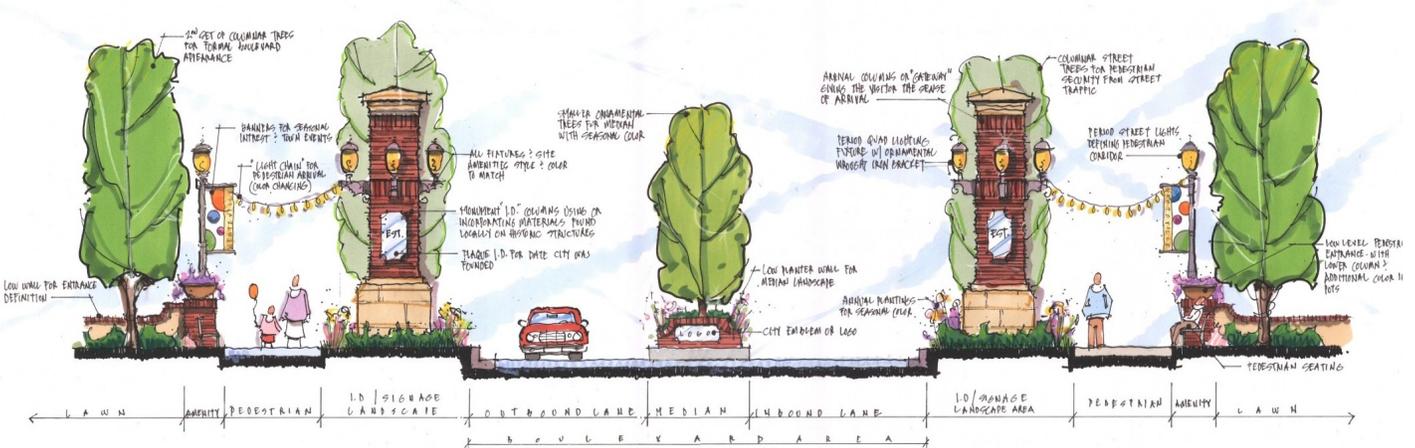
Signage /Kiosks/ Monuments

Create high quality wayfinding that is architecturally, visually stimulating, but with a unique identity to only Wentzville.

Create a sense of arrival through the hierarchy of a signage program.



Kiosk: / Model # 3111.001.300 (www.neri.biz)





Street Lighting:

Beacon Lighting: Mediterranean series, T1/AR3/NC/H1/LED/BB (www.beaconproducts.com)

Accent / Plaza Lighting:

Festoon Lighting: BK-12-WW-F (48w)
Mounting Part # EX-MDA-BK (www.tokistar.com)



Street Lighting:

Pole styles should integrate and compliment the historical aspects of Wentzville.

The lighting should function as the overall unifying element of the Wentzville streetscape.

Street lights should be located at the same distance from the street edge along the length of the entire roadway.

All fixtures should exhibit an aesthetic as well as functional purpose to spark interest and a sense of scale for the pedestrian.

Luminaries should be translucent or glare free using frosted glass or polycarbonate lenses.

Diffusers and reflectors should be incorporated to reduce dark sky conditions and unacceptable glare, particularly adjacent to residential areas.

Lighting should be as efficient as possible including options for L.E.D lighting and solar powered alternatives.

Create opportunities for special lighting conditions such as, festoon lighting strung from light poles or trees.

All fixtures need to waterproof and the light should be shielded so as not to impair the pedestrian or the oncoming automobile traffic.

Moveable Seating: (Custom / select areas)

Different types of seating should be encouraged. Moveable chairs and tables should be utilized to allow flexibility, change of uses and group sizes.

Fixed Alternative Seating:

Stairs, terraces, seat walls and boulders can take on a second use as alternative forms of seating. Large groups or classes can be accommodated by terraces in an amphitheater type setting.



Lawn / Terrace Seating: Custom at specific determined locations



Planters: Landscape Forms, Rosa / 36" x 23" Freestanding w/ drain hole / Various colors (www.landscapeforms.com)

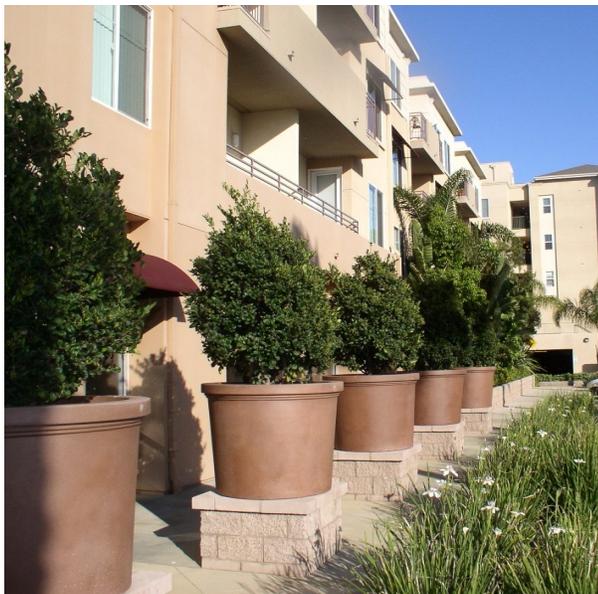
Planters / Pots:

Used to accent or enhance the architectural style of the existing or proposed building.

May be used to define or separate areas for pedestrian / vehicle use.

Planters may be used in combination with landscape areas to add color and variety.

Can be placed anywhere as long as they do not interrupt pedestrian or automobile traffic flow.



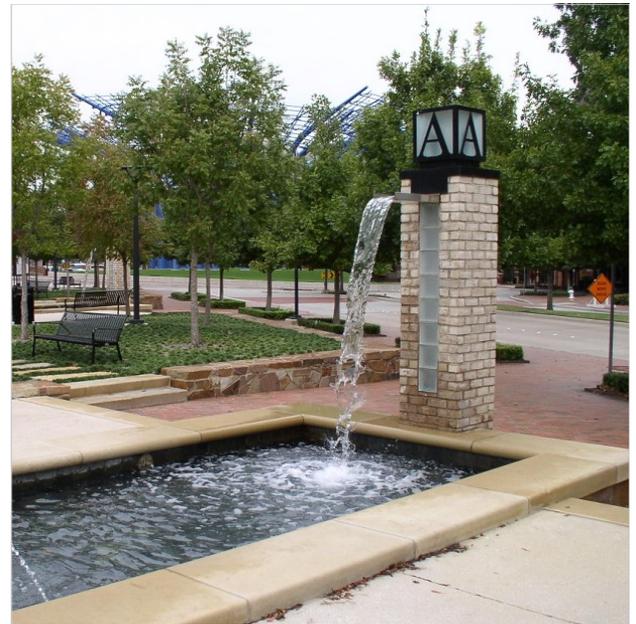
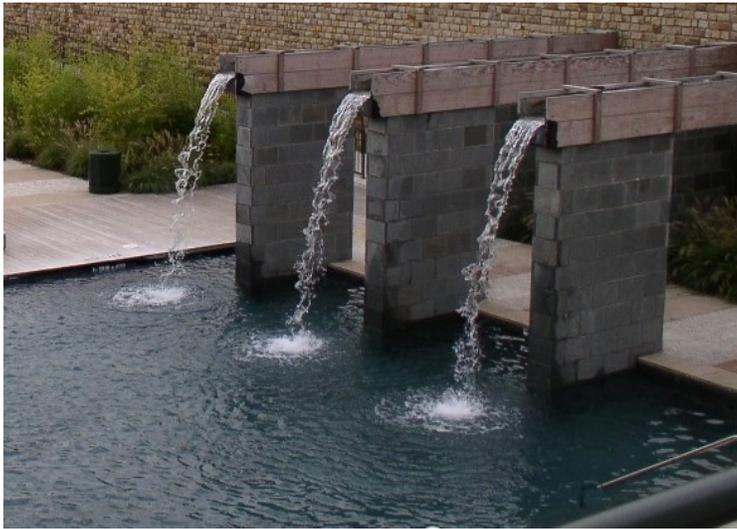
Water Features:

Water feature locations or ‘Mid Block Oasis Areas’ should be located in specific high traffic pedestrian areas to persuade and attract attention to draw visitors.

Fountain design should take into consideration how they appear both on and off, and during the seasonal changes. Consider using Zero-detail fountains or Wet Plazas.

Provide seating around the space for others to observe the water movement.

Water access needs to be accessible for all visitors, and use potable drinking water is recommended. Promote interaction for all ages.



Paving Materials:

Major Streets should be typically asphalt.

Specific Core areas should be constructed in a special material such as, stamped asphalt, stamped concrete or brick.

Paving patterns, colors and textures should be cohesive with the surrounding streets and architecture.

Surfaces should be enhanced and vary throughout the entire Town Center experience.



Colored / Stamped Concrete: Scofield integral #29 New Brick in Basketweave or Herringbone pattern for specified areas.



Curbs & Curb Ramps:

Ramps should be placed at all crosswalks in the Wentzville downtown and align with similar curb ramps directly across the street.

Ramp materials should be the same material as will be used for the sidewalks. Crosswalks will be ADA accessible w/ truncated dome installations at intersections.

Curb-less conditions may occur to host certain special downtown events such as, farmers markets, parades and festivals.

All ramps must use all applicable ADA rules & regulations as they apply to Wentzville standards.



Public Art:

Consider Art to be integrated and be authentic to the history and importance of the Wentzville downtown core.

Should engage the pedestrian and promote a meaningful educational experience.

Promote a specific weeknight public art walk to encourage pedestrian traffic in the evening hours.

With the addition of a Wentzville public art program, it will continue that tradition that is integral to the development, regionally, contextually and innovative.

Sidewalks:

Should include a pedestrian zone nearest the building face for access and encourage window shopping. And must include an amenity zone nearest the curb for trees, street amenities and potential seating where it might be applicable.

Patterns should not be too complex to discourage window shopping and encourage street vending.

Major pedestrian routes should have a higher level of finish and material defining it as one of the major routes.

Openings for planters should be provided in the amenity zone and should be consistent with the street tree plan.



Utility Accessories:

These necessary items should be coordinated with the other streetscape accessories.

The materials, texture and design should define themselves from other parts of the City. These may include:

- Manhole covers
- Meter boxes
- Transformers
- Newspaper Dispensers
- Trash Enclosures
- Tree Surround



Parks and Open Space

The Downtown Wentzville Study Area includes 12 park and open space locations designated on the Village Center Expansion Plan. Different uses are anticipated for each of these parks as shown on the Land Use Table in Part 5 of this report. Following are some examples to better illustrate intent of park uses.



Town Square Park-Park P-3 The example above (#1 choice in Visual Preference Survey) illustrates the potential for Park P-3. Placing the new City Hall in this location would create the anchor to develop a future center of activity for downtown Wentzville.



West End Festival Park- Park 7/ Block 16

This park should be considered for a new farmer's market, as well as to accommodate the flea market. A permanent open structure will house multiple uses.



Town Center Park—Park P-5 could be a highly visible public space for a children's fountain, music and theatre, stage festivals or art exhibits.



East End Central Green-Park P-1 will be the center of activity for the East End employment area.



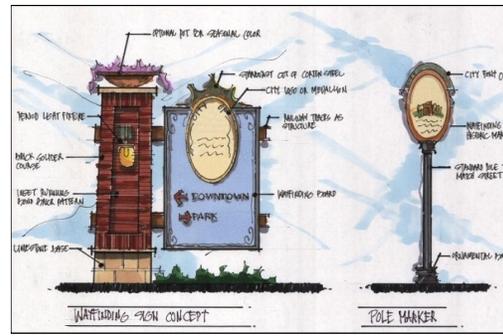
Wall Street Park-Park P-11 between Pearce and Allen could accommodate a Skateboard Park. This location would allow good access and visibility.

Wentzville, Missouri

Part 7

Final Public Meeting and Summary

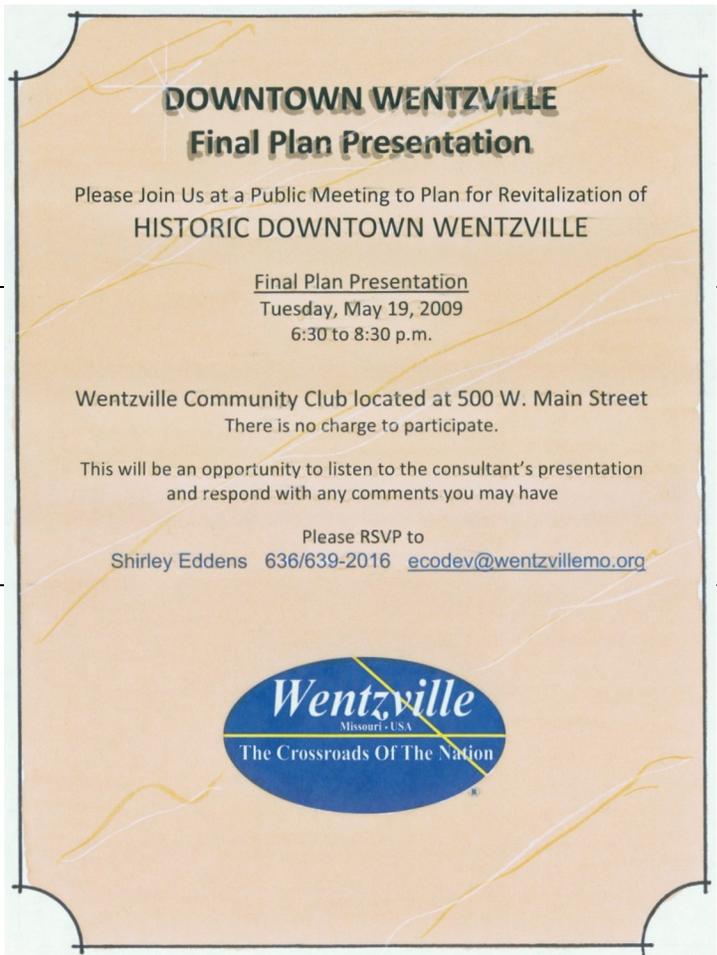
May 19, 2009



Final Plan Presentation and Summary

The Final Plan Presentation was held on May 19, 2009 to present the results of the past meetings, surveys and planning efforts. The First Directions report, Theming / Branding results, internet survey, future projections, Village Center Expansion Plans and Streetscape elements were presented to give the community the opportunity to review and comment on the Downtown Revitalization Study. A focus on the historic railroad origin combined with a direction for a new high quality downtown summarizes the desired theme or brand for downtown Wentzville. Following a presentation by the consultants, residents were generally very receptive and enthusiastic about the future of downtown. Some questions about the implementation of the plan were asked. Mayor Paul Lambi and City Administrator Dianna Wright assured the participants that this is a long range, on-going plan, to be built and evaluated over a period of years and is to be used as a framework for future public and private development plans and budgets.

The plan will be flexible and could accommodate the addition of three to four thousand new residents and several hundred thousand square feet of new office and commercial space. Future Missouri Department of Transportation plans for access from I-70 and Highway 61, as well as alternative access plans recommended in this report were presented. Twelve new public parks are shown on the plan to accommodate a variety of uses and public events. Natural areas and "Best Management Practice-BMP's" are set aside for stormwater quantity and quality management. A potential skateboard park was suggested to give these residents a better place for their sport and to alleviate damage to downtown businesses. The plan includes bicycle and hiking trails that connect the downtown community to other parts of the city. A future transit station located in Railroad Park P-4 could



accommodate future transportation needs of downtown Wentzville.

Streets throughout all portions of the study area will be pedestrian friendly. Detached sidewalks, coordinated street trees, street lighting and street furniture will serve as a common unifying element throughout downtown. Potential expansion of the VC-1 and VC-2 Zoning Districts is suggested for future expansion areas of the Village Center.

The basis for a new downtown for the City of Wentzville has been envisioned by City officials, the participants and residents. The implementation of this plan will create an exciting future for the City of Wentzville. In the past several years, Wentzville has been the fastest growing community in the state of Missouri. The opportunities to expand outward may exist, but the greater opportunity is the expansion of the downtown center. More and more, people want to live near activity and services and this plan is meant to accommodate this future growth.

