

Chapter 4: *Private Space Design*

A. **Design Intent**

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

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

B. **“VC-1” Village Center Core District**

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

1) **Site Design**

a) **Building Preservation**

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

b) **Building Placement**

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

c) **Building Orientation**

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

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d) **Parking Requirements**

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

e) **Landscaping**

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

f) **Service Elements**

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

g) **Mechanical Equipment**

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

h) **Fencing**

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

i) **Signage**

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

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

2) Building Design

a) *Building Types*

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

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

b) *Building Materials and Design*

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

C. "VC-2" Village Center Corridor District

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

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1) Site Design

a) **Building Placement**

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

b) **Building Orientation**

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

c) **Parking Requirements**

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

d) **Landscaping**

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

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e) **Service Elements**

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

f) **Mechanical Equipment**

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

g) **Fencing**

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

h) **Signage**

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

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

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

2) Building Design

a) **Building Materials and Design**

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

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

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

1. Site Design

a) **Building Placement**

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

b) **Building Orientation**

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

c) **Parking Requirements**

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

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

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

d) **Landscaping**

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

e) **Service Elements**

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

f) **Rooftop Mechanical Equipment**

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

g) **Signage**

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

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

2. Building Design

a) *Building Materials and Design*

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