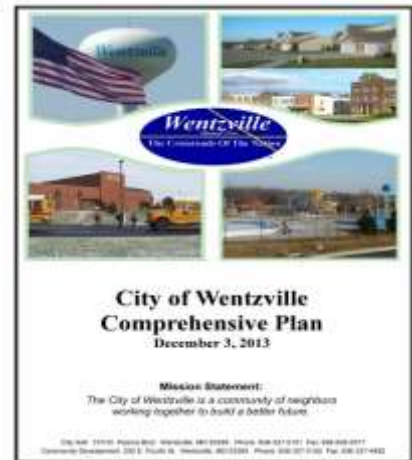


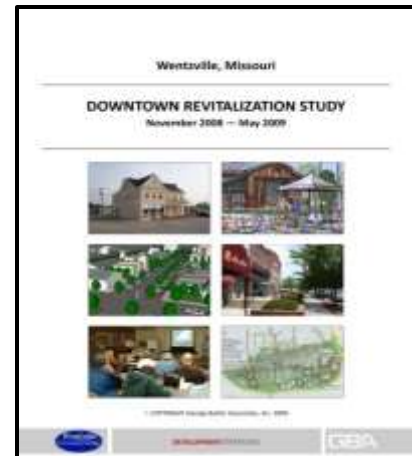
Introduction

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



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

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



The Village Center

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

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

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