



SCENARIO PLANNING

Scenario Planning Overview

This section on scenario planning examines potential growth projections for Wentzville and evaluates the City's land use capacity to accommodate future growth.

Scenario planning is a tool used to explore the strengths and considerations of different approaches to growth without requiring selection of a single preferred scenario. Residents, the Planning & Zoning Commission, and the Board of Aldermen provided feedback on the scenarios to identify preferences and priorities. This feedback will help inform updates to the Future Land Use Plan (FLUP) and the Comprehensive Plan's overall goals.

This section includes:

- Feedback from the March 4, 2026, Board and Planning & Zoning work session and the March 31, 2026, community open house.
- An overview and details of three scenarios: residential development, commercial development, and Downtown Wentzville.
- Growth and capacity analysis for Wentzville and the surrounding planning area.



Board and Planning & Zoning Work Session

Board members and Planning & Zoning Commission members held a joint work session on Wednesday, March 4, 2026, to review growth projections and potential growth scenarios. The scenarios focused on:

- Residential Development
- Commercial Development
- Downtown Wentzville

Prior to the work session, members were encouraged to watch a video presentation outlining the growth projections and scenarios. This same video was later made available to the community as part of the March open house. Members were also asked to complete a short survey indicating their level of support for each scenario, with the understanding that the scenarios were not intended to be mutually exclusive. Elements from each scenario may overlap, and the final recommendations or policies could incorporate aspects of multiple approaches.

The results of the work session survey are included on the following page. The session also included a mapping exercise in which attendees identified locations within the planning area that they felt were potentially suitable for different growth scenarios.



Work Session cont...

In addition to reviewing the scenarios, work session attendees had the opportunity to provide feedback on their level of support. Scenarios are a tool to help frame analysis and research on how the City could accommodate future growth, particularly in relation to updates to the Future Land Use Plan (FLUP).

Consensus Strong Support

The scenario for commercial 'Regional Destination' received almost consensus "Very Supportive" from the work session participants.

Very and Somewhat Supportive

While these scenarios had some different levels of support, overall they received significant support:

Residential - 'Wentzville Estates' scenario.

Downtown - 'Hospital Catalyst' scenario.

Downtown - 'Downtown Master Plan' scenario.

Mixed Support

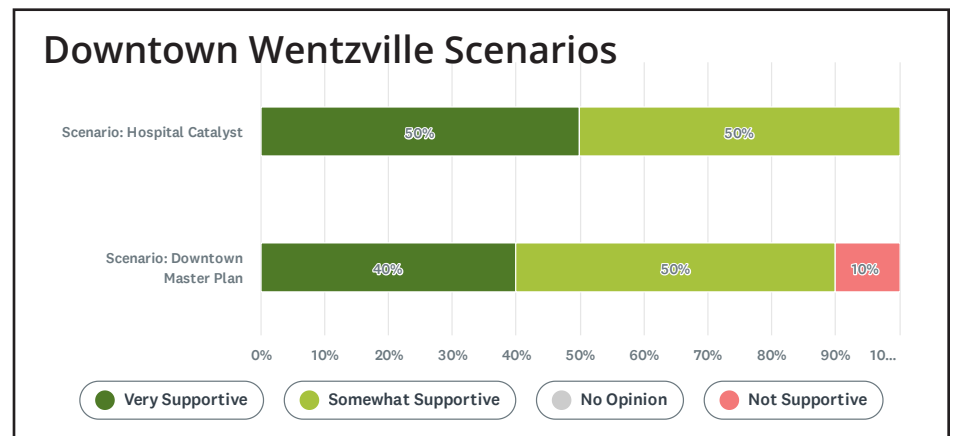
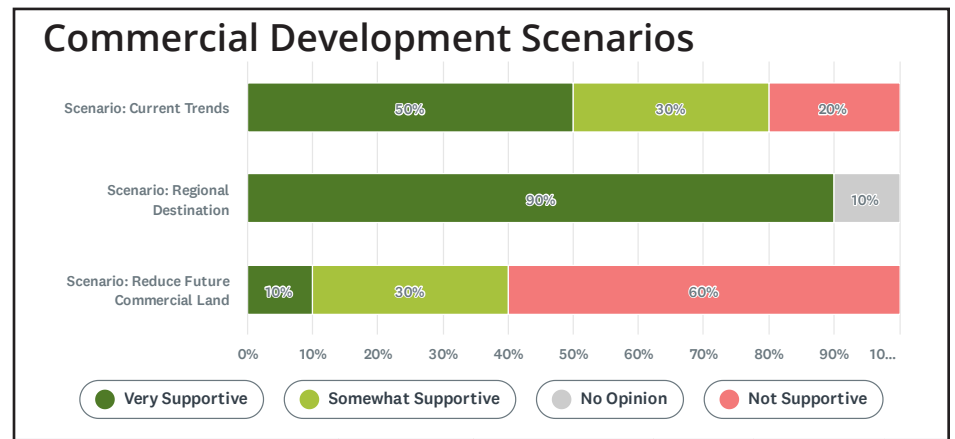
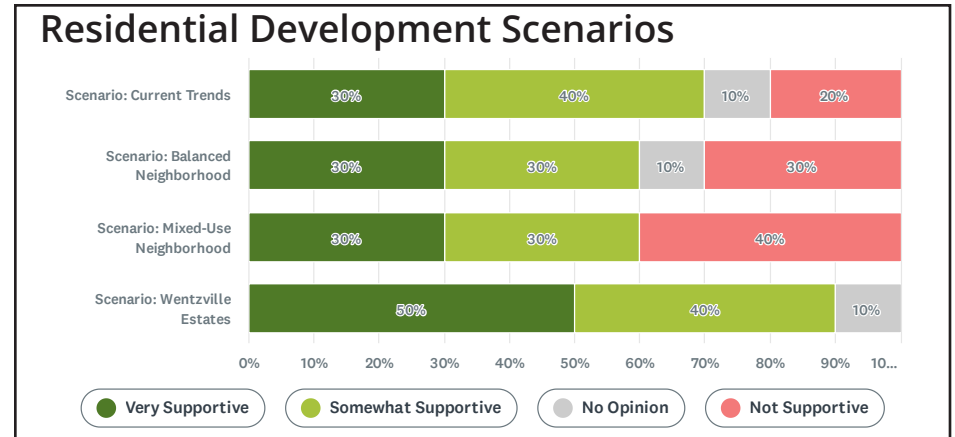
Residential - 'Current Trends' scenario.

Residential - 'Balanced Neighborhood' scenario.

Residential - 'Mixed-Use Neighborhood' scenario.

Not Supportive

Commercial - 'Reduce Future Commercial Land' scenario.



Work Session cont...

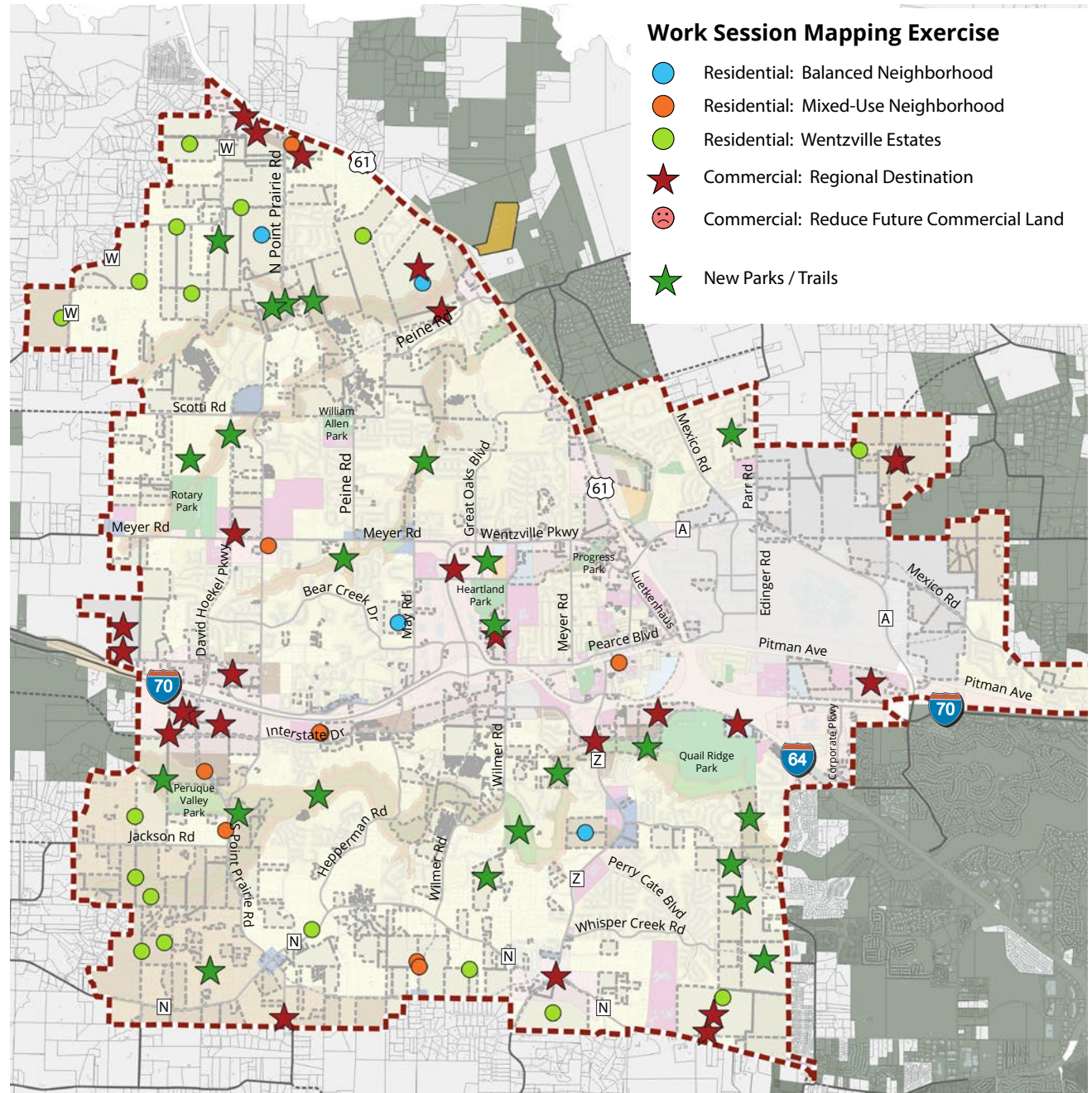
Mapping Exercise

Work session participants were divided into three tables for a mapping exercise to identify potential locations where different scenario types could be applicable, based on each participant's perspectives.

The map to the right summarizes input from all three groups. Key highlights include:

- Regional Destination (Commercial) identified near David Hoekel Parkway south of I-70.
- Wentzville Estates (Residential) suggested along the outer edges of the planning boundary.
- Mixed-Use and Balanced Neighborhoods (Residential) identified at select locations.
- New park and trail opportunities, particularly within riparian and floodplain corridors.
- No group suggested any future commercial areas to be reduced.

These suggestions will help inform updates to the Future Land Use Plan (FLUP). However it is important to note that other factors such as the market analysis, community input, and existing policies will also help guide updates to the FLUP.



Open House #2

(March 31, 2026)

An in-person open house was held on Tuesday, March 31, 2026, at the Wentzville Rec Center from 4:30 - 7:00pm. The meeting was an open house format with no formal presentation, so attendees were able to stop in anytime.

At the open house, attendees had an opportunity to review scenarios regarding:

- Residential Development
- Commercial Development
- Downtown Wentzville

Approximately 70 people attended the open house. Input and feedback heard at the open house is discussed in more detail on the following pages.

"I like this format and appreciate the opportunity to provide feedback."

Comment from Open House Attendee



Open House #2 cont...

In addition to reviewing the scenarios, attendees had the opportunity to provide feedback on their level of support for different growth scenarios. Scenarios are a tool to help frame analysis and research on how the City could accommodate future growth, particularly in relation to updates to the Future Land Use Plan (FLUP).

As attendees reviewed the scenarios, **they were not intended to be an either-or choice**. Elements from each scenario may overlap, and the final recommendations or policies could incorporate aspects of multiple scenarios. The goal was to better understand community preferences and priorities, as well as which aspects of each scenario attendees found most favorable or supportive.

See the 'Scenario' pages for details on each scenario.

Consensus Strong Support

The scenario for downtown Wentzville of 'Downtown Master Plan' received almost consensus "Very Supportive" from open house attendees.

Very and Somewhat Supportive

While these scenarios had some mixed opinions, overall they received significant support.

Residential - 'Mixed-Use Neighborhood' scenario.

Residential - 'Wentzville Estates' scenario.

Commercial - 'Regional Destination' scenario.

Downtown - 'Hospital Catalyst' scenario.

Mixed Support

Residential - 'Balanced Neighborhood' scenario.

Commercial - 'Reduce Future Commercial Land' scenario.

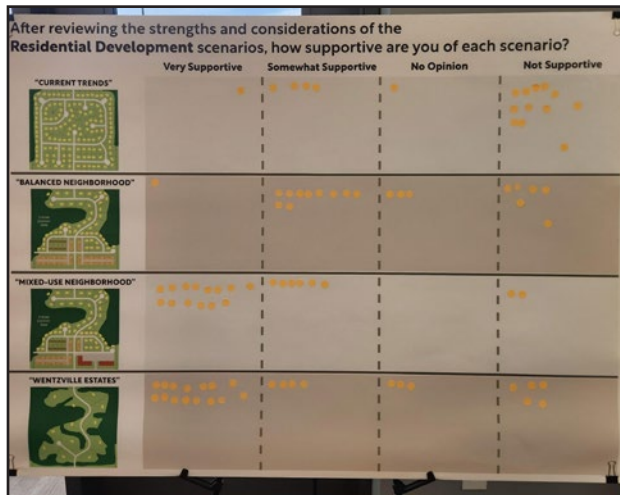
Not Supportive

Residential - 'Current Trends' scenario.

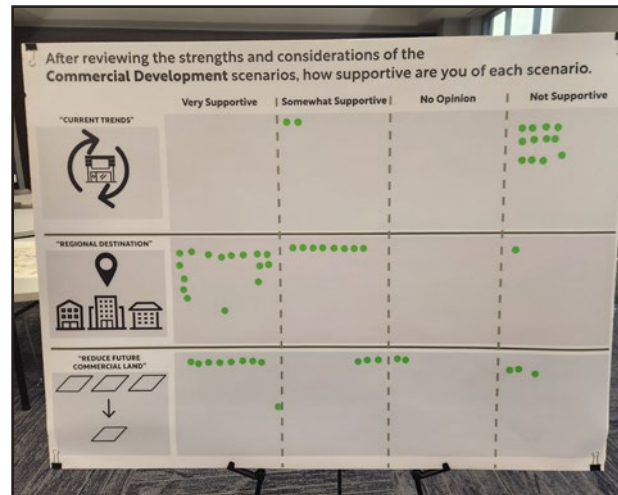
Commercial - 'Current Trends' scenario.

Dot Voting Results:

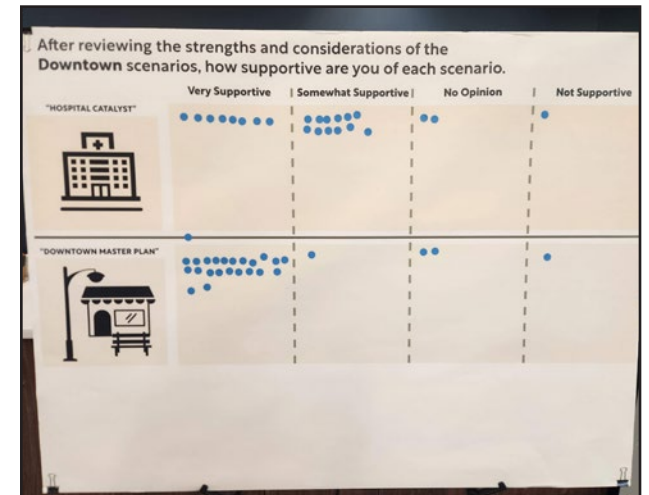
Residential Development Scenarios



Commercial Development Scenarios



Downtown Scenarios



Key Take Aways of Growth Scenarios Feedback

The below are key take aways of the community open house and the Board and Planning & Zoning Work Session.

City Should Develop an Updated “Downtown Master Plan”

The City should prepare and adopt a detailed Downtown Master Plan that preserves and enhances Old Town’s historic identity while identifying strategic infill and redevelopment opportunities. The plan should guide building design, streetscape and infrastructure investments, public spaces, mixed-use development, and incentives to increase employment opportunities, residential density, and overall vibrancy.

This effort provides an opportunity to build upon the 2010 Downtown Revitalization Study while leveraging the upcoming \$650 million Mercy Hospital development. The plan should outline coordinated strategies for infill, redevelopment, housing, and employment growth, ensuring that new investment supports and reinforces Old Town’s historic character.

Additional Future Land Use Plan (FLUP) categories, including:

- **Regional Destination Commercial**
The Regional Destination category is intended to encourage master-planned, high-quality, and regionally distinctive commercial and mixed-use development. These areas should leverage the City’s larger, contiguous undeveloped commercial tracts to support coordinated, well-designed projects rather than fragmented or piecemeal growth. Based on community feedback, a priority location for a Regional Destination is the area south of Interstate 70 along David Hoekel Parkway.
- **Mixed-Use Residential Neighborhoods**
Mixed-Use residential neighborhoods are encouraged to incorporate a mix of housing types, including single-family homes, duplexes, and townhomes, along with neighborhood-scale commercial uses and the preservation of community open space (natural areas), while maintaining overall medium (gross) residential densities.
- **Estates Residential Neighborhoods**
Estates Residential neighborhoods are low-density, single-family areas (1 unit per 2–5 acres), typically serving as transitions to existing low-density development or located where topography or natural features necessitate larger lot sizes.

Scenario Details

- Scenarios are a way to frame analysis and research.
- Scenarios are not EITHER / OR. Elements of each scenario can overlap. Likely final recommendations or policies could include parts of each scenario.
- The goal of the scenario planning process is to find out community preferences and priorities.

**Residential
Development**

**Commercial
Development**

**Downtown
Wentzville**

Residential Development Scenarios

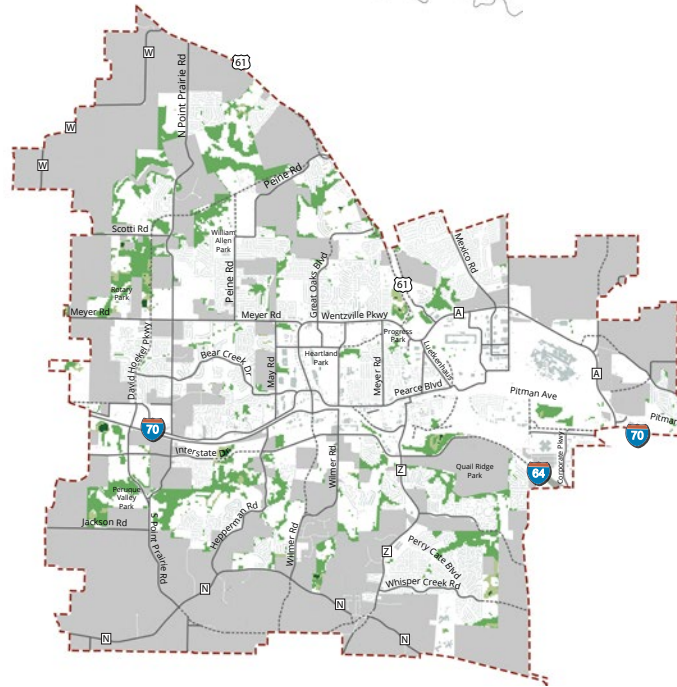


Existing Natural Areas

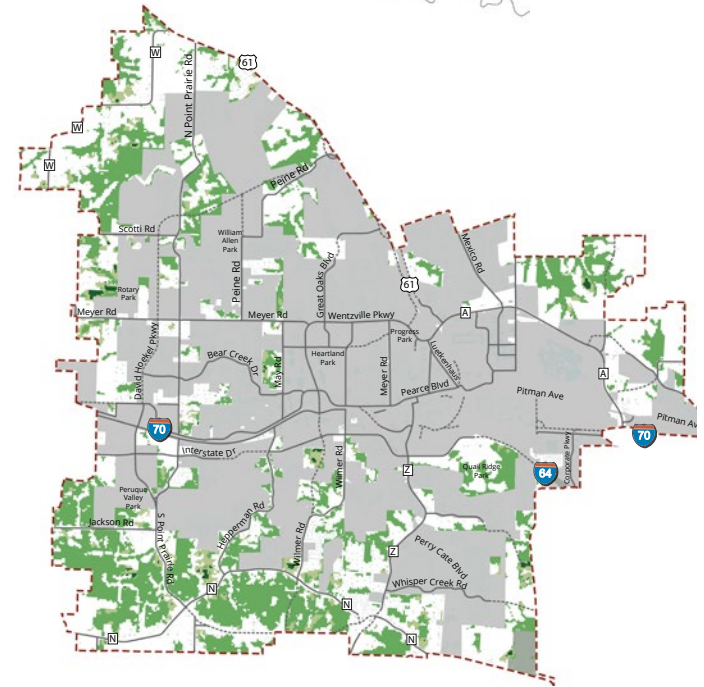
Residents often mentioned the open spaces and ruralness of Wentzville as key reasons they chose to live there. Younger residents in particular placed a high priority on natural areas, connected greenways, and improved access to parks and trails. However, there are concerns that those qualities are being lost.

A key component of the residential development scenarios is exploring how Wentzville can accommodate future growth while preserving natural areas, particularly woodlands that contribute to the community's character and environmental quality.

The maps on this page highlight the extensive existing woodland areas within both the city limits and the broader planning area, illustrating the opportunity to thoughtfully integrate development with the preservation of these important natural assets.



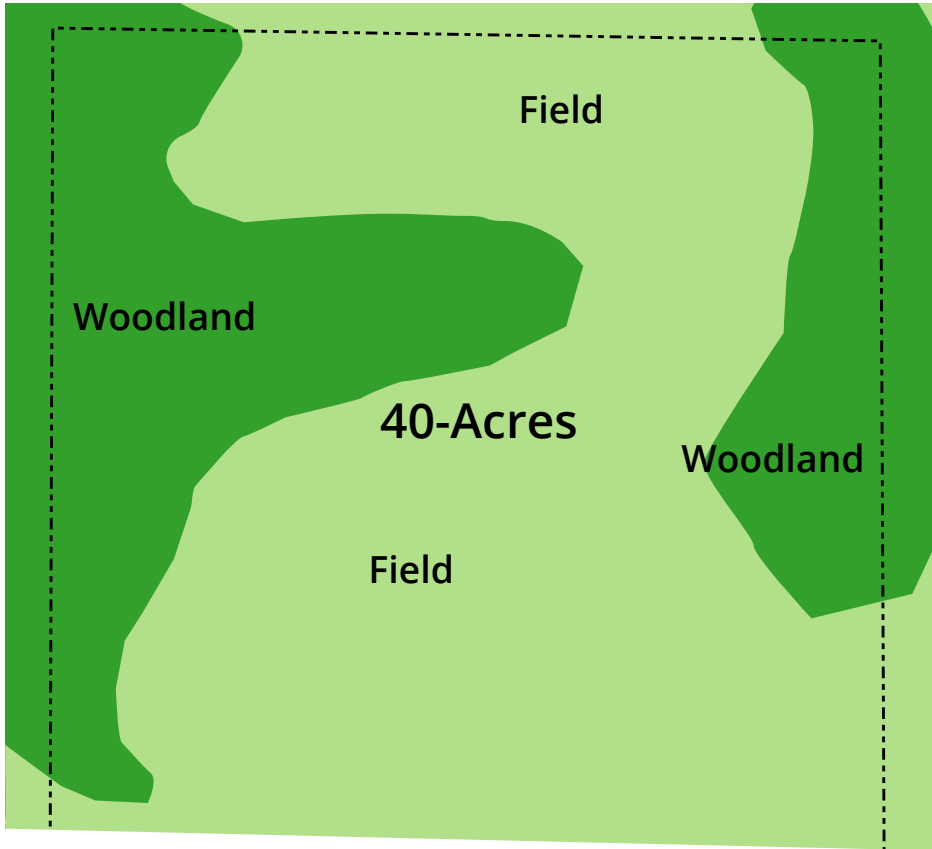
Woodland (City Limits)



Woodland (Unincorporated)



Pre-Development



To support visualization and comparative analysis of the residential development scenarios, a prototypical 40-acre site is utilized to illustrate each development approach. While not representative of a specific location in Wentzville, the site is designed to reflect common characteristics of developable land within the city and planning area, including a pre-development mix of woodland and open field conditions.

The following pages present four residential development scenarios:

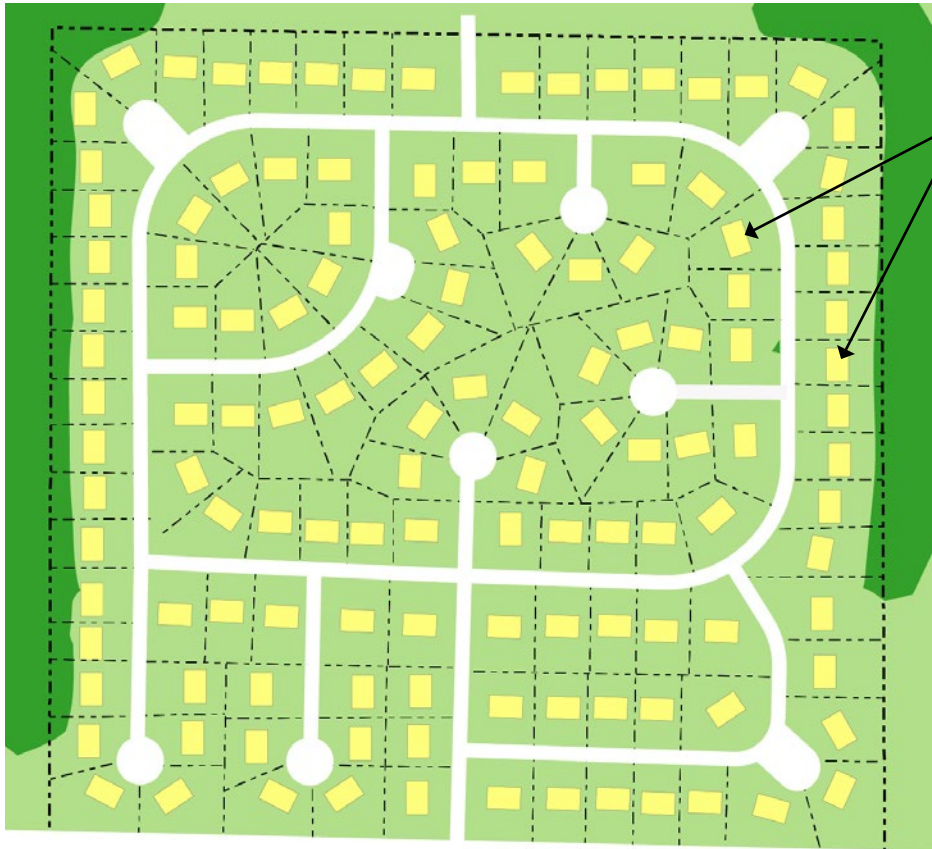
- "Current Trends"
- "Balanced Neighborhood"
- "Mixed-Use Neighborhood"
- "Wentzville Estates"

Each scenario includes a concept plan, supporting metrics, and a summary of key strengths and considerations. A bird's-eye rendering is also provided for each scenario to aid in visualization and comparison.

Pre-Development



Residential Scenario: "Current Trends"



Single-family homes on small lots. (0.18 - 0.38 acres)

Total Units
129 units

Gross Density
3.2 units / acre

Parcel Sizes
0.18 - 0.38 acre

Housing Types
• Single Family

Streets
• 1.46 miles
• 60 feet per unit

Strengths
• Proven market type.
• Consistency with recent development patterns.

Considerations
• Subdivisions start to be homogeneous.
• Lack of housing types and price points.

Single-Family (small lot)



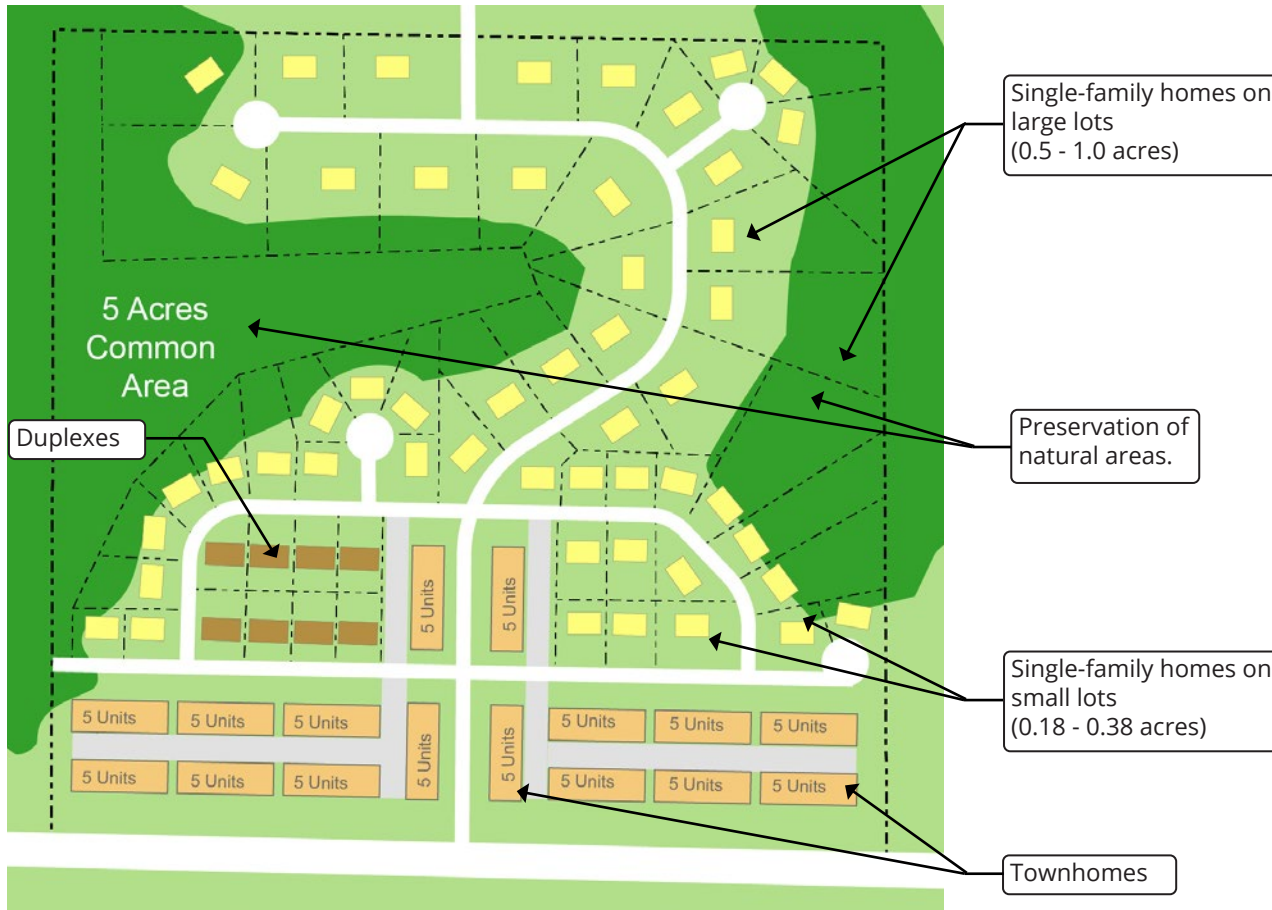
Single-Family (small lot)



Residential Scenario: "Current Trends"



Residential Scenario: "Balanced Neighborhood"



Total Units

147 units

Gross Density

3.7 units / acre

Parcel Sizes

0.18 - 1.0 acre

Housing Types

- Single Family
- Duplex
- Townhome

Streets

- 0.98 miles
- 35 feet per unit

Strengths

- Balance of preserving natural areas and development with opportunities for common area open space.
- Mix of housing types and price points.
- Mix of parcel sizes.

Considerations

- Ensuring consistency with potential complexity in policy and regulatory requirements.

Townhomes



Townhomes



Duplex



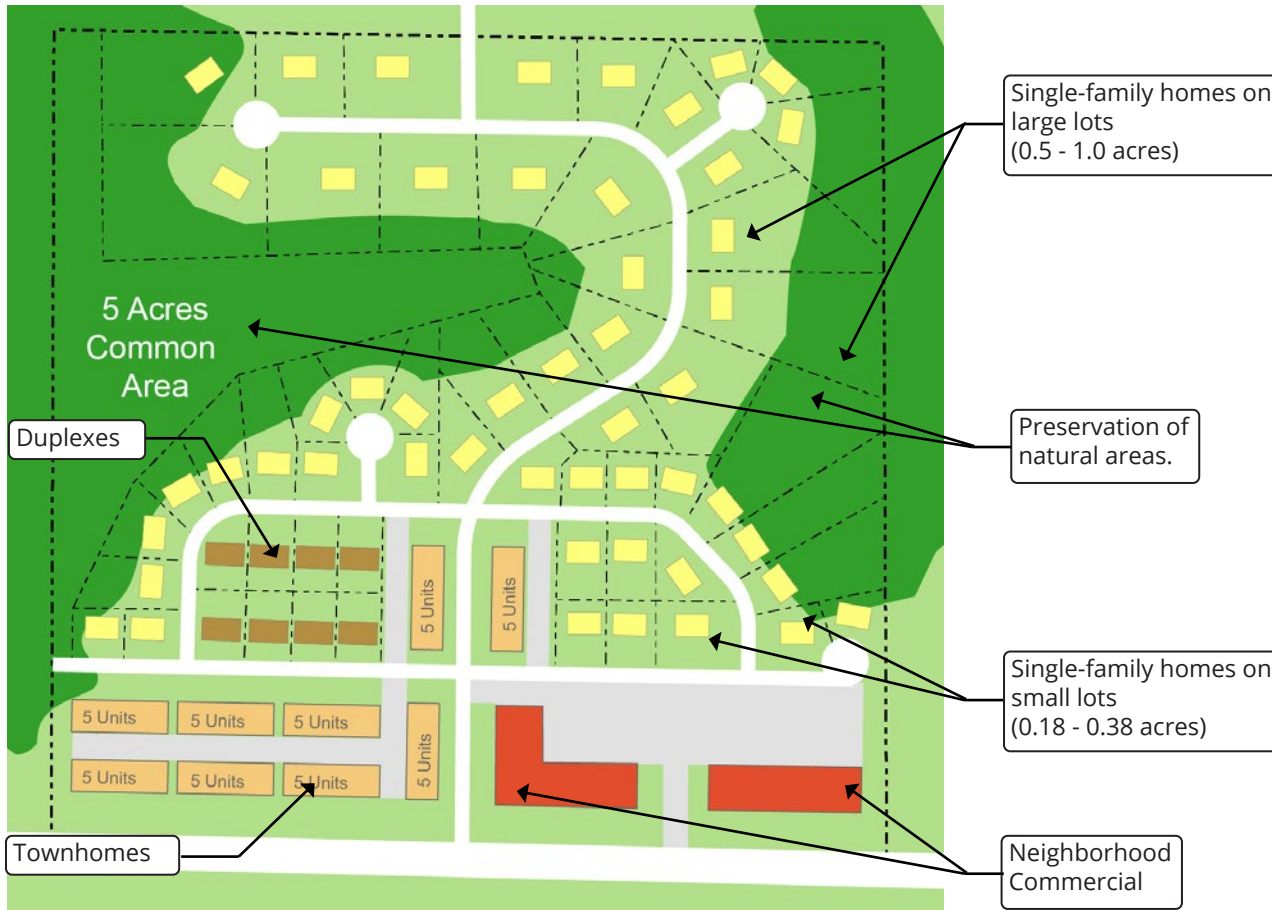
Single-Family (small lot)



Residential Scenario: "Balanced Neighborhood"



Residential Scenario: "Mixed-Use Neighborhood"



Total Units

112 units

Housing Types

- Single Family
- Duplex
- Townhome

Gross Density

2.8 units / acre

Parcel Sizes

0.18 - 1.0 acre

Streets

- 0.98 miles
- 46 feet per unit

Strengths

- Balance of preserving natural areas and development with opportunities for common area open space.
- Mix of housing types and price points.
- Mix of parcel sizes.
- Neighborhood commercial that is walkable from neighborhood.

Considerations

- Ensuring consistency with potential complexity in policy and regulatory requirements.

Townhomes



Neighborhood Commercial



Duplex



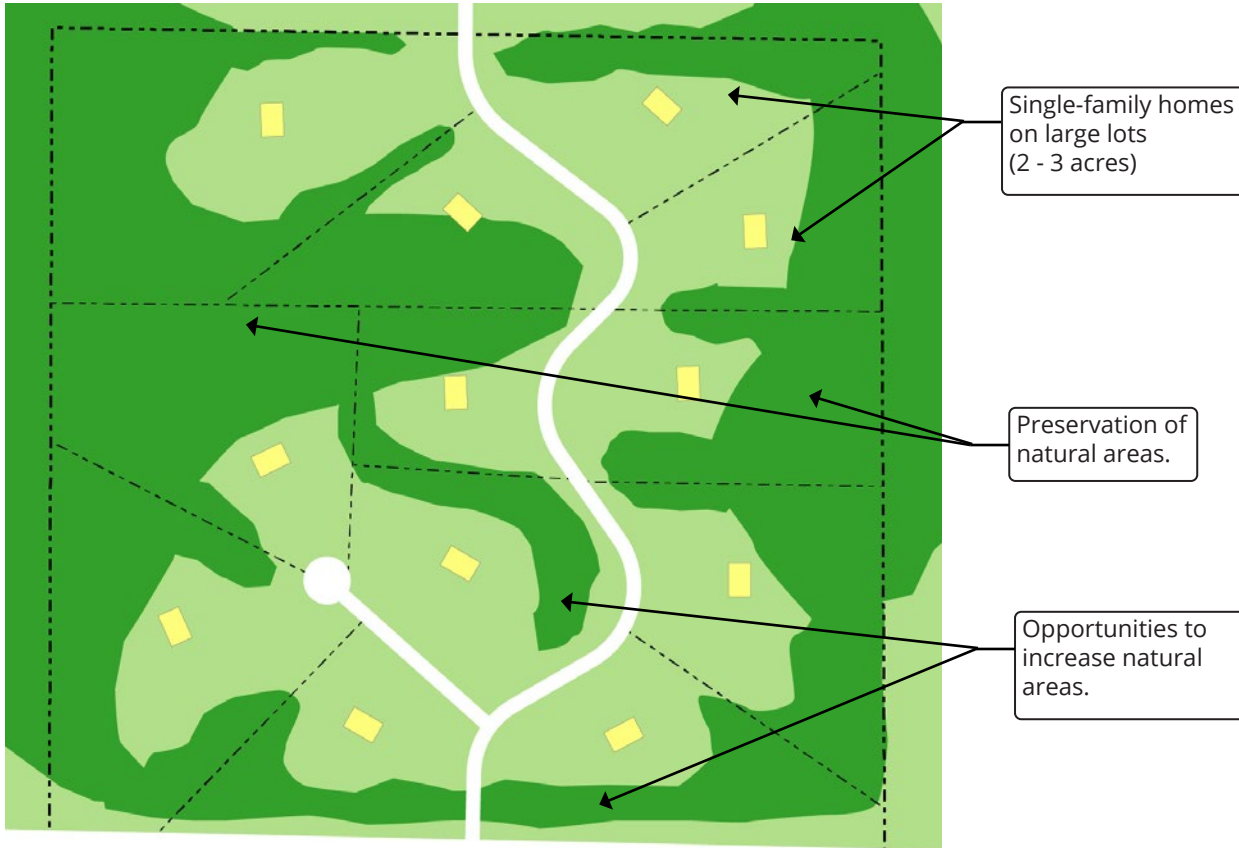
Single-Family (small lot)



Residential Scenario: "Mixed-Use Neighborhood"



Residential Scenario: "Wentzville Estates"



Total Units

12 units

Housing Types

Single Family

Gross Density

0.3 units / acre

Parcel Sizes

2 -3 acre

Streets

- 0.39 miles
- 170 feet per unit

Strengths

- Preservation of existing natural areas.
- Opportunities to increase natural areas (buffer areas).
- Attraction of high-income households.

Considerations

- High per capita cost of infrastructure (roads, water lines, sewer, etc.).
- High housing price points may not align with market demand.

Single-Family (large lot)



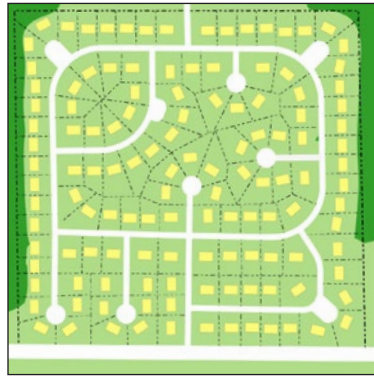
Single-Family (large lot)



Residential Scenario: "Wentzville Estates"



Residential Development Scenarios: Summary



	Current Trends	Balanced Neighborhood	Mixed-Use Neighborhood	Wentzville Estates
Common Open Space	0 acres	5 acres	5 acres	0 acres
Woodland	1.5 acres	12 acres	12 acres	21 acres
Residential Units	129 units	147 units	112 units	12 units
Gross Density ¹ <i>Med Density (2.1 to 4.0)</i>	3.2 units/acre	3.7 units/acre	2.8 units/acre	0.3 units/acre
Linear Feet (LF) of Public Street per Residential Unit	60 LF / unit	35 LF / unit	46 LF / unit	170 LF / unit
<p>(1) The cells highlighted in yellow means these scenarios correspond to the existing "Medium Density" Future Land Use Plan (FLUP) category which has a gross density of 2.1 to 4.0 units an acre.</p>	<p>Strengths</p> <ul style="list-style-type: none"> Proven market type. Consistency with recent development patterns. 	<p>Strengths</p> <ul style="list-style-type: none"> Balance of preserving natural areas and development with opportunities for common area open space. Mix of housing types and price points. Mix of parcel sizes. 	<p>Strengths</p> <ul style="list-style-type: none"> Balance of preserving natural areas and development with opportunities for common area open space. Mix of housing types and price points. Mix of parcel sizes. Neighborhood commercial that is walkable from neighborhood. 	<p>Strengths</p> <ul style="list-style-type: none"> Preservation of existing natural areas. Opportunities to increase natural areas (buffer areas). Attraction of high-income households.
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Commercial Development Scenarios

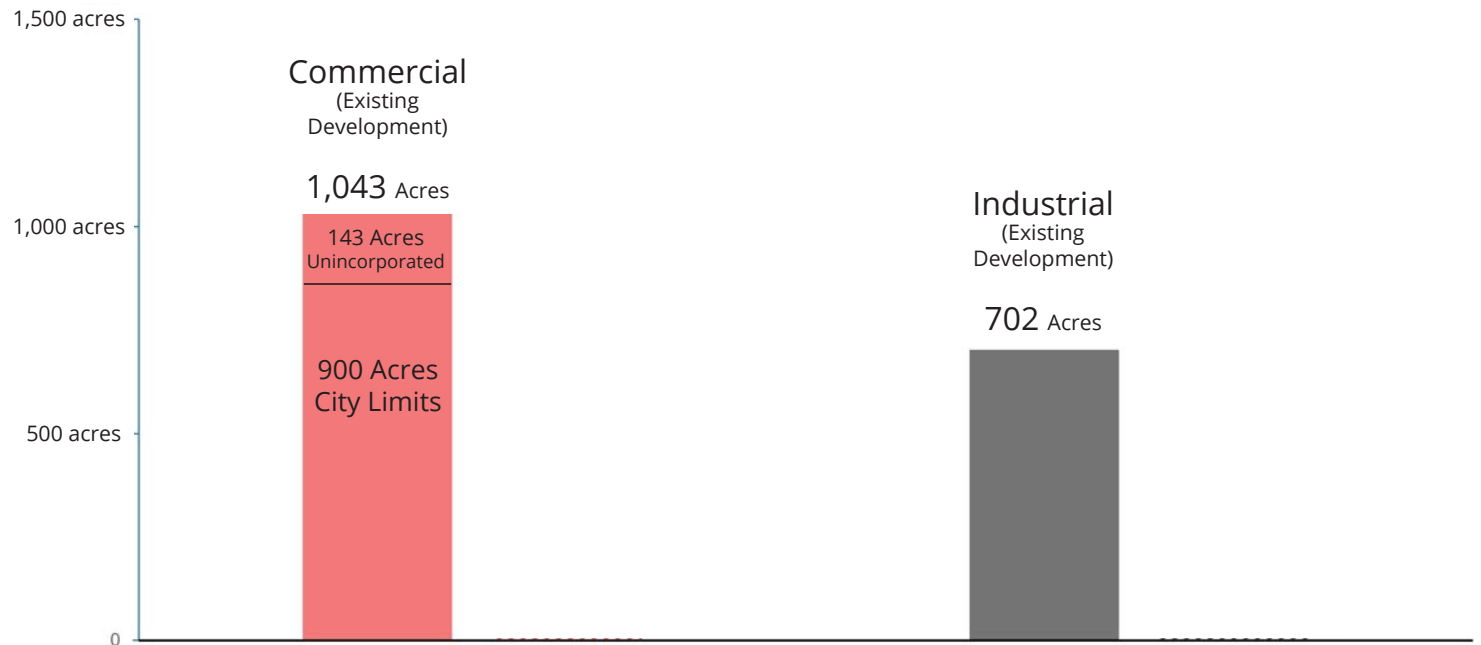


Framing the Commercial Scenarios: Commercial and Industrial Land Projections

Based on analysis of land use categories as obtained from the St. Charles County Property Tax Assessor, the city of Wentzville currently had, based 2025 parcel data, 900 acres of “developed commercial land” and 702 acres of “developed industrial land.” In addition, the unincorporated area within the Wentzville planning area has 143 acres of “developed commercial land”. This existing commercial and industrial land is shown in the chart on this page.

City Limits AND Planning Area¹ - Existing Commercial² and Industrial Land in Acres, 2025

Source: St. Charles County Assessor Data, i5Group



Notes:

(1) Planning Area in this section refers to the unincorporated areas outside the city limits but within the Wentzville planning area boundary (see map later this section).

(2) “Commercial” includes all commercial categories including retail, dining, office, etc.

Legend

- Existing (Built) Commercial Development
- Existing (Built) Industrial Development

Existing Commercial Types

Commercial figures are based on land use codes utilized by the St. Charles County property tax assessor. Land uses included in that county inventory are shown on the following page together with the number of acres associated with each, though just within the city limits. The list captures 41 specific land use types plus a “not categorized” classification which, in fact, is the largest of the 42 lines at 67.5 acres, or about 7.5 percent of the 900 acres.

A closer review of the 41 categories, however, suggests that many could be collapsed into a shorter list. For instance, there is a “warehouse – mini” category and a separate “warehouse – mega” category that planners and economists would likely combine into the “transportation and warehouse” economic sector of the North American Industrial Classification System (NAICS). Similarly, there are two “restaurant” types listed in the county inventory among other overlapping land uses.

Moreover, some of those classified as “commercial” in the county inventory could readily be classified, instead, as industrial. Warehouses fit this distinction typically. There is also a commercial category for “industrial flex building” which would seem to automatically fit best as an industrial land use. A similar shift could be in order for “industrial light manufacturing.”

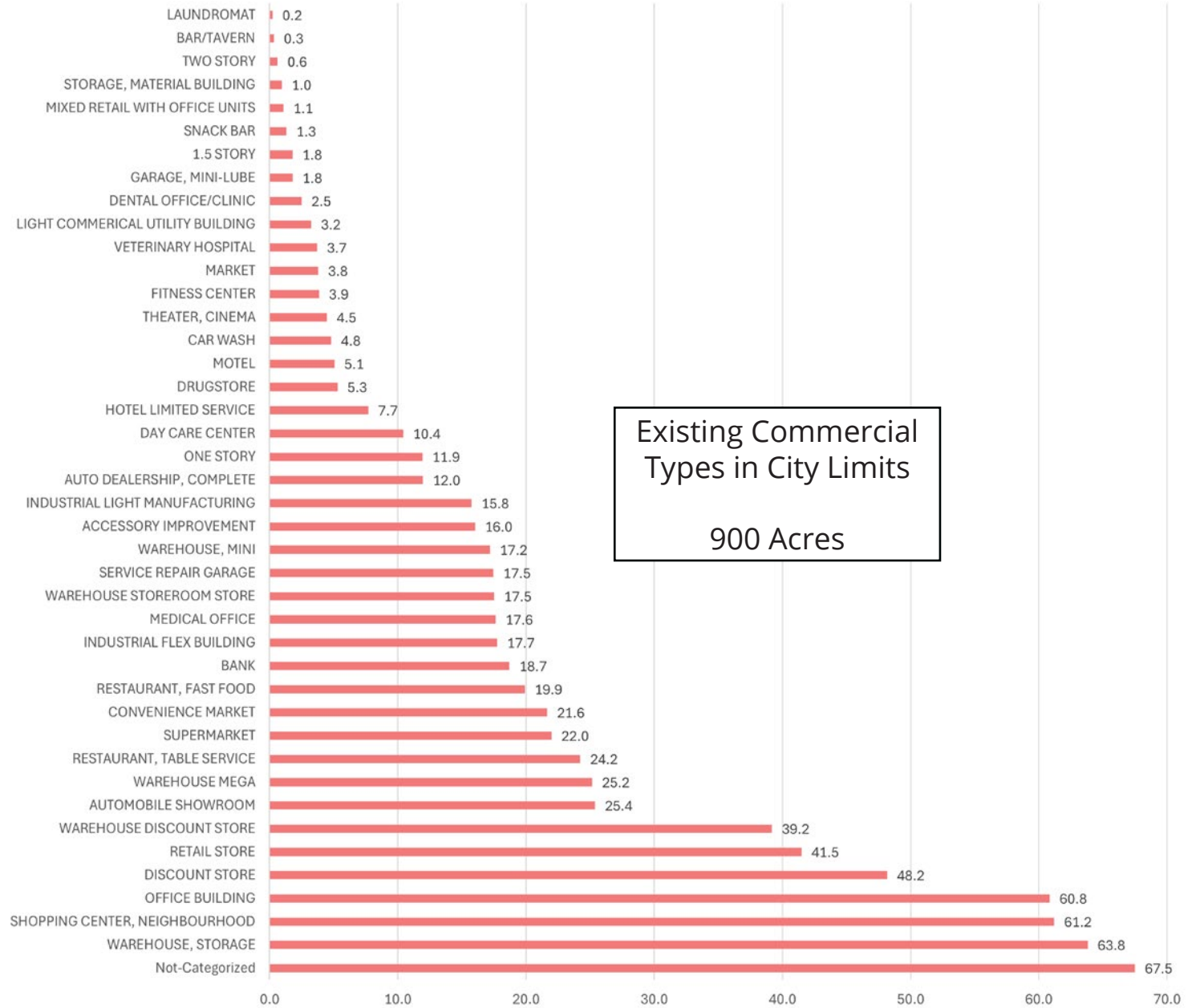
A more normal land use classification system would, therefore, likely reduce the number of “commercial” categories and shift some of them to the “industrial” side. No attempt is made to do so here, however, so that projections of the amount of acreage that Wentzville should anticipate to accommodate future growth can be illustrated as comporting with the County’s classifications.

Moreover, the following chart incorporates traditional commercial uses such as retail stores and restaurants with office buildings and typical office functions. In many cases, retail and office are combined in land use planning because the two are often found together in the same settings. Office buildings often have retail first floors while office functions frequently occupy what might be considered retail storefronts.

Still, this broad classification system by St. Charles County is illustrative of the broad mix of so-called commercial and industrial land uses that are found in robust communities like Wentzville. That is, as Wentzville continues to grow, it can be assumed that a similar mix of land uses will be in demand to serve the growing population and businesses along with their employees. Moreover, projections must account for “outsiders” who shop, use services, and work in various kinds of business establishments in Wentzville.

Wentzville City Limits - Existing Commercial Types in Acres, 2025

Source: St. Charles County Assessor Data



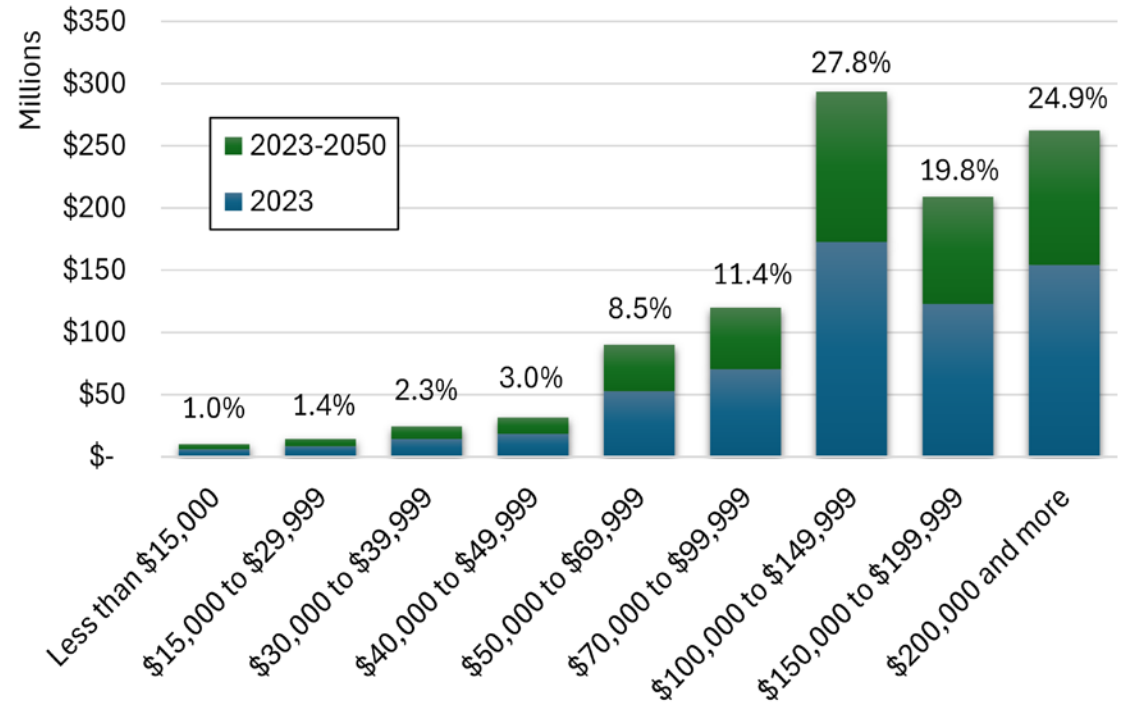
Estimating Current and Future Market Demand

This analysis relies on various ratios that compare growth rate scenarios to major land uses in order to make projections of land needs by the year 2050. One approach is the “buying” power of Wentzville residents, both current and future (i.e., 2023 for the latest population estimates and 2050 for future population projections). Buying power for a variety of goods and services that would typically be purchased at retail locations was separated from all other spending by Wentzville residents in a range of household income groups using consumer expenditure data from the U.S. Department of Labor, Bureau of Labor Statistics (BLS). The lowest income group is “Under \$15,000 per year” while the highest income group is “Over \$200,000 per year.”

There are nine income groups for which the BLS determines average incomes and average spending for a full range of household purchases on an annual basis. In essence, spending habits of each income group can be multiplied by the number of households in each group (also obtained from federal databases) to determine total annual spending for a wide range of goods and services within each group. Summing all that spending determines overall citywide spending power. From that aggregate, assumptions are made about likely sales per square foot (in this case, \$450 on average for all “retail” businesses). Estimating likely sales per square foot for a long list of retail and service types is all but impossible without extensive independent surveys. The \$450 per year is generally accepted as a good average for Midwest communities in the U.S. in the mid-2020s decade.

Retail Purchases by Wentzville Households by Income Categories, 2023 and 2050

Source: US Consumer Expenditure Survey and St. Louis University Community Planning Lab



As the graph on this page demonstrates, Wentzville retailing relies heavily on higher income households. The three highest income categories in Wentzville account for almost three quarters of spending power in the city. These are also households with not only ample disposable income for shopping and dining but, in all likelihood, have more expensive tastes and the willingness and ability to support higher-end stores with, frankly, higher prices.

This could readily increase the average sales in the city given that household incomes are so markedly skewed toward affluence. These households might, therefore, support more than the average floor area for retail kinds of businesses, though they are also more likely to be able to take their buying power to other high-value retail locations if higher-end stores and restaurateurs are not found in Wentzville itself.

In-Progress

Moreover, the details of spending for goods and services enables the determination of purchases that would most likely be made for a number of commercial “subsets” including goods, personal services, entertainment, dining, and the like. From that disaggregated spending is projected the amount of land area needed to support a range of business types.

That excludes, of course, other kinds of spending for different kinds of commercial products and services such as, say, hotel nights, medical services, education, and several other common expenditures by households—and most of these categories are included in the St. Charles County land use classification system. In fact, for example, local residents are not likely to spend lodging dollars locally, so it is difficult to estimate demand for hotel nights just from local household spending patterns.

For the moment, however, let’s stick with the “retail” category, broadly defined to include goods, dining, services (not medical), entertainment, and so forth.

Using this income and spending approach yields the following for 2023, or current conditions:

- Total annual Wentzville household spending in the “retail” category: \$ 621,377,000
- At an average of \$450 in sales per square foot, this requires floor area of: 1,380,800 sq. ft.
- Assuming a floor area ratio (F.A.R.) of 0.25, land area requirements are: 130 acres

The above F.A.R. is a common, broadly-applied, F.A.R. in retail. The floor area ratio compares the amount of building floor area of, say, a retail store, to the amount of land it occupies, often required by zoning, but sometimes “commanded” by market forces. Some of that land is needed for parking, landscaping, utilities, and even outdoor storage. Thus, on average, a retail site is 25 percent occupied by the building itself if the retail store is a single story. This ratio can vary widely depending on the specific business, but the overall average is useful in this land use analysis for the entire city.

A review of the “commercial” land use categories indicates that, of the 42 categories, only 22 should be included in the definition of “retail” including personal services and dining. Thus, a little more than half of the categories can be linked to the buying power noted above. But those 22 retail categories occupy less than half of the designated commercial land (380 acres or 42 percent of overall 900 acres classified as commercial).

Noted previously the buying power of just Wentzville households supports 130 acres of “retail” land but the overall total of “retail” within the 900 commercial acres is 380 acres. This indicates that some 250 acres of “retail” land (380 – 130 = 250) in Wentzville is supported by buying power from outside of Wentzville. Indeed, Wentzville is a major center of retailing in western St. Charles County. Wentzville Parkway, in particular, stands out as the center of “trade” in western St. Charles County.

Similar analysis helps to project the amount of land that may be needed for commercial development such as offices and related places of business and employment. Like retailing, office space demand has diminished in recent years virtually everywhere. Work-from-home trends have reshaped employment and commuting patterns within the information economy. In many traditionally office-intensive areas, such as major downtowns and suburban office parks, demand has not only slowed but declined. As a result, even with strong employment in office-based sectors, less physical office space is necessary.

Consequently, even suburban areas are experiencing well-above average office vacancy rates while many office buildings are being converted to other uses or even razed for other land uses.

Thus, it is more challenging than ever to predict office space demand based on growth of employment in economic sectors typically or mostly relying on office space. Still, there is employment growth anticipated in the west parts of the St. Louis metropolitan area, much of it in “office” sectors.

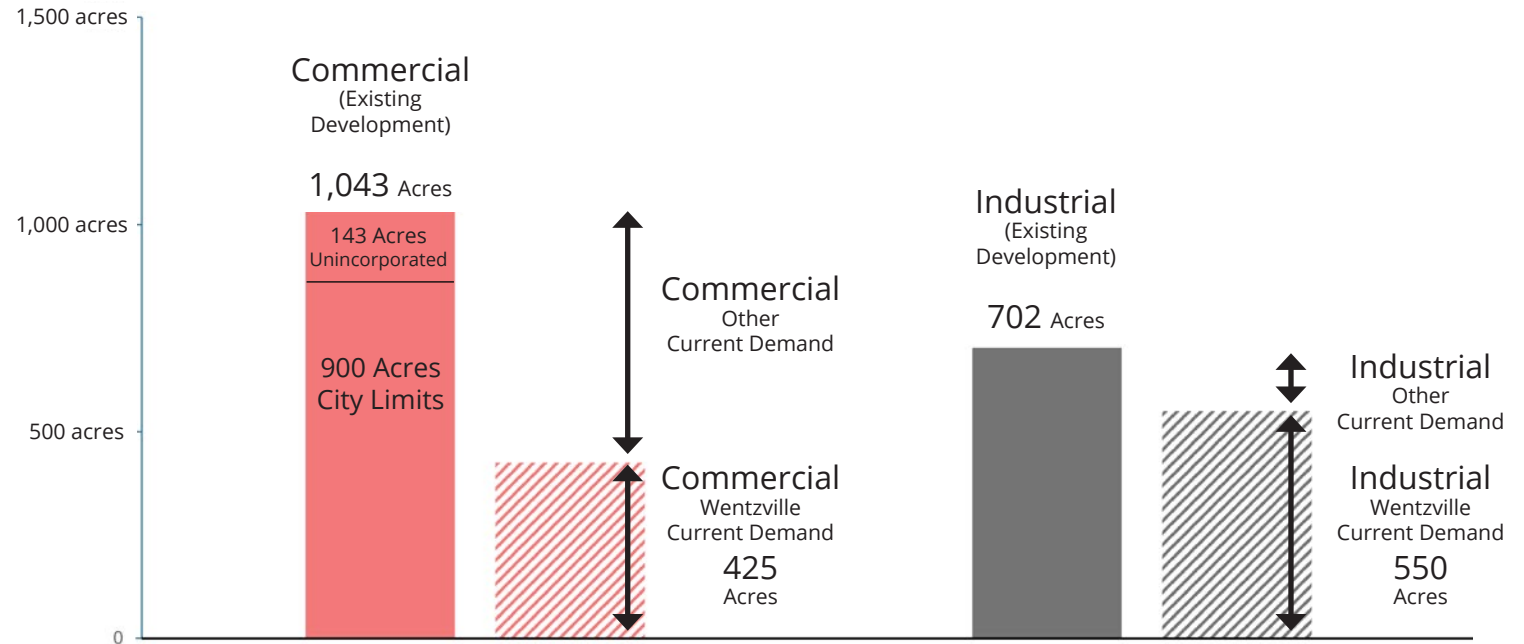
In-Progress

As of 2023 (latest data available), the buying power and office employment analysis currently justifies about 425 acres of land in the city of Wentzville, adjusting for an average floor-area-ratio of less than 0.25 to accommodate sufficient land for market transactions. As shown here, this is less than half of the land considered by St. Charles County as “commercial.” The remaining half or so must be justified by some measure of “regional demand” generated by shoppers, diners, and employees outside of Wentzville. Indeed, this is a significant indicator of the importance of Wentzville as a regional concentration of economic activity serving multiple counties.

Meanwhile industrial activity and employment analysis justifies that some 550 acres of industrial land were necessary as of 2023. But a major and unusually large and skewing factor in this analysis is the General Motors plant and adjacent industrial and transportation uses. Using employment data by major industrial sectors cannot distinguish between GM and others, so the existing industrial development includes “demand” triggered by GM.

City Limits AND Planning Area¹ - Current Commercial² and Industrial Land in Acres vs Current Market Demand

Source: St. Charles County Assessor Data, i5Group, SLU Community Planning Lab



Notes:

(1) Planning Area in this section refers to the unincorporated areas outside the city limits but within the Wentzville planning area boundary (see map later this section).

(2) “Commercial” includes all commercial categories including retail, dining, office, etc.

Legend

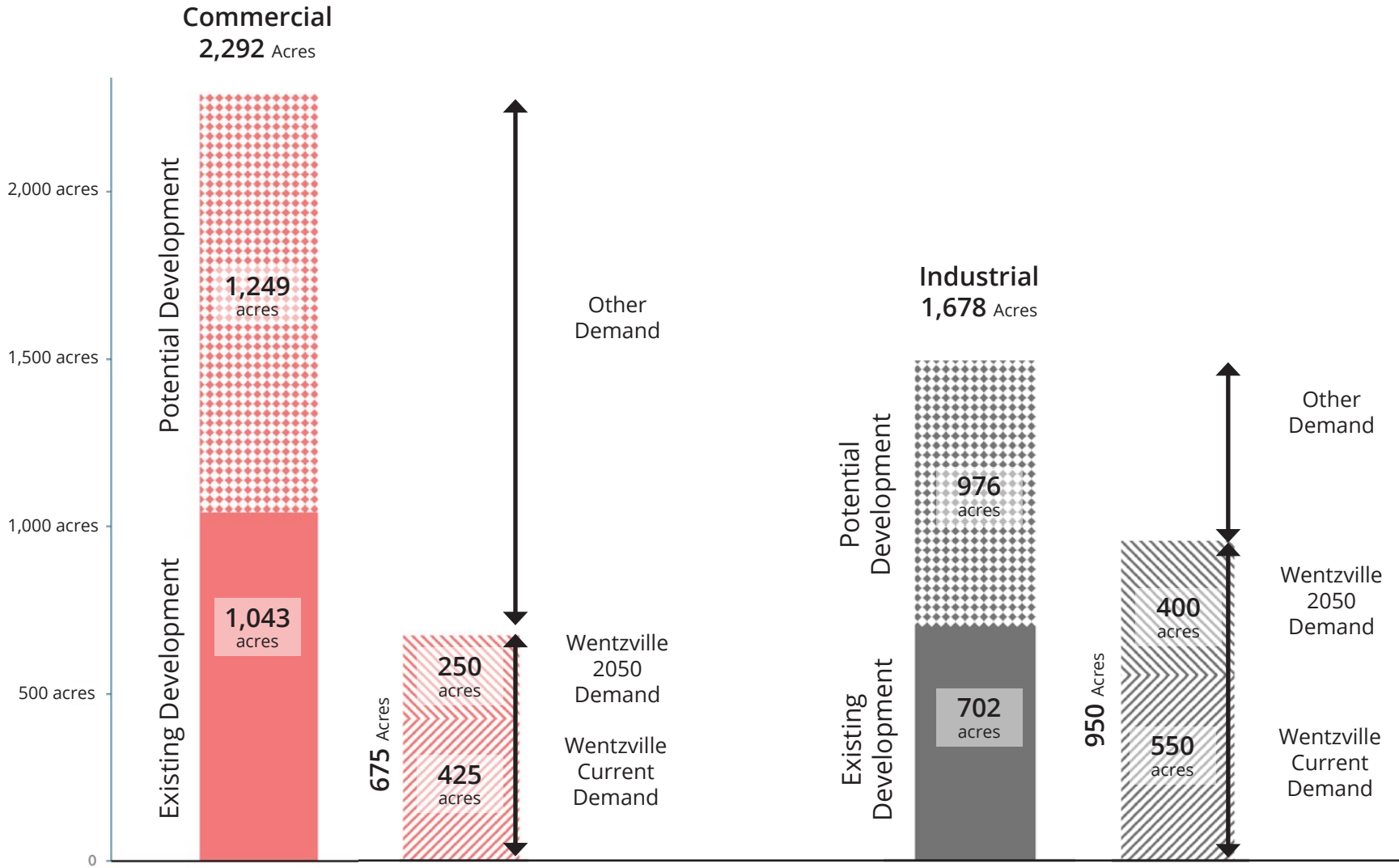
- Existing (Built) Commercial Development
- Existing (Built) Industrial Development
- Actual Wentzville Existing Commercial Demand
- Actual Wentzville Existing Industrial Demand

In-Progress

City Limits AND Planning Area - Current and Potential Commercial and Industrial Land in Acres

(Potential Development is based on the current Future Land Use Plan [FLUP])

Source: St. Charles County Assessor Data, i5Group, SLU Community Planning Lab



Legend

- Existing (Built) Commercial Development
- Existing (Built) Industrial Development
- Potential Commercial Development (based on FLUP)
- Potential Industrial Development (based on FLUP)
- Actual Wentzville Existing Commercial Demand
- Actual Wentzville Existing Industrial Demand
- Actual Wentzville Future (2050) Commercial Demand
- Actual Wentzville Future (2050) Industrial Demand

In-Progress

The preceding page includes a chart showing current and potential commercial and industrial land demand for Wentzville.

Between 2023 and 2050, population and employment projections suggest that Wentzville will need to plan for another 250 acres of commercial land (retail plus offices) while a minimum of 400 acres of industrial land should be planned for.

Thus, by 2050, there should be about 475 acres of land (including some vacancies to enable market flexibility) will be needed for retail, dining, and related activities in the city. Approximately 200 acres should be planned for offices and other kinds of commercial activities. At minimum, another 400 acres should be planned for industrial growth (manufacturing, distribution, warehousing, etc.) for a 2050 total of some 950 acres (although, as mentioned, General Motors and related synergies could justify additional acres).

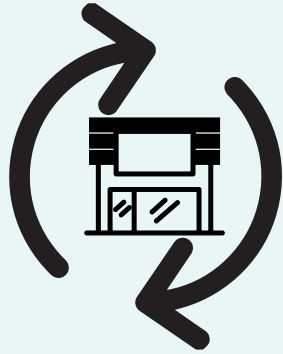
Key Takeaways from the Commercial and Industrial Market Analysis

It is important to note that any projection of future acreage needed for commercial and industrial uses is an approximation, based on logical methodologies. However, changes in retail, office, and industrial trends, along with broader market conditions and regional and national economic factors, will significantly influence future demand.

That said, the analysis suggest that Wentzville may have an oversupply of land designated for commercial use in the City's Future Land Use Plan (FLUP). The following commercial scenarios explore strategies for addressing the extent of land currently set aside for commercial development.

While there may also be a modest oversupply of industrial land, Wentzville's existing concentration of industrial uses and strong transportation assets provide a stronger justification for maintaining larger areas designated for future industrial development.

Commercial Development Scenarios



Scenario: “Current Trend”

Maintain the existing commercial Future Land Use Plan (FLUP) categories (Commercial, Neighborhood Commercial, and Office) and the current amount of land designated for commercial uses.

Strengths

The substantial amount of commercial land identified in the FLUP leverages key transportation corridors and positions Wentzville as a primary economic option for western St. Charles County.

Considerations

Relying on a larger regional market share may create vulnerability in long-term commercial demand. Potential impacts could include weakened commercial centers, higher vacancy rates, pressure for lower-quality development, and fragmented or dispersed commercial growth patterns.



Scenario: “Regional Destination”

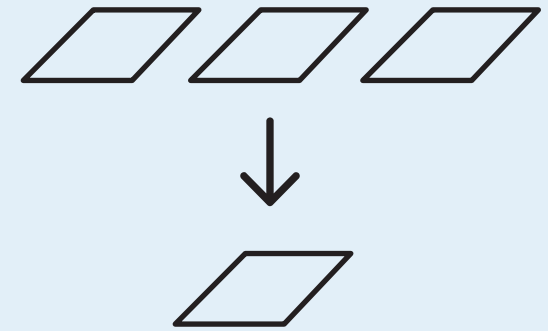
Add one or two new commercial FLUP categories that encourage master-planned, high-quality, and regionally distinctive developments. These categories should leverage the City’s larger, contiguous undeveloped commercial areas to support coordinated, well-designed projects rather than fragmented or piecemeal growth.

Strengths

Potential to attract larger employers, mixed-use centers, entertainment destinations, or corporate campuses that expand the tax base, job opportunities. These destination-oriented developments could distinguish Wentzville from nearby communities.

Considerations

Patience. Large-scale, master-planned projects often may not align with market cycles. Balancing the amount of land for specialized commercial categories versus general commercial.



Scenario: “Reduce Future Commercial Land”

Maintain all currently zoned commercial properties as commercial within the FLUP, while reclassifying select commercial areas in the FLUP to alternative land use categories, such as residential or mixed-use.

Strengths

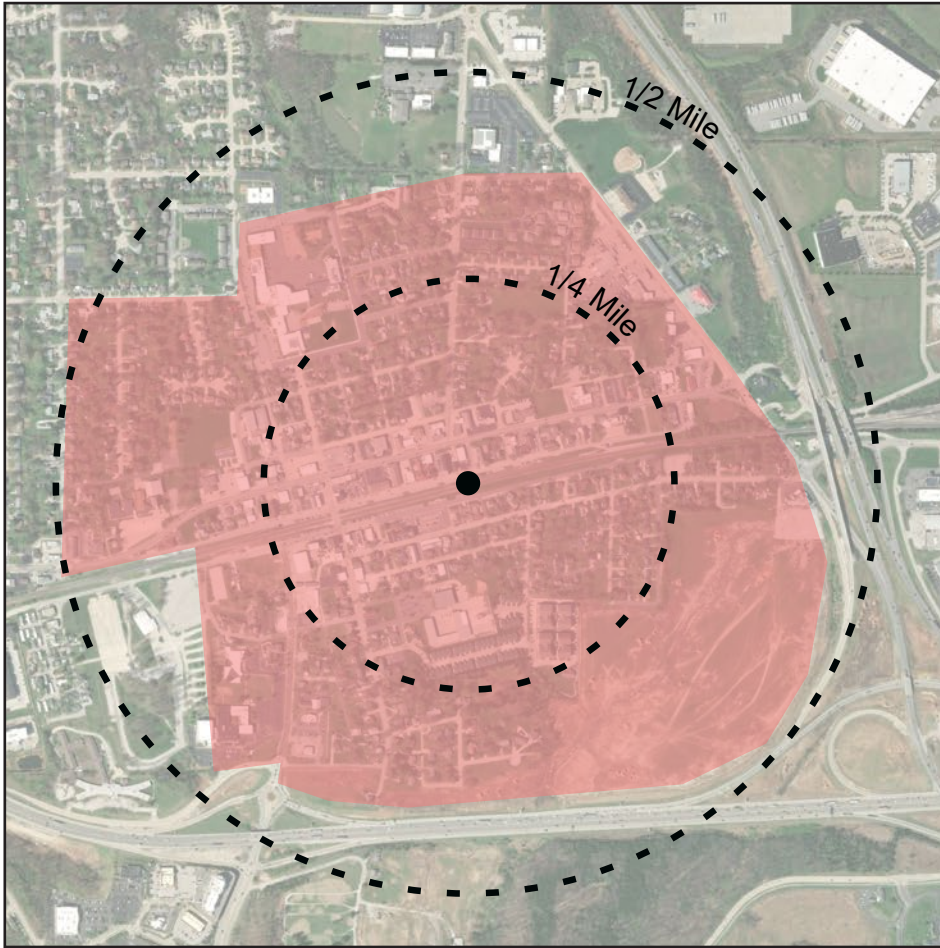
Reduces the risk of over-supply of commercial land, helping prevent long-term vacancies and underperforming centers. Concentrating commercial land in fewer, well-defined areas can support higher-quality development and stronger tenant mix. Reclassifying some commercial FLUP areas to residential or mixed-use could help expand housing options.

Considerations

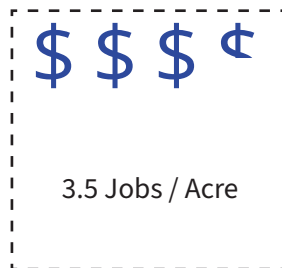
Reducing commercial land may limit ability to capture future regional market share.

Downtown Wentzville Scenarios





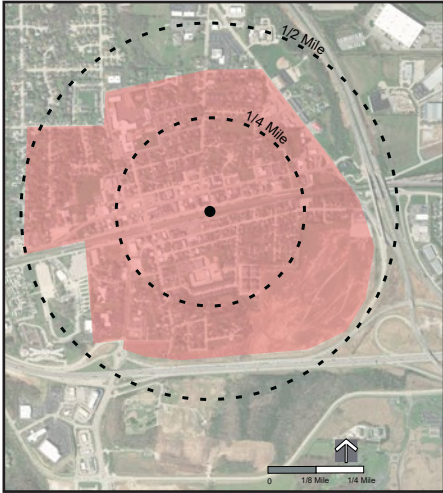
Wentzville Downtown



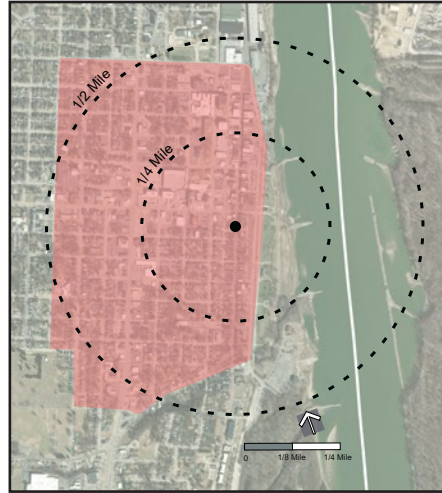
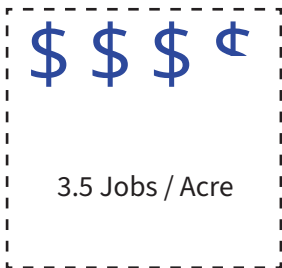
A key theme across community meetings, the survey, and trends analysis is the importance of Wentzville’s downtown (Old Town). Residents see Downtown Wentzville as the historic heart of the community and an important opportunity for revitalization.

This page and the following page provide a snapshot comparison of Downtown Wentzville with other regional downtowns in terms of population and job density. This analysis helps frame the two scenarios for downtown.

In-Progress



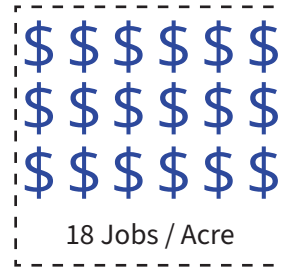
**Wentzville
Downtown**



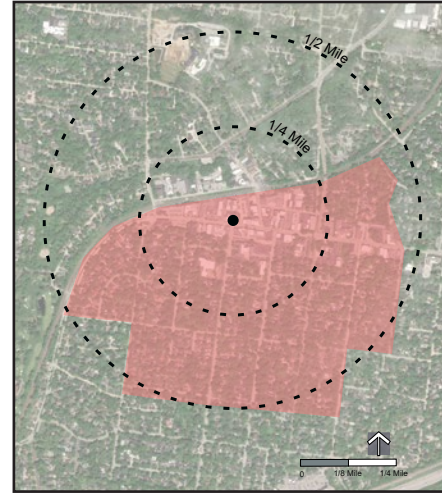
**St. Charles
Main Street**



36% Denser than
Wentzville



414% Denser than
Wentzville



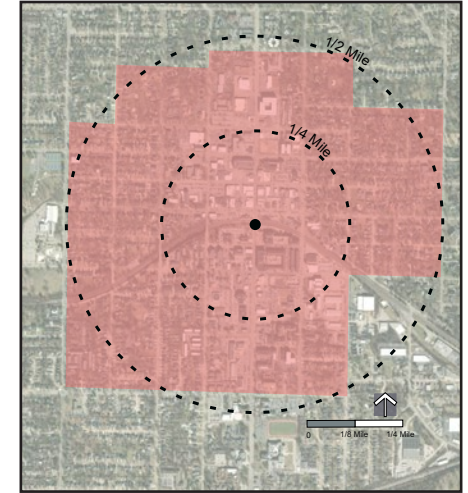
**Webster Groves
Downtown**



45% Denser than
Wentzville



120% Denser than
Wentzville



**Kirkwood
Downtown**



84% Denser than
Wentzville



126% Denser than
Wentzville

Downtown Scenarios

Scenario: “Hospital Catalyst”

Leverage the upcoming hospital development as a catalyst to strengthen Downtown Wentzville by attracting jobs, visitors, complementary businesses, and new investment. This approach focuses on supporting medical-related offices, dining, lodging, and walkable amenities that reinforce downtown.



Strengths

Leverages a major institutional investment to stimulate private reinvestment in Downtown.

Creates opportunities for complementary uses (medical offices, lodging, dining, wellness services).

Increases daytime population, which can support restaurants, small businesses, and services.

Considerations

Market-driven growth may occur incrementally and lack cohesive urban design without additional planning guidance.

Risk that development focuses primarily on medical-support uses and limits broader mixed-use vibrancy.

If not integrated thoughtfully, new development may not reflect or reinforce Old Town’s historic character.

Scenario: “Downtown Master Plan”

Prepare and adopt a detailed Downtown Master Plan that preserves and enhances Old Town’s historic identity while identifying strategic infill and redevelopment opportunities. The plan would guide building design, streetscape improvements, public spaces, and mixed-use development to increase employment opportunities, residential density, and overall vibrancy.



Strengths

Protects and enhances Old Town’s historic identity, identified as important by residents.

Coordinates infill, redevelopment, housing, and employment opportunities in a strategic manner.

Positions Downtown as the symbolic and functional “heart” of the City.

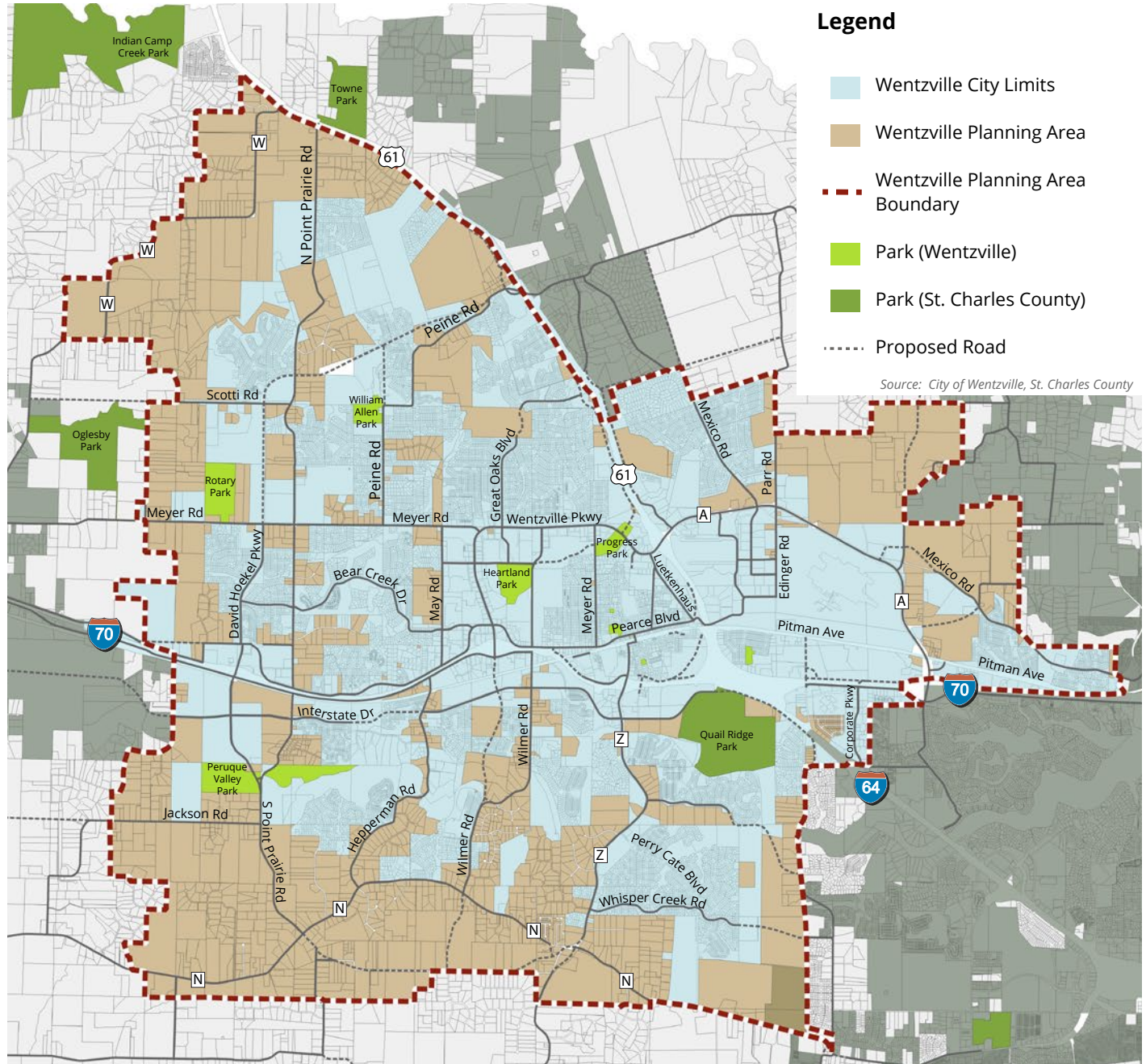
Considerations

Requires time and resources to prepare and implement effectively.

City Limits and Planning Area

The following pages provide background information and data on potential growth areas for the City of Wentzville. This information helps establish the context for developing the preceding scenarios.

It is important to note that the City plans beyond its municipal boundaries. The map on this page illustrates the overall planning area, which includes both the current city limits and adjacent unincorporated areas.



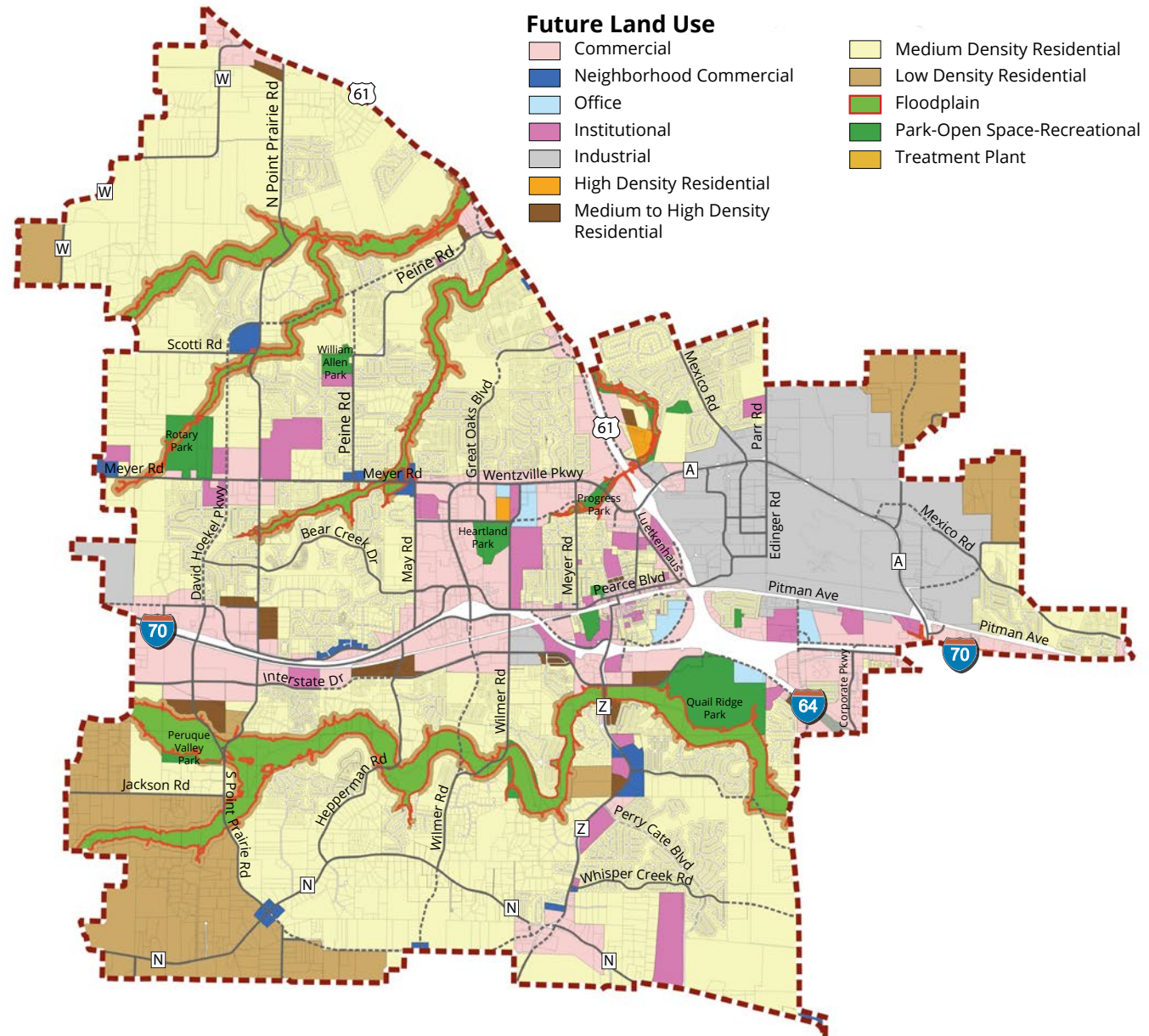
Current FLUP (Future Land Use Plan)

The Future Land Use Plan (FLUP) is one of the most important elements of the City's comprehensive planning process.

The current FLUP is shown on this map. The FLUP identifies, within broad categories, the land uses deemed suitable for a given location related to its access to the transportation network, surrounding utilities, and the existing and planned land uses of adjacent properties.

The FLUP should not be thought of as being the final determinate of specific activities on a parcel, but rather as a guide for future growth-related decisions. The FLUP helps guide decisions on the City's adopted zoning regulations.

The map shown is the current Future Land Use Plan (FLUP) that was adopted in 2022. An important part of this planning process is determining if changes are needed to the FLUP. Feedback from the growth scenarios will help inform recommended changes to the FLUP.



Potential Development

The map on this page represents a composite of areas within the planning area identified as having potential for future development. A detailed methodology was used to evaluate development potential, summarized as follows:

1. Identification of Undeveloped Parcels

The initial screening focused on parcels classified as “Vacant” in St. Charles County parcel data.

2a. Refinement of Vacant Parcels

Parcels unlikely to develop were excluded, including common areas, golf courses, floodplains, and similar uses.

2b. Verification of Parcel Status

Parcels listed as “vacant” were further reviewed to account for those recently built or under construction.

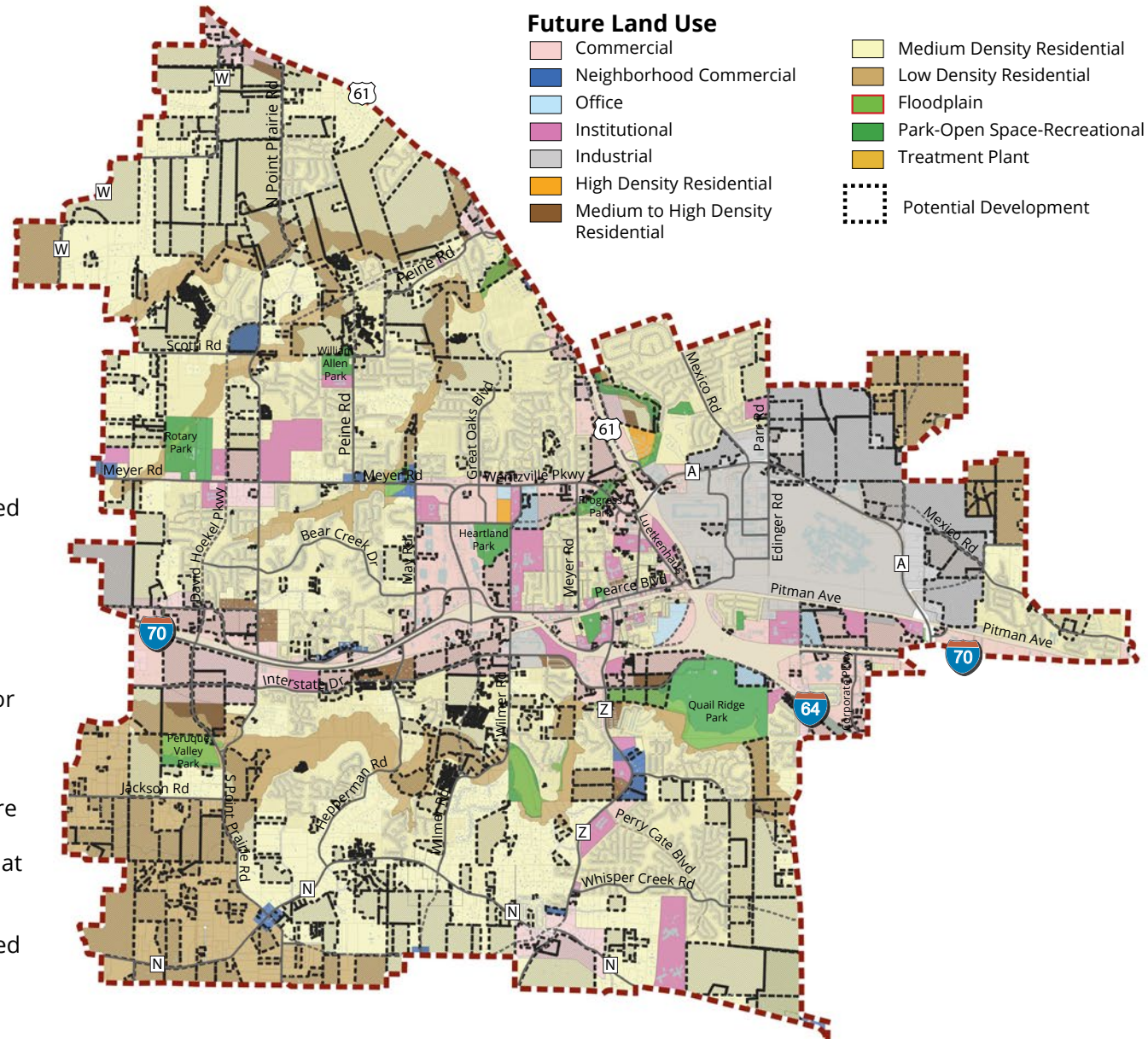
Assignment of Future Land Use (FLUP)

Each parcel was assigned a FLUP designation. For parcels with multiple designations, the predominant (largest) category was applied for analysis purposes.

Unincorporated Parcel Evaluation

For unincorporated areas, a minimum per-acre valuation methodology was used to identify agricultural parcels with existing structures that may be candidates for future development.

It is important to note that this map is intended solely to evaluate potential growth areas and does not indicate that these areas will be developed.

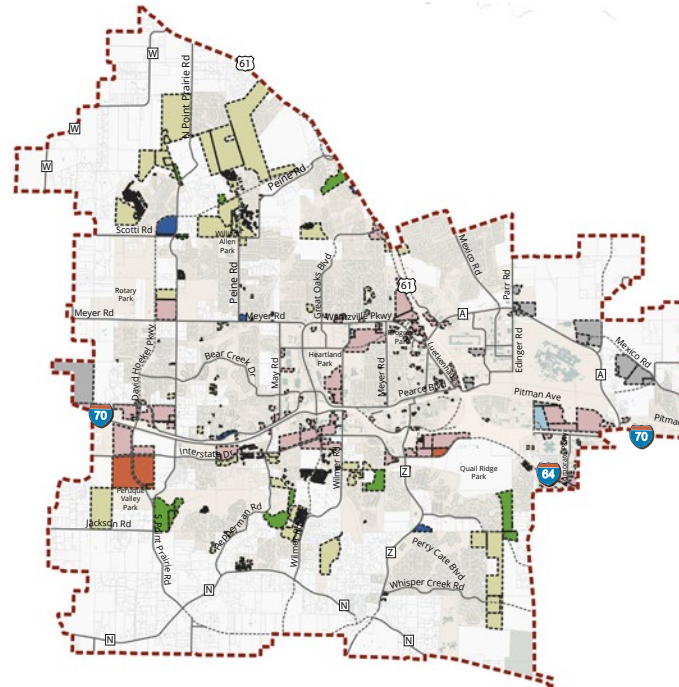


Potential Development

Based on the potential development analysis, this page summarizes the acreage available for future development based on the current Future Land Use Plan (FLUP).

Within the current city limits, there are approximately 2,800 acres of potential development, with an additional 5,850 acres located in unincorporated areas within the City's planning area.

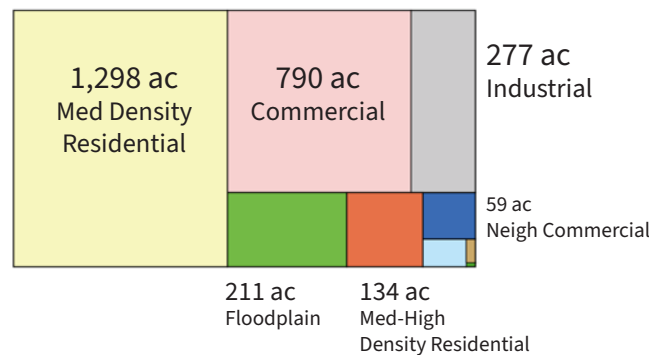
Overall, residential uses (both medium- and low-density) represent the largest share of potential development. There is also a substantial amount of land identified for commercial and industrial uses.



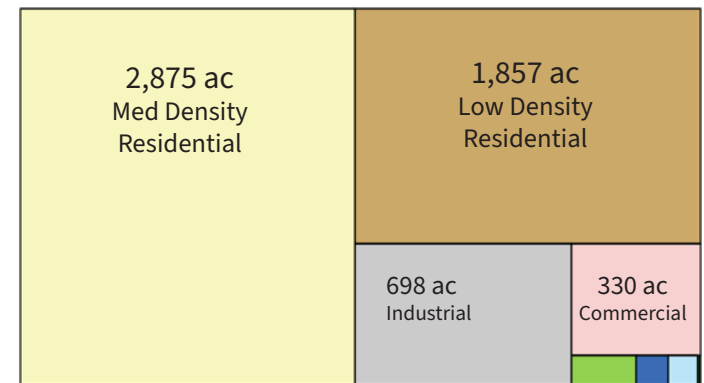
Potential Development (City)
Current FLUP



Potential Development
(Unincorporated) Current FLUP



2,800 Acres
Potential Development



5,850 Acres
Potential Development

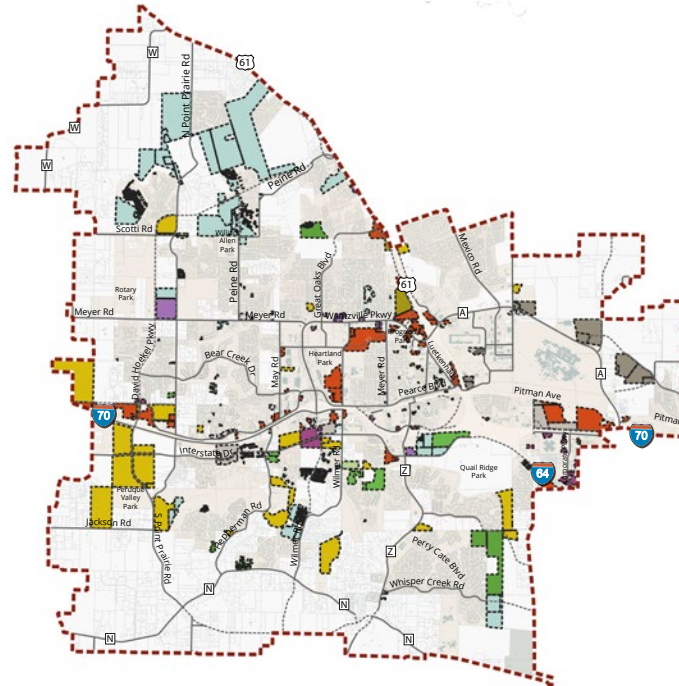
Comparing Zoning and FLUP

Within the current City limits, there are approximately 2,800 acres of potential development, with an additional 5,850 acres of potential development located in the unincorporated areas within the City’s planning area.

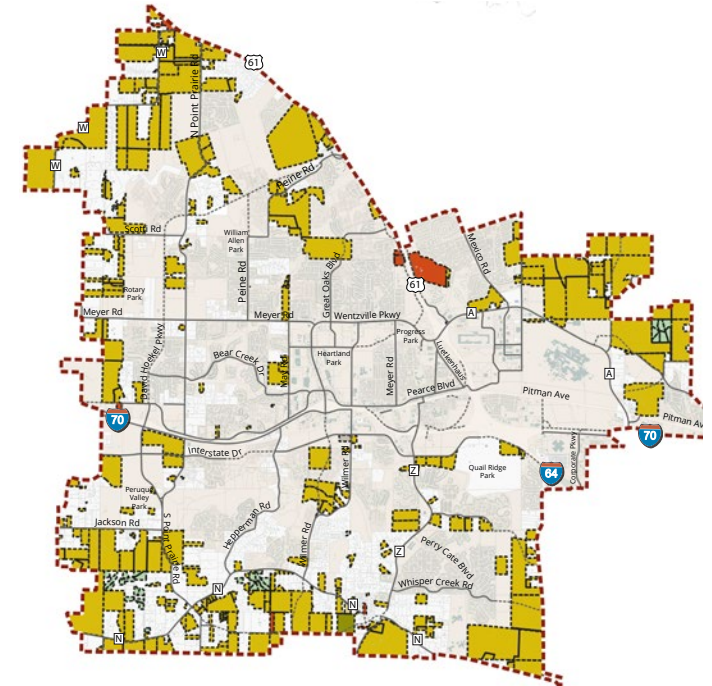
The diagrams at the bottom of this page compare existing zoning with the Future Land Use Plan (FLUP) categories. For example, a “No Change” designation indicates that the FLUP category aligns with the current zoning—such as a commercial FLUP category paired with an existing commercial zoning district.

“Up” identifies areas where the FLUP represents an up-zoning (a higher-intensity use), while “Down” identifies areas where the FLUP represents a down-zoning (a reduction in intensity).

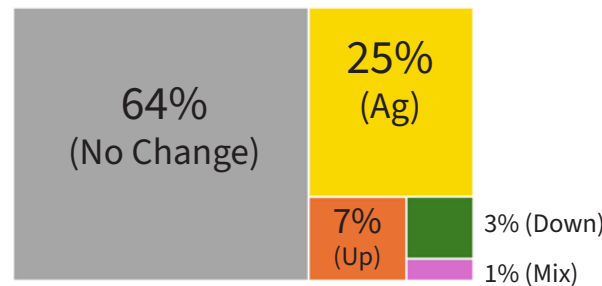
“Ag” identifies areas that are currently zoned for agricultural use.



Potential Development (City)
Current Zoning

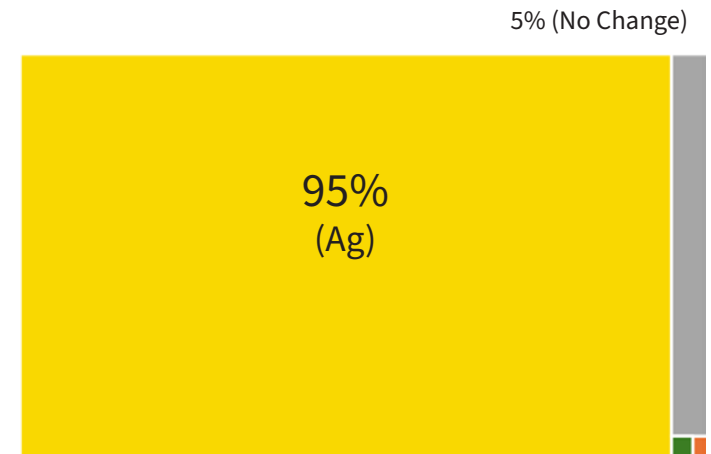


Potential Development
(Unincorporated) Current Zoning



2,800 Acres
Potential Development

Comparing Current Zoning to the
Future Land Use Plan Category



5,850 Acres
Potential Development

Population Projections

Previous population projections for Wentzville estimate a reasonable range of approximately 66,500 to 87,200 residents by 2050. The projected increase of 28,000 residents represents the midpoint of these projections, resulting in an estimated population of about 76,000 by 2050. The following page examines Wentzville’s capacity to accommodate this anticipated future population growth.

2024 Population:
48,646



Future Growth:
28,000

This is the mid-point of the future population projections.



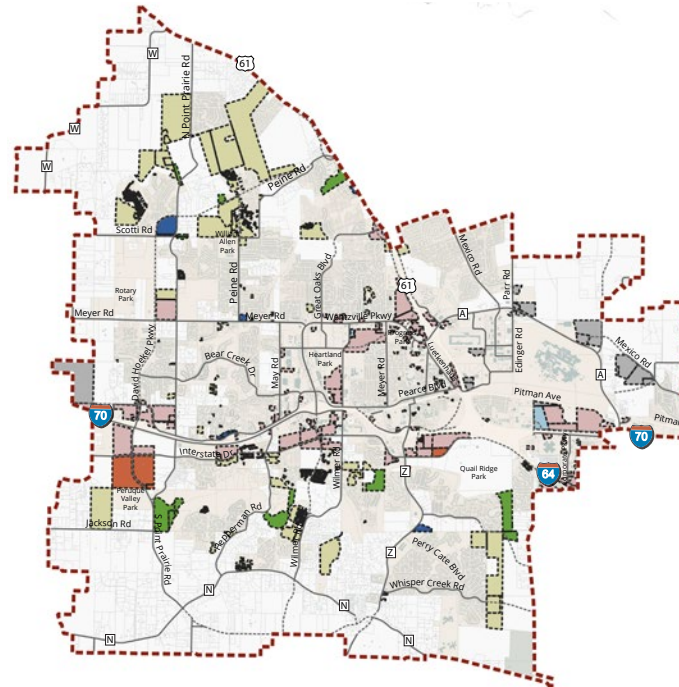
Potential 76,000 Population in 2050

Current Trends Capacity for Future Population

(a) The Discovery Report projected Wentzville’s population to increase by approximately 28,000 residents by 2050, with a potential range of 18,000 to 38,000 additional residents.

Based on the current Future Land Use Plan (FLUP), there is capacity to accommodate approximately 12,000 additional residents within the city limits and 30,000 additional residents in the unincorporated portions of the planning area. This results in a total capacity of approximately 42,000 additional residents (or roughly 90,000 total population).

Maintaining some “slack” between projected population growth and overall capacity is beneficial, as market demand, infrastructure availability, and property owner decisions will ultimately influence the timing and location of future development.



Potential Population (City)
Current FLUP



12,000 Population



Potential Population
(Unincorporated) Current FLUP



30,000 Population

**28,000^a Projected
Additional
Population by
2050**

**42,000 Capacity for Additional Population
(90,000 Total Population)**

Planning Comparisons

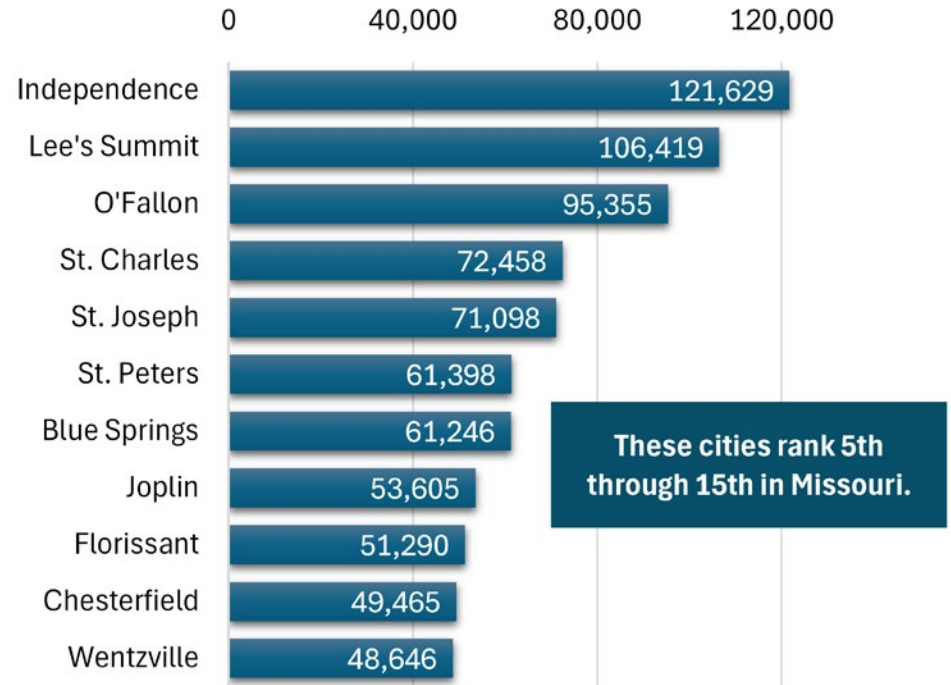
A frequent question in community planning is whether there is a best practice for the ratio of residential, commercial, and industrial land in a community. And within the above categories, further best practices for the ratio of the type of residential, commercial, and industrial (for example, what percentage of housing should be single-family).

For ease of data collection and comparison, let's compare Wentzville with other Missouri cities in the population range of 50,000 to 100,000. It turns out that there are no precise break points at 50,000 and 100,000, so the 11 cities in the state that come close, while still including Wentzville, are shown on the graph. Wentzville is the 15th most populated city in the state at not quite 50,000 residents as of mid-2024.

Not shown are recent growth rates, to the degree that growth rates are indicative of changes in housing types and other land use factors. Generally, however, Wentzville is a relatively rapidly growing city not unlike Lee's Summit and Blue Springs in the Kansas City area. Within St. Charles County, the cities of St. Charles, St. Peters, and O'Fallon continue to grow but currently at very slow rates, though O'Fallon seems to continue to pursue annexation. Independence, St. Joseph, Joplin, and Florissant have very stable populations. Chesterfield is no longer a fast-growing city, although it reflects some large-scale land use shifts with the recent development of Chesterfield Valley and the current redevelopment of the Chesterfield Mall site.

2024 Population of Missouri Cities Between 48,000 and 122,000 Residents

Source: U.S. Census Estimates for 2024



There is no standard “best practice” for the percentage mix of residential, commercial, and industrial land uses. Each community is unique, particularly when considering regional economic conditions, transportation networks, and demographic trends.

In-Progress

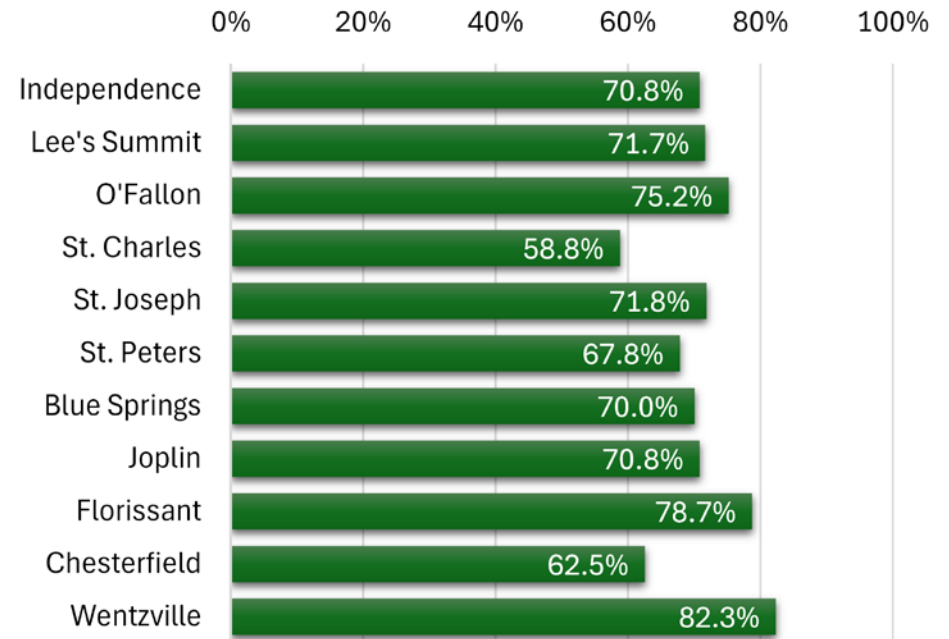
All that said, the graph on this page indicates the extent of single-family, detached housing in each of these 11 cities. There is a broad range in terms of share of housing. Wentzville leads the pack with over 82% single-family detached housing.

This actually is not surprising since expanding suburbs focus almost exclusively on such housing as they initially grow. Thus, over time, Wentzville might expect to create a higher share of non-single-family detached units as the city matures, like its peers, dropping into the range of 70 percent single-family detached in the next couple of decades.

St. Peters and Chesterfield have reached below that threshold virtually by design. Each has long pursued a more diverse housing stock to attract and retain a wider range of household types, policies which remain evident today in the redevelopment of Chesterfield Mall's location and recent efforts in St. Peters to create denser housing in its core, policies which will likely extend into eventual redevelopment of the Mid-Rivers Mall site, based on draft ideas in the city's current land use planning process.

2024 Percent of Housing in Detached Single-Family Units

Source: U.S. Census Table S0101 for 2024



In-Progress

Shifting to shares of residential, commercial, and industrial land in each city, the bad news is that there is no comprehensive database for the amount of land devoted to various land uses. Instead, the following graphs rely on the distribution of jobs in each city that generally fit into these land use categories, with the addition of an office classification.

The first graph (red bars) shows the share of jobs in each of the 11 cities that are in “commercial” land uses. It is apparent that there is a wide range, from as low as 16 percent in Chesterfield to a high of 43 percent in Florissant. In some ways, the low percent in Chesterfield can be surprising given the amount of retail space in the city, but keep in mind that Chesterfield has some 54,700 jobs in its borders, the largest share of which are in the city’s many office buildings. Florissant, on the other hand, has just 13,600 jobs where commercial jobs are almost the highest share (“all other” actually wins out slightly).

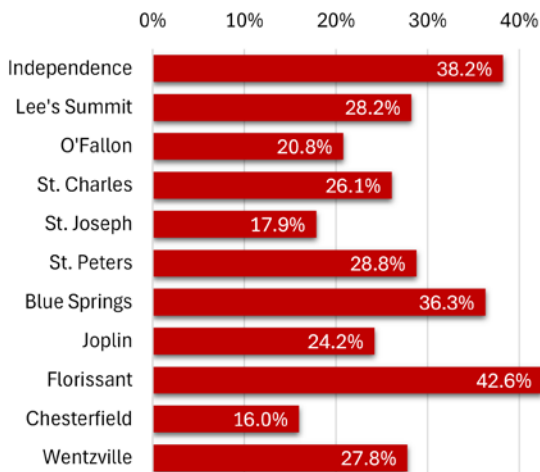
The message seems to be that the share of commercial jobs and, by extension, commercial land, varies widely depending on the other economic strengths or weaknesses of particular cities.

The next graph (blue bars) is indicative of the amount of jobs and land devoted to the office sector. Here, Chesterfield dominates with major strengths in corporate headquarters. Other than O’Fallon and, possibly, Lee’s Summit, office jobs are relatively small components of the economies of the subject cities. Presumably, this means low shares of land devoted to office buildings. Although, keep in mind these are observations generalized from job data, not land use data. For instance, many office jobs are found in otherwise retail locations. The office market is clearly not a huge factor in Wentzville, which ranks 10th of the 11 cities in office-related jobs.

Finally, the next graph (gray bars) illustrates the scale of industrial jobs in each city. From an employment and, probably, a land use perspective, Wentzville is an industrial hub. Over a third of the jobs in Wentzville are considered industrial. Only St. Joseph, long an industrial center in northwest Missouri, has a higher share of industrial jobs, though Joplin is not far behind. But St. Joseph has only 18 percent of jobs in commercial sectors compared to Wentzville’s almost 28 percent. Wentzville might actually be a better-balanced economy than the much older St. Joseph. St. Joe has only about 11 percent office jobs, very close to Wentzville’s ten percent.

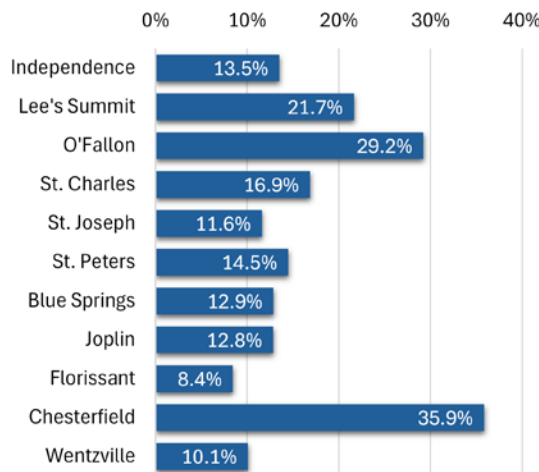
2023 Percent Commercial Jobs

Source: U.S. Census “On-the-Map”



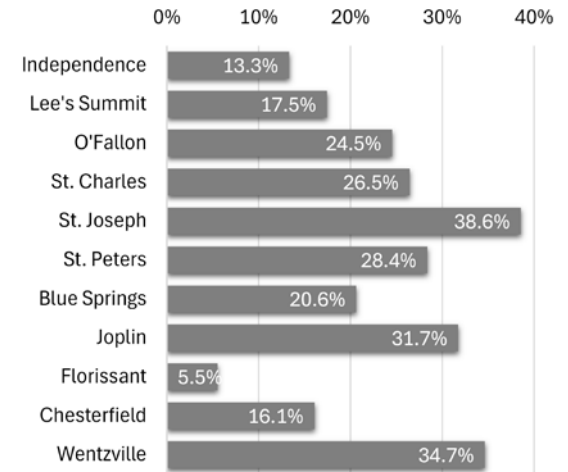
2023 Percent Office Jobs

Source: U.S. Census “On-the-Map”



2023 Percent Industrial Jobs

Source: U.S. Census “On-the-Map”



In-Progress

Florissant, in St. Louis County, has only a very small share of industrial jobs but a very large share of commercial jobs. This does not mean, however, that there is a dearth in industrial jobs or land in northwest St. Louis County. Florissant's neighbors of Bridgeton and Hazelwood, for instance, have high concentrations of industrial land and jobs. As it turns out, Florissant is more of the commercial, though not office, center of northwest St. Louis County while Hazelwood and Bridgeton make up the industrial concentration. Maryland Heights makes up a huge component of the office market. Taken together, these four cities with a combined balance of economic sectors and, presumably, land uses have a population of about 115,200, just under Independence.

Conclusion

In summary, there is no standard "best practice" for the percentage mix of residential, commercial, and industrial land uses. Each community is unique, particularly when considering regional economic conditions, transportation networks, and demographic trends. Not each city needs to have a consistent balance in housing, economics, or land uses. Some cities specialize in ways that others do not, yet nearby cities can rely on one another for a collection of diverse housing, economic, and land use alternatives that serve a larger region of urban, suburban, and rural lifestyles.