

Methodology for Updating the Future Land Use Plan

1. Respect the decisions of the previous Future Land Use Plan (FLUP).
2. Adjustments based on actual development or changes nearby.
3. Changes in other factors (transportation, new park spaces, etc.).
4. Changes in market demand, demographic trends, and population projections (See Scenario Planning and Market Analysis).
5. Community stakeholders input from focus groups.
6. Community input from the city-wide survey.
7. Planning & Zoning and Board input from Work Session.
8. Community input from Open House #2.
9. Synthesis of the above by Planning Team.

Remember the FLUP is a policy guide:

- *Guide long-term growth.*
- *Help coordinate infrastructure.*
- *Influence (guidance) for future rezoning decisions.*
- *Identify preferred development patterns.*
- *Protect important corridors and natural areas.*

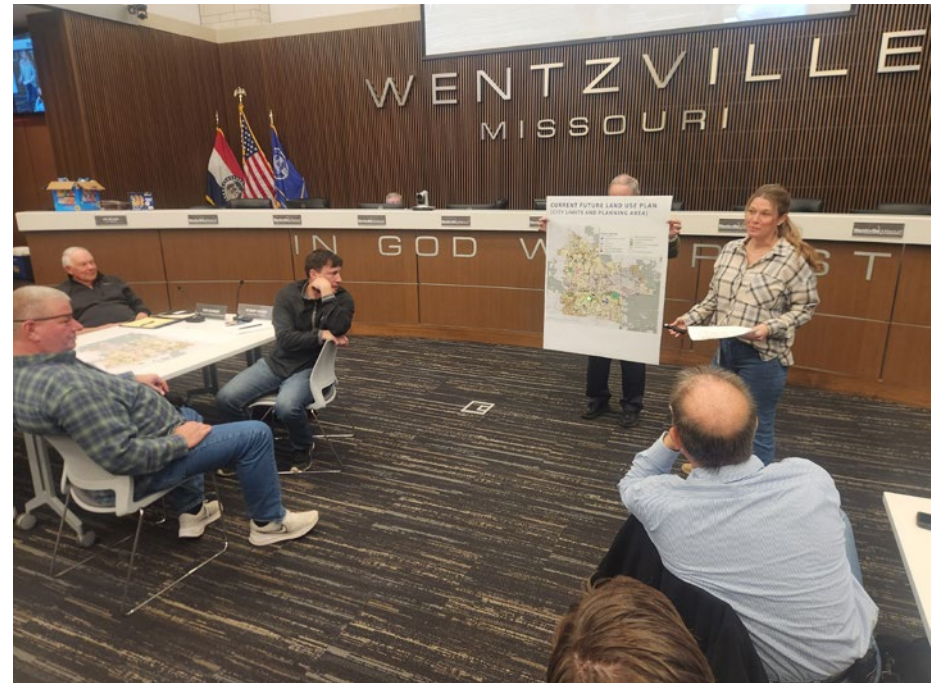
Board and Planning & Zoning Work Session

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

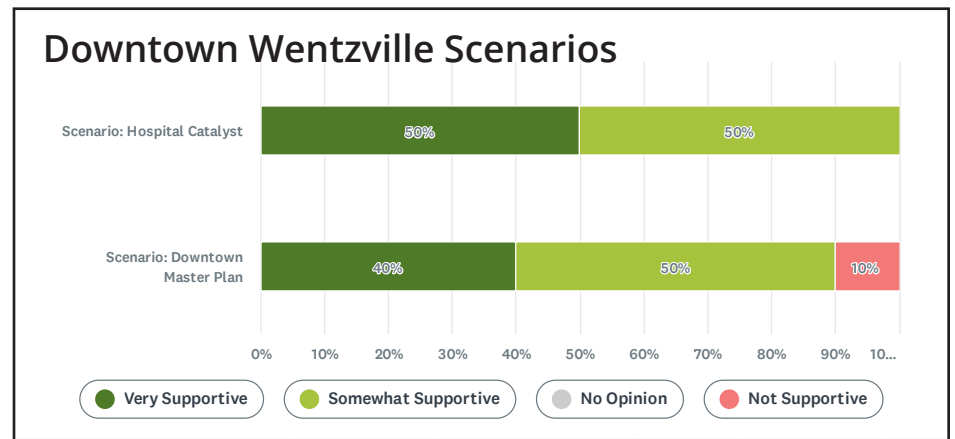
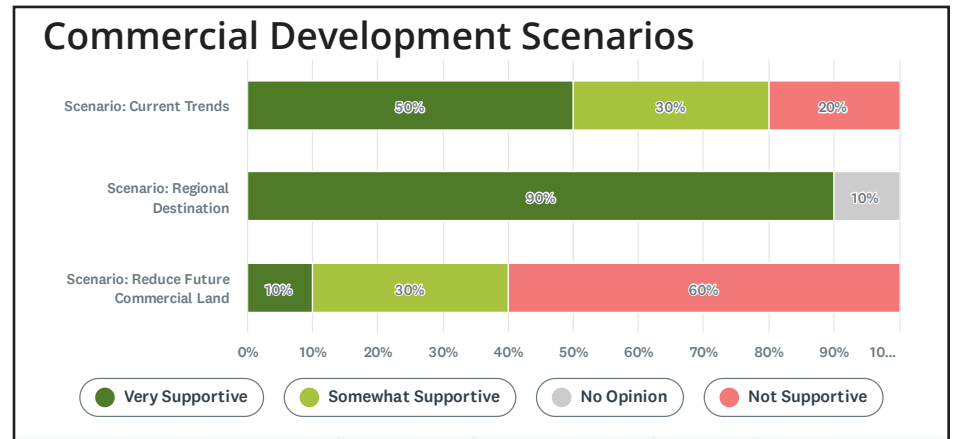
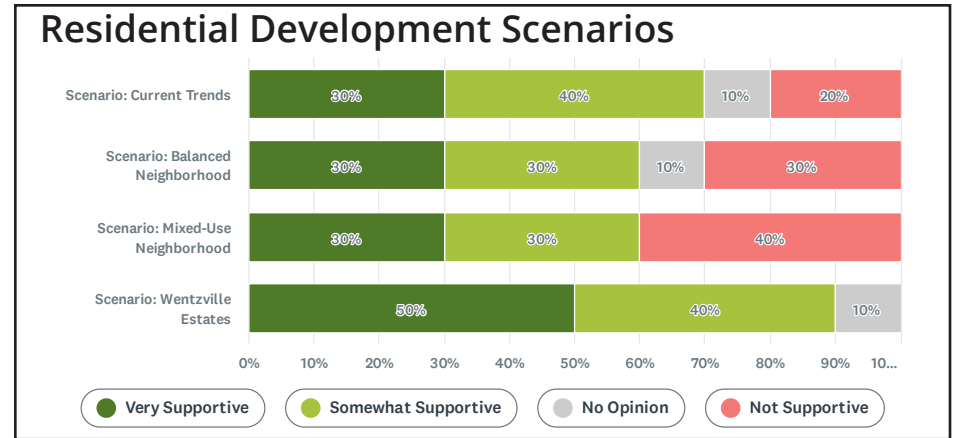
While these scenarios had some different levels of support, overall they received significant support:
 Residential - 'Wentzville Estates' scenario.
 Downtown - 'Hospital Catalyst' scenario.
 Downtown - 'Downtown Master Plan' scenario.

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...

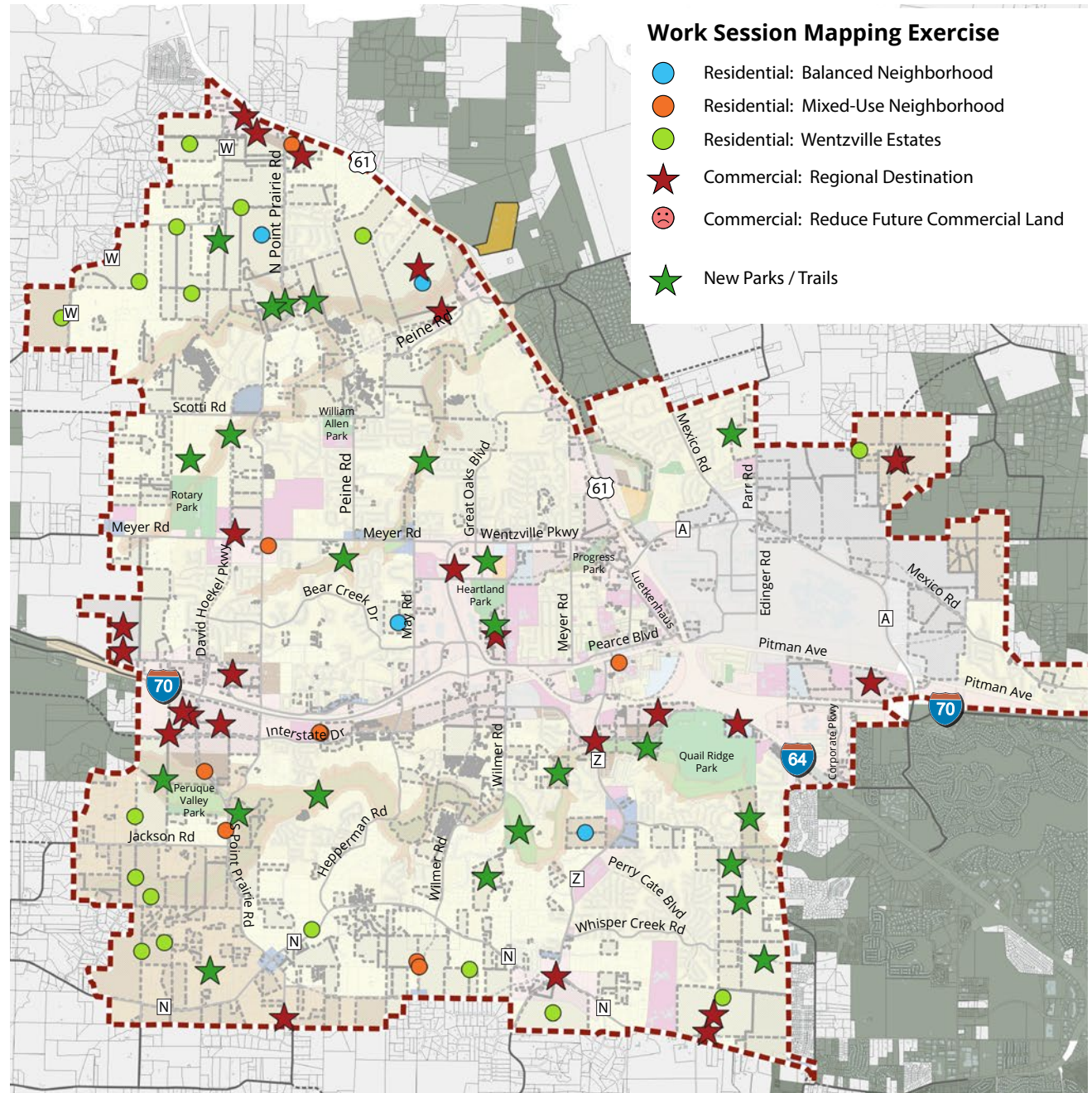
Mapping Exercise

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.

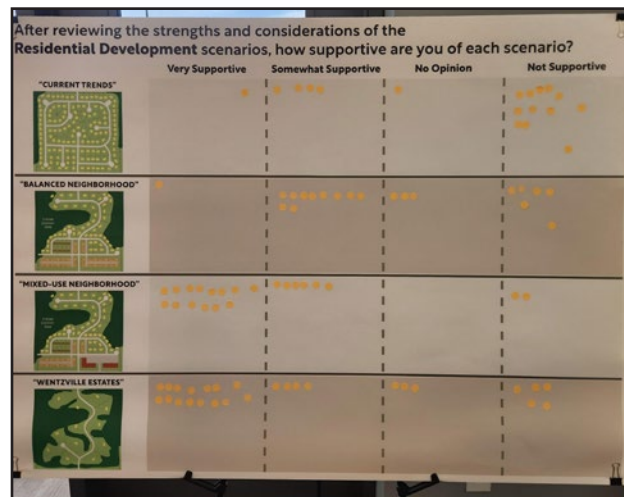
Not Supportive

Residential - 'Current Trends' scenario.

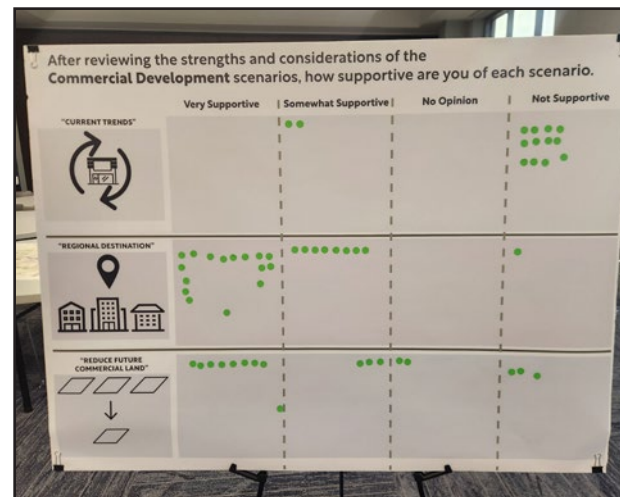
Commercial - 'Current Trends' scenario.

Dot Voting Results:

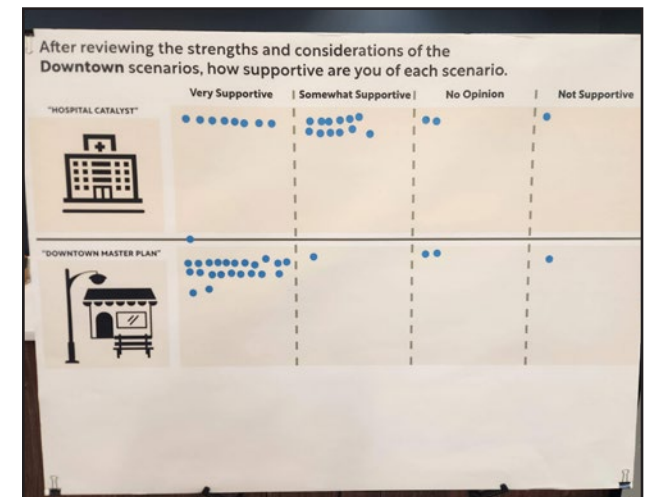
Residential Development Scenarios



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”

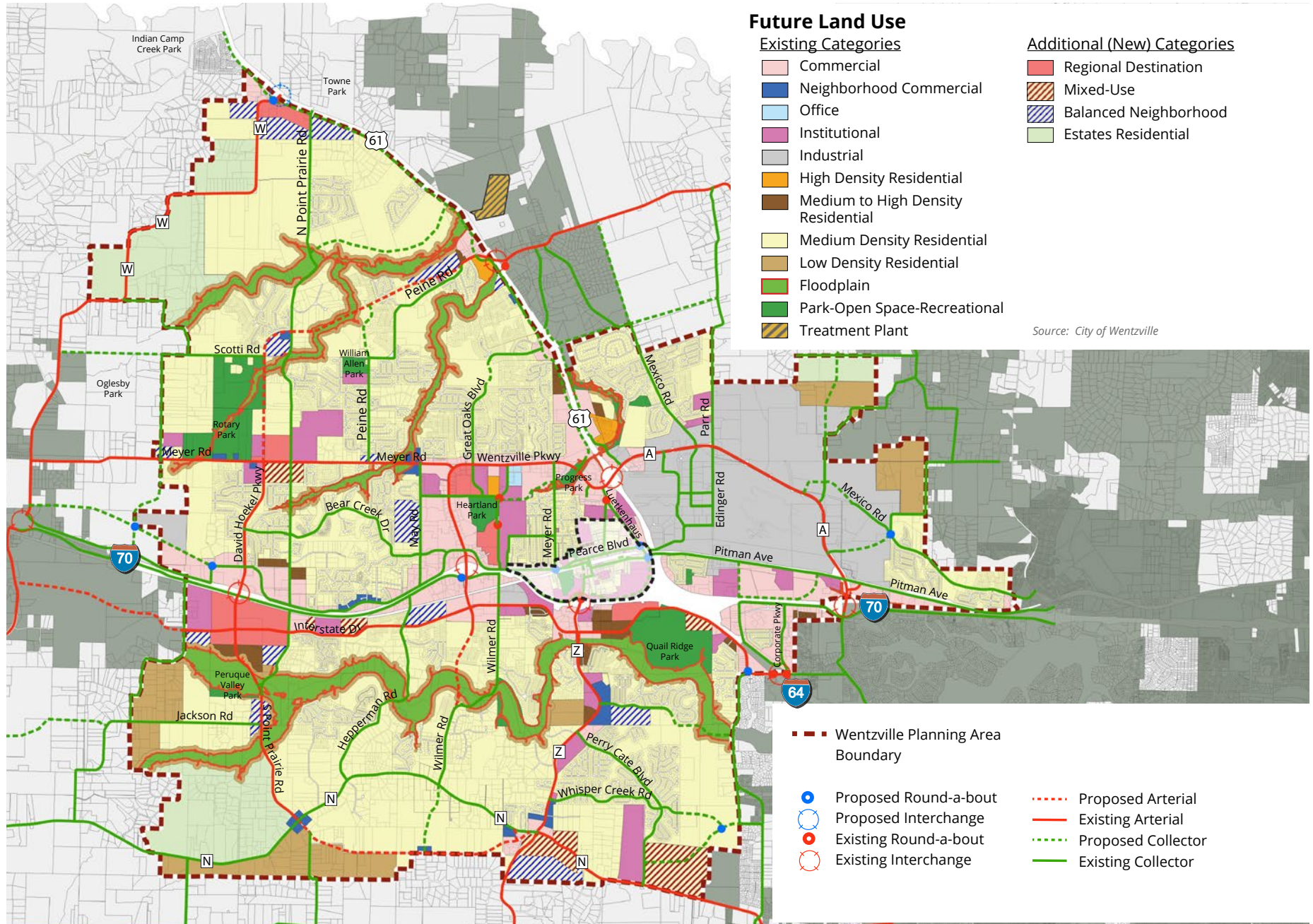
The City should prepare and adopt a detailed Downtown Master Plan that preserves and enhances Old Town’s historic identity while identifying strategic infill and redevelopment opportunities. The plan should guide building design, streetscape and infrastructure investments, public spaces, mixed-use development,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

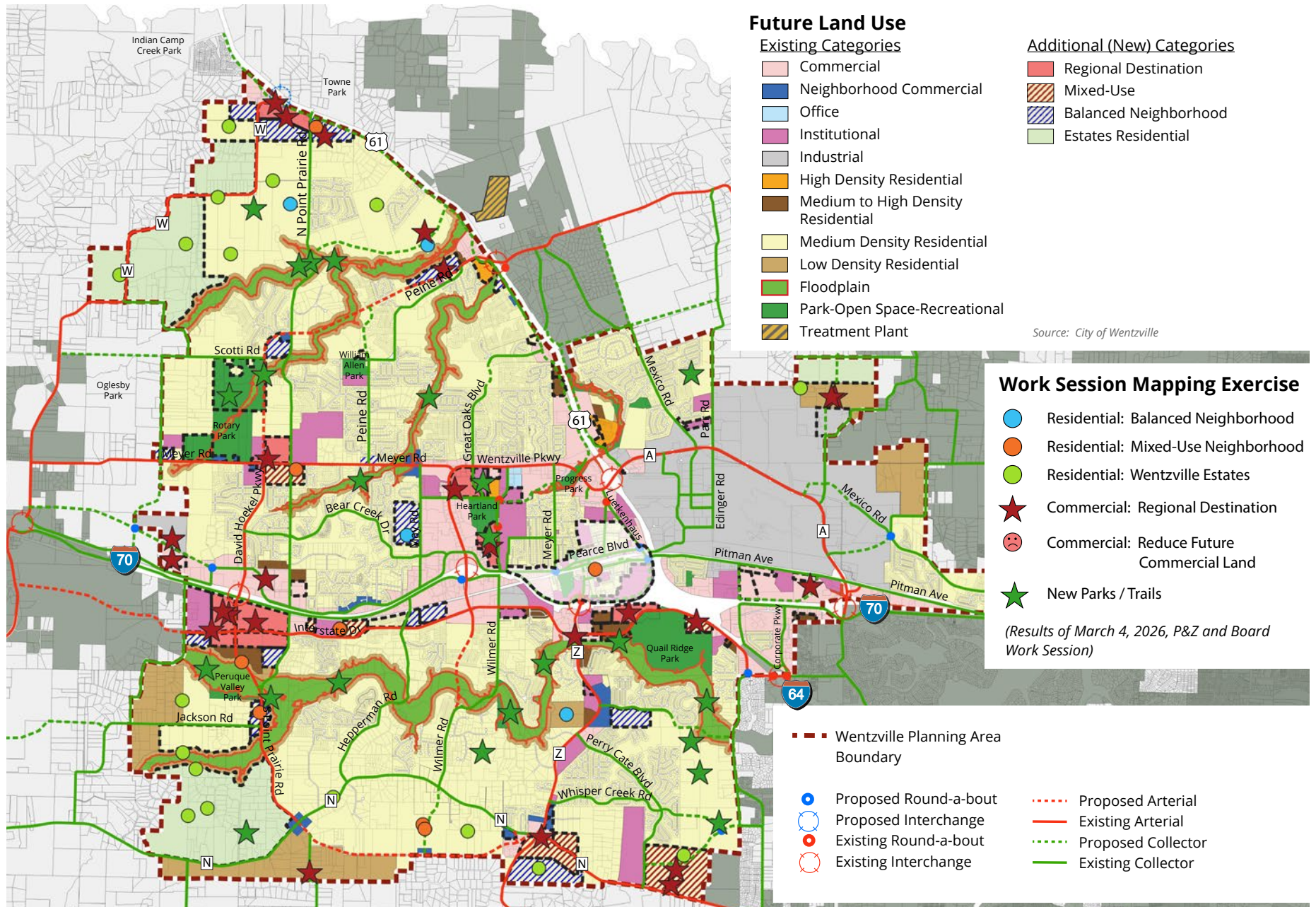
- ***Regional Destination Commercial***
The Regional Destination category is intended to encourage master-planned, high-quality, and regionally distinctive commercial and mixed-use development. These areas should leverage the City’s larger, contiguous undeveloped commercial tracts to support coordinated, 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 and Balanced 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. Balanced neighborhoods are encouraged to incorporate a mix of housing types.
- ***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.

Future Land Use Plan (Proposed)



Future Land Use Plan (Proposed)

With areas that have changed and recommendations from work session



Existing Future Land Use Categories

Low Density Residential - 1.0 to 2.0 dwelling units per acre
Areas with the Low Density Residential land use classification are intended to provide single-family home opportunities outside of the City's principal growth areas or adjacent to environmentally sensitive areas. The large lots possible within these areas may offer the space, privacy or natural vistas which appeal to many homeowners.

Medium Density Residential - 2.1 to 4.0 dwelling units per acre
Medium Density land uses are the most prevalent type of residential development within the City. Residential developments which occur within these areas are typically traditional single-family homes (attached or detached) located along, or in close proximity to, the City's arterial and collector roadways. This proximity to the City's transportation network allows easy access to the shopping, dining, services and entertainment opportunities available within the City's commercial growth areas.

Medium to High Density Residential - 4.1 to 7.9 dwelling units per acre
Medium to High Density Residential land uses provide opportunities for both smaller lot single-family residential and multi-family subdivisions. These types of residential developments are becoming more popular amongst both older and younger homeowners who may desire a home option with fewer maintenance responsibilities. Areas with this classification are exclusively located along the City's arterial roadways and often are intended to serve as a transition between medium density residential and non-residential land uses.

High Density Residential - 8.0 or less dwelling units per acre
Areas with the High Density land use classification are intended to provide opportunities for both single and multi-family residential developments (such as apartments). It is not uncommon for such developments to serve as rental housing rather than owner occupied units. These areas are generally located along, or in close proximity to, the City's arterial and collector roadways and often are intended to serve as a transition between medium density residential and non-residential land uses.

Park/Open Space/Recreational
This classification includes all of the public and private recreational lands within the City. A full description of these facilities can be found in Chapter 6: Parks and Recreation.

Office
This category represents those areas of the City in which the principal uses are for the development of certain businesses and professional offices serving both local and regional needs. Accessory uses such as coffee shops, pharmacies, flower shops, etc., are typical within these office facilities providing convenient services to office professionals.

Neighborhood Commercial
The Neighborhood Commercial designation includes those areas in which the principal land uses are small-scale local retail and services tailored to serve the immediate needs of surrounding residential neighborhoods. Larger destination-type retail and service operations are generally excluded from this category as they tend to be less suitable in such close proximity to residential uses.

Commercial
Areas categorized as Commercial include retail sales, personal and business services, financial institutions, professional offices and entertainment activities which serve the City in a local and regional capacity. These areas are generally located along, or in close proximity to, major arterial roadways which generate high volumes of average daily traffic.

Industrial
This category contains a variety of light and heavy manufacturing, office, assembly, supply, storage and warehouse activities. Due to the specific needs of industrial uses direct access to major thoroughfares and railroads is essential. Generally, industrial and residential land uses are considered to be incompatible and the separation of these uses is encouraged.

Institutional
Areas categorized as Institutional include public buildings, hospitals, educational facilities, churches and uses of similar character. These uses can be found in all areas of the City as they are generally situated where they are able to provide the most public benefit.

Additional (New) Future Land Use Categories



Regional Destination

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.



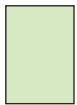
Mixed-Use

Mixed-Use 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.



Balanced Neighborhood

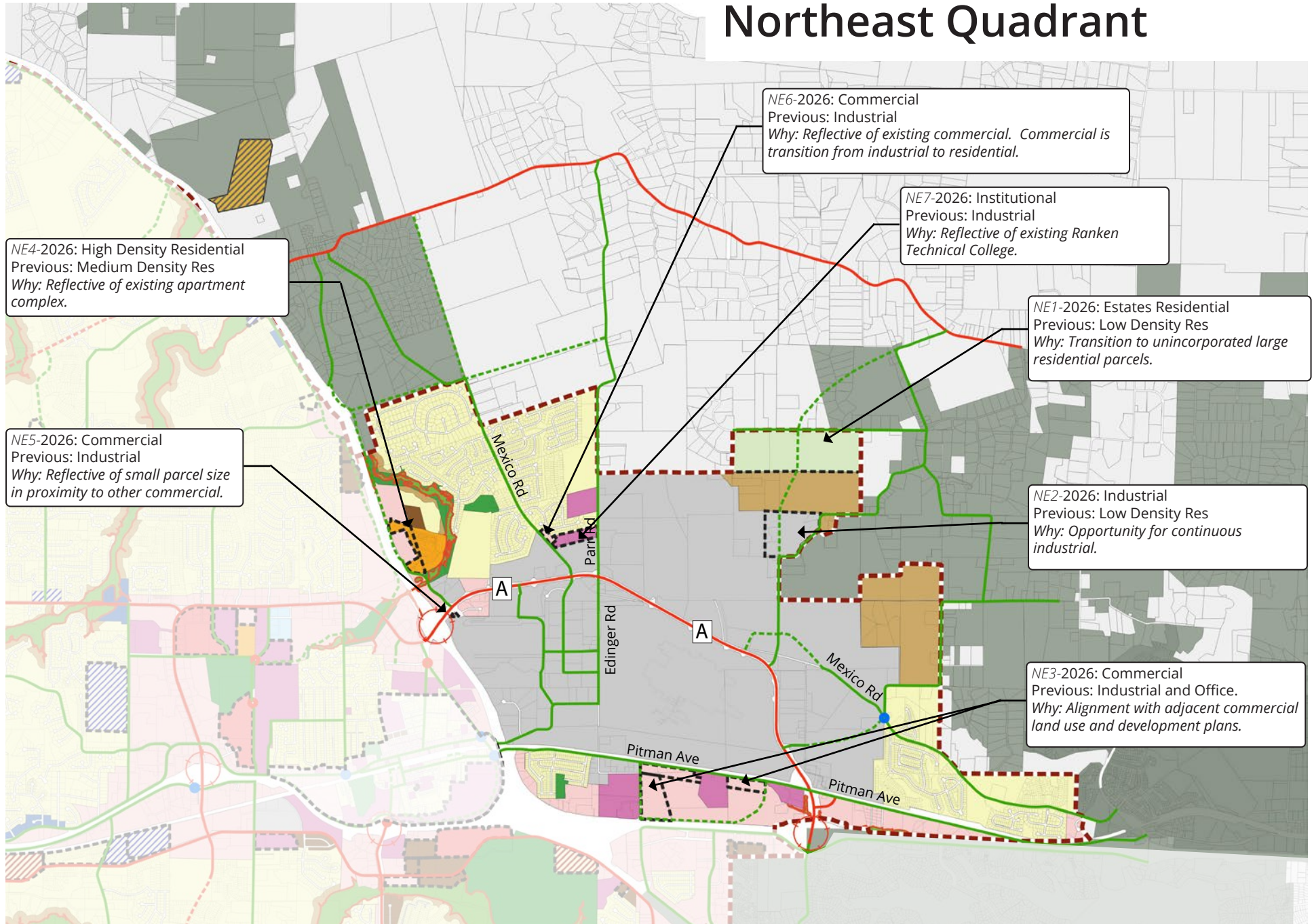
Balanced neighborhoods are encouraged to incorporate a mix of housing types, including single-family homes, duplexes, and townhomes, and the preservation of community open space (natural areas), while maintaining overall medium (gross) residential densities.



Estates Residential

Estates Residential neighborhoods are very 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.

Northeast Quadrant



In-Progress

Northwest Quadrant

NW1-2026: Balanced Neighborhood
 Previous: Med Density Res
 Why: Transition between lower density residential and commercial.

NW2-2026: Estates Residential
 Previous: Med Density Res
 Why: Adjacent to unincorporated large residential parcels.

NW15-2026: Med Density Residential
 Previous: Park / Commercial
 Why: Reflective of existing medium density residential.

NW3-2026: Balanced Neighborhood
 Previous: Neighborhood Commercial
 Why: Better balance of neighborhood commercial at this intersection. Transition to medium density residential.

NW4-2026: Park-Open Space-Recreational
 Previous: Med Density Res
 Why: City ownership for park expansion.

NW5-2026: Balanced Neighborhood
 Previous: Neighborhood Commercial
 Why: Location at edge of city, near park, and proximity to other commercial better aligns with residential.

NW6
 a. 2026: Regional Destination (previous: Commercial)
 b. 2026: Mixed-Use (previous Commercial)
 c. 2026: Neighborhood Commercial (previous Commercial)
 Why (a,b,c): Adjacent parks and schools increase the need for a greater mix of housing types and unique and neighborhood-serving commercial uses.

NW14-2026: Commercial
 Previous: Med-High Density Res.
 Why: Opportunity for continuous commercial in this area.

NW7-2026: Regional Destination
 Previous: Commercial / Med Density Res
 Why: Access along Hwy 61, key entry into City at future (planned) interchange.

NW8-2026: Balanced Neighborhood
 Previous: Med Density Res
 Why: Transition between Regional Destination and Medium Density Residential, increase of housing types.

NW9-2026: Balanced Neighborhood
 Previous: Med Density Res | Why: Topography and natural features make clustering residential reasonable with adjacent commercial and future DHP.

NW18-2026: High Density Residential
 Previous: Medium Density Residential
 Why: Reflective of existing apt complex.

NW10-2026: Balanced Neighborhood
 Previous: Flood Plain
 Why: Reflective of filled flood plain and approved senior housing project.

NW11-2026: Balanced Nbhd.
 Previous: Med Density Res
 Why: Transition to commercial, existing natural features, increase of housing types.

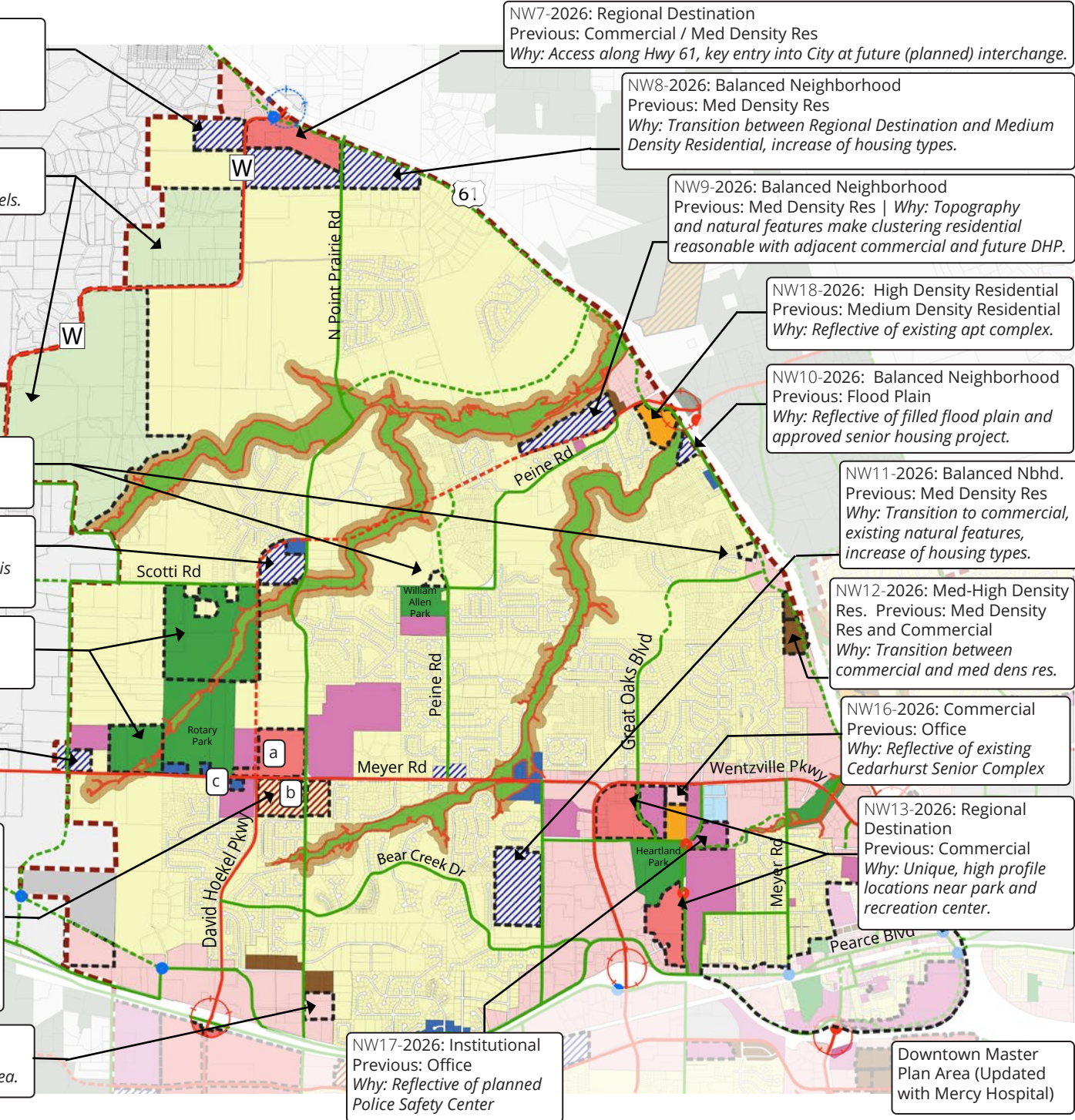
NW12-2026: Med-High Density Res. Previous: Med Density Res and Commercial
 Why: Transition between commercial and med dens res.

NW16-2026: Commercial
 Previous: Office
 Why: Reflective of existing Cedarhurst Senior Complex

NW13-2026: Regional Destination
 Previous: Commercial
 Why: Unique, high profile locations near park and recreation center.

NW17-2026: Institutional
 Previous: Office
 Why: Reflective of planned Police Safety Center

Downtown Master Plan Area (Updated with Mercy Hospital)



Southwest Quadrant

SW1-2026: Institutional
Previous: Commercial
Why: St. Charles Community College expansion.

SW2-2026: Regional Destination
Previous: Commercial
Why: Location at intersections at key entry into City, large continuous parcels.

SW3-2026: Balanced Neighborhood
Previous: Medium Density Residential
Why: Transition between Regional Destination and low density residential.

SW4-2026: Balanced Residential
Previous: Medium Dens Res and Low Dens Res
Why: Transition from Regional Destination and higher residential densities to north to lower residential densities to west and south.

SW5-2026: Medium Density Residential
Previous: Low Dens Res
Why: Matching med density north of Jackson Rd.

SW6-2026: Estates Residential
Previous: Low Density Res
Why: Adjacent and existing unincorporated large residential parcels.

SW8-2026: Mixed-Use
Previous: Commercial
Why: Transition from Regional Destination and commercial, adjacent to school and opportunity to increase housing types.

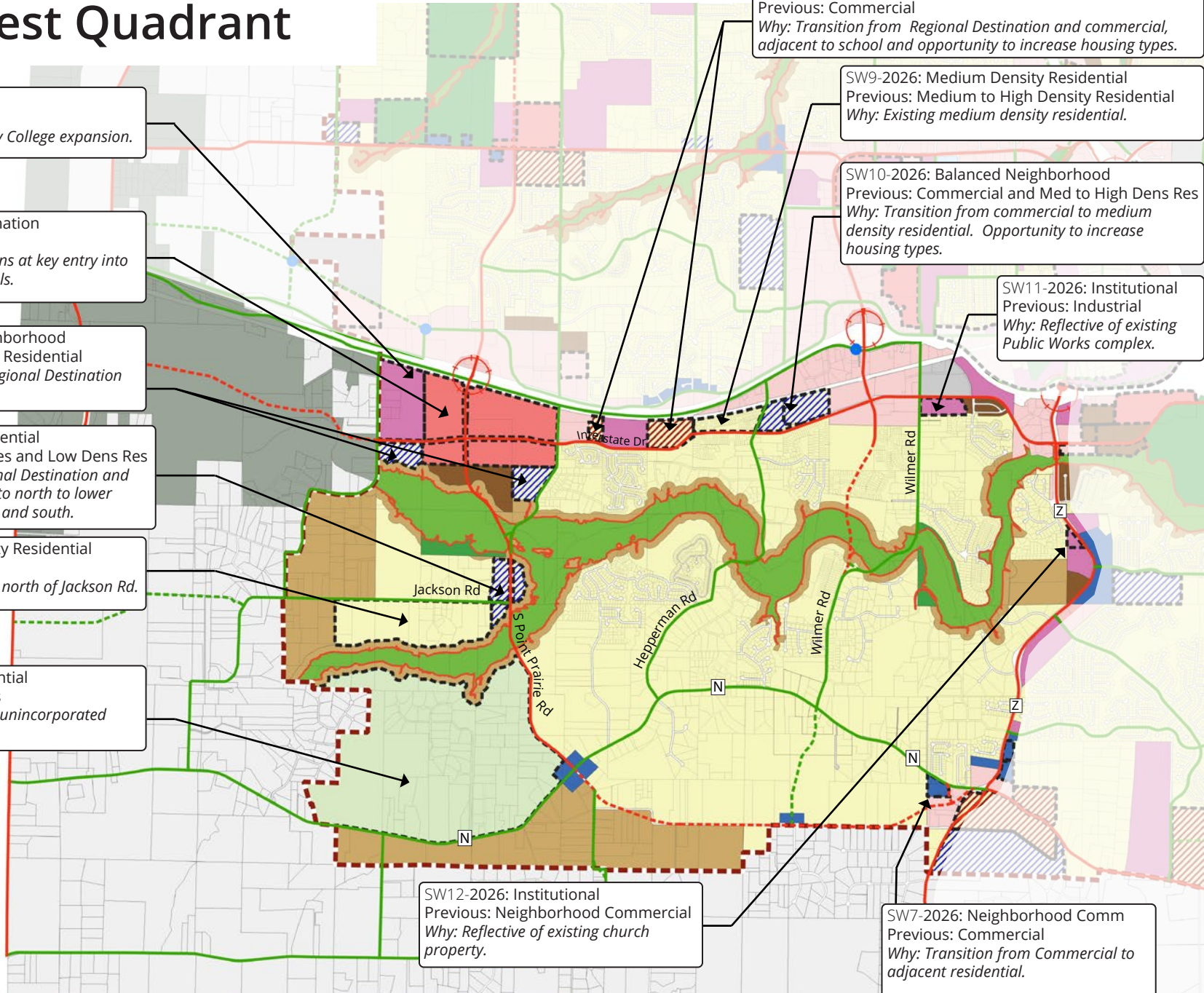
SW9-2026: Medium Density Residential
Previous: Medium to High Density Residential
Why: Existing medium density residential.

SW10-2026: Balanced Neighborhood
Previous: Commercial and Med to High Dens Res
Why: Transition from commercial to medium density residential. Opportunity to increase housing types.

SW11-2026: Institutional
Previous: Industrial
Why: Reflective of existing Public Works complex.

SW12-2026: Institutional
Previous: Neighborhood Commercial
Why: Reflective of existing church property.

SW7-2026: Neighborhood Comm
Previous: Commercial
Why: Transition from Commercial to adjacent residential.



Southeast Quadrant

