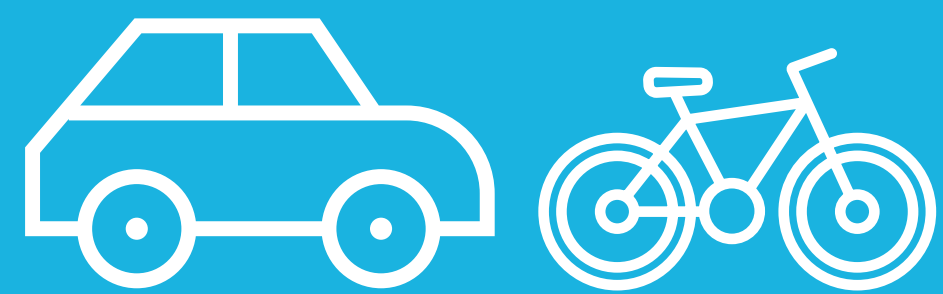


COMPREHENSIVE PLAN GOALS



TRANSPORTATION



Goal 1: Provide an inter-modal transportation system, i.e., airways, highways (arterial, collector, and minor streets), railways, public transit, bikeways, and pedestrian walkways (sidewalks and trails) within diverse land uses, that enables safe and efficient movement of people and goods by any or all means from all points of origin to all destinations.

- **Objective 1.1:** Assist/support St. Charles County in efforts to provide transportation improvements that serve the needs and economic growth of the region.
- **Objective 1.2:** Preserve the presence of Norfolk Southern Rail or other rail system through the heart of Wentzville and maintain a good relationship with the railroad enterprise.
- **Objective 1.3:** To enhance traffic-carrying potential and safety along the Interstate 70 corridor within the Wentzville planning area through cooperation with the Missouri Department of Transportation (MoDOT) and St. Charles County.
- **Objective 1.4:** Upgrade Highway 61 to a controlled access highway (including service roads) north and south of David Hoekel Parkway within the Wentzville Planning Area through cooperation with the Missouri Department of Transportation (MoDOT) and St. Charles County.
- **Objective 1.5:** Improve or create arterial and collector roads to serve Wentzville, with good connections to state or regional highway systems.
- **Objective 1.6:** Promote bicycling and walking as alternative means of transportation from home, to work, to school, to and between parks, to places of worship, to shop, for pleasure, etc.

Goal 2: Explore opportunities, benefits and costs associated with an expansion of available public transit services.

- **Objective 2.1:** Evaluate current and future public transit opportunities and partnerships in order to respond to recent community demands for additional transit alternatives.



PARKS AND RECREATION

Goal 1: Integrate parks and open space as a clearly defined and coordinated land use within the City's regulatory framework to improve consistency across zoning districts, strengthen compatibility with adjacent development, and support long-term system planning.

- **Objective 1.1:** Establish Consistent Park Land Use Classification. Ensure parks and open space are no longer distributed across agricultural, residential, commercial, and Planned Development Mixed districts without a unified regulatory framework.
- **Objective 1.2:** Improve Development Efficiency. Reduce the need for rezoning and conditional use approvals associated with park development and redevelopment.
- **Objective 1.3:** Enhance Compatibility with Surrounding Uses. Establish clear and predictable standards for how commercial, residential, and mixed-use developments interface with park properties, including access, buffering, visibility, and separation where necessary.
- **Objective 1.4:** Enhance Park Design and Operational Functionality. Adopt standards that reflect the operational, safety, and programming needs of park and recreation facilities.
- **Objective 1.5:** Support Proactive Land Use and Growth Management. Align zoning tools with long-term park land acquisition, trail development, and open space preservation strategies.



ECONOMIC DEVELOPMENT

Goal 1: Business Attraction

- **Objective 1.1:** Attract high-quality employers and targeted industries that diversify Wentzville's economy and expand the tax base.

Goal 2: Business Retention & Expansion (BRE)

- **Objective 2.1:** Strengthen relationships with existing businesses to support growth, investment, and long-term success.

Goal 3: Downtown Redevelopment

- **Objective 3.1:** Enhance Historic Downtown as a vibrant destination for businesses, residents, and visitors.



COMPREHENSIVE PLAN GOALS



LAND USE AND GROWTH MANAGEMENT

Goal 1: Balance future growth in a manner that is fiscally responsible, coordinated with infrastructure, protects community character, and reflects the Future Land Use Plan.

- ↳ **Objective 1.1:** Maintain and improve local government processes and communication techniques relative to development issues.
- ↳ **Objective 1.2:** Ensure an adequate supply of land for residential, commercial, industrial, parks, and public facilities consistent with the Future Land Use Plan.
- ↳ **Objective 1.3:** Minimize initial and future public/private improvement costs.
- ↳ **Objective 1.4:** Provide for high-quality development compatible with adjacent uses that encourage context-sensitive development, protect natural features, and promote walkable neighborhood design.

Goal 2: Create high-quality neighborhoods, employment centers, and commercial destinations that strengthen Wentzville's economy and quality of life.

- ↳ **Objective 2.1:** Regional Destination - Encourage master-planned, regionally distinctive commercial and mixed-use destinations that attract visitors, expand the tax base, create quality jobs, and reinforce Wentzville's role as a regional economic center.
- ↳ **Objective 2.2:** Commercial - Support vibrant commercial corridors and neighborhood-serving businesses that meet the daily needs of residents while providing opportunities for continued retail, dining, office, and service growth.
- ↳ **Objective 2.3:** Industrial - Promote high-quality industrial and employment development that leverages Wentzville's transportation assets, supports business expansion, creates quality jobs, and is buffered from surrounding land uses.
- ↳ **Objective 2.4:** Mixed-Use - Encourage mixed-use neighborhoods and activity centers that integrate a variety of housing types, neighborhood-scale commercial uses, connected transportation options, and preserved natural features to create walkable, complete communities.
- ↳ **Objective 2.5:** Residential - Provide a diverse range of housing choices that accommodate residents throughout all stages of life while preserving neighborhood character, protecting natural resources, and supporting fiscally sustainable growth.

Goal 3: Preserve and enhance Wentzville's natural resources, tree canopy, open spaces, and scenic character while guiding growth in a manner that respects and integrates the community's natural landscape.

- ↳ **Objective 3.1:** Protect and preserve significant natural resources, including mature woodlands, tree canopy, streams, floodplains, wetlands, steep slopes, and other environmentally sensitive areas.
- ↳ **Objective 3.2:** Encourage development that works with the natural landscape rather than replacing it.
- ↳ **Objective 3.3:** Expand and maintain the City's urban forest and tree canopy.
- ↳ **Objective 3.4:** Preserve scenic views, community gateways, and the rural character that contribute to Wentzville's identity.
- ↳ **Objective 3.5:** Expand and connect parks, greenways, trails, and natural open spaces by using the natural areas, creek channels and associated floodplain areas, drainage areas and storm water structures/basins, existing parks and play fields, streetscapes and underutilized lands.

Goal 4: Accommodate innovative and emerging development and technology trends that improve Wentzville's long-term competitiveness and quality of life.

- ↳ **Objective 4.1:** Monitor local, regional, and state developments and technology trends, including, but not limited to: smart infrastructure, emerging transportation (electric vehicles and charging stations, drones, etc.), and future building trends.
- ↳ **Objective 4.2:** Encourage public investments that are adaptable to changing technologies, market conditions, and future community needs.

Goal 5: Strengthen Downtown Wentzville as the historic, cultural, civic, and economic heart of the community through strategic planning, coordinated investment, and high-quality redevelopment.

- ↳ **Objective 5.1:** Prepare and implement a Downtown Master Plan that establishes a long-term vision for Downtown Wentzville.
- ↳ **Objective 5.2:** Leverage the Mercy Hospital development as a catalyst for Downtown revitalization.
- ↳ **Objective 5.3:** Preserve and enhance the historic character and identity of Historic Downtown while encouraging compatible redevelopment and infill.

COMPREHENSIVE PLAN GOALS



UTILITIES

Goal 1: Provide electricity, telephone/communications and natural gas in response to demand or the community’s needs.

↳ *Objective 1.1:* Maintain cooperative working relationship with utility providers and cause systems installations (substations and distribution lines) to be installed in an aesthetic manner.

Goal 2: Provide water supply and distribution along with wastewater collection on response to demand or the community’s needs.

↳ *Objective 2.1:* Invest in infrastructure improvements in strategic locations to serve new development cost effectively as guided by this Plan (Map Nos. 9 & 10).

Goal 3: Provide resilient and sustainable storm water management to protect public safety, support responsible growth, steward natural resources and adapt to climate variability.

↳ *Objective 3.1:* Accomplish infrastructure improvements concurrent with development to ensure adequate management and climate resiliency for the community.

↳ *Objective 3.2:* Maintain compliance with state and federal stormwater regulations, while providing innovative and effective programs to protect water quality, reduce pollutant discharges and support sustainable community development.



HISTORIC PRESERVATION

Goal 1: Protect and Integrate Cultural and Historic Resources into Community Development

↳ *Objective 1.1:* Establish a comprehensive system for identifying, evaluating, and managing cultural-historic resources within the City.

↳ *Objective 1.2:* Ensure that cultural-historic resources are preserved, enhanced, or appropriately incorporated into development and public projects.

Goal 2: Establish a Sustainable and Collaborative Approach to Historic Preservation

↳ *Objective 2.1:* Strengthen partnerships and community engagement to support historic preservation efforts.

↳ *Objective 2.2:* Facilitate funding, planning, and implementation tools to support long-term preservation efforts.



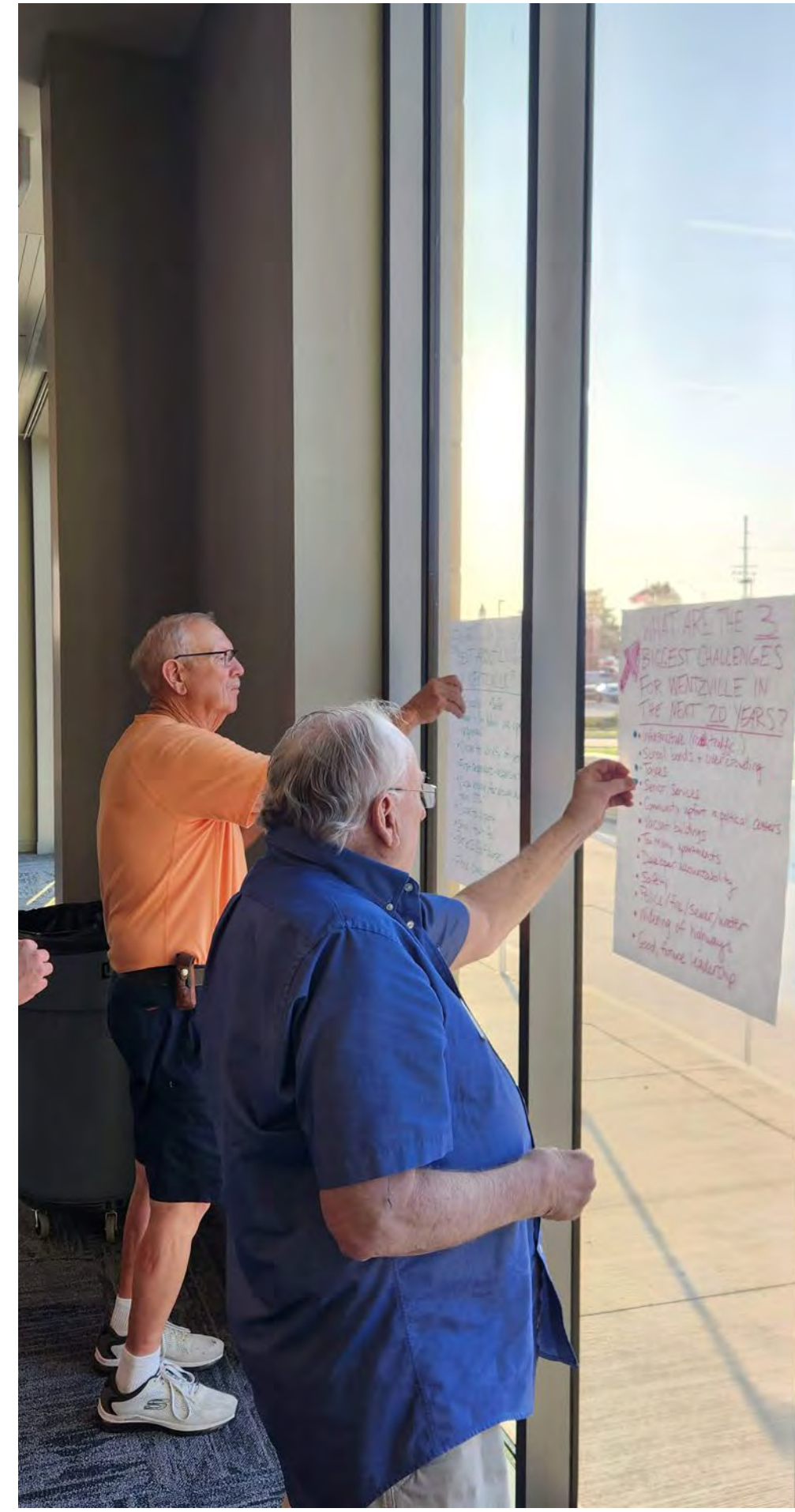
COMMUNITY INVOLVEMENT

Goal 1: Promote citizen, City Boards and Commissions education and participation in the planning process to ensure improved community quality.

↳ *Objective 1.1:* Actively solicit involvement of public officials, community leaders and the general citizenry in the planning process.

HIGHLIGHTS OF THE PLANNING PROCESS!

Home Owner Association (HOA) Leaders - Focus Group (July 29, 2025)



Focus Group and Stakeholder Listening Sessions (August 6-7, 2025)



Businesses and Organizations Who Attended or Registered for Listening Sessions

Bethel Hills Community
Crossroads Arts Council
Ellbee's General Store
DHP Landowners
First Step Back Home, Inc.
GM Assembly Plant
Kiwanis
Linn Cemetery
Luetkenhaus Properties
Preferred Family Healthcare
Sleep In Heavenly Peace: Wentzville
Step by Step Counseling LLC
St. Charles County Realtors
St Charles County System of Care

Wentzville Board of Aldermen
Wentzville Communication Ambassadors
Wentzville Community Club
Wentzville Community Historical Society
Wentzville Downtown Business Association
Wentzville Downtown Committee
Wentzville Fire District
Wentzville Networking Group
Wentzville Planning and Zoning Commission
Wentzville School District
Western St. Charles County Chamber of Commerce
Wentzville United Methodist Church

HIGHLIGHTS OF THE PLANNING PROCESS!

Open House #1: October 15, 2025



Open House #2: March 31, 2026



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

Comment from Open House Attendee



Catch up on Planning Team Videos!



March 2026

The planning team reviews growth analysis and development scenarios for three key topic areas:

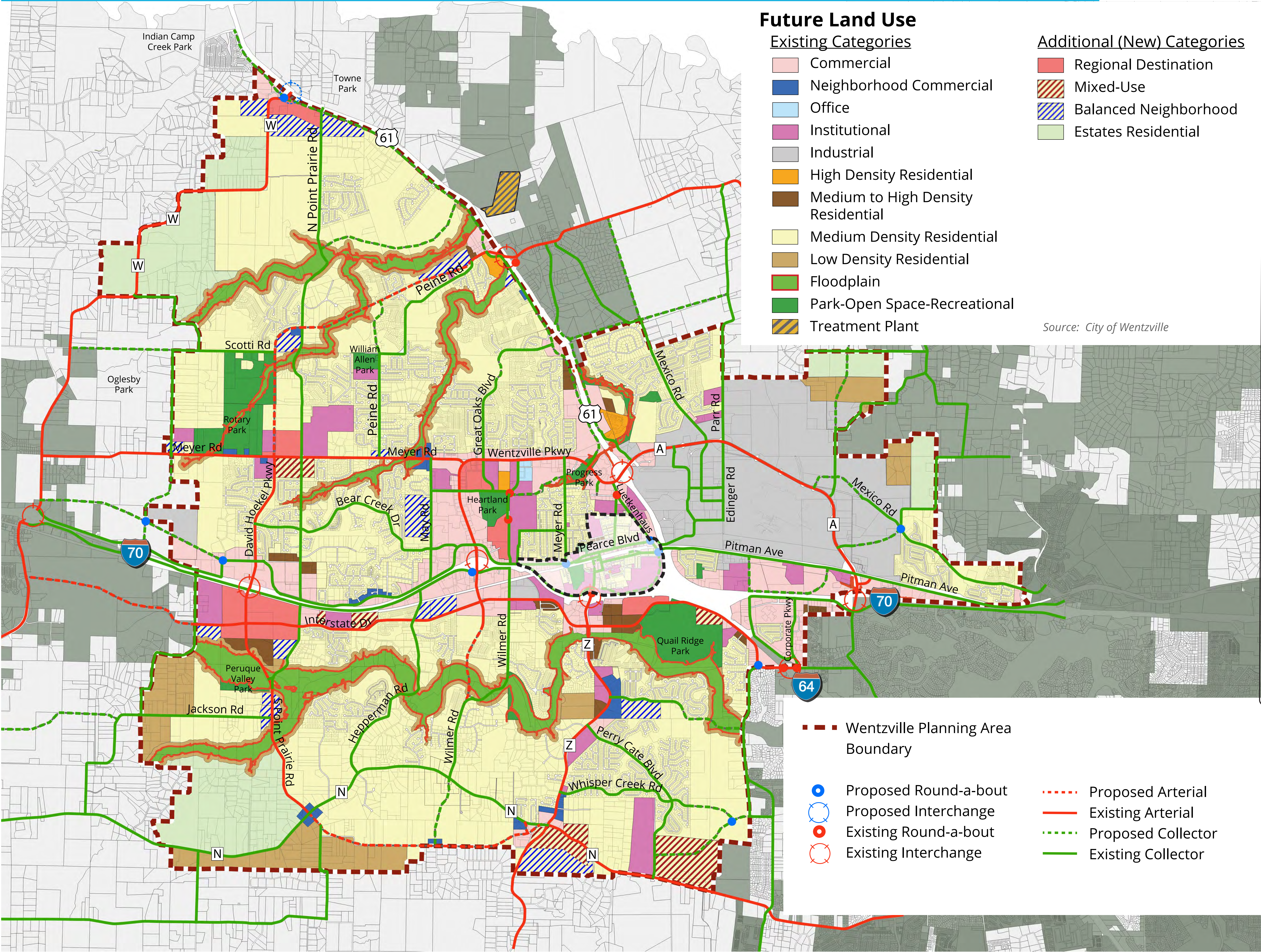
- * Residential Development
- * Commercial Development
- * Downtown



June 2026

The planning team reviews the draft Future Land Use Plan (FLUP) as of June 1, 2026. This video reviews the draft changes to the FLUP and provides important background information and context in advance of the June 8th Planning & Zoning meeting.

FUTURE LAND USE PLAN



What is the Future Land Use Plan?

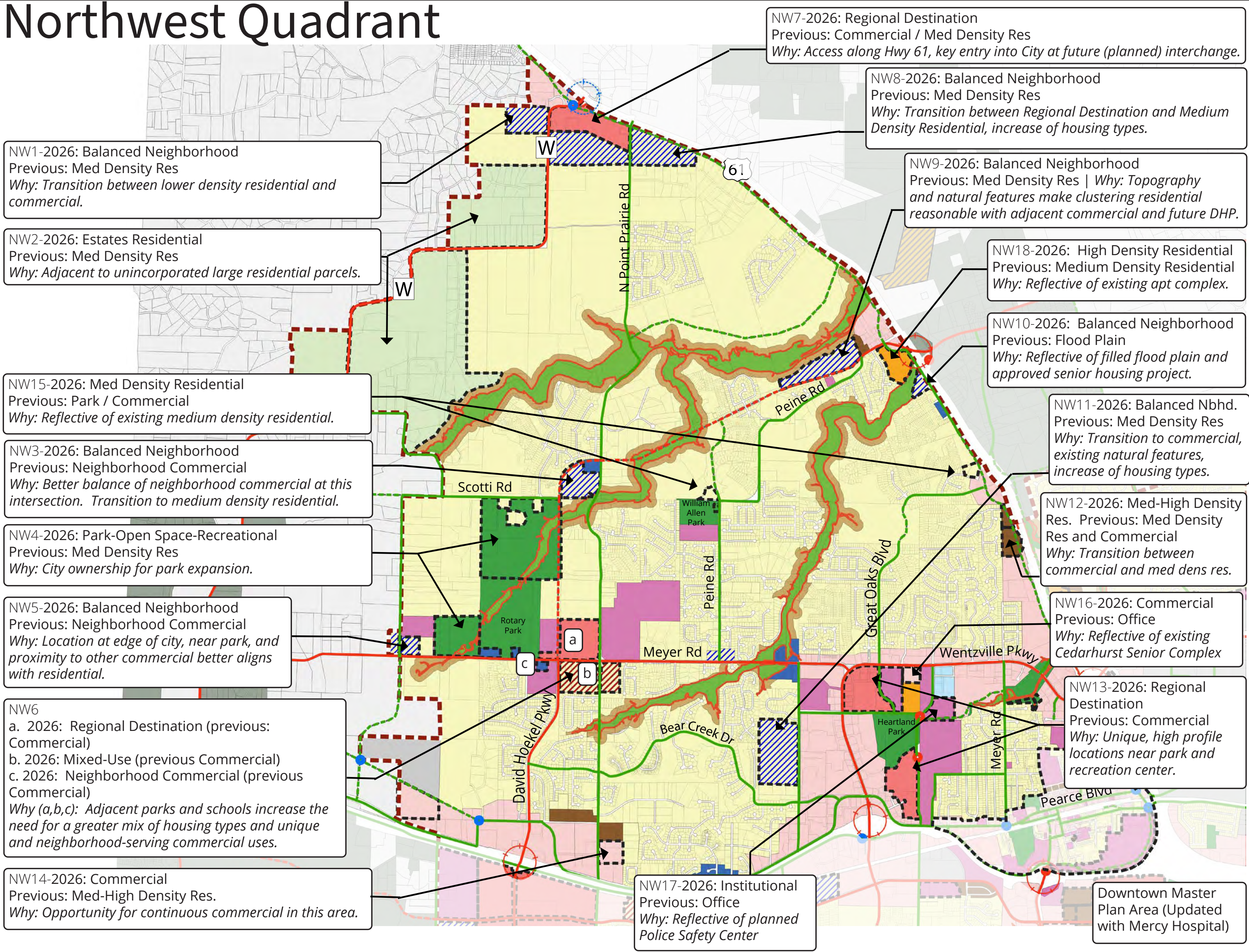
The Future Land Use Plan (FLUP) is one of the most important elements of the City's comprehensive planning process.

The proposed 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.

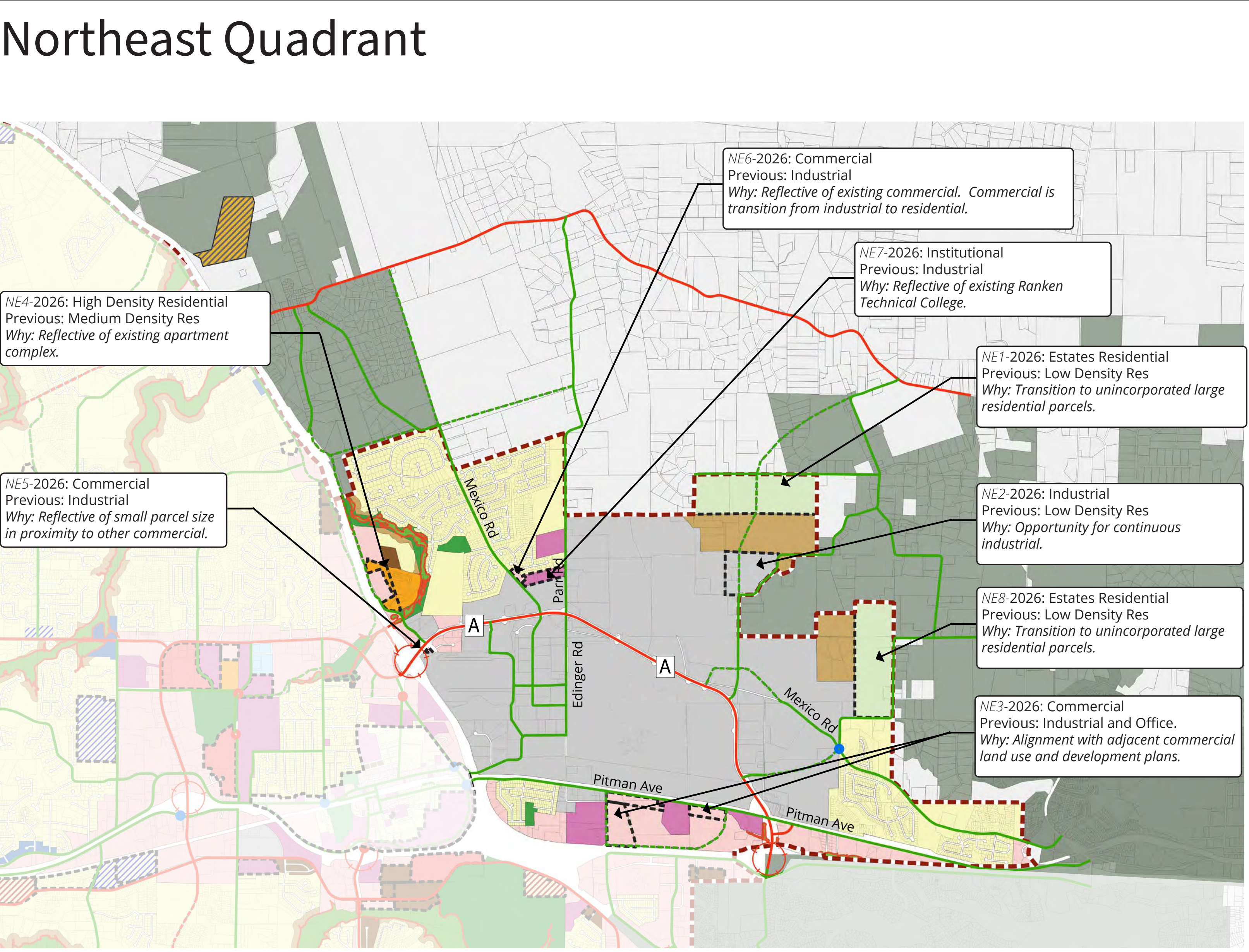
The FLUP should not be thought of as being the final determinate of specific activities on a parcel, but rather as a guide for future growth-related decisions. The FLUP helps guide decisions on the City's adopted zoning regulations.

CHANGES TO THE FUTURE LAND USE PLAN

Northwest Quadrant



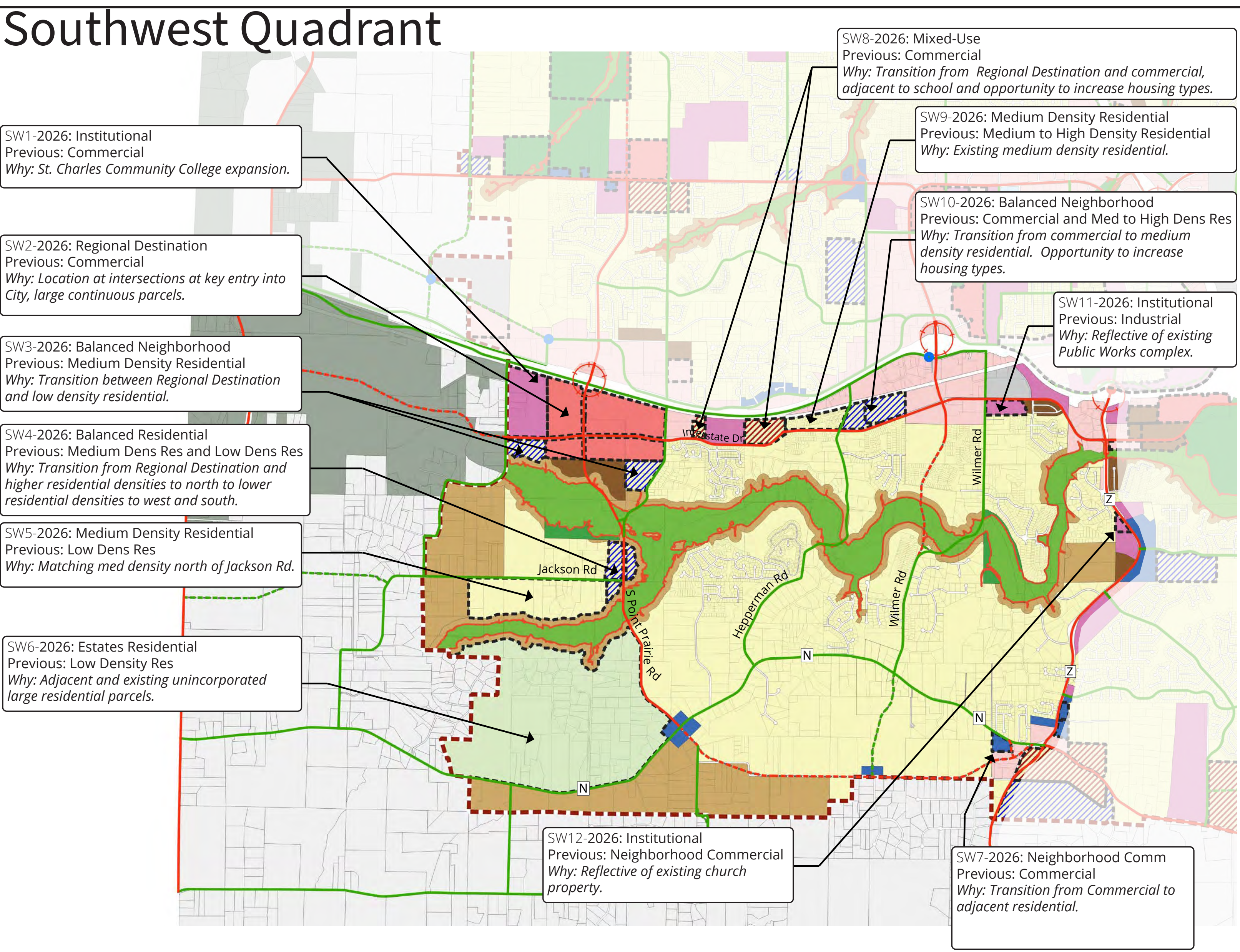
Northeast Quadrant



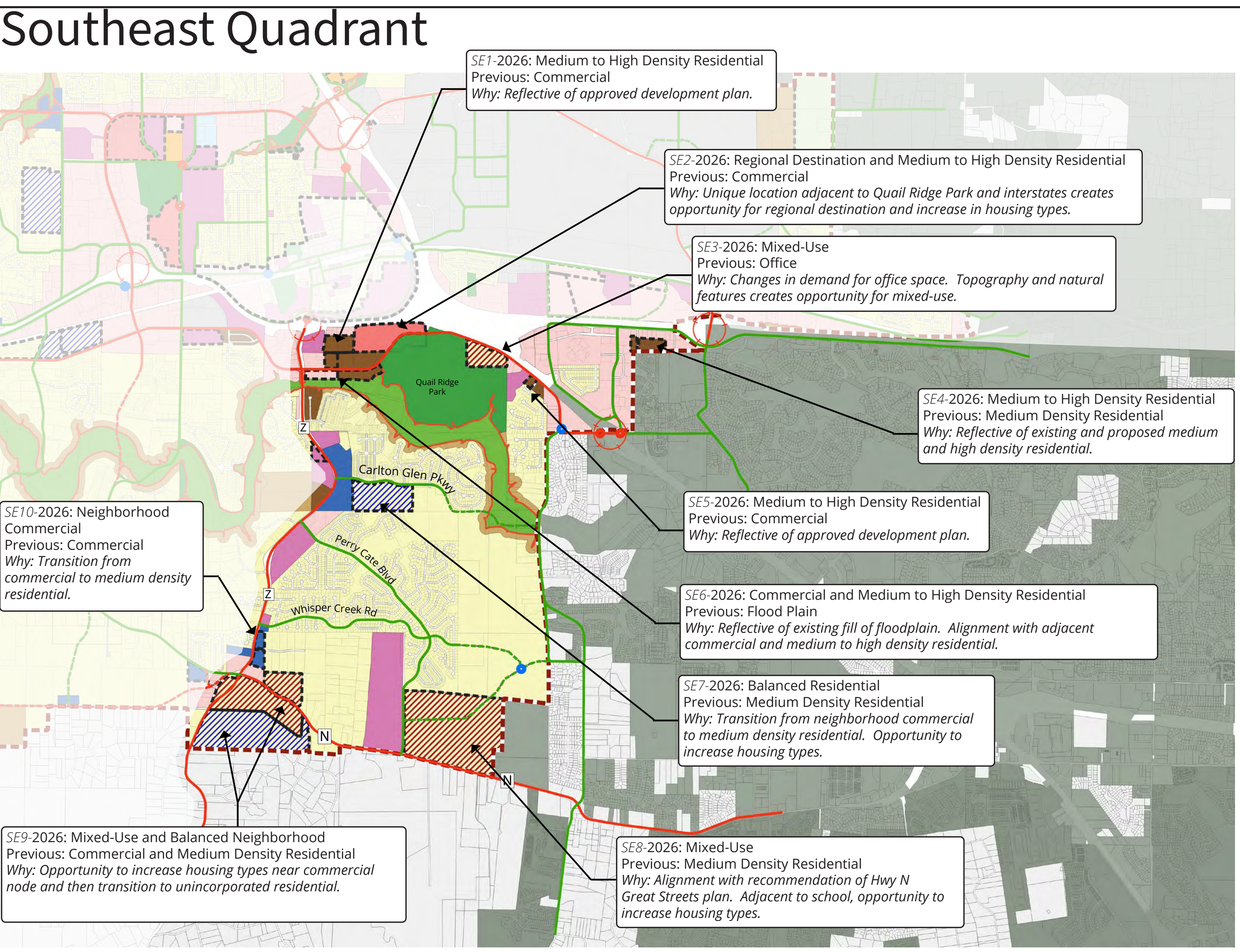
Existing Future Land Use Categories

- 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 this 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 Chapter6: 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.

Southwest Quadrant



Southeast Quadrant



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.