

## *Chapter 3: Village Center Zoning Districts*

---

The City of Wentzville in 2004 adopted new Zoning Regulations in the Downtown area of Wentzville. Three (3) new Zoning District Classifications were enacted at this time and were named the “Village Center Zoning Districts”. The Districts accomplish regulations intending to appropriately relax certain area and Performance Standards and create Zoning Districts which will thereby encourage expansion, redevelopment and mixed use of properties within the Districts. The Districts are designed to recognize and promote the unique and historic attributes of the area identified in the Downtown Plan as the “Village Center” and to encourage the redevelopment and revitalization of this area as a pedestrian-oriented, mixed use, “neo-traditional” downtown, including a mix of retail, service, professional office, restaurant and hospitality uses as well as live work units. The Districts encourage the preservation and restoration of the historic character of the buildings, streetscapes, and surrounding public and private spaces within the area.

Prior to the adoption of these new districts, traditional commercial zoning contained performance measures, which are unable to be met, based upon the size and shape of older platted “Original Town Site” parcels, resulting in non-compatible regulations and owners being required to appeal standards to realize building expansions and other new investment potential. The permissive uses of the Village Center Zoning Districts encourage redevelopment opportunities and mixed-use opportunities. The Districts “purpose” statement found at the beginning of each district provides a summary of the district intent. The Districts adopted in 2004 are as follows:

- VC-1 “Village Center Core District”
- VC-2 “Village Center Corridor District”
- VC-3 “Village Center Light Industrial/Loft District”

The adoption of these Districts followed through on the direction provided by Resolution No. 03-098 adopted and approved on June 25<sup>th</sup>, 2003, whereby the Board of Aldermen of the City of Wentzville accepted and endorsed the recommendations of the Wentzville Downtown Phase II Implementation Plan and Program (the “Downtown Plan”). This plan authorized and directed the preparation of applicable new Zoning Code provisions necessary to implement the recommendations of the plan.

The Zoning District boundaries are found on the following page via an aerial map. The Official Zoning Map can be found at the City’s website at [www.wentzvillemo.org](http://www.wentzvillemo.org) from the homepage, and under “Find a Map”. In this portion of this educational booklet is each individual district referenced above for the readers use and information, including a more specific location map.

**Section 405.171 "VC-1" Village Center Core District.**

**[R.O. 2006 §405.171; Ord. No. 2134 §2, 6-23-2004; Ord. No. 2954 §8, 12-10-2008; Ord. No. 2011-3173 §3, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]**

---

- A. *Purpose.* The purpose of the "VC-1" Village Center Core District is to recognize the unique and historic attributes of the area identified in the Wentzville Downtown Phase II Implementation Plan and Program as the "Village Center" and to encourage the redevelopment and revitalization of this area as a pedestrian-oriented, "neo-traditional" downtown including a mix of retail, service, professional and governmental office, restaurant and hospitality uses together with upper story residential uses in "live-work" units as well as to encourage preservation and restoration of the historic character of the buildings, streetscapes and surrounding public and private spaces within the area.
- B. *Permitted Uses.* The following uses or combination of uses and use categories shall be permitted as of right, provided that any such use or combination of uses shall take place within a building or structure that conforms to the building specifications set forth in this Section:
1. *Village commercial ("VC") use category.* Includes retail commercial, professional offices, personal service establishments (such as dry cleaners, shoe repair shops and similar), studios and galleries, financial institutions (other than check cashing institutions, pay day loan establishments and similar), government or civic offices, schools and academies, libraries and museums, public assembly spaces;
  2. *Village hospitality ("VH") use category.* Includes restaurants, hotels and bed and breakfasts.
  3. *Village residential ("VR") use category.* Includes live/work units, accessory dwelling units and home occupations; and
  4. Accessory uses to the foregoing principal uses.

Drive-up or drive-through facilities in conjunction with the foregoing principal uses and all other uses except those expressly prohibited in this Section may be permitted by conditional use permit in accordance with Article X of this Chapter; provided however, that where any permitted use is proposed which involves the demolition of a building existing on the effective date of this Section, such use and demolition may be permitted by conditional use permit in accordance with Article X of this Chapter only where applicant additionally demonstrates that there is no economically feasible use or adaptive reuse for the existing building.

- C. *Prohibited Uses.*
1. Adult entertainment establishments and activities.
  2. Automobile, new and used, sales and storage.
  3. Industrial uses as defined in Sections **405.145** and **405.150** (including conditional uses specified therein).
  4. Kennels.
  5. Outdoor flea markets or auctions.
  6. (Reserved)
  7. Public storage facilities.
-

**Section 405.171 "VC-1" Village Center Core District.**

**[R.O. 2006 §405.171; Ord. No. 2134 §2, 6-23-2004; Ord. No. 2954 §8, 12-10-2008; Ord. No. 2011-3173 §3, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]**

---

8. Tattoo parlors, body piercing establishments and similar.
  9. Wireless communications facilities, except antennas and/or disguised support structures as regulated by Section **405.210**.
- D. *Building Specifications.*
1. *Building types.* Building types shall consist of:
    - a. Storefront buildings, built to the sidewalk (except that recesses may occur for outdoor dining or courtyards extending not more than fifteen (15) feet from the front right-of-way line), typically with larger, storefront windows on the first (1st) floor along the street frontage and smaller scale windows on upper floors; or
    - b. Live/work buildings located within three (3) feet to fifteen (15) feet from the front right-of-way line, having one (1) or more residential units above ground floor commercial/office space.
  2. *Building character and materials.* Buildings shall, to the maximum extent feasible, reflect and be consistent with the architectural character (in terms of building height, scale and orientation; materials, textures and colors; roof forms and architectural details) and historic period predominant in the "VC-1 Village Center Core District"; buildings shall be oriented to the street with the primary entrance facing the street and directly accessible from the sidewalk; building height shall not exceed three (3) stories. Building walls shall be clad in brick, stone, wood shingles, wood clapboard or wood board and batten. Other materials having the design and visual/textural characteristics of the foregoing materials may be approved pursuant to site plan review.
  3. *Use categories.* First (1st) or ground floor — VC and VH use categories; second (2nd) and third (3rd) floors — VC, VH and VR use categories.
- E. *Applicability Of Other Requirements.*
1. *Maximum lot coverage.* None.
  2. *Minimum lot width.* None.
  3. *Minimum yard requirements.* None, unless a side or rear yard abuts land zoned residential, in which case a yard of at least ten (10) feet in width shall be required along such abutting land; provided that this minimum yard requirement may be reduced or eliminated upon a determination by the Director of Public Works that adequate buffering by means of landscaping, decorative fencing, building placement or a combination of the same or similar means is provided.
  4. *Off-street parking and loading space requirements.* None.
  5. *Landscaping and screening requirements.* None; provided that all refuse containers, ground level mechanical equipment and other service elements shall be stored in rear yard area and screened by an opaque wall or fence which matches the architectural character of the principal structure; individual uses shall be encouraged to share refuse areas and service facilities. In the event that this creates an extreme hardship, the Director of Public Works may allow an exception to be made to this requirement.
-

**Section 405.171 "VC-1" Village Center Core District.**

**[R.O. 2006 §405.171; Ord. No. 2134 §2, 6-23-2004; Ord. No. 2954 §8, 12-10-2008; Ord. No. 2011-3173 §3, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]**

---

6. *Fencing.* Fence requirements of Section **405.225** shall apply except that no chain link fence shall be permitted. Additionally, a decorative fence composed of brick masonry or ornamental iron not more than four (4) feet in height shall be permitted between the building front and the front right-of-way line where enclosing outdoor dining or courtyards provided in accordance with the building specifications set forth in this Section.
  7. *Mechanical equipment.* All mechanical equipment whether roof- or ground-mounted shall be screened from view from adjacent public rights-of-way using materials matching those of the principal building served and all vent covers, hoods and required stacks shall be painted to match the color of the primary structure.
  - F. *Site Plan Approval Required, When.* Site plan approval in accordance with Article **IX** of this Chapter shall be required prior to the issuance of any permit for new construction of or for exterior alteration in excess of five hundred (500) square feet in floor area of a principal building located within a "VC-1" Village Center Core District; provided that site plan approval shall not be required for construction or alteration of single-family dwellings. In addition to the requirements set forth in Article **IX**, applicants for site plan approval under this Section shall provide elevations of proposed buildings along each street frontage which identify existing and proposed exterior building materials. Notwithstanding any provision of this Chapter to the contrary, no prior site plan approval shall be required for any use or combination of uses or use categories permitted by this Section (including changes in permitted uses, occupancies or tenancies) which take place within a building or structure which conforms to the building specifications set forth in this Section.
  - G. *Signage.* Signage shall be allowed as provided in Sections **405.585** and **405.625**.
-

**Section 405.172 "VC-2" Village Center Corridor District.**

**[R.O. 2006 §405.172; Ord. No. 2135 §2, 6-23-2004; Ord. No. 2954 §9, 12-10-2008; Ord. No. 3037 §§1 — 4, 11-18-2009; Ord. No. 2011-3172 §2, 8-24-2011; Ord. No. 2011-3173 §4, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]**

---

- A. *Purpose.* The purpose of the "VC-2" Village Center Corridor District is to recognize the essential connection between the Pearce Boulevard, Main Street and Church Street corridors as extensions of and entry to the area identified in the Wentzville Downtown Phase II Implementation Plan and Program and the May 2009 Downtown Revitalization Study as the "Village Center" and to encourage the redevelopment and revitalization of this area along with the "VC-1" Village Center Core District.
- B. *Permitted Uses.*
1. Advertising and printing service establishments.
  2. Antique shops.
  3. Art and photographer studios.
  4. Automotive parts, accessories and tire stores (retail sales only).
  5. Bakery and bake shops.
  6. Banks and other financial institutions which accept federally insured deposits.
  7. Day care facilities.
  8. Drug stores.
  9. Electronics and appliance repair and service establishments.
  10. Florists and gift shops.
  11. General merchandise retail sales.
  12. Groceries.
  13. Hardware stores.
  14. Hotels and lodging facilities including bed and breakfast inns.
  15. Institutional, governmental and educational facilities.
  16. Museums and cultural sites and facilities.
  17. Parks and indoor or outdoor recreational facilities.
  18. Personal service businesses including barber or beautician, dry cleaner, pet grooming, shoe repair, travel agency, tailor shop or similar.
  19. Public and private schools.
  20. Professional offices including real estate, medical and dental offices.
-

**Section 405.172 "VC-2" Village Center Corridor District.**

**[R.O. 2006 §405.172; Ord. No. 2135 §2, 6-23-2004; Ord. No. 2954 §9, 12-10-2008; Ord. No. 3037 §§1 — 4, 11-18-2009; Ord. No. 2011-3172 §2, 8-24-2011; Ord. No. 2011-3173 §4, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]**

---

21. Restaurants and delicatessens.
  22. Theatres.
  23. Utility facilities.
  24. Multi-family residences and live/work units on and above the second (2nd) story in conjunction with any of the foregoing permitted uses located on ground floors.
  25. Accessory uses to any of the foregoing permitted uses.
- C. *Conditional Uses.* Motor vehicle oriented businesses ("MVOB"), mixed use development and all uses other than those expressly prohibited in this Section may be permitted by conditional use permit in accordance with Article X of this Chapter. For purposes of this Section, the term "*motor vehicle oriented businesses*" ("MVOB") shall mean any commercial use or activity which as a principal part of its operations provides goods or services to motor vehicles or occupants of motor vehicles in a short time span or provides goods or services to occupants of motor vehicles remaining within the vehicles. Such uses and activities shall include, by way of illustration and not limitation, convenience stores, filling stations, automobile service stations, lubrication shops and car washes, whether singly or in combination, facilities containing drive-up or drive-through operations and restaurants which as a principal part of operations provide food for off-premises consumption. Applicants for conditional use permits in conjunction with MVOBs and drive-up or drive-through facilities associated with any otherwise permitted use under this Section may be required to submit as part of the application traffic engineering studies or analyses which demonstrate that the requested conditional use will not result in traffic congestion or reduced safety at the site or along the main access ways to and through the Village Center Corridor.
- D. *Prohibited Uses.*
1. Adult entertainment establishments and activities.
  2. Industrial uses as defined in Sections **405.145** and **405.150** (including conditional uses specified therein).
  3. Kennels for commercial boarding or breeding.
  4. Outdoor flea markets or auctions.
  5. (Reserved)
  6. Public storage facilities.
  7. Tattoo parlors, body piercing establishments and similar.
  8. Wireless communication facilities, except antennas and/or disguised support structures as regulated by Section **405.210**.

Nothing in this Subsection shall prohibit the continuation or expansion of use of any building or lot which was used for any of the foregoing prohibited uses as of the effective date of this

---

**Section 405.172 "VC-2" Village Center Corridor District.**

**[R.O. 2006 §405.172; Ord. No. 2135 §2, 6-23-2004; Ord. No. 2954 §9, 12-10-2008; Ord. No. 3037 §§1 — 4, 11-18-2009; Ord. No. 2011-3172 §2, 8-24-2011; Ord. No. 2011-3173 §4, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]**

---

provision; provided, however, that any such preexisting, non-conforming use shall not be expanded beyond the limits of the lot on which such use occurs. Provided further, nothing in this Subsection shall prohibit an existing prohibited non-conforming use located within the VC-1, VC-2 or VC-3 District from relocating to another building or lot within the VC-2 Zoning District as the sole location for such use within the Village Center Area. **[Ord. No. 3422 §1, 10-22-2014]**

E. *Building Specifications.*

1. *Building character and materials.* Buildings shall to the maximum extent feasible reflect and be consistent with the architectural character (in terms of building height, scale and orientation; materials, textures and colors; roof forms and architectural details) and historic period predominant in the "VC-1" and "VC-2" Districts; buildings shall be oriented to the street with the primary entrance facing the street and directly accessible from the sidewalk; building height shall not exceed three (3) stories. Building walls shall be clad in brick, stone, wood shingles, wood clapboard, drop siding, wood board and batten and smooth stucco. Other materials having the design and visual/textural characteristics of the foregoing materials may be approved pursuant to site plan review.

F. *Applicability Of Other Requirements.*

1. *Maximum lot coverage.* None.
2. *Minimum lot width.* None.
3. *Minimum yard requirements.* None, unless a side or rear yard abuts land zoned residential in which case a yard of at least ten (10) feet in width shall be required along such abutting land; provided that this minimum yard requirement may be reduced or eliminated upon a determination by the Director of Public Works that adequate buffering by means of landscaping, decorative fencing, building placement or a combination of the same or similar means is provided.
4. *Off-street parking and loading space requirements.* As required in Article VII, provided that:
  - a. Landscape buffer standards are subject to site plan review and approval utilizing available property area;
  - b. Required parking and loading spaces may be located:
    - (1) On the same parcel of land occupied by the use served; or
    - (2) On an adjacent parcel located within two hundred (200) feet of the parcel occupied by the use served and which is in the same ownership or is subject to a written agreement permitting the location and use of the parking spaces; and
  - c. Notwithstanding the parking requirements set forth in Section **405.270**, the number of required parking spaces may be reduced at the discretion of the Planning Commission where any of the following conditions are demonstrated by the applicant or use:
    - (1) Up to twenty-five percent (25%) where the proposed parking spaces are shared between uses located on more than one (1) parcel, subject to a written agreement respecting the shared parking



**Section 405.172 "VC-2" Village Center Corridor District.**

**[R.O. 2006 §405.172; Ord. No. 2135 §2, 6-23-2004; Ord. No. 2954 §9, 12-10-2008; Ord. No. 3037 §§1 — 4, 11-18-2009; Ord. No. 2011-3172 §2, 8-24-2011; Ord. No. 2011-3173 §4, 8-24-2011; Ord. No. 2012-3209 §4, 3-28-2012]**

---

arrangement; and

- (2) Up to fifteen percent (15%) where the applicant provides adequate decorative landscaping and/or ornamental fencing along the perimeter of the parking area including, at minimum, all contiguous street rights-of-way. Reductions granted pursuant to this paragraph may be cumulative.
  5. *Landscaping and screening requirements.* None; provided that all refuse containers, groundlevel mechanical equipment and other service elements shall be screened by an opaque wall or fence which matches the architectural character of the principal structure; individual users shall be encouraged to share refuse areas and service facilities. In the event that this creates an extreme hardship, the Director of Public Works may allow an exception to be made to this requirement. Where pursuant to site plan review it is determined in writing that screening by opaque wall or fencing is impracticable by virtue of the size, configuration or character of the site, such containers and/or equipment may be painted to match the architectural character of the principal structure; any such containers and/or equipment shall at all times be maintained in good condition.
  - G. *Site Plan Approval Required, When.* Site plan approval in accordance with Article **IX** of this Chapter shall be required prior to the issuance of any permit for new construction of or for exterior alteration in excess of five hundred (500) square feet in floor area of a principal building located within a "VC-2" Village Center Corridor District; provided that site plan approval shall not be required for construction or alteration of single-family dwellings. In addition to the requirements set forth in Article **IX**, applicants for site plan approval under this Section shall provide elevations of proposed buildings along each street frontage which identify existing and proposed exterior building materials.
  - H. *Signage.* Signage shall be allowed as provided in Sections **405.585** and **405.625**.
  - I. *Fencing.* Notwithstanding the screening requirements of Subsection **(F)(5)** of these requirements, all fencing in the Village Center Corridor Zoning District shall be ornamental.
-



**Section 405.173 "VC-3" Village Center Light Industrial/Loft District.**

[R.O. 2006 §405.173; Ord. No. 2136 §2, 6-23-2004; Ord. No. 2012-3209 §4, 3-28-2012]

---

- A. *Purpose.* The purpose of the "VC-3" Village Center Light Industrial/Loft District is to recognize existing uses, activities and facilities within the Village Center areas and, in particular, to facilitate and encourage adaptive reuse of such facilities in support of and conformance with the overall redevelopment and revitalization of the area identified in the Wentzville Downtown Phase II Implementation Plan and Program as the "Village Center" for pedestrian-oriented, mixed uses.
- B. *Permitted Uses.*
1. Light industrial and warehousing uses located wholly within existing structures, together with administrative offices in connection therewith.
  2. "Incubator" antique or retail malls or mini-malls, which may include art galleries and artists' and photographers' studios.
  3. Hotels and lodging facilities including bed and breakfast inns.
  4. Microbreweries which may include taverns and restaurants.
  5. Institutional, governmental and educational facilities, museums and cultural sites and facilities.
  6. Indoor recreational facilities.
  7. Multi-family residences and live/work units in loft arrangements.
  8. Any adaptive reuse of an existing structure for a use not listed in this Subsection, if approved pursuant to Article **IX** of this Chapter, Site Plan Approval.
  9. Accessory uses to any of the foregoing permitted uses.
- C. *Prohibited Uses.*
1. Adult entertainment establishments and activities.
  2. Automobile, new and used, sales and storage.
  3. Drive-up or drive-through facilities.
  4. Kennels for commercial boarding or breeding.
  5. Outdoor flea markets or auctions.
  6. Unscreened outdoor storage.
  7. Public storage facilities.
  8. Tattoo parlors, body piercing establishments and similar.
  9. Wireless communication facilities, except antennas and/or disguised support structures as regulated by Section **405.210**.
-

**Section 405.173 "VC-3" Village Center Light Industrial/Loft District.**

[R.O. 2006 §405.173; Ord. No. 2136 §2, 6-23-2004; Ord. No. 2012-3209 §4, 3-28-2012]

---

10. Uses requiring new construction of loading docks/operations.

Nothing in this Subsection shall prohibit the continuation or expansion of use of any building or lot which is used for any of the foregoing prohibited uses as of the effective date of this provision; provided, however, that any such preexisting, non-conforming use shall not be expanded beyond the limits of the lot on which such use occurs. Provided further, nothing in this Subsection shall prohibit an existing prohibited non-conforming use located within the VC-1, VC-2 or VC-3 District from relocating to another building or lot within the VC-3 Zoning District as the sole location for such use within the Village Center Area. [Ord. No. 3422 §2, 10-22-2014]

- D. *Building Specifications — Building Character And Materials.* Buildings shall to the maximum extent feasible reflect and be consistent with the architectural character (in terms building height, scale and orientation; materials, textures and colors; roof forms and architectural details) and historic period predominant in the "VC-1" and "VC-2" Districts; buildings shall be oriented to the street with the primary entrance facing the street and directly accessible from the sidewalk; building height shall not exceed three (3) stories. For new building construction and substantial rehabilitation of existing buildings, exterior walls shall be clad in brick, stone, wood shingles, wood clapboard, wood board and batten and smooth stucco. Other materials having the design and visual/textural characteristics of the foregoing materials may be approved pursuant to site plan review.
- E. *Applicability Of Other Requirements.*
1. *Maximum lot coverage.* None.
  2. *Minimum lot width.* None.
  3. *Minimum yard requirements.* None, unless a side or rear yard abuts land zoned residential in which case a yard of at least ten (10) feet in width shall be required along such abutting land; provided that this minimum yard requirement may be reduced or eliminated upon a determination by the Director of Public Works that adequate buffering by means of landscaping, decorative fencing, building placement or a combination of the same or similar means is provided.
  4. *Off-street parking and loading space requirements.* As required in Article VII; provided that:
    - a. Required parking and loading spaces may be located:
      - (1) On the same parcel of land occupied by the use served; or
      - (2) On an adjacent parcel located within two hundred (200) feet of the parcel occupied by the use served and which is in the same ownership or is subject to a written agreement permitting the location and use of the parking spaces; and
    - b. Notwithstanding the parking requirements set forth in Section 405.270, the number of required parking spaces may be reduced at the discretion of the Planning Commission where any of the following conditions is demonstrated by the applicant or use:
      - (1) Up to twenty-five percent (25%) where the proposed parking spaces are shared between uses located on more than one (1) parcel, subject to a written agreement respecting the shared parking arrangement; and

**Section 405.173 "VC-3" Village Center Light Industrial/Loft District.**

[R.O. 2006 §405.173; Ord. No. 2136 §2, 6-23-2004; Ord. No. 2012-3209 §4, 3-28-2012]

---

- (2) Up to fifteen percent (15%) where the applicant provides adequate decorative landscaping and/or ornamental fencing along the perimeter of the parking area including, at minimum, all contiguous street rights-of-way. Reductions granted pursuant to this paragraph may be cumulative.
5. *Landscaping and screening requirements.* None; provided that all refuse containers, ground level mechanical equipment and other service elements shall be screened by an opaque wall or fence which matches the architectural character of the principal structure; individual uses shall be encouraged to share refuse areas and service facilities. In the event that this creates an extreme hardship, the Director of Public Works may allow an exception to be made to this requirement. All rooftop mechanical equipment including, without limitation, hoods and vents shall be painted to blend with or match the color of the roof and building walls as viewed from a height of five (5) feet above the existing site grade and such painting shall be maintained at all times in good condition.
- F. *Site Plan Approval Required, When.* Site plan approval in accordance with Article **IX** of this Chapter shall be required prior to the issuance of any permit for exterior alteration of any existing structure or for new construction in excess of five hundred (500) square feet in interior floor area of a principal building located within a "VC-3" Village Center Light Industrial/Loft District"; provided that site plan approval shall not be required for construction or alteration of single-family dwellings or for construction or alteration of any existing structure where proposed as part of the adaptive reuse of such structure for multi-family residential lofts or live/work units as permitted under this Section. In addition to the requirements set forth in Article **IX**, applicants for site plan approval under this Section shall provide color elevations of proposed buildings along each street frontage which identify existing and proposed exterior building materials; provided that materials samples may be submitted in lieu of color elevations.
- G. *Signage.* For those permitted uses specified in Subsection **(B)(1)** of this Section (including uses accessory thereto), signage shall be as required in Section **405.625**. For those permitted uses specified in Subsection **(B)(2)** through **(B)(8)** (including uses accessory thereto), signage shall be as approved pursuant to site plan review.
-