

Wentzville, Missouri

PART 3

RESULTS OF AN ATTITUDINAL SURVEY

January-March 2009

An internet survey conducted from January through March allowed all residents the opportunity to log on to the City's web site and answer questions and state their preferences and desires. Most of the 461 respondents were residents of Wentzville. This number indicates a highly significant sampling that can be used to establish future priorities. Some of the more popular ideas to improve downtown include: Farmer's Market, Boutique Shops, Town Square, Bike Trails, "Table Cloth" and Family Restaurants, Library, Outdoor Concerts, Historic Train Depot, City Hall, and Entertainment. Civic buildings and Condo, Loft, and Senior Housing were also important to respondents.

Results of an Attitudinal Survey

DOWNTOWN REVITALIZATION PLAN

Wentzville, Missouri

Prepared for
City of Wentzville

February 10, 2009

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1.0 INTRODUCTION AND BACKGROUND

During January through March of 2009, a survey of Wentzville area residents regarding the future of Downtown Wentzville was conducted as a critical input component of the Downtown Master Plan. Residents were requested to respond to the online Internet survey which was accessed via a portal on the city's web site (www.wentzvillemo.org). Survey responses were cut off at the end of March with 429 responses plus another 32 from people who completed a manual/handwritten version. These 461 represent about 1.83 percent of the current 23,500 estimated population of the city. If it is assumed that each response came from a single household (a reasonable but not verifiable assumption), the 461 responses represent 5.30 percent of the estimated 8,700 households in the city. Both of these measures indicate a highly useful sampling of the Wentzville area population.

The population and household estimates were determined from City of Wentzville records regarding residential utility customers and trends in average household size.



Households in Wentzville are estimated to total 8,700 based on residential utility customers. Data come from City's Department of Public Works.

Population is estimated by use of an average persons-per-household (PPHH) of 2.77. This estimate was provided by the City's Planning Department. Multiplying 8,700 households by 2.77 pphh yields a current population estimate of about 23,500. By comparison, the U.S. Census Bureau's latest estimate of Wentzville's population is 22,500, dated July 1, 2007 (2008 estimates have not yet been released).¹

That said, the survey was not intended to require a statistically valid sample but, instead, to represent a large enough number of responses from the community to assist in guiding the Downtown Master Planning process. The numbers, however, suggest that a wide range of perspectives and views are represented in the survey, but they may be the perspectives and views of only those people who have a larger interest in Downtown's future. Those who tend to ignore Downtown or really don't have much knowledge of it may not have responded in statistically valid amounts. But that does not take away any value of the survey as a guide to Downtown growth and change.

¹ Alternatively, the Census Bureau's "America Community Survey" estimates that the PPHH in Wentzville averaged 3.10 in the period of 2005-2007. If that average is applied to the estimate of 8,700 households from Public Works and Planning, the current population would be closer to 27,000.

Wentzville Community Survey



The City of Wentzville is working with a consultant on a downtown Master Plan. The plan will focus on the unique aspects of Downtown Wentzville to create a more vibrant environment. We are requesting the residents of Wentzville to complete this survey to identify and rate those assets. Your input will be used to help us define how Downtown can become a more meaningful place in our community. All responses will be kept confidential and our consultant, GBA, will be collecting and analyzing the results.

**1. One of the first issues we have is a clearer idea of what Wentzville residents consider to be downtown. Please complete this sentence:
I would define the heart of Downtown Wentzville as...**

- The Community Club
- Intersection of Linn and Pearce
- Intersection of Linn and Main/Allen
- City Hall
- Intersection of Pearce Boulevard and Wentzville Parkway
- I-70 and Church Interchange

Other (please specify) _____

2. What words would you hope to use to describe Downtown Wentzville in five or ten years?

**3. Are you a Wentzville resident?
(Please continue with this survey whether you are or not)**

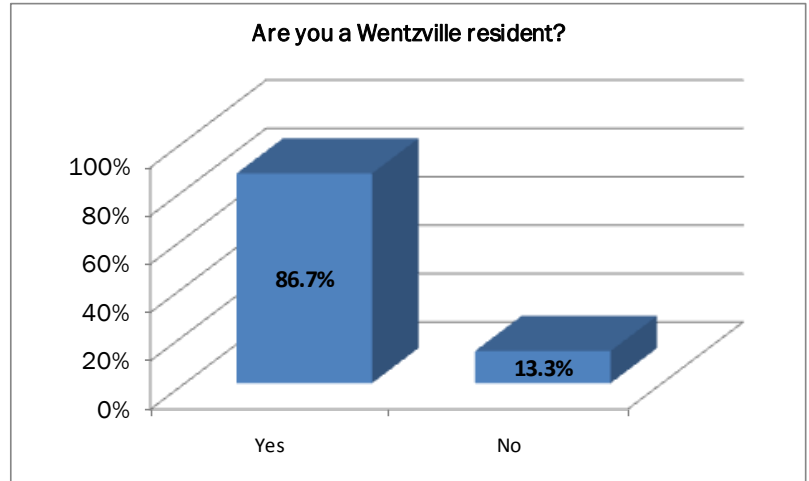
- Yes
- No

2.0 CHARACTERISTICS OF THE RESPONDENTS

Question 3. Residency in the City of Wentzville

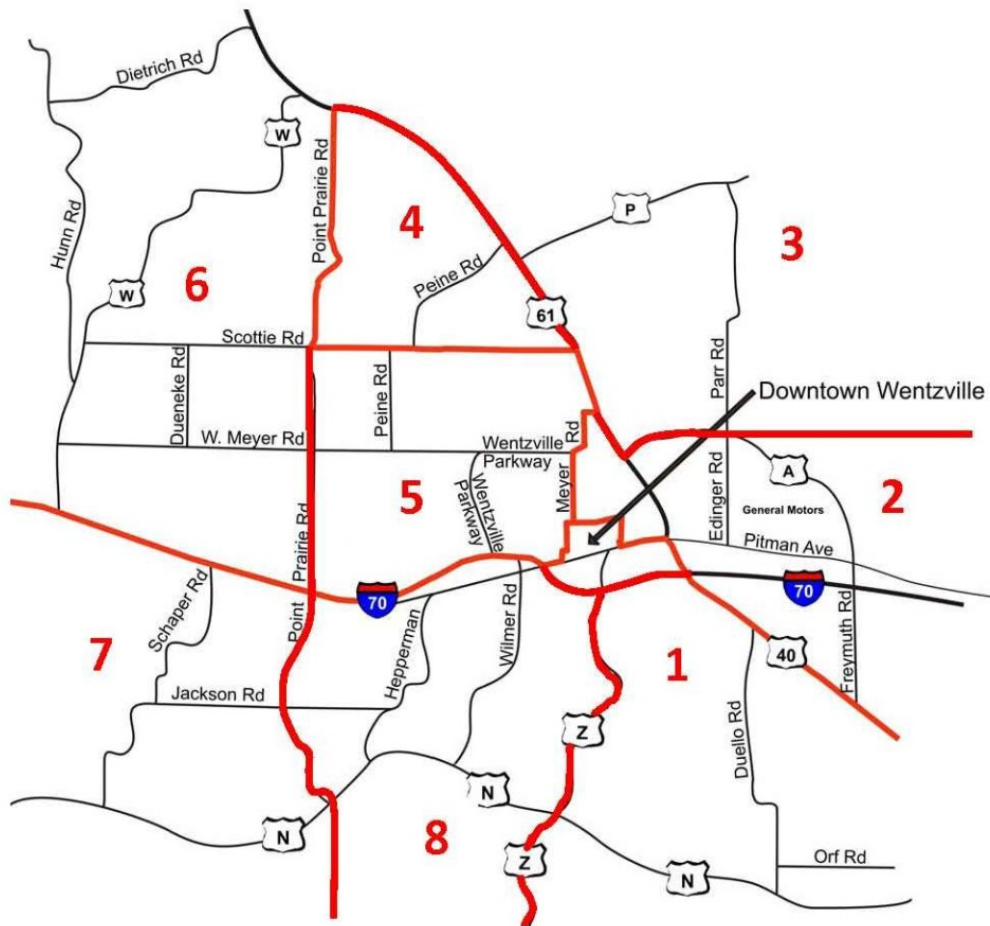
Almost nine out of ten respondents reported that they are residents of Wentzville.

While this survey was not meant to be exclusive, the intent was to solicit the opinions of residents on their Downtown. But others certainly had access to the survey and it was not deemed desirable to exclude their responses if they had an interest in providing input for the Downtown Master Plan. Anecdotally, a number of downtown business owners and employees who are not residents of Wentzville responded to the online survey. These people certainly have a knowledge of and a legitimate interest in the welfare and functionality of Downtown.



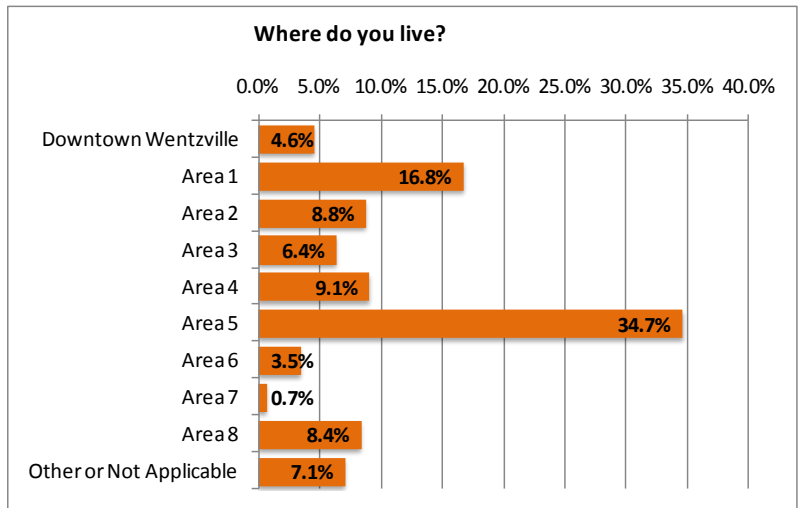
Question 4. Residency by Sub-Area of Wentzville

Whether they live in Wentzville or not, respondents were asked to identify their place of residence according to a City map divided into nine areas, one of which is labeled as Downtown Wentzville.



A plurality of respondents (35%) live in Area 5, adjacent to the Downtown on the west and north. Another 16% are from Area 1, which is also adjacent to Downtown, but is south of I-70 and likely is not as connected to Downtown as, say, Areas 5 or 2. Another 10% live in Areas 7 and 8, south and west of Downtown. Only 7% are from Area 2. Ten percent of the respondents were from Area 4, the northern section of the City.

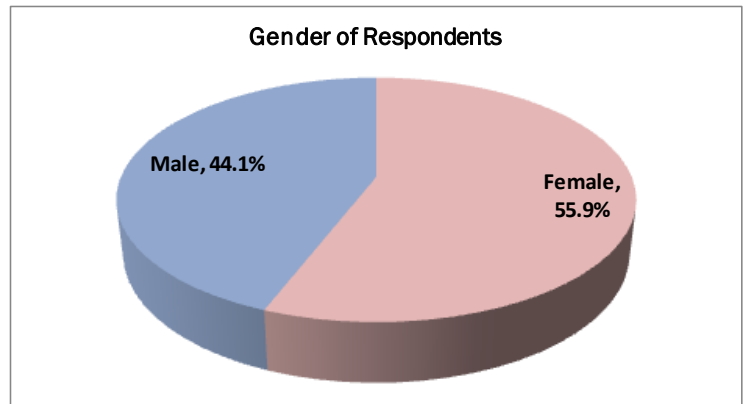
Unfortunately, population estimates for each of the areas could not be determined, so a response rate for each area cannot be calculated. But it appears that a good geographic distribution of responses was obtained though, clearly, those living nearest to Downtown Wentzville appeared to take the most interest in completing the survey.



Question 5. Gender of Respondents

Just over half of the respondents (55.9%) are women and 44.1% men. This is not an unusual distribution for such surveys. Women tend to complete surveys of this sort more than men in almost every such situation.

But the response rate appears to be representative of the sex distribution in the city. Wentzville’s population showed a higher proportion of women to men in the 2000 Census, where 53.3% were female and 46.7% male. In short, there is a fair and credible distribution of survey responses based on gender, thus removing any biases in the responses that might otherwise have been unduly influenced by gender.

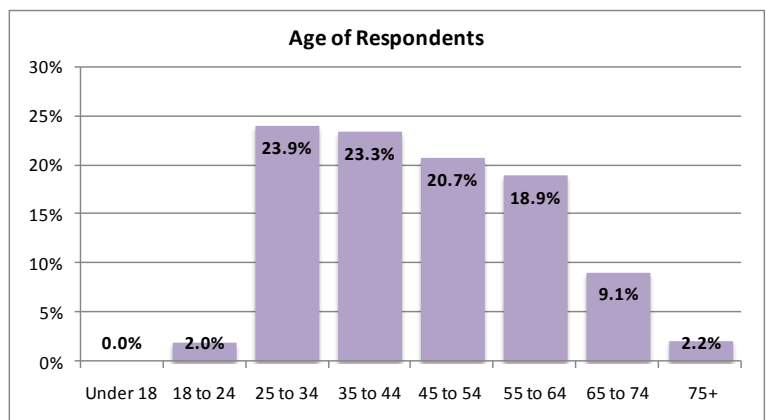


Question 6. Ages of Respondents

Almost all of the respondents are adults over the age of 24 with a concentration in the 25 to 54 year old cohorts (groups), comparable to a typical population pattern. With this distribution, it is clear that the number of respondents should not be compared to the entire population of Wentzville, but to the adult population.

Using the American Community Survey for 2005-2007, there are an estimated 12,515 Wentzville residents 18 years of age or over. The 461 responses, therefore, make up 3.7 percent of this population,

an even stronger representation than the 2.5 percent noted earlier for the entire population. While this reinforces the strength of the survey results, City officials might want to consider future Downtown planning efforts—especially for special projects rather than for whole master plan—that directly involve more youth. A strong movement in the



United States is attempting to involve children from as early as kindergarten, through high school, in visioning and planning exercises for their own communities. This survey clearly does not carry that perspective, but future initiatives might involve the Wentzville area schools to “see” Downtown from the eyes of young people.

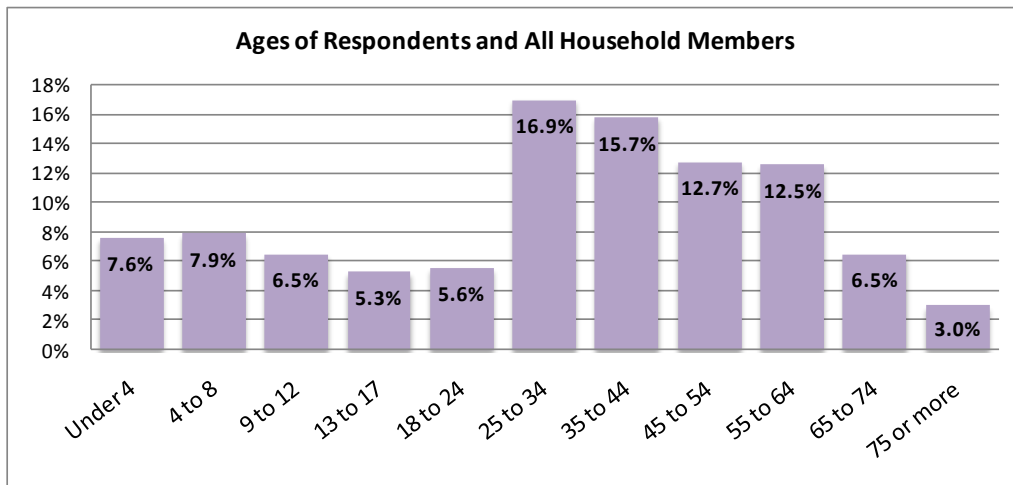
The table to the right shows the estimated percentage of the adult population of Wentzville by age cohort as prepared by ESRI for 2008. Clearly, the 18-to-24 year olds are sharply under-represented in the survey, but the 25-to-34 year olds are sharply over-represented. The available break-down of ESRI’s data does not allow for a strict comparison until age 65-to-74 where the percentage of respondents is very close to the percentage of the adult population. Residents aged 75 or more, however, are sharply under-represented.

Age Cohort	Percent of Population
18 to 24	12.0%
25 to 34	17.3%
35 to 49	30.7%
50 to 64	25.3%
65 to 74	8.0%
75 plus	6.7%

As this is not intended to be a statistically accurate sampling of the population, but rather a survey of respondents, this age variation is anticipated but should be considered when evaluating the overall results. The fact that the distribution of respondents does not correspond tightly to the actual population, however, does not invalidate the quality of the responses, but some statistical analysis of, say, cross-tabulated data, if conducted, should apply weighting factors in order to statistically balance the responses. This report, as is, does not attempt cross-tabulations but City officials may wish to conduct deeper studies using the survey data base.

Question 7. Ages of All Household Members

Respondents were asked the ages of all other members of their households. Of the 461 respondents, 409 listed additional household members. Altogether, the population count of respondents plus other household members is 1,440. It is assumed here that those who did not indicate ages of other household members live alone. These 1,440 residents comprise 7.6 percent of the City’s 2008 population.



The graph above combines the respondents with their households. Here, a number of people under 18 years old is broadly represented. Indeed, over a quarter (27.2%) of all people represented on the graph are under 18, compared to zero responses in the survey itself. The overall representation of the City’s demographics becomes closer to actual age distributions as well.

Based on ESRI data shown to the right, Wentzville has 26.4 percent of its population under 18, compared to 27.2 percent represented in the survey respondents’ households. 18-to-14 year olds are still a little bit under-represented while 15-to-34 year olds are over-represented, but the gaps are not nearly as large as when considering just the respondents themselves. Likewise, those aged 65 or more are more closely represented in the survey when compared to their actual share of the Wentzville population.

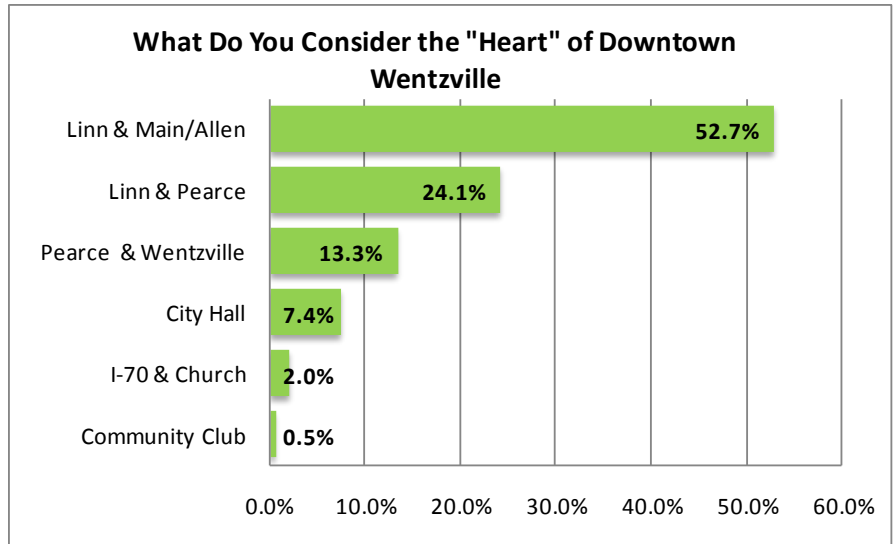
The survey, therefore, gains even more credibility if it is assumed that the respondents represented not just themselves but also ideas, aspirations, and visions of their households at least to some degree.

3.0 CURRENT CONDITIONS/PERCEPTIONS IN DOWNTOWN WENTZVILLE

Question 1. The Heart of Downtown

There is some, but not complete, consensus on where the center of Downtown Wentzville is situated. While this is not a serious matter for eventual downtown revitalization, it suggests that a stronger marketing or branding campaign is necessary to encourage more geographic consistency among the city's residents about their downtown.

Respondents were asked to complete this sentence: *I would define the heart of Downtown Wentzville as...* Possible answers are shown on the accompanying graph.

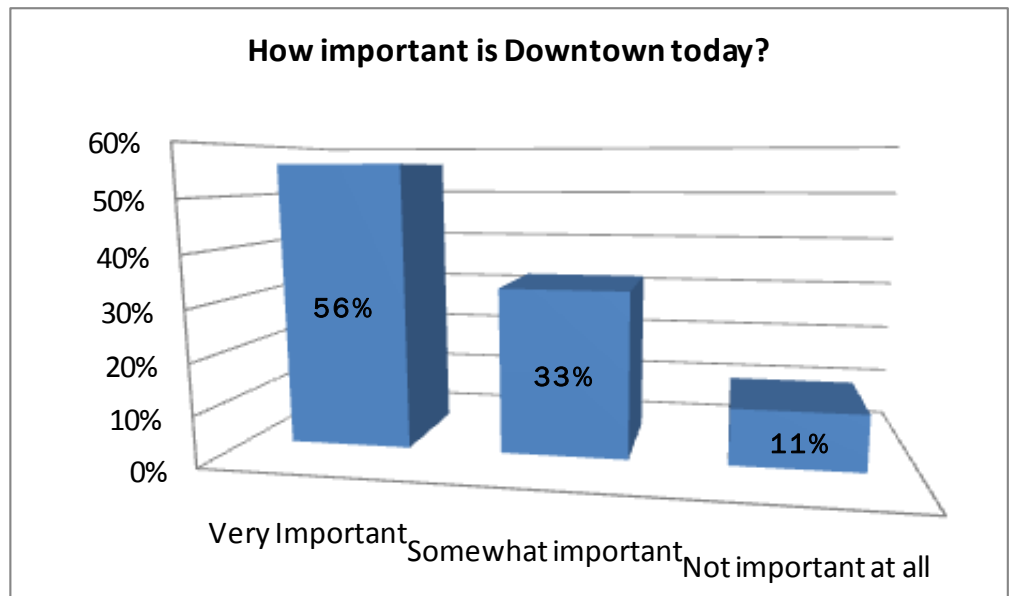


A small majority of respondents identified the intersection of Linn and Main/Allen as the heart of downtown (52.7%). But a quarter of the respondents (24.1%) would move this center-of-town a little further north to the intersection of Linn and Pearce Boulevard. The next highest response was Linn and Pearce (22.5%). Another eighth (13.3%) would move it west to where Pearce Boulevard meets Wentzville Parkway. Just over seven percent say the heart of downtown in City Hall, perhaps reflecting their most common purpose for visiting Downtown. A small number would place the center well south to the I-70 and Church Street interchange, and a very few consider the Community Club as the heart of Downtown.

None of these are, in and of themselves, wrong answers. They likely reflect the interactions of respondents with the greater downtown area—points where they most often experience being downtown. Outsiders, however, might be more likely to consider locations like I-70 & Church or Pearce & Wentzville as entry points to downtown, though City Hall might still be thought of as the center even by outsiders if they do not otherwise have familiarity with Downtown's diversity of purposes.

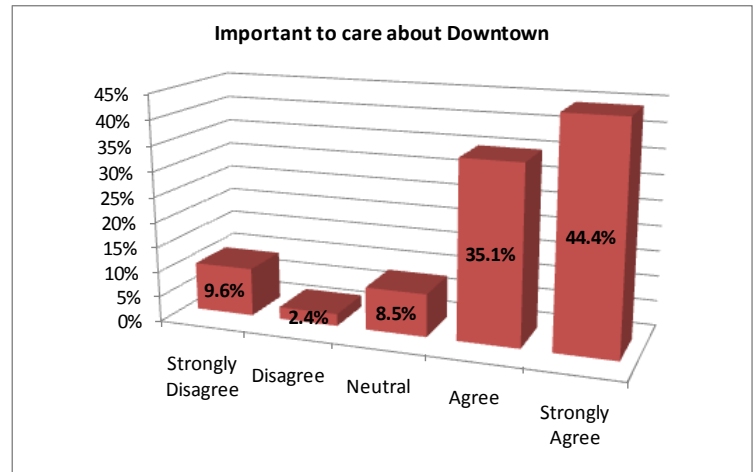
Question 8. Importance of Downtown for the City

Well over half of the respondents feel that Downtown is a very important place for Wentzville. Only 11 percent felt that it was not important at all. Another way to view the data is that 44%, or just under half, of the respondents felt that Downtown Wentzville was only somewhat important or not important. This is not a strong endorsement of Wentzville's Downtown today and emphasizes the need to reinvigorate Downtown.



Question 9. Importance of Caring About Downtown

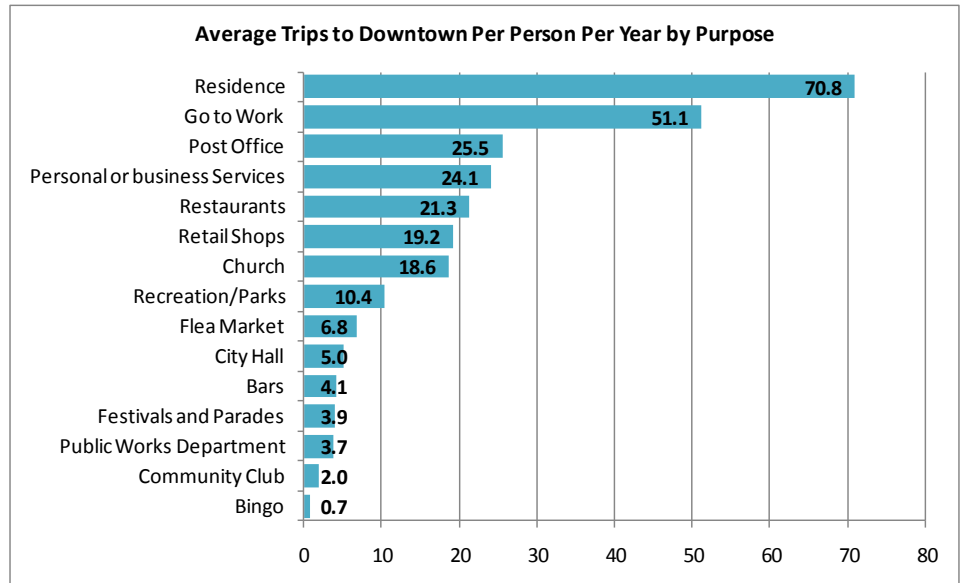
A high number of respondents, 79.5 percent, agreed or strongly agreed that it was important to care about Downtown. Only 12.0 percent either disagreed or strongly disagreed with that statement. Not only is it affirming for the City that so many felt positively about caring for the Downtown, but a relatively insignificant number disagreed with it. Another 8.5 percent did not have feelings either way.



Question 10. Frequency of Downtown Visits

Trips to Downtown Wentzville are most often triggered by those who are residents of the Downtown Area. When averaging all responses for the number of times they visit downtown in a single year, the single most important reason for such visits is having a home in the area.

While those who live Downtown would seemingly “visit” 365 days per year, the graph to the right reflects the average of all respondents, including the majority who do not live downtown whose number of trips as residents equals zero.



Of all respondents, an average of 51.1 trips per year are made to “go to work” Downtown. The post office is clearly an important anchor for Downtown with the third highest average number of trips generated at 25.5 per respondent per year. In fact, “business” trips cluster rather tightly between about 19.2 and 25.5 trips per person per year, ranging from retail shopping to the post office. Attending church is also quite a significant generator of Downtown visits.

Other government business purposes (City Hall, Public Works), and special attractions like the Flea Market, festivals and parades, recreation, and the Community Club are not themselves high generators of trips, though it can be argued that they importantly contribute to the diversity of reasons to visit Downtown.

Downtown revitalization is, of course, dependent on attracting and retaining visitors. The survey findings suggest that the single most important factor in generating more Downtown activity is to provide more housing Downtown. The second most important factor is to create employment Downtown. With more residents and workers visiting on a daily basis, more businesses that cater to these people will be encouraged to also located or expand Downtown. Merely locating a business or special event Downtown seems not enough; such businesses or events will “follow” people to Downtown. So if more people live there or work there, more businesses are likely to locate there. With more businesses in place, they create a critical mass of their own which, as the data also suggest, can act as a means for attracting even more visitors.

Question 11. Tell us your favorites!

After estimating how many times they visit Downtown for the purposes noted above, respondents were asked to write in their “favorite” reasons for visiting. Responses totaled 330 and are listed verbatim in Appendix B. The ten most frequently mentioned favorites are:

- | | |
|-----------------------|------------------------|
| Shops | Church |
| Post Office | Restaurants/bars |
| West Allen Grill | City Hall Offices |
| Flea Market | Place of Business/Work |
| Parades and Festivals | Residence |

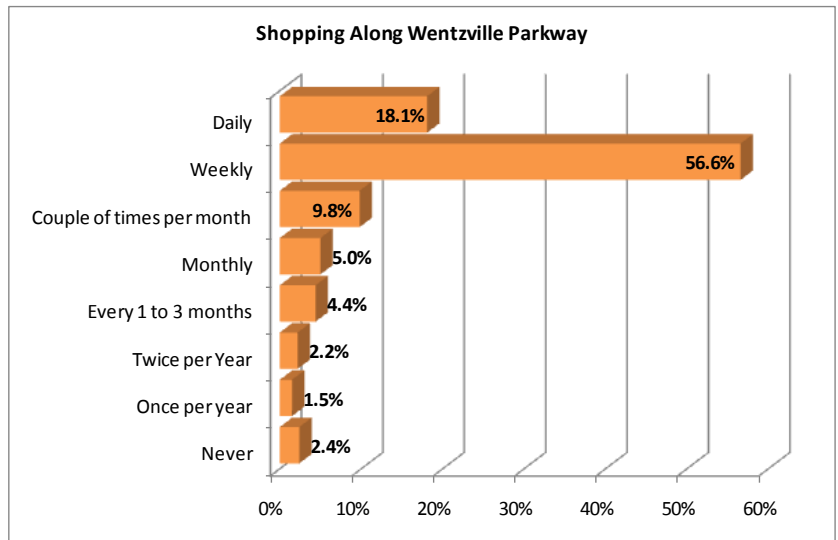
In addition to these “top ten,” a substantial number of respondents indicated that they “don’t go” Downtown or only “pass-through” on their way to other destinations.

Question 12. Frequency Wentzville Parkway Visits

Over half of the respondents (56.6%) indicate that they shop weekly along Wentzville Parkway. Another nearly 20 percent shop there daily.

The weekly rate along Wentzville Parkway is far higher than the estimated 17.0 percent rate of visits to Downtown Wentzville. On the other hand, the daily visitation rate Downtown jumps to about 65 percent because of the number of Downtown residents.

But Question 12 probed solely about *shopping* along Wentzville Parkway and did not ask about other purposes for visiting the Parkway. Considering only those Downtown trips related to retailers, dining, bars, and government services, Downtown appears to be more frequently visited than might be assumed in comparison to Wentzville Parkway. Isolating these “shopping” trips in Downtown, 29.1 percent of all visits are conducted weekly while 37.1 percent are conducted daily.



While the stores along the Parkway offer residents a great concentration of convenience for shoppers and are “stores of necessity” that are not found Downtown, this does not mean that Downtown is ignored. With a diversity of purposes to shop Downtown, Wentzville residents appear to have a strong familiarity with Downtown. Stores and restaurants Downtown also have substantial patronage on which future improvements and additions can build in order to increase social and economic activity.

One “competitive solution” could be to encourage “big box” retail Downtown because big box stores dominate the Parkway and serve as anchors to attract large numbers of shoppers. Of course, it seems obvious from both a visual observation of Downtown land uses and the survey responses that Downtown is not the place for “big box” retail. Rather, specialty shops and/or services which can take advantage of the smaller floor plates and older buildings are more likely to be attractive to residents as long as such merchants complement, rather than try to directly compete with, the Parkway.

Question 13: Reasons Not to Visit Downtown

Respondents were given 13 statements addressing typical negative aspects of older and under-improved downtowns. They were asked to indicate how much they agreed or disagreed with the statements on a scale ranging from negative 2 (strongly disagree) to positive 2 (strongly agree). Negative 1 represented “disagree,” positive 1 represented “agree,” and zero meant “neutral.”

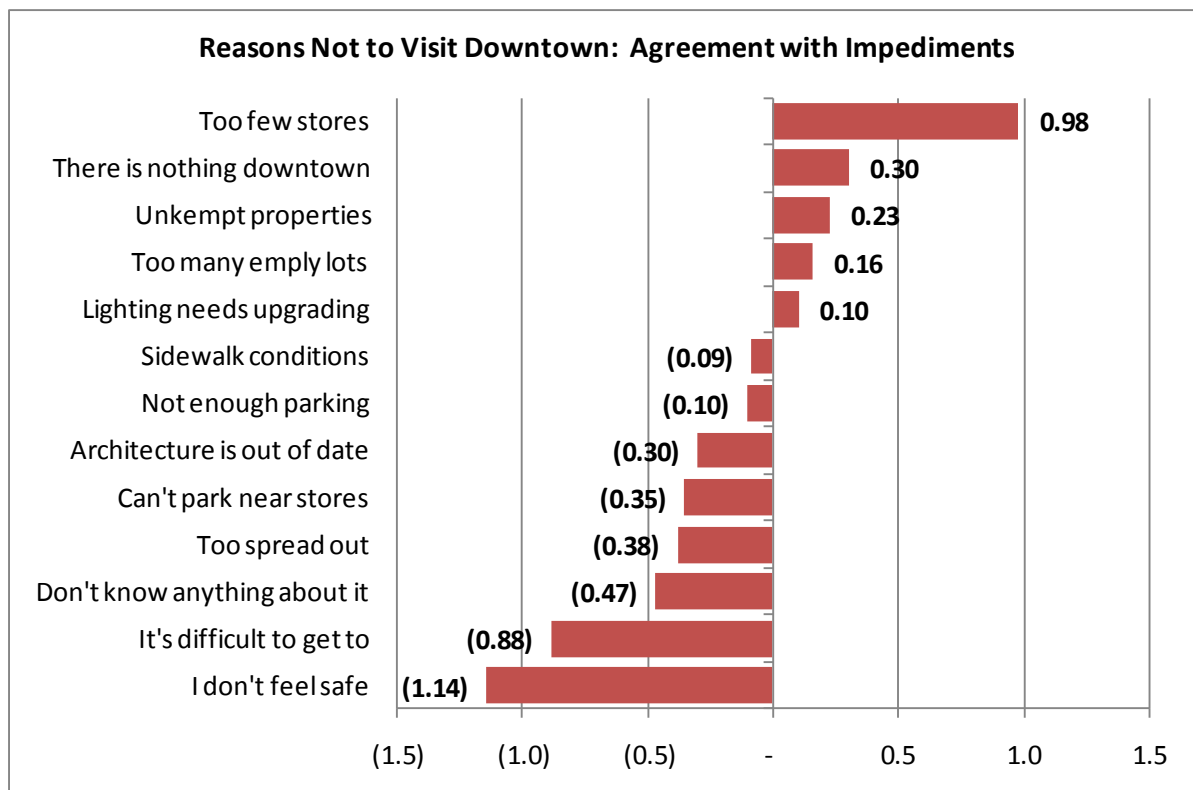
On this scale, a higher number (more positive) indicates problems for Downtown Wentzville while more negative numbers (that is, disagreement with the generally negative statements) represent issues that seem not to be hindrances to attracting Downtown visits.

As the graph indicates, the biggest problem faced by Downtown Wentzville is its lack of stores. The weighted “score” for this statement indicates relatively high agreement at 0.98, though this is certainly well less than “strongly agree,” so there is not wide consensus on this negative factor. The next biggest “problem” has a much lower positive score at 0.30—“there is nothing downtown.” This suggests that there is not a strong consensus that “there is nothing downtown.”

At the other end of the scale, the largest negative score (meaning that respondents do not agree with it) is for “I don’t feel safe” Downtown. With a value of negative 1.14, there is strong consensus that Downtown is a safe place to be; safety and security are not major issues to overcome in attracting more visits and patronage downtown.

A little less consensus centers on “it’s difficult to get to,” also suggesting that people generally know how to get Downtown. That said, the score of just negative 0.88 further suggests that a good way-finding system would be a valuable addition to the city’s streets in order to encourage even more knowledge about finding the way to Downtown.

The relative scores seem to indicate that issues relating to design, infrastructure conditions, and building conditions are not significant reasons why city residents are not going Downtown. Residents are not staying away because of safety concerns, because Downtown is hard to get to, or because they can’t park “right in front” of their destination. Instead, the lack of a significant cluster of shops is the chief failing of the Downtown environment.



4.0 ENVISIONING THE FUTURE OF DOWNTOWN WENTZVILLE

Question 2. Describe Downtown Wentzville in Five or Ten Years

Respondents were asked to write their own words they would use describe Downtown Wentzville in the next five to ten years. Almost all respondents used words that described a *revitalized* Downtown. Words such as “vibrant,” “revitalized,” “thriving,” and “busy” were frequently used. “Quaint,” “historic,” and “charming” were three other common descriptors. Respondents are clearly indicating they see a future for Downtown. The most common words and phrases are listed here. The complete verbatim listing is in Appendix C.

- Revitalized
- Vibrant
- Busy
- Quaint
- Historic
- Charming
- Family-oriented /Family-friendly
- Clean
- Safe
- Walkable, pedestrian-oriented
- Fun
- Busy
- Places for shopping, working, and entertainment
- Safe
- Places for dinner/drinks
- Like Old Town St. Charles
- Like Downtowns in Kirkwood/ Webster
- Less congested/traffic is a problem
- No Vacant Buildings
- New Shops/Restaurants
- Neighborhood Gathering Places/ park benches
- Accessible
- Friendly
- Modern
- Attractive
- Beautiful
- New City Hall/centralized government Services
- Small town feeling
- Residential
- Still Growing
- Upscale
- Destination
- “Mom and Pop” stores
- Like the Central West End in City of St. Louis
- Trendy
- Thriving
- Parks

Interestingly, some of these thoughts are seemingly in conflict with one another. The historic nature of the buildings was frequently mentioned as something to be retained, yet there are several comments envisioning a “modern” Downtown. Combining these two thoughts may be a design challenge.

Question 14. Ideas for Improving Downtown

Twenty-six generic ideas for Downtown improvement were presented on the questionnaire. Respondents were asked to rate them on a scale of 0 to 3:

- 0- Throw that one out!
- 1- I don't know about that.
- 2- I can live with that.
- 3- Let's do it!

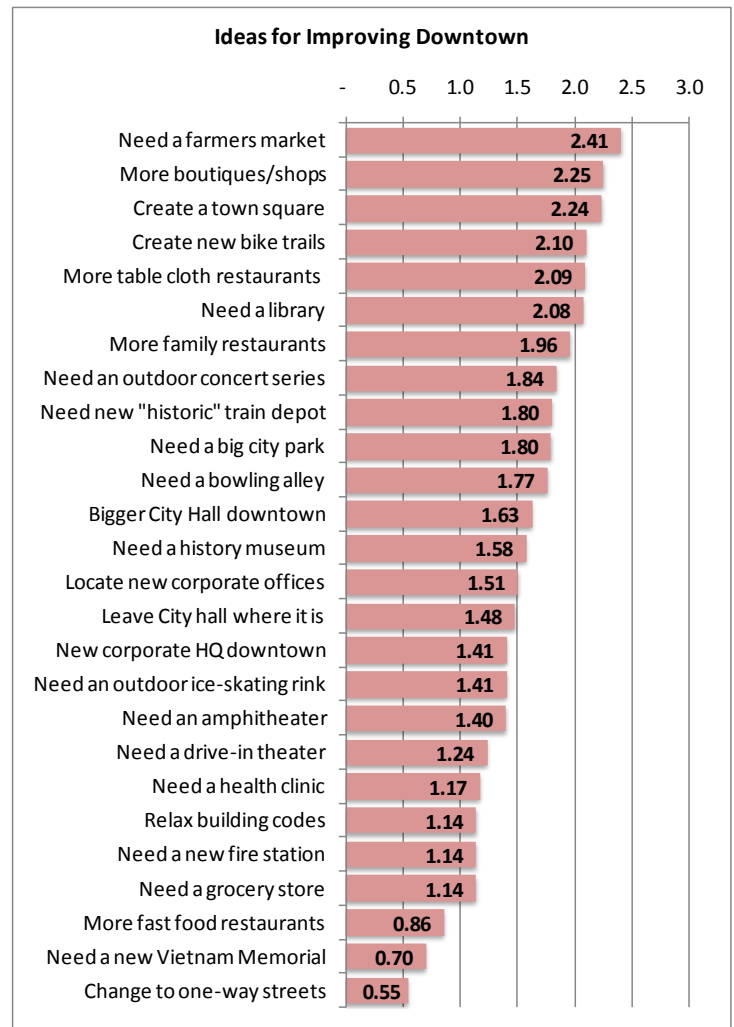
A weighting of the scores for each of the 26 ideas is depicted on the following graph.

The most interesting perspective on these responses is to look at what residents did **not** feel would improve Downtown Wentzville, as well as those things which would add to their concept of what Downtown Wentzville should become. Fast food restaurants, a drive-in theatre, a grocery store and changing to a one-way street system all received lukewarm endorsements at best. Responses were almost evenly split concerning the possible relocation of City Hall, as well as the concept of building a new larger City Hall Downtown. There was little support for the idea of new fire station Downtown. There did seem to be strong advocacy for one new public building Downtown, a new library.

Leading the list is a “farmers market.” Respondents seem to think that this amenity can have a strong anchoring effect in order to attract more interest and patronage in Downtown. More shops and restaurants, particularly “table cloth” quality restaurants received strong support. The idea of a creating town square is also an idea that respondents favor. Other types of uses respondents like included a history museum, amphitheater, historic train depot, bowling alley, a large city park, and new bike trails.

Respondents do not get very excited about a one-way street network or the need for a new Vietnam Memorial—although the latter might remain a goal for private fundraising as opposed to public dollars.

The desire to cluster more shops Downtown seems to be a common theme. However, it is difficult to just “get shops.” One must first generate a market demand to stimulate private market investment. One avenue is to ‘grow the market’ itself by encouraging housing Downtown and creating a walkable environment. Alternatively, the City can help to grow the customer base by encouraging community events Downtown, so that visitors can familiarize themselves with the available shops and restaurants. These are not, of course, the only means of accomplishing this goal, but are two strategies that may be employed.



Question 15. New Civic Buildings Downtown

Emphasizing the importance of resident input for consideration of a number of civic buildings, the survey further explored the need for changes that would directly require public investment. Mirroring the previous question, there is no clear consensus on a location for City Hall. Moving it to a new location closer to the heart of Downtown has a slight edge over remaining in today’s location, but there is no real consensus for either site.

Ideas for Civic Buildings Downtown				
	Throw that one out	I don't know about that	I can live with that	Let's do it
City hall in current location	25%	24%	36%	15%
City hall in heart of downtown	16%	21%	31%	33%
Community/recreation center	9%	14%	41%	37%
Civic Meeting Center	15%	27%	41%	16%
Fire Station	21%	34%	33%	12%
Library	9%	12%	37%	42%

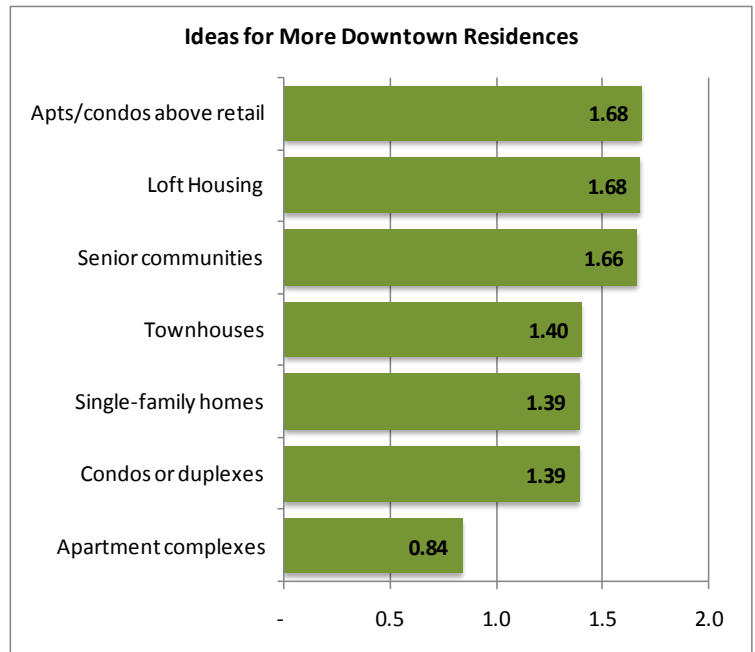
On the other hand, there appears to be strong support for a community/recreation center Downtown with a little less support, but nevertheless generally positive, for a civic meeting center—something that might be considered as part of a community/recreation center. There is even stronger support for a new Downtown library. Perhaps a “civic center” that includes city hall, the library, meeting facilities, and a community center should be considered as a single complex of buildings. A new Downtown fire station, however, is not widely supported.

Question 16. Downtown Residential Options

The idea of building apartment complexes to increase the residential population Downtown is clearly not a favored concept. Using the same 0-to-3 scale as for Question 14, apartment complexes (as distinct, by the way, from apartments over retail stores) received a composite score of just 0.84, or something less than “I don’t know about that.”

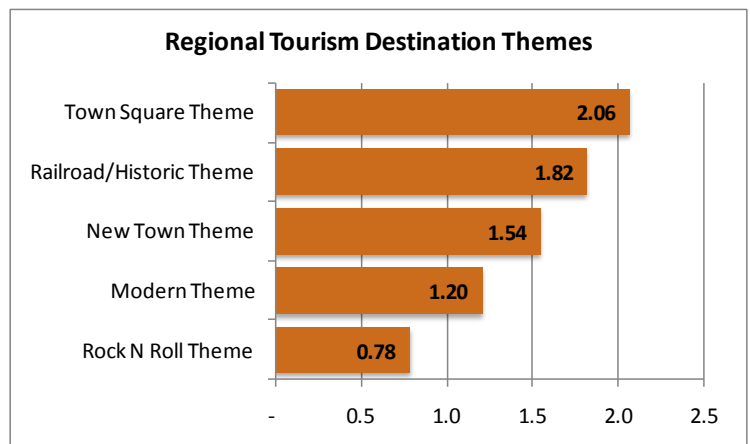
On the other hand, there seems to be good consensus for all of the other housing options, especially for apartments or condominiums above street level businesses, loft housing options, and a seniors-only community. Good, though not quite as strong, support is also expressed for Downtown townhouses, single family homes, and stand-alone condo or duplex projects.

This broad support indicates that survey respondents would welcome a range of housing options in the downtown area, other than rental apartments in stand-alone complexes. These several options further a normal purpose of a downtown as a diverse place, not only for businesses and social activities, but also for residential opportunities and the kinds of people likely to occupy such housing.



Question 17. Regional Tourism Destination Themes

Again using the same 0-to-3 rating scale, survey respondents prefer a Downtown design theme focused on a “town square” and/or Wentzville’s history as a railroad center. Certainly, these two themes could be combined. Lesser, but still healthy, support is expressed for a “new town” theme which might be reflected in the design of New Town St. Charles north of Route 370 in St. Charles County. That design reflects elements of town square themes with classically designed residential and commercial buildings, but not necessarily reflecting Wentzville’s history itself.



A “modern” theme for Downtown Wentzville is not highly preferred while a “rock-n-roll” theme building off of the history of Chuck Berry in Wentzville should not be considered.

Question 18. Models of Other Cities Applicable to Downtown Wentzville

Respondents were asked to simply write down the names of cities or developments they considered comparable to their future vision for Downtown Wentzville. These examples can help in the long term to learn about Downtown management, functionality, design, and necessary infrastructure.

With the vast United States to choose from, the choices are varied. Mentioned most frequently, however, were Historic Main Street in St. Charles, followed by Kirkwood, Missouri, and Webster Groves, Missouri. Other places mentioned more than once include:

- Central West End, St. Louis, MO
- New Town, St. Charles, MO
- The Loop, University, City, MO
- San Antonio, Texas
- Branson, Mo
- O'Fallon, MO
- The Loop, Chicago, IL
- Country Club Plaza, Kansas City, MO
- Maplewood, MO
- Florissant, MO
- Hannibal, MO
- Kirksville, MO
- Washington, MO
- Osage Beach, MO
- Columbus, Ohio
- Ferguson, MO
- Cottleville, MO
- Eureka Springs, AR
- Washington Avenue, St. Louis MO
- Washington, D. C.
- Naperville, ILL
- Winghaven, O'Fallon, MO
- West Plains, MO
- Clayton, MO
- Grand Center, St. Louis, MO
- Ballwin, MO
- Boston, MA

Wentzville Community Survey



The City of Wentzville is working with a consultant on a downtown Master Plan. The plan will focus on the unique aspects of Downtown Wentzville to create a more vibrant environment. We are requesting the residents of Wentzville to complete this survey to identify and rate those assets. Your input will be used to help us define how Downtown can become a more meaningful place in our community. All responses will be kept confidential and our consultant, GBA, will be collecting and analyzing the results.

1. One of the first issues we have is a clearer idea of what Wentzville residents consider to be downtown. Please complete this sentence:

I would define the heart of Downtown Wentzville as...

- The Community Club
- Intersection of Linn and Pearce
- Intersection of Linn and Main/Allen
- City Hall
- Intersection of Pearce Boulevard and Wentzville Parkway
- I-70 and Church Interchange

Other (please specify)

2. What words would you hope to use to describe Downtown Wentzville in five or ten years?

3. Are you a Wentzville resident?

(Please continue with this survey whether you are or not)

- Yes
- No

5. What is your gender?

- Female
- Male

6. Into which of the following categories does YOUR age fall?

- Under 18
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75+

7. How many OTHER people who live with you fall in these age categories? Please type numbers in the appropriate boxes.

Under 4 years old	<input type="text"/>
4 to 8 years old	<input type="text"/>
9 to 12 years old	<input type="text"/>
13 to 17 years old	<input type="text"/>
18 to 24 years old	<input type="text"/>
25 to 34 years old	<input type="text"/>
35 to 44 years old	<input type="text"/>
45 to 54 years old	<input type="text"/>
55 to 64 years old	<input type="text"/>
65 to 74	<input type="text"/>
75 or more years old	<input type="text"/>

8. Downtown Wentzville has a long history that dates well back into the 19th Century. How important do you think Downtown Wentzville is today for the city as a whole?

- Very important
- Somewhat important
- Not important at all

What's important to you about downtown?

Wentzville Community Survey

9. It is important for Wentzvillians to care about Downtown.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

10. How often do you visit downtown Wentzville for the following purposes?

	Never	Once per year	Twice per year	Every 1 to 3 months	Monthly	Couple of times per month	Weekly	Daily
Festivals and parades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flea market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City Hall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation/Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To go to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Church (place of worship)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bingo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Works Department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residence (YOUR place of residence)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal or business services (dentist, CPA, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

11. Tell us your favorites! What specifically brings you downtown?

Wentzville Community Survey

12. How often do you visit or shop along Wentzville Parkway?

- Never
- Once per year
- Twice per year
- Every 1 to 3 months
- Monthly
- Couple of times per month
- Weekly
- Daily

13. "I would go to Downtown Wentzville more, but..."

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It's difficult to get to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't feel safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sidewalk conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can't park near stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Too spread out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Too few stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lighting needs upgrading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't know anything about it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is nothing downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not enough parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The architecture is out of date	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unkempt properties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Too many empty lots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

Wentzville Community Survey

14. Here are some ideas to improve downtown that we have heard from area residents and business owners. What do you think?

	Throw that one out	I don't know about that	I can live with that	Let's do it!
Need new "historic" train depot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a health clinic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a town square	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More boutiques/shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need an outdoor ice-skating rink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a history museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More table cloth restaurants (e.g. unique, upscale dining)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a farmers market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a grocery store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relax building codes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need an amphitheater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a drive-in theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a new fire station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a bowling alley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create new bike trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locate new corporate offices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a new Vietnam Memorial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need a big city park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New corporate headquarters downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Change to one way streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need an outdoor concert series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More family restaurants (e.g. Applebee's)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More fast food restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bigger city hall in the heart of downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leave city hall where it is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the box below)

Wentzville Community Survey

15. What do you think about the following ideas for NEW civic buildings in downtown Wentzville?

	Throw that one out	I don't know about that	I can live with that	Let's do it!
Community/recreation center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City hall in heart of downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City hall in current location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Civic meeting center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

16. Another idea is to increase the number of residents in downtown. Give us your thoughts on the following ideas.

	Throw that one out	I don't know about that	I can live with that	Let's do it!
Apartments/condominiums above small retail shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apartment complex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loft housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-family homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condominium or duplex style housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Townhouses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

Wentzville Community Survey

17. What could make downtown Wentzville a regional tourist destination?

	Throw that one out	I don't know about that	I can live with that	Let's do it
Town Square theme (e.g. band stand for festivals)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modern theme (e.g. downtown Clayton, MO)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rock N' Roll theme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"New Town" theme (e.g. New Town at St. Charles)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Railroad/historical theme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

18. What other suburban cities in the St. Louis area and throughout the U.S have "great" downtowns that Wentzville might study for successful lessons?

THANK YOU VERY MUCH! The survey will be online through January 2009. Please encourage your neighbors to respond. Results will be announced and published in February.
www.wentzvillemo.org

APPENDIX B: TELL US YOUR FAVORITES

Question 11: Tell us your favorites! What specifically brings you downtown?

1. We live very close to the flea market (buy & sell), Pay my water bill, post office.
2. Post Office
3. West Allen Grill, used to go to Donut Tyme. Go to the post office often.
4. Primarily the post office, even though it is way too small for a growing city like Wentzville.
5. Post Office and city offices
6. To city hall for water bill, or the old Commerce Bank, make the city hall new for curb appeal
7. flea market/West Allen Grill
8. Wabash Days, Holiday Light Parade
9. The motorcycle shop Mac's Custom V Twins they are a family friendly shop.
10. Parades, family oriented events
11. Wabash days and the flea market for right now.
12. We use to go to the donut shop each Friday on the way to school (St. Patrick's) my kids loved to watch the trains go by
13. Immanuel
14. Nothing...there is nothing there to bring me and my family downtown.
15. I love the flea market and antique shops. My husband like them too plus Western Auto and Chic. We love the feel of the old shops.
16. Dairy Queen, if that's considered downtown.
17. Dierberg's, Kohl's, Walgreen QT, Restaurants, PO, Wal-Mart, Lowe's, Target, etc.
18. Used to be the donut shop!
19. right now the post office and the license bureau
20. Right now there is nothing except for the post office and to pay our water/sewer/trash bill. We have an 11 yr old and wouldn't frequent the bars in the downtown area for dinner. It would be great to have some family restaurants in the area. our daughter goes to St. Pats so we are in the area a lot, but really don't do business with any of the establishments
21. post office, west Allen grill
22. barber shop, other businesses
23. school, preschool and stores
24. I like downtown stores because you can park in front of the store, not walk the parking lot. And the stores are not so huge. There's less traffic. Sorry to see the donut shop close, we could use a real Bakery. Captain D's , goodwill store.
25. Love the way Old Tyme pub was restored.
26. West Allen Grill - St. Patrick's Church - Post Office - would be great to have another bar and grill in the downtown area. The old buildings are a great atmosphere.
27. The flea market
28. Flea Market, Parades, West Allen Grill, Antique Store
29. Post Office, West Allen Grill, City Hall, Pete's Drive In, Save a Lot, Card Shop, Lions Choice, Stef's, McDonalds, KFC, Dollar General, Beth's Hair Salon, Ice Cream, H&S Automotive, Phillips 66, Rayns,
30. The old time small town look
31. Stores, restaurants, post office
32. West Allen Grill, Parades, Wabash Days
33. Restaurants
34. Wal-Mart Ruby Tuesday's Michaels Apple Cleaners
35. West Allen Grill, Western Auto, post office, Immanuel Lutheran school, and fireman's park
36. I like the doughnut shop, but now it's closed, also we like Pete's
37. Passing thru on Pierce mainly. I'd like to see it develop more in to something like the Loop and then our family would hang out there!!
38. old time pub, yearly carnival
39. restaurants, bars
40. Ann's Bokay, Serendipity, Pete's, Flea Market. West Allen Grill
41. Would come down more if there were more interesting shops.
42. the old architecture
43. Festivals & Parades
44. I drive through three times a week "just because" - because I like to see what's going on down there.
45. The post office, which is also antiquated. The time has come for a newer, larger, and more easily accessible post office.
46. St Patrick's Church, West Allen Grill, barber shop post office gas stations hallmark card shop and other shops in the area
47. shops, restaurants, license bureau,
48. Necessity
49. West Allen Grill
50. I like to walk in the downtown area, and eat at West Allen Grill.
51. small shops cut through to highway
52. West Allen Grill, Post Office, Hallmark store
53. post office, flea market, fish fries, cutting through to the hwy, Wabash days, parades (Christmas and 4th of July), scrapbook store
54. I wish there were more to draw me there. I wish the new restaurants and shops in Wentzville would go there instead of along the Parkway.

55. My church, Green Lantern, parades & festivals
56. parades, festivals, shopping, food, family, bank, flea market
57. Serendipity, Chic Lumber, Tattoo parlor. Would love another bank, get away from Parkway traffic.
58. restaurants, parades
59. it can be a shortcut to other parts of Wentzville
60. restaurants and personal business
61. shopping mostly
62. Nothing
63. Post office and stores, restaurants.
64. Shopping, Points of interest, Necessities,
65. West Allen grill brunch
66. West Linn Grill
67. I grew up in Chicago with the old neighborhood way of living and prefer to support local merchants as opposed to the large chain stores.
68. Car wash, Post Office, dentist
69. West Allen Grill, Post Office, Fruit stand
70. Used to be West Allen Grill until they raised their prices. Love Steffanina's. Attend St. Patrick Parish. Attend Wentzville Senior Center.
71. I live here.
72. Small shops, but I wish there were more.
73. Work mainly, but if there were more local businesses I may visit more often.
74. The post office only
75. 1. Post Office 2. Church
76. 4th of July parade, really any parade or carnival
77. Computer Paramedic West Allen Grill
78. West Allen Grill
79. Only the Post Office, which is too small and inconvenient to get to.
80. west Allen grill, hardware store ells
81. The antique shops. Post office.
82. Target, Wal-Mart, Schnucks, Kohl's, and all of the restaurants
83. history
84. Same as #8; West Allen Grill. And St Patrick Church/Parish
85. Barber shop ,old type, friendly. Church St. Patrick's
86. West Allen Grill....We need more restaurants w/ sidewalk dinning.
87. old town style , like donuts shop and cafe' ,post office ,
88. Convenience and less congested than the parkway. Nostalgia, too--BRING BACK DONUT TYME!!
89. Flea Market
90. Resale shops and the Scrapbook store
91. West Allen Grill, Ehll's Western Auto
92. Senior Center, Flea Market, Post Office, Wabash Festival
93. The antique shops have a lot of personality. They are interesting to visit and see what is in the stores.
94. We live there. Festivals.
95. go to school
96. Post Office and Church - Would love to see shops like they have in Old St. Charles and nice intimate eating places.
97. The post office
98. Nothing really brings me downtown
99. The small town feel. I like to drive through downtown for nostalgic purposes.
100. West Allen Grill.. Sunday Brunch
101. West Allen Grill, would like to see more restaurants, like the feel of small town, don't lose it.
102. West Allen Grill, Retail Shops, Post Office, Flea Market
103. Nothing particularly brings me downtown
104. West Allen Grill
105. Restaurants and post office
106. Restaurants
107. Church
108. Barber shop and donut shop
109. Post Office
110. Flea market Restaurants
111. Pete's Place, Grandma live there, bank, CC, parades, auto parts etc...
112. flea market, Sunday brunch
113. Truthfully, right now it is difficult to get around downtown. The sidewalks are deplorable and there is nothing attractive and inviting. I go to the beauty shop and that is it, except an occasional dinner at a local restaurant.
114. Post office and lunchtime restaurants
115. Pete's, Kerr & Associates, Botz-Diel, West Allen Grill, Ehls, Harris Auto, Public Works, Post Office
116. Haircut and post office
117. McDonalds and good friends
118. West Allen Grill
119. Steffanina's, West Allen Grille, Post Office, License Bureau
120. I can ride my bike to city hall, post office, gas station, hardware store. Walk to restaurant or bar.
121. Post Office! Please ask Federal Government to expand. Car Wash. Dance Classes. Flea Market. Parks.
122. really to mainly pay bills, go to some restaurants, and personal business
123. The ONLY reason I would go any farther east of say McDonalds is to Ehll's western auto.
124. West Allen Grill and Flea Market
125. Bank, Schnucks, and other stores
126. Unique specialty shop(s)

- 127.Nothing
- 128.Wabash Days and parades
- 129.Post Office Scrap To It Happy Hound Haven Harris
Auto Ann's Bokay Hallmark Pete's
- 130.West Allen Grill Restaurant
- 131.West Allen Grill
- 132.Wabash Days, Donut Tyme (: () Waddell and Reed
- 133.J&R Barber Shop, Ehl's Hardware, the Post Office, the donut place on the corner, the Olde Town bar on Linn.
- 134.There is a new scrapbook store that I like going to. Our family likes going to Pete's because it's something different and has good food. I would love to try the west Allen grill have heard good things. I also like going to the flea market but I wish the parking was better..
- 135.West Allen Grill, Hometown Cleaners, Barber Shop
- 136.West Allen Grill, Flea Market, Cinderella's Coach
- 137.West Allen Grill, Flea Market, Cinderella's Coach
- 138.I'm confused? Are we referring to what I consider Downtown as answered in #1 or the historic downtown as referred to in #8? To me "Down town is the center of activity which is currently the Wal-Mart area. Wentzville also has a historic downtown which was the center of activity back in the railroad days which is the location where West Allen is.
- 139.Flea Market, and the parks and restaurants in the area.
- 140.The people!
- 141.Unfortunately Wal-Mart, Schnucks,54 Street Grill
- 142.I love living in downtown Wentzville! I can easily walk to the schools, parks, shopping, and restaurants. Stepping out my door brings parades or festivals a few times a year. The location is great for getting wherever I want to go. I love hearing my neighbors talk about what used to be in downtown Wentzville.
- 143.West Allen Cafe Sunday buffet
- 144.I love the three story building, but honestly have only been in the downtown area a few times in the 4 years that I've lived in Wentzville. It doesn't appear to have anything that I need since there is a large shopping complex on Wentzville Parkway.
- 145.DVM and the post office. No reason to visit downtown.
- 146.Flea market, West Allen Grill, Co-op
- 147.residence and family
- 148.Farmers Ins-Scott Shuebe, West Allen Grill
- 149.small town feel, festivals, daily conveniences
- 150.festivals
- 151.Old Time Pub
- 152.The flea market, car show, Post Office, donut shop and carnival.
- 153.Shopping and restaurants
- 154.Flea Market
- 155.Restaurants, retail shops, parades,
- 156.Nothing...It's a dump!
- 157.church, restaurants, groceries, dental/medical, civic
- 158.I have lived in Wentzville for 47 years and I remember when it was Wentzville, retail, show, skating rink, I want it back!
- 159.West Allen Grill, the barber shop
- 160.We do not stop "downtown" to do much of anything, other than post office or occasional stop to Subway or Hallmark, & school weekly. But, I do like to drive thru there and have that old time feel, but wish there was more to do & places to visit as a family (restaurants, stores, kids fun place, etc.)....just keeping the old time look (such as Main Street in St. Charles)
- 161.The Post Office, Wabash Days
- 162.post office
- 163.Hallmark store and florist
- 164.LAWYER, DENTIST, WEST ALLEN GRILL, BARBER, FLEA MARKET
- 165.Florists, Hallmark, City Hall, Post Office, I love the small town feel.
- 166.West Allen Grill, Commerce bank ATM, MFA, Flower shop
- 167.Post Office, Church/School (ILS), Parades
- 168.I love the flea market and all the festivals like Wabash days, 4th of July Parade, Christmas Parade, Classic Car show, but also Restaurants like West Allen Grill, Stores like Dollar General, Save a Lot, Dunn's florist.
- 169.lions choice
- 170.post office, West Allen Grill
- 171.No real reason - just to get me from point A to point B
- 172.I put never on a number of them because of civic leaders have done such a shitty job in recruiting and managing business toward downtown. Parks and recreation is a joke in Wentzville. Lake St. Louis and O'Fallon have better facility. Maybe the liberals running the city would have a VISION of the future rather than looking backwards, downtown Wentzville would be a great place. Instead, I'm doing this stupid survey that no one heard of until I found a link. I'm glad we have money to pay for consultants and surveys each year instead of putting the money back in the community. I would love to know how much money is spent on this survey. These questions are specifically gearing the response to Wentzville City Hall should be on the Parkway.
- 173.Wabash Days!!! By the way this past year it was switched from July to October - enjoyed it being in July better. West Allen Grill for dinner and post

- office - which is way too small!
- 174.the car cruises, Parades, Haircuts,
- 175.Other than work, I enjoy strolling through the area.
- 176.west Allen grill
- 177.Community Club Park is small but beautiful and a great place to walk, exercise. West Allen Grill is the best restaurant around. MFA especially in the springtime for seeds and lawn and garden supplies.
- 178.West Allen Grill
- 179.My barbershop and West Allen Grill
- 180.We like supporting the local merchants and NOT the BIG Chain stores.
- 181.Doughnuts.
- 182.Ehll's Western Auto and West Allen Grill.
- 183.Work
- 184.Jimmy Johns
- 185.West Allen Grill, Sav a Lot
- 186.Dierberg's Michael's Bread Co Office Max Pets mart
- 187.I use it mostly to cut through and I enjoy going through the old part of town. Not so many traffic signals. Plus it's a direct exit to either highway. Very convenient. But it does need to be spruced up.
- 188.jewelry store
- 189.dairy queen, flea market, post office, oil change
- 190.Works/food/bars
- 191.Restaurants, bowling, parks with bike trails, movie theater, retail shops, outlet malls, upscale bars e.g. piano bars.
- 192.No one particular place. I would like to see the area more walking friendly with a wider range of INDEPENDENTLY OWNED establishments. No chains or big-box stores
- 193.Local owned business. People know your name. Feels more personal.
- 194.Food and my insurance agent
- 195.events
- 196.There are not too many things that bring me to downtown currently. The City needs to look at adding businesses and venues that bring people downtown.
- 197.I drive through every day on my route to work.
- 198.Barber, interior decorating
- 199.We are there weekly for my daughters' dance classes and frequently for restaurants
- 200.My office is on Main St.
- 201.Post Office, and sometimes pay the water bill
- 202.my office
- 203.Sav-A-Lot
- 204.West Allen Grill and Steffanina's
- 205.our regional office (QTE) on Linn
- 206.I WORK HERE AND EAT LUNCH HERE
- 207.Donut shop
- 208.All of the above and Schools
- 209.4th of July Parade
- 210.Work
- 211.Post office / bar restaurants
- 212.Old Towne Pub, French Market. I would love to have more specialty stores downtown.
- 213.The bars and restaurants. I do love the florist.
- 214.old town feel
- 215.LESS BARS NEED A GOOD STEAK HOUSE THAT'S AFFORDABLE
- 216.Needs such as gas, friends, other businesses such as Western Auto, H&S tire, Pete's, Scotts Lawn Equip. Baseball and Softball games.
- 217.food, retail
- 218.church
- 219.We walk through town for fitness, all along Pierce from the Parkway to Old Hwy 40. We'd love to see more mom & pop places, less speeders, better sidewalks so window shopping is easier, sidewalk cafes and restaurants.
- 220.the charm
- 221.Nothing
- 222.I live in the downtown area, the homes have so much character. The people in the area keep their homes looking good. I feel that the business area should kept up and we need to keep the thriving businesses in the area as well as attract new ones.
- 223.I work downtown
- 224.Donut Tyme, Post Office, restaurants, church, CHIC lumber/hardware, dog groomer, florists, resale shops, MFA, Western Auto
- 225.Question 13, Question 1--Where is downtown, not clearly defined and Wentzville Parkway is like every other commercialized street in America...it could be anywhere.
- 226.The personal treatment you get from the home town business people nothing like all the box store on the parkway and the price value is the same.
- 227.Post office; West Allen Grill occasionally.
- 228.My office is in Downtown
- 229.Mainly, the post office...but I would frequent downtown more often if there were more shopping and restaurants
- 230.parks
- 231.restaurants, city hall, public works, green lantern, church,
- 232.The central place to meet people from all over
- 233.West Allen; Post Office; Bric-Brac shops; Donut Shop;

- Mary & Martha's; Hill Partnership Architects; DOR Office
234. I own Alan Storage LLC located on Pierce Ave.
235. WORK IN DOWNTOWN, GO TO MEETINGS IN DOWNTOWN,
236. Historic features
237. I try to do all my shopping, errands, and personal appointments as much as I can in town.
238. Olde Towne Pub, West Allen Grill, Flea Market, Holiday Parades, Wabash
239. I really tend to visit around Progress Park more because that is where community activities have been.
240. more entertainment and restaurants would bring me to downtown
241. As a family we go to Church and eat at West Allen grill.
242. The post office, the donut shop, the antique stores, the flea market, and West Allen Grill
243. Restaurants, Ann's Bokay Florist. West Allen Grill
244. I love the quiet, small-town streets and friendly people.
245. donut shop, post-office, church, bars
246. West Allan Grill, Post office
247. Post Office, West Allen Grill, Steffanina's, Pete's are my most frequented places
248. Work Love the fact the retailers know me.
249. Sports cards shops
250. Besides living in the area, I buy gas, go to the little shops, flea market, parades, and festivals.
251. retail, restaurant the post office is terrible - I purposely go to other post offices
252. West Allen Grill. Also enjoy driving through but there is not much to stop for.
253. West Allen Grill, Flea Market
254. West Allen Grill, festivals/parades
255. There is nothing in the Downtown area that I would consider as my favorite.
256. West Allen Grille, our church (Immanuel), post office, water department payment
257. Donut Tyme, Barber, Church, Ehl's, Phillips 66, Post Office, Chiropractor, City Hall
258. Flea Market occasionally, Community Club events (Parents as Teachers activities).
259. Angie's Dance Studio, Thieman's Carpet, post office - friendly staff! I just want it to look more up to date and offer more things to do
260. Post Office and ILS School
261. Trying to avoid the Parkway Traffic
262. Serendipity and The French Market
263. Wal-Mart, Lowes, Bank of America
264. West Allen Grill
265. Donut Tyme and Post Office
266. Historic buildings
267. St. Patrick's Church, the Post Office, very occasionally West Allen Grill and Old Towne Pub.
268. Flea Market and Church/School
269. I live in the area
270. I like to look at the antique shops... although, the smoking smell that comes out of one of those shops keeps me away.
271. Donut Tyme
272. Donut Shop, Stephaninia's, Gas Station, Driving to 61 South from Meyer Rd. Would love to feel a little more comfortable walking around downtown, visiting the restaurants in the evening...or just taking a walk in a safe place.
273. Parades, community activities, post office, daughter's school and related activities.
274. Olde Town Pub
275. Don't have a favorite. Downtown is a mess right now. It would be great to see the old buildings restored and new businesses added.
276. Barber, shopping, auto repair
277. Great buildings and people
278. flea market, shops
279. Drive in Trains
280. West Allen Grill is a plain, but good restaurant. Downtown could use more local businesses like this. Not everything needs to be a national chain.
281. West Allen Grill, Olde Towne Pub, Flea Market, Optimist meeting, Pete's drive In, License office

APPENDIX C: WORDS TO DESCRIBE DOWNTOWN IN 5-10 YEARS

Question 2: What words would you hope to use to describe Downtown Wentzville in five or ten years?

1. ACTIVE/REVIATALIZED/BUSY
2. Pride
3. welcoming, friendly, country cute with a small town atmosphere
4. The revitalized area of town.
5. Full with businesses and people
6. Modern. Clean. Attractive.
7. pleasant walking area
8. historic
9. small town feeling
10. Bright, colorful, many trees and new sidewalks/new businesses
11. revitalized - restored
12. fun, historic, charming, beautiful

13. Beautiful Downtown Wentzville with pretty landscaping
14. Revitalized - old feeling, new look
15. Revitalized
16. new shops and restaurants
17. vibrant
18. Quaint, like Main street St. Charles. Busy with people.
19. Shopping like Main St. St. Charles
20. new & interesting
21. fun, safe, active
22. small town square with shops, restaurants & family atmosphere
23. a great place to meet and have dinner/drinks
24. pleasant
25. park like, business friendly
26. lively, peaceful
27. vital
28. family oriented businesses
29. charming
30. Family-oriented and friendly
31. Pleasing to the eye
32. More business in downtown and the east end of town to help spread the traffic.
33. welcoming, historic, fun
34. a good place to walk through
35. hometown
36. A place to dine, wine and be entertained.
37. Bars / Restaurants with outdoor dining, courtyards, fountains, gazebos,
38. Small town feel in modern city
39. wonderful for shopping and great place to live
40. Historic Charm
41. beautiful, historic, clean
42. Sidewalks On Both Sides all through, decorative lighting, well kept homes and commercial property, small parks with benches to sit on
43. Fewer banks. More affordable restaurants and shops
44. mundane
45. some empty building occupied and preserving history in Wentzville downtown
46. historic, clean, unique, active
47. shops, outdoor cafe, fun adult night spots, clean, new looking
48. bring it back to life
49. Thriving, Preserving historic buildings, coffee shops and wifi, just like The Loop!!
50. revitalized historic district with fine dining and entertainment
51. fresh
52. Historical
53. relaxing step back into the past
54. Quaint, vibrant, busy, historic, affordable
55. quaint, well planned, functional
56. Ornate, Established, Beautiful
57. User friendly
58. clean, safe, attractive historic
59. walk through pleasant atmosphere up to date buildings
60. unsure
61. vibrant
62. Growing and thriving
63. Renovated
64. revitalized
65. Vibrant, busy, things to do, place to take visitors
66. It's just like Downtown St. Charles... with all the shops and cafes. Nice place to walk around from shop to shop.
67. neighborhood gathering place
68. A family community with shops and storefronts.
69. place to go, exciting, convenient
70. alive, booming, attractive
71. Clean, well maintained, no vacant buildings
72. family, activities, shopping,
73. thriving, interactive
74. modern and more fixed-up
75. alive, unique, dynamic, fun
76. vital but friendly
77. Never spoken of again
78. Growing together.
79. A city with a vibrant spectrum of coherence.
80. busy with businesses and shopping/restaurants
81. Bustling such a historic area!
82. Unique with most city services being in a group
83. A very nice place to shop and eat.
84. Still decaying
85. Rejuvenated
86. Lively
87. Upscale, family-oriented, classy, bustling
88. busy
89. interesting, fun, safe, lots to do
90. quaint
91. The Place to Live
92. quaint
93. Bustling
94. vital
95. Safe place to live, fun and clean
96. progressive, uncluttered
97. An eye-appealing but relaxing environment with a small-town look.
98. User friendly
99. great traffic flow, no red light cameras, vibrant, parks, beautiful

100. A classy and affordable town that doesn't just focus on growth and the money to do so. My wife and I moved here b/c it was affordable and the rising city taxes are making me wish we never would have.
101. family fun, restaurants, mom and pop stores
102. The heart of the city with many places to shop, eat and visit.
103. nice place to walk and take in shop and events -like downtown St. Charles- put with Railroad and civil war theme
104. Historical, quaint, peaceful, clean, good home style restaurants and unique shops.
105. alive & busy
106. revitalized, city hall within, not abandoned by city
107. Historic, great eating & shopping
108. Attractive
109. thriving, inviting
110. clean, well maintained and historically appropriate
111. charming, peaceful, eclectic, natural, quaint
112. easy to access
113. The place to be.
114. family oriented
115. Attractive, Historic, Inviting
116. beautiful
117. Interesting and inviting
118. More Businesses
119. aging
120. close community, small town feel, rail travel, family friendly
121. Revitalized
122. progressive, attractive and bustling
123. functional
124. An historical site with lots of small quaint shops.
125. Historic District. Restaurants and Shops
126. very progressive yet historical
127. Flourishing, contemporary, modern, booming, fun
128. Modern yet still feels like the quiet town I have grown to love!
129. family oriented, fun
130. Clean, easy walking from store to store, accessible and welcoming to shoppers on both sides of the track, attractive. Time in a capsule.
131. Less congested
132. unique, updated
133. professional buildings, city hall,
134. A vibrant place with restaurants, shopping and activities
135. thriving,
136. A nice place to live, after the traffic problem was solved.
137. Interesting
138. Revitalized and up-to-date
139. Modern, Life-Style Center
140. compare to Kirkwood or Webster groves, nice mix of homes, entertainment, and businesses
141. A place to visit for city activities.
142. family friendly
143. hoping every building will not be empty
144. Accessible, vibrant, multicultural.
145. Vibrant. On the move.
146. alive and well
147. Most progressive City in the West
148. Beautiful, vibrant, historic
149. vibrant, attractive, fun
150. alive, happening, funky, artsy
151. Less mass confusion of too many stores on the Parkway that need less traffic lights to get access to them
152. Historic, fun, relaxed
153. quaint, enjoyable
154. Like old St Charles area.
155. Lots of places for entertainment; stores, restaurants, etc.
156. modern, clean, crisp
157. revitalized, family, historical
158. Clean and safe
159. Hometown
160. fun, exciting, active
161. vibrant, nostalgic
162. Tax friendly
163. Thriving
164. Thriving
165. Revitalized and wheelchair accessible.
166. More retailers with adequate parking.
167. The Little City with a Big Heart
168. strong community bond, well organized and attractive
169. thriving, attractive, pedestrian-friendly, small businesses aplenty
170. Unique, Trendy, Happening, Modern yet Historic, The place to go on Friday/Saturday night
171. Upscale, shops, bars, restaurants. Cobblestone!
172. Better than St. Charles downtown
173. Old blended with the new. Old looking store fronts filled with new modern technology. Silver Dollar City appeal mixed with old store and new store fillings.
174. Quiet, off the beaten path. Just the way it should be.
175. The area encircled by Wentzville Parkway and Pearce Blvd.
176. Family oriented, old town feel, bring back the historic feel
177. revitalized
178. Revitalized
179. Family-oriented. Don't forget SAFE!!!

- 180.Awesome
 181.vibrant, historic, busy
 182.Historic, Scenic, attractive.
 183.Vibrant
 184.newer looking
 185.Safe, clean and family oriented
 186.Looks like historic downtown St. Charles
 187.quaint
 188.Safe, Fun, Family Oriented, Lots of things to do
 189.Revitalized
 190.vibrant and having old-time charm
 191.like Wentzville parkway, developed, and well maintained
 192.shopping district
 193.VIBRANT
 194.revitalized and fun, family friendly
 195.Nostalgic
 196.Vibrant, welcoming,
 197.quaint...restaurants & shops
 198.slow and old
 199.scenic
 200.shopping, fun places
 201.vibrant
 202.Active
 203.Viable and Prospering
 204.abandoned and not attractive
 205.Still Growing
 206.A clean, well groomed destination for families
 207.nice, historic, fun
 208.destination, fun, relaxing, interesting
 209.restaurants, small businesses, interactive history of city, bed & breakfast, family friendly entertainment
 210.Alive and growing
 211.A "walking plaza" lined by quaint shops and eateries!
 212.Historic Downtown Wentzville
 213.A thriving town that is up and coming with cutting edge businesses.
 214.The Busy part of town
 215.Still a Vibrant Area
 216.Too much traffic...
 217.A fun place to shop, eat, stroll and meet other people
 218.Everything you need - all in one place
 219.Historical and appealing to all visitors
 220.prosperous
 221.fun place to eat lunch and shop
 222.Exciting and the place to have a business
 223.top 100 to live
 224.charming
 225.An attractive destination for walking, shopping and dining
 226.CLEAN, VIBRANT, HOMETOWN MARKET PLACE
 227.Culturally Artistic and a Heritage to its roots.
 228.Quaint and walkable living and shopping
 229.busy, walkable, bustling, bright and cheery
 230.Vibrant area with great ties to its historic traditions. A great place for shopping, working, and entertaining.
 231.Interesting shops. Nightlife. Kid friendly
 232.busy, fun, interesting, cozy
 233.Upscale shopping and dining owned by local businesses.
 234.booming
 235.Thriving
 236.Struggling for recognition
 237.A nice place to go hang out, and chat with friends
 238.thriving, viable
 239.quaint
 240.Bustling, Entertaining, Fun,
 241.quaint
 242.thriving
 243.VIBRANT
 244.Historic - with shopping and dining opportunities
 245.a historic renovation
 246.vibrant
 247.Norman Rockwell
 248.vibrant, active
 249.Historic
 250.parks, open space, fountains, landscaping, statues and other permanent works of art
 251.Vibrant, trendsetting
 252.Good food, entertainment, and people.
 253.alive, homey, family, fun
 254.A LARGE CITY
 255.Revived, busy, clean, fun and memorable
 256.developed
 257.Charming and friendly
 258.historic yet eclectic
 259.Populated with 'mom & pop' establishments
 260.Vibrant, Destination
 261.prosperity
 262.Quaintly Modern
 263.thriving and exciting
 264.thriving
 265.Quaint, historic, tradition
 266.energetic, functional, inviting
 267.Festive, 21st Century look with old time values, lively, social mecca, a place for our community to gather (parades, festivals, shop, eat, socialize) Opposite of the "chain" feel you get when you drive down Wentzville parkway. A place where Parks 'N' Rec can have family and adult socials.
 268.Active
 269.Like Central West End; where you can walk and sit

- outside.
- 270.vibrant
- 271.Clean, quaint, great shopping experience
- 272.Energized/revitalized
- 273.beautiful, walker friendly
- 274.ole towne center
- 275.clean, modern, energy efficient, easily accessible
- 276.Fun place to go
- 277.Destination point built around city's history. Hopefully the location of our company's Corporate HQS in a historic building
- 278.Home of the New City Hall and Meeting area's
- 279.vibrant
- 280.Historic, quaint, Mom & Pop Specialty Shops
- 281.well thought out as far as traffic
- 282.clean, crisp, quaint
- 283.Upscale, Night Life
- 284.Fun, Shopping, Activities
- 285.booming place to be
- 286.Nostalgic, but trendy, clean, boutiques, wineries, specialty shops
- 287.Vibrant area with retail and restaurants
- 288.Revitalized
- 289."Welcome Home" to Down Town Wentzville
- 290.Home of the small-town feeling
- 291.alive, vibrant, bustling, fun to visit
- 292.vibrant, busy, attractive, city-like
- 293.Village Center
- 294.vital to the city
- 295.inviting, quaint but appealing, vital,
- 296.Family oriented shopping, dining, gathering place
- 297.quaint shops and great restaurants/bars
- 298.vibrant
- 299.a nice place to take out of town visitors
- 300.revitalized, vibrant
- 301.historic atmosphere, family-friendly
- 302.Vibrant, Exciting, Diverse,
- 303.Inviting, Colorful
- 304.inviting; quaint; bustling; destination
- 305.family oriented
- 306.quaint, but thriving retail and business offices
- 307.Quaint, Historic
- 308.More smooth traffic flow, more local restaurants and shops
- 309.Rebuilt, revitalized, and filled with active businesses
- 310.family friendly, vibrant, reminds me of Kirkwood/new town
- 311.Remodeled, maybe a newer, fresher look.
- 312.Family friendly, fun and pretty
- 313.Historic and Family Friendly
- 314.Not a worse traffic nightmare like the Parkway is
- 315.Lively
- 316.growing, charming mix of old and new
- 317.revitalized
- 318.It is going to be unbelievable traffic congestion unless something is done to enlarge the entire area of Pearce Blvd and Wentzville Parkway. There must not have been much thought and foresight to have allowed this design as it is now. Why were not more lanes of road before allowing the business to be built?
- 319.thriving, beautiful, historic, small town feel
- 320.Vibrant and useful
- 321.inviting, clean, historic
- 322.it looks as good as old town Florissant or old St. Charles
- 323.Fun
- 324.safe, relaxing, unique, a destination
- 325.St. Charles Historic District
- 326.best place to eat, drink & shop
- 327.Active, clean and beautiful
- 328.Busy
- 329.Friendly for walkers young and old, vibrant, open air shops and restaurants
- 330.Active, Inviting, Family Orientated
- 331.a safe and nice place to live
- 332.vibrant, boutique, clean
- 333.Fun for the family, Shopping, Family friendly,
- 334.A Safe Place to "walk to/around" at night, visit local bars/restaurants, and shops.
- 335.A step back in time
- 336.Quaint, warm, well-landscaped and clean.
- 337.A modern community with old town flavor
- 338.convenient, accessible, friendly, affordable
- 339.Family community
- 340.friendly
- 341.welcoming
- 342.Mix of uses, walkable activities
- 343.no vacant buildings, more businesses, better appearance and conformity to architectural standards
- 344.a great place to visit, shop and relax