

**MINUTES**  
**MASTER PLAN STEERING COMMITTEE MEETING**  
**ST. CHARLES COUNTY**  
**October 25, 2018**

The October 25, 2018, meeting of the St. Charles County Master Plan Steering Committee was held at the St. Charles County Police Department, 101 Sheriff Dierker Court (Briefing Room), O'Fallon, Missouri.

**MEMBERS PRESENT:**

Chairperson Nancy Matheny, Keith Arbuckle, Mike Elam, Jennifer George, Marc Gottfried, Bart Haberstroh, Michael Hurlbert, Daniel Kluesner, Jeanette Koechner, John Lamping, David Leezer, Shelley Machens, Sandra Meranda, Keith Schneider, and John Schulte.

**MEMBERS ABSENT:**

Vice Chairperson Luanne Cundiff, Julie Feast, David Gipson, John Greifzu, Matthew Jaspering, and Mike Klinghammer.

**COUNTY STAFF PRESENT:**

Joann Leykam, Robert Myers, Mark Price, Pinar Turker, and Jhimae Brock

**OTHERS PRESENT:**

None

Chairperson Nancy Matheny called the meeting to order at 4:05 PM.

Chairperson Nancy Matheny called for a motion to approve the minutes from the September 27, 2018 meeting. David Leezer made and John Lamping seconded a motion that the minutes be approved. The motion was approved unanimously.

**Welcome and Process Recap**

Michael Hurlbert welcomed the Committee members and provided a status overview. The goals and objectives have now been drafted in accordance with the direction of the Steering Committee and have been emailed as part of the meeting packet for informational purposes. A complete draft 2030 Master Plan will be presented at the November Steering Committee meeting but without appendices. The Planning and Zoning Commission will meet on December 19, and the Steering Committee will be asked to make a recommendation at its November meeting so the Planning and Zoning Commission can review the draft Plan at its December meeting. If the Commission makes a recommendation at its December meeting the 2030 Master Plan would be submitted to the County Council in January for consideration.

The Chairperson asked if Steering Committee members should attend the December 19, 2018 Planning and Zoning Commission meeting.

Michael Hurlbert responded in the affirmative.

The Chairperson stated that the Planning and Zoning Commission meeting will be held on Wednesday, December 19, 2018 at 7:00 PM.

David Leezer asked if the Planning and Zoning Commission would be able to make changes to the draft.

Michael Hurlbert responded that Planning and Zoning Commission could have questions and might make recommendations for changes or clarifications. The Steering Committee has a tentative meeting scheduled for December 27, 2018 but would only meet if there are substantive changes recommended by the Planning and Zoning Commission.

The Chairperson stated that Steering Committee members should probably attend the Council Meeting. She asked how far in advance would the Planning and Zoning Commission receive the Plan before the meeting.

Robert Myers responded that once the draft is available online for public comment, County staff will send the link to the Planning and Zoning Commission for review. County staff typically sends the Planning and Zoning Commission their meeting packet one week in advance of the meeting, but in this case it would be best to send it to them earlier.

The Chairperson asked if the Planning and Zoning Commission meetings are recorded and available to view on the County website.

Robert Myers responded in the affirmative.

The Chairperson asked about how long it takes for the videos to be uploaded online.

Michael Hurlbert responded that it usually takes one day.

### **Recap of Public Forum**

The Chairperson asked Michael Hurlbert to provide a recap of the public meeting.

Michael Hurlbert stated that approximately 20 people attended the meeting. Six Steering Committee members attended as well as the County Executive. Participants were provided an opportunity for feedback by comment cards.

The open house was advertised on social media and the County website, and elected officials across the County were also invited. He stated that they received feedback that the presentation was good but that the public input process was not very extensive.

Michael Hurlbert asked County staff if they would like to share any comments or feedback.

Robert Myers stated that several housing representatives attended the presentation and afterward stated that they seemed pleased with the draft Plan's vision, goals, and objectives for housing. He stated

that the open house mainly covered goals and objectives and not a Future Land Use Map. At the next stage where a draft Plan is provided online for the public with a Future Land Use Map, that will likely generate more interest and comment.

The Chairperson asked if the Steering Committee members that attended the Open House would like to share any comments or suggestions.

John Lamping noted Michael Hurlbert's press release on KMOX radio about the open house. Mr. Lamping stated that they made it sound like it was more controversial than it was. It was a small group that voiced concerns after the presentation. He spoke with several people to help them understand that the 2030 Master Plan is a guideline and set of recommendations, and that the public is welcome to provide feedback.

Michael Hurlbert agreed that the Master Plan is a guide for future growth and development which does not dictate the outcomes. This is often misunderstood by the public.

John Lamping recommended that for future Master Plans that Steering Committee members have more advanced notice for meetings such as focus group meetings.

#### **Review of draft 2030 Future Land Use Plan**

Michael Hurlbert presented on a screen a draft 2030 Future Land Use Map provided in advance to Steering Committee members in their meeting packet. The recommended draft is largely the same as the 2025 Future Land Use Plan but with the following notable updates:

- Future land use plans shown in master plans approved since 2013 by municipalities are reflected in the County's draft, including updated future land uses from the cities of Wentzville, O'Fallon, and Lake St. Louis;
- For better visual display, the colors used on the map for Agricultural and Parks and Open Spaces have been reversed so that Agricultural land uses are depicted in lighter green and Parks and Open Space land uses shown in darker green;
- Existing rural residential subdivisions are depicted in the 2030 Future Land Use Map as rural residential as those subdivisions will likely exist in 2030 rather than being converted to future agricultural uses;
- Agricultural-Tourism will be depicted as an overlay area with underlying future agricultural land uses; and
- An area in the far northwest corner of the County, north and west of Hwy. W, was changed from future rural residential to low density residential.

Michael Hurlbert elaborated on the purposes and history of the Agricultural-Tourism zoning district and future land use designation in the 2025 Master Plan.

Jennifer George commented that a particular winery owner had been interested in adding a

conference center and hotel to his winery within the Agricultural District, and that led to the creation of the Agricultural Tourism Zoning District regulations. But that particular project never moved forward.

The Chairperson asked if the Agricultural Tourism Zoning District was intended to advertise or promote the area.

Jennifer George responded that advertising and promotion has largely been handled by the St. Charles Convention & Visitors Bureau and by the wineries and that the County's Agricultural Tourism District has really played a role.

Robert Myers stated that he likes that the Agricultural Tourism designation on the 2030 Future Land Use Map would be changed to an overlay area rather than an underlying land use. The same has been done for mixed use commercial areas as depicted on the Future Land Use Map. This will provide better direction on future recommended land uses when applicants apply to rezone properties in rural areas.

Michael Hurlbert addressed the White's Branch Planning District in the northwest corner of the County. It is an atypical area in that the future land use is shown as agricultural, but it is located within its own urban service area. The 2025 and draft 2030 Master Plans identify it as an area for further study should it become likely that sanitary sewer service would be provided to that area.

Robert Myers commented that a common question posed with master plan committees is whether or not the County will run out of easily developable land within the foreseeable future. Based on projections for the number of acres of land to be developed by 2030, there appears to be sufficient undeveloped land until at least 2030.

### **Preview of online and interactive Master Plan 2030**

Michael Hurlbert stated that he had emailed to Steering Committee members a link to an online and interactive 2030 Master Plan prepared by Pinar Turker. This is recommended as an advanced way to share the Master Plan with the public.

Pinar Turker provided a visual overview of the online resource. Tabs are provided for each chapter and for the draft 2030 Future Land Use Map.

Jennifer George asked if parcel boundaries would be shown in these online maps.

Pinar Turker responded that although there may be speed issues, she will include the parcel boundaries for the public to view. She stated that it is still a work in progress.

Marc Gottfried stated that he is very impressed with this as a potential resource.

Michael Hurlbert thanked Pinar Turker for spearheading and creating such a useful online tool.

Pinar Turker stated that ESRI's Story Maps software was released a few years ago and is becoming more popular as a way for governments to engage the public. Its use with the Master Plan will be a testing phase for St. Charles County.

Robert Myers commented that to his knowledge St. Charles County is the first jurisdiction in the region to have an interactive master plan or comprehensive plan online. It could be a wonderful educational tool, including for classroom instruction. Because it is interactive, each user can delve into the Plan at their own level of interest. Also users can follow their interests in a nonlinear fashion.

The Chairperson asked if the Land Use Map will remain the same for 5 years or if it would update as changes are reflected.

Robert Myers responded that although County staff hasn't discussed this, master plans can be amended, such as with the 2012 amendment for the Agricultural Tourism District.

Michael Hurlbert stated that this is still under construction but encouraged everyone to view the interactive web project before the November meeting.

### **Questions & discussion**

The Chairperson asked for follow up questions and discussion.

John Schulte suggested that focus group meetings be announced further ahead of time to avoid time conflicts.

Shelly Machens suggested that the focus group meetings be held in the morning or after 4 pm.

Keith Arbuckle asked Robert Myers to clarify his statement regarding the County "not running out of developable land".

Robert Myers responded that in terms of undeveloped acres to be converted to other uses, the County should have sufficient land. But that in reviewing and updating the Future Land Use Plan, certain assumptions had to be made about sanitary sewer service being extended to cover some areas. We don't have control over if or when sanitary service would be provided.

The County recently underwent an exercise with the Missouri Department of Transportation to forecast population and employment within the Highway N corridor through 2045. Beyond a few years in the future, it became impossible to project which areas would be served by new sanitary sewer lines, and so that for the purposes of the projections, the assumption was made that those areas would be served sometime by then. It will happen in phases.

Keith Arbuckle stated that south of Hwy. N, future sanitary service might very well be an MBR plant rather than a traditional sewage treatment plant. Mr. Arbuckle stated that his company has been communicating with the County about this concept. It would be a huge investment.

Keith Arbuckle asked if the County has estimates for how many of the 75,000 new residents between 2018 and 2030 can be accommodated using existing sewage treatment plants.

Robert Myers stated that the County has not calculated that, but that they should be able to work with sanitary districts on additional analyses.

Pinar Turker stated that other assumptions are that the yellow-shaded areas for Low Density

Residential will include other uses like institutions and neighborhood shopping. Also, developed areas designated as future Multi Use commercial will undergo a development transformation. This is a generalized plan and should be viewed at a broad perspective, and further analysis is required in some areas to make more specific recommendations.

Michael Hurlbert stated that demand is impacted by opportunity and cost. Mr. Hurlbert stated that without sewer, the demand will be much lower. He stated that this is based on demand that can be met.

### Next Steps

At the November 29, 2018 Steering Committee meeting, a complete draft of the 2030 Master Plan will be reviewed. We will review the draft and hopefully be ready to make a recommendation to the Planning and Zoning Commission.

### Meeting Adjournment

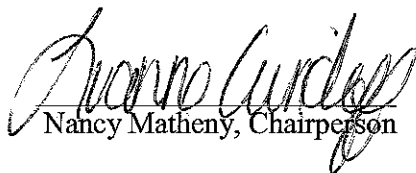
Chairperson Nancy Matheny asked for a motion to adjourn the meeting. The motion was made by David Leezer and seconded by Mike Elam. The meeting adjourned at 5:15 PM.

Note: The next meeting of the Master Plan Steering Committee will take place on Thursday, November 29, 2018, at 4:00 PM.

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Respectfully submitted by:

  
Nancy Matheny, Chairperson

  
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Date