TOWN OF AUGUSTA, MISSOURI

COMPREHENSIVE PLAN

ADOPTED June 30, 2011

Planning Commission Secretary
Town of Augusta, Missouri

Date

Town Clerk
Town of Augusta, Missouri

Date

MURPHY CONSULTANTS LLC
URBAN & ENVIRONMENTAL PLANNING
hilary.murphy@sbcglobal.net
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section 1: Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Section 2: Existing Conditions</td>
<td>5</td>
</tr>
<tr>
<td>Section 3: Town Issues and Opportunities</td>
<td>18</td>
</tr>
<tr>
<td>Section 4: Future Land Use</td>
<td>20</td>
</tr>
<tr>
<td>Section 5: Goals and Action Items</td>
<td>25</td>
</tr>
<tr>
<td>Section 6: Proposed Future Actions</td>
<td>33</td>
</tr>
<tr>
<td>Appendix A</td>
<td>34</td>
</tr>
<tr>
<td>Appendix B</td>
<td>38</td>
</tr>
</tbody>
</table>

# LIST OF MAPS

- *Augusta Existing Land Use Map* 9
- *Augusta Existing Land Use Map – Detail* 10
- *Augusta Official Zoning Map* 12
- *Augusta Official Zoning Map – Detail* 13
- *Augusta Future Land Use Map* 21
- *Augusta Future Land Use Map – Detail* 22
1. INTRODUCTION

1.1 USE OF THE COMPREHENSIVE PLAN

The Town of Augusta Comprehensive Plan provides guidelines for decisions concerning future land use, development, and economic development within the Town of Augusta over the next 10 to 15 years. The primary objective of the comprehensive plan is to preserve and enhance the quality of life for current residents as well as future generations.

The comprehensive plan suggests where various future land uses should occur and provides direction regarding economic development. The comprehensive plan also provides direction for the town’s decision makers and responds to the expectations of residents for consistent decision making.

The Town of Augusta Comprehensive Plan is considered an advisory document only and is not binding on the zoning discretion of the Town of Augusta. Although the plan is advisory, it is the basis for regulatory measures, including subdivision and zoning regulation updates and development review decisions. The comprehensive plan serves as the foundation for future intergovernmental agreements, capital improvement programming, and detailed studies and programs. The comprehensive plan is also a community resource that can be used as supporting documentation for pursuing grants for community development activities.

The comprehensive plan should be referenced by the Town Board, the Town Zoning and Planning Commissions, the Town Board of Adjustment, and the Town Zoning Commissioner when reviewing development applications, updating subdivision and zoning regulations, working on intergovernmental issues, outlining work programs, preparing annual budgets, and evaluating the town’s progress in meeting identified goals. The comprehensive plan should also be used to guide residents, landowners, and developers concerning land planning and community development policies within Augusta.

1.2 THE PLANNING PROCESS

In July of 2007 the town prepared a strategic plan that was based on results of a community survey as well as several well-attended community meetings, however, the town soon realized that they needed a comprehensive plan for their community.

Due to limited financial town resources and the desire to keep the planning process moving forward, it was decided that this comprehensive planning process would be an effort to combine the planning work that had already been conducted by the town with more research, additional public outreach, as well as the development of Geographic Information Systems (GIS) maps for the town. The ultimate goal was to create a simple, straightforward comprehensive plan that was user friendly and relatively easy to implement.

The comprehensive planning process began in August of 2010. One kickoff meeting was held with the steering committee in August followed by five Town Meetings as follows:

- Monday, September 20th: Town Issues and Opportunities
- Monday, October 18th: Future Land Use Workshop
• Monday, November 15th: Draft Town Goals
• Monday, January 17th: Proposed Town Goals & Action Items
• Monday, February 21st: Pre-Final Comprehensive Plan

Town Meetings were advertised on a project poster that was distributed throughout town. Meetings were also posted on a new website created for the town [www.townofaugustamo.org](http://www.townofaugustamo.org). Project updates and draft documents were also posted on the website for citizen review and comment.

A public hearing for the Town of Augusta Comprehensive Plan was held June 27, 2011 and the Town of Augusta Planning Commission adopted the plan on June 30, 2011. Consequently, the comprehensive plan should be due for a full revision in 2016, but updates to the Goals and Action Items are recommended on an annual basis (see Section 5) and updates to the existing conditions every three years.
2. EXISTING CONDITIONS

2.1 OVERVIEW

The Town of Augusta is located in the southeastern corner of St. Charles County, Missouri (see graphic below.) Augusta is approximately 35 miles from downtown St. Louis, and is located south of Interstate 64 and about a quarter of a mile south of State Highway 94. The town, of approximately 250 people, sits on the bluffs above the Missouri River Valley.

The natural beauty of the area is a big attraction throughout the year, but especially during the fall when a great variety of foliage is displayed in the valley and surrounding hillsides. These natural resources are recognized both statewide and nationally with tourists from all over the country visiting Augusta.

The town is approximately .7 square miles in size with a downtown area that is a National Registered Historic District.

2.2 HISTORY

The Town of Augusta was settled in 1822 and legally established in 1836 by Leonard Harold. Harold, a settler who followed Daniel Boone to what is known today as St. Charles County, purchased 360 acres of public land in 1821, growing tobacco and other crops on his farm. On the portion of his property fronting the Missouri River, Harold laid out the first streets and lots for a riverfront settlement. In 1836 the settlement was recorded with the county as “Mount Pleasant” (said to be a description used by earlier French fur traders.)

In the 1830s and 1840s the town’s population grew through the arrival of German-speaking immigrants from the provinces of Hesse, Westfalia, and Hanover. Many were liberals who had supported the revolutionary movements in the homeland; in the 1850s the immigrants were primarily from troubled agricultural areas. (At least two-thirds of the German immigrants into St. Charles County came from an area in northwest Germany, and most tended to settle near other immigrants from their home region.)

When the town applied for a post office in 1842, residents were told that since there was already a “Mount Pleasant” post office in Missouri they would have to take a different name. While some early sources say the town was named after Harold’s wife, others point out that none of Harold’s wives were named Auguste(a).

In 1855 the town was incorporated by the State of Missouri as a Special Legislative Charter Town. The Town of Augusta Charter sets out that the corporate powers of the town be vested in a Board of Trustees consisting of five members elected annually.
By the time of incorporation, the town was becoming the center of a thriving community producing mainly grain, livestock, and wine grapes. The town was also a trading center that supported numerous craftsmen, merchants, and hotels.

In 1867 Augusta incorporated its first wine cooperative, the Augusta Wine Company, which operated and stored wine out of the “Wine Hall”, a two-story deep wine cellar that held one thousand-gallon barrels. The cooperative was dissolved in 1884. The first actual winery in Augusta, Mount Pleasant Winery, was started by George Muench Jr. in 1889.

Augusta’s role as a river port ended in the 1870s as the Missouri River gradually shifted its channel to the south. As a result the town lost its riverfront, but was left (through the law of accretion) with 200 acres of fertile river bottom land. The arrival of the Missouri, Kansas & Eastern Railroad in the early 1890s helped replace the loss of river traffic.

The German immigrants began making wine soon after their arrival in St. Charles County, and the vineyards in the Augusta area had achieved notoriety by the 1850s. By the 1880s, about 400 acres in St. Charles County were dedicated to vineyards and were producing 100,000 gallons of wine annually. Over 200 of those acres were in the Augusta area and it is said that the town had approximately 20 local wine cellars.

Missouri’s wineries were hit hard by Prohibition which went into effect in 1920, and many of the grape growers began planting other crops. The revival of local vineyards in the late 1960s, however, spurred tourism in the Augusta resulting in the establishment of many “home-grown” businesses, bed and breakfasts, and restaurants. In 1980 the Town of Augusta was recognized as the first Appellation viticultural district in the United States.

2.3 DEMOGRAPHICS

NOTE: At time of publication, 2010 Census data at the town level was not available. It is recommended that the town update this section of the plan when the data becomes available. Visit the Missouri Census Data Center online at: http://mcdc.missouri.edu/.

Population

According to the U.S. Census, the population of Town of Augusta dropped from 263 in 1990 to 218 in 2000. This is almost a 17 percent loss of the overall population.

<table>
<thead>
<tr>
<th>Year</th>
<th>Town Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>263</td>
</tr>
<tr>
<td>2000</td>
<td>218</td>
</tr>
</tbody>
</table>

Households

According to the U.S. Census, in 2000 there were 218 people in the Town of Augusta and 102 households. Of the 102 households, 47.1% were married couples living together, 10.8% had a female householder with no husband present, and 37.3% were non-family households. 15.7% of the households had children under the age of 18 living with them. 35.3% of all households were made up of individuals
and 14.7% had someone living alone who was 65 years of age or older. The average household size was 2.14 and the average family size was 2.72. The racial makeup of the town was 99.08% White, 0.46% Asian, and 0.46% from two or more races.

Age

The age of the town’s population in 2000 was dispersed as follows, 15.6% under the age of 18, 8.7% from 18 to 24, 25.2% from 25 to 44, 30.7% from 45 to 64, and 19.8% who were 65 years of age or older as reflected in the table below. The median age of the population was 45.5 years.

<table>
<thead>
<tr>
<th>Age</th>
<th>Percent of Town Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>15.6</td>
</tr>
<tr>
<td>18 – 24</td>
<td>8.7</td>
</tr>
<tr>
<td>25 – 44</td>
<td>25.2</td>
</tr>
<tr>
<td>45 – 64</td>
<td>30.7</td>
</tr>
<tr>
<td>65 and older</td>
<td>19.8</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

Housing Units

In 2000 there were 119 housing units in Augusta, 102 of which were reported to be occupied. Of these occupied units 82 were owner-occupied and 20 were renter-occupied. It was reported that 17 housing units in the town were vacant.

Income

The median income for a household in the town was $35,000, and the median income for a family was $54,375. Males had a median income of $32,500 versus $24,375 for females and the per capita income for the town was $21,065. 2.3% of the population was living below the poverty line, 10.9% of those over the age 64. No families or children under eighteen were considered to be living below the poverty line.

2.4 EXISTING LAND USE AND ZONING

Land Use

The Existing Land Use Map prepared during this comprehensive planning process is provided on the following page of this document. (A map titled Existing Land Use Map - Detail is provided on the subsequent page which offers a zoomed in view for more detail.)

The total acreage of land within town limits of the Town of Augusta is approximately 511 acres. The majority of land in Augusta falls into the “Public/Semi Public” land use category, totaling 232.8 acres. This is largely due to the tract of land south of the Katy Trail that belongs to the town (this land was acquired by the town through accretion when the river shifted to the Washington bluffs in the late
1800s). There are 135.9 acres of residential land within the town and 105.8 acres of agricultural land. Commercial land uses account for 36.7 acres with the remaining .2 acres devoted to utilities.

<table>
<thead>
<tr>
<th>Existing Land Use</th>
<th>Total Acres within Town Limits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural</td>
<td>105.8</td>
</tr>
<tr>
<td>Residential</td>
<td>135.9</td>
</tr>
<tr>
<td>Commercial</td>
<td>36.7</td>
</tr>
<tr>
<td>Public/Semi Public</td>
<td>232.8</td>
</tr>
<tr>
<td>Utility</td>
<td>0.2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>511.4</strong></td>
</tr>
</tbody>
</table>
The majority of Augusta’s commercial land uses occur in and around Augusta’s main historic downtown area, the Architectural District. The Architectural District is a certified National Historic Register District located along Walnut Street between Jefferson and Jackson Streets (see Existing Land Use Map – Detail, page 9.)

The Architectural District includes a variety of architecture reflecting Augusta’s growth, including general stores, saloons, a hotel, a wine hall, and a service station that was a car dealership in the 1920s, Victorian homes, and a church that was built in 1861.

In July of 2004, the Town of Augusta adopted a “Historic Preservation Ordinance” establishing a town Historic Preservation Commission (HPC) and providing the HPC with mechanisms to identify and preserve the town’s distinctive historic and architectural characteristics, to encourage and facilitate public knowledge of Augusta’s historic past, and to explore financial incentives for preservation.

Surrounding the downtown area is the rest of the Town of Augusta, which includes the Town Square Park, the Town Visitor Center, the Dan Kemner Building, the post office, and other commercial uses, as well as residential uses.

Zoning

The Town of Augusta Official Zoning Map, is located on the following page of this document. A “detail” version of the map is provided on page 13.

PLEASE NOTE: THESE ZONING MAPS REPRESENT TOWN ZONING AS OF JUNE 30, 2011. PLEASE CHECK WITH THE TOWN OF AUGUSTA ZONING COMMISSIONER TO VERIFY THE OFFICIAL ZONING STATUS OF YOUR PROPERTY.

Zoning districts were established in Augusta in 1993 as a part of the creation of the 1993 Zoning Ordinance. The town’s zoning ordinance has not been updated since 1993 and is in need of revision.

The town currently has the following five zoning districts:

1. Flood Plain
2. Agricultural (minimum lot size 3 acres)
3. Residential R-2 (minimum lot size 1 acre)
4. Residential R-1 (minimum lot size 6,000 square feet)
5. Commercial
2.5 PUBLIC FACILITIES AND INFRASTRUCTURE

Parks & Trails

Augusta’s Town Square Park, bound by Walnut, Chestnut, Green and Ferry Streets (see Existing Land Use Map – Detail, page 9), is a .6 acre park owned by the Town of Augusta. Town Square Park hosts many town events and also provides a playground, picnic area, and basketball court. The Dan Kemner Building, where most town meetings are held, is also located on the site.

Augusta’s Town Park, located on the northwest corner of High Street and Webster Street is approximately 8.4 acres in size and offers picnic tables and a covered pavilion on a concrete slab.

The Katy Trail, the longest national “rails-to-trail” project, is a 225 mile bike path stretching across most of the state of Missouri. Over half of the trail follows Lewis and Clark’s path up the Missouri River. The trail - which is ideal for hiking, running, or cycling - runs through the southern portion of the Town of Augusta, just south of Water Street. Several town businesses face the trail offering services to trail users.

The 250-acre Klondike Park is located just off the Katy Trail, and although not inside the town limits, it is close by and worth mentioning. The park is a popular destination for outdoor recreationalists, families, and youth activity groups. Natural and paved trails wind through tree-lined hillsides to offer a challenging ride or hike and spectacular views of wildlife, native plants, and the surrounding Missouri River Valley. The Klondike Boat Landing is located near Augusta, just east of Klondike Park, off of State Highway 94. There is parking for boaters who want to access the Missouri River or visitors looking for a scenic view of the river.

Public Buildings

The Augusta Visitor Center is located on the northwest corner of Green and Walnut Streets just north of Town Square. The Augusta History Museum is located on the northeast corner of High and Webster Street in a nineteenth century brick house built by German immigrants August and Catherine Sehrt. (August made furniture and caskets in the downstairs stonewalled workroom and grew grapes and fruit trees around the house.) The Sehrt house is one of seven houses in Augusta that are on the National Historic register. The museum presents Augusta’s history through documents, artifacts and programs.

The new Augusta town library (officially known as the “South County” branch of the St. Charles City-County Library District) is located on the northeast corner of Jackson and Locust Streets. The 2,800 square foot library, which opened in 2010, is home to a collection of approximately 11,000 items, public access computers, and a small meeting area. In 2009 the town voted to issue $400,000 in general obligation bonds to construct the new library.

The Dan Kemner Building, the town’s old fire house, is located in the northwest corner of Town Square Park. This is where the town’s main office is and where official town business is conducted.
Streets

The two entrances into Augusta from State Highway 94 to the north are Jackson Street and Church Road. Both of these streets have been widened and improved with assistance from St. Charles County. Many of the town’s remaining streets, however, are still in need of improvement. There are residual problems with street surfaces where sewer lines were installed. These streets have been patched and re-patched over time resulting in uneven and bumpy surfaces that contribute to noise pollution as trucks and farm implements drive over them.

Sidewalks

There is a lack of adequate sidewalks within the town of Augusta which makes it difficult for the pedestrians, especially senior citizens, to walk throughout town.

Stormwater, Sewer, and Water Supply

The infrastructure of the town was improved with the addition of a centralized sewer system in 1998. Stormwater drainage, however, is still a continual problem in town.

St. Charles County Public Water Supply District # 2, the largest water district in the State of Missouri serving a population of about 75,000 people, provides water to the Town of Augusta.

Parking

On-street parking is currently allowed on both sides of the streets within the town which can cause congestion and creates issues for emergency vehicles. Public parking is reported to be inadequate when traffic volumes are up due to various town events.

2.6 ECONOMY

Workforce

Augusta’s residents are primarily small business owners, farmers, laborers, professionals, and retirees. Many are descendants of the town’s founding fathers or have multigenerational ties to the community. The following table regarding the occupation of the town’s population is based on 2000 Census data.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percent of Town’s Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management, professional, and related occupations</td>
<td>27.0</td>
</tr>
<tr>
<td>Service occupations</td>
<td>24.7</td>
</tr>
<tr>
<td>Sales and office occupations</td>
<td>27.0</td>
</tr>
<tr>
<td>Farming, fishing, and forestry occupations</td>
<td>0.1</td>
</tr>
<tr>
<td>Construction, extraction, and maintenance occupations</td>
<td>8.2</td>
</tr>
<tr>
<td>Production, transportation, and material moving occupations</td>
<td>13.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
</tr>
</tbody>
</table>
Local Businesses

Currently, there are two wineries within the town, a brewery, several bed and breakfasts, a few restaurants, and various retail shops such as antique shops, a spa, a gas station, a glass blowing studio/gallery, and other small commercial uses.

Prior to the flooding of the Missouri River in 1993, there were significantly more shops in town, especially along the Katy Trail. Since that time, the town has seen commercial business shift from service to retail oriented business. It is reported that many of the shops that are currently successful have become “destination point” businesses, where shoppers come in to visit one store specifically, such as an antique shop or an art gallery.

The wineries in town have historically been a big part of the town’s economic engine, however, the establishment of new wineries along Highway 94 over the past ten years has resulted in a decline in visitors to Augusta’s wineries, resulting in a significant drop in sales tax over the past few years.

Town citizens have expressed that the availability of additional services such as restaurants, coffee shops, galleries, retail shops, and even perhaps a market would encourage visitors to stay longer and would also make their visit more memorable. It is also felt that many visitors see the numerous vacant buildings in town and leave with a sense of “wanting a little more out of their getaway.”

Tourism

The Katy Trail has been a boost to the town’s economy, however it seems as though Katy Trail visitors have most greatly impacted the lodging and winery industries in Augusta, as bed and breakfast owners report that many of their guests come to Augusta to cycle and for wine tasting.

Recognizing Augusta’s attraction as a tourist destination, the Augusta Visitors Association was organized approximately 30 years ago. This organization became the Greater Augusta Chamber of Commerce several years ago in order to reach out to the businesses in the surrounding small communities. The Greater Augusta Chamber of Commerce (GACC) sponsors three major events during the year: The Plein Air Art Event (one of the largest in the Midwest where artists complete their pieces in the tradition of “Plein Air” or outdoors, capturing the nuances of natural light in their work), the Harvest Festival (which includes a picnic, music, and dancing), and the Candlelight Christmas Walk (now a 28 year old tradition.) The GACC works closely with community members to make these events a success. In May 2005, the Town Board passed a resolution designating GACC as the town’s Destination Marketing Organization (DMO.)

Taxes and Other Revenue Streams

Augusta, which relies heavily on sales tax as a revenue stream, has seen a steady decline in sales tax since the year 2007. St. Charles County collects a five percent hotel tax that benefits the County Sports Authority and Augusta does not currently collect a tourism tax.

Another significant income stream for the town involves the large tract of agricultural land that the town owns just south of the Katy Trail. The town rents out this land to a farmer for agricultural production.
Over the years, Augusta has received very little state or county funding. This appears to be due mainly to the “lack of professional knowledge needed to procure funding”.
3. TOWN ISSUES & OPPORTUNITIES

The following issues and opportunities were identified by the project Steering Committee and town residents at the first town meeting on Monday, September 20th, 2010. Additional comments received subsequent to the meeting have been added as well.

ZONING AND LAND USE

• Need to take a good look at existing zoning and what is allowed in various districts
• Small homes are getting near the end of their economic life cycle, don’t want to create lots that are unbuildable
• R1 Zoning District – allows one out building (e.g., if you put up a gazebo, you are in violation), so may need to look at lot coverage
• R2 does not allow for wineries
• Need for new zoning map that is in digital format
• Non-conforming uses – need to take a good look at these and how the town wants to deal with them
• Non-compatible use issues – many commercial uses have been established in residential areas resulting in unfavorable impacts (e.g., traffic, noise)
• Historic districts – potential for overlays with more standards
• May be a legal glitch in the way the current historic district is set up
• Noise impacts of 24-hour gas pumps
• Need to review the county building permit process – what are the benefits for the town?
• Need to restructure town fees, development should pay its own way
• Possibility of annexing land north of town between Jackson Street and Church Road

SENSE OF COMMUNITY

• Concern about loss of community – commercial uses infiltrating into residential areas
• Concern about the increase of non-permanent residents (partially due to more guest rental properties in community), interest in encouraging permanent residents

COMMUNITY APPEARANCE

• Idea for town square surrounded by commercial uses, like traditional town square
• Need for consistency with directional/informational signage
• Need for consistency with street signs
• Loosing historic structures, how to protect?

PUBLIC FACILITIES

• Augusta Town Park & Augusta Town Square, potential for connectivity?
• Need enhancement for both Augusta Town Square and Augusta Town Park
• General review of town owned properties and potential future uses of those properties would be good
• Need a place for teen to recreate, possibly Dan Kemner building?
• Potential grants for new field and concession stand
• Need public restrooms

**INFRASTRUCTURE**

• Sanitary sewer system capacity issues when looking to bring new development in to the town
• Concern the town does not have their own set of “as built” sewer system plans (need to contact PWSD)
• Storm sewer issues, erosion
• Streets and sidewalks in need of repair
• “Paper streets” (streets shown on official town maps that don’t exist) are a problem
• Truck traffic is an issue – can you put limits on the size of trucks allowed in town or create a designated truck route? (i.e., avoid Chestnut and Jackson)

**PARKING**

• Parking on Walnut street is an issue, only holds so many cars
• Is adequate parking being provided?
• Potential to take town land and create parking areas
• Self-contained parking issue at Mount Pleasant Winery (has taken shopping traffic away from town)
• What about parking on just one side of the street?

**COMMUNICATION**

• The lack of communication is a big issue, hard to get information to people
• The installation of a highly visible town message board to post current events was suggested
• Posting ads in the Missourian, the Augusta Neighborhood News, and the Boone Country Connection was suggested as another way to communicate

**ECONOMIC DEVELOPMENT**

• How are taxes (e.g., real estate tax, bed tax) affecting the town?
• What else can the town be doing?
• How to promote new business to come to town?

**ENVIRONMENT**

• Can see residential encroaching, is there a way to create a buffer around town?
• Preserve and protect natural beauty and natural resources
4. FUTURE LAND USE

Introduction

On Monday, October 18, 2010, town residents engaged in a hands-on design exercise in which they developed their own future land use maps for the Town of Augusta, depicting how they felt the town should look in 10-15 years. (Appendix A of this document provides a summary of this meeting as well as photographs of the maps the three groups developed.)

The maps developed by the citizens were used, in conjunction with the other information presented in this document, to develop the town's Future Land Use Map which is provided on the following page. (A map titled Future Land Use Map – Detail is provided on the subsequent page which offers a zoomed in view for more detail.)

The Future Land Use Map (as well as the Town Goals provided in Section 5) should be referenced frequently and used for guidance by the Town Board, the Town Zoning and Planning Commissions, the Board of Adjustment, and the Town Zoning Commissioner when making land use and development decisions, especially rezonings, for the town.

Future Land Use Map Designations

There are nine different land use designations on Augusta’s Future Land Use Map as follows:

1. Agricultural
2. Conservation Development
3. Rural Residential
4. Town Residential
5. Main Street
6. Commercial
7. Park
8. Public/Semi Public
9. Utilities

There are two symbols denoted on the Future Land Use Map:

- Proposed Trails
- Planning Opportunity

These future land use designations and symbols, as well as some rationale as to why they were applied to various locations throughout town, are described in more detail on the pages following the Future Land Use Map.
Agricultural

The two main areas designated for “Agricultural” use on the Future Land Use Map are the land that is currently Centennial Farms (northwest corner of town) as well as the land south of the Katy Trail owned by the town.

Conservation Development

“Conservation Development” involves designing subdivisions so that lots are placed around natural features on a site, preserving the features, and allowing a significant percentage of open space to be permanently protected (please see Appendix B for more information and graphics regarding conservation development.)

The future land use Conservation Development is shown for three areas in and around Augusta, the land in between Jackson Street and Church Road (much of which is currently outside the town limits and would need to be annexed), the land in the northeast corner of the town, as well as the land in the southeast corner. It is anticipated that all of these lands will ultimately develop as residential, so promoting that the land develop as conservation developments will ensure that the rural and natural qualities of the land be conserved.

Rural Residential

“Rural Residential” future land uses are primarily located along the north section of Jackson Street, just east of Lower Street, along Augusta Village Place, and east of Church Road just north of Locust. These are primarily the areas of town that are outside of the main residential core of town (an area bounded by Webster, Water, and Lower Streets to the west, south and east respectively) that are not Agricultural or Conservation Development. It is anticipated that these areas would develop at a density consistent with the current R-1 zoning with a minimum lot size of one acre.

Town Residential

The “Town Residential” future land use designation occurs mainly within the residential core of town (again, bound by Webster, Water, and Lower Streets to the west, south and east respectively.) It is anticipated that these areas would develop at a density consistent with the current R-2 zoning with a minimum lot size of 6,000 square feet.

Main Street

A prosperous and sustainable community is only as healthy as its core. In order for the Town of Augusta to reverse current trends and begin to thrive again, it is essential that a town main street be re-established. Consequently, a “Main Street” future land use designation has been created. The Main Street corridor - moving west to east – begins at the intersection of Webster Street and High Street, runs east to Jackson Street, heads north to Walnut Street, heads east to Jefferson Street, and then continues east on Locust with a slight jog north on Church Road (see Future Land Use Map - Detail.)
Ultimately, the goal is for the town to adopt a special “Main Street Zoning Overlay District” that would provide special regulations, design guidelines, and incentives for all of the properties that run along this corridor (see Goal 1 in Section 5.)

**Commercial**

Future “Commercial” land uses occur in two main areas in the Town of Augusta, along the Main Street corridor (described above) and along Water Street just north of the Katy Trail. Centralizing commercial uses in two main “areas” can help alleviate incompatible use issues such as noise and traffic.

**Park**

The *Future Land Use Map* proposes new parks to the south and east of the library (located on the northeast corner of Jackson and Locust Streets.)

**Public/Semi Public**

No new “Public/Semi Public” land uses are proposed on the *Future Land Use Map.*

**Utilities**

No new land for utilities is proposed on the *Future Land Use Map.*

**Proposed Trails**

The *Future Land Use Map* depicts a new trail for the Town of Augusta that connects the Katy Trail to Town Park, the library, and over to the American Legion Building on the west side of town. There are also two spurs that exit Town Park and lead into the proposed Main Street area.

**Planning Opportunities**

It was identified at the Future Land Use Workshop that two bridges in town would help facilitate connections between the northern and southern areas of town. These areas are depicted with stars on the *Future Land Use Map.*
5. TOWN GOALS AND ACTION ITEMS

The following is a list of goals for the Town of Augusta and their associated action items. These goals and action items were developed based on the four previous sections of this comprehensive plan.

These goals are meant to be straightforward and realistic and the action items are meant to be **implementable, within the next five to ten years.** Due to the fact that the town has limited economic resources not to mention woman/manpower, the number of goals and action items has been limited to something that the Town Board and Zoning and Planning Commissions can manage. Action items that have a longer time frame (10-15 years) have been included in Section 7. Potential Future Actions.

Goals are listed by category and not in order of importance or by priority. It is also important to note that many goals overlap and could be applied to more than one category.

It is recommended that a **Comprehensive Plan Oversight Committee** be appointed to be in charge of seeing that the comprehensive plan is implemented to the best of the town’s ability. For without a plan “champion”, the plan may simply sit and collect dust. It is also recommended that the Oversight Committee hold quarterly “check-in” meetings to review the comprehensive plan goals and action items, to determine if and how progress is being made. An **Action Item Implementation Matrix** will be created after the adoption of this plan to assist the Oversight Committee in this process. After each quarterly meeting, a progress report should be sent to the Town Board. **This step is extremely important for advancing the goals of the community.**

The goals and action items should undergo an annual review at a meeting with the Oversight Committee as well as the Town Board and the Zoning and Planning Commissions. **After annual review and assessment, the goals and action items should be updated as necessary.**

---

**LAND USE & ZONING**

**GOAL 1. RE-ESTABLISH CLEARLY DEFINED TOWN “MAIN STREET”**

**ACTIONS:**

1.a: **CREATE MAIN STREET OVERLAY DISTRICT**

- Create and adopt a special “Main Street Overlay Zoning District” for the area identified as “Main Street” on the *Future Land Use Map* and update the town’s official Zoning Map to show the district.

- Update the zoning ordinance to include specific regulations regarding the Main Street Overlay District that support the vision that the town has for its Main Street.

- Ensure that the Main Street Overlay District regulations allow for the types of commercial land uses the town would like to attract and provides flexibility to achieve the desired building form (e.g., appropriate setbacks and architecture.)
Explore ways to make it easier for business to be established within the Main Street Overlay District.

1.b CREATE ZONING THAT IS CONSISTENT WITH FUTURE LAND USE MAP

Work with property owners that own residentially zoned land within areas identified as “Commercial” (as shown on the Future Land Use Map) or within the Main Street Overlay District, to voluntary rezone their properties to commercial.

Any rezoning within the town should be consistent with the Future Land Use Map. (If the town finds that this is not happening and the town’s vision for the future has change, amend the Future Land Use Map as necessary.)

GOAL 2. PROMOTE EXISTING “PATCHWORK” OF LAND USES IN TOWN

ACTIONS:

2.a: ALLOW WELL REGULATED HOME OCCUPATIONS

Update the zoning ordinance to allow well regulated, compatible home occupations in residential areas.
ECONOMIC DEVELOPMENT

GOAL 3. ENCOURAGE ADDITIONAL TOURISM WITHIN THE TOWN

ACTIONS:

3.a: UPDATE THE TOWN’S WEB SITE (also see Action 9.a regarding appointing Town Webmaster)

☐ Include an “Events” page listing all the town’s current events. Work with GACC to ensure consistency between both websites or include links between the two websites.

☐ Include a page listing all restaurants, wineries, bed & breakfasts, retail shops, services, etc., with contact information and links to their websites, if available. Again, work with GACC to ensure consistency between both websites or include links between the two websites.

☐ Advertise “Augusta Visitor Packages” (see Action 3.c below).

☐ Provide “Follow us on Facebook” link on website (see Action 3.b below.)

☐ Subscribe to service that increases search engine visibility (at time of publication this costs only $29.99/year through town’s current domain host.) This service will bring more traffic to the website and get the town’s website listed on major search engines. (Currently, when an online search is done for “Town of Augusta Missouri” the town’s website does not come up until page 6 of Google search and page 3 of Bing search.)

3.b: DEVELOP STRONG SOCIAL MEDIA PRESENCE

☐ Recruit a local (or local teens perhaps) to create a City of Augusta Facebook page. Encourage town Facebook users to “Like” the town’s page and suggest that their Facebook friends do the same. Post the same information on the Facebook page that is on the website. The Town’s Webmaster (see Action 9.a) could also be in charge of managing the Facebook page.

☐ Identify local “Tweeters” and encourage them to “tweet” about Augusta and current events.

3.c: CREATE VISITOR PACKAGES

☐ Encourage local business to coordinate and possibly offer “Augusta Visitor Packages”. Could include the combination of things such as a stay at a bed and breakfast, entrance to and/or a discount at local winery/restaurant, local services, local artist event, all for a discounted rate. This would encourage people to come and spend time engaging in a number of activities in town.

3.d: IMPROVE “WAYFINDING” TO AND WITHIN TOWN
☐ Encourage winery visitors to explore the town by offering walking tours from local wineries. Create a “Walking Tour Map” that are provided at the Visitor Center and at other locations throughout town including outside brochure boxes.

☐ Explore the possibility of installing improved directional signage to wineries from 94 that routes people through town, encourages people to park in town, and informs them of Visitor Center’s location.

GOAL 4. REVITALIZE THE ECONOMIC CLIMATE IN AUGUSTA

ACTIONS:

4.a: CREATE A TOWN FEE SCHEDULE

☐ In order to ensure that development “pays its own way”, create a Town Fee Schedule that includes fees that adequately covers costs incurred by the town throughout the development review process (e.g., zoning commissioner costs, public hearing notice costs, mailing costs, etc.) The fee schedule should be stand alone document, separate from the town’s ordinances, so it can be updated without a public hearing.

☐ Remove all references to fees from the zoning ordinance.

4.b: HIRE A PROFESSIONAL GRANT WRITER

☐ Hire a professional grant writer to research and identify grant possibilities, both government and private, for the Town of Augusta. The grant writer could also be hired to craft grant proposals for the town.

4.c: PROVIDE SPECIAL USE PERMITS FOR NON-CONFORMING STRUCTURES

☐ In an attempt to assist non-conforming properties that are “trapped” inside existing zoning restrictions, and reposition them in the marketplace, revising the zoning ordinance to allow for a “Special Use Permit” for such non-conforming use.

☐ (The Special Use Permit would allow site-specific discretionary approvals for such properties. The Special Use Permit would allow for limited physical expansion and even some change in use for properties that predate the town’s existing zoning. Criteria for permit approval could include a requirement that the new use “improve the character of the area by encouraging reinvestment and upgrading of surrounding properties.”)
COMMUNITY IMAGE

GOAL 5. PRESERVE & ENHANCE THE TOWN’S HISTORICAL LOOK & FEEL

ACTIONS:

5.a: REVITALIZE THE HISTORIC PRESERVATION COMMISSION

☐ As previously mentioned, the Town of Augusta adopted a “Historic Preservation Ordinance” in July of 2004 that established a town Historic Preservation Commission (HPC). The ordinance provides the HPC with mechanisms to identify and preserve the town’s distinctive historic and architectural characteristics, to encourage and facilitate public knowledge of Augusta’s historic past, and to explore financial incentives for preservation. The HPC should be revitalized and regular meetings should be established.

5.b: SEARCH FOR FUNDING

☐ Explore funding sources and grants that provide resources to main streets and historic districts (such as “Paint the Town”) to improve the condition and appearance of buildings in town.

☐ Explore historic preservation and historic rehabilitation strategies for historic properties in town including State Historic Tax Credits, National Historic Register, National Trust for Historic Preservation.

5.c: DEVELOP DESIGN GUIDELINES

☐ Develop architectural design guidelines for new development, improvements to existing structures, as well as historic restorations for the Main Street Overlay District as well as other zoning district in town.

(Conducting a “visual preference survey” with town residents prior to developing the design guidelines is a good way to establish a consensus regarding how the community would like various areas of Augusta to look.)

GOAL 6. PRESERVE THE TOWN’S NATURAL BEAUTY & NATURAL RESOURCES

ACTIONS:

6.a: ALLOW CONSERVATION DEVELOPMENT (see Appendix B for definition.)

☐ Update the town’s zoning ordinance to allow conservation development as a permitted use in all zoning districts.
PUBLIC FACILITIES & INFRASTRUCTURE

GOAL 7. IMPROVE & ENHANCE TOWN STREETS & INFRASTRUCTURE

ACTIONS:

7.a: STAY IN CONTACT WITH EAST-WEST GATEWAY

☐ Continue to work with East-West Gateway to keep them updated on Augusta’s needs, ideas, and future plans.

(Specifically keep tabs on their Great Streets Initiative program. This initiative may provide opportunities for communities to receive planning assistance in designing “Great Streets”. See Appendix section 5.2 for more information regarding Great Streets.)

7.b: CONSIDER ADOPTING A NEW TAX

☐ Consider adopting a “wholesale” tax for the town that would serve as an impact fee for wear and tear that delivery trucks have on town streets.

7.c: PROMOTE LOW IMPACT DEVELOPMENT

☐ When street improvements and other type of development occur within the town, the Town Board and Zoning Commissioner should promote the use of low-impact development (LID) practices. (See Appendix section 5.3 for more information regarding LID.)

GOAL 8. IMPROVE PEDESTRIAN CONNECTIONS BETWEEN COMMERCIAL DISTRICTS

ACTIONS:

8.a: DEVELOP A TOWN WALKING TOUR

☐ Develop a “walking tour” through town that connects the areas the town would like to see more connectivity. Make handouts available to visitors at the visitor’s center and outdoor information boxes.

☐ Improve existing directional signage and add walking tour signage.

☐ Research funding opportunities and grants available for pedestrian street enhancements.
GOAL 9. CREATE INTERCONNECTED SYSTEM OF GREENWAYS, PARKS & TRAILS

**ACTIONS:**

9.a: STAY IN CONTACT WITH GREAT RIVERS GREENWAY

☐ Contact Great Rivers Greenway to update them regarding the town’s new comprehensive plan, future land use map, and the ideas that the town has come up with regarding future projects.

☐ See if Great Rivers Greenway can work with the town to *ultimately* incorporate the town’s vision of linking to the Katy Trail into their regional plan, the “River Ring” (the ultimate goal is for a 600-mile web of more than 45 greenways that will span two states and an area of 1,216 square miles.)
COMMUNICATION

GOAL 10. IMPROVE COMMUNICATION BETWEEN TOWN & RESIDENTS

ACTIONS:

10.a: APPOINT TOWN WEBMASTER

☐ Appoint a town “Webmaster” who will be responsible for updating the website and possibly managing the Facebook page.

☐ The Webmaster could be responsible for making sure that following are kept up to date on the website:

  o Calendar of Events
  o Dates and times of town meeting (including Town Board, Zoning and Planning Commission, Board of Adjustment meetings)
  o Minutes from various town meetings
  o Roster of current Town Board, Zoning and Planning Commission, and Board of Adjustment members, as well as Town Zoning Commissioner, Clerk, and Treasurer as well as contact information
  o Links to copies of current town regulations and plans (zoning ordinance, comprehensive plan, Town of Augusta Policies and Procedures Manual (see below), etc.)

10.b: PREPARE REFERENCE RESOURCES FOR CITIZENS AND DEVELOPERS

☐ Develop a “Frequently Asked Questions” page for citizens and developers.

☐ Develop a Town of Augusta Policies and Procedures Manual that does the following:

  o Establishes the responsibilities and expectations of the Town Board and Town and Planning & Zoning Commissioners (including specific responsibilities of Chairs, Secretaries, and Treasurers) as well as the Zoning Commissioner, Webmaster, etc.
  o Provides an explanation of how to legally run various meetings and hearings (the town currently uses Robert’s Rules of Order) and what is required to notice such meetings and ensure that quorums are met.

10.c: INSTALL TOWN EVENT/MESSAGE BOARD

☐ Establish a town event/message board in a highly visible spot in town.

10.d: PROVIDE INFORMATION AT TOWN LIBRARY

☐ Ensure that all information regarding the town available on the town’s website and on the town’s Facebook page is also available in hard copy at the town library.
6. POTENTIAL FUTURE ACTIONS

Due to the town’s limited woman/manpower and economic resources at this time, the scope of the town’s action items had to be somewhat limited, however, there are several action items that although may not be on the town’s “front burner” at this point, they should remain on the town’s radar screen. The following are potential future actions that could be considered in the next 10-15 years.

- Establish an Architectural Review Committee to review the proposed architecture of new development, improvements to existing structures, and historic restorations for conformity.

- Explore the possibility of implementing a “form-based code” for the Town of Augusta. Form-based codes use physical form, rather than separation of land uses, as their organizing principle and in essence help create a certain “look” on a property as opposed to implementing rigid requirements (e.g., setbacks) that may not serve all properties well. (Please see Appendix section 5.1 for more information on form-based codes.)

- Prepare a parking study for the town.

- Adopt town guidelines that encourage and educate citizens and developers about the benefits of implementing LID practices. (See Appendix B for more information regarding LID.)

- Develop standards and guidelines for development along town entryway corridors (Jackson Street, Church Road, Augusta Bottom Road) that will help preserve the rural feeling that is experienced when driving into town.

- Prepare a “subarea” plan for Town Square Park that develops a future plan for a commercial square around Town Park.

- Explore strategies to take advantage of the town’s river access including developing a detailed Riverfront Plan and contacting the Missouri Port Authority to find out what opportunities are available.
The following is the meeting summary from the town’s Future Land Use Workshop held on Monday, October 18, 2010.

The planning consultant started the meeting by presenting the town’s new Existing Land Use (Figure 1) and Zoning Map (Figure 2, page 2). The town’s new maps are now in geographic information systems (GIS) format and available electronically. The consultant asked that people take time to review the maps for any errors. Specifically, there are several areas on the zoning map (currently shown in gray) that are within the town limits that are in need of a zoning designation.

The consultant then had workshop attendees split into three groups, one group sitting at each of the three tables. Each table was presented with an Existing Land Use map, a proposed future land use legend (see Figure 3, page 2) and colored markers. Each group was instructed to develop their own future land use maps for the town, depicting how they would like to see the town develop in the next 10 to 15 years, by using the various colors to represent the various future land uses.

After the groups spent about 30 minutes discussing issues and marking up their maps, one spokesperson from each group reported the findings of their group and explained why they marked up the map as they did. See the following pages for group maps and summaries.
GROUP MAPS AND FINDINGS

GROUP 1 COMMENTS SUMMARY

- Group 1 did not do a lot of shading on their map, but wrote down their ideas instead
- They were in favor a “planned community” that had clearly defined boundaries
- They would like to see a “vital” commercial district in town
- They would also like to see a historic district
- Other ideas included:
  - Provide access from Katy Trail to Town Park
  - Protect history and buildings
  - Keep centennial farms
  - Address issue of empty home and buildings
  - Preserve 1st wine hall
  - Preserve old hotel
  - Runway for aviation
  - Boat landing
GROUP 2 COMMENTS SUMMARY

- Group 2 was in support of clearly defined commercial districts (see areas shaded red on map) that are connected by paths or other means as well as clearly defined residential areas (see areas shaded yellow, this includes the northern area of town that flanks Jackson Street).
- They were in favor of annexing the land to the north of town between Jackson and Church into the town.
- They felt the vacant land east of Lower Street and south of Casey Farm Lane (see area shaded in yellow over green) should become residential.
- They proposed installing bridges in several areas around town to help provide better connections throughout the town.
- They also identified two parcels on the map that indicate they are not incorporated into the town, these areas need further research.
GROUP 3 SUMMARY

• Group 3 felt that the town should maintain the current/historical land use pattern of the town that is a “patchwork” of land uses.
• They did not want to see any specific commercial or residential districts established.
• They identified several areas they felt would be good locations for future parks (see areas shaded purple), including an area along the river.
• They also identified a potential trail that would connect the Katy Trail, a proposed park, and skirt the stream bank through town.
APPENDIX B

WHAT IS CONSERVATION DEVELOPMENT?

A conservation development is a contiguous area of land to be planned and developed as a single entity, in which buildings are accommodated under more flexible standards (i.e., smaller lots, reduced setbacks, narrower streets, streets without curbs, etc.) than those that would normally apply under traditional zoning regulations, allowing for the flexible grouping of buildings in order to conserve open space, existing sensitive natural areas, and cultural resources.

Existing sensitive natural areas and cultural resources are prioritized and then used to determine how to direct the location of open space. Using clustering, covenants, and other design features, land can be preserved as open space, farmland, or natural area. The goal is to rearrange density on each development parcel as it is being planned so that only half (or less) of the buildable land is consumed by buildings, lots, streets, and other impervious cover. Ultimately the same number of homes or buildings can be built as would have been allowed under traditional zoning and subdivision regulations, but in a less land-consuming manner, allowing the balance of the land to be permanently protected and hopefully added to an interconnected network of green spaces and green corridors.
WHAT ARE FORM-BASED CODES? (taken from the Form-Based Codes Institute website)

Definition of a Form-Based Code

Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in form-based codes are presented in both words and clearly drawn diagrams and other visuals. They are keyed to a regulating plan that designates the appropriate form and scale (and therefore, character) of development, rather than only distinctions in land-use types.

This approach contrasts with conventional zoning's focus on the micromanagement and segregation of land uses, and the control of development intensity through abstract and uncoordinated parameters (e.g., FAR, dwellings per acre, setbacks, parking ratios, traffic LOS), to the neglect of an integrated built form. Not to be confused with design guidelines or general statements of policy, form-based codes are regulatory, not advisory. They are drafted to implement a community plan. They try to achieve a community vision based on time-tested forms of urbanism. Ultimately, a form-based code is a tool; the quality of development outcomes depends on the quality and objectives of the community plan that a code implements.

Elements of a Form-Based Code

Form-based codes commonly include the following elements:

• **Regulating Plan.** A plan or map of the regulated area designating the locations where different building form standards apply, based on clear community intentions regarding the physical character of the area being coded.

• **Public Space Standards.** Specifications for the elements within the public realm (e.g., sidewalks, travel lanes, on-street parking, street trees, street furniture, etc.).

• **Building Form Standards.** Regulations controlling the configuration, features, and functions of buildings that define and shape the public realm.

• **Administration.** A clearly defined application and project review process.

• **Definitions.** A glossary to ensure the precise use of technical terms.

Form-based codes may also include:

• **Architectural Standards.** Regulations controlling external architectural materials and quality.

• **Landscaping Standards.** Regulations controlling landscape design and plant materials on private property as they impact public spaces (e.g. regulations about parking lot screening and shading, maintaining sight lines, ensuring unobstructed pedestrian movement, etc.).

• **Signage Standards.** Regulations controlling allowable signage sizes, materials, illumination, and placement.
• **Environmental Resource Standards.** Regulations controlling issues such as storm water drainage and infiltration, development on slopes, tree protection, solar access, etc.

• **Annotation.** Text and illustrations explaining the intentions of specific code provisions.

**WHAT ARE GREAT STREETS? (From East-West Gateway’s Great Streets Initiative)**

Great Streets can potentially exist anywhere – downtowns, residential neighborhoods, employment centers and so forth. What are Great Streets? The key characteristics to look for include:

- Great Streets are representative of their places. A Great Street reflects the neighborhood through which it passes and has a scale and design appropriate to the character of the abutting properties and land uses.
- Great Streets allow people to walk comfortably and safely. The pedestrian environment on, along and near the street is well-designed and well-furnished. The relationship between the street and its adjacent buildings is organic, conducive to walking, and inviting to people.
- Great Streets contribute to the economic vitality of the city. Great Streets facilitate the interaction of people and the promotion of commerce. They serve as destinations, not just transportation channels. They are good commercial addresses and provide location value to businesses that power the local economy.
- Great Streets are functionally complete. Great Streets support balanced mobility with appropriate provision for safe and convenient travel by all of the ground transportation modes: transit, walking, bicycling, personal motor vehicles and freight movement.
- Great Streets provide mobility. Great Streets strike an appropriate balance among the three elements of modern mobility: through travel, local circulation and access. The right balance varies with the function of the street and the character of its neighborhoods and abutting properties.
- Great Streets facilitate placemaking. Great Streets incorporate within them places that are memorable and interesting. These may include plazas, pocket parks, attractive intersections and corners, or simply wide sidewalks fostering an active street life.
- Great Streets are green. Great Streets provide an attractive and refreshing environment by working with natural systems. They incorporate environmentally sensitive design standards and green development techniques, including generous provision of street trees and other plantings and application of modern storm water management practices.

**WHAT IS LOW-IMPACT DEVELOPMENT?**

Low-impact development is a stormwater management strategy that emphasizes the use of natural site features along with small-scale engineering facilities which are distributed in a manner that attempts to replicate natural hydrological patterns. Generally agreed upon LID practices include the following:

- Conservation of natural areas through compact site design
- Bioretention/rain gardens
- Vegetated roofs
- Permeable paving
- Rainwater collection systems
- Minimal excavation foundations