



AGENDA  
COMMUNITY DEVELOPMENT COMMITTEE  
Monday, October 24, 2016

**6:00 PM**

**Public Safety Building  
285 North Seven Hills Road**

I) Roll Call

II) Approval of Minutes – October 10, 2016

III) Items Requiring Council Action – Monday, November 7, 2016

- A. Fulford Homes – Temporary Subdivision Promotion Sign (Motion)
- B. SEPA - O'Fallon Moose Lodge Meat Shoot (Motion)
- C. SEPA – St. Jude's Christmas Tree Lot (Motion)
- D. BP Gas Station – Planned Use (2<sup>nd</sup> Reading) – NO CHANGE
- E. The Enclave at Augusta Greens – Planned Use (2<sup>nd</sup> Reading) – NO CHANGE
- F. Economic Development Update
  - 1. Market Research Study
  - 2. Downtown Plan Update
  - 3. Family Sports Park Feasibility Study
  - 4. Hotel Ordinance

IV) Other Business – None

**NEXT MEETING: November 14, 2016 – 6:00 P.M. – Public Safety Building**

General Citizen Comments: The City of O'Fallon welcomes comments from our citizens. The Illinois Open Meetings Act provides an opportunity for citizens to speak at all committee and Board meetings. However, 5 ILCS 120/1 mandates that NO action shall be taken on matters not listed on the agenda. Please submit your name to the chairman and limit your comments so that anyone present has the opportunity to speak.



MINUTES  
COMMUNITY DEVELOPMENT COMMITTEE  
6:00 PM Monday, October 10, 2016

Minutes of a regular meeting of the Community Development Committee of the City of O'Fallon, held at the Public Safety Building, 285 N. Seven Hills Road, O'Fallon, Illinois.

CALL TO ORDER: 6:00 PM

- I) **Roll Call** – *Committee members:* Jerry Albrecht, Gene McCoskey, David Cozad, Harlan Gerrish and Ray Holden. *Other Elected Officials Present:* Herb Roach, Robert Kueker, Ned Drolet, Matt Smallhear, Kevin Hagerty, Richie Meile and Matt Gilreath. *Staff:* Walter Denton, Pam Funk, Grant Litteken, James Cavins, Sandy Evans and Justin Randall. *Visitors:* Charlie Pitts, Jennifer Goetz, Rich Jones, Steve Macaluso, Mike Rathgeb, and Vern Malare.
- II) **Approval of Minutes from Previous Meeting** – All ayes. Motion carried.
- III) **Items Requiring Council Action**
  - A. SEPA – 1250 N. Lincoln Avenue – Pumpkin Patch (Motion) – Justin Randall presented the committee with information on the pumpkin patch currently in operation and continuing until October 31<sup>st</sup>. Randall indicated this event has occurred for a number of years but this was the first time they had submitted an application. The committee discussed the special event and recommended the special event with a 5-0 vote.
  - B. Minor Subdivision – Frieze Harley Davidson (Resolution) – Justin Randall presented the committee with the proposed minor subdivision for the property for the back portion of the tract owned by Frieze Harley Davidson. Randall indicated the property is zoned B-1(P) and any future development would require a planned use. The committee discussed the minor subdivision and recommended the lot split with a 5-0 vote.
  - C. Minor Subdivision – Ridge Prairie Heights – Lot 89 (Resolution) – Justin Randall presented the committee with the proposed minor subdivision for the property at 121 Central Drive. Randall indicated the property owner would like to subdivide the lot to construct an additional single-family residence. Randall indicated that the both lots would meet the zoning / area/ bulk regulation of the SR-2 District. The committee discussed the minor subdivision and recommended the lot split with a 5-0 vote.
  - D. BP Gas Station – Planned Use (1<sup>st</sup> Reading) – Justin Randall presented the committee with an overview of the proposed planned use for the redevelopment of the BP Gas Station at 720 South Lincoln Avenue. Randall indicated the plan was to replace the existing 960 square foot c-store with a 4,100 square foot c-store. Randall indicated the building would help buffer the residences from light, noise and trash. The committee discussed the proposed planned use and recommended the project for approval with a vote of 5-0.
  - E. Augusta Greens & The Enclave at Augusta Greens – Planned Use (1<sup>st</sup> Reading) & Preliminary Plat (Resolution) – Justin Randall presented the committee with an overview of the proposed subdivision and the unique characteristics of the project that required a planned use for The Enclaves portion of the development. Randall indicated the planned use for The Enclave would

be on for first reading on October 17<sup>th</sup>, but the resolutions for the preliminary plats would not be sent for approval to the City Council until November 7<sup>th</sup>. The committee discussed the proposed subdivision and recommended the project for approval with a vote of 5-0.

**IV) Other Business - None**

**MEETING ADJOURNED:** 6:35 PM

**NEXT MEETING:** October 24, 2016 – Public Safety Building

**Prepared by:** Justin Randall, Senior City Planner



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M E M O R A N D U M

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TO: Community Development Committee  
FROM: Justin Randall, Senior City Planner  
THROUGH: Ted Shekell, Community Development Director  
DATE: October 24, 2016  
SUBJECT: Temporary Subdivision Promotion Signs – Fulford Homes (Motion)

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**Project Summary**

Applicant: Tom & Robin Angelo - Regency Conference Center  
Event: Temporary Subdivision Promotion Signs  
Location: Parkview Meadows Subdivision – Obernuefemann Road

**Signage Request:**

- One 64 square foot sign to promote the new Parkview Meadows subdivision on Obernuefemann Road.
- Fulford homes is allowed with a permit a 32 square foot sign, but can be increased to 64 square feet with consent of the City Council.

**City Assistance Request:**

- None

**Staff Recommendation**

Staff recommends approval of a 64 square foot Temporary Subdivision Promotion Sign with the following condition:

1. The sign will be required to be placed outside of the right-of-way.



COMMUNITY DEVELOPMENT DEPARTMENT  
255 S. Lincoln Avenue, 2<sup>nd</sup> Floor  
O'Fallon, IL 62269  
Ph: (618) 624-4500 x 4  
Fax: (618) 624-4534

**APPLICATION FOR A TEMPORARY SIGN PERMIT**  
(Do not write in this space – For office use only)

Date: 10/19/16Permit Number: SP2016074Permit Fee: \$35

**I. APPLICANT INFORMATION**

Project Name: Parkside (Plotted as Parkview Meadows) Zoning District: SR-2 mProject Address: Obernuefemann Rd (across from Sports Park)Property Owner(s): Fulford HomesMailing Address: 1116 Hartman Lane, Ste BCity: Shiloh State: IL Zip: 62221Phone: (618) 641-1224 Fax: (618) 632-5887 Email: andrea@fulfordhomes.comApplicant Name: Same as above ☐ Contractor  
(If different than Owner) ☐ TenantMailing Address: \*sign to be installed by St. Louis Signs\*

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**II. SIGN INFORMATION**

☐ On Building (Max. 24 sf) ☐ In Ground (Max. 6 sf) ☐ Grand Opening ☐ Outdoor Sales Display ☒ Subdivision Promotion

**Sign Dimensions:**

Length: 8 feet \_\_\_\_\_ inches Width: 8 feet \_\_\_\_\_ inchesSign Area: 64 sq. ft. per side Number of Signs: 1 Total Cost of All Signs: \$ 35<sup>00</sup>

Permit 1: Post Date: \_\_\_\_\_ Removal Date: \_\_\_\_\_ Days: \_\_\_\_\_

Permit 2: Post Date: \_\_\_\_\_ Removal Date: \_\_\_\_\_ Days: \_\_\_\_\_  
(If applicable)Permit 3: Post Date: \_\_\_\_\_ Removal Date: \_\_\_\_\_ Days: \_\_\_\_\_  
(If applicable)

**Please provide the following items as a separate attachment:**

1. Site Plan
  - a. Lot dimensions
  - b. Sign setbacks
  - c. Location of all easements within 20 ft of sign
  - d. Location of sign
2. Sign Details
  - a. Drawing of sign
  - b. Dimensions
  - c. Materials
3. Any additional information as may be reasonably required by the Community Development Department and applicable requirements of Section 158.036(D).

### **III. AUTHORIZATION TO APPLY**

Application is hereby made for a Certificate of Zoning Compliance, as required under the Code of Ordinances of the City of O'Fallon, Illinois, for the erection, moving or alteration, and use of sign structures and premises. In making this application, the applicant represents all of the statements and any attached maps and sign drawings to be a true description of the proposed new or altered signs. The applicant agrees that the permit applied for, if granted, is issued on the representations made herein and that any permit issued may be revoked without notice on any breach of representation or conditions. It is understood that any permit issued on this application will not grant right of privilege to erect any sign structure or to use any premises described for any purpose or in any manner prohibited by the Code of Ordinances, or by other ordinances, codes or regulations of O'Fallon, Illinois.

**Applicant:** \_\_\_\_\_

(SIGN NAME)

**Date:** \_\_\_\_\_

10/19/14

### **STAFF USE ONLY**

#### **Planning & Zoning Division Approval:**

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

#### **Building & Inspections Division Approval:**

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

#### **Variance Approval (if necessary):**

On \_\_\_\_\_, 20\_\_\_\_\_, a public hearing was held on this application before the Zoning Hearing Officer. The application was **approved / denied** (CIRCLE ONE) on \_\_\_\_\_, 20\_\_\_\_\_.

**Remarks:** \_\_\_\_\_

\_\_\_\_\_



**COMING  
SOON!**

*Parkside*



Homes from \$180's

**JOIN OUR INTEREST LIST!**

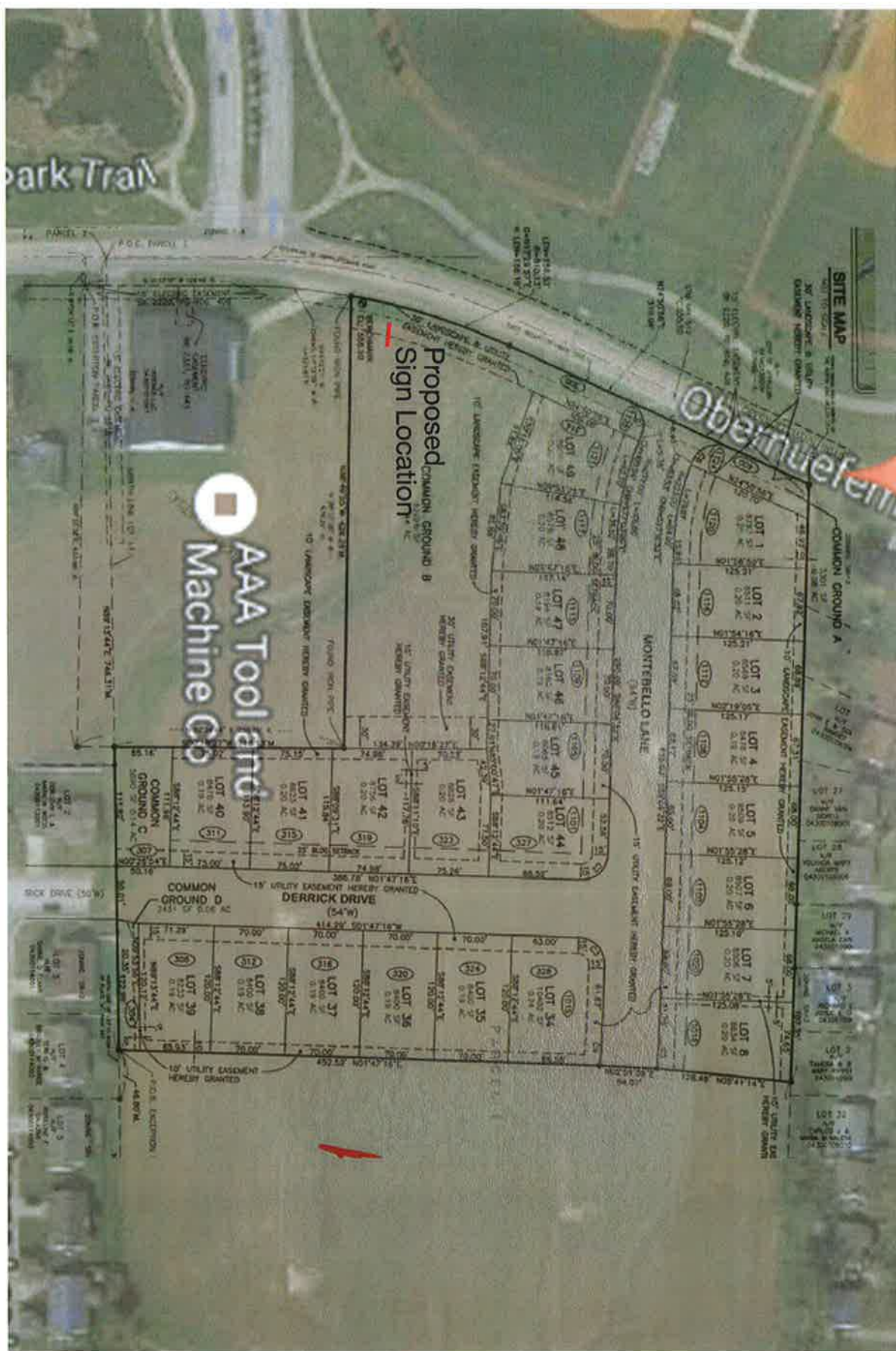
**[Fulfordhomes.com/Parkside](http://Fulfordhomes.com/Parkside)**

  
**FulfordHomes**  
Making Our Homes Yours.

Proposed site sign for Fulford Homes. Full color digital print on aluminum composite panels. Vinyl post sleeves over 4x4 wood posts, concreted into ground.

Face dimension: 96" x 96", 10' total height from grade. double sided.









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M E M O R A N D U M

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TO: Community Development Committee  
FROM: Justin Randall, Senior City Planner  
THRU: Ted Shekell, Community Development Director  
DATE: October 24, 2016  
SUBJECT: Special Event Permit – O'Fallon Moose Lodge Meat Shoot (Motion)

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**Background:**

- Applicant: O'Fallon Moose Lodge
- Location: The Hut (130 Behrens Drive)
- Event: Meat Shoot
- Date / Time: November 12-13, 2016 – 12:00 PM – 6:00 PM
  - Meat shoot
    - Located on the south side of the building
    - Participants shoot into a trap
    - Raffles and Paddle Wheel events.
    - Expected attendance 25-50 contestants.
- Parking will be provided on site for all event.
- Toilet facilities for the public will be provided in The Hut.
- The Hut property was recently annexed into the City.
- Firearms will be shoot as a part of this event, which is prohibited within the City limits. The annexation agreement with The Hut property provided provisions for up to 4 meat shoots per year in accordance with all local regulations. The use of firearms as part of a special event permit requires City Council approval.
- The Moose Lodge has held numerous meat shoots over the past, all without incident.
- This is one of four allowed meat shoots for the year at The Hut.

**Staff Recommendation:** The Fire and Police Departments have reviewed the Special Event Permit requests for the events with no issues. Staff recommends approval of the special event permit for the O'Fallon Moose Lodge Meat Shoot.

FD \_\_\_\_\_  
PD \_\_\_\_\_  
City Clerk (Craffo) \_\_\_\_\_



COMMUNITY DEVELOPMENT DEPARTMENT  
255 S. Lincoln Avenue, 2<sup>nd</sup> Floor  
O'Fallon, IL 62269  
Ph: (618) 624-4500 x4  
Fax: (618) 624-4534

- ☒ Attach proof of not-for-profit status with application  
OR *on file*  
☐ Provide \$50.00 application fee with application

**APPLICATION FOR A SPECIAL EVENT PERMIT**

Event Name: Meat Shoot  
Location of Event: 130 Behrens Dr  
Name of Event Organization: Lodge 2608 Loyal Order of Moose  
Name of person in charge of event (applicant) and mailing address: Doug Hill  
904 Matthew, O'Fallon, IL 62269  
Phone: 618 570-8113 E-Mail: dugnhill@msn.com  
Secondary Contact Person: Tony Dodge  
Phone: 618 604-6117 E-Mail: anthony.dodge.ctr@usa.af.mil  
Beginning Date / Times: Nov 12, 2016 12:00 noon 6:00 P.M. Ending Date / Times: Nov 13, 2016 12:00 Noon 6:00 P.M.

**THE FOLLOWING INFORMATION (WHERE APPLICABLE) MUST BE PROVIDED IN WRITTEN FORM BEFORE APPLICATION WILL BE PROCESSED.**

1. **NARRATIVE** (Including hours of operation; activities provided; signage including dimensions, quantity, location, etc...; traffic/parking plan; contingency plans for rain; plans for toilet facilities; security plan; expected attendance; etc...).

☒ ATTACHED

2. Sketch plan of site.

☒ ATTACHED

3. Permission letter from property owner, if applicant is not the property owner.

☒ ATTACHED

☐ NOT APPLICABLE

4. Proof of not-for-profit status (so that application fee can be waived.)

☒ ATTACHED

☐ NOT APPLICABLE *on file*

5. Proof of Liability Insurance should be provided and if event is held City property, **City of O'Fallon**, should be named as an additional insured in the amount of One Million Dollars (\$1,000,000).

☒ ATTACHED

☒ NOT APPLICABLE *on file*

6. Damage bonds or cash deposit to protect City facilities (this would be mainly for out-of-town sponsors) in the amount of \$300,000. ☐ PAID ☒ NOT APPLICABLE *not on city ROW*

no outside alcohol proposed

7. Liquor license information for beer sales (including hours of sale): Organization not selling beer  
(Attach release/indemnification forms and a copy of the liquor license and certificate of liquor liability)

8. List for profit vendors and sales tax numbers (to verify that sales tax is collected and remitted) to be provided prior to event: N/A

9. Special consideration requests such, as City provided assistance. (Fees may be charged for these Services.) **Please include specific considerations requested in narrative or as an attachment.**

☒ NONE REQUESTED

☐ Street Department, IDOT (for street closings, signalization, and detour routes)

☐ Parks Department

☐ Police Department

☐ Fire and EMS Department

10. Coordinate all food concessions with St. Clair County Health Department at (618)233-7769.

☐ PERMIT REQUIRED (please attach copy)

☒ NOT APPLICABLE

11. American Disability Compliance

☐ ATTACHED

☒ NOT APPLICABLE

Event is outside

As part of the approval of this Special Event Permit, temporary signs for said Special Event shall be permitted as provided for in the City Sign Ordinance or as otherwise approved by the City Council.

Electrical inspections are required for all new exterior electrical connections. The City electrical inspector must be contacted a minimum of twenty-four (24) hours prior to inspection.

Signature of Applicant/ person in charge of event

10-10-2016  
Date of Submission

FOR OFFICE USE ONLY

ELIGIBLE FOR ADMINISTRATIVE APPROVAL? ( ) YES ☒ NO

NR 10/11/16

ADMINISTRATIVE APPROVAL CONDITIONS:

APPROVED BY COMMUNITY DEVELOPMENT DIRECTOR & DATE \_\_\_\_\_

All other requests for "Special Events Permits" not approved by the Community Development Director shall go before the Community Development Committee and the City Council for their approval.

APPROVED: CITY COUNCIL \_\_\_\_\_ (DATE)

## NARRATIVE

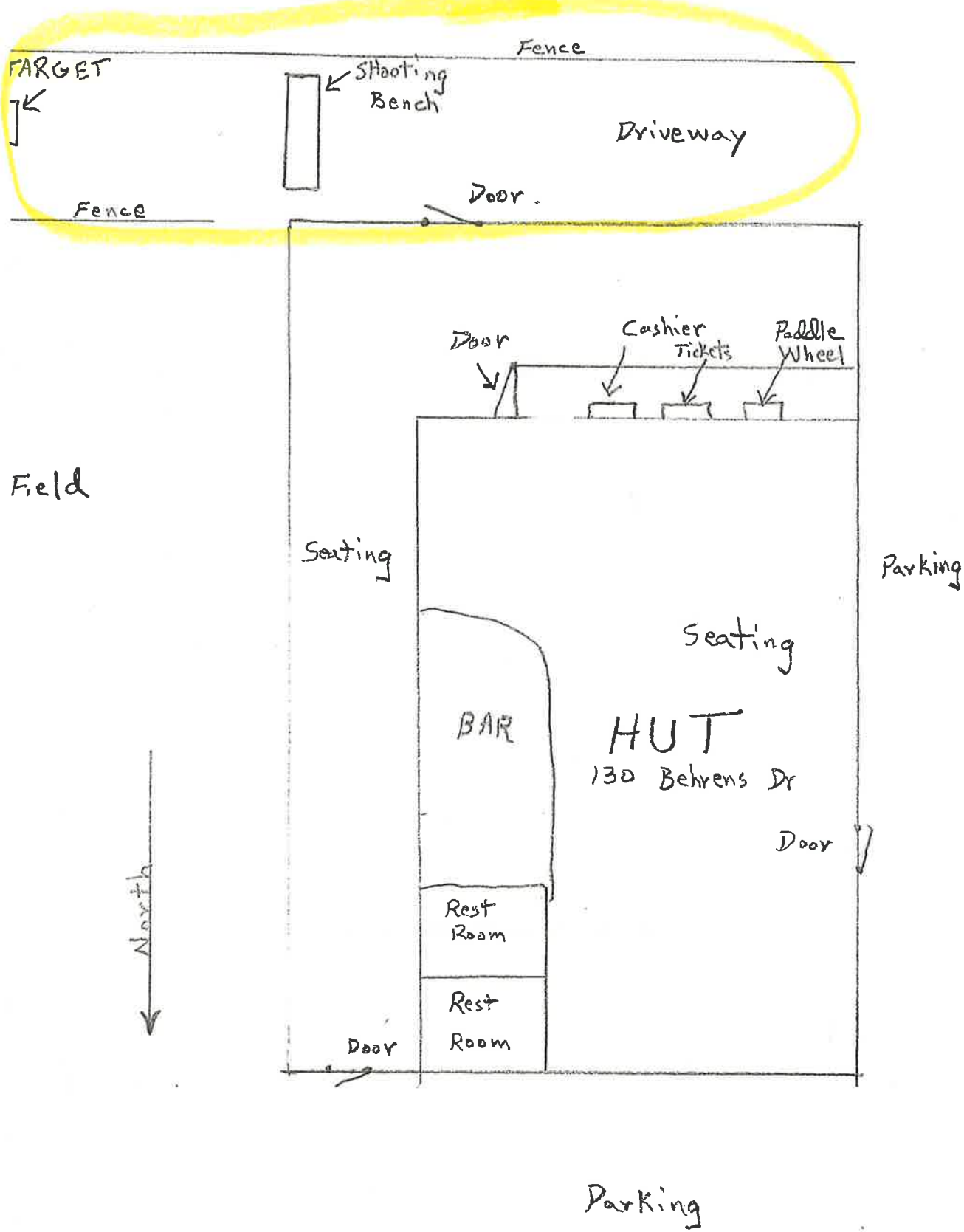
Please include:

- hours of operation
- activities provided
- signage
  - dimensions,
  - quantity,
  - location, etc...
- traffic/parking plan
- contingency plans for rain
- plans for toilet facilities
- security plan
- expected attendance
- Any additional helpful information

### Narrative:

Activities will commence at noon and end before sunset. Raffles as Licensed by city will be conducted. Paddle wheel licensed by state will be conducted. The Hot has on site parking & toilet facilities. There is no contingency plan for rain. Event will be held whatever weather conditions exist. Guns will be unloaded & only load with one shell immediately before shooting. Police department will be reminded that morning before event starts. Attendance per day expected to be 25-50 contestants. Yard signs will be posted at various intersections during event not to exceed 12. The Meat shoot has been held at this location for several years without any problems.





## AGREEMENT

This agreement is between the O'Fallon Moose lodge #2608, Loyal Order of Moose, 904 Matthew Drive, (Lodge), and The Hut Sports Bar and Grill, 130 Behrens Drive, O'Fallon, IL 62269 (Hut).

The Hut acknowledges that the Lodge will have four charitable gaming events on the following dates and times:

**November 12, 2016**, 12:00 PM until 8:PM; **November 13, 2016** 12:00 PM until 8:00 PM

March 11, 2017, 12:00 PM until 8:PM; March 12, 2017, 12:00 PM until 8:00 PM

These events will be held at the Hut, and furthermore the Hut has agreed to provide space, free of charge, for the Lodge to hold these charitable games.

The Lodge acknowledges that they will hold the Meat Shoot only in the space designated by the Hut, and only during the aforementioned dates and times, and holds harmless the Hut for any and all omissions of necessary requirements and licenses needed by the Lodge to hold these charitable games.

This agreement is not valid unless signed by both parties.



Douglas N. Hill, Secretary

O'Fallon Moose Lodge #2608

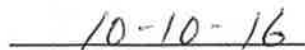


Date



Marty Poepping, Owner

The Hut Sports Bar and Grill



Date



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## MEMORANDUM

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TO: Community Development Committee  
FROM: Justin Randall, Senior City Planner  
THRU: Ted Shekell, Community Development Director  
DATE: October 24, 2016  
SUBJECT: Special Event Permit for St. Jude's Crusaders Charity Christmas Tree Lot (MOTION)

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### Summary

- The applicant, Dave Wolf for St. Jude's Crusaders in O'Fallon, is requesting approval of a special event permit for a Christmas Tree Lot to be held from November 25, 2016 to December 23, 2016 at 406 W Hwy 50 (Gator's Frozen Custard lot).
- Hours of Operation
  - Monday-Friday 12:00 PM to 9:00 PM
  - Saturday 9:00 AM to 6:00 PM
  - Sunday 12:00 PM to 6:00 PM
- The event is being held to raise money for Saint Jude's Crusaders, a not for profit organization. This same tree sales event was held at this location for several years.
- The applicant requests approval for one 32 square foot sign to be placed at the entrance to the parking lot from Hwy 50 to advertise the Christmas tree sales.
- Parking and restrooms will be provided on site.

**Staff Recommendation:** The Fire Department had comments included below. The Police Department had no issues with the application. Staff recommends approval of the Special Event Permit with the following conditions:

1. The trees should not be within 10 feet of the building which could be a fire hazard.
2. Open burning on the lot must be in a commercial burn pit and shall not be located within 10 feet of the building or combustibles. Fire pit needs to be monitored at all times and completely extinguished at the close of business.
3. Sufficient lighting must be provided during evening hours.
4. Signage is limited to one 32 sq. ft. sign and cannot include portable and flashing signage.
5. All temporary structures and facilities must be removed within 10 calendar days after the expiration of the special event permit.

Community Development Department

255 South Lincoln Avenue O'Fallon, IL 62269 ♦ P: 618.624.4500 x 4 ♦ F: 618.624.4534

I:\P & Z\SEPA\Christmas Tree Lots\St. Jude's Crusaders Gators\2016\St. Judes Tree Lot CD Memo 10-24-16.docx

PD —  
FD —



COMMUNITY DEVELOPMENT DEPARTMENT  
255 S. Lincoln Avenue, 2<sup>nd</sup> Floor  
O'Fallon, IL 62269  
Ph: (618) 624-4500 x4  
Fax: (618) 624-4534

☒ Attach proof of not-for-profit status with application

OR *on file*

☐ Provide \$50.00 application fee with application

### APPLICATION FOR A SPECIAL EVENT PERMIT

Event Name: CRUSADERS OF ST. JUDE "CHARITY TREE LOT"

Location of Event: GATORS 406 W Hwy 50

Name of Event Organization: CRUSADERS OF ST. JUDE

Name of person in charge of event (applicant) and mailing address: DAVID WOLF  
1808 CABINETS CT., O'FALLON IL 62269

Phone: 618-792-1884 E-Mail: DAVIDW75@HOTMAIL.COM

Secondary Contact Person: JUDE HOPPER

Phone: 618-580-4969 E-Mail: \_\_\_\_\_

Beginning Date / Times: NOV 25 - 2016 Ending Date / Times: DEC 23 2016

THE FOLLOWING INFORMATION (WHERE APPLICABLE) MUST BE PROVIDED IN WRITTEN FORM BEFORE APPLICATION WILL BE PROCESSED.

1. **NARRATIVE** (Including hours of operation; activities provided; signage including dimensions, quantity, location, etc...; traffic/parking plan; contingency plans for rain; plans for toilet facilities; security plan; expected attendance; etc...).

☒ ATTACHED

2. Sketch plan of site.

☒ ATTACHED

3. Permission letter from property owner, if applicant is not the property owner.

☐ ATTACHED

☐ NOT APPLICABLE

*NEW OWNER IS PROVIDING LETTER*

4. Proof of not-for-profit status (so that application fee can be waived.)

☒ ATTACHED

☐ NOT APPLICABLE

5. Proof of Liability Insurance should be provided and if event is held City property, City of O'Fallon, should be named as an additional insured in the amount of One Million Dollars (\$1,000,000).

☐ ATTACHED

☒ NOT APPLICABLE

*WILL PROVIDE POLICY BY EVENT DATE*

6. Damage bonds or cash deposit to protect City facilities (this would be mainly for out-of-town sponsors) in the amount of \$300,000. ☐ PAID

☒ NOT APPLICABLE



7. Liquor license information for beer sales (including hours of sale): NA -  
(Attach release/indemnification forms and a copy of the liquor license and certificate of liquor liability)

8. List for profit vendors and sales tax numbers (to verify that sales tax is collected and remitted) to be provided prior to event: NA -

9. Special consideration requests such, as City provided assistance. (Fees may be charged for these Services.) **Please include specific considerations requested in narrative or as an attachment.**

☒ NONE REQUESTED

☐ Street Department, IDOT (for street closings, signalization, and detour routes)

☐ Parks Department

☐ Police Department

☐ Fire and EMS Department

10. Coordinate all food concessions with St. Clair County Health Department at (618)233-7769.

☐ PERMIT REQUIRED (please attach copy)

☒ NOT APPLICABLE

11. American Disability Compliance

☐ ATTACHED

☒ NOT APPLICABLE

As part of the approval of this Special Event Permit, temporary signs for said Special Event shall be permitted as provided for in the City Sign Ordinance or as otherwise approved by the City Council.

Electrical inspections are required for all new exterior electrical connections. The City electrical inspector must be contacted a minimum of twenty-four (24) hours prior to inspection.

B. Way  
Signature of Applicant/ person in charge of event

10/7/16  
Date of Submission

#### FOR OFFICE USE ONLY

ELIGIBLE FOR ADMINISTRATIVE APPROVAL? ( ) YES ( ) NO

ADMINISTRATIVE APPROVAL CONDITIONS:

APPROVED BY COMMUNITY DEVELOPMENT DIRECTOR & DATE \_\_\_\_\_

All other requests for "Special Events Permits" not approved by the Community Development Director shall go before the Community Development Committee and the City Council for their approval.

APPROVED: CITY COUNCIL \_\_\_\_\_ (DATE)



**Crusaders of Saint Jude Charity Tree Lot**

**From: November 25<sup>th</sup>, 2016**

**To: December 23th, 2016**

**Hours of Operation: Monday through Friday 12:00 pm December 23th, 2016**

**Hours of Operation: Monday through Friday 12:00 pm to 9:00 pm**

**Saturday 9:00 am to 6:00 pm**

**Sunday 12:00 pm to 6:00 pm**

- Toilet facilities are located in Gators
- Signage – there is a Gators sign located at the corner of hwy 50 and west 5<sup>th</sup> st.
- We will also have a sign made of wood that is 8ft x 4ft which will be located facing hwy on the south side of gators(see sketch)
- Parking is located on the south side of the lot aligning hwy 50(see sketch plan)
- We expect to sell 500 plus trees

10/17/16

City of O'Fallon,

Centors

Frozen Custard  
406 W. Hwy 50  
O'Fallon, IL  
62269

City of O'Fallon,

I give permission to the Crusaders  
of St. Joes to sell Christmas Trees  
on my lot 406 W. Hwy 50. (Centors  
Frozen Custard); from Thanksgiving  
to Christmas

Sincerely

Bryan Fritz







## MEMORANDUM

**To:** Community Development Committee  
**From:** Walter Denton, City Administrator  
**Date:** October 24, 2016  
**Subject:** Economic Development Update

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With the construction of the St. Elizabeth's Medical Campus, O'Fallon is on the cusp of a new era of growth and expansion. The City Council embraced that reality in 2013 when it developed the Strategic Plan. The hospital is scheduled to open in November 2017, so the future is happening now. The following is an update of the City's economic development activities to prepare for this next phase of O'Fallon's history.

The 2013 Strategic Plan includes economic development as a top priority for the future of O'Fallon. In particular, the Plan describes two essential elements of economic development: business recruitment and destination development. Business recruitment includes marketing and incentives for new businesses to locate in O'Fallon along the Green Mount Corridor, Rieder Road Corridor, and Downtown area. Destination development includes capital investment in infrastructure (road projects and gateways) and attractions (parks, conference centers, downtown development) that will bring additional visitors and businesses to O'Fallon.

Immediately following the approval of the Strategic Plan, staff developed a comprehensive Economic Development Profile that was distributed to businesses, developers and commercial real estate brokers. The Profile proved to very successful and we have received compliments on its thoroughness and usefulness to attract businesses.

The Downtown Plan was completed 2015 and included in-depth research and recommendations to capitalize on the recent resurgence in the downtown area. Among the recommendations were to attract more upscale restaurants and shops, improve way-finding to lead people downtown, and a new public space for

more and better Downtown festivals and events. A Downtown Advisory Group was formed to advise staff on the implementation of the plan and a design firm was hired to provide concept plans for a downtown plaza and coordinated way-finding.

In addition, the City Council approved a TIF District for the Downtown Area/Lincoln Corridor and sold the old City Hall for commercial redevelopment. Finally, staff is finalizing the details of a façade improvement program and an RFP has been issued for commercial redevelopment at the former EMS lot (131 E. First Street).

Independently of the Downtown Redevelopment initiative, we received a proposal from a Kansas City-area developer to expand the Family Sports Park into a national sports hub. The plan included building all-weather fields to attract regional and national sports tournaments for soccer, lacrosse, and other sports that would generate thousands of additional visitors to O'Fallon each year and expand the local economy. A feasibility study was initiated to evaluate a public-private partnership for the project.

An economic impact study was conducted to determine how the local economy benefits from O'Fallon parks. Visitors spend \$1.6 million each year for tournaments and park events and parks generate \$5.1 million in economic impact to the O'Fallon economy per year.

At the same time, we were involved in the NGA relocation effort. While it seemed obvious to us that Scott Air Force Base was a natural fit for the NGA headquarters, the St. Louis-based media characterized the Metro East as nothing but cornfields and no place a high-tech workforce would want to go. From that experience, it became painfully clear that the Metro East (and O'Fallon by extension) has an image problem. We know O'Fallon is a premier community and we have a good reputation around the Metro East, but we obviously need to penetrate that image into the greater metro area to recruit more visitors and St. Louis-based businesses to locate in O'Fallon.

Staff began working with the Fource Group about how to promote O'Fallon for greater economic development. The Fource Group is an O'Fallon-based business with expertise in communications and social media. Their first project was to prepare communications and graphics for a *St. Louis Business Journal* feature article on Metro East Economic Development. In addition, the Fource Group conducted market research and interviews with O'Fallon businesspeople to develop recommendations for a comprehensive economic development strategy.

The October 24 Community Development Committee meeting will include a presentation on the results of the Fource Group's market research and reports on the Downtown concept plan and the Family Sports Park Feasibility Study.