



AGENDA
COMMUNITY DEVELOPMENT COMMITTEE
Monday, December 12, 2016

6:00 PM

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

I) Roll Call

II) Approval of Minutes – November 28, 2016

III) Items Requiring Council Action – Monday, December 19, 2016

- A. Flying Aces – Planned Use (1st Reading)
- B. Downtown Plaza Schematic Design Contract (Resolution)
- C. Four Points Center – Final Plat (2nd Reading) – NO CHANGE
- D. Economic Development Presentation and Contract for Services (Resolution)

IV) Other Business – None

NEXT MEETING: January 9, 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, November 28, 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: 6:20 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, Kevin Hagerty, Richie Meile and Chris Hursey. *Staff:* Walter Denton, Pam Funk, Ted Shekell, Grant Litteken, James Cavins, and Justin Randall. *Visitors:* Jerry Mouser, Ron Zelms, Thomas Mitchell, Nathan Schmidt, Gary Clinton and Vern Malare.
- II) **Approval of Minutes from Previous Meetings**– All ayes. Motion carried.
- III) **Items Requiring Council Action**
 - A. Flying Aces – Planned Use (1st Reading) – Justin Randall provide a brief overview of the request to place a restaurant/bar with video gaming at 829 Seibert Road. The committee discussed the use of video gaming and staff provided them with the local and state regulations on video gaming. The committee expressed concern over Scott Air Force Base not being notice of the potential video gaming aspect of the business. A motion was made to approve the planned use, the motion failed due to a lack of a second. A motion was made to table the planned use until December 12, 2016 Community Development Committee to give staff time to notify Scott Air Force Base about the potential of video gaming as a part of the business, the motion passed with a 5-0 vote.
 - B. Four Points Center – Final Plat (1st Reading) – Justin Randall presented the committee with an overview of the final plat and the fact that this plat would replace the final plat approved by the City Council in September 2015. The committee discussed the final pat and recommended the final plat with a 5-0 vote.
- IV) **Other Business - None**

MEETING ADJOURNED: 6:40 PM

NEXT MEETING: December 12, 2016 – Public Safety Building

Prepared by: Justin Randall, Senior City Planner



MEMORANDUM

TO: Community Development Committee
FROM: Justin Randall, Senior City Planner
THROUGH: Ted Shekell, Director of Community Development
DATE: December 12, 2016
SUBJECT: P2016-14: Flying Aces Lounge, Planned Use (1st Reading)

Project Update

The Community Development Committee discussed the planned use at the November 28, 2016 meeting and asked for staff to reach out to Scott Air Force Base. Staff received comment back from the base, "The only concern would be to ensure there is no excessive noise created by the new establishment. Directly behind the property is one of our housing areas and we need to maintain compatible quality of life noise levels for the residents."

Recommendation

The Planning Commission held a public hearing on the above referenced application at their November 22, 2016 meeting. The Commission voted 5-ayes and 2-nays to approve the requested Planned Use application for Flying Aces Lounge, subject to the amended conditions recommended by staff, to include a note on the discussion of the Commission on video gaming based on the testimony given by the applicant.

Project Background and Summary

The applicant, Nathan Schmidt of K & S Enterprises, LLC, has filed an application requesting approval to operate a 1,400 square foot restaurant and alcohol sales in an existing retail center located at 829 Siebert Road. The retail center is located just west of the Shiloh gate at Scott Air Force Base. The applicant is requesting the property be rezoned from "B-1" Community Business District, to "B-1(P)", Planned Community Business District to allow the restaurant with alcohol sales. The restaurant interior will seat approximately 50 persons, including the bar seating. Proposed hours of operation will be Sunday to Saturday 11:00 AM to 2:00 AM. The entire retail center building is approximately 8,300 square foot in size and has a mixture of tenants.

At the Planning Commission meeting, the applicant noted their interest in also having video gaming as a part of the business operations. The Commission discussed the applicant's interest in video gaming. Staff provided the Commission with an overview of the state and city regulations regarding video gaming and the requirements to have a liquor license to obtain a video gaming license from the state.

Please see the attached Plan Commission Project Report for more detailed information on the proposal.

Staff Recommendation

Staff recommends approval of the use, with the following conditions:

1. Testimony given at the Planning Commission indicated the applicant would also be interested in video gaming as a part of the applicant's business plan.
2. A variance to the number of required parking spaces, so long as 3 accessible spaces are provided in accordance with the Illinois Accessibility Code.
3. This Planned Use rezoning approval includes approval of a restaurant with alcohol sales at 829 Seibert Road.

Community Development Department

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

I:\P & Z\ZONEFILE\Petitioner Files\2016\Flyin' Aces Lounge (P2016-14)\Flying Aces Lounge - Planned Use CDC Memo 12-12-16.docx

4. A liquor license will be required to serve alcohol at this location.
5. Any building modifications will require a Building Permit.
6. Temporary and permanent signage will require a Sign Permit.

Attachments:

1. Report to Plan Commission



PROJECT REPORT

TO: Planning Commission
FROM: Justin Randall, Senior City Planner
THRU: Ted Shekell, Community Development Director
DATE: November 22, 2016
PROJECT: P2016-14: Flying Aces Lounge- Planned Use Rezoning

Location: 829 Seibert Road

Applicant: K & S Enterprises, LLC, 3410 Fairway Drive, Highland, IL 62249

Owner: Gary & Sue Clinton, 2620 Lauren Lake Drive, Belleville, IL 62221

Submitted: October 19, 2016

Project Summary

The applicant, Nathan Schmidt of K & S Enterprises, LLC, has filed an application requesting approval to operate a 1,400 square foot restaurant and alcohol sales in an existing retail center located at 829 Siebert Road. The retail center is located just west of the Shiloh gate at Scott Air Force Base. The applicant is requesting the property be rezoned from "B-1" Community Business District, to "B-1(P)", Planned Community Business District to allow the restaurant with alcohol sales. The restaurant interior will seat approximately 50 persons, including the bar seating. Proposed hours of operation will be Sunday to Saturday 11:00 AM to 2:00 AM. The entire retail center building is approximately 8,300 SF in size and has a mixture of tenants.

Existing Conditions

Surrounding Zoning:

North: A, Agricultural (City)
East: B-1, Community Business (City)
O-3, Scott Airport Overlay (County)
South: O3, Scott Airport Overlay (County)
West: B-1, Community Business (City)
O-3, Scott Airport Overlay (County)

Surrounding Land Use:

North: Agricultural
East: Retail and SAFB
South: Residential
West: Office and SAFB

Applicable Ordinances, Documents and Reports

O'Fallon Comprehensive Plan:

The O'Fallon Comprehensive Plan Future Land Use Map depicts the subject property as *General Commercial* which is consistent with the proposed project.

Community Development Department

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

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Code of Ordinances:

The zoning hearing has been triggered due to §158.116 of the O'Fallon Code of Ordinances which requires planned use approval for "any proposed amendment or change in zoning to a use offering liquor sales and/or consumption on- or off-premises." Due to this requirement, the applicant is requesting a change of zoning from B-1 Community Business District, to B-1(P), Planned Community Business District. The proposed rezoning is subject to Chapter 158 (Zoning) of the Code of Ordinance and must meet the requirements of the B-1 Community Business District.

Public Notice:

Public Notice of this project has been fulfilled in accordance with Section 158.255 and 158.256 of the City of O'Fallon Zoning Regulations. More specifically, the applicant has notified property owners within 250 feet of the subject property via certified mail of the filing of the zoning amendment. Additionally, the City has notified property owners within 250 feet of the subject parcel of the public hearing at least 15 days prior to the hearing and published notice of the public hearing in a local newspaper at least 15 days in advance. Proof of notification is on file with the City's Community Development Department.

Discussion Points/Issues

Land Use

The subject property is identified as *General Commercial* on the Future Land Use Map of the Comprehensive Plan, and commercial, office and Scott Air Force Base operations surround the subject property to the north, east, west and south. The building is a multi-tenant retail space and has previously been used for multiple restaurants and multiple retail/office uses. A restaurant with alcohol sales is a consistent land use in the *General Commercial* land use category. The closest residence is approximately 320' south of the retail center.

Building

As noted, the entire retail center is approximately 18,300 square foot in size, totaling three buildings. The building in which the proposed restaurant is located is approximately 8,500 square feet. The proposed restaurant will occupy approximately 1,400 square feet and a number of other retail, office and restaurant tenants. The interior finish of the restaurant will include small kitchen, restrooms, bar, and table seating.

Parking

The existing paved parking area provides 86 parking spaces; however, the site has no accessible spaces. These parking spaces are shared by all tenants of the retail center. Restaurants require 9 spaces per 1,000 square feet and retail and office uses require 4 spaces per 1,000 square feet. Overall, there is 18,276 square feet of building, which if all of the site was retail would require 73 parking spaces. The site currently has two restaurants, Subway (1,200 square feet) and Shannon's Kitchen (1,200 square feet) and this would be the third restaurant for a total of 3,800 square feet. The restaurant tenant spaces would 34 parking spaces and the remain building would require 58 spaces for a total of 92 parking spaces, 6 less than the amount provided. Additionally, since the site currently does not have any accessible spaces and 3 spaces are required by law, staff is recommending with the approval of the restaurant land use the site need to have at least one accessible space per building.

Additionally, the restaurant spaces are small in nature and do not have a ton of seating like a typical restaurant. However, if additional restaurant spaces are going to be leased in the plaza, there will need to be analysis to ensure there will not be a parking problem in the future.

Therefore, based on the nature of the restaurants and the ability to get accessible parking spaces up to code, staff recommends approval of a reduction in the parking required for the plaza.

Signage

The building is permitted to display one wall sign in accordance with the City's sign regulations. A separate sign permit will be required to display such signage.

Hours of Operation

It was noted that proposed hours of operation will be 11:00 AM to 2:00 AM daily. This is consistent with a Class A Liquor License.

Review and Approval Criteria

Section 158.119 of Article 6 "Planned Uses" lists several criteria for evaluating planned uses. Evaluation of the project based on these factors is included under each criterion.

1. The criteria governing the rezoning of the property and approval of site plans, as set forth in the standards and requirements found elsewhere in the zoning code or in other applicable law,
The project meets all applicable zoning standards.
2. The physical design of the proposed plan and the manner in which said design makes adequate provisions for public services, provides adequate control over vehicular traffic, provides for and protects designated common open space and park dedication, and furthers the amenities of light, air, recreation and visual enjoyment.
The proposed development will not have a significant impact on traffic.
3. The relationship and compatibility of the proposed plan to adjacent properties and the surrounding neighborhood.
The new restaurant will not negatively affect adjacent properties. There are a number of commercial businesses, including restaurants, in the existing plaza.
4. The conformity with the standards and principles of the Comprehensive Plan and all other adopted regulations, including the Commercial Design Handbook dated July 6, 2009 and on file with the City Clerk. (Ord 3665; passed 5-3-10)
The proposal is consistent with the Comprehensive Plan and the Commercial Design Handbook is not applicable in this case.
5. The use(s) are designed, located and proposed to be operated so that the public health, safety and welfare will be protected.
The proposed development is designed to be operated to protect the public health, safety and welfare.
6. An identified community need exists for the proposed use.
Yes, a community need exists for the proposed use.
7. The proposed use(s) will not impede the normal and orderly development and improvement of the surrounding property, nor impair the use, enjoyment, or value of neighboring properties.
The development will not impede the normal and orderly development and use of the surrounding property, nor will it impair the use, enjoyment, or value of neighboring properties.
8. The degree of harmony between the architectural quality of the proposed building and the surrounding neighborhood.
The existing building is similar to and will not detract from many of the structures surrounding the property.
9. The appropriateness of the minimum dimensions and areas of lots and yards set forth in the applicable zoning district regulations.
The proposed development meets the area-bulk requirements set forth in the B-1 Community Business District.

Staff Recommendation

Staff recommends approval of the Planned Use Rezoning to allow the Flying Aces Lounge restaurant and alcohol sales at 829 Seibert Road with the following conditions:

1. A variance to the number of required parking spaces, so long as 3 accessible spaces are provided in accordance with the Illinois Accessibility Code.
2. This Planned Use rezoning approval includes approval of a restaurant with alcohol sales at 829 Seibert Road.
3. A liquor license will be required to serve alcohol at this location.
4. Any building modifications will require a Building Permit.
5. Temporary and permanent signage will require a Sign Permit.

Attachments

Attachment 1 – Project Application

Attachment 2 – Narrative

Attachment 3 – Zoning Map, Future Land Use Map and Aerial Map



Planned Use / Re-Zoning Application

NAME OF PROJECT: Flying Aces Lounge

ADDRESS/GENERAL LOCATION: 829 Seibert Road, O'Fallon, IL

SUBDIVISION NAME & LOT NUMBER(S): SCOTT GATE PLAZA

PARCEL NUMBER(S): 09-10.0-301-004

PLEASE CHECK THE TYPE OF APPLICATION (PLEASE CHECK ONE):

- ☒ PLANNED USE - \$250 - CHANGE OF USE
☐ RE-ZONING (STANDARD MAP AMENDMENT)

CITY OF O'FALLON
OCT 19 2016
DATE PAID

SUMMARY DATA (RESPOND TO ALL THAT APPLY):

PRESENT ZONING: B-1

PROPOSED NUMBER OF BUILDINGS: N/A

PROPOSED ZONING: B-1(P)

PROPOSED GROSS FLOOR AREA: 1,200 SQ. FT

PROPOSED # OF LOTS: N/A

AREA IN ACRES: N/A

PROPOSED # OF DWELLING UNITS: N/A

PRESENT USE: VACANT RETAIL SPACE

APPLICANT INFORMATION:

NAME: Nathan Schmidt (KYS Enterprises, LLC)

COMPANY: K & S Enterprises, LLC

ADDRESS: 3410 Fairway Dr

Highland, IL 62249

PHONE: 618-975-5878

FAX: _____

EMAIL: Schmidtty-28@hotmail.com

Nathan Schmidt

SIGNATURE OF APPLICANT

DESIGN PROFESSIONAL INFORMATION:

NAME: N/A - EXISTING BUILDING

COMPANY: _____

ADDRESS: _____

PHONE: _____

FAX: _____

EMAIL: _____

SIGNATURE OF DESIGN PROFESSIONAL

DATE RECEIVED: 10-19-16

STAFF USE ONLY

APPLICATION RECEIVED BY: J. Randall

PROJECT ID #: P2016-14

APPLICATION FEE: \$250.00

STAFF ASSIGNED: J. Randall

PLAN REVIEW FEE DEPOSIT REC'D: N/A

K & S Enterprises, LLC

D/B/A: Flyin' Aces Lounge

Chris Korte and myself (Nathan Schmidt) are seeking a business approval to construct a store in the City of O'Fallon, Illinois. We would like to present to you the idea of building an upscale lounge at the address of 829 Seibert Road, O'Fallon, Illinois. Our idea came to us as we were searching for the perfect location, we feel as if the lounge would be very successful in the Scott Gate Plaza. I have reached out to Gary Clinton and signed a lease with him for the retail space he has to offer. With the space provided we wish to establish an upscale lounge in which the tenants of Scott Air Force Base and surrounding area may use to relax, meet friends, grab a bite to eat, or have a beverage. There will also be comfortable seating and television provided for games and such. We believe there will be a significant amount of people wanting a clean upscale environment. With that being said our food items would include homemade pizzas, wings, and various appetizers. We would also like to incorporate a cocktail list to quench their thirst. The target market we are seeking is adults ages 21-55 which can be achieved from the traffic count that enters and leaves Scott Air Force Base on a daily basis. We are requesting a liquor license from the city of O'Fallon and insure our city, state, and federal requirements are maintained, as well as good standing with the city. Thank you for your time and we look forward to doing business in O'Fallon, Illinois.

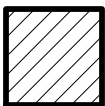
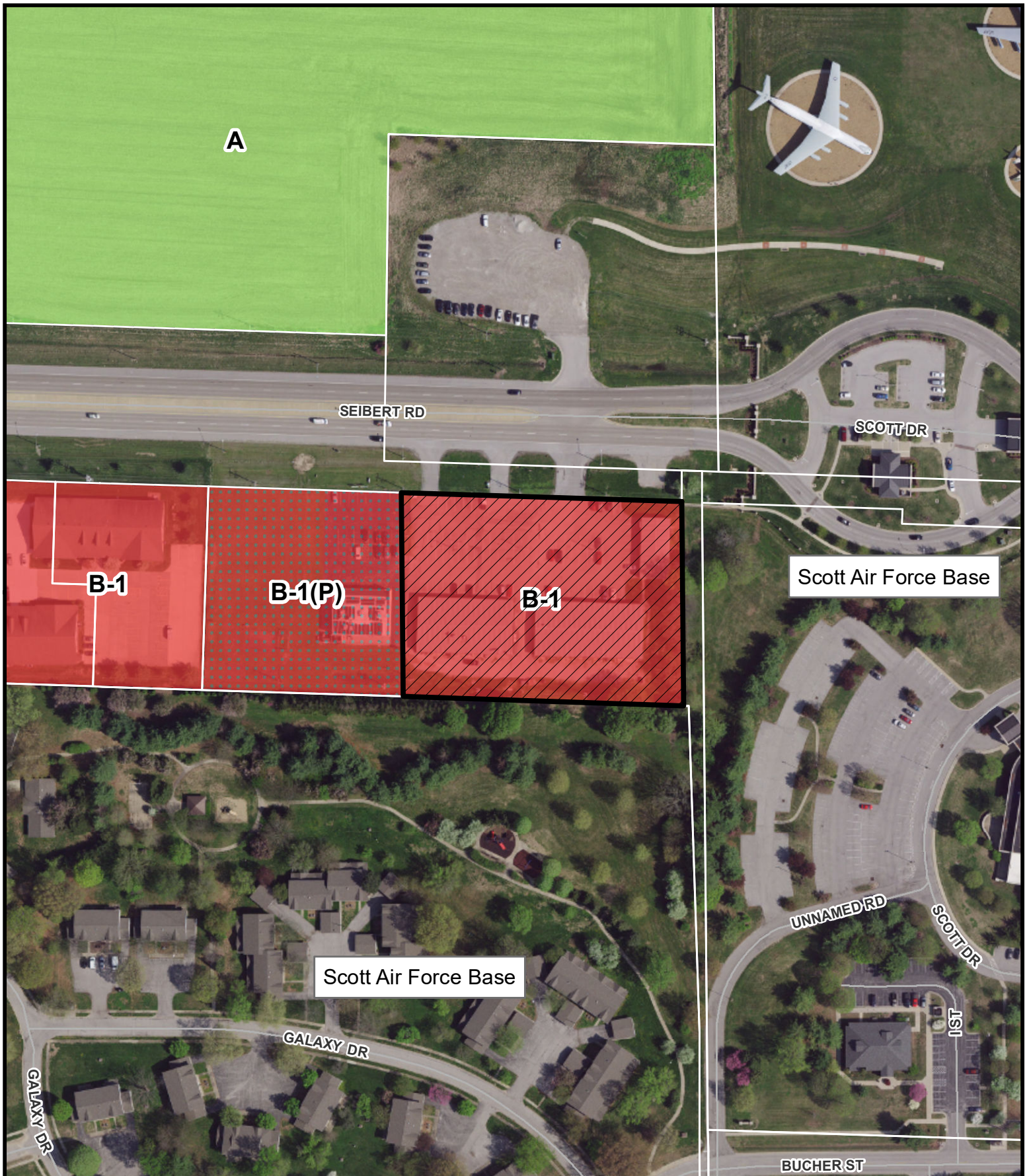
Nathan Schmidt

618-975-5878

Scott Gate Plaza
805-873 Seibert Rd (829 Seibert)



P2016-14: Flying Aces Lounge - Zoning Map



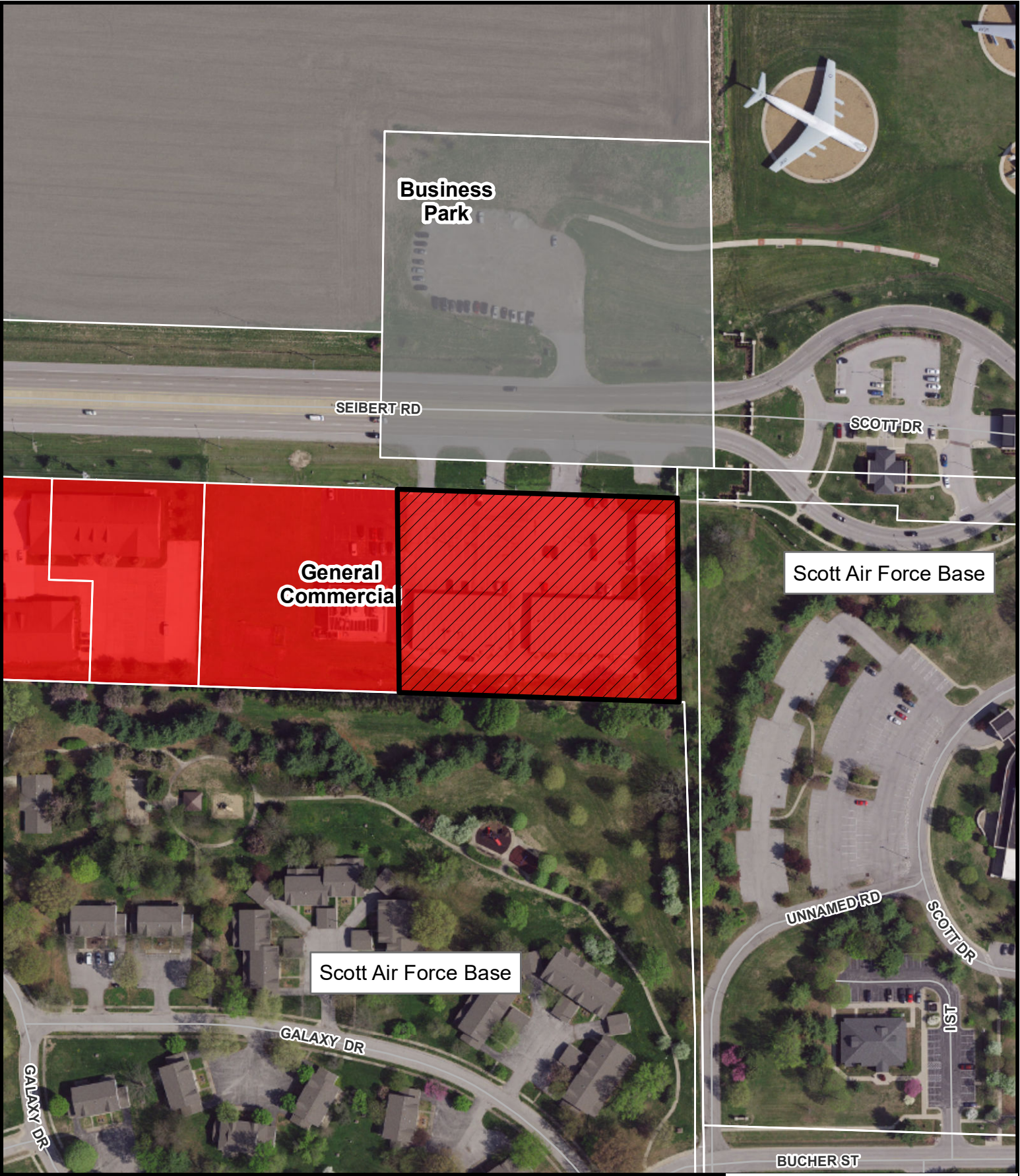
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Property

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Feet

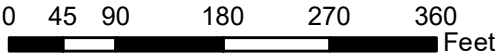


O'Fallon
ILLINOIS

P2016-14: Flying Aces Lounge - Future Land Use Map



Subject
Property



This aerial map displays the Scott Air Force Base and its surrounding environment. The base is centrally located, with a large, hatched rectangular area indicating a specific site of interest. To the north, a large, open field is visible, and to the south, a residential area with houses and trees is shown. Several roads are labeled, including SEIBERT RD, SCOTT DR, GALAXY DR, UNNAMED RD, BUCHER ST, and 1ST. A large, white, circular structure, possibly a radar or antenna, is visible in the upper right corner. The map is divided into several sections by white lines, and a black rectangular box highlights the central hatched area.



M E M O R A N D U M

TO: Community Development Committee
FROM: Anne Stevenson, Asst. City Planner
THROUGH: Ted Shekell, Director of Community Development
Jeff Taylor, Director of Public Works
DATE: December 12, 2016
SUBJECT: Design and Construction Services for Green Mount Road (RESOLUTION)

Project Background and Summary

The attached proposal is from landscape/urban design firm SWT for the purpose of performing design services for the new downtown multi-purpose plaza that is part of the Destination O'Fallon initiative. For this project, SWT will manage a multi-disciplinary team in order to create a schematic design for the area informally known as the "santa hut lot," including associated wayfinding signage. The team will also create a general concept plan for the adjacent block to the west informally known as "the depot" to ensure compatibility and adequate connections to the new plaza. The design process will include input from the community both in a traditional public meeting and also through an online survey conducted by city staff. SWT will use this feedback, along with field data collected by Horner & Shifrin, to create a design that meets our needs and fits the vision of the community. The contract is a lump sum of \$64,750.

After the completion of this phase of the design, a second contract will be required for construction documents and construction services so the project can be bid out and built. The price of this second contract will be 10-15% of the estimated cost of construction.

Recommendation

Approve the proposed contract with SWT with the dollar amount as shown.

Community Development Department

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

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DESIGN SERVICES PROPOSAL

December 6, 2016

To: Ted Shekell
Planning Director, City of O'Fallon, IL

Address 1: 255 South Lincoln

Address 2: O'Fallon, Illinois 62269

FROM: Jim Wolterman
Partner, Founder

PROJECT: Multi-Purpose / Event Space
in Downtown O'Fallon, IL

SUBJECT: Design Services

Dear Mr. Shekell,

Thank you for the opportunity to present our proposed scope of work and fee regarding design services for the multi-functional event space located in downtown O'Fallon, Illinois. We have based our proposal outlining our scope of work, approach and fee per our tele-conference meeting.

Article 1: Scope of Work

SWT Design and team members will assist the City of O'Fallon, Illinois (Client) regarding the development of a design concept for a Multi-Purpose / Event Space. Current project budget is approximately \$1,500,000.

Included in our proposal are the following items:

- A public engagement process that will further define the community's needs and the project's goals and objectives.
- A Concept plan of the area bounded by South Lincoln Avenue and Apple Street.
- A Concept / Schematic Design Plan for the area bounded by Vine Street and Apple Street.
- A Branding / Identity / Signage strategy
- A Topographical Survey

Project Tasks

Task 1 – Project Initiation / Public Engagement

Task 1A – Project Initiation / Public Engagement

SWT shall organize and conduct a community kickoff / public engagement meeting to share previously determined project goals and objectives, preliminary program elements and current conceptual design. The purpose of the meeting is intended to gather further input and design considerations from the community to ensure project success.

Product of Task 1

Clear and concise meeting notes regarding community input. This information will be used to develop the Conceptual / Schematic Plan for the Multi-Purpose / Event Space.

Meetings of Task 1

- One (1) Project Initiation Meeting with Client and design team to organize public engagement meeting.
- One (1) Public Engagement Community Meeting
- One (1) Follow-up Client Meeting (Go-to-Meeting)

Task 2 – Conceptual / Schematic Design

SWT with the assistance of Horner & Shiffrin (engineers) and Ten8 shall prepare Conceptual / Schematic Design documents for the proposed Multi-Purpose / Event Space. Conceptual / Schematic Design services will include development of project definition, and relationship of project components. Schematic Design engineering services shall determine preliminary grading, general storm sewer layout, and identify other necessary utility adjustments.

Task 2A – Conceptual / Schematic Design Plan Development

Based on public engagement community feedback, SWT, Horner & Shiffrin & Ten8 will develop one (1) Conceptual / Schematic Design site plan for the Multi-Purpose /Event Area including the following components:

- Event space structure (massing and location)
- Hardscape / Special pavement (location and layout)
- Preliminary grading / Drainage design
- Preliminary planting design
- Preliminary lighting design
- Irrigation (indication of areas to be irrigated)
- Site furniture / Amenities (type and location)
- Wayfinding /Signage / Branding elements (color and font templates)
- Determine Appropriate Utility Package (locate water, electric, gas, storm water)

Task 2B – SWT and Client shall present Concept / Schematic Design Plan of Multi-Purpose / Event Space to community.

Task 2C - SWT shall assist Client / general contractor in developing an order-of-magnitude cost opinion for Multi-Purpose / Event Space.

Task 2D – SWT shall develop concept plan of area between South Lincoln Avenue and Apple Street. The purpose of this plan is to investigate opportunities to blend and merge vehicular and pedestrian circulation with the Multi-Purpose Events Space.

Products of Task 2

- One (1) Concept / Schematic Design plan – Plan will include project definition and relationship of components listed in Task 2A.
- One (1) Concept Plan of area between South Lincoln Avenue and Apple Street.
- Order-of-Magnitude Cost opinion. (SWT and design team to assist Client contractor.)

Meetings of Task 2

- One (1) Concept / Schematic Design Public Presentation. (Task 2B)
- One (1) Client and design team coordination meeting.
- One (1) Client / General Contractor Project Costing and Coordination Meeting. (Task 2C)
- One (1) Go-To Meeting / Conference Call to Review Project Progress with Client.

Task 3 – Wayfinding / Branding / Signage

SWT with the assistance of Ten8 shall prepare Conceptual / Schematic Design documents for the proposed wayfinding and branding strategy of the Multi-Purpose / Event Space.

Task 3A – Study the Downtown O'Fallon Area Action Plan Oct. 19 2015. Review a list of 6-8 of the city's primary destinations including Sports Complex. Review locations and primary routes to these locations. Review event and seasonal destinations that may be included as a changeable component on vehicular directional signs. Review marked up plans with decision points diagrammatically indicated and verify in field with a record snapshot; current signs, site lines, vehicular paths of travel, and parking. Incorporate appropriate navigation strategy.

Possible Approaches/Strategies:

Navigation Strategy 1

Trailblazer signs to public parking and 6-8 primary destinations, each treated as independent paths. This strategy relies on clear roadway routes and attaching signs to existing poles.

Navigation Strategy 2

Trailblazer signs to public parking Directional signs with the primary list of destinations and one changeable panel for events.

Navigation Strategy 3

Develop 7-10 significant destination Markers/IDs that are similar in style/system and include an address and possibly latitude and longitude coordinates. The ID Markers may also include icons that could be on other directional signs, trailblazer signs, or maps.

Navigation Strategy 4

Create destination zones e.g. Dining Zone, Antiques/ Vintage Zone, Activity Zones, Event Area Create geographic zones based on one or two significant land, landmarks or historic features. e.g. Railroad/ Caboose, Sport Park, Scott Airforce Base

Navigation Strategy 5

Create a beautiful map that is part of a "collectable" brochure/downtown directory and also available on a smartphone app. Graphic icons or illustrations mark the primary destinations. Residents know the way to the destinations, but the new map provides a fresh outlook.

Products of Task 3

- Concept / Schematic drawings regarding Wayfinding/Branding/Signage navigation strategy.

Meetings for Task 3

- Two (2) Meetings - Design Review / Coordination Meetings with Client
- One (1) Meeting - Design Review / Coordination Meeting with Client (Go-to-Meeting)

Task 4 – Topographic Survey

Horner and Shifrin, Inc. will survey approximately 3 acres of area being bounded to the West by Vince Street, to the South by 1st Street, to the East by State Street and to the North by the existing CSX Railroad. Horner and Shifrin, Inc. will survey this area utilizing High Definition Surveying (3D Scanning) methods. This method will allow surveyor to capture railroad information without accessing the Right of Way. Furthermore, crews will not have to survey cross sections in the existing roadways. This method allows surveyor to capture survey data in one trip. Survey Data will be collected in Illinois State Plane Coordinates (NAD83 US Survey FT) and the vertical datum will be NAVD88. Horner & Shifrin, Inc. will set at least 2 permanent vertical bench marks and at least 3 permanent horizontal control points.

Boundary Survey (per Illinois minimum standards) – Research Deeds and Plats, reset or recover property corners, provide survey drawing depicting property, public right of way, building lines & easements from record plat(s), (or Title Report(s) Provided by Client), perimeter items including, fences, retaining walls, drives, sheds with ties to property lines.

Products of Task 4

- AutoCAD file containing line work, survey points with all appropriate feature coding, and TIN file. In addition, copies of all original field notes and digital photos can be provided.

Assumptions for Task 4

- All activities will be supervised by a Professional Land Surveyor (PLS) of the State of Illinois.
- Horner & Shifrin, Inc. will have free and unencumbered access to the property.
- All survey work will be completed in two (2) mobilizations.
- Horner & Shifrin, Inc. is not required to resolve any boundary conflicts, title conflicts, ownership issues or legal interpretations of individual lots. Horner & Shifrin, Inc. will define the limits of existing public Right of Way, and the boundary limits of the parcel owned by the City of O'Fallon located in the center of the project.

Article 2: Work Not Included in Basic Services

- a) Soils/Geotechnical Investigations
- b) Environmental Impact Statements
- c) Planning and Zoning / Agency Exhibits
- d) Traffic Study
- e) 3-dimensional graphics / models

Article 3: Standards

- a) SWT agrees to provide its professional services in accordance to the standards of its profession. SWT agrees to put forth its best efforts to comply with codes, laws and regulations in effect.

Article 4: Compensation and Payments

Basic Services

- a) SWT agrees to perform the services outlined in this Agreement for a lump sum fee as listed below. Project direct expenses are included in fee.

- | | |
|--|--------------|
| • Task 1: Project Initiation / Public Engagement | \$ 6,000.00 |
| • Task 2 : Concept / Schematic Design | \$ 46,000.00 |
| • Task 3: Wayfinding / Branding / Signage | \$ 6,250.00 |
| • Task 4: Topographic Survey | \$ 6,500.00 |

- b) Direct expenses, i.e., report materials, personal car mileage, long-distance phone, computer printing, photo copies, photography, blueprinting, delivery service, etc., are not included in the above fees, and will be billed to the Client at cost. Personal car mileage will be billed at the prevailing rate established by the IRS. If sub-consultants are needed for additional work items, they will be mutually agreed upon by SWT and the Client. Billing for SWT fees and reimbursable expenses will be submitted monthly. Payment is due within 30 days from date of invoice.

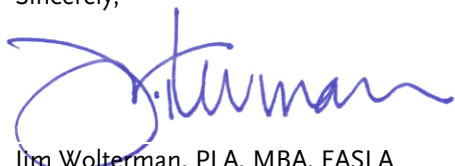
This fee will be billed on no more than once every 30 days, and invoice will be based on a percent complete at the time of billing.

Article 6: Project Schedule

Project schedule shall be determined.

If the foregoing meets with your approval, please indicate this approval by signing the appropriate line below and returning one original for our files.

Sincerely,



Jim Wolterman, PLA, MBA, FASLA
Partner, Founder

Printed Name

Authorizing Signature

Date



CITY COUNCIL MEMORANDUM

To: Mayor and City Council
From: Walter Denton, City Administrator
Date: December 9, 2016
Subject: Destination O'Fallon Phase 2

When Destination O'Fallon was first presented to the Community Development Committee, we explained that there are two components to economic development: destination development and business attraction. The first phase of Destination O'Fallon consists of the development of the Family Sports Park and the Downtown Plaza.

The original presentation also featured information from business market research that formed the basis of the Destination O'Fallon economic development initiative and we promised that the Business Attraction component would be presented at a later date. At the December 12 Community Development Committee meeting, the Fource Group will continue its presentation on market research and business attraction. The second phase of Destination O'Fallon for business attraction involves the development of a scientific and sophisticated approach to economic development, including targeted strategies to specific businesses and public/private partnerships.

Attached is an agreement for economic development services. Phase 1 of the proposal is for work to be performed from now until the end of the fiscal year. Phase 2 is the annual cost for services beginning May 1, 2017. Since Phase 2 will be subject to budget appropriation, the City Council will have the opportunity to evaluate Phase 1 services before deciding whether to fund the Phase 2 ongoing costs.

A proposal for

CITY OF O'FALLON

ECONOMIC DEVELOPMENT MARKETING
STATEMENT OF WORK

DECEMBER 12, 2016

Submitted by:

The FOURCE Group, LLC

THE **FOURCE** GROUP

Situation Analysis

The City of O'Fallon is a vital city that is been growing over the last 15 years to become the epicenter for business, development, healthcare and homeowners in the metro-east.

It has experienced continued growth in spite of the economic downturn in 2008/9, which slowed expansion, but did not stall progress. Within the last year, two major medical hospitals have built new facilities, national retailers (Menards and Gander Mountain) have built new stores, a new state of the art sports facility affiliated with McKendree University is underway, corporate offices are being constructed and new home construction continues to lead the area.

While some major retailers are scaling back nationally (Wal-Mart, Target, Macy's) due to declining in store sales and rise in online sales, others are still looking to expand into new markets. Specifically, Trader Joes, Costco and other niche retailers are looking for progressive communities to locate.

At the same time, local and regional developers are constantly looking for new markets and opportunities to connect with communities to bring retail, corporate and senior developments to the area. In addition, families moving into the region are seeking a variety of housing choices with solid home values that are located in communities with strong schools, recreation opportunities, access to shopping and entertainment.

O'Fallon, Illinois has positioned itself as the top community in the area for all three of these audiences to make a top consideration. City leaders have worked hard to ensure the infrastructure is in place to assist both businesses and homebuilders to not only build new, but also rehabilitate existing structures to bring about a revitalized downtown center that is on the move.

Efforts to date have included developing comprehensive strategic plans, actively recruiting retail and healthcare business as well as maintaining high quality single family housing stock for families of all ages and incomes.

The City is now seeking to develop an online marketing strategy to attract more business and housing development within the city in order to compete with other regional municipalities including Chesterfield, Edwardsville, and others. They seek to capitalize on the strong reputation it has developed for development offline, but has not translated to a robust presence online.

The current site for the city does an effective job of informing local residents about city business, but does not necessarily serve to educate outside residents and businesses about the potential that O'Fallon may hold for them.

The following marketing strategy has been specifically crafted for the City of O'Fallon in order to increase awareness for prospective developers, businesses and families looking to locate in the greater St. Louis region. The suggested tactics and implementation procedures are based

on the findings of our own analysis, our review and study of trends, and our understanding of the goals that are unique to you.

This document provides a suggested direction which is subject to revision pending further collaboration and discussion on the agreed upon goals.

Proposal Summary

Based on our research, we will build a marketing strategy that allows the City of O'Fallon to prosper and reach the ever-growing online audience in addition to maximizing your offline strategies and leadership in the marketplace. The plan includes the following:

1. Development of a Responsive Website for Business/Economic Development
2. Search Engine Optimization of the Website
3. Economic Development Social Channel Marketing
4. Development of Business Blog
5. Online Video Series targeted to Business/Economic Development
6. Public Private Partnerships Business Development Strategy and Execution
7. Campaign Efficacy Analytic Measurement

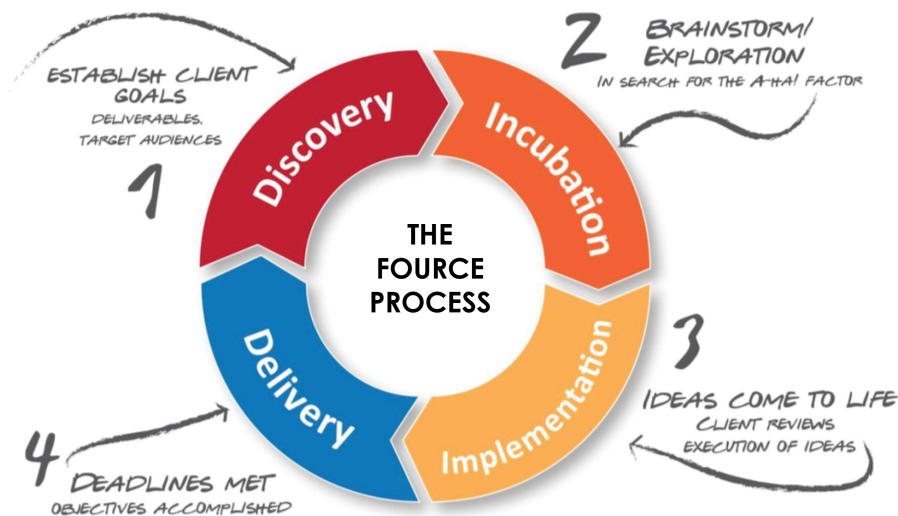
Strategy Overview

We want to help you build momentum and increase your brand awareness with potential developers and homeowners who are looking for the right community partner. Marketing tactics alone are less likely to be effective without a clear and cohesive long-term strategy. We will focus on the entire portfolio of offerings for City of O'Fallon with special emphasis on business/economic development.

- 1. Development of an Interactive Responsive Website:** THE FOURCE GROUP will redesign your website to be a WordPress SEO optimized site that will work to achieve your goals.

We approach your design as a true collaboration in ideation -- the process of creating new Ideas. We offer our expertise and guidance whenever needed to ensure that the entire process is as smooth and enjoyable as possible. THE FOURCE GROUP's commitment to quality is with you from concept through to post-implementation support so you can sleep well both during and after the development process.

We believe the ideation process begins the moment we connect with our clients. Our goal is to provide strategies and solutions that go beyond the expected. To make sure we deliver, we embrace the ideation process. Through this process we listen hard to your goals (and then listen again).



After gathering all the information and ideation, we will create the architecture, wireframes and technical system design. THE FOURCE GROUP will then develop the graphical interface that will represent on the web and the mechanisms through which the end user will navigate and interact with the site. THE FOURCE GROUP will develop interactive concepts of the new website and work with the City of O'Fallon through multiple rounds of revisions to create a unique and powerful design. This design will emphasize usability, but also provide an attractive web presence for City of O'Fallon .

THE FOURCE GROUP understands the importance of maintaining a professional and clean look and easy to use navigation. THE FOURCE GROUP will focus on developing a website design for City of O'Fallon that uses color, font, video imagery and layout to stand out more, communicate effectively and ultimately be memorable.

The website will be built to be conducive in today's market. It should build confidence and trust and, most importantly, it should gather analytics. The site must be clear and easy to navigate, load quickly, and reinforce campaign/brand positioning. It should look contemporary and incorporate a high level of interactivity. It should rank high on all the primary search engines (Google, Bing) using Search Engine Optimization techniques.

Deliverables:

- We will build the website to be responsive and dynamic with fully optimized SEO in WordPress Format. All pages will be driven by custom SEO content: researched keywords and key phrases, proper keyword and key phrase density, calls to action and optimized H1, H2 and H3 tags (headings and subheadings for readability and search engine friendliness).
- Design will include pages for development information, discussion, biography details and information collection.
- A portal will be created for businesses, developers and home builders to access economic development information.
- A content management system that can be accessed by the Economic Development team for updates.
- It will also include video production that will be used to inform and promote trust between potential buyers, the builder and the realtor.
- Hosting for one year.
- Creation of Emails for contact us and information center.
- Initial design and programming will be provided within (10) days of contract initiation.
- Initial Web design within 24 days of contract initiation.
- Beta Test within 45 days of contract initiation.
- Launch of new site within 60 days of contract initiation.
- First Traffic Report and Analysis with be provided (90) days after contract initiation and every (90) days thereafter.

- 2. SEO Marketing Campaign:** THE FOURCE GROUP will setup your campaign using keywords targeted to your services and service area. This process will include selecting appropriate keywords, creating ad copy, and developing or improving the landing page for targeted terms.

We will geotarget for both regional and national presence as well as target key businesses specifically as identified by the City of O'Fallon.

Deliverable:

- Baseline Report will be provided within (14) days of contract initiation.
- First Traffic Report and Analysis will be provided (90) days after contract initiation and every (90) days thereafter.

- 3. Economic Development Social Channel Marketing:** THE FOURCE GROUP will create a robust social channel marketing campaign based in data. We will optimize the following social media channels and create campaigns when relevant:

FACEBOOK - The primary purpose of the City of O'Fallon Facebook page is to interact with and deepen relationships with residents, businesses and prospective business and residents. This will be accomplished as follows:

- Promote the City of O'Fallon blog, as well as other relevant content with daily updates
- Invite commentary and photos from followers
- Drive engagement
- Media Spend

Twitter | Instagram | LinkedIn - The primary purpose of the City of O'Fallon social profile is to establish thought leadership and increase credibility through the curation of share-worthy content. This will be accomplished as follows:

- Promote the City of O'Fallon business blog, as well as other relevant content with weekly updates
- Include relevant hashtags in all tweets
- Respond to and interact with followers

Deliverables:

- 2 Daily Postings
- Baseline report will be provided within (30) days of contract initiation
- First Summary report will be provided (60) days after contract initiation and every (90) days thereafter.
- Overview of the social marketing strategy will be available (30) days from contract initiation.
- Initial phase of retarget landing pages available (45) days from contract initiation

- 4. Business Blog:** The blog is a dominant element of the overall digital and SEO strategy. We will be creating unique branded content on a regular basis, which has several important overall benefits:

1. It improves search engine rankings.
2. It establishes thought leadership.
3. It invites commentary and drives engagement.
4. It builds credibility.

Deliverable:

- The blog will be updated on a bi-monthly basis and will primarily speak to the three audiences. A list of proposed blogs will be submitted for approval prior to posting.
- Blogging will commence with the launch of the new website within 60-90 days of contract execution.

- 5. Online Video Series targeted to Business/Economic Development:** THE FOURCE GROUP will build a creative video library of engaging topics that will seek to gain the attention of our targeted audiences. These videos will cover topics including but not limited to infrastructure, development, history, businesses, housing, education, healthcare etc. They will be used both on the website and in push/pull advertising online.

Deliverable:

Create and design a video series for your team which will include the following:

- Copywriting, storyboarding and filming up to 10 videos 2-3 minutes in length.
- Editing of videos and programming for specific channels to be used online and offline.
- Securing locations and appropriate releases.
- Once launched, we will provide analytic reports on impressions and engagement levels to determine effectiveness.

- 6. Public Private Partnership Development Strategy and Execution:** THE FOURCE GROUP will develop business networking strategies inclusive of prospect meetings with key leaders and/or developers. We will work with local business partners as identified by the City of O'Fallon and develop creative approaches to gain the attention of prospective major retailers such as Trader Joe's and Costco and St. Louis Based retail/restaurant businesses for the downtown corridor with the goal of the city engaging in discussions with these and other businesses as determined by both the City of O'Fallon and THE FOURCE GROUP.

Deliverable:

- Identification of Business Prospects and Contacts.
- Interactive Presentation Development.
- Establish Meeting(s) with prospects.
- Training for City Economic Development team.
- Consultation and Coordination with Developers.

7. **Campaign Efficacy Analytic Measurement:** The key component to success of our marketing strategy is the daily, weekly and monthly tracking of our marketing efforts to show ROI and lead generation and conversion.

Deliverable:

- Custom Dashboard inclusive of all online tracking and lead generation.
- Weekly/Monthly/Quarterly updates and reports to senior management.
- First Report within 30 days of execution of campaign.
- Weekly Reports and updates thereafter.

TERMS OF AGREEMENT

PARTIES & PURPOSE

This Agreement is made between **City of O'Fallon**, (hereinafter "Client") and **THE FOURCE GROUP**, (hereinafter "Marketing Company"). Client agrees to retain Marketing Company from execution of this agreement thru one complete calendar year.

PRICING & FEES

Website Development: One-time project fee for the website design and development of \$38,950. The first deposit of 50% is due upon execution of this agreement with the remainder of the project fees due upon completion. This cost does not include photography, video or hosting/database collection fees.

Search Engine Optimization: The service price is \$35,000 annually. This fee includes agency marketing services to identify and track key words, link building, on page optimization, content creations, geo targeting, reporting and tracking.

Online Services: The service price for each of the online components outlined above is as follows for first year of the agreement. These fees include agency marketing services for the following services outlined above and media as noted:

- Economic Development Social Channel Marketing - \$12,000 per year
- Business Blog Development - \$9,000 per year (Two blogs per month)
- Campaign Efficacy Analytic Measurement - \$7,500 per year

Online Video Series targeted to Business/Economic Development: The service price is \$20,000 for 40 video segments. This will be billed as time and materials as work occurs.

Public Private Partnership Business Development Strategy: The service price is \$36,000 annually. This fee includes all activities outlined above for the two pilot partnerships in 1. Greenmount/Central Park and Regency Park and 2. Four Points/Metrorecplex.

FEE SUMMARY AND PAYMENT: The services and payment schedule is broken out into the following Phases:

PHASE I – January 2017 – April 2017 – *Online Infrastructure Production and Pilot Public/Private Partnership:*

Part I: Website Development: \$38,950, Video Production: \$10,000, and Search Engine Optimization \$10,000. These fees will be billed as time and materials occur. **Timing:** 45-60 days – January 2017

Part II: Public Private Partnership Business Development Strategy - \$12,000. These fees will be billed as time and materials occur. **Timing:** Begin in January 2017.

PHASE II – May 2017 – April 2018 – *Online Economic Development Management and Public/Private Partnership Expansion. Phase II budget is being provided for budget forecasting on an annual basis.*

Part I: Search Engine Optimization: \$35,000. Business Blog, Social Channel Marketing and Campaign Efficacy: \$28,500. Video Production: \$10,000. These fees will be billed as time and materials occur. **Timing:** Begin in May 2017.

Part II: Public Private Partnership Business Development Strategy - \$36,000. These fees will be billed as time and materials occur. **Timing:** Begin in May 2017.

PLEASE NOTE: The above pricing does not include third party expenses such as printing and postage. As production occurs, individual estimates will be created and signed off on before any out of pocket expenses will be created.

Client agrees to pay all additional hours of work, approved by Client, at our standard hourly rate of \$240. Prior to being billed at an hourly rate, the client will be provided an estimate for approval. Client also acknowledges that Marketing Company may recommend 3rd party software or services, to be paid for by Client upon Client's approval.

SEARCH ENGINE POLICIES

Client acknowledges that Marketing Company has no control over the change to search engine policies or algorithm changes. At any time, Client's website may lose rankings at the sole discretion of the search engine and Marketing Company cannot be held liable for the actions of search engines.

TERMS

All materials furnished by CITY OF O'FALLON will remain the property of CITY OF O'FALLON and will be returned upon request, or no more than 60 days from the termination of this agreement. The results of any and all work performed by THE FOURCE GROUP for CITY OF O'FALLON, including original creative work will remain the property of the CITY OF O'FALLON.

To the extent permitted by law, CITY OF O'FALLON and THE FOURCE GROUP agree to defend, indemnify and hold harmless either party, its/their officers, directors, agents and employees from and against any and all claims, suits, liens, judgments, damages, losses and expenses

THE FOURCE GROUP

including reasonable legal fees and costs arising in whole or in part and in any manner from acts, omissions, breach or default of either party, in connection with performance of any work produced by this agreement, its officers, directors, agents, employees and subcontractors. This agreement may be terminated on 60 days' written notice by either party. In case of termination, THE FOURCE GROUP shall make a reasonable attempt to finish work in progress.

PLACE OF LAW

This agreement shall be governed by and construed in accordance with the laws of the State of Illinois.

X

Client Signature

Date

X

FOURCE Signature

Date

THE **FOURCE** GROUP