

September 2013

Process Overview

In May 2013, City Council, Staff and Residents of the City of O'Fallon engaged in a three-step process to create this strategic plan.

- **Step One** - The Mayor, Council and Staff discussed their shared five-year vision for the community.
- **Step Two** – The residents of O'Fallon discussed their shared vision for the City of O'Fallon.
- **Step Three** - The Mayor, Council and Staff identified the Goal Areas, Objectives and One-Year Tasks needed to accomplish the five-year vision for O'Fallon.

MAJOR GOAL AREAS

I. Economic Development/Redevelopment

The City of O'Fallon is fortunate to have experienced substantial economic growth over the past 15 years. Commercial development along the I-64 Corridor (Hwy. 50, Central Park Drive, Regency Park Drive, and Green Mount Road) continues to be a major development destination. The upcoming Exit 21 interchange and two new hospitals provide new opportunities for economic growth. In addition, redevelopment challenges must be addressed to maintain O'Fallon's "small town" identity.

A. Objectives

- Redevelop Southview Plaza and adjacent areas such as the Lincoln corridor.
- Capitalize on two hospitals for additional development
- Attract higher education development
- Exit 21 Corridor development
- Attract a diverse group of people to downtown with upscale stores and restaurants
- Attract quality and community friendly commercial development in northern O'Fallon

B. One Year Tasks

- Redevelopment plan for Southview Plaza
- Plan for Exit 21: sewer, access road, funding options, potential developers.
- Seek partnerships with hospitals and higher education for potential development.
- Review Economic Development Plan to encourage diverse business environment.

C. Action Steps

Lincoln Corridor (I-64 to Downtown)

- Rasp Farm: Final Plat needed, future of strip center, turn lane TIF funded.
- GCS Credit Union site: encourage development of vacant parcels.
- Southview Redevelopment Plan: need developer, financing mechanism, land acquisition, water/sewer relocation.
- Downtown: encourage additional “upscale” shops and restaurants, streetscaping, parking, marketing theme.
- Define boundaries, funding opportunities.
- South Lincoln improvements: sidewalks (ITEP application pending), turn lanes, streetscaping.
- Partners: Memorial Hospital, Village of Shiloh, St. Clair County, schools, Downtown O’Fallon, and key property owners.

Green Mount Corridor (Frank Scott Parkway to Hwy. 50)

- Corridor study to leverage medical campus into additional economic development.
- Regency Park Drive: streetscaping, health care-oriented development, bowling alley redevelopment.
- Green Mount Road: widening, traffic light at Cambridge.
- Hwy. 50 economic development opportunities
- Delmar Gardens/People’s Bank site: how to encourage CON or other development.
- Traffic improvements at Central Park Drive/Frank Scott Parkway at Green Mount.
- Sewer upgrades to accommodate hospital.
- Further study of pedestrian overpass at Regency Park Drive over I-64.
- Higher Education: link university campus with medical campus.
- Partners: Village of Shiloh, St. Clair County, IDOT, St. Elizabeth’s Hospital, higher education.

Exit 19 & Exit 21 Corridor (Reider Road from I-64 to Hwy. 50 and 1,200 acres west to Rte. 158)

- Incentive Study: in addition to existing Enterprise Zone, what other economic development tools are available)?
- Business Plan: need refined concept plan for how to develop and attract development.
- Sewer: design and easements along Reider Road complete; can sewer up to Hwy. 50; what will Scott AFB do?
- Road improvements: Reider Road (\$10M); Shiloh Valley Township Road (\$5M)
- Partners: Scott AFB, St. Clair County, O’Fallon Township, City of Mascoutah, Village of Shiloh, schools, local property owners and commercial real estate agents.

Neighborhood Commercial/Retail

- Identify possible locations: Kyle/Lincoln, Deer Creek/Lincoln, Bethel/Lincoln, Old Collinsville Road/Milburn, Merriam/Milburn, O’Fallon-Troy/Scott-Troy, 7 Hills/O’Fallon-Troy, 7 Hills/State, and Simmons/Porter.
- Review Comprehensive Plan definition of “Neighborhood Commercial” to see if it meets business realities.

II. Sense of Community/Livability

O’Fallon continues to be a city of choice because of its safety, world class schools, and premier quality of life. As the population ages and demographics shift, the City of O’Fallon must capitalize on its strengths while also adjusting to an aging population, the needs of future generations, and attracting young families.

A. Objectives

- Support world class schools..
- Define what a family life center/community center would be and what services could be offered.

B. One Year Tasks

- Develop a vision, identify and investigate possible locations for the family life center/community center.
- Participate in a joint effort to study how to fund schools for the future

C. Action Steps

Family Life Center/Community Center

- Assemble potential partners: Library, O’Fallon Township, schools, hospitals, Village of Shiloh, developers, other fitness providers.
- Develop concept plan exploring the possibilities of one or all of the following elements: aquatic center, fitness center, community center, senior center, performing arts center, banquet center, health care/physical therapy, library.
- Identify possible locations and cost estimates.

Gateways

- Monument signs at major city entrances (where and how much?).
- Interchange and arterial road landscaping.

Walkable community

- Revisit Bike Trail Plan for funding opportunities.
- Pursue neighborhood commercial (see above).
- Connect neighborhoods to parks and schools with sidewalks and trails.

Support World Class Schools

- Continue to pursue partnerships with school districts for shared facilities.
- Provide complementary services to enhance student education (e.g., District 90 music program).
- Participate in school consolidation effort if requested by the schools.

Marketing: Develop branding strategy and theme for marketing community to businesses, existing and future residents.

III. Infrastructure

While Economic Development and Sense of Community are critical for the continued success of O'Fallon, maintenance of the City's basic services is a prerequisite to achieving those laudable goals. Public safety, streets, and utilities are the foundations of a strong community.

A. Objectives

- Maintain and upgrade streets.
- Continue and expand relations other governments
 - Both townships
 - Schools
 - Other communities – not just Shiloh
- Beautification

B. One Year Tasks

- Study and determine cost to overlay streets.
- Prioritize opportunities: gather agreements we currently have and see how we can expand.
- Review Stormwater Master Plan
- Explore funding sources
 - Sales tax
 - Explore possibilities of decreasing the property tax and increasing the ½ cent sales tax
 - Explore Garden Club expansion

C. Action Steps

- Fire station planning: location/relocation, funding
- Develop requirements for new paving program: road conditions, cost, funding options
- Review stormwater needs and funding options.
- Pursue and continue partnerships with neighboring communities: 911, purchasing/contracting, parks, library, inspections, etc.

IV. Next Steps

- At least one element of the Strategic Plan will be discussed each month by the Council.
- New opportunities and decisions should be reviewed within the context of the direction established by the Strategic Plan.
- Six months after final approval the Mayor, Council and staff should review the plan (progress/obstacles) in its entirety.
- After one year, the City should review the plan and identify one year tasks.