



CITY OF CREVE COEUR MEETING NOTICE

AGENDA

Creve Coeur Economic Development Commission
Tuesday, July 20, 1999
5:00 p.m.
Creve Coeur Government Center

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- 1) Introduction of new members (Theresa Lynch and Earl Schenberg)
 - 2) Discussion on the City's sales tax information
Note: Please bring your copy of the report
 - 3) Economic Development Commission Focus Groups - Discussion
 - 4) Urban Redevelopment Corporation ("353" Program) - Update
 - 5) Comprehensive Plan - Update
Attachments: Request for Qualifications; August Newsletter Article
 - 6) Subcommittee Reports - Update & Add New Members
 - a) Business Retention
(Ramon Gallardo)
 - b) Business Development and Long Range Issues
(Michael Wack, Bob Haddenhorst, Tom Stern)

Please call Nancy O'Loughlin at 872-2511 if you are unable to attend.

Scott Haley
Director of Community Development

cc: Mayor Annette Kolis Mandel
Council Member Richard Wolkowitz → Dave Krenter
Council Member Judy Pass
Mark Perkins, City Administrator
Jeff Steiner, Finance Director

City Initiates City-wide Comprehensive Plan

The City of Creve Coeur has initiated the process of developing and adopting a “new” city-wide **Comprehensive Plan**. A professional planning consulting firm will be hired to assist the City in the preparation of the **Comprehensive Plan**. The last city-wide comprehensive plan was adopted in March 1969. Since that time the City has prepared and adopted over a dozen area plans, such as the Old Olive Land Use Plan Update, the Town Center Plan, and as recently as early 1997, the Northwest Sector Land Use Plan.

What is a Comprehensive Plan?

The comprehensive plan (also referred to as a *Master Plan* or *General Plan*) is a planning and policy tool that guides community leaders in decisions regarding community issues such as development guidelines, growth management, land use decisions, traffic management, capital improvement planning, open space, enhancement of City services, etc. The Plan, created with public input and citizen participation, is an expression of how the community should be shaped or changed in the future. The Plan is also defined by the character of the community and its neighborhoods, office and commercial areas, and the values and lifestyles of its residents. Generally, the Plan is developed with a future time frame of ten to twenty years.

Why do we need a Comprehensive Plan?

Why does the City of Creve Coeur need a comprehensive land use plan to guide development and land use decisions in the future? Isn't the City nearly built-out? Don't we already have traffic problems? Even though the City is nearly built-out, pressures for redevelopment are strong and will continue due to the City's strong regional image, access to interstate and State highways, escalating real estate values, and the availability of several older underutilized commercial areas at key locations. A comprehensive plan provides the map which guides future decision making for our community.

Understanding these issues are key to the success of any plan and the City must prepare for the future by planning for them today. The City is committed to preserving it's established residential neighborhoods, buffering residential areas adjoining non-residential uses, while further strengthening it's sought-after retail, office, and commercial base. The ultimate goal is to preserve and maintain our residential areas while enhancing and strengthening our commercial base.

The Process

It is anticipated that the **Comprehensive Plan** preparation process will take around one year to complete. The public participation and citizen engagement portions of the plan are critical for building community-wide consensus. It is

imperative for residents, property owners, businesses, civic groups and other interested parties to take advantage of the opportunities to be part of the process and shape the development of the **Plan**. Although not defined nor scheduled at this time, multiple opportunities will be available for citizen input and comment. The City's selected consultant will assist the City in defining the essential public participation and citizen engagement portions of the **Plan**.

Where are we now?

The City is currently requesting professional planning consulting firms or teams to submit statements of qualifications to prepare the City's **Comprehensive Plan**. The qualified firms will then be requested to submit a detailed proposal responding to the City's anticipated Scope of Services envisioned for the Plan.

The Selection Committee, consisting of individuals from City Council, the Planning and Zoning Commission, and staff, will review the detailed proposals and interview prospective candidates. Both the City Council and the Planning & Zoning Commission will be intimately involved with the selection of the consultant. The City anticipates the selected firm/team to begin work on the **Comprehensive Plan** early this Fall.

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CREVE COEUR

300 N. NEW BALLAS ROAD CREVE COEUR, MISSOURI 63141
(314) 432-6000 • FAX (314) 872-2539 • RELAY MO 1-800-735-2966

Fifty Years of Heart
1949-1999

Request for Statements of Qualifications **City of Creve Coeur, Missouri** **July 1999**

Background

The City of Creve Coeur, Missouri, is requesting statements of qualifications (RFQ) from professional planning firms or project teams interested in providing services for the preparation of a citywide **Comprehensive Plan**. Creve Coeur, an established and affluent suburb community of over 17,000 (daytime population of approximately 30,000), is located within the heart of the Saint Louis Metropolitan region. Although nearly built-out, Creve Coeur is experiencing redevelopment of underdeveloped and underutilized areas, due in part to the City's strong regional image and escalating real estate values. The City is committed to preserving its established residential neighborhoods while further strengthening its sought-after retail, office, corporate, and commercial base. Creve Coeur is the world and regional headquarters for many of the country's top companies, including Monsanto and Bridge Information Systems.

The City of Creve Coeur is seeking qualified and creative firms or teams that possess knowledge, expertise and understanding in:

- ❖ land use planning;
- ❖ public engagement;
- ❖ *Town Center* planning and development;
- ❖ sub-area and corridor plans;
- ❖ urban design;
- ❖ traffic analysis and access management;
- ❖ market and real estate dynamics;
- ❖ plan implementation.

Vital to the substance and success of the **Comprehensive Plan** will be the process by which the public engagement and community-visioning are incorporated into the project. Both residents and the business community are active participants in development activities in the community.

One identified vision for the City is the creation of a *Town Center* -- a mixed-use area that creates a sense of place and community identity. Qualified firms or teams must exhibit creativeness and ability to plan/design such projects in redeveloping suburban commercial areas.

The last land use plan that considered the entire community was adopted in 1969. The City currently recognizes nearly a dozen area/sector plans that guide development and planning issues throughout the community. Many of these plans have been reviewed and updated several times, some as recently as 1997. With the adoption of a new comprehensive plan, the need for separate and distinct area/sector plans should be eliminated.

Submittals

Interested firms or teams responding to this request for qualifications should submit six (6) copies of the RFQ that includes, at a minimum, the following:

- ❖ A brief summary of the firm's or team's philosophy and approach to comprehensive planning and the items listed earlier
- ❖ Staff or team qualifications, including relevant resumes or vitae
- ❖ Description of any potential supporting firms or subcontractors, including their names and qualifications
- ❖ Client references (minimum of 5, including type of project and date completed)
- ❖ Description of previous experience with similar type communities

Selection Process

Step One. A 6-member committee will review the Request for Qualification (RFQ) submittals. - Late July

Step Two. The committee will develop a list of qualified firms or teams to receive the City's detailed request for proposal (RFP). - Early August

Step Three. The committee will review the detailed RFP submissions and select candidates to be interviewed. - Late August

Step Four. After the interviews, the committee will forward a recommendation to the entire City Council for approval and award of the contract for the ***Creve Coeur Comprehensive Plan***. - Mid-September

Step Five. The consultant is expected to begin Fall of 1999.

Responses to Request for Qualifications

Mail to: Scott P. Haley, AICP
Director of Community Development
City of Creve Coeur
300 North New Ballas Road
Creve Coeur, Missouri 63141

PLEASE RESPOND BY JULY 26, 1999

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Meeting Summary

Economic Development Commission

July 20, 1999

5:00 p.m.

Present: Michael Wack, Ramon Gallardo, Theresa Lynch, Earl Schenberg,
Robert Haddenhorst, Dave Kreuter (Council Liaison)

Absent: Alan Steinberg (Chair), Tom Stern

Staff: Scott Haley, Carlos Trejo

1) Introduction of New Members

Theresa Lynch and Earl Schenberg were introduced as the newest members of the EDC. Their appointments became effective July 1st.

2) City's Sales Tax Reports – Discussion

The Commission discussed the sales tax reports distributed a week before the EDC meeting. It was agreed to use the list of businesses as the invitation list for the upcoming focus group meetings.

3) Economic Development Commission Focus Group Meetings

It was agreed to utilize the businesses represented in the sales tax reports for the Focus Group Meetings invitation list. The Committee decided to choose three dates to hold the meetings – September 13th, 21st and the 29th. [Note: the dates were modified since the meeting – **September 14th, 20th and the 29th**] It was also agreed the meetings would be scheduled for 1½ hours, no longer (2:30 to 4:00 or 3:30 to 5:00). The meetings will be held at Ramon Gallardo's restaurant in the West Park Shopping Center.

The Commission indicated that the following must be developed at the August meeting: Questionnaire, Meeting Agenda, determine what members would be contacting what businesses.

The Commission suggested that only EDC members partake in the meetings and that City representatives and elected officials not attend. Mr. Haley indicated that it is the City Council's expectation that a written report be presented summarizing the meetings and outlining the EDC's findings and recommendations.

4) "353" Redevelopment Corporation – Update

Staff indicated that the proposed ordinance would be forwarded to City Council at their August 23rd meeting.

5) Comprehensive Plan – Update

Mr. Haley discussed the process in which the City was pursuing the development of a comprehensive land use plan for the City. He distributed a "draft" article that will appear in the City's August Newsletter. Discussion followed.

6) EDC Subcommittee Reports -- Update

Earl Schenberg and Theresa Lynch were added to the *Business Retention Subcommittee*.

The next meeting is scheduled for August 17, 1999 at 5:00 p.m.