

**City of St. Clair**  
**#1 Paul Parks Drive**  
**St. Clair, MO 63077**  
**The Lang Gang Interview and Presentation**  
**August 12, 2008**

Mayor Blum called the meeting to order at 7:00 p.m.  
City Clerk, Chris Fawe called the roll. Present were Mayor Blum, Administrator Arndt, Alderman Marrocco, Alderman Pierce, Alderman Counts, and Alderman Davis.

**Presentation as follows:**

Thank you for considering our Project Team to assist the City of St. Clair with development of a new Comprehensive Plan. The Lang Gang, Inc. was incorporated in the State of Missouri in 1998. The business expanded its functions in November, 2005 to provide four principal services to our clients;

- Comprehensive Plan preparation
- Zoning Code and Subdivision Regulations updates and amendments
- Planning Commission and Board of Adjustment member training
- City Planner services to communities

Given these principal services, The Lang Gang, Inc. is ideally suited to assist the City of St. Clair with the planning expertise necessary to undertake this assignment. I will be the Project Manager and Principal Planner responsible for content of the material, and for putting together the final Comprehensive Plan. I will be assisted by EFK Moen, LLC who will serve as the Infrastructure Specialist for this assignment, and also be responsible for Project Mapping. The Lang Gang and EFK Moen worked together on the Osage Beach Comprehensive Plan which was completed in December, 2006. A review of our qualifications will attest to our ability to undertake and successfully complete this assignment.

The workload of our Project Team members allows us sufficient time to complete the process within the 12-month timeframe discussed in the detailed Tentative Project Schedule contained elsewhere in this submittal. This proposed timeframe can be adjusted to meet the City's needs. Most Comprehensive Plans are completed within a 12 - 18 month period. The Project Team is prepared to discuss the proposed schedule and adjust accordingly.

*The Lang Gang, Inc. is currently assisting the City of Waynesville with completion of its Comprehensive Plan. Their Plan is expected to be completed in November of this year. We also have been retained by the City of O'Fallon to assist with City Planner consultant services through December. EFK Moen has several on-going project assignments, but has sufficient time and resources to work on the Comprehensive Plan elements related to infrastructure and mapping. As such, we are very comfortable with our abilities (and capabilities) of undertaking this assignment for your community.*

*Should our Project Team be selected for this assignment, the contractual agreement for services would be between the City of St. Clair and The Lang Gang, Inc. There would be a separate sub consultant agreement between The Lang Gang, Inc. and EFK Moen, LLC for EFK Moen to provide infrastructure and mapping support for the project to The Lang Gang.*

*The following pages highlight our qualifications and experience in working with communities on various types of planning projects. We are pleased to be considered for this assignment and are very comfortable with our knowledge of Franklin County, the State of Missouri, and its planning statutes. As a professional planner for the past 30 years, I have personally been involved in completing Comprehensive Plans for ten communities, in addition to numerous other planning assignments - some of which are highlighted in the Work Experience section of this submittal. I also have been involved in completing three Comprehensive Plans in Franklin County. These have included the Master Plan for Franklin County itself, the Plan for the City of Washington, and most recently the Comprehensive Plan for the City of New Haven. As such, I am very comfortable with my knowledge of the area.*

## Work Experience

Dan Lang has over 30 years of experience in providing land use planning services. He has worked as a municipal employee for the Cities of Lake Saint Louis, St. Peters, and St. Charles in planning and community development. In addition, he has worked for three private sector consulting firms and currently is President of The Lang Gang, Inc.

In his thirty years of land use planning, Mr. Lang has worked on projects which have been the recipient of seven Excellence in Planning Awards from the Missouri Chapter of the American Planning Association. He also received the Distinguished Leadership Award from the Missouri Chapter in 2002 from the Missouri Chapter recognizing his many years of planning leadership. The most recent award was from the St. Louis Metropolitan Section of the Missouri Chapter for the East St. Louis Waterfront Master Plan which received an Outstanding Planning Award.

Following is a brief summary of several projects which highlight our qualifications in land use planning with some applicability to this project:

### **Osage Beach Comprehensive Plan Osage Beach, Missouri**

The Lang Gang, Inc. was retained by the City of Osage Beach, Missouri to complete an update of its Comprehensive Plan. The City is unique because of its influx of yearly visitors and temporary residents. While the City itself has a permanent resident count of only 4,000 persons, the peak season population is in excess of 100,000 people. Such a wide and varied population places demand on City services in different ways from other communities.

To meet this varied demand, the Comprehensive Plan attempts to respond to the needs of both full-time and part-time residents. The topography and natural resources of the area place special emphasis on development opportunities and its constraints. The Plan attempts to blend these sometimes competing interests in a community which relies solely on sales tax and has no City property tax to support its provision of government services.

### **Highway 94 Scenic Byway Designation St. Charles County, Missouri**

While with another firm, Mr. Lang was extensively involved in the Highway 94 Scenic Byway Designation project. The project extended for 21 miles from Highway 40-61 south to the Warren County line. The corridor planning area included all properties located along Highway 94 for this 21 mile segment.

*The first task for this project involved a land use inventory of the corridor's land use, architecture, scenic and historic resources within the context of the land use and zoning designations. These resources were mapped to assist in their identification and subsequent application of land use controls.*

*The purpose of the project was to conduct a visioning process to gain public input and support for the establishment of land use controls for a locally administered scenic byway, develop a Corridor Management Plan, and create an oversight and management mechanism to implement the plan.*

*The plan received an Excellence in Planning Award from the Missouri Chapter of the American Planning Association in 2002. As stated by Steve Lauer, Director of Planning for St. Charles County, "We are pleased, as you indicated, with the Highway 94 Corridor Plan from Highway 40/61 to the Warren County Line: A Visioning Process for Scenic Byway Designation Study".*

### ***St. Peters Centre Special District City of St. Peters, Missouri***

*While Director of Community Development for the City of St. Peters, Mr. Lang was responsible for creation of the St. Peters Centre Special District. This 500-acre "new downtown area" for the City of St. Peters extends from Mid Rivers Mall to the Barnes Hospital complex. To achieve creation of the Special District required the input and cooperation of a multitude of individual property owners.*

*The effort involved creating a new zoning district with four distinct, yet integrated, zoning sub districts, defining permitted uses, landscaping requirements, architectural criteria, and designating a comprehensive roadway network to service the area as it developed. The Special District continues today and is helping to create a thriving, vibrant and attractive downtown for the City of St. Peters.*

*The plan for the St. Peters Centre Special District received an Excellence in Planning Award from the Missouri Chapter of the American Planning Association.*

### ***Revision of City Zoning Code City of Florissant, Missouri***

*The City of Florissant recognized the need to completely revise and update its Zoning Code. The Zoning Code had been "cobbled" together over many years. The result of these incremental changes was to create a Zoning Code which was not unified in its approach. The City of Florissant was undergoing a codification of its entire City code and wanted to integrate the Zoning Code into this process. The resultant effort was to create a Zoning Code which will be more workable and responds better to the needs of the City. The Zoning Code was adopted in 2006 by the Florissant City Council upon recommendation by the Planning and Zoning Commission.*

**Fountain Lakes Commerce Center City of St. Charles, Missouri**

*While Director of City Development for the City of St. Charles, Mr. Lang worked closely with a private developer, MB Properties, on the creation, development and implementation of the Fountain Lakes Commerce Center. This 500-acre business park was originally a research farm for the Monsanto Corporation. Following its purchase by MB Properties it was made part of the West 370 Redevelopment Area.*

*The West 370 Redevelopment Area provided \$17 million in Tax Increment financing assistance. This money was used primarily to raise the property out of the floodplain, thus making it viable for development. The Commerce Center includes a 123-acre public park, including 10 acres dedicated as a wetlands preservation area. The project began in 1998 and won an Excellence in Planning Award for its "innovative business planning approach". To-date over two million square feet has been constructed.*

**Envision Washington Comprehensive Plan City of Washington, Missouri**

*The Envision Washington Comprehensive Plan was developed as an integrated two-step process. The first step involved utilization of a visioning process to gain public input into how the citizens viewed their community and what they wanted its future to hold. The second step involved actual development of the Plan.*

*The Comprehensive Plan itself was a direct result of the citizen input process. A hallmark of the Plan was its strong Implementation Strategy section. This section was written specifically to guide future actions and strategies in the context of a comprehensive approach. Land uses were strongly linked to the transportation network through an evaluation of its ability to support various types of development activities and other key factors.*

**Collinsville Comprehensive Plan and Zoning Initiative City of Collinsville, Illinois**

*The City of Collinsville, Illinois wanted to undertake a revision to the City's Comprehensive Plan. In addition, the City of Collinsville was concerned about the unrestricted growth in multi-family development occurring in the City. The City provided direction to have the zoning code reviewed, and revised, to respond to the City's concern. The Code changes were ultimately adopted by the City Council and have allowed more control over multi-family growth.*

*The Comprehensive Plan itself was useful to a community in transition. Collinsville has numerous "older" areas, while at the same time needing to respond to various growth opportunities. Creating a Plan which successfully addressed both type of areas was the major challenge of this adopted Comprehensive Plan.*

**City of St. Peters and City of St. Charles Director of Community Development**

*As the Director of Community Development for these two cities, Mr. Lang was responsible for yearly reviews and updates to the Cities land use ordinances. The yearly updates were necessary to insure that the needs of these growing municipalities were adequately met. Development pressures place unique burdens upon a community. The land use regulations were revised to correspond to Board of Adjustment conflicts, and with consistency with other applicable City codes. The process also involved extensive review of site plans, preliminary plats and record plats to ensure that quality development occurred and that the land use regulations were satisfactorily met by the developers.*

**City of O'Fallon, Missouri  
Interim Managing Director of Community Development**

*Mr. Lang assisted the City of O'Fallon, Missouri in its community development program by serving as a Planning Consultant and Interim Managing Director of the Community Development Department. He also assisted the City in the process of reorganizing the Departmental structure with an emphasis on how to streamline the development review process, while still ensuring that the interests of the City and its residents are met.*

**Zoning and Land Use Regulations for Highway Frontages City of Wentzville, Missouri**

*The City of Wentzville, Missouri hired The Lang Gang, Inc. to assist them in creating new zoning and land use regulations for their highway frontages. Specifically, the City was interested in creating a certain enhancement to the frontages along Interstate 70 and Highway 40/61. These highways are integral to the City which calls itself, "The Crossroads of the Nation". The City recognized the role that planning could play in crafting specialized regulations to enhance these corridors. The Lang Gang, Inc. was retained to assist them in this effort which is required a thorough understanding of the City's existing land use regulations and those contained under Chapter 89 of the Revised State Statutes of Missouri.*

**Comprehensive Plan  
City of New Haven, Missouri**

*The City of New Haven, located in Franklin County, is a community with a strong industrial base and a growing residential population. The community had an interest in developing a Comprehensive Plan which provided guidance in attempting to maintain its character within a changing environment. The Implementation Strategy section of the Plan identified five key areas upon which to focus community resources. With almost 30 goals and 200 objectives, the Comprehensive Plan provides a strong framework upon which to build the future of the City of New Haven and its citizens.*

**Brief Work History/Resume**  
**Dan R. Lang**

**November, 2005 - Present**

**President, The Lang Gang, Inc.**

Provides planning and zoning consultant services for clients throughout the State of Missouri. Key services include the preparation of Comprehensive Plans, rewrite of Zoning & Subdivision Regulations, and Planning Commission & Board of Adjustment member training. Clients have included the City of New Haven, City of Wentzville, City of Ava, City of O'Fallon, and City of Osage Beach, among others.

**August, 2001 - November, 2005 Senior**

**Planner, Horner & Shifrin, Inc.**

Provided planning and zoning consultant services for clients throughout the State of Missouri and Illinois. Key projects included the completion of Comprehensive Plans for the communities of Kirkwood, Festus and Washington in Missouri, Collinsville, Illinois and a rewrite of the Zoning Code for the City of Florissant, and specialized studies for the City of Lake Saint Louis, St. Charles County and East St. Louis, Illinois.

**December, 1995 - June, 2001**

**Director of City Development, City of St. Charles, Missouri**

Was responsible for the operation and management of the Department of City Development. In this capacity provided direct supervision over the functions of planning, building, and code enforcement. Also, initially involved in supervision of economic development. Provided close coordination with the Public Works Department.

**May, 1987 - December, 1995**

**Director of Community Development & Special Projects Manager**

**City of St. Peters, Missouri**

Was responsible for the operation and management of the Department of Community Development. In this capacity provided direct supervision over the functions of planning, building, and code enforcement. Also, served as a Special Projects Manager and assisted with the planning and development of the Rec - Plex and City Hall.

**May, 1977-May, 1987**

**Planner, Booker Associates, Inc.**

**Planner, Harland Bartholomew & Associates, Inc.**

**Director of Lakes and Parks, City of Lake Saint Louis**

During this period worked as both a private consultant and as a public Staff employee. Was involved in a variety of park and planning projects throughout the Midwest region. Key assignments involved securing a grant for Founders Park in Lake Saint Louis, and in recreational development of Longview Lake in Kansas City.

## SCOPE OF SERVICES

*Following is a generalized Scope of Services for this project. Should our Project Team be selected for this assignment, we will work closely with City staff and other appropriate officials to further refine the Scope of Services to fully meet the City's expectations.*

### *Phase 1: Project Initiation, Data Collection, Existing Conditions Analysis, and Needs Analysis*

*Task 1.1 Meet with City staff and the Planning Commission and/or Task Force members to fully contemplate the assignment prior to proceeding. While The Lang Gang Project Team will be coordinating with City staff throughout the process, this initial meeting is critically important to get the project "off to a good start" and in the right direction.*

*Task 1.2 Gather data for the assignment. During this initial meeting with City staff and the Planning Commission and/or Task Force, The Lang Gang Project Team will obtain any other pertinent information which may be available from the City (i.e. Board of Adjustment actions, building data, land use & subdivision regulations, existing Comprehensive Plan, existing Zoning Code, etc.). It is recognized that there may be other types of data/information which will be needed as the assignment is completed. This will be coordinated with the City staff.*

*Task 1.3 There will be a series of site visits undertaken to gather specific information about the community. The purpose of these site visits is to ascertain conditions "in the field". The field data will be collected to supplement the information already collected through the initial meeting(s). The field information gathered might include specific land use information, unique historic or architectural features, building activity, transportation, or other similar elements. It is understood that The Lang Gang Project Team will be responsible to gather existing land use information through a "windshield survey" of the community and to evaluate possible annexation areas through the Future Land Use mapping process.*

*Task 1.4 The needs analysis will examine the needs of the community based upon the input of the elected and appointed City officials, City staff, Task Force, Planning Commission and the general public. The end result of this effort will be the development of Goals and Objectives which will guide the community towards its future. These goals and objectives will be part of a Implementation Strategy section of the Plan. This, and the public engagement activities, are the most critically important components of the Comprehensive Plan. A well-defined Implementation Strategy section is a hallmark of Comprehensive Plans prepared with assistance from The Lang Gang, Inc.*

## *Phase 2: Public Engagement and Meetings*

*Task 2.1 The first task under this phase would be involve meeting with City staff and the Planning Commission and/or Task Force, at the City's direction, to decide on the best way to engage the public in this process. A Public Involvement strategy will be one of the first tasks shared with the Task Force. Regardless of how much engagement is desired, it is our recommendation to utilize the "visioning" technique. Visioning is a public engagement technique which does not bring preconceived notions to the forefront. Rather, the consultant uses a series of open-ended questions and graphical references to ascertain what the community wants to achieve. Understanding what the community wants will allow the Comprehensive Plan to be tailored to your community.*

*Task 2.2 The Lang Gang would recommend that the City consider at least three public engagement meetings for this project. The first meeting would be very early in the process to employ the visioning technique and gain some sense of the community view of St. Clair. The second meeting would be to offer community-wide input on the preliminary goals and objectives. The third meeting would be upon completion of the Draft Comprehensive Plan. Besides the three public engagement meetings, a final public meeting would be the official Public Hearing to gather input about the Plan prior to its adoption. We believe that the public engagement meetings as proposed would provide meaningful public input to satisfactorily complete the Comprehensive Plan. There are other public participation techniques which the Project Team could utilize should the City desire additional public participation. We fully recognize the importance of involving the public in this process of creating a Comprehensive Plan.*

*It has been our experience that participants involved in the process, and asked for their input, are more likely to support the Comprehensive Plan after its adoption. This process is as much about gaining future support of the Plan, as it is about gathering community input.*

*Task 2.3 Throughout the process, the consultant will meet with City staff and the Planning Commission and/or Task Force to provide an update as to where the consultant is in the process and to actively engage the Planning Commission and Task Force in this Plan preparation. At least six such meetings with the Commission/Task Force will occur. The Tentative Project Schedule identifies those meetings. We should point out that many times it will take at least a couple of meetings to get through the Goals and Objectives portion. The Project Team is committed to whatever meetings are necessary to successfully complete this project. Our fee structure is based upon a lump sum fee, so regardless of what meetings are necessary; your cost will remain the same to complete the Comprehensive Plan.*

### *Phase 3: Writing of the Plan*

*Task 3.1 Once the existing information has been reviewed, the needs of the community analyzed, and the public input obtained - the Draft Comprehensive Plan will be written. The Final Plan will include sections on existing conditions, the community "vision", and an Implementation Strategy section. It is expected that the Plan will be fairly comprehensive in scope to respond to the identified future "needs" of the community of St. Clair. The key elements of the Comprehensive Plan include land use; economic development; parks, recreation, and open space; transportation/other infrastructure; aesthetics; and, civic improvement. Other elements will be added as appropriate to respond to the public input received and the direction of City staff, Task Force, and Planning Commission.*

*Task 3.2 After the Comprehensive Plan has been drafted; The Lang Gang Project Team will review the proposed Plan with City Staff, Task Force, Planning Commission, and other appropriate officials to make certain that it meets the needs of the City.*

*Task 3.3 At this point, the Draft Comprehensive Plan would be taken to the community at the third public meeting. The purpose of this meeting would be to allow the community to ask questions and provide input as to what, if any, revisions would seem warranted.*

*Task 3.4 The Comprehensive Plan would be finalized for presentation to the Planning Commission for its adoption- with a Resolution in support from the Board of Aldermen.*

### *Phase 4: Adopting of the Plan*

*Task 4.1 A presentation will be made of the "final" Comprehensive Plan to both the Planning Commission and Board of Aldermen at an appropriate meeting. The Lang Gang Project Team will be present at the meeting to answer questions and make a presentation, as necessary.*

*Task 4.2 The final regulations will be provided to the City in both written and electronic formats.*

*These four general phases describe the process envisioned by The Lang Gang Project Team for this assignment. We know that the phases work because they have been successful in communities such as Kirkwood, Collinsville, Washington, Osage Beach, New Haven, Waynesville and Festus, which have all adopted useful Comprehensive Plans to help each of these communities realize their "vision". However, make no mistake-none of these communities are like St. Clair. In fact, no two communities are ever exactly alike. What one community thinks is important may have little relevance to another.*

*It is not a community's size, geographical location, or socioeconomic makeup that defines a community. It is the character of its citizenry. Because The Lang Gang Project Team understands this-we consider public engagement and a strong Implementation Strategy section to be the keys to a successful Comprehensive Plan that works for the City of St. Clair.*

**TENTATIVE PROJECT SCHEDULE CITY  
OF ST. CLAIR COMPREHENSIVE PLAN**

Month 1	Review previous Comprehensive Plan and other pertinent documents.
Month 1	Initiation Meeting with City staff, Planning Commission, and/or Task Force members.
Month 1	Site field visits to gather information.
Month 2	Meet with Task Force to discuss Focus Group Meeting, and conduct Focus Group Visioning Meeting.
Months 3 and 4	Additional site field visits. Writing of Preliminary Goals and Objectives, and Existing Conditions Analysis Report.
Month 4 Month	Review of Preliminary Goals and Objectives, and Existing Conditions Analysis Report, with Planning Commission/Task Force.
5 Months	Revision of Goals and Objectives, Existing Conditions Analysis Report, and final site field visits.
Month 6	Community-wide Visioning Meeting to gather community input. Deliver Revised Goals and Objectives, and Existing Conditions Analysis Report.
Month 6	Write Needs Analysis, and Develop Computer-Based Mapping.
Months 7 and 8	Review Visioning Meeting results with Planning Commission/Task Force members, and revise computer-based mapping.
Month 9	Write Preliminary Draft Comprehensive Plan sections. Conduct third Public Input meeting.
Month 9	Review Preliminary Draft Comprehensive Plan sections with Planning Commission/Task Force.
Month 10	Revise Preliminary Draft Comprehensive Plan sections.
Month 10	Review Preliminary Draft Comprehensive Plan sections with Planning Commission.
Month 11	Revise Draft Comprehensive Plan and review with Planning Commission/Task Force.
Month 11	Public Hearing before Planning Commission on Final Draft Comprehensive Plan.
	Revision of Final Draft Comprehensive Plan and review with Planning Commission/Task Force.
Month 12	Adoption of Plan by Commission with a Resolution from the Board.

## EXECUTIVE SUMMARY (WHY HIRE US?)

We think there are several good reasons to consider our Project Team for this project assignment in completing a new Comprehensive Plan for the great City of St. Clair:

First, **we know and understand planning and infrastructure.** Together, the Project Team members have spent many years working on planning and infrastructure assignments. We have held leadership planning positions in the past and stay current by attending various planning and engineering events. When you hire our Project Team -you hire **experience.**

Secondly, **we know the area.** Dan Lang has lived his entire life in the St. Louis Metropolitan Area and knows it very well. The EFK Moen Project Team members **are also here!** When you hire our Project Team you get a local presence; who works here, lives here, and understands here.

Thirdly, **we have to do well and be committed to your project.** The Lang Gang and EFK Moen continue to develop their consulting firms. We need to perform well so that communities will provide good references for our services. Only through doing good planning and infrastructure work can we hope to continue to grow our capabilities and be successful in getting additional future work assignments. As such, we have to perform well. Ask our references!

Fourth, **we're picky!** We don't apply for every planning job available. We're selective about the work we try to get. Since we are a small firm, and work very hard to get the jobs that interest us. We want to have enough work to keep us busy-but not so much that we can't get your project done on-time and on-budget. We are committed to the budget and have never asked a client for more money to complete a project. Also, you have a schedule to keep and we intend to meet it on your behalf.

Lastly, **we'll do the very best job on your Comprehensive Plan.** We're not flashy! We don't do big powerpoint presentations. We don't have reams of fancy graphics to wow you into submission. What we **do have** is a thorough understanding of the Comprehensive Planning process in the State of Missouri. We know how to get meaningful public input and will tailor a program to meet your needs. We can also guarantee to develop a Plan with you that is **unique** to your community; is **meaningful; has a strong Implementation Strategy** section; and will be a **worthwhile** document that should get "tattered" from its use. Now that's the kind of Comprehensive Plan all of our communities should have. Wouldn't you agree?

**Adjournment:** Mayor Blum called for a motion to adjourn the meeting at 8:45 p.m. Alderman Pierce made the motion and the second was provided by Alderman Davis. Motion carried by voice vote.