

**EXISTING CONDITIONS**

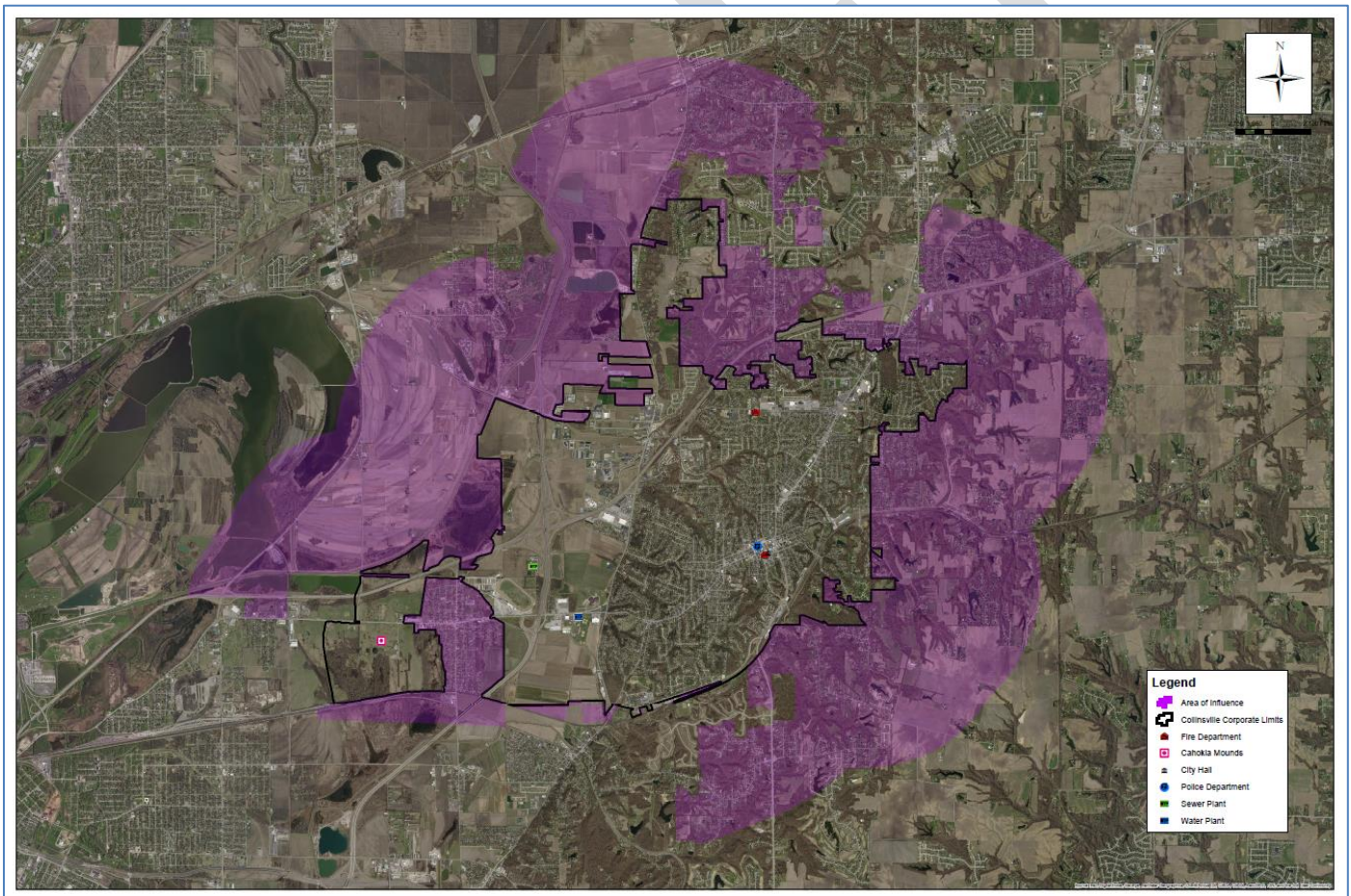
**Section 1.01 SUMMARY**

The *Existing Conditions* section includes an executive summary of the comprehensive planning process, the resulting plan, and an analysis of Collinsville’s socio-economic conditions and description of existing zoning and land uses. It also includes a baseline report on the existing services available to residents of Collinsville, the condition of these services, recommendations for improving these services and implementation strategies to provide ongoing services.

**Section 1.02 STUDY AREA**

The study area includes all areas within the City’s current boundaries, located mainly in Madison County and partially in St. Clair County, and extending outwards by 1½ miles into unincorporated County areas within the City’s jurisdiction as authorized by the Illinois Municipal Code (65 ILCS 5/11-12-6) and any areas proposed for future annexation. The City of Collinsville is centered at 38° 40’ 28” North, 89° 59’ 43” West (38.674444, -89.995278). The map below (Figure 1.1) is of the study area shown in red.

**Figure 1.1: Study Area Map**



*(Source: City of Collinsville)*



**SECTION 1.03 HISTORY OF COLLINSVILLE**

Collinsville is a “Home Rule Unit” City with a Council-Manager form of government. The elected, policy-making body of the City consists of a Mayor and four-member Council. The Mayor and all council members are elected at-large. Municipal elections are held on the first Tuesday of April every other year. The City Manager is appointed by, and responsible to, the Mayor and City Council, and is the chief administrative officer of the City supervising all departments and the day-to-day operations of the City.

The City of Collinsville is named for five brothers who settled in the area shortly after the turn of the 19th century. The Collins brothers arrived to establish residence in 1817 and by 1856 Collinsville was incorporated as a village. It was subsequently incorporated as a City in 1872 and in 1880, the year of its first census, had a total population of 2,887. The City grew intermittently after the 1900’s and experienced a decline in total numbers during the 1920’s. Between 1950 and 1970, the community experienced a relatively consistent growth averaging 23.3 percent per decade. This growth rate was approximately double that of the State of Illinois, and with the exception of the last decade, about equal to that of Madison County. The sharp decline in the rate of increase for the County between 1960 and 1970 was not noticed in Collinsville for two reasons: first, the City experienced a large percentage of its growth from annexation of surrounding residential properties and second, from the relocation of residents within the county.

The Comprehensive Plan prepared for Collinsville in 1963 predicted the 1970 population would be between 17,500 and 32,500 depending upon the city’s annexation policies and internal birth rate. Although the City annexed almost 1,500 acres, the effect of the declining birth rate, as well as the growth of nearby areas, limited Collinsville to a total population of 22,446 in 1990. A closer look reveals the growth status of the City in comparison to nearby urban places over the last twenty years. Collinsville is slightly below the median of other communities, although it experienced an increase of over 4,200 persons since 1970. Key considerations relative to the continued growth of Collinsville through the year 2025 include its annexation policy, redevelopment policies for the older portions of the City surrounding Uptown into more attractive medium density areas, and also policies related to its ability to maintain and provide quality living areas.

**Stages of Development**

Since its original settlement in the early 1800’s Collinsville has experienced several distinct stages of development. Originally settled as a farming community, the dominant role of the community changed as large deposits of coal in the area gave impetus to important mining operations. As a coal mining center, the community experienced rapid growth from around the turn-of-the century until the Great Depression years of the 1930’s. Although hard hit because of declining coal mine activity, Collinsville has maintained consistently high-growth levels. The sustained growth of the City is attributable to a number of factors including: its attractive physical setting; its proximity to major traffic arteries providing access to other employment centers in the region; and, the willingness of City officials to annex and provide essential services. Thus, over the years, Collinsville has evolved into an attractive suburban community serving largely as a residential center for the region. The City has served well in this latter role. Since 1940 Collinsville’s growth rate has kept pace with or exceeded that of Madison County, St. Clair County, and the State of Illinois.

In more recent years, the role of Collinsville has begun to change once again. During the 1970-80 decade Collinsville continued to grow, although at a reduced rate, in spite of the fact that Madison County as a whole lost over 3,600 residents. The County’s population loss occurred primarily in Granite City, which actually lost more residents than the total lost by the County. Largely the closing or decline of basic industries in the Granite City area brought on this loss in population. The decline



in Granite City's basic industry also served to help slow the growth rate of Collinsville. However, at least moderate growth has been maintained, partly through its favorable access to other employment centers, but perhaps more importantly, through the recent development of employment generators within the Collinsville area itself. The construction of the State of Illinois office building and the major commercial developments in the vicinity of the I-55/Illinois Route 157 Interchange has begun to change the complexion of the community. Although Collinsville retains its primary role as a residential community, its economic base has in recent years become stronger and more diversified, thus contributing to its continued pattern of stable growth.

### Section 1.04 DEMOGRAPHICS

The current and past socio-economic trends for Collinsville provide the foundation for the future. The socio-economic data evaluated for this Plan includes statewide population trends, age, housing, workforce, income, employment and median commute time. This section also compares selected Collinsville demographic data with peer cities to provide a more meaningful socio-economic analysis and help differentiate between local isolated events and regional trends. For the purposes of this Plan, the cities of Edwardsville, O'Fallon, Belleville, and Fairview Heights were selected as "peer" cities. National, State and County demographic characteristics were also included in some socio-economic comparisons. An understanding of the regional socio-economic trends and local issues will help the City plan for the future and meet the needs of its resident population and business community. The data for this analysis is from the US Census Bureau's 2010 decennial census.

#### Section 1.04.01 POPULATION

As of the 2010 Census, there were 25,579 people, 10,927 households, and 6,781 families residing in the City of Collinsville. The population density was 1,817 inhabitants per square mile. There were 11,891 housing units at an average density of 811.0 per square mile. The racial makeup of the city was 85.3% White, 10% African American, 0.2% Native American, 0.8% Asian, 1.4% from other races, and 2.2% from two or more races. Hispanic or Latino of any race was 4.3% of the population.

By way of comparison, in 2000, the City had a population of 24,707, 10,458 households and 6,675 families. In 2000, Collinsville's population had grown to 24,707, representing an increase of 9.6% from 1990. By 2010, Collinsville's population reached 25,579 persons representing an increase of 3.5% from 2000. While this rate of increase is slower than population growth in some peer communities during the same period, Collinsville's population growth from 2000 to 2010 is consistent with population growth in Madison County (4%), and is higher than population growth in Illinois (3.3%) during the same period.

The slow trend in Collinsville's population growth can be attributed to lingering effects of the *Great Recession* of the late 2000's. This is in contrast to the cities of O'Fallon (29.1%), Fairview Heights (13.6%), and Edwardsville (13%), which all experienced faster growth through the recession era than both Collinsville and the region as a whole. Fairview Heights solidified their role as a regional retail trade center, while O'Fallon and Edwardsville, being in close proximity to Scott Air Force Base and Southern Illinois University Edwardsville respectively, each saw continued demand for housing and developed their own destination retail areas, which contributed to their stronger growth.

Since 2010, Collinsville has experienced development pressure and has begun to establish its own niche within the St. Louis regional economy: abundant land ripe for development; new regional commercial developments; convenient location and affordable housing options; rich and varied cultural opportunities; and a community of servant-leaders focused on inspiring community pride, providing superior service, practicing good stewardship; making effective policy decisions; and



implementing programs and initiatives that continue to improve the quality of life and sense of place for residents, businesses and visitors alike. Today Collinsville has an estimated population of 25,838 persons. (2017 Population estimate extrapolated based on both U.S. Census data and internal data collected by the City of Collinsville.)

Table 1.1 shows the population for the City of Collinsville dating back to 1880.

<b>Historical Population- City of Collinsville</b>		
<b>Census</b>	<b>Population</b>	<b>Change (%)</b>
1880	2,887	-
1890	3,498	21.2
1900	4,021	15.0
1910	7,478	86.0
1920	9,753	30.4
1930	9,235	-5.3
1940	9,767	5.8
1950	11,862	21.4
1960	14,217	19.9
1970	18,224	28.2
1980	19,475	6.9
1990	22,446	15.3
2000	24,707	10.1
2010	25,579	3.5
2015	25,025	-2.2
2017*	25,838	3.2
Table 1.1   Source: US Census Bureau		

The City’s location, access to regional employment centers, good supply of well-built homes and stable neighborhoods, and investment in infrastructure has contributed to Collinsville’s ability to retain and attract residents. However, future population growth may require continued infrastructure investment in the City’s existing neighborhoods, business districts, and future growth areas.

**Section 1.04.02 AGE CHARACTERISTICS**

The 2015 estimated population of Collinsville has 18.37% under the age of 15 and 81.7% are 15 and over. 17.1% of Collinsville is over the age 60 years. That is higher than Edwardsville (16.3%) and O’Fallon (15.4%); however, their demographics are skewed by the presence of Southern Illinois University at Edwardsville and Scott Air Force Base respectively. The number is lower than Belleville (19.5%), Fairview Heights (22.8%), both St. Clair (19.4%) and Madison (21.2%) Counties, and the State of Illinois (19.2%). The median age in the city is estimated to be 37, which is the same as O’Fallon and Belleville, lower than Fairview Heights, and higher than Edwardsville with its large university population.

Collinsville’s age characteristics reflect the national trend of population aging due to the high percentage of baby boomers reaching retirement age. It is estimated that 10,000 Baby Boomers will turn 65 today, and about 10,000 more will cross that threshold every day for the next 15 years.

In summary, the analysis of the City’s age characteristics suggests Collinsville is presently very



popular with a variety of age groups, possibly resultant of the City offering services and amenities expected and valued by its young families, middle-aged and senior residents.

Age Cohort	Collinsville	Belleville	Fairview Heights	Edwardsville	O'Fallon	Madison County	St. Clair County	Illinois
Under 5 years	6.9%	5.2%	6.7%	4.8%	6.2%	5.9%	6.5%	6.2%
15 and older	81.7	82.1	85.0	81.7	78.5	81.6	80.10	80.6
60 and older	17.1	19.5	22.8	16.3	15.4	21.2	19.4	19.2
Median Age	37.0	37.0	40.5	30.4	37.0	39.5	37.7	37.3
Male	49.1	47.8	47.3	48.4	48.6	48.9	48.2	49.1
Female	50.9	52.2	52.7	51.6	51.4	51.1	51.8	50.9
<i>Table 1.2</i>	<i>Source: U.S. Census Bureau, Census 2015 Estimates</i>							

**Section 1.04.03 INCOME**

According to the 2015 Census Estimates, the median household income in the City was \$50,015 and the median income for a family was \$62,386. The per capita income for the City was \$26,482. Just over 12.5% of the City's population was below the poverty level. By way of comparison, Collinsville's income levels were generally below most of our peer communities. The City of Collinsville had a lower percentage of persons living below the poverty level compared to either of the Counties, the City of Belleville, and the State of Illinois, comparable to Edwardsville, but higher than Fairview Heights and O'Fallon, while Collinsville had the highest \*unemployment rate (9.1%).

*\*Note: The unemployment rate utilized here is based on Census figures and is not identical to the official rate generally reported; and therefore should be utilized for comparison purposes only.*

	Collinsville	Belleville	Fairview Heights	Edwardsville	O'Fallon	Madison County	St. Clair County	Illinois
Per capita income	\$26,482	\$24,740	\$31,448	\$34,167	\$35,281	\$28,337	\$26,738	\$30,494
Median family income	\$62,386	\$60,776	\$71,936	\$93,054	\$97,576	\$67,860	\$64,168	\$71,546
Median household income	\$50,015	\$43,318	\$59,948	\$71,057	\$76,722	\$53,431	\$49,895	\$57,574
Persons below poverty	12.7%	18.2%	9.6%	12.4%	8.3%	13.3%	18.2%	14.3%
Unemployment	5.9%	6.3	5.8*	4.3	5.3	5.9	6.5%	6.0%
<i>Table 1.3</i>	<i>Source: U.S. Census Bureau, Census 2015 Estimates; Illinois Department of Employment Security (IEDS), Local Area Unemployment Statistics (LAUS), Historical Annual Average Data for IL Cities.</i>							
<i>*Note: Fairview Heights was not included in the list of IDES data, and therefore Census data was utilized.</i>								



**Section 1.04.04 HOUSING**

There were 11,784 households in the City according to the 2015 estimates. Of the 11,784 households, 25.2% had children under the age of 18 living with them, 44.1% were married couples living together, 12.8% had a female head of household with no husband present, 4.4% had a male head of household with no wife present, and 38.7% were non-families. 32.0% of all households were made up of individuals and 10.0% had someone living alone who was 65 years of age or older. The average household size was 2.35 and the average family size was 2.97, which was marginally lower than the peer communities surveyed.

Household sizes have been shrinking as part of a nationwide trend as more and more baby boomers reach retirement age. The fact the average household size in Collinsville is slightly smaller than that of its peers, may indicate that singles, seniors and baby boomers are all comfortable living in Collinsville.

The median value of owner-occupied homes in Collinsville, per the 2015 estimates, was \$123,500. This is significantly lower than the State average of \$173,800 but on par with most of our peer communities with only Edwardsville and O’Fallon being above the State average.

The percentage of renter-occupied housing is significantly higher in Collinsville (38.9%) than in our peer communities except for Belleville (39.8%). Fairview Heights has the least (25.6%) with the other cities being bunched together near a similar level (~30%). The percentage of vacant housing in Collinsville (10.9%) was about the same as Madison County (10.1%) and the State of Illinois (10.8%), well below that of Belleville (18.7%), Fairview Heights (13.1%), and St. Clair County (15.3%), but higher than Edwardsville (8.6%) and O’Fallon (5.3%) with their large transient populations (student and military).

Housing Tenure & Value	Collinsville	Belleville	Fairview Heights	Edwardsville	O’Fallon	Madison County	St. Clair County	Illinois
Owner-Occupied Housing	6,492	10,599	5,388	5,965	7,494	75,940	67,779	3,177,705
Renter-Occupied Housing	4,134	7,010	1,852	2,612	3,134	31,171	34,488	1,608,683
Total Vacant Housing Units	1,158	3,295	948	734	564	10,808	15,682	517,287
Median value of owner- occupied	\$123,500	\$99,600	\$122,900	\$187,500	\$188,100	\$126,500	\$120,400	\$173,800
Average Family Size	2.97	3.08	2.98	3.15	3.33	3	3.22	3.28
Average Household Size	2.35	2.37	2.35	2.59	2.74	2.45	2.57	2.63

*Table 1.4 Source: U.S. Census Bureau, Census 2015 Estimates*

**Section 1.04.05 HOUSING AFFORDABILITY**

Housing affordability is a key component of the long-term vitality of a community. Housing affordability is not simply the price one pays for rent or mortgage; it is a function of household income or wealth relative to a housing unit’s price or rent. One basic way to measure housing affordability is to look at how much a household spends on housing costs as a percentage of their total household income. Affordable housing is defined as housing that costs occupants less than 35% of their gross income for gross housing costs, including utility costs. Planners and most lenders



consider a household that spends 35% or more of its income on housing costs to be financially burdened. For example, if a family’s income was \$71,546 (the estimated 2015 median family income in Illinois); they would be considered financially burdened if they spent more than \$2,087/month on housing. In other words, “affordable housing” would be housing that cost less than \$2,087/month in this particular situation.

The percentage of Collinsville homeowners who spend 35% or more of their income on housing is 12.9%, almost 4% less than the State average, on par with Madison County, but more than the St. Clair average. The City’s percentage of renters who pay 35% or more of their income on rent was lower than all but one peer community. By way of comparison, the percentage of renters in Belleville who pay more than 35% of their income on rent is 40.8%, more than 6% higher than Collinsville. It is estimated that 15% of U.S. homeowners pay more than 50% of their income on housing. Since the percentages of homeowners who are considered “financially burdened” have reached such high numbers nationally, (an estimated 19 million), the benchmark is moving up from 35% to 50% of income spent on housing.

The median amount homeowners paid on housing/mortgages in the City of Collinsville was \$1,180. This amount was lowest among the peer communities surveyed, but on par with Madison County as a whole. Meanwhile, the median rent in the City of Collinsville, according to the 2015 Census estimates, was higher than the average of both counties and the City of Belleville.

**Section 1.04.06 COST OF LIVING INDEX**

<b>Housing Cost</b>	<b>Collinsville</b>	<b>Belleville</b>	<b>Fairview Heights</b>	<b>Edwardsville</b>	<b>O’Fallon</b>	<b>Madison County</b>	<b>St. Clair County</b>	<b>Illinois</b>
Median Mortgage Cost	\$1,180	\$1,199	\$1,304	\$1,511	\$1,658	\$1,211	\$1,346	\$1,636
Percent of homeowners paying > 35% of income on mortgage housing	12.9%	13.8%	12.0%	11.9%	11.3%	11.6%	12.8%	16.8%
Median Rent	\$810	\$741	\$972	\$944	\$966	\$778	\$796	\$907
Percent of renters paying > 35% of income on rental housing	34.5%	40.8%	26.6	37.1%	36.0%	37.9%	39.1%	36.7%
<i>Table 1.5</i>	<i>Source: U.S. Census Bureau, Census 2015 Estimates</i>							

According to the Council for Community and Economic Research (C2ER), Illinois had the 21st lowest cost of living in the US, with a composite cost of living of 95.5 (US = 100). This means, on average, prices in the State are about 95.5% of what they are at the national level. According to Sterling’s, the estimated Cost of Living index for Collinsville is 86.0, which is 14% lower than the U.S. average, and 34.5% lower than the State as a whole.

**Section 1.04.07 EDUCATIONAL ATTAINMENT (AGES 25 & OVER)**

90.8% of Collinsville residents are high school graduates or higher with 25.4% having a Bachelor’s degree or higher. The educational attainment of the City’s population 25 and older is well above the State and County levels. However, it should be noted that all the peer cities are leading the State in educational attainment.



Level of Attainment	Collinsville	Belleville	Fairview Heights	Edwardsville	O'Fallon	Madison County	St. Clair County	Illinois
High School Graduate	31.9%	27%	28%	18.3%	18.3%	34%	29%	27.9%
Some College	26.5	28.0	26.2	20.5	22.0	24.4	25.0	20.8
Associate's Degree	8.4	10.8	11.4	6.8	9.9	8.1	9.6	7.3
Bachelor's Degree	16.9	15.8	18.6	29.4	25.5	14.9	15.1	18.9
Graduate or Higher	7.1	7.7	8.9	20.2	19.4	8.1	8.8	11.4
<i>Table 1.6</i>	<i>Source: U.S. Census Bureau, Census 2015 Estimates</i>							

**Section 1.04.08 EMPLOYMENT CHARACTERISTICS**

The most common occupation in the City falls in the management, business, science and arts occupational category. 33.1% of the City's workforce has occupations in the aforementioned field. The second most popular occupation is sales and office occupations, which include 26.5% of the City's workforce occupations. This is similar to the County-level numbers for both St. Clair and Madison.

Ameren, Louer Facility Planning, Inc., Gateway Industrial Power, Woods Basement Systems, Laura Buick-GMC, and Oates & Associates are just a few of the companies having important facilities in Collinsville. The City has a hospitality district with over 1,300 hotel/motel rooms and the Gateway Center, Southwestern Illinois' largest convention and visitor's center. The City is also home to the District 11 Illinois State Police, Illinois Department of Transportation headquarters, Cahokia Mounds State Historic Site, Fairmount Park Racetrack, multiple large retailers and more than 70 restaurants.

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Workforce Characteristics	Collinsville	Madison County	St. Clair County
<b>OCCUPATION</b>			
Management, business, science, and arts occupations	33.1%	34.7%	33.9%
Service occupations	19.1	19.5	17.4
Sales and office occupations	26.5	24.8	24.8
Nat'l resources, construction, and maintenance occupations	7.9	8.1	8.9
Production, transportation, and material moving occupations	13.4	13.0	14.9
<b>INDUSTRY</b>			
Agriculture, forestry, fishing and hunting, and mining	0.3	0.7	0.6
Construction	4.8	5.5	5.4
Manufacturing	9.1	13.3	8.8
Wholesale trade	2.9	2.2	2.3
Retail trade	14.3	11.8	11.2
Transportation and warehousing, and utilities	6.2	6.3	6.8
Information	1.3	1.9	1.3
Finance and insurance, real estate and rental and leasing	6.9	6.3	6.4
Professional, scientific, and mgt, and admin and waste mgt	11.2	9.7	11.0
Educational services, and health care and social assistance	19.7	22.8	24.4
Arts, entertainment, and rec, and hospitality and food services	14.9	10.3	9.3
Other services, except public administration	4.8	4.8	4.7
Public administration	3.7	4.4	7.8
<i>Table 1.7</i> <i>Source: U.S. Census Bureau, Census 2015 Estimates</i>			

**Section 1.04.09 OCCUPATIONS & COMMUTING**

75% of workers in Collinsville work for companies, 12% work for the government and 3% are self-employed. The percentage of the City's population engaged in civilian labor and percentage of those self-employed are very similar to Madison and St. Clair Counties with St. Clair having slightly higher government worker percentage due to the Air Force Base.

According to the 2015 US Census estimates, the median commute time for Collinsville's workforce was 25 minutes, meaning half the workers in the area have a longer travel time and half spend less time commuting. The median commute time for US workers was 25.2 minutes. The median commute for Illinois was 28 minutes which is higher than Collinsville's or the Counties.

The percentage of Collinsville's workforce who walk or bike to work (2.9%) is below the State



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average (3.3%) and National average (4.6%). Currently, the percentage of Collinsville’s workforce who work from home is 4.5%, which is above the percentage of people who work from home in Madison (3.7%) and St. Clair (3.2%) Counties, the State of Illinois (4%), and the National average (4%).

<b>Workforce Characteristics</b>	<b>Collinsville</b>	<b>Madison County</b>	<b>St. Clair County</b>
<b>OCCUPATION</b>			
Population 16 years and over	13,726	137,394	130,990
Civilian labor force	78%	79%	75%
Employed	90	91	89
Unemployed	9	9	9
Government Workers	12	12	14
Self-employed	3	4	4
<b>COMMUTING TO WORK</b>			
Drove alone	85.1%	85.2%	81.9%
Carpooled	7.4	7.2	7.6
Public Transportation	1.0	1.8	4.3
Walked	0.8	1.1	1.7
Other Means	1.1	1.0	1.3
Worked at Home	4.5	3.7	3.2
Mean travel time to work (minutes)	25	25	24
<i>Table 1.8</i>	<i>Source: U.S. Census Bureau, Census 2015 Estimates</i>		

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**Section 1.04.10 TOP EMPLOYERS**

<u>EMPLOYER</u>	<u>NUMBER OF EMPLOYEES</u>
Collinsville Unit School District Number 10	723
Illinois Department of Transportation	511
City of Collinsville	272
Ameren	220
Woods Basement Systems	207
Wal-Mart	167
Laura Buick-GMC	100
Gateway Industrial Power, Inc.	92
Teklab, Inc.	65
Fairmount Race Track	42
Home Depot	42
Schnuck's Market	38

**Section 1.04.11 TRADE AREA PROFILE**

The economic base of Collinsville is anchored by regional retail, manufacturing, office/warehouse, restaurants and hospitality establishments. Being only 9 miles from downtown St. Louis, and having direct access to Interstates 55, 70, 64, 255 and 270, Collinsville is less than an hour's drive away for over 2.5 million people, and represents a significant competitive advantage over many of its peer communities.

While the City's demographic characteristics are important in determining the level of municipal services and housing needs, a much larger area is typically analyzed by planners and retail experts when looking for new locations for development; one such area is the Standard Metropolitan Statistical Area (SMSA). The City of Collinsville is part of the St. Louis Metropolitan Statistical Area (SMSA), which includes the City of St. Louis and the surrounding counties in Missouri (Lincoln, St. Charles, St. Louis, Jefferson, Franklin and Warren) and Illinois (Madison, Jersey, St. Clair, Clinton and Monroe). According to the 2015 census, the St. Louis MSA had a total population of 2.8 million people with 33.2% residing in Illinois and 66.8% residing in Missouri. The estimated income (i.e. weighted average median household income) for the St. Louis, MO-IL MSA was \$54,610.31.

One defining characteristic of the St. Louis region over the last several decades has been a period of population stability coupled with geographic sprawl. The table below disregards the City limits and provides a summary of the 1, 5 and 10 mile trade area profiles for the City of Collinsville. The control point or axis for the 1, 5 and 10 mile circular profiles was City Hall. The data shows that the City's commercial districts have access to a significant population and a solid income base with relatively inexpensive housing when looking at the greater Collinsville Trade Area.



<b>Collinsville Trade Area Demographics</b> Control Point: Collinsville City Hall	<b>1 Mile</b>	<b>5 Miles</b>	<b>10 Miles</b>
Population - 2015 Census <i>Estimate</i>	9,050	58,719	290,269
Population - 2010 Census	9,438	58,476	291,996
Change in Population (2010-2015)	4,545	243	-1727
Males / Females (%)	1.0033	1.0208	0.9667
Land Area Square Miles	13.2	130.7	466.653
<b>AGE ANALYSIS</b>			
0 to 17 years	687,398	4,182,812	20,046,438
18 to 24 years	902	5,024	29,712
24 to 44 years	2,822	15,763	74,364
45 to 64 years	2,148	16,469	78,230
65 and over	1,037	7,914	39,254
<b>TRADE AREA WORKFORCE STATISTICS</b>			
Mean Travel Time to Work	662	13,760	7,900
Median Household Income	\$53,390	\$61,168	\$49,936
Males w/ Earnings	2,425	16,382	73,894
Average Earnings of Males	\$35,389	\$42,601	\$36,788
Females w/ Earnings	2,411	14,807	23,641
Average Earnings of Females	\$27,232	\$29,457	\$26,579
<b>TRADE AREA HOUSING STATISTICS</b>			
Total Households (single-family)	2,996	19,290	93,947
Total Housing Units	4,355	25,203	126,603
Owner Occupied Housing	5,511	16,662	77,042
Renter Occupied Housing	3,470	6,472	36,473
Average House Value	\$84,321	\$108,672	\$91,941
Average Gross Rent	197	160	148
Average Age of Structure (home)	59	43	53
<i>Table 1.9</i>	<i>Source: U.S. Census Bureau, Census 2015 Estimates unless noted otherwise</i>		



**Section 1.04.12 COMMUNITY TAPESTRY – THE FABRIC OF AMERICAN’S NEIGHBORHOODS**

The Community Tapestry™ system, developed by the ESRI Corporation, is a proven and proprietary segmentation methodology that utilizes 65 segments called “Tapestry Lifestyles” to classify communities based on their socio-economic and demographic composition. The data includes both U.S. Census demography and proprietary data obtained by ESRI through various collection methods. These segments are broken down to the U.S. Census Block Group level throughout the United States. The system is used by planners and national retailers to determine localized purchasing patterns and within the site selection process.

The following paragraphs detail the top “Lifestyle Clusters” that make up the greater City of Collinsville trade area. It is included in this Plan to provide a better understanding of the spending habits and lifestyles of the consumers within the City of Collinsville trade area, inclusive of Maryville and parts of Caseyville. This information provides retailers a profile of the local trade area and provides some quality of life indicators the City should be prepared to address in the future. These include, but are not limited to, the following conditions;

- Providing continuing educational and training to the areas workforce;
- access to quality, salaried jobs;
- access to healthy meals to a culture “on-the-run”; and
- diversifying the housing stock to provide more choices, especially in the affordable housing/1st time homebuyer market segment.

**Top Tapestry Segments**

**6A Green Acres.** The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

**5A Comfortable Empty Nester.** Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

**5B In Style.** In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

**LifeMode 5 GenXurban**

**5D Rustbelt Traditions.** The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade and health care. Rustbelt Traditions represent a large market of stable, hard-working consumers with modest incomes, but above average net worth (Index 111). Family-oriented, they value time spent at home. Most have



lived, worked, and played in the same area for years.

#### **LifeMode 5 GenXurban**

**5E Midlife Constants.** With below average labor force participation and above average net worth, Midlife Constants are seniors, at or approaching retirement. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban.

#### **LifeMode 8 Middle Ground**

**8F Old and Newcomers.** This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers are neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

### **Section 1.05 DEVELOPMENT CONSTRAINTS**

#### **Section 1.05.01 HISTORIC SITES**

"The National Register of Historic Places" is the nation's official list of cultural resources worthy of preservation. Authorized under the National Historic Preservation Act of 1966, the National Register is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect our historic and archeological resources. While there are numerous criteria for listing, it is required that a property must be at least 50 years old to be eligible for consideration. Currently, the Cahokia Mounds, the D.D. Collins House, Collinsville City Hall and Fire Station, the Collinsville Masonic Lodge, the Miner's Institute Building, and the State Bank Building are on the National Registry. However, many of the City's existing properties are now more than 50 years old. Post WWII architectural styles, structures and neighborhoods are now seen as being potentially eligible for such listing. While such sites don't necessarily preclude development, there may be a number of requirements that must be satisfied, depending on the designation, which must be considered.

#### **Section 1.05.02 ENVIRONMENTAL FRAMEWORK**

The environment provides the natural and physical context within which land use activities take place. The intent of this plan is to minimize the negative impacts on the environment. This section provides a brief overview of the environmental framework of Collinsville and highlights some of the more sensitive environmental elements that must be considered in future development and land use decisions.

##### **Section 1.05.02.1 FLOODPLAINS**

The riparian zone of a river, stream or other body of water is the land adjacent to the centerline of the channel and includes the floodplains, stream banks, and lake shores. Riparian zones can be broad alluvial valleys or narrow strips of stream bank. Riparian zones help control the intensity and frequency of flooding and contain very sensitive ecosystems that support a diverse range of species and vegetation. Riparian areas are prone to periodic flooding, which helps support and maintain these fragile ecosystems.

Floodplains are classified into "zones" which refer to the probability of annual flooding. The "100 Year Floodplain" is an area that is expected to flood at least once in a 100-year period. For the purposes of this plan, the 100-year floodplain is also the limits of the "riparian zone" and delineates the recommended greenway locations. The 100-year floodplain can be further divided into two areas based on flood hazard potential. The floodway is the area within and adjacent to the stream banks

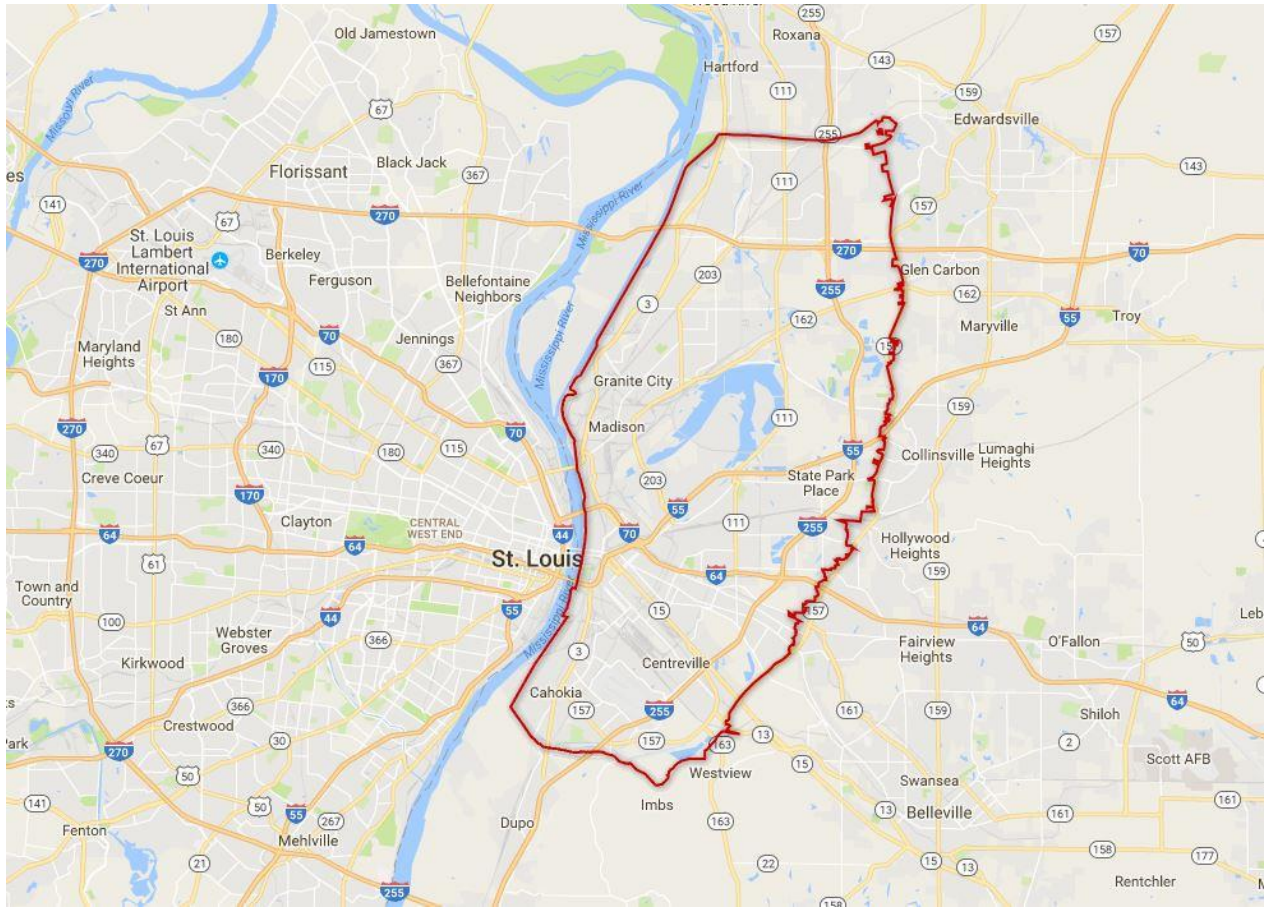


required to discharge the 100-year flood. Development in this zone shall not cause the water surface elevation to increase above base flood level at any point, and any volume removed for water passage and storage from this zone must be added back. Obstacles in the floodway can disrupt this function, increasing both the frequency and severity of flood damage. The floodway fringe is the area bordering the floodway. This area provides storage during a flood event and functionally reduces the frequency and intensity of downstream flooding by holding floodwaters until they are carried away in the floodway channel. While the floodway fringe's capacity decreases with the presence of obstacles, such as a fence or building, their presence is generally acceptable when regulated properly.

The Federal Emergency Management Agency (FEMA) prepared Flood Insurance Rate Maps (FIRM) for the Collinsville region. The maps define the boundaries of the areas 100-year floodplains to help identify areas prone to flooding. Any future development proposed near a river, stream or other flood prone areas should be identified on the FIRM maps to verify their location within the floodplain and special precautions taken, as needed, for any future development activity. Levees, usually earthen embankments, are designed and constructed to contain, control, or divert the flow of water so as to provide protection from temporary flooding. Levees are designed to provide a specific level of protection, such as the 100-year or 500-year flood event.

The floodplains in the western sections of the City of Collinsville, roughly demarcated by IL 157 (Bluff Road), in the American Bottoms, are protected by a series of levee systems. The American Bottoms of the Mississippi River at Collinsville (Figure 1.2) is part of, and protected by, the Metro East Sanitary District (MESD).

FEMA accredits levees for a 100-year flood event; however, the levees operated and maintained by the MESD were designed and built by the U.S. Army Corps of Engineers (USACE) to provide the 500-year level of flood protection. In many low-to-moderate risk areas such as this, businesses are eligible for reduced-cost Preferred Risk Policies. Areas behind levees that are credited as protecting against the one-percent-annual-chance flood are being re-mapped by FEMA over time as areas of "moderate risk" and will not be required to have insurance coverage. However, while not requiring it, FEMA recommends flood insurance for all properties behind levees; and, the City of Collinsville should encourage property owners to follow those recommendations. Regardless of levee ratings, the flood risk of development behind levees must be evaluated. Before a levee can be shown as providing a level of protection for the one-percent-annual-chance flood, it must meet the FEMA accreditation criteria. It is important to note that accrediting a levee does not guarantee protection.



**Figure 1.2: Metro East Sanitary District**  
 (Source: MESD Powered by Google Maps)

FEMA establishes criteria for levee accreditation and identifies risk levels through flood analysis and mapping projects. FEMA manages the National Flood Insurance Program (NFIP), the cornerstone of the Nation’s strategy for preparing communities for flood disasters. FEMA also produces FIRMs that delineate the floodplain and regulatory floodway boundaries, base flood elevations, and insurance risk zones. FIRMs are an essential tool by which states and communities evaluate their flood risks to manage development in the floodplain, insurance agents properly rate flood insurance policies, and lending institutions and Federal agencies determine flood insurance requirements. Identifying the risks behind levees is an important element of FIRMs. The USACE is responsible for building and maintaining USACE-owned levees, and for inspecting those structures in the programs to determine their level of maintenance.

The City of Collinsville has long participated in the FEMA NFIP and as such, has adopted the floodplain management ordinances required of all participants. The MESD covers 134.26 square miles or 85,927 acres in the American Bottoms plus all property, homes and jobs “above the bluffs” which would be impacted if highways, railroads, communications, drinking water treatment systems and regional infrastructure, that are protected by levees, if overtopped would be flooded by the Mississippi River, cutting everyone off from the Missouri side of St. Louis.





The levee systems were built by the USACE generally in the 1940s using design standards in place at the time that exceeded 500-year protection. The USACE now believes that the design was deficient compared to current engineering standards. Consequently, there are issues related not to a failure of adequate maintenance, or any dramatic change in the condition of the levees, but primarily a change in engineering standards and in the procedures for measuring risk.

Based on deficiencies primarily related to seepage coming under the levees during high water events and the advanced age of some related facilities, the levees may not provide adequate protection against a 100-year flood without supplemental flood-fighting measures, and under FEMA's standards, continued certification was not a certainty. The Southwestern Illinois Flood Prevention District Council was formed in 2009 to actively seek and implement plans to ensure the system can meet FEMA's standards for flood protection.

*The primary constraint relative to floodplains is flood risk, up to and including levees failing or overtopping, however, the opportunity for development is not entirely eliminated provided appropriate measures are taken.*

#### **Section 1.05.02.2 WETLANDS**

Wetlands are included in the definition of waters of the United States. Wetlands perform many valuable functions including decreasing the frequency and severity of flooding, water purification, provide feeding and breeding grounds for aquatic habitat and support vegetation that absorb harmful greenhouse gasses. They also offer diverse recreational opportunities such as hunting, fishing and wildlife observation. However, Illinois has lost over 90 percent of the wetlands that once covered 4.8 million acres of the State's total land area. Constraints include the need to preserve and enhance wetlands in accordance with the Federal and State regulations that mandate "no net loss" of wetlands, i.e. If a wetland or portion of a wetland is disturbed or eliminated, replacement of that wetland with a wetland of equal quality and quantity is required. The designation of wetlands in itself does not necessarily prevent development, but is an indicator that development will need to be approached in a more sensitive manner. The appropriate federal agencies should be contacted prior to any alteration of any wetland area.

#### **Section 1.05.02.3 TOPOGRAPHY**

Topography is the natural terrain of an area; its slopes, valleys, hills, and similar landscape features. Topography can be a critical element to development. When severe slopes are developed, they frequently become unstable which creates a great deal of erosion. This erosion further destabilizes the slopes and the soil that washes off the slope ends up in creeks, streams, and rivers. This degrades the quality of the water body and can increase the severity of local flooding.

Constraints include Phase II Stormwater regulations by the State are an attempt to control these sorts of impacts through the use of Best Management Practices (e.g. limiting development to areas without severe slope issues).

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**Section 1.06 MAJOR INITIATIVES AND PROJECTS**

In 2016, the City purchased 10 acres of vacant land at 9535 Collinsville Road for the construction of a new \$17 million water treatment plant. The City's currently operating water treatment plant is an aging facility originally constructed in 1958 and reaching its production capacity. Construction is in progress for the \$17 million construction that is being financed with a low-interest EPA loan. Project completion is anticipated in 2019.

The water line along Church Street is in aged condition and undersized to provide adequate service. Additionally, 4" cast iron water mains from South Seminary Street to South Aurora Street need to be replaced with 6" PVC and new fire hydrants will be installed on every block. The ongoing project completion is anticipated in 2018.

The water line along Main Street is in aged condition and undersized to provide adequate service. Additionally, water mains from Summit Avenue to South Morrison and Vandalia to Aurora need to be replaced. The ongoing project consists of 6,500 linear feet of 12" and 8" water mains, the addition of one fire hydrant, the replacement of ten existing hydrants, and five connections to branch mains between Main Street and Clay. The project was completed in 2017.

Portions of Eastport Plaza Drive require reconstruction. The project will consist of an asphalt overlay of the existing street with sidewalk repairs, ADA upgrades, construction of crosswalks, curb and gutters repairs, and upgrading and extending the bicycle lanes. Project completion is anticipated in 2021.

Streetscape improvements were completed in 2017 along Vandalia Street, East Clay Street, Main Street and Aurora, complimenting what had been accomplished in the Uptown area.

Clay Street was in poor condition and required resurfacing to avoid a complete reconstruction of the roadway. Resurfacing of the street from Summit Avenue to North Aurora was completed in 2017.

Main Street is in poor condition and requires resurfacing to avoid a complete reconstruction of the roadway. Resurfacing of the street will be from St. Louis Road to Lebanon Road. Project completion is anticipated in 2018.

A new water line is being constructed Along Fairmont Avenue from where a current 6" main dead ends, 750 feet south of Interstate-55 to the existing, The ongoing project consists of 9,800 linear feet of 8" to 10" water main, with the addition of 3 hydrants. The project is expected to be completed at the beginning of 2018, and will help increase fire protection and ensure water quality.

The City is currently extending a sewer along E Country Lane from Kingston Road to Vandalia Avenue. This project was instigated by Circle K, to provided sewer service that was necessary for them to stay open. This project will provide sewers to those residing along East Country Lane and will provide the opportunity for future expansion of the system and future development. Construction is ongoing and final completion is expected in mid-2018.

Black Lane bridge over Canteen Creek is in poor condition and requires a superstructure replacement. This superstructure replacement will prolong the bridge and prevent a complete bridge replacement. Project completion is anticipated in 2019.

The City has replaced structurally defective storm sewers in the uptown and plans to line the storm sewers that are deficient and can be repaired with a structural liner. Project completion is



anticipated in 2019.

### **Relocation and Consolidation of Public Works Operations**

In September, 2017, the City of Collinsville purchased approximately 20 acres of land located at 410 Juda Avenue, formally the home of Petroff Trucking. This purchase will allow for the future relocation and consolidation of Public Works operations. The property will be home to the Street Department (currently located at 800 S. Morrison Avenue), Water Lines Maintenance Department (currently located at 1800 St Louis Rd), future Fleet Maintenance Department and the Shuttle Bus operations. This new Public Works facility will provide adequate space for current and future staffing, operations, vehicles and equipment storage and maintenance. This decision will make way for future development and opportunities to enhance the community aesthetics along South Morrison Avenue and the St. Louis Road corridor; both key entrances to the community.

### **Parks & Recreation Department**

In October 2017, the City of Collinsville and the Collinsville Area Recreation District (CARD) entered in an agreement related to the transfer of operations of City parks. This agreement, effective January 1, 2018, terminated the lease of City-owned parks to CARD, allowing the City to resume the operation and maintenance responsibilities for those respective parks: Woodland Park, Glidden Park, Morris Hills Park, and Jaycees Sports Complex. These parks had been leased to CARD since 1991 when the district was formed by voter referendum. The agreement also conveyed ownership of Schnuck's Memorial Park from CARD to the City of Collinsville. The agreement also transferred ownership of associated equipment for the maintenance of these parks. This agreement has presented the City with the opportunity to make Collinsville's parks an amenity that will further enhance the quality of life for residents, visitors, and businesses alike. The #1 goal established by the City's 2016 Strategic Plan is to make Collinsville a *Preferred Place to Live*. Offering parks and recreation services to the community is critical to achieving this goal.

Recognizing the connection between and the opportunity to utilize the City's park and recreation assets to leverage economic development and tourism throughout Collinsville, the City established a Parks and Recreation Department with the hiring of an experienced Parks and Recreation Director Kimberly Caughran in January 2018. Other Staffing positions being filled within the department include a Grounds Superintendent, Recreation Coordinator, Parks Maintenance works, Concessions workers. These positions include both full-time and part-time employees dedicated to maintaining and improving Collinsville parks year-round.

Other City-owned parks which are now managed by the Parks and Recreation Department include the D.D. Collins House, Listeman Park, the Uptown Dog Park, and all of the Uptown/159 pocket parks. In March 2018, City Council approved the *Ordinance Providing for the Transfer of Splash City, Willoughby Farm, and Other Assets from the Collinsville Area Recreation District to the City of Collinsville*, effective May 1, 2018. This ordinance authorizes the City of Collinsville to assume ownership, operations and maintenance of these assets.

Some benefits that quality parks and attractions have on communities are fairly well known: adding value to surrounding residential property; making neighborhoods more attractive by creating green spaces for residents and families to enjoy; creating opportunities for residents to engage in an active lifestyle; attracting events and tourists; and thus improving the overall quality of life and having positive economic impacts in the community. Through continued planning, strategic investments in capital improvements, and the efficient use of resources the City fully expects to make the City's parks and recreational attractions a highlight residential life, tourism, and economic development in Collinsville.



### **Gateway Convention Center**

In January 2018, both the Collinsville City Council and the Gateway Convention Center's board each approved a consolidation that would make the Gateway Convention Center a City-owned and operated facility effective May 1, 2018. This consolidation results in the City's acquisition of a \$26 million asset with only \$4 million in associated debt. The decision to consolidate was made based on the results of the Gateway Center Strategic Plan study prepared by Johnson Consulting to conduct a comprehensive evaluation of the Center's operations, financing, business opportunities, and courses of action to achieve an improved market position. The study revealed eroding financial viability and inefficiencies of the Gateway Convention Center.

This consolidation is expected to improve the Center's financial viability, allow for strategically planned capital improvements, and position employees to more effectively and efficiently perform their key roles and responsibilities. Most importantly, the consolidation coupled with the establishment of the City's Parks and Recreation Department positions the City to become a regional leader in tourism, hospitality and economic development.

### **Southwest Corridor TIF**

In 2016, the Collinsville City Council approved the designation of Tax Increment Finance (TIF) District 4 for the St. Louis Road, Collinsville Road, and Bluff Road commercial corridors from Fairmount Racetrack on the west to Jefferson Avenue on the east and along Bluff Road north to Interstate 55/70. Also, known as the Southwest Corridor TIF, the purpose of this TIF district is to induce development interest within the area. TIF District 4 includes commercial properties, public uses, public utilities, parks, mixed use properties, and intervening residential properties. The area within the District has been, and continues to be, important to the economic well-being of the City as it encompasses many local and neighborhood-oriented businesses. As the area has aged and locations along Interstate 55/70 have become more popular with major retailers, it has experienced a gradual decline. In a proactive approach to alleviating conditions of blight and economic decline, within the District, the City desires to utilize TIF as a mechanism for inducing new private investment to revitalize the District.

*The objectives for this Redevelopment Plan are as follows:*

- 1. Reduce or eliminate those conditions that qualify the Area as eligible for tax increment financing by carrying out the Redevelopment Plan.*
- 2. Prevent the recurrence of blighting conditions.*
- 3. Enhance the real estate tax base for the City and all overlapping taxing districts through the implementation and completion of the activities identified herein.*
- 4. Encourage and assist private investment, redevelopment and rehabilitation within the Area through the provision of financial assistance for redevelopment and rehabilitation as permitted by the Act.*
- 5. Improve the overall environment of the Area including public safety and security measures so as to encourage new investment, wherever possible, in a manner that is compatible with surrounding land uses.*
- 6. Provide for safe and efficient traffic circulation within the Area.*
- 7. Complete all public and private actions required in this Redevelopment Plan in an expeditious manner.*



### **Great Streets**

In November 2017, the City of Collinsville was awarded the highly competitive Great Streets Initiative grant from East-West Gateway Council of Governments.

The St. Louis/Collinsville Road Corridor, one of the city's oldest thoroughfares, was first established as Collinsville's primary transportation corridor, and later became a critical corridor for interstate commerce along the Illinois section of Historic U.S. Highway 40 ("The National Road"). The community grew around the St. Louis/Collinsville Road Corridor through the 1970s due to a combination of industry, mining, prime farmland, as well as the City's close proximity and direct connection to St. Louis, MO. Today, Collinsville continues to own and celebrate its historic roots and rich culture. Collinsville's outstanding advantages as a growing, affordable, culturally rich residential area for the St. Louis metropolitan population, as well as its position as a regional retail, service, and hospitality destination, are major growth factors.

As the St. Louis/Collinsville Road Corridor aged, most of the regional shopping shifted to the Collinsville Crossings Business District at the intersection of I-55/I-70 and Route 157 (directly adjacent to the Collinsville Road section of the corridor) serves a city of over 25,000 as well as a market area extending over 5 miles beyond City limits. However, the Corridor remains important to the economic well-being of the City, encompassing historic residential neighborhoods and many locally-owned neighborhood shops, offices, restaurants, a farmer's market, and other businesses. Today, the St. Louis/Collinsville Road Corridor is poised to reclaim its historical significance and fulfill its economic potential. There is a clear need for more comprehensive planning efforts to revitalize community and economic activity within the corridor, which will no doubt bring positive synergistic impacts for the entire city.

The City embarks on this project to revitalize this vital economic corridor by inducing private investment and increasing and enhancing opportunities for pedestrian activity through a unique, inviting, vibrant place and connection for residents, workers, and visitors traveling to, through, and within the corridor. This project creates exciting community and economic benefits and exemplifies the principles of Great Streets.