

UPTOWN COLLINSVILLE

**PAST...
PRESENT...
...FUTURE**

A ROADMAP TO SUCCESS



- DEPARTMENT OF COMMUNITY DEVELOPMENT -

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GROWTH QUALITY
VALUES COMMUNITY

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ACKNOWLEDGEMENTS



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We would like to thank all the citizens, property owners, businesses, and institutions who participated in the Uptown planning process. This Plan, as a reflection of the community's aspirations, is intended to guide the visionary leaders of Collinsville for years to come.

We would also like to thank the efforts of the following consultants who aided us in the preparation of this plan:

DEVELOPMENT STRATEGIES

Bob Lewis

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"...The city is in itself the powerful symbol of a complex society. If visually well set forth, it can also have strong expressive meaning. ...The common hopes and pleasures, the sense of community may be made flesh. Above all, if the environment is visibly organized and sharply identified, then the citizen can inform it with his own meanings and connections. Then it will become a true place, remarkable and unmistakable."

- KEVIN LYNCH, "THE IMAGE OF THE CITY"

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GROWTH QUALITY
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INTRODUCTION

Uptown Collinsville is the functional heart and soul of the City. Nowhere is this better reflected than in its architecture; a melting pot of styles from the time of the City's incorporation in 1872, through the 19th and the 20th centuries. This area is rich in history, longstanding traditions, historic homes and buildings, distinctive neighborhoods, ethnic diversity and traditional buildings that preserve and maintain both the historic identity and culture of Collinsville. Given these substantial assets, this area is experiencing increased development pressure, and is challenged to accommodate this growth while simultaneously preserving and maintaining its rich history and traditions.

This Plan establishes a "roadmap" for the orderly redevelopment of the Uptown Planning Area through the vision established by the City Council within their Strategic Plan. The City's Strategic Plan envisions the Uptown Planning Area as an area that *"becomes a community destination and focal point"*. The Strategic Plan further establishes objectives for the area including creation of a zoning *"Overlay District"*, appropriate marketing to the development community and an emphasis on quality development focused on character and sustainability. This Plan incorporates these strategies and objectives into a concise and achievable plan.

The City of Collinsville has undergone multiple development initiatives

since 1986 when the City first established a Tax Increment Financing (TIF) District that encompassed the Uptown (then referred to as Downtown) area including Clay, Main and Church streets extending west to Combs and east to Aurora. A subsequent amendment to the TIF extended it west on St. Louis Road, encompassing additional commercial and residential properties. Over the past 25-years competing markets and larger retailers have had a negative impact on this area's businesses and development opportunities. Over the past five years, the City has had a renewed, concerted effort to re-establish this area as the traditional Central Business District of the City. The first action taken by the City in support of this effort was an extension of the TIF to the year 2021.

Although development has increased in the past two years, due in large part to amendments to the TIF ordinance that allow for greater incentives for private development, it was recognized by City leaders that a piecemeal approach would not revitalize the area as envisioned. They recognized the importance of not only saving valuable cultural and historical assets, but also that a new approach was needed to allow small business that offered different goods and services than larger retailers to locate in this area. The City then shifted attention and resources to the creation of this Plan. The intent of this Plan is to provide a guide for the development of the area over the next 20 years.



"For believers no proof is necessary. For those who don't believe no proof is possible."
- Stuart Chase

HISTORY OF COLLINSVILLE

(This Section was excerpted from *Collinsville in Vintage Postcards*, Collinsville Historical Society)

“Much of the City of Collinsville is located on the bluffs overlooking the American Bottom. The vast flood plain of the American Bottom was carved from glacial melt water during the Ice Age and the route changes of the Mississippi River. Seasonal flooding of the lowlands produced fertile soil and lush vegetation that attracted Native Americans who occupied this region for several thousand years. French Settlers first documented the historic occupation when they traveled up and down the Mississippi River.

John Cook, born in Germany in 1769, came to America during the Revolutionary War. Cook’s family moved from Pennsylvania to Virginia and then West Virginia. Late in the 18th century, Cook joined a group of people in Sharpsburg Maryland who were going west with St. Louis as a possible destination. In 1810, after a stay in St. Louis, Cook built the first cabin in what was to become Collinsville.

When John Cook lived in this cabin, the area had no official name. Later it was known as Downing Station in recognition of James Downing’s home and an adjoining small business at a nearby crossroads. On November 20, 1819, a post office was established, and the Downing Station was registered in Washington, DC. By this time, other families had moved to the area, and a few businesses had been established. However, when John Cook settled, there were no other homes within the boundaries of the plat that later became Collinsville.

For an unrecorded reason, the name of the first post office was changed to Unionville in 1822. By

this time, John Cook had sold his cabin to three brothers, Augustus, Anson, and Michael Collins. The Unionville post office was discontinued in 1823, and mail was channeled to the community by way of Edwardsville. Residents petitioned the U.S. government for restoration of the Unionville office. The settlers were notified that their request had been granted except for the name. They were told that there was another Unionville post office in Illinois. A subsequent search failed to locate another Unionville. The name was changed to Collinsville effective December 31, 1825. Augustus Collins was appointed postmaster, and the office was in his general store. The three Collins brothers had been joined by their father Deacon William Collins and two more brothers, William Burrage and Frederick. Their signatures along with those of other residents influenced the United States Postal Department to reestablish the post office in the community. Perhaps the large number of Collins signatures on the petitions affected the naming of the settlement.

The first three Collins brothers had started a sawmill, tannery, wagon shop, and distillery. They had also built a house of worship for all denominations. William Burrage and his wife Elizabeth Wilt Hertzog Collins, along with other family members, were strong supporters of temperance. They were also interested in platting the settlement. Realizing the conflict between the ideas of religion and ownership of the distillery, Augustus, Anson, and Michael demolished the distillery. They, however, relocated and pursued business ventures in other locations.

William Burrage and Elizabeth Collins became

religious leaders in Collinsville. They also acquired land and moved towards platting the area. After William's death from typhoid fever in 1835, Elizabeth, with the help of others, continued the project of platting the region. She attempted to tie land ownership to temperance, but the courts ruled the restriction invalid.

When the survey was officially recorded at the Madison County Courthouse in Edwardsville on May 12, 1837, the population of the Collinsville area was estimated to be between 400 and 500 persons. It was not until February 15, 1850, that it was incorporated as a village and registered at the Secretary of State's office in Springfield. A special election on the proposal to organize a city was held in 1872. At that time, the population was a bit over 1,800. Many citizens seemed not to care one way or another, but the proposition to switch to a city carried by a vote of 101 to 78.

When the Wonderly brothers sank a mine at the foot of Mill Hill in 1859, the coal mining era began in Collinsville. Dr. Octavius Lumaghi envisioned the industrial potential of the area after he learned that

Collinsville was to have rail service. He sank the Lumaghi Mine No. 1 in 1869. By 1880, Collinsville became a commercial center providing goods and services to a growing population who came to work in the mines and other industries. By 1922, coal miners and their families made up almost a third of the 9,800 residents of the city. More mines were open during the next half-century. Other industries including lead and zinc works, a knitting mill, cowbell factory and canning plant also flourished. Due to competition and the Great Depression, most of these businesses were closed by 1950. Because St. Louis is only ten miles to the west, the city developed into a "bedroom" community.

Today, the City of Collinsville is still as fast-growing suburb with a population of 24,800. One of the exciting current developments is the popular and growing hospitality District that includes a convention and visitors' complex. For over 175 years, Collinsville has grown and changed by adapting to new developments and ideas."



PLAN PREFACE & FOUNDATION



WHY AN UPTOWN PLAN?

When embarking on any planning process the first question to ask is obvious - why? Why is the community revisiting the recommendations that were contained within the last plan? The simple answer is that while communities prepare long range plans typically dealing with 10 to 20 year timeframes, these plans realistically are relevant for only periods around 3 to 5 years based on changing conditions, this is especially true for the City of Collinsville and the Uptown Planning Area. The specific reasons were addressed in the plans introduction (namely changes in demographics and the market), but these reasons are really changes in the basic premises of the plan. These changes must be addressed as they are relied upon as a foundation for the plan and its recommendations and guidance.

PLAN PREMISES

Premises are defined as “...*proposition antecedently supposed or proved as a basis of argument and inference*”. A planning process is predicated upon premises regarding stated conditions and directions that are generally decided and fixed in outcome. Premises act as the compass of the plan; they always point to true north and direct the fundamentals of the plan. Varying outcomes of a planning process are constructed on the bedrock of these premises. However, when these premises change then a community needs to evaluate the plan and its recommendations for trueness. This is the position the City now finds itself in.

When the previous plan for Downtown was written, there was a great deal of uncertainty involved. Additionally, various infrastructure premises from previous planning efforts have been completed, are in various stages of completion, or are in the beginning stages. These improvements are:

- ◆ Improvements to, and realignment of, Illinois State Highway 159;
- ◆ Streetscape improvements; and
- ◆ Public facility improvements (City Hall, the Police Station and the Fire Station);

Quality development requires efficient and effective infrastructure. The city has made, and will continue to make, a sizeable investment in the public infrastructure system within the Uptown Planning Area (both in its efficiency and aesthetics). For the area to develop in a coordinated and integrated manner, infrastructure must function systemically and holistically. That is, all components of the system should be evaluated on their impacts on the system as a whole; certain types of land uses have a greater impact upon the system and will require varying levels of improvements to the system as a requirement of the regulatory process. The transportation system as a component of infrastructure, however, should not only be oriented solely to the automobile, but should accommodate and integrate pedestrians, bikeways and transit (bus and light rail) in both development and design.

ASSUMPTIONS VS. PREMISES

An assumption is defined by the dictionary as “the act of taking something as truth”. Whereas, a premise is defined as a “*proposition antecedently supposed or proved as a basis of argument or inference*”. Therefore, premises are proven and assumptions are inferred.

"Business and other human endeavors are bound by invisible fabrics of interrelated actions, which often take years to fully play out their effects on each other. Since we are part of that lacework ourselves, it's doubly hard to see the whole pattern of change. Instead, we tend to focus on snapshots of isolated parts of the system, and wonder why our deepest problems never seem to get solved."

-Peter Senge, The Fifth Discipline

PLAN PREFACE & FOUNDATION



PLANNING PROCESS & PUBLIC ENGAGEMENT

Recognizing the need for an updated approach to redevelopment and development in the District, the Downtown Economic Revitalization Commission (DERC) requested the creation of the Uptown Master Plan. A Request For Proposals (RFP) was released by the City in October, 2007. Innovation and creativity were emphasized in the selection of the master planners. Suttle-Mindlin was awarded the contract. The DERC recognized that Suttle-Mindlin's intuitive sense, dynamic approaches to problem-solving, strong retail knowledge, private sector experience, and award-winning concepts would enable the City to become a model community both regionally and beyond.

Suttle-Mindlin presented the City with a bold Plan for redevelopment based on three unique districts in Uptown. After approval by the DERC, the Economic Development Commission (EDC) and the Planning Commission the City sought public approval of the Plan and held an open house for recommendations and opinions on the proposal. The final conceptual Plan was adopted as a guideline for development in August 2008 by the City Council. Following adoption of the concept, City staff was charged with creating a Plan for implementation.

Architect Gary Karasek was hired to complete the architectural guidelines for the three districts, and staff has developed this District Plan to accompany the conceptual map and architectural guidelines. DERC has remained an integral part of developing all facets of the Uptown District Plan. The District Plan will be adopted by the City Council as an amendment to the Comprehensive Plan only after review by the DERC, the EDC and the Planning Commission, as well as a public input session and final adoption by the City Council.

PLAN SOURCES

In preparing this plan the City contracted the services of several local consultants to provide foundational and background work (all of these documents are available online or from the Department of Community Development):

Development Strategies: Prepared a market and demographics analysis that is utilized within this plan.



Suttle-Mindlin: Prepared the conceptual framework for the plan.



Karasek Architects: Prepared the design guidelines for the planning area.



PLAN PREFACE & FOUNDATION



PLAN OVERVIEW

The Uptown Master Plan is intended to be a living and evolving document that is both proactive and responsive to a dynamic market. The Plan is intended to be a consistent guide but should be interpreted and amended in a manner focused on the market and the overall goals and intent. This Plan will function as the “go-to” document for policy guidance and budgetary decisions facing the City Council and City Staff and as a guide for the development community on project design and other development issues.

The Plan incorporates three separate districts for Uptown: The Garden District, The Central Business District and the Market District. The Plan establishes development guidelines requiring development proposals being evaluated on individual merit. Occupants (residential and commercial) should use the Plan to identify what the expectations for their properties are and future actions that may be taken by the City. Other agencies, including the school District, county government and utilities should use the Plan to aid in forecasting future service needs.

THE UPTOWN AREA DEFINED

Uptown Collinsville conveniently flanks Illinois State Highway 159 with approximately 15,000 cars passing through the area from Edwardsville to the north to Fairview Heights and Belleville to the south. The Uptown area is central to the Metro-East with a combined population in St. Clair and Madison counties of 515,023. In addition to Highway 159 bisecting the District, it is also in proximity to Highway 157, I-55, and I-255. The area’s strategic location makes it ripe for redevelopment. The total area of the District is approximately 145 acres.

Collinsville is located on two historic scenic byways: Route 66 and the National Road. Many tourist and historic buildings and sites are located either in, or adjacent to, the area, most notably the Brooks Catsup Bottle and the Cahokia Mounds World Heritage Site, and many tourism amenities with ample hotel rooms are in close proximity. Located in the heart of the City, it is surrounded on all sides by very diverse residential development. It sits atop the Mississippi River bluff near the descending hills with panoramic views of the St. Louis skyline (including all of its’ iconic landmarks).

Rich in cultural and civic assets, the Uptown Planning Area houses The Miner’s Theater (established in 1918 with 742 seats), Collinsville Memorial Public Library, Collinsville Historical Museum, City Hall, Collinsville Police Station, Collinsville Fire Station, the Collinsville Township Headquarters and the administration building for the Collinsville Unit 10 School District.

RELATIONSHIP TO THE CITY’S STRATEGIC PLAN

The City’s Strategic Plan, as amended in 2007, includes a goal for a “*Vibrant Uptown*”. This goal provides a framework for what the Uptown area should be—a unique place of destination serving as a gathering place for the community with quality development and high character reflecting the historic architecture of the area. The Strategic Plan calls for a “review and update” of the previous District master Plan. Upon review of the 1992 master Plan for Uptown, various factors rendered the concepts captured within the 16-year-old Plan obsolete. Most notably, the cohesive element to the Plan called for a “wedding theme” and other equally outdated concepts

CITY MISSION STATEMENT

The mission of the City of Collinsville is to be a financially responsible steward of the public’s tax dollars and resources to provide superior municipal services partnering with the community and resulting in satisfied customers.

CITY OF COLLINSVILLE STRATEGIC PLAN

VIBRANT UPTOWN

1. Sense of place – a destination for residents and tourists
2. Unique retail shops
3. Attractive streetscapes and a community gathering public space for events, festivals and celebrations
4. Choice of high quality restaurants
5. Unique buildings both historic and new reflecting the character of Collinsville’s Uptown

REQUIREMENTS

- ◆ Retaining, demolishing & restoring the building character & architecture
- ◆ Making Uptown a real destination choice for residents, guests and tourists
- ◆ Deal with parking and traffic flow issues.

ADDITIONAL PLANNING FACTORS

- ◆ Urban parks and public space requirements
- ◆ Appropriate signage
- ◆ The role of live/work units
- ◆ Access to pedestrian and various transportation modes
- ◆ The role of outdoor dining as urban amenity
- ◆ Residential and commercial landscaping

PLAN PREFACE & FOUNDATION



for the District. Additionally, value was placed on historic buildings without providing strategies for improvements and business attraction and inducement, the Plan lacked a market analysis, and the scale, volume and value of existing buildings was not addressed. New and bolder concepts were needed; therefore, the decision was made to pursue a new Plan for Uptown.

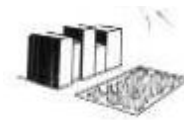
KEY PLAN CONCEPTS

The plan for the Uptown Planning Area can best be related to, and partly based upon, concepts developed in Kevin Lynch's book "The Image of the City". Published in 1960 this book is widely held as a cornerstone by planners and architects as a tool for evaluating city elements. These elements are:

Paths: Channels along which an observer customarily, occasionally or potentially moves.



Edges: Linear elements not used or considered paths by the observer.



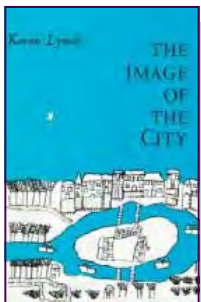
Districts: Medium to large sections of an area conceived as having two-dimensional extent, which the observer mentally enters "inside of", and which are recognizable as having some common identifying character.



Nodes: Strategic spots in an area into which an observer can enter, and which are the intensive foci to and from which they are travelling.



Landmarks: Defined physical objects external to the observer.



"Districts are structured with nodes, defined by edges, penetrated by paths and sprinkled with landmarks."

- Kevin Lynch

THE ROLE OF THE PLAN

The Uptown Master Plan will serve as the guiding document to convey the long range comprehensive goals for the District. It is a policy guide that will help establish:

- ◆ Market-based decision-making for the District.
- ◆ Future land use, including complex zoning guidelines that preserve the character and expectations for the District and conveying the City's aesthetic preferences.
- ◆ Geographical boundaries and areas of emphasis or priorities for development within these geographical boundaries.
- ◆ Responsible practices that will protect our history while offering contemporary solutions for building use and public expectations.
- ◆ Conservative but competitive methods for inducing development.
- ◆ Implementation of the conceptual Uptown Master Plan map with appropriate market-based derivations.

INTENDED CITY USE OF PLAN

- ◆ Aiding City Staff, the Uptown Economic Revitalization Commission (DERC), the Planning Commission and the City Council evaluate development proposals;
- ◆ Coordinate development and redevelopment occurring within the Uptown Planning Area;
- ◆ As a basis for neighborhood planning;
- ◆ Forecasting future service, infrastructure and facilities needs; and
- ◆ Qualifying for state and federal grants and other programs.

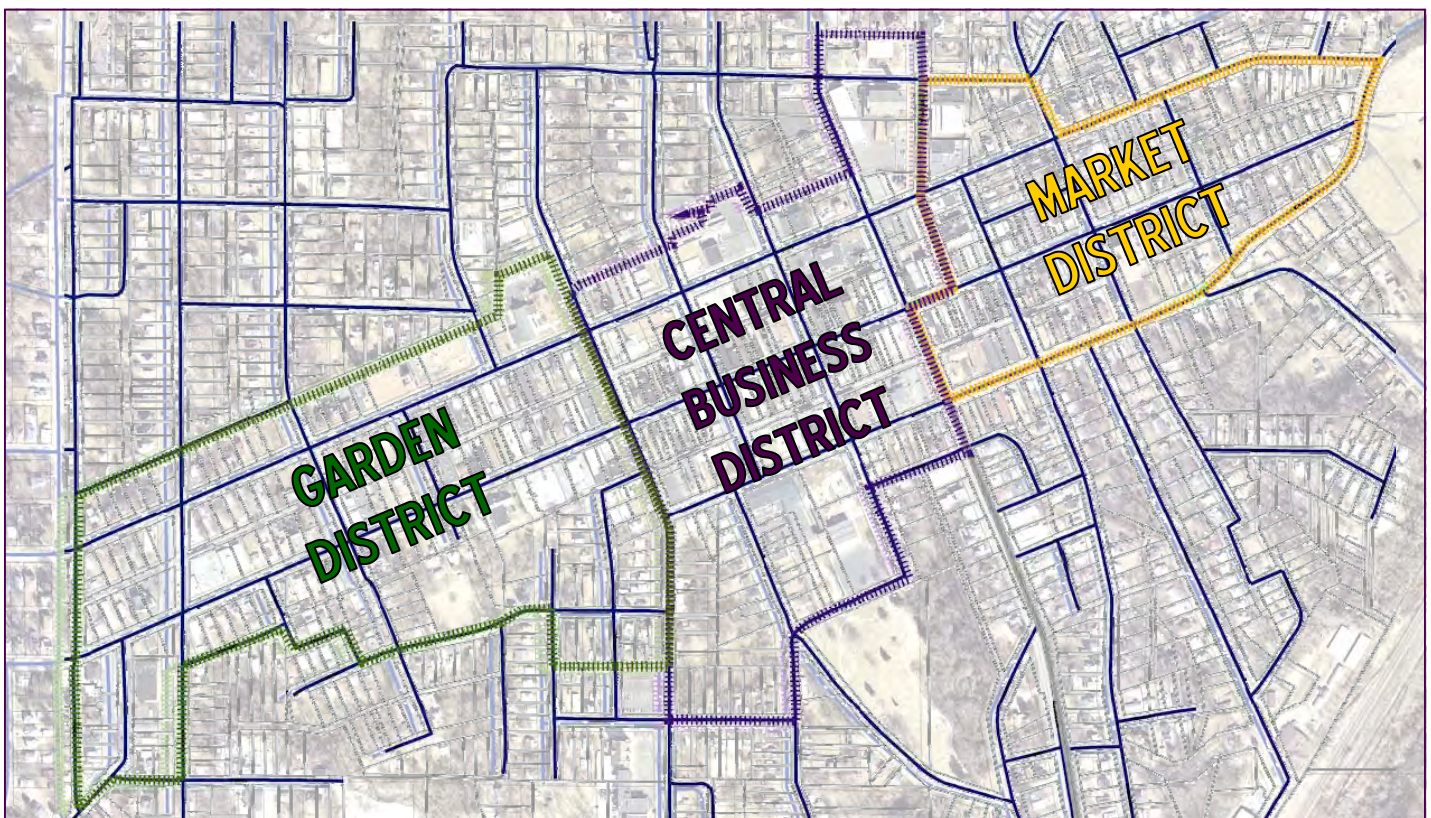
PLANNING DISTRICTS

During the Uptown master planning process, consideration was given for the definite change in character and building uses seen throughout the District. The movement can be seen as one travels down Main Street first entering a mix of residential and commercial uses with commercial buildings often located within former residences; then the dense commercial District in the heart of Uptown with traditional multi-story commercial establishments; and finally, a third District bisected from the core Uptown by Highway 159. This third area lacks much of its former character, and is an area of concern and decline with neglected residential units in first floor commercial buildings that were once functional storefronts.

The Uptown Master Plan establishes three clearly defined districts that mimic the fluid character of the District. The Garden District is the westernmost District and is primarily residential, although making provisions for both live/work units and service retail type uses. The intended character of the Garden District is a very lushly-landscaped area that respects the existing surrounding neighborhood, but offers upgraded, sustainable housing options. It emphasizes the public gathering areas and serves as the primary gateway and arrival point for Uptown.

The Central Business District (CBD) is the traditional historic commercial area, and is therefore the densest portion of the District. Development is maximized in a central block of the District in a manner that is intended to spur development through in a radiating pattern from its centralization and increased density. A mixed-use block is proposed with a central plaza to aid in identity creation and to serve as a public gathering area and event site.

The third and most eastern District is the Market District. It offers the greatest visibility, the greatest amount of developable land and the greatest potential for creativity in design. The anticipated roadway improvements to State Highway 159 will bring a radical change to the District, and the plan capitalizes on these improvements by adding key anchor tenants, such as a regional retail type use. Currently, this District has a pharmacy, the Collinsville Township building, and senior center. The Market District is expected to draw people Uptown for essential services and goods.

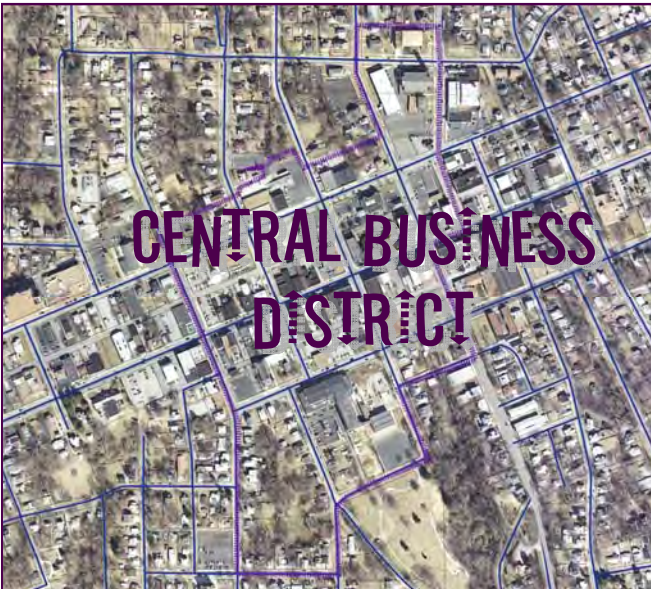


PLANNING DISTRICTS



This District forms the western gateway to the Uptown Planning Area. The two main access points are Main Street and St. Louis Road. This District is composed primarily of residential and legally non-conforming commercial land uses. The vision for this area sees it developing with residential and mixed-use land uses, incorporating gateway treatments and lush landscaping.

DISTRICT SIZE: 59.4 ACRES (40.9% OF PLANNING AREA)



This District is the heart of the Uptown Planning Area and the City. It contains City Hall, the Police and Fire Stations as well as various other institutional and commercial land uses. The vision for this area sees it maintaining its prominence as a place to conduct business with commercial, office, mixed-uses and institutional land uses, the incorporation of pedestrian street level building design and historical structure preservation and reuse.

DISTRICT SIZE: 52.1 ACRES (35.8% OF PLANNING AREA)



This District forms the eastern gateway to the Uptown Planning Area. The main transportation routes that define this area are Main Street, Clay Street and Illinois Highway 159. This District is composed primarily of residential and legally non-conforming commercial land uses. The vision for this area sees it developing with residential, mixed-use and retail land uses, incorporating gateway treatments and more eclectic architectural and design approaches.

DISTRICT SIZE: 33.9 ACRES (23.3% OF PLANNING AREA)

PLANNING PRINCIPLES

PRINCIPLE 1: COMPREHENSIVE

No one single focus, or silver bullet, can alone help revitalize the Uptown area. But to achieve successful, sustainable, long-term revitalization, a comprehensive approach, including all of the three Uptown Planning Area's districts, is essential. However, land area is not the only component of comprehensiveness; the City must also consider comprehensive systemic policies and programs. The recommendations of this plan are set aside in an inter-related manner. To discount one or another arbitrarily could potentially compromise the delicate balance of the plan and its guidance.

PRINCIPLE 2: AUTHENTICITY

Because cities create, over time, a physical story of their life of that place and the people who live there, it is important that those who shape Collinsville do so with a sense of authenticity. Authenticity has value because a city shaped in it is better able to instill a sense of belonging and community. By assuring that the physical story corresponds well to the truth, people will be more inclined to trust it, participate in it, and associate themselves with it. The closer a city aligns itself with what is genuine about itself, and the real lives of the people who live there, the stronger the connection people can make between themselves, their identity, the history of the place and the physical environment. In other words, the when, why and how a city formed are keystones.

People are less inclined to associate with or feel connected to a place or thing which is contrived or unnatural. As a value, authenticity suggests that residents of Collinsville would prefer to have an Uptown whose image and physical context clearly references the time in which it was built and the activities and needs of the people who live and work there. Authenticity in this context refers to a real city where people live and work and explore personal and collective opportunities and conflicts. It refers to a place where one's assumptions about their physical surroundings can be trusted. Real stories will collect around places that people really inhabit.

PLANNING VALUES

- ◆ AUTHENTICITY
- ◆ LOCAL CULTURE
- ◆ PLACE MAKING
- ◆ MARKETPLACE COMPETITION
- ◆ BUSINESS ATTRACTION & RETENTION
- ◆ DIVERSITY OF GOODS & SERVICES
- ◆ MIXED LAND USES
- ◆ IMPLEMENTABLE
- ◆ COMMITMENT

VISION

- ◆ GENERAL CHARACTERISTICS OF THE OVERALL MASTER PLAN
- ◆ NOT ONE "EXPERIENCE" BUT A SERIES OF "EXPERIENCES"
- ◆ SERIES OF "DISTRICTS"
- ◆ ABILITY TO PROVIDE A WIDER MIX OF RESIDENTIAL AND COMMERCIAL OPPORTUNITIES
- ◆ REFINEMENTS TO TRAFFIC FLOW
- ◆ ENHANCED PARKING MAKES RETAIL VIABLE
- ◆ MARKET DEMAND FOR NEW HOUSING
- ◆ MARKET DEMAND FOR SPECIALIZED RETAILING
- ◆ MARKET DEMAND FOR ENTERTAINMENT

"Then I say the earth belongs to each generation during its course, fully and in its own right, no generation can contract debts greater than may be paid during the course of its own existence."

—Thomas Jefferson

PRINCIPLE 3 SUSTAINABILITY

Sustainability is a value because a city that is self sustaining - that which achieves an ongoing and maintainable balance between the total resources it consumes and the total resources it creates - is better able to survive over a long span of time. The city is a setting for our lives and the lives and our families and our future generations; this constancy contributes to both a sense of well being and connectivity to a more civic whole. Sustainability addresses more than the simple effort to minimize energy consumption, emphasize “green” construction practices, and institutionalize recycling; it also encompasses the reuse of existing buildings, the creation of buildings with long life spans, and the creation of buildings with built-in flexibility to allow for adaptation to different future uses. Sustainability assumes that our Uptown community is a “people place” and that the built environment is an extension of the infrastructure which allows a dense population to live in a relatively small area in comfort. Sustainability also encompasses economic sustainability through diversity, leading to the conclusion that our Uptown requires affordable commercial spaces and that investment in these spaces can provide returns necessary to support it.

PRINCIPLE 4: QUALITY

Quality shall be emphasized in every aspect of the plan. This applies to all elements of the process - from building and site design, to promotional campaigns, to educational programs. Shoestring budgets and “cut and paste” efforts reinforce a negative image of the Uptown Planning Area. Instead, emphasis must be placed on the quality of projects over the quantity of projects. Magnitude in itself is a false value that can be fleeting; however, quality lasts and endears itself to the user as a place to return to.

SYSTEMS THINKING

The approach of systems thinking is fundamentally different from that of traditional forms of analysis. Traditional analysis focuses on the separation of the individual pieces of what is being studied; in fact, the word "analysis" actually comes from the root meaning "to break into constituent parts." Systems' thinking, in contrast, focuses on how the thing being studied interacts with the other constituents of the system—a set of elements that interact to produce behavior—of which it is a part. This means that instead of isolating smaller and smaller parts of the system being studied, systems thinking works by expanding its view to take into account larger and larger numbers of interactions as an issue is being studied. This results in sometimes strikingly different conclusions than those generated by traditional forms of analysis, especially when what is being studied is dynamically complex or has a great deal of feedback from other sources, internal or external.

ORGANIZING FOR SUCCESS

Any successful endeavor is founded in the concept organization; coordinated effort, defined roles, clear policies and focus on a shared vision. It is very important that all activities relating to Uptown be organized in the most efficient and effective manner giving the plan the greatest opportunity for success. The organizations and activities that relate to Uptown are not organized in a manner that promotes efficiency and effectiveness; roles and responsibilities of organizations blur and overlap, various organizations compete for the same funding and policies are implemented on an ad-hoc basis. The remainder of this section will outline some key organizational recommendations to aid in achieving the vision and guidance contained within this plan for Uptown.

WELL DEFINED ROLES AND RELATIONSHIPS BETWEEN CITY COMMISSIONS

Currently three City Commissions have some advisory responsibilities to the City Council in the Uptown Planning Area, they include (refer to Figure 1.1):

- ◆ **THE DOWNTOWN ECONOMIC REVITALIZATION COMMISSION (DERC):** Currently responsible for review of all TIF applications and recommendations to City Council. The future role of DERC will be to make recommendations to the City Council and Planning Commission on project appropriateness (consistency with the Uptown Master Plan) as well as site and building design (including architectural and façade designs) for projects in the Uptown area. Recommendations for TIF awards will not be approved until the Planning Commission has approved rezoning into the overlay District and site plan approval where applicable.
- ◆ **THE PLANNING COMMISSION:** Currently responsible for the review and recommendation to City Council of all rezoning requests and the approval of all site plan applications. This role is not recommended to change with the exception of considering the forwarded input provided from both the DERC and the CHPC.
- ◆ **THE COLLINSVILLE HISTORIC PRESERVATION COMMISSION (CHPC):** The CHPC currently reviews “Certificate of Appropriateness” requests for residential buildings in the overlapping East Collinsville Historic District. This role is not expected to change.

The main consideration, and approach, that is being recommended is to give greater weight to the comments and input received from both the DERC and the CHPC when considering development applications. This will ensure that the requirements of both Commissions are accommodated in development proposals in the Uptown area.

ENERGIZE THE UPTOWN ECONOMIC REVITALIZATION COMMISSION (DERC)

The DERC needs to continue to provide the leadership required to oversee implementation of this plan. Because of the wide diversity of interests in the Uptown area, the organization should be inclusive of merchants, property owners, residents, City staff, and other community groups. Support for the DERC should continue in the form of a dedicated Downtown Coordinator to oversee and manage development issues, concentrated branding, marketing and public relations efforts and events. Additionally, the Downtown Coordinator should also maintain a close relationship with other City departments to efficiently coordinate and manage the implementation of this plan in a

THE MAIN STREET FOUR-POINT APPROACH™ TO COMMERCIAL DISTRICT REVITALIZATION

The National Trust Main Street Center offers a comprehensive commercial District revitalization strategy that has been widely successful in towns and cities nationwide. Described below are the four points of the Main Street Approach which work together to build a sustainable and complete community revitalization effort. Coincidentally, the four points of the Main Street Approach correspond with the four forces of real estate value, which are social, political, physical, and economic.

1. Organization involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program. A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program. Volunteers are coordinated and supported by a paid program director as well. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.
2. Promotion sells a positive image of the commercial District and encourages consumers and investors to live, work, shop, play and invest in the Main Street District. By marketing a District's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the District and encourage commercial activity and

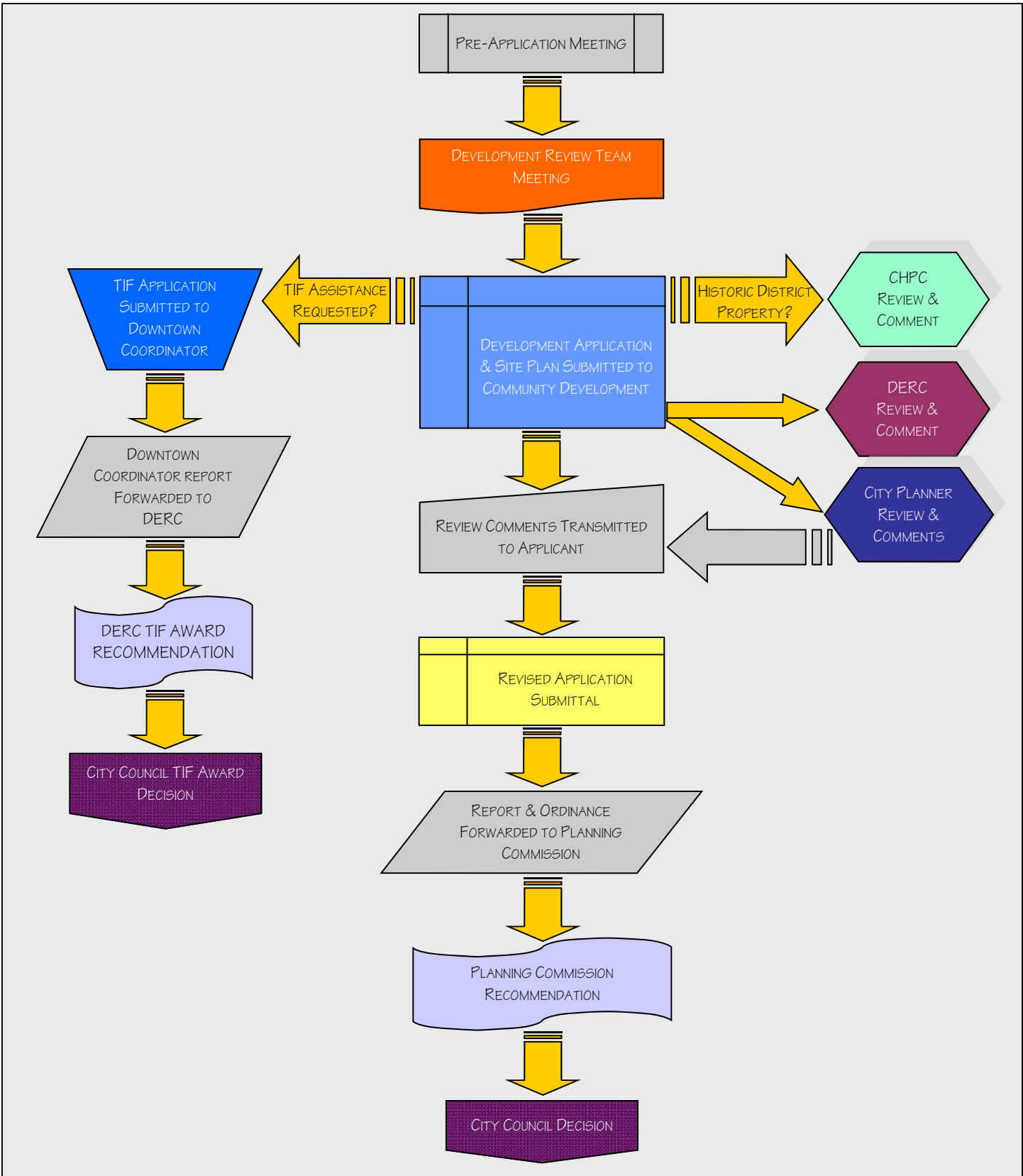


FIGURE 1.1: UPTOWN PLANNING AREA ORGANIZATIONAL FLOWCHART FOR DEVELOPMENT PROPOSALS

holistic manner.

FUNDING FOR THE UPTOWN PLANNING AREA CONTINUATION AND EXPANSION

Currently, activities directly related to the Uptown Planning Area are limited solely to the area within the Uptown Tax Increment Financing (TIF) District. This area encompasses a large majority of Uptown (approximately 85%), but not the entire planning area. The City has shown its commitment to the revitalization of Uptown by extending the life of the TIF to the year 2021; however, an additional commitment may be considered regarding TIF expansion or additional City revenues to encompass the whole of the planning area.

THE FOUR POINT APPROACH™

The National Trust for Historic Preservation is focused on the creation of a comprehensive, incremental approach to revitalizing America's main streets and commercial business districts. More than 1,900 communities have implemented the Four Points of the Main Street Approach™ - organization, promotion, design, and economic restructuring. Regardless of formal membership, the National Trust for Historic Preservation - Main Street Center serves as a tremendous resource for downtowns and commercial business districts. Their web site (www.mainstreet.org) is full of information and publications that run the full range of the Four Points and serve as an excellent resource for any community.

While retaining membership in the Main Street Program is not being advocated within this plan, the basic ingredients for success embodied in the Four Points of the Main Street Approach™ (shown in the margin) are time tested and very appropriate for Collinsville. This plan is, in fact, a comprehensive framework for success with an implementation program organized to address each of these four points and beyond. Membership in any organization is only as good as a City's commitment to its principles and their implementation. The real key is to maintain faith in their recommendations and to utilize and draw upon them when considering policies and programs.

BRANDING & MARKETING

The development of a brand and the marketing of that brand are key components to the sale of any product (and it is important for the City to view Uptown as a product). In business talk, there is a distinct difference between “branding” and “marketing”. In short, a brand is a customer relationship based on a set of core values that is defined by all the experiences, messages, promises, performance and quality associated with a product. Marketing, on the other hand, is the execution of a business process that generates awareness and demand for a product or service. The development of a brand is a slow, methodical multi-faceted process, while marketing is a quick, often singular communication tool.

BUILDING THE BRAND

Strong brands enhance the results of marketing programs. Marketing a product without a brand is like selling the sizzle without the steak. The development of a branding strategy, therefore, is a necessary precursor to a building a successful marketing program. In Collinsville’s case the “product” is the community itself - the Uptown, the historic architecture, the businesses, the churches, the cultural activities and events, the people, and everything else that comprises and identifies Collinsville as a community. In recent years, the city and a number of affiliated groups and organizations including the DERC, the Economic Development Commission (EDC) and the Chamber of Commerce have begun working together, primarily on marketing programs. What appears to be lacking however, is a clear and coherent branding strategy that ties all of the elements together and gives the community a unifying message built on a vision, set of core values and promises. This plan therefore recommends the creation of a Branding Communications Plan that consists of the following:

- ◆ Branding Strategy
- ◆ Brand Messaging
- ◆ Marketing Strategy
- ◆ Marketing Programs

The brand’s identity must be unique and memorable and should unique from its competition. When considering the “Uptown Collinsville Brand” the city should consider the brand composed of both the organization (city government) and the entire community (Collinsville). The following elements, as adapted from Successful Branding: Five Key Elements and One Mantra (http://www.gotomarketstrategies.com/tip_03_02.htm) should be included:

- ◆ **Brand Position:** The Brand Position is the part of the brand that describes what Uptown does and for whom, what its unique value is and how someone such as a resident or business benefits from being a part of the Uptown area, and what key differentiation this community has from others at both the local and regional levels. Once the brand position has been created, it should be made available in print.
- ◆ **Brand Promise:** The Brand Promise is the single most important thing that Uptown Collinsville promises to deliver to its customers - EVERY time. To come up with a brand promise, the City needs to consider what customers, employees, and partners should expect from every interaction with the Uptown area. Every

investment in the area.

3. Design means getting Main Street into top physical shape. Capitalizing on its best assets – such as historic buildings and pedestrian-oriented streets – is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial District and what it has to offer. Design activities also include instilling good maintenance practices in the commercial District, enhancing the physical appearance of the commercial District by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.
4. Economic Restructuring strengthens a community’s existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial District that responds to today’s consumers’ needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the District.

business decision should be weighed against this promise to be sure that: a.) it fully reflects this promise, or b.) at the very least it does not contradict this promise.

- ◆ **Brand Personality:** Brand Traits illustrate what the City wants its brand to be known for. This should focus on specific personality traits you want prospects, clients, employees, and partners to use to describe the Uptown area. The City should identify several traits, each being a single term (usually an adjective).
- ◆ **Brand Story:** The Brand Story illustrates the Uptown area's history, along with how this history adds value and credibility to the brand. The story also generally includes a summary of products or services that are offered.
- ◆ **Brand Associations:** Brand Associations are the specific physical artifacts that make up the brand. This includes the name, logo, colors, taglines, fonts, imagery, etc. The brand associations must reflect the brand promise, all of the brand traits, and support the brand positioning statement.
- ◆ **One Mantra:** Once a relevant brand is developed and defined, the City must begin building the brand with employees, customers, prospects, partners, etc. through consistent execution. Repetition is key to the success of the branding process.
- ◆ **Brand Documentation:** To help ensure that the City builds the habit of consistent brand execution for the Uptown area, a document should be prepared that communicates the Brand Elements in a Brand Book and provide this guideline to every user in their daily activities.

In the Uptown, because of its central role in the community, the branding should be a direct subset of the city as a whole. The Uptown logos and related signage should be designed such that each District is differentiated through the incorporation of wayfinding and signage that is color-coded (more specific recommendation on wayfinding and signage are found in subsequent sections of this plan). Everything related to the brand must be coordinated, interrelated and designed in a high quality manner.

BRAND ADVERTISING AND MARKETING

The City should market all of its resources to a more broad regional audience. For too long Collinsville (as well as the entire Metro-East St. Louis Region and beyond) have neglected marketing its assets and opportunities across the Mississippi River to residents of Missouri. Marketing is about attitude and product. Uptown Collinsville has the product - history, tradition, architectural diversity, and City commitment to its success - and a fresh, positive attitude exuded from members of the community - to succeed. Once the "Uptown Collinsville Brand" has been solidified, the city and its related boards, commissions and organizations should create a cohesive and unified marketing and communications plan that has three tiers - one that advertises to the community, one that advertises to the entire St. Louis region and one that advertises to the areas beyond just the region. Marketing to the community continues the City's efforts to reach out to the citizenry to impart a shared responsibility and common purpose, and create a sense of community and pride in the Uptown area. Marketing to the St. Louis region requires a different approach. While the quality of life elements that are appropriate for internal marketing should be touted, regional investors also look for a number of other elements including, but not limited to, the quality of the workforce in the area, the retail market, the proximity of viable marketable housing, and the taxation structure.

UPTOWN MARKETING FOR ECONOMIC DEVELOPMENT

Efforts to advertise Uptown Collinsville's economic viability should target a local, regional and multi-state audience. According to the National Center for Small Communities, 75-85% of all new jobs come from the expansion of existing business; 44% of new jobs are created by a local start-up business; only 1% of all new jobs created in the United States result from the relocation or expansion of existing businesses located outside the community. The differentiating factor for traditional Uptown areas from a business recruitment standpoint is that they offer a quality of life than cannot be found in an industrial or office park area. Uptowns are centralized in a city; they offer urban amenities such as parks, restaurants, pubs, and shops, and provide activities such as after-work music and

other cultural events and activities. This is becoming increasingly important from the standpoint of employee recruitment and retention. A successful strategy for business recruitment and retention in Uptown Collinsville should focus on the maintenance of an inventory of available space and the marketing of that space to both new and existing tenants. The city should regularly survey existing tenants in the Uptown to match their projected needs with available space. The primary goal is to retain those employees in the Uptown area.

COORDINATE AND PROMOTE THE EVENTS CALENDARS

There is a website that currently promotes an events common calendar for Uptown Collinsville - collinsvilleil.org. This website has some benefits; however, it cannot be considered optimal. A website should be created and maintained by the City that includes an easy to navigate login screen and a direct link to other community calendars for the Uptown area. In addition, the calendar's look and feel should be coordinated with any print media advertising events. And now that Main Street is becoming more regularly frequented, the city should consider the implementation of public notice kiosk in key locations to advertise formal events as well as other activities around the city.

PROMOTE MORE FREQUENT, SMALLER EVENTS

Frequent smaller events tend to better support the growth of the Uptown than large once-a-year events like the Italianfest and the Horseradish Festival that attract thousands of visitors to the Uptown but fail to optimally support local merchants. On the contrary, recurring, smaller format events like Blues-a-Palooza (formerly the Blues Fest), the Summer Music Mix (formerly the Jazz Fest) and Movies on Main, provide activities that people and businesses come to expect and depend upon. They offer seasonally predictable experiences that people eagerly anticipate, much like the movies or performing arts theaters offer holiday and summer entertainment.

Small events typically prove less disruptive than big events without requiring street closures and other strategic logistics. Additionally, they are short in duration and provide opportunities for the participants to eat or go shopping before or after the event. As part of this smaller format programming, the plan recommends that multi-cultural events be included to diversify the potential user base. Inserting specific, one-time and "theme" events into the normal routine enlivens a program's overall success by creating opportunities for participants to learn about different cultures, histories, and experiences within the program's recurring cycle. For instance, the Summer Music Mix could host a special "Latin Jazz" event one week and invite local or regional performers and vendors from the Hispanic community to showcase their talents and goods. In this way, multi-cultural events become educational community forums that foster exchange, dialogue, and celebration between different groups within a civic setting.

These smaller proposals do not to exclude large events, which should generally be limited to one per season, but emphasize the momentum generated by consistent, smaller initiatives. Also, smaller events should continue to use the range of public spaces found throughout the Uptown area; however, the regularity of an individual event in one location like the Jazz Fest makes for a reliable, consistent destination for the casual attendee.

INVOLVING CHILDREN IN UPTOWN EVENTS AND ACTIVITIES

The regular presence of children in the Uptown promotes the value of this area for future generations. Children form relationships with places through their experiences. As such, it is important to program activities for children regularly in the Uptown in addition to the other events. These children and family oriented events draw from all of the neighborhoods in the community (and many from outside the city) and is as much a social event for the adults as it is for the children. Seniors in the community should also be encouraged to participate in these events. An additional advantage to these types of events is that after their conclusion, the restaurants are utilized by families who participate in the event. Relatively simple events require very little effort in the way of logistics. Simple advertising in the city's newsletter and a notice in school packets are all that might be necessary to kick off these types of activity.

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GROWTH QUALITY
VALUES COMMUNITY



CITY OF COLLINSVILLE



CHAPTER 2: CONTEXT

UPTOWN COLLINSVILLE

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GROWTH QUALITY
VALUES COMMUNITY

CONTEXT



INTRODUCTION

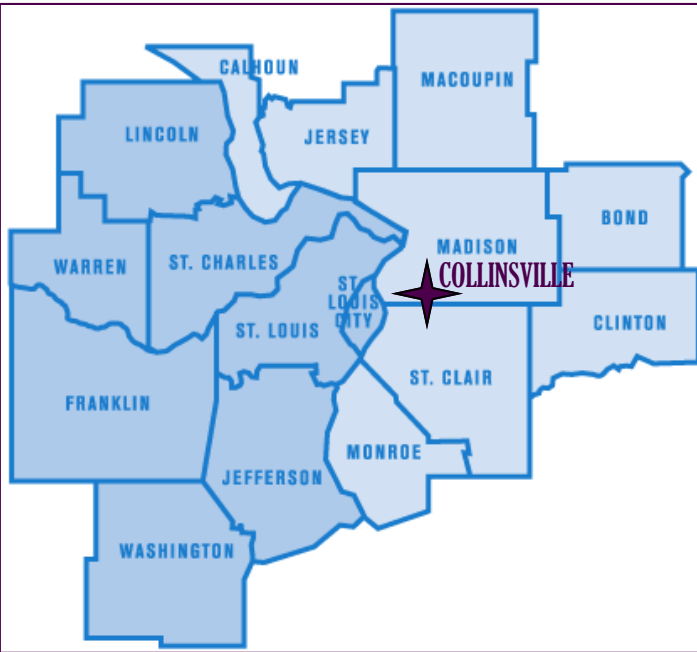
The St. Louis based economic development consulting firm, Development Strategies, prepared a market analysis report for the Uptown Planning Area based on a previously commissioned report by the Zanola Company (the Zanola Report was a city-wide report on growth expectations and development pattern projections). In addition, the Community Development Department attained the most current Geographic Information Systems (GIS) data, Madison County Real Estate data, local realtor information and data and U.S. Census Data to begin to frame the Uptown Planning Area and provide the basis for policy recommendations contained within this plan.

REGIONAL CONTEXT

The Illinois Metro East segment of the St. Louis Metropolitan Statistical Area (MSA) has long experienced a slower rate of growth than the Missouri portion of the region. While the Metro-East has experienced a significant amount of migration within the area, it has not experienced any significant population growth. The effect of this migration on the Metro-East has resulted in population decline over the past three decades of those cities located along the Mississippi River (e.g., Granite City, Alton, and East St. Louis) and in those communities located in the American Bottoms flood plain of the Mississippi. This population decline effected population growth in “bluff cities” (of which Collinsville is classified). Most of this growth has taken place in O’Fallon, Fairview Heights, Glen Carbon, and

Edwardsville. Collinsville has experienced a lower rate of population growth than these communities; however, the City is beginning to see more substantive population growth in the past five years. This was evidenced in the special census conducted in 2005 that allowed Collinsville to attain “Home Rule” status through demonstrating a population over 25,000.

This increased rate of growth is due primarily to the City being located at the center of Metro



East. Strategically, the City’s location on the County lines of Madison and St. Clair County, and its location at the intersection of Interstate 55 and 255, along with it being the nearest Metro East city to downtown St. Louis has made it an increasingly desirable place to live and locate a business. Continued growth coupled with the attraction of new young households to the City will aid in accelerating the revitalization of the Uptown Collinsville business environment. This will be especially true if the revitalization is tied also to national trends toward urban downtown living and changing consumer desires for more varied shopping, dining, and recreational experiences.

ST. LOUIS, MO-IL MSA

- Clinton County, IL
- Jersey County, IL
- Madison County, IL
- Monroe County, IL
- St. Clair County, IL
- Calhoun County, IL
- Crawford County, MO
- Franklin County, MO
- Jefferson County, MO
- Lincoln County, MO
- St. Charles County, MO
- St. Louis County, MO
- Warren County, MO
- St. Louis city, MO
- Washington County, MO

CONTEXT



Population projections are typically performed for counties when conducted by independent planning authorities. The East-West Gateway Coordinating Council of Governments tracks population trends for the St. Louis region, including Metro-East Illinois. Their data shows that population between 2005 to 2010 in St. Louis City and St. Louis County will show a -1% growth rate from 1,344,500 to 1,331,800, while in the Metro East (including only St. Clair and Madison counties), the population is expected to grow by 9.8% from 525,000 to 537,300 over this span (this pattern is expected to maintain this pace through the year 2030). This favorable projection is due to a myriad of factors including decreasing land availability in Missouri Counties, increasing property values and the closer proximity to St. Louis City than some of the Missouri locations.

LOCAL RESIDENTIAL INDICATORS

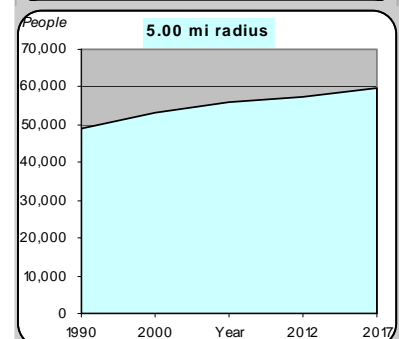
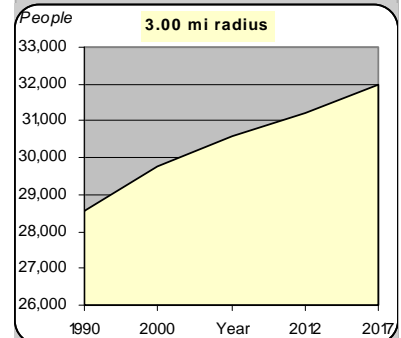
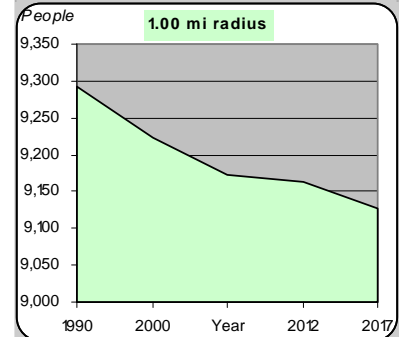
While Collinsville is not called out specifically in these projections, Metro East is the beneficiary of relatively aggressive growth (Illinois Subtotal) when compared to Metro West (Missouri Subtotal). Both Monroe and Madison Counties are projected to add population more quickly than the regional average over the next two decades or so. While this would be a net gain in the three Metro East counties of about 53,000 residents, this translates into between 20,000 and 25,000 net new housing units and households, ignoring for the time being additional housing construction that would effectively replace obsolete housing in other parts of the region.

Based on 2000 U.S. Census Data, the median home value in the Uptown Planning Area within a one mile radius from the center of Uptown is \$73,819 and increases to \$88,187 at a three mile radius and \$93,248 at a five mile radius. The average household income is \$48,309 at a one mile radius and increases to \$56,494 at a three mile radius and increases to \$60,745 at a five mile radius. Projections show this pattern increasing if the City does not take some corrective policy actions within the Uptown Planning Area to address this trend. Additionally, information received from local realtors shows the unemployment rate at a one mile radius at 5.7%, which is slightly higher than the 3- and 5-mile area. Clearly, this data indicates that policies are needed to aid in improving the housing stock and purchasing power of the residents of the Uptown Planning Area in support of the recommendations of this plan.

Because of the relationship of the retail market to the income level and purchasing power of a specific market area's residents, increasing residential density is considered a primary tenet of this plan. The Zanola Report anticipated a need for approximately 960 owner occupied units in Collinsville over the next five years, with need for another 1,310 units in the subsequent five-ten years. Increasing these projections by another 20% to account for rental housing construction, the annual average pace of construction would be about 230 housing units in the next five years and 314 per year in the following five years. Over the next ten years it would not be unreasonable for the City to experience the construction of more than 2,700 housing units in favorable market conditions. By focusing approximately 15% (or 400 additional residential units) of this projected growth to the Uptown Planning Area (as recommended by Development Strategies), there is the potential to reestablish the Uptown Planning Area as the business center of the City without negatively affecting the City's other retail developments.

The projected housing valuation in the area, based on the Zanola Housing Study as well as new Development

The following charts demonstrate the population trend if the market prevails with inaction on the part of the City within one, three and five miles from the center of Uptown. Note that the City as a whole shows a marked increase, but Uptown in particular continues to decline.



Projected Housing Construction Demand, 2008-2010		
City of Collinsville		
	2008-2013	2013-2018
Zanola Projections		
Growth in Owner Occupied Housing	640	900
Obsolescence & Rental Conversion	320	410
Net New Owner Occupied Units	960	1,310
Development Strategies Projections		
Rental Unit Growth (20%)	190	260
Total New Housing Unit Demand	1,150	1,570
Annual Average	230	314

Sources: Zanola Company, Census 2000, and Development Strategies

CONTEXT



Strategies indications, indicates that approximately 60% of units fall in the \$175,000-\$275,000 price range. The remaining balance would have 20% built between \$100,000-\$175,000 and 20% above \$275,000. These projections allow an optimistic approach regarding the development type and value while still affording a certain level of flexibility with the development community to achieve the highest feasible price point as well as offer affordable housing opportunities.

LOCAL COMMERCIAL AND RETAIL TRADE INDICATORS

There are 396 total businesses with 2,285 employed within a one mile radius of the center of the Uptown Planning Area, at a three mile radius there are 1,062 businesses with 9,378 employees and at a 5 mile radius there are 2,011 businesses with 18,638 employees. Within a one mile radius of this same point, 21.2% of these 396 businesses are in the retail sector while 47.5% are service businesses; 9.9% are in the financial and insurance sector; 6% are general construction; 5% are in government with the remaining 9.1% being composed of all other combined business types.

Smaller businesses are observed in the Uptown Planning Area (which is representative of a general trend for traditional downtown areas), this is evidenced in the number of employees per business. At a one mile radius there are 7.5 employees per business, increasing to 9.7 employees at a three mile radius and increasing then to 10.4 employees at a five mile radius.

The City's Strategic Plan (refer to Preface and Foundation for details) establishes a strategy requiring a greater proportion of businesses in the Uptown Planning Area be retail in nature. Thus, the guidance contained within this plan reflects this direction. Additionally, data indicates that the average resident within the one-mile radius drives approximately 24 minutes to their place of employment every day (presumably not only out of the City but probably out of the State of Illinois as well). This trend could be reduced through the cultivation of additional businesses within not only the Uptown Planning Area but within the City as well.

In the search for the right retail mix, Development Strategies recognized the large amount of purchasing power in the region, specifically in areas that have been emphasized in this plan. Certainly, one of the strongest pursuits of

The following indicates the proposed breakdown of housing types Uptown:

- ◆ 120 units: for sale town homes
- ◆ 30 units: rental town homes
- ◆ 80 units: garden, mid-rise, and over shop apartments
- ◆ 80 units: apartment condominiums
- ◆ 70 units: small lot single family
- ◆ 20 units: large lot single family
- ◆ TOTAL: 400 units in ten years (14-17% of projected growth potential)
- ◆ 800 residents, +/-

TARGET RETAIL DEVELOPMENT PROGRAM FOR THE UPTOWN PLANNING AREA

- ◆ 30,000 square feet: home furnishings
- ◆ 10,000 square feet: home electronics
- ◆ 60,000 square feet: supermarket
- ◆ 50,000 square feet: clothing and shoes
- ◆ 15,000 square feet: books, music
- ◆ 20,000 square feet: miscellaneous shops
- ◆ 70,000 square feet: full service and limited service restaurants
- ◆ TOTAL PROPOSED: 205,000 square feet

TABLE 1: NUMBER OF SQUARE FEET UNCAPTURED BY CURRENT HOUSEHOLD DEMAND

RETAIL CATEGORY	0 - 10 MINUTES	10 - 20 MINUTES	20 - 30 MINUTES
FURNITURE & HOME FURNISHINGS STORES	2,500	25,500	287,900
ELECTRONICS & APPLIANCE STORES	0	0	150,300
BLDG MATERIALS, GARDEN EQUIP. & SUPPLY STORES	23,100	0	0
FOOD & BEVERAGE STORES	52,600	335,500	0
HEALTH & PERSONAL CARE STORES	0	0	0
GASOLINE STATIONS	0	0	5,300
CLOTHING AND CLOTHING ACCESSORIES STORES	0	0	0
SPORTING GOODS, HOBBY, BOOK, AND MUSIC STORES	0	0	0
GENERAL MERCHANDISE STORES	0	282,800	0
MISCELLANEOUS STORE RETAILERS	1,000	0	0
FOOD SERVICES & DRINKING PLACES	0	0	0

CONTEXT



this plan is a mid-sized grocer of high quality. The buying power from 0-10 minutes from Uptown for food and beverage stores is \$106,121,000, and at 10-20 minutes a strong need for more grocers is determined with a buying power of \$501,680,000. Table 1 shows the current uncaptured retail demand. This demonstrates a need for home furnishings and a grocer. If this demand is met, other small retailers may take advantage of the new patrons to the area.

POPULATION GROWTH RATES FAVOR METRO EAST; POPULATION DENSITY FAVORS THE METRO-WEST

The bulk of population growth in the region is occurring in the Metro-East portion of the St. Louis Region. While the core of Collinsville reflects its age as a well-established and development community by showing some population decline, it is surrounded by growing sectors of Madison and St. Clair Counties. This growth benefits Uptown Collinsville by adding to the buying power of the market area. It also suggests that continued growth in this central part of Metro East might be lured to Uptown Collinsville, rather than to traditional subdivisions, if an appropriately competitive and attractive setting can be created in the Uptown area. One reason that the Collinsville and Metro East areas can absorb more growth is because they are not considered densely developed and have “room to grow”.

The area around Uptown Collinsville suggests relatively high density, but the areas surrounding do not. While this shows “room for growth,” it is also an indicator to prospective retailers and employers that there may not be a sufficient buying power or labor force to warrant substantial economic development in Uptown or nearby. A solution to that deficiency, of course, is to attract more residents who, in turn, increase local buying power and the labor force. The next section of this report demonstrates the potential impact of redirecting some of the future growth potential of “greater Collinsville” to Uptown.

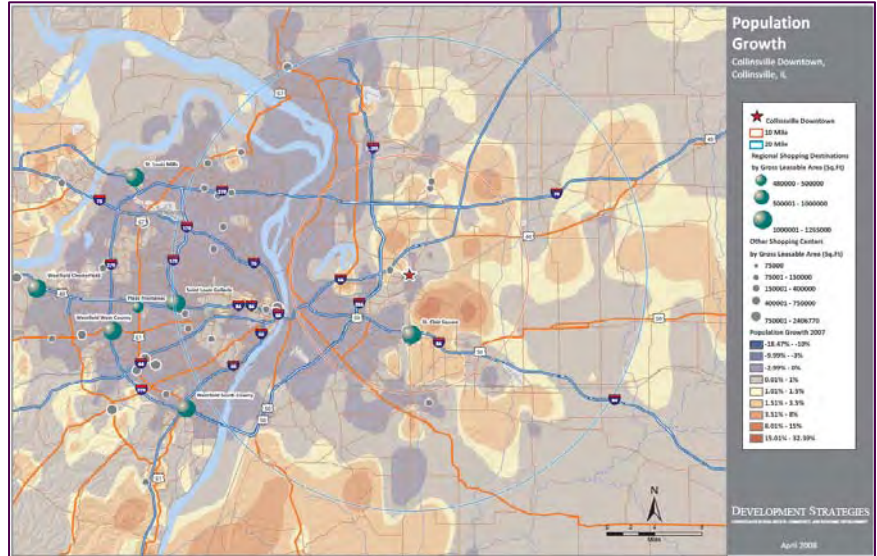
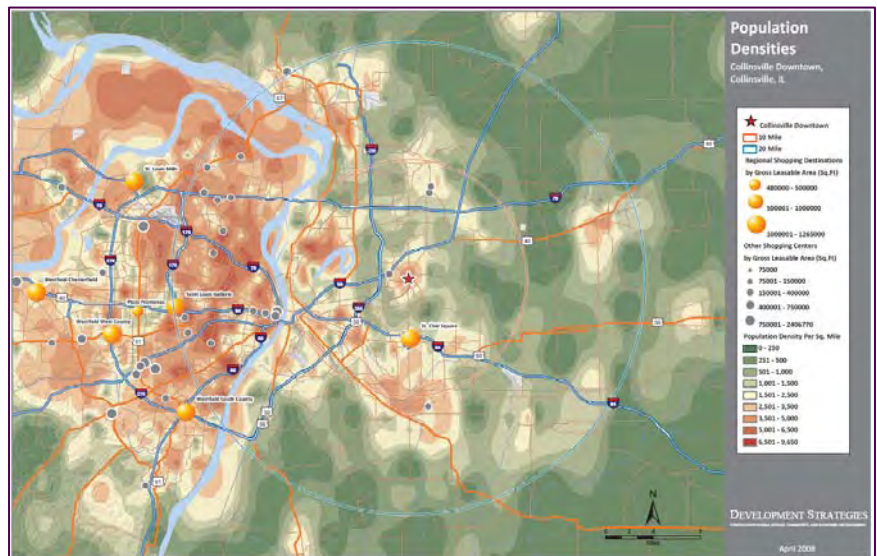


Table 1: POPULATION PROJECTIONS for the ST. LOUIS REGION

County	2000	2005	2010	2015	2020	2025	2030	2010-2030 Change	Percent
St. Louis City	348,189	326,400	310,000	314,500	317,400	323,100	327,400	17,400	5.6%
St. Louis County	1,016,315	1,018,100	1,021,800	1,020,900	1,016,200	1,008,700	1,004,200	-17,600	-1.7%
St. Charles County	283,883	314,400	344,700	364,800	385,000	397,200	408,000	63,300	18.4%
Jefferson County	198,099	210,000	224,700	233,600	245,400	255,500	263,800	39,100	17.4%
Franklin County	93,807	98,700	106,900	116,800	125,500	135,000	144,400	37,500	35.1%
Missouri Subtotal	1,940,293	1,967,600	2,008,100	2,050,600	2,089,500	2,119,500	2,147,800	139,700	7.0%
Madison County	258,941	264,900	271,500	278,600	285,900	293,100	300,300	28,800	10.6%
St. Clair County	256,082	260,100	265,800	270,600	274,300	279,600	284,100	18,300	6.9%
Monroe County	27,619	30,100	32,400	34,200	35,500	36,900	38,300	5,900	18.2%
Illinois Subtotal	542,642	555,100	569,700	583,400	595,700	609,600	622,700	53,000	9.3%
Region	2,482,935	2,522,700	2,577,800	2,634,000	2,685,200	2,729,100	2,770,500	192,700	7.5%

Source: East-West Gateway Council of Governments, 2004



CONTEXT



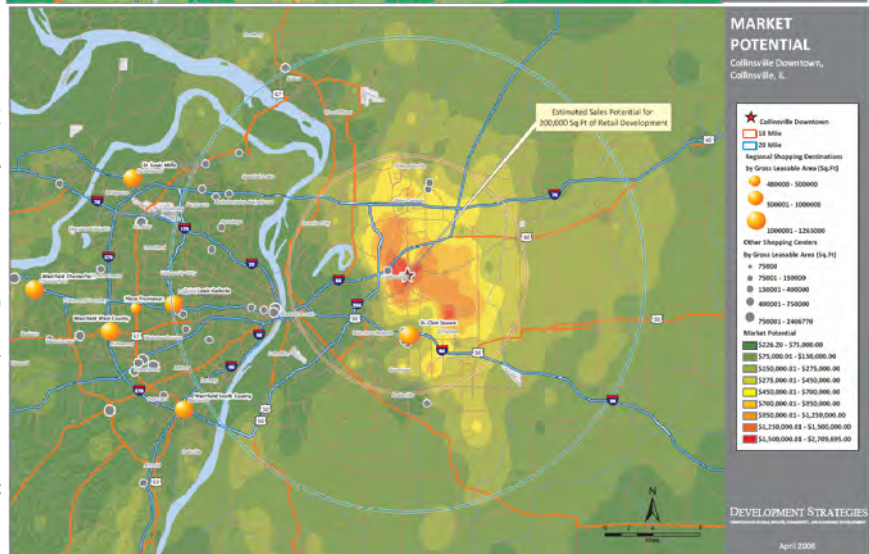
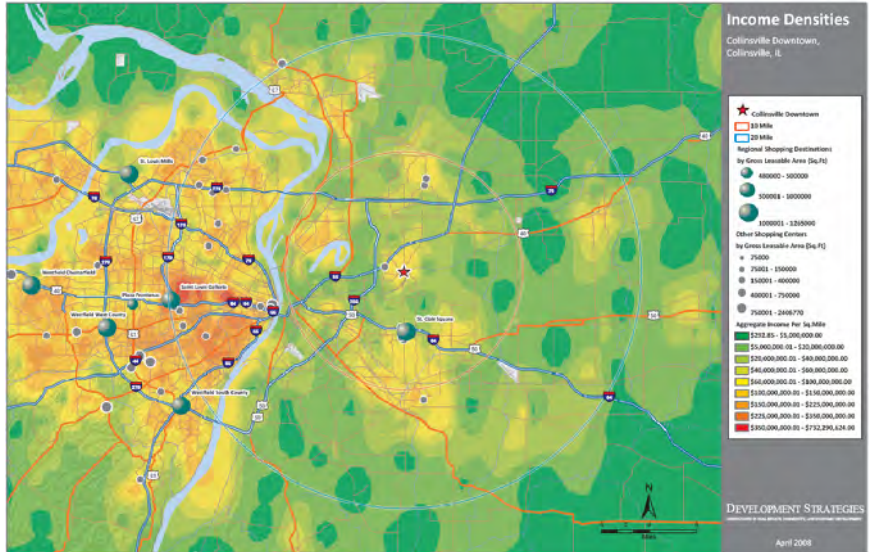
POPULATION GROWTH RATES FAVOR METRO EAST; POPULATION DENSITY FAVORS THE METRO-WEST

Retail development is largely determined by the incomes and purchasing power of market area residents. Typically less important, but often significant, is the buying power for specialty shopping and dining attracted from non-resident visitors - say, tourists, conventioners, or business travelers. Demonstrating the buying power of non-residents is very complex and generally difficult; therefore attention must first be concentrated on increasing the residential density of Uptown Collinsville.

A factor hindering more retail development in Metro East has been a relatively low “density of income,” or household income per square mile. The graphic to the left displays hot spots where there are large concentrations of high incomes and cool spots where there are low concentrations. Collinsville and Metro East have many more cool spots than Metro West, a finding that is consistent with the earlier map on housing density. While there may be many individual households in Collinsville and elsewhere east of the Mississippi River with higher incomes, they - nor most of the rest of the population - are sufficiently focused in specific geographic areas. This is a barrier to attracting retailers who, first and foremost, look for “rooftops” and nearby buying

power. That said, Uptown Collinsville might be said to be in the middle of a warm spot. There is wide yellow designation indicating a mid-degree concentration of incomes. A much wider yellow area with some concentrations of even warmer oranges show up in the Belleville and Fairview Heights area. Of course, this is why St. Clair Square and all of its adjacent retail development is located where it is. The map suggests, therefore, why other successful regional shopping centers have not emerged in Metro East.

But there is still buying power in the Collinsville area - and more is on the way, based on population and housing projections described earlier. So Uptown Collinsville should, as part of its revitalization, position itself to capture more of the buying power that is present and a larger share of the coming buying power.



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GROWTH QUALITY
VALUES COMMUNITY

CITY OF COLLINSVILLE



CHAPTER 3: EXISTING CONDITIONS

UPTOWN COLLINSVILLE

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GROWTH QUALITY
VALUES COMMUNITY

EXISTING CONDITIONS

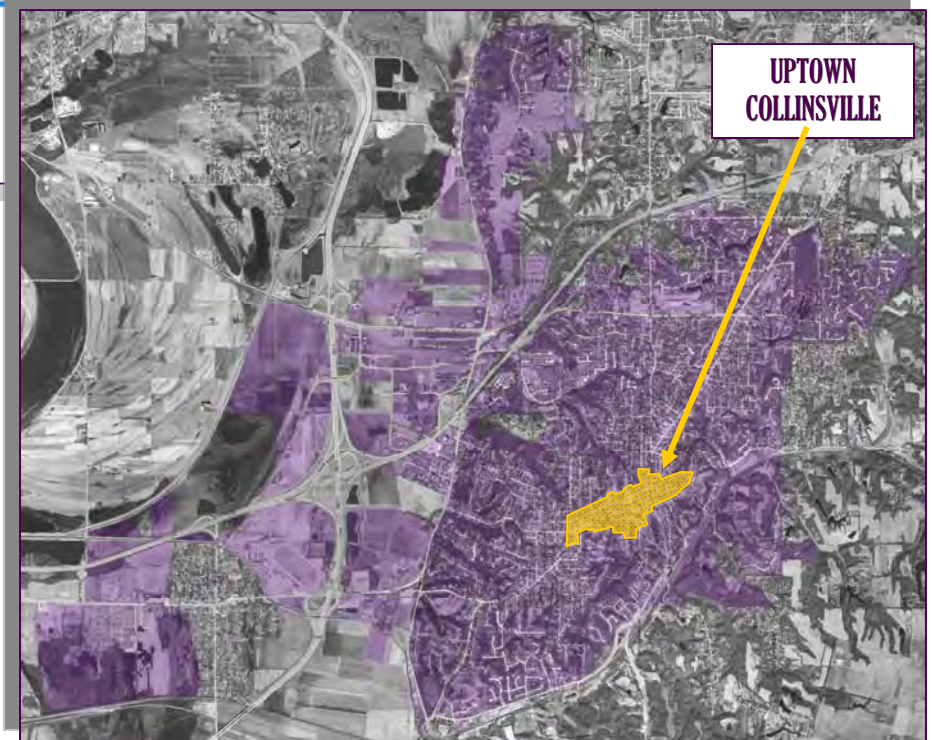
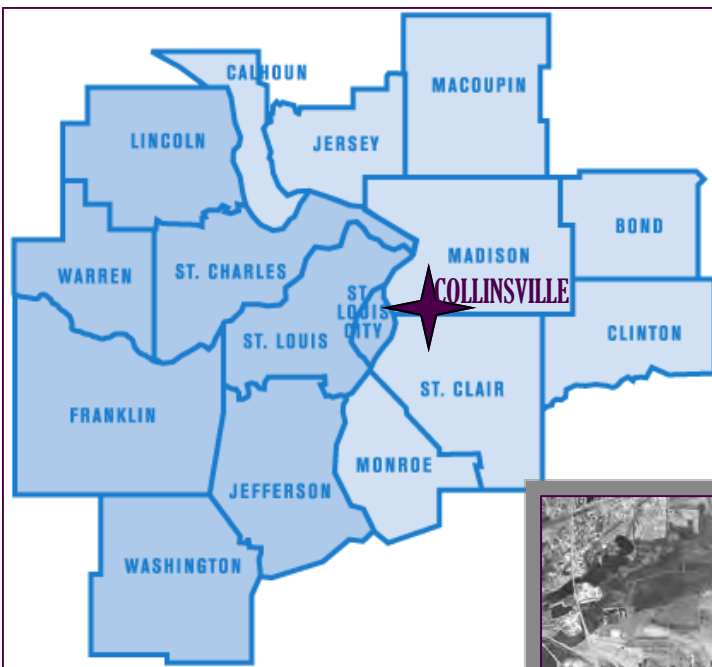


INTRODUCTION

An area's existing conditions provide a framework for the planning process. This section reviews the existing conditions considered in the formulation of the Master Plan for the Uptown Planning Area. As the planning area is one that has historically functioned as the heart of the City, the existing conditions will focus on historical assets, land use, architecture, regulatory process and infrastructure requirements rather than the natural environment.

GEOGRAPHIC LOCATION

Collinsville is located approximately 10-15 minutes from downtown St. Louis at the intersection of Interstates 55 and 255. This convenient location has increasingly placed Collinsville as a desirable location to locate a business and as a place of residence.



EXISTING CONDITIONS

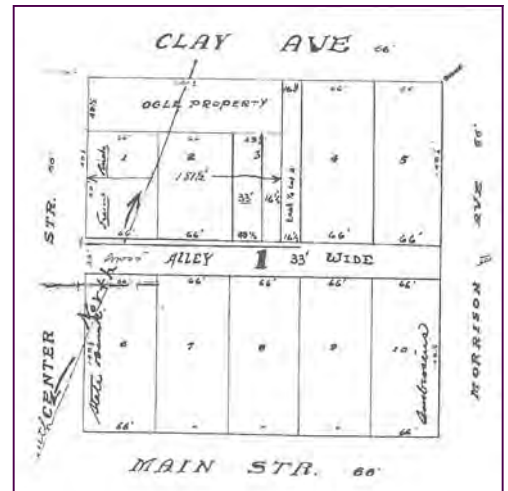


HISTORICAL RESOURCES

Collinsville is blessed with great history and tradition. The City was incorporated as a village on February 15, 1850 and was registered as a municipality on 1872. To accommodate the City's long and steeped history, Collinsville has an active Certified Historic Planning Commission (CHPC). The focus of the CHPC has been on the East Central Historic Overlay District and preservation of the D.D. Collins House. Additionally, Downtown Collinsville, Inc. has long been interested and active in historic preservation issues, and the City has recently begun direct involvement with placing sites on the National Register of Historic Places. Despite this activity and familiarity with preservation issues, conveying the advantages both financially and culturally to developers remains a challenge. All areas of redevelopment will submit to protect cultural and historic resources and not impinge on any realistic opportunities to protect sites and buildings deemed important by local, state or national standards. The East Central Historic Overlay District is a consideration. Figure 1 shows the Uptown Master Plan and East Central boundaries. While there are overlapping boundaries and sites, no sites considered for redevelopment in the Uptown Master Plan are contributing properties to the district.



FIGURE 3.1: UPTOWN PLANNING AREA HISTORICAL DISTRICT



Late 1890's subdivision plat for the block of Main and Center Streets and Clay and Morrison Avenues.

EXISTING CONDITIONS



NATIONAL REGISTER OF HISTORIC PLACES

- ◆ Masonic Temple, 218 West Clay Street
- ◆ City Hall, 125 South Center Street
- ◆ DD Collins House, 621 West Main Street
- ◆ State Bank Building, 102 West Main Street

LOCALLY SIGNIFICANT LANDMARKS

- ◆ Schroepel/Brown House, 317 West Main Street
- ◆ Ostle Building, 228 West Main Street
- ◆ McLanahan Building (Schroepel/Tejada) Building, 300-304 West Main Street
- ◆ Allan/Ciuferi Funeral Home, 314 West Main Street
- ◆ Butterfield's Jewelers (First National Bank), 312 East Main Street
- ◆ Blues on Main, Main Street
- ◆ Collinsville Historical Museum (new building), 406 West Main Street
- ◆ Collinsville Memorial Public Library, 408 West Main Street
- ◆ Blum House, 414 West Main Street
- ◆ Jim's Pawn Shop (sidewall has restored Bull Durham ghost sign), 111 East Main Street
- ◆ Friday's South (Riggins-Hightower Grocer), 106 East Main Street
- ◆ Dean's Liquors, 210 West Main Street
- ◆ Former US Post Office (current Unit 10 administration building), 201 Clay Street
- ◆ Columbian School House, 801 West Main Street
- ◆ Apex Building, 100-104 East Main Street



SECTION 17.900, HISTORIC PRESERVATION, OF THE ZONING CODE

Section 17.900.010, Purpose and Scope:
The purpose of this ordinance is to promote the protection, enhancement, perpetuation and use of improvements of special character or historical interest or value in the interest of the health, prosperity, safety, and welfare of the people of the City of Collinsville by:

17.900.010.1, Providing a mechanism to identify and preserve the distinctive and architectural characteristics of Collinsville which represent elements of the City's cultural, social, economic, political, and architectural history;

17.900.010.2, Fostering civic pride in the beauty and noble accomplishments of the past as represented in Collinsville's landmarks and historic preservation overlay districts;

17.900.010.3, Conserving and improving the value of property designated as landmarks or within historic preservation overlay districts;

17.900.010.4, Protecting and enhancing the attractiveness of the City to investors, home buyers, tourists, visitors, and shoppers, and thereby supporting and promoting business, commerce, industry, and providing economic benefit to the City;

17.900.010.5, Fostering and encouraging preservation, restoration of structures, areas, and neighborhoods, and thereby preventing future urban blight.



EXISTING CONDITIONS



ZONING

Approximately 90% of the Uptown Planning Area is as “B-2” Limited Commercial Zoning District with the East Central Historic Preservation Overlay District encroaching on the east and northeast corner of the district. There are also small areas of “R-1” Single-Family Residential Zoning District and “R-3” Multi-Family Residential Zoning District zoned properties located at the western and eastern portions of the planning area.

“B-2” (Limited Commercial) Zoning District Intent: *“...high density, compact pedestrian oriented-comparative shopping facilities, restaurants, entertainment & arts establishments and limited hospitality services would be encouraged and inappropriate or incompatible uses would be prohibited. This district is most suitable for in-fill type commercial development in the older or redeveloping portions of the City where lots sizes are limited.”*

“R-1”(Single-Family Residential) Zoning District Intent: *“...provide for low-density residential development, including those uses which reinforce residential neighborhoods, and to allow certain public facilities”.*

“R-3”(Multi-Family Residential) Zoning District Intent: *“...Other than single-family dwellings, all other uses within the “R-3” District shall comply with the Planned Use procedures and requirements contained in this Section and in accordance with the land use regulations of Section 17.050 Use Regulations. The “R-3” District is established herein to provide opportunities for planned high-density residential development and planned mixed-use developments consisting of a variety of housing types, densities and styles. A wide range of multifamily densities and dwelling types may also be appropriate in large-scale mixed use developments or as a residential re-use options in obsolete commercial or office centers, except within the Eastport Development Park. However, multi-family development within the City’s residential districts shall not permit temporary housing or facilitate, arrange, offer or provide the services and amenities that are typically associated with a traditional hotel or other related businesses. This district is designed for areas served by publicly-provided sanitary sewer.”*

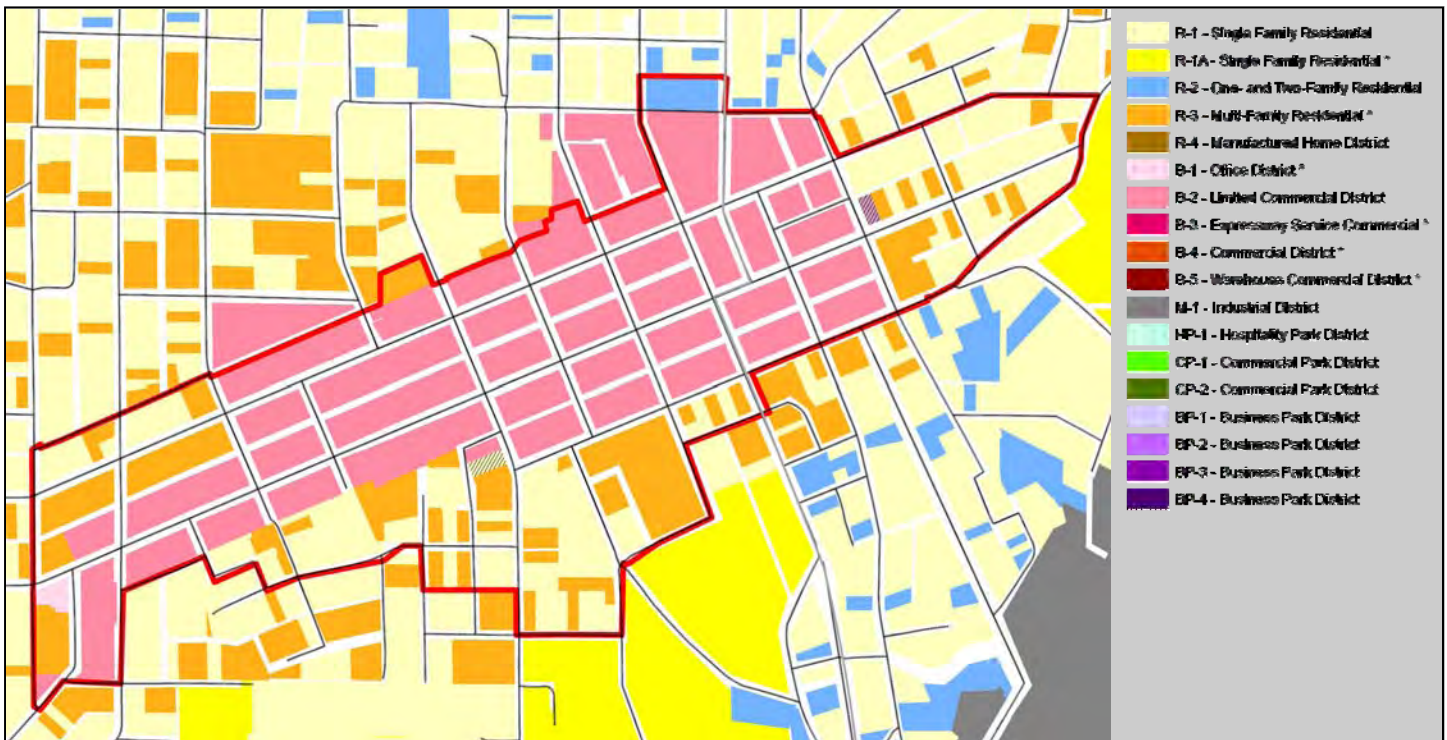


FIGURE 3.2: UPTOWN PLANNING AREA EXISTING ZONING

EXISTING CONDITIONS



LAND USE

The land use of the Uptown Planning Area is composed of “Central Business District” type land uses (generally commercial in nature with limited residential accessory uses), residential land uses and governmental or institutional land use. Those land uses categorized as “Central Business District” (CBD) type uses are generally commercial land uses that one would typically find in a traditional downtown area. These land uses include restaurants, pubs, neighborhood commercial land uses and limited residential. These CBD land uses are observed along Main and Clay street within the heart of the planning area. The residential land uses are single-family and multi-family uses that “bookend” the planning area and are located at the east and west ends. These residential land uses also “frame” the planning area to the north and south. The governmental and institutional land uses include properties owned and operated by the City of Collinsville (City Hall, Fire and Police Stations), Collinsville Unit 10 School District (administrative offices), United States Post Office, churches, schools and the Collinsville Library.

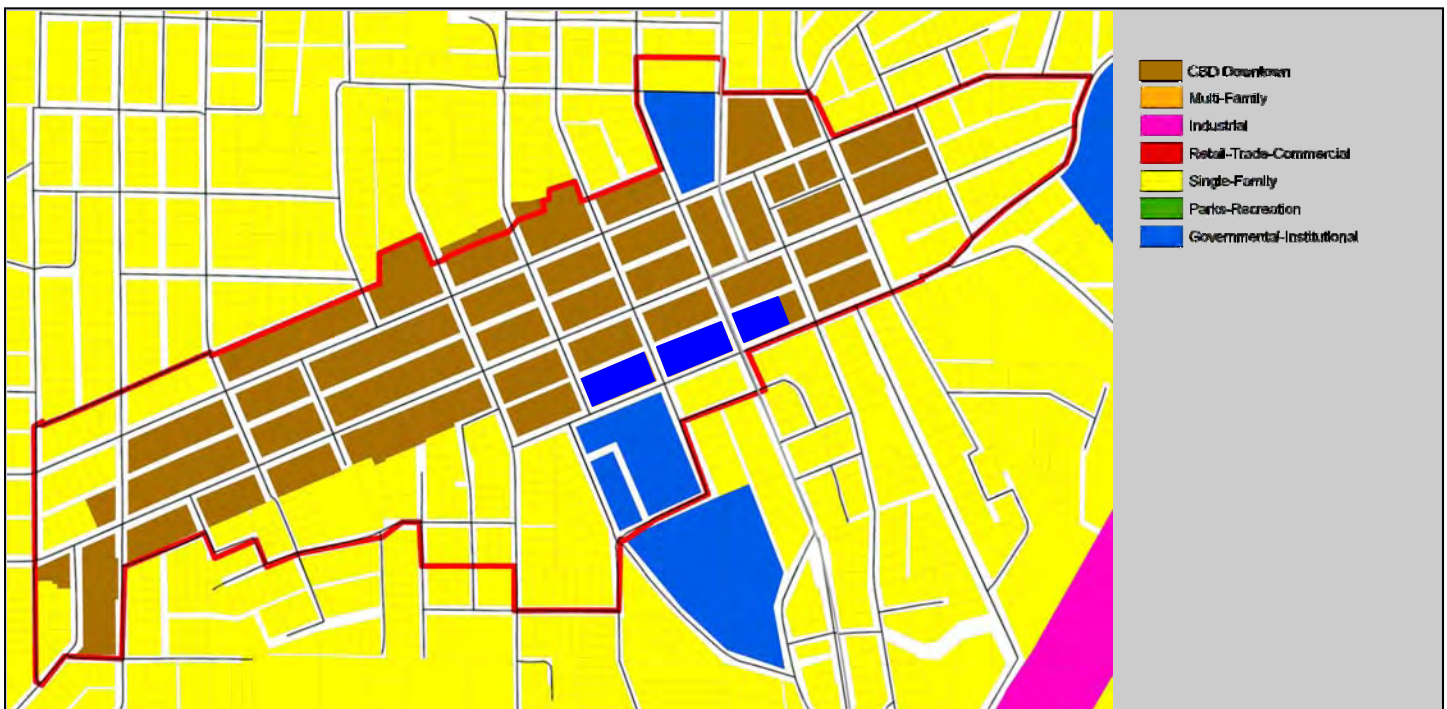


FIGURE 3.3: UPTOWN PLANNING AREA EXISTING LAND USE

EXISTING CONDITIONS



TOPOGRAPHY & UNDERMINED AREAS

As the Uptown Planning Area was essentially developed in the late 1800's, natural conditions are a minor consideration when evaluating future impacts. The two major components of natural conditions that should be examined are topography and undermined areas. The topography of the Uptown Planning Area is generally level as it exists in a developed state (refer to Figure X), and therefore is more of a consideration for redevelopment around the periphery of the planning area. However, undermining is a consideration when contemplating development within the planning area; namely the physical depressions resulting in a change in topography at the periphery of the Uptown area. From the mid-19th century to the mid-20th century, the area witnessed active coal mining operations. Within the Uptown Planning Area, undermined areas cover a small portion of two areas of the Uptown Planning Area:

1. West of Short Street, south of Staten Street and West of South Hisperia Street; and
2. South of East Main Street west of its intersection with East Church Street.

While these two undermining areas exist, they are minimally intrusive into the area as the forefathers of the City had the foresight to keep the heart of the City on clean ground. This was due primarily to the uncertainty of the stability of commercial type structures over these areas. Any development proposed for these areas should have geotechnical reports prepared prior to construction activity to minimize the likelihood of future damage.

“About 840,000 acres of Illinois land have been undermined for coal and other minerals. About 178,000 acres of residential and other built-up land in Illinois lie close to underground mines and may be susceptible to subsidence. The number of underground coal mines in Illinois has been estimated at 5,500. Maps exist for about 2,600. In 1991, it was estimated that about 320,000 housing units in the state were built over or adjacent to underground mines. Statewide, this number is likely to increase as cities continue to expand outward over mined areas.”

- Illinois Department of Natural Resources



At varying times from 1860 to 1964 approximately 20 coal mines were in operation in Collinsville. In 1921, Collinsville mines had 1,786 employees. The picture above is of the Lumaghi No. 2 mine that was active from 1899 to 1991 and was located on the north side of Lebanon Road just west of the railroad trestle.

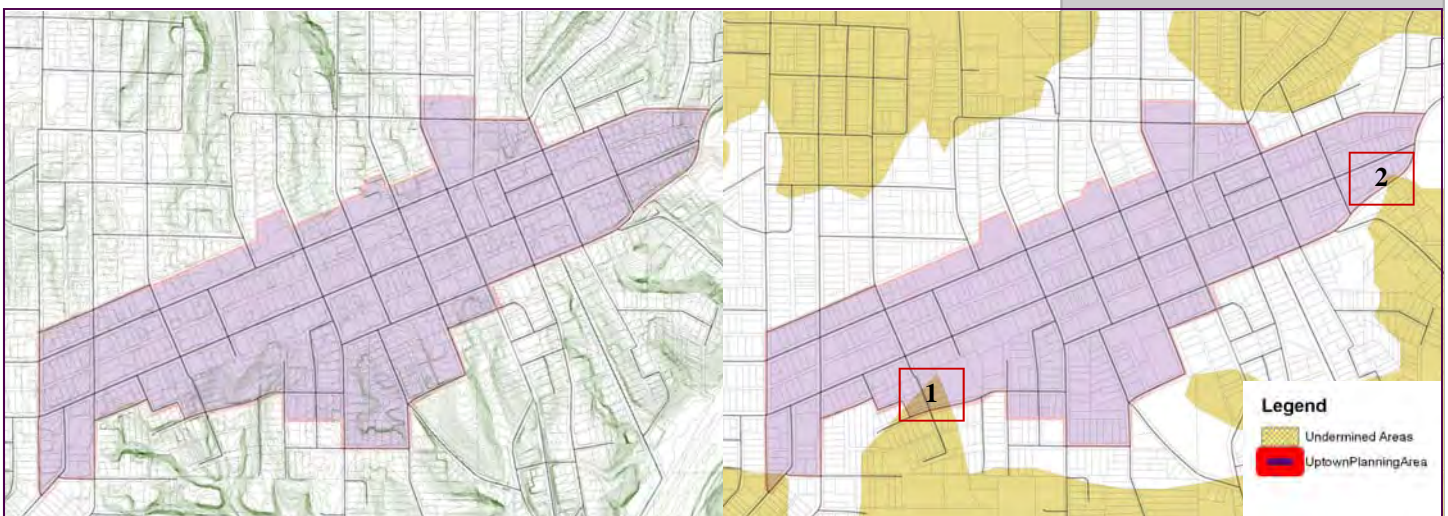


FIGURE 3.4: UPTOWN PLANNING AREA TOPOGRAPHY (LEFT) AND UNDERMINED AREAS (RIGHT)

EXISTING CONDITIONS



PUBLIC UTILITIES, INFRASTRUCTURE & INVESTMENT

Since 1986 at the time of the creation of the district, the City has made a number of infrastructure and public facility improvements. In 1991, the central water tower was built on the current police department lot. The sewer main and the laterals to the buildings from Vandalia to Combs were lined in 1999. Since the lining was completed, there have been approximately 15 lateral repairs made due to complications with the lining process. There is a potential need for improvements to the water line on Clay Street only in the Garden District anticipated during completion of the new residential units of the Uptown Master Plan.

The first phase of the streetscape program was completed in 2006 and consisted of improvements along Main Street from Seminary (west border) to Highway 159 (east border) in the CBD. Utility improvements were included in this program, and all utility lines were buried. The main utility lines that feed the individual buildings remain on utility poles on the alleys that supply the north and south of Main Street. Aesthetic improvements include new historic-appearing lamp posts, new sidewalks, brick stamped portions of the sidewalk and crosswalks, and new ornate benches and trash receptacles. The second portion of the streetscape was completed in 2008 extending the streetscape west to Combs on Main Street and completing a portion of Clinton bisecting Main Street on the north and south. Several municipal buildings have been renovated or built in the district. In 2000, a new police station was built at 200 West Clay Street. The new fire station was built at 130 S. Clinton in 2005. And, City Hall and Old Fire Department building were both renovated in 2008.

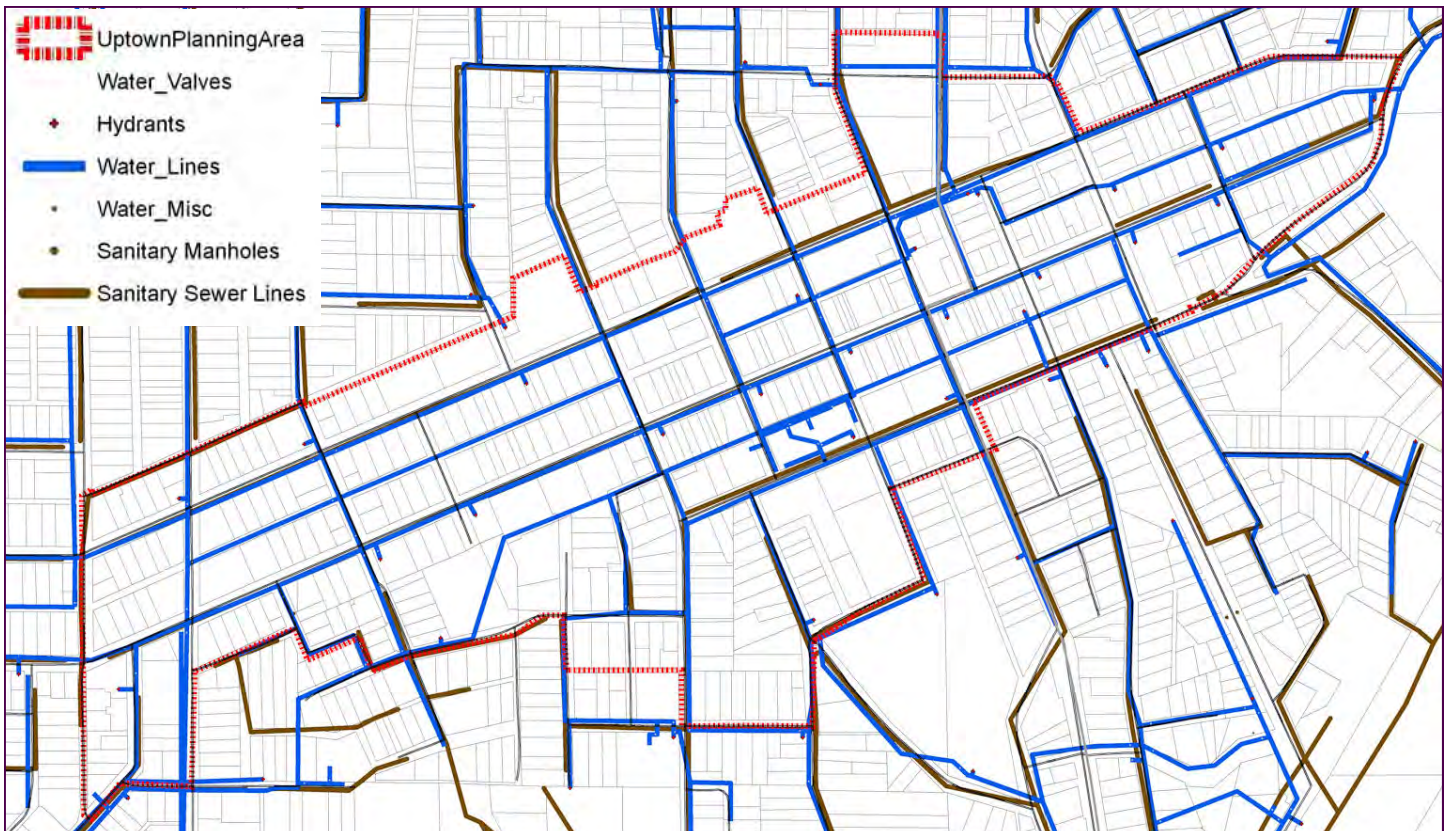


FIGURE 3.5: UPTOWN PLANNING AREA EXISTING SEWER AND WATER INFRASTRUCTURE

EXISTING CONDITIONS



TRANSPORTATION, MOVEMENT & ACCESS

Uptown needs to plan for and take advantage of various transportation options, given its central location in the City this is especially crucial. While the neighborhood is not central to the major interstates, it is in close proximity and can benefit from their proximity. Highway 157 is two miles to its west, and it is simple to arrive at from Highway 157. Highway 159 literally intersects the district. Collinsville's central Madison County Transit (MCT) bus station is located in the heart of the district and easily accessible. Not only are bike paths absent in the district, but there is a current ordinance in place that prohibits bikes and skateboards within the district. Efforts have been made to design the streetscape to enhance the pedestrian experience. The sidewalks on Main Street have been widened for this reason. Consequently, it has allowed for restaurants to have enough space for outdoor dining, adding a significant improvement to the look and feel of the district. Realistically, given the town's size and residential demands, the automobile will continue to be the primary mode of transportation for most patrons Uptown. Options for increasing parking availability will be assessed. However, concerted efforts must be made to begin to introduce alternatives to the automobile for environmental improvements and to keep pace with changing trends in residential demand. The new residential housing Uptown is a central cause for establishment of bike paths and greater reliance on mass transit. Efforts should be made to amend the City Municipal ordinance that prohibits bicycles Uptown. Specifically, Section 10.08.010, *Regulating bicycles, skateboards and in-line roller skates*, of the Municipal Codes states: "No bicycles of any size or skateboards are allowed to be ridden, nor is any person on in-line roller skates or roller skates allowed to travel on the public sidewalks located on Main Street from Hesperia to North Aurora; on Clay Street from Guernsey to North Chestnut; on Church Street from Seminary to South Aurora. These prohibitions also apply to the sidewalks on the cross streets between Church and Clay in an area from and including Seminary on the West to Aurora on the East." This ordinance is at best antiquated and should be amended to encourage the activities that are prescribed within this Plan.

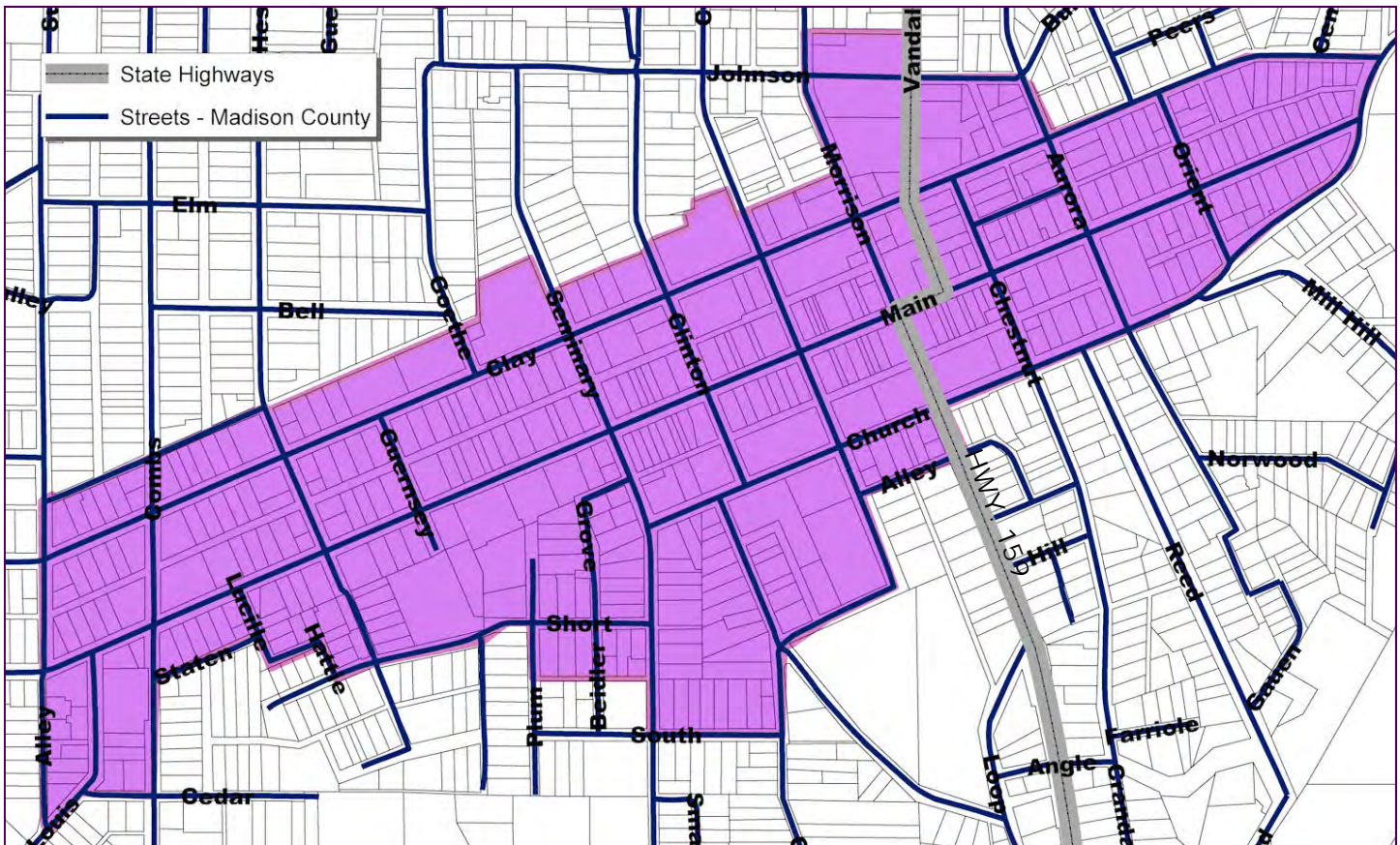


FIGURE 3.6: UPTOWN PLANNING AREA STREETS

EXISTING CONDITIONS



OPEN & PUBLIC SPACES

There is one small urban park located Uptown. Listemann Park is located in the CBD. It is a landscaped area with a small path leading through it. It is infrequently utilized by the public. It is flanked by a two- and three-story building on either side, and virtually no light is able to penetrate the park. The space is not inviting.

There are various sites that will, from time to time, use their land for outdoor activities or gathering spaces. City Hall does have property surrounding the building that is suitable public space but is not utilized for this. The library and Blum House are most often used for outdoor private and public events for crowds of approximately 200-300 or less. With large events, often public parking lots are utilized in the CBD. In the case of the Italian Fest and other events as necessary, Main Street in the CBD is closed when the size of the crowd is too great to be accommodated without closing. The recent allowance for outdoor dining on the sidewalks has greatly improved the “common space” feeling in the District. While its impact is obvious, more has to be done to increase these efforts.

OPEN SPACE DEFINITIONS

ACTIVE OPEN SPACE: Land or water areas that are improved and set aside, dedicated, designated, or reserved for recreational facilities and activities, including but not limited to playgrounds, ball fields, swimming pools, court games, and picnic areas.

DEVELOPED OPEN SPACE: Land or water areas substantially free of structures but possibly containing improvements that are part of a development plan or are appropriate for the residents, patrons or tenants of any development.

NATURAL OPEN SPACE: Land and water areas retained for use as passive recreation areas or for resource protection areas in an essentially undeveloped state.

OPEN SPACE OPPORTUNITIES

- ◆ Locate parcels for acquisition for new open and park space
- ◆ Establish maintenance plan for park and plaza areas
- ◆ Investigate new park design to make Listemann Park to increase park use?
- ◆ Integrate new options for park space into master planning
- ◆ Increase landscaping to meet goals of Uptown Master Plan

EXISTING CONDITIONS



TAX INCREMENT FINANCING DISTRICT (TIF)

The Tax Increment Financing (TIF) District for Uptown Collinsville was established in 1986. Citing the inability in the first 20 years of the fund to achieve its goals, the TIF district was allowed the maximum extension to 35 years in 2003. Thus, the current date of expiration on the TIF District is December 2021 (TIF fund uses are listed in the chart below). TIF has been used for infrastructure improvements (sewer upgrades, public utility and streetscape upgrades), for the rehabilitation of municipal buildings (including recent renovations to City Hall as well as the development of the Police and Fire stations) and TIF has also been successfully applied to aid private property owners renovate their buildings upon meeting established criteria by the City. In 2008, the City moved forward on changing the maximum TIF expenditures on rehabilitation projects in the historic commercial buildings to a cap of \$200,000. This amount has simultaneously allowed for long needed improvements and spurred much needed new businesses Uptown. The City will continue this successful program until a critical mass is reached, and this amount or the percentage cap of 40% for structural improvements can be decreased. Unlike most communities in Illinois, TIF is also shared with the school district. Approximately 16% of TIF funds in the past five years have gone to the school district specifically to help fund the Vocational Training Center. The TIF program will be changed as new development occurs to maximize development of the district. Greater emphasis could be placed on different fund uses, such as property acquisition and demolition in order to achieve master planning goals.

CATEGORY	PLAN 2003	% OF PLAN	2003	2004	2005	2006	2007	TOTAL TO DATE	% TO DATE
Public works or improvements	\$19,000,000	27.3%	\$1,533,141	\$740,184	\$749,637	\$483,370	\$486,803	\$3,993,135	26.7%
Property assembly, building demo, site preparation, etc.	\$8,400,000	12.1%	\$537	\$0	\$0	\$0	\$0	\$537	0.0%
Building rehab, remodeling or repair	\$7,000,000	10.1%	\$82,206	\$590,625	\$3,242,647	\$1,660,461	\$761,631	\$6,337,570*	42.4%
Tax district capital costs	\$2,000,000	2.9%	\$165,595	\$165,595	\$165,595	\$0	\$0	\$496,785	3.3%
School district support costs	\$200,000	0.3%			\$0	\$0	\$0	\$0	0.0%
Job training	\$25,000,000	40.0%	\$397,541	\$424,683	\$496,936	\$508,124	\$566,707	\$2,393,991	16.0%
Developer Interest Costs	\$2,000,000	2.9%	\$0	\$0	\$0	\$0	\$0	\$0	0.0%
Cost of marketing sites	\$500,000	1.7%	\$0	\$0	\$0	\$0	\$0	\$0	0.0%
Studies, administration & professional services	\$1,700,000	2.4%	\$392,033	\$249,862	\$241,559	\$161,832	\$195,696	\$1,240,982	8.3%
Relocation costs	\$1,000,000	1.4%	\$0	\$0	\$0	\$0	\$0	\$0	0.0%
Financing costs	\$0	0.0%	\$132,127	\$110,903	\$92,355	\$79,802	\$63,942	\$479,129	3.2%
Contingency	\$2,700,000	3.9%			\$0	\$0	\$0	\$0	0.0%
TOTAL	\$69,500,000	105.0%	\$2,703,180	\$2,281,852	\$4,988,729	\$2,893,589	\$2,074,779	\$14,942,129	99.9%

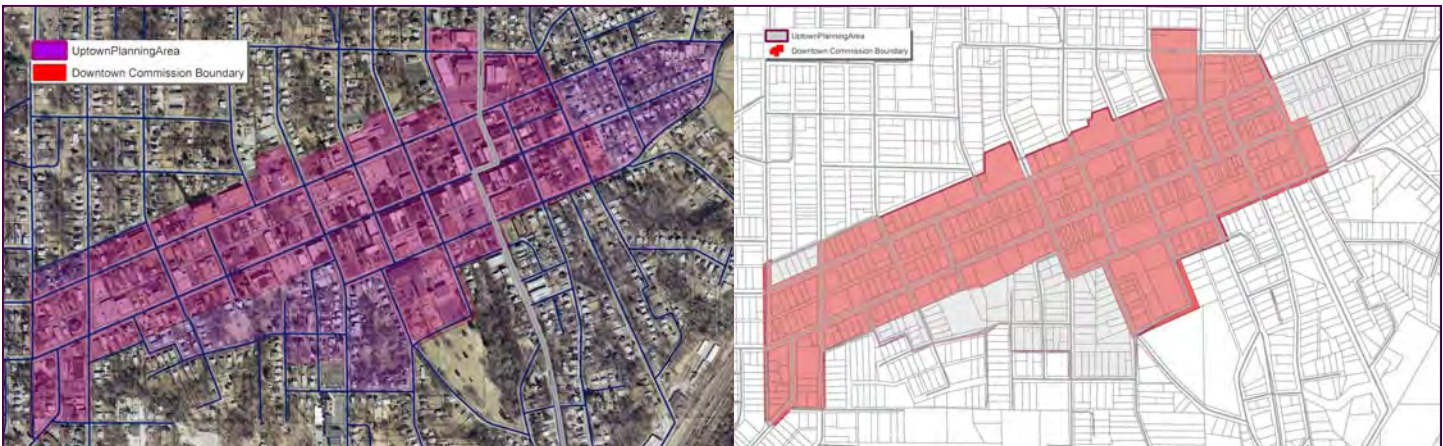


FIGURE 3.7: UPTOWN PLANNING AREA TIF DISTRICT

EXISTING CONDITIONS



LOW TO MODERATE INCOME AREAS

The Community Development Block Grant (CDBG) program is a flexible program that provides communities with resources to address a wide range of unique community development needs. Beginning in 1974, the CDBG program is one of the longest continuously run programs at HUD. The CDBG program provides annual grants on a formula basis to 1180 general units of local government and States. While other programs are available as potential funding opportunities for Uptown, the CDBG program was included in the existing conditions inventory as it relates to low to moderate income areas per the 2000 U.S. Census.

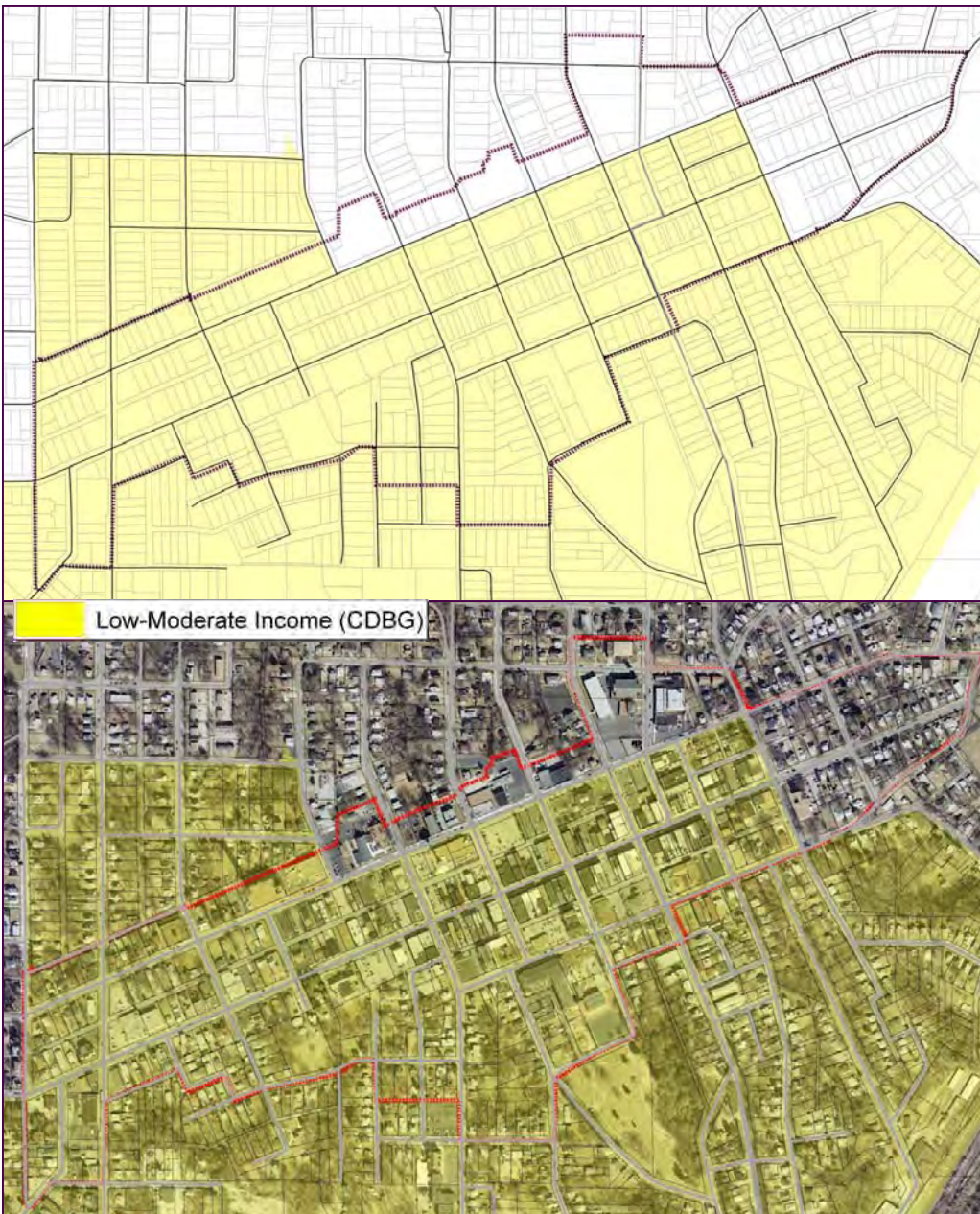


FIGURE 3.8: UPTOWN PLANNING AREA LOW TO MODERATE INCOME/CDBG

COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM

Target Population: Funds are provided to Municipal and Township Governments

Funding Source: U.S. Department of Housing and Urban Development

Who Benefits: The Community Development Block Grant (CDBG) is an annual, federal entitlement grant, which funds activities for local governments to carry out one of three national program objectives:

- Benefit to low/moderate households;
- Aid in the prevention or elimination of slums or blight; or
- Address urgent needs where conditions pose a serious and immediate threat to the health and welfare of the community.

Services Provided: Types of projects generally eligible for funding include:

- Acquisition and rehabilitation of residential and non-residential structures;
- Construction of public facilities and improvements;
- Special economic development activities and job creation;
- Code enforcement;
- Relocation payments;
- Public service activities;
- Infrastructure improvements; and
- Demolition.

UNDERUTILIZED PROPERTIES

An underlying existing condition that should be included and utilized in any neighborhood redevelopment plan is an inventory of underutilized and vacant parcels within the study area. Often these ‘missing teeth’ in the urban fabric, whether vacant parcels or blighted/underutilized parcels, create a negative image for a community. It is part of this planning process to identify viable future uses for these parcels that will contribute to the overall vision and goals for the study areas. An additional consideration in the Uptown area is those properties categorized as underutilized because they have been deemed “functionally obsolete”. Functional obsolescence is the loss of value for a property or structure that results from inadequate design or use. Quite simply functional obsolescence is when a building or site can no longer efficiently accommodate that which it was designed for. A detailed listing of properties identified as functionally obsolete or underutilized can be referenced in the Appendix.

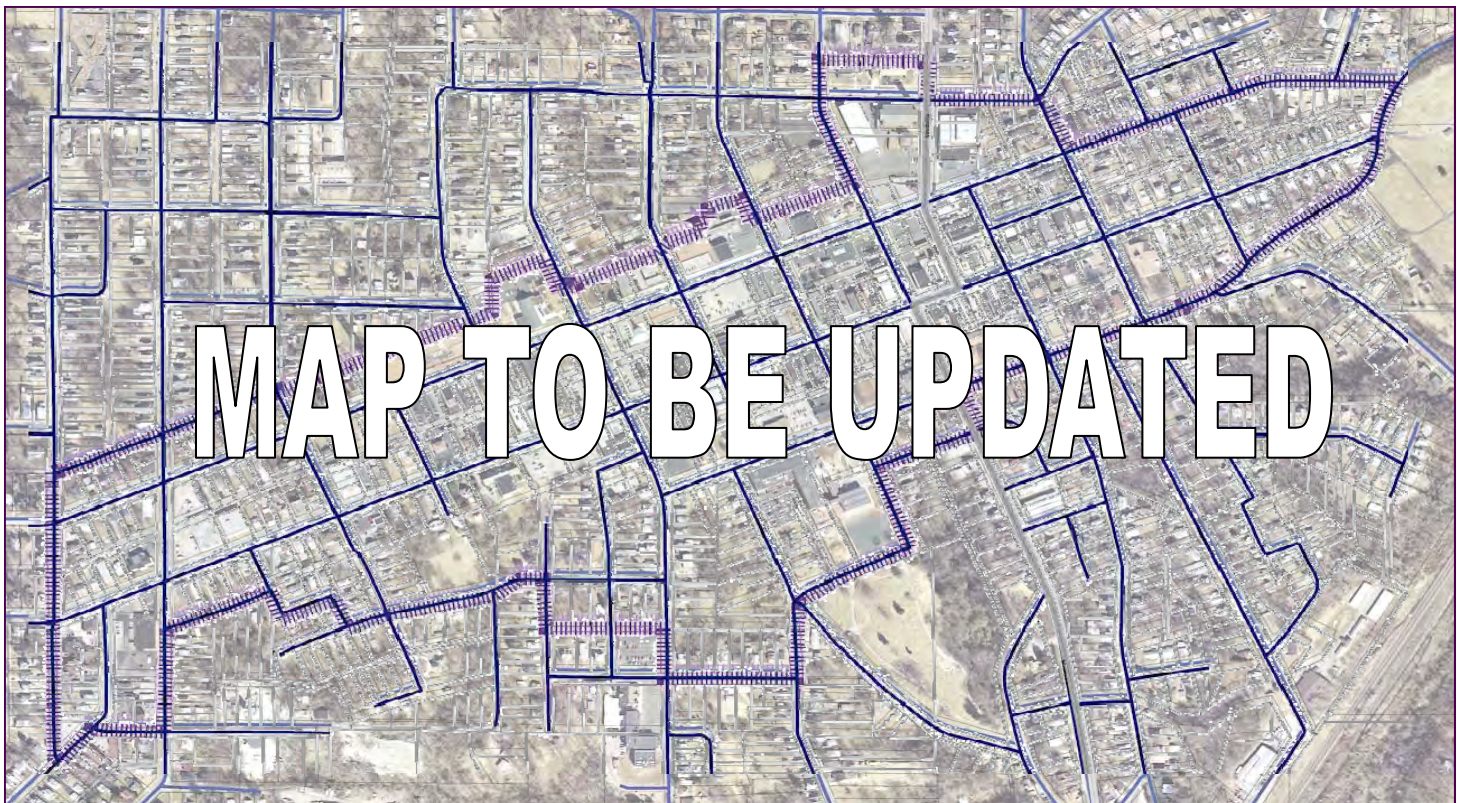


FIGURE 3.9: UPTOWN PLANNING AREA UNDERUTILIZED PROPERTIES

development movement
sustainability access
open & public space
transportation
historic preservation
cultural & events
signage infrastructure
organization
branding, marketing & tourism

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GOALS & STRATEGIES



INTRODUCTION

The development in the Uptown Planning Area will occur in a manner that creates character and adds value. This will be achieved through applying good design principles to site layout, access, landscaping, architecture, building scale, massing and orientation and the availability, design and layout of parking (both on and off site). To implement the City's Strategic Plan, as well as the vision of the Comprehensive Plan, development, regardless of the specific land use, must have a high level of architectural quality, be integral with both infrastructure and open space, and relate to adjoining development character and use.

Development in the Uptown Planning Area will be evaluated based on its sustainability. It will be required to meet the social, environmental and economic needs of today without reducing the ability of future generations to have their needs met. Put simply, sustainability is the belief that every decision should be made considering the full long-term implications of the choice. This requires acting in a way that simultaneously benefits the social, environmental, and economic well-being of city residents, property owners and that of the development community. Thinking sustainable is an integrated process; many strategies that improve the city's sustainability are interwoven throughout the plan.

There are many ways to improve the sustainability and performance of development. Building energy-efficient buildings, creating walkable communities, protecting natural resources and encouraging healthy lifestyles are all ways in which the sustainability of our developments and lifestyles is extended. It is the responsibility of development to adhere to these ideals and it is the role of the City to take the long-view of these issues and encourage development that furthers this concept.

DEFINITIONS

The dictionary's definition of a goal is "the end toward which effort or ambition is directed; aim; purpose." In the planning process, a goal specifies a direction of intended movement, not a location.

Objectives and strategies are operational terms. They are the physical representations of goal concepts, and as such they should be derived from the established goals.

IMPLEMENTATION

In conjunction with the goals and strategies, a series of implementation tools and techniques are also included. Implementation is defined as "steps or a scheme of action to ensure attainment of planning, development, and environmental quality standards within a specific time period".

GOALS & STRATEGIES



DEVELOPMENT GOALS

1. REQUIRE DEVELOPMENT TO DESIGN AND BUILD CONSIDERING AND RESPECTING ESTABLISHED NEIGHBORHOOD CHARACTER.
2. ENCOURAGE A MIXTURE OF USES AND EXPERIENCES FOCUSED ON RESIDENTIAL, RETAIL AND HOSPITALITY USES THAT DRAW BOTH LOCAL RESIDENTS AND REGIONAL VISITORS BY CREATING A PLACE OF DESTINATION.
3. PROMOTE INCREASED RETAIL DEVELOPMENT FOCUSED ON ANCHOR TENANTS WITH SUPPORTING SMALLER RETAIL USES.
4. CREATE RESIDENTIAL DENSITY AND DIVERSITY IN HOUSING TYPE OPTIONS AND PRICE POINTS TO PROMOTE BROAD DIVERSITY IN INCOME LEVELS AND FAMILY TYPES.
5. PROVIDE OPPORTUNITIES FOR EXISTING BUSINESSES TO EXPAND AND GROW WITHIN THE UPTOWN PLANNING AREA.
6. PROVIDE A PRIVATE DEVELOPMENT INCENTIVE PROGRAM THAT MEETS THE NEEDS OF THE DEVELOPMENT COMMUNITY AND IS FINANCIALLY RESPONSIBLE BY THE CITY TO THE COMMUNITY.
7. CREATE A CITY PROGRAM FOR EFFECTIVE AND EFFICIENT ACQUISITION OF PROPERTY DEEMED ESSENTIAL IN FULFILLING THE VISION AND INTENT OF THIS PLAN.
8. FOCUS UPTOWN DEVELOPMENT EFFORTS, ESPECIALLY EARLY INITIATIVES, ON MIDDLE-CLASS AND MIXED-INCOME RESIDENTIAL PROJECTS.
9. BALANCE THE RENOVATION OF EXISTING BUILDINGS WITH STRATEGIC INFILL OPPORTUNITIES TO ATTRACT HIGHER QUALITY INVESTMENT, WHILE PRESERVING HISTORIC CHARACTER.
10. IDENTIFY VACANT, UNDERUTILIZED, AND FUNCTIONALLY OBSOLETE PARCELS AND CRISIS AREAS LACKING HISTORICAL VALUE IN UPTOWN AND ALLOCATE RESOURCES TO AID THE PRIVATE SECTOR IN REDEVELOPING THESE AREAS.
11. STABILIZE CRISIS NEIGHBORHOODS ADJACENT TO UPTOWN.
12. DEVELOP HIGH STANDARDS FOR THE DESIGN AND CONSTRUCTION FOR ALL RESIDENTIAL UNITS IN UPTOWN.
13. ENCOURAGE RESIDENTIAL SECOND STORY DEVELOPMENT IN BOTH EXISTING AND NEW UPTOWN BUILDINGS.
14. REQUIRE A MAJORITY OF LOT FRONTAGE TO BE OCCUPIED BY THE BUILDING AREA AND NOT PARKING FIELDS IN AN EFFORT TO PROMOTE STREET LEVEL ASSOCIATIONS.
15. ENCOURAGE UNIQUE ARCHITECTURAL CHARACTER IN BUILDING FAÇADE DESIGN.
16. ENCOURAGE ACTIVITY AT THE STREET LEVEL.
17. PROMOTE PEDESTRIAN CIRCULATION THROUGH THE PHYSICAL LAYOUT OF BUILDINGS AND USE OF VISUAL CORRIDORS.

DEVELOPMENT VISION

THE UPTOWN PLANNING AREA WILL DEVELOP IN A SUSTAINABLE, COORDINATED AND INTEGRATED MANNER THAT BALANCES THE INTERESTS OF THE RESIDENTS, LAND OWNERS AND BUSINESSES.

IMPLEMENTATION TOOLS

- ◆ Amended zoning regulations refining the establishing a Uptown Zoning District requiring improved design standards related to site planning and building construction.
- ◆ Require that all development proposals are consistent with the provisions contained within this plan.
- ◆ Adopt building and site design standards for Uptown.
- ◆ Amend the Subdivision Code to promote minor and condominium type subdivisions.

GOALS & STRATEGIES



DEVELOPMENT STRATEGIES

- Develop and adopt design standards that are both predictable and reasonable and add both quality and character to development to promote an urban experience.
- Establish standards for public infrastructure and facilities including roads, pedestrian connections, parking areas and streetscapes that are designed to promote both aesthetic and functional quality.
- Proactively pursue the development community for coordinated development proposals within the planning area.
- Identify functionally obsolete buildings, sites and underutilized properties for focused initial development efforts.
- Focus development around highly visible sites and gateways to encourage the creation of a regional place of destination.
- Utilize current market research to attract appropriate uses, business types and high quality development.
- Partner with the development community to create workforce housing, live-work units, family-oriented housing and owner-occupied condominiums to encourage population diversity in the planning area.
- Continue public education and public relations campaigns to actively communicate and promote the Uptown Planning Area plan.
- Require the scale and intensity of development proposals to be consistent with the guidance contained within this plan.
- Evaluate needed amendments to the Zoning and Subdivision Code to accommodate the regulatory recommendations of this Plan.

GOALS & STRATEGIES



SUSTAINABILITY GOALS

1. UTILIZE SUSTAINABLE PRACTICES AT BOTH THE SITE AND BUILDING LEVEL IN BALANCE WITH ECONOMIC GROWTH AND COMMUNITY CHARACTER.
2. REUSE BUILDING AND STRUCTURES TO THE MAXIMUM EXTENT PRACTICAL.
3. REQUIRE THAT DEVELOPMENT IS DESIGNED AND BUILT TO BE BOTH ENERGY-EFFICIENT AND DURABLE, UTILIZING HIGH ARCHITECTURAL STANDARDS.
4. ENCOURAGE THE CERTIFICATION OF BUILDINGS THROUGH LEED, OR ONE OF SEVERAL EQUIVALENT PROGRAMS FOR “GREEN” BUILDINGS.
5. ENCOURAGE ALL NEW OR EXPANDED PUBLIC BUILDINGS MEET OR EXCEED LEED SILVER CERTIFICATION STANDARDS.
6. ENCOURAGE ALL NEW PRIVATE DEVELOPMENT TO MEET OR EXCEED LEED SILVER STANDARDS USING INCENTIVES PROGRAMS.

SUSTAINABILITY STRATEGIES

- Develop incentive programs that require the use of green building techniques based on external valuation systems, such as Energy Star, LEED through the United States Green Building Council (USGBC) or the Green Builders Initiative (GBI) or the Home Builders Association.
- Facilitate the certification process by connecting developers and builders with green building verifiers and processors, and educating developers on the “real costs” of green building.
- Establish expectations for sustainability through architectural guidelines and development requirements.

SUSTAINABILITY VISION

DEVELOPMENT AND IMPROVEMENTS IN UPTOWN WILL INCORPORATE, AND BE EVALUATED IN PART UPON, THE INTEGRATION OF SUSTAINABLE DESIGN AND OPERATIONAL PRACTICES. BUILDINGS AND SITES SHOULD BE DESIGNED IN A MANNER THAT PROMOTES, AND ACKNOWLEDGES, THE CONSIDERATIONS AND NEEDS OF FUTURE GENERATIONS IN BOTH USE AND ENERGY EFFICIENCY.

IMPLEMENTATION TOOLS

- ◆ Create Incentive Programs to be used in conjunction with the current TIF private investment plan for the Uptown Planning Area.
- ◆ Amend the Zoning Code to include specific requirements for both the quality and intent of sustainability.
- ◆ Encourage developers who are experienced in green building practices to undertake projects in the Uptown Planning Area.

“Sustainable development is a strategy by which communities seek economic development approaches that also benefit the local environment and quality of life. It has become an important guide to many communities that have discovered that traditional approaches to planning and development are creating, rather than solving, problems. Where traditional approaches can lead to congestion, sprawl, pollution and resource over-consumption, sustainable development offers real, lasting solutions that will strengthen our future.

Sustainable development provides a framework under which communities can use resources efficiently, create efficient infrastructures, protect and enhance quality of life, and create new businesses to strengthen their economies. It can help us create healthy communities that can sustain our generation, as well as those that follow ours.”

- Smart Communities Network

GOALS & STRATEGIES



TRANSPORTATION, MOVEMENT, ACCESS & INFRASTRUCTURE GOALS

1. INCORPORATE ALTERNATIVE MODES OF TRANSPORTATION INCLUDING MASS TRANSIT, BIKEWAYS AND PEDESTRIAN-FRIENDLY SIDEWALKS.
2. UTILIZE SITE DESIGN APPROACHES THAT PROMOTE EFFICIENT TRAFFIC FLOW PATTERNS.
3. CREATE DEVELOPMENT PATTERNS THAT RESULT IN EFFICIENT CONNECTION TO THE LOCAL AND REGIONAL TRANSPORTATION SYSTEM.
4. EMPLOY SITE DESIGNS THAT MINIMIZE CIRCULATION DISRUPTIONS TO THE TRANSPORTATION NETWORK.
5. EMPLOY PARKING DESIGNS THAT PROMOTE THE EFFICIENT USE OF LAND AND ARE SCREENED FROM THE PUBLIC VIEWSHED.
6. REQUIRE ADEQUATE UTILITIES FOR DEVELOPMENT WHEN IT OCCURS.
7. REQUIRE UTILITIES TO BE LOCATED BELOW GROUND IN ASSOCIATION WITH DEVELOPMENT - PUBLIC AND PRIVATE.

TRANSPORTATION & INFRASTRUCTURE STRATEGIES

- Amend City ordinances to allow bicycle and other transportation methods in Uptown.
- Create and acquire new surface public parking lots that address competition for central business district parking.
- Amend all City informational maps to include bike lanes, bus station and routes, street loop directions.
- Incorporate bike racks and bike lanes into plans for all new public/green spaces uptown.
- Incorporate better signage on Clay Street to promote District as a “loop” and clarify traffic pattern of the District.
- Continue streetscape for aesthetic and utility upgrades, and incorporate bike lanes in subsequent phases.
- Minimize curb cuts to the greatest extent possible in all development proposals.
- Amend current streetscape design to include 4’ bidirectional bicycle path on Clay Street.

TRANSPORTATION VISION

AS THE RESIDENTIAL POPULATION UPTOWN INCREASES, ALTERNATIVES TO CAR-ORIENTED ROADWAYS SUCH AS BICYCLE ROUTES, INCREASED RELIANCE ON THE BUS SYSTEM, AND SHIFTING TO A PEDESTRIAN-ORIENTED NEIGHBORHOOD, BECOME INCREASINGLY IMPORTANT. A MULTIMODAL SYSTEM OF TRANSPORTATION GIVES OPTIONS TO MORE TYPES OF PEOPLE (THE ELDERLY, THE YOUNG, THOSE WITHOUT CARS, ETC.), AND CREATES A MORE ENVIRONMENTALLY RESPONSIBLE TRANSPORTATION NETWORK, WHILE REDUCING THE IMPACTS OF INCREASED TRAFFIC.

IMPLEMENTATION TOOLS

- ◆ Amend the Zoning and Subdivision Code to accommodate appropriate parking requirements and design standards.
- ◆ Require large developments to complete a preliminary transportation impact analysis.
- ◆ Create a utility needs and feasibility study for the City and the Uptown area.
- ◆ Update current streetscape requirements, engineering and IDOT proposals to require the inclusion of bike lanes.

GOALS & STRATEGIES



OPEN & PUBLIC SPACE GOALS

1. **DEVELOPMENT WITHIN THE UPTOWN PLANNING AREA WILL INCLUDE OPEN AND PUBLIC SPACES INTEGRATED WITH ADJACENT DEVELOPMENT AND OPEN SPACES TO THE MAXIMUM EXTENT PRACTICAL.**
2. **PUBLIC SPACES WITHIN DEVELOPMENTS WILL BE INTERCONNECTED THROUGH A SERIES OF PEDESTRIAN AND BICYCLE LINKAGES TO THE MAXIMUM EXTENT PRACTICAL.**
3. **ENTRANCE POINTS AND GATEWAYS FOR UPTOWN WILL AID IN THE DEVELOPMENT OF USEFUL PUBLIC SPACE.**
4. **MAINTAIN COMMITMENT TO THE DEVELOPMENT OF OPEN AND PUBLIC SPACES THROUGH THE UPTOWN STREETScape PROGRAM.**
5. **IDENTIFY ALL GATEWAYS FOR UPTOWN AND PROMOTE THESE AREAS FOR THE EXPANSION AND USE OF PUBLIC OPEN SPACE.**

OPEN & PUBLIC SPACE VISION

THE UPTOWN PLANNING AREA WILL INCLUDE A SYSTEM OF CONNECTED LINEAR OPEN SPACES THAT CONNECT PRIVATE DEVELOPMENT TO NEW AND EXISTING OPEN SPACE, RECREATIONAL FACILITIES, PUBLIC SPACES AND ADJACENT RESIDENTIAL NEIGHBORHOODS.

IMPLEMENTATION TOOLS

- ◆ CREATION OF A PEDESTRIAN AND BICYCLE FACILITIES STANDARDS FOR NEW DEVELOPMENT.
- ◆ CREATION OF LANDSCAPING REQUIREMENTS ALONG THE PUBLIC RIGHTS-OF-WAYS.
- ◆ DEVELOP DESIGN STANDARDS AND GUIDELINES FOR TRAILS, WALKWAYS AND BIKEWAYS.
- ◆ REQUIRE DEVELOPMENT TO INCLUDE INTEGRATED AND CONNECTED OPEN SPACE AND PUBLIC SPACE ELEMENTS.
- ◆ REQUIRE INFRASTRUCTURE, BOTH PRIVATE AND PUBLIC, TO INCLUDE ELEMENTS OF OPEN SPACE.
- ◆ REQUIRE MINIMUM THRESHOLDS FOR FUNCTIONAL OPEN SPACE WITHIN DEVELOPMENT PROPOSALS.
- ◆ CREATE A GATEWAY AND LANDMARK PLAN FOR THE UPTOWN AREA.
- ◆ Evaluate the current streetscape program for consistency with this plan.
- ◆ Create a Gateway and Landmark Plan for Uptown and implement its recommendations.

GOALS & STRATEGIES



OPEN & PUBLIC SPACE STRATEGIES

- Work with property owners, developers, and the Collinsville Recreation District to identify appropriate park, trail and open space opportunities as well as develop maintenance plans for public areas.
- Establish funding for property acquisition and design for public space.
- Focus on plaza space development in the CBD that can handle in excess of 500 visitors either through City or private acquisition.
- Encourage outdoor dining on public spaces.
- Consider “town square” in the central business district to visually connect Clay and Main Streets and create higher property values for surrounding building owners.
- Encourage “green roofs” when appropriate to extend outdoor space to rooftops.
- Seek state park grants to assist with acquisition, equipment and design.
- Work with Collinsville Public Works Department, engineers and IDOT on continued streetscape expansion.
- Include “green” elements to new portions of the streetscape with a focus on pedestrian, bike and other alternative transportation sources. Include bike racks.
- Encourage property owners, especially those bordering public spaces, to commission/provide outdoor public art experiences.

GOALS & STRATEGIES



HISTORIC PRESERVATION GOALS

1. PROTECT EXISTING HISTORIC RESOURCES AND USE A COMBINATION OF FINANCIAL INCENTIVES AND DESIGN GUIDELINES TO PROTECT THEIR INTEGRITY.
2. REQUIRE DEVELOPMENT TO DESIGN IN CONSIDERATION OF ADJACENT HISTORIC BUILDINGS AND PLACES.
3. UTILIZE THE MINER'S THEATRE AS A CULTURAL ASSET AND CATALYST FOR COMMERCIAL AND RESIDENTIAL DEVELOPMENT.
4. DEVELOP A TOURISM PLAN GEARED TOWARD COLLINSVILLE'S HISTORICAL HERITAGE AND RESOURCES.

HISTORIC PRESERVATION STRATEGIES

- Investigate the feasibility of creating a National Register of Historic Places district Uptown to take advantage of historic tax credits.
- Create marketing brochures for heritage tourism purposes and pair with the Illinois Bureau of Tourism for grants to assist.
- Continue TIF funding for structural improvements to the Miner's Theatre building.
- Link and orient development of the central plaza and architecture to the Miner's Theatre.
- Support CARD's efforts for building revitalization with marketing and event assistance at the Miner's Theatre.
- Center CBD development efforts, both through literal orientation of structures on the CBD plaza and by business use, on the Miner's Theatre.
- Continue to provide staff assistance in establishing historic sites throughout the district.
- Encourage economic development successes through use of the TIF program by awarding grants for historically appropriate façade designs.
- Encourage use of historic tax credits where applicable to offset the cost of development.
- Educate developers and the public on the cost-efficiency of historic building redevelopment.

HISTORIC PRESERVATION VISION

THE HISTORIC TRADITION AND STRUCTURES SHOULD BE INTEGRATED INTO DEVELOPMENT AND PRESERVED TO THE MAXIMUM EXTENT PRACTICAL. NEW BUILDINGS, SHOULD, WHERE APPROPRIATE, UTILIZE DESIGN STANDARDS THAT COMPLIMENT THESE STRUCTURES AND DO NOT REFLECT DISENGENUINE DESIGN APPROACHES.

IMPLEMENTATION TOOLS

- Protect the existing historic resources downtown by using a combination of financial incentives and design guidelines to protect their integrity.
- Monitor the TIF ordinance and recommend revisions accordingly.
- Establish private incentives for the development and preservation of historically significant buildings.

GOALS & STRATEGIES



SIGNAGE GOALS

1. DEVELOP SIGNAGE REQUIREMENTS AND STANDARDS IN THE UPTOWN AREA.
2. EDUCATE THE BUSINESS RESIDENTS OF UPTOWN ON SIGNAGE GUIDELINES.
3. ENCOURAGE THE USE OF CREATIVE SIGNAGE THAT REFLECTS LOCAL PERSONALITY AND ADDS VISUAL INTEREST TO THE STREETScape.
4. IDENTIFY AND CATALOGUE BUILDINGS AS CANDIDATES FOR WALL MURALS.
5. CONSIDER AN INCENTIVE PROGRAM FOCUSED ON IMPROVING SIGNAGE AND WALL MURALS.
6. DEVELOP A WAYFINDING AND INFORMATIONAL SYSTEM FOR THE UPTOWN AREA.
7. BRING SIGNAGE REGULATIONS INTO THE ZONING CODE FOR THE UPTOWN AREA AND THE WHOLE CITY.

SIGNAGE STRATEGIES

- Incorporate signage design, minimum maintenance code, and operating standards (materials used, store hours, night-time lighting guidelines, etc.) into the ordinance.
- Standardize/develop graphic standards for storefronts' incidental signage.
- Develop a signage improvement and wall mural grant program.
- Complete a Wayfinding and Informational Signage Plan for Uptown focused on gateways, landmarks and prominent places of interest and businesses.

SIGNAGE VISION

SIGNAGE FOR UPTOWN WILL OCCUR IN A CONTEXT SENSITIVE MANNER. DESIGN REQUIREMENTS AND APPROACHES WILL BE COORDINATED AND REFLECTIVE OF THE HISTORY AND TRADITION OF UPTOWN WHILE INCORPORATING INFORMATIONAL AND WAYFINDING TECHNIQUES.

IMPLEMENTATION TOOLS

- Amend the Sign Code to incorporate signage regulations for Uptown.
- Develop a Wayfinding and Informational Signage Plan to deal with gateways, landmarks and prominent places and businesses.
- Develop regulations and standards for wall mural acceptability and amend the Zoning and Sign Codes accordingly.



An example of wayfinding and informational signage.

GOALS & STRATEGIES



ORGANIZATION GOALS

1. **RE-ENERGIZE THE CURRENT DOWNTOWN ECONOMIC REVITALIZATION COMMISSION (DERC) AND ORIENT ITS MISSION TOWARDS IMPLEMENTATION OF THIS PLAN.**
2. **CONTINUE TO DIVERSIFY AND STABILIZE FUNDING FOR UPTOWN THROUGH VARIOUS FUNDING MECHANISMS.**
3. **CONTINUE TO SUPPORT THE EFFORTS OF CITY STAFF DEDICATED TO THE UPTOWN PLANNING AREA.**
4. **FOSTER PUBLIC SUPPORT FOR THE UPTOWN MASTER PLAN.**

ORGANIZATION VISION

EFFORTS TO MANAGE THE DEVELOPMENT AND ACTIVITIES OF THE UPTOWN AREA SHOULD BE ORGANIZED IN A MANNER THAT CENTRALIZES ACTIVITIES IN AN EFFICIENT MANNER CONSISTENT WITH THE CITY'S STRATEGIC PLAN.

IMPLEMENTATION TOOLS

- Incorporate the recommendations of this Plan into the DERC By-Laws and Mission Statement.
- Develop a vacancy database for property located in the Uptown area.
- Develop a Public Engagement Plan for the Uptown area.

ORGANIZATION STRATEGIES

- **Maintain the database of available space in the Uptown area. Promote this inventory to new and existing tenants.**
- **Focus Economic Development on the existing small to mid-sized businesses and encourage their expansion in the uptown.**
- **Evaluate DERC activities in a consistent manner with this plan.**
- **Convey organizational planning, events, incentive programs, etc. through the Uptown and City websites.**



GOALS & STRATEGIES



BRANDING, MARKETING AND TOURISM GOALS

1. DESIGN A FUNCTIONAL AND MARKETABLE BRAND FOR UPTOWN COLLINSVILLE.
2. DESIGN A LOGO FOR UPTOWN COLLINSVILLE CONSISTENT WITH ITS ESTABLISHED BRAND.
3. FORMULATE A BRANDING COMMUNICATIONS PLAN THAT INCLUDES THE FOLLOWING ELEMENTS: BRANDING STRATEGY, BRAND MESSAGING, MARKETING STRATEGY, AND MARKETING PROGRAMS.
4. INTEGRATE THE BRAND INTO VARIOUS CITY-WIDE APPLICATIONS, SUCH AS CULTURAL AND CIVIC CENTERS, BUSINESS CORRIDORS, AND OTHER DESTINATIONS UPTOWN.
5. WORK WITH SURROUNDING NEIGHBORHOODS TO CREATE IDENTIFIABLE FEATURES INCLUDING GATEWAY LANDSCAPING, LOGOS, AND SIGNAGE.
6. ESTABLISH A UNIFIED MARKETING AND COMMUNICATIONS PLAN TO ADVERTISE LOCALLY, REGIONALLY, AND BEYOND.
7. DEVELOP HERITAGE TOURISM PLAN.
8. EXPLORE THE FEASIBILITY OF CREATING A WI-FI NETWORK FOR THE UPTOWN AREA.
9. CONSISTENTLY AMEND ALL DOWNTOWN REFERENCES WITH THE UPTOWN NOMENCLATURE.

BRANDING, MARKETING AND TOURISM STRATEGIES

- Incorporate the Uptown Collinsville logo into way-finding signage and displays Uptown.
- Differentiate special areas or districts by color-coding the signage.
- Focus Economic Development on the existing small to mid-sized businesses and encourage their expansion in the Uptown.
- Undertake a feasibility study focused on the provision of providing Wi-Fi for the Uptown area.
- Explore partnerships opportunities for the provision of Wi-Fi to the Uptown area.
- Incorporate a custom login screen that promotes area events and provides advertising revenue within the Wi-Fi proposal.
- Promote Uptown website to include business directory, public feedback, planning goals, event promotion, investment opportunities and other informational materials.
- Utilize cross marketing techniques and increase business participation between businesses and their target markets.

BRANDING, MARKETING & TOURISM VISION

THE PROMOTION OF THE UPTOWN AREA SHOULD OCCUR IN A COORDINATED AND CONSOLIDATED MANNER AND BE SINGULARLY FOCUSED ON THE CULTIVATION OF A BRAND FOR UPTOWN AND ITS PROMOTION.

IMPLEMENTATION TOOLS

- Create a Branding Plan for the Uptown area.
- Address the discrepancy in the Downtown and Uptown name.
- Evaluate the feasibility of creating an Uptown Wi-Fi network.

GOALS & STRATEGIES



CULTURAL & EVENTS GOALS

1. **CREATE A CITY MAINTAINED CONSOLIDATED UPTOWN WEBSITE THAT IS ACCESSIBLE BY OTHER COMMUNITY ORGANIZATIONS.**
2. **PROGRAM SMALLER, CONSISTENT EVENTS LIKE THE “SUMMER MUSIC MIX” AND “BLUES-A-PALOOZA” IN THE UPTOWN AREA.**
3. **INCLUDE MULTI-CULTURAL EXPERIENCES WITHIN THE SMALLER EVENT SCHEDULE FOR UPTOWN.**
4. **INCORPORATE YOUTH ORIENTED EVENTS INTO THE UPTOWN EVENTS PROGRAM AND SCHEDULE.**
5. **CROSS-MARKET UPTOWN EVENTS BETWEEN ALL COMMUNITY ORGANIZATIONS.**

CULTURAL & EVENTS PROGRAMMING VISION

CULTURAL RESOURCES SHOULD BE INCORPORATED, AND CAPITALIZED UPON IN ESTABLISHING A PROGRAM FOR EVENTS AND SPECIAL ACTIVITIES IN THE UPTOWN AREA.

IMPLEMENTATION TOOLS

- DEVELOP A CITY MAINTAINED WEBSITE FOR UPTOWN.
- DEVELOP AN EVENTS PLAN THAT INCLUDES INVOLVING OTHER CULTURES AND YOUTH.

CULTURE & EVENTS PROGRAMMING STRATEGIES

- Increase advertising and the promotion and awareness efforts for existing events both locally and regionally.
- Assist in coordinating events for private organizations and businesses when deemed compatible with the City's goals.
- Increase the complexity of events and involvement of sponsors to not only increase pedestrian foot traffic but also provide a direct positive increase in business revenues.



CITY OF COLLINSVILLE

CHAPTER 5: LAND USE

UPTOWN COLLINSVILLE

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INTRODUCTION

This section of the plan is an overview of the recommended future land use within the Uptown Planning Area. In this section the reader will find a discussion of land use recommendations and their associated land use definitions providing a common vocabulary for land use evaluation. Specific recommendations for land use are contained in Chapter 6, PLANNING DISTRICT POLICIES.

The future land use map is not a zoning map, but rather a guide for future land use, identifying the preferred future land use pattern. The purpose of the map is to guide the decisions of property owners, developers and public policy makers over the life of the plan. The future land use map is designed to be used in conjunction with the goals and strategies and the development policies of the plan. Development investment, infrastructure, and regulatory decisions should enable the Uptown Planning Area to achieve the vision of this plan and the land uses shown on the map. The Land Use Map only identifies categories of land uses. Other aspects of site design and development, such as inclusion of green space, site layout, infrastructure needs, architectural and landscaping requirements, are not portrayed by the map. Additionally, items related to site development are described in the goals and policies of the plan and the city's Zoning Code.

The Uptown Planning Area is broken down into three "Planning Districts." These districts are sub-planning areas that allow a focused and concise discussion of future land use and development policies. Based on common elements within each district, this approach sets up a simpler framework to address shared land use themes.

MAP DEFINITIONS

A *Land Use map* describes preferred future land uses. It is a guide for development decisions over a period of time.

A *Zoning map* identifies the boundaries of zoning districts. It is a legal document that identifies the current permitted uses of property.

POLICY DEFINITION

A specific statement of principle or of guiding actions that implies clear commitment but is not mandatory. A general direction that a governmental agency sets to follow in order to meet its goals and objectives before undertaking an action program.

"Order is the shape upon which beauty depends."

—Pearl S. Buck

TABLE 5.A: LAND USE ACCEPTABILITY MATRIX

LAND USE CATEGORY	GARDEN PLANNING DISTRICT	CENTRAL BUSINESS PLANNING DISTRICT	MARKET PLANNING DISTRICT
SINGLE FAMILY RESIDENTIAL	ENCOURAGED	DISCOURAGED	ENCOURAGED
MULTI-FAMILY RESIDENTIAL	CONDITIONALLY ACCEPTED	DISCOURAGED	CONDITIONALLY ACCEPTED
MIXED-USE	ENCOURAGED	ENCOURAGED	ENCOURAGED
SERVICE RETAIL	CONDITIONALLY ACCEPTED	ENCOURAGED	ENCOURAGED
REGIONAL RETAIL	PROHIBITED	PROHIBITED	ENCOURAGED
HOSPITALITY	DISCOURAGED	ENCOURAGED	ENCOURAGED
OFFICE	DISCOURAGED	ENCOURAGED	ENCOURAGED
LIVE/WORK UNITS	ENCOURAGED	ENCOURAGED	ENCOURAGED
OPEN SPACE	ENCOURAGED	ENCOURAGED	ENCOURAGED
INSTITUTIONAL	ENCOURAGED	ENCOURAGED	CONDITIONALLY ACCEPTED

ENCOURAGED

The proposed use is encouraged and its purpose, location, design, and effect should be fostered and supported in the Planning Area. Development must still conform to all applicable regulations.

CONDITIONALLY ACCEPTED

The proposed use is acceptable, provided that the applicable design guidelines, mitigation techniques, and performance standards are implemented as set forth in this plan and all other regulatory documents.

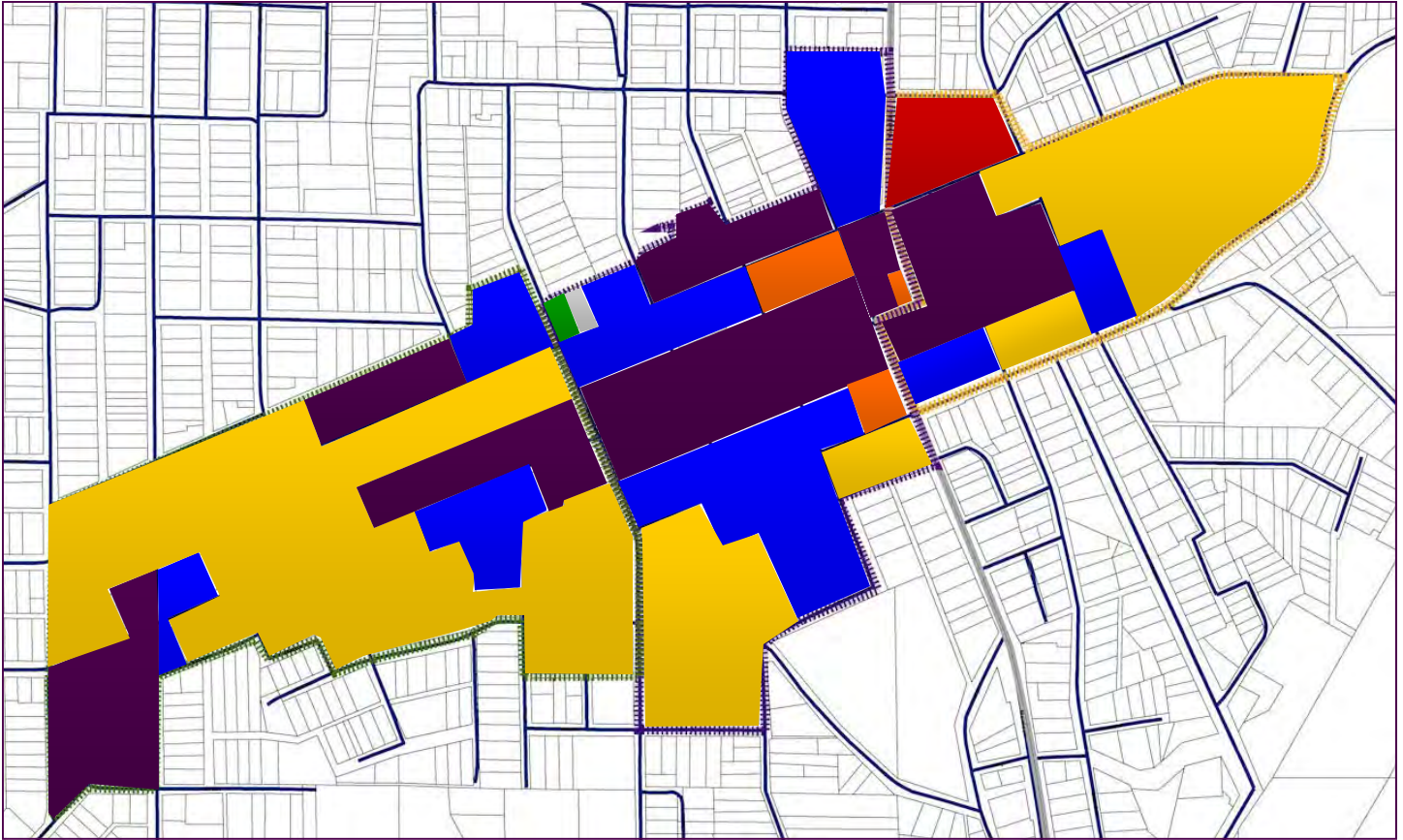
DISCOURAGED

The proposed use is likely to be rejected or denied because it is not in compliance with the Uptown Plan. While applicants will be dissuaded from proposed discouraged uses, consideration of these uses is dependent on the applicant’s ability to demonstrate mitigating or compensating measures for the project’s impact. These measures, when incorporated into the site plan, must result in a substantial gain in overall quality of development in the Uptown Planning Area.

PROHIBITED

The proposed use is unacceptable and the City will use its legal authority to reject or deny the proposal.

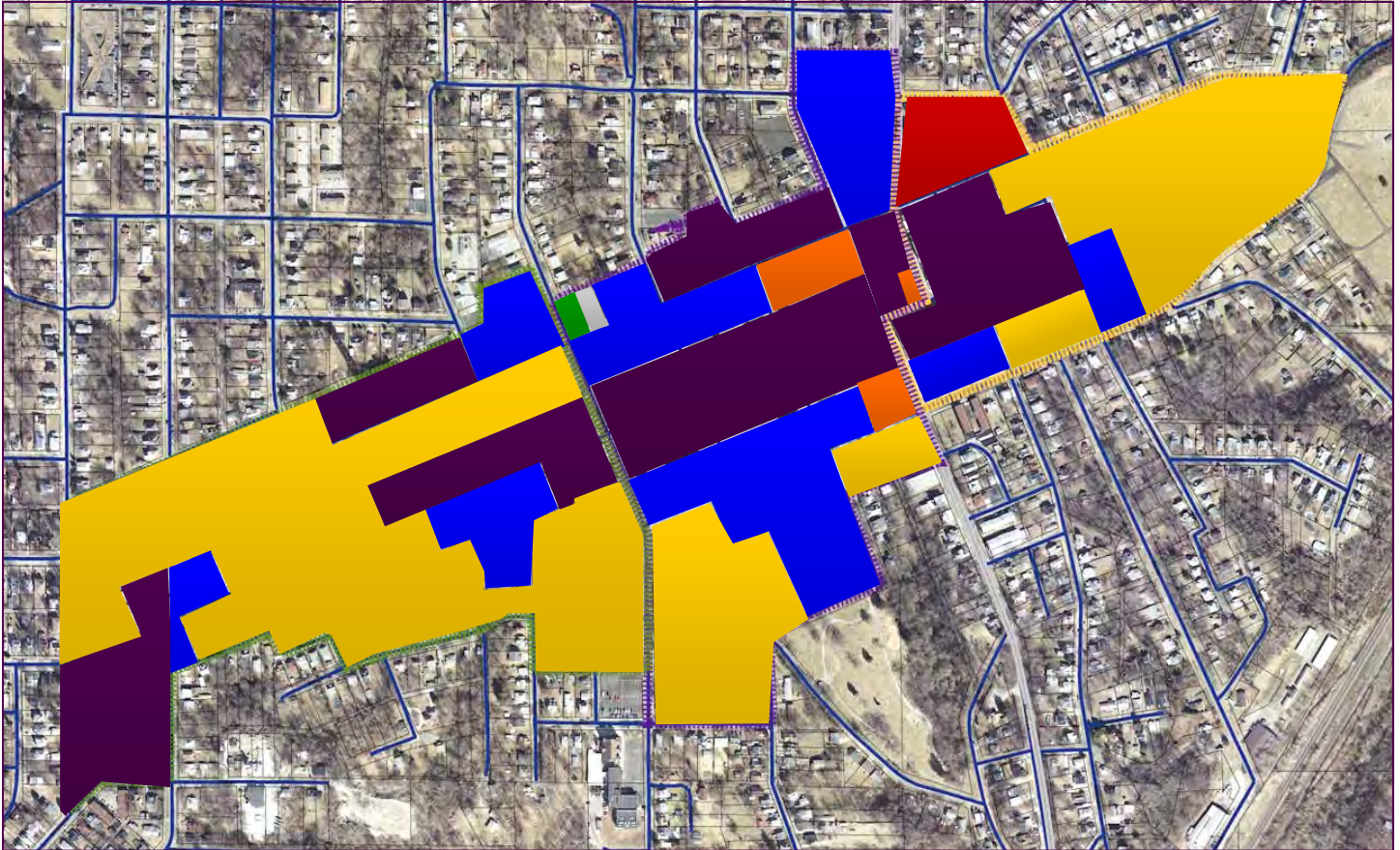
LAND USE



- SINGLE-FAMILY RESIDENTIAL
- INSTITUTIONAL
- OPEN SPACE
- OFFICE

- MIXED-USE
- SERVICE RETAIL
- REGIONAL RETAIL

LAND USE



- SINGLE-FAMILY RESIDENTIAL
- INSTITUTIONAL
- OPEN SPACE
- OFFICE

- MIXED-USE
- SERVICE RETAIL
- REGIONAL RETAIL

LAND USE



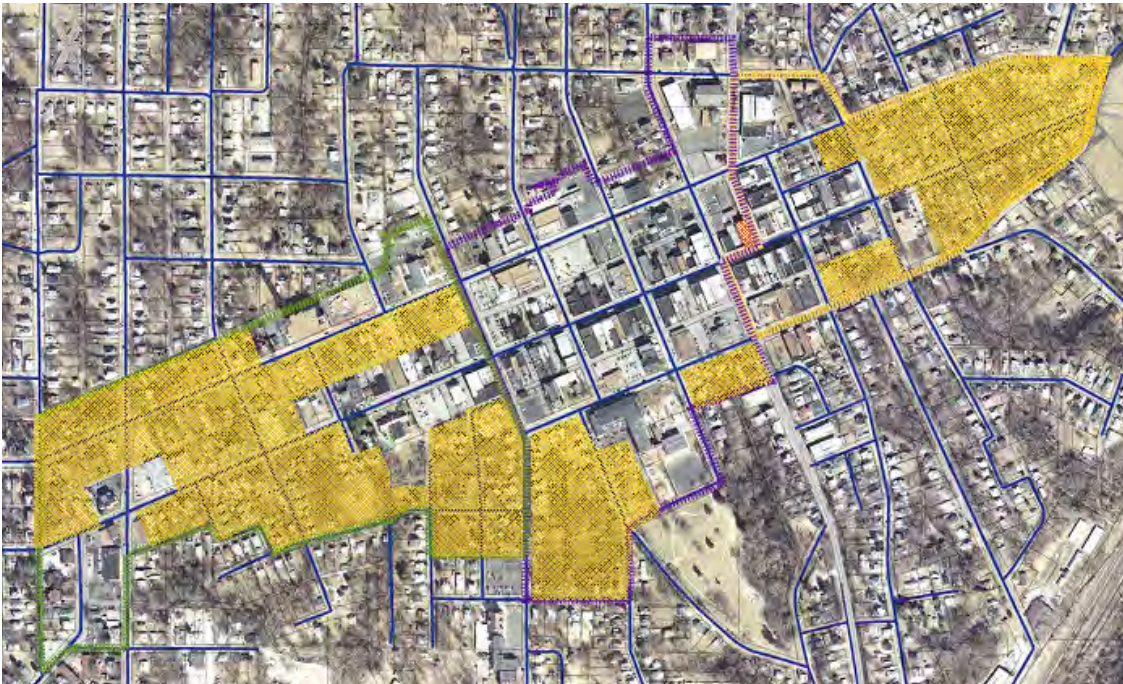
SINGLE-FAMILY RESIDENTIAL

PURPOSE & CHARACTERISTICS:

- ◆ SINGLE-FAMILY RESIDENTIAL IS USED TO DESCRIBE A VARIETY OF HOUSING TYPES THAT ACCOMPLISH GROSS DENSITIES AROUND 8 - 12 UNITS PER ACRE. SMALL LOT SINGLE FAMILY HOMES, ROW HOUSES, MANSION HOMES, GRANNY FLATS, AND EVEN SOME CONDOMINIUM UNITS CAN ALL BE PART OF SINGLE-FAMILY RESIDENTIAL DEVELOPMENT IN THE UPTOWN PLANNING AREA.
- ◆ DENSITIES ACHIEVED IN THESE AREAS ACCOMMODATE THE NECESSARY POPULATION TO PROMOTE NEIGHBORHOOD BUSINESSES AND PEDESTRIAN ORIENTED DEVELOPMENT. HIGHER DENSITY SINGLE-FAMILY RESIDENTIAL DEVELOPMENT IS MORE LIKELY TO BE MORE AMENITY RICH THAN AREAS OF LOWER DENSITY BECAUSE OF THE INCREASED POPULATION DEMAND. ADDITIONALLY, THE ECONOMY OF SCALE ASSOCIATED WITH HIGHER DENSITY DEVELOPMENT ALLOWS THE DEVELOPER TO SELL MORE UNITS THEREBY FOSTERING ADDITIONAL MONIES TO BE DIRECTED TO ASSOCIATED AMENITIES.
- ◆ SINGLE-FAMILY RESIDENTIAL UNITS SHOULD BE DESIGNED IN A MANNER TRADITIONALLY REFLECTIVE OF URBAN STYLES AND APPROACHES; THE INCORPORATION OF SUBURBAN DESIGN WILL BE DISCOURAGED.

PREFERRED LOCATION CRITERIA:

- ◆ GARDEN DISTRICT
- ◆ CENTRAL BUSINESS DISTRICT
- ◆ MARKET DISTRICT



EXPECTATION



LAND USE



MULTI-FAMILY RESIDENTIAL

PURPOSE & CHARACTERISTICS:

- ◆ **MULTI-FAMILY RESIDENTIAL IS USED TO DESCRIBE A VARIETY OF HOUSING TYPES THAT ACCOMPLISH GROSS DENSITIES AROUND 12 - 20 UNITS PER ACRE AND ARE DESIGNED TO ACCOMMODATE SEVERAL UNRELATED HOUSEHOLDS. TRADITIONAL GARDEN STYLE APARTMENTS, TOWNHOUSES, CONDOMINIUMS, ROW HOUSES AND MULTIPLE OCCUPANCY MANSION HOMES CAN ALL BE PART OF MULTI-FAMILY RESIDENTIAL DEVELOPMENT IN THE UPTOWN PLANNING AREA.**
- ◆ **MULTI-FAMILY RESIDENTIAL AIDS IN PROVIDING A SUSTAINABLE RESIDENTIAL COMMUNITY OFFERING A MIX OF UNIT TYPES IN APPROPRIATE LOCATIONS BY SUPPORTING VARIETY AND OPTIONS IN LIVING ENVIRONMENTS WHILE PROTECTING AND IMPROVING THE COMMUNITY'S PROPERTY VALUES. THIS TYPE OF RESIDENTIAL DEVELOPMENT INCLUDES THE NECESSARY ASSOCIATED COMPONENTS TO SUPPORT THE DEVELOPMENT AS AN INDEPENDENT COMMUNITY.**

PREFERRED LOCATION CRITERIA:

- ◆ **NONE**

SECONDARY LOCATION CRITERIA:

- ◆ **GARDEN DISTRICT**
- ◆ **MARKET DISTRICT**



LAND USE



OFFICE

PURPOSE & CHARACTERISTICS:

- ◆ OFFICE DESCRIBE USES FOCUSED ON THE TRANSACTION OF GENERAL BUSINESS, BUT EXCLUDING PRIMARY RETAIL AND OTHER USES. HOWEVER, A BUILDING USED PRIMARILY FOR OFFICES MAY INCLUDE ANCILLARY SERVICES FOR OFFICE WORKERS, SUCH AS A RESTAURANT, COFFEE SHOP, NEWSPAPER, OR INCIDENTAL RETAIL.
- ◆ DESIGN FOR OFFICE BUILDINGS SHOULD INCLUDE STREET ORIENTATION AND SHOULD BE DESIGNED IN A MANNER THAT IS COMPATIBLE WITH, AND COMPLEMENTARY OF, ADJACENT HISTORIC STRUCTURES.
- ◆ OFFICE BUILDINGS SHOULD EXCEED TWO STORIES, BUT NOT EXCEED FOUR STORIES. USABLE SPACE SHOULD BE PROVIDED IN A RANGE OF 10,000 - 60,000 SQUARE FEET WITH EXCEPTION BASED ON A FLOOR TO AREA RATIO (FAR) ANALYSIS.

LOCATION CRITERIA:

- ◆ CENTRAL BUSINESS DISTRICT
- ◆ MARKET DISTRICT

EXPECTATION



LAND USE



SERVICE RETAIL

PURPOSE & CHARACTERISTICS:

- ◆ SERVICE RETAIL DESCRIBES USES INCLUDING RETAIL AND PERSONAL SERVICE TYPE BUSINESSES THAT OFFER CONVENIENT ACCESS FOR EMPLOYEES AND VISITORS OF NEARBY DEVELOPMENT.
- ◆ THE PRIMARY TRADE AREA FOR SERVICE RETAIL IS GENERALLY ONE TO THREE MILES.
- ◆ THESE USES SHOULD BE NO LARGER THAN 10,000 SQUARE FEET OR FEWER OF GROSS FLOOR AREA ENGAGED IN THE SALE OR RENTAL OF GOODS FOR CONSUMER OR HOUSEHOLD USE; EXCLUDING, HOWEVER, ANIMAL SALES OR SERVICE; BUILDING MATERIALS AND/OR SUPPLIES, SALES, OR RENTAL. TYPICAL USES INCLUDE SALE OF CONSUMER GOODS OR ART OR CRAFT OBJECTS, FLOWER SHOPS, GIFT SHOPS, AND BOUTIQUES.

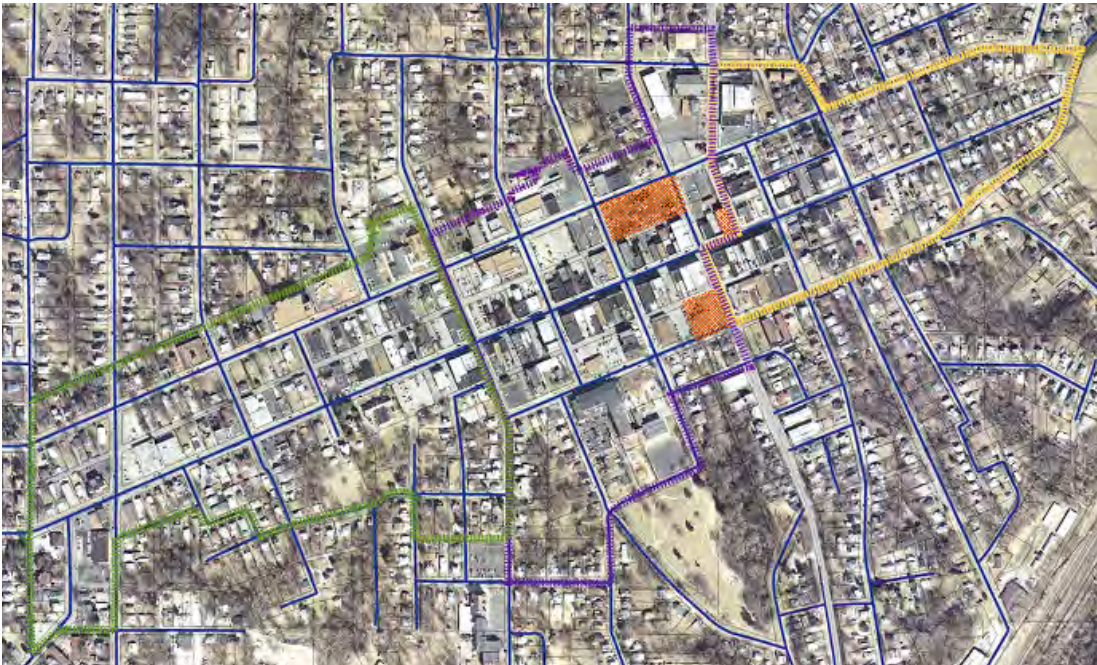
LOCATION CRITERIA:

- ◆ CENTRAL BUSINESS DISTRICT

SECONDARY LOCATION CRITERIA:

- ◆ GARDEN DISTRICT
- ◆ MARKET DISTRICT

EXPECTATION



LAND USE



REGIONAL RETAIL

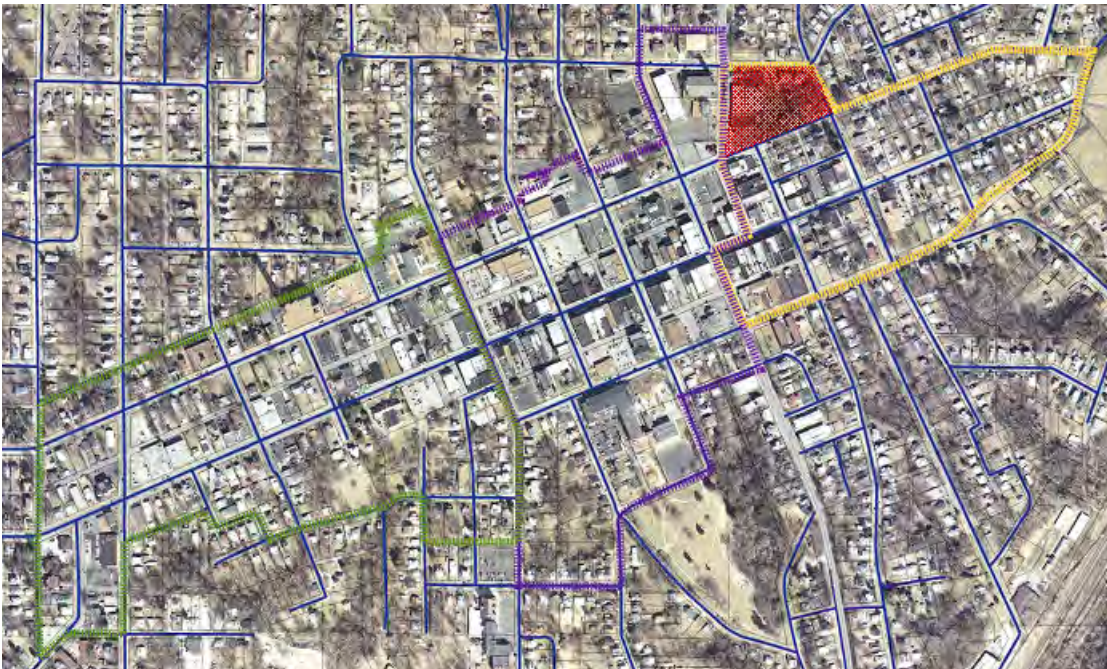
PURPOSE & CHARACTERISTICS:

- ◆ REGIONAL RETAIL DESCRIBES USES INCLUDING DESTINATION RETAIL AND PERSONAL SERVICE TYPE BUSINESSES THAT OFFER CONVENIENT ACCESS FOR EMPLOYEES AND VISITORS ON A REGIONAL SCALE.
- ◆ THE PRIMARY TRADE AREA FOR SERVICE RETAIL IS GENERALLY ONE TO FORTY MILES.
- ◆ THESE USES SHOULD BE NO LARGER THAN 60,000 SQUARE FEET OR FEWER OF GROSS FLOOR AREA ENGAGED IN THE SALE OR RENTAL OF GOODS FOR CONSUMER OR HOUSEHOLD USE.
- ◆ THE DESIGN OF REGIONAL RETAIL USES SHOULD DISCOURAGE CORPORATE ARCHITECTURE WITH NO MORE THAN 50% OF LOT FRONTAGE COMPOSED OF PARKING AREAS
- ◆ PRIMARY FACADES SHOULD BE INCORPORATED FOR EACH STREET FRONTAGE.
- ◆ BUILDING ORIENTATION SHOULD BE TO ALL PUBLIC FRONTING STREETS.

LOCATION CRITERIA:

- ◆ MARKET DISTRICT

EXPECTATION



LAND USE



MIXED USE

PURPOSE & CHARACTERISTICS:

- ◆ MIXED-USE DESCRIBES USES DESIGNED IN A DENSE, COMPATIBLE MANNER, AND INCORPORATING A DIVERSE VERTICAL MIX OF RETAIL, RESIDENTIAL, COMMERCIAL BUSINESS AND HOSPITALITY LAND USES.
- ◆ MIXED-USE DEVELOPMENTS INCORPORATE A BROAD MIX OF USES THAT ARE DESIGNED IN A COMPATIBLE MANNER THROUGH BUILDING AND SITE DESIGN; TRADITIONAL STRIP COMMERCIAL DESIGN IS PROHIBITED.
- ◆ PEDESTRIAN CIRCULATION IS INTEGRATED THROUGHOUT THE SITE AND TO SURROUNDING USES, DEVELOPMENTS AND NEIGHBORHOODS.
- ◆ BUILDING SIZE AND USE INTENSITY CAN BE BROAD AND VARIED; CAN BE TOURIST AND/OR RECREATION ORIENTED; GENERAL AND SPECIALTY RETAIL; MIX OF MULTIFAMILY HOUSING TYPES; CATALYST FOR HIGH QUALITY DEVELOPMENT; USEFUL IN CREATING COMPACT DEVELOPMENT NODES CENTERED ON PLAZAS AND OTHER PUBLIC SPACES.
- ◆ AT LEAST TWO DIFFERENT USES PER HALF BLOCK ARE ENCOURAGED WITH SECONDARY USES OCCURRING ABOVE STREET LEVEL.
- ◆ AS THE SIZE OF THE PROJECT INCREASES, THE NUMBER OF STREET-LEVEL SECONDARY USES SHOULD INCREASE PROPORTIONALLY.

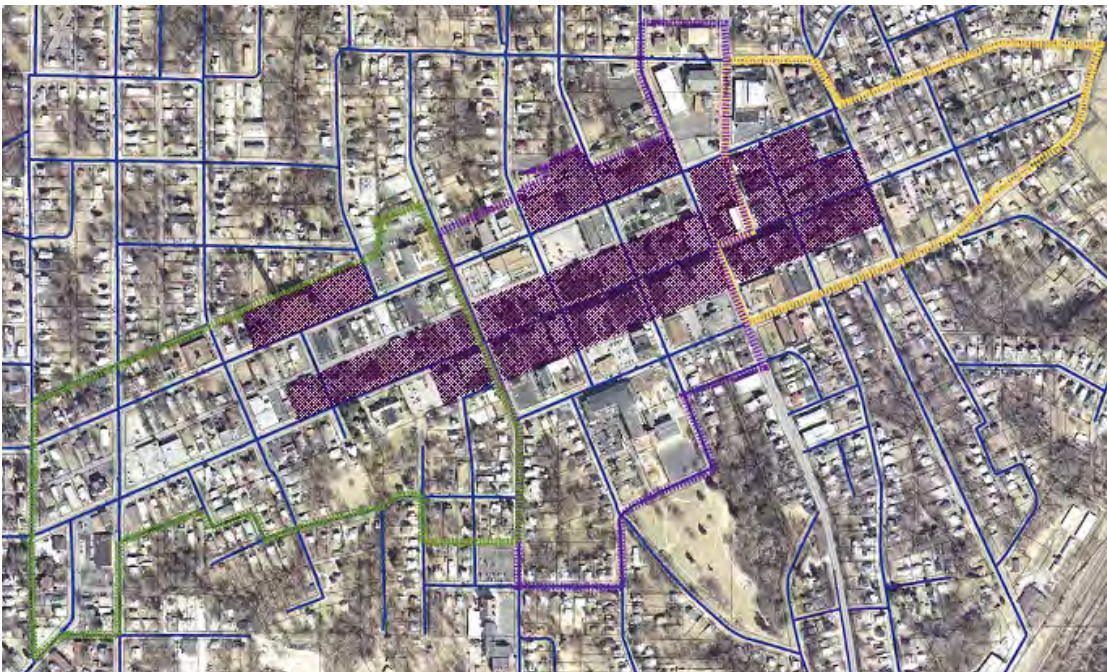
PREFERRED LOCATION CRITERIA:

- ◆ CENTRAL BUSINESS DISTRICT
- ◆ MARKET DISTRICT

SECONDARY LOCATION CRITERIA:

- ◆ GARDEN DISTRICT

EXPECTATION



LAND USE



LIVE/WORK UNITS

PURPOSE & CHARACTERISTICS:

- ◆ LIVE/WORK UNITS DESCRIBE A RESIDENTIAL UNIT USED FOR BOTH DWELLING PURPOSES AND ANY PERMISSIBLE NON-RESIDENTIAL USE IN WHICH THE UNIT IS LOCATED, PROVIDED THAT NOT MORE THAN TWO PERSONS WHO DO NOT RESIDE IN THE UNIT ARE EMPLOYED ON THE PREMISES.
- ◆ THE SAME TENANT MUST OCCUPY THE WORK AREA AND LIVING AREA.
- ◆ LIVE/WORK UNITS HAVE NO MORE THAN 50 PERCENT OF THE FIRST STORY OF THE BUILDING AVAILABLE AS COMMERCIAL OR OFFICE SPACE.

PREFERRED LOCATION CRITERIA:

- ◆ GARDEN DISTRICT
- ◆ MARKET DISTRICT



EXPECTATION



LAND USE



OPEN SPACE

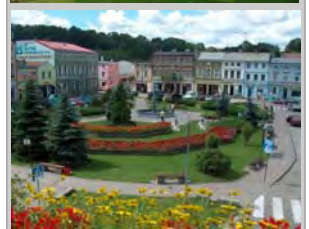
PURPOSE & CHARACTERISTICS:

- ◆ OPEN SPACE DESCRIBES ANY LAND USED FOR RECREATION, CULTURAL PRESERVATION, AMENITY, AND/OR BUFFERYARDS. PUBLIC PLAZAS AND GATHERING AREAS ARE CONSIDERED COMPONENTS OF OPEN SPACE.
- ◆ OPEN SPACE AREAS PROVIDE VISUAL RELIEF TO DEVELOPED AREAS AND MAY INCLUDE SUCH COMPLEMENTARY STRUCTURES AND IMPROVEMENTS AS ARE NECESSARY AND APPROPRIATE.

PREFERRED LOCATION CRITERIA:

- ◆ PUBLIC PLAZA/TOWN SQUARE: CENTRAL BUSINESS DISTRICT
- ◆ STREET PLAZA: GARDEN AND MARKET DISTRICTS
- ◆ POCKET OR NEIGHBORHOOD PARK: GARDEN, CENTRAL BUSINESS AND MARKET DISTRICTS

EXPECTATION



LAND USE



INSTITUTIONAL

PURPOSE & CHARACTERISTICS:

- ◆ INSTITUTIONAL LAND USES DESCRIBE FACILITIES THAT PROVIDE A PUBLIC SERVICE AND ARE OPERATED BY A FEDERAL, STATE, OR LOCAL GOVERNMENT, PUBLIC OR PRIVATE UTILITY, PUBLIC OR PRIVATE SCHOOL OR COLLEGE, CHURCH, PUBLIC AGENCY, OR TAX-EXEMPT ORGANIZATION.

LOCATION CRITERIA:

- ◆ GARDEN DISTRICT
- ◆ CENTRAL BUSINESS DISTRICT
- ◆ MARKET DISTRICT

EXPECTATION



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GROWTH QUALITY
VALUES COMMUNITY



CHAPTER 6: PLANNING DISTRICT POLICIES

UPTOWN COLLINSVILLE

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GROWTH QUALITY
VALUES COMMUNITY

PLANNING DISTRICT POLICIES



PLANNING DISTRICT OVERVIEW & APPROACH

The planning approach to the Uptown Planning Area is comprehensive in both scope and application. The goals and strategies apply on a planning area-wide basis to all three planning districts. When fully developed, the planning area should contain a sustainable diverse mix of uses and architecture, a formula that will add both value and character to the city. In an effort to further delineate planning policies in the Uptown Planning Area, three distinct planning districts are identified, each sharing common characteristics, but characteristics (i.e. site and building design, land use, future and present infrastructure and locational aspects) that distinguish each from the others. For example, architectural design policy issues for the Garden District are different from those of the Market District. Similarly, land adjacent to Illinois State Highway 159 will face different development issues than land not directly adjacent to the highway.

The variety of building styles, access, infrastructure, and other physical conditions necessitate the crafting of a planning approach that addresses diversity. Therefore, the breakdown of the planning area into these smaller, more distinctive planning districts is a necessity for planning purposes. The identification of smaller areas allows for strategies and recommendations to be tailored to the individual needs of a particular area. The selection of these district boundaries was also influenced by man-made features, such as highways and existing development.

The geography, infrastructure, and existing land use patterns within the Uptown Planning Area set up three distinct planning districts:

GARDEN DISTRICT

CENTRAL BUSINESS DISTRICT

MARKET DISTRICT

This breakdown allows a focused discussion of policies based on unique characteristics, constraints and opportunities for each district. Once the planning district boundaries were determined, a vision statement was prepared to guide the approach to future land use.

Recommendations for each of these planning districts are outlined in the following sections. These recommendations begin with a description of the planning issues facing each district followed by a summary “*vision*” for the district, and an indication of appropriate future land uses. Development policies are then identified for the district, which are intended to guide both the city and property owners in considering future development options and requests. Development policies should be viewed as a complement to the Goals and Strategies providing the next level of guidance for the responsible and orderly development of land.

While ensuring both an economically productive pattern of development for the city and providing increased value to land owners is important, it is also critical that the city require that the Uptown Planning Area develop in such a way that it enhances both the regional image of the city and the needs of the overall community. This plan presents recommendations designed to add both value and character to the planning area. Development proposals in the form of rezoning petitions will be expected to address the following general questions regarding its impacts:

- ◆ Does the development improve the image of Collinsville?
- ◆ Does the development provide a needed amenity to the community?

POLICY DEFINITION

A specific statement of principle or of guiding actions that implies clear commitment but is not regulatory in nature. A policy is also a general direction that a governmental agency sets to follow in order to meet its goals and objectives before undertaking an action program.

VISION DEFINITION

The dictionary defines a vision as “An Image of the future we seek to create”. A vision statement describes in graphic terms where the goal-setters want to see themselves in the future. It may describe how they see events unfolding over 10 or 20 years if everything goes exactly as planned.

DEVELOPMENT GUIDELINES

Development guidelines establish the general character that is expected to be present in a proposed development. These guidelines along with land use will establish the baseline for evaluation of development proposals within the planning area.

DESIGN GUIDELINES

Design Guidelines are a set of guidelines regarding the architectural appearance of a building, site or improvement, that governs the alteration, construction, demolition, or relocation of a building, site or improvement.

“Men perish because they cannot join the beginning with the end.”

- ALCAMAEON



- ◆ Does the development adhere to the goals and strategies established in the plan?
- ◆ Does the development contribute to the financial well being and stability of the city?
- ◆ Does the development’s design add character to the area and the city?

The first component that furthers development quality is “quality begets quality”; high quality development sets a tone that attracts additional high quality development. The City is in the position, after years of accepting “average” quality development, to elevate expectations beginning in whole with the Uptown Planning Area. It is envisioned that improved standards, planning of infrastructure improvements and inclusion of amenities will attract even higher quality development in which architecture, landscape and urban design are fully integrated across developments, the planning area and the entire City.

“Quality” is a difficult concept to define, especially when it relates to real estate development. Quality and character are often thought of as subjective ideas that on the surface appear difficult to quantify and seem intangible. However, the fact that subjective concepts cannot always be quantified does not mean that fair, reasonable, effective standards cannot be established. It is well demonstrated that design standards related to land use, public facilities, site planning, building configuration, materials and orientation, landscaping, pedestrian facilities, signage, lighting, and other aspects of public and private development can be established and development character can achieve a certain level of “quality”. At the same time, these standards must be administered efficiently and consistently without creating uncertainty and undue delay in the development review process.

However, the responsibility for quality does not solely rest within the private sector. It is equally important that the city apply the same high standards for the public realm as those to which private development is held. The way in which streets are designed, development is integrated with public facilities, the way open spaces and public

HIGHEST AND BEST USE

“The use of property that will bring to its owner the greatest profit if offered for sale. In theory, the economics of the real estate market establish a maximum value for each parcel of land at any given time. Ordinances are sometimes challenged as they apply to particular sites because they prevent the highest and best use. Where the ordinance is found to be a valid exercise of the police power (viz., it accomplishes a demonstrable public purpose and is based on a plan), such arguments are seldom decisive. But where a court does not find in the ordinance a public benefit overriding the loss to the property owner of the highest and best use, the court may find that there has been a taking of property without due process of law and declare the provisions of the ordinance invalid.”

-American Planning Association

“Growth is inevitable and desirable, but destruction of community character is not. The question is not whether your part of the world is going to change. The question is how.”

-Edward T. McMahon,
The Conservation Fund



TABLE 6.A: PLANNING DISTRICT ACREAGE

DISTRICT	ACRES	%
GARDEN DISTRICT	59.4	40.9%
CENTRAL BUSINESS DISTRICT	52.1	35.8%
MARKET DISTRICT	33.9	23.3%
TOTAL	145.4	100.0%

properties are maintained and operated are critical to community character. “*Streetscape*” standards are particularly important; street landscaping, lighting, traffic control devices, signage, the location of utility lines and other public infrastructure can be designed to achieve an overall aesthetic image, in addition to serving mere functional purposes.

When considering the future character of this area, it is important to recognize that there is substantial public investment in the area that has begun to establish an image. The City has already made a substantial investment in the area by spending approximately \$1 million on streetscape improvements and an additional \$3 million for municipal buildings.

GENERAL DEVELOPMENT GUIDELINES

There are a number of general policies that are applicable to any developable site within the Uptown Planning Area regardless of what planning district the site is located within. These policies work with the Uptown Future Land Use Map, and are applicable across the five planning districts that support development. The vision for the success of the Uptown Planning Area is one that encompasses several general expectations for its form. While certainly the function of the area is appropriate, the form, both aesthetically and relationally, must be the key tenets for the area.

CREATE DEVELOPMENT DENSITY

With guidance, density can add variety and vitality to the Uptown, thereby enhancing safety by reducing unpopulated, unused areas. Additionally, it results in a walkable Uptown where reliance on cars is reduced and where one can live, work, and shop in the best part of Collinsville without having to use a highway. For those who do not live Uptown, a dense core can produce the kind of pressure necessary to support enhanced mass transit options for the entire city. The encouragement of development density in Uptown can also redirect the focus of current growth away from the periphery, concentrating use in an area with existing infrastructure and services.

ENCOURAGE MIXED USE DEVELOPMENT

Creating a variety of uses is critical to having a successful 24-hour Uptown. In America’s recent past the central cores of many cities have developed primarily as centers of business, inhabited by office buildings, frequently with single tenants. These centers expand and contract with the market for office space, and are disproportionately impacted by economic cycles. St. Louis is a good examples of this sort of city. Employees who work in these city centers frequently live outside it because necessary services to support residential living are unavailable. Large numbers of commuters leave the core each evening, taking with them the critical population necessary to support a well rounded 24-hour Uptown. A diversity of development Uptown can better support residential development and decrease the need for commuting, thus creating a city core where people are able to live, shop and work in one area.

BUFFER NEIGHBORHOOD EDGES

Existing traditional downtown neighborhoods contribute to the overall success and character of the area. They are an important part of the mix that creates an active community life in this area. This residential character needs to

Benefits of Density

Encouraging dense development in appropriate locations can promote the community vision and goals. Some benefits realized through increased density are: capitalizing on existing infrastructure to reduce the cost of providing public services; reducing traffic congestion and supporting transit by developing at higher densities around transit stations; and using transfer of development rights ordinances to encourage the preservation of rural character and agricultural land uses. Higher density areas can more easily include walkable commercial and employment centers, and are better served by local and regional transit.

be considered in the design and planning of adjacent non-residential development. Conflicts may occur through the juxtaposition of non-residential development and private homes. Buffering of the neighborhood edges respects their intrinsic value and serves to integrate them into the fabric of Uptown. The height, setback, scale, massing and detailing of adjacent non-residential buildings should respond to existing homes. Vehicular access to new development should minimize impact on neighborhood traffic flow and avoid disturbing the neighborhood character.

INCORPORATE CIVIC ART IN BOTH PUBLIC AND PRIVATE DEVELOPMENT

Civic art can be both traditional artwork created for public spaces as well as artisan-crafted architectural details. These can define the public spaces they help form and the small detail for Uptown, providing statements on the City's values, history and traditions. Art which includes references to Collinsville's geography, landmarks, history, industry, local craft, and other cultural attributes can increase our sense of belonging through associations with a place imprinted with a specific image. While buildings are generally constructed of standardized materials, and look more and more alike throughout the world, civic art can provide visitors as well as inhabitants with multiple and layered expressions of a history and culture that is unique to Collinsville.

AVOID HISTORICAL MISREPRESENTATIONS

Uptown Collinsville contains buildings that illustrate the history of the city. Over time, construction methods, engineering practices, building styles, and uses change in a natural evolution of technology, economy, and architectural values. One need not be a historian to notice the difference between buildings of different eras, nor be well versed in architecture to appreciate the sense of continuity created when buildings from many generations combine in one area. Their differences speak to the passage of time and to the variety and creativity of the City's residents. It can also reveal certain truths about a town which contribute to our understanding of ourselves in a unique place. Today we have the ability to cover our "newer" buildings with exteriors that duplicate the appearance of the City's more traditional historic buildings. While this approach may provide the City with charming historical buildings, this prospect will also create confusion about the authenticity of the truly historical buildings, devaluing them in the process. If new buildings try to mimic too closely the appearance of old ones, it will appear incompatible and insincere.

ACKNOWLEDGE HISTORICAL BUILDINGS

Collinsville's stock of older buildings is made up of relatively small, masonry buildings. While similar buildings can still be built today, more typical are buildings that employ a more contemporary style. The way buildings are built today can easily leave the older building stock appearing out of place, primarily because of the difference in size or massing. A very large building next to a very small one will tend to make the smaller seem insignificant.

PROTECTS THE VIEWSHED OF THE STREET

As a city grows in size it may also grow skyward, and an incidental and desirable attraction emerges: spectacular views of a spectacular skyline. This element of a city center draws the attention of companies, clients, tenants, tourists and shoppers. Views from above inspire pride in citizens and encourage tourists to return. Unfortunately,

MYTHS & FACTS OF HIGH DENSITY

MYTH: Higher-density development overburdens public schools and other public services and requires more infrastructure support systems.

FACT: The nature of who lives in higher-density housing—fewer families with children—puts less demand on schools and other public services than low-density housing. Moreover, the compact nature of higher-density development requires less extensive infrastructure to support it.

MYTH: Higher-density developments lower property values in surrounding areas.

FACT: No discernible difference exists in the appreciation rate of properties located near higher-density development and those that are not. Some research even shows that higher-density development can increase property values.

MYTH: Higher-density development creates more regional traffic congestion and parking problems than low-density development.

FACT: Higher-density development generates less traffic than low-density development per unit; it makes walking and public transit more feasible and creates opportunities for shared parking.

MYTH: Higher-density development leads to higher crime rates.

FACT: The crime rates at higher-density developments are not significantly different from those at lower-density developments.

MYTH: Higher-density development is environmentally more destructive than lower-density development.

FACT: Low-density development increases air and water pollution and destroys natural areas by paving and urbanizing greater swaths of land.

MYTH: Higher-density development is unattractive and does not fit in a low-density community.

FACT: Attractive, well-designed, and well-maintained higher-density development attracts good residents and tenants and fits into existing communities.

MYTH: No one in suburban areas wants higher-density development.

FACT: Our population is changing and becoming increasingly diverse. Many of these households now prefer higher-density housing, even in suburban locations.

MYTH: Higher-density housing is only for lower-income households.

FACT: People of all income groups choose higher-density housing.

Source: "High Density Myth and Fact", ULI

roofs are generally crowded with unsightly service equipment put there because it is considered out of view. Because it is easily seen from other buildings of equal or greater height, and frequently seen from the ground, this practice detracts substantially from the views Uptown should offer.

REUSE EXISTING BUILDING AND STRUCTURES

Existing buildings can provide a sense of continuity through the many memories people have associated with them. Reusing buildings reinforce unique qualities of a place and exhibits sustainability. Reuse may be more valuable than the cost of the materials alone to a project's value.

PUBLIC STREETScape

PROTECT THE PEDESTRIAN WHERE THE BUILDING MEETS THE STREET

The comfort of the pedestrian is crucial to the development of an economically viable Uptown. This is especially the case today, when people have come to expect the climate control found in contemporary buildings. Like much of the midwest, Collinsville has several months of extremely hot and humid weather; and several months of very cold winters. The tendency to dash across a parking lot from an air conditioned car into an air conditioned building is normal behavior, and so is the tendency to shop or eat only in places where parking can be found directly in front of the store or restaurant. Making the transition to a pedestrian-oriented streetscape will require special attention to the comfort of the user. Uptown may increasingly expect pedestrians to arrive by mass transit and walk to their destination. Because they are the economic base for Uptown, it is important that pedestrians are comfortable. Pedestrians will choose the most comfortable route, avoiding blocks which are less comfortable or which create gaps in the continuity of the protection.

MINIMIZE CURB CUTS

The safety and comfort of people walking on a sidewalk is of greater concern than the convenience of a driver. Every time a car crosses the sidewalk there is a potential danger and inconvenience to pedestrians. For this reason, places where cars cross the sidewalk should be minimized throughout Uptown.

REINFORCE PEDESTRIAN ACTIVITY

Tourism and daily business all create pedestrian traffic. Currently, vehicular needs dominate the streetscape at the expense of pedestrians. Where possible better pedestrian connections must be employed. Additionally, the lack of wayfinding tools such as signs and graphics together with inadequate sidewalks discourage walking.

ENHANCE THE STREETScape

Walks from one part of Uptown to another without relief can be daunting to some pedestrians. Streetscape amenities and furniture such as benches, trash receptacles, planters, pole lights, kiosks, telephones, news stands, drinking fountains and bike racks enliven and support the public domain. Cafe tables in the right-of-way can bring activity to the street. They can provide a wonderful means of people watching for diners and pedestrians. Consideration should be given to unification of these elements within a block and from street to street.

AVOID CONFLICTS BETWEEN PEDESTRIANS AND UTILITY EQUIPMENT

Utility equipment is frequently placed in the public right-of-way. This not only results in unsightly sidewalks, but creates conflicts with pedestrian traffic. Utility boxes mounted on low poles at street corners block pedestrian traffic in a place where continuity is particularly important. The amount of power and communication wiring attached to poles in the right-of-way will grow as Uptown fills in and service requirements increase. New utility upgrades and service to properties should be installed below ground. Above ground support for these services is discouraged to a cluttered streetscape.

INSTALL STREET TREES

Trees improve air quality, reduce storm water runoff, provide cooling effects, increase property values and create visual character. They can also greatly increase the quality of life Uptown. The importance of healthy trees will increase as the density of Uptown increases. Lack of adequate growing conditions for

trees will contribute to their ultimate decline.

PROVIDE PEDESTRIAN-SCALED LIGHTING

Light quality can strongly effect the character of a place. Harsh light creates an environment which seems fake, while too little light creates an environment which feels unsafe. The size and scale of lights and light poles will also affect the character of the streetscape. Light fixtures scaled to the movement of cars will suggest to pedestrians that they are in a car's environment and that they may not be safe. Both the scale of fixture and type of lighting can easily create the sense that the sidewalks - and all of Uptown - are the domain of the pedestrian.

PROVIDE PROTECTION FROM CARS/PROMOTE CURBSIDE PARKING

The physical nature of the streetscape should ensure the safety of the pedestrian. It may be impractical to assume that effective barriers could be provided along the curbs of every street Uptown, protecting pedestrians from the possibility of being struck by a car. But a degree of protection can be created in fairly easy and inexpensive ways. Perhaps the best protection for the sidewalk is curbside parking. Where there is no parallel parking at the curb, small bollards, heavy planters or other similar devices may provide some protection. Parking along the street edge can provide a buffer between busy automobile traffic and pedestrian movement. It also acts as a traffic calming feature, slowing drivers in the curbside lane.

SCREEN MECHANICAL EQUIPMENT

Mechanical equipment is necessary to the function of the buildings which comprise a successful city center. Unfortunately, space must be found for components that are sometimes large, noisy and unsightly. Mechanical equipment, particularly when added after the building is in use, can interrupt the streetscape and public views, decreasing the comfort and livability throughout the area.

PROVIDE GENEROUS STREET-LEVEL WINDOWS

Long windowless walls prohibit visual connection between the building and the sidewalk. People inside have no knowledge of those on the street and people on the street cannot see inside. Walls with no windows can project the sense that people outside are not trusted and that the area is not populated. It is this inability to see inside, and to be seen from the inside which creates the pedestrian's sensation of danger, and the real danger in unobserved places. Windows not only create a feeling of trust and openness in a city, they also instill in people on the street the feeling they could be assisted if in danger. This phenomenon, "eyes on the street," can also help reduce crime by increasing the potential that offenders would be seen.

INSTALL PEDESTRIAN-FRIENDLY MATERIALS AT STREET LEVEL

As buildings meet the street they come into contact with people in a very physical way. Close up, we are able to get much more information about a design or material than we can when it is high above the street. Here we are able to see it close up, to run our hands along the sides, see ourselves reflected in the shiny places and observe the attention given to the craft in the materials. We also have a tendency to attribute to a city the attitudes projected by its primary buildings. If these seem inhospitable, the city feels hostile. If they seem well built, the city seems strong and vital. If they seem cheap and temporary, it says we don't care about the quality of our environment, our Uptown or the people in it. It is important that the materials and construction of buildings Uptown, at least on the lower floors, provide a level of detail and quality which is physically and emotionally comfortable for the pedestrian.

PLAZAS

PROMOTE PLAZAS IN HIGH USE AREAS

Uptown plazas should be designed with public use as a priority. The use of public open space Uptown is often dependent on the real estate maxim of "location, location, location." Therefore, it is important to analyze the location of a proposed plaza in terms of the existing plazas in the area, the linkage to Uptown pedestrian and transit system, the primary population to be served, and the diversity of potential users. Creating open space in Uptown without coordinating the size and use with other nearby plazas can result in declining use in the others. Conversely, areas with too few outdoor spaces will generally be overused.

Care should be taken to coordinate plazas with their catchment areas.

DETERMINE PLAZA FUNCTION, SIZE, AND ACTIVITY

Uptown plazas should be designed considering the function, size, and activity of the open space in relation to surrounding development and context. They should not be viewed as leftover exterior space to dress up, but rather as opportunities to create enlivened places for people to enjoy and as an amenity that increases real estate values. The function could be simply a visual setback for a building and transition zone or it could be a transit stop, place for lunchtime relaxation, or sidewalk café's. The size may affect the comfort of its patrons and determine appropriate activities. Larger spaces may accommodate displays, exhibits, and performances.

DESIGN PLAZAS COMPATIBLE WITH UPTOWN ENVIRONMENT

The climate in Collinsville can best be described as equal part hot and equal part cold. The winters can be very cold and the summers are typically very hot and humid. Heat stored in the concrete and asphalt Uptown can create a microclimate at least ten degrees hotter than the more suburbanized areas outside of Uptown. Taller buildings block southern breezes and, during the winter, northern cold fronts can come in quickly, dropping the temperature significantly in just a few hours. As a result, Uptown plazas need special attention to make them habitable during the summer months and inviting in the winter months. Open spaces should be located to receive and encourage south east breezes, yet block northern winds. Shade should be provided by vegetation, canopies, and trellises. Water can be used as a cooling element, and the use of adjacent air-conditioned indoor public spaces can help temper spaces near entrances.

CONSIDER THE INCORPORATION OF PLAZA SEATING

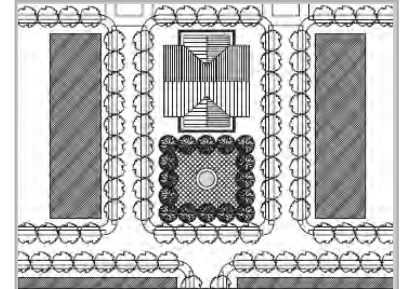
Plazas are the outdoor rooms of Uptown. They are the places where people gather to relax and socialize. Research has shown that the most important element in encouraging plaza use is an adequate amount of seating. A link between the size of the plaza and the amount of seating provided has been established through the study of successful outdoor spaces. In addition, location and orientation of seating, types and styles of seating, and materials have been shown to be important in determination of use.

PROVIDE VISUAL AND SPATIAL COMPLEXITY IN PUBLIC SPACES

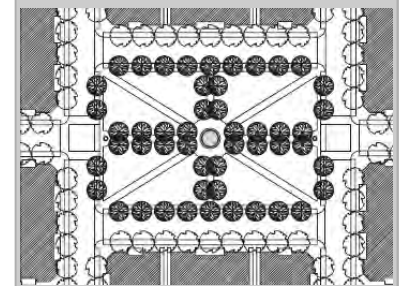
Broad expanses of hard paving create uninviting and alienating environments. Framed views, changes in level, subspaces, different places to sit, and trees and shrubs create a diversity of places for people to use and enjoy. A wide variety of forms, colors, and textures offer a humane character to our public open spaces.

USE PLANTS TO ENLIVEN URBAN SPACES

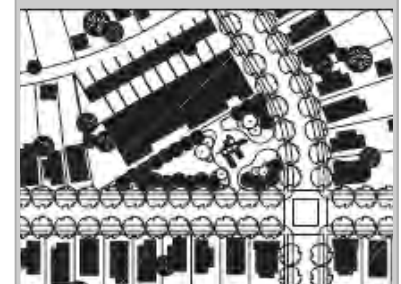
Humans are part of the "living" world and comfort is our judge for the quality of our habitat, natural or unnatural. Plants provide an intimate connection to this world and a respite from the built interiors of offices, businesses, apartments and condominiums. Groupings of plants can create urban oases. Trees offer shade to help cool the city in the summer and shield against cold northern winds in the winter. Their leaves catch the breeze and respond to weather changes. Flowering shrubs and vines provide a connection to the seasons, color, texture, and fragrance. Panels of turf provide green spaces which soothe the eye and invite relaxation. Native plants are



Plaza: Hardscaped area between, or in front of, buildings, used typically for events, casual meetings and dining. Wide mixture of uses surround the plaza to encourage activity and visibility.



Square: Buildings frame this space, as it reflects the more formal neighborhood structure around it. The square accommodates lawns, gardens, fountains, paths and trees.



Pocket Park: A formal or informal, small and usually intimate space formed by the remaining space between streets, blocks and buildings.

adapted to the vagaries of our climate. They have a better opportunity for survival in a harsh urban environment. Plants have requirements for growth such as orientation, soil depth and width, water, nutrients, and drainage. Overall design and construction detailing of plazas needs to accommodate these requirements.

PROVIDE INTERACTIVE CIVIC ART AND FOUNTAINS IN PLAZAS

Civic art, sculpture, and fountains are popular features in urban plazas world wide. They function best when they promote interaction and communication among people who use the space. In Collinsville, we have the opportunity to select civic art which speaks to our unique character and sense of place. It can tell the story of our natural and cultural heritage in a way which enriches our experience and understanding of our history.

CONSIDER THE PROVISION OF FOOD SERVICE FOR PLAZA PARTICIPANTS

In William Whyte's book, *The Social Life of Small Urban Spaces*, field researchers concluded that plazas with food service attract users more frequently than those which do not. Food concessionaires benefit and more people are drawn to nearby shops which increases the economic vitality of the area. Increase of liveliness and activity increases security and leaves little room for vandals. Food services may take the form of indoor/outdoor restaurants, cafes, food kiosks, and vendors.

CONSIDER PLAZA MANAGEMENT AND MAINTENANCE

In many plazas the future management and maintenance is not considered upfront in the conceptual design. How the space will be used should be an integral part of the design process. If the plaza is to be used for special events, exhibits and performances, the layout needs to be flexible. Temporary canopied shade, a stage, a place for concessions, and information kiosks may need to be provided. Maintenance issues will affect the design of fountains and irrigation systems, the selection of materials, plants, lighting, and civic art.

BUILDING DESIGN

BUILD TO THE STREET

The place where the building and the sidewalk meet is the most important spot in Uptown. This is the pedestrian network where the interaction between people on the sidewalk and businesses in the buildings is most intense. It is a threshold across which commerce and activity must cross. Street level restaurants, shops, stores and businesses are all accessed at that line, and the more continuous it is the greater possibility for success they will all experience. A gap in the length of façades will create an area of low activity and low commercial potential in the same way a vacant lot will, and should be avoided wherever possible. Buildings, as they meet the ground, also form the space around our city streets. The shape of the streetscape is created by the height and location of the buildings which line the sides. A mid-rise street wall which aligns fairly consistently with the street edge implies that the individual buildings defer to the street. Buildings which meet the street acknowledge the greater importance of the public space through which the streets run. They can, in this way, create an awareness of the greater importance of the civic whole, where building facades are shaped by the public spaces rather than the other way around.

PROVIDE MULTI-TENANT, PEDESTRIAN-ORIENTED DEVELOPMENT AT THE STREET LEVEL

The street level of buildings holds the greatest potential for pedestrian relation, use and walk-in activity. The street level of Uptown buildings should provide a framework for exploiting that potential. Pedestrian-oriented places require that the scale of activity be compressed to something much smaller and more intimate than one appropriate to cars. People walking on the sidewalk move much slower than cars and their attention is naturally more focused. Because of this, buildings which offer only one walk-in business or retail opportunity at street level will frustrate the natural behavior of pedestrians.

ACCENTUATE PRIMARY ENTRANCES

City dwellers will feel more comfortable Uptown if they feel welcome and accommodated. If the streetscape offers cues to the use of buildings, and is clearly

defined as a human place, people may be less frustrated living and working there. Primary entrances connect to lobbies and elevators, while storefront entrances open onto ground level businesses. Because buildings seen from the street present foreshortened views, it is often difficult to distinguish one from the other—even when a large opening has been created for the lobby entrance. Providing some indication from the sidewalk about the location of the entrance can make using the building more pleasant. Larger buildings which do not provide lobby entrances on each street may force pedestrians to search for the way in. Not only can buildings provide indications of the entrance locations, but they can offer multiple ways into the building, making Uptown more comfortable for everyone. Ease-of-use issues like this can increase the sense that Uptown was created for and belongs to everyone. Buildings which cooperate with larger scale, city-wide issues regarding the way people move within Uptown can assist in creating a comfortable place.

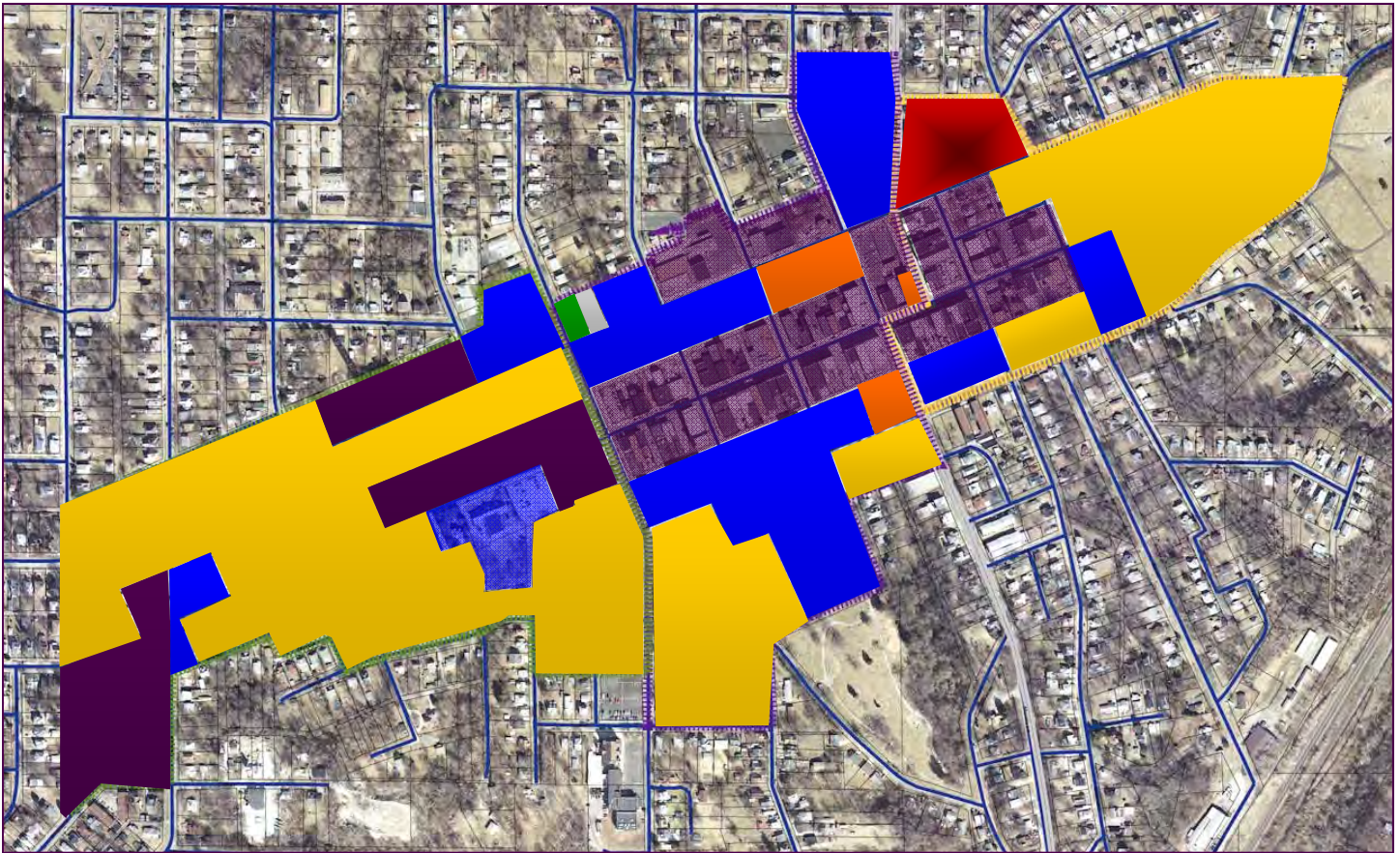
MANAGE ON-SITE PARKING

As density increases Uptown, parking requirements will temporarily increase and should be planned for and developed as an integral component of a successful city core. Throughout the transformation of our Uptown into a pedestrian-oriented place - one which includes mass transportation, and a significant resident population - the number of parking spaces will need to increase dramatically. Acknowledging this, and the positive and negative impact that structured parking can have on the fabric of a city requires that attention be paid to the potential conflicts on-site parking can create. Parking garages are generally considered necessary but unfortunate and expensive components to Uptown projects. Their costs can vary widely depending upon the complexity of the design, and are difficult to recoup. These factors contribute to a pattern of development seen across the country where open-sided concrete frame garages with sloped floors take the place of habitable buildings. The problem with these structures is not what they create - useful storage for cars - but in what the typical model tends to displace - pedestrian oriented street-level activity and multi-uses per block. Existing ordinances require garages to build-in space for retail functions at street level, but this is frequently waived. Many prime Uptown streets have been permanently and detrimentally affected by the City's reluctance to enforce this existing requirement. Lack of enforcement has been justified by the presumption that the businesses there would be unsuccessful, but their chances for success and the vitality of other businesses on the street will be increased by the creation of a continuous pedestrian streetscape.

CREATE QUALITY CONSTRUCTION

The well-built building can provide a sense of continuity and history simply by being around for a long time. This is due in large part to buildings speaking to the history of our town as part of its character. They can remind us of our past and the story of our lives in Collinsville, and make us feel that we belong to something bigger than ourselves. Their appearance can affect our immediate sense of pride, and our developed sense of continuity; the slower the physical world around us changes, the more permanent it feels, and the more we will feel a part of a town that existed before us and will exist after us. Uptown buildings should not only provide the appearance that they will be there for a long time, they should also provide façades and structures which actually will be there for a long time (for many generations after us). Well-built buildings provide greater resale value, and holding their value longer can help the economic viability of the whole city, not just Uptown. Property can be affected by the value of adjacent property, and as poor quality buildings age, the value of neighboring properties will also decrease. A stock of quality buildings which can be used for generations is also a more efficient use of resources. If the design and construction facilitate extended and prolonged use, less energy is spent creating new building materials. Energy costs could easily be higher in the future, raising construction costs and limiting incentives for new construction. Further, reconstruction and mitigation of problems related to poor building methods affects more than just the property owner, it also impacts the City's movement around the building as scaffolding is installed at the sidewalk and as traffic is impacted by work on buildings.

PLANNING DISTRICT POLICIES



-  SINGLE-FAMILY RESIDENTIAL
-  INSTITUTIONAL
-  OPEN SPACE
-  OFFICE

-  MIXED-USE
-  SERVICE RETAIL
-  REGIONAL RETAIL

PLANNING DISTRICT POLICIES



GARDEN PLANNING DISTRICT

The Garden District is the gateway from the west into the Uptown Planning Area. It functions as the primary gateway for the planning area and sets the tone and expectations for visitors as they travel through, and within, the planning area. This district is representative of a traditional residential neighborhood with interspersed early nineteenth-century homes being used as both residences and commercial businesses, but it also has freestanding commercial and warehouse buildings. Identifying neighborhoods, streets or sections thereof as part of this district requires visual identifiers inclusive of emotional character that must be respected and preserved. This district will develop with respecting existing neighborhood context and basic design elements, while elevating development expectations and addressing property under-utilization. Defining characteristics upon which to consider will include building footprint, location, street setbacks, identification markers, overhang guidelines, signage guidelines and basic materials. Combination of these characteristics will result in new development that is complementary to those seen traditionally in the area and supply visual compatibility. In addition, development will be encouraged to implement sustainable or “green” components. By using energy and environmental elements and features, these new residential structures will have the opportunity to use and demonstrate new materials and systems to be compatible with the surrounding traditional neighborhoods.

GARDEN DISTRICT VISION STATEMENT

THE GARDEN DISTRICT WILL BE A SUSTAINABLE PLACE OF AUTHENTICITY, COMPOSED PRIMARILY OF RESIDENTIAL USES WITH LIMITED MIXED-USE INCORPORATING THE HISTORIC DESIGN AND FEEL OF UPTOWN, LUSHLY LANDSCAPED STREETScape, WELL DEFINED GATEWAYS, STRUCTURAL RELIANCE ON ARCHITECTURAL MASSING AND SCALE AND THE INCORPORATION OF PUBLIC GATHERING SPACES.



TABLE 6.B: GARDEN DISTRICT LAND USE ACCEPTABILITY MATRIX

LAND USE CATEGORY	ACCEPTABILITY LEVEL
SINGLE FAMILY RESIDENTIAL	ENCOURAGED
MULTI-FAMILY RESIDENTIAL	CONDITIONALLY ACCEPTED
MIXED-USE	ENCOURAGED
SERVICE RETAIL	CONDITIONALLY ACCEPTED
REGIONAL RETAIL	PROHIBITED
HOSPITALITY	DISCOURAGED
OFFICE	DISCOURAGED
LIVE/WORK UNITS	ENCOURAGED
OPEN SPACE	ENCOURAGED
INSTITUTIONAL	ENCOURAGED

GARDEN PLANNING DISTRICT DEVELOPMENT CONSIDERATIONS

As new development occurs in the Garden District, specific consideration will need to be given to the following issues:

- ┆ Sustainable site and building design.
- ┆ Multi-modal connectivity of projects and uses through automobile, pedestrian, and bicycle routes.
- ┆ Pedestrian movement on site, within the district and planning area and between developments.
- ┆ Appropriate design standards for entrance and gateway structures fronting Main, Clay and Seminary Streets and St. Louis Road.
- ┆ The City of Collinsville establishing a key property acquisition policy and program specifically for the northeast block of Main Street and Combs Avenue.
- ┆ Relocation of the D. D. Collins House to the primary gateway location of the northeast quadrant of Combs Avenue and Main Street.

GARDEN PLANNING DISTRICT GENERAL POLICIES

The district functions as the western gateway to the Uptown Planning Area, therefore subsequent development within this area should follow the high standards of quality identified in this plan. Because this district represents the highest opportunity for residential development (new and infill), development within the district should be integrated with adjacent development, provide a high level of landscaping, employ sustainable design practices and be designed utilizing architectural styles reflective of those traditionally seen in the planning area.

- ┆ Land uses should be consistent with this plan and cannot be determined based solely upon consideration of a specific site.
- ┆ Development proposals will be required to utilize the Planned District rezoning and Site Plan approval process for approval.
- ┆ Any development proposal will need to prove consistency with this plan prior to consideration, and meet the requirements of the Collinsville Zoning Code and any applicable design guidelines prior to approval.
- ┆ The Future Land Use Map identifies the encouraged development pattern for this area. Other land uses (identified as “Conditionally Acceptable”) may be considered provided that the land use(s): demonstrate need and add value to the area; are found to further the Goals and Strategies of this plan; are consistent with the guidance provided in this plan; and any associated development issues can be mitigated.
- ┆ New development should incorporate residential uses. Some support and/or accessory uses may be necessary to support the integrated development of the area.
- ┆ Office development uses are appropriate and encouraged in this planning district when integrated with residential development in a vertical mixed-use approach employing the traditional live/work design.
- ┆ Walkability at the site design level is a priority.
- ┆ Multi-modal connections between planned developments, other districts and adjacent neighborhoods are required.
- ┆ Developments in this area should utilize gateway type architectural elements.

GARDEN PLANNING DISTRICT DESIGN GUIDELINES

The following design guidelines serve as an overview of the general intent of what expectations are for each element.

STREETSCAPE DESIGN

- ◆ Maintenance and enhancement of this district’s traditional landscape character shall be required.
- ◆ Maintenance and enhancement of sidewalk design and existing streetscape pattern, while encouraging further enhancements that complement and fill in gaps of the rhythm, as feasible is critical.
- ◆ Incorporation of appropriate Street Tree types shall be required.
- ◆ Property owners and/or residents are responsible for the upkeep of landscaping placed by the City through the Streetscape Program.
- ◆ Crosswalks shall be textured, patterned or dyed for distinction and safety purposes.
- ◆ Existing street tree patterns shall be preserved throughout the Garden District. Gaps in the rhythm of the street trees be filled whenever feasible.
- ◆ Signage for commercial buildings and live/work structures shall be designed in a context sensitive manner with the review and approval of the City.

PLANNED IDENTIFICATION MARKERS

To create continuity throughout the three districts of the Uptown Planning Area by establishing primary and secondary gateway identification elements.

- ◆ Primary Gateways in the Garden District are include St. Louis Road, West Main Street and Clay Street.
- ◆ Secondary Gateway locations include Seminary Street and Combs Avenue.

SITE DESIGN

PUBLIC TO PRIVATE SPACE—RESIDENTIAL

The sequence of public to private space in the Garden District is a gradual progression that begins at the street (public space), proceeds through the front yard (semi-public), continues to a porch or front entranceway (semi-private), and ends at the front door (private). This sequence enhances the District’s character and should be maintained.

- ◆ Front yards must conform in character to neighboring residential properties. Walkways should lead from the sidewalk to the entry and are encouraged to be both perpendicular and winding.
- ◆ Soft landscaping in the front yard shall be predominant over hard surface paving for patios, terrace or drives.
- ◆ Ornamental fences or well-maintained hedges may be used to define the yard, to help establish private gardens and boundaries.

OPEN SPACE

Preserve a sense of openness and space in the front and side yards. Collinsville homes in the Garden District are typically centered on a lot with spacious front yards resulting in a visual impression of plentiful open space.

- ◆ Arrange building forms on a lot to preserve and define private open space.
- ◆ Site the structure compatible with existing neighboring properties and placement allowing for front yard landscape and openness.

BUILDING LOCATION, ORIENTATION AND ALIGNMENT

The front porch, which traditionally faces the street, serves as a transition area from the street to house and is an essential element of the streetscape; it establishes a sense of scale; it animates the street; and offers interest to pedestrians. A front yard serves as a transitional space between the “public” sidewalk and the “private” building entry.

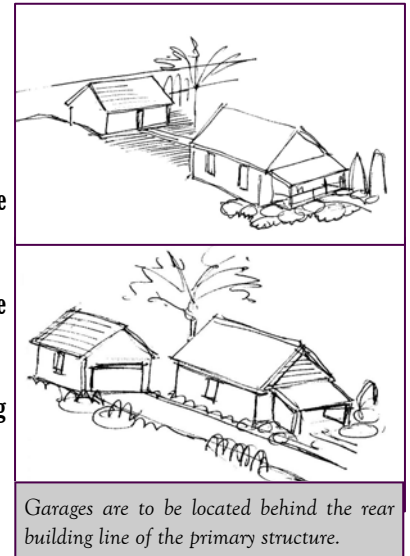
In many blocks front yards are similar in depth, resulting in a relatively uniform alignment of building fronts, which contributes to a sense of visual continuity. Setback patterns may vary within each neighborhood and these distinctions should be respected.

- ◆ Primary entrances shall be clearly defined by using a raised front porch or stoop.
- ◆ The primary entry of a residence shall be oriented to the street.
- ◆ The primary entrance may be at the front or side of the building provided that the walkway connects and orients the building toward the street. Multi-unit structures (where allowed by zoning) should be street oriented following the above preferences.
- ◆ Align the front and sides of new buildings with other structures in the neighborhood to provide visual continuity within the District.
- ◆ Locate new construction to fit with the predominant patterns of yard dimensions existing on the block.

DRIVEWAYS AND PARKING

Large expanses of parking and concrete islands erode open space, alter the character of District's yards and diminish the perception of secure and "pedestrian friendly" character of the sidewalks and alleys. Design new driveways and parking areas to minimize visual impact and character disruption.

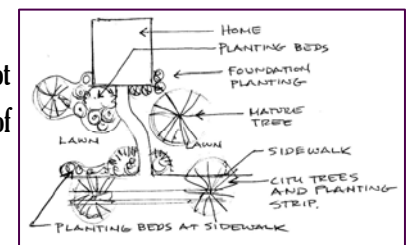
- ◆ Parking shall be located on the rear portion of lots, behind the rear building line.
- ◆ Access parking from an alley, and maintain traditional parking patterns.
- ◆ Required parking in a front yard is prohibited. Street parking will be permitted as defined by the City.
- ◆ Garages shall not dominate the street scene and their appearance shall be minimized. Garage doors are encouraged to be visible from the alley entrance and are not allowed as part of a front elevation.
- ◆ Where an alley is not present, parking areas and driveways shall be designed in a manner that minimizes the number of curb cuts on the block.
- ◆ Shared driveways and curb cuts are encouraged with adjacent properties and for multi-unit housing developments.
- ◆ Circular driveways shall be prohibited.
- ◆ Pervious and decorative pavement is encouraged when parking and drives occur at the primary street entrance.



LANDSCAPING AND LIGHTING

Promote and provide landscaping and lighting, of a high quality and appropriate quantity, in a well designed and coordinated manner. Attention should be placed, to the extent possible, on the preservation of existing trees and vegetation, while requiring the addition of new and complementary trees and landscaping. Lighting should be designed to maximize safety and accentuate design detail of the district.

- ◆ The design and positioning of a building, impervious surfacing, and related construction activity should take into consideration all existing trees and mature vegetation and make every effort to preserve the character and identity of the District.
- ◆ Preserve existing mature trees and other landscaping vegetation to the extent feasible when considering a lot merger, construction of a secondary structure or major addition. Landscaping maintenance is a crucial aspect of this District.
- ◆ Property Maintenance Codes will be strictly enforced in this District.



- ◆ Lighting should be kept residential in nature with accent lighting on the home and garden at a low wattage and sparse placement. Porch and light standards should be compatible with the primary structure.
- ◆ Artistic features like sculpture, water features, garden structure, lawn ornaments and garden art will require City review and approval.
- ◆ Residential landscaping and lighting shall not compete or infringe upon the City street light standards, signage and street trees.

SERVICE EQUIPMENT AND SCREENING

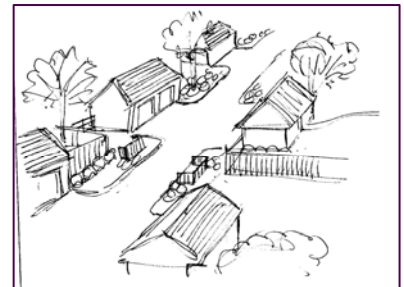
Protect and preserve, to the maximum extent possible, the viewshed and visual character of individual properties and neighborhoods through the application of screening treatments of satellite dishes, air conditioning and HVAC units and other equipment.

- ◆ Screen satellite dishes, antennas, and other equipment so as to not be viewed from the public viewshed.
- ◆ Screening treatment should be compatible with the primary structure and overall building design.
- ◆ Rooftop equipment should be screened and placed deep enough into the back of the building so as to not be viewed from street level.
- ◆ Window air-conditioning units are not permitted on the facades.
- ◆ Pipes, conduit and cables should be limited to the back of the building if it is not feasible for them to be enclosed within the building structure.
- ◆ For structures over one story, exterior stairs (if any) shall be located to the rear or sides of the building.

ALLEYS AND SERVICE AREAS

Maintain the traditional purpose and character of alleys. Alleys accommodate service functions (trash containers, and utility services) and provide secondary vehicle access.

- ◆ Maintain the traditional scale and width of an alley.
- ◆ Screen parking from the public viewshed.
- ◆ Accommodate service areas and minimize their visual impacts.



The traditional purpose of alleys shall be maintained as a means of access and service provision.

PRIMARY STRUCTURES

MASS AND SCALE

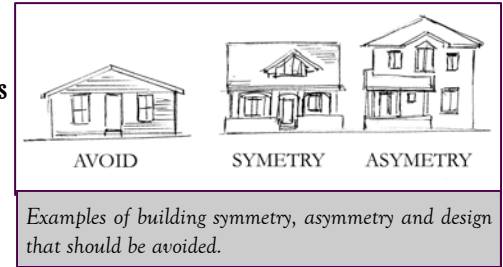
The mass and scale of a new buildings is integral in the retention of the continuity, fluidity and rhythmic distinction found in the Garden District. New construction shall maintain and incorporate the more intimate scale, and be within the range of heights and transitions currently present in the district and neighborhood. Although new construction is typically larger in mass and scale than these traditional structures, they should not be so large as to disrupt the visual continuity of the neighborhood.

- ◆ The front elevations of new structures shall be designed complementary in scale to neighboring structures and shall provide balance throughout the block.
- ◆ Appropriate heights for the rear of a building shall be compatible with, and not competitive with, the front elevations in appearance and scale.
- ◆ New multi-unit structures (where permitted) shall not overwhelm existing structures in either scale or character.
- ◆ The building shall be designed in a manner that is not monolithic.
- ◆ The retention of current building elements traditionally seen, such as turrets, projected windows, front porches, front visible entranceways and offset front elevations shall be encouraged.

BUILDING FORMS

The symmetry of building and roof forms contributes to a sense of visual continuity along a block. New buildings should have a basic roof and building forms that are similar to those seen in the District.

- ◆ Building form shall employ design approaches historically applied throughout the Garden District.
- ◆ Sloping roofs such as gabled and hipped are the preferred primary roof forms.
- ◆ Doors and windows shall be designed and located respecting the privacy of neighboring properties.



BUILDING MATERIALS

Building materials of new structures and additions should contribute to the visual continuity of the neighborhood. While new materials may be considered, they should not vary extensively from those seen traditionally so as to create a jarring juxtaposition.

- ◆ The primary building materials shall be brick or stone.
- ◆ Innovative or “green” materials, such as solar shingles, concrete sills and passive solar glass panels, are encouraged provided that they contribute to the visual continuity of the neighborhood.

ADDITIONS

CHARACTER

Additions to existing buildings are anticipated and thus expected to add value to the primary property. With this assumption, all additions shall be designed and constructed in consideration and respect of the character of the primary building while minimizing impact on adjacent properties and the character of the neighborhood and district.

- ◆ An addition shall be designed in the most complementary and unobtrusive manner, and enforce and respect the character of the original structure. Materials, windows and doors shall be utilized that are compatible with those of the existing building and do not present a negative impact on the character of the original structure, neighborhood or district.
- ◆ Additions to existing structures deemed historically significant shall adhere to the U.S. General Services Administration Historic Preservation Technical Procedures which specifically requires: *“NEW ADDITIONS TO HISTORIC BUILDINGS: An attached exterior addition to an historic building expands its “outer limits” to create a new profile. Because such expansion has the capability to radically change the historic appearance, an exterior addition should be considered only after it has been determined that the new use cannot be successfully met by altering non-character-defining interior spaces. If the new use cannot be met in this way, then an attached exterior addition is usually an acceptable alternative. New additions should be designed and constructed so that the character-defining features of the historic building are not radically changed, obscured, damaged, or destroyed in the process of rehabilitation. New design should always be clearly differentiated so that the addition does not appear to be part of the historic resources.”*

MASS AND SCALE

Additions should be designed to limit the mass and scale effect upon the primary structure and adhere to the guidelines listed for Garden District: Primary Structures.

- ◆ A new addition shall respect the mass and scale of the primary building by keeping the addition as a lesser mass as viewed from the public.
- ◆ Additions shall be located to the rear of the primary structure while limiting the size and scale in relationship to the primary structure so as to not obscure the character of the building.
- ◆ Additions similar in size or taller than the original structure shall use a transition “connector” to link it the primary structure.

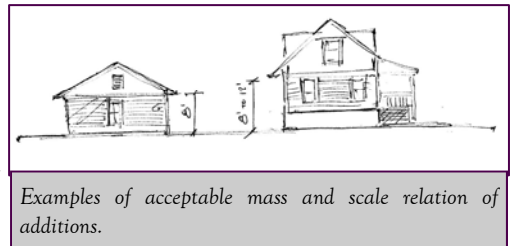
- ◆ Additions shall be located in a manner that respects the character of the original structure and yet yields the desired functionality of the addition.
- ◆ Rooftop additions shall be located near the back of the building and on non-character defining elevations.
- ◆ Additions shall be set back from the wall plane and as relatively inconspicuous when viewed from the street.

SECONDARY STRUCTURES

DESIGN

Accessory structures that are not a part of the primary structure are classified as secondary structures. These include such structures as garages, gazebos and sheds. Secondary structures are to be subordinate in design, scale and character to the primary structure. They should be complementary and virtually transparent from the street view. As indicated in other sections of these guidelines, such structures are to be located to the rear of the lot.

- ◆ Locate a secondary structure at the edges of the building lot but provide adequate setbacks to minimize impacts on abutting properties.
- ◆ Mass, scale and height should conform to the guidelines in Garden District: Primary Structures.
- ◆ Secondary structures should relate to the general architecture and character of the primary structure.
- ◆ Landscaping, fencing and site work should provide an integration of structure to the primary and adjacent sites.



NON-RESIDENTIAL

STRUCTURES

As in many communities, the Garden District is primarily a residential area, but does contain a variety of other building types, including small house-converted businesses, small and large commercial entities, churches, neighborhood service businesses, storage facilities and others. The City encourages commercial owners and developers to be sensitive to the existing and new residences in the District. New commercial-only development is discouraged in the Garden District; however, live/work residences are encouraged. Every site plan will be assessed on its merits and compatibility with surroundings whether residential or commercial.

- ◆ Existing commercial structures that request, and/or require renovation, additions or secondary structures will be required to submit architectural plans for review by the City of Collinsville Community Development Department and appropriate City Commissions through the Site Plan Review process.
- ◆ Consideration for the Mass and Scale of the projects will be reviewed for the compatibility with the residential neighborhood and District characteristics.
- ◆ Visual impact of the existing commercial will be reviewed with the intent to remain sensitive to the appearances and visual allure within the Garden District.
- ◆ Signage for commercial structures will be limited in size and location and reviewed by the City to provide a minimum impact to the residential areas of the District. Existing commercial signage will be required to adapt to these guidelines upon renewal or replacement.

ENERGY AND ENVIRONMENTAL DESIGN

Collinsville is taking a leadership role in encouraging sustainable design and construction practices. Energy and environmental principles are preferred in the Garden District. Owners and developers are asked to perform their work in this District based on nationally recognized programs, such as LEED (Leadership in Energy and Environmental Design), Energy Star, and National Home Builders Association. Opportunities to incorporate “green” elements and procedures in new construction and renovation projects

exist and are encouraged, as long as the other guidelines are incorporated. Owners and developers requesting incentives will be required to prove LEED or other equivalent program certification.

- ◆ Orientation and integration with new and existing landscaping is strongly encouraged incorporating the following elements to the maximum extent practical; South facing glass, sloped roofs for solar panels, asphalt and fiberglass shingles are appropriate roofing materials, strategically placed deciduous and coniferous trees for climate control, native and drought resistant landscaping plants and storm water run-off controls.
- ◆ “Green” construction site procedures are encouraged.
- ◆ Incorporate “green” materials to the maximum extent practical.
- ◆ Building components should include super-insulated products.

*Additional information on energy and environmental design and products can be obtained through the USGBC (United States Green Building Council - www.usgbc.org).

PLANNING DISTRICT POLICIES



CENTRAL BUSINESS DISTRICT

The Central Business District (CBD) is the heart of the Uptown Planning Area and consequently the City, this is evidenced in the presence of City Hall, the Fire Station and the Police Station. Main Street in the CBD, exhibits a traditional downtown appearance regarding building density, architecture and block formations. However, Clay and Church streets, which run parallel to Main Street, are secondary and do not maintain the same traditional downtown development character. Development in this area are generally street level retail and hospitality uses with some residential uses located above street level. Building on this development pattern and history, the focus of the policy recommendations for this district is on establishing land use and design guidance in a manner that complements the traditional development pattern present in the district when considering both new and redevelopment opportunities. The uses in the CBD should be a complimentary mix reflecting an active and vital commercial zone that invites pedestrian activity. Retail, service businesses and hospitality uses compose the upper floors are encouraged to include offices and residential uses. Density in the CBD should increase, by renovating upper floors of existing structures, as well as by developing new multiple story buildings. While architectural diversity in design for new and renovation projects is encouraged, an overall sense of visual continuity and compatibility shall be reinforced through building scale and mass, as well as street presence and perception. Public plazas, courtyards, and mini-parks are encouraged as a means to link activity centers and pedestrian routes.

CENTRAL BUSINESS DISTRICT VISION STATEMENT

THE CENTRAL BUSINESS DISTRICT WILL MAINTAIN ITS POSITION AND ROLE AS THE CIVIC, CULTURAL, HOSPITALITY AND RETAIL CENTER OF THE CITY. DEVELOPMENT IN THIS DISTRICT WILL REFLECT THE AUTHENTIC HISTORY AND TRADITION REGARDING ITS ARCHITECTURE, STREET LEVEL NON-RESIDENTIAL USES WITH RESIDENTIAL USES INTEGRATED AS SECOND LEVEL ACCESSORY USES.

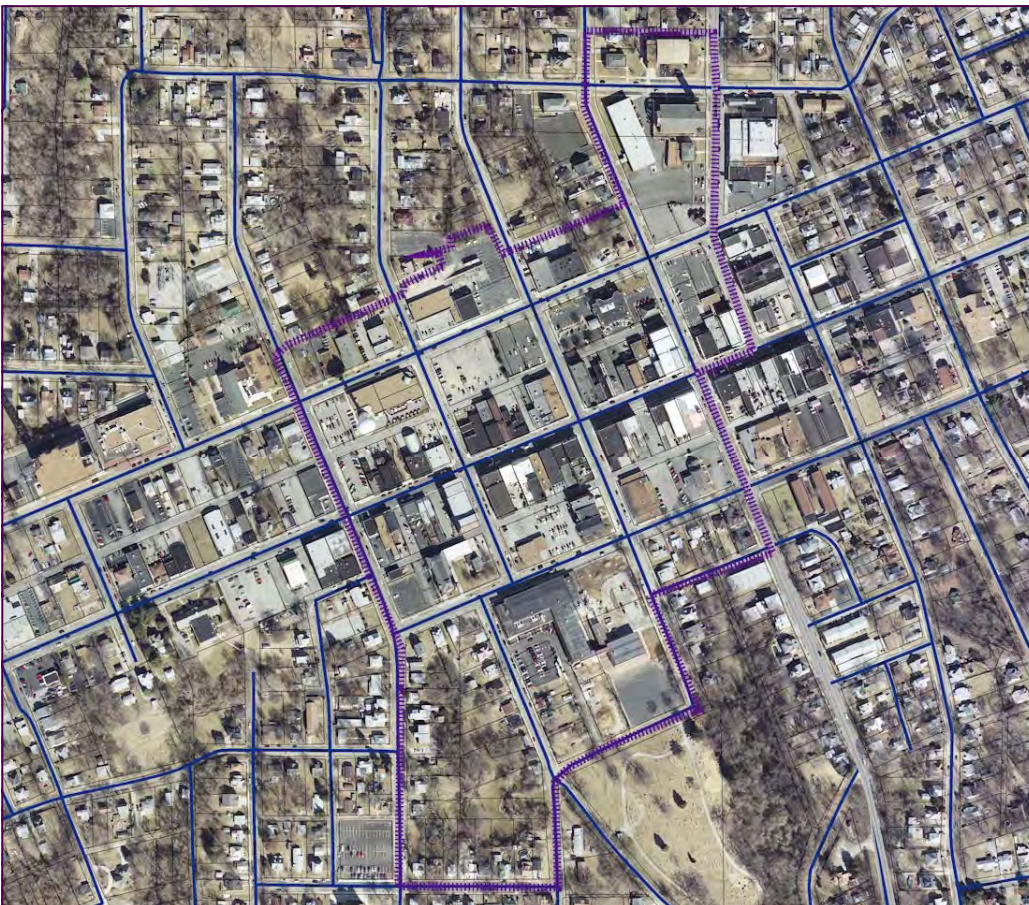


TABLE 6.C: CENTRAL BUSINESS DISTRICT LAND USE ACCEPTABILITY MATRIX

LAND USE CATEGORY	ACCEPTABILITY LEVEL
SINGLE FAMILY RESIDENTIAL	DISCOURAGED
MULTI-FAMILY RESIDENTIAL	DISCOURAGED
MIXED-USE	ENCOURAGED
SERVICE RETAIL	ENCOURAGED
REGIONAL RETAIL	PROHIBITED
HOSPITALITY	ENCOURAGED
OFFICE	ENCOURAGED
LIVE/WORK UNITS	ENCOURAGED
OPEN SPACE	ENCOURAGED
INSTITUTIONAL	ENCOURAGED

CENTRAL BUSINESS DISTRICT PLANNING DISTRICT DEVELOPMENT CONSIDERATIONS

As new development occurs in the Central Business District, specific consideration will need to be given to the following issues:

- ▶ Sustainable site and building design.
- ▶ Incorporation of Historical preservation approaches and methods for structures deemed historically significant.
- ▶ Multi-modal connectivity of projects and uses through automobile, pedestrian, and bicycle routes.
- ▶ Pedestrian movement on site, within the district and planning area and between developments.
- ▶ The City of Collinsville establishing a key property acquisition policy and program specifically focused on properties acquired by IDOT through the realignment of State Route 159.
- ▶ Realignment of Illinois State Highway 159.



The above illustration identifies the proposed realignment of Route 159.

CENTRAL BUSINESS DISTRICT PLANNING DISTRICT GENERAL POLICIES

The district functions as the commercial heart of the Uptown Planning Area, therefore subsequent development within this area should follow the high standards of quality identified in this plan. As this district represents the highest opportunity for commercial and hospitality development (new and infill), development within the district should be integrated with adjacent developments, provide a high level of architectural character, employ sustainable design practices and be designed utilizing architectural styles reflective of those historically employed in the planning area.

- ▶ Land uses should be consistent with this plan and cannot be determined based solely upon consideration of a specific site.
- ▶ Development proposals will be required to utilize the Planned District rezoning and Site Plan approval process for approval.
- ▶ Any development proposal will need to prove consistency with this plan prior to consideration, and meet the requirements of the Collinsville Zoning Code and any applicable design guidelines prior to approval.
- ▶ The Future Land Use Map identifies the preferred development pattern for this area. Other land uses may be considered provided that the land use(s) demonstrate need and add value to the area, are found to further the Goals and Strategies of this plan, are consistent with the guidance provided in this plan and any associated development issues can and will be mitigated.
- ▶ New development should be mixed-use with street level retail, office or hospitality uses with second level residential or office type uses.
- ▶ Office development uses are appropriate and encouraged in this planning district when integrated with residential development in a vertical mixed-use approach employing the traditional live/work design approach.
- ▶ Building relation to the street is required.
- ▶ Multi-modal connections between planned developments, other districts and adjacent neighborhoods are required.

CENTRAL BUSINESS DISTRICT PLANNING DISTRICT DESIGN GUIDELINES

The following design guidelines serve as an overview of the general intent of what expectations are for each element.

STREETSCAPE DESIGN

PLANNED IDENTIFICATION MARKERS

To create continuity throughout the three districts of the Uptown Planning Area by establishing primary and secondary gateway identification elements.

- ◆ Primary Gateways include Seminary Street, Main Street and Clay Avenue.
- ◆ Secondary Gateway locations include Goethe Avenue and the proposed plazas in the CBD.

STREET FURNITURE AND ART

To provide amenities, such as street furniture and art, to accentuate business visibility, provide buffers for pedestrians from traffic, and provide a transition area for pedestrians exiting parked vehicles.

- ◆ Street furniture shall be placed in a manner that does not interfere with or obstruct pedestrian and business pattern flow, near public transit stops, hospitality uses and other areas displaying high pedestrian usage, and shall be designed consistent and complementary with the overall streetscape design and character on which it is located and shall utilize materials that are both durable and easy to maintain.
- ◆ Bicycle racks shall be placed near public facilities and public plazas.
- ◆ Artistic amenities and street furniture shall submitted to the City for approved prior to installation.
- ◆ Seasonal planters are permitted, provided they do not obstruct the pedestrian flow and are regularly maintained.

PRIMARY STRUCTURES

BUILDING SETBACKS

To create a relationship between buildings and the streets and public realms, design approaches utilizing varying approaches to building orientation and setbacks shall be employed.

- ◆ Buildings shall be oriented towards the street and aligned close to the sidewalk edge to create a “street wall” that defines the street as an important public realm.
- ◆ Slight deviations from building alignments are encouraged to add depth and texture to the street wall. Examples of minor deviations include recessed or extended entrances, display bay windows, and other architectural elements that distinguish a building.
- ◆ Where portions of a lot are not fronted by building facades, the areas shall be treated as a courtyard or entry-transition area and shall be designed to minimize the disruption in the street wall to the greatest extent possible by a continuation of a substitute street wall extended from the facade.
- ◆ Outdoor spaces shall be avoided that are scaled inconsistent with their use or that result in unusable space between buildings.
- ◆ The ground floor level of buildings shall be developed in a manner that encourages pedestrian activity and interest through the incorporation of the following pedestrian oriented elements: storefront with transparent display windows or display cases; well marked entrance doors; canopies, awnings or trellises; appropriately scaled and



The above pictures represent appropriate building setbacks in the CBD.

placed signage; outdoor dining areas; ornamental design and/or public art.

- ◆ A blank wall or vacant lot appearance is inappropriate and shall be prohibited.

BUILDING DESIGN (MASS AND SCALE)

New buildings and additions shall be designed consistent in size and massing along a block face to reflect traditional patterns and convey a coherent space and provided identity in the streetscape.

- ◆ New buildings shall respect the traditional height of buildings within the CBD.
- ◆ Significant deviations in traditional height may be acceptable at limited locations, such as a shift in building heights to accommodate turrets or other significant architectural elements in order to create a visual impact or theatrical setting within the streetscape.
- ◆ Floor-to-floor heights should keep within the variance in composition to those seen traditionally.
- ◆ The ground floor of the building shall include elements that relate to human scale, including doors, windows, textures, projections, awnings, canopies and ornamentation. Windows shall compose a minimum of 70% of the ground level façade and between 25% and 60% of upper facades.
- ◆ Renovation to existing buildings shall comply with the mass and scale of adjoining structures.

BUILDING FORM AND ROOFLINE

- ◆ Simple rectangular volumes should dominate the street facade.
- ◆ Horizontal roof forms should predominate with minimum overhangs and projections.

BUILDINGS MATERIALS AND COLORS

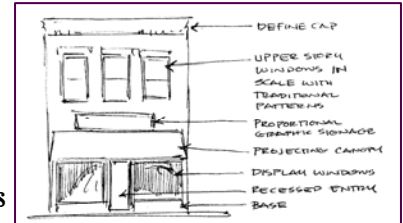
While some diversity in exterior building materials and color is a part of the CBD, the range shall be limited in order to promote a sense of visual continuity for the area and avoid jarring disconnects.

- ◆ The primary building materials shall be high quality and composed of brick and other masonry materials and stone.
- ◆ Material finishes shall be simple, traditional and yet elegant in their application and appearance.
- ◆ Building colors should evoke a sense of richness and liveliness to complement and support the overall character of the commercial district.
- ◆ Avoid strong, garish colors or combination of colors that become distraction and discontinuity to the adjacent buildings.
- ◆ Painted murals are allowed provided they are approved by the City for location, content and color and executed by a professional muralist. This excludes any advertising or signage.
- ◆ Prohibited materials include rough sawn wood, panelized products and aggregate material.
- ◆ The incorporation of sustainable materials shall be preferred.

BUILDING ENTRANCES AND STOREFRONTS

The primary entrance should clearly identify the entrance to a building and convey a sense of human scale and be welcoming.

- ◆ Primary entrances to ground floor spaces and upper stories should be oriented to the sidewalk and primary pedestrian ways.



The above illustration identifies the common architectural elements of a typical building for Uptown.



The top illustration indicates appropriate roof form, while the bottom photograph demonstrate incompatible rooflines.



- ◆ Where a courtyard is incorporated in the design, it shall be sized according to the space and an entrance may also open onto it.
- ◆ Corner buildings shall be designed with angled entrances at the corner.
- ◆ Primary entrances shall be clearly identified and defined.
- ◆ Storefront entries may be recessed to emphasize the entrance, increase window display area, and provide a sheltered transition to the interior of the store.

SIGNAGE AND LIGHTING

All buildings shall be designed with careful consideration for the incorporation of signage and lighting.

- ◆ Exterior building lighting should be used to accentuate the building design and the overall ambiance within the district.
- ◆ Preferred sign types include building mounted signs that face the street, window signs, projecting signs, and signs on awnings.
- ◆ Signage should be externally lit.
- ◆ Exterior signs that face the street (i.e. mounted against the wall) shall be centered below the horizontal expression line that defines the ground floor façade.
- ◆ Two-sided projecting signs that face up and down the street may be located above the horizontal expression line that defines the ground floor façade. It may be centered on the storefront or above the entryway. The sign itself shall not be greater than 36 inches in width or 36 inches in height, shall not be greater in width than in height, and shall not extend more than 36 inches from the building face. A decorative hanger is encouraged as a method of attachment.
- ◆ Rooftop signs are prohibited.
- ◆ Sign colors should relate to and complement the primary colors of the building façade.
- ◆ Sign design and placement should fit the character of the building and should not obscure architectural details.
- ◆ The following sign types are prohibited outside the building: back-lit, neon, or scrolling LED. Building-mounted light fixtures to illuminate signage are encouraged; any such lights shall be mounted above the sign and directed downward.
- ◆ Artistic projecting signs may be allowed and must be proportional and complementary to the architecture.
- ◆ Signage on awnings is allowed on the “fringe” portion as long as it is complementary to the architecture.
- ◆ Awnings may be lit from above and/or may feature lighting beneath to illuminate the sidewalk; however, glowing awnings are prohibited.
- ◆ Temporary product signage can be placed in display windows, but limited to 10% of the total area of glass. These signs should be professionally executed with computer or by a professional sign painter or graphic artist.

ARCHITECTURAL FEATURES

Architectural features should be used to provide weather protection and highlight building features and entries.

- ◆ Buildings should be designed to incorporate transoms and/or awnings.
- ◆ Building’s upper stories may accommodate flower boxes located below windows when feasible.
- ◆ New Building construction should consider turrets as a building element to reflect the historic past of Collinsville’s CBD.

LANDSCAPING AND OUTDOOR SPACES

Outdoor spaces shall be designed to enliven the street and sidewalk level and provide interesting niches for pedestrian traffic and correlative commercial uses.

- ◆ A variety of outdoor space amenities should be considered, including courtyards and various types of plazas.

- ◆ Courtyards and plazas are encouraged as places for outdoor commercial activities with prior City approval through Site Plan Review.
- ◆ Green roofs and roof top gardens are encouraged in new buildings and if structurally sound and feasible in existing renovations.
- ◆ Use of rain gardens and bio retention basins to collect run-off and filter pollutants is encouraged.

SERVICE AND UTILITIES

- ◆ Locate mechanical equipment and service areas out of public view.
- ◆ Loading/service areas including refuse/recycling enclosures should be located out of public view and must not front onto a primary streets.
- ◆ Electrical and communication transformers/cabinets located in the city right-of-way must be installed below grade in the right-of-way or located on-site and screened from public view.
- ◆ Backflow prevention/anti-siphon valves must be integrated into the building design and concealed from public view. Such devices may not be located within the right-of-way on primary pedestrian streets.
- ◆ All other mechanical equipment must be located behind or on top of the building and screened from public view with parapet walls, landscaping, etc.
- ◆ Screening should be compatible with building architecture and other site features.

SECONDARY BUILDING FACADES

- ◆ All exposed sides of a building are required to use similar or complementary materials as used on the front façade.
- ◆ Any secondary façade facing a public street (corner buildings) shall utilize the same design features as the primary front façade, including expression lines and cornice details.
- ◆ Any rear façade that incorporates a public entrance should be treated with similar design attention as the front façade.
- ◆ In existing secondary facades, a monotone color selection should be considered to limit attention to the façade.

RESTORATION AND PRESERVATION

Whenever possible, original features and materials such as cornices, windows and storefronts should be restored or reconstructed. Firms that specialize in historic preservation are recommended both for cleaning and repair (contractors) and for wholesale recreation of historic elements (architects). If restoration is not feasible, new elements should be designed that replicate or are at least consistent with the character, materials and design of the original building.

- ◆ Architectural details should not be obscured or covered up by siding, awnings, or signage. Where such features have previously been obscured, the removal of the offending feature or material is strongly encouraged.
- ◆ When it is not possible to save original materials, replacement of historic doors and windows should maintain the historic character of the building by replicating or closely matching the original materials, proportion, design, etc.
- ◆ Painting of natural brick or stone is strongly discouraged when those materials are in good condition. Property owners should consult with a professional cleaner to identify cleaning methods that will prevent damage to the brick or stone surfaces.

PLANNING DISTRICT POLICIES



MARKET PLANNING DISTRICT

The Market District represents both the greatest opportunities and challenges to the redevelopment of Uptown. This district is most impacted of the three by the relocation of State Route 159 and has a mixture of historical and “crisis” properties. One principle that is the greatest opportunity in this district is specific design character goals can be less constrained than the other two districts. Considering this, one basic design theme is established: “eclectic (which in this sense means “*selecting or employing individual elements from a variety of sources, systems, or styles*”) village commercial”. There are streets where a mix of residential character is well defined, historical and respected, while there are areas that can accommodate mixed uses and new development. Formal plazas and public spaces may be created along Route 159 to emphasize and encourage public gathering and activities. Decorative pavement, fountains and tree-lined plazas shall combine to create a distinct “heart” of the City and gateway to the District.

MARKET DISTRICT VISION STATEMENT

THE MARKET DISTRICT WILL ESTABLISH ITSELF AS A VIABLE RETAIL, RESIDENTIAL AND MIXED-USE AREA THROUGH AN ECLECTIC MIX OF USES, DESIGN APPROACHES AND ARCHITECTURAL TREATMENTS.



TABLE 6.D: MARKET DISTRICT LAND USE ACCEPTABILITY MATRIX

LAND USE CATEGORY	ACCEPTABILITY LEVEL
SINGLE FAMILY RESIDENTIAL	ENCOURAGED
MULTI-FAMILY RESIDENTIAL	CONDITIONALLY ACCEPTED
MIXED-USE	ENCOURAGED
SERVICE RETAIL	ENCOURAGED
REGIONAL RETAIL	ENCOURAGED
HOSPITALITY	ENCOURAGED
OFFICE	ENCOURAGED
LIVE/WORK UNITS	ENCOURAGED
OPEN SPACE	ENCOURAGED
INSTITUTIONAL	CONDITIONALLY ACCEPTED

MARKET PLANNING DISTRICT DEVELOPMENT CONSIDERATIONS

As new development occurs in the Market District, specific consideration will need to be given to the following issues:

- ▶ Sustainable site and building design.
- ▶ Multi-modal connectivity of projects and uses through automobile, pedestrian, and bicycle routes.
- ▶ Pedestrian movement on site, within the district and planning area and between developments.
- ▶ Appropriate design standards for entrance and gateway structures fronting Main Street, Clay Avenue and State Highway 159.
- ▶ The City of Collinsville establishing a key property acquisition policy and program specifically focused on properties acquired by IDOT through the realignment of State Route 159.
- ▶ Realignment of Illinois State Highway 159.



The above illustration identifies the proposed realignment of Route 159.

MARKET PLANNING DISTRICT GENERAL POLICIES

The district functions as the western gateway to the Uptown Planning Area, therefore subsequent development within this area should follow the high standards of quality identified in this plan. Because this district represents the highest opportunity for residential development (new and infill), development within the district should be integrated with adjacent development, provide a high level of landscaping, employ sustainable design practices and be designed utilizing architectural styles reflective of those traditionally seen in the planning area.

- ▶ Land uses should be consistent with this plan and cannot be determined based solely upon consideration of a specific site.
- ▶ Development proposals will be required to utilize the Planned District rezoning and Site Plan approval process for approval.
- ▶ Any development proposal will need to prove consistency with this plan prior to consideration, and meet the requirements of the Collinsville Zoning Code and any applicable design guidelines prior to approval.
- ▶ The Future Land Use Map identifies the encouraged development pattern for this area. Other land uses (identified as “Conditionally Acceptable”) may be considered provided that the land use(s): demonstrate need and add value to the area; are found to further the Goals and Strategies of this plan; are consistent with the guidance provided in this plan; and any associated development issues can be mitigated.
- ▶ New development should incorporate residential uses. Some support and/or accessory uses may be necessary to support the integrated development of the area.
- ▶ Office development uses are appropriate and encouraged in this planning district when integrated with residential development in a vertical mixed-use approach employing the traditional live/work design.
- ▶ Walkability at the site design level is a priority.
- ▶ Multi-modal connections between planned developments, other districts and adjacent neighborhoods are required.
- ▶ Developments in this area should utilize gateway type architectural elements.

MARKET PLANNING DISTRICT DESIGN GUIDELINES

SITE DESIGN

Maintain the adjacent residential neighborhood and mixed-use businesses while promoting new commercial retail facilities.

- ◆ Landscape and streetscape enhancements should promote a softening of the hardscapes associated with commercial areas while linking to the adjacent residential neighborhoods.
- ◆ Commercial parking lot configurations should include planting strips and berms, and islands for naturalizing.
- ◆ Consideration of sustainable elements include, but are not limited to, pervious pavement rain gardens, native landscaping and rain collection systems.
- ◆ Vehicular access and parking at commercial areas should limit impacting the adjacent residential neighborhood.

BUILDING DESIGN, MASS AND SCALE

The Market District invites a variety of architectural styles and building types. Main Street reflects traditional street buildings, while the other areas in the District are appropriate for re-development using more contemporary styles.

- ◆ New buildings developed near the proposed plaza and the designated commercial areas are encouraged to be designed in a contemporary style with consideration for sustainability and an artistic approach, within appropriate variances.
- ◆ A new multi-unit structure should not overwhelm existing structures in the District.
- ◆ Two and three story buildings are preferred in the District.
- ◆ Commercial buildings shall limit scale when adjacent to the residential neighborhood, and should not dominate residential structures.
- ◆ Design of new construction is encouraged to include a contemporary style, with consideration for sustainability and “green” elements, as well as artistic components. Although the traditional and historic structures are to be respected and encouraged to be preserved, additions and new structures, and even façade upgrades may vary to a larger extent from this “traditional” style in the CBD within the Market District.

BUILDING FORM AND ROOFLINE

The use of variation in roof slopes, lines and building forms on new structures and additions are encouraged in this District to set the character distinction and maintain visual appeal.

- ◆ A mix of roof-lines and building forms is encouraged in this District.
- ◆ Complementary shapes should be considered when adjacent to the residential neighborhoods.
- ◆ Large expanses of blank walls are not appropriate.
- ◆ Roof-lines should vary with flat, sloped and interesting shapes.

BUILDING MATERIALS AND COLORS

Building materials and colors should help establish the heart and content of the Market District as an outlet for creative and eclectic opportunities. Due to the variety of architectural styles and building types, the material and color selection can also vary. Design should be composed and balanced with a professional influence in order to be sensitive to adjacent buildings and environment. Designs and elevations are subject to City review and approval through the Site Plan Review process.



The above illustration and photo illustrates the preferred variation in roof lines.

- ◆ Use the highest quality materials on exposed exterior surfaces such as brick, metal, stone, terra cotta, wood, tile and EIFS.
- ◆ Simple and limited material finishes are encouraged in order to convey good design.
- ◆ Building colors can vary with neutral base color while using accent colors to evoke a sense of richness and liveliness to complement and support the overall character of the District.

SIGNAGE AND LIGHTING

The Market District has a unique opportunity to present itself in a “Bohemian” or eclectic style while still maintaining the character of the City. The signage and lighting play an important role in conveying this theme.

- ◆ Exterior building lighting should be used to accentuate the building design and the overall ambiance of the Market District.
- ◆ Preferred sign types include building mounted signs that face the street, window signs, projecting signs, and awning signs. Signage should be externally lit.
- ◆ Graphically designed signs are highly recommended to convey the District’s ambiance.
- ◆ Exterior signs that face the street (i.e. mounted against the wall) shall be centered below the horizontal expression line that defines the ground floor façade.
- ◆ Two-sided projecting signs that face up and down the street may be located above the horizontal expression line that defines the ground floor façade.
- ◆ Sign colors should relate to the architecture and environment of the structure.
- ◆ Signage on awnings is allowed on the “fringe” portion as long as it is complementary to the architecture.
- ◆ Awnings may be lit from above and/or may feature lighting beneath to illuminate the sidewalk.

LANDSCAPING AND OUTDOOR SPACES

Design outdoor spaces to characterize the ambiance of the Market District, while providing visual appeal to encourage pedestrian activity.

- ◆ Expanded sidewalks, courtyards and plazas are encouraged as places for outdoor commercial activities.
- ◆ Sidewalks, courtyards and/or plazas in the Market District should reflect an eclectic environment while accommodating new functional requirements.
- ◆ Public or private art is encouraged to be incorporated with City approval.
- ◆ Maintain the visibility of the structure from the street.

SERVICE AND UTILITIES

- ◆ Locate mechanical equipment and service areas out of public view.
- ◆ Loading/service areas including refuse/recycling enclosures should be located out of public view when ever feasible and must not front onto a primary shopping street.
- ◆ Electrical and communication transformers/cabinets located in the city right-of-way must be installed below grade in the right-of-way or located on-site and screened from public view.
- ◆ Backflow prevention/anti-siphon valves must be integrated into the building design and concealed from public view. Such devices may not be located within the right-of-way on primary pedestrian streets.
- ◆ All other mechanical equipment must be located behind or on top of the building and screened from public view with parapet walls, landscaping, etc.
- ◆ Screening should be compatible with building architecture and other site features. Sloping roof forms may be used as accents.

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GROWTH QUALITY
VALUES COMMUNITY