



Mascountah
ILLINOIS



EAST-WEST GATEWAY
Council of Governments



RDg...
PLANNING • DESIGN

CBB
TRANSPORTATION
ENGINEERS+PLANNERS

[dtls]
landscape architecture

DEVELOPMENT STRATEGIES®
guiding effective decisions in real estate, community, and economic development

THE TEAM

Sponsors:

- ❑ **Mascoutah Staff**
 - ❑ Define project area
 - ❑ Facilitate consultant collaboration
 - ❑ Facilitate outreach and community engagement
 - ❑ Review / edit report document
- ❑ **EWG**
 - ❑ Administer procurement and contracts
 - ❑ Develop work scope
 - ❑ Draft final report

Consultants

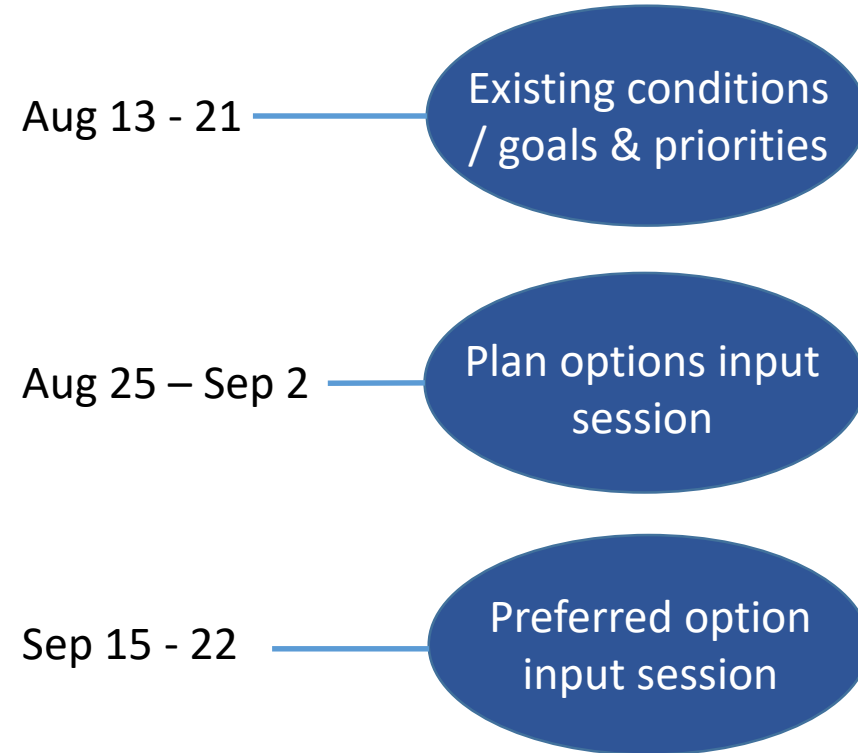
- ❑ Assess existing conditions
- ❑ Fully collaborate
- ❑ Develop recommendations
- ❑ Write individual white papers for their disciplines
- ❑ Review / edit report document

The Community

- ❑ Representative individuals
 - ❑ Businesses
 - ❑ Electeds & City staff
 - ❑ Residents
- ❑ Technical Focus Group (with local & outside agencies)
- ❑ The Public at large

PROCESS

- 1 Team Investigation (4-6 weeks)
- 2 Engagement and Concept Development



- 3 Strategic Planning Report (December)
- 4 Final Presentation (Today)

Survey Round 1 Key Findings

- Need to create a sense of place along Main Street
- Desire to see increased dining and retail options
- Desire to see flexible open public space
- Main Street would benefit from improvements made along the corridor to the street, sidewalks, and building facades
- Increase bicycle and pedestrian facilities throughout the City, with connections to new and existing trails
- Sidewalks are in poor condition along corridor

Survey Round 2 Key Findings

- Top rated regional path link is to Metro Bike Walk Path
- Shared use paths for biking are strongly favored over using road shoulders
- Respondents favor wider sidewalks in place of on-street parking on Main Street
- Respondents are amenable to parking behind buildings or on side streets rather than directly on Main Street.
- Top priority buildings for redevelopment are in the Railway and Main intersection area
- Housing is preferred off or adjacent to Main Street

Survey Round 3 Key Findings

- Strong support for coordinated/cooperative parking along Church Street as proposed
- General support for reducing on-street parking in favor of wider sidewalks
- Support National Register District designation for Main Street
- Positive response to use of Postel Building for brew-pub and creative space
- Support a Main Street business and management organization to address parking and maintenance

Focus Group Key Findings

- There is the perception that Main Street has insufficient parking but there is actually plenty of parking
- Main Street is in need of streetscape enhancements
- Need to bring people from north side of town to Main St.
- Need a way to get visitors to stop in Mascoutah
- There is a need to create a “hub” for the city.
- Mascoutah has a rich history that needs to be told

Stakeholder Interviews Key Findings

- Mascoutah is a 12 minute drive from a major retail intersection in Shiloh, which impacts the demand for businesses in downtown
- Residents want to see more retail and dining options along Main Street
- Younger crowd is not attracted to shop or visit downtown Mascoutah
- Parking is available but difficult to find due to a lack of maintenance & signage
- Mascoutah needs something to draw people in
- The business community is motivated and willing to work together but needs guidance and direction

DELIVERABLE:

Strategic Planning Report

- ❑ Project and process description
- ❑ Existing Conditions
- ❑ Goals and key findings
- ❑ Specific strategies
 - ❑ Prioritization & Phasing
 - ❑ Implementation notes
(scope, schedule, budget)
 - ❑ Appendices include White Papers and Surveys

Mascoutah Great Streets

STRATEGIC PLANNING REPORT



DECEMBER 2020



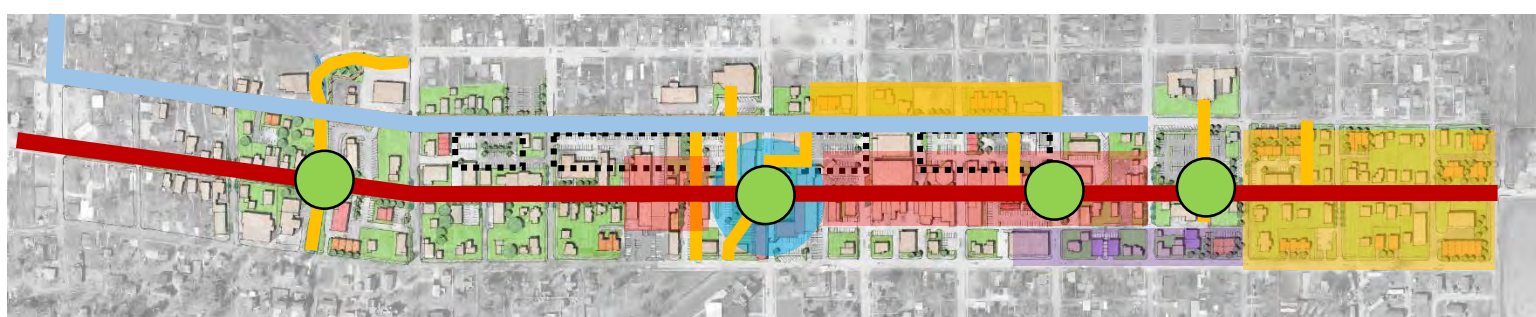
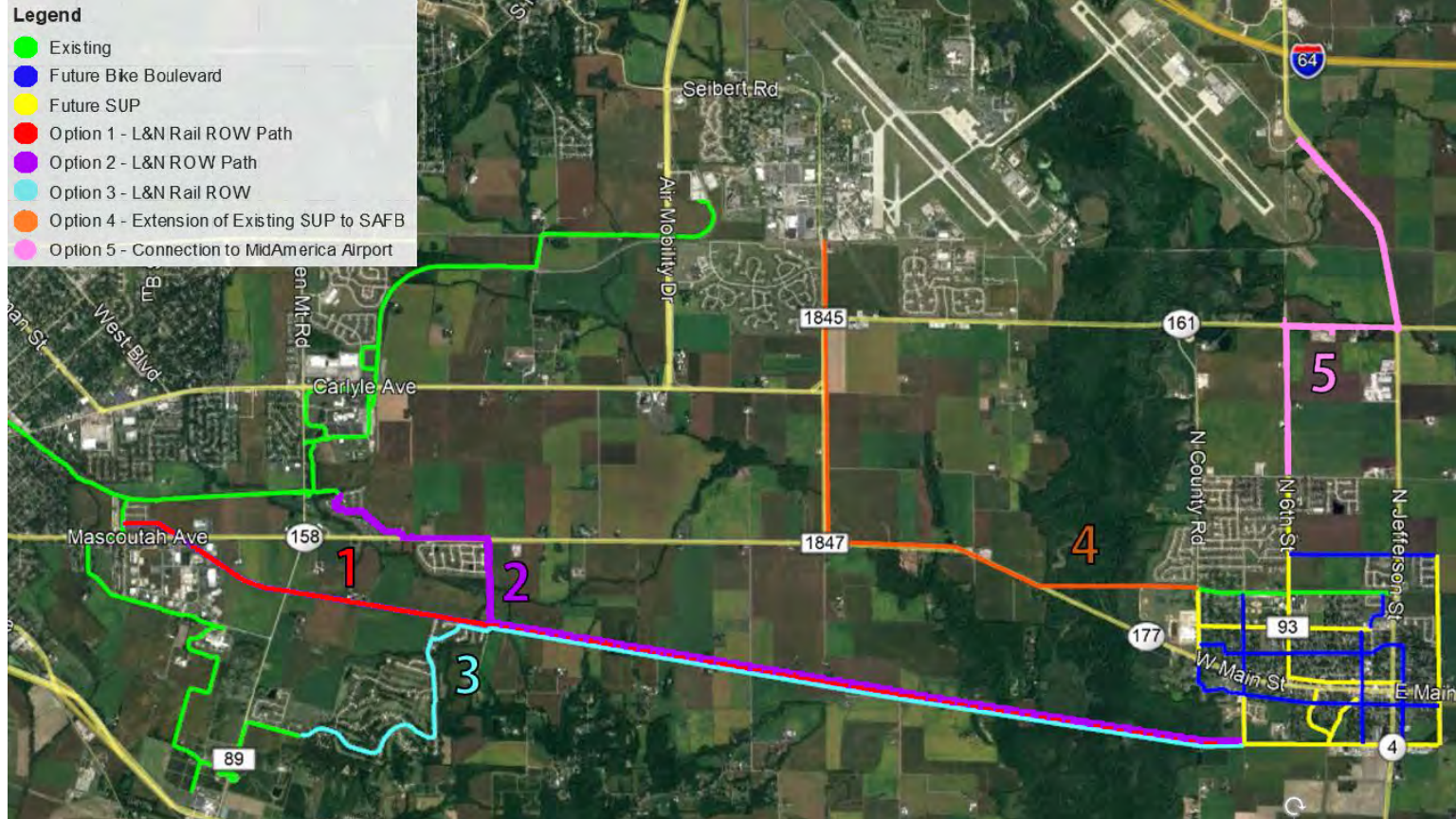
& Appendices

White Papers:

- Economic
- Environmental
- Transportation
- Urban Design

Survey Results

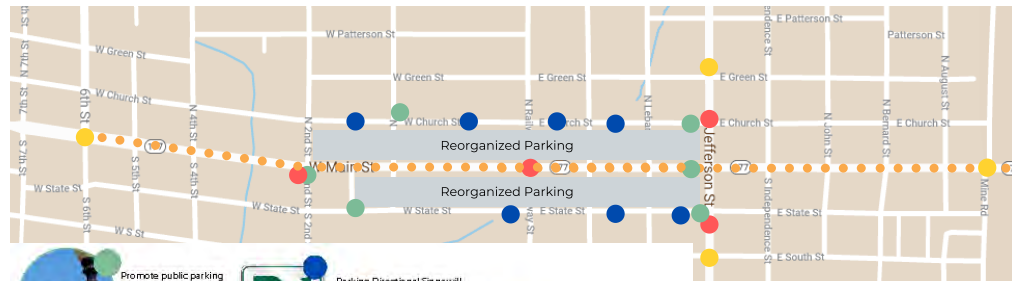
IDOT Comments



- Civic anchors
- Enhanced Main Street
- Church St Complete Corridor
- Cross Connections
- Parking Improvement Areas
- Business Core
- Entrepreneurial Opportunity Areas
- Residential Opportunity Areas

Sign Locations

- Welcome Main Street Entry Sign
- Main Street Directional Sign
- Parking Directional Sign
- Public Parking Lots Sign



Promote public parking lots with appropriate signage so that visitors and residents know where they can park



Parking Directional Signs will inform drivers where to turn to find public parking lots



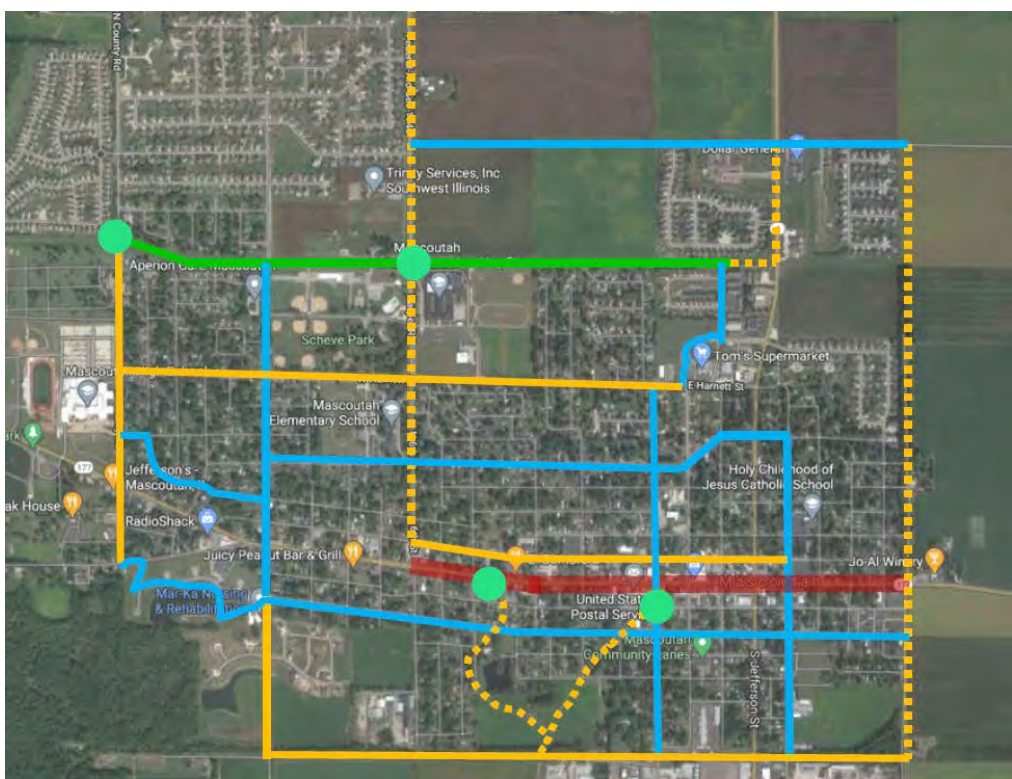
Banners on lamp post throughout the corridor that can highlight key sites, businesses, and events



Main Street entry signs can be placed on the edges of the corridor to highlight and give directions to key locations such as Scheve Park, City Hall and the Mascoutah Heritage Museum



A Welcome to Main Street sign will serve as entry points and branding for the corridor



RECOMMENDATIONS—EAST SEGMENT



RECOMMENDATIONS—EAST SEGMENT

vide a net gain of ten additional parking stalls. This would ideally be combined with the promenade project and would likewise require a partnership between the city and the parish.

ES5 Create an innovation incubator space. This area, served by an extension of the promenade (recommendation ES3) south to State Street, could become a focus for new business starts and innovative enterprises. A newly developed workshop space could be created along the south extension of the promenade to be used as an innovation incubator space. This space is currently underdeveloped, being occupied by a trailer home and garages, presenting the opportunity for it to be revitalized.

ES6 Develop live/work units near the created innovation space. Developing live/work units at or near the State and John Street intersection would compliment the incubator space (recommendation ES5). This concept could include four units with workshop/gallery space at the street level and loft residential units on the upper level(s).

ES7 Residential infill. Market analysis found that the Main Street corridor can support 240 new homes over the next 5 years. The east segment has more opportunity for housing development along the corridor because it has more space on vacant or underutilized sites. Adding two new small lot homes along State between Bernard and August, six attached single-family homes between August and Mine, and constructing rowhouses behind the existing historical multifamily building between August and Mine on State Street are such opportunities. (see p. 50) The small mobile home cluster located on Church Street between John and Bernard, could be redeveloped to eleven attached, affordable cottage home units.

Over 60% of home buyers are looking for small lot or zero lot homes in walkable neighborhoods (*National Association of Home Builders, 2020*). This segment of the corridor is ideally situated to provide this type of housing product at a level that could have a measurable benefit for the entire neighborhood. After updating zoning (recommendation C5), city staff could work with owners and builders to encourage these residential developments.







TIER 1 RECOMMENDATIONS

Task		Scale of 1 through 5 (least to best)						Rating (average)	Timing	Order of Magnitude Budget (2020 dollars)	Related Projects	Responsible Parties
		Economic Benefit	Transportation Benefit	Place Identity Benefit	Environmental Benefit	Community Desire	Ease of Implementation					
O1	Coordinate with IDOT on Rt 177 / Main St. resurfacing project	1	5	4	4	5	5	4.000	I	staff time	C1.1, O15, O2, O3, O12, O13, WS1, WS2, CS1, CS11, ES1, ES2	City Staff
O9	Extend / Amend the TIF district	4	4	3.5	3	5	4	3.917	I	Legal fees	O3, CS2, O11, O14,	City staff
ES2	Plant street / frontage trees	2.5	3	5	5	4	4	3.917	I & ONGOING	\$250-\$600 each	O1	City staff
WS2	Plant street / frontage trees	2.5	3	5	5	4	4	3.917	I & ONGOING	\$250-\$600 each	O1	City Staff
O15	Main Street corridor Rain garden engineering study	3	3.5	4	5	4	3.5	3.833	I	\$100k - \$200k	O1, O2, O3	City Staff
C2.1	City pathway network - initial stage (bike boulevards)	2.5	4	2.5	3.5	5	5	3.750	I	\$55k-\$855k / mile		City staff
C2.2	City Pathway network and wayfinding - full build-out	3	5	3.5	3.5	5	2.5	3.750	M	\$55k-\$855k / mile @ bike blvd & \$1M per mile @ SUP	C2.1	City Staff
R1	Pathway connection to regional greenway network	3	4	4	4	5	2	3.667	M	\$1M/mile	C2.2	City, MEPRD, SCCTD
O3	Improve Main Street sidewalk environment / furnishings	3	3.5	5	3	5	2.5	3.667	L/M	~\$1.3M	O1, O2, O15	City, BID staff, Chamber
CS6	Railway and Main public square	4	2	5	4	5	2	3.667	M/O	~ \$1.2 M	CS6	City staff / owner
WS3	Build History Walk / Moose Park	2	3	5	4.5	4	2	3.417	S/M	~ \$781 K		city staff, museum staff
C1.1	Public property BMP policies	1	3	4	5	3.5	3.5	3.333	I	staff time	O1, O15	City Staff
C6	Plan Rt 4 / Onyx Intersection improvement	2	5	4	3	3	3	3.333	S/M			City Staff / IDOT
CS1	Widen sidewalks / remove parallel parking	3	4	4.5	1	5	2	3.250	S/O	~ \$25/sf for decorative pavement. Curb relocation and sidewalk by IDOT	O1, O3, O15	City staff
CS2	Coordinate and improve lots for public parking	3	4	3	3	4	2.5	3.250	S/M	Varies - See appendix D, p. 40, plus legal fees	O3, CS3	City staff, owners, business owners
O2	Integrate stormwater management into reconstruction of Main St.	2	3	3.5	5	3.5	2.5	3.250	I/S	\$30/s.f. for raingardens - perv.pavement varies	O1, O3, O15, C1, C2	City, IDOT
CS5	Renovate the Postel Mill building	4.5	1	5	2	4.5	2.5	3.250	S/O	TBD	CS4	City staff / developer
R = Regional Context C = City Context O = Overall Corridor ES = East Segment of Main St. CS = Central Segment of Main St. WS = West Segment of Main St.		The covid 19 pandemic forced the use of on-line public engagement. The surveys were necessarily limited in scope. Tasks lacking community response are noted "not available"						I = Immediate = 1-2 years S = Short term = 3-5 years M = Mid term = 5-10 years L = Long term = 10-20 years O = Opportune - Include with related investments				

TIER 2 RECOMMENDATIONS

Task		Scale of 1 through 5 (least to best)						Rating (average)	Timing	Order of Magnitude Budget (2020 dollars)	Related Projects	Responsible Parties
		Economic Benefit	Transportation Benefit	Place Identity Benefit	Environmental Benefit	Community Desire	Ease of Implementation					
C5	Revise zoning for more diverse mix of housing	4	1	4	2	4	4	3.167	I/S	Staff time & legal fees	O10	City Staff / City Council
O4	Church Street shared use path & sidewalk	2	4	3	3	4	3	3.167	M	\$1.2M/mile	CS2	City Staff & property owners
O5	Downtown wayfinding	3	4	4	1	4	3	3.167	S	~\$100k- \$200k https://guidestudio.com/budgeting-signage-wayfinding/	C2.1, C2.2, O3	City, BID, Chamber
O6	Establish historic district	4	1	5	2	4	3	3.167	I/S	varies		City Staff
O8	Form a Business Improvement District	4	2	4	2	4	3	3.167	I/S	\$15k-25K	several - TBD	City, Chamber Proprietors
O10	Establish Main Street zoning district	3	3	3.5	3	3	3.5	3.167	S	Staff time & legal fees	C5	City staff
CS3	Create pedestrian connections between parking lots and Main Street	3	4	4	2.5	3.5	2	3.167	S/O	TBD	CS2, O3	City staff, property owners
R2	Pathway connection to Scott Air Force Base	3	3.5	2.5	4	3	2	3.000	L	\$1M/mile		City, Base Staff, MEPRD, SCCTD
O12	Upgrade crosswalks to continental style / update signage	1	5	2	1	4	5	3.000	I/O	varies	O1	City, IDOT
ES1	Add bump-outs at side-street intersections.	1	4	3	3.5	4	2.5	3.000	I/M	varies	O1, O15	City, IDOT
CS 11	Add bump-outs at side-street intersections	1	4	3	3.5	4	2.5	3.000	I/M	varies	O1, O15	
WS1	Add bump-outs at side-street intersections	1	4	3	3.5	4	2.5	3.000	I/M	varies	O1, O15	City, IDOT
ES7	Residential Infill	3.5	1	4	2.5	4	2.5	2.917	M/O	variees	C5	City staff / developers
O13	Update sidewalks to ADA standards	1	5	2	1	5	3.5	2.917	in conjunction with Rt 177 reconstruction	N/A	O1, O3, O15	City, IDOT

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TIER 3 RECOMMENDATIONS

		Scale of 1 through 5 (least to best)					Rating (average)	Timing	Order of Magnitude Budget (2020 dollars)	Related Projects	Responsible Parties
Task		Economic Benefit	Transportation Benefit	Place Identity Benefit	Environmental Benefit	Community Desire					
CS7	Big Tree Park	1	1	4	4	not available	4.5	I			City / owner
O14	Consolidate curb cuts on south side of Church Street	2	4	3	2	4	2	S/M	TBD	CS2, O2, O4	
CS8	Library - Main Street link	2	3.5	3.5	1	3.5	3.5	S	TBD		City staff, library staff
O7	Activate vacant / quiet storefronts	3	1	5	1	not available	4	I/M			City staff / Chamber
C1.2	Private property BMP incentives	2	1	3	5	not available	3	I/S	grants up to \$5k	C1.1	City staff
O11	Expand façade improvement program	2	1	5	2	not available	4	S	Staff time, TIF disbursements	O3, O9, ES2, WS2	City Staff / owners
ES5	Innovation space incubator	4	2	4	2	not available	2	L/O	> \$500k	ES3	City / developer
ES6	Develop live/work units near innovation space	4	2	4	2	not available	2	S/M	TBD	ES5	City staff, private developers
ES3	Holy Childhood Promenade	1	2	5	3.5	3	2	S/O	~ \$491 K	ES4, ES5	Owner
CS4	Jefferson Gateway	3	2	5	1	4	1.5	S	~ \$628 K	O3	City / owner
CS9	Haas Park improvement (s)	1	2.5	3.5	2	3.5	4	M/O	TBD	C1.1, CS4, CS6	City staff
WS4	Redesign Parking	3	3	3	2.5	3	2	M/L	See appendix D, p. 40	O14	City staff, owners
C4	Consider a Rental Licensing Program to protect quality of older neighborhoods	3.5	1	3	1	not available	5	I	Staff time		City Staff
C3	Develop residential landlord management assistance program	3	1	3	1	4	3.5	I	Staff time		City staff, landlords
R3	Pathway connection to Mid America Airport	2	3.5	2.5	3	1	2.5	L	~\$1.2M/mile		City staff, Airport Staff SCCTD, MEPRD
CS10	Screening around Ace Hardware storage yard	1	1	3.5	1	not available	3	S/M	TBD		Property owner
ES4	Holy Childhood Parking	1	3	2	1	not available	2	M/O	TBD	ES3	Owner

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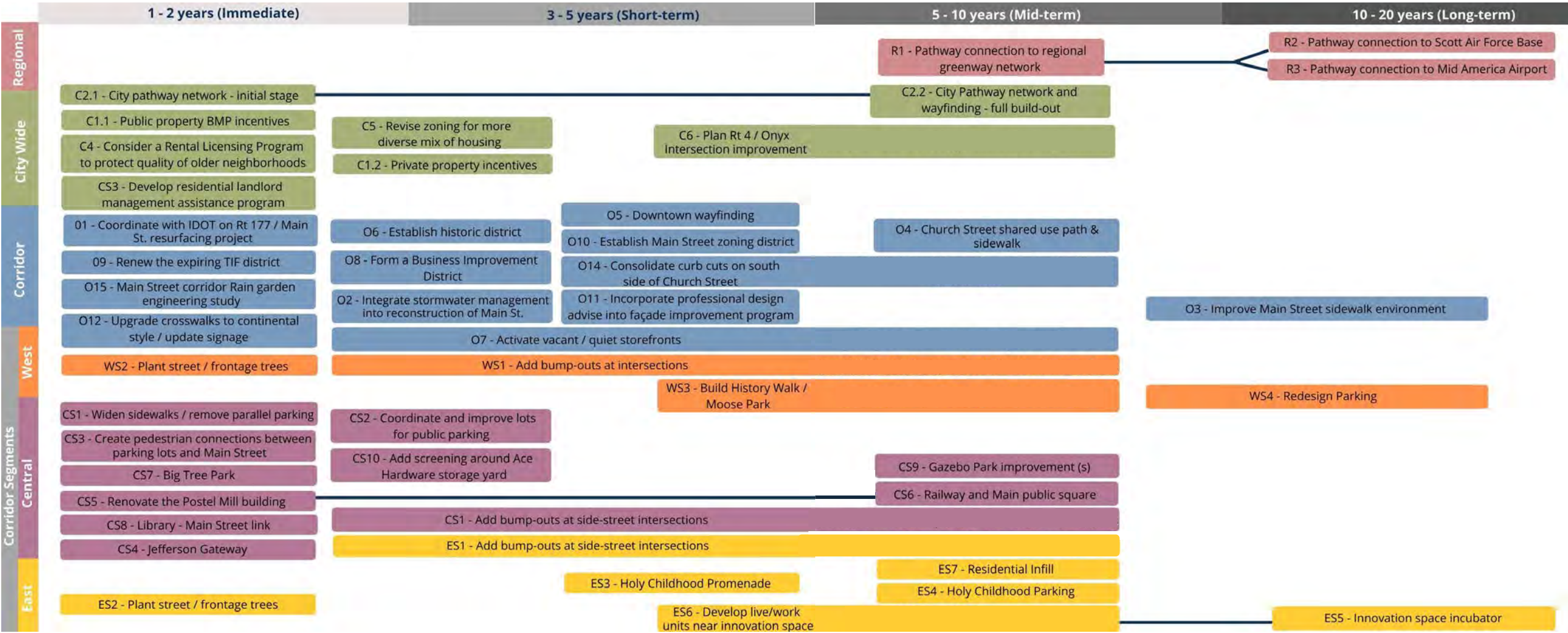
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PHASING



QUESTIONS:

