



City of Mascoutah Uptown District Plan



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APPROVED August 20, 2007

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City of Mascoutah, Illinois
Uptown District Plan



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Part One

Introduction / Strategy Summary



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Introduction

From its birth as a “railroad station / farming community” in 1837, Mascoutah has evolved in a manner similar to other cities in the United States. Early farm families depended on the community for many of their necessities, i.e. groceries, clothing, hardware, and lumber. The downtown continued as the hub of the community until the post-World War II days when the automobile became a commonality. Shopping, jobs and new commercial construction moved closer to interstates and a larger metropolitan market. Many of the businesses in town felt they could no longer compete. The following decades brought a slow decline in the number and types of businesses and services offered in the downtown area.

However, over the last decade, Downtown Mascoutah has experienced a “new birth.” Several remarkable building renovations have been completed. A Visitor’s Center has been established to provide information to residents and visitors alike. The visual appearance of Main Street has been greatly improved by the installation of benches, trash receptacles, planters and street banners. Public art in the form of bronze statues and wall murals have been added, and new private commercial investment have greatly added to the vitality of downtown.

To keep this momentum going, this planning document has been prepared to achieve **five primary goals**:

- 1. Implement programs and projects to stimulate development activity and assist with revitalizing downtown.**
- 2. Foster appreciation of the City’s historic structures and preserve the historical and architectural integrity of the downtown area.**
- 3. Develop standards to guide public improvements thereby contributing to the overall appearance of the downtown area.**
- 4. Repair and replace aging infrastructure.**
- 5. Maintain downtown as the City’s cultural center.**

Certain trends, atypical to most downtowns, can be found in Mascoutah which have greatly contributed to the success of the Uptown District.

Private Investment – In most communities, downtown property values tend to slide downward as there is a lack of interest or success in finding uses and businesses which can succeed in a downtown environment. In Mascoutah, much of the recent physical improvements to downtown have been driven by the private sector.

Retention of Employment Centers Downtown – The retention of several key employment centers, i.e. banks, post office, city hall, provide a daytime customer base for shops and restaurants.

Creation of Public Uses and Activity Centers – The location of public buildings and activity centers i.e. post office, senior center, civic center, library and city hall, encourage residents using these services to visit downtown and patronize downtown establishments.

Steady Growth – Mascoutah’s overall growth and development has been at a steady pace. Important contributable older buildings have not been razed due to development pressure.

Interest to Live Downtown – Downtown Mascoutah includes charming, reasonable housing options. Residents have a desire to live downtown and invest in their homes. This also reduces the pressure to convert residential structures into commercial/business uses.

Ultimately, the reason why a downtown succeeds is its ability to attract “people.” Simply put, if an environment is created where people want to live, work and visit, the downtown will continue to prosper.



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Summary of Strategies

Land Use – The Uptown District should strive to include a mix of residential and commercial uses. Commercial opportunities should be expanded to portions of Church Street where vacant and underutilized lots are presently zoned Office, Neighborhood Commercial or General Commercial.

Zoning – The Downtown Commercial and Office Zoning Districts are the appropriate commercial districts for downtown which permit “selected” retail sales and service activities that enhance the character of downtown. Areas zoned General Commercial should be rezoned to DC or O Districts. Sign regulations should be reviewed for appropriateness in the downtown commercial districts. To protect the architectural integrity of the downtown, performance standards should be developed to guide the conversion of older homes to retail/office uses.

Parking – There is adequate parking which is fairly dispersed throughout the downtown area. Installing attractive signage to identify and direct visitors to public parking lots is greatly needed. Given that there is sufficient public parking, it is recommended that the zoning code be amended to not require off-street parking in the DC District for each business use.

Traffic – A Traffic Study was completed for the Uptown District in 2004, and the study concluded with several traffic alternatives for Uptown. 1. Given the current traffic levels, continue the use of Main Street as the primary east/west arterial through downtown. 2. Utilize Church and State Streets to carry a portion of east-west traffic through downtown. 3. City should begin planning an alternate east/west truck route around the City bypassing the Uptown area. 4. Removal of parking on Main Street west of Jefferson Street would enhance the traffic flow of Main Street and improve pedestrian safety.

It is also recommended that Market and Lebanon Streets from Main to State Street become one-way streets southbound to eliminate the line of site problem for drivers attempting to pull out onto or cross Main Street traveling northbound. If the one-way street system is implemented, it will allow installing additional angled parking on Market Street.

Historic Structures – Mascoutah’s historical structures are one of the most important resources of the Uptown area and need to be preserved. Local historic district status should be explored and rehabilitation guidelines following the Secretary of Interior’s Standards should be used to evaluate exterior changes to historic buildings to retain their architectural integrity.

Public Infrastructure – Strategies related to infrastructure and public utilities seek general improvement in conditions of water mains, streets, alleys and sidewalks. Due to costs, improvements will have to be completed in phases. Special assessments should be considered to help fund improvements.

Design Features – Sensitivity to design can compliment and enhance the historical and architectural qualities of the Uptown District. Design features should build on the existing downtown structure to create a convenient and “user friendly” downtown.

Streetscape should be reorganized to incorporate permanent public park-like open space, as well as heavily landscaped parking lots and pedestrian walkways. A Streetscape Improvement Program, comprised of new sidewalks, street trees, landscaping, street furniture and period lighting should be initiated to enhance and unify the Uptown District. The District can also be unified by adopting street graphics and sign standards appropriate for the downtown area.

Project Financing – The City should continue to stay current of the constantly changing State and Federal programs and program requirements to apply for funding to support the projects identified in the Uptown District Plan. It is recommended that Tax Increment Financing (TIF) funds from TIF 2B be used to begin the infrastructure improvements and streetscape enhancements for the sections of Phase I of the Uptown District which are located in the TIF 2B.



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Part Two

The Plan and the Process



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Purpose of the Uptown District Plan

Why we are planning?

The purpose of the Uptown District Plan is to provide a series of goals and strategies to deal with the issues that are present in Downtown Mascoutah. Specifically, the Plan will address the challenges and opportunities identified by staff and participants; formulate goals; and identify projects and programs aimed at addressing these goals in a manner that can be adopted as official City policy.

The plan will be used to guide both public and private investment. The City Council will adopt this plan document as part of the official City Comprehensive Plan. Following its adoption, local officials will have an understanding of the desires of the community and can properly plan for and budget resources to implement the projects and programs recommended in the plan.

Implementation of the plan will occur in phases. Phase I will include a geographically defined area of Downtown Mascoutah bounded by Main Street and Church Streets from Second Street to Mine Road and the area between Railway and Market Streets from Main to Oak Street. This area was initially chosen due to its large concentration of historic buildings, location of several downtown anchors and employment centers, i.e. City Hall, library, post office, civic center, and its inclusion in the TIF 2B, which provides an additional funding source. Focusing on this particular area will create a “synergy” of public/private improvements which will expand beyond and benefit the entire Downtown area.

Lastly, it is of primary importance for the implementing partners of this plan to recognize that Downtown Mascoutah is a “community of people and businesses” and an ever-evolving entity which makes it necessary to periodically redefine issues, and review goals and implementation strategies to account for changing attitudes and needs. It will be important to conduct “vision” meetings with as many businesses, residents, and property owners as possible every two years to keep pace with the evolution of the Downtown.

The Planning Process

Throughout the planning process the City Manager and staff guided a “stakeholders group” made of primarily Downtown property owners, residents and business owners to review and advise the work produced by staff and a planning consultant. The City hired FGM Architects to facilitate this process.

A survey was conducted through Mascoutah Chamber of Commerce and Main Street Mascoutah, and three stakeholder meetings were conducted. Several other meetings were held with representatives from the Economic Development Commission to refine this planning document.

It is important to note, that attempts in the past produced documents more “narrative” in nature. Staff and the stakeholders felt strongly that this effort to review and make recommendations for downtown projects and programs needed to be “visual” in nature. Strong visual representations accompany this Uptown District Plan to assist in illustrating recommended strategies to promote Downtown Mascoutah and continue its vitality.

It is hoped that this plan catches the imagination of the rest of the community with innovative ideas, visible changes and the image of what can be!

- Downtown Stakeholders



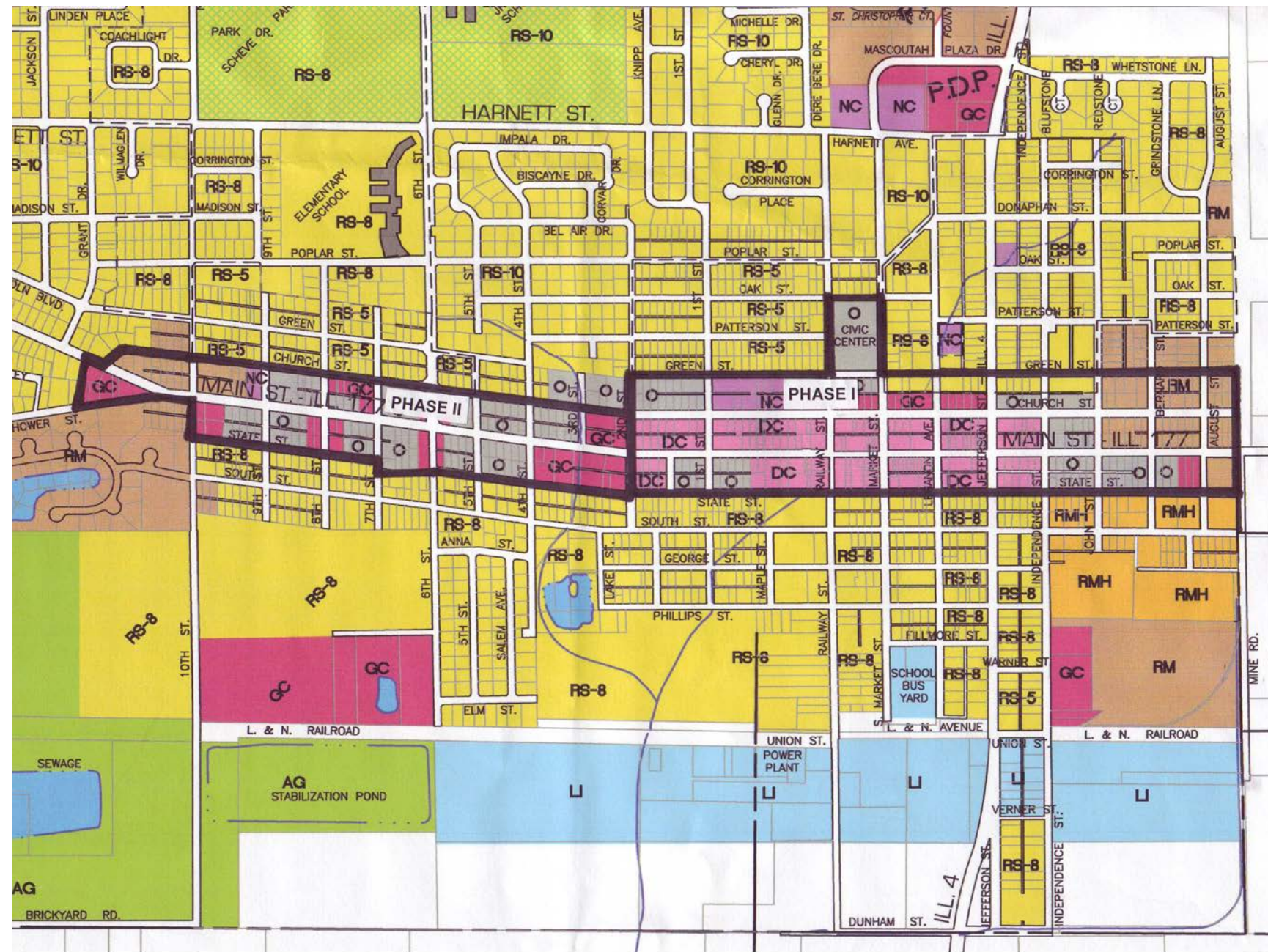
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Mascoutah Uptown District

The Uptown District extends west of 10th Street to Mine Road, north and south of Main Street (IL Route 177). The Uptown District Plan is representative of the entire District, but plan implementation will occur in two phases; Phase I, 2nd Street to Mine Road and Phase II, 10th Street to 2nd Street.



LEGEND	
	AG, AGRICULTURAL
	RS-10, SINGLE-FAMILY RESIDENTIAL
	RS-8, SINGLE-FAMILY RESIDENTIAL
	RS-5, SINGLE-FAMILY RESIDENTIAL
	RT, TWO-FAMILY RESIDENTIAL
	RM, MULTIPLE-FAMILY RESIDENTIAL
	RMH, MOBILE HOME RESIDENTIAL
	O, OFFICE
	NC, NEIGHBORHOOD COMMERCIAL
	DC, DOWNTOWN COMMERCIAL
	GC, GENERAL COMMERCIAL
	LI, LIGHT INDUSTRIAL
	GI, GENERAL INDUSTRIAL
	AP, AIRPORT
	AIRPORT OVERLAY DISTRICT
	COMMUNITY FACILITY DISTRICT



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Zoning and Boundary Map

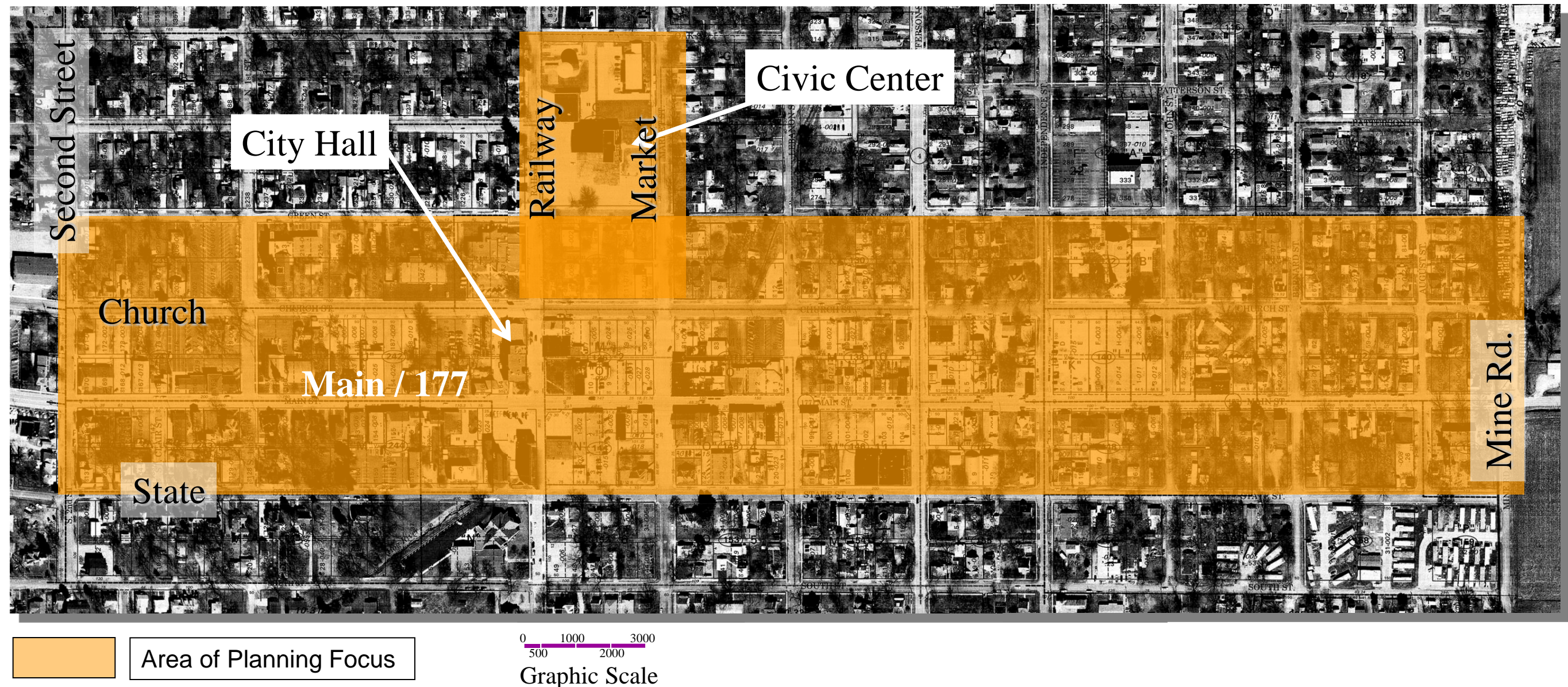
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City of Mascoutah, Illinois
Uptown District Plan



Mascoutah Uptown District (PHASE I)

A geographically defined section of Downtown Mascoutah bounded by Main Street and Church Streets from Second Street to Mine Road and the area between Railway and Market Streets from Main to Oak Street. It is hoped that focusing on this particular area will create a “synergy” of public/private improvements which will expand beyond and benefit the entire Downtown area.



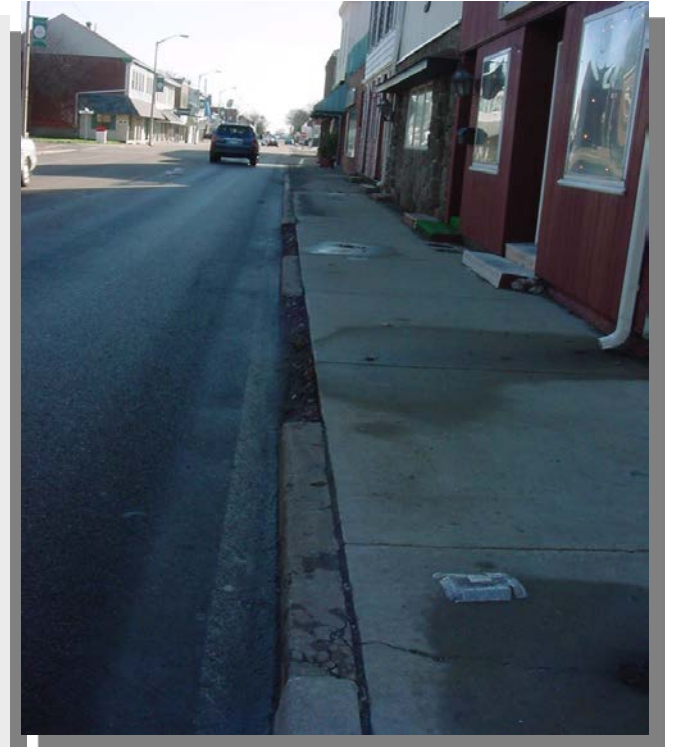


Our Challenges

- Narrow Main Street
- Curb / sidewalk maintenance
- Overhead electric lines
- General building conditions
- Unimproved / underutilized lots



- Poor directional signage for parking areas and public facilities
- Inappropriate signage
- Lack of public gathering/assembly spaces
- No unifying theme to identify district
- Route 177 and Route 4 truck traffic
- Inappropriate General Commercial (GC) District zones
- Aging infrastructure, i.e. water, sewer, alleys, streets
- Two state controlled highways, IDOT constraints
- Little green space / landscaping
- No barrier between vehicular/ pedestrian routes
- Business retention



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- Historic resources / features, i.e. 19th and 20th century buildings, mill.
- Architectural integrity has been maintained
- Strong business community
- Continuity in the streetscape, older buildings intact
- Public areas to improve and “green”
- Location and availability of parking favorable
- Develop a “niche” market
- Anchors located downtown, i.e. city hall, library, post office, senior center, civic center
- Two state highways, highly traveled
- Non-profit organizations promoting downtown



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Our Opportunities

- Established businesses
- Strong private investment
- TIF 2B District, financing tool
- Stable downtown residential/housing market
- Commitment to Downtown Mascoutah





Existing Conditions \ Visual Assessment

Appearance is an important ingredient in a successful downtown program. A survey of the visual elements of the Uptown District was undertaken as part of this plan. The general assessment measured the impact of buildings and the defined urban spaces, i.e. parking areas, open spaces.

- Within the district, Main Street is very narrow, and either the traffic lane or the parking lane is adjacent to the sidewalk. No barrier exists between pedestrian and vehicular traffic.
- The condition of the sidewalk pavement is an element contributing to the streetscape. Along Main Street, several sidewalk condition problems were found. Downspouts pour out onto the sidewalks.
- The overhead electric lines also contribute negatively to the streetscape.
- A few buildings were in poor condition and/or have lost their architectural integrity.
- Parking areas generally abut buildings and sidewalks and no area preserved for landscaping or green space.
- Areas between buildings are unattractive.

- Planters, benches, trash receptacles, period street lights, street banners, murals and bronze statues liven up the district.
- Store fronts generally look pleasant and inviting.
- Recent building renovations have retained many of the building's architectural features.
- There are several buildings in Mascoutah which are significant to the history of the community.
 - *The Carriage House*
 - *Mascoutah City Museum*
 - *Tony's Place*
 - *Reed Building*
 - *500 East Main Street*
 - *Mill building with mural*
 - *Tru-Value Hardware*
 - *Moll Funeral Home*
 - *Nite Deposit*

The “*heart*” of Mascoutah ...
...is “*Uptown*”





Existing Conditions

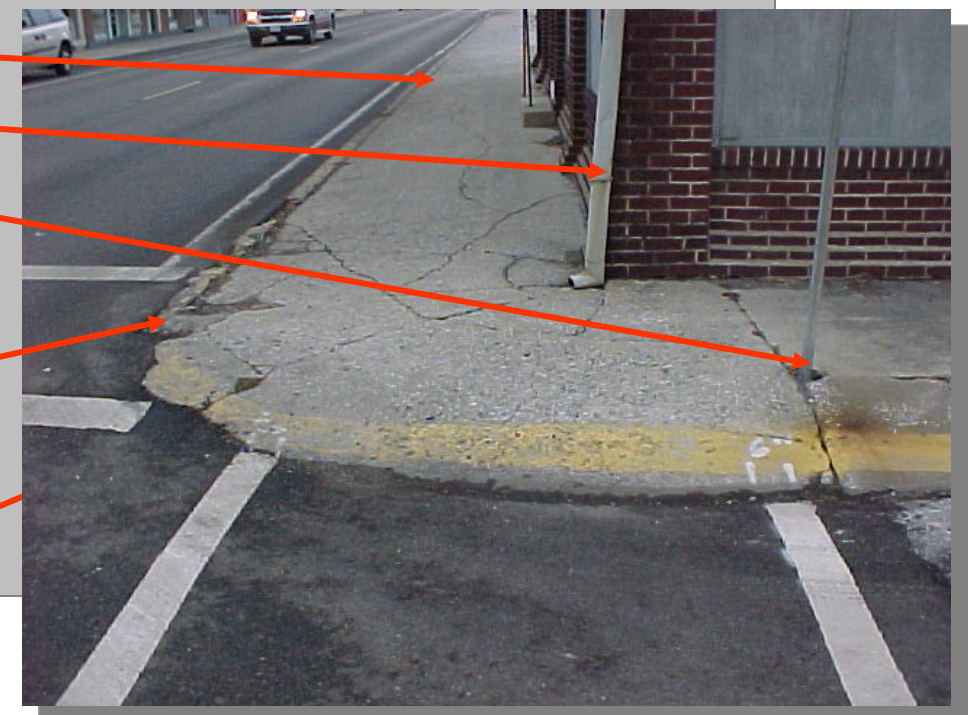
Many architecturally significant 19th and 20th century buildings intact.



Downspouts dump onto sidewalks
Building steps protrude into sidewalk



Narrow sidewalks
Close building proximity to street
Signage encroaches into pedestrian way



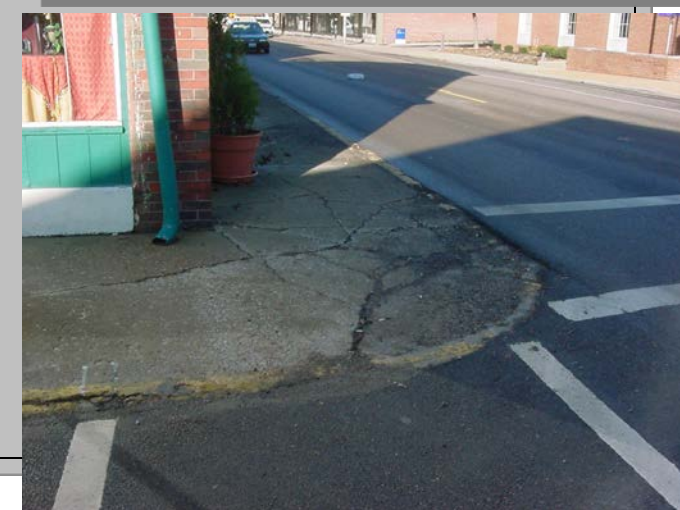
Deteriorated curbs / gutters

Deteriorated sidewalks



Existing Conditions *targeted for improvement*

- Deteriorated curbs and sidewalks
- More appropriate/uniform signage
- Vehicles close to pedestrians and buildings



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Part Three

Uptown Elements



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I. Land Use

Land use in the Uptown District is primarily a mix of retail and office uses including banking, utilities, insurance, pharmacy, attorneys, dentists, hardware stores, convenience stores, restaurants and bars. The district also includes City government services, post office, library, Leu Civic Center and the Senior Center. Residents frequent downtown to access these public services creating a daytime “customer” base.

Residential land use is mixed throughout the downtown. It is important to keep some land designated for residential purposes to maintain a “population” base in the downtown area. This population base may help to attract or retain smaller business establishments that depend on a local customer base such as hair salons, small grocery store, dry cleaners, or a coffee house. Retailing alone, although very important, will not in and of itself revitalize downtown Mascoutah. Retailing benefits from a healthy downtown and generally follows rather than leads.

There are very few vacant properties within the district. It has been noted that an opportunity may exist to redevelop underutilized parcels along Church Street. While commercial expansion is desired in this location, the business incursion into the residential areas should be kept to a minimum. These sites along Church Street have been identified as an area of commercial expansion based upon the likelihood of minimal impact to surrounding properties.

SUB-GOALS

- Maintain the presence of public and other government services to anchor the district.
- Encourage residential land use in the district to provide a population base to attract and retain businesses.
- Encourage the redevelopment of underutilized properties, zoned Office (O) and Neighborhood Commercial (NC), along Church Street for expansion of commercial/ office uses. Explore potential land acquisition options to stimulate redevelopment.

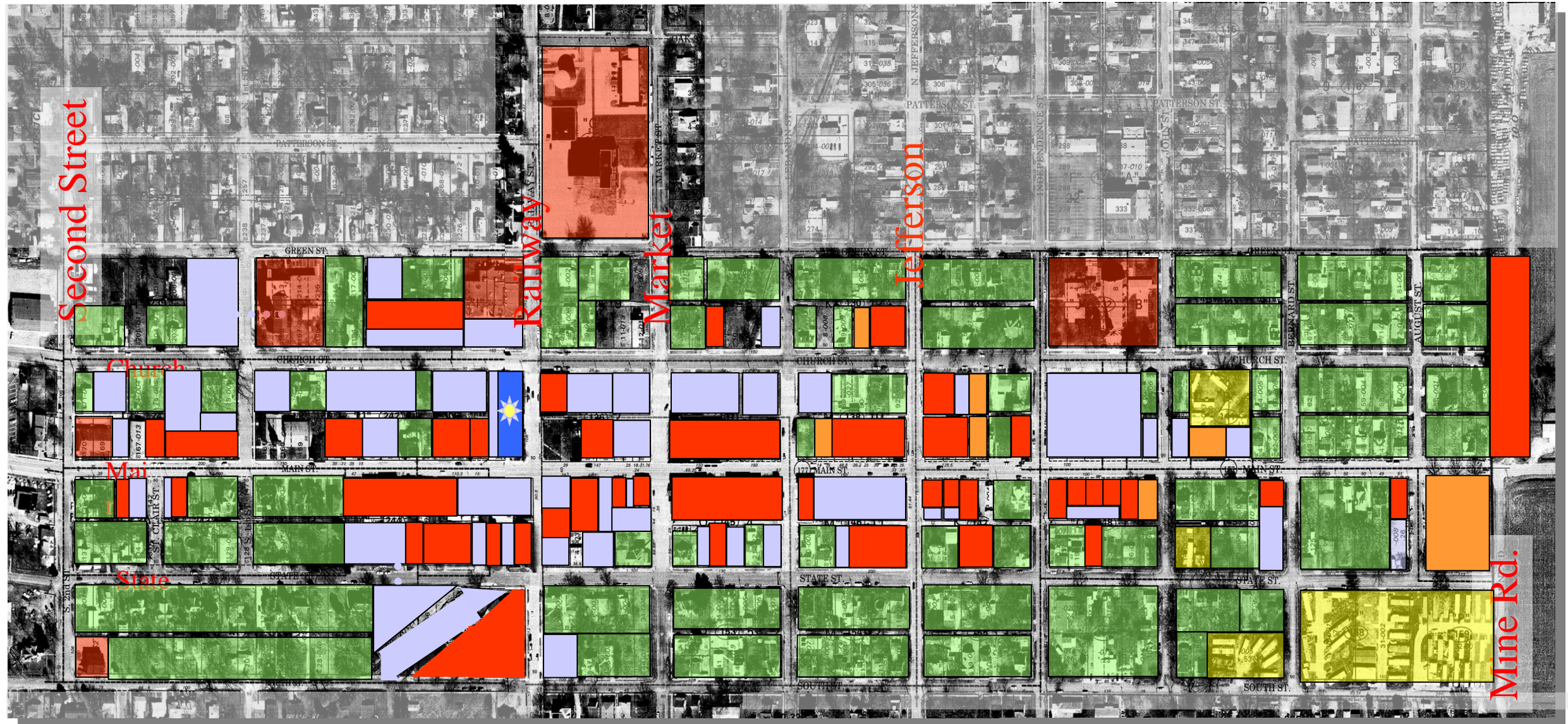


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I. Land Use



0 500 1000 2000 3000
Graphic Scale

Land Use Key

Parking	Multi-Family	Non-Commercial Organization	Commercial	City Hall	Residential	Mobile Homes
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Area of Planning Focus, Phase I

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City of Mascoutah, Illinois
Uptown District Plan



II. Zoning

The Uptown District is comprised of several zoning districts, namely General Commercial (GC), Downtown Commercial (DC), Neighborhood Commercial (NC), Office (O), Single-Family Residential (RS), Multiple-Family Residential (RM) and Mobile Home Residential (RMH).

The current zoning district pattern in the Downtown is appropriate except for the areas zoned GC. The purpose of the GC District is to permit more intense retail sales and various service activities. The intent of the DC District is to enhance the character of downtown by permitting “selected” retail sales and service activities in the downtown area.

Residential uses are considered appropriate uses in commercial zones and are permitted in the DC (2nd floor and rear), NC and O Districts. In order to protect the architectural integrity of the older homes, it is recommended that performance standards be included in these districts to address requests to convert residences into commercial/office structures. Standards may include retaining setbacks, implementing architectural review procedures and locating parking areas and accessible routes in the rear.

The current sign regulations treat all non-residential zoning districts alike, meaning the same sign regulations are applied to all commercial districts. The sign regulations for a GC District are not appropriate for a DC District given that the two districts vary widely on site situations, types of businesses, etc.

SUB-GOALS

- Rezone areas from General Commercial (GC) to Downtown Commercial (DC).
- Develop performance standards for the conversion of older homes to retail/office uses.
- Review sign regulations for appropriateness in the various commercial zoning districts.



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II. Zoning



0 1000 3000
500 2000
Graphic Scale

Zoning Key

RS8 Residential	O Office	NC Neighborhood Commercial	DC Downtown Commercial	GC General Commercial	RMH Residential Mobile Home	RM Residential Multi-Family
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Area of Planning Focus, Phase I

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City of Mascoutah, Illinois
Uptown District Plan



III. Parking

A survey of the Uptown District was conducted to determine the number and location of off-street parking spaces in the district. As indicated on the Parking Map on the next page, there are over 750 off-street parking spaces (public and private) available, and the spaces are fairly dispersed throughout the district. It was noted that some of the parking areas available to the public are actually located on private property and not owned by the City. In these cases, the maintenance of these parking areas are the responsibility of the Chamber of Commerce.

Conducting the survey, it was difficult to determine if the parking areas were restricted or available to the public. Convenient access by motorists into the district and to parking places near their destinations is a critical factor in encouraging people to visit and shop downtown. Installing directional signage and signs identifying public parking areas would significantly reduce the confusion and be useful to visitors and customers.

A long term solution to ensure enough parking is available in the downtown area would be to amend the zoning code related to parking requirements. The DC zoning classification could be amended to presume that parking would be provided by the City or the Chamber lots and not

on-site by individual property owners for each business use. This would help reduce the need to demolish a building s just to construct a few parking spaces to meet the existing parking requirement.

Other issues which deal with parking include retaining or removing on-street parking spaces to accommodate sidewalk and streetscape improvements, and secondly, improving off-street parking areas. These issues will be addressed under Section VII. Design Features, specifically, “Streetscape Treatments” and “Parking Areas.”

SUB-GOALS

- Implement a signage program to direct visitors to public parking lots and identify all public parking lots.
- Amend zoning code to NOT require off-street parking in the DC District for each business use.

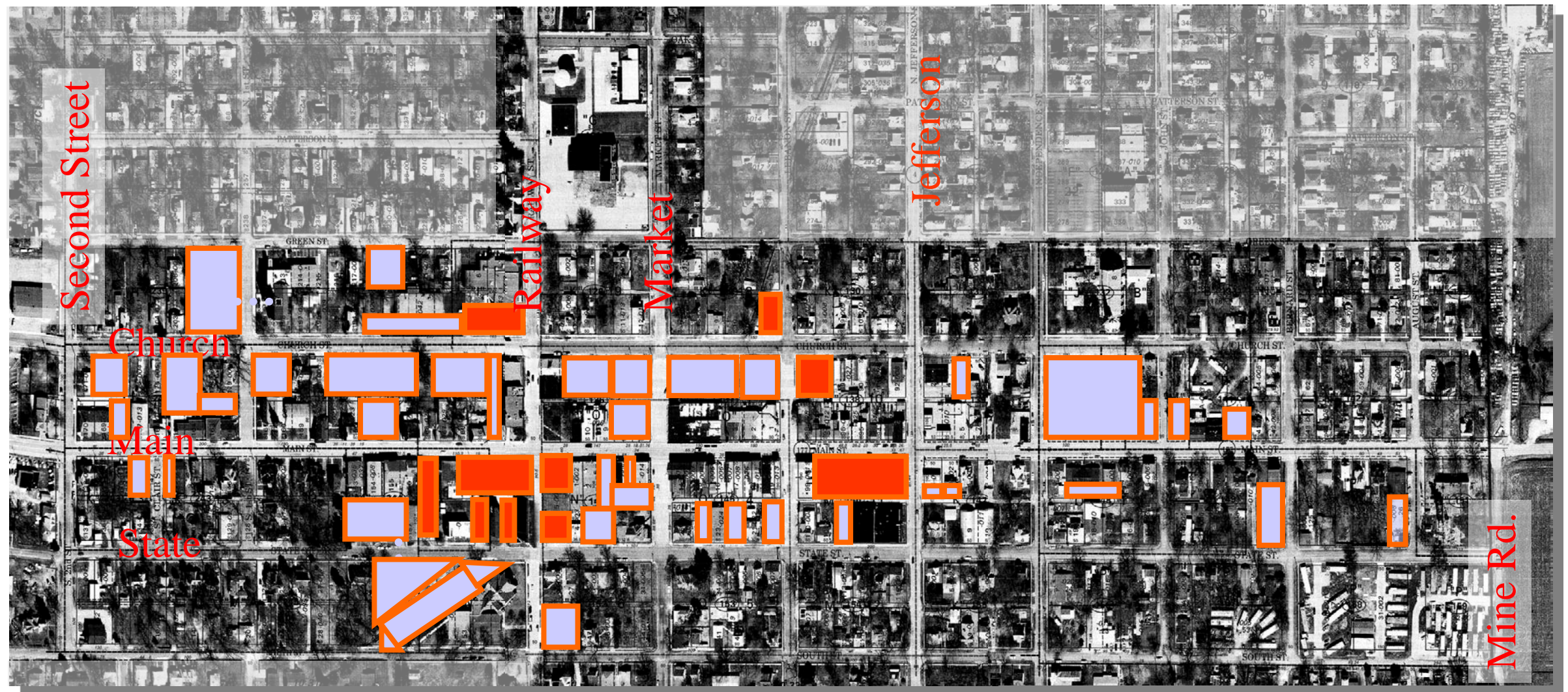


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III. Parking



0 1000 3000
500 2000
Graphic Scale

Approximate Total Parking Spaces

- Public – 165
- Private – 470, (plus 150–200 at Holy Childhood)



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Area of Planning Focus, Phase I

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Uptown District Plan



IV. Traffic Circulation

In March 2004, a Traffic Study was completed for the Uptown District by Crawford, Bunte, Brammeier. The study analyzed existing traffic conditions within Uptown with regard to traffic flow, on street parking and the placement of traffic control devices. A more detailed review was performed for the intersection of Main Street (IL Route 177) and Jefferson Street (IL Route 4) because of the higher traffic volumes present at that intersection. Considerations to change the traffic circulation patterns or any plans for improvements along these routes must be approved by Illinois Department of Transportation.

The purpose of the study was to determine how traffic flows, parking, pedestrian movements and safety could be addressed and incorporated into efforts to redevelop Uptown. The study concluded with three traffic alternatives for Uptown:

1. Continue the use of Main Street as the primary east/west arterial through town.
2. Utilize Church and State Streets to carry a portion of east-west traffic through Uptown. The frequent stop signs along both Church and State Streets could be considered a deterrent to traffic that might utilize these streets as an alternate to Main Street.
3. Develop an alternative route, which would remove through traffic, and especially truck traffic, from the Uptown area.

The study also indicated that the two lane cross section of Main Street is expected to provide an acceptable level of service for the near future. Current traffic volumes vary from 8,300 Average Daily Traffic (ADT) on the west end of Uptown to 4,800 ADT on the east end. The removal of parking west of Jefferson Street would enhance the traffic flow of Main Street and improve pedestrian safety.

SUB-GOALS

- City should begin the planning of an alternate east/west truck route around the City bypassing the Uptown area.
- When an increase in traffic volume on Main Street warrants diverting a portion of traffic from Main Street, Church and State Streets should be improved by reducing the number of stop signs and widening the roadways to encourage motorists to utilize these streets rather than Main Street. Church Street should maintain stop signs at Jefferson, Railway and 2nd Streets. State Street should maintain stop signs at Jefferson, Lebanon, Railway and 2nd Streets.
- Market and Lebanon Streets from Main to State Street should become one-way streets. This will reinforce the left turn movement from the alley adjacent to the Visitor's Center (south) on to Lebanon Street.
- Market Street, north of Main Street, should include angle parking on the east side. Market Street, south of Main Street, should include angle parking on both sides.
- Intersection of Jefferson and Main Streets is forecasted to operate with an acceptable level of service through the next five years (2004-2009). In the 10-year horizon, delays at the 4-way stop control would be expected to be unacceptable, and the installation of traffic signal should be considered at that time.

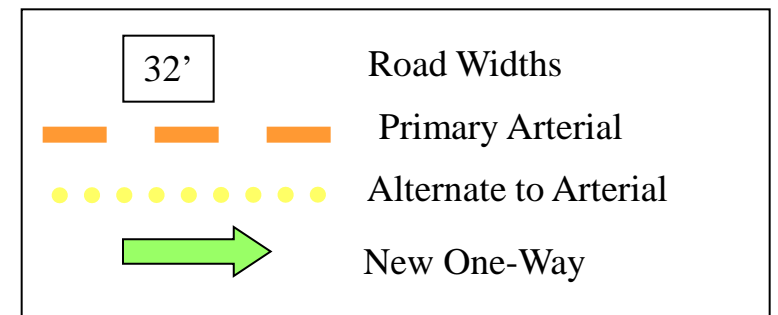
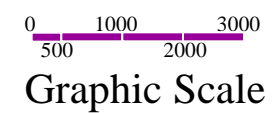
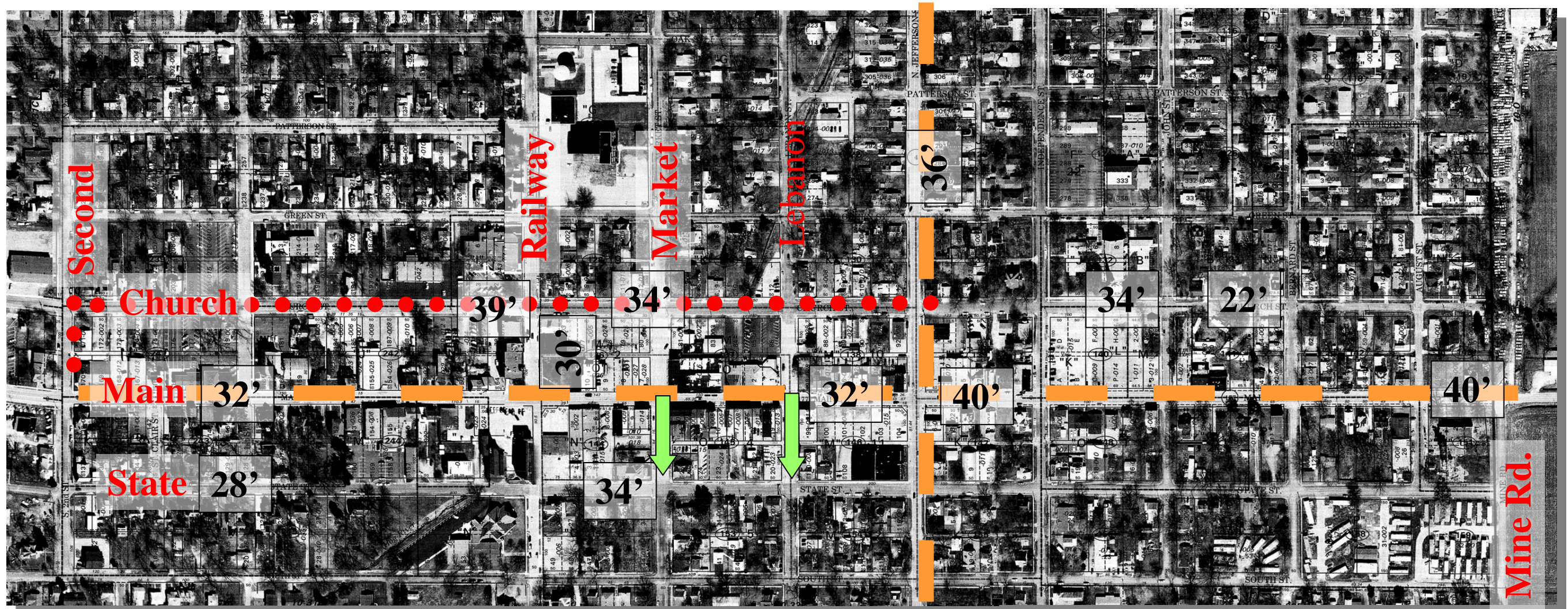


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IV. Traffic Circulation





V. Historic Structures

It was concluded that the historical structures located in Uptown are an important resource and gives the City a “sense of place.” Recommendations to preserve these resources include:

1. Local historic district status should be explored and rehabilitation guidelines implemented.
2. Programs providing for and encouraging appropriate restoration should be created.
3. New construction should be scrutinized for its impact on the overall architectural integrity of the Downtown area.

In 1999, the City adopted a Historic Preservation Ordinance which established a Historic Preservation Commission. One of the tasks of the Commission is to develop a process to designate local landmark/ historic districts which also entails design review. It is recommended that the Commission use this authority and develop a landmark designation and design review process. ***Basic building rehabilitation standards and design guidelines are offered in the Implementation Section of this Plan.***

Benefits of Local and/or National Register Landmarks or Districts:

Historic Preservation Tax Credits – provides federal income-tax incentives for the rehabilitation of historic income-producing properties. The credit may be subtracted directly from federal income taxes owed by the owner. Federal regulations permit use of 10 percent tax credit for substantial rehabilitation of commercial structures 50 years of age or older. A 20 percent tax credit may be applied if the structure is in an approved National Register District or be individually recognized as an historic structure.

Property Tax Assessment Freeze Program – owner-occupied residences that have been recognized by federal or local historic designation may have property assessments frozen at a pre-rehabilitation level for a period of eight years.

Illinois Heritage Grants – involves the approval of development grants for rehabilitation of structures owned by the public or not-for-profit organizations, excluding churches. Average grant is in the \$8,000-12,000 range.

SUB-GOALS

- Educate property owners of proper restoration/rehabilitation procedures in accordance with the Secretary of the Interior’s “Standards for Rehabilitation.”
- Continue Main Street Mascoutah program to encourage and provide incentives for appropriate façade renovations.
- Explore local/national historic designation to allow eligibility for State and Federal Historic Tax Incentives.
- Prevent the destruction of significant buildings and provide review of new construction.
- Create an architectural design theme for new infill structures. With special attention given to materials, scale, and color of structures, new buildings constructed in the downtown area can reinforce the character established by the existing older mercantile buildings.



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VI. Public Infrastructure

Quality of life and encouraging private investment in a defined area is at least partially dependent on the quality of infrastructure and utilities available. Infrastructure refers to public construction items such as streets, sidewalks, curb, gutter, alleys, water and sewer mains and storm sewers.

Since the Uptown District is the oldest section of the City, some of its infrastructure is quite aged also. The poor condition of sidewalks in some areas of Uptown is of great concern among stakeholders. Infrastructure items are costly to update and maintain. A combination of funding may be used to complete the repairs and updates needed in the Uptown area, particularly the sidewalk repairs.

Tax Increment Financing (TIF) and Community Development Block Grant (CDBG) funds are sources of funds for these types of public projects. However, the Uptown District is not entirely in the TIF 2B boundary nor in the area qualifying for CDBG funds.

A recommendation includes that funds for improvements be generated from these likely sources and the gap may be financed through a Special Assessment.

For example, a water/sewer upgrade and sidewalk reconstruction would be paid for through these funds, but a portion of the funding is provided by a special property tax assessment of property owners fronting the area that was improved. Special assessments typically would span 10 years so that the burden on the property owner is not too great.

SUB-GOALS

- Sidewalks should be repaired and replaced where necessary. Special attention should be given in the design and construction of sidewalks to ensure easy access for disabled citizens.
- Infrastructure improvements should include replacement of deteriorated water and sewer lines. Water/sewer line improvements should be coordinated with sidewalk and streetscape improvements to avoid destruction of reconstruction.
- Special Assessments should be considered to help fund improvements.



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VII. Design Features

As noted previously in this study, the Uptown area is the “heart” of Mascoutah. This area gives Mascoutah its sense of place. It is where the history of the community can still be felt. All improvements, both public and private should be sensitive to this fact. Sensitivity to design can compliment and enhance the historical and architectural qualities of the Uptown District and should also build on the existing downtown structure to create a convenient and “user friendly” downtown.

Good DESIGN should emphasize:

- Compactness and intensity of land uses for ease of access by pedestrians.
- Accommodate pedestrian comforts/security in moving between destinations.
- Creation of usable outdoor spaces that attract casual, ceremonial and community-oriented uses.
- Incorporation of special brick paving, distinctive lighting fixtures, and street trees to highlight pedestrian paths – links, between key downtown uses, thus contributing to the image of the downtown as a special place.

SUB-GOALS

- Develop streetscape improvement program comprised of new sidewalks, street trees, landscaping, street furniture and lighting to enhance the historical character of the Uptown District.
- Create “gateways” into the Uptown District which would be identified by landscaped areas, monuments.
- Improve intersections with special street paving and street trees and landscaping.
- Streetscape should be reorganized to incorporate permanent public park-like open space, as well as heavily landscaped parking lots. The park space should be developed to serve as a public gathering ground for residents, as well as make positive contributions to the visual environment in the downtown.
- Recognize the positive contribution of historic structures and their ability to accommodate contemporary uses.
- Develop new construction (new building space) that reinforces the scale, tone, and texture of the downtown.
- In order to unite the diverse architectural styles in the district, unifying themes should be introduced with street lighting, canopies, and signage. Decorative banners displayed on light fixture poles can also be a very effective means of tying together Uptown.



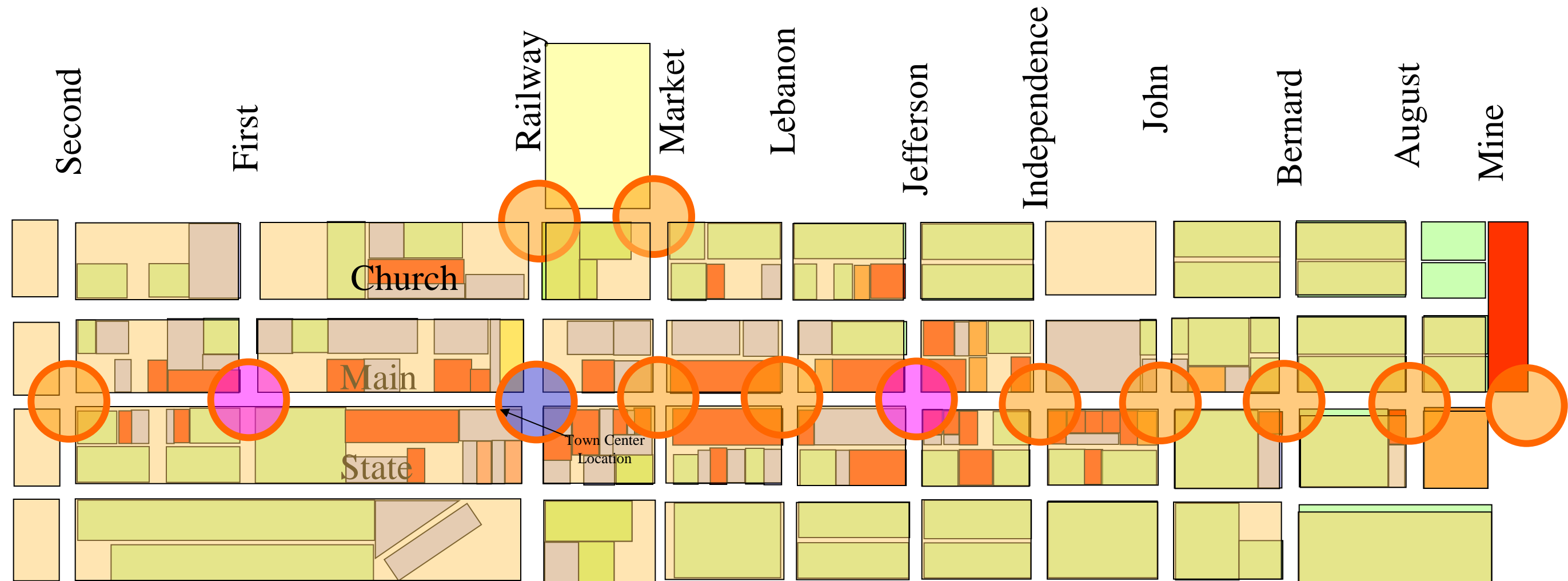
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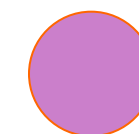
A. Design Feature Locations

These are the key areas identified as the locations which have the most impact throughout the “Uptown” streetscape.

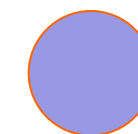


Areas illustrated above will be identified with:

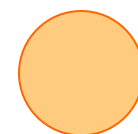
- Historic lighting
- Historic signage
- Street banners
- Planters frame intersection & brick pattern corner, textured crosswalk



Primary
Feature
Location



Town
Center
Location



Secondary
Feature
Location



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B. Monuments

Design elements scaled for the setting, building on a central theme

Town Center Location
(Main & Railway Street)

20'



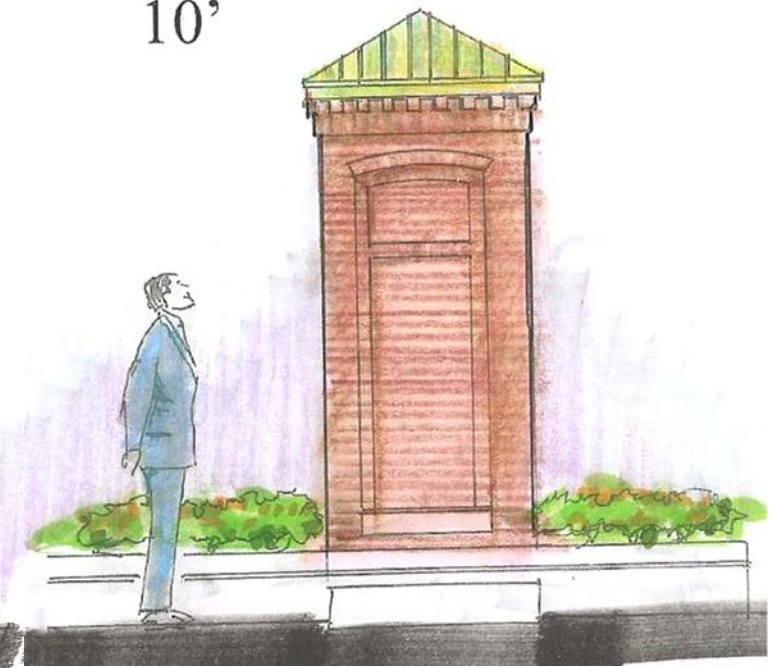
Primary Locations
(Main & 1st and Main & Jefferson)

15'



Secondary Locations

10'

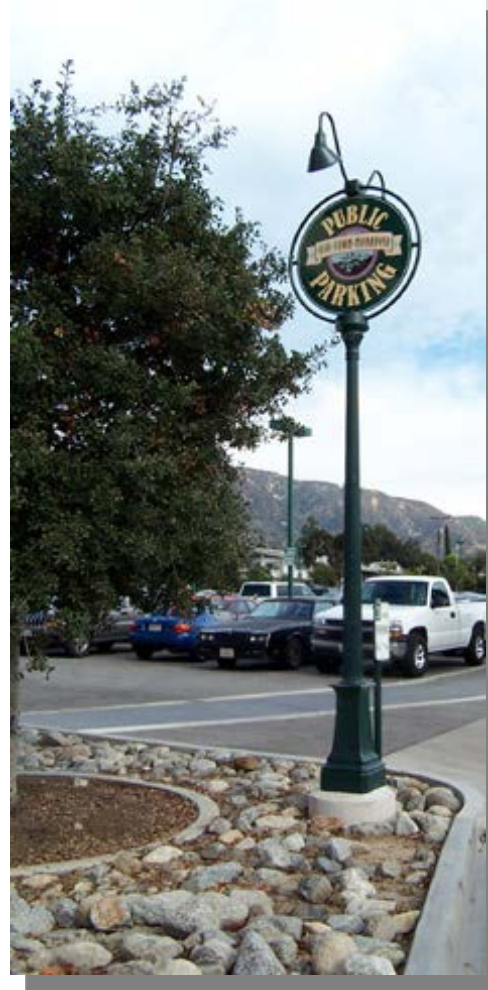




C. Street Graphics

- Traditional Times New Roman lettering font
- Black / green lettering on white background
- Green trim
- Historic street name in italics, underneath contemporary street name
- Points of interest thematically identified

RAILWAY STREET
HISTORIC MASCOUTAH



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C. Street Lights

Historic Period Lighting

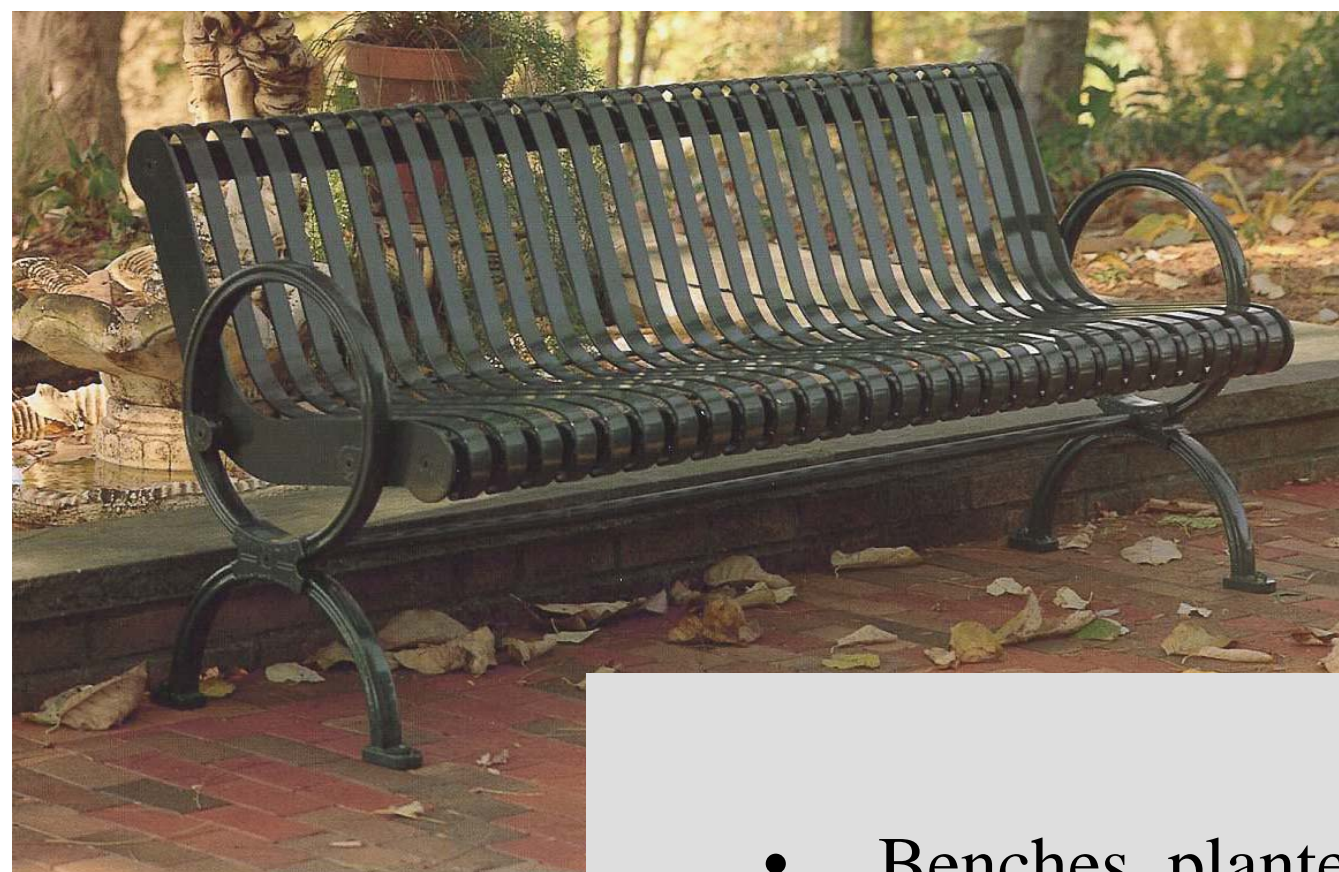
- Identify a “standard” cast aluminum pole with the additions noted, such as the power receptacle at top which can be used to light seasonal decorations and to provide power at street side events.
- Install street light poles on Main Street from 2nd Street to Mine Road, also encourage use of period light poles on private property to carry theme.

Acorn style light
Power receptacle at top
Flag bracket
Banner brackets
Historic details and color
Power receptacle at base





C. Street Furnishings



- Benches, planters, trash receptacles provide functional elements of streetscape.
- The design provides continuity.
- The construction promotes longevity.



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D. Public Art

Public art attracts interest and people. Mixing public art in with improvement projects to the Uptown District will draw visitors and adds interest to the downtown environment. The bronze sculptors, wall murals, fountains and memorials are examples of public art Uptown can build upon.





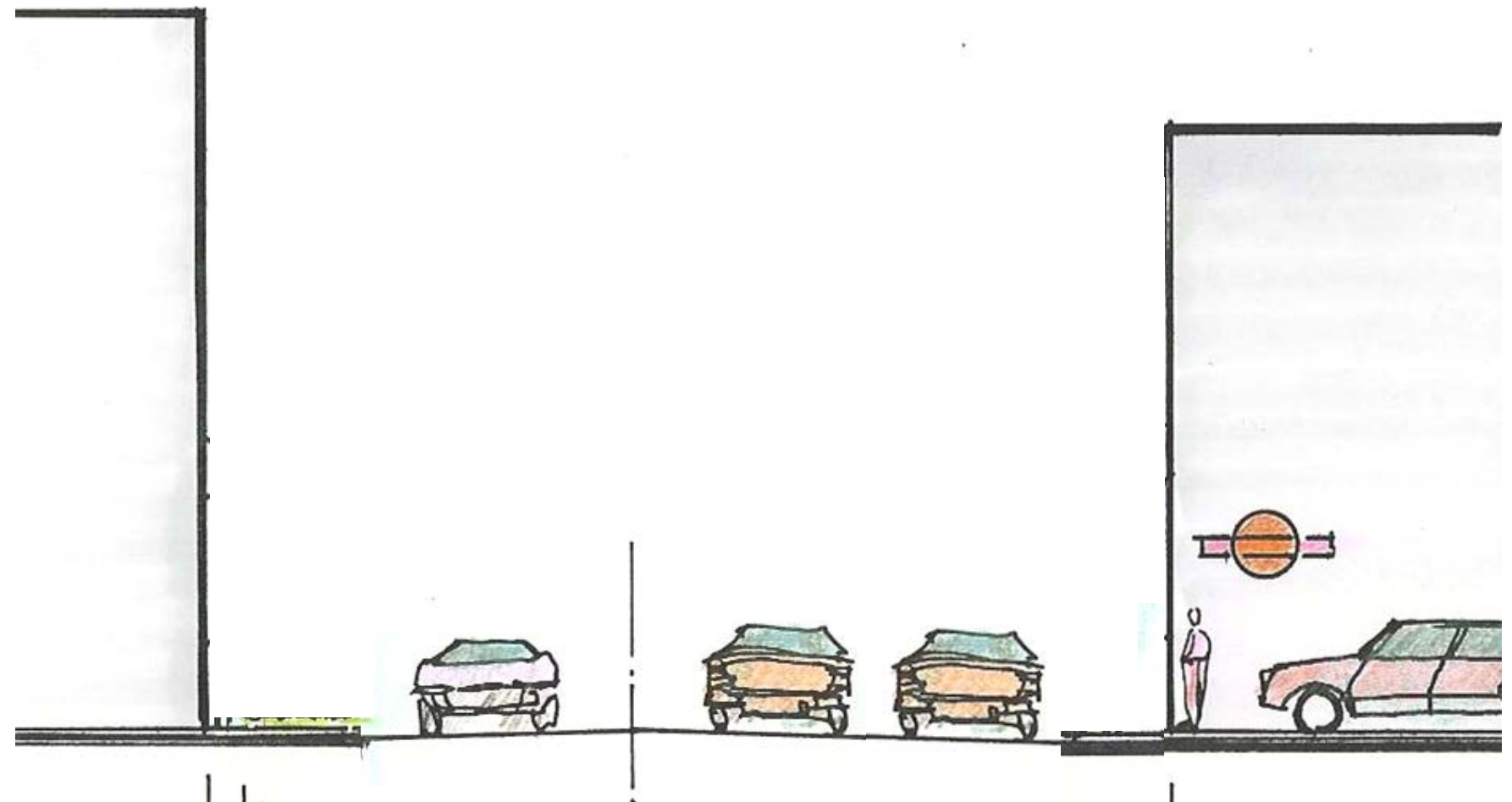
E. Streetscape Treatments - Street Section

Some of the streetscape plan concepts reviewed by the stakeholders included the removal of on-street parking to allow for an expanded sidewalk and a landscaped/street tree buffer. **Following discussion, the stakeholders concurred that all on-street parking on Main will remain.** However, it is recommended that bump-outs be installed at intersections. This will assist with unifying and beautifying Main Street, while at the same increase visibility of motorists entering onto Main Street.

BEFORE - Main Street looking west

Existing Conditions:

- Narrow street - two traffic lanes
- Parking on north or both north and south sides
- Narrow sidewalk
- No buffer between pedestrian and vehicular traffic



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E. Streetscape Treatments – Street Section

AFTER - Main Street looking west, **on-street parking remains**

Narrow street - two traffic lanes

Existing sidewalk

Planters frame intersections (height restrictions on planting materials)

Columnar street trees

Street light in sidewalk

Historic graphic signage



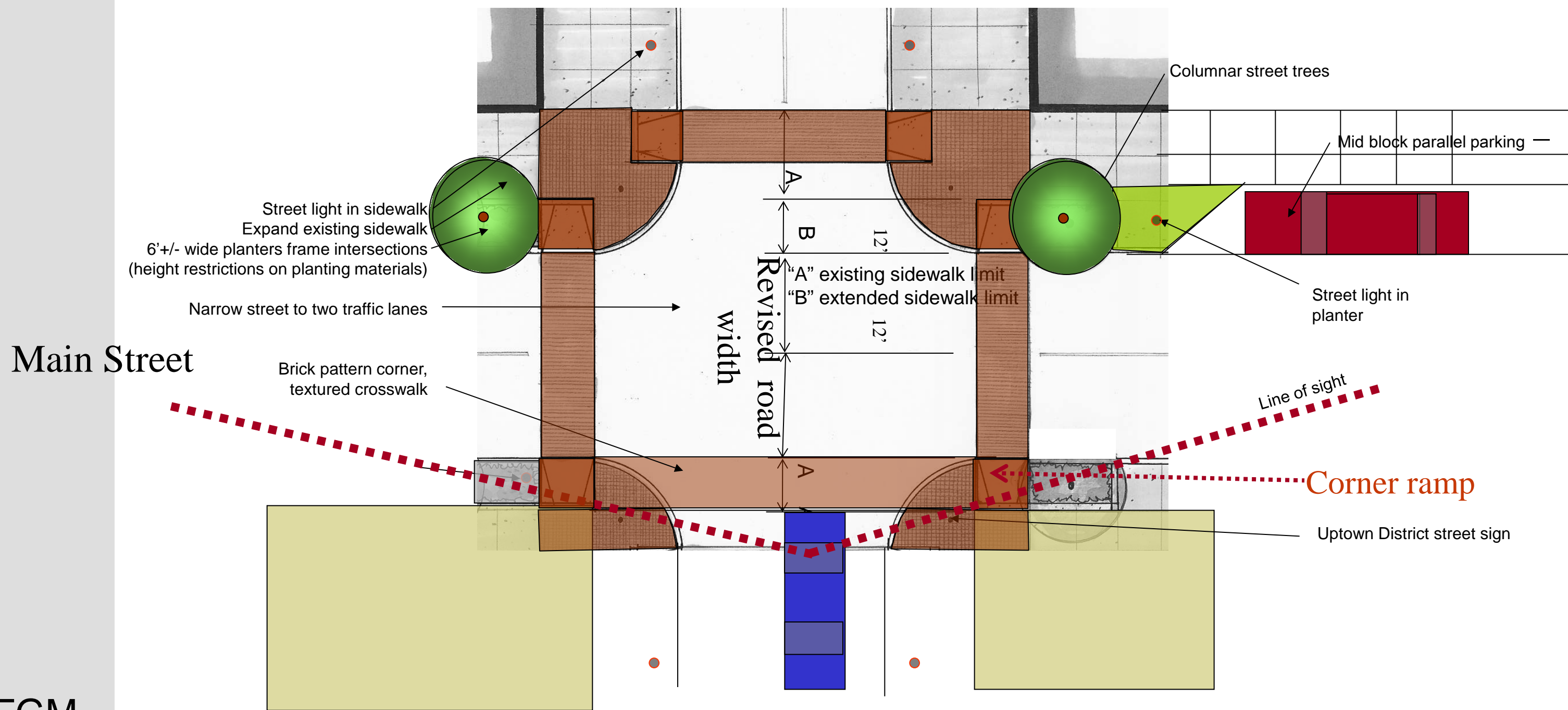
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E. Streetscape Treatments - Intersection Plan

“typical block concept,” on-street parking remains



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F. Pedestrian Walkways

Treatment of a narrow pedestrian way

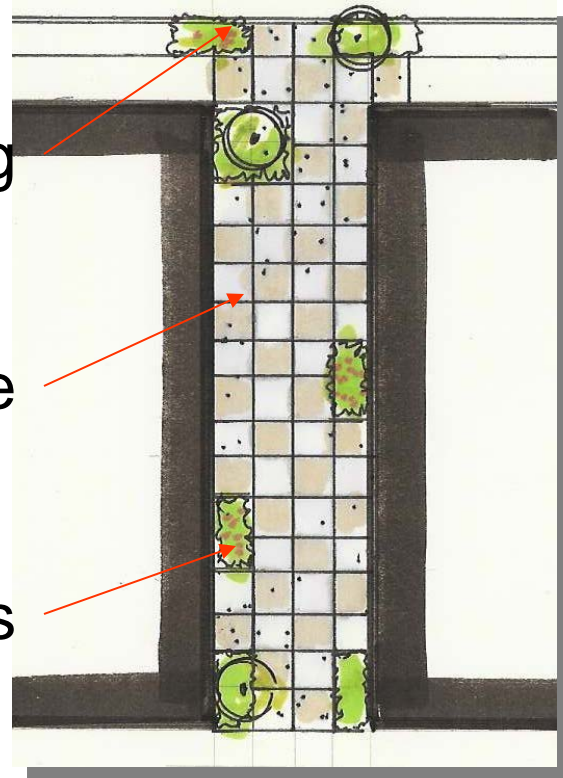
Main Street

Curbside planting

Textured / tinted concrete

Grade level planters

Proposed narrow pedestrian way location at 217/219 East Main



Main Street

Treatment of a wide pedestrian way with parking link

Brick paver insets

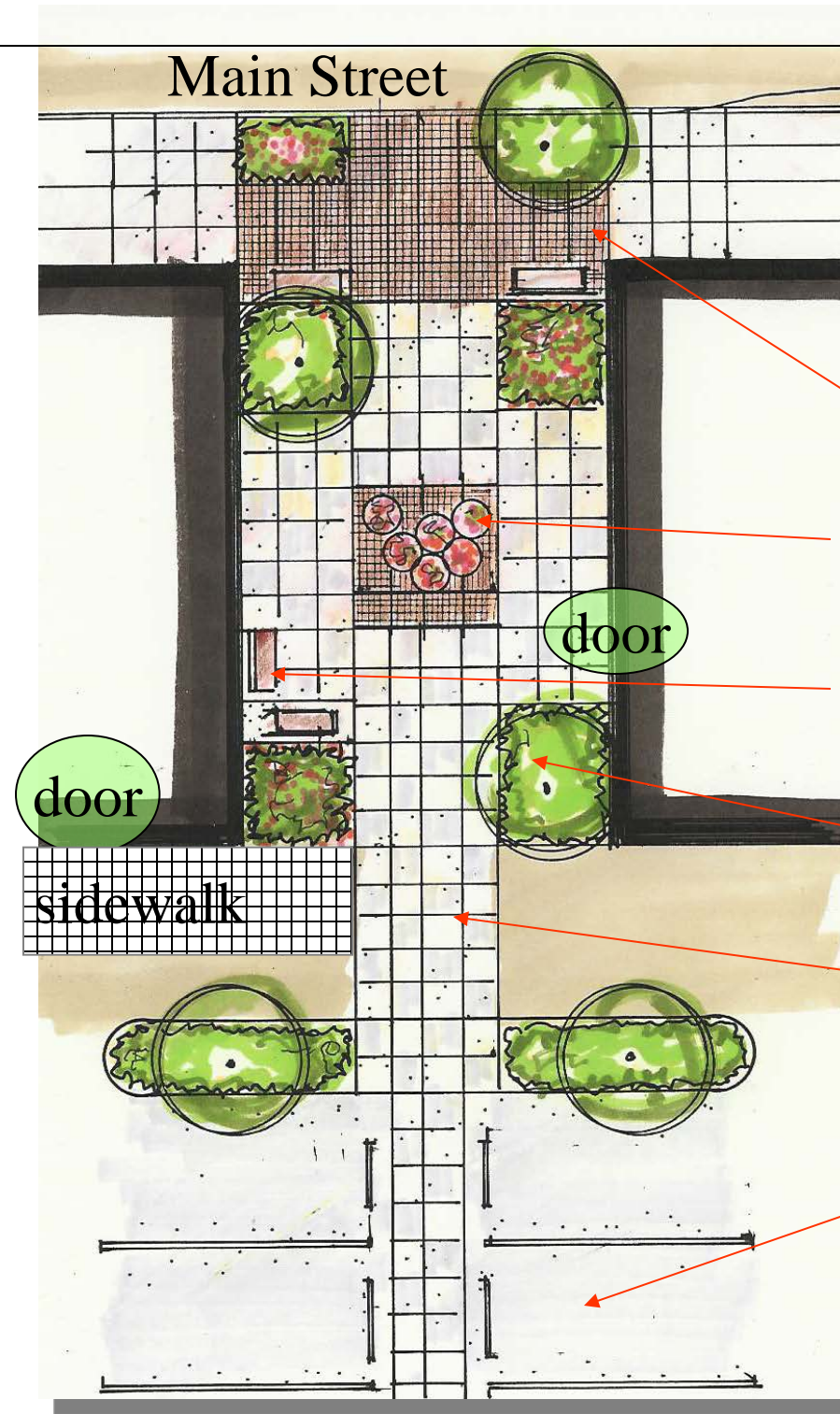
Portable flower planters

Benches or table seating

Grade level planters

Sidewalk paving across alleyway

Paved parking areas



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G. Parking Areas

Develop and apply minimum design standards for all private and public parking lots, i.e. % of square feet must be landscaped, number of trees determined by number of parking spaces, lighting, striping, handicap accessible spaces and routes.



- Existing or new buildings
- Existing or new green space

Design Consideration: Parking lots should be designed to avoid creating large, open expanses of paving. All parking lots over five (5) cars should include trees (1 ½" in diameter at a point of 3' above the ground), and plantings of a decorative nature provided in areas totaling a minimum of 10% of the total parking lot area. All trees and landscaped areas should be maintained, and any loss of materials replaced in a timely manner.



H. Signage

Signage should convey to our visitors and guests, “*Welcome to our home, Mascoutah.*”
Signs should never overpower the building façade.

Recommended Sign Types:

- Flush wall signs
- Window signs, painted directly on the inside of the window
- Projecting signs
- Symbol signs
- Awnings



Entrance Signage



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I. Town Center Design

Developing a town “center”

- Visible heart of Mascoutah Uptown
- “Town Square” identity, includes City Hall and Post Office
- Enhancing “green” space within the community, spur efforts to continue streetscape improvements on Main Street
- Place for civic activities, gathering place

Brick pattern,
textured concrete

Town Center
Monument

Green space

New trees



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Part Four

Implementation



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A. New sidewalks, planters and green space



-  New extended sidewalk / planters
-  New green areas (Town Center)

0 1000 3000
500 2000
Graphic Scale



B. Diagonal Parking on Market Street

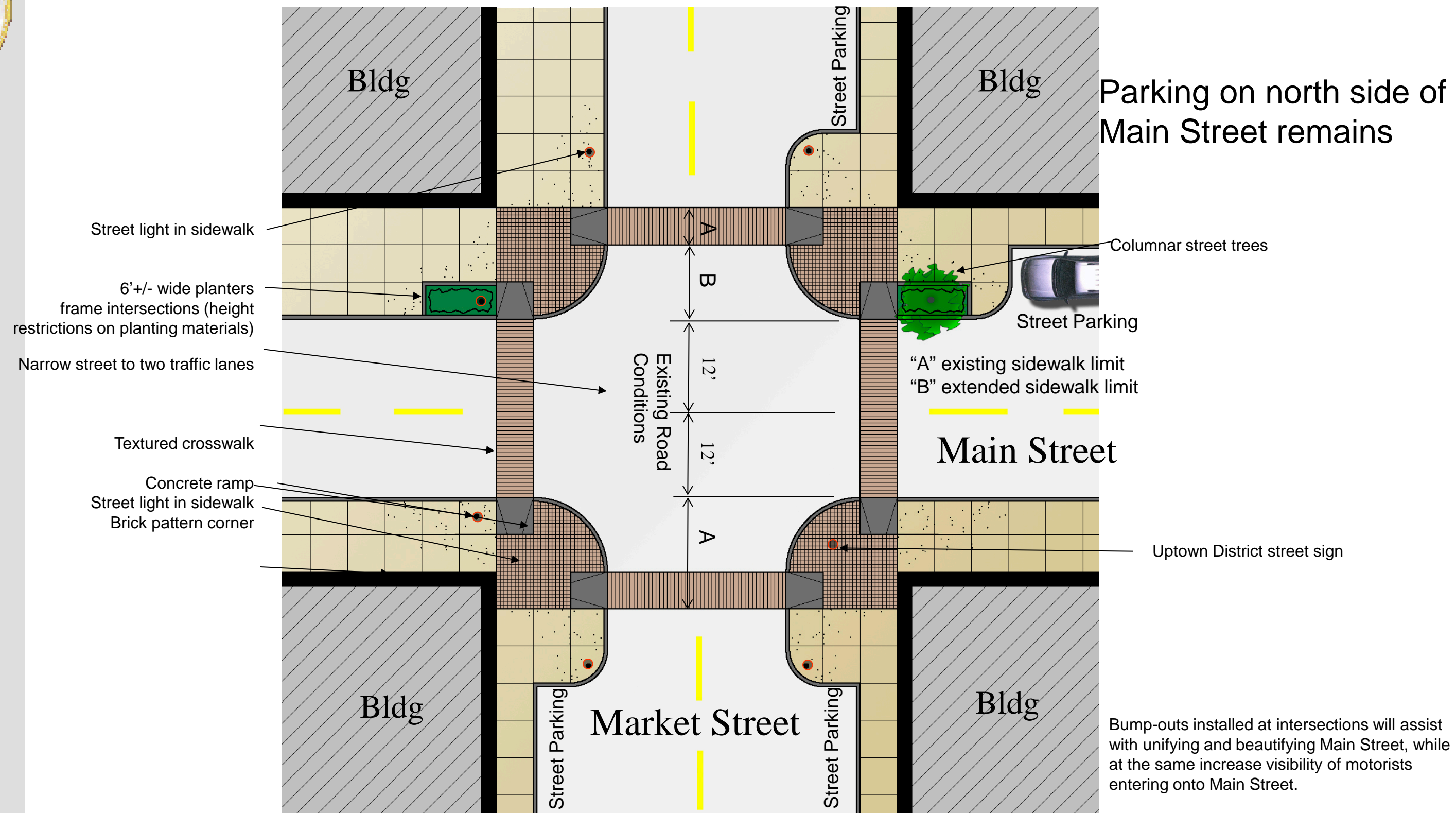


 45 Degree Parking

Recommendation: Market and Lebanon Streets from Main to State Street become one-way streets southbound to eliminate the line of site problem for drivers attempting to pull out on to or cross Main Street traveling northbound. The one-way street system would allow installing additional angled parking on Market Street. This will reinforce the left turn movement from the alley adjacent to the Visitor's Center on to Lebanon Street.



C. Intersection Plan at Main & Market

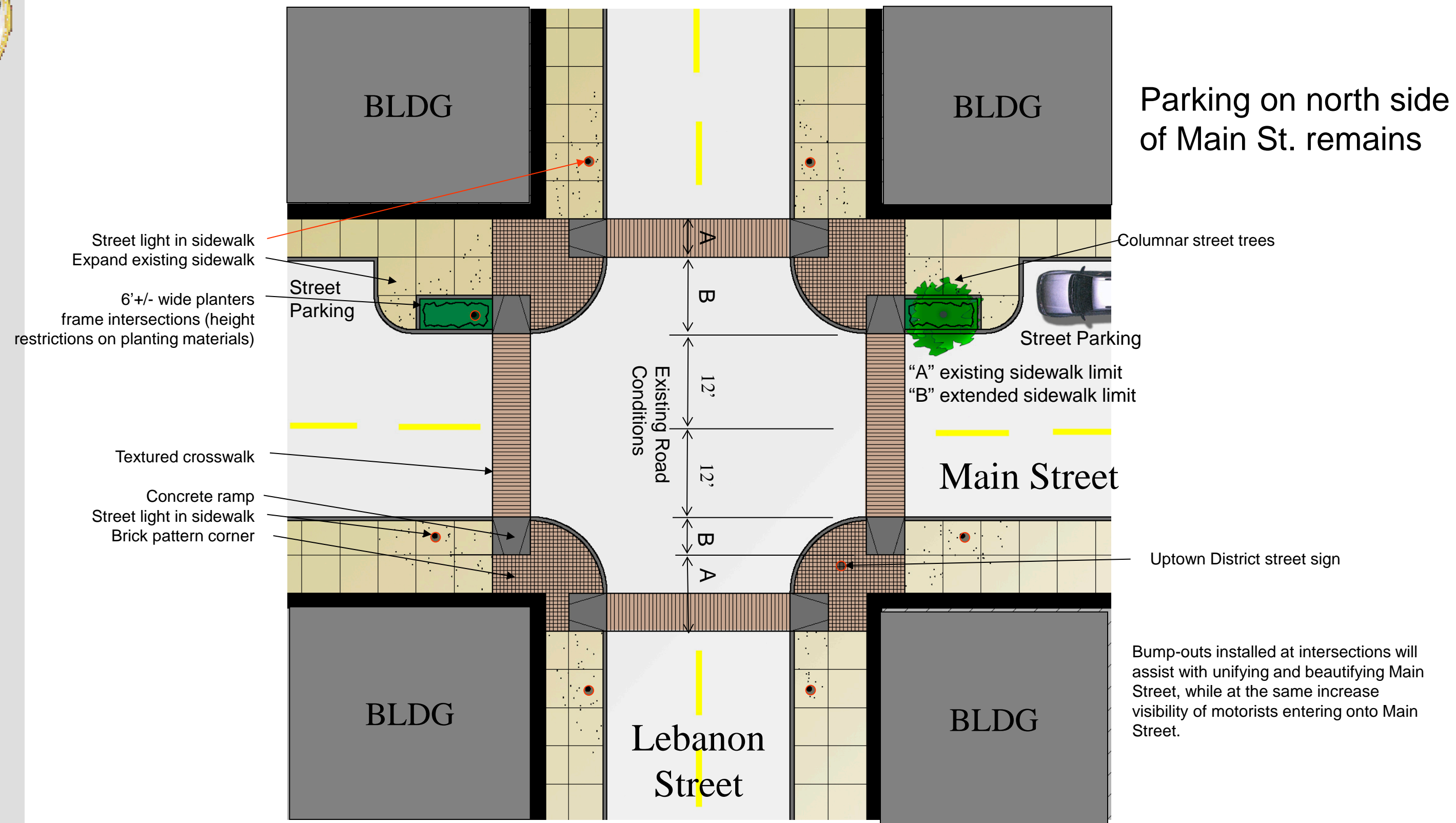


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C. Intersection Plan at Main & Lebanon



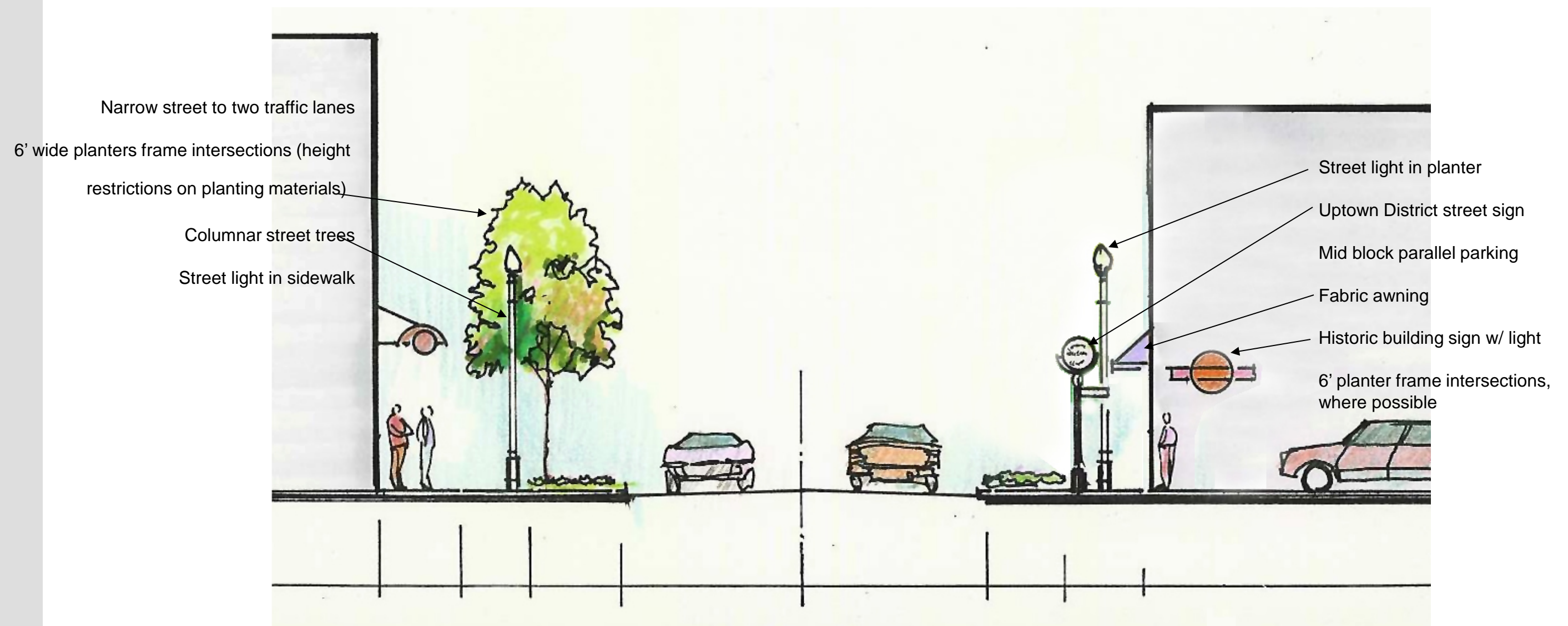
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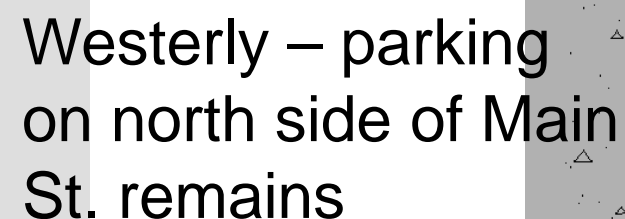
C. Street Section at Main & Lebanon

Main Street looking east



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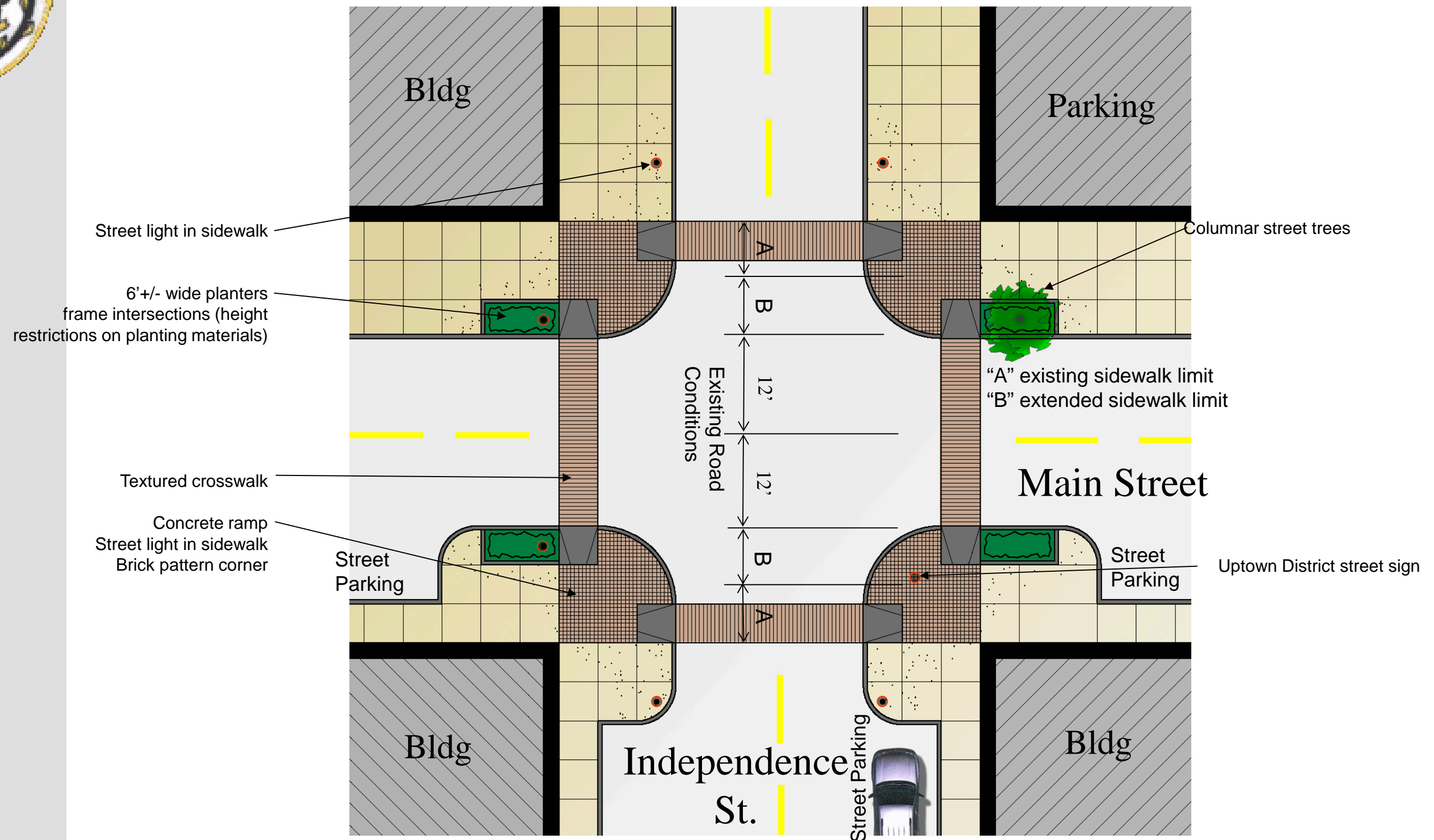
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Easterly – parking on both sides of Main St. remains



C. Intersection Plan at Main & Independence





II. Regulations and Guidelines

A. Zoning Code Recommendations

- The current zoning district pattern in the Downtown is appropriate except for the areas zoned General Commercial (GC). Rezone these parcels from General Commercial (GC) to Downtown Commercial (DC).
- Review sign regulations for appropriateness in the various commercial zoning districts and revise zoning code as needed.
- Develop performance standards for the conversion of older homes to retail/office uses and revise zoning code as needed.
- Amend zoning code to NOT require off-street parking in the DC District for each principal use.
- Develop and apply minimum design standards for all private and public parking lots, i.e. landscaping, trees, lighting, striping, handicap accessible spaces and routes.
- Review of Historic Preservation Ordinance and Local Historic Landmark/District designation process.



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B. Building Rehabilitation Guidelines

Historical structures located in the Uptown District are one of the most important resources of the area and gives the City of Mascoutah a “sense of place.” Property owners should be encouraged to properly restore/rehabilitate their properties, and new construction within the District should reinforce the scale, tone and texture of the downtown. The following standards, established by the Secretary of Interior, should be applied to historic buildings of all periods, styles, types, materials, and sizes:

- A property shall be used for its historic purpose or be placed in a new use that requires minimum change to the defining characteristics of the building and its site and environment.
- The historic character of a property shall be retained and preserved. The removal of historic materials, or alteration of features and spaces that characterize a property, shall be avoided.
- Each property shall be recognized as a physical record of its time, place and use.
- Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
- Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
- Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible materials.
- Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used.
- Significant archeological resources affected by the project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
- New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale and architectural features to protect the historic integrity of the property and its environment.
- New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.



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C. Design Guidelines and Processes

The primary purpose of establishing design guidelines is to educate the community on appropriate design considerations for older structures or new structures in historic areas such as Uptown. Guidelines assist in identifying and maintaining a property's important historical features and provide ideas and guidance for appropriate alterations if repairs or additions are needed to make the structure more functional or livable.

Preserving and Restoring Existing Storefronts:

- Maintain horizontal alignment of adjoining buildings and traditional storefront patterns by maintaining the cornice alignment and height, the size and shape of the original display windows and upper window pattern, the major horizontal line at signboard area, the pattern of recessed entries and the kickplate at traditional height.
- Remove coverings from upper façade to reveal original building windows and features and remove inappropriate metal canopies, mansard roofs and "add-ons."
- Maintain the original façade materials. Inappropriate façade materials for historic buildings include: vertical board and batten siding, artificial brick or stone (permastone), metal, fiberglass, aluminum and vinyl siding and dryvit (EIFS- Exterior Insulating Finishing System).
- Develop a color scheme which blends with and complements surrounding structures. Earth colors are recommended for the downtown area.
- **SIGNAGE:** Signs should not overpower the building façade, and position signs so they do not obscure existing architectural details.

New Construction in Uptown:

The overall guideline for incorporating new storefronts into the Uptown District is continuity, not imitation or the creation of a false historic appearance. The ideal new construction is quality contemporary design that maintains its own identity yet conforms to the predominant two-story building patterns in the downtown area.

- New construction within and around the Uptown District should maintain the two-story character of the original blocks in the 100-200 blocks of East and West Main Streets by maintaining the major horizontal lines and the upper- and lower-story window patterns established by these original blocks.
- The facades of new one-story buildings and additions should be extended vertically to create the illusion of a second story building.
- New buildings and additions should maintain the existing pattern of building widths along the block.
- New buildings and additions should be placed at the sidewalk edge to maintain the existing pedestrian patterns.
- The selection of colors for each building's masonry, mortar, signage, paints, and awnings should be made with regard to all neighboring buildings.
- **SIGNAGE:** Signs should be subordinate in size to the other façade elements and be aligned horizontally with other signs on the block.



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III. Implementation Chart

City of Mascoutah - Uptown District Plan Proposed Projects and Programs

Year	Project Description	"Preliminary" Cost Estimate	Lead	Participants
(2007-2008)	Design Project - Railway/Main Quad	\$10,000	Main Street	City
	Design Project - W. Main/Railway, City Hall lot landscaping (Town Center Design)	\$20,000	City	Main Street
	Design Project - Holy Childhood Parking Lot	\$150,000	Holy Childhood Catholic Church	City
	Signage Project - Public Parking Directional/Identification Signs	\$5,000	City	Main Street/Chamber
	Traffic Project - Market and Lebanon one-way designation	\$1,500	City	N/A
	Traffic Project - Diagonal parking on Market	\$500	City	N/A
	Regulations and Codes - Parking lot requirements	N/A	City	Main Street/Chamber
	Regulations and Codes - Review of Historic Preservation Ordinance	N/A	City	Main Street/Chamber
	Zoning Project - Rezone parcels from GC to DC	N/A	City	Property owners
(2008-2010)	Streetscape Project - Intersection plans/sidewalk reconstruction, water line replacement (Main from Railway to Independence-TIF 2B)	\$1.3 M	City	Property owners, IDOT, Main Street/Chamber
	Financing - Consider development of SSA to partially fund improvements	N/A	City	Property owners
	Regualtions and Codes - Performance standards for conversion of residences	N/A	City	Main Street/Chamber



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III. Implementation Chart

(2008-2010)	Project Description	"Preliminary" Cost Estimate	Lead	Participants
	Regualtions and Codes - Sign Regulations in Commercial Districts	N/A	City	Main Street/Chamber
	Regulations and Codes - Amend DC parking requirements	N/A	City	Main Street/Chamber
	Regulations and Codes - Local Historic Landmark/District designation	N/A	City	Property owners, Main Street/Chamber
	Design Project - Design guidelines for Uptown District	\$5,000	City	Property owners, Main Street/Chamber
	Design Project - Identify locations and develop park-like open space	\$30,000	City/Property owners	Main Street/Chamber
Future Projects	Design Project - Pedestrian walkway at 217/219 E. Main	Unknown	Property owner	N/A
	Design Project - Gateway / Entryway areas	Unknown	City	Property owners, Main Street/Chamber
	Design Project - Construct monuments in key design locations	Unknown	City	Property owners, Main Street/Chamber
	Streetscape Project - Intersection plans/sidewalk reconstruction, water line replacement (Main from Railway to 2nd, not in TIF 2B)	Unknown	City	IDOT, property owners, Main Street/Chamber
	Traffic Project - Develop truck route by-pass	Unknown	City	IDOT
	Traffic Project - Route 4/Route 177 traffic signal (10 year forecast)	Unknown	City	IDOT
	Traffic Project - Church/State Stop Sign Changes	N/A	City	Residents/businesses



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Part Five

Project Financing



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Project Financing

This section will assist the City in identifying the sources that could fund the projects and programs of the Uptown District Plan. These include programs from all levels of government. It is important that the City continue to stay current of the constantly changing programs and program requirements so that the community is poised to take advantage of all available sources.

Local Programs:

Tax Increment Financing (TIF) funds can be used for the infrastructure projects identified in the Uptown District Plan. However, funds may be used on projects located within the TIF boundary. TIF 2B encompasses only a portion of the study area.

Special Service Area may be established to finance special services, improvements or facilities in a specified area by levying taxes on the benefiting properties. These activities could include funding a façade or signage program, sidewalk renovation program, period lighting, banners, maintenance of the service area, etc.

State Programs:

Illinois Department of Transportation (IDOT) is a source for monies for general upgrading of major thoroughfares including signalization, street widening and pedestrian crossings. It is also anticipated that funding will again be available through the *Transportation Enhancement Program*, which in the past, has funded many streetscape plans.

Federal Programs:

Federal Tax Credits and Property Tax Assessment Freeze Program may benefit property owners and be applied to projects if the structure has been recognized by federal or local historic designation. These funds are administered by the Illinois Historic Preservation Agency

Community Development Block Grant Program funds are available through an application procedure to St. Clair County and may be used for activities related to expansion of economic development and improvement of community infrastructure.

Presently, the sources of funding are limited, particularly funding in the form of grants. Staff should continue to research and review grant/loan opportunities administered by the following agencies:

- Illinois Department of Transportation
- Illinois Department of Commerce and Economic Opportunity
- Illinois Historic Preservation Agency
- Illinois Department of Natural Resources
- Illinois Lieutenant Governor's Office (Illinois Main Street Program)
- United States Department of Agriculture, Rural Development



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Uptown TIF 2B



0 1000 3000
500 2000
Graphic Scale

A portion of the Uptown District is located in the TIF 2B District. These funds could be used to implement the streetscape improvement program proposed for Main Street in areas included in the TIF 2B boundary.



Appendix

- I. The Mascoutah Style
- II. Street Sections and Intersection Plans (Alternate Concepts)
- III. Town Center Design (Alternate Concept)
- IV. Town Center Monument
- V. Photo Simulation Applying Design Features in Uptown District
- VI. Recommended Tree Species
- VII. Examples of Good Design Features



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I. The Mascoutah Style

**Architectural elements of
historic buildings in the
Uptown District**

Brick detailing

Brick face

Arch top windows

Stone sills

Cast iron store front

Recessed entry

Step up to door



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I. The Mascoutah Style – Main Street



A variety of building styles and configurations occur on Main Street.





I. The Mascoutah Style – Main Street

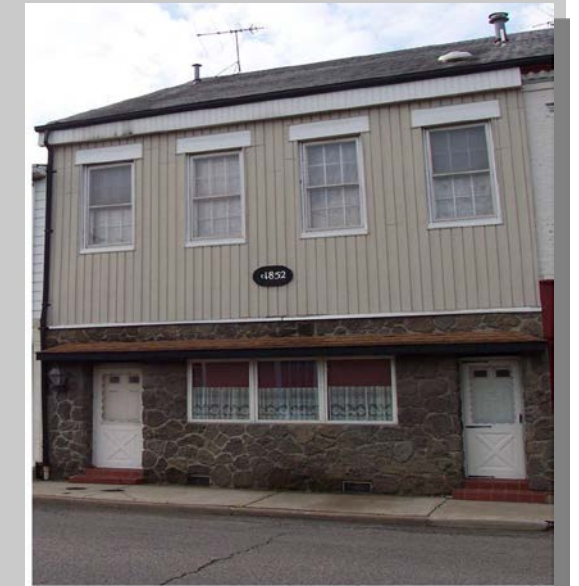


Additions and improvements to buildings over the years have changed their original appearance.





I. The Mascoutah Style – Main Street





I. The Mascoutah Style - Developing the Design Vocabulary (*Commercial*)

Typical architectural elements of historic buildings in the Uptown District

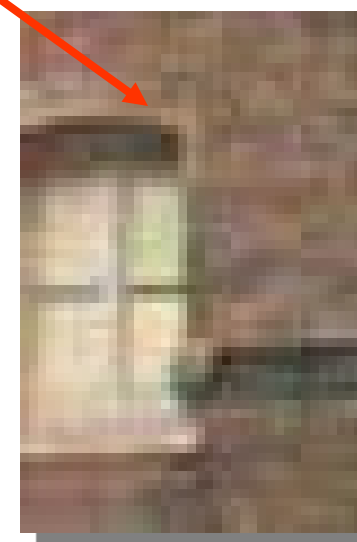
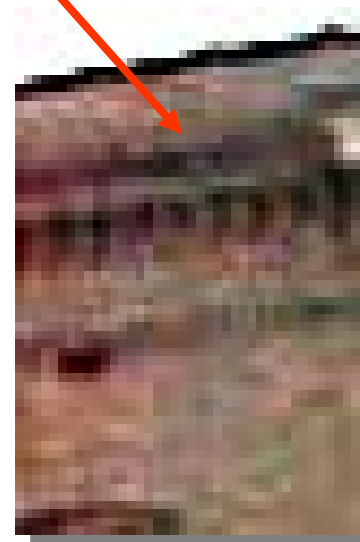
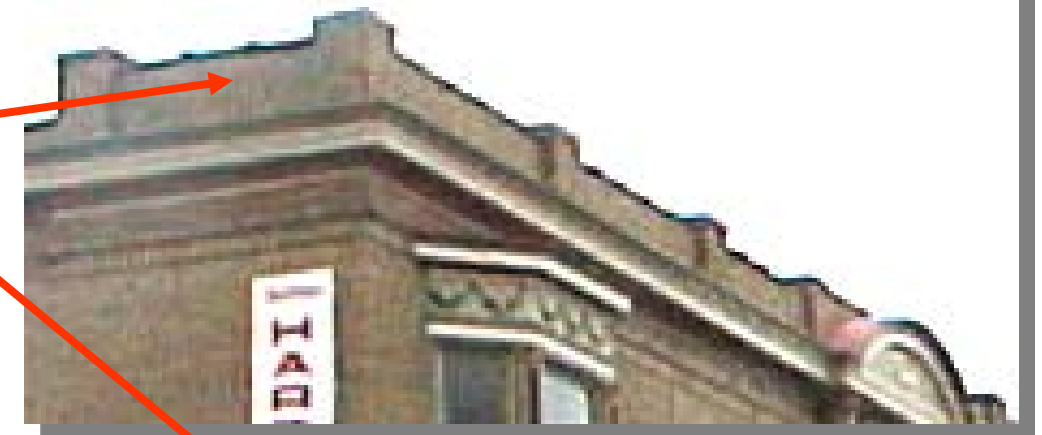
Uptown buildings create skyline with a variety of rooflines
–parapets, gables, mansards

Cast iron store fronts

Low arch window head

Brick dentil detailing

Brick soldier coursing





I. The Mascoutah Style – Residential



Typical “white” Mascoutah residences with vinyl siding applied.

Fondly known as “German Street Houses”, the houses were built close to the street which reserved a large rear yard for a barn, privy, summer kitchen, gardens and animals.



Typical “white” Mascoutah residences in brick construction.



Provincial, Victorian, Queen Anne and other styles of homes are unique to typical Mascoutah residential styles.



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I. The Mascoutah Style - Developing the Design Vocabulary (*Residential*)

Typical architectural elements of historic residential buildings in the Uptown District

Low arch window head

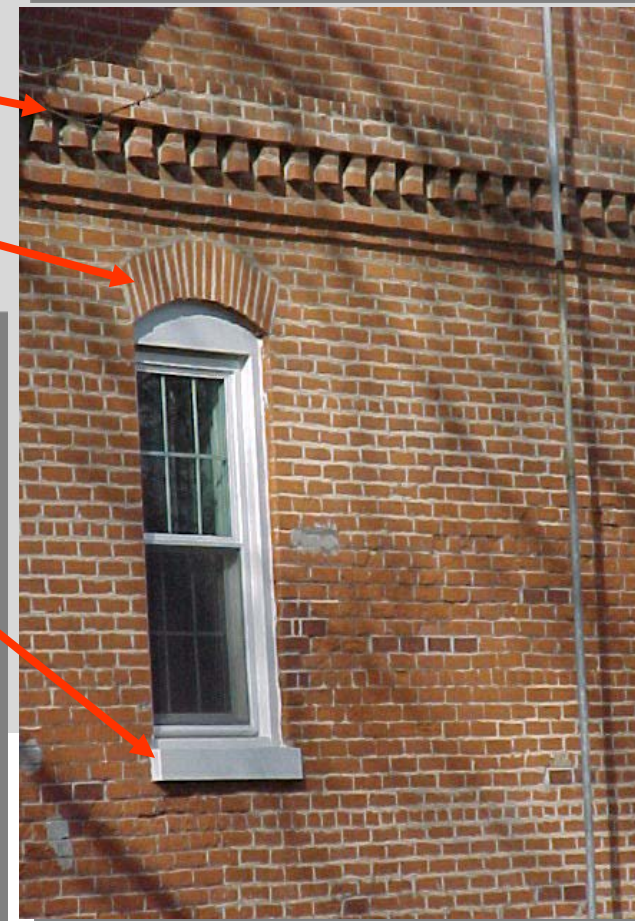
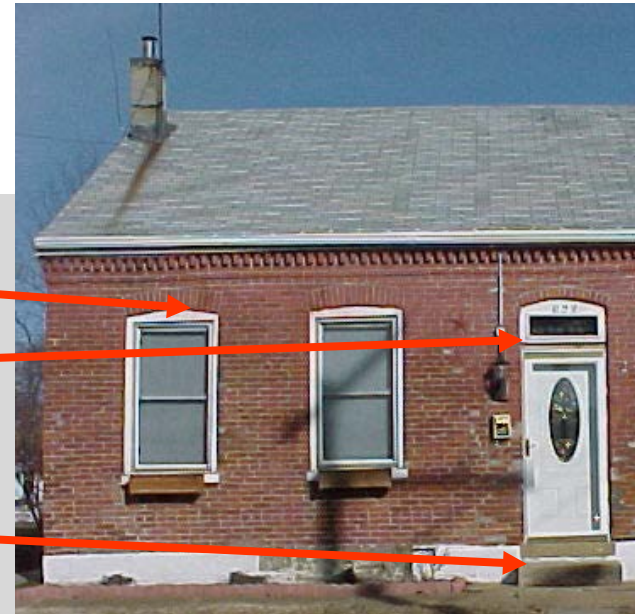
Transom panels above
doors

Stone steps

Brick dentil detailing

Brick soldier coursing

Stone window and door sills

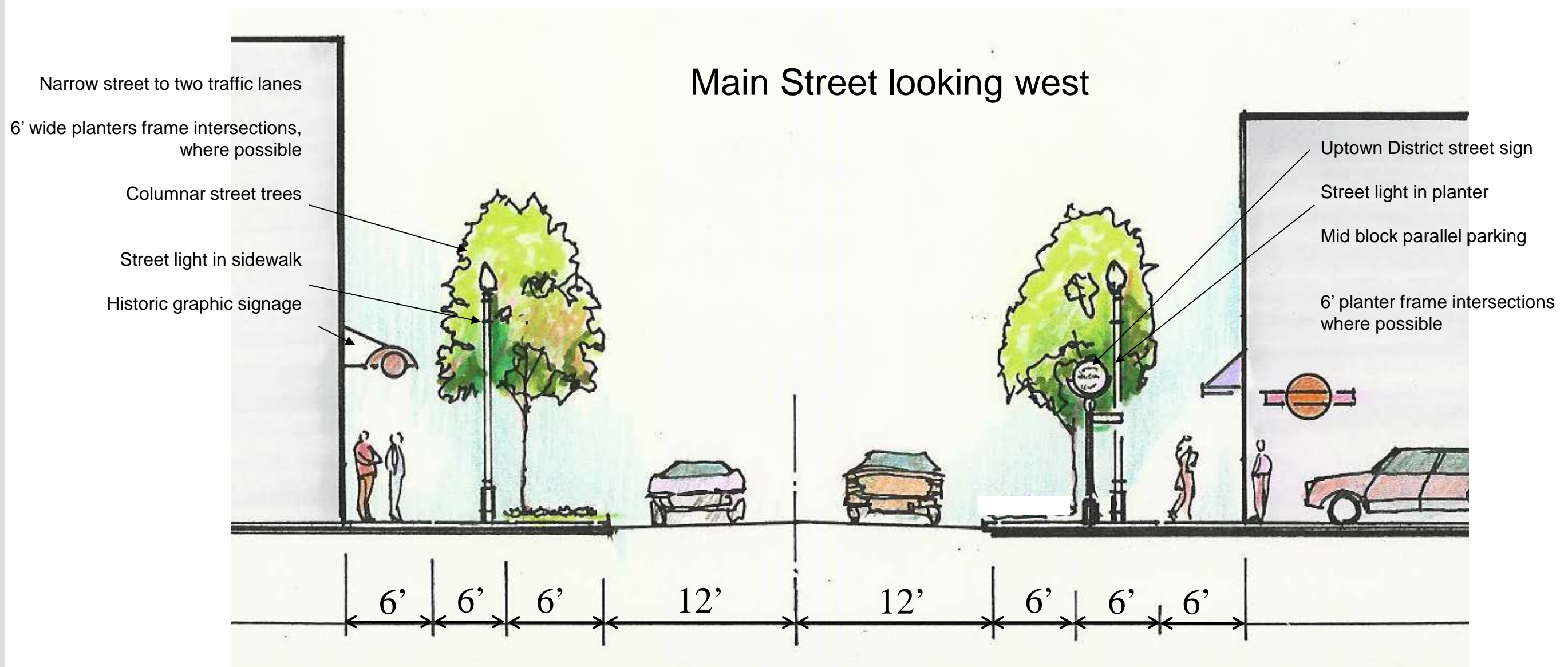


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II. Street Section (Alternate Concept)

Streetscape treatments requiring the removal of on-street parking were also reviewed. This allowed the sidewalk to be expanded and provided a buffer between vehicular and pedestrian traffic.

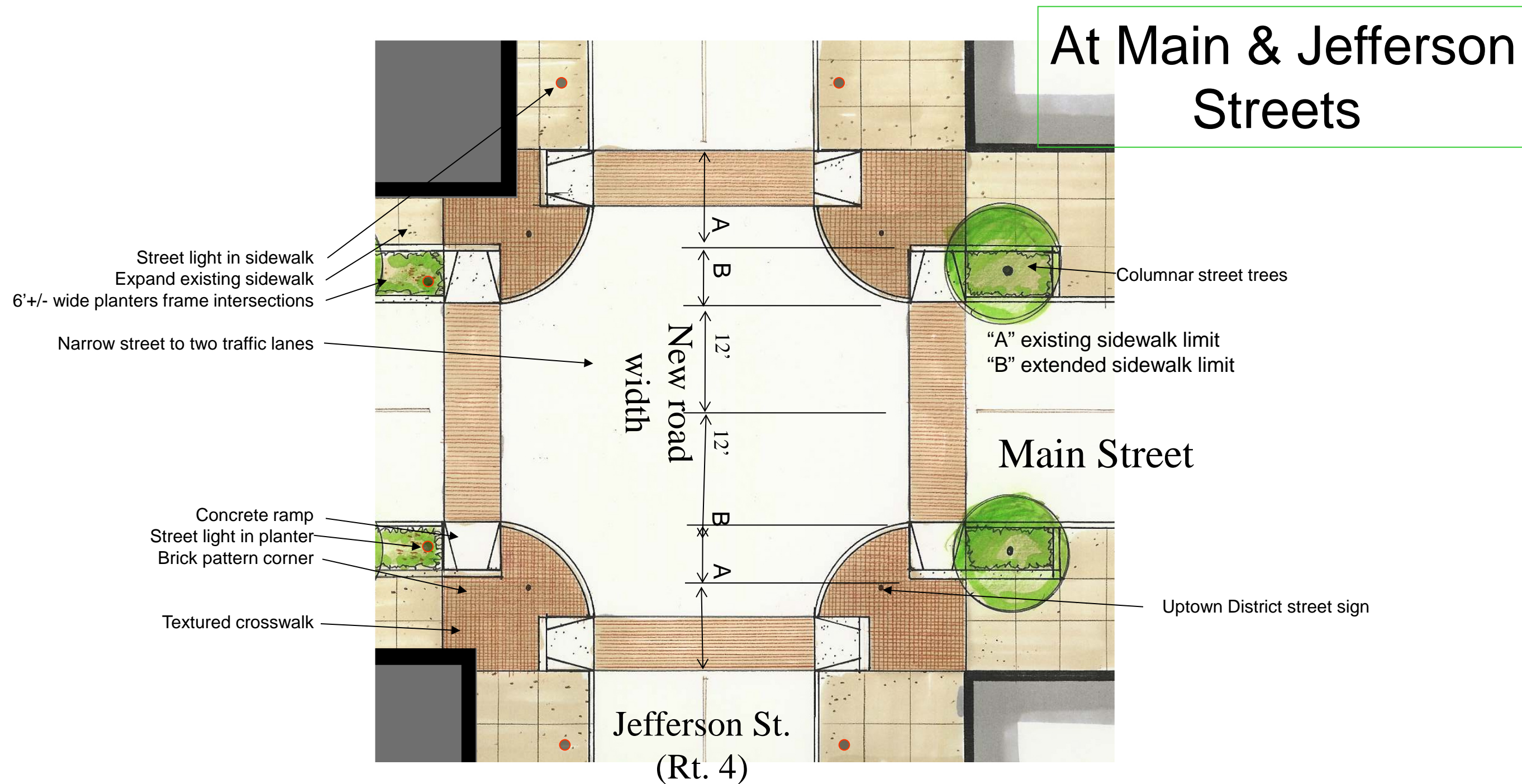


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II. Intersection Plan (Alternate Concept)



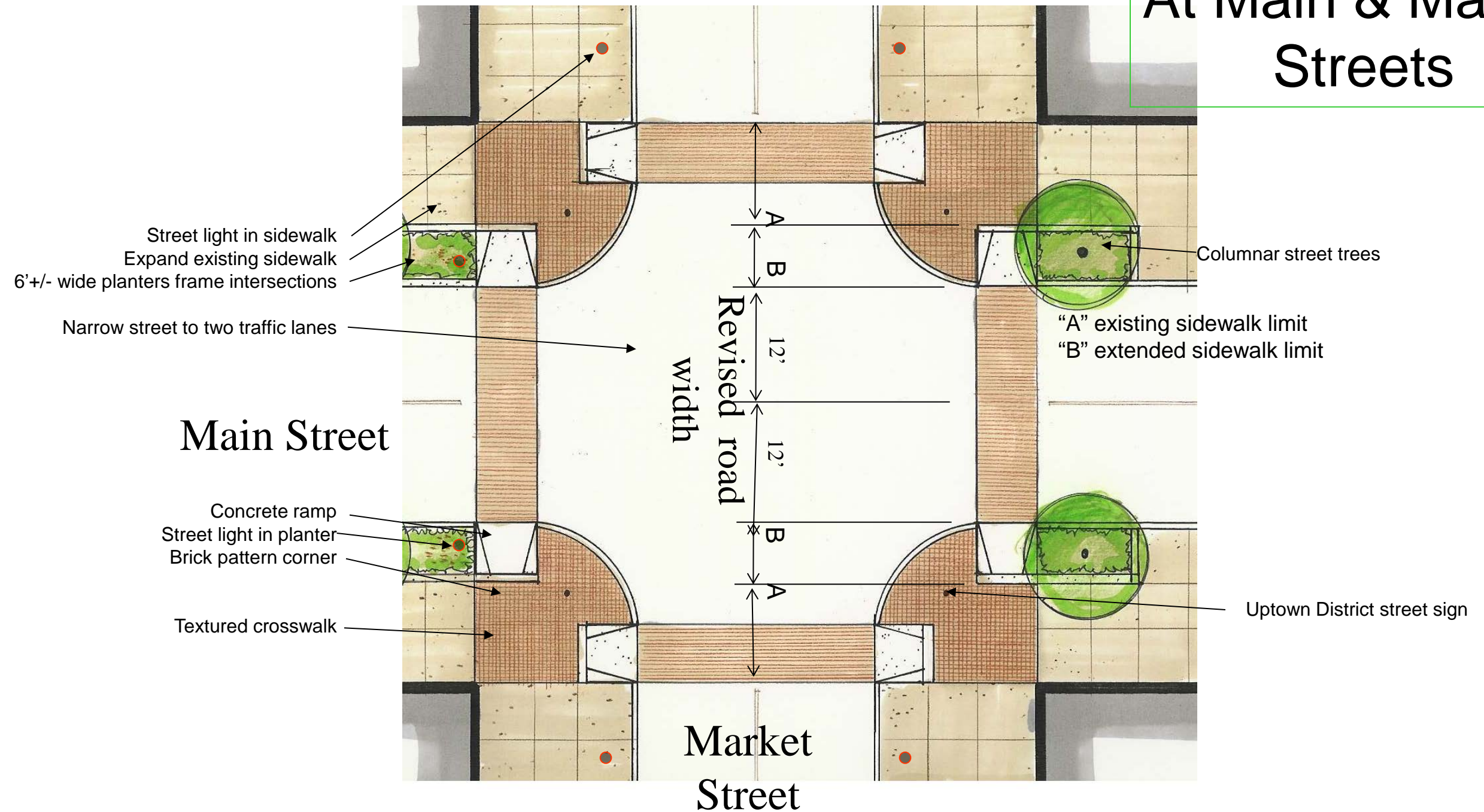
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II. Intersection Plan (Alternate Concept)

At Main & Market Streets



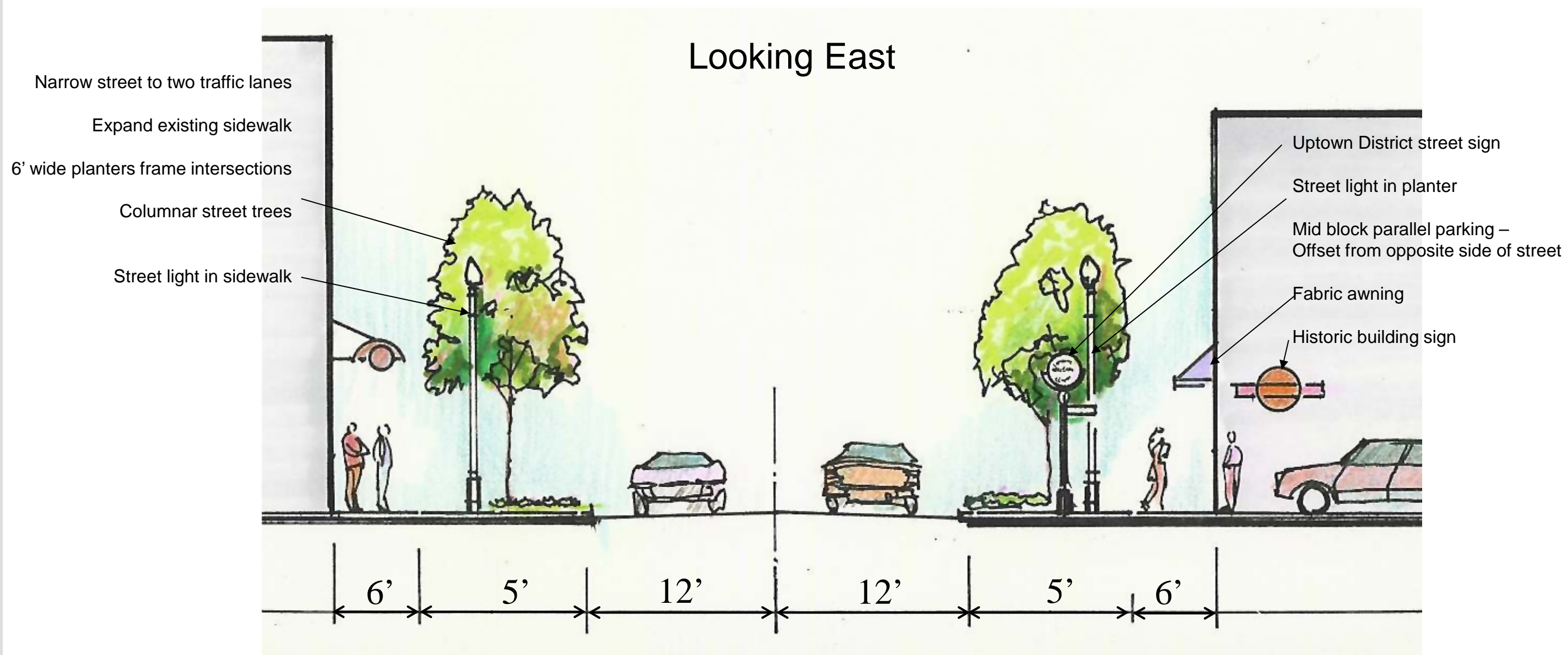
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II. Street Section (Alternate Concept)

At Main & Lebanon
Streets



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III. Town Center Design (Alternate Concept)



Create usable outdoor spaces that attract casual, ceremonial and community-oriented use. Parking at the City Hall lot would have to be removed to accommodate design.



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IV. Town Center Monument

*Welcome to...
“Our Home,....
....Mascoutah”*

Locate in the proximity of
Railway and W. Main Street



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V. Photo Simulation Applying Design Features in Uptown District

Main and Second Street – *looking west*



Entrance monuments and landscaping
to welcome residents and visitors
to Uptown



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V. Photo Simulation (Main & Jefferson Concept)



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V. Photo Simulation (Main/Independence Concept)



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V. Photo Simulation (Main/John Street Concept)

Looking West

Existing



Proposed



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City of Mascoutah, Illinois
Uptown District Plan



V. Photo Simulation (Main/Bernard Street Concept)



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V. Photo Simulation (Main Street Concept)



Looking East,
Main & Market
Streets



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City of Mascoutah, Illinois
Uptown District Plan



VI. Recommended Tree Species

Tree species are selected for:

- Urban settings
- Columnar growth
- Salt resistance
- Pollution resistance
- Low maintenance
- No fruit
- Fragrance
- Appealing spring color
- Appealing fall color



Acer rubrum, Red Maple



Acer rubrum in fall



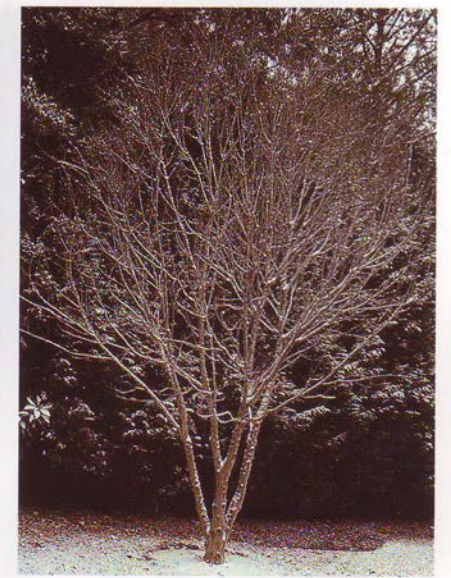
Acer rubrum 'October Glory' fall color



Acer buergerianum fall color



Acer buergerianum bark



Acer buergerianum in winter



Carpinus betulus 'Columnaris'



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VI. Recommended Tree Species

Street Trees- (Zone 6 compatible)

The following trees are acceptable as street trees in the Uptown Plan area of the City of Mascoutah. Additional trees may be accepted, subject to the approval of the City's tree board.

Code:

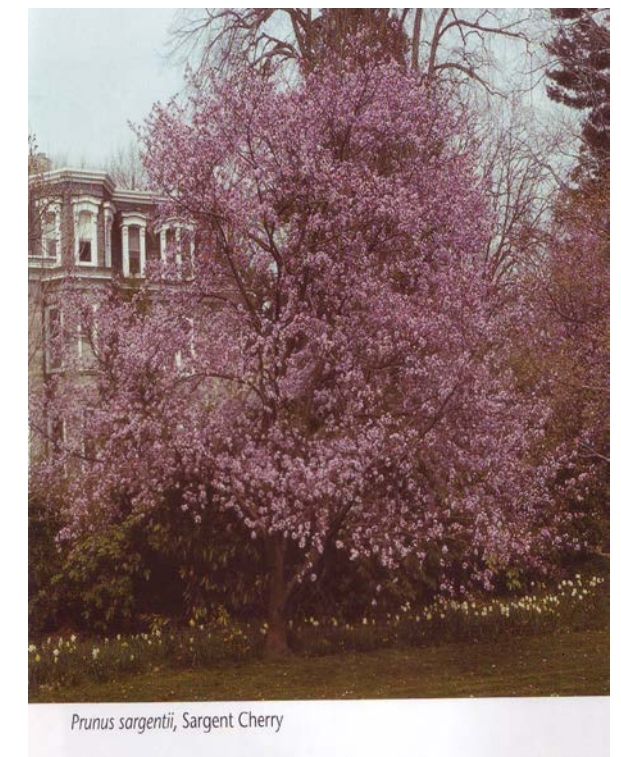
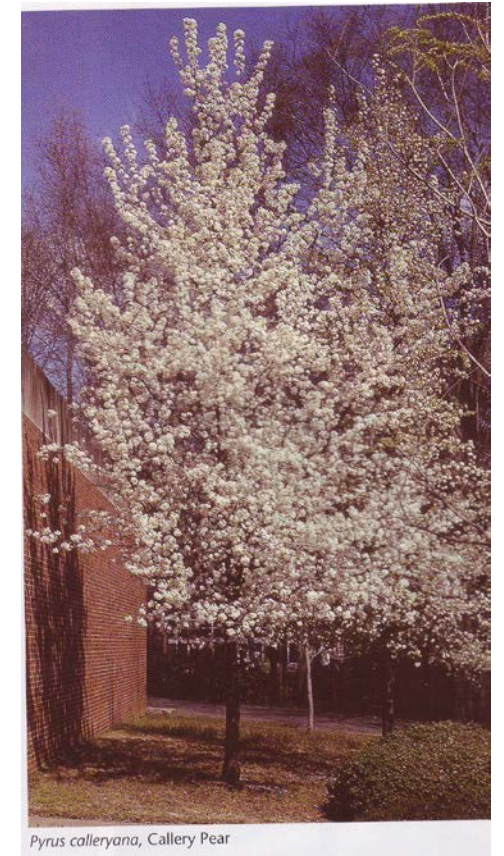
CA-A tree that grows narrower than tall or one that has a columnar or fastigiata growth habit. Good in a confined area

CS- Canopy shade tree. A tree whose width is often similar to its height and makes a canopy of shade.

FL- Flowering tree.

FC-A tree with good fall color

Scientific Name (Genus & Species)	Cultivar	Common Name	Height (feet)	Width (feet)	Code
<i>Acer buergerianum</i>	'Streetwise'	Trident maple	20-30	15-25	CA,CS,FC
<i>Acer x freemani</i>	'Armstrong'	Freeman red maple	50-70	15-20	CA
<i>Acer miyabei</i>	'State Street'	Miyabei maple	30-40	20-25	CA,CS,FC
<i>Acer rubrum</i>	'Bowhall'	Red maple	40-60	20-30	CA,FC
<i>Acer saccharum</i>	'Monumentale' ('Temples Upright')	Sugar maple	40-60	15-20	CA,FC
<i>Acer saccharum</i>	'Legacy'	Sugar maple	40-60	30-35	CA,CS,FC
<i>Carpinus betulus</i>	'Columnaris'	European hornbeam	30-40	15-20	CA,FC
<i>Carpinus betulus</i>	'Fastigiata'	European hornbeam	30-40	20-30	CA,FC
<i>Ginkgo biloba</i>	'Princeton Sentry'	Maidenhair tree	40-50	25-30	CA,FC
<i>Prunus sargentii</i>	'Columnaris'	Sargent cherry	25-35	10-15	CA,FL,FC
<i>Pyrus calleryana</i>	'Chanticleer' aka 'Cleveland Select'	Callery pear	25-35	15-20	CA,CS, FL,FC
<i>Quercus palustris</i>		Pin oak	60-70	25-40	CA,CS,FC
<i>Syringa reticulata</i>	'Summer Snow'	Japanese tree lilac	20-25	15-20	CA,CS, FL
<i>Syringa reticulata</i>	'Ivory Silk'	Japanese tree lilac	20-25	15-20	CA,CS,FL



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VII. Examples of Good Design Features



- Wider sidewalks, can accommodate outdoor seating
- Planters, add color
- Appropriate signage
- Use of brick pavers, adds texture/color
- Landscaping of pedestrian ways
- Downspouts, curb and gutter system



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