Saint Louis Great Streets INITIATIVE

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Main Street

strategic planning report

September 2016

SMITHTON EST. 1850 ILLINOIS

"To design a street according to its intended use is a reasonable but uncommon practice."

Harland Bartholomew

Village of Smithton	Scott Saeger		CBB Transportation	Shawn Leight
East West Gateway	Marcie Meystrik	Paul Hubbman	WSP—PB	Justin Carney

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Overview of The Great Streets Initiative

Streets are public space.

In 2006, East-West Gateway Council of Governments launched the St. Louis Great Streets Initiative to expand the way communities think of their streets. Rather than viewing a roadway solely as a means to move cars and trucks efficiently, the goal of the St. Louis Great Streets Initiative is to work with communities to define a more comprehensive vision for significant streets. Often, our roadways do not easily accommodate their range of functions or the array of people using them. By changing the planning approach, however, they can become vibrant, attractive, and refreshing social places.

A strong process is as important as the end product. Working with the community to define the vision, a diverse team of consultants bring technical data and experience to the community's local knowledge. Through the course of this discussion, a mix of development, transportation, environmental, and governance strategies is developed to help the community achieve their stated goals.

The process for the Smithton Main Street Great Streets project was tailored around a four day long, on-site workshop. This is an efficient way to repeatedly gather community input as options are considered and refined into final recommendations.

The end product provides The Village of Smithton with specific guidance to achieve its goals for Main Street.

Great Streets:	
• **Are great places**	Streets are public space. They should be engaging.
• **Integrate land use and transportation planning**	Start with the desired vision for the place, then develop a transportation network to support it. The two are entirely linked. When addressing either, consider the other.
• **Accommodate all users & all modes**	A range of people use a given roadway. Balance transit, pedestrian, cyclist, & driver priority to fit the need.
• **Are economically vibrant**	A healthy local economy attracts investment and lasting stewardship. It also supports adjacent neighborhoods.
• **Are environmentally responsible**	An attractive refreshing environment working in concert with natural systems is lasting and reflects local identity.
• **Rely on current thinking**	Great Streets review others' efforts and lessons learned, adapting, where appropriate, successful ideas.
• **Develop collaboratively**	Bring a range of technical abilities to the table and combine it with local knowledge from the community.
• **Are measurable**	Linking measurable goals to project priorities helps guide decision making throughout a planning process.

Past Great Streets Projects

Pictured below are a few of the Great Streets projects that have been completed. These streets are multimodal, support healthy local economies, address a range of environmental issues, and are pleasant, attractive places to be. For more information about the Great Streets Initiative or any of the projects that have been completed, go to *www.ewgateway.org* and look for the Great Streets logo.

In addition to showing past projects, this link also provides access to the Great Streets Digital Design Guide. This guide illustrates how Great Streets Principles apply to a variety of street types. It also allows users to examine various elements that can make a street a stronger asset to the businesses and neighborhoods along it. Communities throughout the region are encouraged to incorporate these elements into their projects.

To learn more about the characteristics found in great streets, as well as the design and process issues involved, the Digital Design Guide can be accessed directly at *www.greatstreets-stl.org/.*

South Grand Avenue, St. Louis, MO

Page Avenue, Pagedale, MO

Natural Bridge Road, North St. Louis County, MO

Grand Center, St. Louis, MO

Introduction

This report was the result of a highly collaborative process that involved numerous community constituents, regional planning partners and agencies, and a very capable team of consultants. The endeavor was distinguished by a spirit of common cause, respect and professionalism. Relevant history and data were balanced with real aspirations and goals in a very productive conversation. Appendix C, containing presentations and polling results compiled during community workshops, presents a partial record of this conversation. Necessary adjustments to this plan over time should respect and maintain this high level of collaboration and technical and professional input. The people of the Village of Smithton will expect it, and even small adjustments that fail to consider the range of related issues can create problems down the road.

Smithton Community Park

This document borrows significantly from white papers (see Appendix D) written by consultants on the project team. While these white papers contain a great deal of analysis and detail, this report itself only includes the barest core content from them. Reading the two white papers will provide significant additional information that is essential to fully understanding this document and its recommendations. The authors of the white papers reviewed and provided edits to this report to ensure that the message and content is consistent with their individual work. Though drafted by East West Gateway staff, authorship should be considered shared by the project team.

Utility of this Document

The intent is for this document to be a concise practical tool for making Main Street a great street. To that end, it defines the community goals that were identified through the engagement process, it records why various decisions were made, and clearly states the project team's recommended strategies and next steps in order to achieve the goals.

The general vision and goals ***FOR*** the community came directly ***FROM*** the community and are considered core to all subsequent decisions and strategies in this document. Typically, adjustments to the specific plan and strategies become necessary over time, though they should always consider the vison and goals. When making any such adjustments, considering all related issues will minimize creating new problems while solving another.

All such documents have limitations. While the land use goals drive most of the plan recommendations, property development generally falls within the private sector, limiting the Village's control and often the timing of implementing the plan. The local economy and market are dynamic, and typically a market analysis needs to be considered every 4-5 years. Also, it is impossible to predict all opportunities to coordinate plan implementation with related public and private projects. Opportunistically leveraging public resources this way can help advance the plan, but may lead to some seemingly odd temporary conditions where completed and pending work converge.

Various recommendations and tasks are identified, stating scope, schedule, budget, and responsible parties where possible.

Context in Brief

Smithton - Then

Smithton - Now

The Village of Smithton, Illinois, is a rural community located approximately 25 miles from Downtown St. Louis. Located along Illinois State Route 159, the town is situated between the City of Belleville and the Village of Hecker. Though the Village has a rich history, dating back over 150 years, the town currently thrives as a bedroom community in the St. Louis Metropolitan Area.

Through the years, Smithton's notoriety has evolved. Originally a weigh station with a hotel/restaurant along a plank toll road, its identity has varied from small farming community, quarter horse capital, thriving bar district, fish fry destination, and bedroom community for the larger region.

Today the Village has an estimated population of approximately 3,700 people. Smithton has experienced significant growth in the past 35 years, more than doubling its population since 1980, and adding more than 1,400 people in the decade between 2000 and 2010. When the home-building across the country significantly slowed, Smithton was no exception. Few new homes have been built in recent years and the population seems to have stabilized. But some of the original small town charm has faded as recent growth and investments have been focused to the north and south ends of the Village.

Though Smithton's household income levels are favorable, the retail market is sparse — leaving most residents no choice but to spend their shopping and entertainment dollars in other communities. The Village has some historically significant buildings that could contribute to a nostalgic and charming downtown character, but they would likely require significant investment to make them move-in ready for commercial or retail uses. Most of the more recent commercial investments have been on the northern and southern ends of town and are suburban-type strip developments.

The Village seemingly has the people and potential buying power to support a small Downtown business center, but at the present time, there are few practical destinations, so even though Smithton is a somewhat walkable community, people are not traveling much on foot.

Figure 6.1— Project Study Area

Readiness for the Study

St. Clair County Transit staff, working with East West Gateway, identified Route 159 and the Village of Smithton as a roadway and community that could benefit from a Great Streets Initiative planning process to address the Main Street corridor through town. The community recently developed a Complete Streets Plan and has implemented significant pieces of it. A Safe Routes to School project improved walkable access between neighborhoods and schools. Continuing development of a municipal park demonstrated further interest in active community investments.

As Smithton's population has boomed with new neighborhoods expanding further towards the edges of town, Main Street downtown has grown fairly quiet. No longer the commercial heart of Smithton, newer commerce serves the community both north and south of the downtown area, and most residents do their significant shopping elsewhere. Downtown provides few practical destinations, leading to a somewhat "empty" feel, despite ideal access to the neighborhoods that surround it.

Cooperative elected and business leadership accomplishes a great deal and has a close feel for the community's goals, challenges, and opportunities. They are not, however, focused on day-to-day operations. Exhibiting pride and a practical approach, they work to advance broader aspirations and community events.

East West Gateway staff saw great potential for an effective Great Streets Initiative planning process in Smithton. Village leadership was likewise enthusiastic about the project.

Project Study Area

Illinois State Highway 159 runs through the center of the Village of Smithton and serves as its Main Street. The study area extends from Douglas Road on the north end to Sand Rock Road on the south end. With few exceptions, the east and west edges fall along the back of the property parcels fronting Main Street, which is a minor arterial state route under Illinois Department of Transportation (IDOT) jurisdiction.

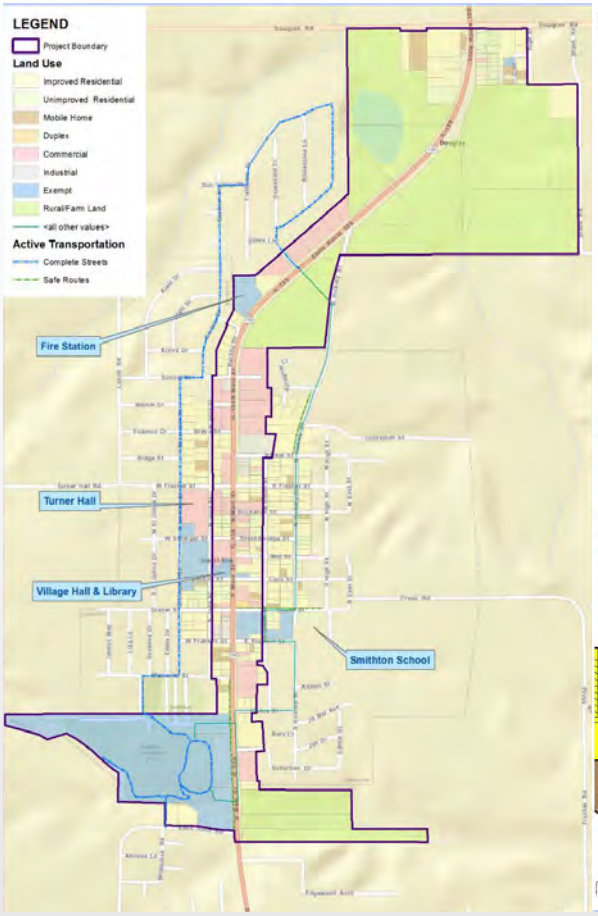
The oldest section of town falls near the middle of the study area. Growth has primarily extended three or four block east and west of 159 for most of the study area. The schools and most civic services are clustered in the older part of town, while newer neighborhoods and commercial services have migrated to the edges, convenient for commuting residents. Large sections of undeveloped land extend along the road going north towards Belleville. A municipal park, farm land, and newer neighborhoods characterize the south end.

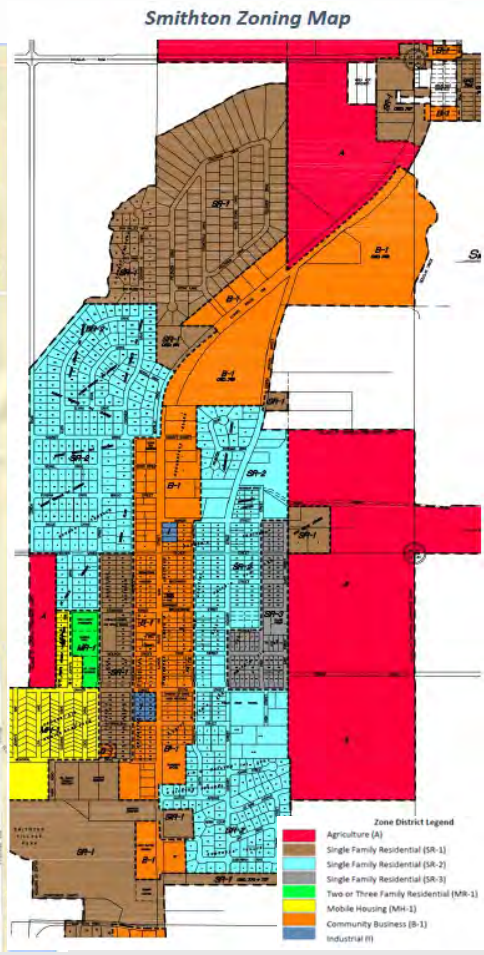
Businesses in town are generally small, employing a slight fraction of the Village labor force, cementing the rural bedroom community nature of Smithton.

Existing Conditions—Overall Study Area Context

Land Use and Zoning

Land use and design looks at how the space is used in a particular area, how the uses relate to one another to define and give character to a place, and how people experience that place. It not only takes into consideration the layout of the uses, but the types of buildings and open spaces that contain the uses, as well as the public space, such as sidewalks and roads that often define and connect neighborhoods. Land use and design significantly influence how people get around their community, such as whether a car is necessary or whether they can travel on foot or bicycle.





Village of Smithton Land Use and Zoning maps

The Village of Smithton's Zoning Code regulates the type and intensity of uses and location of structures, and also provides standards for signage and parking within the Village borders. The intent of the zoning code is to protect the character of the Village and promote orderly and efficient development. Most of the study area is zoned B-1 General Business, which is intended to regulate commercial uses all along the corridor, from new development on the north and south ends to redevelopment in Downtown. While these regulations may work well for newer developments on larger lots, they may not be able to adequately address the issues that arise from infill redevelopment of smaller lots in Downtown, where the character and desired outcomes are much different. This results in the need for variances to make the regulations work, which muddies the expectations and can be a barrier to continued redevelopment of the Downtown area.

While the Smithton Great Main Street study is focused on the IL 159 corridor, it is influenced by the neighborhoods adjacent to the corridor and considers the interaction between the corridor and the broader community. The existing housing and commercial building stock has significant implications for the future growth of the village and for the viability of various strategies employed within the corridor to address specific issues and meet community goals.

Example - Smithton Housing

The housing in and around the corridor is predominantly single-family residential. While the newer subdivisions in the northern and southern parts of the village are entirely suburban style single-family homes, in the older, central part of the village there is more of a residential mix – older single-family houses are interspersed with some duplexes, several individual mobile homes as well as a mobile home park, and a couple of two-story multi-family apartment buildings.

Newer Fieldstone Neighborhood in Smithton

While the housing stock reflects a range of affordability, the predominantly single-family housing supply does not include the full range of characteristics and amenities that the spectrum of residents may want. For example, there is no attached single-family (e.g., townhomes or villas) or any new multi-family housing that may be desirable to young people who are not ready to buy a house, or for older residents, to move into when they want less home maintenance. Such housing, oriented toward the corridor and focused near the downtown area, would not only provide additional options for those at the early and later stages of home rental or homeownership, but would also provide additional residential density that could support businesses in the nearby commercial areas.

Additionally, it was noted in informal and formal discussion and at the public meetings that there was a lack of independent and assisted housing for older adults. Several residents indicated having parents that were living in senior housing facilities in nearby communities. They voiced a desire for such housing in Smithton. Some older Smithton residents expressed a desire to remain in Smithton and wanted other low-maintenance, affordable housing options.

Just as the residential building stock reflects the development history of the village, so too does the commercial building stock – newer commercial development at the northern and southern ends of the corridor, with older buildings in the central, downtown area. The newer commercial building stock outside of the downtown is more flexible space, “move-in ready,” and generally maintenance-free. The older building stock in the downtown is generally smaller, with older building facades, and interior layouts that may not meet current market demands. The age of the downtown buildings often means greater cost for maintenance and a greater investment needed to create desirable space. This contributes to the mix of factors that hinders the older commercial building stock from competing well with the newer stock at the edges of town.

Land and parcel constraints also contribute to the challenges of redeveloping the older commercial building stock. The lots in the downtown area are smaller, often narrow, and rely largely on street parking for patrons. Given the current zoning regulations, this creates a need for variances for setbacks or parking when redevelopment occurs, adding some level of uncertainty as well as additional cost and time in the redevelopment process. The regularity of numerous zoning variances can also make it difficult to deny some variance requests that do not contribute to the goals or vision for the community. The building siting, parking and density issues need to be systematically addressed in order to support the walkable nature of downtown.

Newer commercial properties are move move-in ready


Older commercial properties may require significant investment

Transportation

Main Street (IL 159) is an Illinois-owned and maintained minor arterial and an important connection in the southern Illinois St. Louis Metropolitan area. Main Street is the primary route through Smithton, providing regional access to businesses and other institutions. Main Street is two lanes wide, one lane in each direction. Left-turn lanes are provided at Douglas Road, North Hickory Street, and Stonefield Drive. Pavement widths range from 33 feet to nearly 60 feet, depending on the presence of turn lanes, shoulders and on-street parking. A wide right-of-way (60+ feet) exists both north and south of the Downtown area.

The Illinois Department of Transportation (IDOT) provided traffic machine counts (traffic volumes and speeds) on Main Street from August 2015. The data shows average daily volumes between 7,000 and 11,000 vehicles per day (vpd) and average speeds lower than or equal to posted speeds. Figure 10.1 shows detailed traffic data.

	Douglas to North Hickory	North Hickory to Fischer	Fischer to Memorial	Memorial to Knab
ADT (vpd)	9,850	10,100	8,700	7,400
Posted Speed (mph)	55-35 (55 mph north of Douglas Creek)	35	30-35 (30 mph through downtown)	35-55 (45 mph south of Sand Rock & 55 mph south of Knab)
Average Speed (mph)	50	32	33	45
85% Speed (mph)	58	37	39	51

Figure 10.1 - IL 159 Traffic Volume & Speed Data (IDOT, August 2015)

The following ranges show typical traffic volumes for various facility types and show that Main Street fits in the normal range for either a 2– or 3-lane roadway.

2 – Lane Road: Under 15,000 vpd
3 – Lane Road: 10,000 to 20,000 vpd
4 – Lane Road: 15,000 to 30,000 vpd
5 – Lane Road: 20,000 to 45,000 vpd

Through IL 159 and other state highways the Village of Smithton is connected to many other communities. Residents frequent these communities for work, shopping, dining and other amenities. In Figure 10.2, travel times and distances to nearby towns and attractions are shown.

Destination	Travel Time	Distance
Freeburg	8 minutes	5 miles
Millstadt	12 minutes	9 miles
Belleville	14 minutes	8 miles
Red Bud	16 minutes	14 miles
Waterloo	20 minutes	12 miles
Columbia	20 minutes	14 miles
Busch Stadium	32 minutes	22 miles

Figure 10.2 - Distance/Travel Time from Smithton to nearby Towns & Attractions

Crash data was obtained from IDOT for IL 159 between Douglas Road and Sand Rock Road between 2010 and 2014. A total of 75 crashes occurred in the corridor, 27 involving injuries with 43 people injured. No roadway fatalities occurred during this period. A summary of the crashes is shown in Figure 11.1.

Traffic Crashes on Route IL 159 Between Douglas Road and Sand Rock Road (inclusive) 2010-2014

		Injury Crashes	Injuries	PDO	Total	PED Crashes	Traffic Control
IL 159	Douglas Rd.	7	7	11	18	1	Traffic Signal
IL 159	Between Douglas Rd. and N. Hickory St.			1	1		Midblock
IL 159	N. Hickory St.	1	1	5	6		Side-Street Stop
IL 159	Between N. Hickory St. and Stonefield Dr.	2	6		2		Midblock
IL 159	Stonefield Dr.			2	2		Side-Street Stop
IL 159	Between Stonefield Drive and Sunset Drive			2	2		Midblock
IL 159	Sunset Drive	3	6	4	7		Side-Street Stop
IL 159	Between Sunset Drive and Center St.			1	1		Midblock
IL 159	Center St.			2	2		Side-Street Stop
IL 159	Between Center St. and Brevo St.	1	3	5	6		Midblock
IL 159	Brevo St.			3	3		
IL 159	Barker St.	1	1		1		Side-Street Stop
IL 159	Between Barker St. and Fisher St.			1	1		Midblock
IL 159	Fisher St.	2	4		2		Side-Street Stop
IL 159	Buchanan St.			2	2		Side-Street Stop
IL 159	Breckenridge St.	1	2		1		Side-Street Stop
IL 159	Melinda St./ Cass St.	1	1	1	2		Side-Street Stop
IL 159	Garner St./South St			3	3		School/Ped Signal
IL 159	Franklin St	2	2		2		Side-Street Stop
IL 159	Memorial Dr.	3	6	1	4	1	Side-Street Stop
IL 159	Between Memorial Dr. and Cletus Dr.			1	1		
IL 159	Cletus St.			2	2		Side-Street Stop
IL 159	Suburban Pl.	1	1	1	2		Side-Street Stop
IL 159	Sand Rock Rd.	2	3		2		Side-Street Stop
TOTAL		**27**	**43**	**48**	**75**		

Figure 11.1 - Crash Data (IDOT, 2010-2014)

Based on the crash data, there are a couple of specific areas of concern—

- The signalized intersection at IL 159/Douglas Road had 18 crashes, 7 involving injuries. While this is a higher crash location in the study corridor, the intersection's crash rate is not untypical for St. Louis Metro area traffic signals.
- The segment between Sunset Drive and Brevo Street had 19 crashes, 4 involving injuries (9 total injuries). Rear ends, turning, and angle are the most common crash types at this location. These types of crashes are typically associated with access management issues (large numbers of driveways resulting in turns/stops). The combined segment has a resulting crash rate that is higher than typical for St. Louis Metro area arterial roadways. Several recommendations are provided in this report for reconfiguration of this segment.

The Village has created a Complete Streets walking and bike route along neighborhood streets. This route, shown in Figure 12.1, is roughly parallel to Main Street and runs along the west side of town. The route is marked with Share the Road signs and pavement markings. The route provides strong connections on the west side of Main Street from the Field Stone neighborhood on the north side to the Autumn Ridge neighborhood on the south side. The route connects through the walking trails in the Village Park as well. The route does not connect across IL159 to the east side of Smithton or to the neighborhoods south of Autumn Ridge.

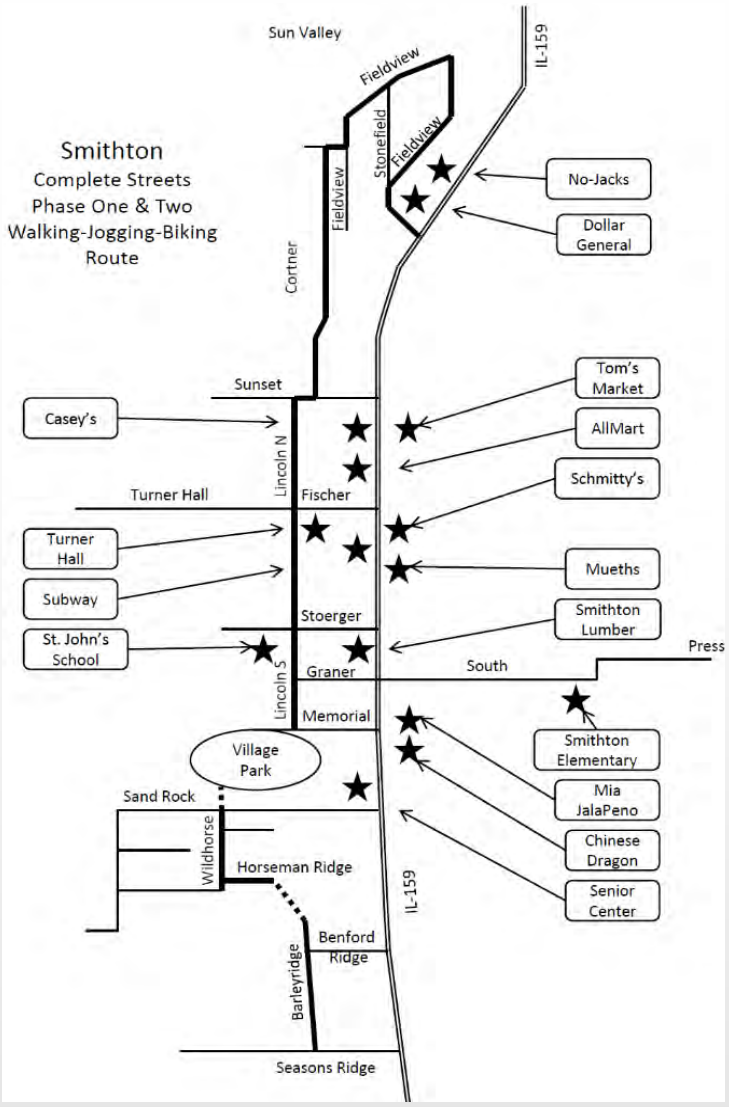


Figure 12.1 - Existing Complete Streets Route

Environmental

In the context of this planning effort, environmental infrastructure includes -

Green Infrastructure — There are currently not a lot of street trees along Main Street through Smithton, especially in the North and South sections of the corridor. Street trees serve many purposes in the way a street functions. They enhance safety by calming traffic and providing a buffer between pedestrians and vehicles. They provide shade, which makes it more practical to walk in the summer heat, reduces energy costs and raises property values. Street trees improve air quality and storm water infiltration. They also add to the character of a community. Other types of plantings can also enhance character and are often included in beautification efforts in downtown areas.

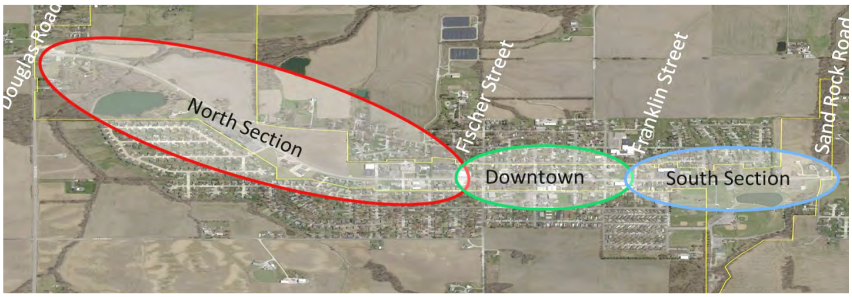
Storm Water Control — There is occasional flooding during heavy rains near the box culvert near Sand Rock Road. The Village is currently replacing some older storm water grates due to maintenance issues, but the team did not observe or hear of storm water flooding issues from participants in the Great Streets Project. Due to the rural nature of the Village, there is a large amount of open land, which offers plenty of pervious surface for runoff to seep into the ground.

Human Health & Well-being — The Village has a nice selection of public gathering spots and green space. The Smithton Community Park, at the southern end of the study area, includes a paved trail, playground, pavilions, a skate park and ball fields and is a connector for the Complete Streets Route that runs parallel west of Main Street. These are great outdoor "active spaces" that offer opportunities for recreation and travel within the community. Turner Hall has outdoor picnic/festival space that is utilized several times a year for community celebrations. The Library has a unique outdoor "story space," where anyone can stop to take a break in the shade. These all contribute to the health and vitality of a community and its residents and make up much of the community character and its assets.

Trail network in Smithton Community Park

Existing Conditions - By Segment

For analysis purposes, the corridor was divided into three segments each having its own unique characteristics.



Smithton Main Street Corridor Segments

North Segment

Near Douglas Road, the corridor is more rural, with large, undeveloped lots. Speed limits are posted at 55 mph north of Douglas Creek and transition to 35 mph south of the creek. Traffic volumes are just under 10,000 vpd, and average speeds are about 50 mph. The intersection with Douglas Road has the corridor's only traffic signal. Northbound traffic queues at this signal during the morning peak period as many students travel west to attend Freeburg High School. There are no sidewalks or other pedestrian accommodations in this part of the corridor.

North Segment of IL 159 - looking south from Douglas Road

Heading south, from North Hickory to Fischer, the corridor quickly becomes suburban in character, with newer strip commercial development and newer single-family subdivisions. The commercial properties have ample parking lots in front of the buildings. There are new sidewalks along the front of the commercial lots, with wide drainage swales between the sidewalks and the roadway. Speed limits are posted at 35 mph and average speeds are about 32 mph. Traffic volumes are close to 10,000 vehicles per day.

North Segment of IL 159 - newer strip commercial development

There are several traffic issues in this part of the corridor:

- Turning out of Field Stone Subdivision during peak periods is challenging. The study team heard this from several local residents during the charrette process and observed it first-hand as well.
- There are a large number of open curb cuts between Sunset and Fischer. This is a factor that contributes to the high crash rate in this area.
- There are no trees along the sidewalks or along the road.
- Lighting along the corridor is designed for illuminating the roadway and not necessarily the sidewalks.
- There are no marked pedestrian crossings in this section.

Downtown

From Fischer Street to Franklin Street, the corridor changes to a more traditional Main Street character. There is a greater mix of commercial uses including restaurants, neighborhood services, pubs, daycare, and home improvement-type retail. There are a few new and several older single-family residential homes, as well as civic uses like the Village Hall, Library and Police Station. Private and public schools are located a few blocks off Main Street on the west and east sides within this part of the corridor. The lots are much smaller and buildings are built closer to the roadway and are generally closer together. Some of the buildings have features such as awnings or signage, but the character and placement is inconsistent. The lighting is auto-oriented for the most part.

Speeds transition from 35 to 30 mph with average speeds around 33 mph and traffic volumes are closer to 9,000 vpd. The roadway and side streets are lined with on-street parking and some lots have rear- or side-lot parking as well, providing ample spaces for people who are coming and going to area businesses. However, some respondents during the open houses said they do not feel safe using the on-street parking spaces.

There are older sidewalks along both sides of Main Street with some trees on private property offering shade in some spots. There are only two marked crosswalks, one at Stoerger/Breckenridge (providing a crossing for St. John School) and one at Graner/South (providing a crossing for Smithton Elementary). Both of these intersections have older push-button operated flashing beacons indicating to vehicle traffic that a pedestrian is crossing at the marked crosswalk. There are more effective treatments that could increase safety for pedestrians at these locations. Enhanced crossings could go a long way toward making the Village a more walkable community. Additionally, as part of a recent Safe Routes to Schools project, the Village improved sidewalks around Smithton Elementary School and in other areas of the corridor.

Downtown pedestrian crossing

South Segment

South of Franklin, the corridor changes back to suburban character with another commercial strip development that has ample on-site parking. There are single-family homes, a senior center, a church, a cemetery and the Smithton Community Park.

Speed limits are posted at 35 mph north of Memorial Drive and transition to 45 mph just south of Sand Rock Road, and to 55 mph just south of Knab Road. Average speeds generally follow the posted speeds and traffic volumes are around 7,500 vpd in this area. Sidewalks are present on the west side of the street until Sand Rock Road and wide drainage swales line the roadway. There are no marked pedestrian crossings in the section. The lighting is designed for automobiles.

South end of Main Street

The Planning Process

In order to best organize, process, and address this wide range of related issues, this project centered on a four day long "charrette". This French term refers to an open cart historically sent around by the Academie' des Beaux Arts in Paris to collect design students and their final projects. The students piled in and intensely, collaboratively put the finishing touches on their work to be presented upon their arrival at the academy. The term now refers to the last minute flurry of activity developing public presentations based on a full day's collaborative work.

During the Smithton charrette, a project team comprised of distinct yet related professions considered the corridor through a series of specific focus groups, interviews, and public meeting / feedback sessions. The project team worked on site the Smithton Village Hall, away from the distractions of other work, immersed in a collaborative working environment. As the team addressed the various challenges and opportunities along Main Street, every conversation included environmental, land use, policy, and transportation perspectives. The recommendations considered and advanced by the team represent collective thinking.

Significantly, the charrette process includes extensive and repeated conversation with people from the community. The team of professionals have extensive training and experience in their fields. However, the only way for them to understand Main Street is to talk with a wide range of people from the surrounding neighborhoods. Community input came in the form of various focus group discussions, interviews with key individuals, and three public meetings. The four day charrette efficiently integrates the technical expertise of the project team with the local knowledge of those who live, work, and play here. Public input continued throughout the event, and repeated community feedback about specific issues and strategies allowed the project team to abandon or refine ideas quickly.

<table>
<tr><th></th><th>MONDAY</th><th>TUESDAY</th><th>WEDNESDAY</th><th>THURSDAY</th></tr>
<tr><th></th><th>5/9/2016</th><th>5/10/2016</th><th>5/11/2016</th><th>5/12/2016</th></tr>
<tr><td>9:00 A.M.</td><td>Project Team Set Up</td><td>Project Team Meeting</td><td>Project Team Meeting</td><td>Project Team Meeting</td></tr>
<tr><td>9:30 A.M.</td><td rowspan="2">Design Team / Key Stake Holders Tour the Area (Open to the Public Begin at the Village Hall)</td><td rowspan="3">Individual and Focus Group Discussions (Open to the Public at the Village Hall)</td><td rowspan="3">Design Team Working Session (Open to the Public at the Village Hall)</td><td rowspan="3">Final Design Team Working Session (Open to the Public at the Village Hall)</td></tr>
<tr><td>10:00 A.M.</td></tr>
<tr><td>11:00 A.M.</td><td>Debrief (Open to the Public at the Village Hall)</td></tr>
<tr><td>12:00 P.M.</td><td>Project Team Meeting</td><td>Project Team Meeting</td><td>Project Team Meeting</td><td rowspan="6">Project Team Meeting</td></tr>
<tr><td>1:00 P.M.</td><td rowspan="4">Stakeholder presentations / Interviews (Open to the Public at the Village Hall)</td><td rowspan="4">Design Team Working Session (Open to the Public at the Village Hall)</td><td rowspan="2">Design Team Working Session and Follow-Up Interviews (Open to the Public at the Village Hall)</td></tr>
<tr><td>2:00 P.M.</td></tr>
<tr><td>3:00 P.M.</td><td rowspan="3">Project Team Meeting</td></tr>
<tr><td>4:00 P.M.</td><td>Project Team Meeting</td></tr>
<tr><td>5:00 P.M.</td><td></td><td>Project Team Meeting</td><td></td></tr>
<tr><td>6:00 P.M.</td><td rowspan="3"></td><td rowspan="3">Community kick-off / Existing Conditions / Issues Workshop (Open to the Public at the Senior Center)</td><td rowspan="3">Community Presentation and Feedback (Open to the Public at the Senior Center)</td><td rowspan="3">Public Wrap Up and Next Steps Session (Open to the Public at the Senior Center)</td></tr>
<tr><td>7:00 P.M.</td></tr>
<tr><td>8:00 P.M.</td></tr>
</table>

Smithton Main Street Charrette Schedule

Smithton staff coordinated and facilitated all community outreach, including invitations and notifications, scheduling interviews, and hosting the charrette workshop. The various consultants and East West Gateway staff collected and reviewed area data, conducted preliminary interviews prior to the charrette, and participated fully in the four day event. After the charrette, the consultants each produced a white paper focused on their respective disciplines within the project study area. Once complete, EWG staff drafted this strategic planning report for the Village of Smithton. All white papers and the strategic planning report were reviewed for comment by Village staff, EWG staff, and each of the consultants to ensure accuracy and consistency.

VILLAGE OF SMITHTON

Municipal staff help define the project area and scope, provide match funding, and facilitate all community outreach, including providing the space for the charrette workshop.

EAST WEST GATEWAY

East West Gateway staff helps define the project area and scope, provides funding, manages the project consultants, and drafts the final report.

Village and East West Gateway staff worked together defining the project and selecting the consultant

LAND USE

An Urban Planner / Designer assesses the development history and patterns of the area, as well as the governance and ordinance context, then highlights specific recommendations to achieve land use and place making goals.

TRANSPORTATION

A Transportation Planner considers the existing facilities along a roadway and balances it against the needs of the expected mix of travelers (walk, bike, bus, car, truck, etc.). Then, recommendations are made to best accommodate them and support the desired community goals.

The consultant team spent several weeks preparing for the charrette workshop, collecting data and reviewing recent and current planning efforts within the community. They worked collaboratively on site for the four day charrette workshop, participating in all interviews, focus group meetings, and public meetings. Then, each consultant developed a white paper on their respective discipline about the Main Street corridor and provided input and edits for the final plan document.

INTERVIEWS

Prior to the charrette workshop, the project team spoke with key community members, including the Mayor, municipal staff, business leaders, and residents.

FOCUS GROUPS

During the charrette workshop, the design team met with specific groups such as local business people, property owners, first responders, neighborhood representatives, city / county transportation staff, etc.

PUBLIC

Three public meetings were held during the charrette workshop to ensure that the project team focused on the community priorities and worked to refine desired strategies for the corridor.

Community engagement was organized to help get the project team familiar with the study area prior to the charrette workshop in order to make the community interaction and planning process appropriate and efficient. The interviews and focus groups were meant to provide the team with both general and specific input. The public meetings were largely meant to identify priorities and gage preference or tolerance for various strategies.

Engagement

During the course of the Main Street Great Streets Project, the project team reached out to key community members and the general public to gather information about the study area and feedback on the process and its outcomes. The project team spent about two months gathering data in all discipline areas, which gave a good technical representation of the corridor. However, no one knows an area as well as the residents and business owners who live and work there. Their feedback was invaluable in framing the plan for Smithton Main Street.

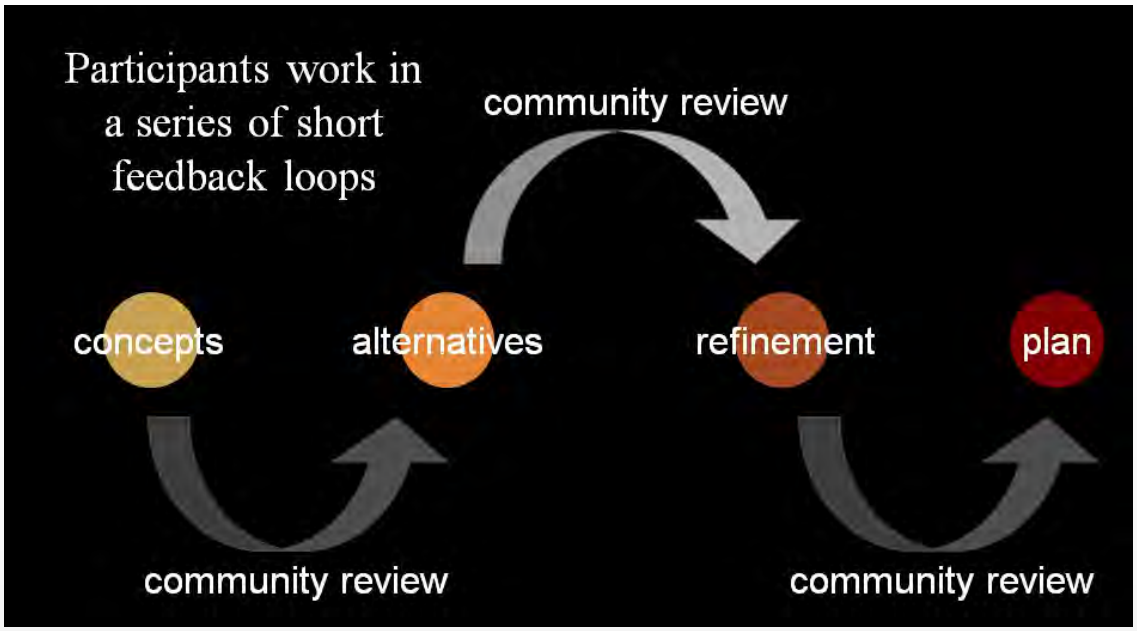
In the weeks prior to the charrette, the project team held several preliminary interviews to gauge how well their understanding of the corridor meshed with perception and reality. These interviews included –

- Junior Frenzel, Business Owner/Developer
- Ray Klein, Mayor
- RuAnna M. Stumpf, Permits Unit Chief, IDOT
- Michelle Quirin, Smithton Commercial Club
- Scott Geringer, Smithton Chamber of Commerce

During the charrette week, a number of focus groups were conducted by the study team to further gather information in key areas regarding the Main Street Corridor. These Focus Groups included –

- Commercial Development
- Neighborhood Associations
- Transportation
- Institutions
- First Responders

Finally, there were three open houses held during the charrette. These were opportunities for the public to provide input and direction for the project team. The team opened each evening with a presentation and ended with keypad polling and discussion. Each meeting served a distinct purpose in the development of the recommendations for Main Street.



Meeting #1 was an opportunity for the project team to present the existing conditions based on all the data that had been gathered, discuss initial thoughts regarding a vision for the corridor and gather feedback to ensure the project was on the right track. Sixteen people attended and participated in keypad polling. A copy of the presentation and the keypad polling results can be found in Appendix C.

Meeting #1 Findings –

- Most residents felt Smithton is lacking an identity
- Restaurants and retail are the most wanted businesses
- Senior housing and market rate rental housing are in short supply
- People generally feel safe driving on Main Street with the exceptions of making left turns during rush hour
- Most would prefer bicycles use the neighborhood streets rather than Main Street

Meeting #2 Findings –

- Public transit is not wanted
- Many are in favor of a roundabout if Hickory Street were to be realigned
- Finishing the Complete Streets Loop makes sense
- Forming an assessment district downtown is worth investigating

Meeting #2 gave the project team a chance to present some ideas for addressing the major issues and concerns that had been defined in the Main Street corridor. These ideas were presented and feedback was gathered to determine if the team was on track and to measure public support. Fifteen people attended this meeting, The presentation and keypad polling results from Meeting #2 can be found in Appendix C.

Meeting #3 focused on the recommendations the project team determined best to move forward as part of the Main Street Great Streets Strategic Plan. The project team presented recommendations to a group of nineteen people and gathered feedback on the recommendations through keypad polling. Overall, the recommendations were well-received. A copy of the Meeting #3 presentation and keypad polling results can be found in Appendix C.

Meeting #3 Findings –

- Most like the proposed downtown roadway/sidewalk proposal
- Additional crosswalks are a good idea
- The top four priorities are -
    1. Center turn lanes north and south of downtown
    2. Completing the Complete Streets Loop
    3. Forming a management/taxing district
    4. Senior housing

Corridor Plan - Overall Strategies

Throughout the charrette week, several strategies were identified to improve the Main Street corridor through Smithton. These were developed collaboratively through careful analysis of the existing conditions data, field observations, stakeholder interviews, and input from focus groups and participants at public meetings.

- **O1 - Organize for Action.** A variety of options were discussed during the charrette week with stakeholders and the public for organizing and implementing improvement efforts in the community. Different structures and funding options were discussed as well as the types of activities that could be undertaken such as marketing, special events, streetscape improvements, beautification and economic development. The newly-formed Economic Development Committee of the Smithton Chamber of Commerce expressed an interest in working with the Village to organize and administer a community improvement program. This program could serve the entire Smithton Community or a defined business district such as Downtown.

- **O2 - Add Pedestrian-scale Amenities.** Elements such as wide sidewalks, pedestrian lighting, and even parking along the street help provide a safe and enjoyable pedestrian experience. Street furniture such as benches, water fountains and trash receptacles make walking both practical and enjoyable. Such features have environmental, economic, safety, and aesthetic benefits and have significant impact on how visitors and residents experience the community.

- **O3 - Plant Street Trees.** Environmentally, there is no greater return on investment than a developed street tree canopy. Shading, delineation of pedestrian and vehicular spaces, reduction in heat island effect, increases in property values, reduced utility costs, carbon absorption, habitat for small animals, sound absorption, and improved aesthetics are all practical, measurable benefits.

Street Trees add Character and Have Practical Benefits

Main Street Corridor Sketch

- **O4 - Extend the Complete Streets Loop.** As previously discussed, Smithton has created a Complete Streets route that serves bicycles and pedestrians on the west side of Main Street. This route should be expanded to the east side of Main Street making a Complete Streets Loop that serves both sides of the Village as shown in Figure 20.1. This expansion would require additional "Share the Road" signage and pavement markings, several additional enhanced crossings across Main Street, and the relocation of North Hickory Street, which would also address a traffic problem discussed in the North Section. This Complete Streets Loop would better connect the Village and provide active transportation options to those living and working on the east side of Main Street. The Loop would also include three bicycle and pedestrian rest areas.

Current Complete Streets signage and pavement markings

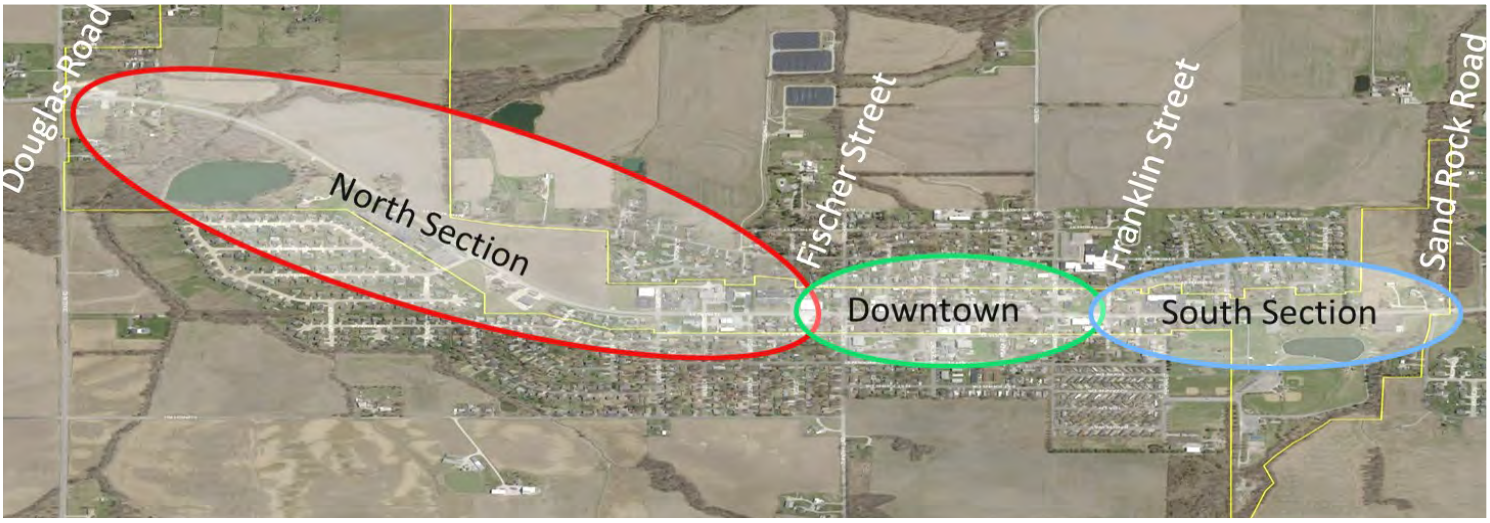
Figure 20.1 - Proposed Complete Streets Loop

- **O5 - Conduct a market analysis.** This can help define complementary commercial district identities (downtown, north and south) and identify types of businesses that could thrive in each area and fit the existing/potential building stock along the corridor. A market analysis will be important to understand the market realities of the different types of businesses and housing potential in the different parts of the corridor. It can also determine the type and quantity of new housing needed in the area and where it might best be located. Additionally, a market analysis can outline various resources to advance and implement the strategies in this report. There is no single pot of money to make all of these things happen. Examples of potential resources for funding the strategies within this plan include a Business Improvement District (BID), Tax Increment Financing (TIF), transportation funding (IDOT, TAP, TIP), low income housing tax credits and historic tax credits. The Village should contract with a professional market planning firm to have this work done and then follow the recommendations as feasible. An outline for the scope of services for this work can be found on pages 29 and 30.

- **O6 - Develop Senior Housing.** There is not an option for aging residents to transition from independent living to any level of assisted senior living at this time and remain a Smithton resident. The Village should seek a developer experienced with this type of housing and locate it within the community so that seniors may remain in Smithton and maintain a high quality of life.

- **O7 - Pave the chip/seal pathway along the existing complete streets route.** Part of the existing Complete Streets Route is chip/seal. The trip hazards and rough surface can be cumbersome, and even dangerous, for bicycles and pedestrians. The Village should pave an accessible path in these areas and ensure that it remain a smooth, hard surface when future maintenance to the roadway is performed.

Corridor Strategies by Segment



Smithton Main Street Corridor Segments

Site specific recommendations are clustered by segment. Each segment has a unique character and function requiring distinct and specific strategies.

North Segment

This segment extends from Douglas Road to Fischer Street, has large undeveloped parcels; newer, more auto-oriented commercial development; and the new Village fire station.

Downtown

Extending from Fischer to Franklin, this is the Village's "original business district," with smaller lots; a variety of commercial, residential, and civic uses; and several of the town's older, more historic buildings.

South Segment

Between Franklin Street and Sand Rock Road, this area has a more suburban or rural feel as the lots begin to get larger, and there are more residential and fewer commercial uses. The Smithton Community Park is located in this section as well.

North Segment

Downtown

South Segment

North Segment

- **N1 - Add a Northbound Right Turn Lane at the Douglas Road Intersection.** This will address the queues during the morning peak commuter period as many students from Smithton travel east to attend Freeburg High School. Consideration could also be given to adding eastbound and westbound left-turn lanes on Douglas Road to improve safety and traffic flow.
- **N2 - Relocate/Reconfigure the North Hickory Street/Stonefield Drive Intersection.** North Hickory Street currently intersects IL 159 at a skew, creating awkward geometry that can be difficult for drivers to negotiate. In addition, there was a lot of concern about the ability to turn out of the Field Stone subdivision during heavy traffic periods. This connector would provide both the connector for the north end of the Complete Streets Loop and a much-needed pedestrian crossing on the north end of the Village. A traffic signal or a roundabout could easily accommodate both vehicular and non-motorized traffic at this intersection, though the roundabout was received very favorably by the participants at the charrette. This project would likely be undertaken in conjunction with the development of property on the east side of Main Street, which should also include extending the sidewalks in this section. The full scope and cost estimate for this project is beyond the scope of this study, therefore a preliminary design study should be undertaken to determine the likely cost for these improvements.
- **N3 - Widen Main Street to three lanes from Douglas Creek to Fischer Street.** Traffic volumes on this section are high enough to support a three-lane cross-section (one through lane in each direction with a center left-turn lane). This segment has a high crash rate, primarily involving rear-end, turning, and angle crashes, which are typically associated with large numbers of driveways resulting in turns/stops. This improvement could significantly improve safety on this section of the corridor.
- **N4 - Enhanced Pedestrian Crossing at Sunset Drive.** Installation would include ADA compliant curb ramps, a high-visibility (continental) crosswalk, signage, and possible Rectangular Rapid Flashing Beacon (RRFB).

Proposed Intersection Concept at North Hickory/Stonefield

Proposed Crosswalk at Sunset Drive

Sample Enhanced Pedestrian Crossing

- **N5 - Access Management Improvements.** The short segment between Sunset Drive and Brevo Street has a high crash rate. Rear-end, turning and angle crashes are most common and are often associated with large numbers of driveways and turns/stops. One of the problems creating conflicts between vehicles attempting to make left turns is the offset driveways between Casey's and Region's bank. This could be addressed by closing the southern Casey's entrance from Main Street as shown in the figure to the right. This would leave Casey's with three driveways. There are also two very large open curb cuts on the section of Main Street between Brevo and Fischer Streets. The Industrial Roller Company has a large curb cut (roughly 200 feet long) and the All-Mart/ Renner Funeral Home share a large open curb cut (roughly 150 feet long). These large curb cuts create challenges for both vehicles and pedestrians. The proposed access reconfigurations, shown in Figure 23.1, address the large curb cuts by installing a landscaped/ sidewalk buffer along the frontage with smaller driveway openings for business access. Parking in front of the businesses would likely need to be reconfigured.

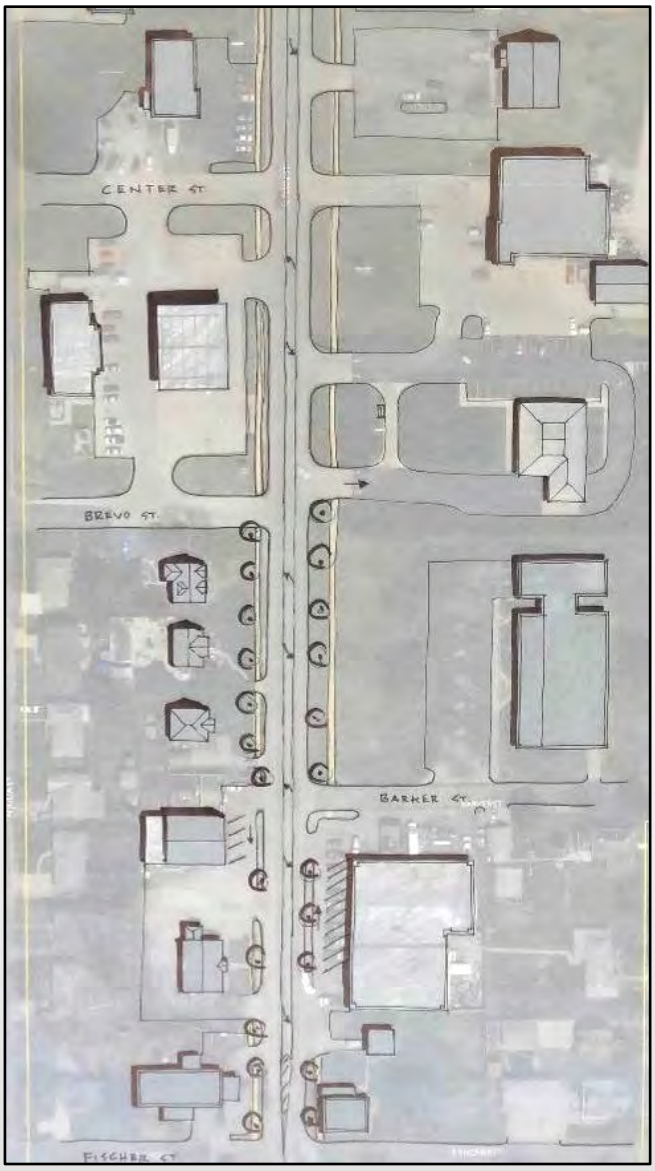
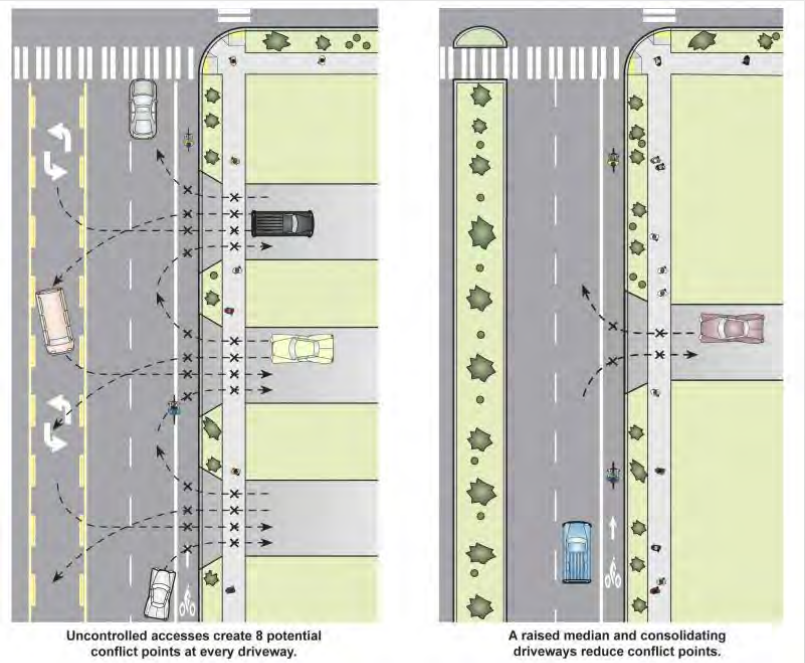


Figure 23.1 - Proposed Access Modifications



Benefits of Access Management = Improved Safety & Traffic Flow

Large Open Curb-cut

Downtown

Example of Downtown Character

- **D1 - Better define Downtown through signage, facades, pedestrian-scale lighting and building siting.** Consistency in architectural design elements such as awnings, signage and shutters can contribute to a unified look and feel of a Downtown. In addition, properly siting buildings so they are built up to the sidewalk and better defining private and public spaces can also help to enhance the walkability and character of Downtown. Hiring a consultant to design an appropriate streetscape or updating the ordinance (D3 below) are two typical ways to achieve this.

Example - Downtown parking

- **D2 - Make parking safer and more attractive.** Keypad polling during the charrette resulted in 27% of respondents saying parking is fine, 40% saying that there is adequate parking, but it doesn't seem safe, and 27% saying there is enough parking, but not where it is needed. Additionally, 94% of respondents wanted to keep parallel parking, but adjust the sidewalks to add plantings, lighting, etc. Striping the parking spaces along Main Street to clearly separate them from the driving lane will improve the feeling of safety in this area.

- **D3 - Update the Zoning Ordinance to better fit Downtown.** There are three ways the Village could address zoning issues. Ranging from low to high in order of cost and complexity, they are:

  1. **Create a New District for the Downtown area.** This would allow the regulations to reflect the desired uses, existing lot sizes, building character, parking requirements and signage that are unique to Downtown. The effort could start simply, by reviewing the types of variances that have been granted, and evolve over time.
  2. **Create Regulation Design Guidelines.** Design guidelines are more detailed, visual representations of the regulations; a graphical representation of the vision behind the regulations. They can stand alone as reference documents or be integrated into ordinances.
  3. **Create an Overlay District.** The village could keep the underlying zoning, but overlay a set of new regulations that are optional, but give property owners some flexibility. Overlay districts can address a variety of elements including building siting, facades and architectural features, parking, and signage.

Example of Consistent Signage Design Guidelines

(More detail on the 3 ways to address zoning issues can be found in the Land Use & Design White Paper.)

- **D4 - Add bump-outs at key intersections**. Bump-outs (or curb extensions) are a good tool that can be used to define the Downtown section and improve pedestrian safety by visually and physically narrowing the roadway and shortening pedestrian crossing distances. Bump-outs should be added at the intersections with Fischer Street, Stoerger/Breckenridge Streets, and Graner/South Streets to support existing and recommended enhanced pedestrian crossings. The design of the bump-out should consider the accessibility of farm equipment that travels through the corridor. Some farm equipment can be as wide as 16 feet. IDOT was open to this approach, though close coordination with them will be necessary as the design is developed.

Example Bump-outs (or curb extensions)

South Segment

- **S1 - Widen Main Street South of Downtown to Three Lanes (Franklin Street to South of Sand Rock Road).** The traffic volumes on Main Street south of Downtown are high enough to support a three-lane cross-section (one through lane in each direction with a center left-turn lane). The area has a suburban character, with businesses set back from the street and parking in front. The traffic volumes and commercial activity make this section of Main Street a good candidate for widening to three lanes.
- **S2 - Add Enhanced Pedestrian Crossings at the Cemetery and the Senior Center.** New pedestrian crossings across Main Street south of Downtown are needed to extend the Village's Complete Streets Loop and better connect the residents on the east side of the Village with resources such as the Village Park, ball fields, hiking trails, and the Senior Center. These enhanced crossings would be similar to the crosswalk proposed at Sunset Drive. However, the proposed three-lane cross-section provides an opportunity to install a center pedestrian refuge island at these two locations providing pedestrians with an opportunity to cross one lane of traffic at a time. Installation would include ADA compliant curb ramps, a high-visibility (continental) crosswalk, signage, and possible Rectangular Rapid Flashing Beacon (RRFB) and center pedestrian refuge islands.

Note: Though a roundabout was discussed and explored during the charrette, analysis indicates that it would be very difficult to implement near Sand Rock Road. The creek and box culvert create significant challenges. A location further south, beyond this project's study area, may be worth considering as an effective way to slow traffic entering Smithton from the south and provide a potential gateway / entry element for the community.

Proposed Enhanced Pedestrian Crossings near the Cemetery and Senior Center

Priority Efforts

To evaluate and prioritize the various recommendations across the entire study area, the crude ranking system, shown in Figure 26.1, can help illustrate some priorities, though it cannot take into account all relevant variables. When possible, opportunistically coordinating with other related investments that may pop up can leverage efficiency and cost savings. Private or related developments along the corridor should comply with or (at a minimum) not preclude implementation of the plan over time. Tiers 1, 2, and 3 represent relative priorities for the recommendations where natural breaks in scoring occur.

The tasks are labeled by location (overall project area or segment area) and are loosely scored based on the breadth of their impact, community desire, and ease of implementation.

The last column estimates a target timeline for implementation: short term (1-3 years), mid term (3-7 years), long term (7-15 years). Some tasks may best be combined with private or related developments along the corridor and have an "opportunistic" designation. Some of the short term tasks are foundational and would be helpful, or possibly essential, to completing subsequent tasks. Formalizing a district or management structure falls into this category.

Smithton Great Streets Recommendations Ranking

Scale of 1 through 5 (least to best)

	Task		Economic Benefit	Transportation Benefit	Place Identity Benefit	Environmental Benefit	Community Desire	Ease of Implementation	Rating	Term (Short, Mid, Long, Opportune)
Tier 1	O2	Add pedestrian amenities	3.5	4	4.5	4	5	2.5	23.5	M/O
	O4	Extend complete streets loop	3	4.5	4	4	5	3	23.5	S
	O5	Market study	5	3	4	3	4.5	4	23.5	S
	D1	Better define Downtown	4	3.5	5	3	5	3	23.5	M
	O3	Street trees	3.5	3.5	4	4	4	4	23	S
	D3	Update zoning ordinance	4	3.5	4	3	4	4	22.5	S
	D2	Stripe parallel parking	3	3.5	3.5	3	4	5	22	S
Tier 2	O1	Establish a formal district	4	3	4	3	4	3.5	21.5	S
	O7	Pave path along exist. Chip / seal pathway	3	4	3	3	5	3	21	S
	N4	Pedestrian crossing at Sunset	3	4	3	3	5	3	21	M
	D4	Curb bump-outs	3	4	4	3.5	4	2.5	21	M
	N2	Hickory St. / Stonefield intersections	4	4	4	3	4.5	1	20.5	O
	N5	Access management improvements	3	4	3.5	3.5	3.5	3	20.5	S/O
	S2	Ped crossings @ cemetery and senior center	3	4	3	3	4.5	3	20.5	M
Tier 3	O6	Develop senior housing	4	3	3	3.5	4.5	2	20	M/O
	N1	N. bound right turn lane @ Douglas	3	4	3	2.5	4.5	3	20	5
	N3	Center lane - Douglas Creek to Fischer	3	4	3	2.5	5	2	19.5	M/L
	S1	Center lane - Franklin to south of Sand Rock	3	4	3	2.5	5	2	19.5	M/L

O = Overall project area
N = North segment
D = Downtown segment
S = South segment

Short term = 1-5 years
Mid term = 5-10 years
Long term = 10+ years
Opportune - Combine with related investments

w/ environmental BMP's
w/ district or committee

Figure 26.1 - Smithton Main Street Recommendations Ranking

Tier One

- **O2 - Add pedestrian amenities.** Many of the improvements can be implemented by using existing municipal staff and procurement procedures. Before starting, engaging a landscape architect or urban designer to develop a design for the downtown area streetscape and, with staff, identify work to be completed by Smithton staff and work to be contracted out. Construction can be phased to match available funds. *(design fee budget —$15k, design duration—2 months, implementation costs TBD, responsible party—municipal staff / commercial club or business district)*

- **O4 - Extend the Complete Streets loop.** May be completed by Smithton staff. For simplicity and consistency, use same standards and markings already in place. This may be done immediately to maximize community access to the loop, and the additional cross walks at the north and south ends of the loop will likely take longer to put in place. *(expected cost—<$50k, duration—3-6 months (all but new crossings), responsible party—municipal staff)*

- **O5 - Market Study.** Retain a market analyst/planner to clarify regional and local market impacts, identify strategies to support complementary commercial areas within Smithton, target types of housing and businesses that are likely to succeed, and assess options for a business improvement district organization and revenue structure. See pages 29 and 30 for more detail. *(expected cost—$14,000, duration—2 months, responsible party—municipal staff or commercial club)*

- **D1 - Better define downtown.** Use streetscape plan developed for pedestrian improvements including awnings, signage, shutters, sidewalk improvements, pedestrian lighting and landscaping. Coordinate with zoning update (recommendation **D3**) Engage engineer and coordinate with property owners / IDOT. *(expected cost—TBD, 20% as local match, duration—18-36 months, responsible party—Municipal staff)*

- **O3 - Street Trees.** Completing the street tree canopy along the complete streets loop, safe routes to school paths, and the sidewalks along 159 can be completed by municipal staff. Consult with landscape architect or arborist for species selection, maintenance program, and utility/signage conflict avoidance. *(expected cost—$475 per tree, duration—ongoing, responsible party—municipal staff)*

- **D3 - Update zoning for downtown.** Implementation time and professional assistance level depends on the strategy selected. Tasks can be completed by village staff with assistance from legal counsel, planning and zoning commission, and planning consultant. (expected costs & durations shown for each option below, responsible party—Municipal staff)
    - *Update/Create New Downtown Business District (expected cost - $15K-35K, duration - 6 months)*
    - *Regulation Design Guidelines (expected cost - $40-55K, duration - 6-9 months)*
    - *Overlay District (expected cost - $80-120K, duration - 9-12 months)*

- **D2 — Stripe parallel parking downtown.** Can be implemented by village staff. *(expected cost—$3-5k, duration—1 month, responsible party—Municipal staff)*

Tier Two

- **O1 - Establish a formal district.** Work with village staff, commercial club, and business / property owners to establish boundaries, mission and goals, and revenue structure. Use standard state allowed structure (such as a Business Improvement District), and implement the process. *(expected cost—TBD, duration—12-18 months, responsible party—Municipal staff, business / property owners, legal counsel)*
- **O7 - Pave a smooth path along existing chip/seal segments of complete streets loop.** Design can likely be managed by municipal staff. Implementation cost and responsibility will be determined by the method selected. Maintenance to ensure pathway is not chip/sealed during regular maintenance of roadway will be ongoing responsibility of municipal staff. *(expected cost—TBD, duration—6-18 months, responsible party—Municipal staff)*
- **N4 - Pedestrian crossing at Sunset.** Engage engineer and coordinate with IDOT. *(expected cost—$25-50k, duration—3-6 years, responsible party—Municipal staff)*
- **D4 - Curb bump outs downtown.** Engage civil engineer and coordinate with IDOT. Plans should be consistent with downtown streetscape plan developed by landscape architect / urban designer to ensure greatest aesthetic/environmental impact. *(expected cost dependent on selected design, duration—3-6 months design / 3-6 months construction, responsible party—Municipal staff)*
- **N2 - Hickory / Stonefield intersection.** Engage engineer and coordinate with IDOT and effected property owners either as independent project or in conjunction with additional improvements to 159 or development of property along east side of 159. *(expected cost—$600-800k, duration—2-3 years, responsible party—Developer or IDOT / village staff)*
- **N5 - Access management improvements.** Engage engineer and coordinate with IDOT and effected property owners. *(expected cost—$60-120k, duration—12-24 months, responsible party—Municipal staff)*
- **S2 - Pedestrian crossings at cemetery and senior center.** Can likely be designed by municipal staff. Coordinate with IDOT. *(expected cost—$50-75k each, duration—6-I2 months, responsible party—Municipal staff)*

Tier Three

- **O6 - Develop senior housing.** Use information from market study to identify type(s) of senior housing that fit the market and available properties. Engage senior housing providers/developers to develop options. *(expected cost—covered in market study, duration—2-10 years, responsible party—business district or commercial club)*
- **N1 - North bound right turn lane at Douglas.** Engage IDOT. *(expected cost—$100-200k, 20% as local match, duration—18-36 months, responsible party—IDOT)*
- **N3 - Center turn lane—Douglas Creek to Fischer.** Engage IDOT and coordinate with property owners. Conduct preliminary design study to identify scope and costs. *(cost —TBD—20% match funding for construction, duration—3-5 years, responsible party—IDOT and municipal staff)*
- **S1 - Center turn lane—Franklin to south of Sand Rock Road.** Engage IDOT and coordinate with property owners. Conduct preliminary design study to identify scope and costs. *(cost —TBD, - 20% match funding for construction, duration—3-5 years, responsible party—IDOT and municipal staff)*

Market Study Scope Recommendations (per Development Strategies, Inc.)

In order to determine appropriate development recommendations that are consistent with this strategic planning report or the Smithton Great Streets study area, EWG staff requested specific input from a development research and planning consultant experienced in this type of work. The following is a distillation of their recommendations for defining a work scope for task **O5** (page 20) of this report.

Chief Goal for the Downtown Main Street Corridor: Identify a real estate development program for housing (of various sorts) and commercial projects, particularly retail.

I. STUDY ST. LOUIS AREA CONTEXT

- a. Metropolitan area growth and change vs. nation
- b. St. Clair County vs. metro area
- c. Smithton (and larger vicinity) within St. Clair County
- d. Demographics, including shifts in sub-geographies and population segmentation locations
  - i. St. Clair County has not been adding population of late, but a lot of it has been shifting away from older river cities. Smithton seems to have benefitted.
  - ii. Evaluate the kinds of people populating Smithton and “market environs” relative to such shifts.
  - iii. Develop realistic projections for Smithton
- e. Household sizes and housing demand
- f. Buying power for housing and retail
- g. Employment commuting patterns
  - i. Smithton changing into a bedroom, suburban community
  - ii. Smithton’s need for more community solidarity because most people employed elsewhere

II. SMITHTON MAIN STREET CORRIDOR

- a. Review recently completed Great Streets white papers and EWG report
- b. SWOT analysis based on redevelopment and revitalization potential
- c. Market realities and opportunities based on regional forces and local characteristics
  - i. Supportable growth suitable for downtown Smithton and village as a whole
  - ii. Capturable growth from regional and county trends and forces
  - iii. Potential development program(s) over time along Main Street
    1. Based on allowable land uses and economic sectors
    2. Based on increasing demand
    3. Based on reasonable changes in allowable uses (e.g., effects of zoning and zoning changes)
- d. Development costs vs. development revenues analysis
  - i. Near-term financing gaps based on hypothetical “example” developments
  - ii. Scenario(s): Closing the gap more quickly
  - iii. High-level review of incentive programs to close gaps and increase demand

III. RECOMMENDED FUTURE ACTIONS

a. Changes in circumstances to increase pace of development and occupancy

i. *Organizational* (advocating for Main Street, coordinating events and hours, finding resources for strategic initiatives, etc.)

ii. *Physical* (public and private infrastructure, roadway design, streetscapes, wayfinding)

iii. *Transportation* (modes, accessibility, directions)

iv. *Social* (improvements in demographic characteristics)

v. *Economic* (increasing demand relative to supply)

vi. *Promotional* (branding and marketing of downtown Smithton)

b. Actions of Main Street, the village, St. Clair County, and other public and private officials to achieve increasing development and prosperity

c. Steps toward, and potential public and private entities for, implementation and their likely roles

d. Case studies from similar corridors

IV. PROCESS AND SCHEDULE

a. Conduct preliminary research and analysis using secondary data sources and past studies/plans.

i. Review previous white papers for insights.

ii. Particularly review available notes from stakeholder and focus group interviews during Great Streets process. Interview Village and EWG staff about Great Streets process and recommendations.

iii. Conduct walking and driving tour (ideally “guided” by EWG or village, but not required)

iv. Allow three weeks

b. In lieu of a public charrette, interview (as necessary, per above notes) several key stakeholders: politi-cal leaders, neighborhood advocates, progressive business owners, prominent property owners, other advocates.

i. Obtain scheduling assistance and “introductions” from village officials

ii. Allow three weeks for logistics of scheduling and conversations (one or two of these weeks could overlap with “a.” above)

c. Prepare white paper in similar manner as Gravois Road and Woodson Road

i. Allow two weeks

d. Total timeframe: six to eight weeks

V. BUDGET

a. Approximately $13,500 (2016 dollars)

“You don’t have to move to live in a better neighborhood.”

Richard Arrington, former Mayor of Birmingham Alabama