



# ST. LOUIS ROAD AND COLLINSVILLE ROAD GREAT STREETS INITIATIVE PLAN



Adopted November 12, 2019

## REVITALIZING A NATIONAL HISTORIC CORRIDOR



# ACKNOWLEDGEMENTS

To the members the of Public, Agencies, Institutions, Businesses, and Organizations who participated in community engagement efforts, or through other means contributed to the planning process.

THANK YOU for sharing your experiences and vision.

THANK YOU for sharing your knowledge of critical issues and opportunities.

THANK YOU for taking the time to ensure that the recommendations in this plan represent the community's vision for the St. Louis Road and Collinsville Road corridor.



## Planning Acknowledgements



EAST-WEST GATEWAY  
Council of Governments



FARR ASSOCIATES



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# ST. LOUIS ROAD AND COLLINSVILLE ROAD GREAT STREETS INITIATIVE PLAN

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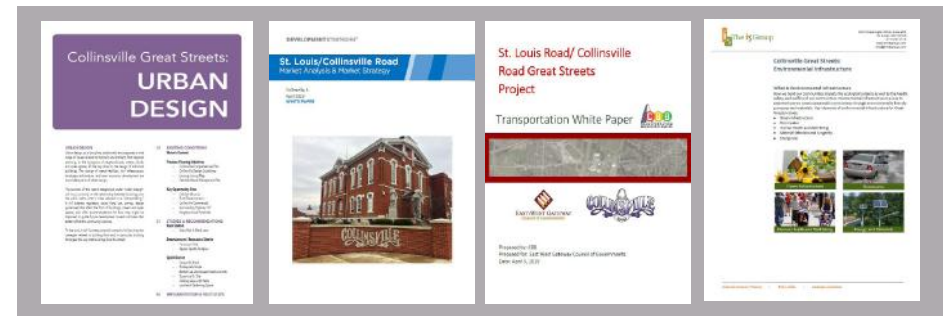


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# EXECUTIVE SUMMARY

## The Corridor Plan

The study area, stretching over 3.5 miles Uptown Collinsville and Cahokia Mounds, is incredibly diverse with distinct opportunities and challenges in each of the five districts identified in this plan. While most of the City's regional shopping has shifted to the Collinsville Crossings Business District at the intersection of Interstate 55/70 and Highway 157/Bluff Road, the St. Louis Road and Collinsville Road Corridor remains important to the economic well-being of the City. This corridor encompasses a wide variety of land uses from regional-scale sports, recreation, tourism, and retail destinations to neighborhood-scale businesses and historic residential neighborhoods. Today, the St. Louis and Collinsville Road Corridor is poised to reclaim its historical significance and fulfill its economic potential. There is a clear need for more comprehensive planning efforts to revitalize community and economic activity within the corridor. The recommended strategies proposed by this plan are expected to guide the long-range planning and implementation of the community's vision for the corridor.

This plan was developed through a planning process which focused on quantitative, qualitative, and spatial analysis; intensive stakeholder engagement; integrated design; and interdisciplinary planning. The current development momentum, growing economic activity, quality city management, and fiscal stewardship have positioned the City to embark upon this long-range planning process. The convergence of these positive economic indicators makes this an ideal time to envision the future of the St. Louis Road and Collinsville Road corridor. A number of recent developments in 2019 are expected to be catalyst projects leading to synergistic developments which achieve the goals of this plan:

- Governor Pritzker signed long-awaited gambling expansion legislation which will permit sports betting and 900 gambling positions at Fairmount Park Racetrack.
- U.S. Congressman Mike Bost introduced a bi-partisan bill to designate Cahokia Mounds as a National Park.
- The future redevelopment of McDill's Irish Pub is expected to breathe new life into the St. Louis Road neighborhood.
- The development of the City of Collinsville Parks and Recreation Master Plan.

These exciting developments are poised to transform the corridor's sense of place, and significantly increase tourism and economic activity.

## What We Heard From the Community

This plan is a comprehensive summary of the process, outcomes and recommendations of the interdisciplinary planning and design team. Throughout the course of the planning process a number of broad community goals for the corridor emerged. The final recommended strategies discussed later in this plan can be linked to these overarching community goals:

- Connect Cahokia Mounds to Uptown
- Enhance Pedestrian Mobility
- Fortify Local Businesses
- Improve Traffic Access and Safety near Collinsville Middle School
- Develop a Greenways Network
- Create a Vibrant Sense of Place and Open Gathering Spaces
- Construct Streetscape Enhancements to Beautify the Roadway
- Identify a Land Use Strategy to Promote Development and Redevelopment
- Develop Regional Stormwater Management Policies and Infrastructure

## Corridor-wide Strategies

Corridor-wide strategies are those strategies which are proposed to be implemented and have impacts throughout the corridor. Key corridor-wide strategies include:

- Regional, shared, and site-specific stormwater management strategies for to address stormwater issues for development throughout the corridor.
- Shared use path connecting Cahokia Mounds to Uptown Collinsville will create a safe path for pedestrians and cyclists to travel to destinations throughout the corridor.
- Regional and local wayfinding strategies will be a resource for attracting visitors to and directing to destinations throughout the corridor.
- Gateway features, lighting, and streetscape improvements will announce entry into Collinsville at strategic locations throughout the corridor, and create a cohesive identity and sense of place.
- Enhanced pedestrian crossings, enhanced transit stops, and traffic calming strategies prioritize walkability and safety for pedestrians and cyclists.



# District Strategies

District strategies are those strategies which are specific to each of the corridor's five districts:

1. St. Louis Road Mixed Use District
2. St. Louis Road Residential District
3. Collinsville Road Retail, Recreation, and Entertainment District
4. Collinsville Road State Park District
5. Collinsville Road Cahokia Mounds District

Key district strategies include:

- The St. Louis Road and Collinsville Avenue commercial node will be a hub of pedestrian activity anchored by local landmarks, McDill's Irish Pub and Kruta Bakery.
- Realignment of the St. Louis Road and Collinsville Avenue intersection prioritizes improvements which create a vibrant sense of place and promotes pedestrian activity.
- Realignment of the St. Louis Road and Caseyville Road intersections prioritizes walkability and pedestrian safety.
- Reconfiguration of the St. Louis Road and Collinsville Road intersections at Highway 157 to create an at-grade intersection at St. Louis Road and Highway 157.
- Redevelopment of the Jaycee's Sports Complex will position the complex to become a regional destination for sports tournaments and other recreation activities.
- Market analysis and strategy identifies land uses which establishes the Collinsville Road Retail, Recreation, and Entertainment District.
- An enhanced streetscape and main entrance at Fairmount Park Racetrack will contribute to the corridor's cohesive culture and identify, while creating a unique gateway feature near the Interstate 255 interchange.
- Access management, roadway reconfiguration, and pedestrian improvements in the State Park District prioritize walkability and safety for pedestrians and cyclists.
- Pedestrian improvements, wayfinding, roadway reconfiguration, and a transit stop at Cahokia Mounds prioritize walkability and safety for pedestrians and cyclists while maintaining the site's culturally significant natural environment.

# Implementation Strategy

The plan's implementation strategy identifies the scope, estimated term of implementation, an estimated cost, and a detailed list of the partners needed to accomplish the goal. An implementation matrix is located at the end of each section in Chapter 4 detailing the recommended strategies for the each respective district and the corridor at length. Target timelines for implementation are broken into four periods: ongoing (occurring in conjunction with current improvement plans or as development occurs), short-term (1-3 years), mid-term (3-7 years), and long-term (7-15 years). Many recommended strategies, while proposed as priority efforts to be implemented by the City, require collaboration and partnership with other stakeholders, including: bodies of government, organizations, institutions, and property owners.

**IMPLEMENTATION**

**Table 4.2: St. Louis Road Mixed Use District Implementation Strategies**

Strategy	Term	Estimated Cost	Partners
<b>1 "Slow Zone" Implementation</b> Coordinate interim and permanent design improvements along the corridor which will assist in the slowing of traffic.	Interim: 1-3 years Permanent: 5-10 years	\$10,000 - \$100,000 per intersection	City of Collinsville
<b>2 On-street Parking</b> Design with commercial node design guides / streetscape design. Implement interim with striping as soon as practical. Build permanent with related streetscape/redevelopment projects.	Interim: 1-3 years Permanent: 5-10 years	To be determined	City of Collinsville
<b>3 Public-Private Shared Parking Lots</b> Develop, promote, and coordinate shared parking lots, in conjunction with existing business projects, capital improvement projects, and street modifications where appropriate.	Ongoing	To be determined	City of Collinsville
<b>4 Town Squares or Public Plaza</b> Prelim: Community engagement to inform final design for roadway work. Final: Guide desired redevelopment and site plan.			
<b>5 Redevelopment and Adaptive Reuse</b> Coordinate site plan with design and development.			
<b>6 Realignment of Collinsville Avenue</b> Prelim: traffic study. Coordinate with treatment, and "slow zone" design/implementation.			

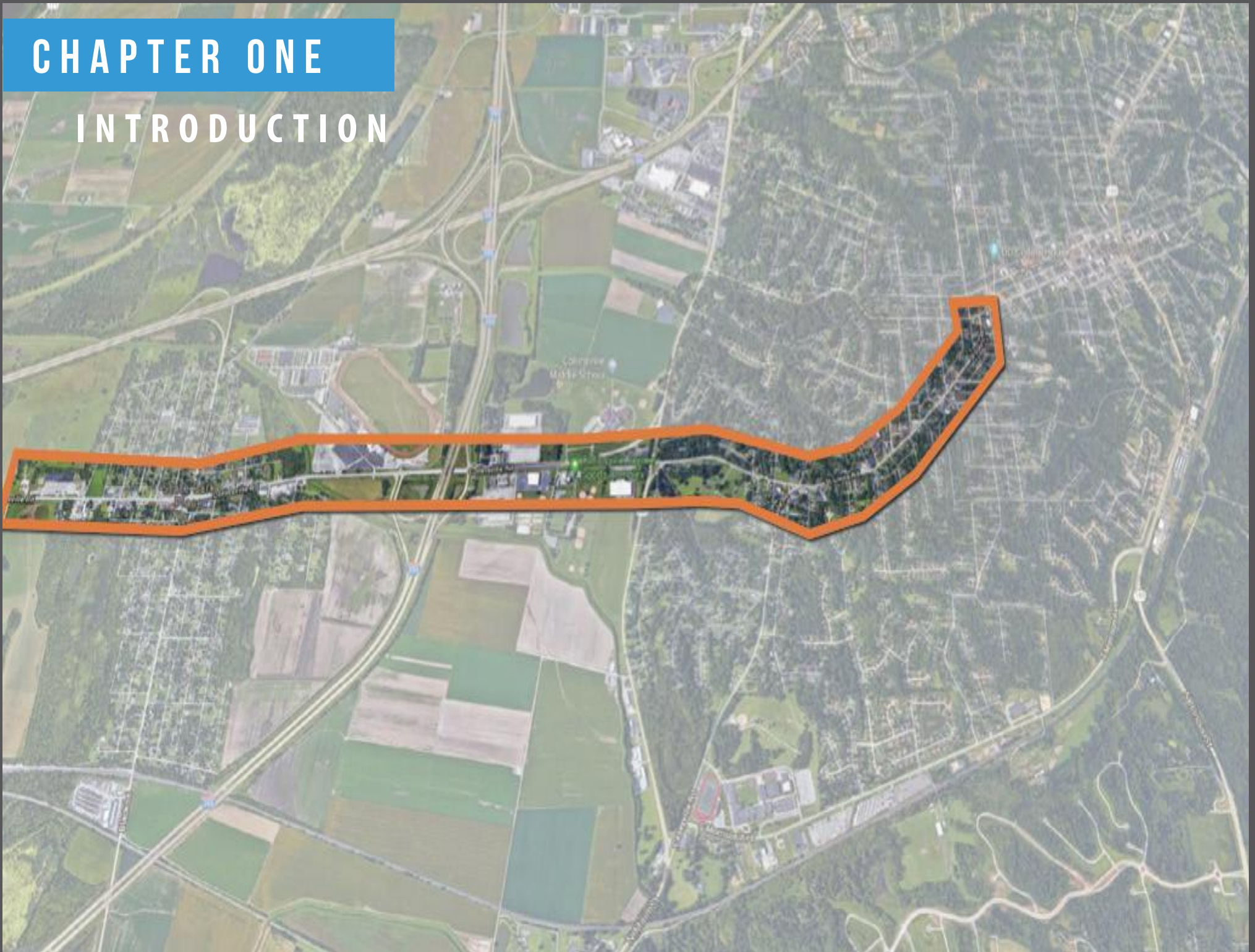
**Table 4.1: (Continued)**

Strategy	Term	Estimated Cost	Partners
<b>9 Lighting Improvements</b> Develop a portfolio of lighting fixtures that reflects the diversity of the changing land uses along the corridor. Future streetscape lighting along the corridor should consist of different lighting styles based on locations along the corridor. The final lighting style should be chosen in consultation with residents and businesses along the corridor.	Ongoing	To be determined	City of Collinsville, IDOT, Madison County, St. Clair County, MFRD
<b>10 Bus Stop Enhancements</b> Provide enhanced bus stops at key locations, such as Fairmount Park and the commercial node near Kruta Bakery. Such facilities can be considered as part of a larger outdoor plaza or streetscape setting. Enhanced stops with shelters, art, seating, lighting, way, or real time transit information should be considered, though only built if long term operations and maintenance are committed.	Ongoing	\$0,000 - \$10,000	City of Collinsville, Madison County, Transit, Fairmount Park, Business, Cahokia Mounds
<b>11 Increase Street Tree Canopy</b> Through the creation and adoption of a standards and maintenance program, increase the street tree canopy along the corridor. Define proper spacing, planting conditions, species selection, utility coordination, and maintenance in design guidelines and multi-jurisdictional agreements along the corridor.	3 months	Staff Time	City of Collinsville, IDOT, Madison County, St. Clair County, Property Owners
<b>12 Bio-retention Tree Lawns and Bumpouts</b> Along the public right of way, develop and encourage installation of bio-retention tree lawns and bump-outs. Such treatments along Caseyville Road will measurably reduce drainage down hill to the lowlands along Collinsville Road. Such treatments also help clean stormwater runoff by intentionally collecting debris and trash before it finds its way into the natural watershed ways. Identify ongoing maintenance and cleaning commitments at the early design stage.	3 months	Staff Time	City of Collinsville
<b>13 Regional Stormwater Management</b> Develop regional detention areas upland to help mitigate stormwater issues for low lying areas along the corridor.	Long-term	To be determined	City of Collinsville
<b>14 Access Management</b> Coordinate with private property owners and the appropriate jurisdictions to limit access points along the corridor. Such a strategy will help promote pedestrian connectivity of sections of the corridor.	Long-term	To be determined	City of Collinsville, IDOT, Private Property Owners
<b>15 Road Diet</b> Enhance the safety, mobility, and access for all modes of transportation along the corridor. Design and coordinate the redevelopment of certain sections of the roadway from Fairmount Park to Cahokia Mounds.	Long-term	To be determined	City of Collinsville, IDOT, Madison County, St. Clair County



# CHAPTER ONE

## INTRODUCTION





## **THE VISION**

**The Great Streets Initiative will transform the St. Louis Road and Collinsville Road corridor to reflect its history and cultural identity, create safe and attractive routes for walking and biking, and improve catalyst economic development opportunities.**

**Through strategic market, transportation, land use, urban design, and environmental infrastructure improvements and initiatives, the corridor will become a multimodal connection between the Uptown Collinsville and the Cahokia Mounds World Heritage Site, and other nearby tourism destinations.**

**The corridor will be anchored by new developments and reinvestment in existing regional- and neighborhood-scale retail, hospitality, recreation, entertainment, and residential uses.**

# 1.1 WHAT ARE “GREAT STREETS”?



In 2006, East-West Gateway Council of Governments (EWGCOG) launched the Saint 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 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 mix of people using them. By changing the planning approach, however, roadways can become more functional, vibrant, attractive, and representative of their communities.

EWGCOG has completed 14 Great Streets Initiative plans in communities across the St. Louis region since 2007. A strong planning process is as important as the end product. Working with the community to define the vision, a diverse team of consultants brings 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 its stated goals.

The process for the Saint Louis Road and Collinsville Road Great Streets Initiative was tailored around a four-day charrette, which included planning and design session and public workshops. The charrette format is an efficient way to repeatedly gather community input as options are considered and refined into final recommendations. The end product provides the community and the City of Collinsville staff with specific guidance to achieve its goals for St. Louis Road and Collinsville Road.

To learn more about Great Streets, visit: [www.greatstreets-stl.org/](http://www.greatstreets-stl.org/).

## 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 development a transportation network to support it. The two are entirely linked. When addressing either, consider the other.

Accommodate all users and all modes

A range of people use a given roadway. Balance transit, pedestrian, cyclist, and 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 efficiently combine it with local knowledge from the community.



# 1.2 ABOUT THE PLAN



## Document Utility

This plan is the result of a highly collaborative process that involved numerous community constituents, regional planning partners and agencies, and a very capable team of professional consultants. This endeavor was distinguished by a spirit of common cause, respect, and professionalism. Relevant history and data were balanced with real aspirations and goals through very productive community and stakeholder engagement.

The intent is for this document to be a concise practical tool for making the St. Louis Road and Collinsville Road corridor a Great Street. To that end, this plan defines the community goals that were identified through the engagement process; records why various decisions were made; and clearly states the recommended strategies and next steps in order to implement the plan.

In general the vision and goals for the corridor were established by the community, and are considered core to all subsequent decisions and strategies in this document. The plan also provides an implementation strategy, including a general scope, tasks, responsible parties and partners, estimated cost and time to implement each recommended strategy. A team of consultants from four distinct disciplines led the planning efforts and were instrumental in the development of the final corridor plan.

## Economic Development

- Economic, market, and community development advisory services
- Assesses existing market conditions and high level projections of market demand
- Identifies important changes and strategies to fulfill development and redevelopment potential.

## Transportation

- Assesses existing conditions and identifying opportunities to transform the corridor into a walkable and bikable thoroughfare, with connections to transit opportunity, local retail and entertainment; and connecting tourism destinations between historic Uptown and Cahokia Mounds.
- Provides innovative transportation solutions to: enhance existing and create new pedestrian facilities; improve pedestrian accessibility to existing transportation; enhance public features and sense of place; support active transportation, wayfinding and branding.

## Urban Design

- Illustrates how the corridor can transition to more multimodal spaces that cultivate a vibrant place based on development that connects well with existing neighborhoods and helps to establish a renewed identity for the community.
- Through a context-based urban design approach, highlights the assets and challenges of the corridor
- Develops specific strategies for improving pedestrian activity throughout the corridor.
- Fosters a sense of place throughout the corridor.
- Integrates the corridor with surrounding areas
- Creates nodes of urbanism with mixed use development, new walkable blocks, pedestrian-friendly streetscapes, and transportation options.
- Creates quality places that contribute to people's health, happiness, well-being, and feeling of connection.

## Environmental Infrastructure

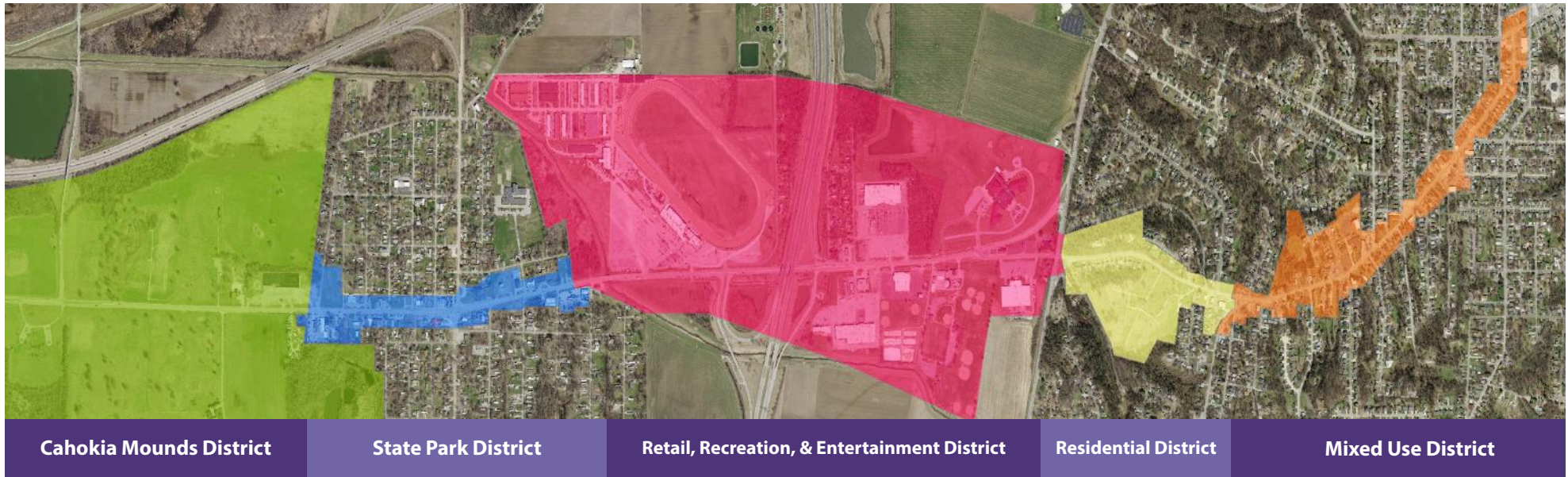
- Analyzes and evaluates opportunities for environmental infrastructure beyond stormwater management, including: social well-being, energy, reuse, reduce, and recycling of materials, biodiversity, resiliency, and reduced heat island effect.
- Creates safe and functional social nodes, equity, and a sense of place through the implementation of environmental infrastructure strategies.

This plan borrows significantly from four interdisciplinary white papers (Appendix E-H) written by the consultant team. While these white papers contain a great deal of analysis and detail, the plan provides an overview of the core analysis and recommended strategies from each white paper. Reading each of the four white papers will provide significant additional information that is essential to fully understanding this plan and its recommendations.

All such planning documents have limitations. The local economy and market are dynamic, and typically after four or five years the market analysis needs to be revisited. While the land use goals drive many of the plan's recommendations, property development generally falls within the private sector, limiting local control and often the timing of implementing the plan. Also, it is impossible to predict all opportunities to coordinate specific implementation with related public and private projects. Opportunistically leveraging public resources this way can help advance the plan.

Necessary adjustments to this plan over time should respect and maintain this high level of community engagement and diverse technical and professional input.

# 1.3 PROJECT STUDY AREA: ST. LOUIS ROAD AND COLLIINSVILLE ROAD CORRIDOR



## 5 Distinct Districts

The study area can be conceptually divided into five distincts, each having their own challenges and opportunities. The scope of this Great Streets project includes a comprehensive corridor planning approach to assessing existing conditions, identifying opportunities, and developing a plan for future implementation.

### St. Louis Road Mixed Use District

The St. Louis Road Mixed Use District extends from the intersection of St. Louis Road and Main Street to the intersection of St. Louis Road and Sumner Boulevard. The district includes established residential neighborhoods and neighborhood retail- and service-oriented businesses serving local residents.

### St. Louis Road Residential District

The St. Louis Road Residential District extends from the intersection of St. Louis Road and Sumner Boulevard to the intersection of St. Louis Road and Highway 157. This district is characterized by residential neighborhoods to the north and south, as well as Morris Hills Park located nearby.

### Collinsville Road Retail, Recreation, and Entertainment District

The Collinsville Road Recreation and Retail District extends from the intersection of Collinsville Road and Highway 157 to the Fairmount Park Racetrack. This district is characterized by retail, recreation, and institutional land uses, including: the Jaycee's Sports Complex, Fairmount Park Racetrack, Collinsville Middle School, a new \$20 million City of Collinsville water treatment plant, and a number retail and service-oriented businesses.

### Collinsville Road State Park District

The Collinsville Road State Park District extends from Fairmount Park Racetrack to the intersection of Collinsville Road and W. Point Avenue. State Park, an unincorporated community straddling both Madison County and St. Clair County, is characterized by a mix residential and commercial uses. In this district, Collinsville Road essential serves as the communities central business district and is home to a number of small businesses serving the majority Hispanic community.

### Collinsville Road Cahokia Mounds District

The Collinsville Road Cahokia Mounds Distrit extends from the intersection of Collinsville Road and W. Point Avenue to the western most edge of Cahokia Mounds.

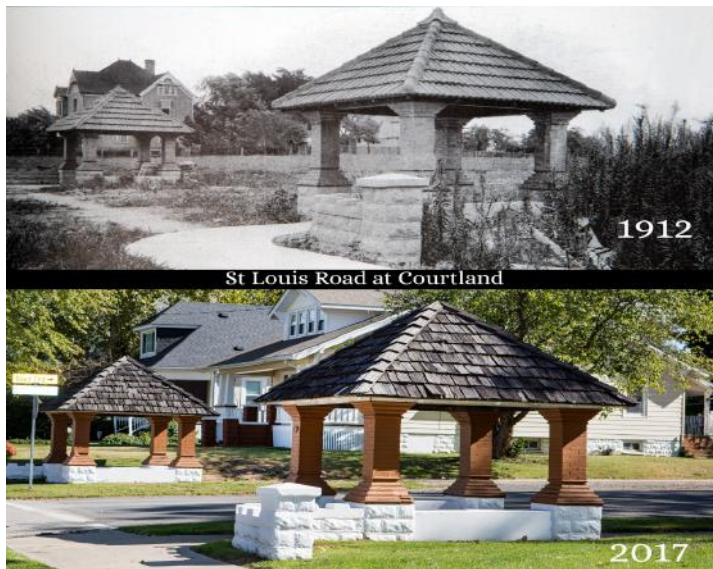


# 1.4 STUDY AREA HISTORY AND BACKGROUND

## History

One of the city's oldest thoroughfares, the St. Louis Road and Collinsville Road corridor was established as Collinsville's primary transportation corridor, and later became a critical corridor for interstate commerce along the Illinois section of historic U.S. Highway 40 (The National Road). In 1898, right-of-way was granted to the Mississippi Valley Railway Company, paving the way for the first electric streetcar in the City. In 1900, the first streetcar had a route which ran along Summit Avenue, Clay Street, Vandalia, and looped around on Chestnut to run west on Main Street and St. Louis Road. By 1905, the East St. Louis Suburban Railway Company opened an office in Collinsville, and the City granted the streetcar company permission to place tracks in the center of streets. While the streetcar, a step forward in urban transportation, was quickly outdated by the invention and mobility of the automobile, St. Louis Road had become established as an integral, pedestrian oriented transportation route within Collinsville and a prime gateway to the Uptown area.

Historic Courtland Place monument on St. Louis Road 1912-2017



With the rise of the automobile, as was the case for most American cities, the pedestrian focus of the St. Louis Road corridor transformed into a corridor more automobile-focused. Suddenly, downtowns and urban centers needed parking lots, signage, and new businesses providing a variety of products and services to accommodate the automobile: filling stations, repair shops, auto dealerships, tire companies, etc. Remnants of this era of land development can still be seen throughout the corridor today.

People no longer spent the entire day in the urban center to conduct their affairs, but rather spent shorter hours and ventured to other locations to conduct business. The automobile dramatically changed people's travel patterns and buying habits, greatly influencing the function and appearance of the St. Louis Road and Collinsville Road corridor to its present status. Instead of being a gateway to the City's Center, it aided in the growth and expansion of the City as people's travel patterns and buying habits evolved.

The community continued to grow around the St. Louis and Collinsville Road Corridor through the 1970s due to a combination of industry, mining, prime farmland, as well as the City's close proximity and direct connection to St. Louis, MO. As the St. Louis Road and Collinsville Road corridor aged, most of the regional shopping shifted to the Collinsville Crossings Business District at the intersection of Interstate 55/70 and Highway 157. This business district serves a city of over 25,000 as well as a market area extending over 5 miles beyond City limits. Despite this shift in the market, the corridor remains important to the economic well-being of the city, encompassing historic residential neighborhoods and many locally-owned neighborhood shops, offices, restaurants, a farmer's market, and other businesses. Today, Collinsville continues to own and celebrate its historic roots and rich culture. Collinsville's outstanding advantages as a growing, affordable, culturally rich community, as well as its position as a regional retail, recreation, and hospitality destination, are major growth factors. The St. Louis and Collinsville Road corridor is poised to reclaim its historical significance and fulfill its economic potential.

## Project Background and Purpose

In December 2017, the City of Collinsville was awarded a \$75,000.00 planning grant through the Great Streets Initiative sponsored by East-West Gateway Council of Governments. This grant is intended to support planning efforts to revitalize the St. Louis Road and Collinsville Road corridor. The City embarked on this project to revitalize this vital economic corridor by inducing private investment and increasing and enhancing opportunities for pedestrian activity through a unique, inviting, vibrant place and connection for residents, workers, and visitors traveling to-, through-, and within- the corridor. This project creates exciting community and economic benefits and exemplifies the principles of Great Streets.

There is a clear need for more comprehensive planning efforts to revitalize community and economic activity within the corridor, which will no doubt bring positive synergic impacts for the entire city. The Corridor has many strengths which, together, will revive the sense of place, economic vitality, and quality of life, while also introducing modern and sustainable infrastructure, land use, transit, and mobility opportunities that create a safe, healthy and vibrant place for all users.

# 1.5 COMMUNITY READINESS

Collinsville - Gateway to the EAST



The City of Collinsville is experiencing increasing momentum in new development, reinvestment in local businesses, and community-wide growth. The city's close proximity to downtown St. Louis; location at the heart of the Metro East; convenient access to I-55/70 and I-255 at three interchanges; the presence of several regional attractions and an international attraction in Cahokia Mounds makes Collinsville the *Gateway to the East*. The city's commitment to strategic management, smart growth, interdisciplinary approach to planning, and financial stewardship have paved the way for Collinsville to embark upon long-range, high-impact plans like the St. Louis Road and Collinsville Road Great Streets Initiative Plan.

The city has identified the St. Louis Road and Collinsville Road corridor as a roadway that can benefit significantly from a multi-disciplinary planning effort lead by expert professional consultants. Strategic investment in this corridor will benefit both the businesses and residents within the corridor and the greater Collinsville community. Recent investments, development opportunities, and some long-standing challenges provide a nuanced context poised for strategically integrated possibilities. Investments being made throughout the corridor can be incorporated into broader neighborhood goals. Within the context of recent city investments in Uptown Collinsville, improvements throughout the corridor will help both the localized neighborhoods and increase access and wayfinding for all of Collinsville and its visitors.

## CORRIDOR STRENGTHS

- 1 Three (3) incentive districts create means for implementation of this plan: Uptown Tax Increment Finance District (TIF); Southwest Corridors TIF District; and Southwest Corridors Business District.
- 2 Project aligns with goals established within existing City Plans.
- 3 Resilient residential neighborhoods & community engagement. Local businesses invested in the community (McDill's Irish Pub, Kruta Bakery).
- 4 Planned investments in, and redevelopment of, the City's parks and recreational facilities.
- 5 Convenient access to I-255 and I-55/I-70. Close proximity to Downtown St. Louis.
- 6 Opportunity to connect users to a diverse mix of uses & activities. Potential to become a regional destination for retail, recreation and entertainment.
- 7 Leveraging local history and tourism by connecting local Historic Destinations. *Uptown Collinsville is experiencing a renaissance in the redevelopment and preservation of historic buildings through private investment and the diversity of unique retail and hospitality establishments making Uptown Collinsville their home.*
- 8 **Cahokia Mounds, UNESCO World Heritage Site** *Legislation introduced by Illinois Congressman Mike Bost to designate Cahokia Mounds as a National Park is expected to introduce federal funding and support to further enhance the amenities and experience available to visitors, and will significantly increase tourism.*
- 9 **Fairmount Park Racetrack (A regional equestrian sports destination)** *2019 Illinois legislation passed allowing sports betting, including 900 gaming positions, is expected to encourage new development, redevelopment, and significantly increase tourism.*
- 10 Public and private development and redevelopment in hospitality and tourism. Potential for Sports and Receptions District development.

## Planning Context

The City of Collinsville establishes public policy, manages growth and development, maintains and improves public infrastructure, provides public services, and plans for the community's future through strategic research, data analysis, informed decision-making, and collaborative community input.

This process of community-focused city management balances the public good and community interest to develop short- and long-range plans which shape the vision for Collinsville's future. These plans establish policies, programs, initiatives, standards, recommendations, goals, and strategies which are implemented on a daily basis to enhance the quality of life for Collinsville's residents, businesses, and visitors.

### A SYSTEM OF RELATED PLANS

A comprehensive plan is a community's primary advisory planning document serving as a blueprint for envisioned future growth and development, and decision making. A comprehensive plan is a "living, breathing" document that should be referenced by the City and the community regularly to inform decisions, and be revised as needed to alignment with the community's overall vision for growth and development.



Agency Plans are independent planning documents developed by agencies or organizations other than the City of Collinsville which interact with the development goals and policies established by the City.

**Strategic Plans**

Strategic Plans are "stand-alone" planning documents, drafted in compliance with the Comprehensive Plan, which establish specific goals, objectives, and implementation processes for city-wide growth and development. Strategic plans are often instituted for a set period of time, establish benchmarks for success, measures of performance for each goal.

**Neighborhood Plans**

Neighborhood Plans establish goals and objectives, which are not specifically detailed in the Comprehensive Plan, to address issues within a defined neighborhood, district, corridor, or planning area. These plans act as supplementary documents and are adopted by reference to the Comprehensive Plan.

**Agency Plans**





These improvements are believed to be important to revitalizing economic activity and restoring historic neighborhoods throughout the corridor. Neighborhood commercial retail development serving the surrounding neighborhoods is a suitable land use for St. Louis Road section of the corridor.

## 2016-2017 Strategic Plan

The mission of the City's [Strategic Plan](#) is "to provide superior municipal services through an engaged workforce while partnering with the community and being responsible stewards of the public tax dollars resulting in satisfied customers." The Strategic Plan is critical to the organization's success in accomplishing the City's mission. It emphasizes four core values which define the organizational culture: Citizen Focus; Employee Engagement; Financial Stewardship; Continuous Improvement.

## Comprehensive Plan Update (In progress)

The City of Collinsville adopted its most recent Comprehensive Plan in 2006. This plan casts a community-wide vision, and public policy guidelines for growth and development to guide the City through an evolution from being a bedroom community to the St. Louis Metropolitan Area to being a regional city. The plan represents a community-focused planning process identifying land use, preservation, and development recommendations for the City.

In 2018, the City of Collinsville, led by the Planning Commission and Community Development Department, began the process of updating the City's Comprehensive Plan. This plan will guide the future growth, development, and preservation of Collinsville. The plan will include recommendations for future land use, development, infrastructure improvements, economic development, enhancing the quality of life, improving public areas, and increasing cultural opportunities. The new Comprehensive Plan will serve as the primary planning document by which community-based priorities are integrated into policy decisions and public resource investment; the development and implementation of programs; and other Plans that are adopted by reference.

Community engagement initiatives during this planning process garnered strong community interest and ideas for improving the St. Louis Road and Collinsville Road corridor. A public survey asked the community about the need for bike and pedestrian infrastructure to enhance connectivity and make Collinsville a more pedestrian-friendly community. Based on the community's response key goals for enhancing bike and pedestrian activity should include improving existing and developing new bike and pedestrian infrastructure (sidewalks, bike lanes, etc.); enhancing pedestrian safety; and increasing connectivity between pedestrian paths and local destinations.

Discussions and interviews with key community stakeholders identified St. Louis Road as having the potential to become an extension of the Uptown neighborhood. Streetscape improvements, including sidewalks, pedestrian-scale lighting and other amenities were suggested to create a vibrant, walkable, and more aesthetically pleasing corridor.

The goals contained within the Strategic Plan are established to strategically position Collinsville to: be the Preferred Place to Live; the Safest City; maintain and develop Quality Infrastructure; maintain and develop a Strong and Diverse Economy; foster Community Engagement and Communication; provide Customer Focused Superior Services; operate the City through Financial Stewardship and Sustainability; initiate and encourage development that contributes to a Vibrant Uptown.

## Economic Development Plan

Economic Development planning recognizes the connection between economic development and quality of life. It leverages new growth and redevelopment to improve the community. The mission of the City's Economic Development Plan is to promote and support a business-friendly community that sustains a superior quality of life through continued development, expansion and retention efforts while diversifying the tax base and creating employment opportunities. The plan is an instrument through which the City's Strategic Plan Goals are implemented, and is an expression of the City's efforts to prioritize Economic Development.

## Capital Improvement Plan



The [Capital Improvement Plan \(CIP\)](#) is a plan for the City's capital investment over a six (6) year period. The CIP allows the City to forecast capital costs, funding, and timing for large projects. Each year the CIP is reviewed by the City Council within the context of ongoing city, county, and state planning programs, and policies, as well as the City's planning documents. The CIP is prepared with the guidance of the Strategic Plan Goals, and two major themes: addressing the City's immediate and long-term capital needs, and exploring all feasible local and external funding sources. The CIP establishes characteristics for determining funding priorities, and relates capital improvements to long-term impacts on the operating fund.

## 2012 Uptown Master Plan

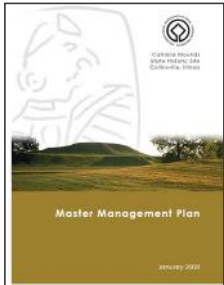
Uptown Collinsville—home to many locally-owned small businesses, historic residential and commercial structures, and City Hall—is the functional and cultural heart of the City. The [Uptown Master Plan](#) establishes a roadmap for the orderly redevelopment of the Uptown Planning Area as a community destination and focal point. The Plan emphasized continued investment in public infrastructure, the implementation of high quality design standards, land use recommendations, pedestrian activity and place-making in order to attract quality development.

## Tax Increment Finance (TIF) and Business Districts

The Southwest Corridor planning area and the establishment of two new incentive districts emphasizes the City's efforts to revitalize one of its oldest thoroughfares and business corridors. Collinsville Road and St. Louis Road, intersected by Highway 157/Bluff Road, are at the heart of the Southwest Corridor.

The purpose of the Southwest Corridor Business District Plan is to encourage renovation and improvement of existing commercial properties, to eliminate incompatible land uses, and to attract commercial investment to the Redevelopment Area. The Southwest Corridor TIF Redevelopment Plan objectives include: alleviating conditions of blight, enhancing the real estate tax base, encouraging and assisting quality development and redevelopment projects, and improving the overall environment of the Area. These redevelopment plans identify public and private redevelopment investment and activities necessary to implement the Plan.

## 2008 Cahokia Mounds Master Management Plan



The purpose of the Master Management Plan is to guide the management and development of Cahokia Mounds State Historic Site, and provide a management framework for decision making. The Master Plan provides overall direction for management as it pursues development and programs that seek to preserve and protect the cultural resources and provide meaningful interpretation to visitors.

The Master Plan recommends a number of short-, mid- and long term action items, including:

- Collinsville Road Streetscape Improvements (short-term): Community leaders should focus their efforts to improve the streetscape of Collinsville Road. Improvements can include street tree planting, lighting, sidewalks, signage improvements, crosswalks and pavement repairs.
- Collinsville Road Pavement Reduction (long-term): Coordinate with IDOT to have the right-of-way of Collinsville Road reduced between Black Lane and SR 111. Improvements should include reducing the number of lanes, reducing the speed limit, and the addition of bike lanes.

## Cahokia Mounds Feasibility Study



In 2014, Heartlands Conservancy completed [The Mounds - America's First City: A Feasibility Study](#). This study outlines the feasibility of elevating Cahokia Mounds, and associated Mound Centers to a National Designation within the auspices of the National Park Service (NPS). The study details the global, regional, and local significance of Cahokia Mounds as the single most important aboriginal site north of Mexico, North America's greatest ancient culture, and the epicenter of America's pre-Columbian Mississippian civilization. The study further details the state, regional, and local direct and indirect economic impact of Cahokia Mounds which attracts an average of 300,000 visitors each year.

## 2011 MEPRD Long Range Development Plan

Metro East Park and Recreation District (MEPRD) is a public body responsible for the development of an interconnecting system of parks, trails, and greenways in Madison County and St. Clair County. The focus of the [2011 Long Range Development Plan](#) is to further develop the Greenways System Plan, broaden the funding strategies and enhance MEPRD visibility throughout the region. The plan identifies a number of priority trail projects that would enhance connectivity to, through, and within existing trails in Collinsville: Schoolhouse Trail Connector, Mounds Heritage Trail, Arlington/Mounds Connector (Immediate Priorities); American Bottoms Trail North/South (Future Priority); Jaycee's Connector Trail and Milburn School Trail (Long Term Priority).

## 2019 IDOT Long Range Transportation Plan (LRTP)

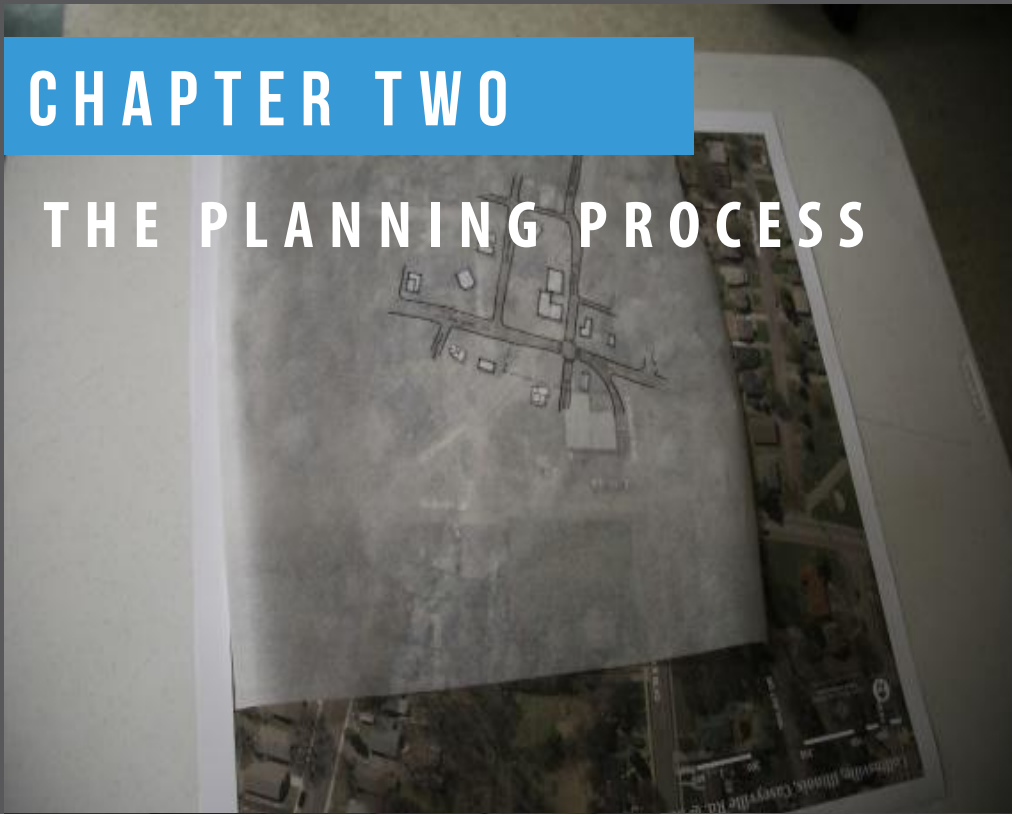


The primary purpose of the [2019 IDOT Long Range Transportation Plan \(LRTP\)](#) is to provide strategic direction for the development of the Illinois transportation system. The 2017 LRTP vision for transportation in Illinois is to provide innovative, sustainable and multimodal transportation solutions that support local goals and grow Illinois' economy. The five goals identified for the LRTP are Economy, Livability, Mobility, Resiliency and Stewardship.



# CHAPTER TWO

## THE PLANNING PROCESS





# 2.1 RAISING COMMUNITY AWARENESS

## GREAT STREETS PLAN WEBSITE

A dedicated website for the St. Louis Road and Collinsville Road Great Streets Initiative Project went live in January 2019. The website allows the community to follow the progress of planning efforts, including public engagement opportunities, Draft documents, and the Final Plan .

## NEIGHBORHOOD CANVASSING BLITZ

In January 2019, members of the Steering Committee canvassed residential neighborhoods and businesses along the corridor to sharing posters and flyers with residents and businesses. Canvassing the corridor allowed members of the steering committee to personally invite community members and further discuss the purpose and intent of the Great Streets Initiative.

## DIRECT-MAIL

A direct mailing was sent to all businesses located within the Study Area.

## SOCIAL MEDIA

Event pages for the public workshops were created through the City's Facebook page. A video promoting the Great Streets Initiative and community engagement opportunities during charrette weeks was posted to the City's YouTube channel and Facebook Page



St. Louis Road  
&  
Collinsville Road



*Saint Louis*  
**Great Streets INITIATIVE**  
LEARN · SHARE · PLAN · BUILD

**COLLINSVILLE**

# ST. LOUIS RD - COLLINSVILLE RD Revitalization

We want your **OPINION!**  
**SHARE YOUR IDEAS**  
[www.collinsvilleil.org/greatstreets](http://www.collinsvilleil.org/greatstreets)

### St. Louis Road and Collinsville Road Historic Corridor Great Streets Initiative

In December 2017, the City of Collinsville was awarded a \$75,000.00 planning grant through the Great Streets Initiative sponsored by East-West Gateway Council of Governments. This grant is intended to support the planning efforts to revitalize the St. Louis Road and Collinsville Road historic corridor.

### INTERACTIVE PUBLIC WORKSHOPS

**Collinsville  
City Hall  
6pm**

**Monday - January 28**  
125 S. Center St  
Join us at the City Council Meeting to share input during an interactive discussion and planning workshop!

#### Also on January 28th

Stop by City Hall during the day! 9am - 5pm for questions or comments

**First  
Baptist  
Church  
6-8 pm**

**Tuesday - January 29**  
723 ST. LOUIS ROAD  
Residents and Businesses are invited to share input during an interactive discussion and planning workshop!

**First  
Baptist  
Church  
6-8 pm**

**Thursday - January 31**  
723 ST. LOUIS ROAD  
Residents and Businesses are invited to share input during an interactive discussion and planning workshop!

#### January 29th - 31st

Stop by First Baptist Church during the day!  
9am - 5pm for questions or comments

**WHAT IS YOUR VISION FOR THE CORRIDOR?**

**Pedestrian Activity**    **TOURISM**  
**SAFETY**    **Local Culture**  
*urban design*    **Residents**    **Public Infrastructure**  
**Business**    **Economic Develop-ment**  
**Environmental**    **VIBRANT PLACES**  
**AESTHETIC IMPROVEMENTS**

East-West Gateway Council of Governments fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. For more information, or to obtain a Title VI Non-discrimination Complaint Form, see [www.ewgateway.org/titlevi](http://www.ewgateway.org/titlevi) or call (314) 421-4220 or (618) 274-2750. To request an accommodation for this meeting / event please contact Staci Alvarez or Roz Rodgers at least 48 business hours prior to the meeting / event at (314) 421-4220 or [titlevi@ewgateway.org](mailto:titlevi@ewgateway.org).



FARR ASSOCIATES



# 2.2 PLANNING SCOPE, SCHEDULE, AND PROCESS

## Planning Scope

The St. Louis Road and Collinsville Road Great Streets Project is a community-driven plan informed by robust community and stakeholder engagement. The Plan establishes consensus on the community's vision and priorities for revitalizing the Corridor. A team of professional planning consultants utilized a multidisciplinary approach to corridor planning to examine the corridor's existing conditions, issues and opportunities, and develop plans for future implementation through the lenses of four distinct disciplines: Land Use and Urban Design, Market Analysis and Market Strategy; Transportation Planning, and Environmental Infrastructure Planning. A Steering Committee consisting of key staff and elected officials was composed to refine the project scope, and advise the consultant team on the planning process and engaging the community. A Technical Assistance Team composed of other key departmental staff offered technical assistance throughout the planning process and development of this final planning document.

## Market Analysis & Market Strategy

The Market Analysis and Market Strategy white paper assesses the existing market trends and general economic development context of the project area. This white paper also identifies specific strategies for enhancing the corridor's development and redevelopment potential, and creating a vibrant local economy.

## Transportation

The Transportation white paper considers existing transportation facilities within the corridor, and balances existing capacity and the needs of pedestrians, cyclists, and drivers. The Transportation white paper identifies opportunities to transform the corridor into a walkable and bikable thoroughfare, with enhanced connections to transit opportunities, local retail and entertainment, and local tourism destinations, including historic Uptown and Cahokia Mounds. This white paper also identifies unique transportation strategies to encourage active transportation; enhance existing and create new pedestrian facilities and public amenities which create a sense of place.

## Land Use & Urban Design

The Land Use and Urban Design white paper assesses the history and patterns of development throughout the corridor, and the community more broadly, and the impacts of land use regulations on the development and the built environment. This white paper identifies strategies to achieve the community's land use, development, place making, and urban design goals which cultivate a vibrant sense of place while respecting the local heritage.

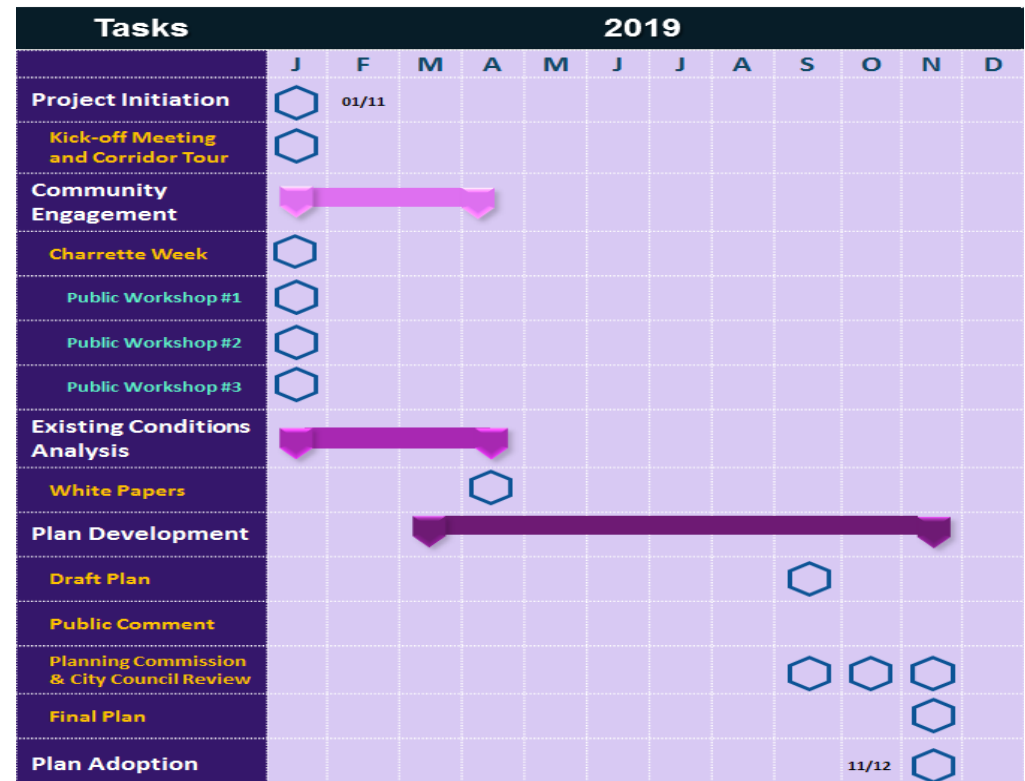
## Environmental Infrastructure

The Environmental Infrastructure white paper assesses the existing environmental and utilities conditions of the corridor. This white paper identifies strategies for enhancing environmental infrastructure, including: effective stormwater management, ecology systems, biodiversity, and lighting utilities. This white paper also identifies opportunities to enhance social well-being through creating safe and functional social nodes, equity, and a vibrant sense of place throughout the corridor.

## Planning Schedule

The development of this plan extended over a period of ten months beginning in January 2019. During this time the consultant team gathered and analyzed data, conducted a tour of the corridor, hosted community engagement meetings and workshops, and prepared white papers, or technical reports. City staff and partners from EWGCOG worked to consolidate the planning process, analysis, and recommended strategies into a concise, readable plan document for review and adoption by the City of Collinsville City Council.

Figure 1: Project Schedule



## Planning Process

The planning process was designed to gather local knowledge and insight from a broad spectrum of users. The vision, recommendations, and priorities were developed through a collaborative and interactive community engagement process, and the guidance and local knowledge of the Steering Committee.

The intensive planning process, led by a collaborative effort between East-West Gateway Council of Governments, the consultant team, and the City of Collinsville was designed from a participatory planning approach to allow more opportunity for community engagement, develop a community-based vision for the corridor, and build strong community consensus and ownership of the plan. All components of community engagement included market, environmental, land use, urban design, policy, and transportation perspectives. The recommended strategies advanced by the consultant team later in the plan represent the community's collective vision.

## Community Engagement

During the course of the Great Streets Project, the consultant team engaged key community members and the general public to gather information and feedback about the study area throughout the planning process. Key stakeholders and focus group participants were identified by the project steering committee as key community members.

## Online Survey and Mapping

An online survey was developed to engage those community members who were not able to participate in public workshops, stakeholder interviews, focus group meetings, or other community engagement opportunities. A unique mapping tool powered by GOOGLE maps allowed the community to identify and comment on site-specific existing conditions, issues, assets, and opportunities present within the study. These online engagement tools were available via the dedicated website for the St. Louis Road and Collinsville Road Great Streets Initiative.

## Shuttle Bus Corridor Tour

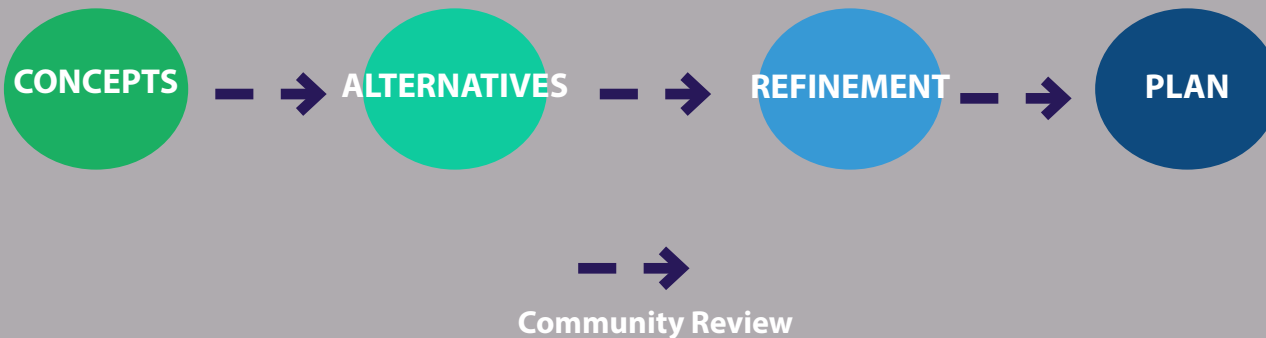


In January, the City hosted East-West Gateway Council of Governments, the consultant team, and a group of key stakeholders for a project kickoff meeting and shuttle bus tour of the St. Louis Road and Collinsville Road Corridor. Attendees included representatives from the City of Collinsville, East-West Gateway Council of Governments, Development Strategies, CBB Transportation Engineers and Planners, Farr Associates, The i5Group, Illinois Department of Transportation (IDOT), Madison County Board, and Madison County Community Development.

The morning began with a "meet and greet" over coffee at City Hall followed by a stop at a local landmark, Kruta Bakery, for fresh baked goods. Stops at key intersections, commercial nodes, and destinations throughout the corridor, included: intersection of West Main Street and St. Louis Road; intersection of St. Louis Road and Collinsville Avenue; First Baptist Church of Collinsville, intersection of St. Louis Road and Collinsville Road; Collinsville Road commercial area; Fairmount Race Track; and Cahokia Mounds. During a stop at Cahokia Mounds the group met with leaders who led a presentation and discussion of the historical significance, economic impact, and future plans for Cahokia Mounds. Throughout the tour the group had the opportunity to walk the corridor, visit businesses, view issues first-hand, and begin brainstorming opportunities to revitalize the corridor.

Figure 2: The Community Engagement Process

Community engagement participants work in a series of short feedback loops.











Focus Group Meeting  
During the  
Community Charrette

## Charrette Week

In order to best organize, process, and address such a wide range of related issues, the planning process centered on a four-day *charrette*. A charrette is an intensive, interactive and collaborative planning or design meeting during which stakeholders work together to resolve issues and develop a community vision. Charrettes create a forum for sharing and refining ideas, and offers the unique advantage of providing instant feedback and strategy development. Most importantly, it allows the community to develop consensus and ownership of the vision and strategies established by the final plan.



## Key Stakeholder Interviews

The City developed a list of key stakeholders for the consultant team to interview. These one-hour, individual and group, interviews with key stakeholders were beneficial in cultivating relationships; understanding local history; identifying community values, critical needs and issues, and goals; and gathering ideas to inform the vision for revitalizing the St. Louis Road and Collinsville Road Corridor. Prior to the charrette, the project team held several key stakeholder interviews to gauge how well their understanding of the corridor and the community at large aligned with the current state of planning and development and the socioeconomic and political environments. Other key stakeholders were interviewed during charrette week.



## Focus Groups

In addition to conducting key stakeholder interviews, the consultant team facilitated four focus group meetings composed of other important stakeholders. The intensive, one hour group discussions allowed participants to share insights from their respective agencies and organizations in regards to strengths, challenges, opportunities, as well as current and future Agency Plans that may impact the St. Louis Road and Collinsville Road Corridor.

## Key Stakeholders

- City of Collinsville City Council Members
- City of Collinsville Staff
- Beth Schaller, *Director of Collinsville Chamber of Commerce*
- Bill Iseminger, *Cahokia Mounds*
- Todd Shaw, *226 Properties*
- Tony Haussman, *Planning Commission Chairman*

## Focus Groups

### Community Focus Group

- St. Louis Road and Collinsville Road Neighborhood Residents
- Collinsville School District
- First Baptist Church of Collinsville
- City of Collinsville Fire Department
- City of Collinsville Police Department
- Madison County Board Member

### Business Focus Group

- Corridor Businesses
- Commercial Property Owners
- City of Collinsville City Manager

### Transportation Focus Group

- City of Collinsville Parks & Recreation Department
- City of Collinsville Public Works Department
- Illinois Department of Transportation (IDOT)
- Madison County Transit (MCT)
- Metro East Parks & Recreation District (MEPRD)

### Utilities Focus Group

- Ameren IL
- City of Collinsville Public Works Department
- Charter Spectrum
- Illinois Department of Transportation (IDOT)

## Design and Planning Sessions

The core planning team, composed of City of Collinsville Staff, East-West Gateway Council of Governments, and the consultant team, conducted both public and closed on-site design and planning sessions each day during charrette week. The four-day charrette efficiently integrated the technical expertise of the project team with the local knowledge of community.

The community was invited to, at their convenience, visit the team during public design and planning sessions. The public sessions offered the community an inside look into the planning process and provided an alternate opportunity to participate in the planning process. During design and planning sessions the core planning team synthesized the day's discussions and ideas shared through stakeholder interviews, focus group meetings, and other public input. Drawings and sketches were illustrated which translated the community's vision to visual concepts. Presentations, exhibits, and surveys were prepared ahead of public workshops. Public input and visioning continued during public workshops allowing the core planning team analyze issues and refine ideas quickly.

## Public Workshops

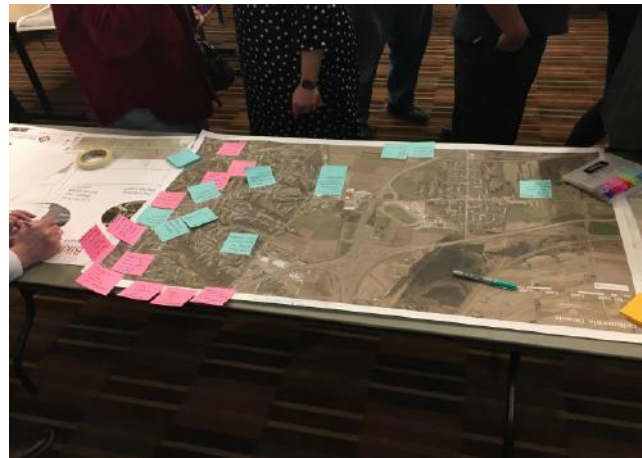


The consultant team led three public workshops during Charrette Week to engage the community and further explore strengths, challenges, and opportunities related to Urban Design, Transportation, Environmental issues,

and local market conditions, physical development, health and safety, the areas socio-cultural environment, and more. Each meeting served a distinct purpose in the development of the recommendations for St. Louis Road and Collinsville Road. Following the conclusion of each presentation the consultant team met with attendees to review and discuss maps, drawings, and other ideas being proposed.

The first public workshop was held on January 28, 2019, during a City Council meeting at City Hall. Two public workshops were also held on January 30—31, 2019 at First Baptist Church of Collinsville, within the study area.

## Public Workshop #1: January 28th



Public Workshop #1 was an opportunity for the project team to present a technical assessment of the corridor's existing conditions based on data from the City and data collected by the consultants from other professional sources. The presentation also included discussion about developing the vision and goals for the project. After the presentation the project team hosted an interactive public workshop to gather key input from the community to ensure that the initial phase of data collection and assessment of the corridor aligned with the needs and vision identified by the community. A copy of the presentation can be found in Appendix C.

## Public Workshop #2: January 29th



Public Workshop #2 gave the project team a chance to present design ideas addressing the major issues and concerns, and community which had been identified during the first public workshop, through site visits, focus group discussions and key stakeholder input. These design ideas were presented and feedback was gathered to determine whether the project team's analysis of community engagement and was on track and to measure public support. Attendees participated in a live keypad polling survey to provide direct feedback on and assist in refining community preferences, desired outcomes, and a number recommended strategies and improvements related to community's vision for market strategy, transportation, urban design, and environmental infrastructure priorities for the corridor. The presentation and keypad polling results from meeting #2 can be found in Appendix C.

## Public Workshop #3: January 31st

Public Workshop #3 focused on the recommendations within the context of both corridor-wide strategies and strategies specific to each segment of the corridor. Attendees participated in a second live keypad polling survey to provide feedback on the recommendation's alignment with the community's vision for the corridor. A copy of the Meeting #3 presentation and keypad polling results can be found in Appendix C.





## 2.3 KEYPAD POLLING RESULTS



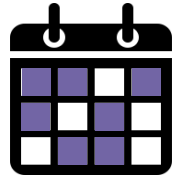
**36%** of respondents **OWN A HOME** along St. Louis Rd. or Collinsville Rd.



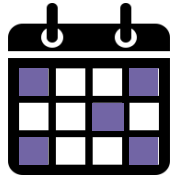
**28%** of respondents **OWN A BUSINESS** along St. Louis Rd. or Collinsville Rd.



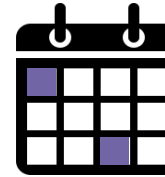
**20%** of respondents **SHOP or PATRONIZE BUSINESSES** along St. Louis Rd. or Collinsville Rd.



**60%** of respondents **PATRONIZE BUSINESSES** along St. Louis Rd. or Collinsville Rd. **weekly**



**20%** of respondents **PATRONIZE BUSINESSES** along St. Louis Rd. or Collinsville Rd. **monthly**



**16%** of respondents **PATRONIZE BUSINESSES** along St. Louis Rd. or Collinsville Rd. a **few times per year**



**28%** of respondents identified **RESTAURANTS and DINING** options as the **most needed type of development**



**28%** of respondents identified **PARKS and OPEN SPACE** as the **most needed type of development**



**24%** of respondents identified **RETAIL SHOPPING** options as the **most needed type of development**



**27%** of respondents rate enhancing **STREETSCAPE BEAUTIFICATION** as a **top overall priority**



**22%** of respondents rate improving the **WALKABILITY and BIKABILITY** as a **top overall priority**



**19%** of respondents rate increasing **RESTAURANT and DINING** options as a **top priority overall**



**19%** of respondents rate improving **PEDESTRIAN SAFETY and ACCESSIBILITY at CROSSWALKS** as a **top Transportation priority**



**17%** of respondents rate improving **WALKABILITY** as a **top Transportation priority**



**19%** of respondents rate enhancing **STREETSCAPE BEAUTIFICATION** as a **top Transportation priority**



## 2.4 COMMUNITY GOALS: “WHAT WE HEARD”

Through the course of the planning process a number of broad community goals for the corridor became evident. The final recommended strategies discussed throughout this Plan can be linked to these overarching community goals.

- **Connect Cahokia Mounds to Uptown:** Through wayfinding, appropriate land uses, branding, and improved transportation facilities for all modes of travel (walking, biking, and transit included), enhance the access to Uptown, Cahokia Mounds, and all of the neighborhoods and establishments in between.
- **Enhance Pedestrian Mobility on St. Louis Road:** Accommodate the significant pedestrian activity on St. Louis Road. Currently, pedestrians must endure numerous safety, practical, and aesthetic challenges. Make this public space safe for users of all ages and abilities. Make these public spaces enjoyable with excellent facilities and desirable destinations.
- **Fortify Local Businesses:** Develop infrastructure, parking, and wayfinding to support appropriate commerce. Identify and implement improvements to governance and ordinances.
- **Improve Traffic Access and Safety Near Collinsville Middle School:** Provide desirable options for driving to and from school. Reduce congestion and improve bus and car traffic.
- **Develop a Greenways Network:** Provide the neighborhoods with bike path connectivity to the Madison County Transit (MCT) bike trail network. Conversely, attract regional cyclists to St. Louis Road and Collinsville Road destinations, as well as Uptown.
- **Create a Vibrant Sense of Place and Open Gathering Spaces:** Residents flanking the study area expressed the need and desire for more open gathering space. While the corridor is nearly fully built-out, find ways to facilitate outdoor community activities and improve access to the open spaces that exists.
- **Construct Streetscape Enhancements to Beautify the Roadway:** Unkempt properties, a lack of greenery, trees, lighting, and inconsistent signage result in an uninviting and inconsistent sense of place. The poor quality of this public realm presents a poor image of the community to visitors and through travelers. Make the public space attractive and commit to maintaining it.
- **Identify a Land Use Strategy to Promote Development and Redevelopment along Collinsville Road:** Struggling older retail and floodplain concerns negatively impact the vitality of this area. Assess reasons why redevelopment lags and explore viable options moving forward.
- **Develop Regional Stormwater Management Policies and Infrastructure:** Assess the stormwater/resiliency issues that impact the community, both the upland areas along St. Louis Road, and the lowland areas around Collinsville Road.




# CHAPTER THREE

## EXISTING CONDITIONS





An aerial photograph of a road corridor, likely a school or community center, with a blue semi-transparent text box overlaid in the center. The background shows a paved road with lane markings, a parking lot with several cars, a large building with a grey roof, and a dense line of green trees in the distance under a clear blue sky. The text is white and bold, providing a summary of the existing conditions assessment for the corridor plan.

**The existing conditions assessment summarizes the existing conditions of the corridor through the lenses of Market Analysis & Market Strategy, Land Use and Urban Design, Transportation, and Environmental Infrastructure. This chapter identifies issues and opportunities that this corridor plan should address.**



# 3.1 MARKET ANALYSIS AND CONDITIONS ASSESSMENT

## Market Analysis

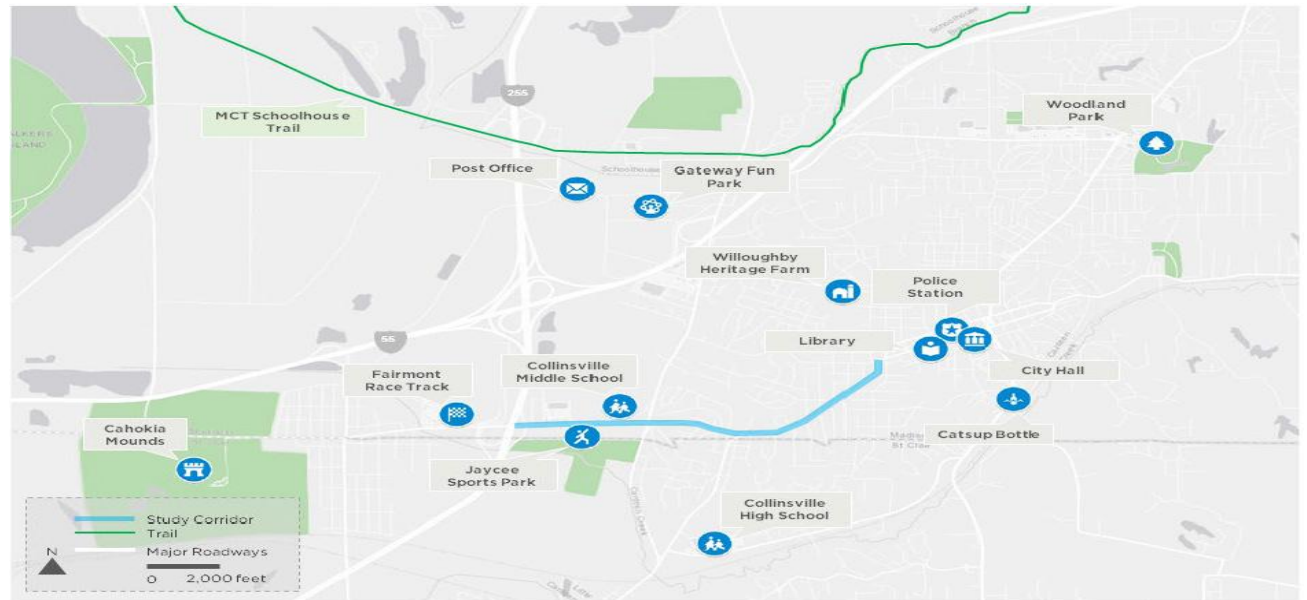
The St. Louis Road and Collinsville Road Corridor stretches over 3.5 miles from the western edge of Uptown to Cahokia Mounds. Each of the five districts identified within the corridor have distinct challenges and opportunities. The Market Analysis focuses on assessing the physical and economic conditions along the corridor from the intersection of St. Louis Road and Main Street to Fairmount Park Racetrack on Collinsville Road. Further study and collaboration with community stakeholders is needed in order to identify concrete market-based opportunities in the State Park community. Cahokia Mounds World Heritage site on Collinsville Road attracts over 300,000 visitors each year. The recommendations presented later in this plan offer strategies that can build on the current successes of Cahokia Mounds by drawing those visitors to other districts within the corridor and the City in general.

The specific market-based recommendations identified within the plan offer strategies to enhance recreation, hospitality, and retail opportunities within primary- and secondary market areas; fortify local businesses; enhance the marketability land for development; and encourage reinvestment in existing structures. (See Appendix E: Market Analysis and Market Strategy White Paper.)

### St. Louis Road

The St. Louis Road segment of the corridor begins at West Main Street and terminates at Highway 157. The St. Louis Road neighborhood offers some variability in the land use, size, style, and age of the existing structures, which presents a somewhat haphazard visual appearance. However, this pattern of development has served to concentrated pedestrian activity on St. Louis Road which connects residents to local businesses. This makes the road seem more lively and active than it otherwise might be, particularly considering the existing condition of the street and sidewalks. The area is also within walking distance of retail, entertainment, and historical destinations in Uptown Collinsville.

Figure 2: Marketable Assets and Destinations Near the St. Louis Road and Collinsville Road Corridor



These factors create the potential for St. Louis Road to become a charming, walkable neighborhood offering residential and commercial opportunities suitable for a diverse population of residents and visitors.

While this opportunity is within reach, certain physical improvements create negative impacts on the marketability and socioeconomic experience of the corridor. The physical improvements which contribute to the walkability and sense of place necessary to support a commercial district are not being maximized along St. Louis Road. Sidewalks are physically present in most places, but gaps in the sidewalk network limits safe access to destinations for pedestrians. The existing public right-of-way along St. Louis Road consists of excessive pavement widths contributing to the lack of pedestrian-scale amenities which create the vibrant sense of place expected within the modern-day commercial district, including: street trees, lighting, corridor branding, enhanced pedestrian crossing, bicycle infrastructure, and on-street parking. Through the implementation of pedestrian-scale infrastructure improvements, walkability can become a major selling point of this neighborhood.

The existing conditions, namely a general lack of private investment in aging structures and obsolete site improvements present at some structures also create negative impacts on the marketability of the corridor.

Many properties consist of undefined, off-street parking lots within the front yard area which back out directly onto the street, and impervious surfaces which extend from the curb line to the building line. These types of obsolete site improvements reduces curb appeal which negatively impacts the marketability of the neighborhood. These type of site improvements also create safety issues for pedestrians, negating walkability. As evidenced by the physical condition of many of the structures along the St. Louis Road, the value of commercial rents which properties in the neighborhood are able to demand are low enough that it discourages landlords from making major improvements to properties. This lack of investment further lead to deferred maintenance and accelerated deterioration of the neighborhoods market value, visual impression, and socioeconomic experience, (See Figure 4). Private capital investment in existing structures is vital to achieving the full market potential and of St. Louis Road.



**Figure 4: Retail Lease Rate Implications on Cost and Feasibility of Private Capital Investment**



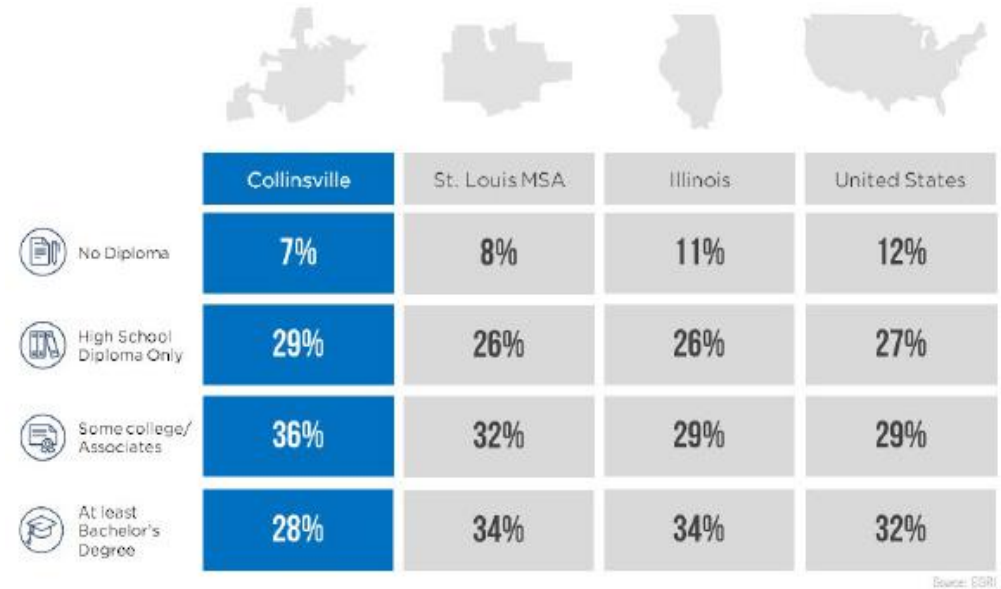
## Collinsville Road

The Collinsville Road segment of the corridor begins at Highway 157 and terminates at Cahokia Mounds. The centralized location of and convenient access to interstates 255 and 55/70 and Highway 157 create the opportunity for the Collinsville Road segment of the corridor to become a regional destination attracting residents, workers, and visitors from throughout the region. In a time when trends in Transit-oriented development (TOD) as a means to foster development which creates more vibrant, livable, and connected communities, the presence of a Madison County Transit (MCT) bus route, and the corridor's proximity to well-known MCT trail system present marketable development opportunities for the corridor. Collinsville Road is anchored by three major tourism destinations: Cahokia Mounds, Fairmount Park Racetrack, and Jaycee Sports Complex. These destinations, with physical improvements and enhanced socioeconomic conditions, have the potential to substantially increase the number of visitors to the City and impact of tourism and economic development factors. (See Figure 3.)

The Collinsville Road segment of the corridor faces similar challenges which create negative impacts on marketability and socioeconomic experience. The auto-oriented roadway provides excellent automobile access at the expense of walkability and pedestrian-oriented infrastructure and amenities. Commercial structures along Collinsville Road are characterized by old age, physical deterioration, and obsolete site improvements. These factors negatively impact the market value of land, and the ability to attract major new developments.

**Figure 5: Educational Attainment of Collinsville Residents, Comparitively (2018)**

A higher proportion of the City's population, 64%, has a level of educational attainment ranging from 'Some College/Associate Degree' to 'At least Bachelor's Degree' which indicates a competitive level of job readiness compared to the St. Louis MSA (66%), Illinois (63%), and the United States (61%).



**Figure 6: City Population Change by Age (2010 - 2018)**

Population data indicates that the City's senior population has grown most rapidly since the 2010 Census, while younger age groups have declined. This data underscores the importance of developing market strategies which are inclusive of the senior population, yet attractive to younger generations.





**Figure 7: Market Tapestry Segmentation**

Tapestry Segmentation is used to help gain a broader understanding of people that live in a particular area. It goes beyond basic demographics (such as age or income) to consider psychographics (such as preferences or aspirations) and classifies consumers based on common characteristics and lifestyle choices. The market analysis identifies six (6) dominant tapestry groups in the neighborhoods surrounding St. Louis Road. These groups represent a broad range of ages, income levels, and tenures of home ownership which is not surprising considering the diversity of the housing stock in the area.

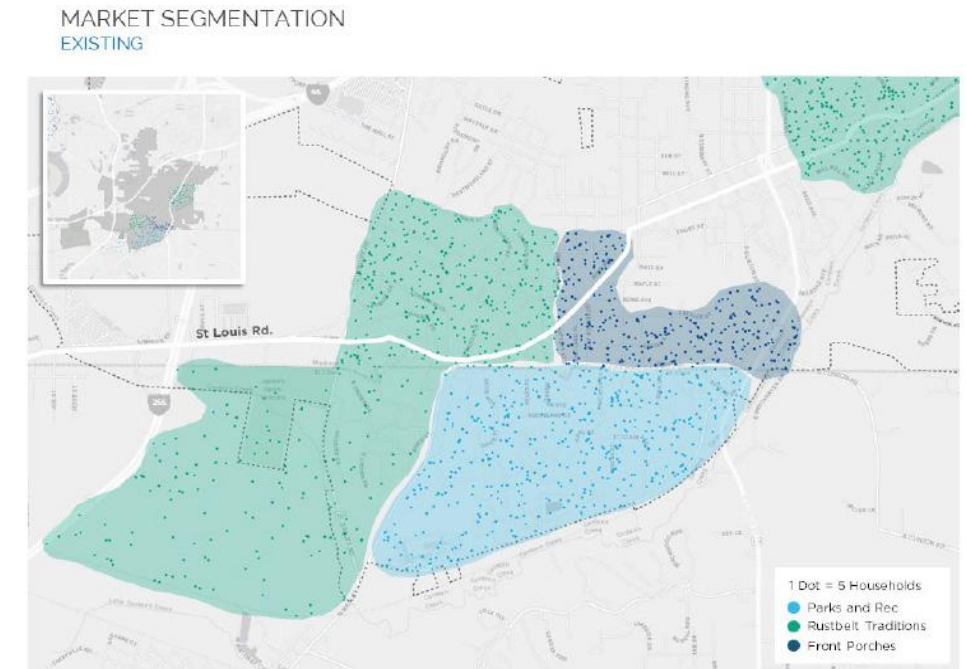
The three tapestry groups closest to St. Louis Road are Parks and Rec, Rustbelt Traditions, and Front Porches. Both Parks and Rec and Rustbelt Traditions tend to be homeowners and represent stable populations with a median household income that is generally on par with the country as a whole

The Traditional Living, Old & Newcomers, and Set to Impress tapestry groups are concentrated just north of St. Louis Road in the neighborhoods surrounding Uptown Collinsville. Even though these residents are slightly more removed from the corridor, they are an important part of the customer base for any commercial activity in Uptown or along St. Louis Road. Incomes for these tapestry groups are generally more modest and the homeownership rate is lower. However, the presence of a group of young adults such as the Set to Impress tapestry group in the Uptown area is a positive sign.

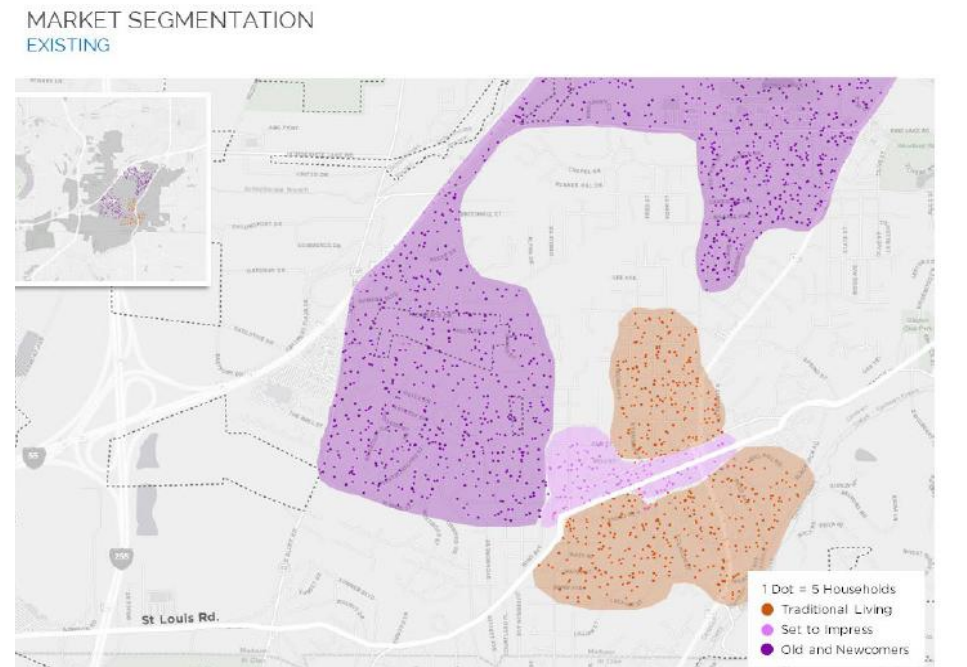
(See Appendix E: Market Analysis and Market Strategy white paper for detailed descriptions of each tapestry group.)



**Figure 8: St. Louis Road Neighborhoods, Tapestry Group Segmentation**



**Figure 9: Uptown Neighborhoods, Tapestry Group Segmentation**

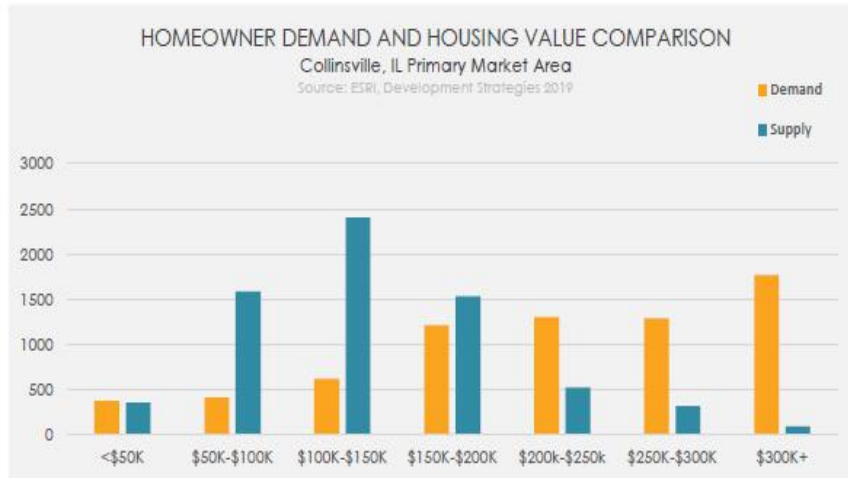




**Figure 10: Homeowner Demand and Housing Value Comparison (2019)**

Two different market areas were used to analyze homeowner demand and housing values. Collinsville acts as the primary market, and is appropriate for analyzing demand for housing currently found in the City. A much larger secondary market containing all of Madison County and St. Clair County is used to estimate demand for housing in the region comparatively.

In many communities, demand for affordable housing often exceeds the supply. However, in the primary market, this dynamic is not present. The supply of homes valued at \$150,000 or less far exceeds the demand for this housing type. In this case, most of this housing is likely naturally occurring affordable housing. If well-maintained, these older homes can be perfect for modest income households. If poorly maintained, this large stock of housing may slowly deteriorate and present challenges for the community. There is a significant deficit in the supply of housing valued at \$200,000 or more compared to the demand for this housing type. Similar housing trends are present in the secondary market area. This phenomenon is likely due to the relatively low amount of new single-family residential construction occurring in the Metro East area as a whole, with a few notable exceptions.



**Figure 11: Retail Demand (2019)**

The primary retail market area is home to the customers who are the primary support for smaller-scale neighborhood retail present along the St. Louis Road segment of the corridor. There are approximately 13,800 residents with a median income of \$50,000 within a 5-minute drive of St. Louis Road. The secondary market area represents customer base for large-scale, regional, interstate retail which could eventually be found along the Collinsville Road segment of the corridor due to its proximity and access to interstate 255. There are approximately 181,000 residents with a median income of \$47,000 within a 20-minute drive of the segment of Collinsville Road between Highway 157 and Fairmount Park Racetrack. The gap analysis revealed the potentially strong opportunity for a grocery store along Collinsville Road. Overall, market data shows a surplus of retail within the corridor's market area. This is an indication that the market for new retail will be competitive, and will need to distinguish itself by providing high-quality products and services.

**PRIMARY MARKET AREA  
OPPORTUNITY SUMMARY**

**BIG BOX**



**NEIGHBORHOOD SCALE**



**SECONDARY MARKET AREA  
OPPORTUNITY SUMMARY**

**BIG BOX**



**NEIGHBORHOOD SCALE**



Source: ESRI, Development Strategies





# 3.2 LAND USE & URBAN DESIGN CONDITIONS ASSESSMENT

Urban design traditionally encompasses a range of issues including regional planning, the patterns of how places were developed and have evolved over time, and how land uses are clustered and integrated (or not). The design of transit facilities, civil infrastructure, landscape architecture, and even economic development are inextricable aspects of urban design. The Urban Design and Land Use assessment analyzes the corridor through a context-based urban design approach to highlighting the assets and challenges of the corridor; establishing specific strategies for creating an active area throughout the corridor; fostering a sense of place throughout the corridor; developing pedestrian-oriented commercial and neighborhood nodes; and creating safe, quality, and aesthetically pleasing places. (See Appendix F: Land Use and Urban Design White Paper.)

## Previous Planning Initiatives

### Zoning Ordinance and Map

St. Louis Road consists of a mix of commercial and residential zoning districts. Some clusters of commercial and residential land uses, respectively, have developed naturally to create commercial and neighborhood nodes along St. Louis Road.

While one of the major overarching goals of this plan is to encourage and enhance opportunities for pedestrian-oriented development, existing zoning does not consistently reflect this vision. Particularly, residential zoning districts along St. Louis Road do not permit commercial uses. However, the current Zoning Ordinance does include certain zoning district classifications which permit and encourage mixed-use development. A cursory review the City's current Zoning Ordinance revealed many opportunities to evaluate and make amendments which modernize zoning regulations, specifically those regulations related to: signage, zoning districts, permitted uses, design standards, outdoor storage, yard regulations, parking, and site access.

### Current Plans

The St. Louis Road and Collinsville Road Great Streets Initiative Plan has the benefit of building upon a robust foundation of planning, community engagement, analysis, and visioning through existing City plans which have collectively established certain broad land use and urban design goals for the corridor. A number of long-range plans developed by other stakeholding agencies throughout the corridor identify similar issues and have also established broad land use and design goals for the St. Louis Road and Collinsville Road corridor.

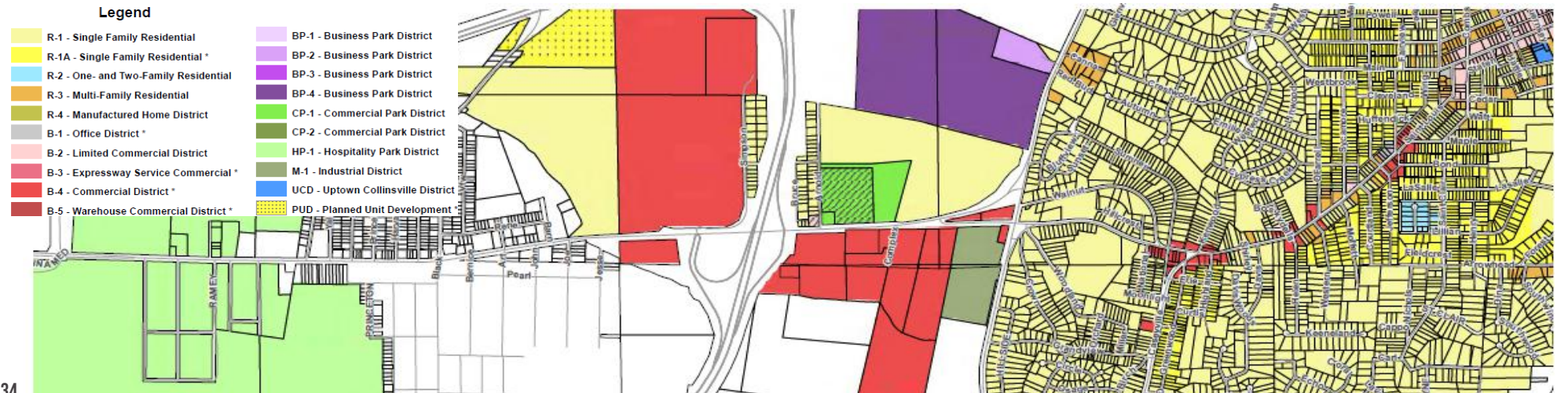
**Figure 12: Vision for Pedestrian-Scale Streetscape Improvements**  
Cahokia Mounds Master Management Plan (2008)



Existing View of Collinsville Road



View of Collinsville Road with Streetscape Improvements





## Existing Patterns of Development

A number of obsolete patterns of develop and a general lack of character and identity throughout the corridor contribute to poor urban design. The corridor functions as an auto-oriented thoroughfare consisting of an efficient use of land, underutilized outlots, an excess amount of impervious surfaces and parking areas, structures setback away from the roadway rather than nearer to sidewalks and pedestrian paths. Aesthetically, the corridor suffers from deteriorating structures in need significant private capital investment; a lack of pedestrian-scale streetscape improvements and amenities.

**Figure 13: Intersection of St. Louis Road and Caseyville Road**

**Figure 14: Collinsville Road between Highway 157 and Interstate 255**



## District Gateways

Gateway entries are important to defining the entry points into a district or Great Street. They signify the arrival to a new type of destination or place (such as a town center or central business district), and often involve a physical differentiation or transition in land uses and urban form. The eastern edge of the St. Louis Road and Collinsville Road corridor intersects Main Street, the primary entrance to Uptown. This intersection is also a key gateway into the corridor. The interstate 255 interchange is another key gateway into the corridor. Opportunities exist throughout the corridor to establish gateways and symbolic entries at strategic locations to enhance the corridor's character and identity.

**Figure 15: Proposed Symbolic Gateway Entry to Uptown** (*Uptown Master Plan, 2008*)

**Figure 16: Proposed Gateway Entrance to Uptown and Corrido near St. Louis Rd. and Main Street**





## 3.3 TRANSPORTATION CONDITIONS ASSESSMENT



The Transportation conditions assessment analyzed the traffic patterns, infrastructure, facilities, activity and use of the corridor by motorists, pedestrians, cyclists, and transit users. The St. Louis Road and Collinsville Road corridor extends approximately 3.5 miles between Uptown Collinsville and Cahokia Mounds World Heritage Site. St. Louis Road between Main Street and Caseyville Road is under the City of Collinsville's jurisdiction. St. Louis Road between Caseyville Road and Collinsville Road is under jurisdiction of the Illinois Department of Transportation (IDOT). Collinsville Road is also under IDOT's jurisdiction. Partnership and collaboration between these two agencies will be essential to further analyzing the issues and implementing strategies related to transportation which are identified throughout this plan.

*(See Appendix G: Transportation White Paper for fully-detailed existing condition maps.)*

### Existing Roadway Infrastructure

The characteristics of the corridor change as one transitions east to west. Thus, for the purpose of the Transportation analysis the corridor is divided into five segments.

#### St. Louis Road Mixed Use District

The St. Louis Road Mixed Use District extends from the intersection of St. Louis Road and Main Street to the intersection of St. Louis Road and Sumner Boulevard. The roadway along this segment of the corridor consists of two through traffic lanes (one lane in either direction).

On-street parking and a two-way, centered, left turn lane are also present in some areas along this segment. Land use is characterized by a mix of commercial and residential uses which result in this segment having high volumes of pedestrian activity. While pedestrian activity is present along this segment, a number of barriers, including safety, connectivity, and access exist which negate the development of a vibrant sense of place for all users. Enhancing the connection, for pedestrians and cyclists to Uptown from this segment of the corridor emerged as a clear priority. Access management also emerged as an issue in the segment of the corridor as existing curb cuts are not clearly defined. Poor access management creates safety issues for motorists, pedestrians, and cyclists.

#### St. Louis Road Residential District

The St. Louis Road Residential District extends from the intersection of St. Louis Road and Sumner Boulevard to the intersection of St. Louis Road and Highway 157. The roadway between Caseyville Road and Mesa Drive consists of two through traffic lanes (one lane in either direction). From Mesa Drive to Collinsville Road the roadway originally consisted of a four through traffic lanes (two lanes in either direction). However, recent improvements by (IDOT) has seen this section of roadway reconfigured to a two lane road with a center left turn lane.

Land use is characterized by single-family residential homes and open space along the south side of the roadway, and residential neighborhoods to the north. Morris Hills Park is also located along this segment of the

corridor. Wayfinding and connectivity to Morris Hills Park are existing challenges to accessibility by pedestrians and cyclists due to a lack of signage, sidewalks and other paths leading to the park. The atypical geometry of the St. Louis Road and Highway 157 raised intersection and bridge overpass also emerged as an issue during the planning process.

#### Collinsville Road Recreation, Retail, and Entertainment District

The Collinsville Road Recreation, Retail, and Entertainment District extends from the intersection of Collinsville Road and Highway 157 and west to Fairmount Park Racetrack. The roadway along this segment of the corridor consists of four through traffic lanes (two lanes in either direction) and a center left turn lane. The roadway transitions to four through traffic lanes with center left turn lane between the Interstate 255 interchange at Collinsville Road and Fairmount Park Racetrack. The right-of-way throughout this district includes wide, paved shoulders which were developed in anticipation of future use as pedestrian and bike path connections.

Land use is characterized by commercial, recreation, and some institutional uses, including: Collinsville Middle School, Jaycee's Sports Complex, Fairmount Park Racetrack, and a number of recreation and retail businesses. Gaps in connectivity to and between these destinations emerged as a key issue during the planning process.

## Collinsville Road State Park and Cahokia Mounds Districts

The Collinsville Road State Park and Cahokia Mounds Districts extend from Fairmount Park Racetrack and west to Cahokia Mounds. The roadway in this segment of the corridor consist of four through traffic lanes (two lanes in either direction). The right-of-way throughout this district includes narrow, paved and gravel shoulders, and extensive gaps in connected sidewalks. The lack of safe, enhanced pedestrian crosswalks, sidewalks, and other pedestrian and bike paths are scarcely present. During the planning process, transportation infrastructure and facilities related to these issues emerged as key concerns along a roadway where land use is characterized by commercial uses and surrounded by residential neighborhoods. The excessive number of curb cuts related to the existing commercial uses along this segment of the corridor also emerged as issues and concerns related to how access management impacts the safety of pedestrians and cyclists, as well as site circulation and connectivity.

## Traffic Volume and Speed

### Functional Classification

When evaluating roadway operations, it is important to consider how the facility works (or is intended to work) within the surrounding street network. The “hierarchy” of roadways and their usage is described by their “functional classification”. The purpose of roadway functional classification is to formally describe how travel is channeled through our roadway network and to determine project eligibility for federal funds.

Figure 17: Annual Average Daily Traffic Counts throughout St. Louis Road and Collinsville Corridor



Roadways are classified according to their urban or rural setting and the type of service they provide based on considerations such as: connectivity, mobility, accessibility, vehicle miles traveled, average annual daily traffic, and abutting land uses. For simplification purposes, those roadways that provide a high level of vehicular mobility are called “arterials”; those that provide a high level of accessibility to adjacent land uses are called “locals”; and those that provide a more balanced blend of mobility and access to adjacent land uses are called “collectors”.

### Existing Traffic Volume

Traffic volumes for the corridor were analyzed to understand the current functions of the roadway. Given the project timeline, the project team relied heavily on our partners at IDOT to use existing Annual Average Daily Traffic (AADT) data for the corridor.

The project team supplemented IDOT AADT data with manual turning movement counts at three intersections throughout the corridor. The following intersections were selected as they were identified as key intersections during the planning process due to their high traffic volumes, lack of pedestrian safety, and poor roadway design:

- St. Louis Road and Main Street
- St. Louis Road and Caseyville Road
- Collinsville Road and Black Lane



## Existing Operating Conditions

Based on data observed and collected, the roadways in the study area are not at full capacity. In some of the sections, roadway configuration can be modified to narrow existing space for motorists and add more space for bikes and pedestrians, given the low volumes along the roadway. Level of Service (LOS) is what is typically used to measure how a roadway performs, in which roads are assigned 'grades' A – F. A LOS of A is complete free flow, whereas an LOS of F is breakdown. While analysis of an LOS for the corridor segments was not a part of the scope of work for this project, given the low volumes, there is room for roadway modifications to allow more space for bikes and pedestrians in the public ROW.

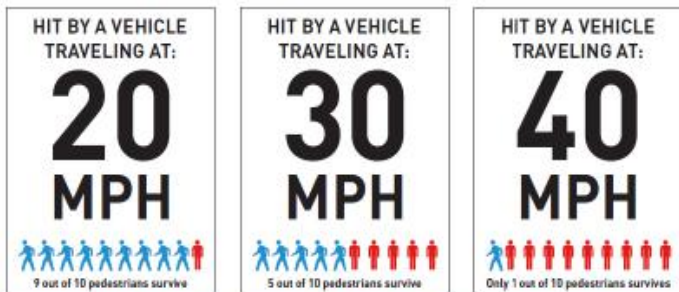
## Existing Speed and Safety Data

Speed data was captured in one location on St. Louis Road between Courtland Place and Collinsville Avenue, in the St. Louis Road Mixed Use District. Throughout the planning process, this section of roadway was identified as an area that is important for pedestrians with high amounts of pedestrian traffic that was observed. Residents walk this section of the corridor to access local businesses, as well as for leisure and recreation.

The posted speed limit in this section of St. Louis Road is 30 mph. Data analysis indicates that the 85th percentile speed traveled in this section of the roadway is 36 mph. The 85th percentile speed indicates the speed at which 85% of drivers feel comfortable driving. The remaining 15% of drivers will travel over that speed. Thus, from the data collected it is clear that design treatments should be introduced into this section of the roadway to slow down automobiles. On a local road such as St. Louis Road or Collinsville Road, six miles per hour makes a big difference for severity of injury to pedestrians, as well as chances of surviving a crash.



**85%** of vehicles **observed driving at 36 mph** along St. Louis Road where the **posted speed limit is 30 mph**.



Chance of surviving a crash as a pedestrian at varying speeds

## Sidewalks, Pedestrian Facilities, and ADA

Throughout the planning process, enhancing the walkability of the corridor emerged as a key issue for improving the corridor. The transportation conditions assessment identified a number of absent or deficient pedestrian facilities throughout the corridor which contribute to unsafe conditions for pedestrians and cyclists.

### St. Louis Road

Figure 18: Existing Conditions along St. Louis Road



The St. Louis Road Mixed Use District segment of the corridor has a high volume of pedestrian activity. Residents enjoy leisurely walks with family and pets; jogging or running for health and fitness; and generally as a means of travel to neighborhood businesses. Compared to other districts, the St. Louis Road Mixed Use District has the best connected pedestrian system. While some gaps and deteriorated surfaces are present, five (5) foot wide sidewalks are generally present on both sides of the street throughout this segment. A lack of visible, enhanced pedestrian crossings; the excessive number of curb cuts creating pedestrian-motorist and cyclist-motorists conflict zones; and the lack of defined pedestrian paths due to the general presence of curb to building line pavement; high traffic speeds contribute to unsafe conditions pedestrians and cyclists. Pedestrian crossings enhance connectivity while creating a safe and vibrant pedestrian experience to support retail land uses and encourage walking for human well-being. Currently only three defined pedestrian crosswalks exist to connect pedestrians to businesses and neighbors on either side of St. Louis Road: Main Street, Boskydells Drive, and Highland Place.

The St. Louis Road Residential District is characterized by even more challenges to pedestrian safety and connectivity. The volume of pedestrian activity along St. Louis Road declines significantly west of Caseyville Road due to wide gaps in connected sidewalk paths, the absence of pedestrian crossings and other facilities, and the steep topography of St. Louis Road between National Terrace and Highway 157. No sidewalks exist on the north side of the road between Sumner Blvd. and Collinsville Road. On the south side of the road, no sidewalks exist for more than 1,500 feet between Highland Place and the first residence west of St. John Cemetery. A sidewalk exists connecting thirteen residences along the south side of St. Louis Road, between St. John Cemetery and Highway 157, however this sidewalk does not provide any connection to businesses, parks, or other destinations throughout the corridor.

## Collinsville Road

Pedestrian infrastructure and facilities within the Collinsville Road Recreation, Retail, and Entertainment; State Park; and Cahokia Mounds Districts is nearly nonexistent. Given the existing sports, recreation, and retail land uses present in these districts and the opportunity identified by the market analysis to bolster these industries, enhancing opportunities for active transportation to support these land uses is identified as a key priority. These three districts face similar challenges related to a lack of connected sidewalks and other paths for pedestrians and cyclists; excessive curb cuts creating pedestrian-motorist and cyclist-motorist conflict zones; and a lack of defined or enhanced crosswalks along a high speed, four lane roadway.

*Collinsville Road Recreation, Retail, and Entertainment District:* A signalized crosswalk at the intersection of Collinsville Road and St. Louis Road is intended to provide a safe connection between Collinsville Middle School and the Jaycee's Sports Complex. However, this is not a high volume crossing as there are currently no pedestrian paths from the surrounding neighborhoods connection to this crossing; and no sidewalks extend to the defined entrances at either Collinsville Middle School or the Jaycee's Sports Complex.

*Collinsville Road State Park District:* Two signalized pedestrian crossings exist along this segment of the corridor: Anderson Avenue and Black Lane. Kreitner Elementary School, is located just north of Collinsville Road on Anderson Avenue. However, no sidewalks from the surrounding residential neighborhoods connect to this crosswalk, likely installed to provide a safe route to the school; and no sidewalks extend from the crossing to the school's entrance. The signalized crossings at the Black Lane intersection lack visible crosswalks to define safe paths to cross this busy intersection which connects motorists to Interstates 55/70.

*Collinsville Road Cahokia Mounds District:* The main entrance to the Cahokia Mounds Interpretative Center is setback approximately 0.25 miles from Collinsville Road on Ramey Drive. A misaligned, striped crosswalk exists at Ramey Drive near the terminus of an on-site nature trail. The nature trail does not provide direct access to the crosswalk, forcing pedestrians to walk along the roadway; and there is no sidewalk on the north end of the crosswalk. A second, unmarked, crossing point exists at the base of Monk's Mound, the site's most visited mound.

Figure 19: Existing Conditions at Cahokia Mounds



A sidewalk connects visitors from a parking lot to the base of Monk's Mound. A short dirt path leads to a crossing point often used by visitors to connect to the nature trail directly across Collinsville Road, a four lane roadway where the posted speed is 50 mph. These fragmented connections present a challenge for promoting good crossing behavior by pedestrians, cyclists, and motorists alike.

## Greenways, Trails and Transit

While no formal bicycle facilities exist on the corridor today, the area is within close proximity to several trails in the Madison County Trail (MCT) system. The MCT trails system, with miles of protected facilities for biking and walking, is often referred to as the best trail system in the St. Louis region. The MCT Schoolhouse Trail, 15.5 mile long is located just 2 miles north of the the corridor. Creating new connections to the MCT trail system from the corridor, and enhancing opportunities for safe paths for cyclists throughout the corridor emerged as key priority to promote active transportation and connections to destinations like Cahokia Mounds and neighborhood schools.

The St. Louis Road and Collinsville Road corridor is served by the Madison County Transit bus system. Collinsville Regional Route #18 connects riders from the MCT Collinsville Station in Uptown Collinsville and the Emerson Park Metrolink Station in East St. Louis from which point transit travel to Downtown St. Louis and other regional destinations is possible. Locally, Route #18 travels through the St. Louis Road and Collinsville Road corridor between Main Street and Black Lane. At Black Lane the route travels north to connect to Interstate 55/70. Currently, there are no public transit routes connecting riders to Cahokia Mounds, which receives an average of 300,000 visitors each year. Bus stops throughout the corridor offer minimal pedestrian amenities and generally consist of a bus stop sign and/or a standard bus shelter. These bus stops are also challenged in offering safe, comfortable, aesthetically pleasing, and ADA compliant accessible environments for pedestrians.

Figure 20: Existing Conditions of MCT Transit Stops on St. Louis Road (left) and Collinsville Road (right)





## 3.4 ENVIRONMENTAL CONDITIONS ASSESSMENT

How we build our communities impacts the ecological systems as well as the health, safety, and welfare of our communities. Environmental infrastructure is a way to examine how we create sustainable communities through environmentally friendly processes and materials. Key elements of environmental infrastructure for streets include: green infrastructure; stormwater management; human health and well-being; material selection and longevity; and energy use. (See Appendix H: Environmental Infrastructure White Paper.)

### Green Infrastructure

Green infrastructure refers to the parks, open space, trees, and vegetation within and adjacent to the corridor, as well as the practice of mimicking natural processes.

### Land Cover and Open Space

Land cover along the St. Louis Road segment of the corridor is characterized by tree coverage found primarily on residential parcels. Land cover along the Collinsville Road segment of the corridor consists primarily of grass, cropland, and pockets of woodland, with the exception of the clustered areas of aging developments in the Collinsville Road State Park and the Recreation, Retail, and Entertainment Districts. The most noticeable aspect of land cover identified throughout the St. Louis Road and Collinsville Road corridor is the lack of green infrastructure within the public right-of-way, especially the lack of street trees. Throughout the corridor, tree coverage on commercial properties and within the public right-of-way is fairly limited; and is further restricted by the presence of overhead power lines, utility light poles, lack of tree lawn, and excessive impervious surfaces between curb lines and building lines throughout the corridor.

There are many benefits to planting street trees. From a feasibility perspective, street trees can reduce energy costs, increase property values, and have the biggest impact for the least amount of investment. Some environmental, physical, and social benefits of street trees include: traffic calming, pedestrian buffers, enhanced sense of place and streetscape aesthetics, enhanced curb appeal, improved air quality, and reduced heat island effects.

The presence of parks and open space throughout the corridor represent opportunities where green infrastructure systems can be developed and enhanced. A park at Jefferson Elementary School on Boskydells Drive offers open space, sport and playground areas. The park is currently accessible via a narrow dirt path on Boskydells Drive. Wayfinding and connectivity to this park can be improved to enhance pedestrian connectivity. Morris Hills Park is a small pocket park along Woodland Drive, just south of St. John's cemetery. This park is underutilized due to its challenges with wayfinding, access, connectivity and a lack of modern park facilities. The narrow width of Woodland Drive and the absence of sidewalks along this road do not promote safe travel along this route for pedestrians or cyclists.

Larger parks and open spaces along the corridor include: St. John's Cemetery on St. Louis Road which covers approximately 20 acres of land; and Jaycee Sports Complex on Collinsville Road, a city-owned park with multiple sports fields. The most significant open space along the corridor is Cahokia Mounds UNESCO World Heritage Site, located at the western edge of the corridor.

### Biodiversity

Biodiversity refers to the variety of plant and animal life in and around the corridor. Biodiversity is extremely important in urban and suburban settings as a way to help mitigate and restore fragmented habitats that have resulted from urbanization. Some benefits of increased biodiversity include: improving habitats for pollinators, increasing stormwater infiltration, and providing overall natural beauty. An ecological environment exhibiting high biodiversity is a natural fit for Collinsville due to the city's agriculture environment and the need for pollinators; and watershed hydrology supporting the water cycle created by the city's natural topography of bluffs and bottomlands.

Figure 21: Spectrum of Biodiversity in Types of Plant Life



The ecological environment of the St. Louis Road Collinsville Road corridor, with the exception of the Cahokia Mounds District, exhibits signs of low biodiversity. Two notable challenges which contribute to low biodiversity throughout the corridor include: the lack of street trees, planted bumpouts, and other elements of green infrastructure incorporated in the public right-of-way and private developments; and the prevailing use of non-native plant species where green habitats do exist.

## Stormwater and Flood Hazard

The study area has two distinct regions when it comes to analyzing stormwater conditions along the corridor: the bluffs or uplands along St. Louis Road and the lowlands or bottom lands along Collinsville Road. The uplands are elevated areas with moderately drained soils and generally do not experience flooding. While the lowlands are low lying areas with poorly drained soils, which experience severe flooding events. Past urban development has increased impervious surfaces, and thus increased the amount of surface runoff and decreased the amount of rainfall that is infiltrated into the soil.

Existing stormwater runoff is primarily captured along St. Louis Road through grate inlets located in the public right-of-way. The right-of-way along Collinsville Road is generally at- or above the grade of adjacent parcels. Therefore, stormwater does not drain into the right-of-way in this area. Along Collinsville Road, existing stormwater primarily captured by roadside swales are directed to detention basins adjacent to Interstate 255. Based on visual observations, there are no existing treatments for water quality. Based on visual observations of stormwater management facilities throughout the corridor conducted during this assessment, existing treatments for water quality such as rain gardens or infiltration basins prior to stormwater entering inlets were identified.

Flooding and stormwater management, especially in the lowlands along Collinsville Road emerged as a key issue during the planning process. Existing stormwater problems along St. Louis Road include undersized inlets which are widely spaced and prone to clogging. Some minor flooding issues were identified adjacent to existing inlets during heavy rainfalls. Along Collinsville Road, flooding is a major issue due to existing developments having excessive and underutilized areas of impervious surface. Based on visual observation, standing water remaining for several days after a rain event in both the roadside swales and low lying areas is a reoccurring issue.

## Human Health and Well-being

In the context of a roadway and street, health and well-being is influenced by a number of factors including the level of noise, connections to nature, social interaction, and physical activity. Poor walkability is one of the biggest impacts to well-being throughout the corridor. Walkable areas should have sidewalks that are physically safe and comfortable for pedestrians. Sidewalks along the corridor lack physical buffers and a general sense that the corridor is a pedestrian-friendly place. These conditions as well as gaps in the sidewalk network and lack of safe paths crossing multi-lane, high speed roadways contribute to poor walkability.

Public gathering areas are a key component of promoting social interaction. Gathering areas can range in size and type from pocket parks, plazas, seating walls, benches, etc. Public gathering spaces, with the exception of established parks and recreation destinations, are absent throughout the corridor. Gathering areas work best when they include amenities such as vegetation, seating, shade, and are oriented to be buffered from traffic and elements of the weather.

Figure 22: Examples of Stormwater Issues at Rural King (9525 Collinsville Road)



Figure 23: Residents at 4 - 28 St. Louis Road experience poor walkability to gaps in the pedestrian path network. Sidewalks in this area connect thirteen residential properties, but do not provide access to nearby destinations.





# CHAPTER FOUR

## THE CORRIDOR PLAN





An aerial photograph of a rural landscape. A paved road with a yellow center line runs diagonally from the bottom left towards the top right. The surrounding area is a mix of green and brown grassy fields, some trees, and scattered buildings. In the far distance, a city skyline is visible under a clear blue sky. A semi-transparent blue rectangle is overlaid on the center of the image, containing white text.

## **The Corridor Plan and associated recommended strategies explore opportunities to:**

- **Improve the regional and local function of the roadway.**
- **Establish appropriate land uses**
- **Identify catalysts for development**
- **Accommodate multiple modes of transportation**
- **Promote local character and identity**
- **Create vibrant and inviting and public and private spaces**
- **Enhance pedestrian safety, access, and connectivity**



# 4.1 CORRIDOR-WIDE STRATEGIES

## Stormwater Strategies

With the majority of the project area's watershed developed and undetained, there are significant opportunities to decrease stormwater runoff and improve water quality. While stormwater is not a noticeable problem within the uplands portion of the corridor, the bottomlands have significant flooding issues. The City should develop regional stormwater management strategies and policies to achieve its stormwater management goals, including: reducing the volume of stormwater runoff, improving water quality, reduce impacts on stormwater infrastructure, and alleviating flooding issues.

## Regional Detention

Developing regional detention basins in the uplands along St. Louis Road can help alleviate the drainage and flooding issues in the lowland areas along Collinsville Road. Detaining stormwater in the uplands where no existing detention basins exist will provide a significant benefit to the watershed both through a reduction in flood volume and improvement to water quality. Flood volumes are improved by reducing the flow rate of stormwater to the bottomlands. Water quality is improved by storage of sediment in the regional detention basins and reducing the erosion potential downstream through lower flow rates.

These regional detention basins should be constructed and maintained by the City. This program should be developed city-wide, with a focus on improving the weaknesses of the targeted watersheds. Upland detention should occur in each of the sub-watersheds in the upland area. A drainage study needs to be undertaken to evaluate the watersheds; provide recommendations on implementing regulations; and evaluating and quantifying the impacts of locating detention basins in the upland areas compared to the lowland areas. Implementing and managing stormwater banking credits for lowlands detention removal for new and existing developments should also be considered.

During the planning process open space near Jefferson Elementary School emerged as an opportunity site for regional detention in the upland area. Design and feasibility analysis for this regional detention strategy are underway.

## Shared On-Site Detention

To help spur and incentivize development, shared stormwater detention and best management practices (BMP's) should be considered. This can help attract development by taking the stormwater requirements, normally born by the developer on-site, to a shared facility. Typically, when redevelopment occurs, on-site stormwater management facilities compete with other site features for limited and valuable space. Shared facilities that benefit multiple parcels can benefit a developer through greater land available for structures and amenities, as well as overall cost savings. The City should revise the stormwater regulations to discourage individual detention facilities for new development in the bottomlands. This regulatory changes should work in concert with the regional detention facilities developed in the uplands.

Figure 25: Shared Stormwater Management Driving Mixed Use Development in Newtown, St. Charles



Figure 24: Shared Stormwater Management Conceptual Drawing





## Private Stormwater Improvements

Opportunities do exist to improve stormwater on private parcels through education and advocacy. Other recommendations from this report such as the use of native plants will have stormwater benefits. Techniques such as downspout disconnects and water harvesting (rain barrels) should be encouraged. Downspout disconnection is the process of separating roof downspouts from the sewer system and redirecting roof runoff onto pervious surfaces, most commonly a lawn or rain garden. This reduces the amount of directly connected impervious surfaces in a drainage area.

To help spur and incentivize projects, shared stormwater best management practices (BMP's) should be considered. Potential BMP's include: bioretention, permeable pavement, rainwater harvesting, green roofs, sand filters, stormwater ponds and wetlands, proprietary BMPs, open channels and dry detention basins.

Figure 26: Examples of Private Stormwater Management



## Tree Canopy and Tree Lawn

An increased tree canopy within the corridor will provide significant stormwater benefits as trees not only capture rainfall through root systems, but through their leaves and bark. The location of overhead power lines will impact possible tree locations. If existing overhead power lines can be buried, there will be a greater opportunity for larger canopy trees. If the overhead power lines remain in place, trees may be limited to one side of the street or smaller understory trees may be used. Improvements at Jaycee's Sports Complex should also take into account the opportunity for increasing the tree canopy. Many sports complexes have medium size shade trees between sport fields to provide shade for spectators. Parking areas should have canopy trees along lot edges and within parking islands.

Tree lawns have the opportunity to be micro bioretention basins. The priority for locations for the bioretention should be near existing inlets and at intersections where the bioretention plantings can also act as aesthetic landscape enhancements.

Figure 27: Example of safe spacing of trees away from overhead power lines.

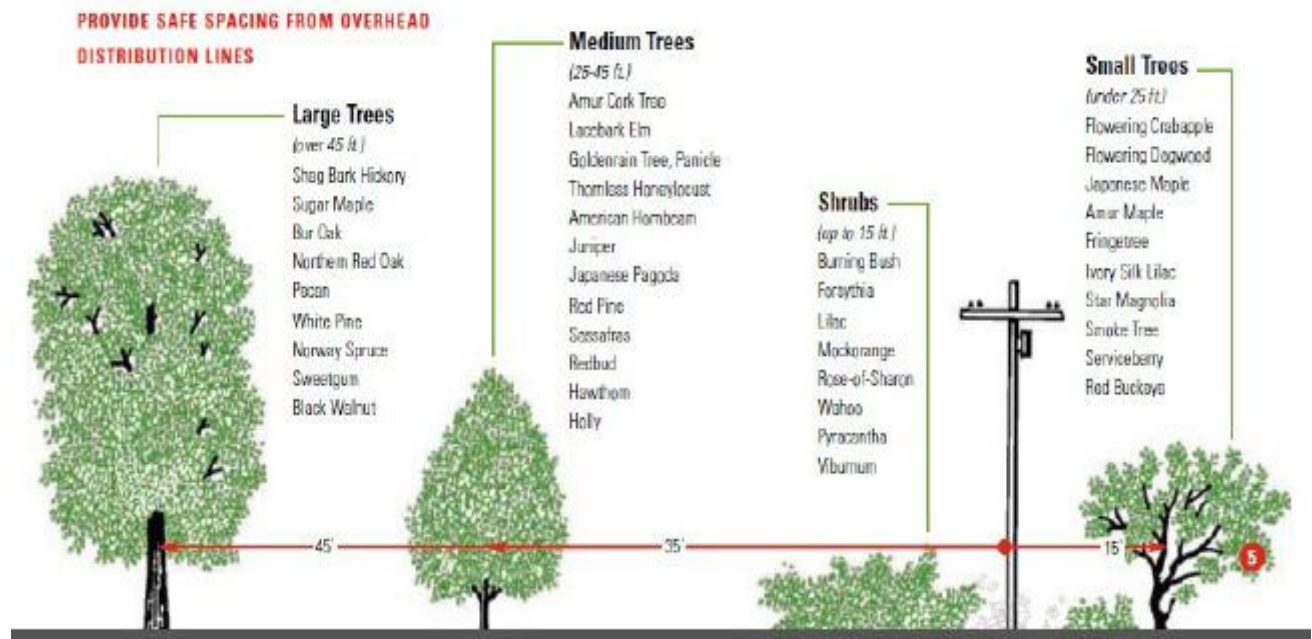


Figure 28: Vision for Pedestrian-Scale Streetscape Improvements  
Cahokia Mounds Master Management Plan (2008)



Existing View of Collinsville Road



View of Collinsville Road with Streetscape Improvements



## Multi-Use Trail Network

The St. Louis Road and Collinsville Road corridor is a key link in an overall multi-use trail network in Collinsville. Regional destinations along this route include: Uptown Collinsville; Fairmount Park Racetrack; Jaycee's Sports Complex; Collinsville Extreme Annex, J5 Crossfit, and Turn 2, Inc. (all serving the sport, recreation, and fitness market); and Cahokia Mounds UNESCO World Heritage Site. A multi-use trail network will offer tourists and visitors an alternate mode of transportation to local destinations. Local destinations along the corridor include Kruta Bakery, McDill's Irish Pub, Horseshoe Lounge & Restaurant, Morris Hills Park, two middle schools, and a number of locally owned restaurants and retail establishments. Within a short distance of the corridor additional destinations include the Madison County Transit Schoolhouse Trail, Gateway Convention Center, Collinsville High School, and Willoughby Farm.

## Shared Use Path

A 10 foot wide shared use path should extend the length of the corridor on the north side of both St. Louis Road and Collinsville Road. This shared use path will be a vital link connecting Uptown Collinsville and Cahokia Mounds. St. Louis Road is a popular route for residents to enjoy leisurely strolls, walking the dog, walking to Uptown and other nearby destinations.

Figure 30: Shared Use Path Example from Indianapolis, Indiana

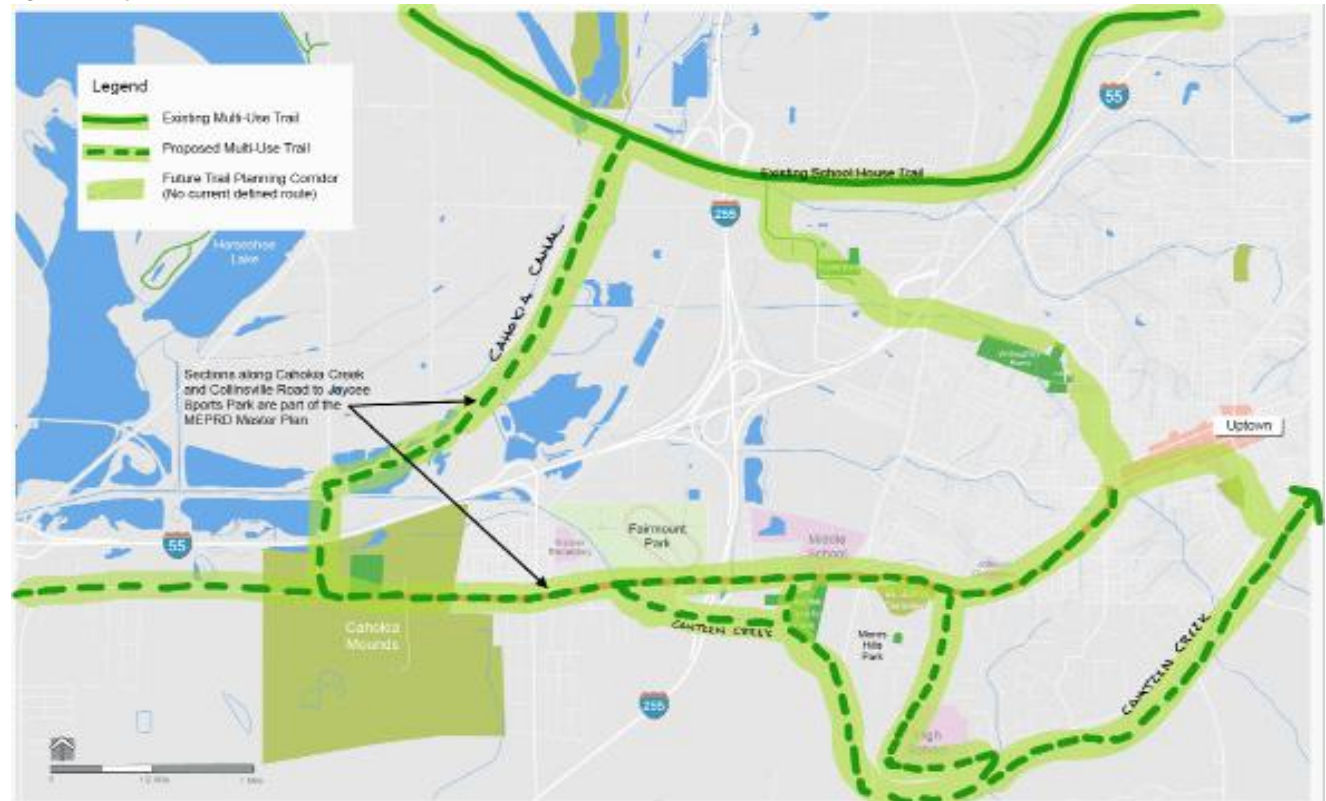


## Community Trail Connections

The St. Louis Road and Collinsville Road corridor is a key link in creating a network of multi-use trails. A new multi-use trail should be created to connect Cahokia Mounds to the Madison County Transit School House Trail via an alignment following the Cahokia Canal. This alignment is consistent with the 2011 Metro East Park and Recreation District (MEPRD) Long Range Development Plan's goals for expanding and improving trail networks.

A new multi-use trail should be constructed along Canteen Creek to provide connections between Collinsville High School and Jaycee Sports Complex. The trail connector along Canteen Creek can offer an additional connection to Fairmount Park Racetrack at the trail's west end, and opportunities for residents east of Collinsville High School. A second multi-use trail should be constructed along Caseyville Road to provide a connection between Collinsville High School and St. Louis Road.

Figure 31: Proposed Multi-Use Trail Connections



This trail connector can become a safe route for students traveling to and from school, and for residents traveling to and from businesses on St. Louis Road and in Uptown Collinsville.

Future planning efforts should also identify multi-use trail routes to provide connections from Uptown to Willoughby Farm, and farther north to the Gateway Convention Center, Aquapark, and the School House Trail. The Collinsville Parks Master Plan should evaluate the construction of multi-use trail routes and sidewalk along Woodland Drive to provide connections to Morris Hills Park from St. Louis Road and the surrounding residential neighborhoods.

Further planning and design for each of the proposed trails should be conducted to identify and address potential issues related to overall feasibility, flood plain concerns, available public right-of-way, topography, and access management.







# Wayfinding Features

There are two types of wayfinding features recommended for the St. Louis Road and Collinsville Road corridor. The first type is regional wayfinding that connects visitors from outside of region to major destinations. The second type is local wayfinding that is a resource for both local residents and visitors from within the region who are familiar with the corridor, and for wayfinding within the corridor.

## Regional Wayfinding

There is a surprising lack of wayfinding for the regional attractions along the corridor: Jaycee's Sports Complex, Fairmount Park Racetrack, and Cahokia Mounds which receives an average of 300,000 domestic and international tourists each year.

Wayfinding for Cahokia Mounds should be located along the region's interstate highways: I-255, I-55/I-70, and I-64 to direct visitors from throughout the region. At the I-255 and Collinsville Road intersection, the exit/entry ramps should be enhanced to create a more welcoming entry experience and direct visitors to destinations. In addition, a large-scale wayfinding monument should be installed at the ramp location that will be visible from traffic along I-255. A 'Welcome to Collinsville' sign monument is also recommended at the I-255 embankment along Collinsville Road.

Illinois Department of Transportation (IDOT) offers standard wayfinding signage for historic sites and tourist destinations. However, the City should partner with IDOT to develop customized directional signage along the interstates to provide enhanced wayfinding for visitors.

Explore St. Louis, the St. Louis Convention & Visitors Bureau has partnered with the Missouri Department of Transportation (MODOT) and other entities to develop a regional attraction wayfinding program which includes a hierarchy of tourism signs along interstates and major roads.

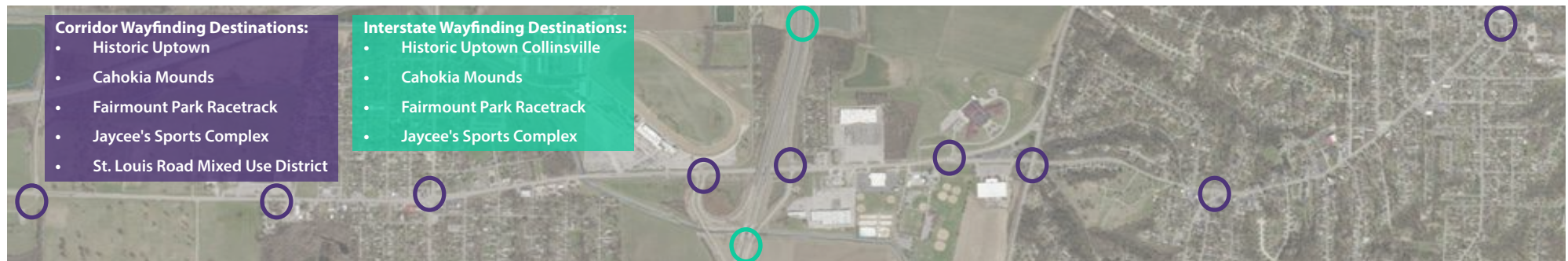
## Local Wayfinding

Localized wayfinding signage should be designed to direct the travel and experience of motorists, bicyclists, and pedestrian to local attractions and destinations once they arrive to the corridor. Local wayfinding is an opportunity to also incorporate designs that reflect the brand and identity of the corridor. See Figure 33, for proposed locations of localized wayfinding signage and features throughout the corridor.

Figure 32: Examples of wayfinding signage in St. Louis, MO: Regional wayfinding along interstates by Explore St. Louis; and Local wayfinding by Forest Park.



Figure 33: Proposed locations and for local wayfinding throughout the St. Louis Road and Collinsville Road Corridor.



# Corridor Lighting

The Uptown Design Guidelines are a good starting point for choosing a lighting style for St. Louis Road and Collinsville Road as it provides design continuity between Uptown and the study area. However, the length of the corridor and changing land uses create a need for a diversity of lighting fixtures. Future streetscape lighting along the corridor should consist of different lighting styles based on locations along the corridor.

## Lighting Nodes and Paths

A node can be defined as the concentration of development near an intersection which serves as a focal point of the district. Commercial and Neighborhood nodes are identified throughout the corridor. These nodes are areas of concentrated development that should become focal points of the community along the corridor. The Uptown Collinsville streetscape lighting design should be extended to commercial and neighborhood nodes. Three commercial nodes are identified: the intersection of St. Louis Road and Collinsville Avenue, home to Kruta Bakery and McDill's Irish Pub; the intersection of St. Louis Road and Caseyville Road, home to many service-oriented businesses; and the intersection of Collinsville Road and Black lane, home to retail- and service-oriented establishments serving the State Park community. Two neighborhood nodes are also identified as areas to encourage formal and informal social interaction, including: the intersection of St. Louis Road and Main Street a primary gateway into Uptown and St. Louis Road between O'Farrell Street and Boskydells near Jefferson Elementary School and First Baptist Church of Collinsville.

A path can be defined as a street, sidewalk, trail or other channel by which people travel between places. Lighting along paths to and between the commercial and neighborhood nodes should be consistent with the ornamental design used in node areas, but should also be designed to provide sufficient light for motorists while providing a lower intensity light for residents and pedestrians.

Figure 35: Proposed light fixture designs for nodes and paths.

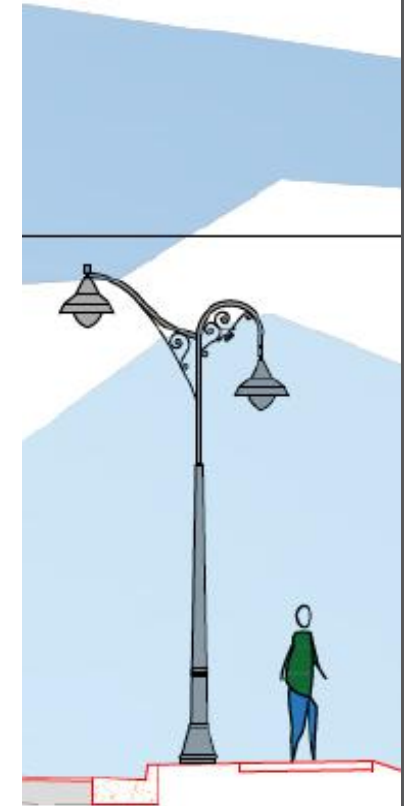
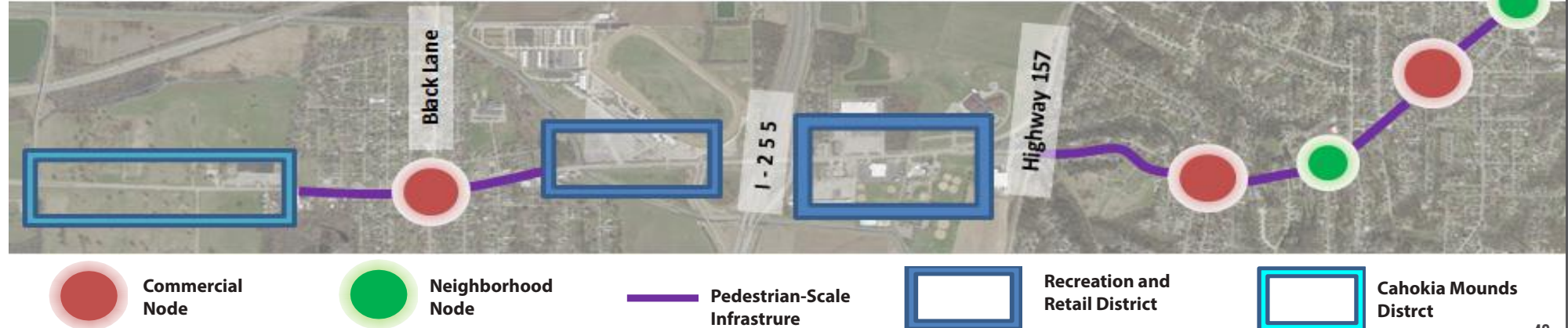


Figure 34: Corridor Identity Areas





## Lighting as a Gateway

A gateway is a point of entry that provides a unique and memorable sense of identity and transition as one enters a place. Gateways should reflect or relate to the character of the city and destinations throughout the corridor. Gateways can range in design from architectural features and public art to lighting and landscape features.

The underpass at St. Louis Road and Highway 157 is an opportunity to incorporate lighting and art as a gateway feature. This underpass lacks a well-lit and memorable entrance to the corridor. Artistic lighting of the bridge columns, walls, and embankments will create a welcoming entry to the corridor for travelers entering from Highway 157; and for travelers transitioning between St. Louis Road and tCollinsville Road. This type of gateway feature maybe considered as a short-term improvement within the scope of the long-term goal of replacing the Highway 157 bridge with an at-grade intersection as discussed later in this plan.

Gateway features at the Interstate 255 interchange should include entry monuments which can incorporate lighting, a Collinsville welcome signage, and other unique design features that relate to the major destinations within the Collinsville Road Recreation, Retail, and Entertainment Distict. Future planning efforts should explore opportunities to incorporate similar features at other gateways to the city along Collinsville Road: the intersection of St. Louis Road and Main Street, a primary entrance to the corridor and Uptown Collinsville; the intersection of Collinsville Road and Black Lane where travelers enter the city from Interstate 55/70 to the north and Fairmount Avenue to the south; and Collinsville Road near the western most edge of Cahokia Mounds as travelers enter the city from the west.

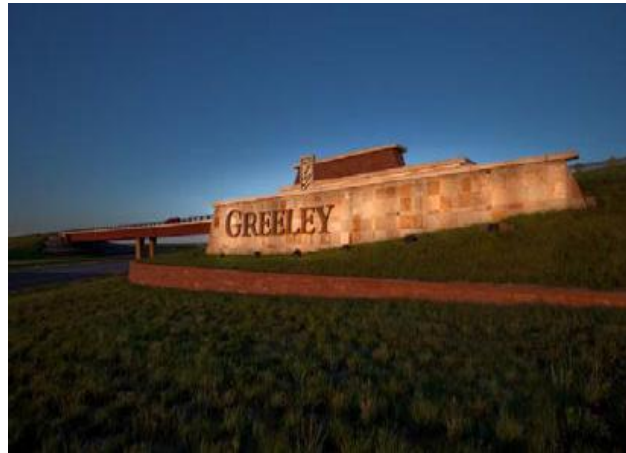
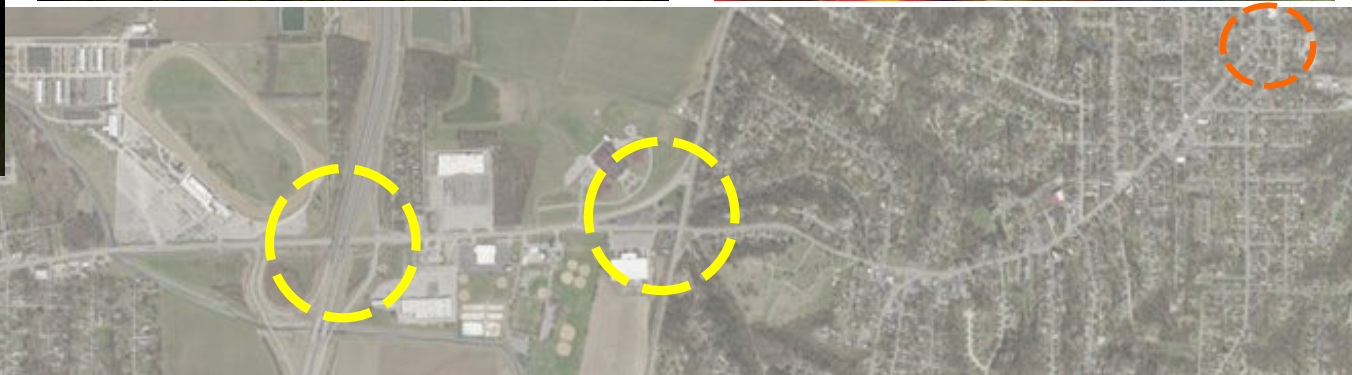


Figure 36: Examples Gateway Lighting Features and Potential Locations



Potential Gateway Lighting Features



Proposed Gateway Lighting Features



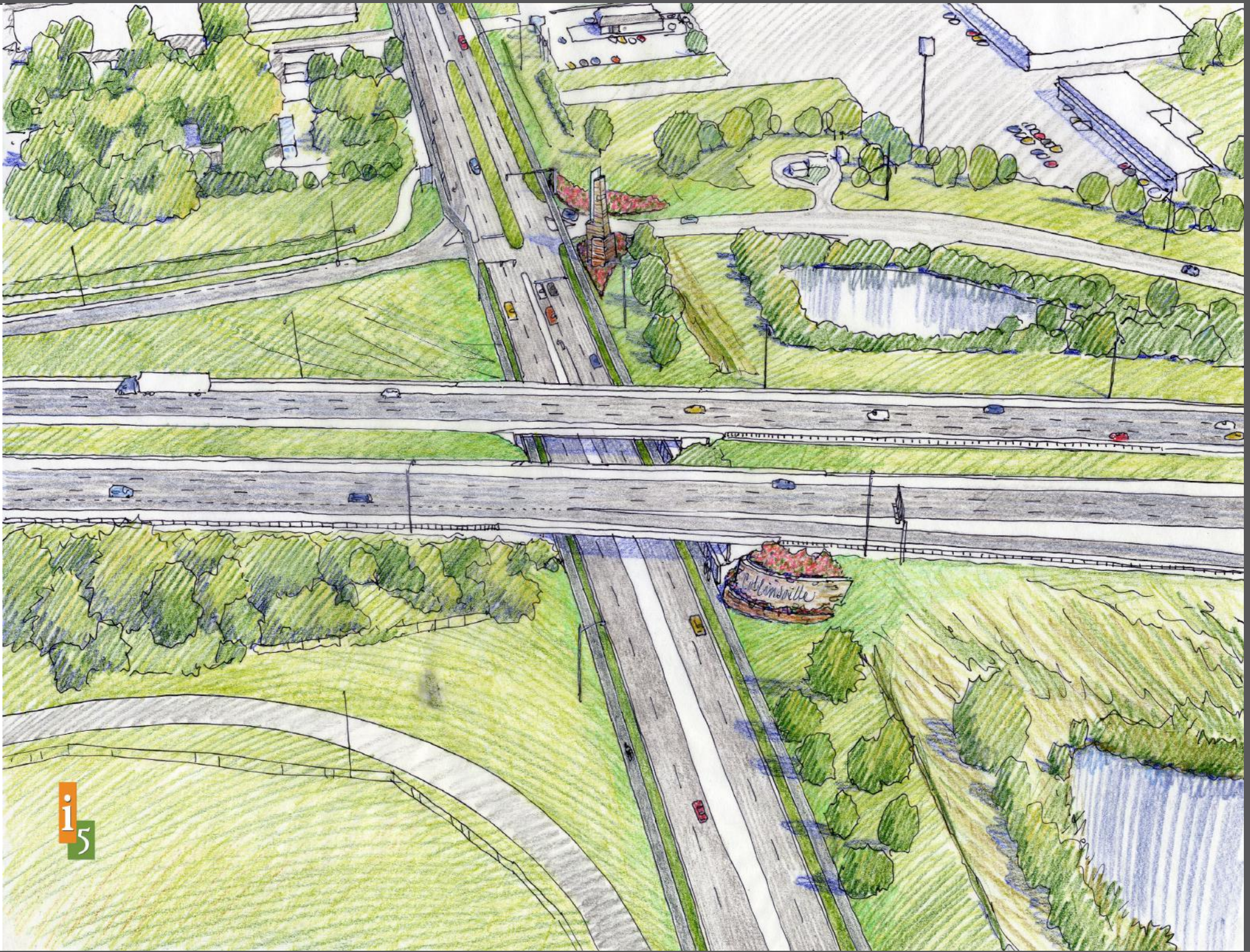
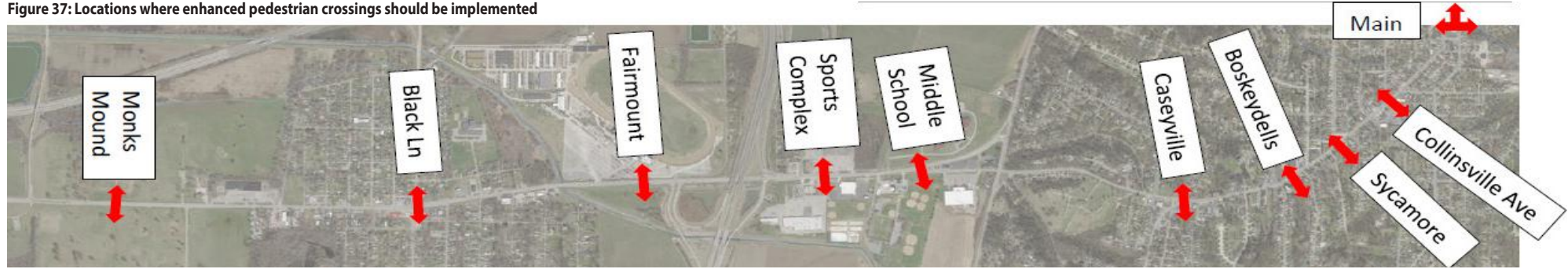




Figure 37: Locations where enhanced pedestrian crossings should be implemented



## Pedestrian-Oriented Planning and Design

Enhancing the walkability of the St. Louis Road and Collinsville Road corridor requires three elements: enhancing pedestrian connectivity; providing safe and convenient crossings; and creating spaces with vibrant pedestrian amenities. These elements will not only improve the walkability of the corridor for users of all ages and abilities; but will also enhance the overall public realm and pedestrian experience of the corridor.

### Pedestrian Crossing Enhancements

Pedestrian facilities can be improved significantly to enhance safety, and develop high quality public spaces particularly near commercial and neighborhood nodes. Additionally, these crossing locations can be enhanced with pedestrian amenities that will encourage walking and biking. Some of the proposed pedestrian crossing improvements include: (Figure 37)

- Continental crosswalks
- Bumpouts
- Enhanced landscaping
- Pedestrian signals with push buttons and countdown timers
- Rectangular rapid-flash beacons
- Pedestrian crossing signage
- Enhanced bike parking

### St. Louis Road

A "slow zone" should be established along St. Louis Road between Main Street and Caseyville Road as a traffic calming measure to prioritize walkability within the St. Louis Road Mixed Use District. This district is characterized by high volumes of pedestrian activity as residents regularly walk and bike to nearby destinations. However, throughout the planning process, residents reiterated safety concerns related to traffic and speed along this segment of St. Louis Road. The current posted speed limit is 30 miles per hour, however observed traffic activity found that 85% of motorists travel 36 miles per hour.

The current posted speed limit, lack of defined pedestrian crossings and other streetscape elements necessary to slow down motorists prioritizes vehicular traffic. The posted speed limit should be reduced to 25 mph in order to create a safer environment for pedestrians and cyclists. Reducing the speeds at which motorists travel requires multiple layers of behavior augmenting improvements, in addition to reducing the posted speed limit and enhancing pedestrian crossings. Physical and natural improvements that can aid in reducing the speed of motorists, include: reduced lane widths, defined on-street parking lanes; street trees, planted medians, and pedestrian-scale streetscape improvements such as lighting all contribute to alerting motorists of travel through an active pedestrian environment.

The "slow zone" reinforces the pedestrian-oriented nature of St. Louis Road, formalizes connections to the shared use path, and improves access, aesthetics, and quality of the public spaces near commercial and neighborhood nodes. The close proximity and repetitiveness of these enhanced crosswalks adds an additional layer to traffic calming in the "slow zone". Five pedestrian crossing locations in the "slow zone" are identified as locations to develop enhanced pedestrian crossings based on the opportunity to improve pedestrian connectivity to the shared use path, and to destinations within and surrounding commercial and neighborhood nodes.

1. St. Louis Road at West Main Street ('Gateway to Uptown Collinsville')
2. St. Louis Road at Collinsville Avenue ('Kruta Bakery/McDill's' Commercial Node)
3. St. Louis Road at Sycamore Street
4. St. Louis Road at Boskydells Drive
5. St. Louis Road at Caseyville Road

### Collinsville Road

The roadway design, motorist and pedestrian activity of Collinsville Road is much different from that of St. Louis Road. Collinsville Road is a four lane thoroughfare dedicated to moving traffic. However, there are opportunities to increase walkability along this segment of the corridor. Pedestrian crossings along Collinsville Road are intended to provide safe connections within commercial nodes and to specific destinations while increasing motorists' awareness of pedestrian and cyclist activity.



The distances between the enhanced pedestrian crossings proposed along Collinsville Road is greater than the distances between those proposed along St. Louis Road. Therefore, more physical and natural barriers, including: streetscape and roadway improvements, and pedestrian-scale amenities are needed to increase motorist awareness and visibility of pedestrians and cyclists. Six enhanced pedestrian crossing locations are proposed along Collinsville Road:

1. Collinsville Road at St. Louis Road (Collinsville Middle School)
2. Collinsville Road at Complex Drive (Jaycee's Sports Complex)
3. Collinsville Road at Fairmount Park Racetrack
4. Collinsville Road at Black Lane/Fairmount Avenue
5. Collinsville Road at Ramey Drive (Cahokia Mounds)
6. Collinsville Road at Monks Mound (Cahokia Mounds)

## Transit Stop Enhancements

In conjunction with the proposed enhanced pedestrian crossings, enhancements should also be made to existing transit stops in order to improve the overall travel experience for transit users. Transit stop enhancements also create a more comfortable and vibrant space for those traveling throughout the corridor. Enhanced transit stops can also serve as a key branding opportunity for the City, as well as major attractions and destinations. Enhancements include: the placement of creative bus shelters that are ADA compliant; and enhanced pedestrian-scale transit signage.

## Pop-up Demonstrations & Pilot Projects

Pop-up demonstrations and pilot projects, sometimes described as "tactical urbanism", provide low-cost opportunities to illustrate new ideas or future projects through short-term, physical demonstrations. Pop-up demonstrations can be used to: calm traffic; create vibrant public spaces; catalyze long-term change; educate motorists, pedestrians, and cyclists on how to navigate future infrastructure improvements; evaluate motorist, pedestrian, and cyclist behavior; and identify opportunities to enhance proposed projects. Pilot projects can greatly assist the City in advancing the long-term multimodal transportation goals discussed throughout this plan.

Potential pilot projects include: the "slow zone" traffic calming treatments, enhanced transit stops, and protected bike lanes. There are many great national resources supporting pop-up demonstrations, pilot projects, and tactical urbanism. Trailnet's traffic calming toolkit and lending library can be a great resource for Collinsville. These resources can be found on their website: [www.trailnet.org](http://www.trailnet.org).

Figure 38: Examples of Enhanced Pedestrian Crosswalks, Transit Stops, Bike Facilities, and Pop-Up Demonstrations





## Residential Design and Streetscape Enhancements

The St. Louis Road and Collinsville Road corridor lacks a cohesive neighborhood character and identity due to the development of the area over time and during various architectural design periods. The City should establish design guidelines which preserve and enhance the character and identity of each of the five districts along the corridor, while providing consistency in streetscape design. These design guidelines should accommodate the diversity of design and style of existing residential and commercial structures, as well as consider future developments. The City should also consider a matching-funds facade improvement incentive program to accelerate the implementation of these design guidelines.

The architectural design of the historic pavilions at Courtland Place presents an opportunity to enhance neighborhood character on St. Louis Road through the preservation of a historic architectural feature. These design guidelines could be implemented incrementally as private property owners make improvements, or as redevelopment occurs. For example, if a critical mass of individual properties followed a design scheme that included defined facade color palettes, native plantings, rain gardens, fencing, arbors, or trellises St. Louis Road would reflect a cohesive and vibrant neighborhood character.

Figure 39: Design Guidelines Implemented to Enhance Neighborhood Character on St. Louis Road



## Road Diet Collinsville Road

### Fairmount Park Racetrack to Cahokia Mounds

A road diet is a technique used in transportation planning to reduce the number of travel lanes or the effective width of the roadway. Road Diets offer many benefits including: enhanced safety, mobility, and access to the road for all users of all ages and abilities; and create space for other modes of travel. Collinsville Road between Fairmount Park Racetrack and Cahokia Mounds is a four lane road with an annual average daily traffic (AADT) count of less than 8,500 vehicles, which is less than the busier segment of this road between Highway 157 and interstate 255. Given the lower volume of traffic and desire expressed by the community during the planning process to enhance multimodal connectivity between Uptown Collinsville and Cahokia Mounds, Collinsville Road between Fairmount Park Racetrack and Cahokia Mounds should be reduced to two traffic lanes.

The proposed configuration consists of two 12-foot drive lanes, two 6-foot bike lanes separated from the drive lanes by a 6-foot striped or physical buffer. The proposed reconfiguration also accommodates for the 10-foot wide shared use path which extends the full length of the corridor along the north side of St. Louis Road and Collinsville Road. This reconfigured roadway design reduces the width of the roadway, and physically encourages slower motorist speeds and enhances safety for all, especially pedestrians and cyclists.

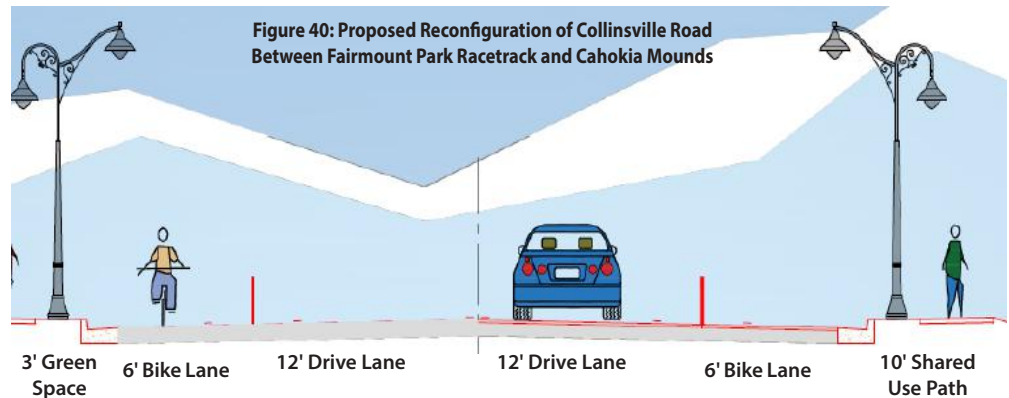


Figure 41: Example of Buffered Shared Use Path (left) and On-Street Bike Lane (right)









# IMPLEMENTATION

**Table 4.1: Corridor-wide Strategies**

*St. Louis Road and Collinsville Road between Main Street and Cahokia Mounds*

Strategy	Term	Estimated Cost	Partners
<b>1 Ten (10) foot wide Share Use Path</b>			
Procure preliminary design of a 10 foot bike / pedestrian path to run the length of the corridor. Staff to determine budget, phasing, and practical location of path within each section of the corridor.	3 - 10 years	To be determined	City of Collinsville, IDOT, Madison County, St. Clair County, MEPRD
<b>2 Enhance Pedestrian Crossings</b>			
Install a sequence of enhanced pedestrian crosswalks to assist the connection between neighborhoods, businesses, and the pedestrian path.	Short-Term	\$10,000 - \$100,000	City of Collinsville, IDOT, Madison County, St. Clair County, MEPRD
<b>3 Wayfinding Signage Plan</b>			
Develop and implement a wayfinding and signage program for the corridor. Wayfinding system shall identify destinations and points of interest for all modes of travel.	6-9 months	\$40,000 - \$60,000	City of Collinsville, Great Rivers & Routes Tourism Bureau, Cahokia Mounds, Fairmount Park Racetrack, Private consultant
<b>4 Develop Design Guidelines for each District</b>			
Develop design guidelines for the various segments of the study area to help define the "brand" of the unique places along the corridor.	3 - 6 months	\$40,000	City of Collinsville
<b>5 Amend Zoning Ordinance</b>			
Make specific modifications to the zoning code to further institutionalize the goals for the area related to signage, parking, outdoor storage, uses, and setbacks.	12 - 18 months	\$100,000 - \$150,000	City of Collinsville
<b>6 Facade Improvement Program</b>			
Promote and facilitate a facade improvement program for properties along the corridor. Program will be informed by and consistent with the design guidelines.	3-6 months	Staff Time	City of Collinsville
<b>8 Create Commercial Nodes</b>			
Develop strategies to establish commercial nodes along the corridor, where businesses exist. Current roadway configurations and land uses do not adequately support the vision of pedestrian-friendly nodes. Automobile oriented buildings should be refurbished to more neighborhood friendly uses, where applicable. Design strategies should reflect other segment and localized recommendations that pertain to lighting, wayfinding, and stormwater mitigation strategies.	Ongoing	Staff Time	City of Collinsville

**Table 4.1: (Continued)**

Strategy	Term	Estimated Cost	Partners
<b>8 Lighting Improvements</b>			
Develop a portfolio of lighting fixtures that reflects the diversity of the changing land uses along the corridor. Future streetscape lighting along the corridor should consist of different lighting styles based on locations along the corridor. The final lighting style should be chosen in consultation with residents and businesses along the corridor.	Ongoing	To be determined	City of Collinsville, IDOT, Madison County, St. Clair County, MEPRD
<b>9 Bus Stop Enhancements</b>			
Provide enhanced bus stops at key locations, such as Fairmount Park Racetrack and the commercial node near Kruta Bakery. Such facilities can be considered as part of a larger outdoor plaza or streetscape setting. Enhanced stops with shelters, art, seating, lighting, wifi, or real time transit information should be considered, though only built if long term operations and maintenance are committed.	Ongoing	\$5,000 - \$10,000	City of Collinsville, Madison County Transit, Fairmount Park Racetrack, Cahokia Mounds
<b>10 Increase Street Tree Canopy</b>			
Through the creation and adoption of a standards and maintenance program, increase the street tree canopy along the corridor. Define proper spacing, planting conditions, species selection, utility coordination, and maintenance in design guidelines and multi-jurisdictional agreements along the corridor.	3 months	Staff Time	City of Collinsville, IDOT, Madison County, St. Clair County, Property Owners
<b>11 Bioretention Tree Lawn and Bumpouts</b>			
Along the public right of way, develop and encourage installation of bioretention tree lawns and bumpouts. Such treatments along St. Louis Road will measurably reduce drainage down hill to the lowlands along Collinsville Road. Such treatments also help clean stormwater runoff by intentionally collecting debris and trash before it finds its way into the natural watershed ways. Identify ongoing maintenance and cleaning commitments at the early design stage.	3 months	Staff Time	City of Collinsville
<b>12 Regional Stormwater Management</b>			
Develop regional detention areas upland to help mitigate stormwater issues for low lying areas along the corridor	Long-Term	To be determined	City of Collinsville
<b>13 Access Management</b>			
Coordinate with private property owners and the appropriate jurisdictions to limit access points along the corridor. Such a strategy will help promote pedestrian orientation of sections of the corridor	Long-Term	To be determined	City of Collinsville, IDOT, Private Property Owners
<b>14 Road Diet</b>			
Enhance the safety, mobility, and access for all modes of transportation along the corridor. Design and coordinate the redevelopment of certain sections of the road from Fairmont Park Racetrack to Cahokia Mounds.	Long-Term	To be determined	City of Collinsville, IDOT, Madison County, St. Clair County,



## 4.2 ST. LOUIS ROAD MIXED USE DISTRICT

The St. Louis Road Mixed Use District begins at the intersection of St. Louis Road and Main Street, and ends at the intersection of St. Louis Road and Sumner Boulevard. This district is comprised of well established residential neighborhoods and various neighborhood retail- and service-oriented businesses. There are few vacant commercial storefronts in the district, a sign that the market for small business is stable. While there have been no new developments in this district in recent years, redevelopment and expansion plans for local businesses like McDill's Irish Pub (334 St. Louis Road) will serve as a catalyst for new business and site redevelopments.

### St. Louis Road and West Main Street Intersection

There is an opportunity to create an iconic town square or public plaza, also identified as a goal in the city's Comprehensive Plan, to identify the gateway entrance to both Uptown Collinsville and the St. Louis Road and Collinsville Road corridor.

### Town Square or Public Plaza

A town square or public plaza is a safe, inviting, comfortable public space, accommodating users of all ages and abilities. A town square should be a hub for social interaction where individuals, families, and friends shop, dine, play, and enjoy entertainment. The areas near the intersection of St. Louis Road, Main Street, Combs Avenue, and Cedar Street should be a key site for consideration of a future town square. The proposed town square, or public plaza, will serve as a community space in an area currently underserved by park and open space.

The town square concept is proposed to be implemented in two phases. Short-term improvements focus on enhancing the gateway entrance, streetscape, and improving walkability. Monument markers and distinctive signage should be placed near the intersection of St. Louis Road and Main Street to identify this gateway entrance. Other streetscape and infrastructure improvements that should be incorporated into the short-term phase include:

Figure 42: Short-term (top) and Long-term (bottom) Conceptual Town Square Design



public art, street trees and native plantings; on-street parking; enhanced crosswalks with bumpouts; and wide sidewalks to accommodate multimodal uses and provide space for active and passive social interaction and activities. A connection between the 10' wide shared use path on St. Louis Road should connect to on-street bike lanes in Uptown. The long-term town square phase identifies opportunities for new mixed-use developments flanking the town square to the south, east and west.

### Opportunity Site

#### Old Columbia School, 801 W. Main Street

Across the street from the proposed town square, the redevelopment and adaptive reuse of this vacant, historic school building could be a catalyst for redevelopment at this primary gateway into Uptown and the St. Louis Road and Collinsville Road corridor.





## St. Louis Road and Collinsville Avenue Commercial Node

The St. Louis Road and Collinsville Avenue commercial node is home to many local landmarks including: Kruta Bakery, McDill's Irish Pub, the Horseshoe Lounge & Restaurant, and Dairy Freeze. The concentration of these locally-owned, small businesses presents an opportunity to reimagine this area as a vibrant hub of pedestrian activity. Both public and private improvements are needed to achieve this goal.

The intersections of Maple Street, Bond Avenue, and Collinsville Avenue at St. Louis Road should each be realigned to create 90-degree intersection in order to remove sharp intersections which can create safety issues for motorists, pedestrians, and cyclists. Defined on-street parking and shared public-private, off-street parking lots should be established in order to supplement the off-street parking needs of existing and future businesses.

Wide aprons, an excessive number of curb cuts, and a lack of cross access on private properties create numerous motorist-pedestrian and motorist-cyclist points of conflict. The City should utilize the proposed parking on-street and off-street improvements to improve current access management issues and encourage businesses to develop outdoor dining and open spaces which promote social interaction.

The corridor-wide transit stop enhancement recommendations should also be implemented at the existing bus stop on the northeast corner of St. Louis Road and Maple Street to further enhance the pedestrian experience. A new, enhanced bus stop should also be dedicated near the southwest corner of St. Louis Road and Collinsville Avenue.

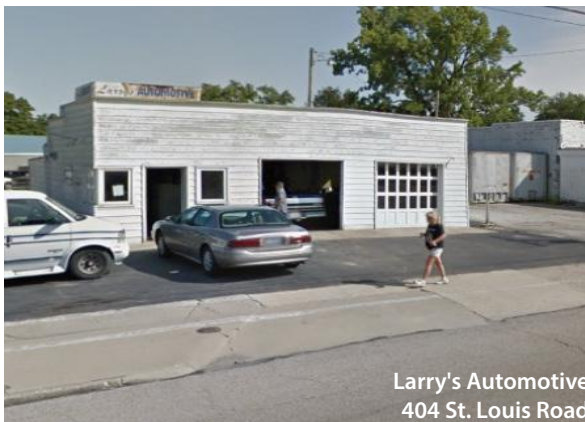
This commercial node is ripe with opportunity for redevelopment and the adaptive reuse of older structures. McDill's Irish Pub is leading this trend with plans to

develop a new, larger restaurant at its current location with a vibrant outdoor dining area, open space, and shared parking. Kruta Bakery, following suit, is in the early phases of expanding the bakery to include indoor and outdoor dining, open space, and shared parking.

### Key Elements for this Node:

- Implementation of "slow zone" recommendations
- Roadway realignment and redesign
- On-street parking and off-street shared parking lots
- 10' shared use path separated from traffic
- Enhanced bus stops and pedestrian crossings
- Access management
- High quality public street space including street trees, landscaping, and pedestrian-scale lighting
- Encourage businesses to develop outdoor dining and open space

Figure 43: An adaptive reuse project in south St. Louis City saw an vacant automotive service building, similar scaled to the Larry's Automotive building, converted to OLIO wine bar.





## St. Louis Road and Collinsville Avenue Commercial Node: PROPOSED

- New and Expanded McDill's Irish Pub with outdoor dining and open space.
- Public-private shared off-street parking
- 10' wide shared use path
- Realignment of Collinsville Avenue.
- Continental crosswalks and bumpouts.
- New bus shelter at southwest corner of St. Louis Road and Collinsville Avenue, and northeast corner of St. Louis Road and Maple Street.
- Continental crosswalks and bumpouts .
- On-street parking
- Expanded Kruta Bakery includes indoor and outdoor dining areas, facade improvements, and enhanced landscaping.
- Public-private shared off-street parking.
- Access Management
- Enhanced streetscape: street trees, landscaping, ornamental light fixtures, banners.
- Redevelopment and Adaptive Reuse of existing structures.
- Businesses develop outdoor dining and open space replacing curb-to-building line impervious parking areas.
- Continental crosswalks and bumpouts.
- On-street parking
- Reconfiguration of Bond Avenue.
- New single-family residential row houses on Bond Avenue culdesac.









# Opportunity Sites

## Infill Development Opportunity

### 531 St. Louis Road

A vacant lot at the corner of St. Louis Road and Sycamore Street, presents an infill development opportunity to complement the mixed-use and pedestrian-oriented environment of the St. Louis Road Mixed Use District. The urban design and market analysis and strategy assessments identify the opportunity to develop a mixed-use building consisting of 4 second floor multifamily units and up to 50% of the site dedicated to ground floor commercial use. Rents in the range of \$20 - \$25 per square foot are projected to be needed to support new construction, and have been achievable for other high-quality retail sites in the Metro East.

The conceptual site design drawings to the right show how one to two buildings with off-street parking, landscaping, and open space could be arranged on the site.

Figure 44: Existing site condition at 531 St. Louis Road



Figure 45: Conceptual site designs for mixed-use infill development at 531 St. Louis Road

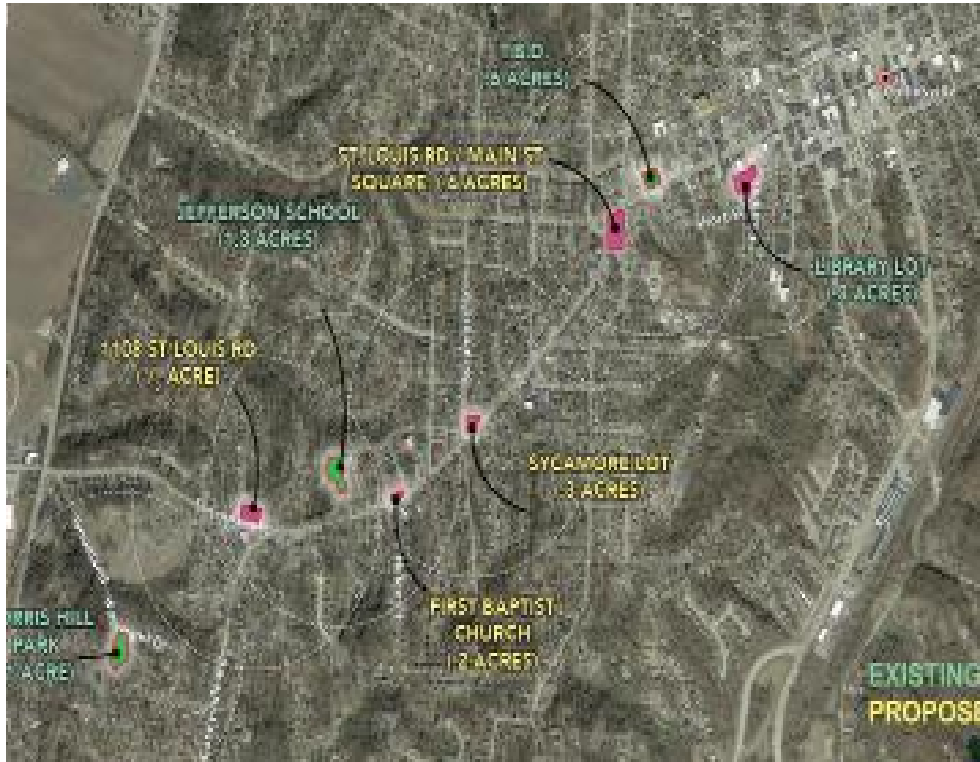


## Neighborhood Park & Open Space Opportunities

There are three existing neighborhood park and open space areas located near the St. Louis Road segment of the corridor: Collins Park, Jefferson Elementary School playground, and Morris Hills Park. Access to neighborhood parks and open space emerged as a key issue during the planning process. Sites for new neighborhood parks and open space should be considered in order to improve accessibility and encourage walking.

The map below shows existing and proposed locations of parks and open space, and their respective pedestrian shed. The pedestrian shed, also known as the "5-minute walk" is considered to be the comfortable distance that the average person is willing to walk to their destination before considering driving. The dashed circles on the map below indicates the typical radii for a 5-minute walk to each of the existing and proposed neighborhood park and open space areas near St. Louis Road.

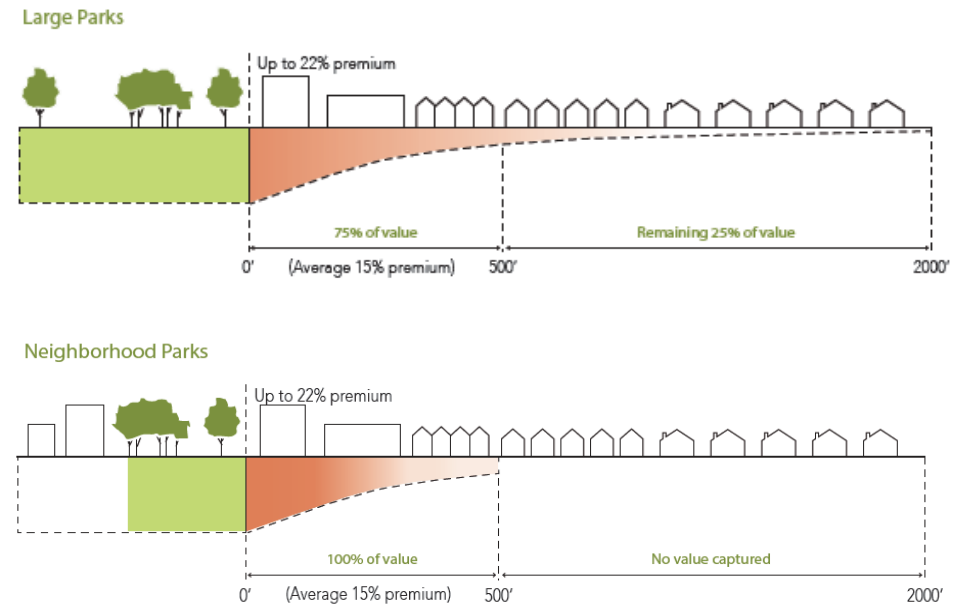
Figure 46: The "5-minute walk" radii of existing and proposed park locations near St. Louis Road



In terms of human health and well-being, public gathering spaces are a key component of promoting social interaction. This type of open space can range in size and type from pocket parks, plazas, seating walls, benches, etc. St. Louis Road lacks public gathering spaces. Public gathering spaces work best when they have amenities such as landscaping, seating, shade, and provide buffers from noise, wind, and other elements.

Neighborhood parks have also been shown to have a significant effect on real estate value. In terms of their impact on real estate value, distance and accessibility of parks are key considerations. Large parks may have a slightly larger area of influence; however, for all parks, a significant drop-off in real estate premium occurs when a home is further than 500 feet away. While small neighborhood parks capture value up to 500 feet, large parks capture around 75% of their proximate premium within the first 500 feet with the remaining 25% premium distributed between 500 - 2,000 feet.

Figure 47: Real estate premiums by park proximity





## Neighborhood Park at 531 St. Louis Road

The vacant lot at the corner of St. Louis Road and Sycamore Street has the dual potential of becoming a mixed-use development as well as a neighborhood park. The feasibility of both options should be considered through further study. A neighborhood park at this location should provide passive, or low intensity recreational communal uses such as barbecue pits, picnic tables, benches, playground equipment and open space. The conceptual drawing below depicts the park with these amenities.

Figure 48: Conceptual site drawing of a neighborhood park at 531 St. Louis Road



## Pocket Park at First Baptist Church of Collinsville

The intersection of St. Louis Road and Boskydells Drive is anchored by the First Baptist Church of Collinsville (FBC) and the Jefferson Elementary School. This area attracts a high volume of pedestrian and traffic activity: students traveling to and from school and the Jefferson Elementary School Playground; visitors to FBC; families traveling to and from the FBC's daycare center; and pedestrians riding the #18 MCT bus which stops near the church.

The existing conditions analysis identified the surface parking lot at First Baptist Church as an opportunity site that should be considered for an alternate land use. Visioning during the planning process, which included input from FBC leadership, yielded the concept of reducing the existing capacity of the church's front parking lot by approximately twenty parking spaces in order to develop a pocket park. Pocket parks, or mini parks are small outdoor spaces in urban areas surrounded by commercial or residential uses. Pocket parks can meet a variety of needs and functions for the surrounding community users, including: providing visually appealing and comfortable spaces for relaxing; social interaction; lunch breaks; or even small events. The proposed pocket should accommodate these typical functions, as well as a new enhanced bus shelter at the #18 MCT transit stop.

The conceptual drawing below depicts the pocket park, enhanced bus shelter, reconfigured FBC parking lot with landscaping, incorporation of the 10' wide shared use path, enhanced pedestrian crossings, and new curb cuts to improve access management at 809 St. Louis Road.

Figure 49: Conceptual drawing of a pocket park and reconfigured parking at First Baptist Church





## Trail Connector to Jefferson Elementary School Playground

The playground at Jefferson Elementary School provides playground equipment, basketball courts, and open space for students and community use. Input from residents and stakeholders during focus group discussions revealed that the school's playground maybe undertutilized due to poor access and visibility. Improvements should be made to enhance physical access and visual connection to the playground from St. Louis Road.

The conceptual drawing below depicts physical improvements, which include converting existing city-owned right-of-way into a trail between St. Louis Road and the Jefferson Elementary School playground. The entrance to this trail should be marked by wayfinding signage and/or unique architectural features to enhance visibility to the trail as a route to the playground, and contribute to the overall beautification of the streetscape.

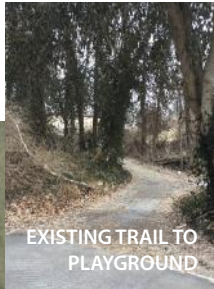


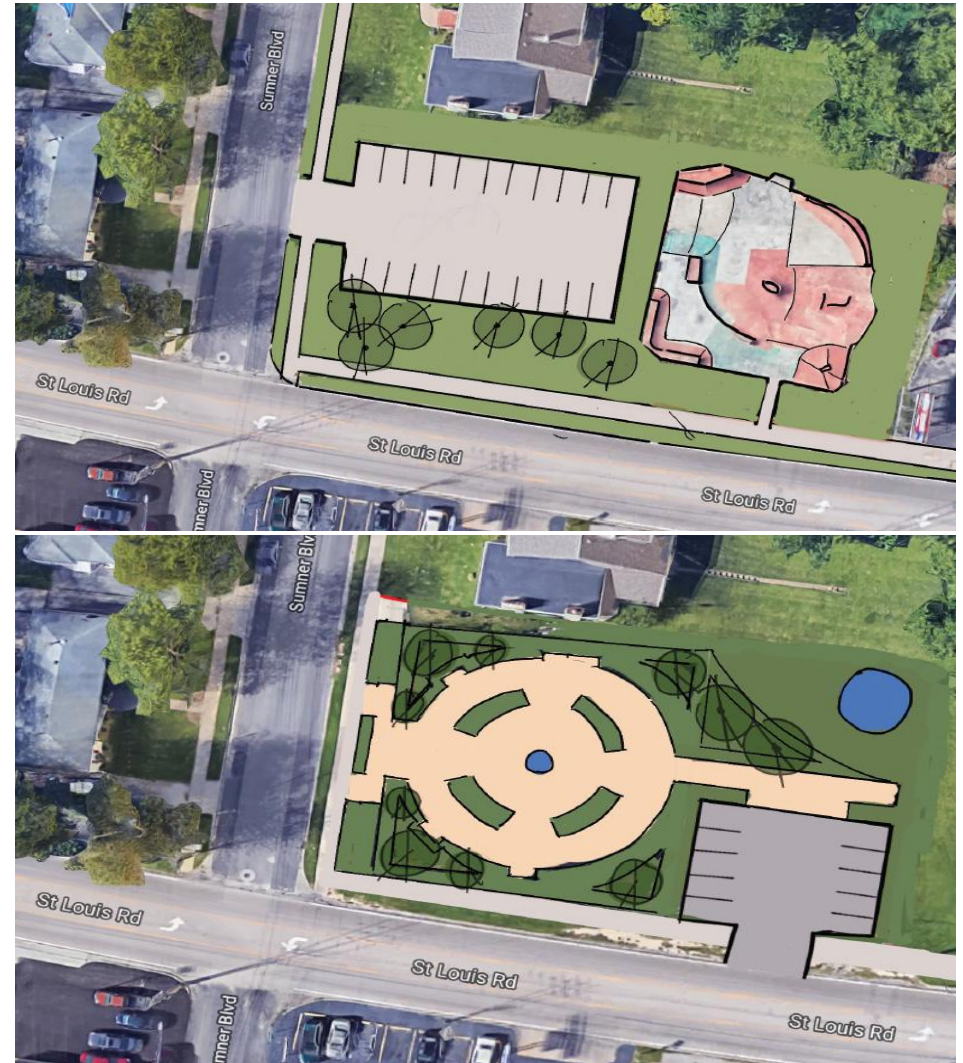
Figure 50: Conceptual drawing of improvements at the St. Louis Road and Boskydells Drive neighborhood node, including: a pocket park at FBC and a trail connecting visitors to the Jefferson Elementary School playground.



## Neighborhood Park at 1105 St. Louis Road

A vacant, city-owned lot at the corner of St. Louis Road and Sumner Boulevard also emerged as an opportunity site for a neighborhood park. A neighborhood park at this location should be considered for either passive or active recreational and communal uses. A passive neighborhood park at this site might provide amenities such as: a dog park, gardens, water features, benches and other seating areas, public art, and open space. An active neighborhood park at this location might provide for high intensity recreational uses, functions and amenities such as a skate park or a splash pad. The conceptual drawing below depicts the park with these amenities.

Figure 51: Conceptual drawings of passive and active neighborhood park uses at 1105 St. Louis Road







## St. Louis Road and Caseyville Road Commercial Node

The St. Louis Road and Caseyville Road commercial node is home to many automotive service oriented land uses, and a few neighborhood commercial retail establishments. While the existing land uses seem suitable for the near future, the long-term outlook on land use and market demand is expected to see these land uses transition to more pedestrian-oriented mixed uses to include neighborhood retail, dining, and office.

The St. Louis Road and Caseyville Road intersection is the gateway between the St. Louis Road Mixed Use District to the east, and the St. Louis Road Residential District to the west. However, the lack of a cohesive streetscape, deteriorated site improvements, and aging structures in this area does not provide a serene transition or inviting visual impression for motorists, pedestrians, or cyclists. This intersection generates a high volume of traffic from motorists traveling between Uptown and destinations west of Caseyville Road. Traffic to and from the high school, just south of this intersection also increases traffic volumes during peak morning and afternoon school hours. High traffic volume and speeds, and the absence of a three-way stop near this intersection creates an unsafe environment for pedestrians and cyclists. Further, expansive curb cuts, lack of cross access between adjacent commercial uses, and curb to building line impervious surfaces create unsafe and confusing conflicts points for motorists, pedestrians, and cyclists. Numerous automobile accidents have occurred here, likely due to these conditions and the unconventional configuration of the intersection. As a pedestrian-friendly neighborhood commercial node, this area should be a safe and vibrant gateway.

The St. Louis Road and Caseyville Road intersection should be reconfigured so that Caseyville Road intersects St. Louis Road at a 90-degree angle, and the intersection should become a three-way, signed stop. This roadway reconfiguration will improve motorist visibility and increase safety for motorists, pedestrians, and cyclists. This recommended roadway reconfiguration also proposes closing an approximately 160 foot segment of South Boulevard, and truncating Greenwood Place to create a new culdesac. The roadway reconfiguration should also incorporate enhanced pedestrian and bike facilities identified as corridor-wide strategies, including: continental crosswalks; pedestrian crossing signs; and an enhanced bus shelter at the #18 MCT transit stop at the corner of St. Louis Road and Kenwood Lane.

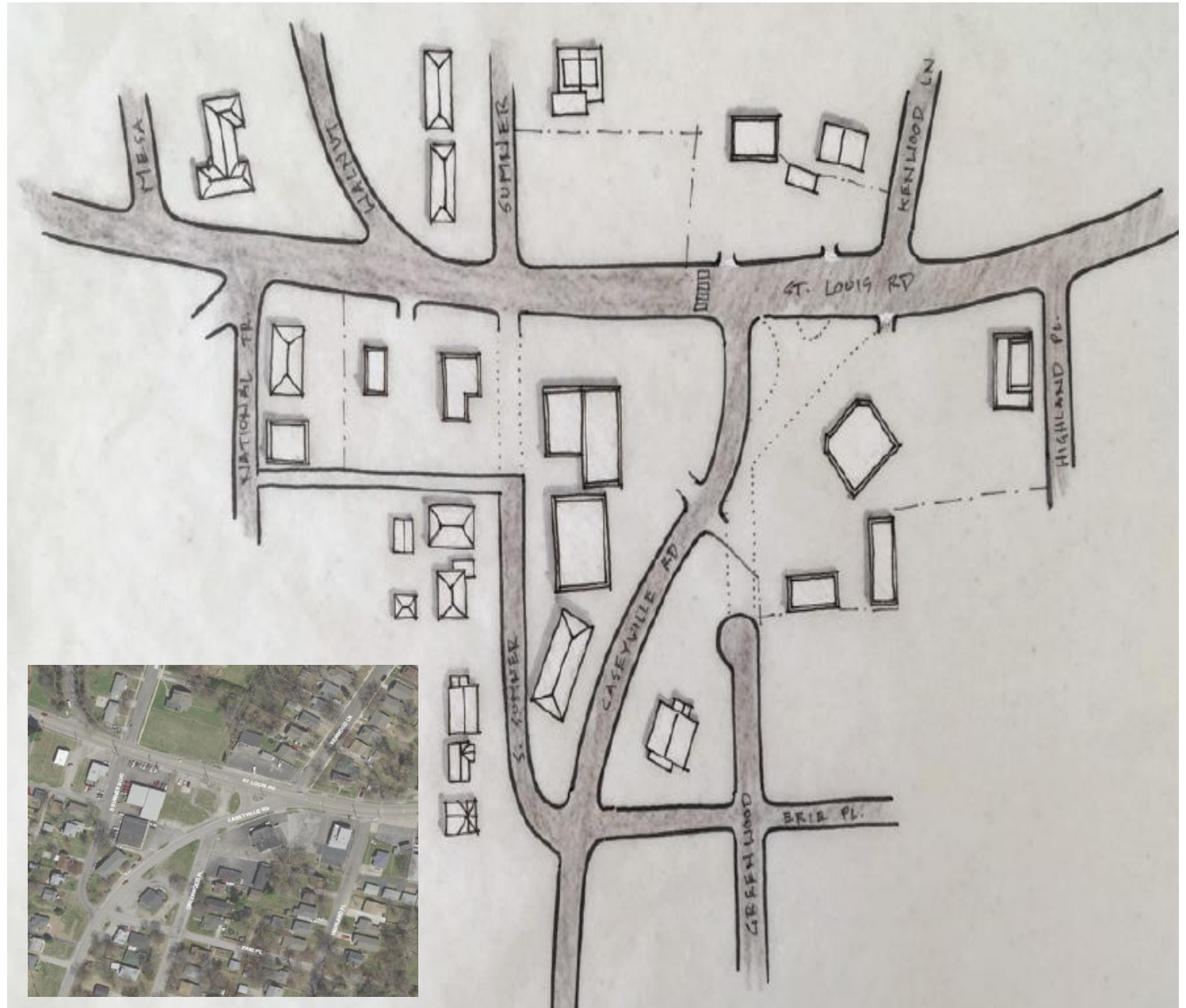
Improving stormwater drainage in the area, which often experiences significant standing water after rain events emerged as a key priority during the planning process. Aging stormwater infrastructure, excessive impervious surface and the lack of on-site green infrastructure and stormwater management all contribute to the stormwater issues experienced by property owners in this area. The construction of new stormwater infrastructure in conjunction with roadway improvements, along with the implementation of the corridor-wide green infrastructure and biodiversity strategies should alleviate these flood issues.

### Key Elements for this Node:

- Roadway realignment and redesign
- 10' shared use path separated from traffic
- Wayfinding
- Enhanced pedestrian crossings and bike/pedestrian facilities
- Access management
- High quality streetscape improvements: vegetated setback areas along roadway, street trees, landscaping, and pedestrian-scale lighting
- Encourage businesses to develop outdoor dining and open space
- Long-term transition to more pedestrian-oriented, neighborhood-scale land uses
- Infill development, Redevelopment and Adaptive reuse opportunities

# St. Louis Road at Caseyville Road: PROPOSED

- Proposed neighborhood park
- Realignment of Caseyville Road with signed stop
- Continental crosswalks and pedestrian signs
- Improved sidewalks
- Access management along St. Louis Road and Caseyville Road
- New curbs and stormwater infrastructure
- 10' wide shared use path
- Bike facilities
- Enhanced transit stop
- Reconfiguration of South Sumner Blvd.
- Reconfiguration of Greenwood with new culdesac





# IMPLEMENTATION

**Table 4.2: St. Louis Road Mixed Use District Implementation Strategies**

Strategy	Term	Estimated Cost	Partners
<b>1 "Slow Zone" Implementation</b>			
Coordinate interim and permanent design improvements along the corridor which will assist in the slowing of traffic.	Interim: 1-3 years  Permanent: 5 - 10 years	\$10,000 - \$100,000 per intersection	City of Collinsville
<b>2 On-street Parking</b>			
Coordinate with commercial node design and streetscape design. Interim implementation should include striping as soon as is practical. Permanent implementation should be coordinated with related streetscape/roadway projects.	Interim: 1- 3 years  Permanent: 5 - 10 years	To be determined	City of Collinsville
<b>3 Public-Private Shared Parking Lots</b>			
Develop, promote, and coordinate shared parking lots. Implementation should occur in coordination with private business projects, capital improvement projects, and street modifications where practical.	Ongoing	To be determined	City of Collinsville
<b>4 Town Square or Public Plaza</b>			
Preliminary: Community engagement to inform the design process. Includes preliminary design for final implementation and final design for roadway work.	6 - 12 months	To be determined	City of Collinsville, Property Owners
Final: Guide desired redevelopment with land equity, development RFP, or incentive agreements.	10 - 20 years		
<b>5 Redevelopment and Adaptive Reuse at 801 W. Main Street</b>			
Coordinate site plan with design guidelines. Guide desired redevelopment with development RFP or incentive agreements.	Long-Term	To be determined	City of Collinsville, Property Owner
<b>6 Realignment of Collinsville Avenue and Maple Street</b>			
Procure traffic study. Coordinate with property owners, shared parking design, relevant design guidelines, stormwater treatments, and "slow zone" design / implementation.	Long-Term	Traffic Study: \$25,000 - \$35,000  Implementation: \$50,000 - \$75,000 per intersection	City of Collinsville, Property Owners

**Table 4.2: (Continued)**

Strategy	Term	Estimated Cost	Partners
<b>7 Pocket Park at First Baptist Church of Collinsville</b>			
Develop public and open space within this section of the corridor. Integrate with 10 foot bike / pedestrian path.	3 - 6 months	Design: \$5,000 - \$10,000	City of Collinsville, Property Owner, Residents
<b>8 Redevelopment of 531 St. Louis Road</b>			
Neighborhood Park: City to acquire property and develop into open green space. Integrate with 10 foot bike / pedestrian path.  Mixed-Use Development: Promote potential mixed-use development. Guide desired redevelopment with development RFP or incentive agreements and section-specific design guidelines.	Long-Term	Design: \$20,000 - \$50,000	City of Collinsville, Property Owner, Residents  City of Collinsville, Property Owner
<b>9 Trail Connector to Jefferson Elementary School Playground</b>			
Coordinate with school district. Integrate with 10 foot bike / pedestrian path (task O1), and provide pedestrian lighting along connector. Provide ample tree canopy and investigate stormwater bioretention potential of the project.	Design: 4 - 6 months  Implementation: 3 - 4 months	Design: \$8,000 - \$15,000  Implementation: \$45,000 - \$60,000	City of Collinsville, Collinsville CUSD #10
<b>10 Promote Outdoor Dining and Open Space</b>			
City shall promote the development of outdoor dining and open space to further provide for a more pedestrian-oriented corridor.	Ongoing	Determined per development	City of Collinsville, Property Owners



## 4.3 ST. LOUIS ROAD: RESIDENTIAL DISTRICT



### Roadway Configuration and Design

The St. Louis Road Residential District extends from the intersection of St. Louis Road and Sumner Boulevard to the intersection of St. Louis Road and Highway 157. Land uses along this segment of St. Louis Road transitions from established single family residential neighborhoods to large commercial, recreational, and institutional developments near the intersection Collinsville Road.

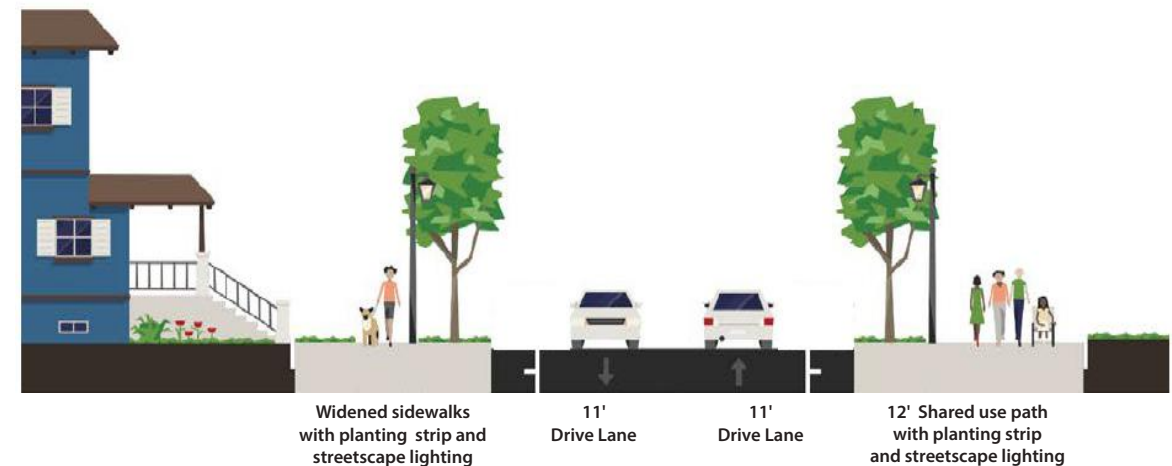
The lack of connected pedestrian paths in this district create an unsafe and challenging environment for pedestrians and cyclists traveling to neighborhood parks, nearby schools, businesses along St. Louis Road, or to destinations along Collinsville Road. Sidewalks should be constructed on the south side of the road, and the shared use path should be constructed on the north side of the road in order to close the current gap in the pedestrian path network.

This segment of St. Louis Road is within Illinois Department of Transportation's (IDOT) jurisdiction. In the Spring of 2019 IDOT completed a resurfacing and roadway reconfiguration project which converted St. Louis Road between Sumner Boulevard and Collinsville Road from a four lane road to a two lane road with a center left turn lane. However, the transportation analysis identifies an opportunity to reconfigure this segment of roadway to a two lane road without a center left turn lane. Effectively reducing the width of the roadway, will provide space within the public right-of-way to widen sidewalks; widen the shared use path; install a planting strips along both sides of the road to provide an addition buffer between motorists and pedestrians and cyclists; and install pedestrian-scale lighting and other streetscape amenities. The drawings to the right depict roadway design using both the current and proposed roadway configurations, as well as the proposed sidewalk, shared use path and streetscape improvement.

Figure 52: St. Louis Road design with existing roadway configuration and proposed streetscape improvements



Figure 53: St. Louis Road design with proposed roadway configuration, sidewalk, shared use path, and streetscape improvements





# Residential Design and Streetscape Enhancements

The residential facade improvements and streetscape design strategies recommended for residences within the St. Louis Road Mixed Use District should also be implemented within the St. Louis Road Residential District. The implementation of residential design and streetscape standards will create cohesive neighborhood character and identity while accommodating the diversity of design and style of existing residential and commercial structures, as well as consider future developments

Figure 54: Example of enhanced facade and streetscape of a single family residence



**St. Louis Road Residential District: PROPOSED**



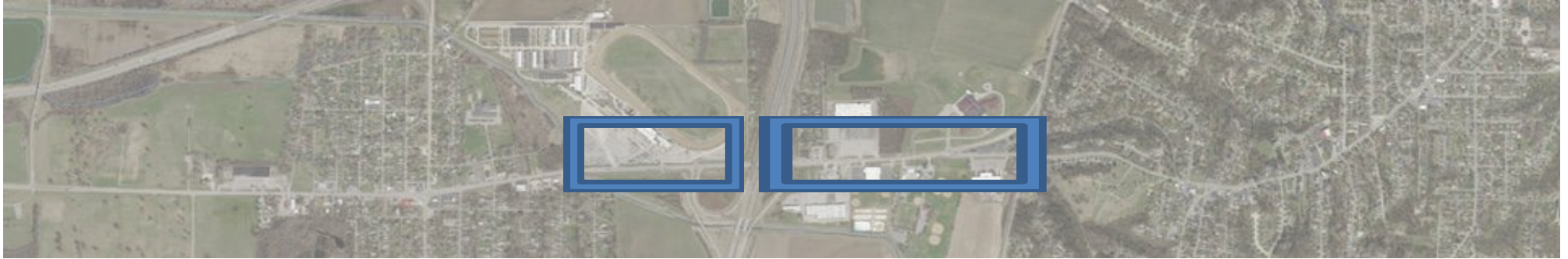
# IMPLEMENTATION

**Table 4.3: St. Louis Road Residential District Implementation Strategies**

*St. Louis Road between Sumner Boulevard and Highway 157*

Strategy	Term	Estimated Cost	Partners
<b>1 Improve the Pedestrian Path Network</b>			
<p>Widen existing sidewalks on the south side of St. Louis Road.</p> <p>Construct sidewalks on the south side of St. Louis Road in order to close gaps in the pedestrian path network. The existing sidewalk connecting thirteen residences does not provide access to any pedestrian to the east or west. Sidewalks should provide access to Morris Hills Park, and connect to existing sidewalks to west in the Mixed Use District.</p>	Ongoing	To be determined	City of Collinsville, IDOT, Property Owners
<b>2 Wayfinding Signage</b>			
Install enhanced signage to increase drivers' visibility of the Highway 157 exit from St. Louis Road.	Short-term	To be determined	City of Collinsville and IDOT
<b>3 Two-lane Roadway Configuration</b>			
In the Residential District, St. Louis Road should have a two-lane roadway configuration, with a seperated left turn lane (traveling westbound on St. Louis Road) at the Highway 157 exit.	Long-term	To be determined	City of Collinsville and IDOT

## 4.4 COLLINSVILLE ROAD RECREATION, RETAIL, AND ENTERTAINMENT DISTRICT



### Intersections of St. Louis Road, Collinsville Road, and Highway 157

Seven key issues related to the roadway configuration and design of the St. Louis Road and Collinsville Road intersections at Highway 157 emerged during the planning process:

1. Atypical on- and off-ramp connection for southbound or northbound travel on Highway 157 from westbound St. Louis Road
2. St. Louis Road and Collinsville Road intersection
3. Collinsville Road and Highway 157 intersection
4. Entrance to Collinsville Middle School
5. Traffic congestion, routes, and circulation during school drop-off and pick-up
6. Entrance to Jaycee's Sports Complex
7. General lack of connectivity and poor accessibility to and from surrounding destinations for pedestrians and cyclists

An typical on- and off-ramp at the intersection of St. Louis Road and Highway 157 proves complicated and has poor wayfinding and visibility for motorists seeking to connect to St. Louis Road or Collinsville Road. The Highway 157 underpass does not provide access to sidewalks or other pedestrian paths that would close the gap in the pedestrian path network in this area. The signalized intersection at St. Louis Road and Collinsville Road is the primary entrance to Collinsville Middle School. Traffic congestion, poor accessibility, a lack of sidewalks, and inadequate pedestrian and cyclists connectivity make peak morning and afternoon school hours a hassle for motorists and school buses; and creates unsafe environments and practical barriers for pedestrians who might otherwise walk or bike to the middle school, sports complex, or other nearby destinations.

The transportation analysis examine traffic data provided by the City of Collinsville and Illinois Department of Transportation (IDOT), and conducted field surveys of traffic activity at in the area to further analyze these key issues. Through this analysis and public input during the planning process, both a short-term and long-term strategy are recommended to address the key issues and generally improve transportation in the surrounding area.

### Short Term Improvements

A number of short-term improvements are recommended to be implemented to address the issues related to the roadway configuration and design of the St. Louis Road and Collinsville Road intersection at Highway 157:

- Configure a dedicated left turn lane on southbound St. Louis Road (proposed two-lane roadway configuration) for access to the Highway 157 on-ramp.
- Install wayfinding signage to enhance the visibility the Highway 157 on-ramp from St. Louis Road.
- Identify a pedestrian and bike access plan for extending the shared use path through the Highway 157 underpass.
- Install continental crosswalks and pedestrian signals with countdown timers at the intersection of St. Louis Road and Collinsville Road.
- Construct sidewalks or pedestrian paths to enhance safety and connectivity for pedestrians traveling to Collinsville Middle School, Jaycee's Sports Complex, and other nearby destinations.
- Redefine curb cuts along the north and south property lines and encourage cross access at 1701 and 1711 St. Louis Road.
- Implement corridor-wide streetscape design improvements.
- Establish new traffic circulation routes for motorists and school buses at Collinsville Middle School.



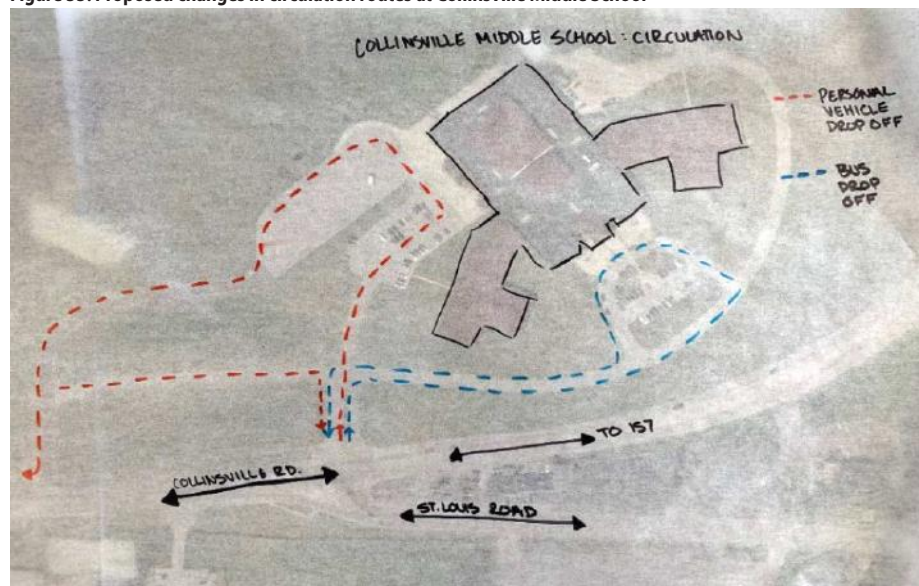
A full intersection upgrade at St. Louis Road and Collinsville Road including curb ramps, signals, crosswalks, and pedestrian signals would cost an estimated \$1 million to complete. The existing intersection was completed approximately 15 years ago, and in the context of roadway design projects lifecycles, is due for upgrades.

### Traffic Circulation at Collinsville Middle School

Traffic congestion at the St. Louis Road and Collinsville Road intersection and at Collinsville Middle School is a regular occurrence during morning drop-off and afternoon pick-up hours. There are two designated drop-off and pick-up locations: personal vehicles drop-off and pick-up students at the school's main entrance on a circle at the southeast corner of the building; and school buses drop-off and pick-up students a second entrance at the northwest corner of the building. Some personal vehicles even park across the street at Ramon's Eldorado (1711 St. Louis Road) to avoid drop-off and pick-up traffic. This forces students to cross four lanes of traffic at an intersection that needs improvements in order to create safe, visible, and connect pedestrian crosswalks.

Traffic circulation routes should be configured such that personal vehicle drop-off and pick-up occurs at the northwest entrance, and school bus drop-off and pick-up occurs at the southeast entrance. Since the volume of personal vehicles is higher than that of school buses, these new routes are expected to ease traffic congestions by moving the route for personal vehicles onto the longer drive and providing access to two exits onto Collinsville Road. Because the volume of personal vehicle drop-offs is higher than that of school buses, the longer drive to the back will also minimize queuing at the signal at Collinsville Road. School buses should enter and exit the school at the signalized entrance. Drive lanes should also be striped or signed to direct motorists and school buses to the appropriate drop-off and pick-up locations.

Figure 55: Proposed changes in circulation routes at Collinsville Middle School



### Long Term Improvements

The long-term goal and recommended strategy for alleviating the issues identified as related to roadway configuration and design of the intersections of St. Louis Road, Collinsville Road, and Highway 157 is converting Highway 157 to an at-grade intersection. A number of individual strategic improvements are required in order to implement the roadway configuration and design of this at-grade intersection:

- New four-way, signalized, at-grade intersection at St. Louis Road and Highway 157 bringing St. Louis Road up to the grade of Highway 157.
- New entrance at northeast entrance to Collinsville Middle School from Collinsville Road at a four-way, signalized intersection.
- Upgraded, four-way, signalized intersection at the south entrance to Collinsville Middle School at Collinsville Road.
- Opportunity for a new main entrance to Jaycee's Sports Complex at the signalized intersection of Collinsville Road and Collinsville Middle School.
- Opportunity for a pedestrian bridge over Collinsville Road between Collinsville Middle School and the Jaycee's Sports Complex.
- Continental crosswalks and signalized pedestrian countdown timers at all intersections.
- Implement corridor-wide streetscape design and wayfining strategies.

Implementation of this long-term strategy will require significant partnership and collaboration with Illinois Department of Transportation (IDOT), who has jurisdiction over St. Louis Road, Collinsville Road, and Highway 157 in this segment of the corridor. The City should also identify additional federal, state, and regional grant funding sources through partner organizations such as IDOT, East-West Gateway Council of Governments, Metro East Parks and Recreation District (MEPRD), and Madison County.

#### Case Study: Pedestrian Bridge in Republic, Missouri (MO)

In July 2019, the City of Republic, MO, applied for federal grant funds from the U.S. Department of Transportation to construct a pedestrian bridge over U.S. Highway 60. This bridge would provide enhance safety and access for pedestrians traveling to and from a local middle school and other nearby destinations. The aesthetic design of the pedestrian bridge enhances the streetscape, visibility of the gateway, character and identity of the area.

The project proposed by Republic, MO, includes other improvements related to roadway reconfiguration, roadway design, and enhancements to local trail connections. The total estimated cost of this project is a reported \$7.46 million (*Springfield News-Leader*). Republic, MO, anticipates federal funds of approximately 80% of the total project cost, and plans to supplement federal funds with designated project funds from their Capital Improvement Program (CIP), Parks and Recreation Department, and Street Department.

Figure 56: Proposed Highway 157 at-grade intersection including new roadway configuration and design of St. Louis Road and Collinsville Road at Highway 157



Figure 57: Example of pedestrian bridge planned in the City of Republic, MO, crossing U.S. Highway 60 and enhancing safety and connectivity to a local school.





## A Regional Draw for Sports

Land use in the Collinsville Road Recreation, Retail, and Entertainment District is characterized by a mix of retail, recreation, entertainment, and institutional uses. The district is anchored by the Jaycee's Sports Complex, retail and recreation related businesses, and Fairmount Park Racetrack. While business districts to the north, Collinsville Crossing and Eastport Plaza, are undergoing new development and business attraction, new development and business activity along Collinsville Road has been stagnant. The age and deferred maintenance of existing commercial structures in the area project a dull visual appeal. While rehabilitation of existing structures would achieve some level of improvement, new development and redevelopment of existing structures is necessary to truly transform this district. While the existing conditions of these structures lack the display of character and identity reflective of the community, a hand full of athletic, fitness, and recreation tenants at 9500 Collinsville Road, just west of Jaycee's Sports Complex, continue to thrive.

The concentration of retail, recreation, and entertainment destinations and complementary land uses in this district present the opportunity to build momentum around the growth and development of athletic, fitness, retail, commerce, and hospitality land uses. Development and tenant strategies should focus on creating synergies based on the current and future impacts of Jaycee's Sports Complex, Fairmount Park Racetrack, Cahokia Mounds, and other regional destinations as a unique way to develop a brand and identity for the district. These regional destinations attract visitors and tourists to the community for regional sports tournaments, entertainment, and other events. Access to lodging and a variety food and retail options should complement the presence of the city's regional destinations. Potential tenants and land uses could include: hotels, restaurants, retail, grocery, gas station, indoor climbing facilities, sports training, physical therapy, fitness center, or an upscale driving range, (Figure 58).

### Opportunity Site 9500 Collinsville Road

An approximately 24 acre site adjacent to the west of Jaycee's Sports Complex is home to a number of athletics, fitness, and recreation businesses, some of utilize the adjacent sports fields: Collinsville Extreme Annex, Crossfit Collinsville, J5 Crossfit, McArthur's Tae Kwon Do Fitness, and Turn 2, Inc. Redevelopment of this site can become a catalyst for new development in the district; and should also be considered in order to accommodate the growth and development of the existing tenants.

Figure 58: Market strategy and potential land uses within the Collinsville Road Recreation, Retail, and Entertainment District





## Jaycee's Sports Complex

The market and urban design analysis, supported by input during the planning process, identified the need to redevelop the Jaycee's Sports Complex site design. The existing sports fields and associated facilities are out dated compared to newer regional sports complexes across the St. Louis region, and are not as competitive in attracting regional sports tournaments. The conceptual drawings in Figure 60 depict a potential site design including twelve baseball fields and two soccer, fields further south, of varying sizes. Concessions, restrooms, and other facilities or centrally located within each cluster of sports fields. Parking is also centrally located on the site.

The single water tank located near Jaycee's Sports Complex, remaining from the city's original water treatment plant, should be incorporated into the site design. Painting the water tank with the city's logo or a general sports and recreation theme will add character and identity to the sports complex. The City is currently in the process of developing a Parks and Recreation Master Plan, which will include a more in depth analysis and recommendations to realize the full potential of the Jaycee's Sports Complex. The Parks and Recreation Master Plan should make specific recommendations as to the type, size, and number of sports fields; site amenities; accessory accommodations; and proposed an overall reconfiguration of the site design.

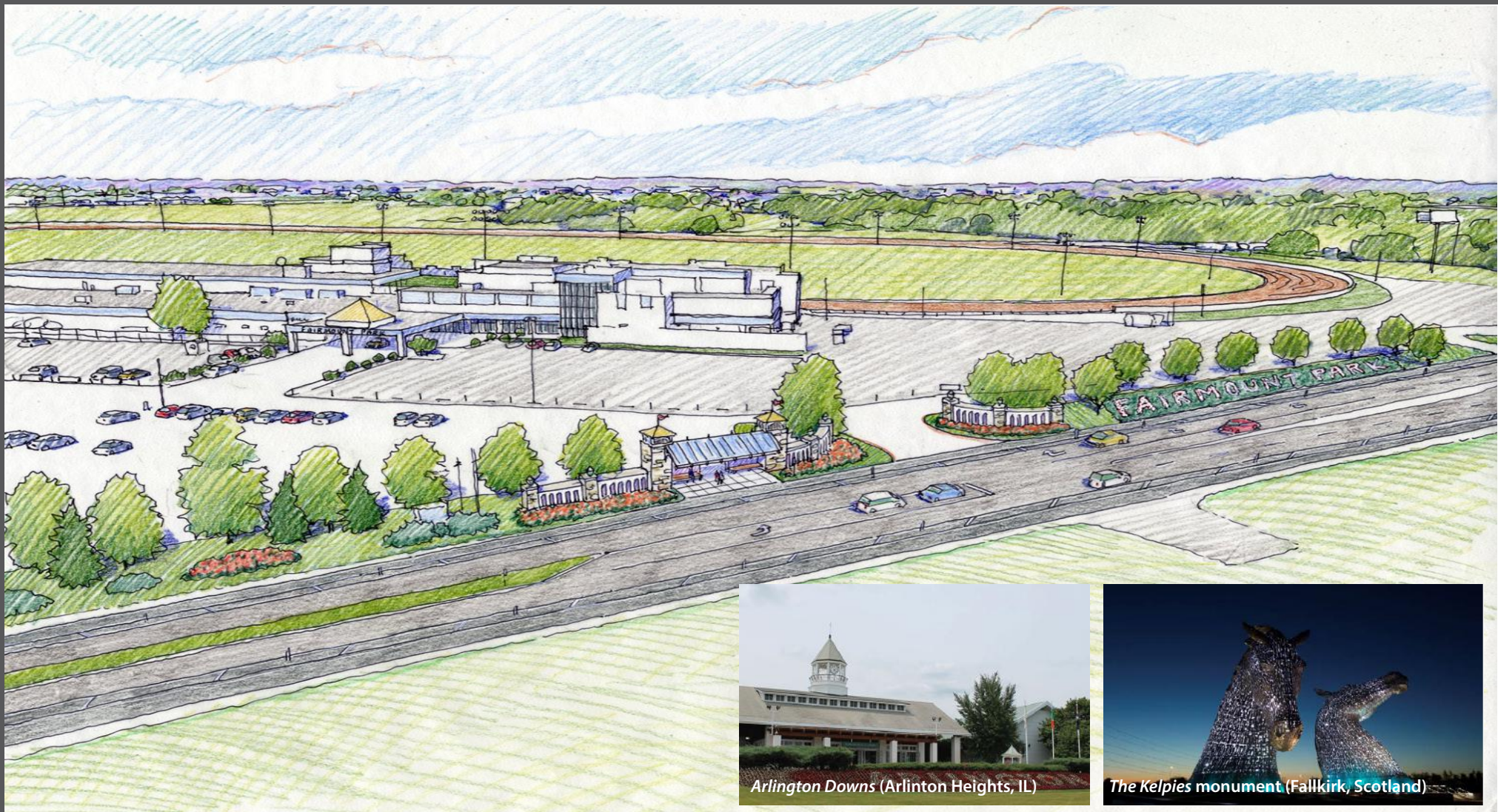
Figure 60: Conceptual layout of Jaycee's Sports Complex mimicing multi-field design



Figure 59: Example of multi-field sports complex layout







## Fairmount Park Racetrack

Fairmount Park Racetrack, a regional destination for sports and horseracing enthusiasts, is conveniently located at the convergence of Collinsville Road and the interstate 255 interchange. The racetrack is a prominent image identifying ones presence entering or passing through Collinsville at the gateway that is the Collinsville Road and I-255 gateway.

Exterior renovations and site improvements should be implemented at the racetrack in order to implement corridor-wide strategies which enhance the character and identity of the corridor, and improve the quality of the site. Significant impacts could be achieved through a high quality landscape plan including berm, street trees, and monumental plantings (similar to Arlington Downs racetrack). Other corridor-wide strategies which should be implement at Fairmount Park Racetrack include: wayfinding signage; district design guidelines; continuation of the shared use path; separated, on-street bike lanes; an enhanced bus shelter at the #18 MCT transit stop; lighting; and an enhanced entrance to the racetrack.

A bill signed by Governor J.B. Pritzker in June 2019, expanding gambling and legalizing sports betting in Illinois, has created an opportunity for significant reinvestment in the racetrack, as well as new development. Short-term investments by the racetrack are expected to include an increase in the number of racing days, and an increase to up to 900 gaming positions. Anticipated direct and indirect economic impacts, include increases in tax revenues, jobs, lodging stays, visits to other nearby regional destinations, and other economic activity.



# IMPLEMENTATION

**Table 4.4: Collinsville Road Recreation, Retail, and Entertainment District Implementation Strategies**

*Collinsville Road between Highway 157 and Fairmount Park Racetrack*

Strategy	Term	Estimated Cost	Partners
<b>1 Highway 157 Reconfiguration</b>			
Short-term: complete traffic study related to the implementation of an at-grade intersection. Additional signalized intersection, school traffic circulation, and general traffic patterns	Short- and Long-Term	Traffic Study: \$75,000 - \$100,000	City of Collinsville, IDOT, Property Owners
Long-term Improvements: Coordinate with IDOT to convert intersection to an at-grade intersection.		Short-term Improvements: To be determined  Long-term Improvements: \$6.7 million	
<b>2 Jaycee's Sports Complex Redevelopment and Expansion</b>			
Redevelop and expand Jaycee's Sports Complex. Integrate flood resilience concepts into the design. Further study and specific recommendations should be completed through the Parks and Recreation Master Plan.	Long-Term	To be determined	City of Collinsville
<b>3 Fairmount Park Racetrack Gateway Improvements</b>			
Provide an enhanced bus stop, procure design services, and consider program assistance through IDOT for native ornamental plantings. Promote and provide for a revitalized entryway to the racetrack. Improvements may be incorporated upon redevelopment or expansion of the racetrack facilities.	Long-Term	To be determined	City of Collinsville, Fairmount Park Racetrack, IDOT, Madison County Transit, MEPRD
<b>4 Establish the Retail, Recreation, and Entertainment District</b>			
Organizational structure and marketing strategy to be determined, which will impact costs and duration of the effort, though annual resources will be necessary to achieve results.	Ongoing	To be determined	City of Collinsville, Great Rivers & Routes Tourism Bureau
<b>5 Gateway Monuments and Entry Signage</b>			
Design and coordinate the development of gateway monuments and entryway signage as a further method of coordinating character and wayfinding.	Short-Term	To be determined	City of Collinsville, IDOT
<b>6 Target Anchor Retail, Recreation, and Entertainment Tenants</b>			
Retain real estate marketing services and seek further investment and development within the area. Specifically target development which supplements and fosters the growth of the area as a recreation and entertainment destination.	Ongoing	To be determined	City of Collinsville, Property Owners, Great Rivers & Routes Tourism Bureau
<b>7 Gateway Lighting at Highway 157 Underpass</b>			
Develop aesthetic interest at this gateway by introducing and incorporating varying lighting concepts around the 157 underpass. Concept design may be included in Wayfinding/Signage and Entry Markers recommendations. Coordinate with 10 foot bike / pedestrian path implementation.	Short-Term	To be determined	City of Collinsville, IDOT



## 4.5 COLLINSVILLE ROAD STATE PARK DISTRICT



The Collinsville Road State Park District is located between two major regional destinations, Fairmount Park Racetrack to the east and Cahokia Mounds to the west. The unincorporated community of State Park, straddling Collinsville Road, is located in both Madison County (north of Collinsville Road) and St. Clair County (south of Collinsville Road). A number of small, locally-owned neighborhood retail and service-oriented businesses along Collinsville Road serve as the informal central business district for the surrounding residential neighborhoods. The area also attracts visitors from throughout the region to its well-known Hispanic eateries.

Existing pedestrian and bike facilities in this segment of the corridor are limited, and where present are in poor condition. The absence of sidewalks, presence of excessive curb cuts and curb to building line impervious surfaces, lack of enhanced pedestrian crossings and other pedestrian-scale amenities promote the current auto-oriented environment. The presence of these regional destinations, and the proximity of residential neighborhoods and neighborhood-scale businesses warrant the implementation of corridor-wide and district specific strategies to enhance the multi-modal transportation.

### Access Management

During the planning process, access management emerged as key issue with the Collinsville Road State Park District. In this segment of the corridor there are numerous closely

spaced curb cuts providing access to properties along Collinsville Road, in many instances, properties have multiple curb cuts. Poor access management creates unsafe conditions for pedestrians and cyclists, and contributes to poor visibility for visitor's identifying destinations.

Access management strategies include reducing the number curb cuts, through consolidation where appropriate; increasing cross access to properties; and reducing the curb to building line impervious surface should be implemented in the short-term. The number curb cuts should be strategically reduced, and cross-access between properties should be encouraged. In reducing the number of curb cuts, the number of motorist-pedestrian and motorist-cyclist conflict points are also reduced. Access management strategies also help to clearly define sidewalks and pedestrian paths when planting strips, street trees, landscaping and other pedestrian-scale amenities separate the curb line and off-street parking areas. The transportation analysis identified existing curb cuts in along this segment of the corridor, as well as opportunities to strategically reduce the number of curb cuts and increase cross access in a way that provides sufficient site access to existing businesses and residential driveways, (Figure 61).

### Black Lane Intersection

The intersection of Collinsville Road and Black Lane and is identified as a gateway entrance to the corridor. Travelers enter the corridor at Interstate 55/70 from the north, Collinsville Road from the west, and Black Lane from the

south.

Implementation of the corridor-wide strategy, "Road Diet: Fairmount Park Racetrack to Cahokia Mounds", converts the existing four-lane roadway to a two-lane roadway with separated, on-street bike lanes. Roadway reconfiguration and design of the intersection of Collinsville Road and Black Lane should be implemented simultaneously. This intersection should be upgraded to enhance pedestrian safety and connectivity.

A number of improvements are recommended to be implemented to address the issues related to the roadway configuration and design, pedestrian safety and connectivity; and enhance the character and identity in this segment of the corridor:

- Access management.
- "Road Diet" implementation, include separated, on-street bike lanes.
- Construct more defined pedestrian refuge islands at channelized turn lanes.
- Install continental crosswalks pedestrian signals with push-button, countdown timers at the Collinsville Road intersections at Black Land and Anderson Ave.
- Construct sidewalks to enhance safety and connectivity for pedestrians traveling to Kreitner Elementary School, residential neighborhoods, local businesses, other nearby destinations.
- Implement corridor-wide streetscape design improvements.

**Figure 61 (right): Existing and Proposed Access Management within the Collinsville Road State Park District**

Current access management in the Collinsville Road State Park District includes 33 curb cuts and driveways. Transportation data and field survey analysis revealed the opportunity to improve access management throughout the district by reducing the number of curb cuts and driveways to just 16, while continuing to provide safe and sufficient access to businesses and residences from Collinsville Road.

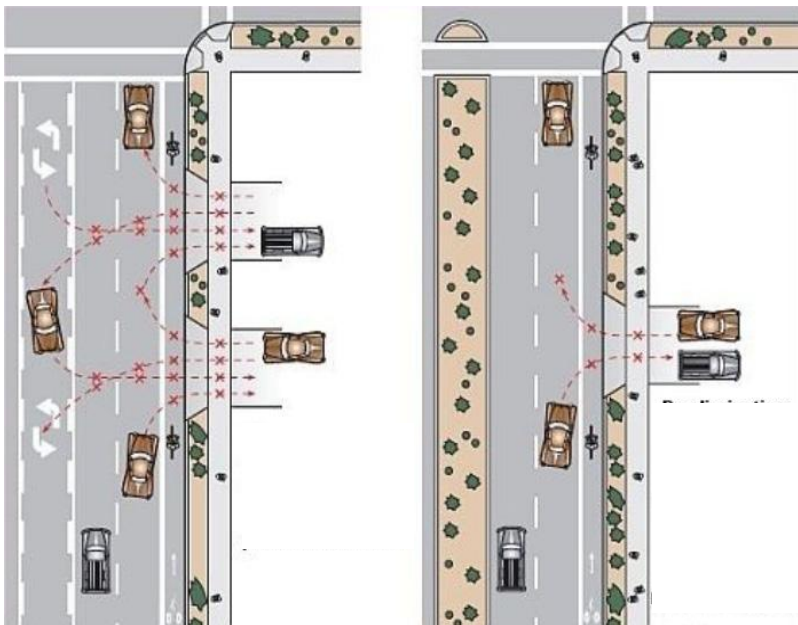
**Figure 62 (below): Examples of Access Management**

**Poor access management:**

Multiple, closely spaced curb cuts provide increased access while creating potential conflict points.

**Better access management:**

By consolidating curb cuts and eliminating left turns, the conflict points are reduced significantly.





## Collinsville Road and Black Lane Intersection: PROPOSED



- 10' wide shared use path
- Continental Crosswalks
- Improve pedestrian refuge islands
- Access Management: consolidated curb cuts
- Corridor-wide streetscape design: street trees, pedestrian-scale lighting, and other amenities
- Separated, on-street bike lanes

# IMPLEMENTATION

**Table 4.5: Collinsville Road State Park District Implementation Strategies**

*Collinsville Road between Fairmount Racetrack and Cahokia Mounds*

Strategy	Term	Estimated Cost	Partners
<b>1 Access Management</b>			
Coordinate with IDOT and property owners to limit access along this section of the corridor. Plan in conjunction with the Fairmount Park Racetrack to Cahokia Mounds diet traffic study.			City of Collinsville, IDOT, Madison County, St. Clair County, Property Owners
<b>2 Governance Collaboration</b>			
Coordinate with community representatives of State Park. Define common goals, roles, risks, and working structure. Collaborative relationships will help pave the way for future improvements.		Staff Time	City of Collinsville, IDOT, Madison County, St. Clair County
<b>3 Strategic Plan / Long-range planning</b>			
Establish formal strategic and long-range planning efforts specific to this area.	Post "Governance Collaboration"		City of Collinsville, IDOT, Madison County, St. Clair County, Property Owners, Residents
<b>4 Collinsville Road and Black Lane Intersection Reconfiguration and Design</b>			
Integrate the redesign of the interection into the Fairmount Park to Cahokia road diet traffic study. Reconfiguration should integrate curb cut reductions, design guidelines, 10 foot bike / pedestrian path, stormwater best management practices, and increased tree canopy.			City of Collinsville, IDOT, Madison County, St. Clair County, Property Owners



## 4.6 COLLINSVILLE ROAD: CAHOKIA MOUNDS DISTRICT



Cahokia Mounds, a UNESCO World Heritage Site, anchoring the western edge of St. Louis Road and Collinsville Road corridor, is an international destination attracting an average of 300,000 visitors from each year. Cahokia Mounds has managed to continue this success despite the current lack of public transit service to the site, disconnected pedestrian paths and trail network, and minimal wayfinding. While Cahokia Mounds is located within Collinsville's city limits, the lack of wayfinding and fragmented corporate boundaries do not give visitor's the impression of a consistent character and identity this connection should reflect. Cahokia Mounds and Uptown Collinsville are two of the city's greatest attractions for visitors, whether for historical and cultural tourism or dining and entertainment they both should be connected in their reflection of the character and identity of Collinsville.

Figure 62: Existing Conditions at Cahokia Mounds



A number of improvements are recommended to be implemented in order to address the issues related to pedestrian safety and connectivity, enhancing the character and identity; and physically connecting Cahokia Mounds to Uptown Collinsville while preserving the culturally significant natural environment characteristic of Cahokia Mounds:

- "Road Diet" implementation with separated, on-street bike lanes and planted medians.
- Wayfinding connecting visitors to other regional destinations and attractions.
- Realignment of continental crosswalk at the intersection of Collinsville Road and Ramey Drive.
- Sidewalks connecting pedestrians from shared use path to the Cahokia Mounds Interpretative Center.
- Shared use path ties into existing pedestrian path at Monk's Mound.
- Signalized crosswalk at Monk's Mound providing safe access to Cahokia Mounds trail network.
- Promote implementation of MEPRD trail extension between Cahokia Mounds and the School House Trail.
- Extend public bus transit service to Cahokia Mounds and an enhanced bus shelter.

In 2019, the tireless work of the Heartlands Conservance and the results of [The Mounds - America's First City: A Feasibility Study](#) paid off as U.S. Congressman Mike Bost (IL) introduced bipartisan [federal legislation](#) to establish the Cahokia Mounds Mississippian Culture National Historical Park in Collinsville, Illinois. The designation of Cahokia Mounds as a National Park is expected to significantly increase tourism to the park and the City of Collinsville. Anticipated direct and indirect economic impacts, include increases in tax revenues, jobs, lodging stays, visits to other nearby regional destinations, and other economic activity.







# IMPLEMENTATION

**Table 4.6: Collinsville Road Cahokia Mounds District Implementation Strategies**  
*Cahokia Mound UNESCO World Heritage Site*

Strategy	Term	Estimated Cost	Partners
<b>1 Enhanced Crosswalks</b>			
Provide for the Realignment of the crosswalk at Ramey Drive and include continental crosswalk striping. Recommended signalized crosswalk at Monk's Mound with high visibility crosswalk striping.	Short-Term	To be determined	City of Collinsville, IDOT, Cahokia Mounds
<b>2 MEPRD Trail Extension between Cahokia Mounds and Schoolhouse Trail</b>			
Work to extend the trail network to connect these two logical destinations	Long-Term	To be determined	City of Collinsville, MEPRD, Madison County Transit, Cahokia Mounds
<b>3 Transit Bus Service to Cahokia Mounds</b>			
Work with Madison County Transit to promote the expansion of bus services to Cahokia Mounds.	Short-Term	To be determined	City of Collinsville, Madison County Transit, Bi-State Development, Cahokia Mounds

# APPENDIX

- A Great Streets Initiative Grant Application
- B Charrette Week Schedule
- C Public Presentations
- D Keypad Polling Results
- E Market Analysis & Market Strategy White Paper
- F Urban Design Infrastructure White Paper
- G Transportation White Paper
- H Environmental Infrastructure White Paper