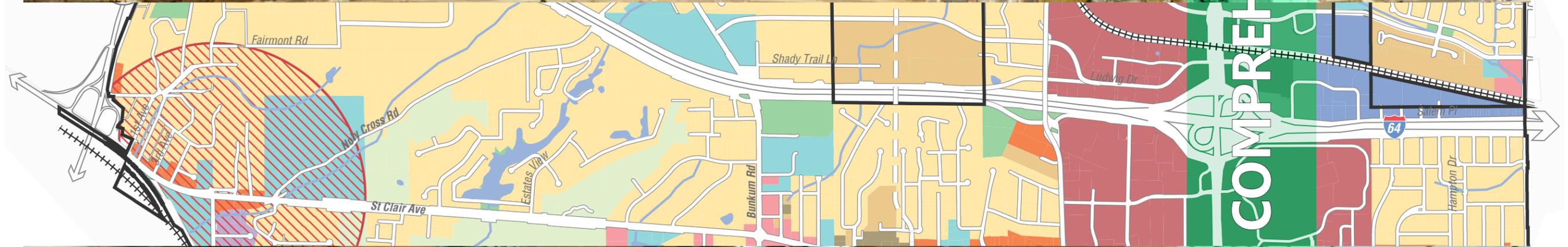


2012 COMPREHENSIVE PLAN



Adopted January 2, 2013

City of Fairview Heights • 2012 Comprehensive Plan
prepared by Houseal Lavigne Associates with assistance from Hanson Professional Services



The City of Fairview Heights has undertaken the development of a Comprehensive Plan to guide the future growth and development of the city and surrounding areas. The Comprehensive Plan sets forth recommendations for the maintenance and enhancement of existing neighborhoods and commercial areas and establishes strategies for the long-term development and sustainable growth of the community.

Purpose of the Comprehensive Plan & Land Use Plan

As the City plans for its future, the Comprehensive Plan will serve as Fairview Heights’ official policy guide for physical improvement and development. The Plan is comprehensive in scale and scope, addressing a wide range of issues that impact areas throughout the community and surrounding areas within the City’s planning jurisdiction. The Plan should serve as a guide to land use and development; the movement of vehicles and pedestrians; the enhancement and revitalization of commercial corridors; the provision of parks, schools and other public facilities; and the preservation of environmental features and open space.

Long-term Vision

The Plan considers not only the current needs and opportunities in Fairview Heights, but also presents a plan for new improvements and developments over the next 15 years. The Plan establishes the ground rules for private improvements and developments while providing a foundation for decision-making based on community consensus and long-term community visioning. Fairview Heights’ Comprehensive Plan is designed to promote the City’s unique assets and should be used to achieve the collective vision of existing residents and business owners while serving to attract new families and additional commercial development.

Comprehensive Planning Process



Planning Jurisdiction

The Comprehensive Plan includes recommendations and policies for all areas within the City’s planning jurisdiction. As defined by the Illinois Municipal Code (65 ILCS 5/11-12-5), the focus of a comprehensive plan may extend beyond municipal limits to those unincorporated areas within a 1.5 mile radius of the current corporate boundary. The Illinois Municipal Code (65 ILCS 5/11-12-9) also encourages the negotiation of boundary agreements between communities with overlapping jurisdictions.

Planning Process

The City of Fairview Heights’ Comprehensive Plan is the product of a multi-step, community-driven planning process as illustrated in the graphic. The process was designed to produce a Comprehensive Plan that assesses and builds on existing conditions and influences, establishing a vision, and developing policies and recommendations to serve as a guide for community decision-making. The planning process was built on a foundation of community input and outreach and focused on both community-wide and area-specific recommendations.

Community Outreach

Several community outreach efforts were undertaken to involve elected officials, property owners, the development community, business persons, and residents in the planning process. These outreach efforts informed the planning process, bringing insight on local issues, concerns, and opinions from residents, community leaders, the business community, and other participants. As part of the planning process, the following outreach efforts and initiatives were conducted:

- A Project Initiation Meeting was conducted with the Comprehensive Plan Advisory Committee (CPAC) on April 20, 2011 at City Hall.
- A Community Workshop was conducted with the residents of Fairview Heights on April 19, 2011 at the Public Library.
- A Business Workshop was conducted with members of the Fairview Heights business community on April 20, 2011 at the Public Library.
- Key Person Interviews were conducted with several people identified by the City staff and the CPAC. The interview process, which consisted of a question and response dialogue, was conducted on April 19 and 20, 2011.

- An On-line Community Issues Mapping tool was posted on the project website to allow residents to identify, map, and provide comments on specific, or general, areas of concern within the City.
- On-line questionnaires, one designed for residents and another for businesses, were posted on the project website to solicit input from those unable to attend face-to-face outreach efforts.
- A Visioning Workshop was held on September 8, 2011 where members of the community put pen to paper and illustrated their vision for Fairview Heights, highlighting potential strategies to address local issues and identifying desired land use and development throughout the City and its planning area.

CPAC

Outreach efforts included on-going communication with City staff and the Comprehensive Plan Advisory Commission (CPAC). As a representative group of local residents, business owners, and elected and appointed officials deeply involved in the planning process, the CPAC served as a “sounding board” for the larger community. CPAC members volunteered their time to ensure that the Comprehensive Plan serves as a meaningful tool to implement the changes that the larger Fairview Heights community desires to see.

Input received from the various community outreach efforts was used in conjunction with an assessment of existing conditions in order to establish an informed vision of Fairview Heights’ desired future and guide the Plan’s recommendations. Summaries and detailed results from each outreach activity are provided in Appendix A: Community Outreach.

Plan Organization

The Comprehensive Plan is divided into the following ten sections:

Section 1: Community Profile – This first section of the Plan provides a review of the community’s existing land use and development and summarizes demographics and market potentials, ensuring the Plan is built on a foundation of economic reality.

Section 2: A Vision for Fairview Heights – This section describes the community’s desired vision for the City of Fairview Heights in general terms. It provides a narrative sketch of how Fairview Heights will become a better place in which to live and work over the next 15 years.

Section 3: Goals & Objectives – This section presents goals and objectives that provide specific actions for the City and its Comprehensive Plan as it strives to achieve the vision established in the previous section.

Section 4: Land Use Plan – The Land Use Plan illustrates and describes in general terms the type and location of future land uses within the City of Fairview Heights and its growth areas. This section also provides detailed recommendations and policies targeted at the improvement of Fairview Heights’ commercial and residential areas.

Section 5: Growth Areas Plan – This section establishes a strategy and rationale for growth and annexation in the unincorporated areas surrounding the City.

Section 6: Community Facilities Plan – This section identifies the future need for community facilities and offers long-range recommendations for future facility locations and improvements to ensure that residents are adequately served by the City and its service providers.

Section 7: Parks, Open Space & Environmental Features Plan – This section provides recommendations intended to expand the park and trail system and protect and enhance Fairview Heights’ natural areas.

Section 8: Transportation and Mobility Plan – The Transportation and Mobility Plan is intended to ensure an adequate transportation network exists to accommodate the efficient movement of vehicles, bicycles, and pedestrians throughout the community.

Section 9: Urban Design & Community Character Plan – This section provides a framework for improving the overall appearance and character of the City and its neighborhoods and commercial areas.

Section 10: Implementation – This section presents specific actions, as well as potential funding sources, that the City should pursue as it endeavors to implement the recommendations of the Comprehensive Plan.

Appendix A: Community Outreach – This section presents a summary of the outreach exercises conducted as part of the planning process, highlighting community issues and opportunities. Detailed on-line questionnaire results are also provided.

Appendix B: Market Analysis – This section presents an analysis of existing market conditions which were used to inform land use and development recommendations of the Comprehensive Plan.

Community Setting

The City of Fairview Heights is a vibrant community of over 17,000, located in southern Illinois. The City is located in St. Clair County, approximately 12 miles east of downtown St. Louis and less than 10 miles northwest of Scott Air Force Base. Fairview Heights is also within the Metro East region, the second most urbanized area in the State, behind only Chicago. Fairview Heights is a predominantly single family residential community that is supported by a strong regional shopping hub.

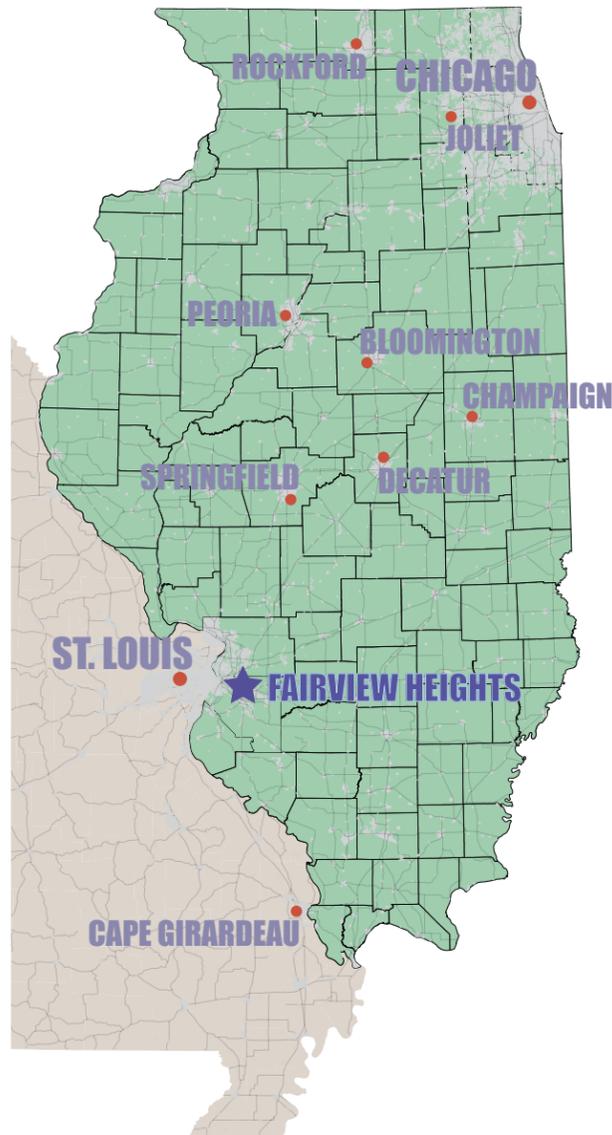
The City is well positioned for convenient access to and from the City of St. Louis and the greater St. Louis region. The City of Fairview Heights is served by two significant routes: Interstate 64, and IL Route 159. Additionally, the City is connected to the larger region via Metro Transit's light rail service, the MetroLink. Passengers boarding at the Fairview Heights station can reach downtown St. Louis in just over 20 minutes. Several bus routes also serve the community, connecting visitors from Belleville, Collinsville, O'Fallon, Shiloh and Scott Air Force Base with the St. Clair Square mall area.

History of Fairview Heights

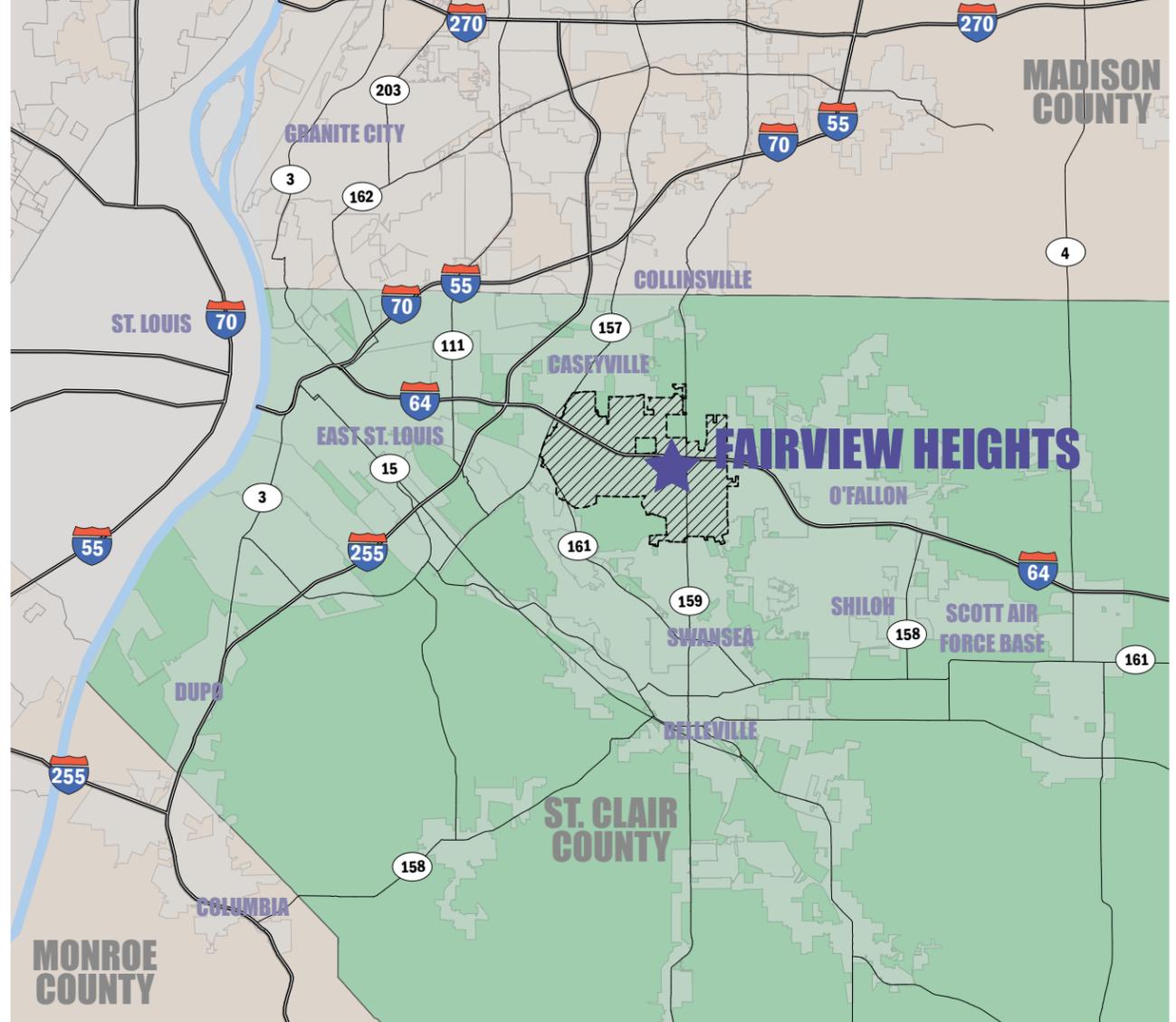
Fairview Heights was first settled in the late 18th Century on 200 acres of land along what is now North Ruby Lane between the Lincoln Highway and I-64. The early 1800's witnessed the areas first permanent settlers made up of German immigrant farmers. Approximately half a century later, a second wave of growth occurred with the introduction of coal mining in the region. Land speculation in the area began to take place in the early 1900's.

By the 1950's Fairview (as it was then called) served as a pass through to the larger communities in the area such as Belleville and Collinsville. All of the activity from this traffic, however, eventually generated development and the City continued to grow through the 1960's. The city officially adopted the name Fairview Heights in 1969. Shortly after, St. Clair Square shopping mall opened, sparking tremendous growth in the City as a regional shopping destination. Since the opening of the mall, the city has continued to leverage its location within the Metro East region, earning Fairview Heights the motto, "Crossroads of Prosperity".

Regional Setting



Community Setting



Demographic Overview

Overall, the City of Fairview Heights has grown steadily over the past decade and has maintained a core population of households with families. While average age has been stable, the typical household has fewer persons and household income in the area has kept pace with inflation.

Demographic trends summarized in this section show that both the population and number of households within Fairview Heights increased at an annual rate of between 1% and 2% between 2000 and 2010. While population change has varied by age group and some cohorts have decreased in size, the majority of age groups have experienced some level of growth. Patterns vary more widely between lower and middle income households, and upper income households. In addition to a net increase in population, the purchasing power of the community is expected to increase as a result of decreases among lower income households and an increase among upper income households.

Population Change

The following table summarizes changes in population and the number of households in the City of Fairview Heights.

- Fairview Heights' population has increased by nearly 14% over the last decade to 17,078 in 2010. This represents an average annual growth rate of 1.3%.
- The number of households in Fairview Heights has increased by over 1,300 since 2000 to 7,353 in 2010. This represents an average annual growth rate of 2.0%.
- The more significant increase in the number of households compared to population is in part a reflection of a trend toward smaller household size within the community. Between 2000 and 2010, the average household decreased from 2.48 persons to 2.32 persons per household.
- Between 2000 and 2010, the median age of the population remained steady at slightly more than 39 years old.
- Despite being located within a growing area, the portion of the St. Clair County area population that is made up of residents from the City of Fairview Heights has increased from 5.9% to 6.3%.

Age by Income

The adjacent chart illustrates the changes in the number of households according to the age of the head of household and household income. Changes that occurred between 2000 and 2009 (the most recent year for which data regarding household income is available) are shown as they pertain to each respective household age cohort in the community. For example, the dark gray columns indicate change within the Fairview Heights householder population over the age of 64. A bar for this age group is shown in each income bracket. A dark gray bar located above the zero line of the graph indicates growth, while a dark gray bar below the zero line indicates decline in this particular age cohort.

Overall, Fairview Heights has experienced a decline among lower income households, growth among middle income households, and stability among upper income households. Those aged 25 to 44 are responsible for both the largest decreases and increases in nearly every income bracket. The combined result of these demographic shifts is a local population that is becoming more affluent on average with a stable age composition.

- Decreases among households earning less than \$75,000 have been concentrated among middle-aged households and senior households. The number of lower income householders aged 25 to 44 decreased by 365, a 21% decrease since 2000. Meanwhile, the number of senior householders over the age of 64, and earning less than \$75,000, decreased by 324 (-22%) over the same period.
- While every age cohort has grown among Fairview Heights households earning between \$75,000 and \$100,000, growth was concentrated among those aged 25 to 44 and 45 to 64. The number of younger households, aged 25 to 44, in this income group increased by 76.4% (383 households) between 2000 and 2009. Those households aged 45 to 64 within this income group increased by 55.7% (335 households) over the same period.
- The number of households earning more than \$150,000 experienced a moderate increase across all age cohorts. In total, Fairview Heights grew by 84 households within this upper income group.

Market Implications

While demographic shifts have occurred within the community, the City of Fairview Heights has experienced steady growth over the past decade. The number of middle income, middle-aged households has increased while both the youth and senior populations remained stable. It is also estimated that the median household income within Fairview Heights has increased by an average annual rate of over 2.0%.

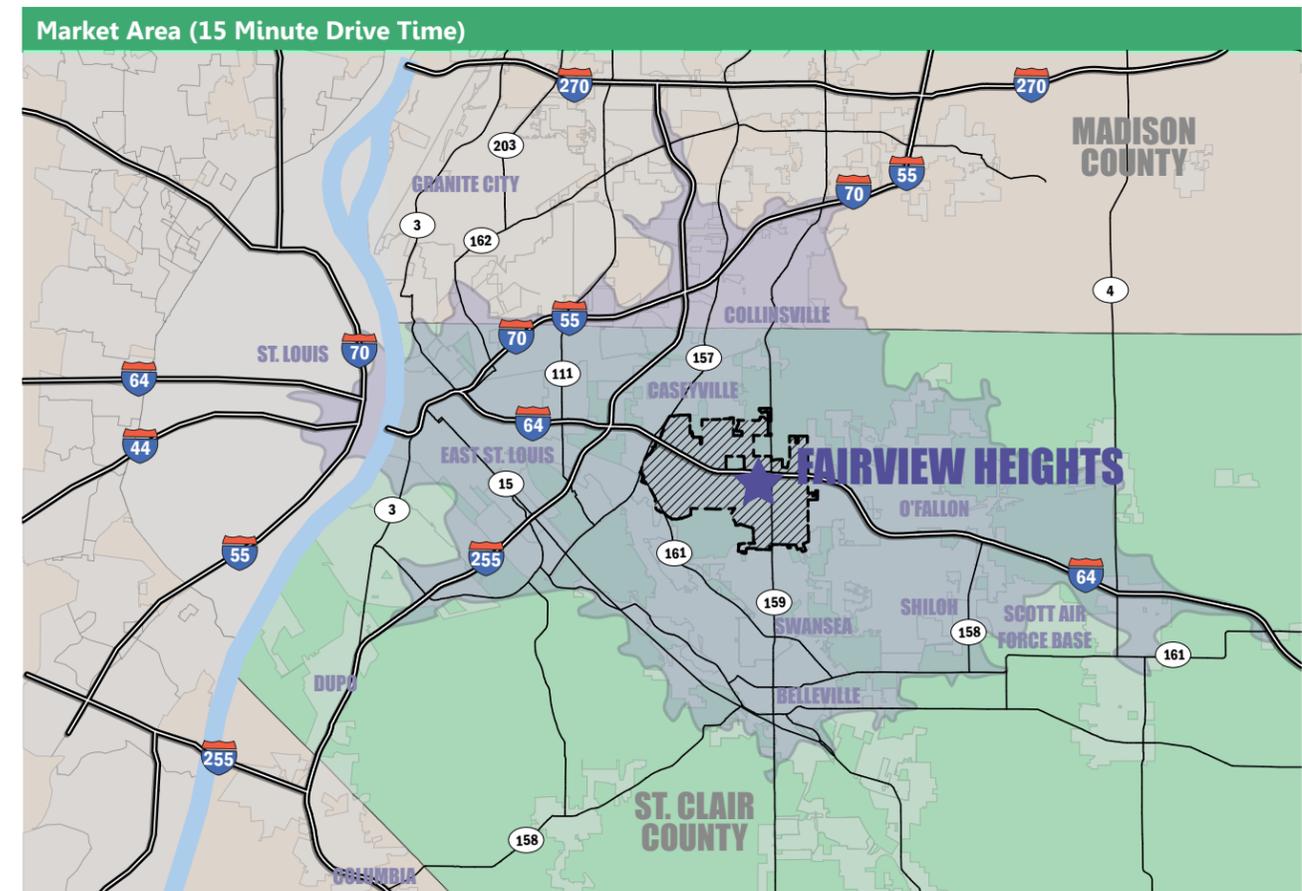
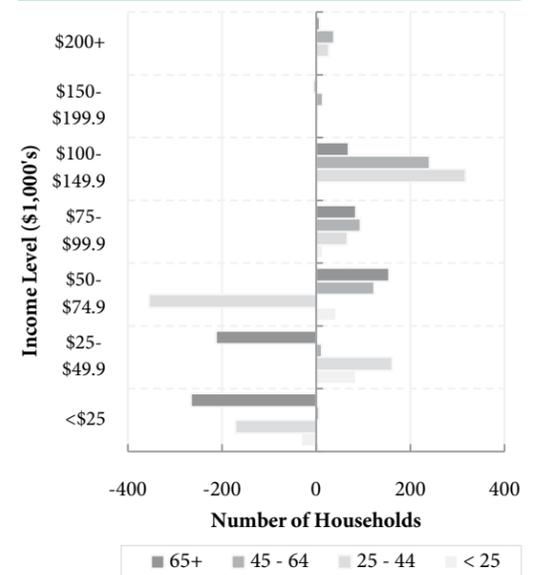
While the economic downturn has certainly affected everyone, the Fairview Heights market has not experienced the same level of impact as other markets. Overall, the combination of a growing population, stable incomes, and decreasing household size indicates that Fairview Heights households have more spending power than in the past. In other words, the purchasing power within the community has grown over the last decade both in regard to total volume and per household spending. Furthermore, with regard to housing demand, these demographic shifts may also be indicative of continued demand for owner-occupied, single family housing.

Demographic Summary City of Fairview Heights, 2000 - 2010

	2000	2010	Total Change 2000 - 2010
Population	15,034	17,078	2,044 (13.6%)
Households	6,026	7,353	1,327 (22.0%)
Median Age	39.2	39.5	0.3 (0.8%)
Average Household Size	2.48	2.32	-0.2 (-6.5%)

Source: 2010 US Census; Houseal Lavigne Associates

Households by Age and Income City of Fairview Heights, 2000 & 2019



Labor Force & Employment

Employment Projections

A comparison of local employment to that of St. Clair County highlights the predominance of Fairview Heights with regard to shopping and dining in the region. While Fairview Heights' population made up approximately 6.3% of St. Clair County's 2010 population, the City accounts for approximately 10% of all employment within the county. This larger proportion of local jobs is due largely to the significant number of people employed in the Retail Trade and Accommodations and Food Services sectors.

In addition to Retail Trade, industries that are projected to be the largest contributors to job growth in Fairview Heights between 2008 and 2018 include Accommodations and Food Services (419 new jobs); Health Care and Social Assistance (69 new jobs); and Educational Services (42 new jobs).

Labor Shed

The labor flow data discussed here is from 2009, which is the most recent year for which data is available. The community's labor shed is dispersed throughout the Metro East region. In 2009, nearly 95% of the community's estimated 10,917 private, primary jobs were performed by workers who live outside of Fairview Heights. Only 557 individuals both live and work within Fairview Heights, with nearly 90% of local workers travelling to jobs outside of the community.

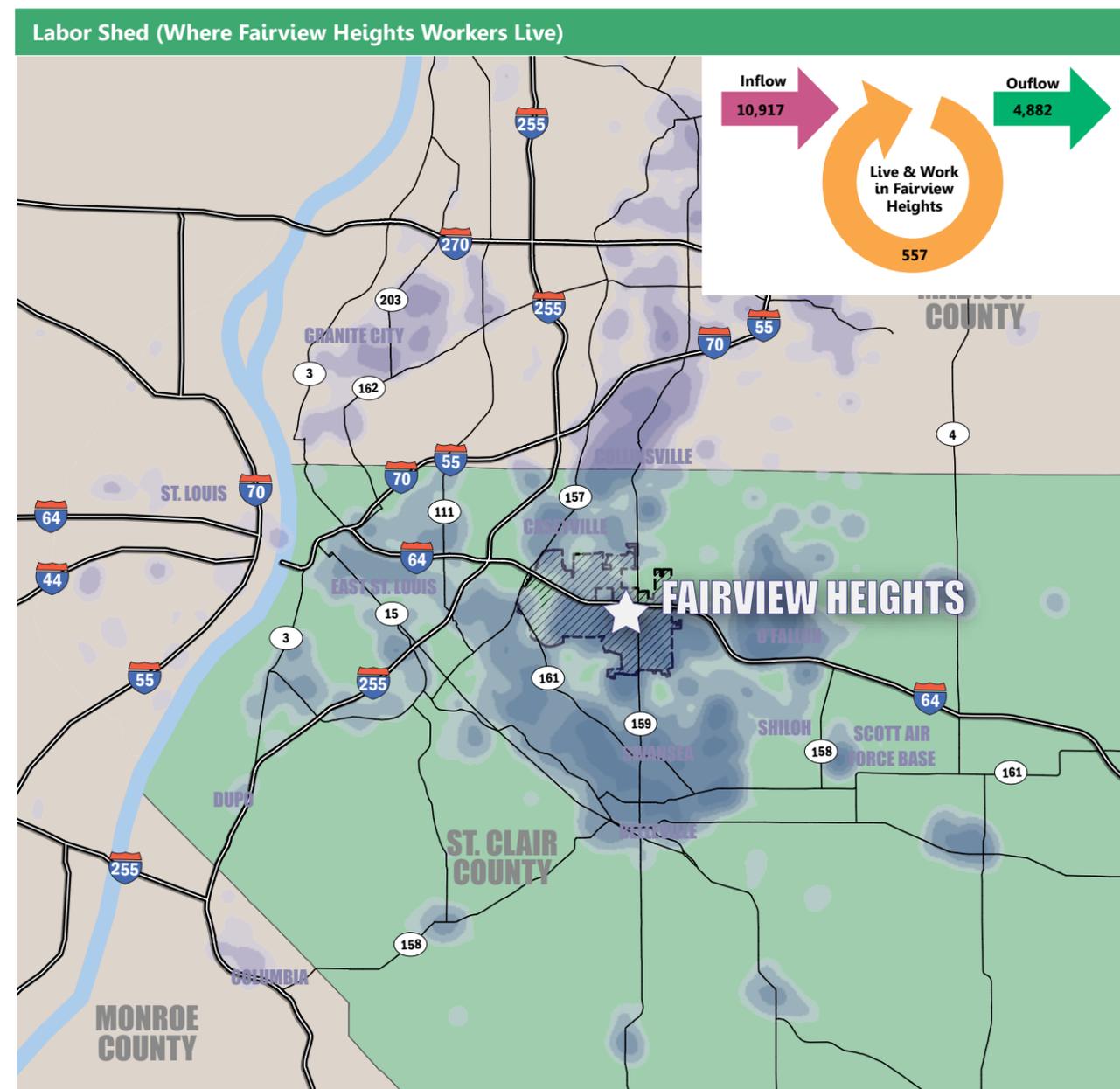
Data indicate that on a given weekday, more than twice as many workers are entering Fairview Heights as there are workers commuting outside of the city. Workers are traveling from throughout the Metro East region with over 27% of all workers commuting more than 50 miles to Fairview Heights.

In addition to demonstrating that Fairview Heights is a regional employment center, given the regional importance of St. Clair Square and the city's concentration of national retailers, the labor shed area may also be a good indicator of the community's retail market area. In other words, the areas highlighted in the adjacent figure also represent the regional trade area for Fairview Heights' retailers.

Market Implications

Fairview Heights has just 6% of St. Clair County's population, but provides one tenth of all employment within the county, more than one-third of the county's retail employment, and more than one-quarter of the all accommodation and food services and jobs.

The concentrated nature of Fairview Heights' economy, with a strong focus on retail, dining and accommodations, means that the community is not likely to benefit from job growth in other sectors without further planning and economic development. The city should continue to build off of its strength as retail and entertainment destination and try to leverage that strength to capture development in emerging industries such as the Health Care and Social Assistance sector. Opportunities to accommodate non-retail, development and diversify the local economic base should be taken into account regarding future land use considerations.



Employment Projections by Industry
City of Fairview Heights (2010) & St. Clair County (2008 - 2018)

	Local Employment		Local Share	Projected Growth (2008 - 2018)	
	Fairview Heights (2010)	St. Clair County (2008)		St. Clair County	Fairview Heights
TOTAL	9,879	98,008	10.1%	9,048	912
Retail Trade	3,944	12,672	31.1%	604	188
Accommodation and Food Services	2,511	9,497	26.4%	1,586	419
Information	283	1,410	20.1%	-31	-6
Finance and Insurance	342	2,729	12.5%	125	16
Other Services	720	6,076	11.8%	738	87
Real Estate and Rental and Leasing	90	947	9.5%	23	2
Professional, Scientific & Tech. Services	414	5,695	7.3%	528	38
Construction	255	4,726	5.4%	417	23
Administrative & Waste Mngmnt. Services	155	4,136	3.7%	507	19
Government, Total	310	9,107	3.4%	-324	-11
Educational Services, Private & Public	301	9,357	3.2%	1,310	42
Manufacturing	133	5,623	2.4%	-583	-14
Arts, Entertainment and Recreation	50	2,210	2.3%	234	5
Health Care & Social Assistance	303	13,740	2.2%	3,123	69
Wholesale Trade	34	2,938	1.2%	33	0
Transportation & Warehousing & Utilities	34	6,418	0.5%	737	4
Natural Resources and Mining	-	100	0.0%	-1	0
Management of Companies and Enterprises	-	626	0.0%	24	0

Source: Illinois Department of Employment Security; Houseal Lavigne Associates

Residential Market Overview

The large proportion of family aged households will likely continue to drive demand for single family homes. Detached single family homes are likely to remain the predominant housing type within Fairview Heights and the larger market area. On average, single family homes within St. Clair County have maintained pricing, but the pace of sales has slowed in recent years. Demographic data and permitting activity also indicate that while multi-family housing has remained a smaller component of the local housing stock, shifts in age and income may serve to drive future demand for multi-family. Multi-family development has made up one-quarter of new housing construction over the last decade.

Housing Characteristics

City of Fairview Heights,
2005 - 2009 Average Estimate

Total Housing Units	7,059	100.0%
Owner Occupied	5,173	73.3%
Renter Occupied	1,393	19.7%
Vacant	493	7.0%

Units in Structure by Tenure

Owner Occupied	5,173	100.0%
Single Family Detached	4,769	92.2%
Two Family	194	3.8%
Multi Family	47	0.9%
Mobile Home or Other	163	3.2%
Renter Occupied	1,393	100.0%
Single Family Detached	600	43.1%
Two Family	47	3.4%
Multi Family	664	47.7%
Mobile Home or Other	82	5.9%

Number of Bedrooms by Tenure

Owner Occupied	5,173	100.0%
Studio	0	0.0%
One Bedroom	168	3.2%
Two Bedrooms	837	16.2%
Three Bedrooms	3,142	60.7%
Four Bedrooms	876	16.9%
Five+ Bedrooms	150	2.9%
Renter Occupied	1,393	100.0%
Studio	37	2.7%
One Bedroom	255	18.3%
Two Bedrooms	677	48.6%
Three Bedrooms	366	26.3%
Four Bedrooms	58	4.2%
Five+ Bedrooms	0	0.0%

Source: American Community Survey; Houseal Lavigne Associates

Office Development

Office development within Fairview Heights primarily consists of standalone one to three story office buildings scattered throughout the community's retail areas.

Federal Government

In addition to the typical range of office users such as engineering firms, banks, insurance agencies, accountants, the City of Fairview Heights also has a considerable number of federal government agencies and departments that occupy local office space. Federal departments leasing space in Fairview Heights include the General Services Administration (GSA); Federal Bureau of Investigation (FBI); US Air Force; US Marine Corps; Bureau of Alcohol, Tobacco and Firearms (ATF); Internal Revenue Service (IRS); Occupational Safety and Health Administration (OSHA); and United States Attorney's Office.

Employment projections for St. Clair County indicate that the number of jobs with the Federal Government will have decreased by 13% between 2008 and 2018. This represents a loss of 669 jobs throughout the County. While it is not known how this anticipated decrease will impact Federal departments and agencies with locations in Fairview Heights, it is likely that some of the space currently leased by the Federal Government will become available in the coming years.

Health Care Industry

As the fastest growing employment sector within St. Clair County over the last decade, health care and social services may represent an opportunity to expand Fairview Heights' local economy.

Much of the regional health care industry is concentrated in Belleville where the 316-bed Memorial Hospital and the 338-bed St. Elizabeth's Hospital are both located. Both of these hospitals have also recently indicated a desire to expand within the region.

While luring a large employer such as a regional hospital may prove difficult in the Metro East region's crowded health care field, Fairview Heights may be able to support a satellite facility or a number of smaller medical office users.

Commercial Market Overview

Historically, Fairview Heights has benefited from its location at I-64 (and Lincoln Highway) and IL Route 159 and leveraged its position as the de facto entrance to the Metro East area for those travelling from underserved areas in southwest Illinois. While Fairview Heights has emerged as a regional shopping destination, the addition of a new interchange to the east in O'Fallon has increased competition for Fairview Heights retailers and hotels. Despite a shift in the competitive landscape, Fairview Heights has significant momentum and is likely to remain a regional attraction for shopping and dining as long commercial development is well maintained and attractive.

Retail Opportunities

While data regarding retail supply and demand indicate a fairly saturated market, there is some potential for additional retail. The market area population is underserved in the Grocery Store retail category which may present an opportunity for new commercial development in the near term.

High traffic volumes near the Fairview Heights MetroLink station may also be indicative of potential for commercial development in this area. Perhaps the most significant advantage for those looking to locate in Fairview Heights, is the synergy among neighboring commercial developments that exists surrounding the intersection of Lincoln Trail and IL Route 159.

With the exception of a destination retailer such as a Target supercenter or warehouse club, the potential for retail development decreases the farther a property is located from the city's regional retail hub. As such, given limited opportunities within the market, it is likely that development in the MetroLink station area would be limited to convenience oriented development that caters to passing motorists.

Long Term

Fairview Heights is located in a stable market area that has witnessed steady increases in population over the past decade. Data indicate that this steady growth within the Metro East area is likely to continue. While outside competition will increase and development occurs elsewhere in the I-64 corridor (in O'Fallon and Shiloh), Fairview Heights is well positioned to take advantage of anticipated growth in the region.

Reinvestment

While new development should be encouraged, the community of Fairview Heights may benefit most from continued investment in existing commercial development and enhancements to the city's existing commercial areas. For example, while reuse of some buildings has occurred, in general the Lincoln Trail district and corridor suffer from poor appearance, access management and circulation issues, and aging or functionally obsolete development. Investments in beautification, transportation improvements, and façade renovation may help reinvigorate commercial areas that have not witnessed significant reinvestment or redevelopment in recent years.



Existing Zoning, Land Use & Development Patterns

A diverse mix of land uses collectively defines the City of Fairview Heights as a desirable place to live, work and shop. Inventorying existing land uses in Fairview Heights provides insight into how the City has grown and developed over time, and provides a base of understanding for what types of development will be appropriate in the future. For example, environmentally sensitive areas or established residential neighborhoods may be desirable to preserve in the future. Underperforming commercial areas, vacant sites or agricultural land may be appropriate areas for development or redevelopment.

Retaining an appropriate mix of land uses in the community is key to ensuring that the City grows and maintains itself in an economically and environmentally sustainable manner. Moreover, planning for land use at a local level impacts the fiscal health of both municipal and county governments and the ability to provide utilities and services in a responsive and cost effective manner.

This section of the Plan includes a review of current zoning and an inventory of the existing land uses and development patterns within the City of Fairview Heights and its planning jurisdiction. The inventory is based on reconnaissance undertaken in the spring of 2011 and includes each parcel within the planning area.

Fairview Heights Development Code

The City of Fairview Heights existing code establishes 19 different zoning districts which all contribute to the regulation of both land use and development in the City. The location and boundaries of these districts is outlined in the Fairview Heights Zone District Map (2007). The districts are separated into six main zoning categories: conservation, residential, business, industrial, multiple use and planned development. It should be noted that following adoption of the Comprehensive Plan, the City intends to engage in the process of rewriting and updating its zoning ordinance.

Residential Zoning Districts

There are eight residential districts: R-1, R-2, R-3, R-4, R-5, MH, M-2 and PR. These districts accommodate a range of density and development intensity, from half-acre lot single family development (R-1) to manufactured housing communities (MH) and multi-family complexes (M-2). Additionally, the planned residential development (PR) district is intended to provide an alternate zoning method that introduces more flexibility into the process achieves developments with enhanced aesthetics and marketability as well as reduced capital investments.

Commercial Zoning Districts

There are six commercial districts: B-1, B-2, B-3, B-4, PB and PPO. The B-1 Neighborhood Business District is intended for local serving retailers and service providers that are compatible with the adjacent residential neighborhood and closely associated uses. Hours of operation, amount of traffic generated, and amount of environmental nuisances/pollutants are all variables regulated in this district. The B-2 Office District is intended to encourage the location of offices and other compatible businesses in areas suitable for such use. The B-2 Office District is made up of business and professional service offices, financial institutions and government offices, among others.

The B-3 Community Business District is composed of more intensive retail oriented uses that are generally not compatible with other uses such as residential neighborhoods. Similarly, the B-4 General Business District provides for uses that may not be compatible with other commercial uses such as auto repair shops or warehousing.

Fairview Heights also has two districts designated for planned business and office complexes. The Planned Business (PB) District regulates a variety of commercial uses so that they shall be consistent with good planning practice and compatible with uses of the adjacent districts.

The Planned Professional Office (PPO) District is meant to serve as a buffer between residential and nonresidential districts along major arterial streets. Suitable uses in the PPO district are professional and administrative office buildings that are located on sites large enough to accommodate landscaping, open space and off-street parking.

Industrial Zoning Districts

The Industrial District (I) generally provides for light industry of an assembly nature from finished goods, warehousing and wholesaling activities. The district also accommodates industry-supporting services that are non-retail and or personal services as well as equipment storage.

Conservation District

The conservation district is composed of environmentally sensitive areas not adequately suited for development. Issues such as erosion, adequate and safe traffic circulation, engineering of utility systems and stormwater drainage are all concerns in this zoning district. The district's intent is to provide appropriate densities and development patterns, preserve environmental assets and avoid the disproportionate cost of public facilities within the district. Permitted uses include agriculture, single family residences and public services, among others.

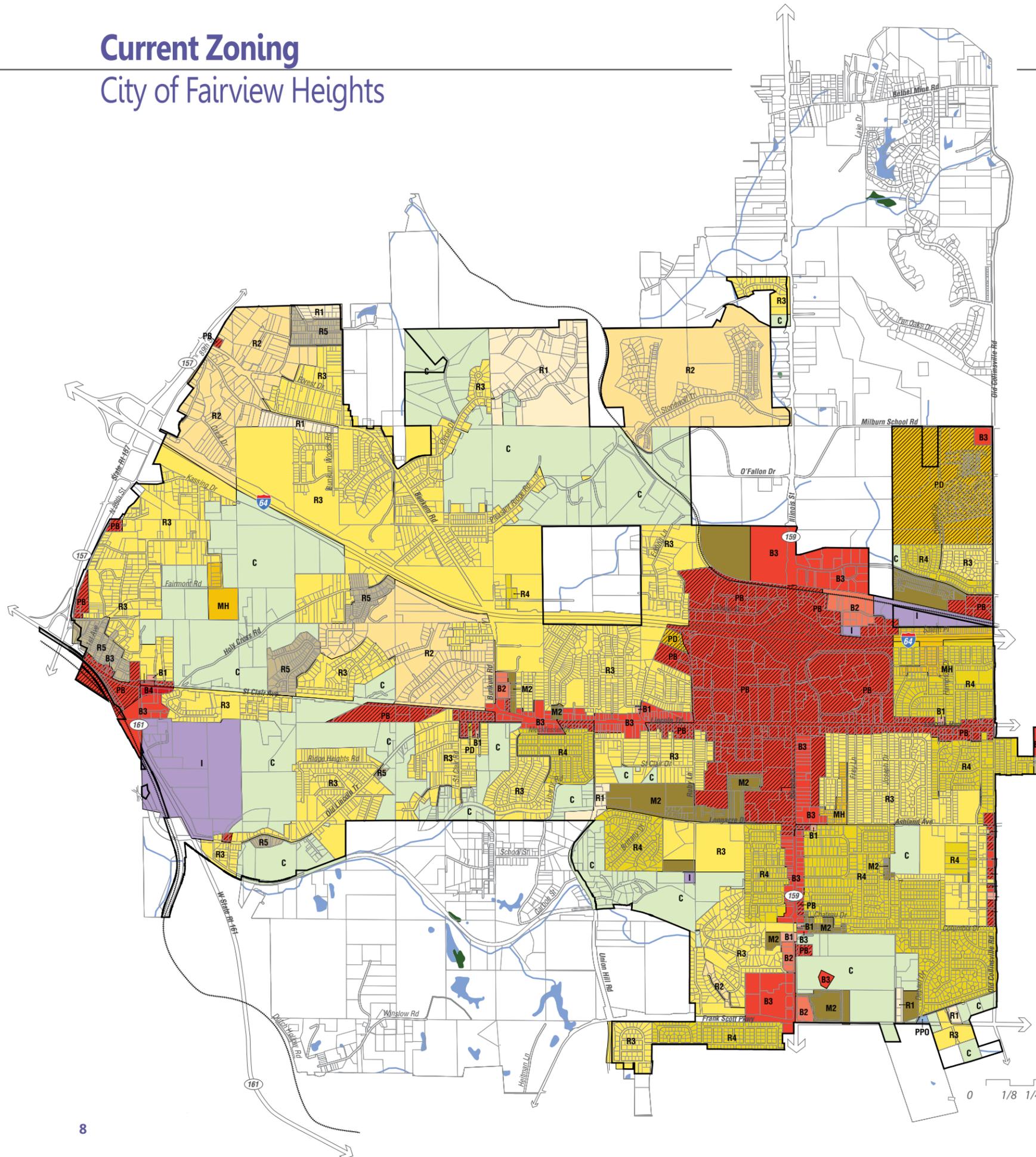
Planned Development District

A Planned Development District (PD) is a single-owner development which may be comprised of one or multiple uses. The reservation of land for common open space is required in these districts. Planned Developments may include both commercial and residential uses as well as have an overall average density greater than the usual district limit. Portions of the Fountain Place subdivision are located within the PD district, allowing for a unique mix of single family and multi-family units.



Current Zoning

City of Fairview Heights



Zoning Legend

Residential Districts

- R-1 One-Family Dwelling
- R-2 One-Family Dwelling
- R-3 One-Family Dwelling
- R-4 One-Family Dwelling
- R-5 One-Family Dwelling
- MH One-Family Dwelling
- M-2 Multiple-Family Dwelling

Business Districts

- B-1 Neighborhood Business
- B-2 Office - Business
- B-3 Community Business
- B-4 General Business
- PB Planned Business
- PPO Planned Professional Office

Conservation Districts

- C Conservation

Industrial Districts

- I Industrial

Multiple Use Districts

- PD Planned Development District

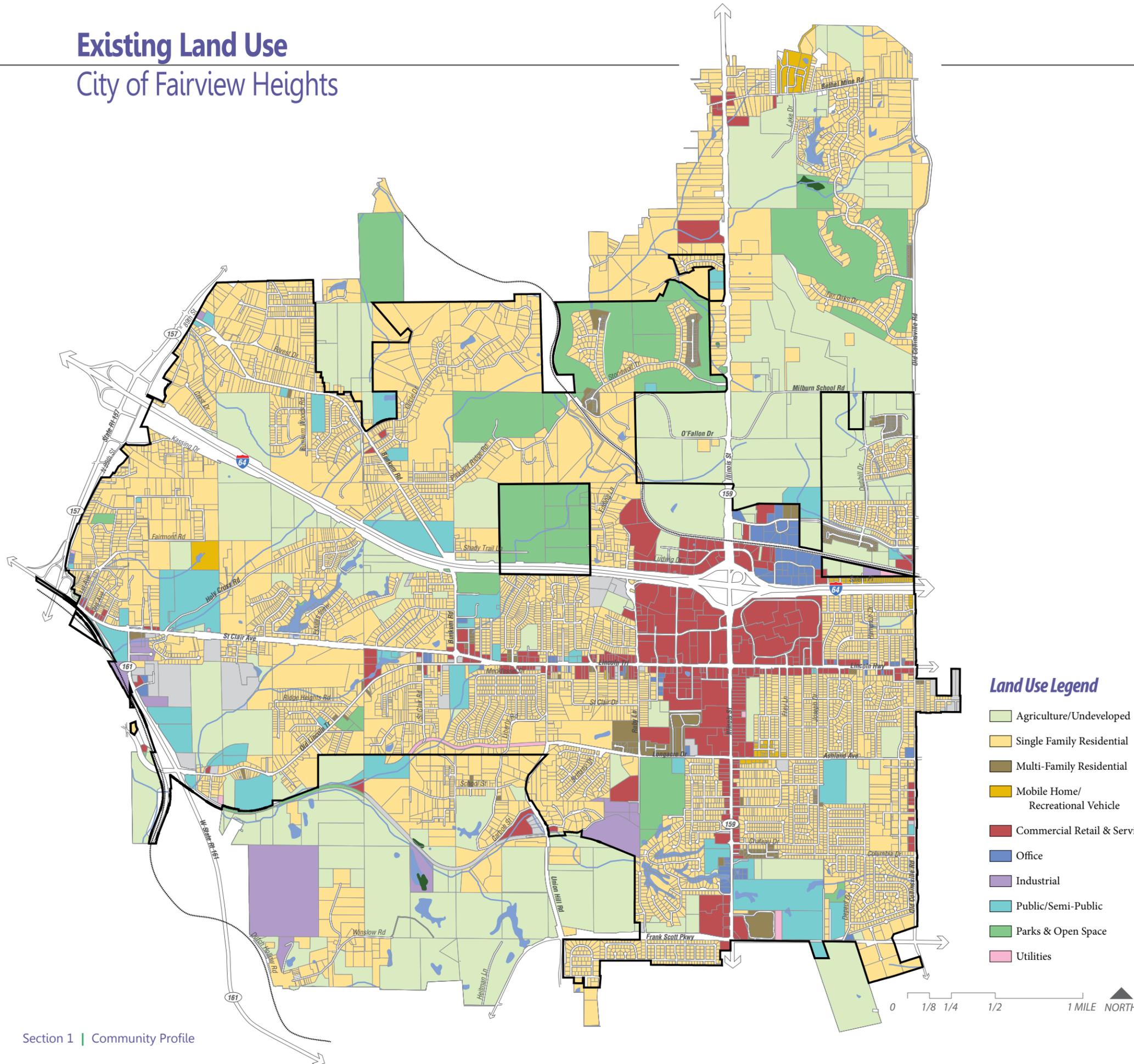
District	Primary Purpose/Uses	Min. Lot Area (sq. ft.)	Max. Height	FAR ¹
Residential Districts				
R-1 Residential	Large single family dwellings	20,000	35'	0.5
R-2 Residential	Medium-sized single family dwellings	15,000	35'	0.5
R-3 Residential	Smaller single family lots	10,000	35'	0.5
R-4 Residential	Smaller single family lots	8,000	35'	0.5
R-5 Residential	Smaller single family lots	6,000	35'	0.5
MH Residential	Community residences	6,000	35'	0.5
M-2 Residential	Multi-family dwellings; Apartments	10,000	45'	1.0
PR Planned Residential	Multiple uses permitted as part of a single development	Not Specified	--	--
Commercial Districts				
B-1 Neighborhood Business	Locally serving/convenience sales and services	10,000	25'	0.5
B-2 Office Business	Business and professional offices and compatible uses	20,000	35'	1.0
B-3 Community Business	Retail oriented commercial activities	20,000	35'	1.0
B-4 General Business	Commercial uses falling outside of other business district categories	20,000	45'	2.1
PB Planned Business	Variety of commercial developments and uses may be permitted	Two (2) acres when abutting residential uses.	--	--
PPO Planned Professional Office	Professional and administrative office buildings compatible with surrounding residential uses	Not Specified	--	--
Industrial Districts				
I Industrial	Light industry of an assembly nature from finished goods, warehousing and wholesaling activities	20,000	45'	1.0
Other Districts				
C Conservation	Guide development in areas where natural topography is an impediment to development	3 acres	35'	0.5
PD Planned Development	Individually owned or managed development allowing for a mix of residential and commercial uses	5 acres; Commercial comprise < 15% of total area	--	--

¹FAR - Floor Area Ratio



Existing Land Use

City of Fairview Heights

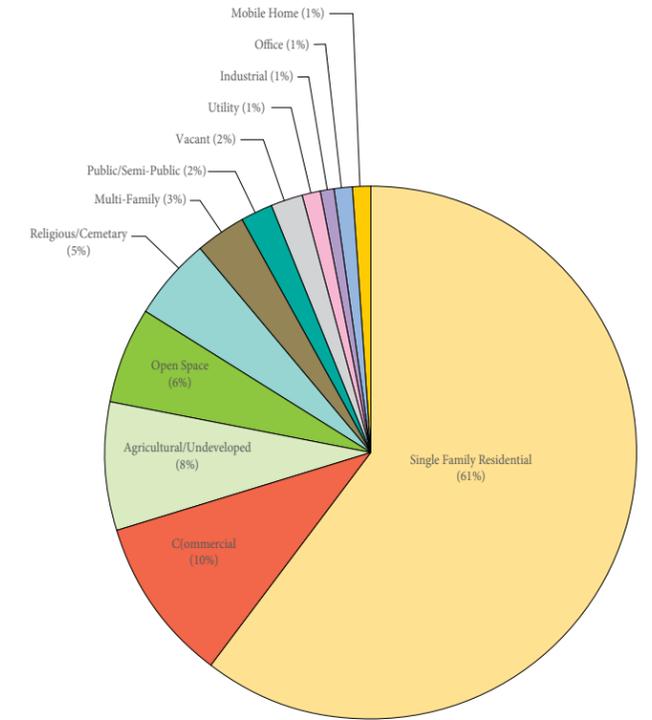


Land Use Legend

- Agriculture/Undeveloped
- Single Family Residential
- Multi-Family Residential
- Mobile Home/ Recreational Vehicle
- Commercial Retail & Service
- Office
- Industrial
- Public/Semi-Public
- Parks & Open Space
- Utilities

Existing Land Use

It is important to have a firm understanding of what the current land use patterns are as they will have a significant influence on the city's future growth and development. The following table highlights the existing land uses within the City of Fairview Heights.



Agriculture / Undeveloped

This land use consists of agricultural areas and undeveloped or otherwise underutilized areas that are likely to experience development or reinvestment over the life of the Comprehensive Plan. Agricultural and/or undeveloped areas occupy approximately eight percent of the area within the city limits and are primarily scattered throughout the western portion of the community. There are also several large agricultural areas located to the north and northeast of the city in Caseyville, St. Clair and Canteen Townships, the most significant of which is located north of I-64, to the east of the IL Route 159 corridor. The city's most recent residential development has occurred in this area and it is anticipated that much of the agricultural land to the northeast of the city will be developed. A large area of undeveloped land is located to the southwest in unincorporated St. Clair County.

Residential

Occupying nearly 61 percent of the city, residential land uses are the most prominent type of development within the City of Fairview Heights. As of the 2010 Census, the City of Fairview Heights had an estimated 7,353 households, growing by more than 1,300 households (22%) over the course of the past decade. The community's residential areas are predominantly single family and owner-occupied.

Single Family Residential

Single family detached homes are the predominant type of housing in the community, comprising 95 percent of all the residential land use (61 percent of total land use). The city's largest contiguous single family district is located to the south of St. Clair Square mall and Lincoln Highway, between IL Route 159 and Old Collinsville Road. Single family homes predominate within the western portions of the community where terrain is more varied.

Multi-Family Residential

Multi-Family residential uses make up only two percent of the land in the City of Fairview Heights. Multi-family residential land uses consist of a range of housing including townhomes, duplexes, condominiums, and apartments. The majority of the community's multi-family homes are located in townhome subdivisions and larger apartment and condominium complexes such as Park Terrace Apartments, Long Acre Ponds, Chateau Woods Condominiums, and Fountain Plan. There is also some limited multi-family development interspersed throughout Fairview Heights' single family neighborhoods.

Mobile Home / Recreational Vehicle

This residential land use is composed of manufactured housing communities as well as recreational vehicle parks. There are estimated to be fewer than 250 manufactured housing units within the City. The majority of the community's manufactured homes are clustered along Ashland Avenue (east of IL Route 159) and along Salem Place (west of Old Collinsville Road).

Commercial

Commercial land uses, which include uses such as retailers, restaurants, service providers and office uses, make up approximately 10 percent of the City of Fairview Heights. Commercial uses are concentrated near the I-64/IL Route 159 interchange and along the Lincoln Trail and IL Route 159 corridors. These corridors are the most heavily travelled routes in Fairview Heights, allowing businesses to capitalize on high traffic counts and convenient accessibility.

Commercial areas near the **I-64/IL Route 159 interchange** are anchored by St.Clair Square, a regional mall, and generally characterized by auto-oriented retail centers and 'big box' retailers. This area's concentration of national retailers attracts patrons from both Fairview Heights as well as the larger southwestern Illinois region.

Commercial development along the **Lincoln Trail and IL Route 159 corridors** is more convenience-oriented than commercial development near the interstate. Though newer development exists, these areas are generally characterized by aging, auto-oriented commercial buildings that have been developed in a piecemeal, parcel-by-parcel fashion. Access management and congestion can be an issue in these areas.

Industrial

Industrial uses make up less than 1 percent of total land use within the city. Industrial areas are characterized by light industrial uses that produce minimal noise and traffic and are generally compatible with commercial development. The largest area of industrial land within the city's planning area consists of an aggregate mining operation to southwest near State Road 161 and Dutch Hollow Road.

Parks and Open Space

The Fairview Heights Parks and Recreation Department (FHPRD), private open space, and natural areas such as waterways and wooded areas are included in this category. Together, these uses make up 6 percent of the total land use in the City. For a more detailed discussion of the parks and environmental features, refer to the **Parks, Open Space and Environmental Features** section of this report.

Public/Semi-Public

All government buildings, properties and uses that are considered public such as City Hall, Post Office, fire stations, public library, and water treatment plants are included in this land use category. Health care, schools and religious institutions, including cemeteries, are also included in this land use.

Proposed I-64 Interchange Modification

It has been determined that a new access point at I-64 is needed to reduce congestion near the IL Route 159 interchange, provide additional admission to the interstate while separating commuter and commercial traffic, and provide a stimulus to commercial areas along Lincoln Highway. The Federal Highway Administration (FHWA) recently approved an IDOT-supported concept that would locate the access point at Ruby Lane.

Community support for the proposed Ruby Lane concept is mixed and an alternative concept that would locate a new interchange at Union Hill Road was frequently cited as the preferred concept throughout the planning process. While some local residents and businesses may prefer this alternative location, given the FHWA's recent approval of the Ruby Lane interchange modification concept, it is likely that if Fairview Heights were to gain alternative access to I-64 it would occur at Ruby Lane.

The City should further engage the community to measure support for the FHWA approved concept and use feedback from Fairview Heights' residents and businesses to inform decision on whether to invest additional resources, such as funding environmental studies, to make the project shovel ready and engage in the lengthy process of working with IDOT to secure funding.

Despite the uncertain future of the interchange modification concept, the Comprehensive Plan must address the significant implications for future land use and development in the surrounding area. As such, land use and transportation recommendations contained within the Comprehensive Plan reflect the FHWA and IDOT-supported Ruby Lane interchange modification concept. Where appropriate, alternative map figures and supporting discussion have been provided to address the implications of a Union Hill Road interchange concept.

Refer to the **Transportation Plan figure located on page 49** for a comparison of the two proposed interchange access concepts.

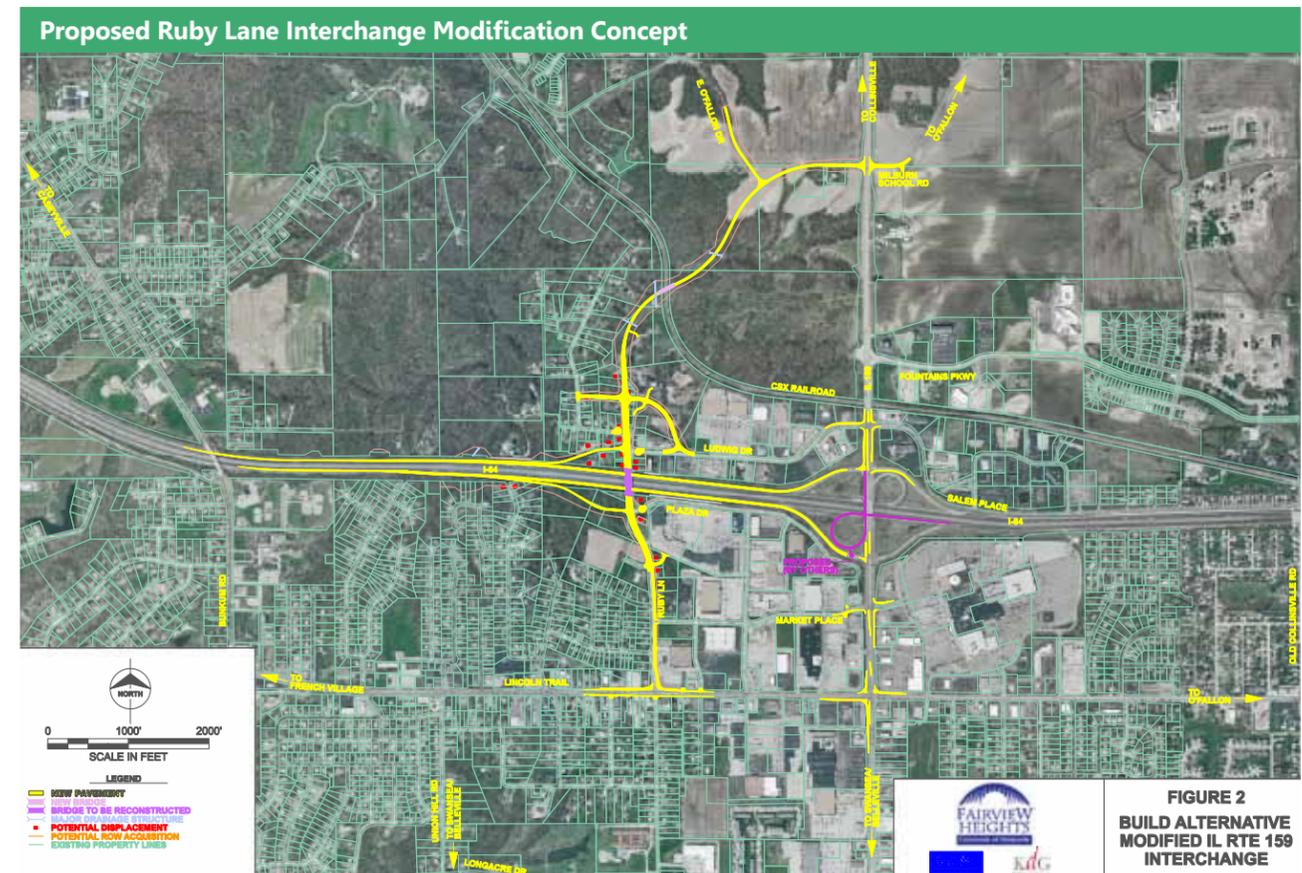


FIGURE 2
BUILD ALTERNATIVE
MODIFIED IL RTE 159
INTERCHANGE



The Vision is a retrospective narrative that chronicles the accomplishments and achievements that have occurred in the City of Fairview Heights since adopting the Comprehensive Plan in 2012. The Vision incorporates the main ideas and recurring themes discussed throughout community outreach efforts, including key person interviews, community workshops, on-line questionnaires and community issues mapping, meetings with City staff and officials, and the visioning workshop.

The Vision provides a foundation for the goals, objectives, policies, and recommendations contained in the new Comprehensive Plan. It is written as a retrospective in the year 2022 which tells the story of how life in Fairview Heights has changed and improved over the last 10 years since the Comprehensive Plan was adopted.

In the Year 2022...

Fairview Heights continues to be a popular destination for shopping and dining within the Metro East region. Improvements to transit service and major roadways, as well as access improvements to I-64 have greatly improved traffic flow and circulation. These improvements have helped minimize congestion and ensure that traffic functions as an asset and not a liability in Fairview Heights' heavily utilized commercial areas. The appearance and function of aging commercial areas have also been greatly enhanced with a mix of new lifestyle retail, mixed use development, and high-quality multi-family housing.

In addition to maintaining its strong retail base, Fairview Heights has remained an employment hub within the region. Non-retail employers, including the state and federal governments, medical uses, and more traditional light industrial and business park uses have expanded their presence within the community, further diversifying the local tax base and enhancing Fairview Heights' appeal to potential residents.

The City has also improved upon its image as a residential community with high quality elementary schools, ample parks and trails, and stable residential neighborhoods. Enhancements to local services and utilities have combined with continued investment in recreation, arts and culture to establish Fairview Heights as a desirable place in which to not only shop and dine, but live, work and play as well.



Commercial

St. Clair Square Mall has remained a strong anchor for retailers and restaurants in the City and the intersection of IL Route 159 and Lincoln Highway continues to serve as the locus for shopping within the larger region.

The City has worked to broaden its tax base by encouraging the development of office uses, medical care facilities and other non-retail uses. This, in turn, has buffered the community from dips in sales tax revenue and helped mitigate the need for a municipal property tax.

Improved access to I-64 has alleviated congestion along IL Route 159 and helped the corridor maintain its status as a regional commercial destination.

Lincoln Highway, to the west of IL Route 159, has been revitalized as a unique destination within Fairview Heights. Aging commercial centers have been renovated or redeveloped and the City has fostered mixed use development along the corridor.

In concert with aging portions of Lincoln Highway, the Market Place area has witnessed a renaissance with new outlot development, the redevelopment and repositioning of large big box sites with high quality development and a character that mirrors investments made to areas surrounding the St. Clair Square Mall.

Areas near the MetroLink station have also been redeveloped with commercial development that caters to the high volume of motorists travelling along IL Route 161 and Lincoln Highway while providing convenient retail and services to commuters utilizing the station. Mixed use development in the MetroLink area has also boosted transit ridership and helped provide a complementary mix of housing and shopping that has, in turn, attracted young professionals and families to Fairview Heights.

New development along the southern portion of the IL Route 159 corridor has continued and the comprehensive redevelopment of underutilized parcels has helped the City maximize the potential for commercial development in a coordinated manner.

The City has also facilitated strategic investments in improving the appearance of its commercial areas, including the burying of overhead utilities along portions of the IL Route 159 and Lincoln Highway corridor.

Commercial development along the Old Collinsville Road corridor remains limited to neighborhood retailers serving homes in the predominantly residential area.

The appearance of the IL Route 159 interchange at I-64 has been significantly enhanced. Gateway treatments featuring attractive signage, landscaping and ornamental features have been installed in the area surrounding the interchange, as well as at other key points of entry along the City's major corridors, welcoming the thousands of visitors these roadways bring to Fairview Heights and its retailers on a daily basis.



Residential

While Fairview Heights has historically been viewed as a retail destination, it is increasingly viewed as a place to call home and raise a family. Single family homes remain the predominant housing type within Fairview Heights and the City's residential neighborhoods have witnessed increasing reinvestment and redevelopment in recent years.

The City continues to encourage the development of a diverse local housing stock with the addition of owner-occupied attached and multi-family housing such as townhomes, rowhomes and condominiums. The addition of these expanded housing options, as well as senior housing, allow the community to accommodate all stages of life from young professionals, to growing families and seniors.

Priority has been given to promoting development within the community's unfinished subdivisions and providing services to previously developed areas before expanding into growth areas. These steps have stabilized and strengthened Fairview Heights' residential areas while making efficient use of City resources.



The City has strategically and methodically annexed several previously unincorporated areas to accommodate growth and expansion in an efficient manner. Development within these areas has created several new neighborhoods within Fairview Heights and allowed the City to broaden its employment base.

A combination of consistent code enforcement, property maintenance initiatives and new programs to assist owners with property upkeep have greatly improved the appearance of local neighborhoods. As a result, Fairview Heights has earned a reputation as desirable place to live and raise a family.



Transportation

Enhancements to I-64 access have helped alleviate congestion along IL Route 159 by providing an alternate north-south route to and from I-64 for motorists passing through the community. These enhancements, in combination with additional roadway improvements, have improved traffic flow along IL Route 159 and Lincoln Highway and improved the health of both of these vital commercial areas.

The City has worked with local retailers and hotels to establish a shuttle service for those visiting the community, linking visitors to major shopping areas, community destinations and transit.

Bus routes have been altered to accommodate the roadway configuration surrounding I-64 and more effectively circulate riders throughout the City's commercial districts. The City has also worked to foster a positive relationship with St. Clair County Transit and Metro Transit and improve maintenance of bus routes, particularly in commercial areas.

The City has strategically invested in the installation of sidewalks and multi-use trails throughout the community. These improvements have greatly enhanced pedestrian access and safety throughout Fairview Heights' neighborhoods and commercial areas.

The City has invested in the strategic development of local street segments in residential and commercial areas that suffer from poor connectivity. In concert with these improvements, the City has also continued to work with local residents to identify desirable traffic calming improvements that enhance pedestrian safety while simultaneously improving the appearance and character of local neighborhoods.



Parks and Open Space

Thanks in part to the Metro East Park and Recreation District, several regional and local trails now provide residents with enhanced pedestrian and bicycle access to parks throughout the City as well as regional parks and natural areas beyond Fairview Heights' borders.

Several pocket parks have also been located throughout the City's previously underserved neighborhoods, placing every Fairview Heights household within short walking distance of parks and recreation amenities.

Ogles Creek and other natural features have been incorporated into new development as the City has grown. In several neighborhoods, natural areas have been preserved as greenways, ensuring that the City's growth areas have ample parks and open space.

Moody Park has witnessed continued reinvestment and remains the centerpiece of Fairview Heights' parks system and recreational programming. Meanwhile, Pleasant Ridge Park has been expanded to include a cultural and heritage center and has emerged as a frequent destination for education or those seeking more passive recreational experience.



Community Facilities

The City, in partnership with other agencies and service providers, has helped improve quality of life for local residents and enhanced Fairview Heights' image within the Metro East region.

The Fairview Heights Police Department and both local fire protection districts continue to maintain high levels of service, contributing to a positive image of Fairview Heights as a safe place to live and do business.

Grant Community Consolidated School District and Pontiac-William Holliday School District are both highly regarded and considered a primary factor in attracting families to Fairview Heights. The Pontiac-William Holliday School District continues to maintain excellent facilities in the heart of Fairview Heights' east side. Meanwhile, the new Grant Middle School campus has been developed north of I-64, locating the school more centrally within the district while providing expanded education and recreation facilities to the district's growing population.

The City's updated building code and development regulations have helped mitigate issues related to stormwater management and flooding is rarely reported in Fairview Heights' residential neighborhoods. The City has also worked with utility and communications providers to ensure that Fairview Heights' commercial areas and residential neighborhoods are provided with modern and reliable services.



A new community center has provided a venue for recreation as well as the arts while providing residents with a gathering place within the community.

The City of Fairview Heights, in conjunction with the City of O'Fallon, has continued to invest in water distribution facilities and should have ample capacity to accommodate the community's needs for generations to come. The City has also made great strides along with Caseyville Township in providing sewer service to previously unconnected neighborhoods as well as developing areas.



The future described in the Vision Statement can only be achieved through the implementation of specific policies and recommendations within the Comprehensive Plan. The goals and objectives contained in this section bridge the gap between vision and policy. They provide the genesis for recommendations contained in the community-wide plans and form the basis for future action.

Each planning goal and corresponding objective has a unique purpose within the Comprehensive Plan.

- **Goals** describe desired outcomes toward which planning efforts should aspire to achieve.
- **Objectives** describe the specific actions that need to be undertaken to advance larger planning goals. Objectives provide more precise and measurable guidelines for planning efforts and future policy and action.

Goals and objectives express many ideas and concepts that cannot be shown on maps or depicted in other sections of the plan. Together with the Vision Statement, the goals and objectives paint a picture of what the community desires to accomplish with its Comprehensive Plan and other development tools and ordinances.

The goals and objectives presented here are based on:

- Input from the Comprehensive Plan Advisory Committee (CPAC);
- A Community workshop;
- A Business workshop
- Key person interviews;
- On-line questionnaires;
- City staff; and,
- The Visioning Workshop.

Goals and Objectives have been established for:

- Residential Neighborhoods;
- Commercial Areas;
- Transportation & Circulation;
- Parks, Recreation & Open Space
- Community Facilities & Services;
- Image & Identity;
- Growth Management;
- Intergovernmental Coordination; and,
- Plan Implementation.

Residential Neighborhoods

Goal 1:

Provide a variety of housing options to accommodate a wide range of ages and incomes and continue to attract families to the Fairview Heights community.

Objectives:

1. Maintain a stable core of single family neighborhoods while encouraging a healthy mix of owner- and renter-occupied single family detached homes, single family attached homes, and multi-family development.
2. Promote the development of senior housing to expand housing options and encourage older Fairview Heights residents to age in place.
3. Protect residential areas from any potentially negative impacts of incompatible and more intense uses such as commercial and industrial uses.
4. Promote infill development and the completion of previously platted subdivisions over new green field development and outward expansion.
5. Ensure that the extension or expansion of basic services and infrastructure improvements are incorporated and fully paid for by new development.
6. Provide residents with safe and convenient pedestrian and bicycle access to local commercial areas, parks, and community facilities.
7. Minimize cut through traffic from commercial areas while promoting connectivity and pedestrian safety within residential neighborhoods.

Goal 2:

Foster high-quality housing design and sustained maintenance and investment in residential neighborhoods.

Objectives:

1. Preserve sound existing housing through consistent, active code enforcement and preventative maintenance programs.
2. Consider the implementation of a residential improvement program to encourage upkeep and appearance of existing residential areas.
3. Partner with HUD-approved housing counseling agencies in the area to advise existing and potential Fairview Heights' home owners on buying a home, renting, defaults, foreclosures, and credit issues.
4. Promote context sensitive infill development that reflects the scale and character of surrounding neighborhoods.
5. Evaluate the use of design and development standards for single family and/or multi-family development to elevate the quality of Fairview Heights' local housing stock.

Commercial Areas

Goal:

Maintain vibrant commercial areas that showcase Fairview Heights as Metro East's foremost shopping, dining, and entertainment destination while providing a diverse range of goods and services to meet the daily needs of local residents.

Objectives:

1. Make improvements to vehicular and pedestrian connectivity between commercial areas and residential neighborhoods to enhance local access to goods and services while taking steps to minimize cut-through traffic.
2. Enhance communication between the City and the Fairview Heights business community and establish formal avenues in which to discuss issues and generate mutually beneficial economic development strategies.
3. Review and update the City's zoning code and development regulations, including commercial design guidelines to ensure that quality design and architecture are being promoted without discouraging development and reinvestment in the community.
4. Work with communications providers to modernize service and establish high speed internet service throughout the City and its commercial areas.
5. Promote the redevelopment and repositioning of aging commercial properties along the Lincoln Highway corridor and encourage development of a mix of neighborhood commercial and residential uses and a more pedestrian-friendly environment within the corridor.
6. Establish a formal pedestrian area, such as a plaza or boulevard, along the Lincoln Trail corridor to help enhance a sense of community and activity within the district.
7. Encourage the location of commercial and other business uses surrounding future I-64 access points while ensuring that new commercial development and redevelopment is designed in scale with, and complementary to, adjacent and previously established residential areas.
8. Encourage the development of convenience retailers, service providers and eateries in the area surrounding the MetroLink station to leverage the area's high traffic counts and commuter activity and establish development momentum that bolsters the area's long term potential for transit-oriented development.
9. Continue to support and promote local economic development efforts of the Fairview Heights Chamber of Commerce and St. Clair County Economic Development Department to retain and expand businesses within the community and attract new businesses to Fairview Heights.
10. Consider the use of property and sales tax rebates, tax increment finance, special service areas, and business development districts to facilitate desired commercial development within other targeted areas outside of the Lincoln Highway corridor.
11. Consider expansion of the Lincoln Trail Business District to areas north of I-64 to facilitate improvements to existing retail development, extend utilities and infrastructure to areas on the west side of IL Route 159.
12. Review existing programs funded by the Lincoln Trail Business District tax increment finance (TIF) district, including the façade improvement program, and evaluate the potential expansion of TIF-related programs including demolition grants and site assembly.
13. Continue to promote office and employment uses in areas along the Ludwig Place, Salem Drive, and the Fountains Parkway corridors and within the Market Place area.
14. Expand entertainment, dining and lodging offerings along IL Route 159 corridor in the areas surrounding the I-64 interchange.
15. Consider tools and techniques to combat commercial blight, such as a "White Elephant Ordinance", to enable the City to effectively deal with large buildings and properties that become vacant when larger businesses leave.
16. Explore the demand and potential for additional health care and federal government-related uses within Fairview Heights to broaden the local tax base.
17. Review and revise the development process to accommodate renovation and redevelopment through an expedient and flexible, yet thorough permitting process.
18. Improve access management and traffic flow along the IL Route 159 corridor by coordinating shared vehicle access points, reducing curb cuts, and promoting cross access and shared parking.
19. Support the efforts of the Fountains Conference Center to attract events that elevate Fairview Heights' image within the larger region.

Transportation & Circulation

Goal 1:

Provide a balanced transportation network that accommodates the safe and efficient circulation of vehicles, bicycles, pedestrians and transit throughout the community.

Objectives:

1. Improve access management along major corridors, namely the IL Route 159 and Lincoln Highway corridors, and require new commercial and multi-family development to provide shared access points and cross access between adjacent properties.
2. Promote a “complete streets” approach to roadway design that accommodates a range of users including vehicular traffic, bicycles, pedestrians and transit.
3. Extend or alter roadways where appropriate to establish a well-integrated street network that encourages local travel on local streets while minimizing cut-through traffic.
4. Along local streets adjacent to commercial areas and arterials, install traffic calming elements, such as chokers, chicanes, pedestrian islands and speed tables, that slow traffic and promote a safer pedestrian environment.
5. Continue to budget for on-going maintenance and repairs of City-owned streets as part of the Capital Improvement Program.
6. Work with IDOT to improve traffic flow and safety along state routes travelling through Fairview Heights including the support of intersection improvements, the widening of existing routes, and creation of new routes and facilities such as a new or modified access point to I-64.
7. Continue to foster a positive working relationship with IDOT to ensure that the City can incorporate improvements along I-64, including a new or modified access point, within its long term plans for growth and development and continue to leverage the interstate as a key economic asset.
8. Create strategic connections between existing segments of the transportation network and establish new routes where appropriate to enhance connectivity between and amongst the City’s established core and its growth areas.

9. Continue to link parks and open space through the expansion of the local multi-use trail system including implementation of the proposed Moody Park Trail and Pleasant Ridge Park Trail.
10. Establish local trail connections to the larger trail network and regional parks and natural areas and work with Metro East Park and Recreation District to implement local segments of its regional trails network including the Milburn School Trail and Metro Bike Link Trail.
11. Work with school districts and residents to create safe “walk to school” routes, and identify critical “gaps” in the sidewalk system and establish a program to construct new sidewalks in established areas of the City where the sidewalk network is incomplete.
12. Ensure that all new development provides sidewalks and sufficient street lighting to promote pedestrian circulation and enhance pedestrian safety.

Goal 2:

Expand the availability and use of public transit throughout the City.

Objectives:

1. Continue to support Metro Transit and its operation of the MetroLink station within the City.
2. Continue to support St. Clair County Transit and its bus service and routes within the City and the connections they provide to employment and shopping destinations.
3. Work with St. Clair County Transit to improve and expand bus service routes to better meet the needs of residents and employers.
4. Install attractive bus shelters along all major routes and work with St. Clair County Transit to ensure they are visually compatible with other streetscaping improvements.
5. Partner with St. Clair County Transit, Metro Transit and area businesses to evaluate service routes and schedules and optimize service to and use by all major commercial and employment centers within the community, including area hotels and business parks.
6. Improve linkages between the MetroLink station and residential areas.

Parks, Recreation & Open Space

Goal 1:

Expand and enhance the City’s system of parks and recreation areas and improve local residents’ access to these amenities.

Objectives:

1. Continue to plan and budget for the expansion and improvement of existing parks and continued investment in recreation facilities and programming.
2. Establish a park land dedication requirement to acquire park sites in new residential developments and a fee-in-lieu contribution where park donations are not desirable to fund the purchase and development of other park sites in the City.
3. Review and revise the fee-in-lieu of a parkland dedication requirement on an annual basis to ensure cash contributions accurately reflect the true cost of improved parkland.
4. Maintain Moody Park as central component of the City’s park system and invest in its recreation facilities to further entrench Moody Park as a destination for an active Fairview Heights population.
5. Explore the potential for a culture and heritage center at Pleasant Ridge Park that incorporates the historic Kinsella family log cabin and serves to increase use of the larger park as a venue for educational purposes, cultural events and entertainment as well as passive recreation.
6. Building on the success of Fairview Heights’ new facility, partner with other public or private entities to expand or relocate the community recreation center to provide a year round venue for recreation activities and a central gathering place for residents.
7. Identify underserved neighborhoods and strategies to acquire land and develop new neighborhood parks in established residential areas.
8. Develop new parks in the Fairview Heights’ growth areas, through the effective use of parkland requirements, to incorporate parks throughout the City’s new residential neighborhoods.
9. Continue to partner with the Metro East Park and Recreation District, local school districts and private recreation providers to provide appropriate recreational facilities and activities to Fairview Heights residents of all ages.

10. Improve connections between parks, the residential neighborhoods they serve, and natural areas through continued expansion and maintenance of the local network of multi-use trails and sidewalks.
11. Continue to improve connections between the local and regional trail networks, including the Milburn School Trail and Metro Bike Trail, to better link Fairview Heights residents with parks and natural areas throughout the Metro East region.
12. Continue to work with partner organizations such as the Metro East Park and Recreation District to identify grants and secure alternative funding for the acquisition and development of parks, open space, trail segments, trail connections, and other recreation amenities in the community.
13. Promote the addition of new public gathering spaces and plazas within the redevelopment of the Lincoln Highway corridor and provide for proper maintenance.

Goal 2:

Encourage the use of sustainable development practices to enhance and protect the City’s environmental features and natural areas.

Objectives:

1. Integrate Ogles Creek and other water features and related natural areas as green corridors travelling within and between developed areas.
2. Require appropriate setbacks and buffering from creeks and floodways to minimize flooding issues and improve water quality.
3. Encourage new development in the City to pursue and obtain LEED (Leadership in Energy and Environmental Design) certification.
4. Promote local environmentally-friendly programs for residents, including recycling, water conservation, the use of renewable resources, and the use of public transit.
5. Promote the use of low-impact development (LID) practices and Best Management Practices (BMPs) to help protect and restore water quality and reduce the quantity of stormwater run-off throughout the City.
6. Promote the use of smart growth principles and techniques in the planning and construction of new development projects and redevelopment sites.

Community Facilities & Services

Goal:

Continue to provide adequate community facilities and effective and efficient City services that contribute to a high quality of life and enhance Fairview Heights' desirability as a place to live, work and relax.

Objectives:

1. Work with other public agencies, including St. Clair County, neighboring townships and municipalities, local fire protection districts, and the local school districts, to maintain adequate sites and facilities.
2. Maintain adequate sites for City facilities; constructing, renovating, and relocating facilities when necessary and appropriate.
3. Establish a police sub-station near the MetroLink station to enhance public safety within the French Village area and improve public perception of the station area.
4. Continue to work with the local electric utility to upgrade and modernize infrastructure within Fairview Heights and provide reliable service throughout the City and its commercial areas.
5. Ensure adequate levels of fire and police protection throughout the City and work with the police department and fire protection districts to ensure that emergency vehicles can effectively serve areas to the north and south of I-64 and along the Lincoln Highway, exploring potential new station locations if necessary in the future.
6. Coordinate plans for annexation and development with community service and facility providers to ensure adequate levels of service throughout the City and its growth areas.
7. Consider pursuing LEED certification, or similar, for new or renovated City facilities.
8. Work with the local school districts to ensure proper buffering surrounding school facilities and to provide appropriate parking, ingress and egress, and safe and adequate access to all school sites.
9. In partnership with Grant Community Consolidated School District 110, evaluate potential reuse or redevelopment of the Grant Middle School site for public use such as a community/recreation center, pending relocation of the current facilities to the district's Bunkum Road property.
10. Recognizing the divisive impact of having multiple school districts within the same community, continue to identify strategies for building and enhancing a sense of community among Fairview Heights residents that stretches beyond school-district boundaries.
11. Maintain positive relationships with local high school districts and communicate the desire for a future high school to be located within Fairview Heights should rising student enrollment warrant the need for a new facility in the area.
12. Identify a tenant for the upper floors of City Hall including offices from other government agencies such as St. Clair County, the State of Illinois, and the Federal government.
13. Increase efforts to identify alternative sources of financing, such as grants or loans, to fund a wide range of public projects including, but not limited to City facilities, parks and recreation enhancements, transportation improvements, economic development related projects, and social services.
14. Continue to work with the Fairview Heights Public Library to provide a range of high quality materials and services to local residents.
15. Continue to work with the City of O'Fallon to meet the drinking water needs of current and future Fairview Heights residents and businesses.
16. Continue to work with Caseyville Township and the Village of Caseyville to expand wastewater infrastructure to all areas of the City and maintain adequate capacity in the future in light of anticipated patterns of development.

Image & Identity

Goal:

Maintain and enhance Fairview Heights' image as a regional shopping destination and employment center with high quality residential neighborhoods and community facilities.

Objectives:

1. Install gateway features including signage, landscaping and hardscape features along key corridors and important intersections throughout the City to better communicate a sense of character and identity and strengthen Fairview Heights' brand to visitors and passersby.
2. Establish a City-wide signage and wayfinding program to direct motorists to key retail centers, office complexes, community facility destinations, and other points-of-interest throughout the City.
3. Beautify the Lincoln Highway and IL Route 159 corridors with streetscaping and pedestrian amenities such as benches, bus shelters, trash cans, streetlights, way finding signage and other amenities that incorporate design elements from the I-64 and IL Route 159 interchange beautification project and establish a theme for the City's commercial areas.
4. Establish a signage and banner program for the Lincoln Highway corridor to strengthen the commercial area's identity and enhance the appearance of the business district.
5. Promote and require landscaping within commercial areas and require the upkeep of parking lots, opaque screening of service areas, drives, buildings, and incompatible uses.
6. Ensure that all commercial development is effectively screened and buffered from adjacent residential uses.
7. Review and revise development controls to ensure that appropriate landscaping, parking, screening and signage requirements are in place.
8. Review and revise the City's signage regulations to ensure that they allow for adequate business identification, legibility, and visibility while respecting the scale and character of surrounding development and minimizing visual clutter.
9. Implement a more systematic and proactive property maintenance and code enforcement process in commercial areas of the City.
10. Maintain and enhance City-owned parks and create additional parks that contribute to quality of life in Fairview Heights' residential neighborhoods.
11. Continue to support the efforts to maintain and enhance the appearance of the City's public areas, such as the clean-up days organized by the Beautification Commission.
12. Continue to support and promote community events and festivals such as the Fall Festival and Midwest WingFest.
13. Develop a marketing campaign to develop and promote a 'brand' for the City of Fairview Heights that highlights the City's success as a regional destination for shopping and dining and strengthens the Fairview Heights' image as a desirable place to live and work.

Growth Management

Goal

Promote appropriate growth and development within Fairview Heights' growth areas, discouraging leap-frog development and being mindful of the cost of extending utilities and providing necessary community services.

Objectives

1. Work with neighboring communities and townships, St. Clair County, and an engineering consultant to conduct a study of the extent and impacts of mine subsidence within the area and identify strategies for mitigating potential barriers to development.
2. Develop a detailed growth plan and strategic annexation policies, prioritizing the annexation of unincorporated areas including the Far Oaks subdivision and areas to the north of Frank Scott Parkway near Union Hill Road.
3. Encourage, promote, and direct development and redevelopment within already built up areas, prioritizing incomplete subdivisions.
4. Consider adjacency and concurrency requirements to prevent "leap frog" development.
5. Coordinate the review and input of new development proposals with all City departments and affected public agencies, including the fire protection districts, school districts, and utility providers, ensuring adequate services are available for new growth.
6. Limit the City's share (if any) in the cost of providing public utilities and services to an amount justified by the community-wide benefits received.
7. Work with other agencies, including City Departments, to establish appropriate impact and tap-on fees for the extension of necessary utilities and infrastructure, capturing all of the associated expenses for new development.
8. Work with Caseyville Township, the Village of Caseyville and the City of O'Fallon to coordinate sizing and routing of sewer and water extensions with the City's long-range plans for new growth and development, allowing for incremental or phased improvements.
9. Require developers in future growth areas to oversize utilities and infrastructure to accommodate other planned growth and development and permit and facilitate the reimbursement of oversizing costs borne by the initial developer through recapture agreements.
10. Require developers to donate land and/or money to ensure the provision of necessary land for public improvements and facilities, in coordination with the district or service provider.
11. Continue to budget for and implement improvement, expansion and maintenance of infrastructure provided by the City of Fairview Heights.

Intergovernmental Coordination

Goal:

Continue to work with adjacent communities, Caseyville Township, St. Clair County, and other groups and agencies to implement the goals and recommendations of the Comprehensive Plan.

Objectives:

1. Continue to meet and communicate with adjacent communities regarding future plans for the City and outlying areas.
2. Work with adjacent communities to establish formal boundary agreements that will protect each community and prevent future developers from creating 'bidding wars' between neighboring communities.
3. Coordinate with St. Clair County, Caseyville Township, and adjacent communities to assist in realizing mutual objectives and addressing issues such as traffic that transcend municipal boundaries.
4. Work with adjacent communities and agencies to seek grants, loans, and other sources of funding for projects that address intergovernmental issues.
5. Continue to encourage communication and collaboration among service providers to provide the most efficient and cost effective services possible.
6. Maintain a positive channel of communication with agencies such as the East-West Gateway Council of Governments, St. Clair County, Illinois Department of Transportation (IDOT) and others for better coordination regarding projects on their properties or within their jurisdiction.
7. Coordinate the review and input of new development proposals with all affected public agencies and departments such as local fire protection districts, school districts, the City of O'Fallon, the Village of Caseyville, and Caseyville Township.
8. Work with the Fairview Heights Chamber of Commerce, St. Clair County Economic Development Department, and other economic development organizations to promote and market the City of Fairview Heights, retain existing businesses, and attract new businesses.

Plan Implementation

Goal:

Effective implementation of the Comprehensive Plan, including regular efforts to monitor progress and update City policies.

Objectives:

1. Update the Zoning ordinance and other land use and development regulations to ensure compliance with Comprehensive Plan recommendations.
2. Develop a process for the regular review and update of the Comprehensive Plan and zoning ordinance to appropriately meet the changing needs of the community.
3. Evaluate design and development guidelines and revise where appropriate to allow for greater flexibility while maintaining high quality standards for new development.
4. Review and revise the City's landscape requirements to ensure adequate screening and buffering of non-residential uses and enhance the appearance of new development while promoting the use of Low Impact Development (LID) and Best Management Practices (BMPs).
5. Establish and maintain a five-year action agenda regarding Comprehensive Plan implementation to prioritize objectives, list accomplishments of proceeding years, and incorporate within the City's Capital Improvements Plan (CIP).
6. Dedicate additional staffing and existing financial resources and/or identify new funding sources to implement initiatives identified in the Comprehensive Plan.
7. Review the Comprehensive Plan on a regular basis and amend as needed, based on input and involvement of the City Council, Planning Commission, Board of Zoning Appeals, Planning Committee, and various other commission and committees, local organizations, and individuals.
8. Conduct regular workshops with City's officials, staff, boards and commissions to ensure that the Comprehensive Plan is routinely utilized as a resource in decision making.
9. Identify and engage agencies and organizations willing to share in the responsibility for active implementation of the Plan.
10. Work with the economic development commission to prioritize economic development opportunities and evaluate strategies and funding mechanisms to foster redevelopment, recruit new businesses, and retain, enhance and expand existing businesses.



The Land Use Plan provides polices and identifies appropriate land uses for the future development of the City of Fairview Heights and its growth areas. The Land Use Plan is based on sound community planning principles, as well as several factors and influences, including the Vision, Goals and Objectives identified for the Fairview Heights community; market and demographic analysis; and an assessment of existing conditions including the established areas and infrastructure of the City and its planning jurisdiction. The Plan provides a general assessment of land use potential and recommendations for what types of land uses will best meet the needs of the community in the long-term.

Use and Purpose

A goal of the Land Use Plan is to assist staff, residents, businesses, and elected and appointed officials in making future land use and development related policy decisions. While the Land Use Plan is specific enough to provide guidance on land use decisions, it is also flexible enough to allow for individual negotiations and the consideration of creative approaches to land development that are consistent with the overall policies and guidelines included in the Comprehensive Plan.

General Guide

As Fairview Heights continues to experience infill development, redevelopment, and outward growth, the Land Use Plan should be used by City Staff, residents, businesses, and elected and appointed officials as a general guide to informing future decision making.

The Land Use is intended to be a general guide for growth and development within Fairview Heights and is not a development plan of rigid and finite recommendations. The Land Use Plan presents recommendations for improving and enhancing existing areas within the City's current municipal boundaries through better organization of land uses, as well as for areas beyond Fairview Heights' corporate limits in its extraterritorial planning jurisdiction as limited by infrastructure capacity and permitted by Illinois Municipal Code (65 ILCS 5/11-12-5). This Plan allows for individual negotiations and the consideration of creative approaches to land development that are consistent with the policies and guidelines included in the Comprehensive Plan.

Land Use Plan

Building on Fairview Heights' existing land use pattern, the goal of the Land Use Plan is to strengthen the image of Fairview Heights' commercial areas within the larger region, while stabilizing and enhancing its residential neighborhoods and diversifying the local economy. The plan strives to foster a compatible land use pattern that promotes reinvestment along the Lincoln Highway and IL Route 159 corridors, focuses on infill and redevelopment opportunities, and encourages managed outward growth, while discouraging the premature conversion of agricultural land and natural areas. The Plan also emphasizes the adequate and efficient provision of community facilities and services, and the preservation and enhancement of desirable environmental features such as waterways and wooded areas.

To better address the specific aspects of each type of development within the City, the Land Use Plan is broken into three different sections – Residential Areas Plan, Commercial Areas Plan, and Industrial/Employment Areas Plan. Subsequent sections of the Plan will address land uses related to community facilities, parks and open space, and specific sub-areas of the community.

In total, eleven (11) distinct land use classifications have been established, including:

- Single Family Detached Residential
- Single Family Attached
- Multi-Family Residential
- Conservation/Estate Residential
- Regional Commercial
- Corridor Commercial
- Neighborhood Commercial
- Light Industrial/Business Park
- Office Park
- Parks and Open Space
- Public/Semi-Public

Residential Uses

Within the residential land use classification, there are four categories of uses: Single Family Detached, Single Family Attached, Multi-Family, and Estate.

Single Family Detached Residential

Areas designated exclusively or primarily for single family detached residential structures. Some single family residential areas may contain a small number of duplexes or other single family attached dwelling, but single family detached dwellings should be the predominant housing type and characterize these areas of the community.

Single Family Attached Residential

Areas designated for single family attached include a range of attached building types such as duplexes, townhomes and rowhouses. Attached dwelling structures provide direct access to each unit from outside and generally lack common interior spaces such as lobbies or shared hallways.

Multi-Family Residential

Areas designated for multi-family residential development consist primarily of apartments and condominiums. Multi-family residential development should primarily consist of owner-occupied units and be viewed as an opportunity to provide quality senior housing and workforce housing.

Conservation/Estate Residential

Areas identified as Estate Residential provide for low-density residential development that should strive to maintain the rural atmosphere that currently exists within select outlying areas of Fairview Heights. Development in these areas should preserve open space and natural resources where possible, including existing wooded areas, waterways and wetlands, natural topography, wildlife habitat/corridors, and view sheds. The clustering of homes should be promoted in areas where it can be used as a method of preserving environmental features and natural resources.

Commercial Uses

The Land Use Plan designates four different commercial land use categories: Regional Commercial, Corridor Commercial, Neighborhood Commercial, and Mixed Use Overlay.

Regional Commercial

Areas designated as regional commercial are intended to accommodate larger commercial shopping centers and developments that serve a more regional function, drawing on a customer base that extends beyond the City limits. Regional commercial development should be located on major roadways with good visibility and easy access to those roadways.

Corridor Commercial

Corridor commercial land uses are typically organized in a linear fashion and include a blend of neighborhood-oriented commercial retail, offices, smaller regional commercial retail (such as auto dealers), service uses and multi-family uses. The Land Use Plan identifies areas appropriate for corridor commercial uses including areas along Lincoln Highway and IL Route 159.

Neighborhood Commercial

Neighborhood commercial areas are intended to serve the day-to-day convenience retail and service needs of surrounding neighborhoods. Development in neighborhood commercial areas should be of a smaller scale and lesser intensity such that it is considered generally compatible with adjacent and nearby residential uses.

Mixed Use Overlay

Mixed use development should be encouraged in the area within a half mile of the Fairview Heights MetroLink station. Although minimal development has occurred in the area immediately surrounding the station, there are near term opportunities for convenience retail uses. While current economic conditions may limit the potential for mixed use development at this time, higher intensity projects may be viable over the mid- to long-term once other commercial development has established momentum in the area. Any mixed-use development within the mixed use overlay area should be located along or immediately adjacent to the commercial properties fronting along the north side of St. Clair Avenue or in the area south of St. Clair Avenue, including the properties currently designated for commercial, light industrial/business park, and residential.

Industrial/Employment Uses

Two separate business and industrial uses are designated as part of the Land Use Plan: Light Industrial/Business Park and Office Park.

Office Park

These areas are intended to provide for office park uses, which could include “stand alone” office buildings and complexes or several buildings incorporated into a “campus like” setting. While certain light industrial and distribution uses may locate within an office park area, they should be of low intensity and complementary scale, and widespread development of such uses should be discouraged. The Fairview Heights Corporate is the most prominent example of an existing office park area within the City.

Light Industrial/Business Park

Areas designated for light industrial/business park are intended to accommodate a variety of uses ranging from light assembly, storage and distribution, low intensity fabrication operations, intense commercial service uses, and more. Light industrial/business park uses are not generally compatible with residential areas, and should be appropriately buffered and screened from adjacent residential areas.

Public / Semi-Public Uses

Public/Semi-public uses include a variety of uses that generally serve the public such as municipal facilities, other government facilities, schools, religious institutions, and more. These uses provide essential facilities and services to the community and are scattered throughout the City. These uses are generally shown on the Land Use Plan, but are presented in more detail in **Section 6: Community Facilities Plan**.

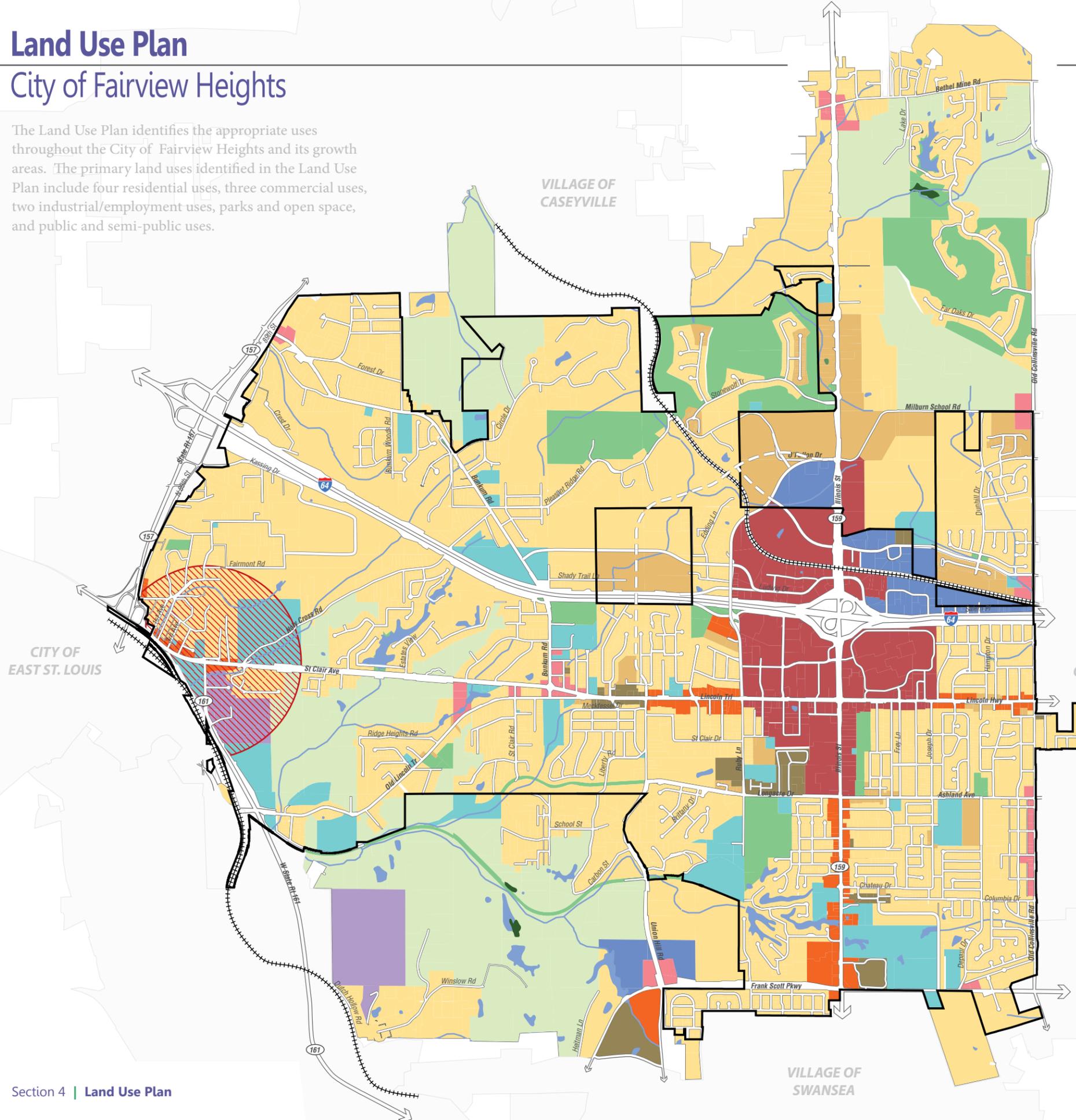
Parks, Open Space & Environmental Features

The parks and open space land use includes parks, golf courses, natural areas and other areas of open space that contribute positively to the community's overall quality of life. These areas, along with environmental features (including wooded areas, wetlands, streams and water features), are identified and discussed in more detail in **Section 7: Parks, Open Space and Environmental Features Plan**.

Land Use Plan

City of Fairview Heights

The Land Use Plan identifies the appropriate uses throughout the City of Fairview Heights and its growth areas. The primary land uses identified in the Land Use Plan include four residential uses, three commercial uses, two industrial/employment uses, parks and open space, and public and semi-public uses.



Land Use Legend

- Single Family Residential** areas should consist primarily of single family detached homes.
- Single Family Attached Residential** areas should provide a range of attached building types such as duplexes, townhomes and rowhouses.
- Multi-Family Residential** areas should consist of condominiums, apartments, and senior housing developments and should be predominantly owner-occupied.
- Conservation/Estate Residential** areas are intended to preserve the rural character and natural setting of Fairview Heights' growth areas and undeveloped natural areas.
- The **Regional Commercial** designation is an intense commercial land use consisting of larger commercial properties along the City's major roadways, near the interstate. St. Clair Square is the primary anchor of regional commercial area.
- Corridor Commercial** areas comprise linear retail areas along primary roadways and serve the needs of the larger Fairview Heights community as well as passing motorists.
- Neighborhood Commercial** areas are intended to provide daily goods and services conveniently to local residential neighborhoods and should be of smaller scale and intensity.
- The **Office Park** designation includes areas dedicated to office uses incorporated into a "campus like" setting.
- Light Industrial/Business Park** areas accommodate a range of light industrial, commercial service, and more intense business uses that are not compatible with residential uses.
- Public and Semi-Public** uses include public facilities and infrastructure. This designation consists of a number of existing government and institutional facilities including City Hall, police and fire stations, schools, utilities, and larger religious institutions.
- The **Parks and Open Space** land use designation includes public and private open space including city parks and golf courses.
- Mixed Use Development** should be encouraged in the area within 1/2 mile of the MetroLink station.
- Current Municipal Limits
- Water/Wetlands

Residential Areas Plan

The Residential Areas Plan builds upon the existing residential pattern of the community. An overall objective of the Plan is to provide a variety of quality housing options that serve residents in all stages of life. Fairview Heights' residential areas are composed of primarily single family neighborhoods, but also include a variety of single family attached and multi-family residential developments. The Residential Areas Plan strives to support existing residential neighborhoods while providing new housing options within the community.

Residential Land Use & Development Policies

The Residential Land Use Policies focus on enhancing the City's overall residential character by improving existing residential areas and promoting new, high-quality residential development in appropriate locations. The following policies will assist the City in future decision making regarding residential land use throughout the community:

- Preserve and enhance the character of the City's single family residential neighborhoods.
- Locate new multi-family residential developments in appropriate locations within the City, including mixed use and transitional areas between single family and business land uses.
- Seek opportunities to provide senior housing in appropriate locations that provide proximity and easy access to City amenities as well as essential goods and services.
- Consider the potential impacts of new residential development on service providers and municipal infrastructure.
- Ensure that new neighborhood parks are a component of larger residential developments within the City's growth areas.

- Ensure that an interconnected sidewalk and multi-use trail system is incorporated into new residential development within the City's growth areas.
- Require the design of new residential development to appropriately incorporate existing high-quality/valued environmental areas and features.
- Promote multi-family residences along the western portion of the Lincoln Highway corridor.
- Improve connectivity throughout residential neighborhoods and employ traffic calming measures to discourage "cut-through" traffic as necessary.
- Enforce property maintenance codes in residential areas.
- Ensure residential areas are adequately screened/buffered from adjacent non-residential uses and activity.

Single Family

Single Family Detached Residential

An important objective of the Plan is to continue to protect and enhance the City's single family residential neighborhoods. Future development should be respectful and sensitive to the existing homes while allowing reinvestment in the form of rehabilitation, additions, and new construction in existing neighborhoods. Wherever possible, single family neighborhoods should be buffered and protected from adjacent incompatible uses. In single family detached areas, the scattered development of attached residential dwellings (e.g. townhomes or duplexes) may occur on a limited scale, but the overall single family character should be retained.

Servicing Existing Neighborhoods

Not all incorporated areas of Fairview Heights are serviced by sewer and several existing residential neighborhoods rely on well and septic. As discussed in **Section 6: Community Facilities Plan**, the City should continue its efforts to extend basic services to all incorporated areas of the community. Doing so will improve quality of life for local residents and facilitate further infill develop in areas adjacent to established residential neighborhoods.

Single Family Attached

This land use consists of townhomes, rowhouses, and duplexes and provides additional housing options within the community. Single family attached residences are typically used as a buffer between lower density single family detached residential areas and more intense land use areas such as regional commercial, light industrial and multi-family residential, or as a buffer along the frontage of major traffic corridors. The Land Use Plan supports existing and approved townhome and duplex developments already established within the City and identifies transition areas surrounding more intense uses within Fairview Heights' growth areas.

Multi-Family

Although the Plan designates the majority of residential uses in the City as single family, the Plan also recognizes the importance of providing multi-family developments in key locations. Multi-family residential typically includes condominium and apartments uses, but can contain components of townhomes, duplexes, and rowhouses. Multi-family developments are often designated for transitional areas that may serve to buffer single family residential areas from non-residential uses such as proposed commercial areas or areas generally fronting arterial streets. The City should consider the use of design standards to ensure multi-family residential areas in Fairview Heights are well-maintained and attractive, reflecting the City's overall desired character.

Conservation/Estate Residential

The Land Use Plan designates several agricultural and natural areas, and undeveloped properties that would be suitable for conservation/estate residential development in the future. Conservation/estate residential areas should be developed to include a mix of large lot estate residential and compact, conservation-oriented single family development. These areas can generally be described as the areas along or near the environmental corridors that are recommended for preservation and those agricultural areas far removed from existing development.

Conservation

Where appropriate, conservation/estate residential areas should utilize a clustered development pattern that reduces minimum lot areas, but does not reduce the gross density of development, to maintain and preserve wetlands, floodplains, large wooded areas, or other natural areas. Conservation development techniques will allow new development to minimize the impact on quality natural areas, preserving them for public enjoyment while maintaining the rural character of these areas. While existing development may or may not adhere to conservation guidelines that protect natural areas, the City should consider requiring this of all future development in areas identified to contain sensitive or desirable environmental features.

Estate Residences

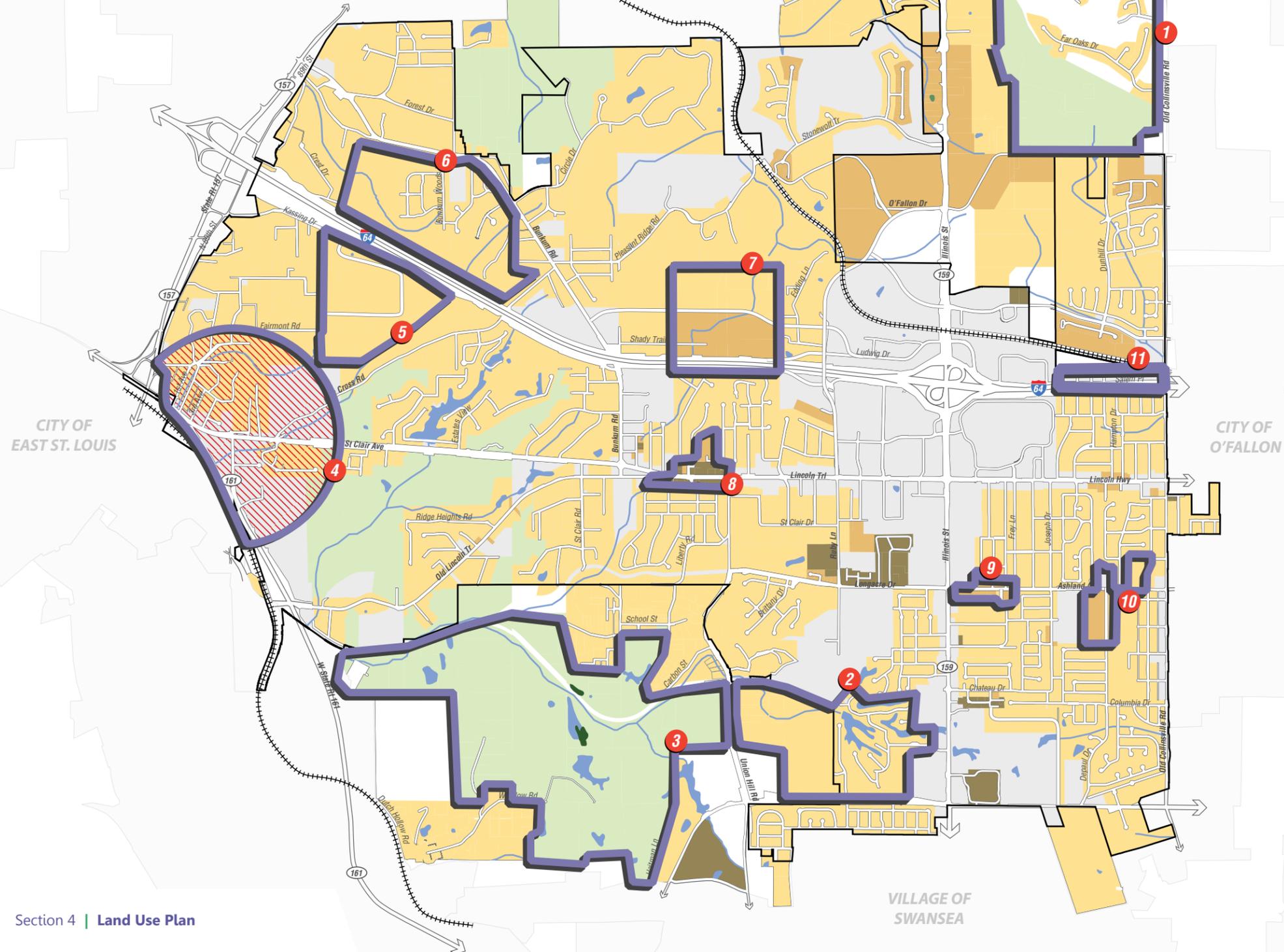
The northeastern portion of the City's planning area is rural in character and consists of a mix of active agricultural areas, large lot single family residential, and extensive wooded areas. Ideally, residential development within these more rural areas should complement the scale and character of neighborhoods and consist of lots one-half (1/2) acre in size or greater.

However, due to open space requirements, environmental features, and site constraints, this may not always be possible and, as a result, the precise size of lots, along with the development character, will be subject to review by the City. The City should consider open space requirements, the size and character of nearby existing and planned residential developments, and environmental conditions in the area in determining appropriate lot sizes that are proposed to be less than the desired one-half acre size. These areas should also be planned in a manner that utilizes context sensitive design practices that incorporate and protect natural open space and environmental features where appropriate.

Residential Areas Plan

City of Fairview Heights

Residential areas should provide a range of housing throughout the community and accommodate residents in every stage of life. The Land Use Plan designates and establishes policies for four types of residential uses in the City: Single Family Detached, Single Family Attached, Multi-family, and Conservation/Estate Residential. This figure builds on the Land Use Plan's designations, providing more specific goals and recommendations for each residential area in the City.



Residential Areas Legend

Land Use

- Single Family Detached Residential
- Single Family Attached Residential
- Multi-Family Residential
- Conservation/Estate Residential
- Mixed Use Development

Target Areas

- 1** Areas adjacent to the Far Oaks subdivision should be developed as *estate residential areas* that mimic the lot dimensions of adjacent development and incorporate wooded areas and dedicated park land as appropriate
- 2** Single family development in this area should complement the scale and character of neighborhoods to the east and landscaped berms should be used to buffer this area from adjacent roadways and commercial development.
- 3** This area has varied topography that limits development potential and extensive wooded areas that should be preserved and incorporated into *conservation/estate residential neighborhoods* where possible
- 4** *Mixed use development* should be encouraged in the area surrounding the MetroLink Station including multi-family residential.
- 5** Agricultural areas adjacent to the French Village neighborhood should be developed with *single family residential uses* and accessed via an extended Kassing Drive and Richfield Road
- 6** Completion of partially developed single family subdivisions and the extension of basic services to these areas should be a priority
- 7** Access to this area will be enhanced by I-64 access improvements to the west of IL Route 159 and, as future development occurs, single family attached development should be used to buffer single family detached residences from I-64
- 8** A mix of single family detached and multi-family development should be encouraged along this portion of Lincoln Highway so as to increase the corridors residential population and concentrate commercial reinvestment further east
- 9** Mobile home uses in this area should be replaced over time with townhome/rowhome development that improves the character of the neighborhood while buffering adjacent single family residences from commercial uses along IL Route 159
- 10** These areas are currently agricultural areas or other underutilized and represent *high priority infill development sites* for a mix of single family detached and attached residences as well as dedicated park land
- 11** Mobile home uses in this area should be replaced over time with industrial/employment uses that better leverage the area's location along I-64 and proximity to regional commercial areas

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Established residential neighborhood



Far Oaks



Fountain Place Neighborhood

Growth Area Reassessment

The conservation/estate residential designation identified in the Residential Areas Plan primarily represents Fairview Heights' existing agricultural areas and natural areas that are not likely to experience development pressure over the expected life of the Comprehensive Plan. Today, many of these areas consist of large wooded areas, farmsteads, and single family homes on large lots that utilize well and septic systems.

Although not likely for quite some time, if development pressures begin to influence these outlying areas it may serve as an indication for the City to reassess and update its Comprehensive Plan. While it is recommended that these areas develop as predominantly residential, there may be a need for additional schools, parks, fire stations, and other community infrastructure that should be well planned and better coordinated with the growth and development that has occurred since the adoption of this Plan.

Neighborhood Stabilization

The economic recession has affected the build out of some developments and created concern about foreclosures and poor maintenance in some areas of the community. Recognizing that these issues are by no means unique to Fairview Heights, the City should work with the community to identify funds and establish maintenance assistance programs designed to aid homeowners and landlords in improving the condition of their properties.

Key Issues

In addition to general policies regarding residential areas throughout the City, the following key issues should be taken into consideration when evaluating future commercial development.

Focus on Infill

Infill development within existing neighborhoods and the completion of unfinished residential subdivisions should be prioritized over expansion into the City's growth areas. In areas where future single family residential neighborhoods are designated, necessary community facilities and supporting land use such as schools, parks and open space, and neighborhood-scale commercial development should be incorporated where appropriate.

Infrastructure and basic services should be extended in a logical and cost efficient manner, so as to accommodate growth while preventing leap frog development and the premature conversion of farmland.

Park Space

As residential areas are developed, the City should ensure that new parks and open space are provided to meet the needs of new residents. Additional discussion on park land dedication can be found in **Section 7: Parks, Open Space and Environmental Features Plan**.

The City should also partner with local HUD-approved housing counseling agencies to educate and assist local homeowners with home financing issues. The City should also continue to budget for and support staff in undertaking consistent and effective code enforcement throughout the community. The City should identify funding sources and increase resources to improve enforcement capabilities and effectiveness.

Senior Housing

The Charles Gardens Retirement Community and Arbors at Parkway Assisted living Facility are the City's most significant senior housing developments. Although the Residential Areas Plan does not call out specific future locations for senior housing, the Plan does recognize the importance of developing additional senior housing within the community to accommodate the City's existing and future senior population. Senior Housing is to become an essential component of the City's residential offerings and should be appropriately accommodated in select locations.

The notion of "aging in place" is important, as it allows residents to remain in the City as they progress through the different stages of life. In general, senior housing can be accommodated in various types of residential development including single family detached, attached, or multi-family dwellings. As locations are considered for accommodating senior housing, preference should be given to proximity and pedestrian access to community facilities and amenities, transit, goods and services.



Single Family Attached Homes

Commercial Areas Plan

The key goal of the Comprehensive Plan is to promote a wide range of quality commercial uses within the City, providing a variety of goods and services, and contributing significantly to the overall character, image and appearance of Fairview Heights. Fairview Heights is a destination for shopping, dining and employment within the Metro East region. To maintain its status within the region, redevelopment and reinvestment are needed in the City's established commercial areas. Additional non-retail development is also needed to broaden the City's tax base, expand employment options within the community, and ensure the health of Fairview Heights' commercial areas over the long term.

The Commercial Areas Plan strives to improve the appearance and function of the existing commercial areas and attract new commercial development to under-performing or underutilized "opportunity" sites. The Plan also identifies areas where new commercial development will be appropriate in the future. Each new commercial development or redevelopment project should be considered an opportunity to incrementally improve upon the appearance and character of the community through high-quality design and appearance. Commercial projects should incorporate quality building materials and provide attractive architecture as viewed from all sides, and should be well-landscaped and integrate appropriate pedestrian amenities.

Commercial Areas Policies

The Land Use and Development Plan designates three commercial land use categories: Regional Commercial, Corridor Commercial, and Neighborhood Commercial. The following policies will assist future decision making regarding commercial land use areas throughout the City:

- Promote the appropriate mix and intensity of commercial uses in the various districts throughout the City.
- Strengthen the role, function, and "uniqueness" of each commercial district to maximize its competitive edge and market viability.
- Utilize a commercial "node" approach to locating commercial uses within the City and its growth areas, rather than simply maintaining or creating linear commercial development along the major corridors.
- Connect commercial areas to surrounding residential neighborhoods via adequate roadway linkages, pedestrian circulation, and sufficient and conveniently located parking.

- Work with existing property owners and businesses to improve the appearance of their building façades and sites.
- Encourage a mix of uses and promote pedestrian-oriented development and amenities along the Lincoln Highway corridor.
- Continue to leverage St. Clair Square as a regional attraction and anchor for commercial development and employment within Fairview Heights.
- Include landscaped islands, trees, pedestrian walkways, and perimeter landscaping and screening in all commercial parking areas.
- Encourage the use of cross-access and development of shared parking areas between adjacent commercial uses.
- Buffer and screen commercial uses from adjacent residential areas.
- Encourage larger commercial developments to incorporate "green building" techniques and the use of best management practices.

Regional Commercial

The Regional Commercial designation is an intense commercial land use consisting of larger commercial properties along the City's primary thoroughfares. These areas are intended to contain businesses or shopping centers that cater to the automobile, such as big box retailers, wholesale commercial, general commercial, and other similar businesses. Given the mix and intensity of uses, these areas should draw from the larger region, servicing the entire City and beyond.

St. Clair Square

The St. Clair Square mall is the only super-regional mall in the Metro East area, attracting visitors from throughout southwestern Illinois. St. Clair Square is the City of Fairview Heights' most important source of sales tax revenue and employment. Future development should complement existing commercial uses located in and around the mall.

Corridor Commercial

Corridor commercial areas within Fairview Heights are characterized by a mix of standalone development and community-scale retail centers that are typically auto-oriented with limited pedestrian amenities and uncoordinated access. Corridor commercial properties often have relatively shallow lots that back up to residential areas and present challenges for redevelopment with regard to site design and layout, use intensity, and buffering and setbacks.

Consolidation & Coordination

Within existing corridor commercial areas, adjacent smaller commercial properties should be considered for consolidation and comprehensive redevelopment, given the appropriate opportunity. Shared parking, unified/coordinated ingress and egress, and internal cross-access of adjacent properties is recommended. The majority of Fairview Heights' corridor commercial properties are located along the Lincoln Highway corridor and southern portion of the IL Route 159 corridor.

Neighborhood Commercial

Neighborhood Commercial areas are the least intense type of commercial land use. They are intended to serve the day-to-day goods and service needs of local residential neighborhoods. They should be of smaller scale and intensity, and comprise a mix of uses that does not attract shoppers from the larger region. Neighborhood commercial uses are often located adjacent to residential properties and should be developed appropriately, minimizing their impact on nearby residential areas.

Key Issues

In addition to general policies regarding commercial areas throughout the City, the following key issues should be taken into consideration when evaluating future commercial development.

Commercial Service Uses

Service uses can be appropriate within a commercial area, but they must be compatible with adjacent and nearby retail and commercial shopping areas and be located so as not to occupy prime retail locations, particularly those sites with prime visibility and frontage along major roadways and intersections. Any outdoor activity or outdoor storage associated with commercial service uses must be appropriately screened and buffered, so as to provide an attractive site and to mitigate any negative impact on surrounding uses. More intense, and less customer-oriented, commercial service uses should be located in more compatible areas such as those designated for light industrial/business park.

Business Signage

The lack of consistency among business sign types, sizes, and locations creates a cluttered appearance that detracts from the aesthetics of the City's commercial corridors. The effectiveness of individual business signs are reduced due to excessive clutter.

As part of the City's Zoning Ordinance Update, the City should work with the community and business owners to create an ordinance that improves standards regarding the type, size, and appearance of business signs. Off-premise signage regulations should also be reviewed and revised.

Similar to the City's Lincoln Trail Façade Improvement Program, the City should consider a signage rebate program. This program would provide financial assistance to businesses in making appropriate and desired improvements to their signage to meet City requirements. The City should also consider establishing a signage overlay district to address issues specific to the Market Place area.

MetroLink Station

Development surrounding the MetroLink station has been limited thus far, but members of the community have indicated a desire to see future development in this area include mixed use development or dense residential development.

Despite favorable traffic volumes, the area's distance from other retail areas (namely the intersection of IL Route 159 and Lincoln Highway) and complex topography limit the area's potential for intense commercial or mixed use development. Parcels surrounding the intersection of Lincoln Highway and IL Route 161, including outlots located within the MetroLink station parking lot, should be developed as a commercial node with a focus on convenience retail that leverages the area's high traffic counts and commuter activity.

As retail and employment-related uses take hold in the MetroLink area, the City should encourage more intense mixed use development that helps establish a larger residential population within proximity to the station.

Lincoln Highway

While Lincoln Highway has historically been a commercial corridor, several areas of the corridor are struggling and vacant or underutilized properties are common. To improve the overall health of the corridor, it is recommended that areas east of Union Hill Road be developed as a neighborhood corridor that feeds off of more significant commercial areas closer to IL Route 159 and serves the needs of nearby residents as well as passing motorists. Single family attached and multi-family development as well as civic uses should be encouraged to locate in areas along the western portion of the corridor, between Bunkum and Union Hill Roads. This area is adjacent to predominantly residential areas to the north and south and located near existing community facilities including parks and schools.

Neighborhood Corridor

By encouraging commercial redevelopment to occur only in the eastern portion of the corridor, reinvestment will be concentrated and the impacts of redevelopment on the appearance and function of the commercial district will be more profound. As a neighborhood corridor, Lincoln Highway should accommodate a mix of uses and be improved with streetscaping, including a boulevard, and pedestrian amenities such as benches, bicycle racks, trash receptacles, planters, and wayfinding. More detailed recommendations regarding recommended Lincoln Highway improvements are provided in **Section 9: Urban Design & Community Character Plan**.

Desire for a 'Downtown'

A downtown, central business district, or 'main street' area is desired to serve as a destination and central gathering place for the community. While a fully established downtown may never develop in Fairview Heights, key components of a traditional downtown such as a denser mix of uses and pedestrian-scaled and oriented development should be encouraged within the Lincoln Highway corridor and nearby commercial areas.

Tax Increment Finance

The City of Fairview Heights established a TIF district to support redevelopment of the Lincoln Highway corridor and business district. In addition, the City has recently adopted design guidelines and established a Façade Improvement Program to assist property owners within the TIF district in enhancing and updating the appearance of their businesses.

The City should continue to utilize this program to facilitate reinvestment in commercial properties located east of Union Hill Road. To avoid closing a viable business and valued employer, the City should also consider using TIF funds to assist existing businesses along the western portion of the corridor with relocation to the eastern portion of Lincoln Highway or other commercial areas within the City.

Proposed I-64 Western Access Point

The addition of a new access point to I-64 to the west of IL Route 159 would significantly alter traffic patterns within the City's commercial areas located near I-64. The following alignments and closures are included in the current Ruby Lane modification concept supported by both IDOT and the FHWA. This section identifies appropriate City policies if the Ruby Lane modification were to be implemented.

- An eastbound exit ramp located at Ruby Lane, to the south of I-64, would increase the importance of both Market Place and Lincoln Highway as primary access points to existing regional commercial areas to the east. The resulting increased traffic volumes would enhance the viability for commercial development on vacant or underutilized parcels fronting Ruby Lane and Lincoln Highway as well as the potential for new outlot development on established commercial properties. New development surrounding any future I-64 access point should reflect the scale and character of nearby commercial and residential properties

and improve the overall appearance of established commercial areas.

- The proposed concept would involve creating dead ends or realigning existing local streets, including Plaza Drive and Ludwig Drive, which may limit access to some existing retailers. The City should work with IDOT and the FHWA to maintain a local street network that best benefits local businesses while maintaining safety standards.
- Ruby Lane is to be extended to the northeast and connect with O'Fallon Drive near IL Route 159. Fountains Parkway should also be extended west to intersect this Ruby Lane extension. Doing so will build on the development potential which already exists along IL Route 159, by providing easy access to I-64 from the west. Regional commercial development should be encouraged in this area if the Ruby Lane modification were to be implemented.
- The proposed concept is an interchange modification that would provide access to those travelling from the west, and as a result, future impacts on land use and development for areas located west of Ruby Lane will likely be limited. Existing residential areas should be buffered from new commercial development surrounding any future I-64 western access point.

Union Hill Interchange Area

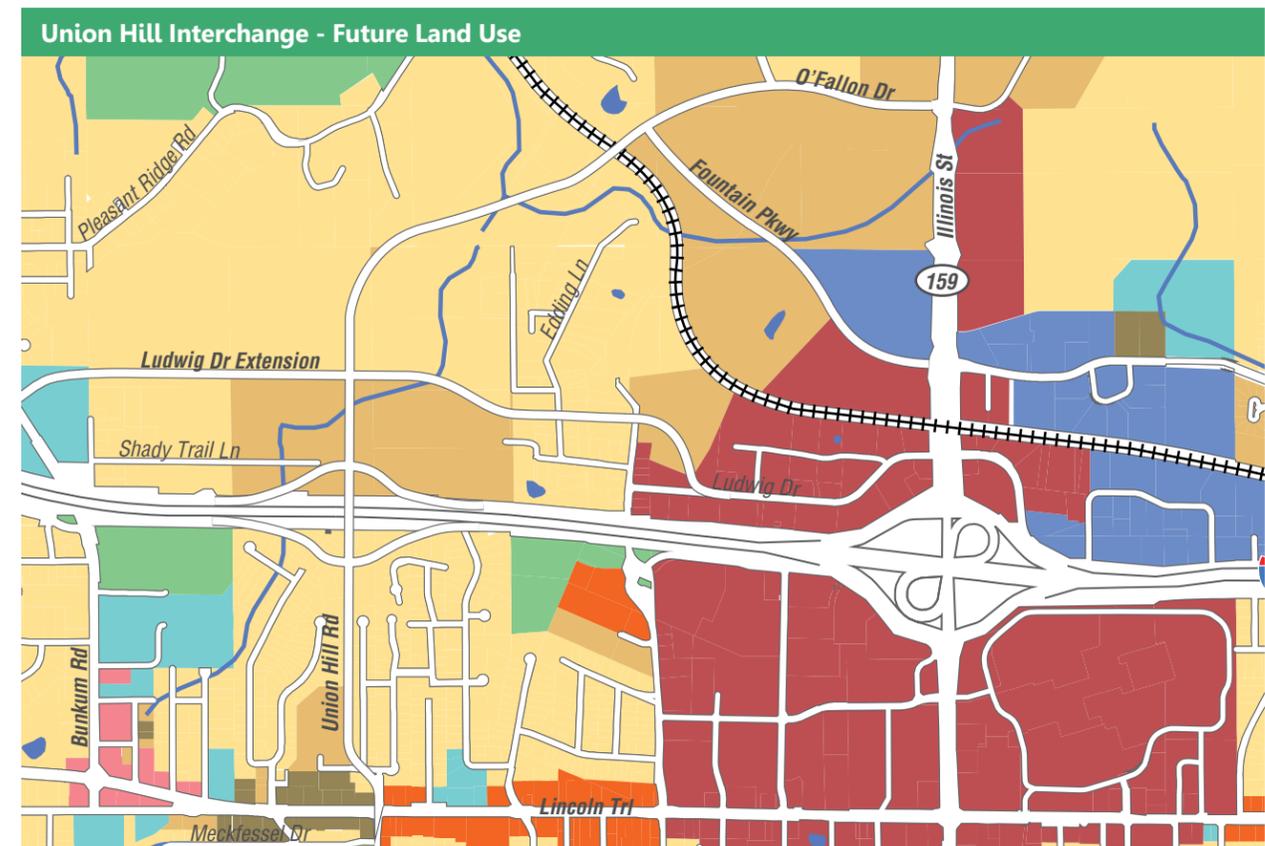
This figure below illustrates future land use designations if an I-64 interchange were to be constructed at Union Hill Road. The following items highlight the primary differences in land use compared to the Ruby Lane configuration.

- The extension of Union Hill Road to O'Fallon Drive would improve local connectivity, but is not likely to be as attractive to office park and regional commercial uses.
- Higher combined traffic counts at this intersection would benefit corridor commercial uses in the area, particularly to the east.
- The residential character of this area should be maintained and existing residential areas should be well buffered from Union Hill Road and the interchange.
- Given its proximity to the interchange, the area to the south is appropriate for single family attached or multi-family residences.
- Conservation techniques such as clustering should be used to permit desired single family density while retaining large portions of the wooded areas to the west of I-64.

Land Use Legend

	Single Family Residential
	Single Family Attached Residential
	Multi-Family Residential
	Conservation/Estate Residential
	Regional Commercial
	Corridor Commercial
	Neighborhood Commercial
	Office Park
	Light Industrial/Business Park
	Public and Semi-Public
	Parks and Open Space
	Current Municipal Limits
	Water/Wetlands

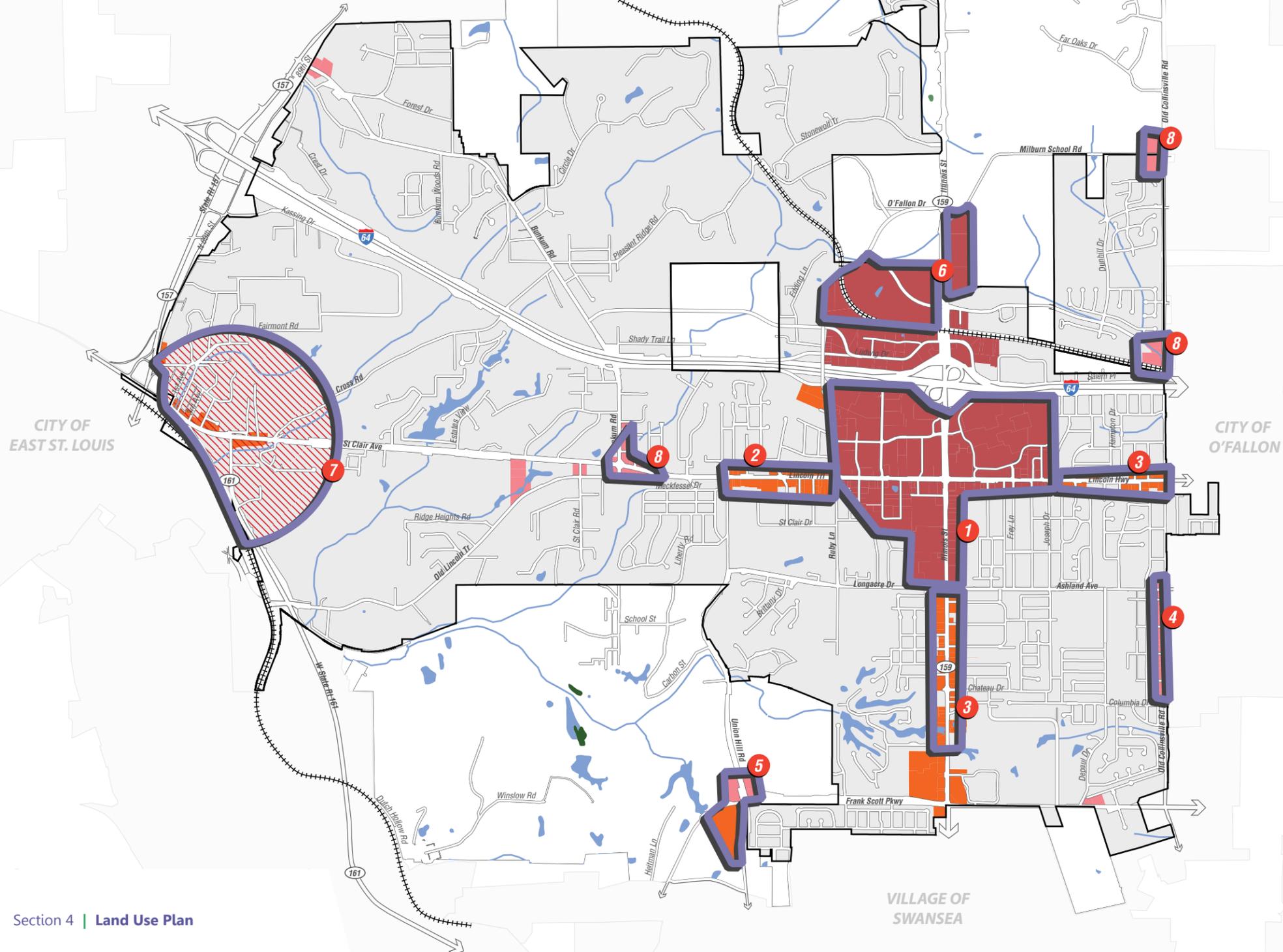
Refer to the Transportation Plan figure located on page 49 for a comparison of the two proposed interchange access concepts.



Commercial Areas Plan

City of Fairview Heights

Commercial land uses should contain a mix of business providing goods and services to the residents of Fairview Heights, visitors from outside the area, and motorists passing through the community. The Land Use Plan designates and established policies for three types of commercial in the City: Regional Commercial; Corridor Commercial; and Neighborhood Commercial. This figure builds on the Land Use Plan's designations, providing more specific goals and recommendations for each commercial area in the City.



Commercial Areas Legend

- Land Use**
- Regional Commercial
 - Corridor Commercial
 - Neighborhood Commercial
 - Mixed Use Development

Target Areas

- 1** The St. Clair Square Mall and IL Route 159 interchange area will continue to be well suited for regional commercial uses. The creation of a new western access point at I-64 will make the area even more accessible to the larger Metro East region, creating the potential for new development and facilitating reinvestment in the area's existing retail centers.
- 2** The City should continue to its efforts to revitalize the Lincoln Highway corridor. While areas near the IL Route 159 intersection should continue to have a commercial focus, other types of development such as single family attached and multi-family residential should be encouraged for areas to the west of Union Hill Road. Streetscaping, design and development should establish a stronger pedestrian focus throughout the corridor.
- 3** The commercial corridors approaching the St. Clair Square mall area should complement, not compete with nearby regional commercial areas by providing more neighborhood-oriented retailers and service providers.
- 4** Old Collinsville Road is a key north-south route along the City's eastern edge with high traffic counts. However, shallow lot depths and proximity to residential neighborhoods make this corridor better suited for neighborhood level commercial.
- 5** The opportunity exists for a commercial node to be established along the Franklin Scott Parkway at Union Hill Road. This commercial node should provide goods and services to the established neighborhood to the south, new residential areas surrounding the intersection, and visitors passing along the parkway.
- 6** This area should develop as a more intense commercial node promoting business and uses which can capitalize on improved access to I-64 and complement existing regional commercial uses to the south. The costs of making necessary infrastructure/utility improvements and mitigating mine subsidence issues should be considered.
- 7** The opportunity exists for commercial node to be established at the intersection of St. Clair Avenue (Lincoln Highway) and IL Route 161. This commercial node should provide convenience-oriented goods and services to MetroLink users, passing motorists, and the French Village neighborhood to the north. Once a stable commercial node has begun to emerge, mixed use development should also be encouraged over the long term.
- 8** Neighborhood commercial nodes should be scattered throughout the community's growth areas to provide close-to-home shopping for nearby residents.



Industrial/Employment Areas Plan

The Industrial/Employment Areas Plan strives to ensure a variety of light industrial and business park uses within the community that can provide employment opportunities and needed goods and services. These areas are not intended to accommodate heavy manufacturing or intense/"dirty" industrial users. Rather, these areas within the City are intended to accommodate research and office uses, light assembly and "tech" industries, distribution and storage businesses, commercial service uses, and other "employment use" opportunities in Fairview Heights. An overall goal is to support existing industrial/employment areas while locating additional areas in strategic locations. These areas should be developed as a mix of light industrial, business, commercial service, and office uses.

The following are the policies of the Industrial Areas Plan:

- Strengthen and promote light industrial, office park, and other employment generating uses in designated areas.
- To the extent possible, mitigate the negative effects of industrial/employment uses on adjacent and nearby residential properties through the use of setbacks, screening, buffers, orientation of activity, roadway and circulation improvements, and more.
- Improve infrastructure such as water, sewer, electric, and telecommunications services in designated industrial/employment areas to attract further private investment and ensure adequate capacity.
- Utilize development and improvement opportunities within the industrial/employment areas to strengthen and better establish a positive corporate/business image and identity for the City of Fairview Heights.

Light Industrial/Business Park

The Industrial/Employment Areas Plan designates areas for light industrial/business park uses in the areas along the IL Route 161 corridor including existing light industrial uses south of Lincoln Highway. Areas designated for light industrial/business park are intended to accommodate a variety of uses including storage, warehouse and distribution facilities, as well as more intensive commercial service and research facility uses. Due to noise, unsightliness, truck traffic and other business park related activities, these areas are generally incompatible with other types of uses. Office or retail uses should be discouraged within these areas.

Truck access should be provided from major roadways and internal circulation should be provided to buffer adjacent commercial/shopping and residential areas. Light industrial/business park uses occupying prime commercial areas adjacent to major roadways should be avoided. Although not expected to provide the same level of architectural detail as the commercial areas, light industrial/business park areas should use quality building materials and attractive building features at distinct locations; masonry materials are still preferred, but attractive pre-cast and other "tilt-up" building styles can be appropriate.

Office Park

Areas surrounding the IL Route 159 interchange at I-64 and portions of the Frank Scott Parkway are well situated for office park uses. Uses that are appropriate for these properties may include office, research and development, employment centers, incubator businesses, and more. These areas should be highly visible and accessible from major roadways.

Stand alone office buildings and complexes of several buildings incorporated into a campus like setting are appropriate. Office park areas should be guided by an overall site development plan to ensure the coordination of building sites, traffic access and circulation, and open space amenities. High quality architecture and unified signage, landscaping treatments and building setbacks should also be used to provide an attractive appearance from public rights-of-way and from within the development.

While these areas can accommodate a wide variety of commercial and industrial/employment uses, preference should be given to establishing the area for office uses in a campus like setting. Non-office uses should be of low intensity and complementary scale, and widespread development of such uses should be discouraged. Warehouse and distribution facilities, and other uses that generate significant truck traffic, are not intended for these areas.

Key Issues

In addition to general policies regarding industrial/employment areas throughout the City, the following key issues should be taken into consideration when evaluating future development.

Expand Employment Base

As a regional shopping hub within the Metro East area, a large component of the City's employment base consists of retail and restaurant related jobs. While the growth of non-retail employment should be encouraged in general, there are specific areas that have been identified as potential growth sectors for the City.

Government

Fairview Heights is the location of several federal government agencies who lease office space throughout the community. As an important component of the local economy, the City should make efforts to ensure the continued presence of federal employers within the community. The City should maintain active lines of communication with the various government-related office users in the community and ensure that their needs for expansion/relocation can be satisfied within Fairview Heights.

Health Care

The health care sector is projected to grow considerably within the region and presents an opportunity to diversify the City's tax base. While the majority of health care jobs within the region are located in Belleville, the two regional hospitals located there have both recently announced plans for expansion in nearby O'Fallon and Shiloh. The City should conduct an analysis of the demand and potential for health care-related development within Fairview Heights and identify economic development strategies targeted at attracting such development.

Buffering

While screening (such as vertical landscaping) establishes a visual barrier, a buffer establishes horizontal separation between adjacent development of differing intensities. In areas where industrial/employment areas are located adjacent to residential areas, buffering, screening, and setbacks should be used to protect nearby residential neighborhoods. Restrictions on hours of operation and intensity of use should also be considered in areas where extensive residential development is present on multiple sides of an industrial/employment area.

Environmental Features

Environmental features such as streams and wooded areas should be sensitively and appropriately incorporated into industrial/employment areas and utilized as distinguishing components of new development, helping to establish the character and overall appearance of the area. Industrial/employment developments should provide an attractive campus-like setting through the use of landscaping and building setbacks, providing an attractive appearance from public rights-of-way and from within the development.

Access

The provision of adequate services and proximity and access to regional routes, such as I-64 and IL Route 159, is a significant asset to potential industrial/employment users, but visibility from these routes is not necessary for most. More land intensive uses, including logistics and warehousing, may be more appropriately located farther removed from major roadways, but still within easy drive of these routes. Industrial/employment uses should not occupy prime retail locations, particularly those sites with prime visibility and frontage along major roadways.

Infrastructure

Not all areas of the City and its growth areas are currently serviced by basic utilities including water, sewer, gas and electric. The City should work with local service providers to extend necessary services to these areas to facilitate industrial/employment development. In general, the cost of extending such services should be borne by the end use; however, the City should consider subsidizing a portion of these costs as an incentive to large employers that will yield significant local economic benefits. Infrastructure incentives should be carefully considered on a case-by-case basis. Additional discussion regarding community facilities and services is also provided in **Section 6: Community Facilities Plan**.

Signage

Attractive and prominent business park gateway signage and identification is encouraged. Signage in the light industrial/business park areas should consist of appropriately scaled building signage and on-site monument signs; monument signs should utilize masonry materials with internally illuminated, direct mounted letters.

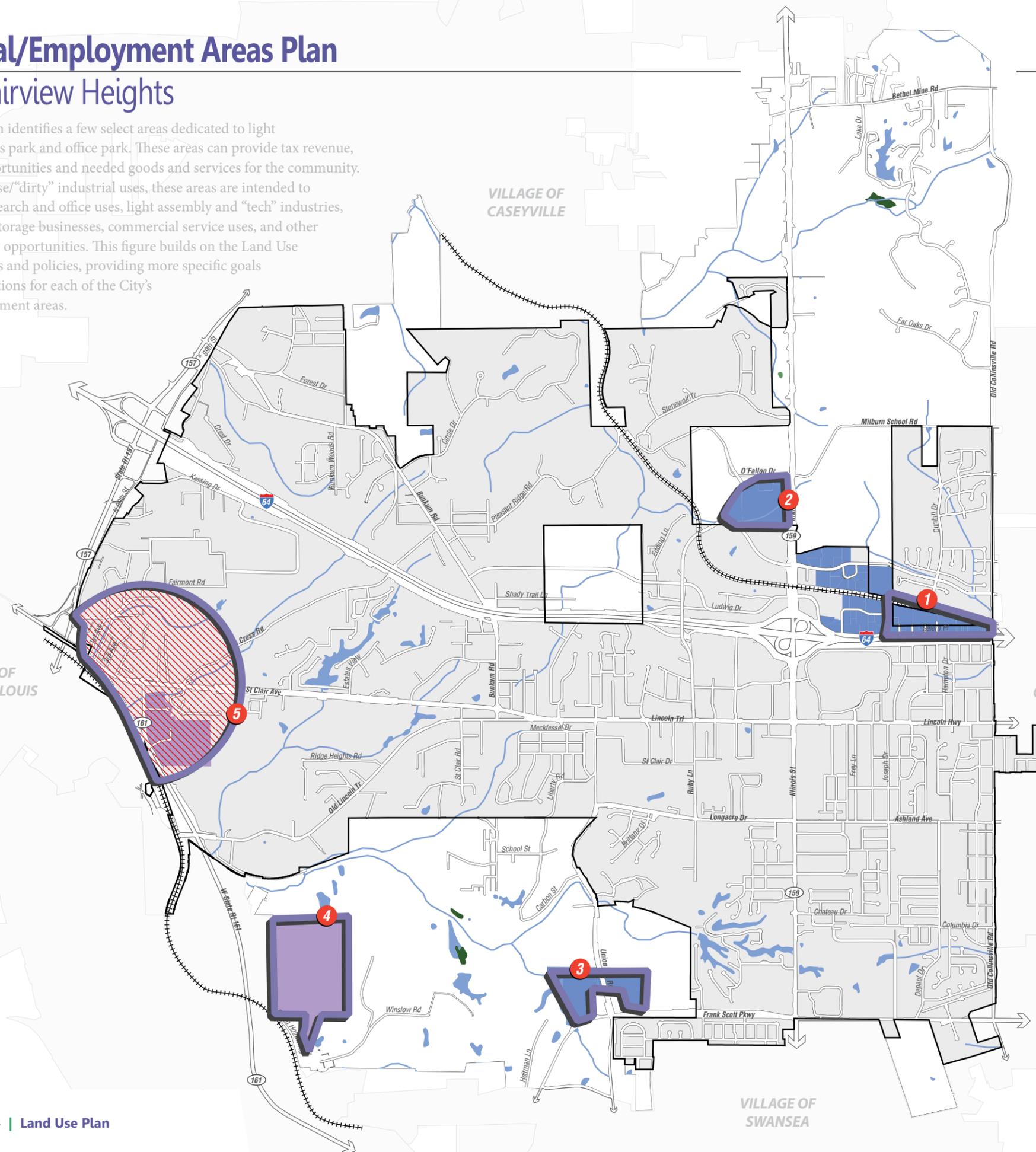
Scott Air Force Base

As a regional commercial hub within a short drive of Scott Air Force Base, the City should develop strategies to attract related office and research and development users.

Industrial/Employment Areas Plan

City of Fairview Heights

The Land Use Plan identifies a few select areas dedicated to light industrial/business park and office park. These areas can provide tax revenue, employment opportunities and needed goods and services for the community. Rather than intense/“dirty” industrial uses, these areas are intended to accommodate research and office uses, light assembly and “tech” industries, distribution and storage businesses, commercial service uses, and other “employment use” opportunities. This figure builds on the Land Use Plan’s designations and policies, providing more specific goals and recommendations for each of the City’s industrial/employment areas.



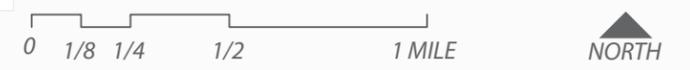
Industrial/Employment Areas Legend

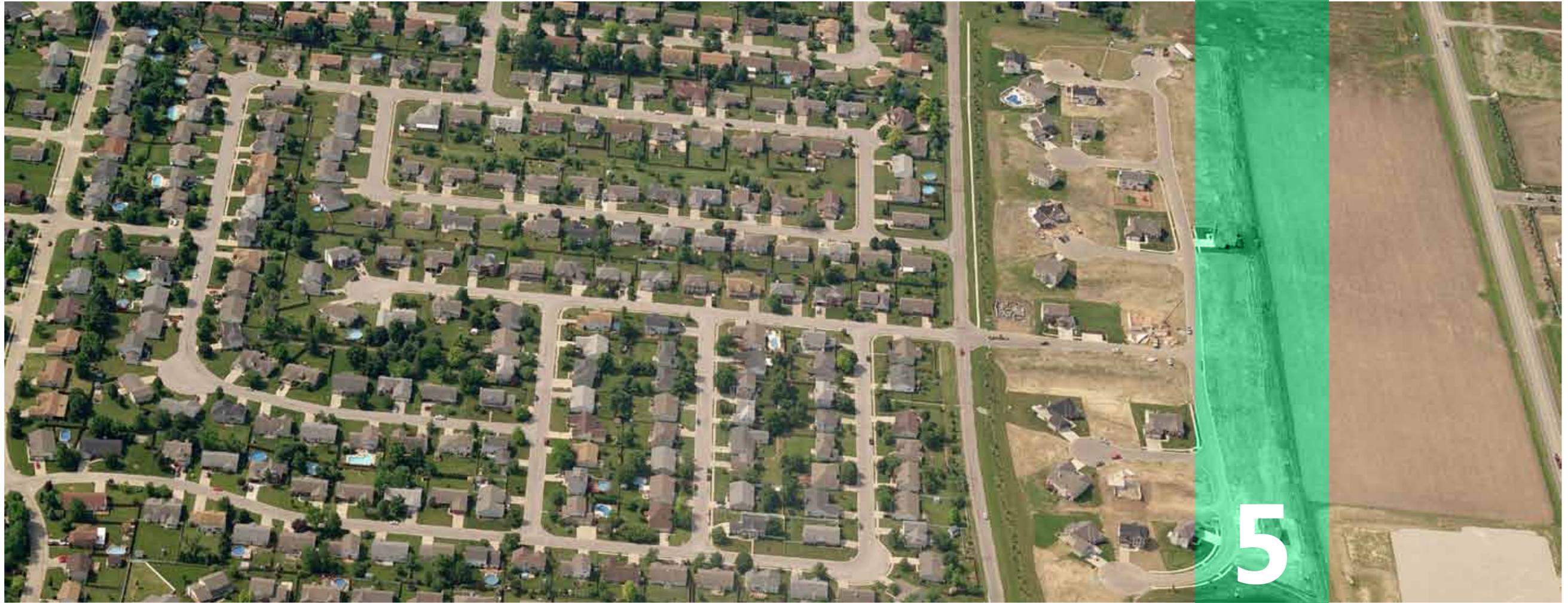
Land Use

- Office Park
- Light Industrial / Business Park
- Mixed Use Development

Target Areas

- 1** Commercial development along IL Route 159, interstate and railroad right-of-way isolate this area from other parts of the City. Building on the Fairview Heights Executive Park, this area can provide opportunities for healthcare-related uses, destination retailers or auto-dealerships that could benefit from visibility/signage along I-64.
- 2** While it is removed from regional commercial areas to the south, improved access to I-64 from the west will make this area near O’Fallon Drive and IL Route 159 more attractive to office park uses. Health care related uses are also appropriate for this area. The City should work with other service providers to ensure necessary infrastructure is in place to accommodate desired uses.
- 3** This portion of Frank Scott Parkway is an appropriate location for smaller scale office park uses with convenient access to both IL Route 159 and Union Hill Road. Development should respect the scale and character of nearby residential development and buffer these areas from traffic along the parkway.
- 4** Areas along the IL Route 161 corridor should accommodate large commercial service uses not desirable on commercial corridors, such as storage facilities, repair shops and service centers, and other businesses requiring outdoor storage such as lumber or landscape supply companies. Wooded areas should be retained where appropriate to isolate these uses from nearby residential neighborhoods and natural topography should be retained.
- 5** While employment-related development is likely occur over the near term, mixed use development should also be encouraged in the area surrounding the MetroLink Station.





The City sits adjacent to unincorporated portions of St. Clair County that represent possible areas for growth and development. While these areas predominantly consist of undeveloped agricultural land and wooded areas that could accommodate future development, the City should be mindful of the potential costs associated with annexing and servicing these areas. The ability to provide infrastructure and other municipal facilities in a cost efficient manner should be carefully studied before land is annexed and developments are approved.

The Growth Areas Plan provides additional considerations and recommendations and promotes a long-range plan for orderly growth and development. The Plan builds upon community input, existing and proposed land use and development patterns, and anticipated future needs of various City services and departments and community service providers. To this end, it is recommended that the City promote strategic and appropriate growth and development within Fairview Heights' growth areas as the City expands beyond its current borders, discouraging leap-frog development, and being mindful of the cost of extending utilities and infrastructure and providing necessary community services.

Growth Strategy

As growth and development occurs, it should be well controlled and take place in an orderly fashion, expanding into areas where adequate public facilities and services already exist, or can be provided in the most cost effective manner. This growth strategy provides policy recommendations that should be used as a general guide to assist the City in planning and directing future growth and negotiating potential annexations and development proposals. Fairview Heights' growth strategy can be characterized by three types or locations of development: 1) Infill; 2) Primary Growth Area; and 3) Secondary Growth Area.

Infill

Before growth occurs within the agricultural and natural areas of Fairview Heights' periphery, new growth should be focused within vacant and underutilized parcels within the City's current limits. The majority of infill development will consist of the redevelopment of older, underutilized properties and the completion of partially completed subdivisions and commercial centers. Infill development should be encouraged in specific areas such as the City's commercial corridors. Infill development should be less of a burden on community services and benefit from proximity to existing development and municipal infrastructure.

Primary Growth Area

Within areas identified as Fairview Heights' Primary Growth Area, the City should encourage and promote adjacency and concurrency – meaning that the City should grow outward from its existing corporate limits and discourage “leap-frog” development. Leap frog development occurs when development jumps to outlying and isolated areas, bypassing areas adjacent to public facilities and services. Typically this occurs because the land is less expensive; however the infrastructure costs (i.e. more streets and arterials, more pipe for sewer and water, etc.) and social costs (i.e. commuting times, school services, etc.) are much greater to serve the disconnected development.

Annexations will be necessary for the City to expand into the primary growth area. The City should carefully consider each annexation, being mindful of costs associated with servicing the development. An analysis should be undertaken to provide an understanding of expected infrastructure costs, impact on municipal services and taxing districts, and location and proximity to adjacent communities.

The Growth Areas Plan strives to support balanced growth that incorporates a variety of land uses within the Primary Growth Area. Although single family detached residential uses are recommended as the predominant use, other land uses are appropriate in the growth areas, including neighborhood commercial, parks and open space, and community services and facilities such as schools, lift stations, fire stations, etc. Single family attached development, such as townhomes and rowhomes should be considered appropriate as a transitional land use between single family neighborhoods and non-residential uses.

Secondary Growth Area

The secondary growth area consists of the area located within St. Clair County, but beyond the primary growth area. Much of this area comprises active agricultural fields and extensive wooded areas. Given the secondary growth area's distant location relative to near term development opportunities, development in this area should be encouraged only after the infill and primary growth areas are substantially developed. This will discourage leap-frog development and reduce unnecessary infrastructure and service costs.

Portions of the secondary growth area are located adjacent to the current City limits, but varied topography and the potential for issues related to past underground mining activities limit the development potential of these areas. The secondary growth area should be developed similar to the primary growth area and include primarily single family detached homes, however large lot, estate residential development may be more appropriate in areas of limited development potential or adjacent to existing large lot subdivisions.

As recommended in the primary growth area, careful analysis will also need to be undertaken to determine the costs and benefits of annexation within the secondary growth area. Growth in the secondary growth area may also be subject to potential annexation boundary agreements with neighboring municipalities. The precise locations of collector and local streets within this area are somewhat flexible; however, as development projects are presented, City staff should ensure that an interconnected roadway system is constructed. In addition to vehicular improvements, future multi-use trails should be planned for and constructed throughout this area.

Boundary Agreements

Boundary and annexation agreements are important for municipal planning purposes and they inform private development entities of the local controls. When not in place, developers can create “bidding” wars between communities, souring relationships and often resulting in lower quality and higher density development.

City of O'Fallon

The City of Fairview Heights has a formal boundary agreement with the neighboring City of O'Fallon, which establishes a boundary along Old Collinsville Road between Frank Scott Parkway and Bethel Mine Road. Each community is permitted to annex any portion of the area on its respective side of the boundary. While this agreement will ensure orderly development along the City's eastern border, no such boundary agreements are in place for the areas to the north, west, or south.

Future Agreements

It is recommended that the City begin discussions with the neighboring Village of Caseyville to formally establish a mutually beneficial boundary agreement for unincorporated areas to the north. Similar discussions should also be initiated with the City of Belleville and Village of Swansea regarding unincorporated areas to the south. The City of East St. Louis shares a coterminous border with the City of Fairview Heights, so no such boundary agreements are necessary.

The Growth Areas Plan figure identifies the recommended future extent of the City of Fairview Heights' corporate limits. Boundary agreements with neighboring municipalities should reflect this desired future boundary. While annexation of adjacent unincorporated areas within this boundary may occur, the City should carefully assess the costs and benefits of annexation on a case-by-case basis.

Land Use Flexibility

As development occurs, it is important that residents, City officials and staff remain flexible with regard to what land uses and intensities are deemed appropriate for a given area. This is especially true of the City's growth areas, beyond Fairview Heights' existing City limits. While single family residential uses will likely be the predominant land use within the City's growth areas, these areas should also contain other types of land uses including estate residences, multi-family development, commercial centers, office development, community facilities and other uses essential to meeting the needs of future residents. For example, given the City's prominence within the region as a shopping and dining destination, Fairview Heights is likely to experience continued commercial development beyond what is needed by local residents.

Transportation Plan

The Growth Areas Plan promotes a well-balanced transportation system that connects to existing roads which provide the key framework. The City should work with IDOT to improve its growth areas with a hierarchical system of arterials, collectors, and local roads that organizes the City's transportation system. A logical and organized system of roadways ensures that traffic is balanced among multiple streets and avoids concentrating a larger percentage of area traffic on a few key roadways. The combination of several road types will encourage the separation of through traffic from local roadways and minimize the need for large multi-lane intersections that divide neighborhoods.

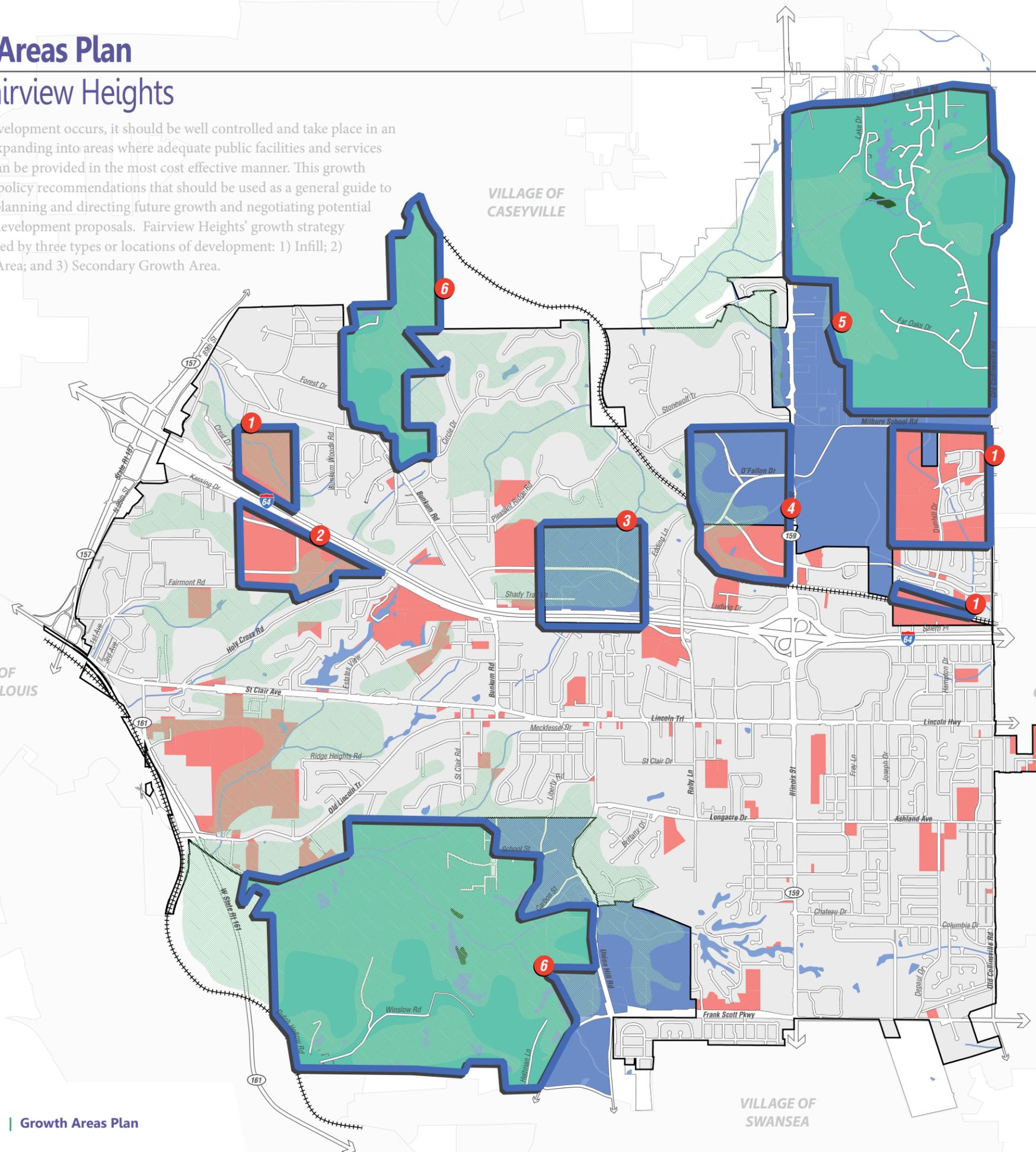
Local Street Systems

Future development should also encourage neighborhood design that allows for a higher number of access points to the local roadway network. A more grid-like pattern, as opposed to more conventional curvilinear subdivision design, will organize land uses more efficiently, minimize the use of cul-de-sacs, and promote cross-access and pedestrian activity between commercial developments and residential neighborhoods.

Growth Areas Plan

City of Fairview Heights

As growth and development occurs, it should be well controlled and take place in an orderly fashion, expanding into areas where adequate public facilities and services already exist, or can be provided in the most cost effective manner. This growth strategy provides policy recommendations that should be used as a general guide to assist the City in planning and directing future growth and negotiating potential annexations and development proposals. Fairview Heights' growth strategy can be characterized by three types or locations of development: 1) Infill; 2) Primary Growth Area; and 3) Secondary Growth Area.



Growth Areas Legend

Growth Areas

- Infill
- Primary Growth Area
- Secondary Growth Area

Environmental Features

- Water/Wetlands
- Wooded Areas (Generalized)

Target Areas

- 1 Completion of partially developed subdivisions and the extension of basic services to these areas should be a priority
- 2 The development of this area should mimic the scale and character of residential development within the French Village neighborhood
- 3 The creation of a new western access point at I-64 will greatly enhance access to this heavily wooded area which should be preserved to the extent feasible and incorporated within future development
- 4 Extension of basic services will be needed to facilitate potentially significant future commercial and office park, and residential development in this area
- 5 Residential development in these agricultural areas should respect to the scale and character of the Far Oaks neighborhood
- 6 As development occurs in these areas, conservation strategies such as clustered development should be used to preserve and incorporate wooded areas, lakes, streams and wetlands

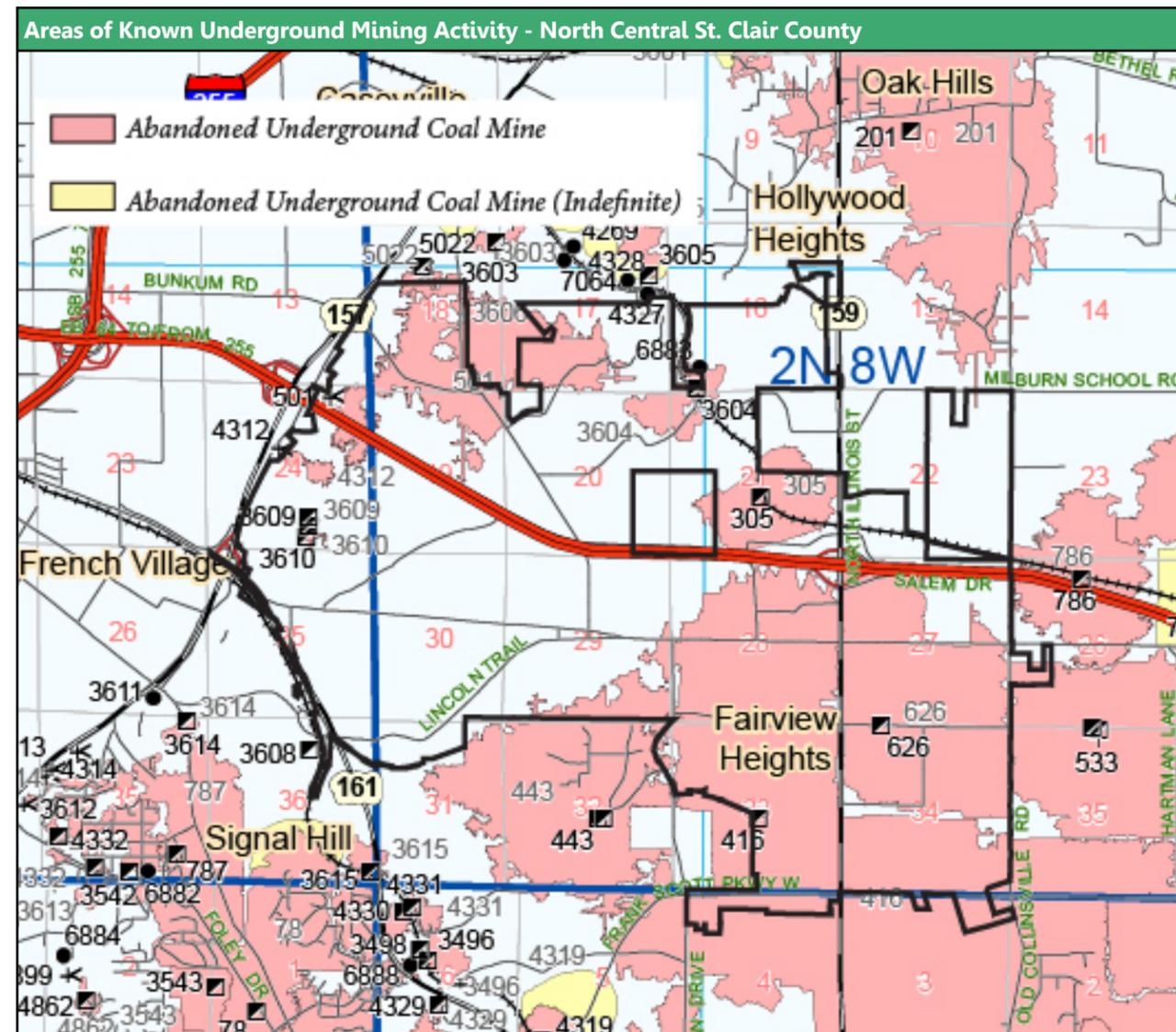


Areas of Known Underground Mining Activity

Fairview Heights was the location of several coal mines that operated during the late 19th century and early- to mid-20th century. While coal mining is responsible for much of the community's early growth and economic prosperity, mining activities have also created potentially unstable conditions on properties that otherwise might be suitable for development. Mine subsidence can limit the development potential of an area and, if unchecked, can cause significant damage to overlying structures and infrastructure.

The City should establish a protocol for development proposals within areas where underground mining activities are known to have occurred. For example, when considering a future development proposal, the City could require an engineering study from an independent consultant to determine the extent of mine subsidence issues and outline the improvements necessary to stabilize the subject property.

The figure illustrates areas within Fairview Heights where abandoned underground mines are known to exist. The Land Use Plan has taken the potential for mine subsidence into consideration when recommending various land use types and intensities.



Community Facilities

Community facilities include a range of land uses that provide residents and visitors with a variety of services such as schools, water treatment plants, lift stations, and cellular towers. Although it is difficult to identify specific locations where utilities and public infrastructure will be needed, the City should continue to work with other agencies and utility companies to ensure that necessary services can be provided in the community's growth areas.

A vital component of establishing community facilities such as schools, parks and emergency response facilities will be ensuring that land for future facilities is acquired and/or dedicated. Future community facilities should be located along arterials and collector streets. Wherever possible, pedestrian connections (sidewalks and/or trails) should connect residential areas with community facilities.

Coordination

With the exception of local roads and stormwater management, the City lacks jurisdiction of essential services including water and waste water. Recognizing the City's limited control over basic infrastructure, this Plan underscores the need for coordination among neighboring communities and service providers and strives to prevent the over extension of utilities and the premature conversion of agricultural land and open space. In addition to providing services to the city's growth areas, a primary focus of the City's growth policies should be promoting programs that maintain and improve existing residential, commercial, agricultural and open space areas.



Parks and Environmental Features

The Fairview Heights Parks and Recreation Department should work with other City departments and agencies to plan for and acquire parks and open space within the growth areas. New parks and open space should be acquired through developer dedications and developed as needed. Ideally neighborhood parks should be centrally located and within a half-mile walk of all homes. If needed, larger community parks should be located along arterials and collectors with pedestrian linkages. In addition to public parks and open space, existing environmental features should be preserved. Large wooded areas, streams, lakes and wetlands should be preserved wherever feasible. Refer to **Section 7: Parks, Open Space & Environmental Features Plan** for additional discussion on park land acquisition.





The City of Fairview Heights has a number of departments, organizations and agencies that provide community services and facilities to residents and businesses. These community facilities and services are an essential component of overall quality of life for Fairview Heights residents and the local business climate. The Community Facilities Plan identifies key community facilities in Fairview Heights and reinforces the Goals and Objectives presented earlier in the Comprehensive Plan. Because Fairview Heights is an established community, much of this section reflects existing facilities, while some recommendations for new facilities and improvements are also provided.

Community facilities and services include those “public” uses provided by the municipality, other governmental agencies and districts, organizations, and religious institutions. Since the City of Fairview Heights does not have direct control over all types of community facilities, the City will need to improve and maintain communication and cooperation with other local agencies and service providers interested in Fairview Heights to ensure the greatest level of efficiency in the provision of infrastructure and basic services.



Fairview Heights Fire Station No. 1



City Hall



Detention Area in Fountain Place

City of Fairview Heights Services & Facilities

The City provides a wide range of services through its numerous departments. The city also receives services from the township and neighboring communities and districts.

City Hall

The City Hall houses five departments Administration, Finance, Land Use and Development, Parks and Recreation, and Public Works and the facility is serving the needs of the City well. The upper floors of the building are currently occupied by the Illinois State Police Crime Lab, but this tenant will be moving out of the facility in 2014. The long term needs of the various City departments should be reassessed in the time leading up to the move date to ensure that the current City Hall configuration will continue to be adequate. All or portions of the upper floors should be renovated as needed to accommodate City administration long term space requirements. The remainder of the vacant space should then be leased to provide revenue to the City. Although another civic use is desirable, a low-traffic office use would also be appropriate. If it is determined that no long term needs for expansion exist, the City should consider relocating City offices to another facility.

Public Works

The primary duties of the Public Works Department include maintenance of public streets, drainage systems, and all of the City's buildings and fleet vehicles. Other duties include right-of-way mowing, bulk trash pick-up, street sweeping, snow removal, and various citywide projects. The Public Works Department offices are located within City Hall at 10025 Bunkum Road. The department also has a maintenance garage at 550 Wilcox Street across from Moody Park.

The Public Works Department should work closely with other City departments so that the maintenance of existing infrastructure and the installation of new infrastructure is logically coordinated with local priorities related to neighborhood preservation, sustainability and environmental protection.

Stormwater Infrastructure

Though the department has no plans for major stormwater infrastructure projects, it should closely monitor existing lines and establish a long-term maintenance program. The City should compile engineering studies in areas experiencing frequent flooding, such as the Fox Creek subdivision, and identify strategies to mitigate these events. Moving forward, the City should review and revise its building code and zoning ordinance to ensure that adequate stormwater detention is provided throughout the community. The City should consider requiring future development to integrate green infrastructure components and innovative on-site detention techniques to lessen the burden on the overall stormwater system and alleviate the impacts of localized flooding.

The City should work with neighboring communities and St. Clair County to develop a coordinated stormwater plan including the use of GIS mapping to improve monitoring and maintenance programs.

Streets and Roadway Maintenance

All roadways within the city are paved and maintained through the use of asphalt street overlays and concrete slab replacement administered by the Public Works Department. There are no plans for major roadway investments in Fairview Heights. The department should establish and implement a long-term maintenance program for existing roadways.

Most of the high volume and visible roads within the city are owned and maintained by the State or County. The department should work closely with other departments and, when appropriate, with IDOT, St. Clair County and the East-West Gateway Coordinating Council, in programming maintenance and reconstruction projects with other capital improvements such as the burying of power lines, installation of telecommunications infrastructure, and installation of streetscaping elements.

Police Protection

The Fairview Heights Police Department is seen as a great asset by residents and businesses. To continue its success of providing quality public safety services, the City should encourage development in areas already within a reasonable geographic response area for the department's two public safety facilities.

The Fairview Heights Police Department operates three different facilities.

- Police Department headquarterd located at 10027 Bunkum Road.
- St. Clair Public Safety Center located at 134 St. Clair Square.
- Fairview Heights-O'Fallon Joint Police Firing Range located at 10306 Rieder Road in Lebanon.

The City should continue to strengthen the relationship between the Police Department and the citizens and businesses it serves through citizens training, community watches, childhood education, and business outreach.

Future Needs

The department has plans to renovate the existing Emergency Communications Center within the Police Department facility within the next 2-3 years.

As development occurs in new growth areas, the department should continuously assess its ability to serve an expanding geographic area and population, and work closely with the City to ensure that necessary infrastructure and technology is in place to provide a high level of service.

Public Library

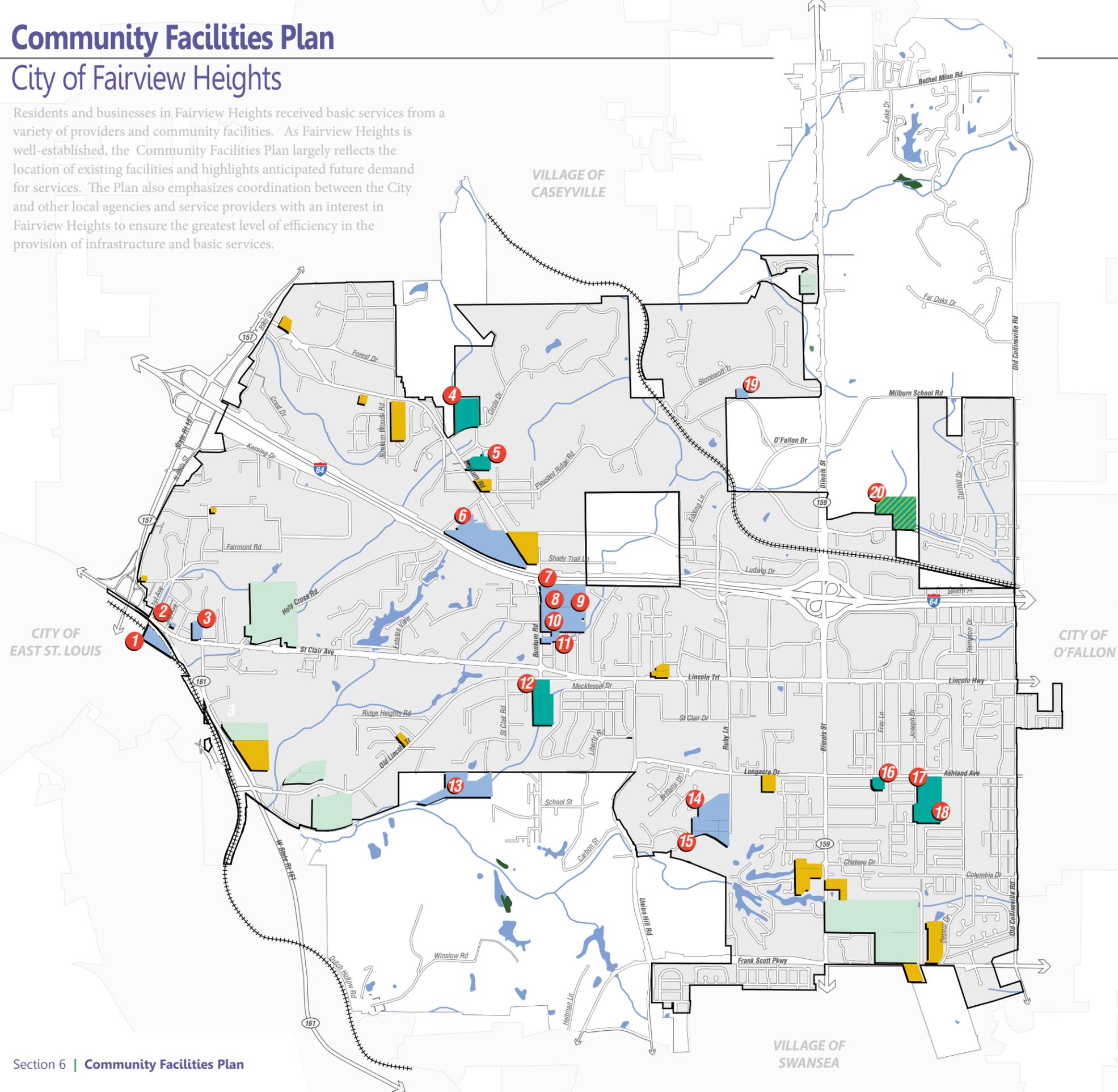
The Fairview Heights Public Library is free to all residents of Fairview Heights and is open to non-residents for an annual fee. The library offers a range of materials, programs and services to the community as well as two meeting rooms with capacities of 25 and 300 people.

The library is currently housed in a building leased from the City. The facility meets the current and planned needs for the district, and the City should encourage any policies or programs that enable it to remain as an integral part of the community. As additional development occurs, the City should work with the library to reevaluate its service needs and identify areas where additional facilities, such as a satellite branch north of I-64, may be warranted.

Community Facilities Plan

City of Fairview Heights

Residents and businesses in Fairview Heights received basic services from a variety of providers and community facilities. As Fairview Heights is well-established, the Community Facilities Plan largely reflects the location of existing facilities and highlights anticipated future demand for services. The Plan also emphasizes coordination between the City and other local agencies and service providers with an interest in Fairview Heights to ensure the greatest level of efficiency in the provision of infrastructure and basic services.



Community Facilities Legend

Land Use

- Public/Semi-Public
- Schools/Education
- Religious Institution
- Cemetery

Community Facilities Key

- 1 Fairview Heights Metrolink
- 2 French Village Fire Protection
- 3 Illinois American Water Co.
- 4 Illini Elementary School
- 5 Community Link Inc.
- 6 Grant School District 110 Administrative Offices
- 7 Fairview Heights Chamber of Commerce/Caseyville Township Office
- 8 Fairview Heights Library
- 9 Fairview Heights City Administration
- 10 Fairview Heights Police Department
- 11 Fairview Fire Department Station One
- 12 Grant Middle School
- 13 Caseyville Township Sewer West Treatment Plant
- 14 Autism Center
- 15 Fairview Heights Public Works
- 16 Fairview Fire Department Station Two
- 17 William Holliday Elementary School
- 18 Pontiac Junior High School
- 19 Village of Caseyville Water Tower
- 20 Holy Trinity Catholic Church & School

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Other Community Facilities & Service Providers

Fire Protection

The Fairview-Caseyville Township Fire Protection District and French Village Fire Protection District provide fire protection to Fairview Heights.

Fairview-Caseyville Township Fire Protection District

The Fairview-Caseyville Township Fire Protection District provides fire and rescue response to the majority of the City of Fairview Heights. The District contracts to the Fairview Volunteer Fire Fighters, Inc. for fire protection on a yearly basis and operates two facilities:

- **Engine House 1** is located at 10045 Bunkum Road, was built in 2001 and serves the western portion of the district. The facility is in good condition.
- **Engine House 2**, located at 626 Lincoln Highway, serves the eastern portion of the fire district and is the department headquarters. Within the next 5 to 7 years, the district plans to relocate this facility to the south side of Ashland Avenue at Judy Lane.

French Village Fire Protection District

The French Village Fire Protection District provides fire-fighting, rescue, and EMS first response services to the French Village area of Fairview Heights. The district operates two facilities.

- **Station #1** is located at 1406 Second Avenue. The district plans to rebuild this facility within the next two years.
- **Station #2** is located 2904 N 89th St. The district plans to expand this facility to accommodate larger apparatuses than is currently possible

Future Needs

Each district is planning renovations or redevelopment/relocation of facilities. Such investment should be carefully coordinated at the regional and local levels to ensure that stations and infrastructure are in place to continue providing effective service to Fairview Heights and other surrounding communities. As additional development occurs in the City's growth areas to the north of I-64, the City should work with the fire protection districts to evaluate emergency response times to these areas and identify potential locations for new fire station facilities. As Fairview Heights experiences growth and redevelopment, it is also important that potential impacts on staffing and equipment needs are also considered.

Public Schools

Fairview Heights is served predominantly by two school districts: Grant Community Consolidated School District 110 and Pontiac-William Holliday School District 105. Schools contribute significantly to local quality of life and the desirability of a community to potential future residents. The City should promote any plans to improve or add to school facilities within the community.

Grant Community Consolidated School District 110

SD 110 currently serves approximately 750 students and has additional capacity. Student enrollment has remained relatively steady over the past five years and is expected to remain around 750 students for the next five years. SD 110 operates three facilities in Fairview Heights including Illini Elementary School, Grant Middle School and the District Offices. SD 110 is located within the City's Lincoln Trail Tax Increment Finance (TIF) district.

Future Facilities

The SD 110 administrative offices are located on recently acquired property approximately two-thirds of a mile north of Grant Middle School. This site is intended to be the future location of a new school facility that could potentially replace the current Grant Middle School facility. If SD 110 chooses to relocate Grant Middle School, the City should work with the school district in evaluating potential reuse of the facility or redevelopment of the site to accommodate additional community facilities such as a recreation center.

Pontiac-William Holliday School District 105

SD 105 is currently at capacity, serving approximately 720 students. As with SD 110, enrollment in SD 105 has not varied significantly in the past five years, nor is it expected to change over the course of the next five years. The Pontiac-William Holliday School District operates two facilities in Fairview Heights: Pontiac Junior High School and William Holliday Elementary School.

Future Needs

SD 105 has no plans for new facilities. There are several in-fill sites located near the district's two school facilities which could accommodate additional residential development in the future. When considering proposals for these areas, the City should ensure that new development will not negatively impact school facilities and that sufficient pedestrian connections leading to the schools are provided.

Other Primary School Districts

The City of Fairview Heights is predominantly served by Pontiac-William Holliday School District 105 and Grant Community Consolidated School District 110. However, beyond these districts, the westernmost portion of the city is served by East St. Louis School District 189 while the city's southernmost portion is served by Wolf Branch School District 113. A very small portion of the city is served by Central School District in the east and by the O'Fallon Community Consolidated School District 90 in the northeast.

The adjacent figure illustrates the various elementary school districts serving Fairview Heights and its planning area.

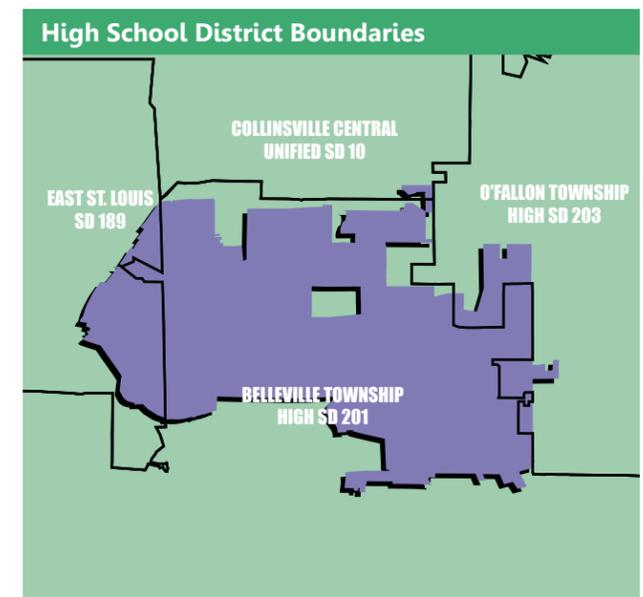
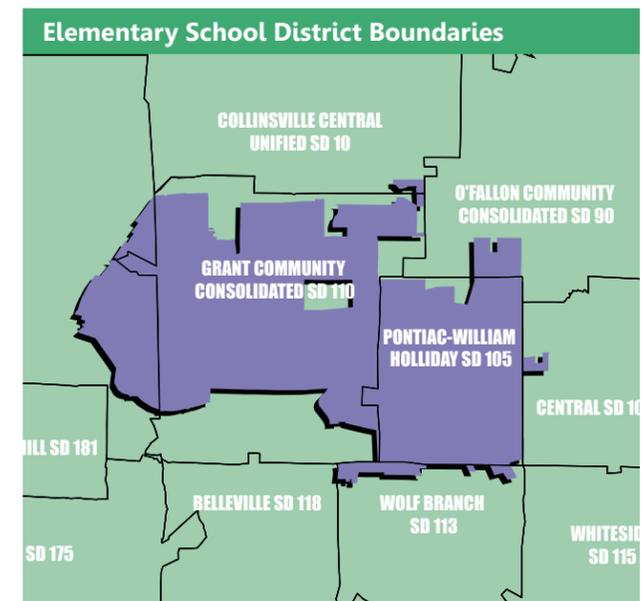
High School Facility

The presence of four high school districts (with no high school located within Fairview Heights) has served to fragment the community overall. Combining districts would likely be cost prohibitive due to shifts in state funding and it is believed that the formation of a Fairview Heights High School District would be politically untenable. The majority of the City's current households are located within the Belleville Township High School District 201 (BTHS 201). The City should maintain positive lines of communication with BTHS 201 and encourage the creation of a Fairview Heights high school facility should enrollment warrant a new facility within the district.

The City's northeast growth area will continue to be served by the O'Fallon Township High School District 203.

Holy Trinity Catholic Church & School

Holy Trinity Catholic Church operates a church and private school at 505 and 504 Fountains Parkway, respectively. The school has a current enrollment of 232 students in grades preschool through 8th grade. Students come from Fairview Heights, St. Stephen Catholic Church, Caseyville and throughout the surrounding area.





William Holliday Elementary School



Caseyville Township Offices



French Village Fire Station



Fairview Heights Police Department

Infrastructure

The City of Fairview Heights' residents and businesses receive their basic services from other municipalities and private companies. As the City seeks to expand its boundaries, this reliance upon other outside agencies to provide essential services to residential and commercial development could hamper future development efforts. The City's inability to control service and hook-up fees could also be viewed as a disadvantage by developers and businesses considering a Fairview Heights location. These issues underscore the need for boundary and service agreements with neighboring municipalities and service districts.

Water

Residents and businesses in Fairview Heights receive their water from one of three providers: (1) City of O'Fallon, (2) Village of Caseyville, and (3) Illinois American Water Co. The City of O'Fallon provides water to the majority of Fairview Heights current residents.

City of O'Fallon - Water

O'Fallon's Public Works Department oversees water delivery services. The department has several projects planned for construction within the next two years that will have an impact on Fairview Heights. These include the construction of a water pressure reducing valve station for unincorporated Fairview Heights, and the repair of a 500,000 gallon elevated water storage tank at St. Clair Square. Long term (10-20 year horizon) projects will focus on the replacement of under-sized water mains in the City of Fairview Heights.

Future Demand

As shown in the Land Use Plan and the Growth Areas Plan, over the near to mid-term, the majority of new development should occur along the IL Route 159 corridor to the south of O'Fallon Road, and to the north and west along the I-64 corridor. These areas are predominantly served by the Village of Caseyville and City of O'Fallon. As future development occurs, City staff should work closely with these local water suppliers to ensure that proper capacity is provided to new geographies and populations.

Sewer

Approximately 95% of the City of Fairview Heights is served by the Caseyville Township Sewer System. The remaining 5% of the community, comprising the French Village area, is served by the Village of Caseyville.

The Caseyville Township Sewer System operates two plants.

- East Treatment Plant is located at 1 Ecology Drive in O'Fallon. This plant serves most of the city and has adequate capacity.
- West Treatment Plant is located at 1001 St. Clair Road in Fairview Heights and is closer to capacity than the eastern plant. There are plans to improve the West Treatment Plant within the next decade. When the plant reaches 80% capacity the Illinois EPA will provide direction to Caseyville Township Sewer regarding needed improvements.

City-wide Service

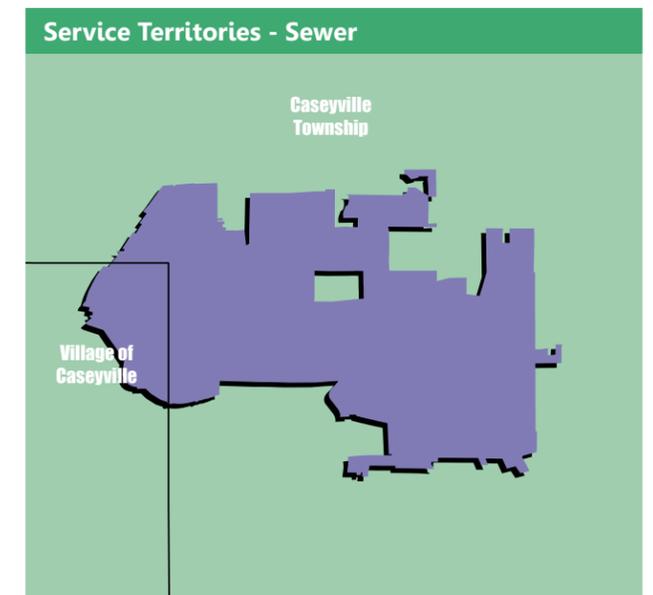
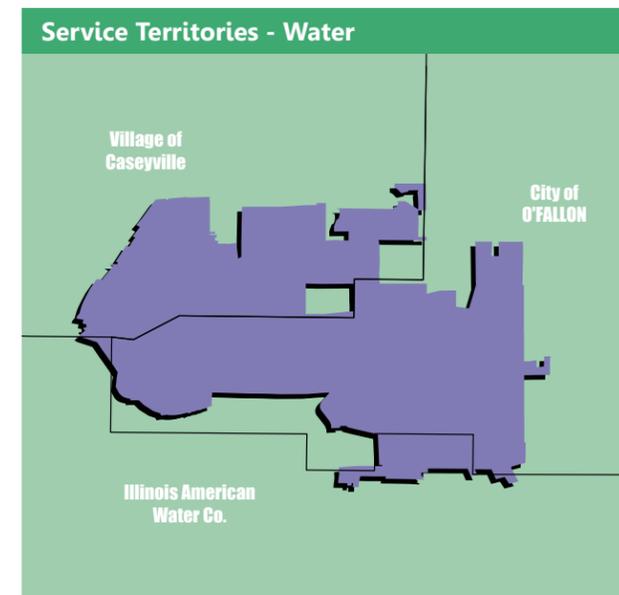
While the majority of the city is served by sanitary sewer, there are still several areas that must rely on septic systems. The provision of wastewater sewer services to all areas of the community should be a priority of City officials and staff. Moving forward, the identification of sewer system capacity will be important in guiding future development in the City of Fairview Heights as well as in unincorporated growth areas. As the City evaluates future development proposals, to ensure economically and environmentally sustainable investments, the ability to provide basic services including wastewater sewer service, should be a primary consideration.

Telecommunications

While telecommunication services (e.g. telephone, cable, high-speed internet, wireless communications) are not services provided by the City, the City of Fairview Heights should encourage the provision of these services through the granting of franchise agreements or the leasing of City land/facilities for telecommunication facilities. When appropriately masked, the co-location of wireless equipment on public facilities such as a water tower or building can be an effective means of enhancing local telecommunication infrastructure while generating leasing revenue for the City. In cooperation with IDOT, the City should also work with telecommunication providers to identify right-of-way areas where updated telecommunications infrastructure is desired and strategies for coordinating such improvements with future roadway projects.



Wireless Tower at City Hall





The City’s parks, areas of open space, and unique environmental features contribute significantly to the quality of life enjoyed by Fairview Heights’ residents. The Parks, Open Space & Environmental Features Plan focuses on maintaining and expanding the City’s inventory of parks within its established residential areas while enhancing access to these areas via an integrated network of trails. As the City grows into less developed areas, the development of new parks and the preservation and incorporation of natural areas should be a priority.

Parks & Open Space

Fairview Heights maintains approximately 200 acres of parks and open space within its five park sites. The amount of park land within Fairview Heights meets the National Recreation and Park Association’s minimum recommended standard of 10 acres per 1,000 residents. However, Fairview Heights’ parks system fails to meet service area standards that are used to ensure adequate access. Much of the City’s parkland is concentrated within two community parks: Moody Park and Pleasant Ridge Park, and are not within walking distance of residential neighborhoods. Ideally, each residence would be within a half-mile walk of a neighborhood park and within one to two miles of a larger community park.

City Parks

The City of Fairview Heights Parks and Recreation Department (FHPRD) maintains four neighborhood parks and two community parks totaling just under 200 acres. The mission of the Parks and Recreation Department is to provide a friendly, clean and wholesome atmosphere for their residents and visitors.

Neighborhood Parks

Prospect Park (French Village Park)

Prospect Park is located on Sycamore Avenue on the far west side of Fairview Heights. The small park provides a picnic area as well as a playground.

Ogles Creek Park

This quarter-acre park sits south of I-64 at the end of Monticello Place. It is a small, passive park that sits next to Ogles Creek.

Fox Creek Mini Park

The Parks and Recreation Department recently built a new neighborhood park along Colombia Avenue in the Fox Creek Subdivision.

Old Lincoln Trail Park

Just under 8 acres, Old Lincoln Trail Park is located on Old Lincoln Trail Road on the west side of the City. It provides residents and park patrons with pavilions and a playground. Open space is also provided for passive recreation.

Community Parks

Moody Park

Moody Park, also referred to as Longacre Park, is perhaps the community's most popular destination outside of its commercial areas. The park's recreation facilities are host to several recreation leagues and several community events are hosted at the park throughout the year. The City should continue to invest in the maintenance and upgrading of facilities to ensure that the park's heavy use does not degrade park user experience.

Pleasant Ridge Park

This 95-acre park is the location of a playground, picnic pavilions, a large area of open space for passive recreation activities, and the Kinsella family log cabin, which was built in the mid-1800s. The City should consider opportunities to further expand on this important link to the community's history by hosting cultural events such as civil war reenactments or concerts in the park. The City should also evaluate the potential for converting the Kinsella family home into a museum that showcases the community's heritage.

Parkland Needs

Both residents and Parks and Recreation Department representatives have expressed a desire for more park space throughout the community. The National Recreation and Parks Association (NRPA) recommends a standard of 10 acres of open space for every 1,000 people. Based on Fairview Heights estimated population of slightly more than 17,000, this would equate to a recommended service level of 170 acres. With just less than 200 acres of parkland, the City of Fairview Heights meets basic parkland standards.

Accessibility

While the national standard for total acreage is technically met, the distribution of this open space is not equitable. Over 180 acres (90% of total acreage) of the City's parkland contained in just two parks: Moody Park and Pleasant Ridge Park. This unbalanced distribution of parkland within the community, combined with a fragmented network of sidewalks and trails, means that many Fairview Heights residents do not have convenient access to parks and recreation amenities.

Underserved Areas

The Parks, Open Space & Environmental Features Plan utilizes typical service areas standards to identify areas of the community that are potentially underserved by the existing network of parks. The City should identify and prioritize opportunities to purchase land and develop neighborhood parks in areas identified to have the greatest need for new park space. Neighborhood parks should be centrally located within residential neighborhoods, ideally within a half-mile walk of all homes.

Barriers

The service areas shown on the Parks, Open Space & Environmental Features Plan figure do not reflect potential barriers to access such as the interstate, railroads or changes in topography. When identifying future park sites such barriers should be taken into consideration so as to provide park land in areas with optimum access.

Parkland Dedication Ordinance

The FHPRD acquires land by purchasing it by way of referendum. The City does not currently have the necessary development regulations, such as a parkland dedication ordinance or impact fee, in place to ensure the adequate provision of parkland and funds necessary to build and maintain parks and recreation infrastructure throughout the community.

The City should consider establishing a parkland dedication ordinance that would require the developer of a subdivision to dedicate parkland large enough in size to sufficiently meet the needs of future residents in that subdivision and bordering areas. If an adequate park site cannot be provided, or is undesirable, within a new residential development, the developer could pay a fee-in-lieu of land that could be used to finance park improvements and the purchase of park land elsewhere in the City. The amount of a fee-in-lieu contribution would be dictated by the amount of land required, the value of land within the City, and the cost of construction and long-term maintenance of park land.

Detention Areas

There are numerous detention and retention areas within the City that have been created to aid in the City's stormwater management. Many of these areas are well maintained and have been improved to resemble a park or natural setting. The City should encourage best management practices within all stormwater management areas and encourage a natural appearance with abundant native plantings and wildflowers as opposed to rip-rap and manicured turf grass.

Ogles Creek Detention

The large Ogles Creek detention area paralleling IL Route 159 between Lincoln Highway and Ashland Avenue represents a potential location for a new City park. This area is accessible via Cypress Drive and could be an amenity to underserved residents located west of IL Route 159.

Community/Recreation Center

The community has expressed a desire for additional facilities including a centrally located community/recreation center. The City, with assistance from the IDNR and MEPRO, is currently in the process of renovating the former Police Department building into a recreation center. The project began in May 2012. While the new recreation center will be a positive contribution to the parks department offerings, over the long term, the City should also continue to evaluate the needs and opportunities for establishing a larger recreation/community center.

Future Opportunities

The City should explore opportunities for such a facility in a location that is easily accessible for all residents and complementary to other surrounding community activities and uses. Should School District 110 decide to relocate its Grant Middle School facility, the current site at Bunkum Road and Lincoln Highway would represent an ideal location for a community/recreation center. The City should maintain communication with SD 110 regarding its future plans and, when and if appropriate, work with the school district to evaluate potential reuse or redevelopment of the site.

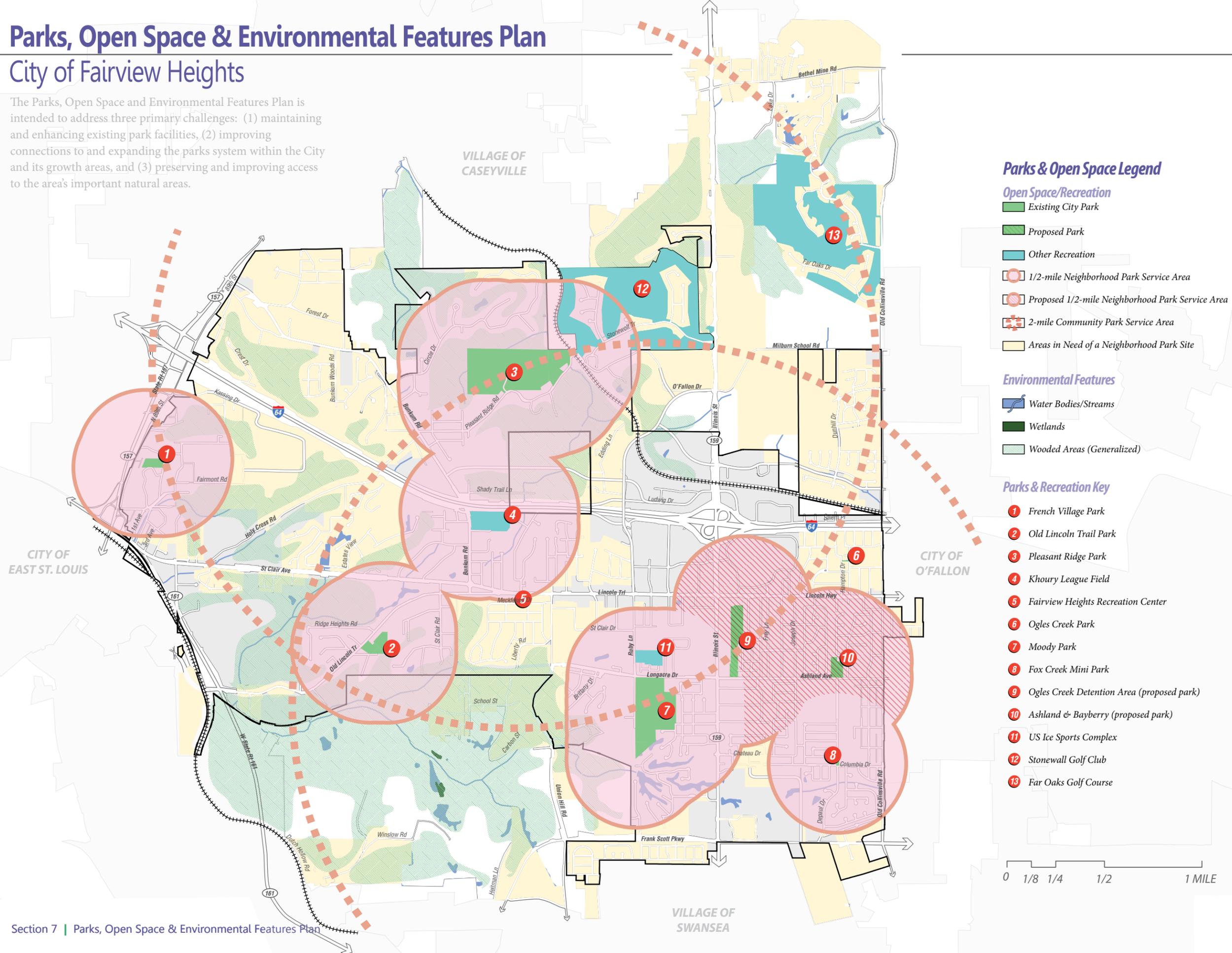


Kinsella Family Log Cabin - Pleasant Ridge Park

Parks, Open Space & Environmental Features Plan

City of Fairview Heights

The Parks, Open Space and Environmental Features Plan is intended to address three primary challenges: (1) maintaining and enhancing existing park facilities, (2) improving connections to and expanding the parks system within the City and its growth areas, and (3) preserving and improving access to the area's important natural areas.



Parks & Open Space Legend

Open Space/Recreation

- Existing City Park
- Proposed Park
- Other Recreation
- 1/2-mile Neighborhood Park Service Area
- Proposed 1/2-mile Neighborhood Park Service Area
- 2-mile Community Park Service Area
- Areas in Need of a Neighborhood Park Site

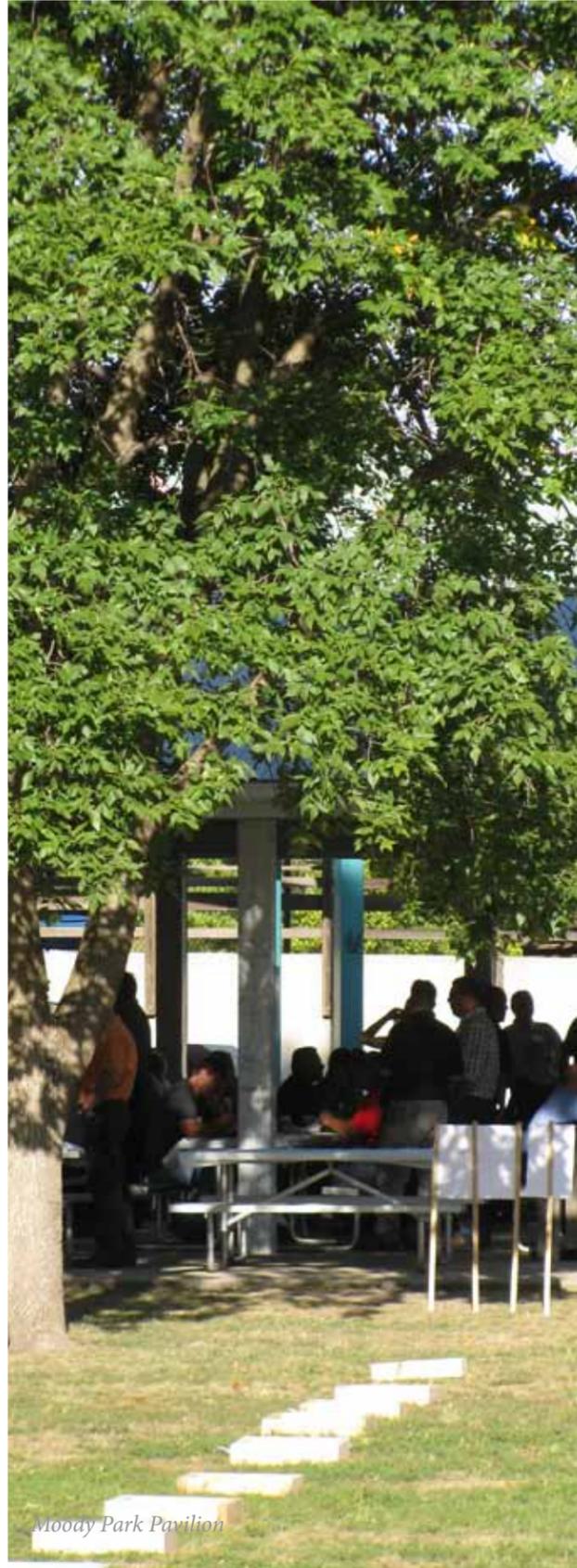
Environmental Features

- Water Bodies/Streams
- Wetlands
- Wooded Areas (Generalized)

Parks & Recreation Key

- 1 French Village Park
- 2 Old Lincoln Trail Park
- 3 Pleasant Ridge Park
- 4 Khoury League Field
- 5 Fairview Heights Recreation Center
- 6 Ogles Creek Park
- 7 Moody Park
- 8 Fox Creek Mini Park
- 9 Ogles Creek Detention Area (proposed park)
- 10 Ashland & Bayberry (proposed park)
- 11 US Ice Sports Complex
- 12 Stonewall Golf Club
- 13 Far Oaks Golf Course





Moody Park Pavilion

Private Recreation Facilities

While many of the recreational facilities located at the City's public parks are heavily utilized, many Fairview Heights residents also utilize private recreation facilities and travel outside of the community for recreation. In general, the City should encourage the use of private recreation facilities, and implement land use policies that foster an appropriate relationship with surrounding areas in terms of traffic access management, noise, lighting, and other potential conflicts. Such facilities should be accessible from major roadways and should not negatively impact adjacent residential areas.

Stonewolf Golf Club

Stonewolf Golf Club is located at 1195 Stonewolf Trail just west of IL Route 159. The course is surrounded by single family residences and wooded areas with agricultural uses to the east and southeast. Residential cul-de-sacs are integrated into the course. Stonewolf offers memberships, but is also open to the public.

Far Oaks Golf Course

Far Oaks Golf Course is located northeast of Stonewolf at 419 Old Collinsville Road. Like Stonewolf, the course is surrounded by wooded areas as well as agricultural land. Single family residences also integrated into the design of the course. Far Oaks Golf Club is open to the public.

U.S. Ice Sports Complex

The U.S. Ice Sports Complex is a valuable recreational asset in Fairview Heights. Located at 125 S. Ruby Lane, the complex offers ice sport programming ranging from figure skating to hockey to curling. The U.S. Ice Sports Complex is the home to several hockey teams and leagues.

Public-Private Agreements

Many local residents utilize private recreation facilities in neighboring communities and some private recreation representatives have indicated a desire to explore the potential for a new location within Fairview Heights. The community has also expressed a desire for additional facilities including a community or recreation center. Given the significant costs of building and maintaining recreational facilities, it is important that the City evaluate creative solutions to meet the community's parks and recreation needs.

For example, some communities have negotiated agreements with private entities that build recreation facilities on public land and then manage those facilities for an established period of time before giving control of the facilities to the local park district or community. The desired community/recreation center may represent an opportunity for such a public-private agreement and the City should evaluate the costs and benefits of partnering with a private recreation provider.

Trails

The Fairview Heights Parks and Recreation Department and the regional Metro-East Park and Recreation Department are each maintaining existing trails and planning new facilities. As decisions are made pertaining to the alignments, facility types and funding, the departments should work closely with City staff to ensure that the trails serve appropriate land uses, such as open spaces, retail centers, community event locations, schools, and neighborhoods. Trails and sidewalks will play a key role in maximizing the use of the City's parks. Additional discussion of trails and connectivity can be found in **Section 8: Transportation & Mobility Plan**.

Environmental Features

Wooded areas, rolling terrain, and small lakes and wetlands characterize much of the undeveloped or underutilized portions of the City and its unincorporated growth areas. Jubaka Lake, Heitmans Pond, Weslake, Ogles Creek and other environmental features provide a scenic setting in the city's environs that could be threatened by future growth and development.

Wooded Areas

Several mature wooded areas are located throughout the City and its planning area on both developed and undeveloped land. Much of the wooded areas in Fairview Heights are located west of the City and has been fragmented by suburban subdivision development. Extensive wooded areas have been generalized in the Parks, Open Space and Environmental Features Plan figure.

Lakes & Wetlands

Due to the City's location on the bluffs of the Mississippi River, Fairview Heights is naturally raised above the river's 100-year flood plain. Aside from an assortment of small lakes and wetlands located in southwest portions of Fairview Heights and its planning area, there are no major waterways located within Fairview Heights.

Future Development

Development in the City and its growth areas should be sensitive to potential impacts on the environment including erosion, water quality, and impact on wooded areas. While development can occur in these areas, it is important that new growth is guided by policies and recommendations that respect natural features which should be responsibly integrated into the built environment.



Weslake



The City's street network is well established and enhanced by access to the region's light rail service and several bus routes. The Transportation and Mobility Plan focuses on the coordination and optimization of all modes of travel within the City, including vehicular, bicycle, walking and transit services. The Transportation and Mobility Plan includes specific recommendations for motorized and non-motorized travel, circulation and linkages between key areas of the community.

8

TRANSPORTATION
& MOBILITY PLAN

Functional Classification

The City's streets have been classified into a hierarchy based on various roadway characteristics such as the number of travel lanes, traffic volume and the level of access. The Comprehensive Plan's Transportation & Mobility Plan figure presents future roadway classifications based on the existing hierarchy and anticipated increases in traffic volume due to growth and development. New roadway linkages needed to support future growth in the community and improve overall traffic flow have also been identified.

The hierarchy includes the following functional classifications:

Interstates

Interstates accommodate large volumes of traffic at high speeds with access points limited to interchanges at major intersecting roadways. The Fairview Heights area is provided access to I-64 via an interchange located at IL Route 159. IDOT and the FHWA are considering locating another access point to I-64 to the west of IL Route 159.

Arterials

Arterials are higher capacity roadways with the intent to move traffic from collector roads to interstates. Access is usually limited in order to increase traffic flow and level of service. Arterials typically carry higher traffic volumes and are spaced further apart than collectors or local roads. Lincoln Trail and IL Route 159 are examples of arterials.

Collectors

Collector roads are typically 2-lane roadways that provide access to adjacent arterials while linking land uses such as residential neighborhoods, parks and schools to one another. Speed limits on collector roads are lower, usually between 25 and 35 mph. Fairview Heights has numerous collector roads including Bunkum Road and Old Lincoln Trail.

Local Roads

Local roads provide access to adjacent land uses and mostly located in residential areas. Local roads typically may allow on-street parking. Residential subdivision streets within the City that are not classified as a neighborhood collectors are local roads.

Minimizing Congestion

Fairview Heights' businesses benefit from convenient access to I-64 and high traffic volumes along the IL Route 159 and Lincoln Trail corridors. However, increased traffic and inefficient development patterns and access management have resulted in congestion surrounding the St. Clair Square Mall area. In addition to serving as a nuisance for local residents, this congestion could be detrimental to the health of the community's commercial areas as competing development occurs in neighboring communities with less congestion.

Access Management

Portions of the Lincoln Trail and IL Route 159 corridors suffer from poor access management wherein numerous curb cuts and limited turn lane capacity increase roadway congestion. The uncoordinated pattern of development along these corridors has created a significant number of driveways within relatively short distances, slowing traffic and increasing the potential for accidents as cars enter and exit from businesses located along the roadside.

There are a number of access management strategies that could be employed by the City and IDOT to improve traffic flow along the community's important commercial corridors. Such strategies include: restricted driveways (right-in/right-out), limiting the number of conflict points, reducing curb cuts, shared drives, aligning drives on opposite sides of the street, etc.

Cross Access

Every effort should be made to limit the number of driveways along major roadways and encourage cross access from adjoining sites and side streets. Frontage drives, rear service drives, shared driveways, and connected parking lots should be used to minimize the number of access points, while preserving the property owner's right to reasonable access.

Consolidate Secondary Access

Along commercial corridors, rear yard parking lots should be shared and alleys or rear service drives used to connect adjacent commercial sites. Those developments which generate enough traffic or have sufficient frontage to warrant more than one driveway should locate these second access points on a side street or create a shared access point with adjacent uses where practical.

Western I-64 Access Point

While intersection expansions and roadway widenings have relieved some congestion, the long term solution to congestion along IL Route 159 lies in reducing volume, not expanding facilities. After reviewing several alternatives, IDOT and the FHWA have come to support a concept that would reduce IL Route 159 volume by modifying the existing IL Route 159 interchange to include an access point to and from Ruby Lane. It is believed that this improvement would thereby relieve congestion by allowing commuter traffic to separate from commercial traffic currently utilizing IL Route 159. Alternatively, a concept supported by some in the Fairview Heights community, would be the creation of a new interchange to be located at Union Hill Road.

Ruby Lane Modification

As proposed, several changes would be made to local circulation in the area surrounding the Ruby Lane access point. While these changes are reflected in the Transportation and Mobility Plan figure, they are not definite outcomes. If the proposed Ruby Lane modification is implemented, the City should work with IDOT to ensure alterations to the local street network do not negatively impact local businesses and employers.

Local Circulation

A new access point at Ruby Lane would require new roadway alignments along with the severing of some east-west roadway connections.

- To the north of I-64, Ruby Lane would be improved and extended to O'Fallon Drive and IL Route 159 at Milburn School Road.
- East O'Fallon Drive would be realigned to "T" into Ruby Lane.
- Ludwig Drive would also be realigned, providing adequate separation for the westbound ramp terminal, and shifted north to align with a new roadway connecting with Edding Lane.
- The existing Edding Lane and Ludwig Drive connections to Ruby Lane would be severed and converted to a cul-de-sac.
- South of I-64, the connection to Plaza Drive would be severed and a new connection to the commercial loading areas to the east will be established opposite Marxer Place.

Fountains Parkway Extension

Although not identified in the IDOT and FHWA-supported Ruby Lane modification concept, the Comprehensive Plan recommends Fountains Parkway be extended west to Ruby Lane as it travels northeast to O'Fallon Drive. This additional east-west connection would greatly enhance access to the undeveloped area west of IL Route 159 and north of Ludwig Drive.

Union Hill Interchange Concept

The primary Transportation & Mobility Plan figure illustrates changes to the City's roadway network that would result from the construction of a new I-64 access point at Ruby Lane. The inset figure illustrates anticipated changes to the local roadway network if a new I-64 interchange were to be installed at Union Hill Road. Aside from the location of the interchange itself, the primary difference between the two concepts is the extension of Union Hill Road north through an existing residential neighborhood, over the interstate and then northeast to an extended O'Fallon Drive. The location of the new east-west roadway paralleling the interstate also varies between the two interchange concepts.

Signals

There are 38 traffic signals within the City of Fairview Heights and its planning area. All of the signals lie along state routes, or state maintained roadways, with the exception of three signals located on Old Collinsville Road and Frank Scott Parkway, which are maintained by St. Clair County. The majority of traffic signals lie along IL Route 159, IL Route 157, and Lincoln Highway. Signals on Lincoln Highway are concentrated in the vicinity of St. Clair Square. The City of Fairview Heights maintains two signals and contributes a proportion of the total funds necessary to maintain all other signals within its corporate limits.

Proposed Signals

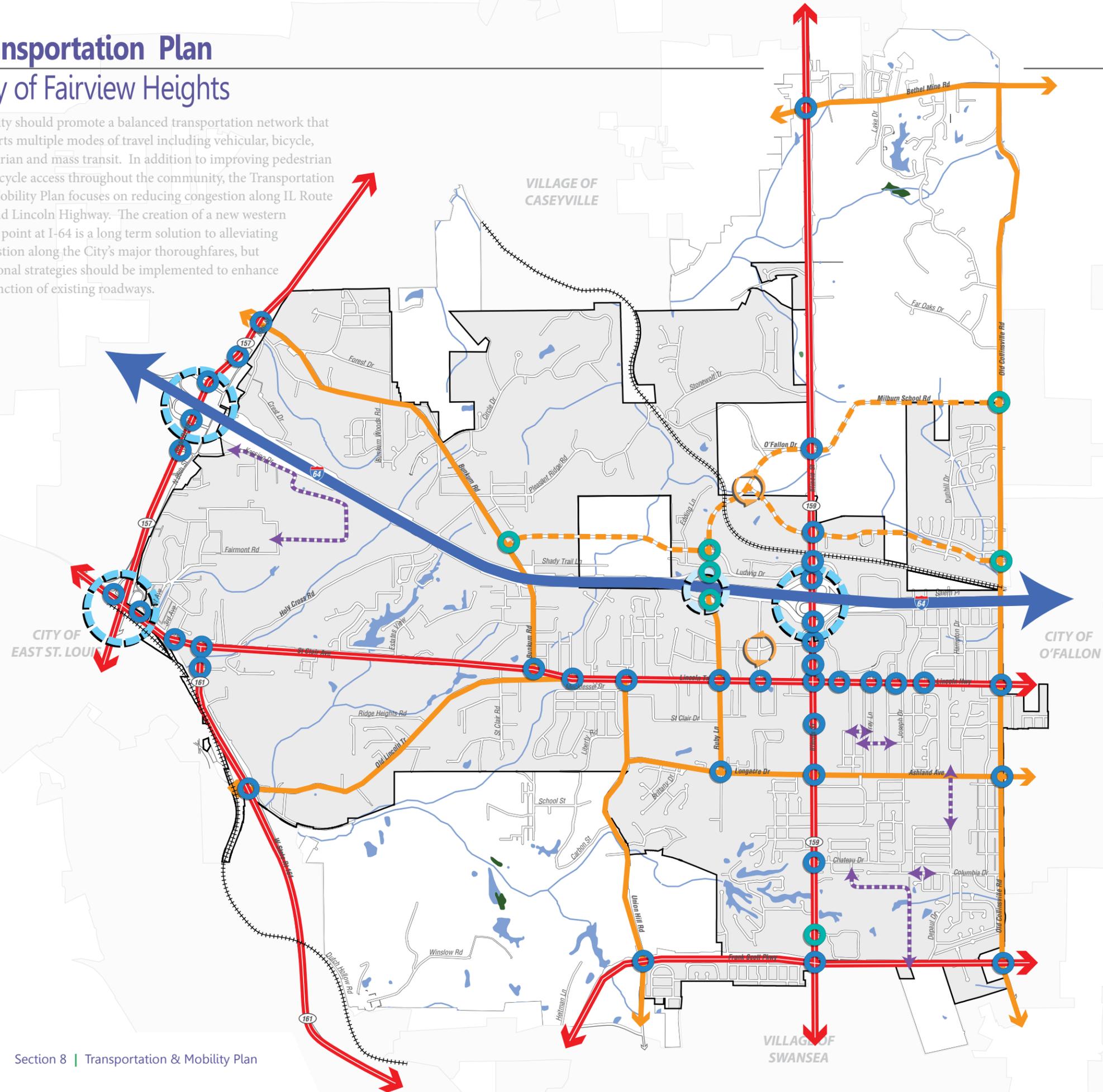
Aside from potential new signals associated with the proposed western I-64 access improvements, there are no planned signals in the planning area at this time. In addition to improvements to existing signals, new traffic signals are proposed at the intersections of the Ruby Lane/Union Hill and the exit ramp locations, Market Place, Ludwig Drive, and an extended Fountains Parkway. The intersection of Lincoln Trail and Ruby Lane would also require signal modifications in conjunction with western I-64 access improvements. These signals should be improved with emergency vehicle preemption technology just as with all other signals within the City.

Roundabouts

The City of Fairview Heights, in partnership with IDOT, should evaluate the potential for roundabouts to improve operations at intersections with existing capacity issues and in areas of new development where traffic volumes will likely increase. The Transportation Plan identifies two location for potential roundabouts including: 1) Market Place and Commerce Lane and 2) Extension of Fountains Parkway and Union Hill Road/Ruby Lane (depending upon related interstate access improvements).

Transportation Plan City of Fairview Heights

The City should promote a balanced transportation network that supports multiple modes of travel including vehicular, bicycle, pedestrian and mass transit. In addition to improving pedestrian and bicycle access throughout the community, the Transportation and Mobility Plan focuses on reducing congestion along IL Route 159 and Lincoln Highway. The creation of a new western access point at I-64 is a long term solution to alleviating congestion along the City's major thoroughfares, but additional strategies should be implemented to enhance the function of existing roadways.

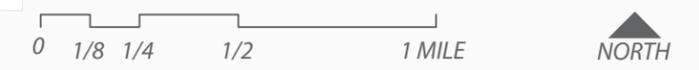
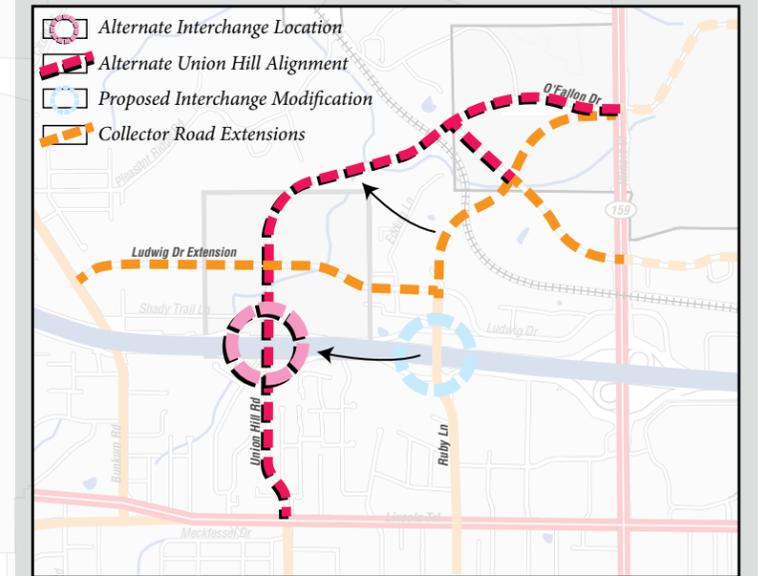


Transportation Legend

- Roadways**
- Interstate 64
 - Arterial Street
 - Existing Collector Street
 - Proposed Collector Street
 - Proposed Local Street
- Interchanges**
- Existing Interchange
 - Proposed Modification
- Signals**
- Existing Signal
 - Proposed Signal
- Roundabouts**
- Proposed Roundabout Treatment

Union Hill Interchange Concept

This inset illustrates the location of a Union Hill Road interchange compared to the FHWA- approved and IDOT-supported Ruby Lane interchange modification.



Connectivity in Residential Areas

Roadway connectivity in some of the community's residential neighborhoods is limited by the presence of unconnected stub streets and a development pattern and policies that have not required or promoted through-streets and connections to other components of the roadway network.

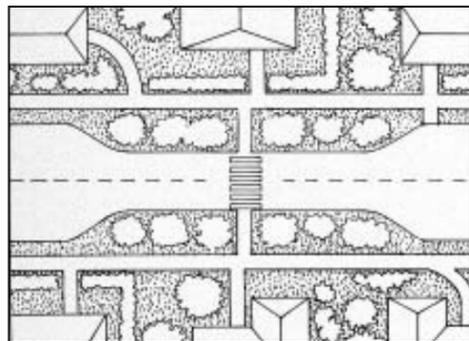
A disconnected street pattern can result in increased congestion along major roadways and increased trip lengths as residents making local trips are forced to travel on non-local streets. As highlighted in the Transportation & Mobility Plan figure, limited residential connectivity is an issue in the southeast portion of the City. The City should work with residents to identify potential through-street connections as well as strategies for minimizing cut-through traffic.

Traffic Calming

While speeds in residential areas should be slowed and through-traffic should be discouraged, there are several traffic calming strategies that can accomplish these goals while maintaining connectivity between neighboring developments. It should be noted that the traffic calming strategies discussed here also provide opportunities to enhance local neighborhoods with landscaping and signage.

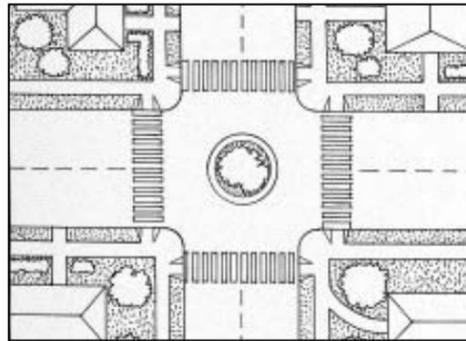
Choker

Chokers are curb extensions at midblock or corner locations that narrow a street by widening the sidewalk or planting strip. Chokers leave the street cross section with two lanes intact while narrowing the shoulder or on-street parking area. When placed at intersections, chokers slow turning movements and decrease the length of pedestrian crossings.



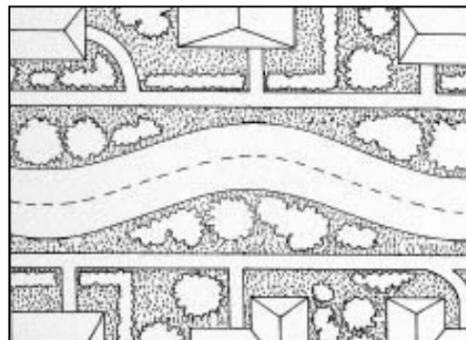
Neighborhood Traffic Circle

Neighborhood traffic circles are raised islands, placed in intersections, around which traffic circulates. Circles prevent drivers from speeding through an intersection by impeding the straight-through movement.



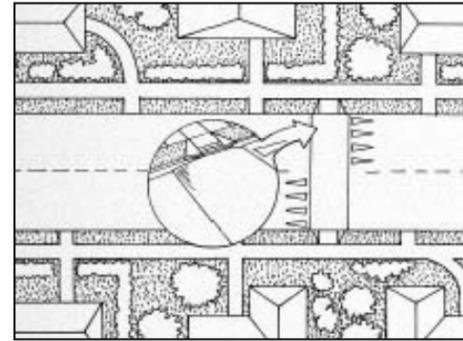
Semi-Circle Chicane

A semi-circle chicane consists of a series of half circle islands placed along the roadway, frequently at "T" intersections. Drivers must veer left, then back to the right as they pass through the chicane.



Speed Table/Raised Crosswalk

A speed table is an elongated speed bump with a flattened midsection. As with a common speed bump, drivers must slow down to travel over the speed table, but the jarring effect felt by vehicle passenger travelling over the speed table is less severe. In areas where sidewalks are present, speed tables can be modified to accommodate raised crosswalks.

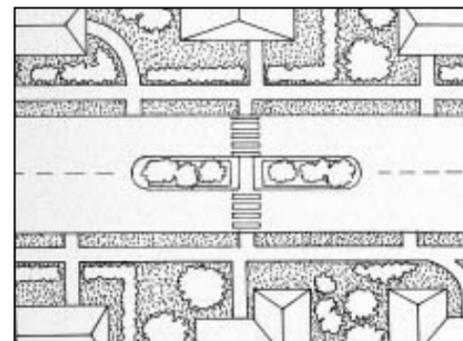


Rumble Strips

Rumble Strips can be placed at crosswalks to slow traffic and alert drivers to pedestrian activity.

Center Island Narrowing

A center island narrowing is a raised island located along the centerline of a street that narrows the travel lanes at that location. Placed at the entrance to a neighborhood, and often combined with textured pavement, they are often called "gateway islands." Center island narrowings are good for entrances to residential areas and wide streets where pedestrian crosswalks are needed.

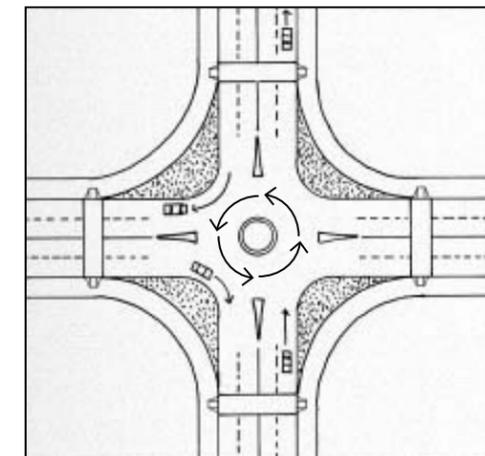


Connectivity in Commercial Areas

Interconnectivity is important within commercial areas, serving to relieve traffic from major roadways and improve the overall accessibility and visibility of businesses. While local streets should be provided where appropriate, parking areas should also be interconnected in commercial areas. The Market Place area is a large, dense commercial district that complements St. Clair Square with big-box and anchor tenants not found in the shopping mall complex. Commerce Lane and Market Place provide primary access to this area as commercial collectors whose function is to improve internal circulation, access and visibility in the area.

Roundabouts

To improve the character of these roadways, which is important commercial areas, it is recommended that roundabouts serve as the standard intersection style throughout the area. Roundabouts are similar to a neighborhood traffic circle, but capable of accommodating larger volumes of traffic in multiple lanes. Roundabouts not only slow the traffic in these areas, but can also be used for signing and landscaping. Roundabouts can easily accommodate roadways and driveways of individual businesses. Sidewalks, pedestrian scale lighting and street trees should also be installed along public rights-of-way throughout the City's commercial areas.



Source: Federal Highway Administration

Source: Traffic calming images provided by the FHWA Office of Planning, Environment, and Realty (HEP)

Railroads

The CSX railroad travels east-west across the northern portion of the City. There are no terminals or stops along the line in the city. There are, however, three at-grade crossings in the area at Sycamore Drive, East O’Fallon Drive, and Old Collinsville Road. Additionally, there is a grade separated crossing at IL Route 159 where the roadway travels above the railroad.

Public Transportation

The current transit lines in the City of Fairview Heights consist of the Metrolink light rail station and four bus routes. No changes in service are anticipated for the two bus routes provided by Metro Transit (Route #1 and Route #13) which currently travel along the western edge of the community and operate from a hub at the Fairview Heights Metrolink station.

St. Clair County Transit

St. Clair County Transit operates two bus routes in Fairview Heights: Route #16 (along the IL Route 159 corridor) and Route #12(along the Lincoln Highway corridor). While no near-term service changes are anticipated, these routes may be shifted to accommodate the new western access point at I-64 and related roadway alignments.

Altering Bus Routes

Route #12 currently travels along the Lincoln Highway corridor with a loop north through the Market Place and Ludwig Drive areas before travelling south to the St. Clair Square mall. This route will need to be altered to reflect changes to local circulation caused by a new western I-64 access point, such as the potential closure of Plaza Drive, the realignment of Ludwig Drive and the extension of Ruby Lane to O’Fallon Drive. Should development occur in the area to the north of Ludwig Drive, it may be appropriate to extend the bus route north to employment areas along O’Fallon Drive before proceeding back south on IL Route 159 and returning to Lincoln Highway. I-64 improvements are not likely to impact Route #16, which travels along IL Route 159 with a slight detour east to service St. Clair Square. The City should work with St. Clair County Transit to ensure bus routes serve the City’s commercial and employment uses efficiently.

Pedestrian & Bicycle Mobility

Sidewalks

Fairview Heights’ sidewalk network is incomplete and fragmented, reflecting the focus on easy vehicular access within the City’s historic development pattern. Not all neighborhoods are connected to schools, parks, shopping areas and other community destinations. While this reflects past development practices that catered to the automobile, today’s best practices promote healthy communities and walkability, and residents have expressed a desire for a more extensive and complete sidewalk network. Convenient access will continue to be important to the community’s economic success as a regional shopping destination, but pedestrian and bicycle circulation should also be prioritized in the future.

Sidewalk Program

The City should establish a sidewalk construction and maintenance program to identify and prioritize areas throughout the community where sidewalk improvements are needed. The installation of sidewalks along primary thoroughfares and key pedestrian travel routes (e.g. routes to schools or parks) should be a priority. This program should be incorporated within the City’s larger capital improvements program.

Potential Bike Routes

Aside from multi-use paths within its parks, the City has no dedicated bike lanes or off-street trails. Whether located on-street or on separate trails, bike paths reduce the need for local residents to use their car and promote a more active lifestyle. Bike paths should be established along key routes throughout the community and provide connections to important community destinations such as parks, school, shopping areas, and City facilities. While preliminary recommendations regarding the placement of desired bike paths are provided in the Transportation & Mobility Plan figure, the City should conduct a more detailed study of alternate modes of transportation to determine the best routes for dedicated bicycle and pedestrian facilities.

Trails

Trails and greenways are important components of a parks and recreation systems, providing valuable connections between open space, community assets and natural areas. Local trails should help link residential neighborhoods to existing parks and community facilities. Regional trails should help connect the City to neighboring communities and parks and open space assets throughout the region.

Local

The City of Fairview Heights is currently exploring the development of two trails that will enhance pedestrian and bicycle connectivity in the western portions of the community. While the Transportation and Mobility Plan figure illustrates a single route for both of these trails, the City should continue to evaluate various possible alignments.

- The **Moody Park Trail** will provide a roughly three-mile trail link between the intersection of Lebanon Road and Dutch Hollow Road, and Longacre Drive at Moody Park. It is recommended that this trail be continued, either as an off-street trail or on-street bike lane, along Ashland Avenue to Old Collinsville Road. The City of O’Fallon plans to extend Ashland Avenue east to Harlem Land which would allow for a continuous trail connection between Moody Park and O’Fallon’s St. Ellen Mine Park and walking trail.
- The roughly two-mile **Pleasant Ridge Park Trail** would travel from Pleasant Ridge Park to the terminus of St. Clair Road where users could then connect with the proposed Moody Park Trail. It is recommended that another segment of this trail be provided through the eastern edge of Pleasant Ridge Park to connect with the proposed Milburn School Trail.

Regional

Trails in Madison and St. Clair Counties are developed and maintained by the Metro East Park and Recreation Department (MERPD). At this time, there are two proposed trails for Fairview Heights:

- The **Milburn School Trail** would extend from the Cahokia Mounds State Historic Site and the American Bottoms Trail along East O’Fallon Drive and Milburn School Road to the Scott-Troy Trail in northern O’Fallon.
- The **Metro Bike Link Trail** would follow State Road 161 through the southern portion of Fairview Heights, connecting the Fairview Heights Metro-Link station to the another leg of the trail just east of Frank Scott Parkway in Swansea that is already under construction.

The City should continue to support the efforts of the MERPD and encourage the completion of the Milburn School and Metro Bike Link trails.



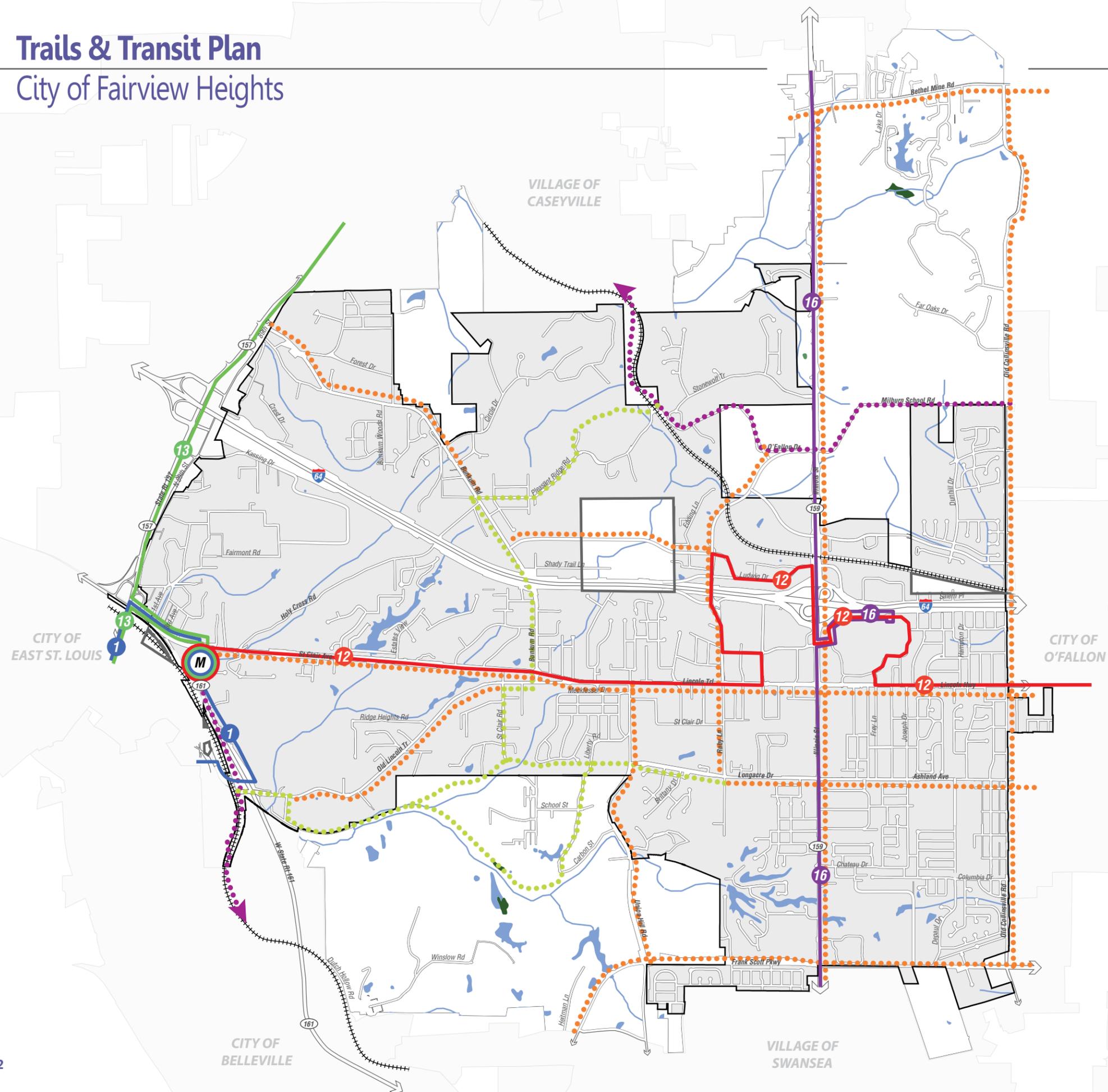
MetroLink Station Signage



Bus #12 travelling along Lincoln Highway

Trails & Transit Plan

City of Fairview Heights



Trails & Transit Legend

Transit

- MetroLink Station
- Bus Route #1
- Bus Route #12
- Bus Route #13
- Bus Route #16

Trails/Bike Routes

- Proposed Local Trail
- Proposed Regional Trail
- Proposed Bike Route





Several factors, in both the public and private realm, work together to make up the overall character, image and identity of a community. Although the smallest detail of every development should be scrutinized with regard to its appearance and overall impact on community character, there are some larger areas that the City can address to help establish an overall identity for Fairview Heights. This section highlights key urban design and community character recommendations that should serve as the foundation for on-going beautification efforts.

Corridor Enhancements

Lincoln Trail and Route 159 serve as the “front door” of the community. These corridors are the primary means of entry from surrounding communities and contain the bulk of the community’s retail and commercial activity. In that regard, they should convey a positive aesthetic character to visitors, residents and the business community.

Gateways

Roadways such as IL Route 159 and Lincoln Highway bring thousands of visitors to Fairview Heights and its retailers on a daily basis. Key points of entry, or gateways, into the community represent opportunities to advertise Fairview Heights and its many assets. The gateway sign on the north-east corner of IL Route 159 and Frank Scott Parkway is a positive example that announces entry into the community and there are several other key locations where this should be replicated. The plan figure identifies strategic gateway locations throughout the community that will allow the City better communicate a sense of character and identity and strengthen Fairview Heights’ brand to visitors and passersby.

Perimeter Landscaping

The City’s primary corridors host a large number of developments where the buildings are set back to accommodate parking in the front yard. Though this is desirable from a vehicular perspective, it has an adverse impact on the scale and image of the street environment. In conjunction with street trees, private development should incorporate property edge screening and parking lot landscaping into site design and development. Where there is inadequate room for property edge landscaping, a low decorative wall can be effective in shielding the street from unsightly parking lots and headlight glare. Large parking lots should also be improved with interior landscaped islands to improve the pedestrian experience within the district.

Overhead Utilities

Overhead utility lines are an unappealing and distracting element along both the Lincoln Trail and IL Route 159 corridors. Overhead utilities can make an area dated in appearance and add visual clutter that distract from business signage and storefronts. In some instances, overhead utilities can also limit truck access where clearance is low. While utility lines can be buried in increments as development occurs, in an established corridor such as Lincoln Highway or IL Route 159, redevelopment is not likely to occur in an orderly manner with large segments of utilities being buried at once. Conversely, burying long segments of overhead utilities in a single project is a significant undertaking and can be cost prohibitive.

The City should work with local utility providers to estimate the costs of burying overhead utilities along select portions of its major corridors and weight these costs against the benefit of the project regarding aesthetics and site functionality. It is recommended that the City focus initial efforts on the portion of Lincoln Highway between Union Hill Road and IL Route 159. The burying of overhead utilities should take place in coordination with other streetscape and right-of-way improvements.

Beautification

In addition to regulatory tools the City has at its disposal, it should continue to partner with local entities concerned with the overall image and brand of the community. The City should continue to support the Beautification Commission which organizes regular litter clean-up days to improve the appearance of the City’s commercial areas. In partnership with the Chamber of Commerce, the group also recognizes similar efforts by property owners through its Business Appearance Award program.

‘Keep Fairview Heights Beautiful’

As beautification efforts expand, the City should encourage the ‘Keep Fairview Heights Beautiful’ group to take on a larger role. This group has already raised funds to install a message board at Moody Park and implement a trash can program in the City’s commercial areas. If ‘Keep Fairview Heights Beautiful’ were to obtain non-profit status, it would be capable of fundraising and leveraging private investment more effectively and extensively than which the City, as a public entity, is permitted.

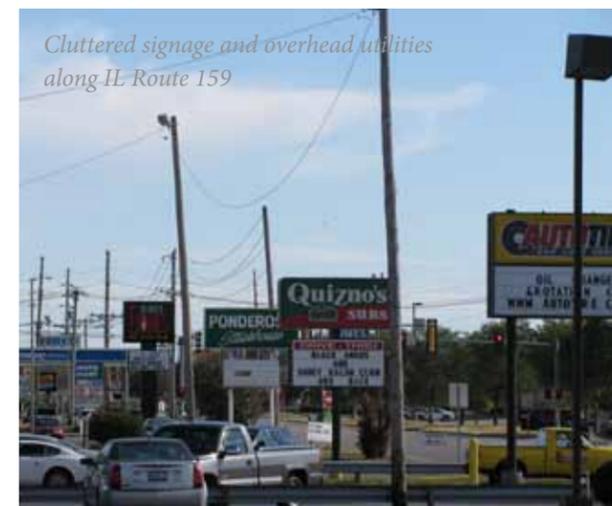
I-64 Interchange Beautification

The IL Route 159 interchange at I-64 is the primary entrance to the community and is the area first seen by those visiting Fairview Heights regional commercial area. While redevelopment and reinvestment has occurred on the commercial properties near this area, the interchange has a poor appearance. The area surrounding the interchange should be enhanced with landscaping, fencing, and street lighting to better reflect the quality of development in the area and improve the overall image of the City to its visitors. Areas surrounding any future access points to I-64 should receive similar treatment.

Streetscape Enhancements

The City’s primary corridors should be beautified through the creation and adoption of a streetscape enhancement program. Public rights-of-way should be improved with street trees, parkway and boulevard treatments, sidewalks, and pedestrian scale lighting and amenities. These improvements should be of uniform design to convey a unified appearance and consistent image of the community. Where possible, streetscaping should be coordinated with other maintenance or roadway reconstruction projects and incorporated into a City-wide Capital Improvements Program (CIP). Such improvements can be funded through various funding mechanisms such as the existing Lincoln Trail Tax Increment Finance (TIF) district, a special service area or business improvement district. Additional discussion of these and other funding sources can be found in the Section 10: Implementation.

The Market Place areas and nearby portions of Lincoln Highway corridor should be a priority for streetscape enhancements and initially targeted as a primary component of any City-wide streetscape program.



Signage & Wayfinding

The City should establish and implement a community-wide signage and wayfinding program. Such a program can provide information pertaining to public amenities, such as parks, community-based services and civic uses, and private development, such as shopping centers or individual retailers. The City's logo and other common graphic elements should be incorporated into signage where possible to convey a unified theme.

City-owned Directory Signage

In some areas, due to topography or other development blocking sight lines, businesses are not visible from major roadways. In such areas, the City should consider installing directory signage in public rights-of-way and leasing signage space to individual tenants. The City would maintain control over the size, placement and design of the signage, thereby ensuring a more unified and attractive aesthetic character for the areas. For example, City-owned directory signage could be located along the IL Route 159 corridor at Market Place and at Ludwig Drive where several businesses are located away from the main corridor and are obscured by development fronting IL Route 159.

The City should also work with the local business community to review and revise its off-premise signage regulations to more accommodating to areas with poor visibility.

Lincoln Highway

Place names are an important component of establishing a sense of place and community identity and the most common type of place name can be found on the street signs of local roadways. The Lincoln Highway corridor has several names within Fairview Heights and surrounding communities including St. Clair Avenue, Lincoln Trail, Lincoln Highway and US 50. The multiple names associated with this roadway have been detrimental in establishing any unified sense of place along the corridor and the City should decide on a single name for the Lincoln Highway corridor as it passes through Fairview Heights.

Recognizing the larger regional and historic importance of the corridor, this roadway is referred to as Lincoln Highway throughout the Comprehensive Plan. Regardless of what the City decides upon, the preferred name should then be incorporated into any marketing materials for the corridor and its commercial districts and popularized with the assistance of partner organizations such as the Chamber of Commerce.

Lincoln Corridor Action Committee

The Lincoln Highway corridor represents the historic business/shopping corridor of the community and is a central component of the Comprehensive Plan's residential and commercial policies. Given the importance of the corridor, it is crucial that the City continue to garner public input as it moves to implement plan recommendations.

The City should establish a Lincoln Corridor Action Committee consisting of representatives from the numerous groups with an interest in the revitalization of the corridor. This committee could be used to vet and prioritize improvement projects, research potential funding mechanisms, and build wider community support for enhancements to the Lincoln Highway corridor.

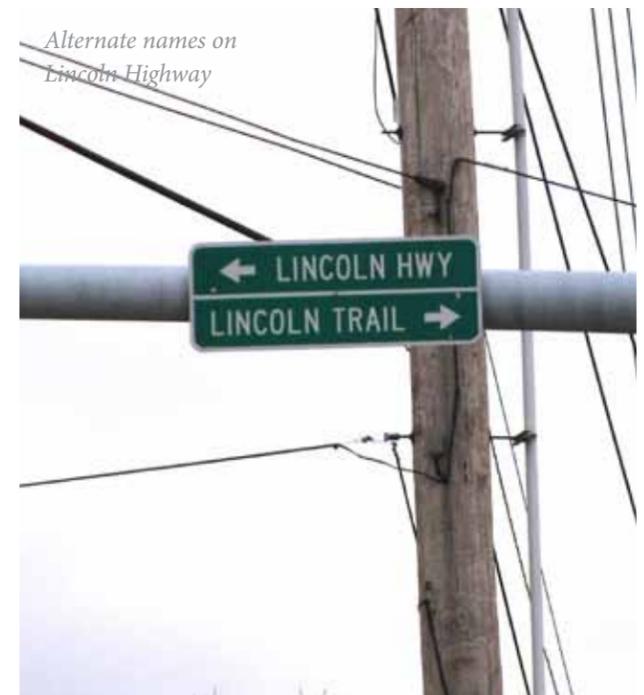
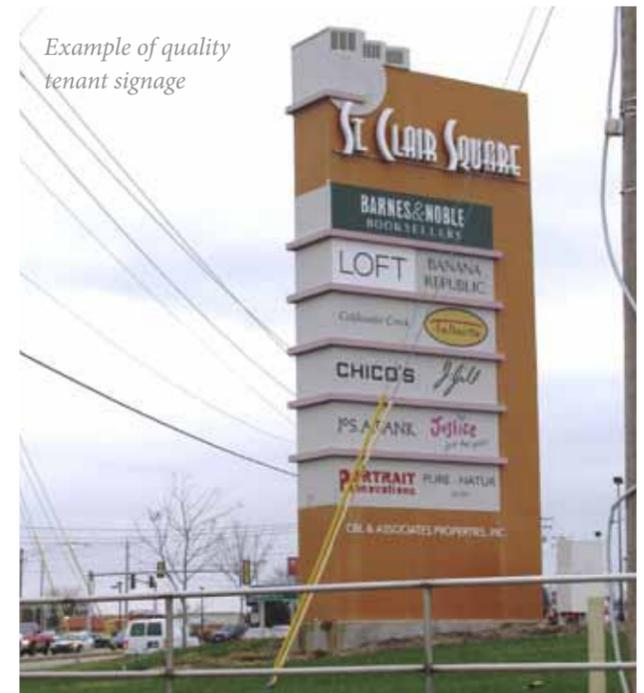
Entertainment Zone

With seven hotels, numerous fine dining restaurants, a theater, and comedy club all within less than a mile of one another, the Salem Place and Ludwig Drive corridors have emerged as a unique destination within the city and surrounding region. While the area is known for its popular restaurants and hotels, retailers have struggled in recent times and there are several vacancies in Ludwig Drive shopping centers. These vacancies may represent an opportunity to attract a high quality entertainment venue capable of anchoring a retail center.

In partnership with the business community and the Fairview Heights Chamber of Commerce, the City should further evaluate the potential for establishing an Entertainment District along the Ludwig Drive and Salem Place corridors.

In addition to attracting a key anchor tenant for the district, the City could help coordinate additional improvements and services.

- Install sidewalks, pedestrian scale street lighting, crosswalk improvements, and other pedestrian amenities along Ludwig Drive and Salem Place.
- Establish a weekend and holiday shuttle service to move patrons between local hotels, St. Clair Square Mall, entertainment venues and the Fairview Heights MetroLink station.
- Joint marketing efforts amongst hotels, restaurants and entertainment venues, such as traditional advertising, social media or a coupon program.



Lincoln Highway (from the west)



Design Guidelines

The City's Lincoln Trail and Market Place Area Urban Design Plan, adopted by the City in 2003, includes numerous design guidelines intended to support the development of a mixed use district and "main street" along Lincoln Highway. Though the land use recommendations included in the Urban Design Plan are not in line with the recommendations of this Comprehensive Plan, site and building design standards and design guidelines regarding the public realm (i.e. gateway treatments and streetscaping) are still applicable.

The City should reassess the Lincoln Trail and Market Place Area Urban Design Plan in light of Comprehensive Plan recommendations and implement design guidelines where appropriate. In addition to design guidelines for new development, the City should also consider establishing incentives to enhance existing structures and sites.

The concept of design guidelines may be applicable to other portions of the City. City staff should work with local residents and business owners to assess to what degree design standards should be applied City-wide, and what they should require in terms of building massing and site design, landscaping, signage, and architectural detail. The guidelines should also address and establish standards for the wide variety of development types found on Lincoln Trail and Route 159, including regional shopping malls, big-box retail, local strip centers, single-tenant commercial sites, and the potential for mixed use development.

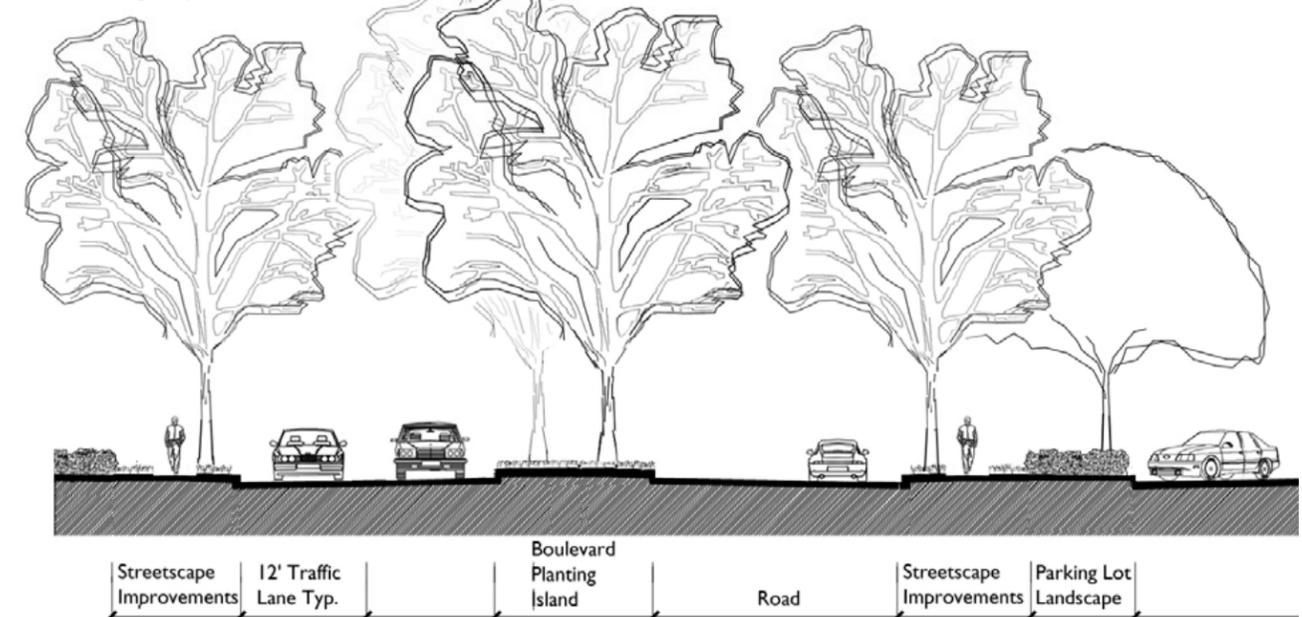
Public Spaces

The community has expressed a desire for additional public gathering places within the City's commercial areas. Public spaces should instill a sense of place, identity and belonging for residents and visitors and they should feel safe, clean and well maintained. As redevelopment occurs, the City should seek out opportunities to establish public spaces within the Lincoln Highway and IL Route 159 corridors. For example, the City could permit increased density or height for a proposed development if a desirable public space were to be incorporated into the site. Ideally, locations for public spaces should be sought where they can be a component of a larger amenity, such as a school, park, or environmental feature. Such spaces should be prominent and visible, and street networks and viewsheds should be designed so as to highlight their presence and make them the focal point within a district.

Environmental Features

Unique environmental features throughout the City should be preserved and celebrated as part of the defining character of Fairview Heights. Development should accommodate physical and visual access to wooded areas, trails and creeks. Signage should highlight access points and provide educational background pertaining to the history of the environment and its impact on local history and development.

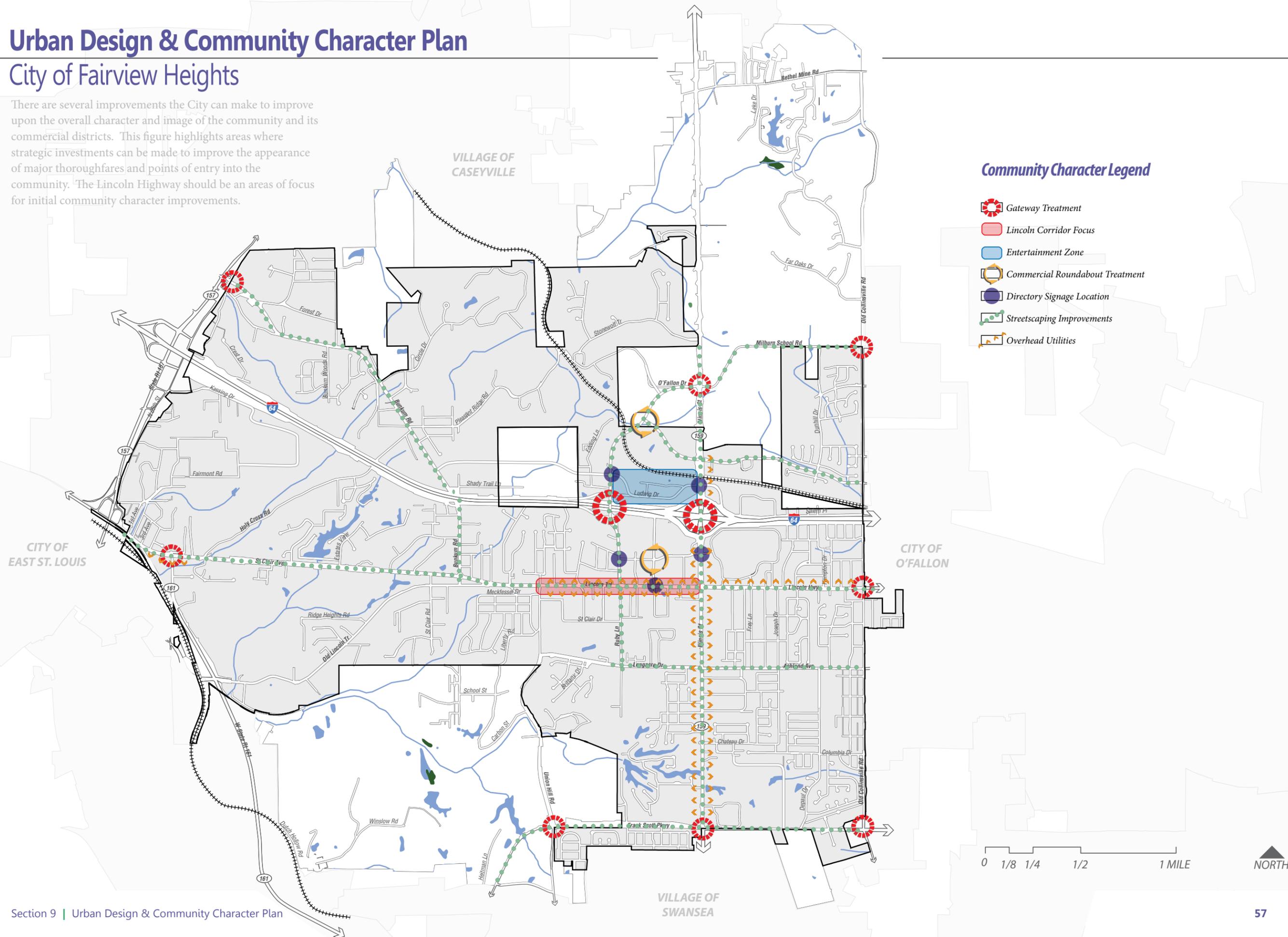
Lincoln Highway Boulevard Treatment - Urban Design Plan



Urban Design & Community Character Plan

City of Fairview Heights

There are several improvements the City can make to improve upon the overall character and image of the community and its commercial districts. This figure highlights areas where strategic investments can be made to improve the appearance of major thoroughfares and points of entry into the community. The Lincoln Highway should be an areas of focus for initial community character improvements.





The Comprehensive Plan establishes a “road map” for growth and development within the City of Fairview Heights over the next 15 years. The plan is the culmination of the collective efforts of City staff and officials, the Comprehensive Plan Advisory Committee, the Plan Commission, City Council, and the Fairview Heights community. While adoption of the Comprehensive Plan represents the end of the initial 12-month planning process, it also represents the first step in the much longer journey of guiding change within the community and implementing the recommendations of the plan.

This section briefly highlights the next steps that should be undertaken to begin the process of plan implementation. These include the:

- Use of the Comprehensive Plan on a day-to-day basis to guide City policies and decision-making.
- Review and update of the Zoning Ordinance and other development controls to reflect policies presented in the Comprehensive Plan.
- Development of a Capital Improvements Program (CIP) to plan for recommended improvements.
- Promotion of cooperation and participation among various agencies, organizations, community groups and individuals.
- Preparation a 5-year action plan to prioritize objectives and list accomplishments of preceding years on an annual basis.
- Enhancement of public communication regarding plans and decision-making.
- Updating of the Comprehensive Plan at regular intervals.
- Exploration of possible funding sources and implementation techniques.

Use the Plan on a Day-to-Day Basis

The Comprehensive Plan is Fairview Heights' official policy guide for land use and development. It is essential that the Plan be used on a regular basis by City staff, boards and commissions to review and evaluate all proposals for improvement and development within the community, prioritize public expenditures and encourage private sector investment. Specifically, agencies and service providers should reference the Plan when assessing investment in new facilities, infrastructure, or programming. The Plan Commission and City Council should refer to the Plan for guidance in making regulatory recommendations and actions that impact development.

Review Development Controls

Zoning is an important regulatory tool for implementing planning policy. It establishes the types of uses to be allowed on specific properties, and prescribes the overall character and intensity of permitted development. It is important that the City's various development controls including zoning, subdivision regulations, property maintenance and other related codes and ordinances should be reviewed to ensure that all are consistent with and complementary to the Comprehensive Plan.

Zoning Update

Following the adoption of the Comprehensive Plan, the City intends to engage in the process of rewriting and updating its zoning ordinance. The planning process has identified several areas of the City's land use and development regulations that should be revisited as the Zoning Ordinance is updated.

Planned Development

A significant portion of the City's commercial areas are located within the Planned Business (PB) zoning district, wherein proposed development must go through a planned development process. In most communities, the planned development process is typically reserved for large scale projects that cannot be easily accommodated within the existing code, allowing for a more flexible and innovative design and development than would otherwise be possible.

Planned development is also used in unique or sensitive areas, such as a downtown or historic district, where the community desires greater scrutiny in the design and development process. Where appropriate and desired, land use and development recommendations within the Comprehensive Plan should be used to guide potential changes to the zoning ordinance including the identification of conventional zoning districts in areas currently designated PB.

Signage

In addition to land use and development regulations, regulations regarding signage were also significant issue among local businesses. As with other components of the zoning ordinance, it was said that signage enforcement can be inconsistent and that the ordinance should allow for more flexibility. It was also said that the language and structure of the code can be potentially confusing to those not well versed in reading municipal regulations. Particular signage issues identified in the Comprehensive Plan community outreach process include the potential need for more relaxed off-premise signage and temporary signage regulations, and the need to evaluate the use of electronic messaging.

Design Guidelines

The design guidelines within the City's Development Code were created to improve the appearance of the city's commercial areas and ensure that they reflect positively on the community as a whole. While high quality development should be expected, members of the business community have indicated that some of the City's requirements may be too restrictive. In particular, the City's material requirements indicate that all exterior walls of commercial and industrial buildings must consist of a minimum of 60% glass and/or masonry. It has been suggested that the City consider the application of design standards to select areas (such as the St. Clair Square mall area), while allowing as-of-right development in other areas that are not typically seen by visitors. The Zoning Ordinance update presents the opportunity to reevaluate the use of design guidelines and where and when they should be applied.

Development Process

The City's development process has been characterized as inconsistent, time intensive, and potentially cost prohibitive. An overreliance on the planned development process has made it difficult to anticipate what type and scale of development will be permitted on a given parcel. Moreover, the presence of a number of overlapping service districts (i.e. fire department, City inspectors, utility providers, water, sewer, etc.) with often uncoordinated permitting requirements and schedules has also further complicated the development process. Lastly, for the approval of an application, the City currently requires the developer to appear for three ordinance readings with City Council in addition to any Plan Commission or Aldermanic Planning Committee meetings. As the zoning ordinance is updated, the development process should be more thoroughly reviewed to assess how it may be streamlined.

Capital Improvements Program (CIP)

As a critical tool for implementing the recommendations of the Comprehensive Plan, the City should establish a Capital Improvements Program (CIP). A CIP is a comprehensive schedule of prioritized public improvement projects, typically extending over a five-year period. In creating a CIP, the City would first prepare a list of all public improvements that will be required within the next five years. All projects would then be reviewed and prioritized, and cost estimates would be prepared along with potential funding sources.

The Capital Improvements Program typically schedules the implementation of a range of specific projects related to the Comprehensive Plan. These might include the restoration and upgrading of existing utilities and infrastructure, and the renovation, expansion or relocation of City facilities.

Financial resources within the City of Fairview Heights, as like many municipalities, will always be limited and public dollars must be spent wisely. A thorough Capital Improvements Program will allow the City of Fairview Heights to prioritize the most desirable or beneficial public improvements while remaining within budget constraints.

Coordination

The City of Fairview Heights' residents and businesses receive their services from a variety of providers including the City, adjacent municipalities and private companies. Service providers, whether public- or private sector, frequently use a Capital Improvement Program to map out growth and investment in facilities and infrastructure. As the City develops and monitors its own Capital Improvement Program, City staff should coordinate with other community facilities providers to ensure that investment is occurring in a logical manner and synergies can be created between public, quasi-public, and private improvements.

Annual Review

A CIP is essential to the coordinated and efficient implementation of Comprehensive Plan and should be reviewed annually. The costs and benefits of proposed improvements should always be examined and used to establish priorities. The annual review of the CIP should seek and examine both near term projects and long term needs and opportunities.

Promote Cooperation & Participation

The City of Fairview Heights should assume the leadership role in implementing the Comprehensive Plan. In carrying out the administrative actions and spearheading of public improvement projects called for in the Plan, the City should also foster a spirit of cooperation and collaboration needed to successfully implement the Comprehensive Plan. The plan must be based on a strong partnership between the City, other public agencies, various neighborhood groups and organizations, the local business community, and the private sector. The City's partners should include:

- Other governmental and service districts, such as the Grant Community Consolidated School District 110, Pontiac-William Holliday School District 105, Fairview-Caseyville Township Fire Protection District, French Village Fire Protection District, Village of Caseyville, City of O'Fallon, Caseyville Township, St. Clair County, the Illinois Department of Transportation (IDOT), etc.
- Private and not-for-profit service providers, such as Illinois American Water, or private education entities, who are not directly under the purview of local government but provide critical community-based services and amenities.
- The development community, which should be encouraged to undertake improvements and new construction that conforms to the Plan and enhances the overall quality and character of the community; and
- The Fairview Heights community. All residents and neighborhood groups should be encouraged to participate in the on-going planning process, and all should be given the opportunity to voice their opinions on improvement and development decisions within the City.

Continued Partnerships with Neighboring Communities

The City has a formal boundary agreement with the City of O'Fallon that establishes which areas could potentially be annexed by each community in the future. In addition to securing boundary and service agreements with neighboring communities and service providers, the City should coordinate growth and development along its boundaries. For example, many of the land use and development recommendations along the Old Collinsville Road corridor, which represents the Fairview Heights-O'Fallon boundary, mirror land use recommendations contained within the City of O'Fallon's Comprehensive Plan. The City should also maintain dialogue with the adjacent communities of Belleville, Shiloh and Collinsville regarding future land use, development, and annexation.

Prepare an Implementation Action Agenda

The City should prepare an implementation "action agenda" which highlights improvement and development projects or activities to be undertaken during the next few years. For example, the "action agenda" might consist of:

- A detailed description of the projects and activities to be undertaken;
- The priority of each project or activity;
- An indication of the public and private sector responsibilities for initiating and participating in each activity; and
- A suggestion of the funding sources and assistance programs that might potentially be available for implementing each project or activity.

The Capital Improvement Program described earlier is one component of the Implementation Action Agenda. However, the "action agenda" must go beyond the City's capital investments to address programs or policies that may require the efforts of several stakeholders, including City staff, local interests, or citizens of Fairview Heights. To remain current, the agenda should be reviewed and updated regularly.

The Action Matrix contained at the end of this section can be used as a starting point for the City's first official action agenda.

Enhance Public Communication

The process undertaken to create the Comprehensive Plan was, in and of itself, an important step in educating the community about the relevance of planning and the City's role in defining its future. Through the Comprehensive Plan Advisory Committee, community workshops, resident and business questionnaires, and interactive web-based engagement, much positive momentum has been forged. In order to build on this foundation the City should ensure that the Plan's major recommendations and "vision" for the future are conveyed to the entire community.

The City should also consider additional techniques for responding quickly to public questions and concerns regarding planning and development. For example, the City might prepare a new informational brochure and online information on how to apply for zoning, building, subdivision and other development related permits and approvals. It might also consider special newsletter and/or webpage features that focus on frequently raised questions and concerns regarding planning and development.

Update the Plan on a Regular Basis

It is important to emphasize that the Comprehensive Plan is not a static document. If community attitudes change or new issues arise which are beyond the scope of the current Plan, the Plan should be revised and updated accordingly.

Although a proposal to amend the Plan can be brought forth by petition at any time, the City should regularly undertake a systematic review of the Plan. Although an annual review is desirable, the City should initiate review of the Plan at least every two to three years. Ideally, this review should coincide with the preparation of the annual budget and capital improvement program. In this manner, recommendations or changes relating to capital improvements or other programs can be considered as part of the upcoming commitments for the fiscal year. In turn, development regulations may need to be amended to most accurately reflect the intent of any modifications to the Comprehensive Plan. Routine examination of the Plan will help ensure that the planning program remains relevant to community needs and aspirations.

The City should:

- Make the plan available online for free, provide hard copies at the City Hall available for purchase and have a copy on file at the public library for reference;
- Provide assistance to the public in explaining the Plan and its relationship to private and public development projects and other proposals, as appropriate;
- Assist the City Council in the day-to-day administration, interpretation and application of the Plan;
- Maintain a list of current possible amendments, issues or needs which may be a subject of change, addition or deletion from the Comprehensive Plan; and
- Coordinate with, and assist the Plan Commission and City Council in the Plan amendment process.

Explore Funding Sources & Implementation Techniques

Many of the projects and improvements called for in the Comprehensive Plan can be implemented through administrative and policy decisions or traditionally funded municipal programs. However, other projects may require special technical and/or financial assistance.

The City should continue to explore and consider the wide range of local, state, and federal resources and programs that may be available to assist in the implementation of planning recommendations. For example, initiatives related to economic development, neighborhood stabilization and housing, or sustainability and environment can receive assistance from grant programs established for specific categories of actions or projects.

Potential Funding Sources

A description of potential funding sources currently available is summarized below. It is important to note that the City should continue to research and monitor grants, funding agencies and programs to identify new opportunities as they become available.

General Funding Sources

Municipal Property Tax

The community's large retail base has allowed the City of Fairview Heights to prosper and sustain itself without levying a property tax. Lack of a municipal property tax is also a locational advantage for the City with regard to attracting future development. It is vital that the City continue to provide high quality services and infrastructure needed to maintain healthy neighborhood and commercial districts. While sales tax revenue currently provides the funds necessary provide these services, increasing retail competition from neighboring communities may limit growth of this revenue stream.

As the City seeks to provide additional amenities to its residents, and growth and expansion occurs, additional revenue sources may be needed to support its neighborhoods and commercial areas. To pay for necessary services and accommodate the growing needs of City departments, it may be necessary to consider establishing a local municipal property tax.

Tax Increment Financing (TIF)

Tax Increment Finance (TIF) utilizes future property tax revenues generated within a designated area or district to pay for improvements and incentivize further reinvestment. As the Equalized Assessed Value (EAV) of properties within a TIF District increases, the incremental growth in property tax over the base year that the TIF was established is invested in the area. Local officials may then issue bonds or undertake other financial obligations based on the growth in new tax revenue within the district.

The maximum life of a TIF district in the State of Illinois is 23 years. Over the life of a TIF district, the taxing bodies present within the district receive the same amount of tax revenue that was generated in the base year in which the TIF was established. There are provisions that allow for schools to receive additional revenue. In Indiana TIF Districts can be designated as either redevelopment areas or economic development areas, depending on factors related to alleviating blight or creating jobs and new investment.

Lincoln Trail TIF District

The City of Fairview Heights established a TIF district to support redevelopment of the Lincoln Trail corridor and business district. In addition, the City has recently adopted design guidelines and established a Façade Improvement Grant to assist property owners within the TIF in enhancing and updating the appearance of their businesses.

Potential Applications

As an economic development tool, TIF is well-suited to fund efforts to enhance the Market Place area and reinvigorate the Lincoln Trail Corridor. TIF funds can be used for infrastructure, public improvements, land assemblage and in offsetting the cost of development – including but not limited to engineering, storm-water management and other site related issues. Several of the Comprehensive Plan's recommendations could be funded through TIF. For example, the City of Fairview Heights could utilize TIF district funds to:

- Assist businesses relocating to designated portions of the corridor.
- Facilitate site assembly of catalyst sites.
- Implement streetscape enhancements along the corridor.
- Construct, repair and enhance sidewalks, crosswalks and other pedestrian amenities.
- Fund a signage program to enhance existing businesses.
- Fund a site improvement grant to encourage landscaping and screening improvements.

Business Development District

A Business Development District (BDD) would allow the City to levy up to an additional 1% retailers occupation tax, 1% hotel tax, and 1% sales tax within a designated district. Similar to a TIF district, a BDD has a maximum life of 23 years. BDD legislation also permits municipalities to utilize tax revenue growth that has been generated by BDD properties to fund improvements in the district. As designated in Division 74.3 of the Municipal Code of the State of Illinois, a municipality may designate, after public hearings, an area as a Business District. Business district designation also empowers a municipality to carry out a business district development or redevelopment plan through the following actions:

- Approve development and redevelopment proposals.
- Acquire, manage, convey or otherwise dispose of real and personal property acquired pursuant to the provisions of a development or redevelopment plan.

- Apply for and accept capital grants and loans from the federal and state government, for business district development and redevelopment.
- Borrow funds for the purpose of business district development and redevelopment, and issue general obligation or revenue bonds, subject to applicable statutory limitations.
- Sell, lease, trade or improve such real property as may be acquired in connection with business district development and redevelopment plans.
- Business district planning activities.
- Establish by ordinance or resolution procedures for the planning, execution and implementation of business district plans.
- Create a Business District Development and Redevelopment Commission to act as an agent for the municipality for the purposes of business district development and redevelopment.

BDD funds can be used for infrastructure improvements, public improvements, site acquisition, and land assemblage. Given the limited amount of funds that a BDD is capable of generating, compared to a TIF district, BDD is best suited for funding small scale improvements and property maintenance programs.

Special Service Area (SSA)

A Special Service Area (SSA) could provide another means of funding improvements and programs within Fairview Heights. In an SSA, a small percentage is added to the property tax of the properties within the defined service area. The revenue received from this targeted increase is channeled back into projects and programs benefiting those properties. An SSA can be rejected if 51% of the property owners and electors within a designated area object. SSAs are particularly useful in areas with a concentration of businesses such as a downtown or corridor.

SSA funded projects can include such things as district marketing and advertising assistance, promotional activities and special events, streetscape and signage improvements, and property maintenance services. SSAs can also be used to fund various incentives and tools such as small business loan funds or façade improvement programs discussed previously.

Incentives

The City can use funding mechanisms such as a TIF district, SSA or BDD to provide a variety of incentive programs to help the community achieve its goals. These incentives can be used to help attract new development to the area, to help improve existing development, and to encourage business owners to stay in the community and continue to impact the community in a positive way.

While this list of possible incentive programs is not exhaustive, it is representative of the range of options that are available and will provide a good starting point for the creation of a comprehensive incentive program that will help the City achieve its objectives.

Sales Tax Rebate

A sales tax rebate is a tool typically used by municipalities to incentivize businesses to locate to a site or area. The rebate is offered as a percentage of the annual sales tax revenue generated by the establishment and is often tied to benchmarks such that as sales volume increases, so too does the proportion of the rebate. Sales tax rebate percentages can range from 1% to 100% and are dependent on the goals and objectives of the local municipality. Sales tax rebates have proven effective in attracting new businesses and encouraging redevelopment and renovation. Home rule communities like Fairview Heights also have the authority to issue bonds based on sales tax revenue.

Tax Abatement

A property tax abatement is a versatile tool that can be applied to address a wide range of community issues. Property tax abatements are typically used as an incentive to attract business and revitalize the local economy. In the State of Illinois, municipalities and other taxing districts can abate any portion of the tax that they individually levy on a property. The period of tax abatement on a given property can be no longer than 10 years and the total combined sum of abated taxes for all taxing districts cannot exceed \$4 million over that period. A taxing district can administer the abatement by one of two methods: 1) lowering the tax rate; or 2) initiating a property tax freeze where the property is taxed based on a pre-development assessed value.

In some circumstances municipalities can also petition the County to lower a property's assessment. For example, a commercial property could be assessed at a percentage equivalent to that of a residential property. This is an effective means of lowering a property tax bill, however, it should be noted that this method impacts all taxing districts and not just the district making the request.

Facade & Site Improvement Programs

Facade and Site Improvement Programs can be used to help improve and retain existing businesses by offering low interest loans, grants, or rebates earmarked for improving the exterior appearance of designated properties. In addition to existing businesses within the City's downtown area, this program should also be considered for businesses in other areas of the City including the East Main Street corridor.

Facade Improvement Programs can cover things such as improved signage, windows, painting, shutters and awnings, stairs and porches, walls, cornices, and other exterior components and details. While a property owner typically applies for such programs, in many cases, a business that leases space can also apply for such programs.

While the store owner certainly benefits from a facade improvement program, the community as a whole benefits as well since a shopping district with an attractive appearance will bring in more shoppers and will help create a positive image for the community as a place to live, work, and shop.

Payment in Lieu of Taxes (PILOT)

Payment in Lieu of Taxes (PILOT) is a similar tool to tax abatement. The City can use PILOTs to reduce the property tax burden of a desired business for a predetermined period. In this instance, a local taxing body and a property owner will agree to the annual payment of a set fee in place of the property taxes. Payments are typically made in the form of a fixed sum, but they may also be paid as a percentage of the income generated by a property. In addition, PILOT can also be a means of reducing the fiscal impact on the City, of a nonprofit, institutional use or other non-taxpaying entity locating to a key site. While such uses can be desirable as activity generators, they can also negatively impact municipal services. Provisions can be made to offset that negative impact by allowing the City to be compensated for at least a portion of the revenue that would otherwise be collected in the form of property tax.

Grant Funding Sources

There are several grant funding sources available to municipalities seeking to enhance local transportation infrastructure and parks and open space offerings. Many of the grants discussed here require that the requested funding be used to support Comprehensive Plan recommendations. As such, the Comprehensive Plan can be used to support grant applications and plan graphics can serve as a starting point for mapping proposed improvements. City staff should possess the expertise necessary to apply for these grants, but outside assistance may be if staff does not have adequate time to dedicate application process.

Transportation Funding Sources

In March 2012, the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) was extended through July 1, 2012. Although a longer-term extension or replacement program has not been established, SAFETEA-LU has been renewed several times since it was first established in 2005. The SAFETEA-LU umbrella addresses the many challenges facing our transportation system today including improving safety, reducing traffic congestion, improving efficiency in freight movement, increasing intermodal connectivity, and protecting the environment. SAFETEA-LU promotes more efficient and effective Federal surface transportation programs by focusing on transportation issues of national significance, while giving State and local transportation decision makers more flexibility for solving transportation problems in their communities.

The following programs are covered under SAFETEA-LU in its current structure. The City should continue to keep informed as to the status of these programs and any new funding sources that may be introduced in the near future.

Safe Routes to School (SRTS)

SAFETEA-LU specifies that eligible infrastructure-related projects include the planning, design, and construction of infrastructure-related projects that will substantially improve the ability of students to walk and bicycle to school, including:

- Sidewalk improvements,
- Traffic calming and speed reduction improvements,
- Pedestrian and bicycle crossing improvements,
- On-street bicycle facilities,
- Off-street bicycle and pedestrian facilities,
- Secure bicycle parking facilities, and
- Traffic diversion improvements in the vicinity of schools.

There are several local streets leading to school facilities with sidewalks either in poor condition, limited to one side of the street, or completely absent. The City could utilize this type of funding to expand sidewalks leading to the school and replace degraded segments.

Congestion Mitigation and Air Quality Improvement Program (CMAQ)

The CMAQ program focuses on projects that provide solutions to regional congestion and air quality problems. Eligible project types have included transit improvements, commuter parking lots, traffic flow improvements, bicycle/pedestrian projects and projects that result in emissions reductions. In the past, these projects have been federally funded at 80 percent of project costs.

The East-West Gateway Council of Governments is the administrator of CMAQ funds for Madison, Monroe, and St. Clair counties in Illinois. East-West Gateway has supported a wide range of projects through the CMAQ program including improvements to bicycle facilities, commuter parking, transit facilities, intersections, sidewalk improvements, and signal timing. Funds have also been used to make transportation improvements to eliminate bottlenecks and limit diesel emissions, and create promotional campaigns to enhance use of transit and bicycles.

Surface Transportation Program (STP)

These funds are allocated to coordinating regional councils to be used for all roadway and roadway related items. STP funds from the East-West Gateway Council of Governments can be used for projects such as pavement preservation, highway expansion, congestion mitigation, safety, environmental mitigation, transit, and pedestrian facilities. STP projects require a local sponsor and are selected based on, among other factors, a ranking scale that takes into account the regional benefits provided by the project among other factors.

As with CMAQ funds, the City could potentially apply these types of funds to a wide variety of improvements. With the exception of bridge improvements, the requirements of the STP would restrict improvements to:

- IL Route 159 and IL Route 161 (which is classified as Principal Arterials);
- Lincoln Highway, Bunkum Road and Frank Scott Parkway (which are classified as Minor Arterials); and,
- Ruby Lane, Ludwig, Salem, Market Place, Holy Cross, Longacre, Union Hill, Chateau, Emmas Way, Old Collinsville, Pleasant Ridge, O’Fallon, and Milburn School (which are classified as Urban Collectors).

East-West Gateway

The application deadline for East-West Gateway STP and CMAQ funding is typically in March and projects are evaluated for consistency with the regional transportation plan (RTP 2040). To assist potential applicants, the East-West Gateway hosts an annual workshop to review project concepts and provide guidance prior to the submittal deadline.

Improvements to IL Route 159 and Lincoln Highway could potentially qualify for CMAQ funding. Long term improvements, such as potential access enhancements to I-64, should also be incorporated into the next update to the regional transportation plan in 2016 to help ensure future funding availability.

Parks and Open Space Funding Sources Illinois Department of Natural Resources

The City’s Parks and Recreation Department should identify projects where a cooperative pursuit of parks and open space grants may be beneficial. The Illinois Department of Natural Resources (IDNR) administers seven grants-in-aid programs to help municipalities and other local agencies provide a number of public outdoor recreation areas and facilities. The programs operate on a cost reimbursement basis to local agencies (government or not-for-profit organization) and are awarded on an annual basis.

Local governments can receive one grant per program per year, with no restrictions on the number of local governments that can be funded for a given location. While several grants are available, the Open Space Lands Acquisition and Development (OSLAD) and Recreational Trails Program (RTP) may be the most applicable to achieving the City’s goal of expanding parks and open space available to Fairview Heights’ residents and establishing an interconnected trail network.

Recreational Trails Program

The federal “Recreational Trails Program” (RTP), was created through the National Recreational Trail Fund Act (NRTFA) as part of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) and reauthorized by the SAFETEA-LU. This program provides funding assistance for acquisition, development, rehabilitation and maintenance of both motorized and non-motorized recreation trails. By law, 30% of each States’ RTP funding must be earmarked for motorized trail projects, 30% for non-motorized trail projects and the remaining 40% for multi-use (diversified) motorized and non-motorized trails or a combination of either. The RTP program can provide up to 80% federal funding on approved projects and requires a minimum 20% non-federal funding match. Eligible applicants include municipalities and counties, schools, and private, non-profit and for-profit businesses.

The IDNR administers RTP funds and stipulates that funds can be utilized for trail construction and rehabilitation; restoration of areas adjacent to trails damaged by unauthorized trail uses; construction of trail-related support facilities and amenities; and acquisition from willing sellers of trail corridors through easements or fee simple title.

OSLAD

The OSLAD program awards up to fifty percent of project costs up to a maximum of \$750,000 for acquisition and \$400,000 for development/renovation of such recreation facilities as tot lots and playgrounds, community and regional parks, outdoor nature interpretive areas, park roads and paths, and waterfront improvements.

Land and Water Conservation Fund (LWCF) grants are available to cities, counties and school districts to be used for outdoor recreation projects. Projects require a 50% match. All funded projects are taken under perpetuity by the National Park Service and must only be used for outdoor recreational purposes. Development and renovation projects must be maintained for a period of 25 years or the life of the manufactured goods. LWCF grants are managed by the IDNR and the application process is identical to the OSLAD application process.

The City, for example, could utilize OSLAD or LWCF funds to purchase underutilized land for local parks in its established neighborhoods, facilitate expansion or relocation of the Fairview Heights Recreation Center, or enhancement of existing recreation facilities. Action Agenda

Action Matrix

The following Action Matrix presents a summary specific strategies and related actions necessary to implement the recommendations of the Comprehensive Plan. The Action Matrix also identifies potential participants in implementation and assigns a priority level to each item.

Potential Participants & Partner Organizations

With regard to citing those entities responsible for implementation, it should be noted that is anticipated that, from a policy standpoint, the City Council and City Administrator will be involved in the majority of these actions. The list of potential participants and partner organizations is not intended to be exhaustive, but rather serves as a starting point from which the City can build. Action Matrix items, such as recommended technical studies and analyses, that would likely benefit from outside expertise have also been highlighted.

Time Frame

Each action agenda item has been assigned a value of ‘S’, ‘M’, or ‘L’ which indicates the time frame within which that item should be achieved. These values are defined as follows:

‘S’ = Short Term (1-2 years)

‘M’ = Mid-Term (3-5 years)

‘L’ = Long Term (5+ years)

Where projects are likely to span several years, a time frame range (e.g. S-M) has been provided. Those items which represent a long term policy stance or require immediate action with an on-going effort, such as the continued implementation of existing plans, have been assigned a value of ‘S-L’.

Strategy	Action	Time Frame	Potential Participants & Partner Organizations
Residential Areas			
<i>Enhance the character of existing residential areas and promote high-quality residential development in appropriate locations.</i>	Consider the creation of a Residential Maintenance Assistance Program, including potential grants, to assist with improvements to housing structures.	S	Residents, Home Owners Associations
	Identify incorporated areas of the City not served by sewer and partner with service providers to establish service in those areas.	S	Residents, Home Owners Associations, Caseyville Township, Village of Caseyville
	Adopt, where appropriate, multi-family design standards to ensure desirable and high quality development.	S-M	Residents, Development Community
	Establish a home finance education program to assist residential property owners.	S-M	HUD-approved housing counseling agencies
	Evaluate existing ordinances to ensure that sufficient guidelines are provided regarding residential property maintenance and appearance.	S	Residents, Home Owners Associations, Development Community
	Review and revise the Zoning Ordinance and Subdivision Ordinance to require and establish standards for the provision of basic neighborhood infrastructure, such as sidewalks, lighting, crosswalks and street trees.	S-M	Residents, Home Owners Associations, Development Community
	Create a Neighborhood Association Toolkit to guide groups in the creation and maintenance of neighborhood associations.	S	Residents, Home Owners Associations
Protect and enhance sensitive natural features and desirable rural areas where appropriate.	Review and revise the zoning ordinance and subdivision ordinance to permit clustered development and other patterns that preserve natural space, but allow profitable development.	S	Residents, Development Community
	Adopt requirements for new development to mitigate impacts on sensitive environmental features and appropriately integrate them into site design.	S	Residents, Development Community
	Reassess the Comprehensive Plan should infill and primary growth area opportunities become exhausted and extensive development begins to occur within the City's secondary growth area.	L	

Strategy	Action	Time Frame	Potential Participants & Partner Organizations	
Commercial Areas				
<i>Expand and diversify the employment base through business attraction/retention efforts.</i>	Conduct a health care demand analysis to explore potential for health care related development within Fairview Heights.	S	Outside Consultant, St. Clair County Economic Development Department	
	Establish regular dialogue with government office users to ensure needs are being met within Fairview Heights.	S	Outside Consultant, St. Clair County Economic Development Department	
	Inventory and market available commercial properties based on their unique characteristics and appeal to target industries.	S-L	Fairview Heights Chamber of Commerce, St. Clair County Economic Development Department, Development Community	
	Maintain a positive relationship with St. Clair Square and other significant commercial properties within the City.	S-L	Commercial Property Owners	
	Working with the City's Economic Development Commission, evaluate and prioritize various economic development strategies and funding mechanisms.	S-M	Residents, Property Owners, Fairview Heights Chamber of Commerce, Development Community	
	<i>Enhance overall appearance and function of Fairview Heights' commercial districts and corridors.</i>	Continue to fund the Façade Improvement Program within the Lincoln Trail Business District TIF Establish to assist in renovating or rehabilitating prominent commercial buildings.	S	Fairview Heights Chamber of Commerce
		Consider the establishment of a SSA or BID to fund potential enhancements and assistance programs along portions of the Lincoln Highway and IL Route 159 corridors.	S	Fairview Heights Chamber of Commerce, Business Community, Property Owners
Evaluate the potential need for and benefit of incentives, including TIF, to assist with mine subsidence mitigation and facilitate development in impacted areas.		S	Property Owners, Development Community	
Establish a City-wide streetscape enhancement program to improve key corridors and create a unified image and identity.		S-L	Residents, Property Owners, Business Community, Development Community	
Establish a Lincoln Corridor Action Committee used to vet and prioritize improvement projects, research potential funding mechanisms, and build community support for enhancements to the corridor.		M	Fairview Heights Chamber of Commerce, Property Owners, School Districts, Religious Institutions,	
Relocate industrial uses in important commercial areas to other designated areas of the City.	M-L	Business Community, Property Owners		

Strategy	Action	Time Frame	Potential Participants & Partner Organizations
Commercial Areas (Cont'd)			
<i>Evaluate and, where appropriate, revise development regulations and processes to facilitate high quality commercial development.</i>	Evaluate the need and potential for a Sign Rebate Program to provide financial assistance to businesses making appropriate and desired improvements to their signage to meet City requirements.	S-M	Fairview Heights Chamber of Commerce, Business Community, Property Owners
	Evaluate the need and potential for a signage overlay district to address issues specific to the Market Place area.	S-M	Fairview Heights Chamber of Commerce, Business Community, Property Owners
	Review and revise the sign ordinance to simplify regulations and address concerns regarding off-premise signage, temporary signage and electronic messaging.	S	Business Community, Property Owners
	Reevaluate the City's commercial design guidelines to ensure they are not overly restrictive so as to discourage high quality development.	S	Fairview Heights Chamber of Commerce, Business Community, Property Owners
	Revise the zoning ordinance to streamline the permitting and application review process.	S	Fairview Heights Chamber of Commerce, Business Community, Property Owners
	Review and revise landscape regulations to ensure adequate and attractive perimeter, parking lot and on-site landscaping in commercial areas.	S-M	Residents, Property Owners, Business Community, Development Community
	Revise the zoning ordinance to streamline the permitting and application review process.	S	Fairview Heights Chamber of Commerce, Business Community, Property Owners
	Where appropriate and desired, update the zoning ordinance, including the identification of conventional zoning districts in areas currently designated PB, to reflect the land use and development recommendations of the Comprehensive Plan.	S	Residents, Property Owners, Business Community, Development Community
	Where appropriate, review and revise buffer yard and setback requirements for properties along the Lincoln corridor.	S	Fairview Heights Chamber of Commerce, Business Community, Property Owners

Strategy	Action	Time Frame	Potential Participants & Partner Organizations
Growth & Development			
<i>Promote the controlled and orderly growth and development of the City.</i>	Establish incentives, such as tax abatements or expedited permitting, to encourage the completion of incomplete subdivisions and commercial centers.	S	Residents, Home Owners Associations, Development Community
	Inventory and market available redevelopment properties within already developed areas served by local infrastructure and services.	S-L	Residents, Property Owners, Business Community, Development Community
	Revise the zoning map to reflect the land use designations of the Comprehensive Land Use Plan.	S-M	Residents, Home Owners Associations, Development Community
	Establish a capital improvement program that prioritizes investment and redevelopment in infill and primary growth areas.	S-M	
	Formalize a development review process for areas of known underground mining activities and potentially prone mine subsidence.	S-M	Property Owners, Development Community
	Develop a formal application and adoption process for Comprehensive Plan amendments.	S	Residents, Property Owners, Business Community, Development Community
	<i>Coordinate growth and development with adjacent communities and service providers.</i>	Establish and maintain formal boundary agreements with neighboring communities to ensure coordinated growth and development.	S
Partner with service providers to coordinate the location and sizing of basic infrastructure with long-term plans for new growth and development, allowing for incremental or phased improvements.		M	Village of Caseyville, Caseyville Township, Illinois American Water Co., City of O'Fallon
Work with partner agencies to identify sites and plan for new facilities within the City's growth areas.		M	School District 110, School District 105, Village of Caseyville, Caseyville Township, Illinois American Water Co., City of O'Fallon
Coordinate local planning with regional policies regarding inter-governmental issues such as transportation, water quality and stormwater management.		M	St. Clair County, East-West Gateway Council of Governments

Strategy	Action	Time Frame	Potential Participants & Partner Organizations
Community Facilities			
<i>Continue to provide high-quality community services and adequate facilities to Fairview Heights residents and businesses.</i>	Conduct a facility needs assessment to determine future demand for space within the City Hall facility and potential expansion/relocation needs.	S	Outside Consultant
	Market vacant space at the City Hall facility for lease to other governmental agencies and potential private sector users.	S	Outside consultant
	Regularly evaluate public safety staffing, equipment and facilities needs to ensure adequate emergency services are provided throughout the City.	S-L	French Village Fire Protection District, Fairview Heights-Caseyville Twp. Fire Protection District, Fairview Heights Police Department
	Monitor the needs and capacity of the Fairview Heights Public Library and identify opportunities to expand facilities as needed and appropriate.	S-L	Fairview Heights Public Library
	Work with SD 110 to evaluate potential reuse or re-development of the Grant Middle School site, should the district decide relocate the existing facility to the current site of its administrative offices.	S-L	Grant Community Consolidated School District 110
	Seek input from school district representatives when considering development proposals for areas adjacent to school facilities.	S-L	Pontiac-William Holliday School District 105, Grant Community Consolidated School District 110
	Establish and maintain dialogue with Belleville Township High School District 201 to encourage the location of a new high school within Fairview Heights, should a new facility be warranted.	S-L	Belleville Township High School District 201
	Establish wireless communications standards to guide the installation of wireless arrays and towers.	M	Private telecommunications providers
	Work with telecommunication providers to identify right-of-way areas where updated telecommunications infrastructure is desired and strategies for coordinating such improvements with future roadway projects.	M	IDOT, St. Clair County, Private telecommunications providers
	Work with neighboring communities and St. Clair County to develop a coordinated stormwater plan including the use of GIS mapping to improve monitoring and maintenance programs.	M	City of Belleville, Village of Swansea, Village of Caseyville, City of Collinsville, City of East St. Louis, St. Clair County

Strategy	Action	Time Frame	Potential Participants & Partner Organizations
Parks & Open Space			
<i>Provide adequate parks and recreation amenities to the community.</i>	Adopt a Parks and Recreation Master Plan, including a needs assessment, to guide the on-going development of the City's parks, open space and recreation.	S	Outside Consultant, Residents, Property Owners, Development Community
	Establish a parkland dedication ordinance that requires developers to set aside areas of open space for passive and active recreation.	S	Development Community
	Evaluate the potential for converting the Kinsella family home into a museum that showcases the community's heritage.	S	Residents, Property Owners, Development Community
	Evaluate long term recreation needs to determine whether a larger recreation/community center is desirable.	M	Outside Consultant
	Continue to partner with other service providers and agencies to provide a range of high quality recreation programming to residents of all ages.	S	Fairview Heights Khoury League, the Miracle League of Fairview Heights, School District 110, School District 105
	Evaluate potential opportunities for the creation of a park site in the Ogles Creek Detention area and develop a conceptual site plan for the new park facilities.	S-M	Residents, Property Owners
	Identify and monitor the availability of potential new neighborhood park sites in underserved areas of the community.	M-L	Residents, Property Owners, Development Community
	Establish and maintain dialogue with private recreation providers to explore the potential for the development of recreation facilities within Fairview Heights.	M-L	YMCA

Strategy	Action	Time Frame	Potential Participants & Partner Organizations
Transportation & Mobility			
<i>Promote an integrated and balanced transportation network that accommodates motorists, bicyclists, pedestrians and transit.</i>	Adopt a 'Complete Streets' policy that emphasizes an integrated multi-modal roadway network.	S	IDOT, East-West Gateway Council of Governments
	Establish a protocol for communication between the City and IDOT to better plan for the expansion and enhancement of state routes and expressway access in conjunction with the City's planning efforts.	S	IDOT
	Work with other jurisdictions to coordinate maintenance and reconstruction projects with other capital improvements such as the burying of power lines, installation of telecommunications infrastructure, and installation of streetscaping elements.		IDOT, St. Clair County, East-West Gateway Council of Governments
	Identify and pursue grants, such as Safe Routes to Schools, to fund the installation of sidewalks and trail segments throughout the City.	S	IDOT, IDNR, East-West Gateway Council of Governments
	Establish a sidewalk construction and maintenance program to identify and prioritize areas throughout the community where sidewalk improvements are needed.	S	IDOT, St. Clair County
	Pending the addition of a new interchange or access point to I-64, encourage the rerouting of bus routes to enhance transit service to the MarketPlace area and areas north of I-64.	M-L	IDOT, Metro Transit, St. Clair County Transit
	Identify and plan for additional through-street connections and related traffic calming improvements on local residential streets.	M	Outside Consultant, Residents, Property Owners
	Conduct a detailed study of alternate modes of transportation to determine the best routes for off-street trails and dedicated on-street bicycle and pedestrian facilities.	M	Outside Consultant, Residents, Property Owners, IDOT, St. Clair County
	Complete local segments of the Milburn School and Metro Bike Link Trails.	S-M	MEPRD
	Identify desired alignments for the Moody Park and Pleasant Ridge Trails and secure grant assistance to fund construction of the trails.	S-M	MEPRD, East-West Gateway Council of Governments, IDOT, IDNR

Strategy	Action	Time Frame	Potential Participants & Partner Organizations
Transportation & Mobility (Cont'd)			
<i>Manage congestion on local roadways through strategic investments in roadway, pedestrian and bicycle facilities.</i>	Consider a comprehensive traffic data collection program to anticipate traffic needs and areas of growth.	S	Outside Consultant
	Identify and pursue state and federal funding through programs, such as Highway Safety Improvement Program (HSIP), Transportation Enhancement (TE) and Congestion Mitigation and Air Quality (CMAQ) grants, to implement the recommendations of the Transportation & Mobility Plan.	S	IDOT, IDNR, East-West Gateway Council of Governments
	In conjunction with IDOT, evaluate the potential for roundabouts at Market Place and Commerce Lane, and at Fountains Parkway (extension) and Ruby Lane/Union Hill (extension).	S	IDOT
	Adopt an Access Management Plan and standards to address traffic circulation issues along the Lincoln Highway and IL Route 159 corridors.	S-M	Outside Consultant, Business Community
	Establish a committee to solicit community input and adopt a formal policy regarding desired access improvements to I-64 at either Union Hill Road or Ruby Lane and coordinate land use and transportation planning efforts with IDOT as appropriate.	S	IDOT, Residents, Business Community
	Require new development to appropriately connect to the existing road network and dedicated rights-of-way that can sufficiently accommodate planned streets.	S	Development Community

Strategy	Action	Time Frame	Potential Participants & Partner Organizations
Community Character			
<i>Establish a distinct image and brand for Fairview Heights that builds on the community's image as a regional retail destination.</i>	Engage the local business community and residents to gain input regarding Fairview Heights' brand development.	S-M	Residents, Business Community
	Execute a branding and marketing campaign to enhance the City's image within the region and serve as a central component of business recruitment and tourism efforts.	S-M	Outside Consultant, Fairview Heights Chamber of Commerce, St. Clair County Economic Development Department
	Establish and market an 'Entertainment District' within the Ludwig Drive corridor.	M-L	
	Coordinate with utility companies in burying utility lines during street resurfacing, right-of-way improvements, and other significant capital improvements projects.	S-L	Private Utility Companies, Development Community, Property Owners, IDOT, St. Clair County
	Design an incorporate a new City logo and related branding elements within a City-wide streetscaping program that includes banner signs, directional signage, gateway features, etc.	M-L	Outside Consultant
<i>Utilize streetscape improvements to enhance the overall appearance of the City's key corridors and related commercial districts.</i>	Review and revise the Lincoln Trail and Market Place Area Design Guidelines to establish a unique, pedestrian-friendly district along the Lincoln Highway corridor.	S-M	Residents, Property Owners, Business Community, Development Community
	Establish a City-wide streetscape design and funding program to identify and improve key corridors and create a unified image and identity.	M-L	Outside Consultant, Residents, Business Community
	Install Lincoln Highway streetscaping with a focus on pedestrian amenities and creating a sense of enclosure.	M-L	Outside Consultant, Residents, Business Community
	Design and integrate into development a comprehensive streetscape treatment within the IL Route 159 Interchange Area to ensure a welcoming environment to visitors of this important district.	M-L	Outside Consultant, Residents, Business Community, Development Community
	Design and install gateway features including signage, landscaping, lighting and streetscaping elements at key points of entry to the City.	M-L	Outside Consultant, Property Owners, Business Community
	Install wayfinding signage consistent with the appearance of gateway features to direct visitors to key destinations throughout the City.	M-L	Property Owners, Business Community
	Identify a single name for the Lincoln Highway corridor as it passes through the City and modify street signage where appropriate.	M-L	Outside Consultant, Residents, Business Community, Development Community



The planning process for the Fairview Heights Comprehensive Plan has sought input from a broad spectrum of the community including residents, business and property owners, community service providers, elected/appointed officials, and City staff. A variety of outreach efforts were used to provide multiple avenues through which to gather feedback regarding existing conditions and local issues, needs and aspirations. Outreach efforts were also used to promote a sense of community and foster stewardship for the plan by underscoring that participants' voices have been heard and that their ideas have influenced final decisions.

This section summarizes the community outreach efforts that were completed in the early stages of the planning process and used to document existing conditions in the community and identify issues the Comprehensive Plan is to address.

- Project Website
- Resident & Business Questionnaires
 - Community Issues Mapping
 - Project Initiation Meeting
- Community Workshop
- Business Workshop
- Key Person Interviews

APPENDIX A: COMMUNITY OUTREACH

Comprehensive Plan Advisory Committee

A Comprehensive Plan Advisory Committee (CPAC) was established to work with the Consultant Team throughout the course of the study. The Advisory Committee consists of City staff, elected and appointed officials, community service providers and members of the Fairview Heights community who are willing to shepherd the Comprehensive Plan on a day-to-day basis. The Advisory Committee provided input throughout the planning process and served as a sounding board for the community.

Project Website

To assist in community outreach and overall communication of the planning process, a project website has been created and linked to the City's website. The project website provides visitors with information on how to stay involved, announcements regarding future meetings, and posted copies of all interim planning documents that are produced for public review and comment. The Project website will remain active throughout the entire planning process.

On-Line Resident & Business Questionnaires

On-line questionnaires were posted on the project website and publicized by the City. One questionnaire was designed to solicit input from residents, while a second was designed specifically for business owners and managers. The questionnaires were provided to supplement other face-to-face community outreach efforts and are not intended to be a scientific survey instrument. To date, nearly 150 residents have filled out the survey while only 15 businesses have participated. Given the central importance of community outreach in the creation of the updated Comprehensive Plan, both questionnaires will remain open and available throughout the planning process.

On-Line Resident Questionnaire Summary

The following summary is a direct reflection of what the residents of Fairview Heights determined to be the most important and pressing issues in the community. A full summary of the questionnaire and each question can be found at the end of this document in the Appendix.

Profile of Respondents

Among those that filled out the on-line resident questionnaire, nearly 50% of them have lived in Fairview Heights for over fifteen years. The respondents represented the City's Wards fairly evenly:

Participation	
Ward I	22%
Ward II	15%
Ward III	25%
Ward IV	25%
Ward V	13%

Advantages of Fairview Heights

Respondents were asked to rank what they felt were the five best things about Fairview Heights. While responses did vary, the items cited most often by residents included (in order of preference):

1. Available shopping
2. Proximity to St. Louis
3. parks and recreation
4. Taxes
5. Access to regional transportation
6. Friendly neighbors
7. Safety and security

Disadvantages of Fairview Heights

As a follow up to aforementioned question, residents were asked about the primary disadvantages to living in Fairview Heights. The following are what respondents identified as the top-five disadvantages of Fairview Heights (in order of preference):

1. Community appearance
2. City leadership
3. Crime rate
4. Job opportunities
5. Environmental features/natural resources

Public Facilities

Respondents were asked to rate their public facilities and services as "good", "fair", or "poor". Of the 21 facilities and services surveyed, a majority of the respondents found all but one to be either "good" or "fair". The only facilities to be ranked as "poor" were the city's sidewalks.

Housing Stock

The majority of respondents felt that the overall quality of the City's housing stock was either "fair" (53%) or "good" (37%).

Few respondents felt that the housing stock was "poor" (7%). However, a majority of respondents did reveal that they felt the quality of the housing was "getting somewhat worse" (53%). The questionnaires revealed less than 10% of respondents felt that the housing quality was improving.

Quality of Life

Residents were also asked how quality of life has changed in the city over the course of the past decade. 60% of the respondents felt that quality of life in the city was getting either "somewhat worse" (53%) or "much worse" (7%). A quarter (25%) of the respondents felt that the quality of life has remained the same while the remaining felt that the quality of life was getting either "somewhat better" (14%) or "much better" (1%).



Desirable Development

Moving forward, it is important to gauge residents' desires for future growth and development. This question asked respondents to identify what they considered to be desirable development in the future. Residents were able to choose from 15 development types or to write in their own. The most popular responses were (in order) "parks and open space", "single family houses", "offices", "senior housing" and "retail shops".

Undesirable Development

Residents were also asked to identify what they felt to be undesirable types of future development. The respondents identified "apartments/rental housing" to be the least desirable future development for Fairview Heights. Other identified undesirable development types were "industrial/manufacturing", "hotel/lodging" and "condominiums".

Key Issues

Lastly, respondents were asked to identify the three most important issues facing Fairview Heights were. The responses (in order) were: "redeveloping aging commercial areas", "improving overall community appearance and character", and "improving communication between the City and residents".

On-Line Business Questionnaire Summary

As previously noted, to date, the on-line business questionnaire has received less than twenty responses. Below is a synopsis of those results and a detailed summary can be found at the end of this document in the appendix.

Respondents were asked to identify where their business is located, what type of business they own or manage, and how long they have been doing business in Fairview Heights. Following these, a number of questions were asked to identify the strengths and weaknesses of doing business in the City.

To date, business questionnaire respondents have identified the City's regional location as the strongest asset to doing business. Respondents, however, did not appear to feel that Fairview Heights is home to any other significant attributes that are advantageous to the business climate.

Of the 13 businesses who have responded to the questionnaire thus far, 9 businesses (71%) said they would not move their businesses out of the City if given the opportunity. Another 71% of the respondents did not have any concerns with the zoning requirements or code enforcement and 86% do not have any concerns with the development/permitting process. Similar to residents, business owners/managers considered parks and open space to be the most desirable form of future development and apartments and rental housing to be the least. Unlike the residents, however, business owners and managers felt that the quality of life has stayed the same over the past decade. Finally, they identified "redeveloping commercial areas", "creating a city identity", and "improving pedestrian circulation" as the three most important issues facing the city.

Community Issues Mapping

An on-line community issues mapping tool was posted on the project website to provide yet another opportunity for public participation in the process. The community issues mapping tool allows residents to identify, map, and provide comments on specific, or general, areas of concern within the City. Using a legend with "points of interest" categories, users are able to categorize locations throughout Fairview Heights that they view to be as opportunities, threats, or assets. A summary has not been provided as, at the time this report was written, only three (3) maps had been created including 29 points of interest.

The illustration below represents a composite map of those points of interest identified thus far by Fairview Heights residents. The map will continue to be posted throughout the remainder of the planning process and input will be summarized prior to drafting preliminary plans and recommendations.

Project Initiation Workshop Summary

On Wednesday, April 20, 2011, a project initiation meeting was held with City staff and the Comprehensive Plan Advisory Committee (CPAC) at City Hall, to set the foundation for the planning program and review and discuss the overall direction and policy issues facing the Fairview Heights community. THE CPAC consists of members of the City Planning Commission, members from the City Council, and City staff. The meeting reviewed overall project objectives and concluded with a Project Initiation Workshop. The workshop solicited the views of the CPAC regarding their concerns and aspirations for the City of Fairview Heights and its planning area.

Workshop Questionnaire

The project initiation workshop included a four-part questionnaire that focused on issues and concerns facing the City as well as community strengths and assets. The following is a summary of the thoughts, comments and opinions recorded and voiced verbally during workshop dialogue.

Issues or concerns confronting the City of Fairview Heights

A number of issues and concerns, covering a wide range of topics, were identified by the CPAC at the Project Initiation Workshop. The list of identified issues can be consolidated into the following broad categories: (a) Traffic and Circulation; (b) Community Identity and Appearance; (c) Residential Neighborhoods; (d) Updates to Development Regulations; and, (e) Commercial Areas. A summary of issues and concerns identified and discussed is provided for each specific category below.

Traffic and Circulation

The CPAC generally agreed that traffic congestion and circulation issues were a primary concern to be addressed by the Comprehensive Plan. Specifically, comments addressed the need to improve conditions along the IL Route 159 corridor and circulation and access to commercial areas, namely the Lincoln Trail TIF district. It was said that congestion may be harmful to business since potential customers now have the option of travelling to newer, uncongested shopping districts in nearby communities.

Community Identity and Appearance

The CPAC identified a lack of community identity as a key issue to be addressed in the Comprehensive Plan. In general, the committee felt that there is not a unified community image or a consensus for what makes Fairview, "Fairview". Additionally, there was general agreement that the overall appearance of the City could be improved. CPAC members suggested that the fragmented nature of the school districts within the community was a significant contributing factor in this issue. Identifying a way to improve the overall image and identity of the City is a desirable component of the Plan.

Residential Neighborhoods

The quality of Fairview Heights' residential neighborhoods was a significant issue for many CPAC members. In general, there was concern regarding the growing issue of foreclosures and potential impacts on property maintenance, increases in rental housing, and the overall appearance of residential areas. It was also indicated that public safety is excellent in the City, with minimal reported crime, but there was a perception by the public that Fairview Heights may be an unsafe place in which to live. CPAC members desired strategies to counter this perception and market Fairview Heights as a desirable community to call home.

Updates to Development Regulations

Several CPAC members indicated that they believed the City's existing regulations may be outdated and/or overly restrictive. Comments on City codes also referenced a potentially tense relationship the City and the business community, calling for enhanced communication. CPAC members indicated a desire revise land use and development regulations, with input from the business and development community, and streamline the permitting and approval process where appropriate. While it was recognized that existing regulations may be improved, comments also underscored the need to regulate development to some extent, so as to enhance the appearance of the City's commercial areas.

Commercial Areas

Many of the comments from CPAC members centered on the condition and future of the City's commercial areas. There was concern voiced by some that some commercial areas may be encroaching into residential neighborhoods and that this should be kept in check moving forward. It was also noted that the number of vacancies is increasing and there is a general poor appearance of some commercial areas. Workshop participants indicated that the City can no longer rely on its location to draw retailers, and that the City should be more proactive in its approach to commercial development and attracting tenants and developers rather than waiting to react to proposals. Added focus on business retention was also called for.

Other Issues

- Regional parks are excellent, but there is a general lack of greenspace throughout the community.
- Demographics are shifting and the City needs to embrace diversity.
- Communication needs to be improved between the City, residents and businesses.
- Stormwater management is an issue in some areas of the community where poor development practices were permitted in the past.
- The annexation of undeveloped areas is needed, but should be done in a coordinated and thoughtful manner that balances the need for residential development with the potential for commercial development.

Specific Projects or Actions

When asked to indicate specific projects or actions they would like to see undertaken within the community, the CPAC generated a list of ideas. These ideas have been consolidated into the following list of projects and actions:

- Enhance the 159 corridor to create a unified appearance (e.g. streetscape, quality commercial development)
- Upgrade sewer and stormwater throughout the community
- Bury overhead utilities along commercial roadways
- Create additional parks and additional amenities such as basketball courts
- Build a YMCA or community center
- Reroute traffic flow through the Lincoln Trail TIF district
- Host additional special events
- Create an additional access point at I-64
- Create a Fairview Heights High School district

Primary Strengths and Assets

Although most of the workshop discussion dealt with issues and concerns that should be addressed in the Comprehensive Plan, the last question focused on the strengths and assets of the community. The following strengths and assets of Fairview Heights were mentioned by the CPAC:

- Convenient location within the region/Regional shopping destination
- Excellent public safety
- Self-contained community
- Mature park system
- Diverse community with a volunteer spirit
- Strong business community
- Location of several of hotels
- Rural/"Country" character with urban amenities

Community Workshop Summary

On Tuesday, April 19, 2011, a Community Workshop for the Comprehensive Plan project was held with the Fairview Heights community. The workshop was the first of many face-to-face community outreach events scheduled throughout the planning process. The purpose of this workshop was to: (1) review the purpose of the Comprehensive Plan and the planning process to be undertaken; and, (2) secure local views on problems, issues and potentials within the City and its planning jurisdiction.

Workshop Events

The workshop included keypad polling and a questionnaire that solicited participants' input regarding issues and concerns in the City, as well as within the City's planning area. When asked to identify what the main issues were facing the City, participants ranked categories in the following order:

1. Traffic & Transit
2. Community Identity & Residential Areas
3. Commercial Areas
4. Code Enforcement
5. City Services
6. Other

The following is a summary of the thoughts, comments and opinions obtained during the workshop. A detailed summary with the keypad polling results is attached at the end.

Traffic & Transit

Several issues and concerns were generated by the group, covering a wide range of traffic and transit topics. The list of identified issues can be grouped into the following broad categories: (a) I-64 interchanges; (b) traffic congestion; (c) lack of sidewalks; (d) transit issues; and, (e) roadway conditions.

I-64 Interchanges

A number of issues cited during the workshop related to both existing and future interchanges/access points along I-64. Some workshop participants indicated that improvements are needed for the existing interchange at IL 159 to improve its appearance and function.

Additionally, there was a lack of consensus regarding a potential new access point at Ruby Lane. Some indicated that they would prefer a new access point to be located at Bunkum Road or Union Hill Road/Summit Drive, while others felt that a new interchange was not necessary and that improvements to the existing interchange would achieve desired impacts.

Traffic Congestion

Issues and concerns pertaining to traffic congestion in Fairview Heights were raised by attendees. Specifically, attendees cited congestion along IL 159, proximate to St. Clair Square and other nearby commercial areas as issues. Traffic on Old Collinsville Road was also cited as a concern by workshop participants.

Lack of Sidewalks

Several workshop participants indicated that a general priority of the Plan should be to improve overall pedestrian/bicycle access and circulation in the area. Participants desired additional sidewalks and continuous multi-use trails throughout the community.

Transit Issues

Workshop participants made reference to or discussed concerns relating to transit issues in Fairview Heights, including: the need for senior bus services; the lack of cab service in the community; and, the lack of amenities around metro bus stops.

Roadway Conditions

In general, workshop participants indicated that a general priority of the Comprehensive Plan and Zoning Ordinance update should be to improve roadway conditions throughout the community in terms of both functionality and aesthetics. Some felt that aging infrastructure has reduced the quality of City streets and evokes a blighted appearance.

Commercial Areas

Workshop participants were asked to rate the City's five core commercial areas on a scale of 1 to 5, 5 being the highest rating.

Lincoln Trail Corridor

(Lincoln Trail from Ruby Lane to Bunkum Road) 85% of Workshop participants rated the Lincoln Trail Corridor a "1" or a "2," citing undesirable uses such as tattoo parlors, a high number of vacancies, high lease rates and an overall rundown appearance as reasons.

French Village

(near the Metrolink Station on St. Clair Avenue or Route 161) The French Village received the lowest rating of all of the City's commercial areas. Approximately 75% of Workshop participants rated the French Village a "1," citing poor accessibility, a lack of commercial uses and negative connotations associated with the area as primary reasons.

Crossroads

(in or around the Mall- includes Shoppes at St. Clair Square, Market Place, Lincoln Trail/Highway east of Ruby Lane, Fairview Plaza, etc.) The majority of attendees rated the Crossroads area a "3." Comments regarding the importance of continued upkeep and property maintenance were mentioned.

Old Collinsville Road

More than 95% of attendees rated Old Collinsville Road a "3" or lower, citing traffic congestion and circulation, and a lack of sidewalks as explanations.

South IL 159

(Route 159/N Illinois from Frank Scott Parkway to Ashland/Longacre) The majority of Workshop participants rated South IL 159 a "3."

In general, attendees believed that the City's commercial areas were suffering due a lack of a commercial center or traditional downtown, unsightly utilities, lacking telecommunications, and outdated sign ordinances. They identified streetscape and beautification efforts, updated building and zoning codes, more active code enforcement and property maintenance, and wayfinding signage as key elements that could help improve declining commercial areas.

Desirable Commercial Uses

Attendees indicated a desire for a mixed-use development, entertainment uses, offices and industrial uses as future development/redevelopment occurs. Additionally, many desired a central business district that could act as a destination for community residents and business owners. Additional retail and restaurant space was identified as the least desirable type of new development due to the strong base already present within the community.

Residential Areas

Predominant Issues

In order of importance, Workshop participants rated the following items as the most important issues confronting the City's residential neighborhoods: (1) property maintenance and code enforcement; (2) appearance and character; (3) housing types and options; (4) vacancies and foreclosures; (5) character of new development; (6) cut through traffic; and, (7) other. The top two issues (property maintenance and code enforcement, and appearance and character) are closely related to one another and deal with the public's perception of the neighborhoods and what is outwardly visible.

Desirable Housing Types

In order of desirability, Workshop participants rated the following housing types: (1) single family detached; (2) senior housing; (3) townhomes and rowhomes; (4) condominiums; (5) affordable housing; and, lastly, (6) apartments. In general, participants indicated minimal preference for rental housing options, preferring that residential development consist predominantly of single family detached homes.

City Services

More than 80% of Workshop attendees rated the overall quality of City services a "3" or higher, indicating general satisfaction. When asked to identify their biggest concerns with regard to public infrastructure, participants rated the following as the biggest concerns in the community: (1) sidewalks; (2) code enforcement; (3) public safety. Participants appeared to be generally satisfied with the City's parks and recreational opportunities, City services, and water and sewer.

Other

Other issues and concerns discussed during the Workshop included: stormwater management, a lack of community identity, overall code enforcement, annexation.

Most Important Issue Discussed

At the conclusion of the meeting, workshop participants were asked to identify what they believed to be the most important issue discussed. A comprehensive list is identified below. For Issues that received more than one vote, a total count is included in parenthesis.

- Improving communication and transparency between elected officials, City staff and the public. (9)
- The I-64 and Ruby Lane access point. (7)
- Creating a "Downtown" or central business district with a mix of uses. (7)
- Creating and strengthening community identity. (6)
- Traffic congestion. (4)
- Improving the overall image and appearance of the Fairview Heights community. (3)
- Ensuring that taxes remain low in the City. (2)
- Maintaining adequate code enforcement throughout the City. (2)
- Revitalizing the western part of Fairview Heights.
- Retaining existing residents and businesses.
- Develop/Redevelop the Lincoln Trail Corridor.
- Updating building and zoning codes.
- Improving stormwater management throughout the City.
- Working with the School District to improve school facilities.
- Updating and upgrading City infrastructure.
- Smart and sustainable growth.
- Reorganizing emergency services.
- Develop Pleasant Ridge Park.

Business Workshop Summary

A workshop for Fairview Heights' business owners and members of the development community was held on Wednesday, April 20, 2011 at the Fairview Heights Public Library. The workshop provided attendees with an opportunity to identify issues facing the City with an emphasis on the business environment and development regulations. Approximately a dozen individuals participated in the workshop which was conducted as an informal discussion amongst members of the business community, City staff, and the consultant. The following is a summary of the general comments and overarching themes that emerged in this conversation. Those issues that generated extensive conversation have been summarized in greater detail.

Business Community Relationship

Participants indicated that one of the most pressing issues currently facing the business community was the need to enhance the relationship and improve communication between businesses and the City. While some participants noted that progress has been made when working with individual City staff, the overall structure of communication needs to be improved. In addition to harming the business community's general view of the City, poor lines of communication have also impacted the development process.

Residents vs. Businesses

Participants spoke to a perceived dichotomy between residents and businesses. Some believed that City officials may be discounting the concerns of local businesses in favor of issues brought forth by residents. It was noted that officials need to be more sensitive in navigating the tension between the needs of vote-casting residents and those of businesses who generate the sales tax needed to support the city. It was also said that a stronger connection needs to exist between the business community and local residents.

As a means of addressing these issues, participants indicated a desire for a more formal structure in which the business community can express its needs and concerns to the City. For example, an alderman could be appointed to handle economic development and business relations that could serve as a liaison between the business community and City. There was also a call on the City to organize regular, quarterly meetings where alderman and staff could meet with members of the business community to discuss issues and generate mutually beneficial strategies for dealing with those issues.

Fragmented Development Process

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Poor lines of communication between businesses and the City have also made the development process confusing and time consuming at times. In addition to potentially unclear or contradicting regulations, the presence of a number of overlapping service districts has also further complicated the development process. Participants spoke to the need for a unified application and review process wherein all service providers are involved at the same point in the process (e.g. fire department, City inspectors, utility providers, township, etc.).

Signage

Several workshop attendees identified a need for wayfinding signage to orient visitors and direct them to the community's various commercial areas. Participants also called for relaxed off-premise signage regulations to identify businesses that may be located in areas not easily viewed from major roadways. It was also indicated the size and placement requirements for signage may be too restrictive and language and structure of the code can be potentially confusing to those not well versed in reading municipal regulations.

Planned Business Zoning District

Participants cited the City's zoning regulations and the Planned Business District (PBD) in particular as problematic. The PBD process was said to prevent as-of-right development, adding an additional layer to the development process for simple proposals including the addition or expansion of existing businesses. This process was also said to create uncertainty for those who might otherwise be considering development within this district which may be deterring investment in the community. Requirements regarding construction materials and dumpster screening were also criticized potentially being too restrictive.

Traffic Circulation and Access

Workshop attendees noted that some commercial areas may be struggling due to confusing or ineffective traffic circulation and access. Furthermore, it was said that congestion along IL Route 159 may be harming business in some areas as potential visitors choose less congested shopping districts in neighboring communities. While participants noted that improvements to existing roads are needed to improve conditions in the near term, long term investment in new roadways will likely be needed to reduce traffic along 159 to healthy levels. For example, a new I-64 access point at either Ruby Lane or Union Hill Road, could be used to relieve IL Route 159 while encouraging further commercial development and reinvestment in the western portions of Lincoln Trail corridor.

Branding Fairview Heights

Several attendees stated that Fairview Heights needed to strengthen its image within the region. While Fairview Heights has traditionally been viewed as a regional destination for shopping and dining, it was thought that the growth in competition in neighboring communities may have weakened that image. Comments underscored a belief that the City can no longer rely solely on its location to attract visitors and new businesses and a desire for a marketing/branding campaign to heighten awareness of retail and dining offerings in Fairview Heights. Participants also called for a need to strengthen the community's reputation as a place to live. Related to the issue of marketing/branding is a comment by some participants that the City's commercial areas lack a unified image and that the poor appearance of some commercial areas (namely the Lincoln Trail corridor) are negatively impacting visitors' views of the larger community.

Strengths & Weaknesses

In addition to issues and concerns, workshop participants were also asked to identify the advantages and disadvantages of locating a business in Fairview Heights. Comments included the following:

Strengths

- Accessible, regional location
- Excellent public safety
- Strong presence of retail and restaurants in community
- Access to educated workforce
- Lack of property tax
- High traffic counts

Weaknesses

- Growing retail competition in neighboring communities
- City regulations (restrictive)
- Absentee landlords
- Lack of telecommunications
- Lack of nightlife/entertainment
- Lack of corporate and industrial employers

Key Person Interview Summary

Confidential, one-on-one interviews were conducted on April 19 and 20, 2011 with 11 key persons within the Fairview Heights community. Interviewees were selected from a diverse range of backgrounds including long time residents, small business owners, those involved in real estate and development, former City officials, and service providers.

During the interviews, which lasted between 30 and 45 minutes each, a series of general questions were asked regarding issues facing the community and actions the City can take to address those issues or better capitalize on its strengths.

While questions were designed to guide conversation, the knowledge and expertise of the interviewee was the primary influence in shaping discussion. The overarching themes and topics discussed in the key person interviews have been summarized below.

Schools

Many of the interviewees indicated that the schools within Fairview Heights are important assets to the community. Comments underscored not only the importance of good education and engaging the youth, but also the central role the schools have in shaping the sense of community within Fairview Heights. Most notably, it was said that the presence of two elementary school districts and multiple high school districts (with no high school located within Fairview Heights) has served to fragment the community overall. Most interviewees indicated that the City should examine the potential for a Fairview Heights High School, but also acknowledged the significant political hurdles that would likely need to be overcome to accomplish this.

Consolidation

School district officials representing the Grant District #110 and the Pontiac-Wm. Holliday District #105 indicated that consolidating the two districts has been considered. It has been determined that combining districts would be cost prohibitive as both districts would ultimately lose state funding over the long term due to the resulting change in the size of the student body. With regard to funding, interviewees indicated concern for the long term impacts of tax increment finance (TIF) districts on local schools and suggested that the City be open to talks with the school districts and larger community to reach a compromise in how TIF districts are structured.

Communication

Comments indicate that the City needs to make a concerted effort to reach out to the community for input and to raise awareness of potentially significant developments and changes to City policy. Interviewees called for a range of venues in which to discuss issues with City officials. School representatives recommended regular meetings between City staff and officials, schools and other service providers.

Members of the business community indicated a desire for regular attendance of City officials and staff at their networking events such as the Chamber of Commerce meetings. Others asked that the City host quarterly meetings in the City's various wards to gain input from residents at large.

Parks and Recreation

Several interviewees commented on the City's parks, namely Moody Park and Pleasant Ridge Park, indicating that were are significant assets to the community that should continue to be enhanced. Comments also indicated a need for additional pocket parks throughout the City's neighborhoods and links to the regional trail network (namely the St. Clair County MetroLink Bike Trail).

Youth Sports

In addition to parks and trails, interviewees commented the need for additional youth sports opportunities in Fairview Heights. The lack of a high school in the community also creates a lack of recreation facilities to which most communities have access. One participant suggested making improvements to Moody Park to better accommodate these organized sports amenities. It was suggested that public-private partnerships could be used to pay for improvements such as fencing and seating. For example, the City could provide sponsorship opportunities such as signage to local businesses in exchange for funding improvements.

Appearance

Several of those interviewed cited a poor appearance of key areas of the community such as the Lincoln Trail corridor as an issue. It was said that poorly maintained buildings and landscaping and the presence of litter show a lack of pride in the community and are potentially harmful to the larger business community within Fairview Heights. The area surrounding the interchange was a frequent source of comment, referred to as Fairview Heights' front door which currently leaves a negative impression on visitors. Trash in areas surrounding bus stops was also cited as an issue that the City should continue to work through with transit providers.

The gateway sign and well maintained parkway on the northeast corner of IL Route 159 and Frank Scott Parkway was cited as a positive example to be replicated in other areas of the community. Interviewees believed that the City should continue to leverage the volunteer spirit of the community and that the beautification committee was seen as the initial step in a larger movement to enhance the appearance of Fairview Heights.

Development Regulations

Those interviewed from the business and development community indicated concern with the City's current land use and development regulations. In particular, the City's sign standards, dumpster screening requirements and design guidelines were cited as being potentially too restrictive. For example, the material requirements within the design guidelines were said to be dated and fail in providing for a wide enough range of acceptable design practices. It was suggested that the City consider the application of design standards to select areas (such as the St. Clair Square mall area) while allowing as-of-right development in other areas that were not typically seen by visitors.

Other comments regarding development regulations indicated that the City's permitting and approval process for special uses or variances was lengthy compared to neighboring communities. Furthermore, the City needs to be more progressive in how it presents its regulations, which as currently formatted and organized are confusing and conflicting at times. Minimum lot dimensions were also cited as an issue in that the City currently requires larger lots which are disproportionate to the smaller homes that are now more in demand. Lastly, interviewees stressed that the costs of development are reasonable within Fairview Heights, largely due to the fact that the City has not passed impact fees like many communities.

City Budget

Overall, interviewees indicated a concern with the need to prioritize City spending in the years to come and enhance the City's infrastructure and commercial areas. It was noted that Fairview Heights is a mature community with infrastructure and development that is reaching the end of its useful life without further reinvestment and rehabilitation. There is a general concern that sales tax revenue has plateaued and needed improvements to aging infrastructure may soon outstrip City revenue. Interviewees indicated that improvements are needed to enhance commercial areas and generate sales tax revenue and that the alternative would be to introduce a property tax. Some thought that a lack of a municipal property tax may be seen as an advantage to potential developers. Regardless of where each interviewee stood on the issue of tax revenue, comments indicated agreement that the Comprehensive Plan needs to prioritize improvements to maximize efficient use of tax dollars.

Other Issues & Opportunities

In addition to the larger themes and topics discussed, there were also several topics and issues that interviewees believed the Comprehensive Plan should address in some manner.

- Fairview Heights has historically been a regional destination and improvements are now needed to ensure that the community maintains this status.
- The City needs to act. Previous plans have yet to be implemented and secured funding has yet to be spent.
- As a regional commercial hub within a short drive, the City should develop strategies to take advantage of Scott Air Force Base and its significant daytime population.
- City staff has made good strides in improving relationships with the business and development community.
- Better communication regarding the potential new I-64 interchange/access point.

On-line Resident Questionnaire

1. How long have you lived in the City of Fairview Heights?

		Response Percent	Response Count
Less than one year		2.7%	4
One to five years		21.2%	31
Six to fifteen years		26.7%	39
More than fifteen years		49.3%	72

2. Which City Ward do you live in?

		Response Percent	Response Count
Ward I		23.1%	34
Ward II		14.3%	21
Ward III		24.5%	36
Ward IV		24.5%	36
Ward V		12.9%	19
I do not live in a ward.		0.7%	1
	Other (please specify)		1

3. In your opinion, what are the five best things about Fairview Heights?

		Response Percent	Response Count
Residential neighborhoods and housing options		22.8%	33
Housing affordability		27.6%	40
Available shopping		73.1%	106
Job opportunities		2.8%	4
Small town feel/character		22.8%	33
Environmental features/natural resources		4.1%	6
Access to regional transportation		32.4%	47
Parks and recreation		54.5%	79
Churches/religious institutions		16.6%	24
Friendly neighbors		31.7%	46
Diverse population		13.1%	19
Safety and security		31.7%	46
Schools and school facilities		22.1%	32
City leadership		1.4%	2
Community appearance		4.1%	6
Location/proximity to St. Louis		64.8%	94
Youth activities		4.1%	6
Taxes		33.8%	49
Crime rate		9.7%	14
	Other (please specify)		10

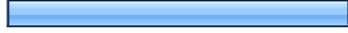
4. In your opinion, what are the five things you like least about Fairview Heights?

		Response Percent	Response Count
Residential neighborhoods and housing options		13.5%	19
Housing affordability		8.5%	12
Available shopping		4.3%	6
Job opportunities		34.0%	48
Small town feel/character		8.5%	12
Environmental features/natural resources		33.3%	47
Access to regional transportation		12.1%	17
Parks and recreation		7.8%	11
Churches/religious institutions		4.3%	6
Diverse population		9.2%	13
Safety and security		27.7%	39
Schools and school facilities		26.2%	37
City leadership		50.4%	71
Community appearance		58.9%	83
Location/proximity to St. Louis		3.5%	5
Youth activities		22.0%	31
Taxes		22.0%	31
Crime rate		40.4%	57
	Other (please specify)		33

5. How do you rate the following public facilities and services within the Fairview Heights area?

	Good	Fair	Poor	Don't Know/No Opinion	Response Count
Regional Arterials/State Roads	38.3% (51)	51.9% (69)	9.8% (13)	0.0% (0)	133
Local streets	28.7% (39)	50.7% (69)	20.6% (28)	0.0% (0)	136
Sidewalks	13.8% (19)	41.3% (57)	42.8% (59)	2.2% (3)	138
Trees and landscaping on public property	30.2% (42)	53.2% (74)	15.1% (21)	1.4% (2)	139
Street lights	29.7% (41)	50.7% (70)	19.6% (27)	0.0% (0)	138
Police protection	69.6% (96)	23.9% (33)	4.3% (6)	2.2% (3)	138
Fire protection	81.3% (113)	14.4% (20)	0.7% (1)	3.6% (5)	139
Water quality	44.9% (62)	43.5% (60)	10.1% (14)	1.4% (2)	138
Electric service	50.4% (69)	40.9% (56)	7.3% (10)	1.5% (2)	137
Trash service	45.3% (63)	37.4% (52)	10.8% (15)	6.5% (9)	139
Sewer service	44.9% (62)	34.1% (47)	14.5% (20)	6.5% (9)	138
Stormwater drainage	25.4% (35)	48.6% (67)	23.2% (32)	2.9% (4)	138
Health care services	23.7% (33)	42.4% (59)	20.9% (29)	12.9% (18)	139
Schools	31.4% (44)	40.7% (57)	17.9% (25)	10.0% (14)	140
Parks and open space	61.9% (86)	28.8% (40)	7.9% (11)	1.4% (2)	139
Recreational facilities & programs	37.7% (52)	37.0% (51)	18.8% (26)	6.5% (9)	138
Cultural facilities & programs	16.8% (23)	35.8% (49)	35.8% (49)	11.7% (16)	137
Library services	66.9% (93)	21.6% (30)	3.6% (5)	7.9% (11)	139
Community meeting space	29.9% (41)	34.3% (47)	16.8% (23)	19.0% (26)	137
Services for youth	18.7% (26)	31.7% (44)	27.3% (38)	22.3% (31)	139
Services for senior citizens	14.4% (20)	33.8% (47)	13.7% (19)	38.1% (53)	139

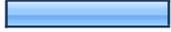
6. How would you rate the overall quality of the City's housing stock? (appearance, cost, property maintenance)

		Response Percent	Response Count
Excellent		2.9%	4
Good		36.8%	50
Fair		53.7%	73
Poor		6.6%	9

7. In your opinion, how is the quality of housing changing in the City?

		Response Percent	Response Count
Getting much worse		12.4%	17
Getting somewhat worse		53.3%	73
Staying about the same		27.7%	38
Getting somewhat better		5.1%	7
Getting much better		1.5%	2

8. How does the quality of life in Fairview Heights today compare to the past ten years?

		Response Percent	Response Count
Much better		1.5%	2
Somewhat better		14.2%	19
About the same		25.4%	34
Somewhat worse		52.2%	70
Much worse		6.7%	9

9. In your opinion, in five years the City of Fairview Heights will...

		Response Percent	Response Count
Be a better place		19.6%	27
Get worse		52.9%	73
Stay about the same		27.5%	38

10. What types of development would you like to see in the City of Fairview Heights? (select all that apply)

		Response Percent	Response Count
Parks & Open Space		66.7%	88
Single Family Homes		55.3%	73
Condominiums		18.9%	25
Townhomes		18.9%	25
Apartments/Rental Housing		6.1%	8
Senior Housing		31.8%	42
Retail Shops		30.3%	40
Restaurants		22.7%	30
Commercial Services		17.4%	23
Mixed-Use		25.8%	34
Professional Offices		36.4%	48
Corporate Offices		35.6%	47
Business Parks		21.2%	28
Industrial/Manufacturing		14.4%	19
Hotel/Lodging		7.6%	10
	Other (please specify)		40

11. What types of development would you NOT like to see in the City of Fairview Heights? (select all that apply)

		Response Percent	Response Count
Parks & Open Space		2.4%	3
Single Family Homes		3.2%	4
Condominiums		25.4%	32
Townhomes		23.0%	29
Apartments/Rental Housing		72.2%	91
Senior Housing		5.6%	7
Retail Shops		15.9%	20
Restaurants		11.9%	15
Commercial Services		14.3%	18
Mixed-Use		18.3%	23
Professional Offices		4.8%	6
Corporate Offices		8.7%	11
Business Parks		19.0%	24
Industrial/Manufacturing		53.2%	67
Hotel/Lodging		33.3%	42
	Other (please specify)		8

Page 2, Q4. In your opinion, what are the five things you like least about Fairview Heights?		
4	leaf burning pollutes the air	May 4, 2011 8:20 AM
5	no sewer, Caseyville water	Apr 20, 2011 11:12 AM
6	No safe bike access anywhere	Apr 19, 2011 8:43 PM
7	No senior citizen shuttle bus	Apr 19, 2011 7:20 PM
8	Infrastructure	Apr 19, 2011 4:19 PM
9	needs more trails & sidewalks	Apr 19, 2011 2:02 PM
10	Too much emphasis on shopping!	Apr 18, 2011 12:58 PM
11	NO community feel.	Apr 18, 2011 11:30 AM
12	No community center	Apr 18, 2011 6:34 AM
13	roads	Apr 13, 2011 8:14 PM
14	Under staffed Police Dept	Apr 13, 2011 12:25 AM
15	no community pool	Apr 10, 2011 11:20 AM
16	traffic	Apr 9, 2011 7:44 PM
17	Traffic	Apr 9, 2011 7:20 PM
18	Baeske's Gang	Apr 9, 2011 7:28 AM
19	city leadership means Baeske	Apr 8, 2011 8:17 AM
20	The small town feel is gone.	Apr 8, 2011 6:40 AM
21	Road maintenance	Apr 5, 2011 6:51 PM
22	empty/rundown buildings	Apr 4, 2011 5:29 PM
23	Empty business buildings.	Apr 4, 2011 7:01 AM
24	Traffic	Apr 2, 2011 6:12 AM
25	People soliciting \$\$	Apr 1, 2011 4:26 AM
26	COUNCIL	Mar 30, 2011 6:15 PM
27	No high school in community	Mar 29, 2011 12:53 PM
28	traffic congestion	Mar 25, 2011 2:09 PM
29	Your whiny religious idiots	Mar 25, 2011 9:16 AM
30	Ward 5 aldermen.	Mar 24, 2011 5:31 PM
31	Not enforcing codes.	Mar 24, 2011 8:59 AM
32	no # 4 or # 5	Mar 23, 2011 4:41 PM

Page 2, Q4. In your opinion, what are the five things you like least about Fairview Heights?		
33	bickering of city council	Mar 23, 2011 5:50 AM

Page 5, Q10. What types of development would you like to see in the City of Fairview Heights? (select all that apply)		
1	FH built 3 cars, not 4 ppl :-)	May 29, 2011 2:59 PM
2	bike trails & walking paths	May 19, 2011 6:23 PM
3	Entertainment venues	May 17, 2011 7:13 AM
4	youth clubs and services	May 12, 2011 2:38 PM
5	indoor recreation, pool	May 9, 2011 7:24 PM
6	Build a new school, add a YMCA	Apr 27, 2011 8:38 AM
7	Schools	Apr 25, 2011 8:06 PM
8	Bike Trails and Sidewalks	Apr 21, 2011 7:46 AM
9	sewers on 89th St.	Apr 20, 2011 11:15 AM
10	Local Businesses	Apr 20, 2011 9:38 AM
11	Use of current property	Apr 19, 2011 8:46 PM
12	Trails & Sidewalks	Apr 19, 2011 2:05 PM
13	anybusinessesdownLincolnTrail	Apr 19, 2011 11:53 AM
14	No more business development!	Apr 18, 2011 1:00 PM
15	Community Center	Apr 18, 2011 9:41 AM
16	Community Center	Apr 18, 2011 6:36 AM
17	bike trails	Apr 17, 2011 12:26 PM
18	Bike trails to metro	Apr 17, 2011 7:35 AM
19	Bike trail	Apr 16, 2011 3:14 PM
20	Additional exit to I-64 west	Apr 15, 2011 10:22 PM
21	ymca	Apr 14, 2011 8:35 PM
22	Farmers Market	Apr 14, 2011 6:36 PM
23	west end development	Apr 14, 2011 4:24 PM
24	safe bicycle access	Apr 13, 2011 8:34 PM

Page 5, Q10. What types of development would you like to see in the City of Fairview Heights? (select all that apply)		
25	Bicycle lanes and side walks.	Apr 8, 2011 7:55 AM
26	No retail/family mix	Apr 8, 2011 6:44 AM
27	create a heathly nightlife	Apr 7, 2011 2:12 PM
28	Cultural venue/events	Apr 5, 2011 7:23 PM
29	Needed desparately west of 159	Apr 5, 2011 7:20 AM
30	Major Grocery store.	Apr 4, 2011 7:06 AM
31	Anything to discourage crime	Apr 1, 2011 4:28 AM
32	bike trails	Mar 31, 2011 1:39 PM
33	A High School	Mar 30, 2011 8:16 PM
34	Outdoor Rec Swimming, YMCA	Mar 29, 2011 6:14 PM
35	The more business, the better.	Mar 24, 2011 5:35 PM
36	School improvements.	Mar 24, 2011 10:39 AM
37	community center for youth	Mar 23, 2011 7:05 PM
38	bike path(s)	Mar 23, 2011 5:54 AM
39	YMCA	Mar 21, 2011 7:21 PM
40	Bike trail	Mar 21, 2011 11:38 AM

Page 6, Q11. What types of development would you NOT like to see in the City of Fairview Heights? (select all that apply)		
1	ugly strip malls	May 29, 2011 3:00 PM
2	Multi care homes	May 7, 2011 12:38 PM
3	Stop the emphasis on business!	Apr 18, 2011 1:01 PM
4	strip malls	Apr 14, 2011 8:37 PM
5	Family fun arena	Apr 12, 2011 6:45 PM
6	Title loans, porn stores,	Apr 7, 2011 2:13 PM
7	Section 8	Apr 1, 2011 4:29 AM
8	Tatto, car loans. fortune tellers	Mar 29, 2011 6:15 PM

Page 7, Q12. In your opinion, what are the three most important issues facing the City?		
2	School districting	May 1, 2011 2:53 PM
3	more revenue for Grant District	Apr 19, 2011 12:03 PM
4	Division of city officials.	Apr 18, 2011 11:41 AM
5	Increasing Taxes	Apr 18, 2011 6:37 AM
6	zoning enforcement	Apr 17, 2011 5:11 PM
7	school funding	Apr 17, 2011 12:32 PM
8	Increased crime	Apr 13, 2011 12:47 AM
9	fix up the streets	Apr 3, 2011 5:56 AM
10	Reducing crime/undesirables	Apr 1, 2011 4:31 AM
11	speeding, loud music nightly	Mar 29, 2011 6:18 PM
12	Education	Mar 24, 2011 10:44 AM

Page 7, Q13. Please provide any additional comments in the space below.		
1	Clean up. Parks are getting weedy. Commercial properties are getting worn down. Parking lots are getting pot holes in them and nothing getting done. Control it. We need community PRIDE (and not the gay way). The galleria doesnt have pot holes. Square does.	Jul 17, 2011 9:02 PM
2	that stone fence @ F.S. Parkway's \$ could have been better used to improve crosswalks near 159 + 50. bicycling safer. enforce speed limits.	May 29, 2011 3:03 PM
3	I believe the city needs to become more accessiable to pedastrian and bicycle traffic. I would love to ride my bike to the store or walk to the bank, etc. Many other cities are more accessible and we have considered moving as a result. Look at Edwardsville for examples.	May 19, 2011 6:26 PM
4	Sidewalks from Circle Dr down Bunkum Road towards the hill. This is the most dangerous part for a car not to see someone around the curve. Park - chat on the walking path, the pond needs cleaned out, and there are no tennis court nets. I would also like to see better businesses on Route 50 from Bunkum Road to the mall. All the tatoo and payday money places are making it look really trashy.	May 18, 2011 10:39 AM
5	I believe Fairview Heights will have an aging population, therefore, I think there should be more effort to enhance fitness opportunities. I would support green energy development (i.e. wind farm, solar on gov buildings, etc)	May 10, 2011 9:52 AM
6	would like to see rec center like a YMCA, outdoor pool	May 9, 2011 7:26 PM
7	Don't run bussiness off like they did with Bass Pro because they didn't like the thier building design	May 9, 2011 9:16 AM

Page 7, Q13. Please provide any additional comments in the space below.

8	also have problem with aging housing stock	May 5, 2011 5:53 AM
9	We are grateful that the city leaders are being proactive in improving the city. We have been concerned about groups of teens wandering the streets at night. An earlier curfew may be the answer.	May 4, 2011 8:39 AM
10	I would like to see the senior shuttle restarted for your elderly residents and an I'64 exit ramp on the WEST side of the city, specifically Bunkum Rd, not near the one already there.	May 3, 2011 1:59 PM
11	too many vacant commercial properties on west end of FH	May 3, 2011 1:54 PM
12	If the money was managed better, Hwy 50 could be resurfaced with a turn lane down the middle of the entire street from Hwy 159 to the metro link. Add bike and pedestrian paths on hwy 50, and Old Lincoln trail, leading up to the school. Build the new proposed middle school on Bunkum Rd, and put a YMCA in place of the old Grant School. Tear down some of the old buildings, like the big house that sits abandoned across from the flower shop on Hwy 50, what an eye sore. Clean up the area businesses, to be more presentable to the public eye. Put park benches at the city bus stops. Beautify the city from Hwy 159 down to the metro link, it's been neglected for many years.	Apr 27, 2011 8:47 AM
13	Lincoln trail on the west end of town is in a sad state and really needs work. There are lovely houses behind the junky business facades that would greatly benefit from the redevelopment of the area.	Apr 21, 2011 7:57 PM
14	Lincoln Trail really needs a sidewalk and bike lane to connect to the metrolink-no more excuses that it is a state owned road (local reps should work with the state). I know there is a bike trail in the works that runs along the metro to Belleville-we need more trails like this. Also we live in Fairview but drive to Ofallon to use there parks frequently...can we develop some parks like they have. One last thing, I have contacted the Parks and Rec department on more than one occasion asking that they put more sand in the volleyball courts at longacre...so much money was spent to redo the courts but there has been no money spent on maintaining them to the point that I don't use them any more..I go to Shiloh...	Apr 21, 2011 7:54 AM
15	It is exciting to learn about the Comprehensive Plan and the movement to revitalize the City. I believe the City has much to offer to its residents and still be able to be a business-based community. Citizens must continue to be encouraged to participate in ways to help change the City. These changes are necessary, not only for the present time, but for future as well.	Apr 20, 2011 4:07 PM
16	We moved to Fairview because of the small town feel with amazing access to whatever we need. I would like to see better schools. We like it quiet and friendly.	Apr 19, 2011 8:49 PM
17	I really wish there were trails or sidewalks linking the Metrolink to shopping and neighborhoods. I think it's ridiculous that we have a Metrolink stop, but in order to use it, most people have to drive to it. I would love if there was a sidewalk or trail in two directions. One: linking the Fairview Metrolink to Bunkum Road. Second: Linking Fairview Metrolink to the Belleville Metro bike trails.	Apr 19, 2011 2:11 PM
18	live down Old Lincoln Trail. I feel that our end of the city has been forgotten. There is very little business encouraged and because of it, our school district has been suffering. We have lost scores of teachers, aides, nursing staff and now	Apr 19, 2011 12:03 PM

Page 7, Q13. Please provide any additional comments in the space below.

	are at risk for losing several vital programs within the school. All this time, the Pontiac district has been successful. I think the only hope for my children would be to merge districts. Otherwise, I am considering moving out of town, which is upsetting. I love my home and neighborhood, but feel very neglected at our end of town.	
19	The city has lost it's small town feel. The leaders need to quit bickering and get to work. The appearance on the main corridor needs to be fixed.	Apr 18, 2011 7:40 PM
20	The city has put too much emphasis on business over the years, so much so that many store fronts and strip malls are now sitting empty. Stop placing the emphasis on new business construction that will only remain empty. Rehab existing buildings (the west end of town is a disgrace) and put the emphasis on the residents!	Apr 18, 2011 1:03 PM
21	The taxes are too high and we don't have any amenities to show for it. We have the huge shopping district but still pay the same high taxes of other surrounding communities.	Apr 18, 2011 6:37 AM
22	A 64 INTERCHANGE WEST OF NORTH RUBY LANE	Apr 17, 2011 5:45 PM
23	disappointed that Pontiac gets all the tax benefit from the retail and Grant does not. As a result, Grant has had to cut many programs...from a school that has had success and a solid reputation. Concerned that this will make the community less desirable. That's already an issue with the amount of neighborhoods that are becoming aged and don't feel as safe. Think we have a nice parks system and nice library, parks & rec activities. Would like to see even more improvement with added sidewalks along Bunkum and St. Clair Avenue. And bike trails throughout the community - particularly leading to MetroLink.	Apr 17, 2011 12:32 PM
24	Redeveloping aging commercial areas is #1.	Apr 16, 2011 3:17 PM
25	Would love to see another ramp to I-64 west. I think the Union Hill rd. area makes best sense.	Apr 15, 2011 10:24 PM
26	Too many businesses closing, vacant business buildings	Apr 14, 2011 6:39 PM
27	I would like to see the city work to improve the west side of Fairview, mainly from Mark Drive west. There's lots of empty buildings/business locations which really detract from the city.	Apr 13, 2011 9:25 AM
28	it has become culture to run red lights in fairview, i now have to wait and let red light runners through before i can go. we need a community pool, along with a work out center attached to a ice rink would be great. i think a TIF could be used for that or sales tax increase	Apr 10, 2011 11:29 AM
29	city politics	Apr 9, 2011 7:57 PM
30	Develop sewer system--get rid of septic/aeration systems	Apr 9, 2011 6:48 PM
31	I'd love for Fairview to have the kind of community and business revitalization that Belleville has seen recently, and particularly to be able to feel like you can have great experiences in town - you don't have to go to St. Louis for everything.	Apr 9, 2011 1:57 PM
32	Stop all the bickering in City government - get rid of Commandant Pat Baeske and her bunch so other communities like O'Fallon, Belleville and Shiloh quit	Apr 9, 2011 7:33 AM

Page 7, Q13. Please provide any additional comments in the space below.

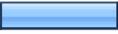
	leaving us in the dust as they make their cities better.	
33	In house fighting with the alderman has to stop and is an embarrassment to the City - certain evil, vile alderman need to be dismissed and censored in order to move this city forward for the betterment of our community	Apr 8, 2011 3:58 PM
34	I love this city. We enjoy a nice life here, but our quality of life has diminished somewhat with the spread of businesses and noise in what used to be a quiet place. Restaurants have "special" days when they play very loud music outdoors and since they are now "across the street" from us we have to put up with it. Crime is getting worse, some apartments and housing are beginning to look shabby. The night sky is disappearing, traffic is awful, and our easy pace in life is gone. Yes, I'm old and I miss the "country" I moved into. Had I wanted to be in the noisy city I'd have moved there. There isn't any peace here anymore. So many businesses we permitted have left and we have empty stores yet we continue to allow building of new businesses when we have no ready tenants. Fill up existing buildings before allowing new ones. I especially hate that when the city has refused to allow a large business in someone can override our wishes in the county court system. We have no say in how our city is developing.	Apr 8, 2011 6:58 AM
35	The planned exit on 55 west of exit 12 should not be built. It would increase congestion. It would be better to locate an exit further down Lincoln in the direction of the Metro station in order to revitalize the commercial area there.	Apr 7, 2011 3:52 PM
36	It all comes down to money and jobs. Create local jobs (professional jobs, not ones that pay by the hour), and then the city will have the money to address the other issues.	Apr 7, 2011 2:22 PM
37	Would like to see more community events given the amount of taxes the residents pay. Too much of our taxes are absorbed by the school system.	Apr 5, 2011 7:30 PM
38	Serious effort to upgrade western half of City that is on life support, including infrastructure and sewers for north west section	Apr 5, 2011 7:24 AM
39	the look of fairview heights in district 1 is very dismal. rundown houses, empty businesses, the Trailway Motel is disgusting. The only business this area has been able to attract is dollar stores.	Apr 4, 2011 5:36 PM
40	Monthly reporting of decisions made at board meetings, input from the committees and community, decisions to be made, results of discussions, etc. I would like to be able to access this on-line just as you have given us the opportunity to have input on this survey. I am disappointed that a facet of the current board members are very controlling and do not necessarily reflect the best interests of the community. Please keep us informed so that we can work in partnership with you. It isn't always easy to be able to personally attend the meetings. Thank you for this opportunity to be involved in this survey.	Apr 4, 2011 2:43 PM
41	If we get an I-64 interchange would like to see put at Union Hill Road.	Apr 4, 2011 7:10 AM
42	Fairview Heights is a great place to live. Like all cities it has good and bad things, however, the good far outweighs the bad. One thing I would like to see is more police officers.	Apr 3, 2011 12:27 PM
43	Bury over head utilities. Keep major intersections looking new.	Apr 3, 2011 10:47 AM

Page 7, Q13. Please provide any additional comments in the space below.

44	I like the easy access to interstate highway, but increased traffic makes it difficult at times to get around. FH is recognized for great parks and shopping. We need to capitalize on those assets by being selective about the stores in the area and expanding our recreation to include bike and running tracks to Metro stations. We have seen our property taxes increase with no corresponding increase in the quality of schools. This discourages me from wanting to continue living in Fairview.	Apr 2, 2011 6:29 AM
45	Mall & other shopping areas have higher crime rates. I no longer feel safe unless shopping during daylight hours and parking near an entrance.	Apr 1, 2011 4:31 AM
46	A high school is needed in Fairview Heights. Take the overcrowding off the Belleville schools. Could help increase jobs, community involvement, and commerce. Would be more than willing to keep my tax dollars here for that. We also need to make Fairview Heights known for something other than shopping. Make this city unique and a place that people want to visit or live in. Don't be afraid of change! "We've always done it this way" works for some things, but to keep our city moving forward, some new things need to be explored.	Mar 30, 2011 8:24 PM
47	STOP COUNCIL ANIMOSITY	Mar 30, 2011 6:19 PM
48	Our city leaders need to talk to the residents. When is the last time anyone of the city leaders have been out walking on a nice summer afternoon and talk to the people they govern. If they were not so worried about who is screwing who in politics. Just get involved.....	Mar 30, 2011 5:28 AM
49	Less fighting among city aldermen	Mar 29, 2011 6:18 PM
50	City Council, as it is controlled today by one person, is a disaster. The city cannot move forward with her pulling the strings.	Mar 24, 2011 5:40 PM
51	I am concerned by Fairview Heights not having it's own high school. I am also concerned about having apartments right across the street from my single family home.	Mar 24, 2011 10:44 AM
52	A town center, square, or plaza. Place to meet and enjoy. Outdoor eating and small local shops.	Mar 24, 2011 9:07 AM
53	The area around the mall should be prettier. When people get off the Interstate, they should be "wowed".	Mar 23, 2011 7:38 PM
54	Need to address the following...More and more vagrant people seen. Drug houses spreading into city. No place for the youth to "hang out"--lots of young people on street at all hours	Mar 23, 2011 7:09 PM
55	Fairview is one of only 2-3 cities in Illinois with no real estate property tax now for 41 years.	Mar 23, 2011 4:45 PM

On-line Business Questionnaire

1. In general, which commercial district is your business located in?

		Response Percent	Response Count
Lincoln Trail Corridor (Lincoln Trail from Ruby Road to Bunkum Road)		9.1%	1
French Village (near the Metrolink Station on St. Clair Avenue or Route 161)		9.1%	1
Crossroads (in or around the Mall- includes Shoppes at St. Clair Square, Marketplace, Lincoln Trail/Highway east of Ruby Road, Fairview Plaza, etc.)		18.2%	2
Old Collinsville Road		18.2%	2
South Route 159 (Route 159/N Illinois from Frank Scott Parkway to Ashland/Longacre)		45.5%	5
		Other (please specify)	3

2. What type of business do you own or operate?

		Response Percent	Response Count
Grocery/Food store		0.0%	0
Restaurant/Tavern		12.5%	1
Retail (clothes, hardware, jewelry, etc.)		0.0%	0
Professional Office		50.0%	4
Manufacturing/Industry		12.5%	1
Consumer Service (beauty salon, dry cleaners, etc.)		25.0%	2
		Other (please specify)	6

3. How long has your business been in Fairview Heights?

		Response Percent	Response Count
Less than one year		28.6%	4
One to five years		28.6%	4
Six to fifteen years		14.3%	2
More than fifteen years		28.6%	4

4. In your opinion, what are the three best things about having your business in Fairview Heights?

		Response Percent	Response Count
Regional location		78.6%	11
Accessibility to interstate		42.9%	6
Proximity to clients/shoppers		42.9%	6
Proximity to home		64.3%	9
Parking availability		0.0%	0
Public transit		0.0%	0
Facility currently operating		28.6%	4
Lack of nearby competition		14.3%	2
Taxes		7.1%	1
	Other (please specify)		2

5. Are there other businesses, features, or attractions in the City that are particularly advantageous to your business? (Please explain)

		Response Percent	Response Count
Yes		42.9%	6
No		57.1%	8
	Please explain		7

6. In your opinion, what do you like least about having your business in Fairview Heights?

		Response Percent	Response Count
Regional location		0.0%	0
Accessibility to interstate		25.0%	2
Proximity to clients/shoppers		12.5%	1
Proximity to home		12.5%	1
Parking availability		0.0%	0
Public transit		12.5%	1
Facility currently operating		37.5%	3
Competition		12.5%	1
Taxes		12.5%	1
	Other (please specify)		3
	answered question		8
	skipped question		7

7. If you had the opportunity to move your business out of Fairview Heights, would you?

		Response Percent	Response Count
Yes		28.6%	4
No		71.4%	10
	answered question		14
	skipped question		1

8. If you answered yes to the above question, please explain why you would move your business.

	Response Count
	5

9. How do you rate the following public facilities and services within the City of Fairview Heights?

	Good	Fair	Poor	Don't Know/No Opinion	Response Count
Trash Pickup	57.1% (8)	28.6% (4)	0.0% (0)	14.3% (2)	14
Sidewalks	14.3% (2)	50.0% (7)	28.6% (4)	7.1% (1)	14
Sewer Service	21.4% (3)	35.7% (5)	14.3% (2)	28.6% (4)	14
Electric Service	42.9% (6)	21.4% (3)	7.1% (1)	28.6% (4)	14
Fire Protection	85.7% (12)	7.1% (1)	0.0% (0)	7.1% (1)	14
Trees and Landscaping on public property	28.6% (4)	57.1% (8)	14.3% (2)	0.0% (0)	14
Stormwater drainage	21.4% (3)	50.0% (7)	0.0% (0)	28.6% (4)	14
Snow and Ice Removal	69.2% (9)	15.4% (2)	7.7% (1)	7.7% (1)	13
Parks and open space	64.3% (9)	28.6% (4)	0.0% (0)	7.1% (1)	14
Recreational facilities and programs	21.4% (3)	64.3% (9)	7.1% (1)	7.1% (1)	14
Water quality	71.4% (10)	14.3% (2)	7.1% (1)	7.1% (1)	14
Local streets	35.7% (5)	64.3% (9)	0.0% (0)	0.0% (0)	14
Public Parking	57.1% (8)	42.9% (6)	0.0% (0)	0.0% (0)	14
Police protection	71.4% (10)	21.4% (3)	7.1% (1)	0.0% (0)	14

10. Do you have any concerns with the City's zoning requirements or code enforcement?

	Response Percent	Response Count
Yes 	28.6%	4
No 	71.4%	10

11. If you answered yes on the previous question, what is your concern? Do you have suggestions to resolve your concern?

	Response Count
	4

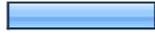
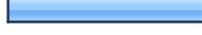
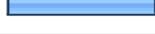
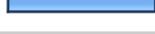
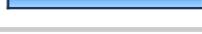
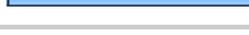
12. Do you have any concerns with the City's development or permit process?

	Response Percent	Response Count
Yes 	14.3%	2
No 	85.7%	12

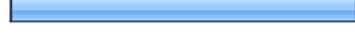
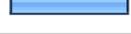
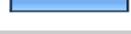
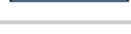
13. If you answered yes on the previous question, what is your concern? Do you have suggestions to resolve your concern?

	Response Count
	2

**14. What type of new development or uses would you most like to see in Fairview Heights?
(select all that apply)**

		Response Percent	Response Count
Parks & Open Space		76.9%	10
Single Family Homes		53.8%	7
Condominiums		23.1%	3
Townhomes		23.1%	3
Apartments/Rental Housing		30.8%	4
Senior Housing		30.8%	4
Retail Shops		23.1%	3
Restaurants		23.1%	3
Commercial Services		30.8%	4
Mixed-Use		38.5%	5
Professional Offices		53.8%	7
Corporate Offices		53.8%	7
Business Parks		38.5%	5
Industrial/Manufacturing		30.8%	4
Hotel/Lodging		23.1%	3
	Other (please specify)		1

**15. What type of new development or uses do you NOT want to see in the City of Fairview Heights?
(select all that apply)**

		Response Percent	Response Count
Parks & Open Space		0.0%	0
Single Family Homes		9.1%	1
Condominiums		27.3%	3
Townhomes		18.2%	2
Apartments/Rental Housing		54.5%	6
Senior Housing		18.2%	2
Retail Shops		18.2%	2
Restaurants		18.2%	2
Commercial Services		18.2%	2
Mixed-Use		27.3%	3
Professional Offices		18.2%	2
Corporate Offices		18.2%	2
Business Parks		36.4%	4
Industrial/Manufacturing		54.5%	6
Hotel/Lodging		27.3%	3
	Other (please specify)		0

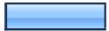
16. How does the quality of life in the City of Fairview Heights today compare to the past ten years?

	Response Percent	Response Count
Improved	0.0%	0
Stayed the same	53.8%	7
Declined	30.8%	4
Don't know	15.4%	2

17. In your opinion, what are the three most important issues facing the City?

	Response Percent	Response Count
Annexation and growth	14.3%	2
Redeveloping aging commercial areas	64.3%	9
Creating a City "Identity"	42.9%	6
Improving vehicular traffic circulation	28.6%	4
Improving pedestrian circulation	42.9%	6
Improving bicycle accessibility and circulation	21.4%	3
Improving overall community appearance and character	35.7%	5
Improving communication between the Town and residents	14.3%	2
Diversifying the City's tax base	0.0%	0
Availability of jobs	21.4%	3
Availability of commercial businesses	7.1%	1
Quality of local infrastructure	7.1%	1
Lack of housing options	21.4%	3
Aging housing stock/quality of housing stock	28.6%	4
Other (please specify)		0

18. What is the most important thing the City could do to improve the business climate?

		Response Percent	Response Count
More support for local businesses		30.8%	4
Improve infrastructure		23.1%	3
Improve community appearance		53.8%	7
Improve development/permitting process		30.8%	4
Public relations		23.1%	3
Greater zoning enforcement		0.0%	0
More commercial development		15.4%	2
More residential development		23.1%	3
Lower taxes		7.7%	1
	Other (please specify)		1

Page 2, Q1. In general, which commercial district is your business located in?

1	Home business	Apr 9, 2011 1:58 PM
2	Bunkum Rd. to Metrolink Station	Apr 8, 2011 8:42 AM
3	On Route 159 between St. Clair Mall and Ashland/Longacre	Apr 6, 2011 1:26 PM

Page 2, Q2. What type of business do you own or operate?

1	Massage Therapy	Jun 16, 2011 5:12 PM
2	Marketing Company	Apr 20, 2011 9:18 AM

Page 2, Q2. What type of business do you own or operate?

3	internet based	Apr 14, 2011 6:40 PM
4	Professional services - copywriting	Apr 9, 2011 1:58 PM
5	sports program	Mar 23, 2011 7:10 PM
6	bank	Mar 21, 2011 4:05 PM

Page 3, Q4. In your opinion, what are the three best things about having your business in Fairview Heights?

1	Close to St. Louis	Apr 8, 2011 8:51 AM
2	proximity to Scott AFB	Mar 21, 2011 4:07 PM

Page 3, Q5. Are there other businesses, features, or attractions in the City that are particularly advantageous to your business? (Please explain)

1	The mall.	Jun 16, 2011 5:13 PM
2	Gym Facilities and Hotels	Apr 18, 2011 9:50 AM
3	Fairview Heights is looked at as an economic HUB for the Metro east.	Apr 8, 2011 1:05 PM
4	Restaurants,Hotels,Commercial Stores	Apr 8, 2011 8:51 AM
5	St. Clair Shopping Mall	Apr 6, 2011 1:27 PM
6	It's not disadvantaged either, but there does not appear to be an emphasis on hiring / buying locally.	Apr 4, 2011 1:44 PM
7	All of the retail attracts traffic flow	Mar 21, 2011 4:07 PM

Page 4, Q6. In your opinion, what do you like least about having your business in Fairview Heights?

1	Run down properties.	Jun 16, 2011 5:16 PM
2	Codes	Apr 8, 2011 9:36 AM
3	Close to St. Louis	Apr 8, 2011 8:51 AM

Page 4, Q8. If you answered yes to the above question, please explain why you would move your business.

1 No sense of community or pride in the city. Fairview needs to build prestige. May 17, 2011 6:34 AM

Page 4, Q8. If you answered yes to the above question, please explain why you would move your business.

2 Answered Yes, but wanted to explain b/c we are actually building in Fairview Heights. To be successful in teh Metro East you must have a presence in Fairview. Apr 8, 2011 1:07 PM

3 If better business opportunity presented itself only. Apr 8, 2011 8:51 AM

4 City's extra requirement cost us more, and hard to stay in business in the City. Please, help. Apr 6, 2011 1:41 PM

5 We have clients in other Cities that would provide more business if located in their community. Apr 4, 2011 1:49 PM

Page 5, Q11. If you answered yes on the previous question, what is your concern? Do you have suggestions to resolve your concern?

1 Signage Apr 8, 2011 9:38 AM

2 Housing with double wide trailers Apr 8, 2011 8:54 AM

3 Incentives could be provided to businesses / homeowners to complete "face lifts" to their buildings. Also, can burying of IL 159 power lines be required by Code? If not, pursue as a capital project starting at Mall working south, and not passed along to electric company. Otherwise it will never happen. The lines are ugly and we've been without power for multiple days in the past. Apr 4, 2011 1:49 PM

4 LED sign code more strict than surrounding communities. Change the City's code to the same as other local communities. Mar 21, 2011 4:11 PM

Page 5, Q13. If you answered yes on the previous question, what is your concern? Do you have suggestions to resolve your concern?

1 Too long, and too expensive to open a business. This intimidates people to open new businesses Apr 6, 2011 1:43 PM

2 Pedestrian access is very difficult at entrance to Mall, along IL 159, and Salem Place / Ludwig. Rebates / Incentives to developers to make access more friendly could be provided. Apr 4, 2011 1:49 PM

Page 6, Q14. What type of new development or uses would you most like to see in Fairview Heights? (select all that apply)

1 More trees and better traffic management for safe pedestrian and bicycle use. May 17, 2011 6:36 AM

Page 7, Q18. What is the most important thing the City could do to improve the business climate?

1 Don't increase taxes Apr 8, 2011 9:02 AM



An analysis has been conducted to establish a firm understanding of existing market conditions within the community and inform decision making with regard to land use and development. The market analysis begins with a demographic overview of recent trends in population, households, income, age, racial and ethnic composition, and labor force and employment. This is followed by an assessment of Fairview Heights' competitive position within the residential and commercial market. The analysis identifies the issues the community is facing and will likely face and creates a foundation to assist with future land use designation and planning objectives.

The market analysis comprises four primary sections: 1) Demographic Overview, 2) Residential Market Assessment, and 3) Commercial Market Assessment.

APPENDIX B: MARKET ANALYSIS

Demographic Data

Changes in population, households and demographic composition will influence future land use and development as well as other issues within Fairview Heights. At the time of analysis, data from the 2010 US Census have only been recently released and represent the most accurate snap shot of Fairview Heights' current population.

Given the recent release of data, demographic projections which are based on Census data, have yet to be finalized. For purposes of this analysis, 2010 Census data for the City of Fairview Heights have been contrasted with data from the 2000 Census to document demographic shifts and market trends within the community. Additional market data regarding housing, income and retail demand were also obtained from the U.S. Census Bureau's American Community Survey and ESRI Business Analyst, a nationally recognized provider of market and demographic data.

The Market Area

Given Fairview Heights' importance as a shopping destination within the region, the market area has been defined as the area located within a 15 minute drive time from the intersection of IL Route 159 and Lincoln Trail. This area encompasses the City as well as significant portions of nearby Collinsville, Caseyville, O'Fallon, Swansea and Belleville. This represents the market area from which Fairview Heights businesses will draw the majority of their customers and is used in estimating potential demand for retail goods and services.

Figure 1 illustrates the boundaries of the City of Fairview Heights and the 15 minute drive time market area. As shown in Figure 1, the market area encompasses retail destinations in Fairview Heights and competing retail areas in neighboring O'Fallon.

Demographic Overview

Overall, the City of Fairview Heights has grown steadily over the past decade and has maintained a core population of households with families. While average age has been stable, the typical household has fewer persons and household income in the area has kept pace with inflation.

Demographic trends summarized in this section show that both the population and number of households within Fairview Heights increased at an annual rate of between 1% and 2% between 2000 and 2010. While population change has varied by age group and some cohorts have decreased in size, the majority of age groups have experienced some level of growth. Patterns vary more widely between lower and middle income households, and upper income households. In addition to a net increase in population, the purchasing power of the community is expected to increase as a result of decreases among lower income households and an increase among upper income households.

Population Change

Table 1 summarizes changes in population and the number of households in the City of Fairview Heights.

- Fairview Heights' population has increased by nearly 14% over the last decade to 17,078 in 2010. This represents an average annual growth rate of 1.3%.
- The number of households in Fairview Heights has increased by over 1,300 since 2000 to 7,353 in 2010. This represents an average annual growth rate of 2.0%.
- The more significant increase in the number of households compared to population is in part a reflection of a trend toward smaller household size within the community. Between 2000 and 2010, the average household decreased from 2.48 persons to 2.32 persons per household.
- Between 2000 and 2010, the median age of the City has remained steady at slightly more than 39 years old.
- Despite being located within a growing area, the portion of the St. Clair County area population that is made up of residents from the City of Fairview Heights has increased from 5.9% to 6.3%.

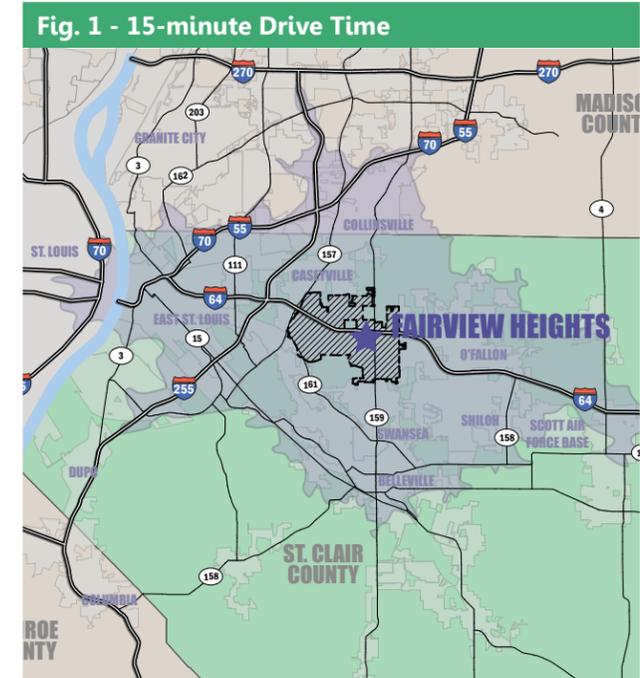
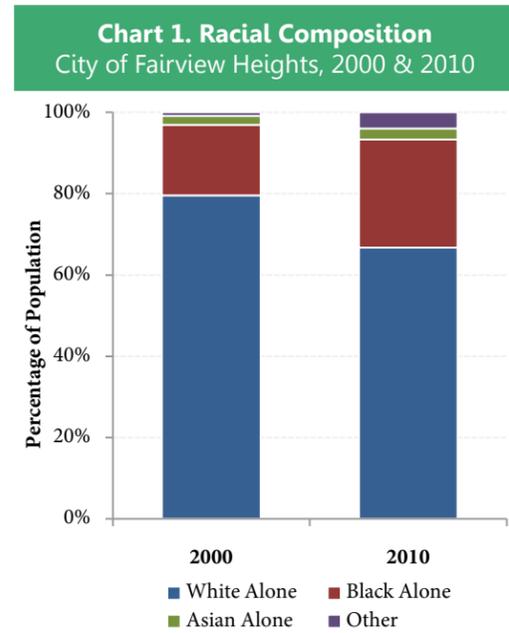


Fig. 1 - 15-minute Drive Time

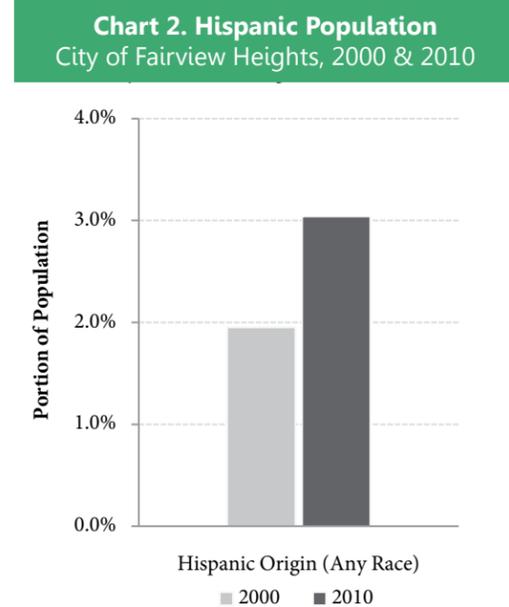
Table 1. Demographic Summary
City of Fairview Heights, 2000 - 2010

	2000	2010	Total Change 2000 - 2010
Population	15,034	17,078	2,044 (13.6%)
Households	6,026	7,353	1,327 (22.0%)
Median Age	39.2	39.5	0.3 (0.8%)
Average Household Size	2.48	2.32	-0.2 (-6.5%)

Source: 2010 US Census; Houseal Lavigne Associates



Source: 2010 US Census; Houseal Lavigne Associates

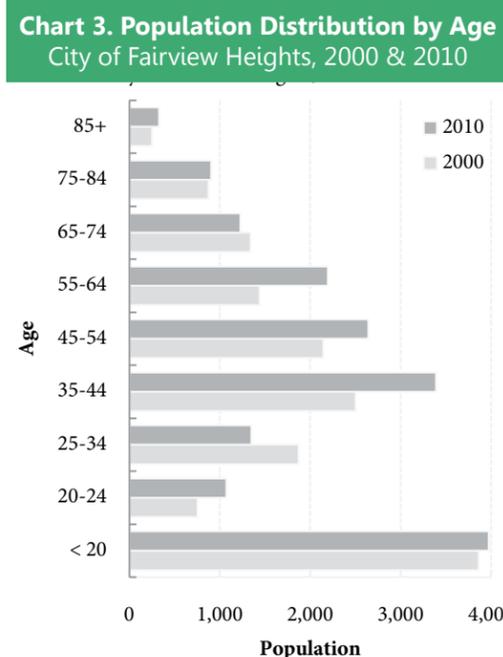


Source: 2010 US Census; Houseal Lavigne Associates

Racial & Ethnic Composition

Charts 1 and 2 illustrate the estimated 2000 and 2010 racial and ethnic composition of the City of Fairview Heights.

- In 2010, it is estimated that 66.7% of Fairview Heights' population is composed of individuals who are considered White Alone (as classified by the US Census). The White Alone population has decreased by 388 individuals, a 3.3% decrease, since 2000.
- While the White Alone population has decreased, the community's non-White Alone population has increased by 2,656 individuals. This represents a significant increase of 87.9%.
- The Black Alone population (as classified by the US Census) is the largest racial minority population within Fairview Heights, with 4,536 individuals making up an estimated 26.6% of the community's 2010 population. This group grew by nearly 2,000 individuals, representing a 76.7% increase over 10 years.
- The community's Hispanic population has an estimated 519 individuals in 2010 and has grown by nearly 80% since 2000.

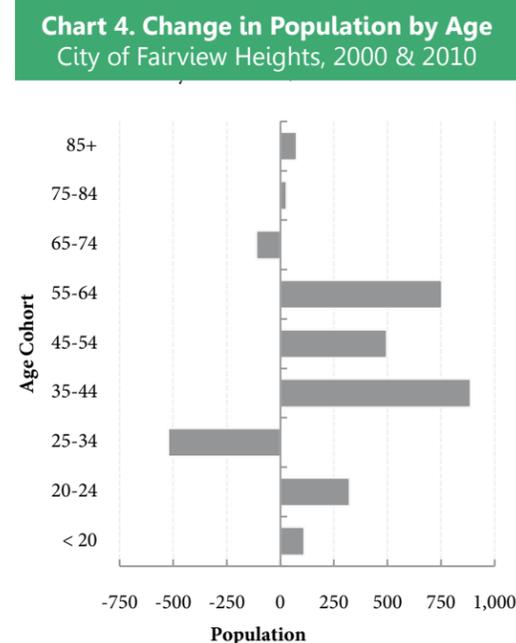


Source: 2010 US Census; Houseal Lavigne Associates

Age Profile

Charts 3 and 4 illustrate population change by age group over the ten year period between 2000 and 2010. As a whole, increases in the City's population did not occur uniformly across all age groups. Rather, younger and older age cohorts experienced little to no change in population, while middle aged and some older cohorts experienced significant positive growth.

- Fairview Heights' population under the age of 25 experienced moderate growth, increasing by 435 individuals (+9.4%) between 2000 and 2010.
- The population aged 25 to 34 represented the most significant decrease within the community. This cohort shrank by 523 individuals, a decrease of 28%.
- The largest increases in population were among those aged of 35 and 64. Overall, the three cohorts that make up this group increased by 1,385 and made up nearly half (48.2%) of Fairview Heights' total population in 2010.
- The population over the age of 65 remained stable, losing only seven individuals between 2000 and 2010.

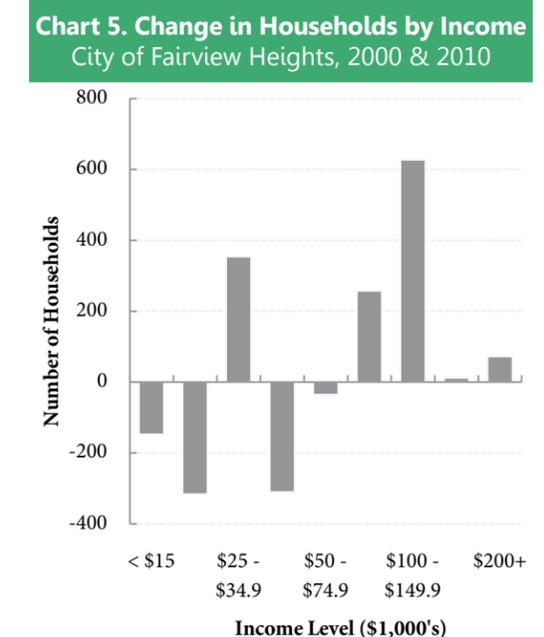


Source: 2010 US Census; Houseal Lavigne Associates

Household Income

Charts 5 presents projected household growth according to income levels from 2000 to 2009 (the most recent year for which detailed household income data are available). Median household income has increased over the last decade and appears to have kept pace with inflation since 2000. An overall increase in household income reflects an overall decrease in the number of households earning less than \$75,000 and a significant increase among households earning between \$75,000 and \$150,000.

- The number of households earning less than \$75,000 within Fairview Heights decreased by 9.8%, a loss of 454 households, between 2000 and 2009.
- The largest decline among any income group occurred in households earning between \$15,000 and \$25,000. This group decreased by 316 households (41.6% decrease) within Fairview Heights.
- The number of households earning between \$75,000 and \$150,000 within the community increased by 72.2%, a gain of 885 households, between 2000 and 2010.
- The number of households earning more than \$150,000 remained stable within Fairview Heights, gaining 84 households.



Age by Income

Charts 6 and 7 illustrate the changes in the number of households according to the age of the head of household and household income. Changes that occurred between 2000 and 2009 (the most recent year for which data regarding household income is available) are shown as they pertain to each respective household age cohort in the community. For example, the dark gray columns indicate change within the Fairview Heights householder population over the age of 64. A bar for this age group is shown in each income bracket. A dark gray bar located above the zero line of the graph indicates growth, while a dark gray bar below the zero line indicates decline in this particular age cohort.

Overall, Fairview Heights has experienced a decline among lower income households, growth among middle income households, and stability among upper income households. Those aged 25 to 44 are responsible for both the largest decreases and increases in nearly every income bracket. The combined result of these demographic shifts is a local population that is becoming more affluent on average with a stable age composition.

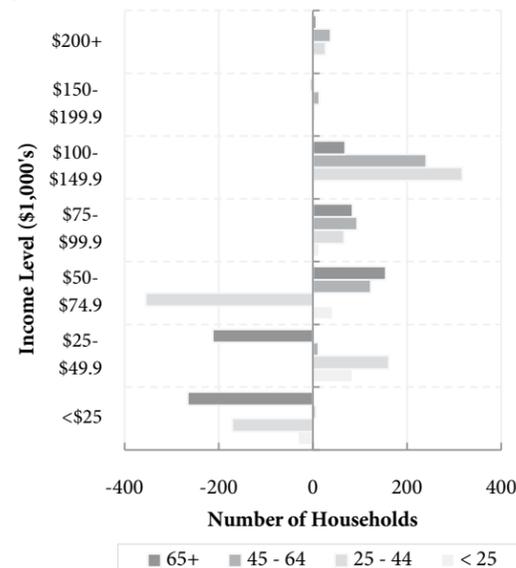
- Decreases among households earning less than \$75,000 have been concentrated among middle-aged households and senior households. The number of lower income householders aged 25 to 44 decreased by 365, a 21% decrease since 2000. Meanwhile, the number of senior householders over the age of 64, and earning less than \$75,000, decreased by 324 (-22%) over the same period.
- While every age cohort has grown among Fairview Heights households earning between \$75,000 and \$100,000, growth was concentrated among those aged 25 to 44 and 45 to 64. The number of younger households, aged 25 to 44, in this income group increased by 76.4% (383 households) between 2000 and 2009. Those households aged 45 to 64 within this income group increased by 55.7% (335 households) over the same period.
- The number of households earning more than \$150,000 experienced a moderate increase across all age cohorts. In total, Fairview Heights grew by 84 households within this upper income group.

Market Implications

While demographic shifts have occurred within the community, the City of Fairview Heights has experienced steady growth over the past decade. The number of middle income, middle-aged households has increased while both the youth and senior populations have remained stable. It is also estimated that the median household income within Fairview Heights has increased by an average annual rate of over 2.0%.

While the economic downturn has certainly affected everyone, the Fairview Heights market has not experienced the same level of impact as other markets. Overall, the combination of a growing population, stable incomes, and decreasing household size indicates that Fairview Heights households have more spending power than in the past. In other words, the purchasing power within the community has grown over the last decade both in regard to total volume and per household spending. Furthermore, with regard to housing demand, these demographic shifts may also be indicative of continued demand for owner-occupied, single family housing.

Chart 6. Households by Age and Income
City of Fairview Heights, 2000 & 2019



Source: American Community Survey; Houseal Lavigne Associates

Labor Force & Employment

Employment by Industry

Employment estimates for 2010 (the most recent year for which data are available) show that the City's economy is relatively concentrated with two industries making up over 65% of the labor force. In 2010, it is estimated that the 905 public- and private sector businesses in Fairview Heights employed 9,893. As shown in Table 2, the Retail Trade sector provided 3,944 jobs, representing 40% of all employment in the City. The Accommodation and Food Services sector provided the second largest number of jobs within Fairview Heights, employing 2,511 individuals and making up over 25% of all jobs in the City. These data underscore the importance retail, dining and accommodations to the local economy and are indicative of Fairview Heights' strength within the region as a shopping destination.

Table 2. Employment by Industry
City of Fairview Heights, 2010

Industry (NAICS Code)	Businesses		Employees	
	Jobs	Percent	Jobs	Percent
TOTAL	905	100.0%	9,893	100.0%
Retail Trade	260	28.7%	3,944	39.9%
Accommodation and Food Services	89	9.8%	2,511	25.4%
Other Services	132	14.6%	720	7.3%
Professional, Scientific & Tech. Services	58	6.4%	414	4.2%
Finance and Insurance	68	7.5%	342	3.5%
Government, Total	35	3.9%	310	3.1%
Health Care & Social Assistance	51	5.6%	303	3.1%
Educational Services, Private & Public	15	1.7%	301	3.0%
Information	25	2.8%	283	2.9%
Construction	47	5.2%	255	2.6%
Administrative & Waste Mngmnt. Services	26	2.9%	155	1.6%
Manufacturing	13	1.4%	133	1.3%
Real Estate and Rental and Leasing	32	3.5%	90	0.9%
Arts, Entertainment and Recreation	10	1.1%	50	0.5%
Wholesale Trade	20	2.2%	34	0.3%
Transportation & Warehousing & Utilities	12	1.3%	34	0.3%
Natural Resources and Mining	0	0.0%	0	0.0%
Management of Companies and Enterprises	0	0.0%	0	0.0%
Unclassified Establishments	12	1.3%	14	0.1%

Source: Illinois Dept. of Employment Security; Houseal Lavigne Associates

Employment Projections

A comparison of local employment to that of St. Clair County further highlights the predominance of Fairview Heights with regard to shopping and dining in the region. Table 3 contains employment estimates for both Fairview Heights (from 2010) and St. Clair County (from 2008).

While Fairview Heights' population made up approximately 6.3% of St. Clair County's 2010 population, the City accounts for approximately 10% of all employment within the county. This larger proportion of local jobs is due largely to the significant number of people employed in the aforementioned Retail Trade and Accommodations and Food Services sectors.

In addition to reported employment estimates, Table 3 also calculates the City's local share compared to that of the larger county and uses that share alongside employment projections for the County to determine anticipated job growth within Fairview Heights. So, for example, the City employs approximately 31.1% of all Retail Trade jobs in St. Clair County. This sector is projected to grow by 604 jobs between 2008 and 2018 within the county. When the city's local share is applied to the county's projected job growth, it is indicated that Fairview Heights could stand to gain an additional 188 jobs in the Retail Trade sector.

In addition to Retail Trade, industries that are projected to be the largest contributors to job growth in Fairview Heights between 2008 and 2018 include Accommodations and Food Services (419 new jobs); Health Care and Social Assistance (69 new jobs); and Educational Services (42 new jobs).

Labor Inflow/Outflow Analysis

Figures 2 and 3 illustrate the labor shed and the volume of labor inflow and outflow for the City of Fairview Heights.

- **Purple** – Workers employed in Fairview Heights but living outside the city.
- **Green** – Workers employed outside the city but living in Fairview Heights.
- **Orange** – Workers that live and work in the city.

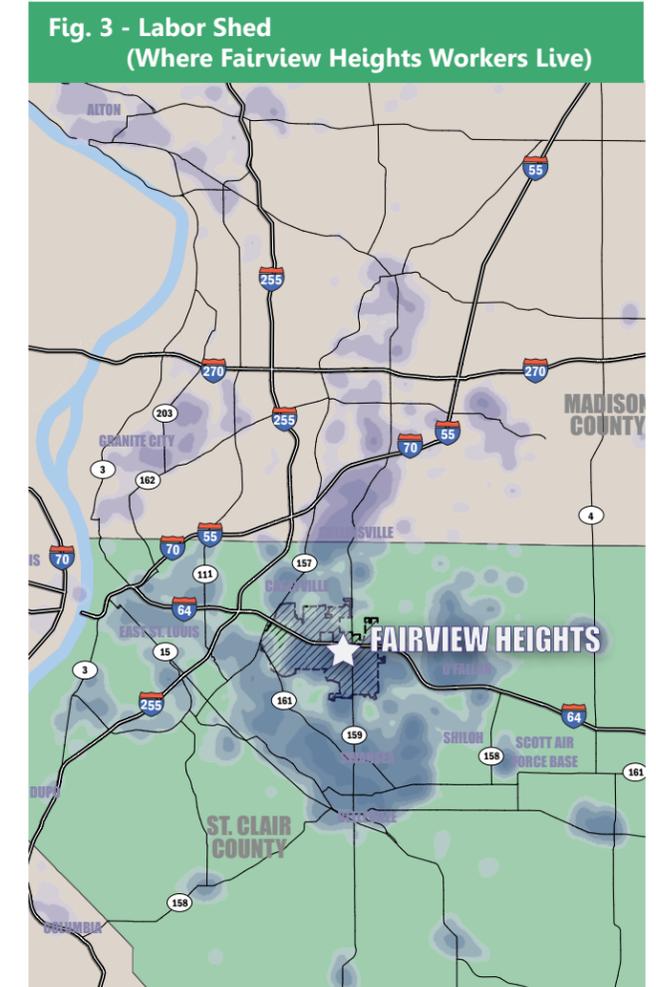
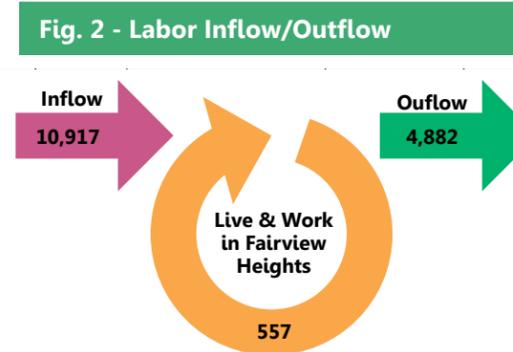
The labor flow data discussed here is from 2009 which is the most recent year for which data is available. The community's labor shed is dispersed throughout the Metro East region. In 2009, nearly 95% of the community's estimated 10,917 private, primary jobs were performed by workers who live outside of Fairview Heights. Only 557 individuals both live and work within Fairview Heights, with nearly 90% of local workers travelling to jobs outside of the community.

Data indicate that on a given weekday, more than twice as many workers are entering Fairview Heights as there are workers commuting outside of the city. As shown in Figure 2, workers are travelling from throughout the Metro East region with over 27% of all workers commuting more than 50 miles to Fairview Heights. In addition to demonstrating that Fairview Heights is a regional employment center, given the regional importance of St. Clair Square and the city's concentration of national retailers, the labor shed area may also be a good indicator of the community's retail market area. In other words, the areas highlighted in Figure 2 also represent the regional trade area for Fairview Heights' retailers.

Table 3. Employment Projections by Industry
City of Fairview Heights (2010) & St. Clair County (2008 - 2018)

	Local Employment		Projected Growth (2008 - 2018)		
	Fairview Heights (2010)	St. Clair County (2008)	Local Share	St. Clair County	Fairview Heights
TOTAL	9,879	98,008	10.1%	9,048	912
Retail Trade	3,944	12,672	31.1%	604	188
Accommodation and Food Services	2,511	9,497	26.4%	1,586	419
Information	283	1,410	20.1%	-31	-6
Finance and Insurance	342	2,729	12.5%	125	16
Other Services	720	6,076	11.8%	738	87
Real Estate and Rental and Leasing	90	947	9.5%	23	2
Professional, Scientific & Tech. Services	414	5,695	7.3%	528	38
Construction	255	4,726	5.4%	417	23
Administrative & Waste Mngmnt. Services	155	4,136	3.7%	507	19
Government, Total	310	9,107	3.4%	-324	-11
Educational Services, Private & Public	301	9,357	3.2%	1,310	42
Manufacturing	133	5,623	2.4%	-583	-14
Arts, Entertainment and Recreation	50	2,210	2.3%	234	5
Health Care & Social Assistance	303	13,740	2.2%	3,123	69
Wholesale Trade	34	2,938	1.2%	33	0
Transportation & Warehousing & Utilities	34	6,418	0.5%	737	4
Natural Resources and Mining	-	100	0.0%	-1	0
Management of Companies and Enterprises	-	626	0.0%	24	0

Source: Illinois Dept. of Employment Security; Houseal Lavigne Associates



Office Development

Office development within Fairview Heights primarily consists of standalone one to three story office buildings scattered throughout the community's retail areas. The Fairview Heights Executive Park, located along Executive Drive and Salem Place to the east of the IL Route 159/I-64 interchange, represents the city's largest concentration of office space. The Executive Park comprises over 300,000 square feet of commercial space in seven buildings designed for use as executive offices, service centers, light industry, and distribution.

Federal Government Office Use

In addition to the typical range of office users such as engineering firms, banks, insurance agencies, accountants, the City of Fairview Heights also has a considerable number of federal government agencies and departments that occupy local office space. Federal departments leasing space in Fairview Heights include the General Services Administration (GSA); Federal Bureau of Investigation (FBI); US Air Force; US Marine Corps; Bureau of Alcohol, Tobacco and Firearms (ATF); Internal Revenue Service (IRS); Occupational Safety and Health Administration (OSHA); and United States Attorney's Office.

Employment projections for St. Clair County indicate that the number of jobs with the Federal Government will have decreased by 13% between 2008 and 2018. This represents a loss of 669 jobs throughout the County. While it is not known how this anticipated decrease will impact Federal departments and agencies with locations in Fairview Heights, it is likely that some of the space currently leased by the Federal Government will become available in the coming years.

Health Care Industry

As the fastest growing employment sector within St. Clair County over the last decade, health care and social services may represent an opportunity to expand Fairview Heights' local economy.

Much of the regional health care industry is concentrated in Belleville where the 316-bed Memorial Hospital and the 338-bed St. Elizabeth's Hospital are both located. Both of these hospitals have also recently indicated a desire to expand within the region.

- **Memorial Hospital** has proposed a new hospital, referred to as Memorial Hospital-East, for a 100-acre site located in nearby Shiloh at the intersection of Frank Scott Parkway and Cross Street. As proposed, Memorial Hospital-East would be a 94-bed acute-care facility.
- **Hospital Sisters Health System**, which owns **St. Elizabeth's Hospital**, also announced its plans to purchase 105 acres in O'Fallon along the I-64 corridor.

While luring a large employer such as a regional hospital may prove difficult in the Metro East region's crowded health care field, Fairview Heights may be able to support a satellite facility or a number of smaller medical office users.

Market Implications

Fairview Heights has just 6% of St. Clair County's population, but provides one tenth of all employment within the county, more than one-third of the county's retail employment, and more than one-quarter of the all accommodation and food services and jobs.

Employment projections indicate that while retail growth will be moderate in the coming years, the accommodation and food services sector will expand by nearly 1,600 jobs in St. Clair County. Given the current concentration of these jobs within Fairview Heights, the City could stand to gain significant employment in accommodation and food services sector through 2018.

The concentrated nature of Fairview Heights' economy, with a strong focus on retail, dining and accommodations, means that the community is not likely benefit from job growth in other sectors without further planning and economic development. The city should continue to build off of its strength as retail and entertainment destination and try to leverage that strength to capture development in emerging industries such as the health care and social assistance sector. Opportunities to accommodate non-retail, development and diversify the local economic base should be taken into account regarding future land use considerations.

Residential Market

Housing Profile

Table 4 summarizes select housing characteristics for Fairview Heights. Data is from the 2005-2009 American Community Survey by the US Census and is the most current, detailed information available regarding the attributes of the local housing stock.

Overall, the most predominant type of housing in Fairview Heights is an owner occupied, single family home with three bedrooms. Rental units make up one-fifth of the local housing stock and are dispersed among single family detached and multi-family structures.

Approximately three-quarters of all housing units in Fairview Heights are owner occupied and an estimated 92% of these owner occupied housing units are single family detached homes.

- Approximately 48% of all rental units in the community are in multi-family structures while another 43% are in single family detached homes.
- The majority (61%) of owner occupied units have three bedrooms while rental units typically have two bedrooms (49%).
- Units in multi-family structures make up approximately 11% of all occupied housing units the market area.

Age of Housing

As indicated in Table 5, Fairview Heights housing stock has grown steadily since the mid 20th century. The most recent decade has been the most active with regard to residential development since the 1950s and 1960s when more than a third of the community's homes were built.

- Since 1950, every decade has witnessed an increase of 10% or more in the number of housing units.
- Less than 10% of the local housing stock was constructed prior to 1950.
- Over 35% of all housing units in Fairview Heights were constructed in the 1950s and 1960s.
- Nearly 1,200 units, representing 17% of all housing, were built in 2000 or later.

Table 4. Housing Characteristics
City of Fairview Heights,
2005 - 2009 Average Estimate

Total Housing Units	7,059	100.0%
Owner Occupied	5,173	73.3%
Renter Occupied	1,393	19.7%
Vacant	493	7.0%

Units in Structure by Tenure		
Owner Occupied	5,173	100.0%
Single Family Detached	4,769	92.2%
Two Family	194	3.8%
Multi Family	47	0.9%
Mobile Home or Other	163	3.2%
Renter Occupied	1,393	100.0%
Single Family Detached	600	43.1%
Two Family	47	3.4%
Multi Family	664	47.7%
Mobile Home or Other	82	5.9%

Number of Bedrooms by Tenure		
Owner Occupied	5,173	100.0%
Studio	0	0.0%
One Bedroom	168	3.2%
Two Bedrooms	837	16.2%
Three Bedrooms	3,142	60.7%
Four Bedrooms	876	16.9%
Five+ Bedrooms	150	2.9%
Renter Occupied	1,393	100.0%
Studio	37	2.7%
One Bedroom	255	18.3%
Two Bedrooms	677	48.6%
Three Bedrooms	366	26.3%
Four Bedrooms	58	4.2%
Five+ Bedrooms	0	0.0%

Source: American Community Survey; Houseal Lavigne Associates

Table 5. Age of Housing
City of Fairview Heights,
2005 - 2009 Average Estimate

Year Built	Number	Percent
1939 and Earlier	412	5.8%
1940 - 1949	363	5.1%
1950 - 1959	1,237	17.5%
1960 - 1969	1,248	17.7%
1970 - 1979	980	13.9%
1980 - 1989	925	13.1%
1990 - 1999	708	10.0%
2000 or Later	1,186	16.8%
Total	7,059	100%

Source: American Community Survey; Houseal Lavigne Associates

Table 6. New Construction Building Permits
Fairview Heights & Surrounding Communities, 2000 - 2010

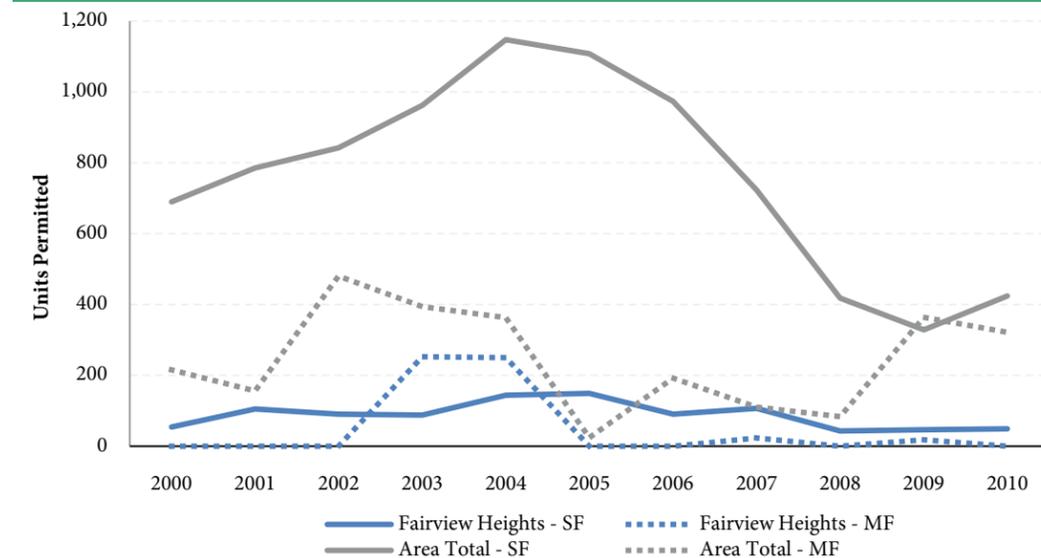
<i>Single Family Detached</i>	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Belleville	100	94	97	130	156	274	260	198	71	64	48
Caseyville	46	6	7	7	10	11	5	0	3	3	3
Collinsville	67	57	125	90	78	19	49	15	62	11	3
Fairview Heights	54	105	90	88	144	149	90	107	43	46	49 *
O'Fallon	224	240	194	296	358	384	304	203	121	99	140
Shiloh	149	204	229	217	208	105	126	88	47	49	63
Swansea	50	79	100	134	194	166	139	112	71	56	118
Area Total	690	785	842	962	1148	1108	973	723	418	328	424

<i>Multi-Family</i>	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Belleville	49	29	96	0	0	0	2	17	0	0	0
Caseyville	0	0	0	0	0	0	0	0	0	98	0
Collinsville	42	69	50	72	59	0	106	0	0	0	0
Fairview Heights	0	0	0	252	250	0	0	23	0	18	0 *
O'Fallon	24	40	294	28	4	24	24	2	0	0	232
Shiloh	8	6	2	0	4	0	48	68	83	32	89
Swansea	92	12	38	42	46	0	12	0	0	216	0
Area Total	215	156	480	394	363	24	192	110	83	364	321

* Reported data not available. Results have been estimated by the US Census based on activity in previous years.

Source: US Census; Houseal Lavigne Associates

Chart 7. New Construction Building Permits
Fairview Heights & Surrounding Communities, 2000 - 2010



Source: US Census; Houseal Lavigne Associates

Building Permits

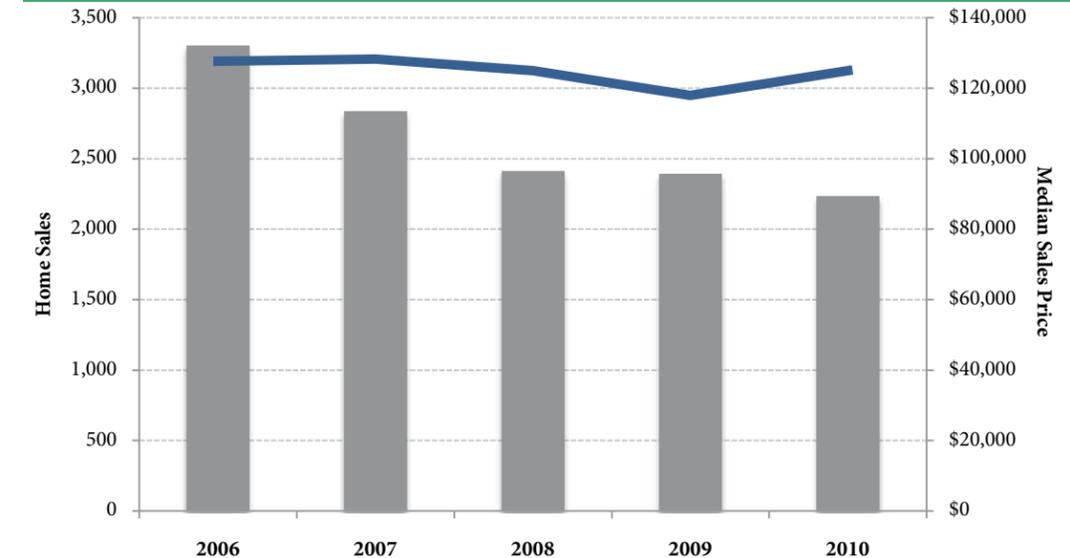
As shown in Table 6 and Chart 7, data for new construction permits for residential units were gathered for the City of Fairview Heights and the neighboring communities of Belleville, Caseyville, Collinsville, O'Fallon, Shiloh, and Swansea. Chart 8 compares permitting activity for Fairview Heights to the combined total permitting activity among surrounding communities.

New construction activity in Fairview Heights has mirrored the larger trend among surrounding communities. Overall, single family permitting activity peaked in 2004 with multi-family development reaching its height in 2002 and 2003. Though permitting activity over the last three years is lower than in previous years, it has remained stable with the number of new construction permits similar to those issued in 2000.

- 2004 and 2005 marked the height of permitting activity, accounting for 26% of all units permitted within Fairview Heights and surrounding communities between 2000 and 2010. This time period was particularly active in Fairview Heights, accounting for nearly half of all units permitted since 2010.

- Between 2003 and 2010, the total number of permits issued within the City of Fairview Heights declined by 88% to 49 units.
- Between 2008 and 2010, the City of Fairview Heights has issued an average of 52 units per year. The City issued 54 permits in 2000.
- The total number of permits issued within St. Clair County has declined significantly from 1,511 in 2004 to 745 in 2010. This decrease of 766 units represents a 51% decline in permitting activity.
- Multi-family unit permitting within Fairview Heights peaked in 2003 and 2004 with 502 units, representing over 92% of all multi-family permits issued by the City since 2000.
- Multi-family development among surrounding communities has been sporadic and has not declined significantly. Since 2000, an average of 246 multi-family units have been permitted in the area, making up an average of 35% of all units permitted in a given year.

Chart 8. Single Family Home Sales
St. Clair County, 2006 - 2011 1Q



Source: Illinois MLS; Houseal Lavigne Associates

Home Sales

The current downturn in the national housing market has been reflected in the Metro East area. Within Fairview Heights and surrounding communities, both the number of home sales and sale prices have decreased over the last five years. Table 8 and Chart 8 illustrate changes in single family home sales between the 2006 and 2010 within St. Clair County. Due to the limited availability of data sources, county level data has been used to approximate activity within the Fairview Heights market.

Since 2006, the number of sales in St. Clair County has declined steadily. Median home prices have also declined, but have remained relatively stable overall. Preliminary data regarding 2011 home sales indicate that home prices may be decreasing, but this can't be said with certainty data as data are only available for the first quarter of 2011.

- Between 2006 and 2010, the number of single family home sales declined by 32% to 2,236. This represents an average annual decrease in year-over-year sales of -7.5%.
- Within St. Clair County, the median sales price of single family home declined by \$2,650 since 2006 to \$125,000 in 2010. This represents an average annual decrease of less than 0.5%.
- Though median home prices have fallen overall, between 2009 and 2010, the median single family home price increased by nearly 6%.
- The 445 single family home sales reported in the first quarter of 2011 (1Q 2011) is on par with the number of year-to-date sales reported for the first quarter of 2010 (1Q 2010).
- The median home price for 1Q 2011 was \$94,000, which is 10.5% lower than the 1Q 2010 median sales price.

Rental Housing

As of 2010, it was estimated that 20% of Fairview Heights' approximately 7,059 occupied housing units were rental units. This proportion has remained stable since the 2000 when renter-occupied units made up 23% of local housing. As shown in Table 8, the median rent of \$842 in Fairview Heights (as of July 2011) is similar to nearby communities and approximately 5% higher than that of St. Louis. Given an estimated 2009 median household income of \$60,261 for the community, these rates appear to be relatively affordable. Housing is considered affordable if 30% or less of a household's gross annual income is spent on housing costs. With an income of \$60,000, the typical Fairview Heights household could afford to pay up to an estimated \$1,500 per month for housing.

Housing Market Implications

The large proportion of family aged households will likely continue to drive demand for single family homes. Detached single family homes are likely to remain the predominant housing type within Fairview Heights and the larger market area. On average, single family homes within St. Clair County have maintained pricing, but the pace of sales has slowed in recent years. Demographic data and permitting activity also indicate that while multi-family housing has remained a smaller component of the local housing stock, shifts in age and income may serve to drive future demand for multi-family. Multi-family development has made up one-quarter of new housing construction over the last decade.

Table 7. Single Family Home Sales Statistics

St. Clair County, 2006 - 2011 1Q

	St. Clair County					
	2006	2007	2008	2009	2010	2011 1Q
Sales	3,304	2,837	2,412	2,393	2,236	445
Median Sales Price	\$127,650	\$128,300	\$125,000	\$118,000	\$125,000	\$94,000
Average Sales Price	\$141,495	\$141,264	\$138,383	\$127,801	\$135,293	\$111,742

Source: Illinois MLS; Houseal Lavigne Associates

Table 8. Rental Market Statistics

City of Fairview Heights & Surrounding Communities, July 2011

Community	Median Rent					
	All	Studio	1 BR	2 BR	3 BR	4 BR
Belleville	\$570	\$350	\$450	\$625	\$1,150	
Fairview Heights	\$842	-	\$835	\$907	\$1,050	-
O'Fallon	\$1,177	-	\$1,000	\$1,262	\$1,995	-
Swansea	\$950	-	\$950	\$995	-	\$1,300
St. Louis	\$800	\$595	\$670	\$855	\$1,195	\$1,100

Source: Hotpads.com; Houseal Lavigne Associates

Retail Market

The potential for commercial development at any given location is influenced by several factors including local and regional demand for goods and services, the health of local commercial districts, the location of surrounding commercial nodes, and the consumer expenditure patterns of the market area population.

Business Inventory

In 2010, it is estimated that the City of Fairview Heights is home to 350 retail businesses and dining establishments. There are a variety of retailers present within the community, the most numerous being 86 clothing and accessories stores (25% of total) and 81 restaurants and drinking establishments (23% of total). These retailers are concentrated near the intersection of Lincoln and IL Route 159 and are anchored by St. Clair Square Mall, the only shopping center over 750,000 square feet within 40 miles in Illinois.

Table 9. Business Inventory
City of Fairview Heights, 2010

Total Retail Trade and Food & Drink	350	100.0%
Total Retail Trade	264	75.4%
Total Food & Drink	81	23.1%
Industry Group	Number	Percent
Clothing and Clothing Accessories Stores	86	24.6%
Food Services & Drinking Places	81	23.1%
Miscellaneous Store Retailers	31	8.9%
Sporting Goods, Hobby, Book & Music Stores	29	8.3%
Health & Personal Care Stores	26	7.4%
Furniture & Home Furnishings Stores	20	5.7%
Motor Vehicle & Parts Dealers	19	5.4%
General Merchandise Stores	15	4.3%
Electronics & Appliance Stores	13	3.7%
Bldg Materials, Garden Equip. & Supply Stores	12	3.4%
Food & Beverage Stores	8	2.3%
Gasoline Stations	8	2.3%
Nonstore Retailers	2	0.6%

Source: ESRI Business Analyst

Traffic Counts

National retailers adhere to specific standards when evaluating a potential site. One determining factor is a location's Average Daily Traffic (ADT). The ADT figure measures the average volume of traffic on a given street on any given day. Retailers typically look for an ADT count of between 20,000 and 30,000 when deciding if a particular site is good for future development. Based on these standards, the community's primary north-south corridor and the area surrounding the interchange are suitable locations for large format national retailers to consider. Based on the aforementioned criteria, these areas are also the current location of Fairview Heights' major retail centers.

- **I-64** has an ADT of 80,100 to the west of IL Route 159 and 69,300 to the east, indicating that a significant proportion of traffic travelling along I-64 passes through Fairview Heights before continuing onto St. Louis.
- **IL Route 159 (Illinois Street)** is the community's primary north-south corridor and a significant corridor within the region, connecting communities in the Metro East region to I-64, I-70, and East State Route 15. Traffic volume along IL Route 159 ranges from 16,000 to the north of I-64 to 25,000 ADT as the road enters Fairview Heights from the south at Francis Scott Parkway. Traffic counts approach 30,000 ADT as IL Route 159 intersects with Lincoln Highway.
- **Lincoln Highway / Lincoln Trail** – The Lincoln Highway/Trail corridor is the community's primary east-west route and forms the heart of Fairview Heights regional commercial district. Lincoln Highway has an estimated ADT of 19,000 as it enters the community from the east at Old Collinsville Road. As Lincoln Highway crosses IL Route 159, and changes to Lincoln Trail, traffic counts top 20,000 ADT.
- **MetroLink Station** – As Lincoln Trail travels east, traffic counts decrease from over 16,000 ADT to less than 10,000 ADT, before the road intersects with IL Route 161 (adjacent to the Fairview Heights MetroLink station) and traffic counts climb to over 26,000 ADT. These higher traffic counts will likely play a key factor in determining the desirability of the Fairview Heights MetroLink station area for commercial development.

Sites located along these major roadways will represent some of those most likely to undergo commercial development. When assessing the potential for commercial development, other factors in addition to traffic counts must also be taken into consideration. While a site may have high traffic counts, site characteristics such as lot depth or size, existing structures, access, or adjacent uses may limit its potential to accommodate successful commercial development. Conversely, other advantages a site offers may compensate for less favorable traffic counts and maintain the site as an attractive location for commercial development.

Competitive Environment

Defining the retail market for the study area requires a firm understanding of the context within which development would reasonably occur. Residents of Fairview Heights are served by several different commercial areas both within Fairview Heights' City limits and in adjacent communities.

St. Clair Square Mall

- **St. Clair Square Mall** is the only super-regional mall in the Metro East area and southwest Illinois. The 1.1 million square foot mall, which is owned and operated by CBL & Associates Properties, is anchored by Macy's, Dillard's, Sears, JCPenney and is home to an additional 140 retailers. A representative from CBL indicated that St. Clair Square is one of the best performing centers in their portfolio and that the mall contributes an estimated \$1.5 million in tax revenue to the City of Fairview Heights per year. Most recently CBL developed a small inline retail center, whose tenants include Qdoba and Five Guys, on an outlot parcel adjacent to IL Route 159.
- **The Shoppes at St. Clair Square**, is a 75,000 square foot lifestyle center located adjacent to St. Clair Square. Developed by CBL & Associates Properties, the center opened in 2007 with 15 specialty retailers including Aveda, Banana Republic, Barnes & Noble, Jos. A. Bank, Red Robin Gourmet Burgers and Talbots.

Lincoln Trail District

The area to the northwest of Lincoln Trail and IL Route 159 is the location of a significant retail area that includes several retail centers and standalone 'big box' retailers. This area benefits from exposure to I-64 and access roads that connect directly to St. Clair Square and adjacent development. Retail development in this area includes:

- **Marketplace Shopping Center** – This 211,000 square foot retail center is anchored by Best Buy and Burlington Coat Factory. The center is 97% occupied and its other tenants include David's Bridal, The Learning Tree, and a Goodwill outlot.

- **Commerce Plaza** – Tenants at this 59,000 square foot center, which was only recently completed in 2011, include Party City, Jo-Ann Fabric, Monkey Joe's, Archiver's.
- **Fairview Center** – This 85,000 square foot center is fully leased and anchored by Borders, Bed Bath & Beyond, Ulta, Men's Wearhouse, and FedEx Office. The center occupies the northwest corner of Market Place and IL Rout 159, opposite the western entrance to the St. Clair Square Mall.
- **Big Kmart Plaza** – A Big Kmart anchors a plaza on the northwest corner of IL Route 159 and Lincoln Trail. Other tenants include Petco, Wagreens, and several smaller inline tenants. Other outlot tenants include Taco Bell, Ruby Tuesday, and Boston Market.
- **Other Retailers** – Other major tenants in the Lincoln Trail District area include Babies 'R' Us, Toys 'R' Us, Hooters, Weekends Furniture Outlet, Value City Furniture, and Old Time Pottery. Several of these stores, including the Weekends Furniture Outlet and Old Time Pottery, represent reuse of buildings formerly occupied by national tenants such as Target.

Lincoln Trail Corridor

The Lincoln Trail corridor is Fairview Heights' primary east-west corridor and was the locus for much of the City's earliest commercial development. In addition to St. Clair Square and the Lincoln Trail District, there are numerous strip centers and convenience-oriented retailers along the corridor. These include:

- **Plaza St. Clair** – This 96,000 square foot strip center is anchored by Schnucks and has shared signalized drive with St. Clair Square.
- **Crossroads Centre** – The largest retail center fronting Lincoln Trail, this 242,000 square foot center is anchored by Big Lots, Chuck E. Cheese, Deal\$, Dress Barn, Hobby Lobby and T.J. Maxx.
- **Concord Plaza** – Nearly three quarters of this 10,000 square foot strip center is vacant. The center sits adjacent to a Dollar General and a Chinese restaurant.

Commercial use to the west of Ruby Lane largely comprises single lot developments that abut residential areas to the north and south of the corridor. While there are a handful of national retailers in this area such as O'Reilly Auto Parts and Dollar General, the majority of tenants are local businesses and service providers.

IL Route 159 Corridor

The IL Route 159 corridor is the location of several large retail centers, strip centers and numerous standalone retailers.

- **Lincoln Place Shopping Center (I & II)** – This center was completed in two phases with the first phase consisting of a 270,000 square foot shopping center anchored by Famous Footwear, Office Depot, Marshalls, Old Navy, and Ultimate Electronics. The second phase consists of an adjoining Kohl's and Lowe's to the north.
- **Target** – Target opened a 127,000 square foot store on the northwest corner of Franklin Scott Parkway and IL Route 159 in Fairview Heights in 2008. Plans originally called for a grocer to locate in an inline space adjacent to the Target, but the project has since stalled. The adjacent development parcel and the outlot parcels, totaling 6.6 acres in all, are currently being marketed for sale.
- **Other Retailers** – In addition to these larger developments there are numerous national retailers located along the IL Route 159 corridor including Quiznos, Smokey Bones, Krispy Kreme, Fazoli's, Domino's, Jimmy Johns, and Winchester Plaza (a 47,000 square foot center with numerous local businesses).

Other Retail in Fairview Heights

In addition to the previously mentioned retail areas, there are two smaller areas of commercial development located to the north of I-64.

- **Ludwig Drive** forms a secondary commercial corridor paralleling I-64 to the north. Retail development along Ludwig Drive is concentrated to the west of IL Route 159 in the Fairview Heights Plaza, a 198,000 square foot center whose tenants include Bally's, Sports Authority, Gordman's and Guitar Center. Other area retailers include Planet Fitness and St. Clair 10 Cinema. The Ludwig Drive area is best known for its numerous hotels and restaurants including Applebee's, Bob Evans, Ginger Buffet, Houlihan's, Joe's Crab Shack, Lotawata Creek Southern Grill, Olive Garden, Red Lobster, and TGI Friday's. Hotels in this area include Hampton Inn, Fairfield Inn, Comfort Suites, Super 8, Drury Inn and Suites, Ramada, Holiday Inn, and Best Western.
- **Fountains Parkway** is the location of some of Fairview Heights' newest commercial development including the Centru Bank building, Fountains Plaza, Four Points by Sheraton, and Fountains Conference Center which offers over 10,000 square feet of meeting space. Fountains Plaza is a 13,000 inline retail center with an additional 19,000 square feet proposed in a second phase.

O'Fallon & Shiloh

The areas of O'Fallon and Shiloh along the I-64 corridor have experienced the most recent retail development within the Fairview Heights market area. Both communities have benefited from the construction of an interchange at I-64 and Greenmount Road in O'Fallon. The new interchange has allowed O'Fallon and Shiloh to take advantage of their proximity to Scott Air Force Base, the St. Louis Metro area's fourth largest employer. Scott AFB employs 7,800 active duty military and Air National Guard and Air Force Reserve members and is the location of 1,400 households. In addition to proximity to Scott AFB, the new interchange established the potential for retailers to capture visitors travelling east along I-64 that would otherwise travel to Fairview Heights for their shopping and dining needs.

- **Lincoln Highway and I-64** – This area is the largest concentration of retail within the neighboring community of O'Fallon. Several fast food restaurants as well as several 'big box' retailers have located here in recent years including Aldi, Walmart, PetSmart, Home Depot and Sam's. Other significant tenants in this area include O'Fallon 15 Cinema, and several hotels including Baymont Inn and Suites, Country Inn, Days Inn, Extended Stay American, Quality Inn, and Sleep Inn.
- **Green Mount Crossing** – This 162,000 square foot shopping center, located at Green Mount Road and Frank Scott Parkway, is anchored by a Targer Supercenter, Diebergs, Michaels, Ashley and World Market. Other tenants include Radioshack, Famous Footwear, and several restaurants such as Quiznos, Applebee's, Panera, Cracker Barrel, 5th Street Grill and Bar, and Qdoba. There are also several hotels in this area including Drury Inn, Hilton Garden Inn and Holiday Inn Express.

Regional Competition

There are no regional malls or shopping destinations within 20 miles of Fairview Heights, east of St. Louis and the Mississippi River. Given roadway configurations in St. Louis and Metro East areas, the nearest competition to Fairview Heights' regional retail offerings include the South County Center and St. Louis Galleria in St. Louis, Missouri.

- **South County Center**, another CBL Properties center, is a 1.04 millions square feet regional mall located near the intersection of I-55 and I-255. The center is anchored by Dillard's, JCPenney, Macy's and Sears.
- **Saint Louis Galleria** is a 1.05 million square foot regional mall anchored by Dillard's, Macy's and Nordstrom. This center, located at I-64 and I-170, was last expanded in 2006.

Retail Gap Analysis

The following analysis uses a comparison of projected spending by market area households to the existing supply of retail space to assess the potential for retail development in Fairview Heights and the surrounding area. This 'gap' analysis provides an indication of "surplus" or "leakage" within a given retail category. The presence of a surplus within a given retail category suggests that there is at least enough retail space to accommodate demand for the range of goods and services provided by stores in that category.

Conversely, leakage indicates that demand exceeds supply and consumers are spending dollars outside of the market area. This leakage could potentially be recaptured and may represent a commercial opportunity within the market area. It is important to distinguish between support in the market and development potential of a specific site or location. The availability of alternative sites, specifications of particular retailers, the number of projects actively pursuing tenants and similar issues can affect whether market potential translates to development potential.

Retail Market Area – 15 Minute Drive

In analyzing existing retail supply and demand within the 15 minute drive time market area, (See Table 9), there is currently an oversupply of retail space of approximately \$928.2 million. Within the market area, there are approximately 95,259 households contributing to a current retail demand of \$2.2 billion. This demand equates to a potential expenditure per household of \$32,488, with a current supply of \$32,498 per household. This figure includes all retail, eating, and drinking establishments.

Local Needs – Grocery Stores

While Fairview Heights functions as a regional retail destination, data indicate that there are still opportunities within the local market to better meet the needs of Fairview Heights residents. While the City of Fairview Heights and surrounding 15 minute market area appear to be heavily saturated with respect to retail supply, there is one retail category that demonstrates a potentially significant degree of unmet demand. The Food and Beverage Stores retail category has an estimated retail gap of nearly \$102 million.

When an estimate of average annual sales per-square-foot is applied to these leakage values, there is sufficient indication of demand to support additional retail space. For example, the majority of this retail leakage is occurring in the 'Grocery Stores' sub-category, which has a estimated retail gap of \$102.7 million. The average annual sales for a grocer are between \$400 and \$500 per-square-foot, which translates to approximately 205,000 and 257,000 square feet of unmet demand. The typical store size for a national chain such as Kroger is estimated at between 40,000 and 60,000 square feet.

It should be noted that some larger 'supercenter' retailers such as the Walmart in O'Fallon or Target in Shiloh, that would fall within the General Merchandise retail category, may absorb some of this unmet demand. However, given the margin between estimated demand and potential, and typical store size, there appears to be ample support to attract a multiple new retailers in this category to the Fairview Heights market area.

Regional Retail Destination

The retail gap shown in Table 11 underscores the importance of Fairview Heights to a much larger region. Marketing materials from CBL & Associates Properties, which owns and manages St. Clair Square Mall, indicate that the primary trade area for this regional shopping center comprises the zip codes east of the Mississippi within approximately 20 miles. While the City's local retail market area appears to be saturated, there may be potential for additional regional retail within Fairview Heights. It is important that the City maintain its positive relationship with St. Clair Square and CBL & Associates Properties, and the larger development community, to further capitalize on Fairview Heights' retail momentum.

Retail Market Implications

Historically, Fairview Heights has benefited from its location at I-64 (and Lincoln Highway) and IL Route 159 and leveraged its position as the de facto entrance to the Metro East area for those travelling from underserved areas in southwest Illinois. While Fairview Heights has emerged as a regional shopping destination, the addition of a new interchange to the east in O'Fallon has increased competition for Fairview Heights retailers and hotels. Despite a shift in the competitive landscape, Fairview Heights has significant momentum and is likely to remain a regional attraction for shopping and dining as long commercial development is well maintained and attractive.

Table 10. Retail Gap Analysis Profile
Retail Market Area - 15 Minute Drive Time, 2010

	15 Minute Drive Time			
Summary Demographics				
2010 Population	234,672			
2010 Households	95,259			
2010 Median Disposable Income	\$37,617			
2010 Per Capita Income	\$23,623			
Retail Gap Summary				
	Demand	Supply	Gap	
Total Retail Trade and Food & Drink	\$2,167,529,090	\$3,095,747,086	(\$928.2)	
Total Retail Trade	\$1,836,664,174	\$2,412,354,080	(\$575.7)	
Total Food & Drink	\$330,864,916	\$683,393,006	(\$352.5)	
Detailed Retail Gap Analysis				
	Demand	Supply	Retail Gap	
Industry Group	(Retail Potential)	(Retail Sales)	(\$M)	Potential¹
Motor Vehicle & Parts Dealers	\$449,033,122	\$542,170,647	(\$93.1)	-
Furniture & Home Furnishings Stores	\$62,207,801	\$64,477,456	(\$2.3)	(5,674)
Furniture Stores	\$38,802,988	\$45,114,088	(\$6.3)	(15,778)
Home Furnishings Stores	\$23,404,813	\$19,363,368	\$4.0	10,104
Electronics & Appliance Stores	\$56,171,899	\$71,980,701	(\$15.8)	(39,522)
Bldg Materials, Garden Equip. & Supply Stores	\$76,522,769	\$90,342,487	(\$13.8)	(34,549)
Building Material and Supplies Dealers	\$68,120,918	\$81,387,015	(\$13.3)	(33,165)
Lawn and Garden Equipment and Supplies Stores	\$8,401,851	\$8,955,472	(\$0.6)	(1,384)
Food & Beverage Stores	\$391,101,979	\$289,347,323	\$101.8	254,387
Grocery Stores	\$367,167,098	\$264,463,501	\$102.7	256,759
Specialty Food Stores	\$8,675,641	\$8,071,036	\$0.6	1,512
Beer, Wine, and Liquor Stores	\$15,259,240	\$16,812,786	(\$1.6)	(3,884)
Health & Personal Care Stores	\$41,960,300	\$73,188,095	(\$31.2)	(78,069)
Gasoline Stations	\$301,202,714	\$382,531,196	(\$81.3)	-
Clothing and Clothing Accessories Stores	\$72,176,038	\$100,388,313	(\$28.2)	(70,531)
Clothing Stores	\$50,927,092	\$73,444,045	(\$22.5)	(56,292)
Shoe Stores	\$10,231,940	\$11,037,180	(\$0.8)	(2,013)
Jewelry, Luggage, and Leather Goods Stores	\$11,017,006	\$15,907,088	(\$4.9)	(12,225)
Sporting Goods, Hobby, Book, and Music Stores	\$32,360,947	\$30,118,824	\$2.2	5,605
Sporting Goods/Hobby/Musical Instrument Stores	\$15,620,575	\$15,706,603	(\$0.1)	(215)
Book, Periodical, and Music Stores	\$16,740,372	\$14,412,221	\$2.3	5,820
General Merchandise Stores	\$282,392,101	\$678,584,333	(\$396.2)	(990,481)
Department Stores Excluding Leased Depts.	\$211,209,780	\$247,856,821	(\$36.6)	(91,618)
Other General Merchandise Stores	\$71,182,321	\$430,727,512	(\$359.5)	(898,863)
Miscellaneous Store Retailers	\$28,074,990	\$34,725,120	(\$6.7)	(16,625)
Florists	\$3,770,198	\$4,940,176	(\$1.2)	(2,925)
Office Supplies, Stationery, and Gift Stores	\$7,265,403	\$12,264,416	(\$5.0)	(12,498)
Used Merchandise Stores	\$2,637,120	\$6,370,525	(\$3.7)	(9,334)
Other Miscellaneous Store Retailers	\$14,402,269	\$11,150,003	\$3.3	8,131
Nonstore Retailers	\$43,459,514	\$54,499,585	(\$11.0)	-
Food Services & Drinking Places	\$330,864,916	\$683,393,006	(\$352.5)	(881,320)
Full-Service Restaurants	\$134,990,434	\$244,693,756	(\$109.7)	(274,258)
Limited-Service Eating Places	\$148,963,895	\$236,328,260	(\$87.4)	(218,411)
Special Food Services	\$13,704,787	\$136,984,154	(\$123.3)	(308,198)
Drinking Places - Alcoholic Beverages	\$33,205,800	\$65,386,836	(\$32.2)	(80,453)

¹ Potential based on an average annual sales per-square-foot of \$400.

Source: ESRI Business Analyst; Houseal Lavigne Associates

Retail Opportunities

While data regarding retail supply and demand indicate a fairly saturated market, there appears to be some potential for additional retail. The market area population appears to be underserved in the Grocery Store retail category which may present an opportunity for new commercial development in the near term.

High traffic volumes near the Fairview Heights MetroLink station may also be indicative of potential for commercial development in this area. Perhaps the most significant advantage for those looking to locate in Fairview Heights, is the synergy among neighboring commercial developments that exists surrounding the intersection of Lincoln Trail and IL Route 159. With the exception of a destination retailer such as a Target supercenter or warehouse club, the potential for retail development decreases the farther a property is located from the city's regional retail hub. As such, given limited opportunities within the market, it is likely that development in the MetroLink station area would be limited to convenience oriented development that caters to passing motorists.

Long Term

Fairview Heights is located in a stable market area that has witnessed steady increases in population over the past decade. Data indicate that this steady growth within the Metro East area is likely to continue. While outside competition will increase and development occurs elsewhere in the I-64 corridor (in O'Fallon and Shiloh), Fairview Heights is well positioned to take advantage of anticipated growth in the region.

Reinvestment

While new development should be encouraged, the community of Fairview Heights may benefit most from continued investment in existing commercial development and enhancements to the city's existing commercial areas. For example, while reuse of some buildings has occurred, in general the Lincoln Trail district and corridor suffer from poor appearance, access management and circulation issues, and aging or functionally obsolete development. Investments in beautification, transportation improvements, and façade renovation may help reinvigorate commercial areas that have not witnessed significant reinvestment or redevelopment in recent years.

