



The opportunity presented within this Comprehensive Plan is not only to guide the future growth of Hamel and promote the general welfare of the community but also to create a “place” that is more livable, retains and attracts citizens, commercial enterprise, and tourism. By identifying the key attributes of “place” it becomes possible to list the intangible elements for develop policies and to evaluate investment based on acceptable and market driven development concepts. The diagram below summarizes the three tiers of Place Making which include Goals (orange color), Policies (green color) and the Evaluation attributes (blue color).

Figure....: Place Making Diagram



Source: <http://www.pps.org>, Accessed November 27, 2006

Goals Policies Evaluation

Goals and policies assist in establishing the conditions necessary to fulfill this purpose. Goals are broad statements that address four key attributes: Sociability, Uses & Activities, Access & Linkages, and Comfort & Image shown in the diagram above. These criteria provide a guide to the community's long-range plans and desired outcomes and provide the framework for the recommended policies of the Comprehensive Plan. Policies are actions or procedures that help attain the specified goal. An evaluation criterion on the other hand allows the community to understand how well a policy has



worked and what changes are needed to improve development concepts for the future. The tier between policy and evaluation is implementation of the policy. Implementation techniques are discussed in detail in the Implementation section of this document.

The goals, policies and evaluations presented in this document strive to identify Hamel's challenges and to provide recommendations, that when implemented, create a more livable community. Goals and policies are outlined to assist public officials in guiding their decisions relating to future development and to preserve the small town charm of Hamel as defined in public meetings. These decisions, along with public participation, are the ingredients necessary for successful implementation of this plan.

The goals and policies developed for this plan respond to the critical issues discussed during the Town Planning Workshop and the conditions observed and researched during the formulation of this Plan. The stability and growth of Hamel depends directly upon the community's ability to provide the desired public services, facilities, opportunities and community amenities necessary to attract investment. These and other factors that influence the growth of Hamel have been considered in the development of the following goals and policy statements. The goals and policies stated in this document are to be used in conjunction with the Future Land Use, Transportation and Implementation section and not in isolation.

HOUSING AND NEIGHBORHOOD STABILIZATION

Goal

The Village of Hamel is to encourage the development of a wide-range of housing options that meet the demands of people belonging to all walks of life. The Village is to promote and preserve Hamel's housing stock maintaining its small town character while pursuing growth opportunities.

Policies

- Support efforts to improve and maintain the Village's housing stock by adopting appropriate programs, policies, incentives and regulations that preserve existing neighborhoods while encouraging new population growth and residential development investment
- Assist and support residential growth of different housing types and density/intensity through programs, policies, regulations, and incentives



- Encourage a balanced range of high quality housing options that meet all socio-economic needs of the community and ensure a variety of residential types, including assisted living and alternative living facilities for the elderly, multi-family units and planned residential neighborhoods
- Develop programs, policies and regulations that encourage quality infill development and different housing types that include density/intensity to coexist with existing neighborhoods
- Develop planning and development regulations that protect residential neighborhoods from incompatible activities or land uses that may have a negative impact on the residential living environment
- Encourage development that emphasizes open space and agricultural land preservation through policies, regulation and incentives
- Develop a plan to extend basic utilities to all existing neighborhoods and new neighborhood developments

Evaluation:

- Population increase by age and income
- Impact of increased population on schools
- Number of new residential units built
- Number of infill housing built
- Number of units renovated and used
- Increases in owner occupied and renter occupied housing
- Rent levels and median mortgage payments
- Impact of increased population on utilities and Village provided services
- Impact on land and property values

MARKETING AND CONFIDENCE TO INVEST

Goal

The Village of Hamel to concentrate on a marketing strategy that will inform regional markets of its strategic location, Village amenities, connectivity to infrastructure, availability of land and the Village Plan prepared to promote confidence in investors:

Policies

- Create branding and website for the Village of Hamel
- Publish a newsletter with local happenings in and around Hamel at least on a quarterly basis



- Become The Alliance¹ partner and use the website to advertise Hamel as an attractive market for development
- Develop a plan to advertise available vacant land graphically with information of interest to developers, including available land, Villages policies and incentives for developers through Village's and The Alliance's website
- Create a development package containing information that will assist the developers in their decision to invest in the community
- The promotional package to include, but is not limited to, a description of Hamel's strategic location, land use map, vacant parcel information, highlights of policies and incentives and a form to request additional information
- Consider joining the Edwardsville Chamber or Commerce, The Alliance of Edwardsville and Glen Carbon, the Leadership Council of Southwestern Illinois and the I-55 Corridor Growth Management Team Implementation Committee.

Evaluation:

- Number of hits on the Village website
- Number of developers approaching the Village through the website or in person, requesting a development package
- Number of proposals received by the village for new development, cost of development
- Increased revenue for the Village

COMMUNITY IDENTITY AND CITIZEN INVOLVEMENT

Goal

The Village of Hamel will continue investing in enhancing community identity and pride by increasing citizen involvement in the community:

Policies

- Create voluntary neighborhood organizations to assist in the education of housing maintenance programs
- Encourage voluntary neighborhood groups for beautification through programs that involve competitions and recognition

¹ The Alliance of Edwardsville and Glen Carbon is a not-for-profit organization that works with each community in marketing and promoting the area for new business investments and economic growth and development. Available at <http://www.edglenalliance.com/>. Accessed on November 27, 2006



on the Village's website and local news paper and the The Alliance website

- Create a self motivated voluntary task force to organize Village wide get-togethers, festival celebrations, and educational programs; programs to be advertised in monthly newsletter and the Village website, The Alliance website, newsletters and strategic locations to attract activity within the Village
- Ensure that new development and improvements to existing development appropriately reflect the human scale, history, aesthetics, natural environment, and sense of community identity within the Village
- Adopt site plan standards to upgrade the appearance of new and redeveloped properties including landscaping requirements, building design, screening/buffering requirements and signage
- Implement code requirements and development restrictions that preserve the existing character of the community and contribute to its beautification and revitalization

Evaluation:

- Number of community activities arranged by various organizations (voluntary and non-voluntary)
- Number of people attending community activities from and outside Hamel
- Crime statistics
- Traffic counts
- Increased interest in Hamel, as a destination

ECONOMIC DEVELOPMENT AND BUSINESS STABILITY

Goal

The Village of Hamel will continue to concentrate its efforts on attracting a wide range of businesses while retaining and enhancing the existing commercial community. Increased focus on attracting businesses that not only provide goods and services used by the Village but also tap into the opportunities provided by the I-55 corridor traffic and its transient market. Highway commercial development will attract various developers and create a new awareness of Hamel and its strategic location:



Policies

- Prepare a market study with the help of professionals to determine the businesses, both retail and commercial, that can succeed by locating in Hamel
- Promote Hamel as a proactive community willing to work with developers and business owners to make Hamel a better place to live and do business
- Develop a step by step plan to attract targeted businesses (Retail and commercial) by marketing Hamel through the use of presentations, illustrated plans, and incentive packages available to the Village
- Use creative financing such as Tax Increment Financing (TIF) for attracting larger developments that will succeed in generating sizable income and jobs for the Village
- Through the use of TIF, assure that enhanced and upgraded utility services are designed and implemented
- Apply for funding and grants that help the Village to pay for future planning
- When planning medical and elderly housing projects, consider the use of the Illinois Medical District legislation as a means of financing medical related development
- Develop infrastructure facilities that are important for the success of targeted businesses
- Develop policies and regulations that ensure necessary buffering between industrial/ commercial uses and residential uses
- Identify and plan for Conservation Areas within and around the community that can set aside land for preservation and recreation prior to developer investment strategies are implemented

Evaluation:

- Compare Revenue increases based on highway commercial development
- Compare short term and long term parking usage
- Infrastructure improvements evaluated by fees collected
- Evaluate interest in medical and senior housing investment



NEW CENTRAL BUSINESS DISTRICT

Goal

The Central Business District (CBD) of Hamel is to be established to promote businesses that cater to the daily needs of the residents of Hamel and to create a safe, pedestrian friendly and charming environment that retains the small town feel of the Village and enhances Historic Route 66 nostalgia:

Policies

- Develop site planning and architectural standards for new development and existing façade improvements so that it creates unified character throughout the central business district
- Develop a list and attract those businesses that are targeted to cater to the people living in the Village and the immediate region
- Encourage the development of boutique style specialty shops, restaurants and entertainment establishments within the central business district
- Develop creative incentives for attracting smaller businesses to Hamel
- Create special signage regulation that clearly directs newcomers and enhances the Route/66 nostalgia
- Develop streetscape plans that create pedestrian and bike friendly environments while encouraging walking and biking as an alternative to driving
- Increase connectivity by integrating trail planning with streetscapes
- Apply for funding and grants that targets Route 66 and other streetscape improvements
- Advertise the availability of vacant buildings or lots on the Village and The Alliance's websites
- Develop policies and programs that encourage business owners to occupy vacant buildings before building new structures



- Develop policies and programs to avoid gaps in contiguous vacant parcels and existing structures to give the perception of continuous CBD development on both sides of the street
- Develop creative incentives to promote the preservation and adaptive reuse of the building structures in the CBD

Evaluation:

- Total floor area occupied by businesses (retail and commercial) in the CBD
- Revenue increase based on attraction of small businesses in CBD
- Increase in street life (people walking, biking in CBD)
- Short term and long term parking usage
- Increased sales tax allocations

PUBLIC FACILITIES AND SERVICES

Goal

The Village will continue to insure that availability of public facilities and utilities adequately serve the community's present and future needs and that these services are environmentally responsive. Public services provided by the Village will include water, sewer, stormwater, parks, trails, police and fire protection. Additionally, the Village will continue representing its interest to State and Federal resources to increase and enhance infrastructure, including primary, secondary and tertiary systems:

Policies

- Develop planning regulations and incentives for new and existing developments using low impact development techniques that will minimize the requirement for public facilities related to stormwater treatment and other natural resources
- Educate developers and individuals of Low Impact Techniques (LID) and how their implementation will help the Village reduce the need for stormwater treatment
- Develop a plan to extend basic services to all existing and planned neighborhoods
- Use creative financing techniques, grants and other funding sources including impact fees for enhancement of public services and facilities



- Avoid low density developments (greater than one (1) unit per acre) and leapfrogging development plats that put stress on utilities and other public services
- Proposed development outside the Village utility and service jurisdictions to be evaluated as to cost of infrastructure extensions, including those costs specifically attributable to investors' contribution to enhanced or extended utility services
- Provide and expand Village park systems in accordance with the land use plan
- Include the use of environmental corridors and bike lanes on specific streets to form an integrated park network that is fully and easily accessible from all districts within the Village without automobile travel
- Extend other public services to adequately meet the current and future demands

Evaluation:

- Evaluate acreages and types of parks versus population
- Compare linear feet of walking and biking trails
- Number of firemen and policemen versus population
- Compare Crime statistics
- Evaluate utility system capacities versus population

INFRASTRUCTURE (TRANSPORTATION) DEVELOPMENT

Goal

The Village to continue planning for enhancement and completion of a safe, pedestrian friendly and efficient road system that provides effective multimodal circulation, promotes economic development investment, maintains the integrity of Village security, and promotes the image of a progressive community.

Policies

- Require developer dedication of roadway right-of-way in accordance with both the design and classification of the roadway
- Identify existing streets that are not built to either current or proposed design standards or are in a deteriorated state and provide for improvements, including hard-surfaced streets and storm water drainage facilities



- Implement access management solutions along Highway 140 and Highway 157 or anywhere curb cuts are closely located and/or unnecessary
- Reconfigure the intersections of Highway 140 and Highway 157 to include signalization and improved pedestrian crossing solutions
- Identify and analyze potential land dedications, impact fees, traffic generation assessments, excise taxes, or special service areas that will assist in funding transportation enhancements
- Use creative financing techniques, including federal and state grants and funding resources for new and existing transportation enhancements
- Proposed development requiring extended infrastructure outside Village utility and services jurisdictions to be borne by developer unless there is a significant and quantifiable public benefit
- Develop streetscapes that promote and enhance the specific uses characterized in the area
- Develop a clear hierarchy and identity through streetscape designs
- Develop regulations and incentives to insure that new developments and existing infrastructure improvements are in accordance with the recommendations in the transportation enhancements section.

Evaluation:

- Linear feet of new roads and enhancement of existing roads
- Linear feet of sidewalks (new and improvement of existing)
- Comparison of traffic counts
- Number of street trees
- Number of stop signs and other traffic calming tools installed
- Evaluate the quality of number of relationships developed with state and federal funding resources

FUTURE GROWTH AND ANNEXATION

Goal

The Village of Hamel will continue with the formulation of an annexation strategy to insure planned and environmentally responsive growth of the Village by providing for adequate



resources to extend and enhance infrastructure and facilities required by the land uses in the annexed area:

Policies

- Develop an annexation plan addressing the provisions of infrastructure and the development of new growth areas in an environmentally responsive manner and in accordance with State of Illinois statutes
- Use regulations and incentives to ensure that developers incorporate land for future parks, and trails as part of any development
- Require future development to provide easements for stormwater, utility improvements, bicycle and pedestrian corridors as part of the development plan approval process
- Set aside agricultural land and natural waterway areas for use as open space and acquire ownership and/or lease rights to said areas as well as the property designated as "Future Public Use Area" on the Future Land Use Map
- Proposed development outside the Village utility and services jurisdictions to bear all costs of infrastructure enhancement and extensions unless there is a significant and quantifiable public benefit
- Formulate an annexation policy based upon future growth patterns, enhancement of public facilities and services, and suitability of land for development
- Concentrate public capital investments into areas that are contiguous with currently developed land and that are currently or easily served by utilities

Evaluation:

- Tabulate acres of land annexed
- Evaluate population increase by age and income
- Compare the number of new housing units
- Compare the linear feet of new utility lines
- Evaluate increase revenue to the Village
- Evaluate the amount of land set aside for preservation and park land