



OCTOBER 27, 2020

Village of Hamel, IL

Comprehensive Master Plan





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CHAPTER 1

Community Engagement





Overview

The 2020 Village of Hamel Comprehensive Plan was initiated by the Village Board to create a “road map” in 7 key topic areas to guide growth over the next ten years.

Critical to identifying the goals and objectives contained within this plan was a three-part process of engaging with the Hamel community: One-on-one interviews with key stakeholders, well-publicized on-line surveys for all Hamel residents, and two community input meetings held at the Hamel Community Center on September 26, 2019 and February 27, 2020. Each of these opportunities were designed to directly meet with and engage a broad range of community perspectives including business owners, realtors, landlords, civic leaders, village officials, and households of all income levels.

As a result of these meetings with and surveys of residents, the 2020 Comprehensive Plan captured the thoughts, resource needs, and priorities of a diverse group of individuals in the Marshfield community. It was also an opportunity to convey to community members and stakeholders how the Comprehensive Plan is a critical planning tool for the Village. Finally, community engagement provided the foundation for building a common understanding of ongoing long-range planning in the community.

Community Input Objectives

- 1 Include diverse perspectives and engage a wide set of community stakeholders.
- 2 Be transparent throughout all phases of the planning process.
- 3 Promote civic conversation to seek common ground.
- 4 Encourage face-to-face communication that promotes interaction outside of a structured meeting setting.
- 5 Provide multiple and meaningful ways to engage the public.
- 6 Strengthen community understanding of planning terms and processes.

Communications Strategy

Several approaches were used to obtain input for the Hamel Comprehensive Plan:

Face-to-Face Stakeholder Meetings

Hamel's planning consultant met individually with numerous property owners, landlords, business owners, and local realtors. The meetings were a valuable opportunity to gain a better understanding into the local economy and housing market. A summary of these stakeholder meetings is contained in the Appendix, and a list of interviewees is as follows:

<i>Amy Rogier</i>	<i>Hamel Co-op Grain Company</i>	<i>Business</i>
<i>William Meyer</i>	<i>Hamel Mutual Insurance Co.</i>	<i>Business owner, local property owners, landlord and former Hamel mayor</i>
<i>Doug Gibson</i>	<i>Sloan Implement Co.</i>	<i>Store Manager</i>
<i>Amber Hernandez</i>	<i>ReMax Realtors</i>	<i>Local realtor</i>
<i>Dr. William Drake</i>	<i>Grandview Farm, LPO</i>	<i>Property Owner</i>
<i>Dr. Joseph Helms</i>	<i>Local property owner</i>	<i>Property owner</i>
<i>Kevin McCarthy</i>	<i>Love's Travel Stop</i>	<i>Regional manager</i>

Community-Wide Surveys

Hamel residents' strong interest and engagement was demonstrated in a community-wide electronic survey conducted via SurveyMonkey between September 23 and October 21, 2019. During this 4-week period, 54 responses were received, resulting in a 16.6% response rate among Hamel's 325 households.

In order to get the word out about this on-line survey and a corresponding public input meeting, citizen volunteers with the Hamel Planning Commission hand-delivered paper flyers to every household with instructions on how to access the survey. As expected, survey results provided excellent input on community preferences that led to the goals and objectives described in this plan. Response data from the electronic survey and in-person community input meetings is in the Appendix. In addition, key information is provided throughout the chapters of the comprehensive plan.

Community Input Meetings

Two community input meetings were held in Hamel at the Hamel Community Center.

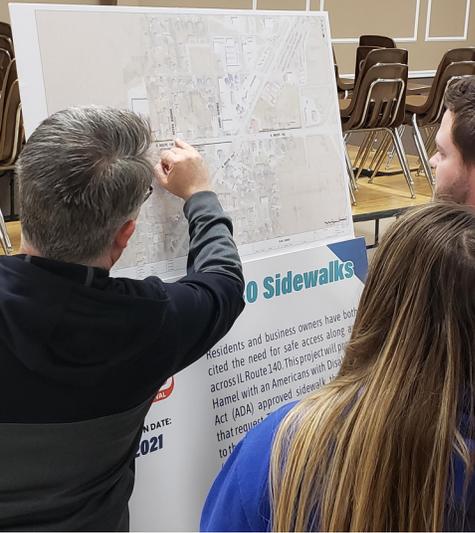
First Community Input Meeting

The first took place on September 26, 2019. The event included three elements:

1. Upon arrival, participants immediately used their cell phones to take a short Mentimeter survey. This survey results allowed for immediate input and feedback on several plan questions, which were then displayed on a monitor. During a brief introduction and overview session, the consultant presented the Mentimeter results to give the public meeting attendees a shared sense of what they saw as the community's collective vision and growth priorities.
2. Display boards that described a local planning challenge or highlighted a community need that allowed participants to indicate their preference directly on the display board. Participants were also encouraged to provide additional detail using adhesive notes affixed to the display board.
3. A series of roundtable discussion groups took place, with participants rotating from table to table during 20-minute sessions. A total of four discussion groups covered the following topics:

COMMUNITY CHARACTER

Participants discussed how Hamel presents itself to visitors and tourists to the village, including building appearance, wayfinding and community identification signs, and signage for businesses.



LAND USE PLANNING AND COMMUNITY NEED ASSESSMENT

Participants discussed what goods and services they are able to get in Hamel and those they need to travel outside the community to obtain. They also discussed what goods and services they would like to have in Hamel. From there, the plan commission chair lead an exercise in future land use planning to identify preferred sites for manufacturing/industrial/logistics sites, highway commercial zoning along I-55, and future sites for a wide variety of housing options from single-family to multi-family uses.

“THE PLACE GAME”!

Participants evaluated two locations in Hamel to identify what might be done to redevelop the site or intersection for safety and aesthetics. The locations included the intersection of IL 157 (Old Route 66) and IL Route 140, which is considered the most significant yet most challenging intersection in Hamel, and the intersection of Park Avenue and IL Route 140, which offers an opportunity to create a “downtown” area in Hamel, a feature that Hamel currently lacks.

“LIVING IN PLACE”

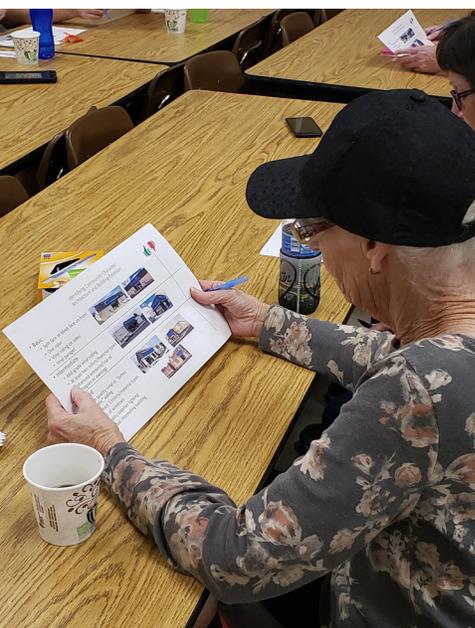
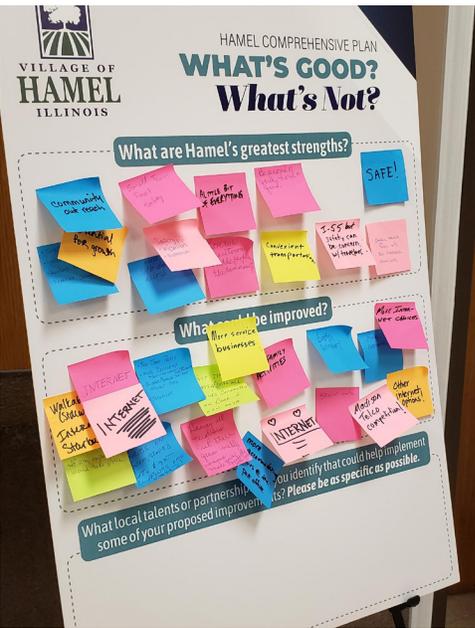
As the availability of senior housing will be an important consideration for village residents over the next decade, participants were provided an overview of national and local housing trends through 2029 and Mentimeter survey results taken from earlier in the evening that showed most residents planned to remain in Hamel after retirement. The group then discussed ways to encourage “Living In Place” in Hamel, including transportation needs, housing accommodations, improvements to community design and amenities such as sidewalks, and the interior design of homes to meet the needs of seniors.

Overall, 48 participants attended the September 26, 2019 Community Input event.

Second Community Input Meeting

The second community input event took place on February 27, 2020. This meeting was a follow-up to make sure that goals and objectives in the comprehensive plan matched the input from the meeting that took place in Fall 2019.

Similar to the September 2019 meeting, participants reviewed display boards and provided feedback using sticky notes and dots / check marks. This time, however, input focused on reactions to the goals and objectives that had been assembled for the comprehensive plan. In addition, participants once again used Mentimeter and their cell phones, this time to take a visual preference survey of architectural styles that may be appropriate for Hamel. 34 people were in attendance at the second community input meeting, which took place approximately 2 weeks before a state-wide COVID-19 mandate was implemented to reduce the spread of the virus.



Hamel Planning Commission

The Hamel Planning and Zoning Commission met regularly throughout the comprehensive plan process from August 2019 through November 2020.

Date	Task Completed
August 19, 2019	Comprehensive Plan overview
September 16, 2019	Overview of first public input meeting materials
October 21, 2019	Review of community input meeting results
January 22, 2020	Review of draft goals and objectives for second community input meeting
February 10, 2020	Review of second community input meeting display boards
October 19, 2020	Review of final draft of comprehensive plan text

All P&Z meetings were open-to-the-public. During these months, the Planning Commission reviewed economic and marketing studies, provided input on proposed visions, goals, policies, implementation strategies and future land use plan objectives included in the comprehensive plan. They also considered a broad spectrum of community interests as a result of the survey results and community input meetings and drew on their personal knowledge of the community and experience as Planning Commissioners to provide a unique perspective on the comprehensive plan. Further, once an adoption-ready draft of the comprehensive plan was presented to them in October and November 2020, the Planning Commission oversaw the first step in the adoption process by reviewing the adoption draft, conducting a joint public hearing on the plan, and providing a recommendation to the Hamel Village Board on the proposed plan.

The Hamel Planning Commission is fortunate to include the Mayor among its regular members. Mayor Larry Bloemker's presence at the Planning Commission meetings provided important guidance to the Planning Commission and allowed the project team an opportunity to provide updates during the review process, including input received from the community, presenting preliminary findings, proposed goals and objectives, and alternative solutions, and discussing potential policy choices.

CHAPTER 2

Land Use Goals & Objectives



Land Use

One of the biggest challenges many communities face is finding equilibrium between economic growth and retaining community character. This is especially true for smaller rural communities like Hamel, where demand for traditional municipal services - police and fire protection, centralized water and sewer utilities, and the maintenance of local roads and recreational facilities - is met through revenue streams such as sales taxes from commercial development.

Many rural communities are also home to but a single industry, such as farming. As their fortunes rise and fall with the market value of that resource, local leaders strive to diversify the local economy while maintaining the community’s rural quality of life and character.

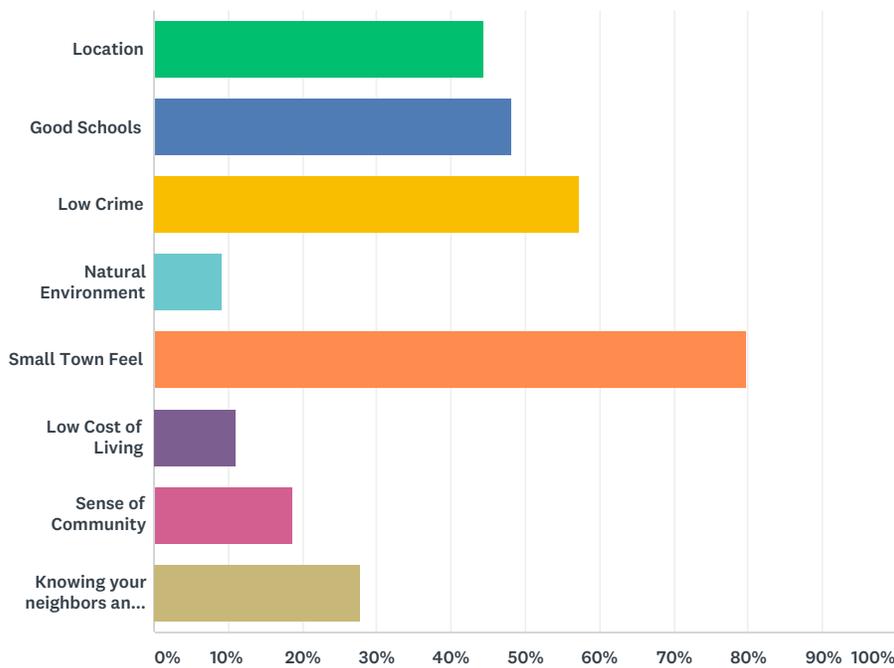
Hamel residents responding to an October 2019 village-wide survey indicated that the number one strength of living in Hamel is the “small town feel” of the community. These three words are a direct reflection of identical concerns expressed by residents across the United States.

This section will address what steps Hamel can take to find this balance.

Exhibit 1: Hamel residents select “small town feel” as the top strength of the community.

Q6 What are the Top 3 strengths of living in Hamel? (Choose up to 3)

Answered: 54 Skipped: 0



Goal 1: Balance Growth and Small Town Charm

Growth in many rural towns is often so gradual that it is not always perceived as a concern. Over time however, residents may begin to oppose new growth if increased traffic and new construction change the community’s character in unexpected and unwelcome ways.

While change is often inevitable, planning ahead in anticipation of change is an excellent way to not only prepare a community but to assist its residents is establishing limits and expectations when change arrives. The creation of a clear set of principles through a broad community-wide process, such as what has occurred with this comprehensive plan, can provide a framework for determining whether proposed development fits with the desired community character, while contributing to community’s economic, environmental, and social success.

✔ **Objective 1: Future residential development should occur in locations near to community amenities where village-provided utilities are already available.**

As will be further addressed in the Historic Core section, future residential development should primarily occur in areas which have been already platted, followed by those readily able to connect to village-provided utilities. Remaining lots in the Saddlewood and Trotter's Run subdivisions would meet the criteria in the former category, while locations immediately north and west of Saddlewood, south of Trotter's Run, and west of Hamel Elementary School are potential future residential neighborhoods that will serve housing demand in the village well into the foreseeable future.

Exhibit 2: Top options for the next phase of residential development

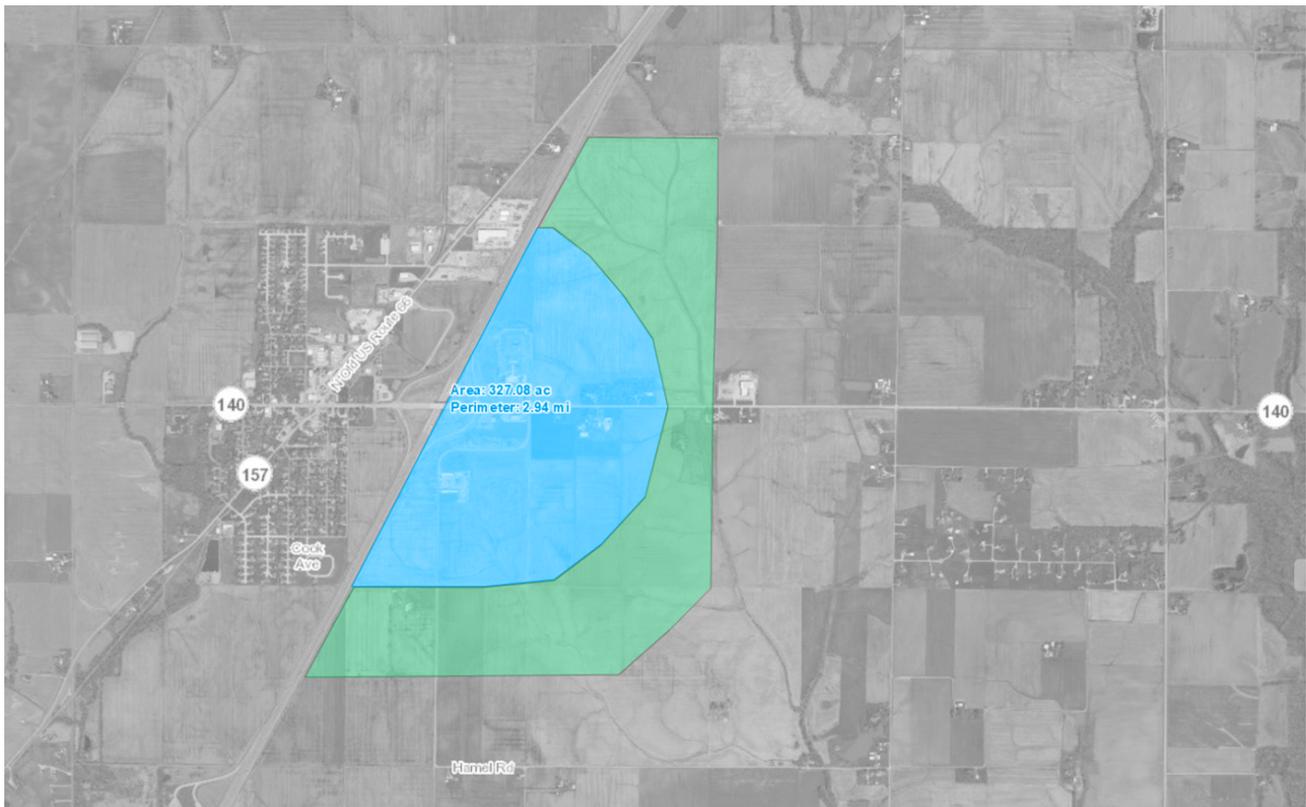


- Equally important in determining where residential development should be located is establishing where it should not be constructed. Residential development on the east side of I-55 should be discouraged for the following reasons:
 - Land that is already accessible to water and sanitary sewer facilities within three-quarters mile or less from the I-55 / IL 140 interchange should be reserved for highway-oriented commercial development and potential employers seeking office, commercial and light manufacturing uses.
 - Beyond the three-quarters mile distance, costly water and sanitary sewer extensions would be required to serve residential uses.
 - Roads running north and south of IL 140 lack the capacity and functionality needed to serve the increased traffic that would result from residential development of this area.
 - Development in this direction would pose new police and fire protection challenges.
 - There are currently no recreational facilities on the east side of I-55. New parkland would be required to serve these residents.
 - I-55 would be a significant physical barrier between residents on the east and west side of the interstate. At minimum, residents would be required to use a car in order to reach the primary commercial core of the village.

✔ Objective 2: Larger-scale commercial, manufacturing, logistics and office developments should be in locations where existing utilities and amenities are already available.

With significant areas west of I-55 recommended to be reserved for residential development, ideally most of Hamel’s future commercial, manufacturing, logistics and office development would be located on the east side of the highway. As noted above, land within a half-mile of the east side of I-55 interchange (See Exhibit 3) is already shovel-ready for these types of uses with regard to water and sanitary sewer access. In addition, Hamel has already done significant planning for this area: The 2018 Land Use Plan for east of I-55 includes significant detail on recommended best practices relating to the implementation of a future land use plan, the development of a future roadway plan, access management best practices to ensure roadway improvements are efficiently utilized, and street design specifications relating to intersection spacing and residential and commercial driveway access points.

Exhibit 3: Property within a quarter to half-mile of the I-55 interchange with access to water and sewer



Manufacturing/ logistics / large office/commercial building development west of existing village corporate limits should be discouraged in most circumstances due to truck/vehicular traffic impacts.

With the east side of I-55 ideally suited for larger commercial and manufacturing uses, these types of uses west of existing village corporate limits should be discouraged in most circumstances due to the resulting truck/vehicular traffic impacts along IL 140. This is especially true given Hamel’s commitment to improving pedestrian access along IL 140 in the immediate future. If commercial uses west of I-55 do occur, they should be of smaller scale and have a community-serving interest by allowing residents to walk to obtain goods/services from these uses.

✔ Objective 3: Retain traditional small commercial lots sizes in commercial zoning districts west of I-55.

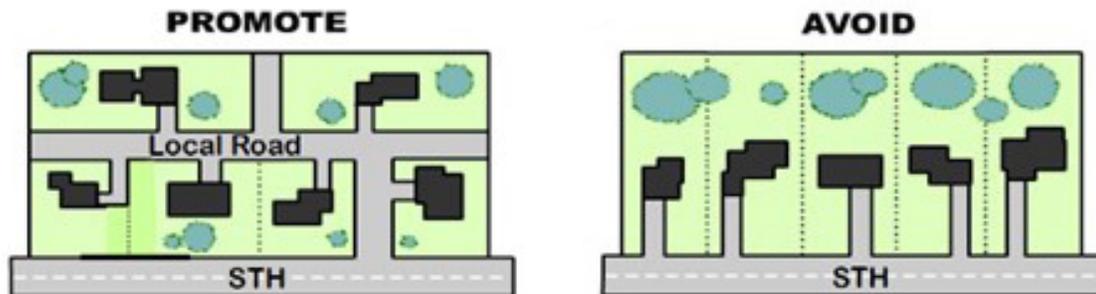
To help mitigate traffic stemming from large commercial and manufacturing uses west of I-55, lot sizes should be of sizes equal to or less than existing commercial lots west of Hamel Avenue. These lots are approximately one acre or

less. This step will help ensure new buildings are appropriately sized for the IL 140 corridor, leaving sufficient room for both automobile parking and pedestrian access. For additional details, see Historic Core section.

✔ **Objective 4: Minimize driveway ingress/egress access points along the entire IL 140 corridor.**

Proper access management of automobiles can contribute significantly to pedestrian safety and retain long-term functionality of roadway improvements. As illustrated in Exhibit X below, lot access derived from local streets or shared drive aisles, instead of directly onto a collector or arterial street, helps to keep traffic flowing, while ensuring that pedestrians are not in harm's way as automobiles re-enter traffic flow.

Exhibit 5: Access Management Best Practices



Goal 2: Avoid “Leapfrog Development” into unincorporated Madison County areas surrounding Hamel

“Leapfrog Development” occurs when new development is separated from existing development by substantial tracts of vacant land. This development pattern is problematic because utilities need to be extended, roads improved, and public safety service boundaries extended to serve the new development, which represents an on-going maintenance cost to the municipality and its residents. This pattern also means a heavier reliance on automobiles in order to access retail and community destinations and a “disconnected” appearance to the community as a whole. There are several steps that Hamel can take to avoid leapfrog development and encourage a more compact and accessible appearance to the village.

✔ **Objective 1: Adopt a public facilities service boundary policy.**

A public facilities service boundary is one that establishes criteria for utility expansion and service to outlying, non-adjacent development proposals. Hamel is fortunate to have a more than adequate developable areas within and immediately adjacent to the village limits that are served by existing water and sanitary sewer utilities. Requests that involve significant extensions of these utilities, capital improvements such as sewer lift stations or booster pumps for water, or major roadway improvements /expansions should be evaluated to determine long-term maintenance cost impacts. Costs for these improvements should be the developer’s responsibility and fully in place when new development is constructed. For more information, see Infrastructure section.

✔ Objective 2: Establish a 5 or 10-year capital improvement plan and update annually.

All communities have lists of improvements they plan to make, such as completing a through-street to allow for improved traffic flow, reconstructing crumbling sidewalks, or installing new playground equipment at the local park. Capital improvement plans are an effective way for a municipality to plan for future needs, while letting the community know when and how those needs are anticipated to be met.

The approval of a new Comprehensive Plan represents an excellent time to adopt medium- to long-range capital spending strategies for transportation systems, public works and infrastructure, stormwater programs, and parks that support the comprehensive plan's preferred growth areas. These are typically adopted and updated in conjunction with the annual budget process.

Capital improvement plans are designed to be flexible to respond to changing needs or if expenditures are spent for unforeseen emergencies. Listed items can be shifted or deferred to later years when necessary. In the long-term, however, residents are able to see when planned improvements are scheduled to occur and governing bodies can incrementally plan as to how multi-step goals in the Comprehensive Plan can be achieved over a series of budget years. See Infrastructure section for more details on this approach.

Goal 3: Keep Hamel Compact and Walkable

Rural communities generally want to maintain their small-town character and, as a result, erroneously encourage low-density development in the belief that it will maintain the rural character. However, low-density developments tend to be more suburban in appearance, frequently using suburban standards for streets, landscaping, setbacks, and lot sizes. For communities trying to preserve rural character, lots comprised of two to 10 acres are particularly impactful as they result in the following conditions:

- Make the provision of infrastructure and services more costly and inefficient to provide.
- Result in demand for expanded services, such as road maintenance and recreational facilities, while contributing a lower amount per acre to the supporting tax base for these services.
- Make farming more difficult as a result of fragmentation of agricultural lands, while disrupting natural habitats.
- Similar to leapfrog development, contribute to large, spread-out lots that make it difficult to walk or bike to destinations.

✔ Objective 1: Create a retail core on the west side of I-55 by exploring the availability and development interest of three distinct sites:

- Property west of existing Dollar General location
- Property west of Hamel Elementary School
- Intersection of IL Routes 157 and 140

SITE #1: PROPERTY LOCATED WEST OF DOLLAR GENERAL

Exhibit 2: Map of Property located west/northwest of Dollar General



Conceptual Tract A: 12.6 acres (Southeast corner tract)

Conceptual Tract B: 28.9 acres (West tract)

Conceptual Tract C: 26.1 acres (Northeast corner tract)

Total acres: Approximately 67.6 acres

A total of approximately 67.6 acres, the conceptual property layout above would consist of three land parcels. Tract A would be comprised of 12.6 acres. With frontage along IL 140 and just two-thirds of a mile from the I-55 interchange, the property's excellent visibility to corridor travelers would be attractive to local and regional businesses. Meanwhile, the average walk time to the property for residents in the Saddlewood Meadows subdivision to the east would be 10 minutes (less than three-fourths of a mile to the farther lot away from the site).

Tract A could consist of stand-alone single- or two-story buildings, or mixed-use residential/office buildings. Individual lots could front along the south side of Country Lane and the proposed access road, with parking to the rear to create a "traditional" street façade, or could be arranged with building fronts oriented toward a central parking area in the middle of the site. This latter option was the preferred choice of Hamel residents in a visual preference survey conducted at the February 26, 2020 community open house meeting.

Tract B is comprised of 28.9 acres. The south 10-12 acres would be ideally suited for commercial uses for the same reasons as discussed above, but offer the advantage of more consistent lot sizes of 450-500 feet of lot depth, from the west property line to the proposed street right-of-way. Divided by an intermittent stream, the north 12-18 acres would function more appropriately under a residential zoning classification, including a potential senior living development with excellent access to the commercial uses to the south.

Tract C is comprised of approximately 26 acres. Lacking visibility to IL 140 and nearly the same size as the Saddlewood subdivision, the property would be a logical expansion of that residential use. Reserving approximately 10 acres on the northeast corner of Country Lane and the new proposed road offers an excellent potential location for a multi-family use.

Exhibit 3: Property located west of Hamel Elementary School



SITE #2: PROPERTY WEST OF HAMEL ELEMENTARY

With an overall property size of 89 acres, the subject tract connects to both IL 140 on the north to IL 157 to the south. Divided in the northeast corner by a stream that flows south to Silver Creek, the northern 19.2 acres west of this stream is the most suitable location for commercial development due to frontage along IL 140. The south portion of this 19 acres property could also be accessed from Staunton Road, with mixed use residential/commercial uses or professional offices, which do not require frontage on IL 140. These uses would be served by a single cul-de-sac or access drive 500 feet south of the intersection of Staunton Road and IL 140. With immediate access to Hamel Elementary School and Hamel Community Park to the east, the remainder of the property’s 89 acres would be an ideal location for residential development, including multi-family and senior-oriented housing.

SITE #3: SW CORNER OF I-55 AND IL 140 (CASSENS DRIVE/FIRST STREET VICINITY)

Exhibit 4: Available vacant land near intersection of IL 157 and IL 140



In many ways, the intersection of IL 140 and 157 is the center of Hamel, even if it does not look like other historic commercial areas in other small communities throughout central and southern Illinois. Anchored by long-standing buildings and uses with direct links to Hamel’s historic rail, Route 66, and rural economy, this intersection is where I-55-oriented commercial uses shift to uses largely serving Hamel residents.

Given this, it is natural to seek 10-12 acres of vacant property where additional commercial uses could be located.

The best option for such an opportunity is located on the southeast corner of Cassens Avenue and First Street. Comprised of approximately 16 acres, the property is a half-mile or less to a significant portion of Hamel’s single-family residential neighborhoods, including the Trotters Run subdivision. The property’s immediate proximity to I-55 offers an advantage the other two locations are less able to capitalize upon: an average of roughly 31,000 vehicles daily (according to 2017 Illinois Department of Transportation website data) would be able to see this site from the highway. The property is also a half-mile from the current terminus of the MCT Trail at Trotter Drive, representing an opportunity for this development to capitalize on cycling enthusiasts who use this county-wide trail amenity.

Another site near the intersection of IL 140 and 157 is a 28.2 acre tract on the east side of North Access Road (North Old Route 66), south of Sievers Equipment. This location is more I-55-oriented and offers fewer opportunities for Hamel residents to directly access the site via walking or cycling, so will be discussed in the Highway Commercial goals and objectives.

✔ Objective 2: New development should result in positive contributions to Hamel’s long-term economic health.

The adage “growth should pay for growth” is commonly heard among a community’s residents and elected officials as they weigh the costs and benefits of new development. While the phrase suggests that growth should fully pay its way, there are circumstances where it may be appropriate to allow for some community subsidy of new growth. For example, if there is strong need for a particular use, such as housing for seniors, or the use fits a specific need in the community, such as a 24-hour health care clinic, there may be an inclination to encourage these uses through incentives or waiving of development costs.

Regardless of a decision as to whether this should occur, all communities should have a basic process to determine the fiscal impact of a project. To ensure one can be conducted, a property owner or developer should provide enough information to enable the municipality to determine the anticipated sales tax a commercially zoned property will generate. Likewise, the village and the developer should coordinate on projected expenditures, including long-term maintenance costs, that a site will require. While fiscal impacts are not the only consideration in determining whether a development should be approved, an analysis of these impacts enables community decisionmakers to better identify the long-term fiscal benefit to the community.

Exhibit 6: Sample General Fund Revenue and Expenditure Categories Often Used in Fiscal Impact Analysis

Revenue Categories	Expenditure Categories
Sales Tax	Public Safety
Other Tax (e.g. Motor Fuel, Hotel Tax)	Parks/Recreation
Other Development-Related Annual Revenues <ul style="list-style-type: none"> ▪ Business Licenses ▪ Fees/Charges for Service 	Public Works <ul style="list-style-type: none"> ▪ Road Maintenance ▪ Water ▪ Sanitary Sewer ▪ Storm water facilities

These are three major steps of a fiscal impact analysis model :

1. Define land use scenarios. This module requires the user to input the alternative land use scenario descriptors with corresponding land use information, including land use data (additional acres for each land use category), development parameters (e.g. land use density, mix), and development-related general fund expenditures.
2. Model assumptions. This module allows the user to review, and if needed, in most cases refine the demand, cost, and revenue assumptions pertaining to various types of services evaluated in the model. Default numbers based on industry standards, assumptions, and calculations are provided but can be modified by the user.
3. Impact analysis reports. This module generates a series of reports that allow the user to evaluate the fiscal characteristics and performance of the project Core Value: New development should positively contribute to Hamel’s small-town charm, walkable character, and aesthetic standards.

✔ Objective 3: Ensure that new developments are balanced in providing a full range of open space/recreation, housing, retail, and employment opportunities in order to avoid isolated subdivisions that necessitate an automobile.

An overarching theme of this section is that compact development in small, rural communities is the preferred design standard. In contrast, dispersed development is typically characterized by clusters of homes or commercial uses that are not connected to other places. These places lack a concentration of other uses and amenities. Due to being disconnected from the rest of the community and the reliance on automobiles to connect residents and retailers to the rest of the community, they are often a source of frustration to local residents who point to these developments as traffic nuisances and “sprawl.”

At minimum, new development within Hamel should provide a walkable environment to community destinations for all residents. Destinations in these new developers will ideally be varied and include retail, recreational and employment opportunities.

Ensuring the community stays compact requires both diligence and the proper land use tools in order to be successful, even when policies of state and county government may inadvertently not support this objective. For example, so called “ranchette” lots with homes on 1-5 acres within Hamel’s corporate limits will result in the fragmentation of agricultural and natural areas, while extending walking distances for the community as a whole. Careful allocation of existing water and sanitary sewer services would also suggest that this type of residential use is very difficult to efficiently serve.

Goal 4: Proactively plan for growth to come to Hamel

A community such as Hamel that desires to grow proactively will determine what type of place it is trying to be and then plan for development patterns and associated densities accordingly. Developments that offer motorized and non-motorized transportation options, access to a range of businesses, and opportunities to access open space are more likely to sustain themselves over time by attracting and retaining businesses and residents, and by using resources efficiently. While there is no specific formula or metric to apply, successfully achieving this goal is a nuanced process that requires the understanding that density ultimately characterizes an area, no matter what a future land use map might indicate. Connecting development decisions to the plans that have been developed will help ensure that the community gets the type of development it envisions.

✔ Objective 1: Require minimum densities in areas designated for growth.

This chapter has identified three areas immediately adjacent to existing village limits that are appropriate for future residential growth. (See Exhibit 2). Development of any of these properties will meet the needs of Hamel’s residential growth for a period well beyond the duration of this Comprehensive Plan. To illustrate the importance of efficient use of these three properties however, Table 1 compares the potential number of single-family dwelling units at an average of 10,000 square feet per lot (as commonly found in the Saddlewood subdivision) to the average of 14,000 square foot lots as found in the Trotter’s Run subdivision.

Table 1 – Lot Density Comparison

	Gross Acres	Potential Net Acres*	# of Dwelling Units if all lot sizes were similar to Saddlewood subdivision (10,000 square feet)	Persons within 10-15 minute walking distance of Hamel’s re-tail corridor along IL 140.**	# of Dwelling Units if all lot sizes were similar to Trotter’s Run subdivision (14,000 square feet)	Persons within 10-15 minute walking distance of Hamel’s re-tail corridor along IL 140.**
Site 1	113 acres	90 acres	392	980	280	700
Site 2	58 acres	46 acres	200	500	143	358
Site 3	23 acres	18 acres	78	195	56	140

*After subtracting 20% for street right-of-way widths and stormwater detention areas.

** At 2.5 persons per household.

In short, there is an approximately 40% more density when lots average 10,000 square feet compared to 14,000 square feet. With Hamel's average of 2.5 persons per household (per the 2010 U.S. Census Bureau), this also results in 40% more individuals within less than 1-mile distance from Hamel's main retail areas along IL 140 and IL 157. Destinations such as schools and parks are also more proximal to more residents at the 10,000 square foot per lot level. The more individuals who live close to walkable destinations within Hamel, the more local businesses and land uses are able to thrive without reliance on outside visitors to the community.

Note that it is not the intent of this objective to discourage a wider variety of single-family housing options in Hamel. Rather, it is to illustrate that Hamel has successfully developed highly-desirable homes at the 10,000 square feet per lot density levels in the past in Saddlewood. The result has been a more walkable community with reduced automobile traffic levels and more homes being in close proximity to the amenities Hamel residents like best about the community. Development at lower density levels may be contrary to the goals expressed in the community-wide survey conducted on behalf of this comprehensive plan and result in more concerns about uses incompatible with Hamel's small-town charm.

✔ **Objective 2: Address state statutory provisions that allow division of land contrary to Hamel's zoning and subdivision regulations.**

Piecemeal land division without review can result in development in rural areas that fragments agricultural or natural lands over time. Most land within Hamel has been or will be subject to the formal subdivision process established in the land development code. However, exemptions to traditional subdivision requirements are part of state law the Illinois Plat Act. While the Illinois Plat Act can be an advantageous tool to expedite land transactions, the law can also present challenges to communities that desire development consistent with historical patterns. For example, several of the nine exemptions included in this act can result in the creation of land parcels that are inconsistent with the village's zoning code provisions and may represent significant costs to taxpayers should the village need to acquire additional road right-of-way. While the provisions of the Illinois Plat Act must be followed, Hamel should adopt an ordinance that guarantees that exemptions do not result in loopholes that result in avoidance of standard subdivision provisions, such as the dedication of street right-of-way. Specifically, a potential amendment to Section 34-3-1 (A) wherein Illinois Plat Act exemption provisions are followed, but in so doing, does not result in the requirements of the Subdivision Code (Chapter 34) not being adhered to or land developed contrary to Hamel's zoning code provisions should be considered.

✔ **Objective 3: Require that new extensions of the existing street network meet minimum connectivity standards.**

Subdivisions deriving access from a single point, whether within the subdivision itself or outside the subdivision, are not a preferred development pattern. Not only do single access point subdivisions pose a public safety concern if the access point is blocked or impeded, but they contribute to significant travel delays for those who wish to access an arterial street during peak travel periods.

In 2018, Hamel took steps to prevent too many lots from accessing a single entry point into a subdivision by amending section 34-3-23 (D) Relationship of New to Existing Streets to state that subdivisions comprised of more than 125 lots must provide a second means to access via a secondary, collector, or arterial street. In addition, for every cul-de-sac beyond the first two within a subdivision, there is a requirement that one additional street connection be made to an adjacent collector or arterial street.

In order to ensure that these standards are met and encourage a connected street network, Hamel should consider a code amendment to require that the developer demonstrate how this standard will be met for newly annexed areas, existing and future neighborhoods, and developed areas at the time of preliminary platting. If future off-site road improvements are needed to meet this standard, the developer should identify how this will be accomplished within a set timeframe and be prepared to contribute a pro-rated percentage of the cost of this roadway extension.

CHAPTER 3

Economic Development Goals & Objectives



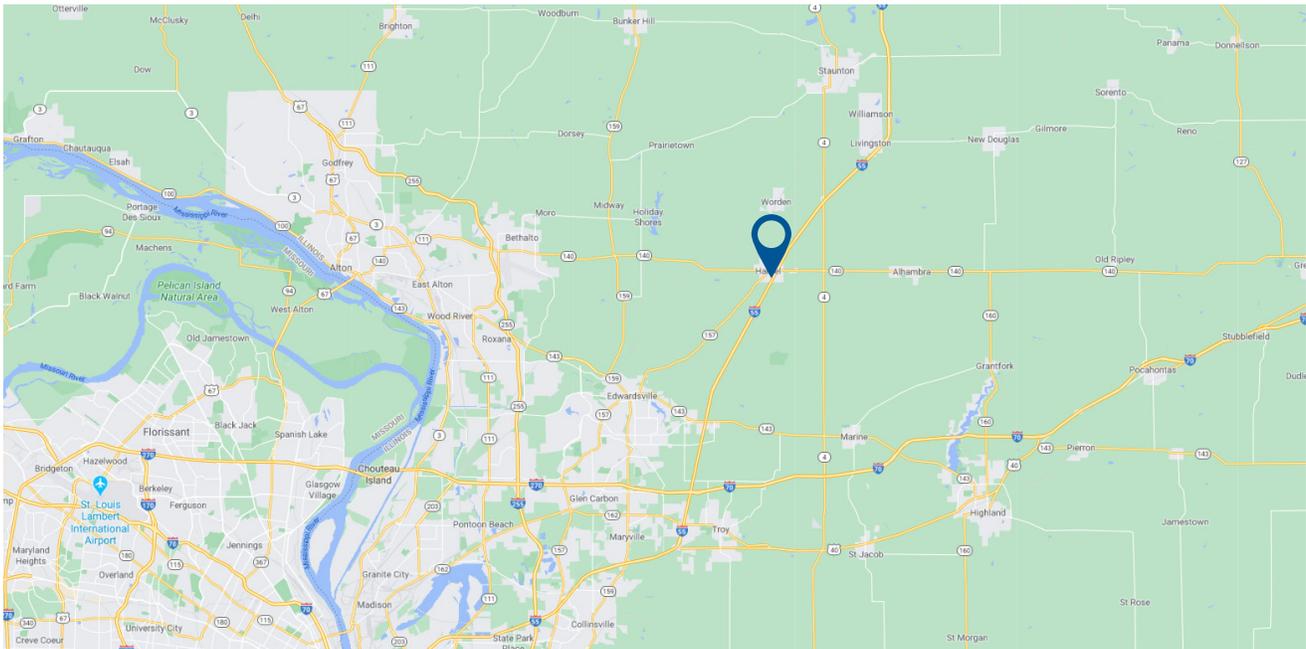
Introduction and Scope

The purpose of this economic development analysis is to provide economic and market analysis to complement and support the future development of the Village of Hamel's Comprehensive Plan. The scope of this study includes the following elements:

- Overview of demographic trends, including population growth and composition.
- Review and projection of economic performance, including unemployment, employment in specific industries and occupations, and wages in each industry.
- Analysis of projected growth in key industry sectors, including retail, manufacturing, and hospitality.
- Presentation of a residential market analysis and future land use map to guide the development of a comprehensive plan.

Geographic Area

The Village of Hamel is located in Madison County in southwest Illinois, approximately 32 miles from St. Louis, Missouri. The village is located within the St. Louis Metropolitan Statistical Area (MSA), which has a population of over 2.8 million. Founded in 1850 by Andrew Jackson Hamel and part of the historic Route 66, the village encompasses a total land area of 1.15 square miles and is centrally located on I-55.



Demographic Trends

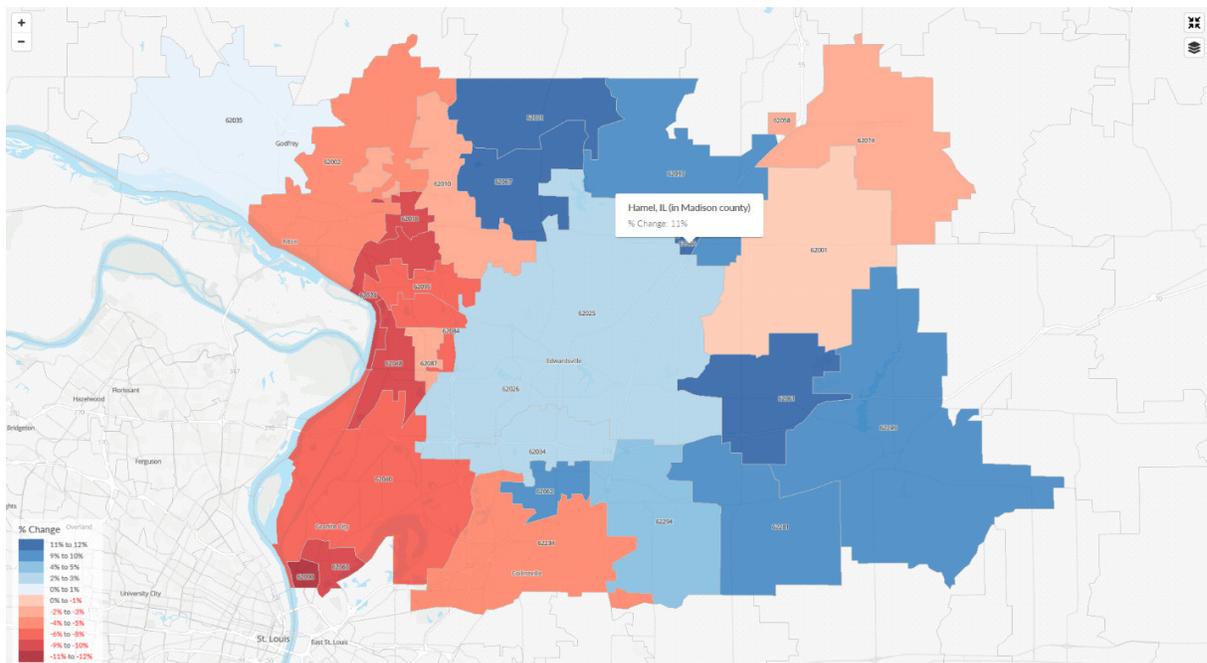
As illustrated in Table 1, the Village of Hamel has experienced population growth of 11.3% (86 residents) from 2009-2019. This exceeds the performance of Madison County, which has lost 1.4% of its population over the same period. The growth rate also exceeds the performance of the St. Louis MSA (1.26%) and the State of Illinois (-0.03%). As Figure 2 illustrates, the Village of Hamel has had one of the highest population growth rates in Madison County from 2009-2019.

Table 1: Historical Population and Future Projections of Population Change

	Village of Hamel	Madison County	St. Louis MSA	Illinois
2009 Population	761	268,979	2,779,445	12,796,810
2019 Population	847	265,217	2,814,519	12,793,072
2029 Population (Est.)	833	264,890	2,829,507	12,749,901
Percent Change (2009-2019)	11.3%	-1.4%	1.26%	-0.03%
Percent Change (2019-2029)	-1.65%	-0.12%	0.54%	-0.34%
Annual Growth Rate (2009-2019)	0.99%	-0.13%	0.11%	-0.003%
Annual Growth Rate (2019-2029) (Est.)	-0.15%	-0.009%	0.05%	-0.03%

Figure 2: Population Change (2009-2019) of Madison County Zip Codes

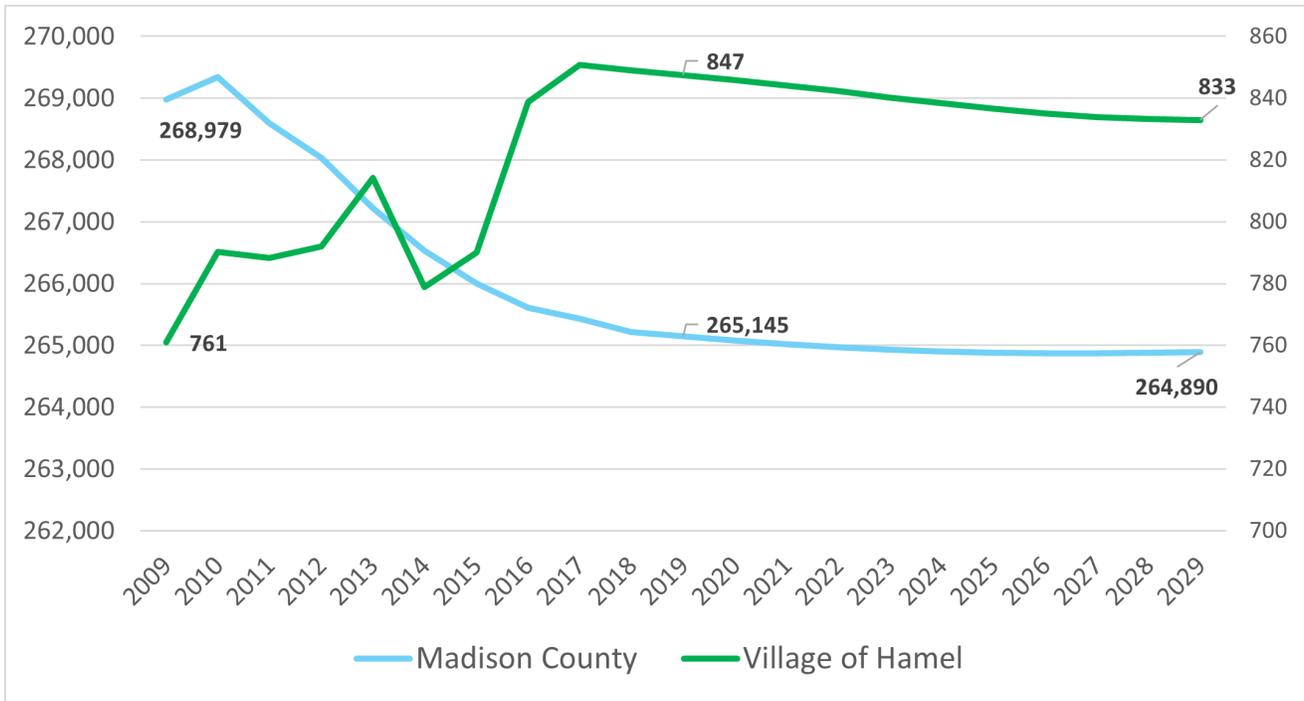
Population projections from EMSI estimate that the Village of Hamel’s population will decrease by 1.65% (13 residents) over the next 10 years (Figure 3). This rate of decline is higher than that of Madison County (-0.12), the St.



Louis MSA (0.54% growth), and the State of Illinois (-0.34%). However, if we project the population of the Village of Hamel using the compounded annual growth rate (CAGR), the 2029 population of the Village of Hamel would be 930 residents, around 100 more than the projection from EMSI.

Figure 3: Population Trends and Projections (2009-2029)

Table 2 presents the village’s age composition and the historical and projected change in each age cohort between



2009 and 2029. The village has seen an increase of 43 residents over the age of 60, an increase of roughly 28% since 2009. Additionally, the village has seen a significant decrease in college age residents (-43%) as well as those aged 35-44. EMSI projects the population will continue to age through 2029, as the number of those 19 and younger is projected to decrease while the number of those 65 and over is expected to continue to increase.

Table 2: Village of Hamel Population Age Composition Change (2009-2029)

Age Cohort	2009 Population	2019 Population	2029 Population (Est.)	2009-2019 % Change	2019-2029 % Change (Est.)
Under 5 years	44	61	58	39%	(5%)
5 to 9 years	60	54	53	-10%	(2%)
10 to 14 years	48	60	59	25%	(2%)
15 to 19 years	48	52	49	8%	(6%)
20 to 24 years	47	27	28	-43%	4%
25 to 29 years	31	42	39	35%	(7%)
30 to 34 years	36	68	53	89%	(22%)
35 to 39 years	57	49	47	-14%	(4%)
40 to 44 years	59	44	51	-25%	16%
45 to 49 years	57	65	70	14%	8%
50 to 54 years	57	71	61	25%	(14%)
55 to 59 years	63	57	44	-10%	(23%)
60 to 64 years	52	55	47	6%	(15%)
65 to 69 years	38	53	59	39%	11%
70 to 74 years	29	40	53	38%	33%
75 to 79 years	15	24	32	60%	33%
80 to 84 years	13	16	21	23%	31%
85 years and over	8	10	10	25%	0%
Total	761	847	833	11%	(2%)

The population composition for Madison County shows a similar pattern. Between 2009-2019, Madison County saw significant decreases in population for those under 29 years of age, while seeing significant increases in population of those 55 and older. The largest decrease in population was those 20-24, while the largest increase between 2009 and 2019 was those aged 65 to 69 years of age. Over the next 10 years, Madison County is expected to continue to see decreases in its under 34 population and increases in the population over 65.

Table 3: Madison County Population Composition Change (2009-2029)

Age Cohort	2009 Population	2019 Population	2029 Population (Est.)	2009-2019 % Change	2019-2029 % Change (Est.)
Under 5 years	16,474	15,556	14,865	(6%)	(4%)
5 to 9 years	17,054	15,885	15,702	(7%)	(1%)
10 to 14 years	17,380	16,559	16,001	(5%)	(3%)
15 to 19 years	18,602	16,251	15,603	(13%)	(4%)
20 to 24 years	19,822	15,298	16,135	(23%)	5%
25 to 29 years	17,962	17,344	15,841	(3%)	(9%)
30 to 34 years	15,972	17,778	14,274	11%	(20%)
35 to 39 years	17,185	17,244	17,030	0%	(1%)
40 to 44 years	17,536	15,514	18,212	(12%)	17%
45 to 49 years	20,741	16,258	17,530	(22%)	8%
50 to 54 years	20,680	17,304	15,408	(16%)	(11%)
55 to 59 years	17,320	19,299	15,645	11%	(19%)
60 to 64 years	14,184	18,654	15,978	32%	(14%)
65 to 69 years	11,006	15,137	16,934	38%	12%
70 to 74 years	8,539	11,384	15,115	33%	33%
75 to 79 years	7,219	8,288	11,276	15%	36%
80 to 84 years	5,989	5,568	7,327	(7%)	32%
85 years and over	5,313	5,824	6,015	10%	3%
Total	268,979	265,145	264,890	(1%)	0%

As Table 4 indicates, the Village of Hamel has become more racially diverse since 2009 and is expected to continue to become more diverse in the near future. Specifically, the white, non-Hispanic population of the village has decreased by approximately 2% since 2009 and is expected to decrease by another 0.5% by 2029.

Table 4: Village of Hamel Population Racial Composition Change (2009-2029)

Age Cohort	2009 Population (% of Cohort)	2019 Population (% of Cohort)	2029 Population (Est) (% of Cohort)	2009-2019 % Change	2019-2029 % Change (Est.)
White, Non-Hispanic	739 (97.14%)	805 (94.94%)	786 (94.36%)	9%	(2%)
White, Hispanic	17 (2.17%)	7 (0.88%)	8 (0.96%)	(59%)	14%
Two or More Races, Non-Hispanic	5 (0.64%)	17 (2.00%)	19 (2.28%)	240%	12%
Two or More Races, Hispanic	0 (0.00%)	1 (0.15%)	2 (0.24%)	0%	100%
Asian, Non-Hispanic	0 (0.00%)	6 (0.73%)	8 (0.96%)	0%	33%
Black, Non-Hispanic	0 (0.00%)	2 (0.25%)	2 (0.24%)	0%	0%
Native Hawaiian or Pacific Islander, Hispanic	0 (0.00%)	2 (0.20%)	1 (0.12%)	0%	(50%)
Native Hawaiian or Pacific Islander, Non-Hispanic	0 (0.00%)	7 (0.82%)	7 (0.84%)	0%	0%
Total	761	847	833	11%	(2%)

Economic Performance

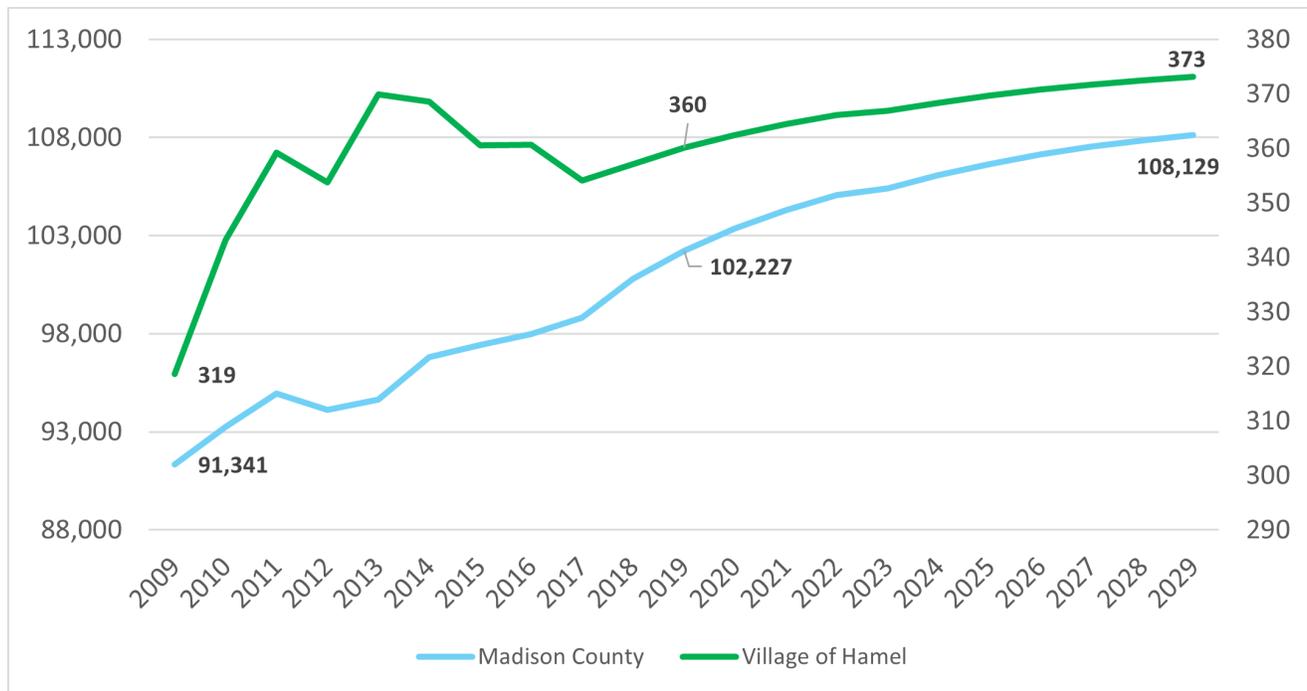
Over the past 10 years, the Village of Hamel has seen job growth of over 13% (41 jobs), which has outpaced job growth in Madison County (11.9%), the St. Louis MSA (8.67%), and the State of Illinois (8.85%). As Table 5 and Figure 4 show, the Village of Hamel is projected to grow by another 3.62% (13 jobs) between 2019 and 2029. This growth rate lags projected job growth in Madison County (5.78%), the St. Louis MSA (4.16%) and the State of Illinois (4.32%).

Table 5: Historical Job Change and Future Projections of Job Growth (2009-2029)

	Village of Hamel	Madison County	St. Louis MSA	Illinois
2009 Jobs	319	91,341	1,236,262	6,764,192
2019 Jobs	360	102,227	1,343,425	7,362,980
2029 Jobs (Est.)	373	108,129	1,399,363	7,680,999
Percent Change (2009-2019)	13.1%	11.9%	8.67%	8.85%
Percent Change (2019-2029)	3.62%	5.78%	4.16%	4.32%
Annual Growth Rate (2009-2019)	1.12%	1.03%	0.75%	0.77%
Annual Growth Rate (2019-2029) (Est.)	0.32%	0.51%	0.37%	0.39%

Figure 4: Job Growth in the Village of Hamel and Madison County (2009-2029)

As Table 6 highlights, the unemployment rate in Madison County in July 2019 was 4.1%, which is 0.1% lower than

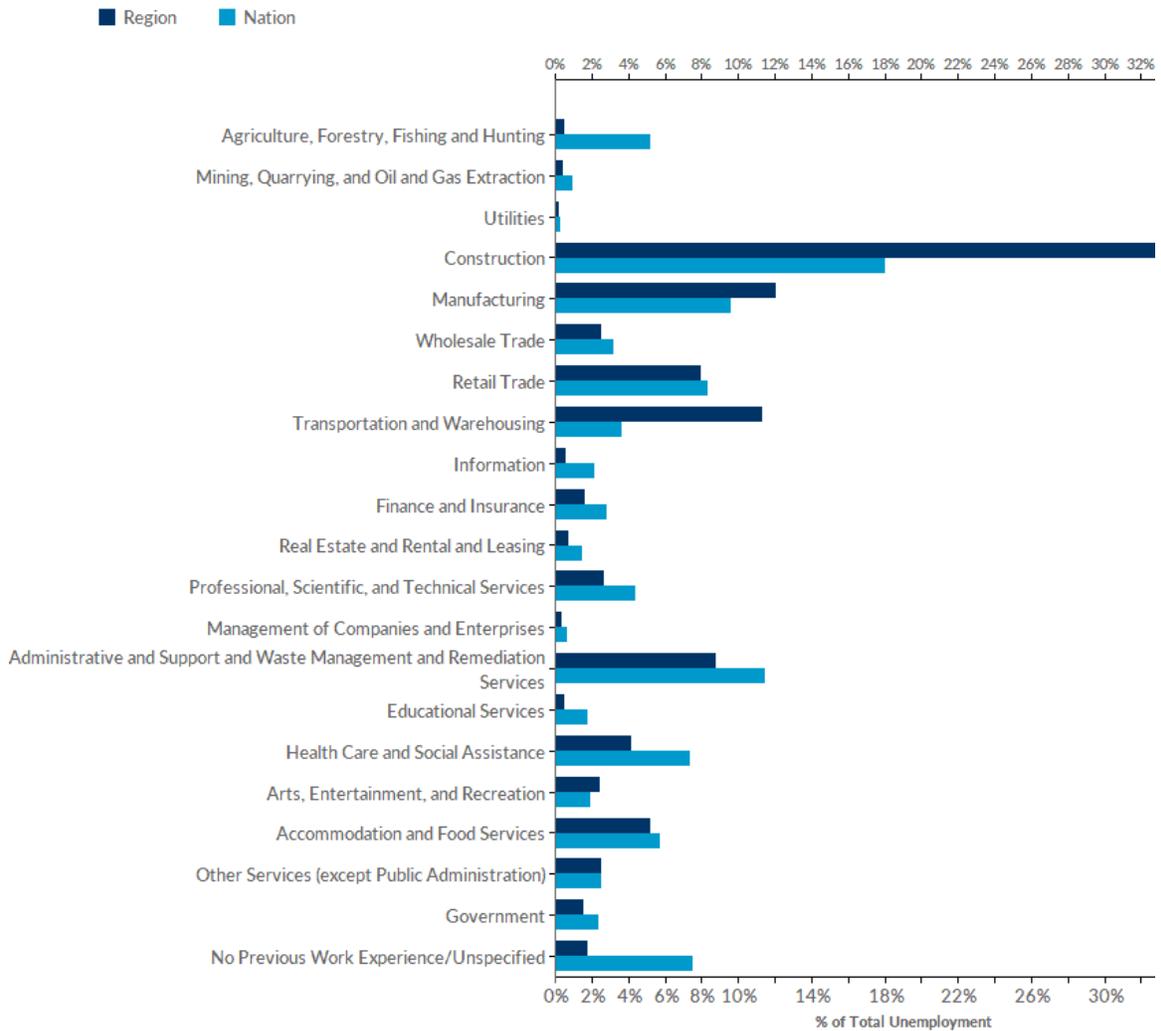


the State of Illinois rate of 4.2%, but 0.1% higher than the U.S average of 4.0. Figure 5 presents an examination of unemployed workers in Madison County in specific industries as a percentage of the total county unemployment rate. As the figure indicates, the industry with the largest percentage of unemployment is the construction industry (2,160 workers), followed by manufacturing (775 workers) and transportation and warehousing (725 workers). Interestingly, the unemployment rate for each of these industries outpaces the national average.

Table 6: Unemployment Rates (2007-2019)

	Madison County	Illinois	U.S.
2007	5.3	9.7	8.9
2008	6.4	10.4	9.6
2009	10.2	10.2	9.3
2010	9.8	6.3	5.8
2011	8.9	5.0	4.6
2012	8.8	4.5	4.6
2013	8.9	5.7	5.1
2014	7	6.2	5.5
2015	6	6.8	6.0
2016	5.9	6.5	5.8
2017	4.8	5.3	4.7
2018	4.5	4.3	4.0
July 2019	4.1	4.2	4.0

Figure 5: Composition of Employment in Madison County by Industry (2019)



Tables 7 and 8 highlight the 10 largest employers in the Village of Hamel and Madison County, respectively. The largest employer in the Village of Hamel is Hamel Elementary School (50 employees) followed by several private employers, including Innkeeper Motel Inc. (30), DK’s Market (29), First National Bank (28), and Stivers Equipment (27). Within Madison County, the largest employer is Southern Illinois University-Edwardsville (2,400 employees) followed by Amsted Rail Company (2,000), Global Brass and Copper (1,000), Lanter Logistics (950), and the Alton Gaming Company (950).

Table 7: Largest Employers in Hamel (2018)

Company Name	Number of Employees	Annual Revenue
Hamel Elementary School	50	N/A
Innkeeper Motel Inc.	30	\$767,600
DK’s Market	29	\$464,100
First National Bank	28	\$344,300
Sievers Equipment	27	\$21,506,901
Ready Mix Service Inc.	18	\$2,429,700
Hamel State Bank	15	\$1,518,500
Sloan Implement Company, Inc.	14	N/A
Steinmann Trucking Co.	13	\$1,109,900
Hamel Co-Operative Grain Inc.	12	\$9,583,800

Table 8: Largest Employers in Madison County (2018)

Company Name	Number of Employees	Annual Revenue
Southern Illinois University	2,400	N/A
Amsted Rail Company, Inc.	2,000	N/A
Global Brass and Copper, Inc.	1,000	N/A
Lanter Logistics, Inc.	950	\$278,600
Alton Gaming Company	950	\$26,403,000
Alton Memorial Hospital Foundation	900	N/A
County of Madison	850	N/A
Phillips 66	750	N/A
Gateway Regional Medical Center	700	\$55,335,300
Anderson Hospital	670	\$145,274,900

Table 9 presents an occupational analysis of jobs in the Village of Hamel from 2009 to 2029 organized by the percent change in jobs from 2009 to 2019. Between 2009 and 2019, the occupations with the largest percent increase in the village were Management (28% change, 23 total jobs), Food Preparation and Serving (26% increase, 39 total jobs), Sales and Related Occupations (22% increase, 89 total jobs), and Installation, Maintenance and Repair (19% increase, 38 total jobs). Over the next 10 years, the occupations with the highest projected growth rate are Construction and Extraction (17% increase), Food Preparation and Serving (13% increase), and Installation, Maintenance and Repair (11% increase). The projected job growth in construction and installation, maintenance, and repair occupations are particularly promising given their relatively high median annual wages (\$61,858 and \$50,182 respectively). Table 9 also highlights the number of commuters who are coming to Hamel for work. Specifically, the Village of Hamel exports a total of 5 workers to surrounding communities. However, within occupations such as Sales or Installation, Maintenance, and Repair, the Village imports 48 and 19 workers, respectively. Finally, the chart indicates which occupations have the highest potential to be automated in the future. The automation index is scaled at 100, with those over 100 having a higher concentration of automatable skills than those occupations below 100. A potential area for concern is that some of the largest occupations in the Village have relatively high automation potential.

Table 9: Village of Hamel Occupation, Commuters, and Wages

Occupation	2019 Jobs	2009-2019 Job % Change	2019-2029 Job % Change	2018 Net Commuters	Median Annual Earnings	Annual Openings	Automation Index
Management (11-0000)	23	28%	4%	2	\$87,830	3	85.2
Food Preparation and Serving (35-0000)	39	26%	13%	(6)	\$21,852	7	126.1
Sales and Related Occupations (41-0000)	89	22%	6%	48	\$25,667	16	94.9
Installation, Maintenance, and Repair (49-0000)	38	19%	11%	19	\$50,182	5	108.9
Transportation and Material Moving (53-0000)	43	2%	(2%)	9	\$35,864	7	110.6
Office and Administrative Support (43-0000)	55	2%	(4%)	(3)	\$34,251	8	99.1
Construction and Extraction (47-0000)	24	0%	17%	5	\$61,858	3	123.3
Total	360	13%	4%	(5)	N/A	57	N/A

Table 10 presents an occupational analysis of jobs in Madison County from 2009 to 2029 organized by the percent change in jobs from 2009 to 2019. Between 2009 and 2019, the occupations with the largest percentage increase in Madison County were Transportation and Material Moving (72% increase, 13,044 total jobs), Computer and Mathematical (27% increase, 1,541 total jobs), Architecture and Engineering (26% increase, 1,433 total jobs), and Management (21% increase, 5,779 total jobs). Over the next 10 years, the occupations with the highest projected job growth are Transportation and Material Moving (22%), Food preparation and Serving (9%), and Healthcare Practitioners (9%). A promising trend for the county is that some of the largest increases in job growth over the past 10 years have occurred in occupations with high median annual salaries such as Computer and Mathematical (\$79,550), Architecture and Engineering (\$75,669), and Management (\$87,148). Table 10 also highlights the number of commuters who leave Madison County each day for work in selected occupations. Of the top 10 occupations in the county, only Transportation and Material Moving (1,104 workers) has a net import of workers. Overall, Madison County exports over 22,000 workers to surrounding communities on a daily basis. Finally, Table 10 highlights that several of the growing occupations in the county are the least susceptible to automation.

Table 10: Madison County Occupation, Commuters, and Wages

Occupation	2019 Jobs	2009-2019 Job % Change	2019-2029 Job % Change	2018 Net Commuters	Median Annual Earnings	Annual Openings	Automation Index
Transportation and Material Moving (53-0000)	13,044	72%	22%	1,104	\$30,483	1,733	110.6
Computer and Mathematical (15-0000)	1,541	27%	4%	(1,481)	\$79,550	145	83.5
Architecture and Engineering (17-0000)	1,433	26%	(9%)	(477)	\$75,669	184	87.0
Management Occupations (11-0000)	5,779	21%	2%	(1,307)	\$87,148	581	85.2
Food Preparation and Serving (35-0000)	10,954	21%	9%	(2,237)	\$20,502	1,937	126.1
Arts, Design, Entertainment, Sports, and Media (27-0000)	1,045	19%	4%	(434)	\$42,073	142	89.8
Installation, Maintenance, and Repair (49-0000)	5,374	18%	5%	(218)	\$48,069	667	108.9
Healthcare Practitioners and Technical Occupations (29-0000)	5,460	13%	9%	(2,358)	\$64,840	375	88.4
Business and Financial Operations (13-0000)	3,802	12%	2%	(2,089)	\$64,605	420	89.7
Sales and Related Occupations (41-0000)	9,761	12%	6%	(1,530)	\$23,544	1,567	94.9
Total	102,227	12%	6%	(22,157)	N/A	13,630	N/A

Industry Sector Analysis

Table 11 presents key indicators for industry composition and growth potential within the Village of Hamel, organized by the number of current jobs. In 2019, Wholesale Trade is the largest industry cluster (121 jobs), followed by Retail Trade (78), Accommodation and Food Service (48 jobs), Construction (43 jobs), and Transportation and Warehousing (28 jobs). Since 2009, Accommodation and Food Service (33% increase), Wholesale Trade (27% increase), Construction (10% increase), and Health Care (10% increase) have seen the most growth of industries in the village. The industries projected to grow the fastest between 2019 and 2029 include Construction (14%), Accommodation and Food Service (10%), and Transportation and Warehousing (7%).

In order to assess the comparative advantage of industries, the table also contains the location quotient (LQ) for each industry in 2019 and the projected LQ in 2029. A LQ assesses the relative comparative advantage of an area and industry when compared to the United States as a whole. A LQ of 1.0 means that the area and the United States have the same relative concentration of employment in an industry, while a LQ above 1.0 indicates the region has a competitive advantage in that industry. As Table 11 indicates, the concentration of wholesale trade employment is over eight times the normal concentration for comparable communities. This indicates the Village of Hamel has a significant comparative advantage in this industry. Table 11 also shows the projected LQs for the Village in 2029 and the % change between 2019 and 2029. The industry sectors expected to grow in terms of comparative advantage over the next 10 years are Accommodation and Food Service (7%), Construction (6%), and Wholesale Trade (3%).

Table 11: Village of Hamel Industry Analysis

Industry	2019 Jobs	% Change 2009-2019 Jobs	% Change 2019-2029 Jobs	Average Earnings Per Job	2019 Location Quotient	2029 Location Quotient	% Change in LQ 2019-2029
Wholesale Trade	121	27%	2%	\$67,059	8.48	8.76	3%
Retail Trade	78	3%	(3%)	\$29,541	2.00	1.97	(1%)
Accommodation and Food Service	48	33%	10%	\$18,604	1.40	1.50	7%
Construction	43	10%	14%	\$86,576	2.27	2.41	6%
Transportation and Warehousing	28	8%	7%	\$56,032	2.00	1.99	(1%)
Finance and Insurance	12	(33%)	(17%)	\$60,153	0.90	0.76	(16%)
Health Care and Social Assistance	11	10%	0%	\$23,099	0.32	0.28	(14%)

Figure 6 provide a visual of the industry cluster analysis for the Village of Hamel. The figure plots the 2019 LQ on the Y-axis with the projected percent change in the LQ from 2019 2029 on the X-axis. The figure provides a promising picture of continued growth in the village’s industry of greatest comparative advantage, Wholesale Trade. This is also promising given that Wholesale Trade has average earnings per job of over \$67,000 in the village. Additionally, the region’s Construction and Accommodation sectors are expected to continue to grow, adding to the comparative advantage in those industries.

Figure 6: Village of Hamel Location Quotient and Change (2019-2029)

Industry Group Location Quotient Comparison

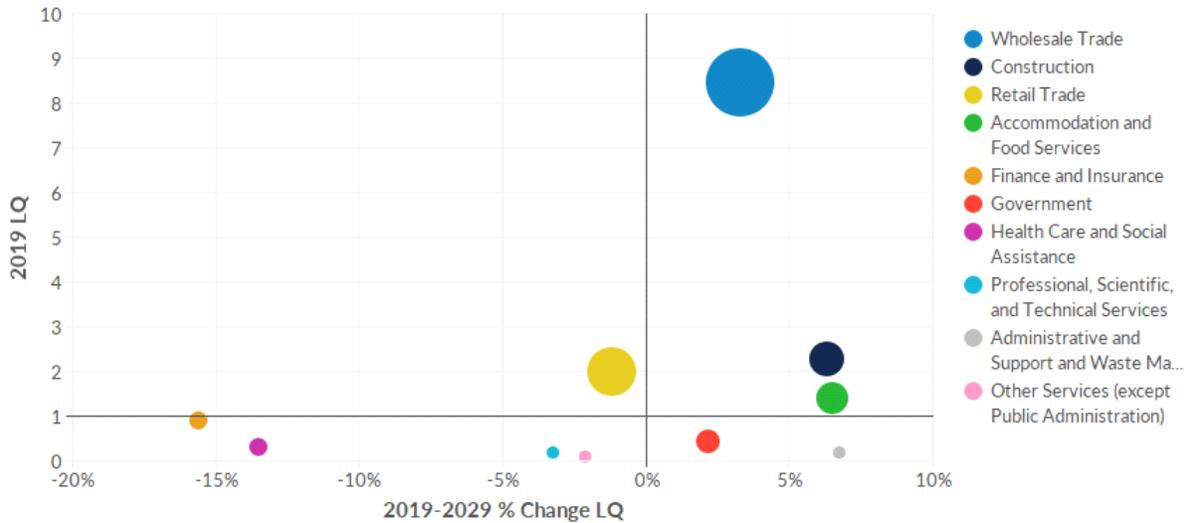


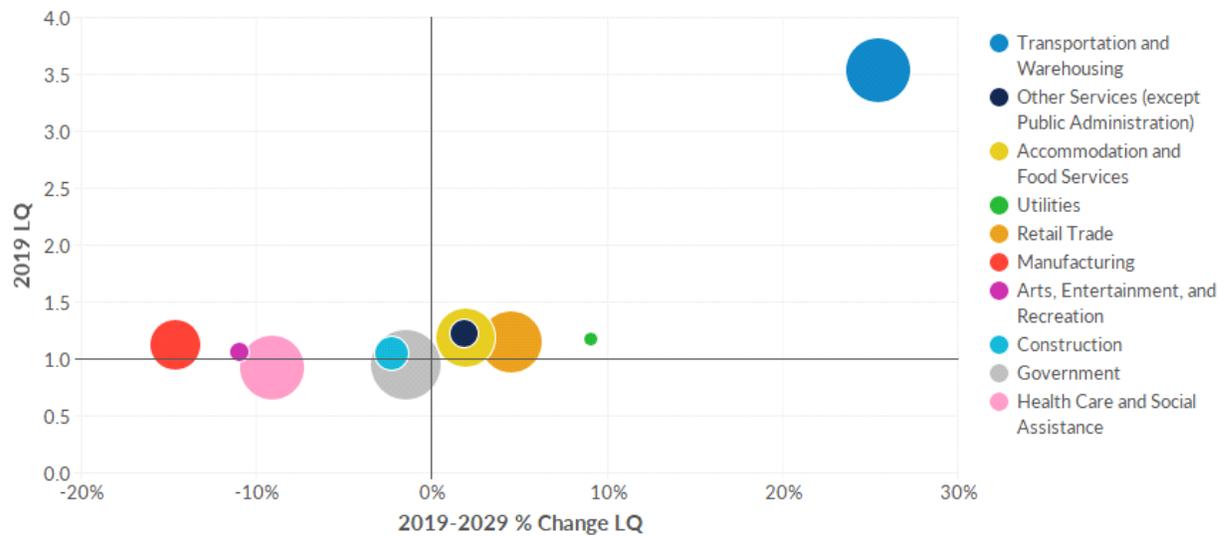
Table 12 presents key indicators for industry composition and growth potential within Madison County, organized by the number of current jobs. In 2019, Government (14,429 jobs) is the largest industry cluster within the county followed by Transportation and Warehousing (13,011), Health Care and Social Assistance (12,955), Retail Trade (12,580), and Accommodation and Food Services (11,501). Since 2009, the industries that have grown the fastest include Transportation and Warehousing at an astonishing 204%, followed by Accommodation and Food Service (25%) and Administrative and Support (24%). Between 2019 and 2029, the industries projected to grow the fastest include Transportation and Warehousing (35%), Accommodation and Food Service (9%), and Construction (7%). In terms of the change in the location quotient, or the relative comparative advantage of Madison County in each industry, the rapid growth in the Transportation and Warehousing sector has resulted in a LQ of 3.53, which is expected to grow to 4.43 by 2029. Additionally, the region’s competitive advantage in retail trade is expected to grow from 1.15 to 1.20. Figure 7 highlights the industry clusters for the region, as well as the expected growth between 2019 and 2029.

Table 12: Madison County Industry Analysis

Industry	2019 Jobs	% Change 2009-2019 Jobs	% Change 2019-2029 Jobs	Average Earnings Per Job	2019 Location Quotient	2029 Location Quotient	% Change in LQ 2019-2029
Government	14,429	(5%)	0%	\$69,407	0.95	0.94	(2%)
Transportation and Warehousing	13,011	204%	35%	\$50,051	3.53	4.43	25%
Health Care and Social Assistance	12,955	6%	5%	\$53,812	0.92	0.84	(9%)
Retail Trade	12,580	6%	6%	\$31,690	1.15	1.20	5%
Accommodation and Food Services	11,501	25%	9%	\$17,516	1.18	1.21	2%
Manufacturing	9,894	(8%)	(18%)	\$98,737	1.13	0.96	(15%)
Construction	5,332	(10%)	7%	\$78,140	1.05	0.95	(11%)
Other Services	3,834	9%	7%	\$36,566	1.22	1.25	2%
Administrative and Support	3,708	24%	(3%)	\$37,490	0.57	0.52	(10%)
Professional, Scientific, and Technical Services	3,528	7%	0%	\$90,496	0.54	0.49	(10%)

Figure 7: Madison County Location Quotient and Change (2019-2029)

Industry Group Location Quotient Comparison



Gap Analysis

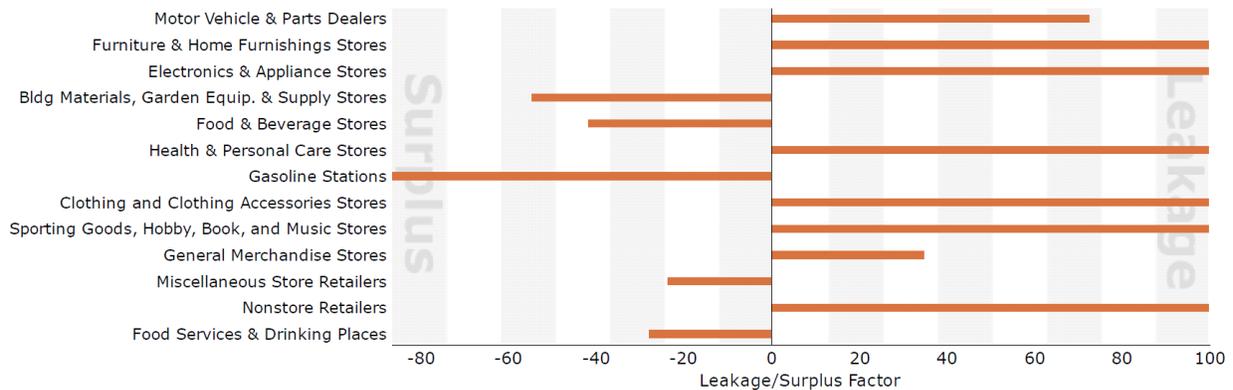
For municipal governments, a Gap analysis is an economic development technique used to identify the strengths and weaknesses in a local retail market. Based on this information, local residents and community leaders must decide whether a retail gap is acceptable, not acceptable, or even preferable given the externalities or nuisances associated with a given use (e.g. traffic generation, compatibility with community character, compatibility with adjacent uses, impact on available resources such as water or sanitary sewer capacity, and so forth). If a gap is deemed not acceptable, or identified as one that can readily be filled locally, work should begin to devise a competitive strategy for meeting the needs of the community.

It is important to note that, just because a gap exists, does not mean that it must be filled. For example, Hamel residents have indicated a desire for a pharmacy within Hamel, and the gap analysis shows a large gap in this market. Unfortunately, it remains unclear whether the town’s market area is large enough to support this kind of retail establishment. However, the information remains useful because it gives local retailers insight into what over the counter medications will satisfy some of the local demand for pharmacy-related products.

Two sets of gap analyses studies were conducted for Hamel. One focused strictly on supply and demand for residents within the Hamel corporate limits, while a second provides a 10-, 20-, and 30-minute drive-time radius analysis from Hamel to identify non-local customers frequenting to Hamel’s retail outlets.

Figure 8: Leakage/Surplus by Industry Sector

2017 Leakage/Surplus Factor by Industry Subsector



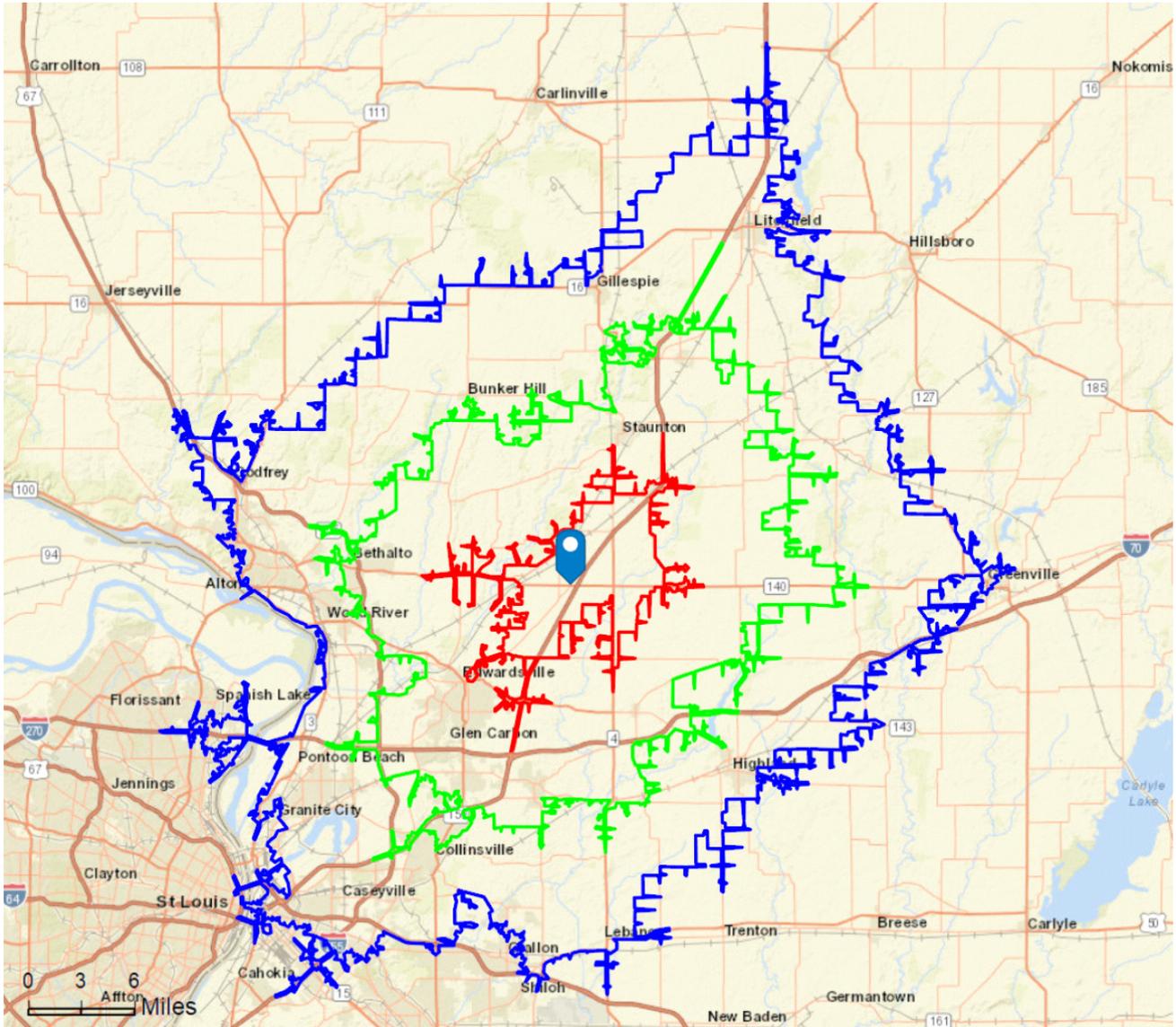
While more detailed gap reports are contained in the Appendix, Exhibit X above illustrates the most recently available Leakage/Surplus factors by employment industry. The mid-point line represents a neutral state (no leakage, no surplus,) while indices on either side of the mid-point indicate industries where Hamel is either exporting goods/services (left side) or importing goods/services (right side). Industry Groups where Hamel has a surplus supply relative to local demand include Gasoline Stations, Building Materials, Garden Equipment & Supply Stores, Food and Beverage Stores (which includes grocery stores), Food Services and Drinking Places (including restaurants), and Miscellaneous Store Retailers such as Florists, Office Supply, and Gift Stores.

Much of the excess supply available in Hamel comes as result of “non-local demand”, such as travelers passing through Hamel on Interstate 55. It is important to note that this current surplus of supply does not mean that Hamel needs no more gas stations or restaurants to support their brand as a destination for travelers to stop along Interstate 55. Having a more diverse selection and more competition at a single travel stop can lead to a better brand for Hamel as a desirable travel stop-over versus other options.

Industry Groups where Hamel has a shortage of supply relative to local demand (i.e. demand is leaking outside of Hamel) include Motor Vehicle and Parts Dealers, General Merchandise Stores including Department Stores, Health & Personal Care Stores, Clothing Stores, and Applicant and Electronics Stores. While Hamel is showing leakage of demand in these areas, this does not necessarily mean Hamel should be actively recruit these types of businesses. To the contrary, the questions to be asked is “Does Hamel have enough demand to support an entire store front for one of those businesses?” and “Will those stores be able to complete with similar and already-established stores within a given driving distance?”

Looking outside the immediate Hamel boundaries can be provide similar insights as to the retail uses within a 10-, 20- and 30-minute driving distance.

Figure 9: 10-, 20-, and 30-Minute Drive Distance Map



Map showing the 10 minute (red), 20 minute (green), and 30 minute (blue) driving distances from Hamel

Figure 10: 10-Minute Drive Distance

2017 Leakage/Surplus Factor by Industry Subsector

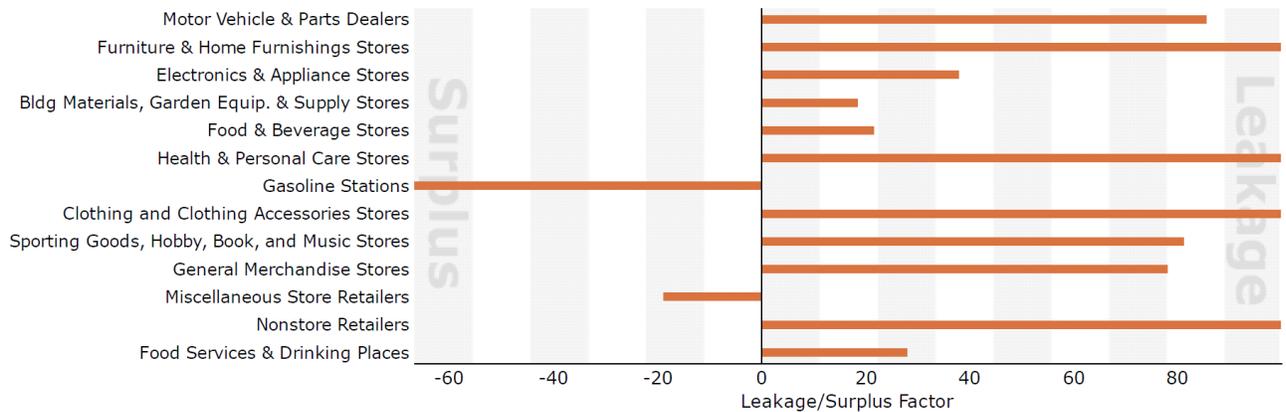


Figure 11: 20-Minute Drive Distance

2017 Leakage/Surplus Factor by Industry Subsector

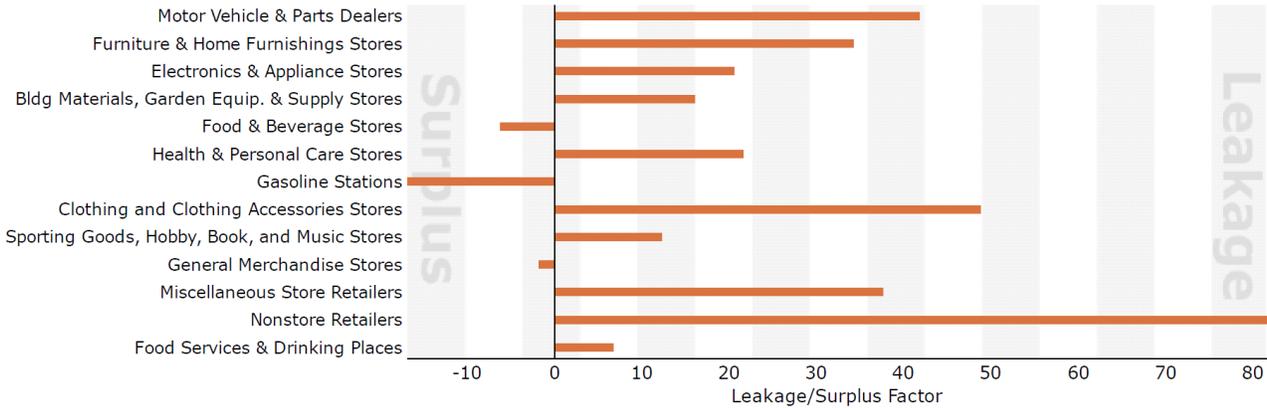
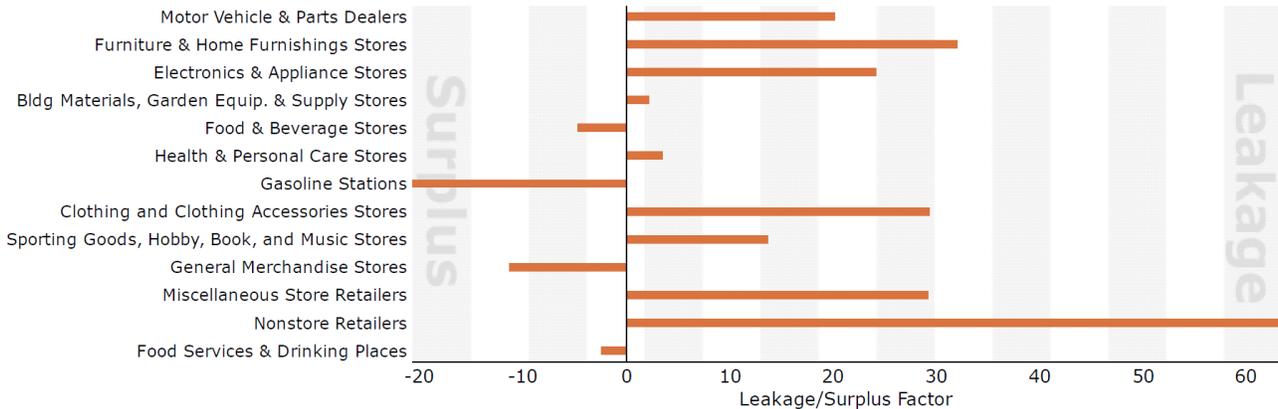


Figure 12: 30-Minute Drive Distance

2017 Leakage/Surplus Factor by Industry Subsector



The industry sub-groups with the most shortage of supply within 10 minutes of Hamel are: Automobile Dealers, Department Stores, Health & Personal Care Stores, Restaurants/Other Eating Places, Grocery Stores, and Other General Merchandise Stores

Going out the next tier of distance to 20 minutes from Hamel, only Food and Beverage Stores (Grocery Stores) and Other General Merchandise Stores have sufficient supply.

Moving to a 30-minute drive from Hamel, a sufficient supply of Department Stores and Restaurants becomes evident. However, Automobile Dealers, Furniture/Home Furnishings, Electronics and Appliance Stores, Clothing Stores, Miscellaneous Retailers and Non-store Retailers are still significantly insufficient, while Health & Personal Care Stores, Building Material and Sporting Goods have become much closer to meeting market demand.

Note, however, that with Health & Personal Care Stores (e.g. drug stores, pharmacies, cosmetics, beauty supply, optical, etc.), while the numbers make it appear there is not enough supply to meet demand within all three drive-time radii, these goods and services are often rolled into grocery stores and other merchandise stores as part of modern store front designs. Given that sub-groups Grocery Stores and Other General Merchandise Stores have a surplus of supply within a 20-minute drive of Hamel, there is likely not a shortage of supply for the goods and services of specialized Health & Personal Care Stores, for example.

In short, the data presented thus far suggests that Hamel has captured a strong niche in capturing retail dollars from I-55 corridor travelers, as well as providing goods and services to those needing Building Materials, Gardening, and Supplies in outlying agricultural areas surrounding Hamel. Note that this data focuses exclusively on retail-oriented goods, and does not account for employment uses such as office or professional services. Should Hamel be able to attract additional employers, such as R.W. Boeker, in and around the village limits, demand for the retail goods described above are likely to expand both in number and diversity of products offered.

Core Value: A Prosperous Local Economy

Goal 1: West of I-55, economic growth will support entrepreneurship in and near the historic core of Hamel, while preserving the traditional character and charm of this area.

✔ Objective 1: Identify vacant or under-utilized commercial or industrial zoned sites along IL 140 and IL 157 to evaluate how they may transition to meet current and future development needs.

Accomplishing this objective will require available sites and buildings to be inventoried in terms of available square footage, location, and potential interior upgrades to services such as water and electric utilities. This list would need to be updated regularly to enable village staff to quickly respond to small business entrepreneurs seeking to identify available retail space.

Similarly, once west of Hamel Elementary School/Dollar General, land uses should be evaluated to ensure they adhere with other objectives outlined in this Comprehensive Plan, including a compact, walkable design, utilization of existing or readily extended water and sanitary sewer services, and a building appearance compatible with provisions outlined in the Community Character chapter.

✔ Objective 2: Adopt an overlay zoning district to encourage a consistent appearance for redevelopment along IL 140.

With an inventory of available sites complete, an overlay zoning district along IL Route 140 that establishes the local medium- and long-term vision for this corridor should be adopted. As discussed elsewhere in the Comprehensive Plan, top priorities to include in the overlay district requirements would include:

- Architectural guidelines for new or expanded buildings. (See Community Character section on Page X)
- A limit on commercial building heights consistent with existing building heights along IL 140 (2 stories or less)
- Continuation of the use of banner signs on utility poles along IL 140, with updates every several years (See Community Character section on Page XX)
- Commitment to a pedestrian and bicycle friendly design, including the construction of sidewalks in established sections of this corridor and multi-use paths (8 foot wide minimum) for all new development west of Hamel Elementary School and Dollar General (See Infrastructure section on Page XXX) and a requirement for new development to include a pedestrian access plan from the street to and around the building.
- Landscaped parking areas located on the side or rear of all new buildings.

✔ Objective 3: Coordinate with local and regional business and industry organizations to develop a marketing strategy to recruit businesses to Hamel.

Following the adoption of the Comprehensive Plan, Hamel will have an excellent snapshot of its community strengths, its future vision for growth and amenities to be introduced in the years ahead, and the uses it is best able to attract to the village. Based on this information, Hamel will be positioned to reach out to local and regional business and industry organizations to tout its community vision and recruit employers that align with that vision.

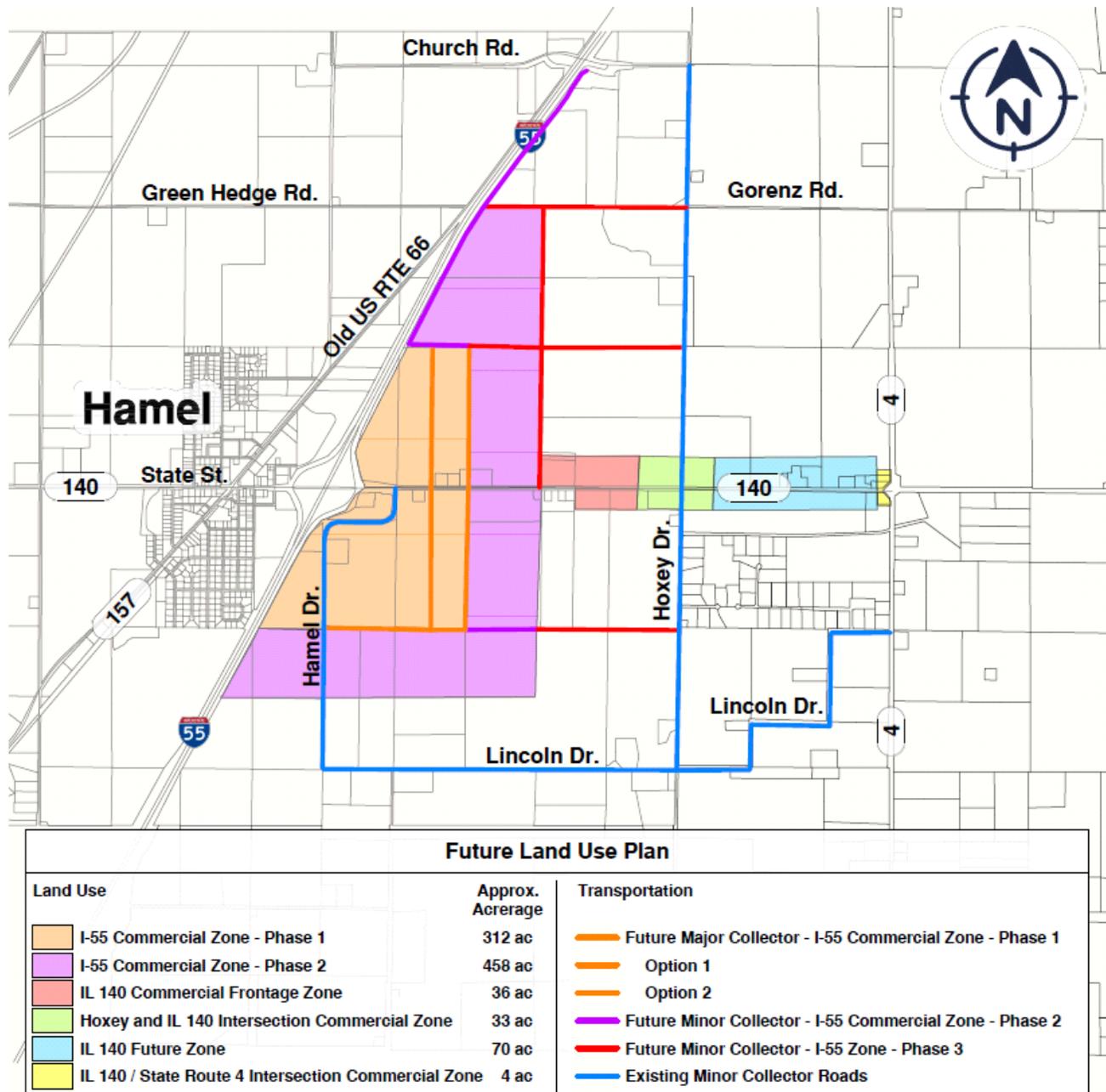
The Comprehensive Plan will also enable Hamel officials to match vacant lots and/or buildings to businesses that are in demand by Hamel residents, I-55 travelers and Route 66 tourists, including sit-down restaurants, bakery/coffee shop, pharmacy, and a farmer's market. Local and regional tourist and business promotion organizations would offer an excellent opportunity to get the word out about what Hamel currently offers and what the future holds for the village.

Goal 2: East of I-55, shovel-ready land offers new opportunities for economic growth, additional public revenues, and entrepreneurship, while preserving Hamel’s character and charm.

✔ Objective 1: Attract uses oriented toward I-55 travelers and potential office and light manufacturing uses.

In 2018, Hamel adopted the 2018 Land Use Plan for East of I-55. The plan was accompanied by a Future Land Use Map for the area east of the I-55 interchange that divided the area into manageable phases for development over time. As shown in Exhibit X below, Phase 1 of this plan focuses on a 330-acre area within a half-mile of the I-55 interchange.

Figure 13: Future Land Use Map from 2018 Land Use Plan for east side of I-55



This shovel-ready area already has existing water and sanitary sewer facilities in place. This, plus the ready access to the 31,000 daily I-55 travelers, means that the Phase 1 area is ideal for attracting commercial retail, hotels, restaurants, and larger-scale manufacturing, logistics and office uses to the village.

The Phase 2 Commercial Zone on the Future Land Use Plan is located beyond the usual half-mile distance that most interstate travelers are willing to travel to access highway-related goods/services. While the area would require extensions of water and sanitary sewer services along with roadway improvements, this 400 acre area north and south of IL 140 (shown in purple in Exhibit X) is ideally suited for planned commercial, office, and light manufacturing uses, which will contribute to Hamel's and the surrounding region's employment base.

✔ **Objective 2: Avoid a commercial “strip center” development model approach along IL 140.**

An automobile-oriented strip commercial development approach to the IL 140 corridor should be avoided for several reasons.

While a water trunk line runs along the north side of IL 140, it is not anticipated that sanitary sewer services can be extended in a cost-effective way. Even if extended, Hamel will be responsible for the long-term maintenance of this utility service line.

The existing two-lane IL-140 corridor is ill-suited to serve as a rural travel corridor, while serving a strip commercial development pattern where traffic frequently slows or stops to allow for automobiles turning into and out of strip commercial developments.

Strip center uses are more likely to trigger costly traffic control and roadway widening projects.

The strip center approach detracts from the ability to effectively market and utilize property behind the strip center. By focusing the driver's attention solely on commercial uses along IL 140, drivers are less likely to travel behind these areas to discover additional commercial uses. While this may be less impactful for hotels, it is unlikely that restaurants and gas stations will locate behind a strip center area, knowing that potential customers often rely on impulse during travel rather than planned stops.

A strip center approach relies more heavily on larger and a greater number of signs and building designs not currently found on the west side of I-55. This detracts from the small-town feel that Hamel residents identified as a key characteristic of the village.

Instead of a strip center approach, uses should be arranged in a “square” around centralized parking areas to encourage employees, and hotel/restaurant use visitors to access destinations on foot. More impulse-oriented uses would be placed near IL 140, but be accessed via a private drive or collector street running perpendicular (north or south) to IL 140. See Community Character section for more details.

✔ **Objective 3: Encourage developers to fully assess their potential customer base or present long-term expansion plans so that expansion or additional development can be accounted for at the time of rezoning and/or platting.**

Most uses on the east side of I-55, especially those within the Phase 1 Commercial area, are likely to have a good understanding of future land use needs. With plenty of available land to develop, these uses are well-positioned to acquire the land they need now in anticipation of potential expansion plans in the future. While it is understood that some details of future plans are necessarily withheld in the land acquisition phase of development, the more detail the property owner or developer is able to provide village officials, the more capable the village can be in matching zoning requests with the anticipated build-out of the commercial property. These details likewise assist the village in assessing roadway and utility capacity demands and planning for expansion of these services.

Goal 3: Use innovative new economic tools to maximize limited traditional ‘brick and mortar’ retail space in Hamel.

With the increased use of cellphones and social media as a way to stay in touch with a wider demographic, Hamel has an opportunity to attract visitors and promote the village in unique ways at a low cost and with less time investment than has traditionally been the case. Many communities have taken advantage of this new way of thinking about economic development through “pop-up” shops that utilize under-used commercial space in new ways.

Hamel residents were enthusiastic about these ideas at the February 2020 community input meeting. During the visual preference survey element, residents expressed strong support for short-term pop-up retail kiosks in under-used build-ings and vacant commercial lots.



✔ **Objective 1: Utilize “pop-up” retail venues to create seasonal opportunities to attract tourist and residents when brick and mortar retail space is limited.**

There is a wide variety of approaches to pop-up retail. Some communities have allowed for re-purposed shipping containers to be placed in strategic locations for limited time periods. Retailers as diverse as clothing stores, souvenir shops, and limited service food vendors can fit both employees and customers into their small footprint. Once the season ends, these containers can be removed from the site and return the following year with an entirely new concept.

Another idea is the placement of semi-permanent buildings on an identified site. These have been successful in other St. Louis area locations, such as New Town in St. Charles, Missouri. Hamel would need to identify an appropriate location for these buildings, which are not removed at the end of each season. Possible locations include the northwest corner of Hamel Avenue and IL 140, or any of the available corners of Suhre Avenue and IL 140.

Pop-up shops have also appeared in permanent buildings in nearby communities. Columbia, IL has implemented this idea in conjunction with the Illinois Department of Community Development, which the facility’s website describes as “a short term, low cost license agreement in one of its vacant properties.” The site further explains “Situated in a highly traveled and visible location, POP-UP SHOP creates an environment that engages customers and validates the City of Columbia as an up and coming player in the retail arena.”

CHAPTER 4

Infrastructure Goals & Objectives



Infrastructure

Infrastructure is the publicly owned and maintained physical improvements to a community including roads, water, and sanitary sewer facilities. Well-planned and maintained infrastructure provides the foundation for a community to prosper and is necessary in delivering public safety services such as police, fire, and emergency response.

This section will explore opportunities to get a fuller picture of Hamel's infrastructure in order to ensure sustainable, long-term outcomes within the economic, social, and environmental considerations. Inserting these factors into the decision-making process can help the community get a better understanding of the benefits and costs of a proposed development.

Goal: Community services, infrastructure, and utilities will be well-planned, fiscally responsible, and well-maintained.

✔ Objective 1. Adopt a fiscal impact analysis policy for major developments.

As developments are often approved one project at a time, planning for infrastructure can be hard to predict for many rural communities.

As stated in the American Planning Association's January 2019 edition of its Zoning Practice publication ("*Fiscal Analysis*," *Zoning Practice*, January 2019, Ranadip Bose, AICP, and Fran Lefor Rood, AICP):

"While individual decisions may appear fiscally smart on a case-by-case basis, in the aggregate, such decisions may have unanticipated consequences. A particular development project may have little or no impact on municipal costs of service, but several consecutive projects may tip the balance. All of a sudden, it seems, a new police beat is required or a new fire station must be constructed at considerable expense. Such service needs often build incrementally overtime, depending on where development is going."

Not all development is created equal when it comes to costs and revenues and the best use of limited dollars. As a result, a focus on short-term results rather than long-term impacts of development can have unintended fiscal impacts on residents through increased taxes and fewer services.

Fortunately, Hamel has an excellent history of careful planning for long-range infrastructure improvements. This has helped to keep annual maintenance costs low, while focusing improvements in areas best suited for economic growth and expansion. This has been evident on the east side of I-55 where water and sanitary sewer infrastructure investments within a half-mile of the IL 140/I-55 interchange has Hamel well-positioned for commercial growth over the next 10-15 years.

Adopting a fiscal impact analysis policy can help Hamel expand on its previous success in understanding the revenue and costs that come with new development.

A fiscal impact analysis policy adopted by Village Board should apply to all private residential and commercial development in the community over a specified size or expected daily water consumption rate. For example, residential subdivisions comprised of five or more lots or commercial developments that exceed a specified lot size or a "gallons per day" rate of water consumption. The policy can be further specified based on sub-area locations. For example, to encourage development only within the area where water and sanitary sewer facilities currently exist on the east side of I-55, the fiscal impact analysis can include thresholds that, if exceeded, require changes to development (e.g. requirement of more efficient water fixtures in the building) or impact fee triggers. Creating sub-area "impact zones" can also ease administration of the fiscal impact analysis policy by village staff.

Some Fiscal Impact Analysis processes can get very complex, but for Hamel's purposes they can be kept relatively brief using these four steps:

1. Estimate the population generated by the development (e.g., the number of new residents from a new residential use, the number of new employees from a commercial use).
2. Translate this population into public service costs (e.g., local roadway maintenance costs, water and sanitary sewer service cost to each dwelling) based on annual Hamel budget figures or costs in the regional market.

3. Project the sales tax and other local revenues generated by the growth.
4. Compare the development-induced costs to projected revenues and, if a gap exists, determine how to address the shortfall.

In applying these steps, it is important that a consistent methodology be used in calculating fiscal impacts. If not, comparisons between projects will be difficult, and the results may be misleading or fail to account for factors of concern to the community.

There are differing methods of fiscal impact costing analysis, including Average Costing and Marginal Costing. While space limits the ability to describe these methods in detail, the aforementioned Zoning Practice “Fiscal Analysis” publication from the American Planning Association from January 2019 provides an excellent starting point and additional background information.

Fiscal impact analysis should not be the only measure to inform development decisions. While overall fiscal health is a core community value, not all projects will contribute equally to this objective. For example, some projects contribute to other community goals, such as promoting Hamel’s Route 66 heritage or bringing a needed senior housing use to the village.

However, once the costs of a proposed development are fully understood and communicated, the village board will be in an improved position to understand development impacts and potentially require mitigation measures to offset increased costs or to make sure the development pays its own way. Examples of mitigation measures include building a road to connect proposed development to existing land uses, or providing a revenue stream to pay for services the development needs such as additional police protection.

✔ **Objective 2: Adopt a Future Service Area boundary for village-provided roads and services.**

Working in tandem with a fiscal impact analysis policy, Hamel should adopt a map that shows where the village is presently able to provide sufficient water and sanitary sewer for new development. These are areas where no additional public water or sewer main extensions would be needed. Rather, any extensions would occur within proposed residential or commercial subdivisions at the developer’s cost.

Additionally, this Future Service Area (FSA) map would show existing and proposed roads, current level of improvement, existing right-of-way widths, and required right-of-way widths based on whether the road is a collector or arterial street. (Note that the 2018 Land Use Plan for the east side of I-55 shows much of this information east of the IL 140/I-55 interchange.) The FSA maps would show land developers the roadway improvements adjacent to their property for which they will be responsible. In addition, if the Fiscal Impact Analysis indicates that off-site roadway improvements leading to this property will result in significant costs to Hamel, the village board will be in a position to request off-site improvements to these roadways.

In short, a FSA map will enable property owners and potential land developers outside the service area boundary to better understand if and when utility extensions will occur and what extensions they will be required to provide the costs to cover.

✔ **Objective 3: Keep information on the costs of village-provided services current to ensure fiscal impact analyses figures are readily available.**

To ensure staff is prepared when development does take place, an up-to-date list of village-provided services and the cost of these services should be prepared regularly as a part of its annual budget adoption process.

LOCAL STREETS, ROADS, BRIDGES

- Annual Maintenance – snow plowing, minor repairs
- 5-year Maintenance – chip and seal, repaving
- Full-street reconstruction

WATER

- Water line routine service / emergency service repairs
- Planned water main extensions (every 5-10 years)

SANITARY SEWER

- Sewer line routine service calls
- Annual service treatment plant and lift stations
- Mid-term maintenance and repair of treatment plant and lift stations
- 15-20 year expansion and/or recertification treatment plant

STORM WATER

- Annual routine maintenance (mowing, debris removal)
- Mid-term maintenance (accumulated silt removal, inspection and repair of overflow drains)

PUBLIC SAFETY (POLICE AND FIRE PROTECTION DISTRICT)

- Annual personnel costs
- Annual equipment and vehicle maintenance
- Equipment and vehicle acquisition and/or replacement

PARKS / RECREATION

- Annual routine maintenance (mowing, trash removal, equipment minor repairs)
- Mid-term replacement and repair (Equipment, painting of athletic fields, trail pavement)
- Long-term - Land acquisition, acquisition and installation of new equipment and facilities

✔ Objective 4: At the development submittal, platting, or Planned Development Procedure (PDP) stage, identify the anticipated fiscal impacts and benefits that a development will have on the community.

Based on the information gathered as a result of Objective 3, plus the anticipated gross floor area or number of dwelling units proposed, village staff will be able to identify the short- and long-term fiscal impacts of most developments.

At present, Hamel does not assess a local property tax. However, sales taxes, impact fees, and water/sanitary sewer hookup charges can be identified as well, in order to give a more rounded picture of a development. Based on this analysis, Hamel decision-makers may determine that developments resulting in a negative fiscal impact will need to make up all or part of the be difference through off-site improvements or other mitigation measures.

✔ Objective 5: Establish a 5- or 10-year Capital Improvement Plan and update annually.

All communities have lists of improvements they plan to make, such as completing a through-street to allow for improved traffic flow, reconstructing crumbling sidewalks, or installing new playground equipment at the local park. A Capital improvements plan (CIP) is an effective way for a municipality to plan for future needs, while letting the community know when and how those needs are anticipated to be met.

A good Capital Improvement Plan Adopt (CIP) shows where and how spending on public infrastructure supports and encourages investment or redevelopment in existing commercial and residential areas. The CIP should be a 5- or 10-year plan that is updated annually to demonstrate where improvements to infrastructure will occur. As projects are completed during a given fiscal year, they are eliminated from the list, allowing a new set of long-range projects and priorities to be identified. These new projects are then (commonly) placed at the bottom of the list, with all other projects shifting up one year closer to implementation.

Capital improvement plans are designed to be flexible as needs change or expenditures are spent for unforeseen emergencies or changes in community priorities. Listed items can be shifted or deferred to later years when necessary. In the long-term however, residents have the benefit of seeing when planned improvements are scheduled to occur and governing bodies can incrementally plan and budget to achieve multi-step goals in the Comprehensive Plan over a series of years. This way, Hamel residents and community leaders understand the intent of the project, even if they did not live in Hamel or serve as an elected official to the community when the CIP project was first adopted.

The approval of a new Comprehensive Plan presents an excellent opportunity to adopt medium- to long-range capital spending strategies for transportation systems, public works and infrastructure, stormwater programs, and parks that support the comprehensive plan's preferred growth areas. These are typically adopted and updated in conjunction with the annual budget process.

Goal 2: Protect existing investments in sanitary sewer and water distribution system facilities.

✔ Objective 1: Identify what systems are in place and track the state of their used capacity and when scheduled maintenance/upgrades will be needed.

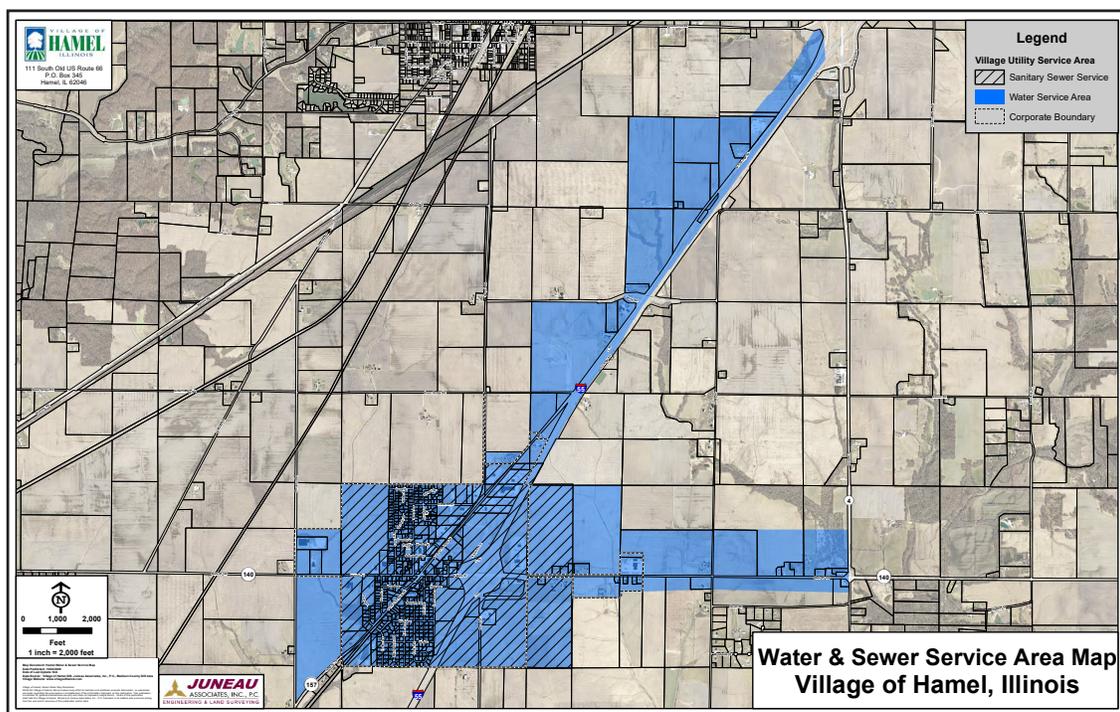
This objective is an important one to track as it helps present in clear terms what the future impact of growth to Hamel will mean, and whether finite capacity of sanitary sewer and water distribution systems is being targeted toward the growth the village most desires to attract. Like an imaginary pie, each use connecting to Hamel's water or sanitary sewer service system consumes a small slice of available capacity. Once that capacity has been used (and the pie is gone), the community will need to decide whether and how to pay for additional capacity (a new pie!), at potentially significant cost to current system users. This example helps to illustrate that every decision to serve a land use has long-term implications. Tools that make sure capacity is carefully allocated will help guarantee that public infrastructure investments last longer and are directed to uses the community most desires.

✔ Objective 2: Identify locations of older water lines which may need to be replaced.

Providing sufficient water volume and pressure is not only a household quality of life need for Hamel residents, it is also a public safety consideration in fighting fires. As Hamel grows, a balance must be struck between increasing water pressure levels to serve new areas, while ensuring existing water lines can handle the higher-pressure load. While there are a variety of pressure-reducing techniques that can preserve existing water lines, a plan to eventually replace lines susceptible to breakage should be a part of Hamel's long-range capital improvement plan .

✔ Objective 3: Plan to extend services into the community's prioritized growth areas.

The Land Use section includes a goal to first develop several priority growth areas on the west side of I-55. As part of that discussion, this objective is presented here in relation to the extension of water and sanitary sewer services to these three areas. Note that these three sites can already be readily served. In addition, topography for these three sites will allow for gravity flow of sanitary sewer lines, thereby eliminating the need for expensive lift-stations to be constructed (and maintained) to pump effluent to Hamel's treatment facility.



✔ **Objective 4: Discourage development outside of prioritized growth areas.**

Actively discouraging development outside of Hamel’s priority growth areas (as described in the Land Use chapter) would seem counter-intuitive to most communities, particularly those that may be seeking to expand the local employment base. However, proposed development outside of areas that can be more immediately and efficiently served can represent both short- and long-range costs. Short-range costs may include those required to extend roads and service lines to the new development. Long-range costs include those related to maintenance of existing roads and utilities lines (even when they may be operating at less than full capacity). In addition, costs to provide services such as police and fire protection and parkland in both the short and long term should be considered.

An alternative to allowing development outside of prioritized growth areas would be to adopt impact fees to offset the repair, replacement, and maintenance of roads and utility lines that serve these developments.

✔ **Objective 5: Plan expansion/extension of sanitary sewer facilities to developments that are consistent with other investments in transportation, housing, and economic development.**

The availability of sanitary sewer is often the first improvement needed prior to an area experiencing full-scale development; land development is significantly restricted and more costly when these facilities are not in place. This is certainly the case in Hamel, where past development has steadily occurred in areas already served by sanitary sewer, such as the east side of I-55. Existing sanitary sewer service areas will continue to dictate where development will occur in the village for many years to come.

An important step for any rural community is to protect existing investments in sanitary sewer facilities, which includes identifying what systems are currently in place and their state of repair. When poorly managed and maintained systems fail to adequately treat wastewater, the municipality can end up bearing the cost of upgrading the systems. In addition, when development design is decided one subdivision or parcel at a time, rural communities can lose their ability to take advantage of excess capacity or leverage a planned wastewater system improvement to accommodate growth. By only focusing on individual lots or individual neighborhoods, the community may become ineffective at protecting water quality or supporting growth.

Due to the importance of this utility, many municipalities find that they can control the pace of growth and where it occurs based solely on the availability sanitary sewer facilities; A de facto “growth boundary” is set based on the ability to hook on to sewer services. Once in place, water extensions and roadway improvements typically follow.

With this in mind, Hamel is in an excellent position to control its economic progress based on existing sanitary sewer facilities. This ability makes Capital Improvement Project planning significantly easier as well. Growth in Hamel for the foreseeable future can be based strictly on where gravity-based sanitary sewer facilities are currently located. Plans for transportation, housing, park space and economic development can be planned on those conditions.

To achieve this objective, Hamel should implement the following:

- Establish a process to align water infrastructure investments with other public investments, such as transportation, parkland, and housing.
- Inventory existing wastewater infrastructure, assess current conditions, and update this inventory regularly.
- Identify excess capacity in existing infrastructure so that development can be directed to areas that can support additional growth, making the most of infrastructure investments.

✔ **Objective 6: Require proposed developments in undeveloped areas outside identified growth priority areas to finance all wastewater system construction costs.**

In the event of a development proposal outside the growth priority areas identified in this plan, Hamel would be able to work with the developer or property owner to negotiate the extension of sanitary sewer services to the site. This could be achieved through an annexation agreement, a Planned Development Proposal (PDP), or a separate development agreement for the developer or property owner to cover the costs of extending the sewer services to the site.

Goal 3: Comprehensively address stormwater control.

✔ Objective 1: Identify locations where stormwater inundation occurs during 25-year storm events.

The first step in addressing stormwater runoff and potential flooding is to identify where flooding is problematic. This can be achieved through field observation and citizen assistance during periods of heavy rain, as well as the use of Federal Emergency Management Agency (FEMA) maps that identify floodplain locations. It is also important to look both upstream and downstream of locations where flooding is taking place. Upstream areas may be undeveloped areas that could be improved or maintained to better detain stormwater during rain events. Downstream areas can be reviewed to ensure that water is not unnecessarily being slowed or detained and causing upstream backups.

Finally, an assessment of existing stormwater detention basins or the need for such basins can be made. Overland stormwater paths need to be maintained regularly in order to perform optimally during significant rain events. The best time to do this is during the drier summer months when brush and silt can be cleared from storm ditches and pipes which carry water under drives and roads can be cleared of debris.

✔ Objective 2: Adopt a stormwater master plan.

Once problem areas are located and existing facilities are identified, a stormwater master plan can be adopted for the community. Improvements to existing facilities or the creation of new facilities can be made a part of the Capital Improvements Plan in order to allow time for Hamel to set aside funds for any needed stormwater engineering studies, land acquisition, and basin construction costs.

✔ Objective 3: Acquire property or easements on existing property for the purposes of stormwater control and retention.

As significant areas of Hamel were constructed prior to the adoption of modern stormwater practices, it may be necessary to take a broader, multi-lot approach to addressing stormwater problems in these established areas. The stormwater master plan can serve as an excellent tool in identifying a problem and provide options to rectify them over the course of the plan. This may include property acquisition for stormwater detention basins that serve a large area. It may also include the need to acquire easements from private property owners in order to detain or direct stormwater to identified locations.

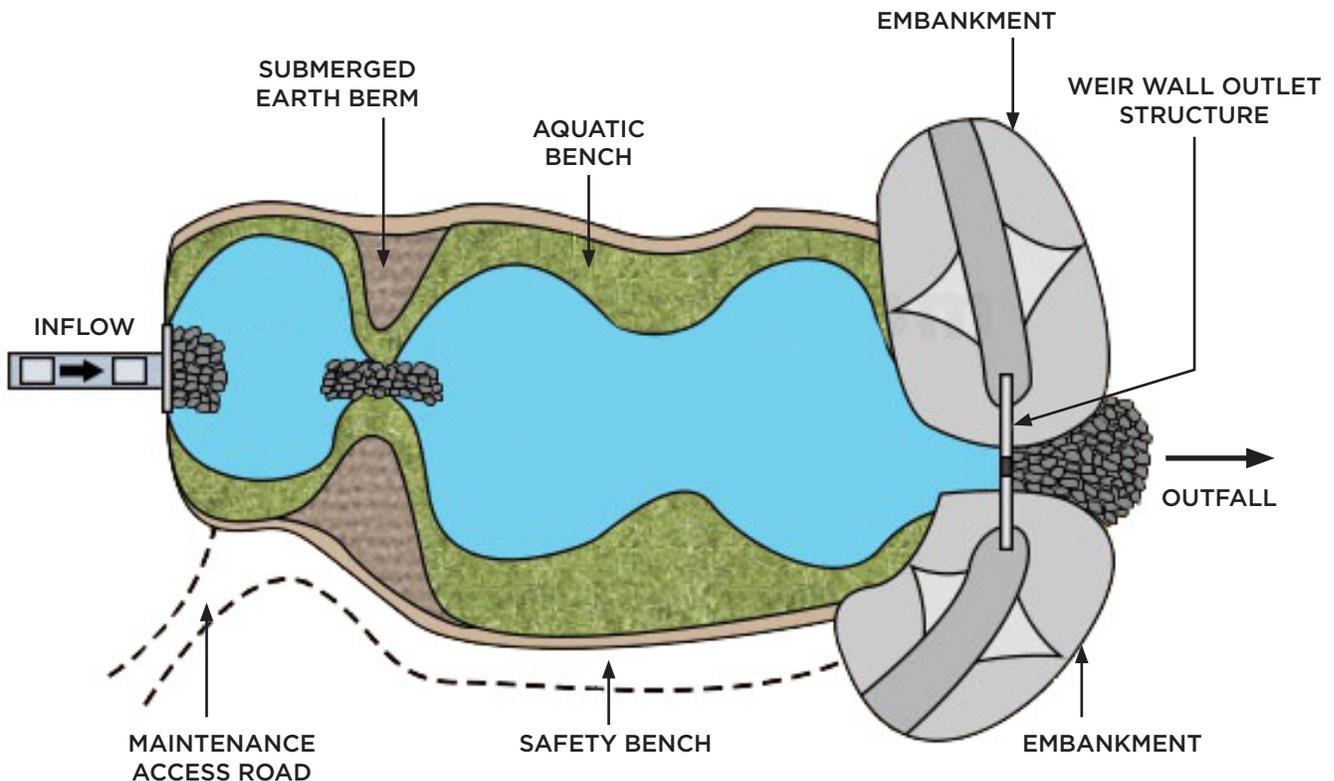
✔ Objective 4: Allow for regional stormwater detention that serves multiple lots in the subdivision regulations.

As mentioned above, sometimes a “multi-lot” approach to stormwater control is the best policy option. Such an approach means that all stormwater is directed to a central stormwater basin that is sized to serve a larger area. These areas may be as small as a few acres to as large as 20 or 30 acres. This approach can be equally effective for areas that need to be retrofitted for stormwater detention, or in newly developed areas that, if topography allows, can ensure that prime development areas along roads are set aside for development opportunities while less visible areas of the property serves in detaining stormwater.

A multi-lot approach to stormwater detention can be handled in several ways: 1) A detention basin and associated facilities can be maintained by a homeowners (HOA) or business owners (BOA) association. All property owners within the subdivision are party to the HOA or BOA and association dues are used, in part, to pay for maintenance of the stormwater facility; 2) A detention basin can be built within a public easement and then this easement can be dedicated to the municipality for long-term maintenance responsibilities. Both approaches have advantages and disadvantages. Detention facilities maintained by the HOA or BOA must still be addressed if a property is sold or changes ownership. Failure to do so can present a problem for other members of the HOA/BOA and the community at large. Conversely, detention facilities maintained by the municipality have a guaranteed party responsible for their performance and businesses often appreciate not having to worry about this encumbrance. However, ultimately it is the taxpayers of a community that pay for maintenance of the detention basin and the board of aldermen may not wish to take on this responsibility, especially on behalf of private property owners.

✔ Objective 5: Identify locations where stormwater retention ponds are an alternative.

A retention pond is an artificial or man-made pond that serves to collect runoff during storms and store it indefinitely. Typically, retention ponds are equipped with an overflow outlet structure to allow water above a pre-determined height to discharge in a more regulated fashion into a stream in the hours or days after a storm event. Once water levels return to a standard level, the retention pond can serve several functions, including as an amenity for recreation or aesthetics, prevention of flooding of downstream water bodies, and purifying the collected water by physical and biological processes. Retention ponds can remove between 30 – 80% of most pollutants from the water before they enter nearby streams.



Retention ponds must be carefully planned in terms of location and maintenance costs. For example, retention ponds typically require about 12 acres. Ideally, retention ponds would be located downstream of development west or south of the Hamel village limits, where water volumes increase due to impervious surfaces such as driveways and rooftops.

Among the spring and summer requirements of maintaining a retention pond are keeping the inflow and outfall structures free of debris, regular mowing of embankments, and removal of invasive aquatic plants using herbicides. In the medium- to long-term, sediment removal should occur on a 10-year schedule. Additionally, to prevent eutrophic conditions, a fountain or sub-surface oxygenation pump is needed in order to support fish and other aquatic wildlife. As a rule of thumb, annual maintenance costs are between 2-5% of the initial construction cost of the retention pond.

In short, if sufficient acreage can be identified, a retention pond in Hamel can serve multiple purposes, including recreational and stormwater control needs of the Hamel community.

✔ **Objective 6: Establish a schedule to ensure proper functioning of stormwater facilities.**

Detention basins and streams into which stormwater flows are not maintenance-free improvements to property. They must be mowed during the spring and summer months, kept clear of silt, brush, and debris every 3-6 years, and inspected to ensure outlets and pipes are repaired and operating properly every 15-20 years. In short, they must be attended to in order to avoid significant problems during storm events.

To accomplish this, village-maintained detention basins and streams should be assessed and tended to on a regular basis, with major repairs or improvements identified in the Capital Improvements Plan as needed.

Goal: Enhance outdoor life in Hamel by adopting policies and budgeting for improvements that contribute to a safe, connected walking environment.

As noted several times throughout this document, initiatives that promote a safe, walkable community contribute greatly to the small-town charm of Hamel. While specific projects such as connecting the north and south legs of the MCT trail and the installation of sidewalks along IL 140 are identified in this plan, long-term improvements to alternative modes of getting around Hamel should be a priority.

✔ **Objective 1: Adopt a Complete Streets policy to guide the provision of bike and pedestrian facilities on all new or rebuilt local roads.**

The Complete Streets initiative is one that promotes safe access for all users, including pedestrians, bicyclists, and motorists of all ages and abilities with the objective of making it easy to cross the street, walk to shops, and bicycle within a community. Ultimately, when every street, sidewalk, and trail project is viewed from a “transportation for all” perspective, Hamel becomes a better place to live.

While many Complete Streets policies have similar objectives, each community is responsible for creating a plan that considers the unique context of each project. A complete street plan may include sidewalks, bike lanes (or wide paved shoulders), safe crossing opportunities, accessible pedestrian signals, curb extensions, narrower travel lanes, roundabouts, and more. At minimum, Hamel’s future “Complete Streets” policy should include all of the following:

- Plan to integrate Hamel’s sidewalk, trail, and roadway system into a continuous, connected system.
- Connect in-town neighborhoods, downtown, neighborhood parks, and recreation areas with the MCT Trail.
- Create a walking and bicycling network so residents can use trails and greenways from outlying areas to get to and from town.
- Require new development terminus points for roads or trails to connect to adjacent undeveloped property for future required connection(s).
- Reduce design speeds in new subdivisions to allow for narrower streets and wider sidewalks and adequate landscape strips for street trees.

CHAPTER 5

Housing Goals & Objectives



Housing

Introduction

The story of housing in Hamel is a microcosm of mid-20th Century housing development patterns through to today. Within its approximately one square-mile area, one can walk Hamel's original grid-patterned streets of Miller, Cook, Wolf and Cassens Avenues and then transition to the curvilinear streets of Trotter's Run, a development characteristic of today's neighborhood design patterns. Similar trends are evident on the north side of IL 140 along Meyer and Hamel Avenue, travelling north into the Saddlewood subdivision.

Along these streets, most homes are comprised of owner-occupied, single-family detached structures of similar square footage and overall lot size. Hamel is a challenge for those who may be seeking a larger home, an issue that arose during public input for the Comprehensive Plan, as well as in local housing demographics which is projected to result in negative population growth in the 50-64 age cohort. Fortunately, Hamel is routinely cited as a great place to raise a family. Lower housing costs and the desirable Edwardsville Community Unit School District 7 has resulted in positive population growth for the next generation of Hamel residents in the 25-34 age range.

With a projected increase of approximately 20%, Hamel's strongest demographic area of change through 2030 is expected to be those over the age of 65 years. While they have been the core of the Hamel community for many years, it is likely that the next 10 years will see these residents increasingly need to retro-fit their homes to accommodate mobility- and health-related physical challenges. Without advanced planning for this change, these residents may find they need to move away from the community they have supported and enjoyed.

Housing Demand

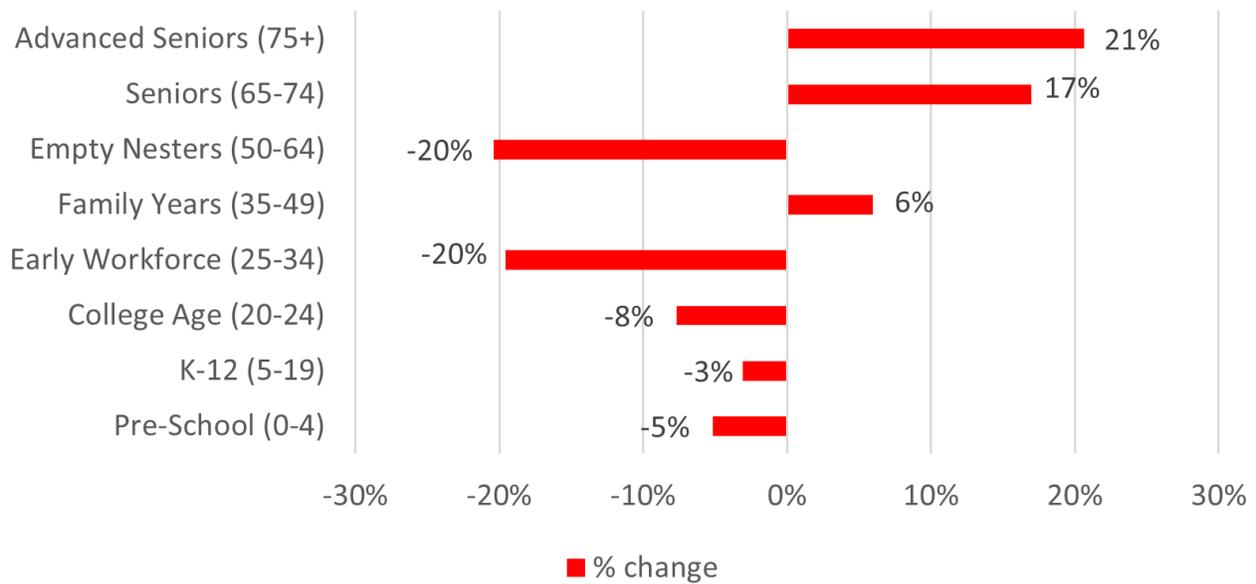
Several indicators show that population growth and housing demand has been strong in Hamel over the past decade. As noted in the Economic Development section (Section 3), Hamel experienced population growth of 11.3% (+86 residents) from 2009-2019, exceeding the performance of Madison County (-1.4%), the St. Louis MSA (1.26%) and the State of Illinois (-0.03%). Data obtained from Village staff on new home permits suggest that Hamel's population growth rate may be higher than U.S. Census Bureau estimates. Assuming an average 2.5 persons per household, 49 permits for new single-family homes issued from 2010-2019 results in 123 new Hamel residents and a growth rate of 15.1%.

While the village enjoyed one of the highest population growth rates in Madison County over the past decade, early indicators are less optimistic for growth in Illinois and Madison County through 2030. Population growth projections from EMSI using U.S. Census data estimates indicate Hamel's population will decrease by 1.65% (13 residents) over the next 10 years. This decline is higher than Madison County (-0.12%), the St. Louis MSA (0.54% growth), and the state of Illinois (-0.34%). A September 25, 2019 Chicago Tribune article titled "There's a lot of talk about an 'Illinois exodus.' We took a closer look at the reality behind the chatter," factors contributing to population decline in Illinois have been attributed to declining state-wide birth rates, an aging population, and fewer people moving to the St. Louis region and the state as a whole. This is coupled with an increased rate of out-migration of current Illinois residents, especially in downstate counties. Those leaving Illinois are more likely to be young; 28% were in their 20s when they moved away.

The contrast between the positive growth in Hamel between 2010 and 2019 and estimates of decline from 2020 to 2029 presents a challenge in determining what an appropriate rate of population growth and housing demand should be. Factors which positively contribute to steady population growth in Hamel include strong community support and identity, surveys indicating a strong desire to continue to live in Hamel, and high existing rates of home ownership. Hamel residents can also expect drive times to downtown St. Louis to remain similar to existing levels and the Edwardsville Community Unit School District 7 to remain an amenity in attracting residents due to its highly rated performance.

Factors expected to temper population growth over the next decade may include increasing losses in age cohorts under age 40, especially those between 25-34 where decreases of 20% match similar expected decreases in Madison County. Decreases in the number of residents between age 50 and 64 are also expected to occur as children age and there is less of a need for parents to remain in Edwardsville Community Unit School District 7. Meanwhile, as the Baby Boom generation ages, the number of those 65 and over, especially those over 75 years, is expected to increase significantly.

Exhibit 1: Projected Population Growth 2019-2029



In short, while Hamel will remain a very attractive place to live in the coming decade, the downward pressure of slower growth and an aging population in Madison County suggests a flattened population growth rate in the years ahead.

Housing Costs

Hamel's housing market has a median value of \$144,000 as compared to Madison County as a whole at \$132,300 (Source: US Census Bureau, American Community Survey), indicating that the housing stock is affordable. Population and household growth have fueled steady demand for new housing units in Hamel.

Housing by Type

According to the Hamel Zoning Map, Hamel's current mix of housing types based on the number of platted lots is as follows:

Zoning District	# of Lots	Percent of Total Lots
Single Family Detached	121	27%
(SR 1 and SR-2)	365	94.8%
Two Family Detached (Duplex) (MR-1)	11	2.8%
Medium Density Multi-Family (MR-2)	9	2.3%

Housing for Seniors

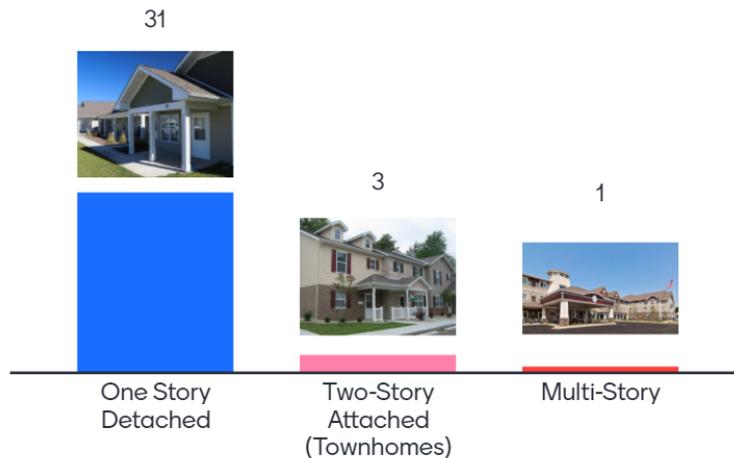
Conversations with local realtors, economic developers, and the general public indicate that there is a need for additional senior housing options. This is supported by demographic data that shows the fastest growing segment of the Hamel population is 65 and older. Those between 65 and 74 years are expected to account for 17% of Hamel's population through 2030 while those 75 years and older, the village's fastest increasing demographic, will account for 21%.

While those over the age of 65 have a strong desire to remain in their community, Hamel generally lacks senior-oriented housing units and supportive services for these age demographics. Steps to further housing diversification for seniors may enable Hamel to retain these existing residents, as well as attract new ones from outside of Hamel. Another option would be to provide community support in modifying existing homes as seniors' lifestyle and health needs change.

At the February 27, 2020 community input meeting, Hamel residents expressed their preference for detached single-family units within a compact development area over attached two-story or multi-story development options for housing designed for those over the age of 65 .

Housing Goals

Over the next 10 years, multi-family housing designed for active seniors over 65 is likely to be in strong demand. What design is best for Hamel?



Goal 1: Adopt Universal Design housing strategies that support senior residents.

- ✔ Objective 1: Adopt a housing policy for new home construction that enables residents to plan for the advantages of “live in place”/ Universal Design techniques. (See appendix for model ordinance)
- ✔ Objective 2: Set a goal that 10% of new homes built in Hamel through 2030 will feature Live in Place/Universal Design principles.
- ✔ Objective 3: Promote Hamel as a senior housing-friendly community that has Live in Place/Universal Design policies to capture this growing residential market segment.

As evidenced by survey respondents stating they plan to remain in their homes for at least five years or longer, home-ownership in Hamel tends to be a long-term commitment. Hamel residents love their homes and their community, which partially explains why those over the age of 65 are projected to be the fastest growing population segment over the next 10 years.

The community is likewise very appealing to those over the age of 65: Easy access to daily needs, low traffic volumes on neighborhood streets, excellent outdoor amenities for active and passive recreation, and relatively convenient access to doctors and hospitals such as Anderson Hospital in Maryville (15-20 minutes) and nationally-recognized healthcare facilities in St. Louis (45 minutes) all contribute to a more relaxed lifestyle.

In light of these factors, Hamel should consider the adoption of a policy that encourages a targeted percentage of new homes to be built with Universal Design techniques. Within a residential setting, universal design features include a no-step entrance, multiple countertop heights, wide doorways that can accommodate wheelchairs or walker, lever faucets, and a curbless shower with handheld adjustable shower head. In two or more story homes, at least a half bathroom on the main level is also encouraged. While these features contribute to the long-term home functionality of older adults and those with disabilities, these universal design features have general utility and market appeal to all.

Likewise, homes that lack these features may make it more difficult for older residents to use stairs, enter and exit, bathe, or meet other daily needs. As only about one percent of homes in the United States have the accessibility features described here, these barriers may result in unwanted or premature moves out of the community and into settings where independence is limited, costs are burdensome, and distance from family or familiar home environments takes an emotional toll.

While no requirements presently exist at the federal level, several state and local communities, including Bolingbrook, IL, have adopted Universal Design ordinances for newly built single-family homes and duplexes. More effective for Hamel, however, would likely be a voluntary certificate program that “brands” homes that meet accessibility standards, thereby becoming a marketing tool to prospective homebuyers or tenants. For example, the Homes for Life certification program in Johnson County, Iowa is a two-tiered approach that rates homes depending on which accessibility features are incorporated into home construction. If Hamel would adopt a similar program, it would one of the only communities in the St. Louis Metro area to do so, a potentially positive way to promote the village to not just its fastest growing population demographics, but those “empty nest” families thinking about how they will live in a home in ten to twenty years should they become physically disabled.

Universal design – The term “universal design” is the concept that the built environment (such as the interior of a home) should be usable to the greatest extent possible by everyone, regardless of their age, ability, or status in life. As illustrated in the exhibit below, the universal design concept within home environments can make movement for those with pain or health issues significantly easier and potentially safer. These designs help those utilizing them to “live in place” longer, reducing the need to move to a care facility that already implement universal design practices.

The Principles of Universal Design

The term “universal design” is the concept that the built environment (such as the interior of a home) should be usable to the greatest extent possible by everyone, regardless of their age, ability, or status in life. As illustrated in the exhibit below, the universal design concept within home environments can make movement for those with pain or health issues significantly easier and potentially safer. These designs help those utilizing them to “live in place” longer, reducing the need to move to a care facility that already implement universal design practices.



Equitable Use



Flexibility in Use



Simple & Intuitive Use



Perceptible Information



Tolerance for Error



Low Physical Effort



Size & Space for Approach and Use

✔ **Objective 4: Amend the zoning code and work with home lenders to allow accessory dwelling units (aka, mother-in-law houses) in residential areas on lots containing a minimum size.**

Unlike some communities, Hamel does not face the usual challenges associated with a high percentage of rental housing. As lots with accessory dwelling units are sold to new owners, accessory dwelling units on these lots are less likely to transition to become rental units, but instead will house family members.

Hamel is largely single family residential and owner occupied, so there's a good chance these "accessory homes" will be well-cared for and carefully allocated.

No other community in the Metro East has this policy so it represents an opportunity to capitalize on market demand from adult children of parents able to live independently but needing support and care from close family members.

There are significant hurdles in the home lending market that make detached accessory dwelling units a challenge to finance through traditional loan options, however. Even if the village changes local zoning regulations to allow for detached accessory dwellings in residential zoning districts, most property owners will not be able to obtain loans from resources such as the Federal Housing Authority (FHA loans) or the Department of Veterans Affairs (VA loans). Further, as accessory dwellings are usually viewed as "income-generating," a property owner may need to obtain a separate commercial loan for this use. The ability to mix residential loans and commercial loans on the same property is a complicated process to navigate. Thus, while a village policy to allow for accessory dwelling units as described here presents an interesting alternative for Hamel, careful coordination with lenders and an understanding of the hurdles in obtaining the correct loan is imperative.

Goal 2: Adopt housing development policies that support senior residents outside the home.

✔ **Objective 1: Expedite the Planned Development Process for development that allows for lot-less homes with no-maintenance building exteriors.**

The concept of "lot-less" homes are those in which the house is situated within the exact footprint of the home's outer walls (although small outdoor patio areas are often included with the house as well). The building footprint is owned by the property owner, while the remainder of the area around the home, such as the lawn, landscaping, and driveway is owned and maintained by the Home Owners Association (HOA) as a single "common lot." Residents within the subdivision pay the HOA for exterior care.

In short, the lot-less home approach to neighborhood design dispenses with both the challenge of maintaining large lawns and the legal encumbrance of condominium association agreements. Meanwhile, passers-by who are unaware they are in a lot-less subdivision are likely to assume they are in a traditional neighborhood.

Hamel's current Planned Development Process (PDP) ordinance already would allow for a lot-less subdivision if the developer has a clear idea of every element of the neighborhood layout. However, rather than reacting to development, the PDP ordinance could be written in a more proactive manner for lot-less subdivision. In so doing, approval could be expedited with reduced controversy, the developer would be granted the flexibility in design he or she needs, and the community would receive a well-conceived subdivision that provides housing for a key segment of the Hamel community.

✔ **Objective 2: For senior housing, use contemporary building materials that offer the convenience of no maintenance needs.**

High-quality building exteriors may include fiber cement siding, metal roofs, and composite decking. While the cost of these materials is greater, their long-lasting and worry-free design are an excellent choice for those who are physically unable to do routine maintenance.

Goal 3: Promote residential development in locations adjacent to the village where existing utilities and amenities are located.

- ✔ **Objective 1: Continue to support infill development in the Saddlewood Meadows and Trotters Run subdivisions.**
- ✔ **Objective 2: Encourage future residential development of property immediately west of Hamel Elementary School due to its proximity to the school and Hamel Community Park for residential purposes.**
- ✔ **Objective 3: Encourage and promote development of property immediately south of Trotter's Run due to its proximity to the MCT Trail and its ability to connect to stub streets to the north.**

The three objectives noted above are consistent with the Community Priorities and Goals detailed in the Land Use section. In short, full build-out of existing subdivisions such as Trotter's Run and Saddlewood will help to ensure that platting of additional residential developments does not occur prematurely and lead to unnecessary extension and maintenance of roads and utility service lines.

Additionally, the development locations adjacent to Hamel Elementary School and south of Trotter's Run are not only within existing utility service areas and the established street grid, but are in proximity to amenities that Hamel residents cited as being among the community's best: Hamel Elementary School, the MCT Trail, and a planned dog park off IL 157.

✔ **Objective 4: Plan for multi-family uses near community amenities.**

As noted at the chapter outset, multi-family uses are not a prominent land use in Hamel today. About 5% of lots in Hamel are zoned for two-family or medium density multi-family residential land uses. Given estimates for flattened population growth through 2030, demand for new medium density multi-family land use is likely to remain low (except potentially senior-oriented housing developments). This being said, multi-family uses are appropriate in communities of any size as they provide choice and flexibility in living arrangements. Further, when proposed, multi-family uses are best placed adjacent to (or above) retail uses and near collector or arterial streets with good access to sidewalks and/or bicycle paths which lead to schools and recreational space.

During public input meetings held in September 2019 and February 2020, locations of potential mixed use residential/commercial buildings were identified and received positive feedback. These locations included the north half of the property west of Hamel Elementary School, the south portion of property west of Dollar General (due north of Hamel Elementary School).

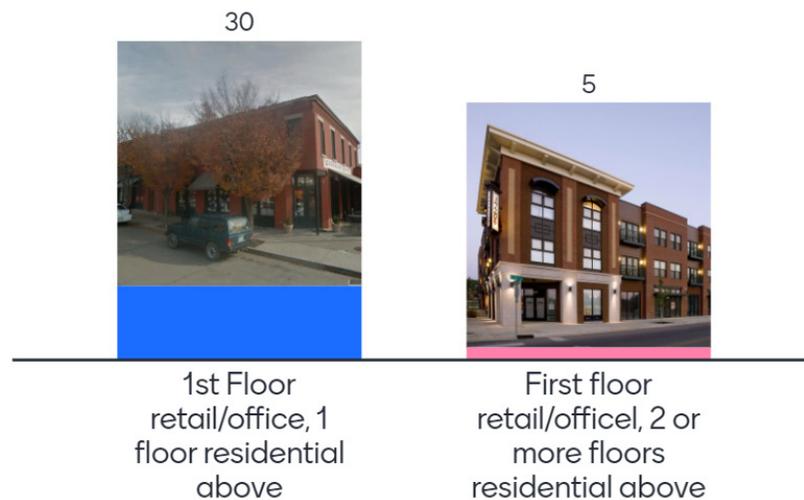
North side of IL 140, west of Dollar General store.



In terms of appearance of these mixed-use buildings, Hamel residents provided input to two types of mixed-use residential/commercial buildings during the visual preference survey element of the February 2020 community input meeting. Both building types would provide multi-family building alternatives that allow for ready access to first floor commercial uses. If constructed in the locations recommended in this section, these building types would also contribute to a traditional downtown area with modern amenities .

Exhibit 2: Hamel Residents' Mixed-Use Building Preferences

Which mixed-use building (commercial & residential) type is BEST for Hamel?

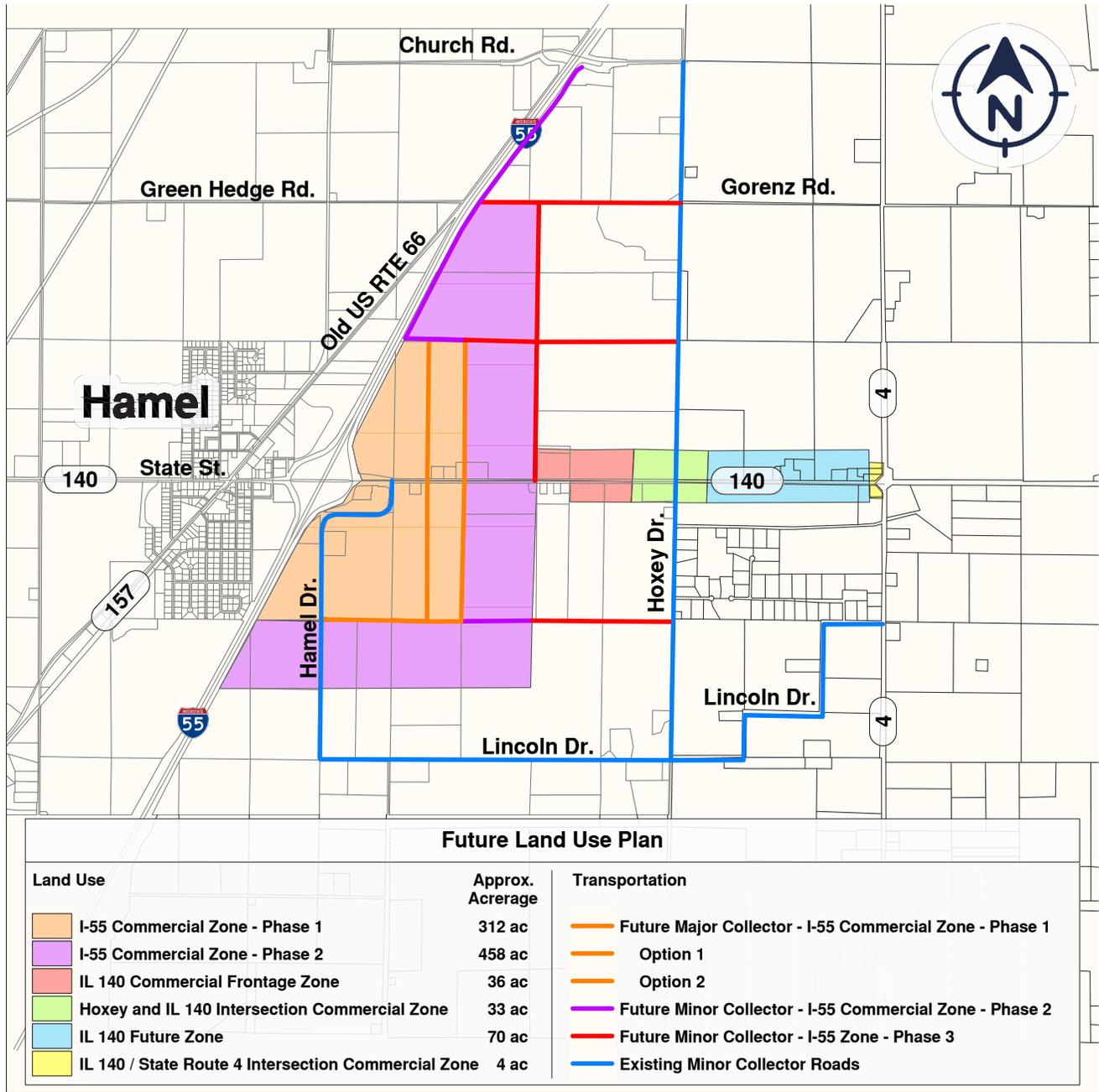


Survey respondents indicated a clear preference for two-story buildings, with first floor retail or office uses and second floor residential uses over the taller alternative with 2 or more levels of residential above a first floor retail use.

✔ Objective 5: Hold off on residential development on the east side of I-55 until demand can be justified and future residents can be assured of adequate provision of municipal services including public safety and parkland.

In 2018, Hamel completed a Land Use Plan for the east side of I-55 that stated that residential uses of any type were not recommended until they could be supported by improved roads, public safety, and amenities such as parks/recreational space. Residential uses for the duration of this Comprehensive Plan (through 2030) should be focused on the west side of I-55. See more on this discussion in the Land Use section.

Exhibit 3: Hamel Residents' Preference for One-Story Single Family Homes



Goal 4: Work to Recruit the “Early Workforce” and Retain the “Empty Nest” Demographics

As noted in the chapter introduction, Hamel faces the challenge of attracting and retaining its next generation of residents in the coming years. U.S. Census data estimates indicate that Hamel’s 25-35 and 50-64 age demographics are expected to fall by 20% through 2030, while growth in the 35-49 age range is a modest +6%. While some of this is attributable to trends anticipated in Madison County and Illinois as a whole, it is also related to job opportunities and life-style related expectations of these age cohorts that impact their choice of where they live.

✔ Objective 1: Provide housing types that are attractive to Early Workforce and Empty Nest home buyers.

At the February 2020 community input meeting, Hamel residents were presented with two alternatives to attract potential Early Workforce (25-34 years) and Empty Nest (50-64 years) homebuyers. Similar to the preference for single-family detached homes for seniors, the community indicated a strong preference for well-built, one-story single-family homes on smaller lots versus two-story single-family homes.

Exhibit 4: Hamel Residents’ Preference for One-Story Single Family Homes

If well-built homes on smaller lots to attract first home buyers/empty nesters were in Hamel, which style would be most in keeping with the community?



As noted earlier in this section, to promote lot affordability, along with convenient access to community retail, educational, and recreational amenities, lot widths for this housing type should be as narrow as the zoning code allows (70 feet maximum). Lots under 10,000 square feet are attractive to many potential homeowners in the demographic range as outdoor maintenance requirements are reduced. Lots in the Saddlewood subdivision are generally in the same range as the lot sizes recommended here.

✔ Objective 2: Provide community amenities and opportunities identified as important to potential Millennial residents.

To retain and attract residents to the Hamel community and stave off projected flat population growth through 2030, the village will need to make a pointed effort to distinguish itself from other communities and compete for prospective homebuyers.

In a September 2019 survey, residents noted that “third space” places (e.g. alternative workspaces not at home or a business office) to work, such as coffee shops or bakeries, was a local need. Respondents also reported that Hamel

was a “fair to good” location for entrepreneurs to “own or start a business”, a full point below the rank of Hamel being a “a place to live” or “a place to raise a family” (on a scale of 1 to 4).

	POOR	FAIR	GOOD	EXCELLENT	N/A	TOTAL	WEIGHTED AVERAGE
As a place to live.	0.00% 0	1.85% 1	44.44% 24	53.70% 29	0.00% 0	54	3.52
As a place to raise a family.	0.00% 0	1.85% 1	27.78% 15	68.52% 37	1.85% 1	54	3.68
As a place to retire.	3.70% 2	16.67% 9	44.44% 24	29.63% 16	5.56% 3	54	3.06
As a place to own or start a business.	5.56% 3	35.19% 19	37.04% 20	7.41% 4	14.81% 8	54	2.54

Resident’s responses above reflect what will be a growing trend in the years ahead: quality of life amenities will be key. Among these will be the following, many of which are now not just “wants” but “needs.”

Millennials cite high-speed internet as a crucial staple of modern life. This amenity is not just about social networking and streaming favorite movies. It also enables long distance learning and online business opportunities, and is a key to location and expansion decisions for existing and future Hamel businesses.

Dependable high-speed internet services, “third space” workspaces not limited to a home office, and entrepreneurial opportunities have all been cited by other small towns and rural communities as important in attracting post Baby Boom residents. “Third spaces” are places other than home or work, such as cafes and microbreweries, that offer alternative work environments. As Hamel does not have a public library that can fill this niche, this type of space takes on additional importance for the community.

Current residents already know Hamel is a great place to buy a home and start of family. Those stories need to be communicated to outside homebuyers via firsthand testimony that residents tell about Hamel. These can then be conveyed by realtors to potential buyers, as well as through the village website and general “branding” efforts already underway.

Young professionals also want to give back to their community. While this may not seem like a “housing” issue, engaging residents in Hamel’s community initiatives through projects like the new dog park, sidewalk improvements along IL 140 contribute, and other concepts discussed in this Comprehensive Plan not only add to their health, happiness and well-being, but to the overall pride in the Hamel community.

CHAPTER 6

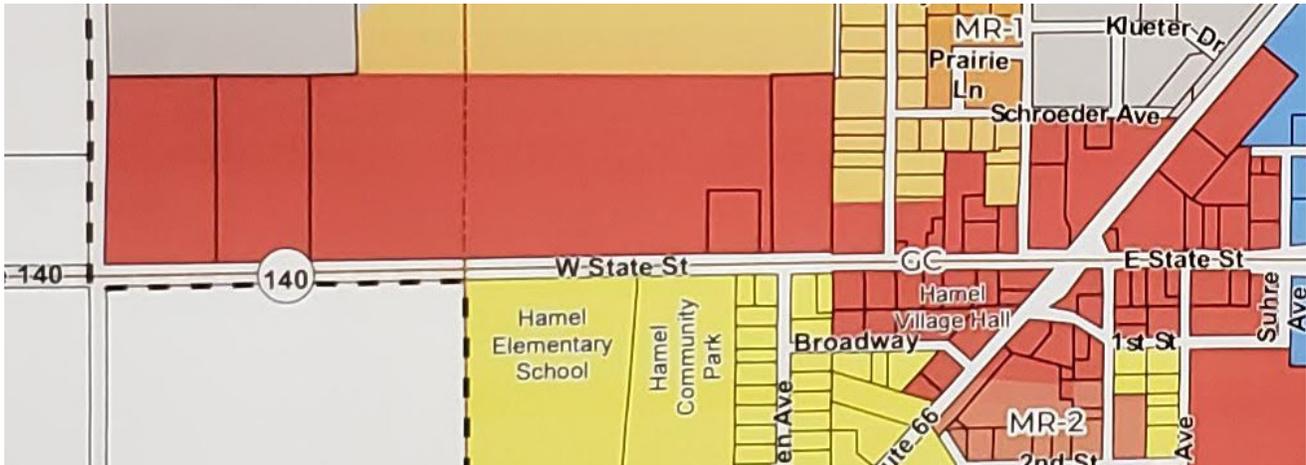
Historic Core Goals & Objectives



Historic Core Area

Hamel’s historic core is the area located along both sides of IL Route 140 and IL Route 157 bounded by Suhre Street on the east, Staunton Road on the west, the Broadway/First Avenue corridor on both sides of IL 157 to the south, and along North Frontage Road to Schroeder Street to the north.

Exhibit 1: Historic Core Area



This part of Hamel is designated as the historic core because it is the geographic and economic center of the village, with numerous developments that serve market demand, including agriculture, retail, restaurant, and professional, and local government-related services.

Hamel residents can also point to this area as a key source of the high quality of life they enjoy, with housing choices affordable for people in a range of incomes, recreational opportunities at Hamel Community Park for social interaction, and cost-effective infrastructure and services contained within a half square-mile area.

Needs

The Historic Core area lacks a central location where business activity is most heavily concentrated. The intersection of IL Routes 140 and 157 has served this function in years past, but the combination of roadway expansion at this intersection, which used available right-of-way, numerous historic structures, which are unlikely to be (and should not be) demolished, and higher speed automobile traffic with less amenable walking conditions are major challenges.

Building characteristics in the Historic Core are inconsistent in appearance but are a mix of mostly one-story commercial and residential buildings, most dating to the mid-20th Century and later. Without a defining architectural characteristic, Hamel has a need to define its building exterior standards as new commercial growth comes to the village.

Hamel takes pride in its low traffic, pedestrian-friendly access to its residential and commercial uses, and ready access to the MCT trail. However, IL Routes 140 and 157 are physical barriers that divide the village, and impact the ability and comfort-level of walking to destinations such as Hamel Community Park, Hamel Elementary School, and local retail and restaurants. Sidewalks along IL 140 and a designated crosswalk near Meyer Avenue would contribute to improving pedestrian safety.

Goal: With links to Hamel's historic past, build on the character of Hamel's traditional Commercial Core along IL 140 and IL 157 (Old Route 66)

✔ Objective 1: Present Hamel's community identity and pride through the use of architectural requirements for new buildings .

The exhibition of identity and pride is important, not just for residents and businesses within the community, but to those outside as well. As discussed further in the Community Character section, the use of banners along IL 140 and IL 157 is just one example of how Hamel displays its unique quality of life to residents and travelers alike.

Another way to establish identity is through attention to building design and appearance standards. This concept was explored at the September 2019 Community Input Meeting where attendees were asked to provide input on three different types of architectural design on a retail building type commonly constructed in small- and medium-sized cities in the Midwest. (See Exhibit 9). Participants in this exercise responded that, while they liked many of the elements in the Detailed building exterior design type, most thought the Intermediate design type was most fitting with the Hamel community. This design type emphasizes the use of at least two colors and material types on the building exterior, an enhanced entrance through the use of canopies or awnings that gives the front of the building a stronger presence and visual character, and the use of vinyl siding on the front and sides of the building to provide a more finished look.

Exhibit 9: Community preference survey of Building Exteriors

Identifying Community Character: Architecture and Building Exteriors

• Basic:

- Split face or block face on front
- One color
- Vinyl siding on sides
- Vinyl parapet



• Intermediate

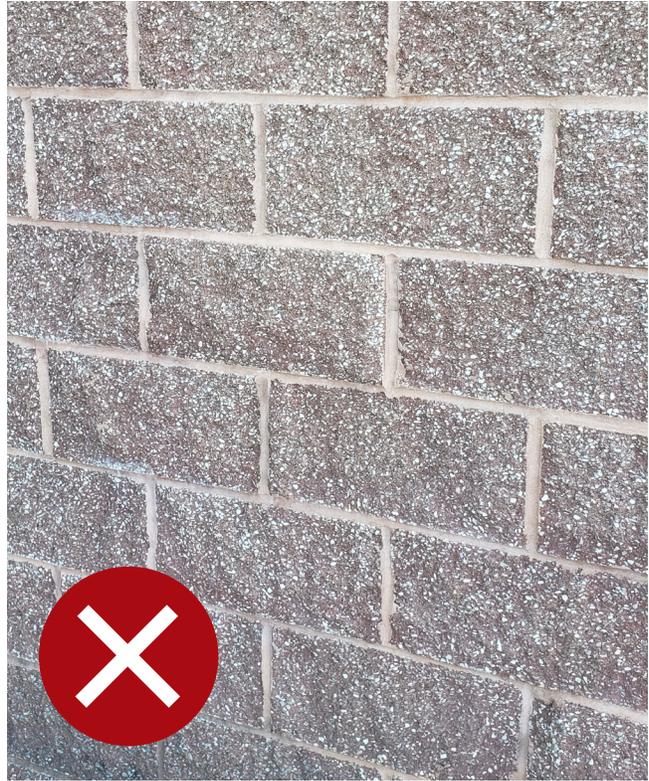
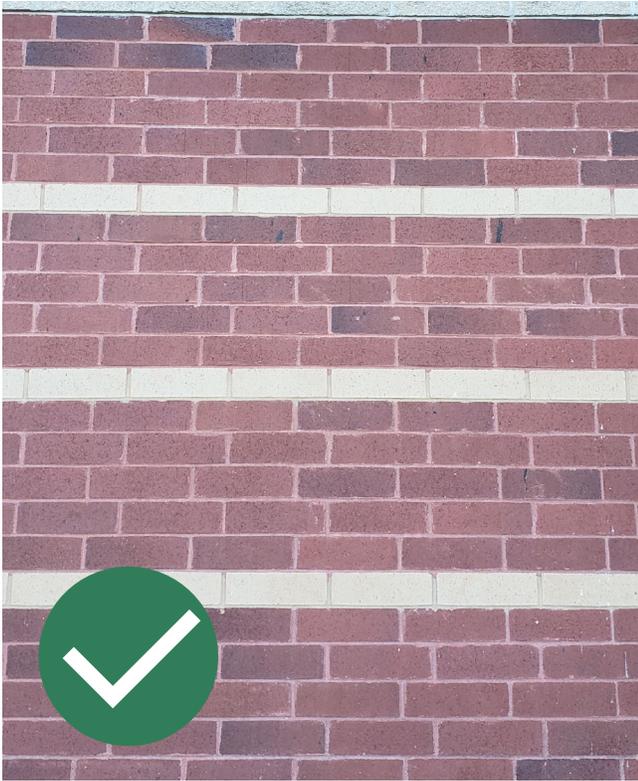
- Mid-grade vinyl siding
- At least two colors/material types
- Enhanced entrance/Use of canopies or awnings



• Detailed

- High quality vinyl or "James Hardie" siding
- At least 3 colors/material types
- Use of windows
- Upgraded exterior lighting fixtures

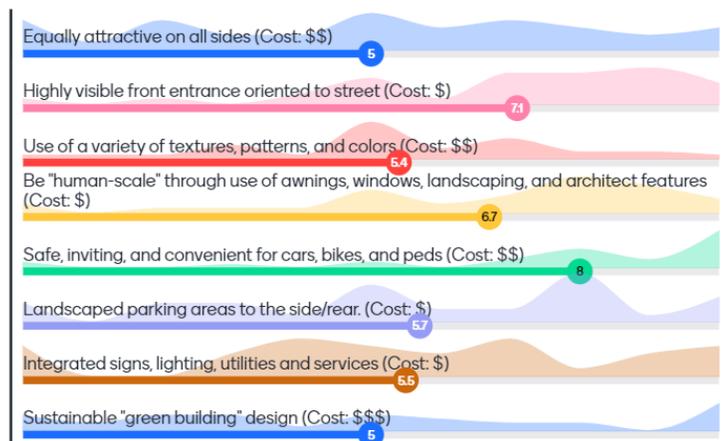




At the February 2020 Community Input Meeting, building design was addressed. Participants were asked to rank eight criteria related to building exterior features (See Exhibit 10). The results show that Hamel residents prefer a building design that is “Safe, inviting, and convenient for cars, bikes, and peds” and “Highly visible front entrance oriented to the street.” Buildings that are “‘Human scale’ through the use of awnings, windows, landscaping, and architect features” rounded out the top three criteria. These results were largely consisted with the “Intermediate” type building design in Exhibit 9.

Exhibit 10: Exterior Building Characteristics Priorities

Attractive buildings are important but can cost more to build. SLIDE the scale to rank from LEAST to MOST important. (More \$=More cost)

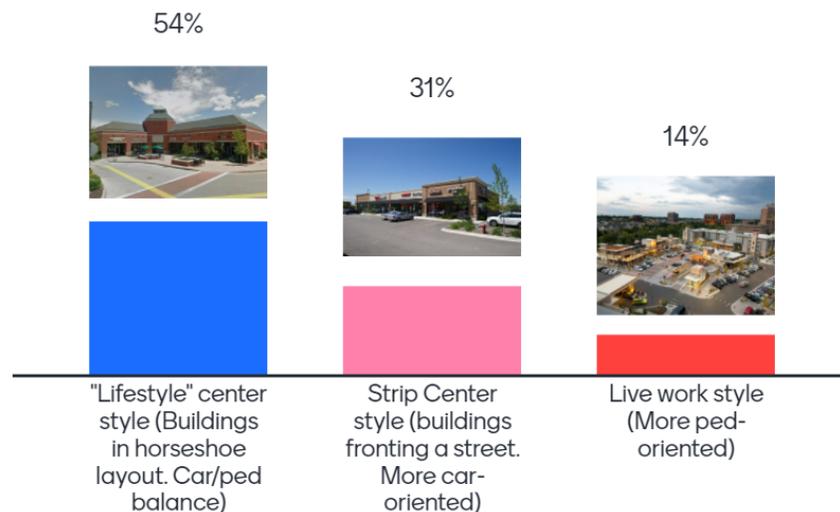


Also at Community Meeting #2 in February 2020, participants were queried on building layouts for retail buildings. Exhibit 11 shows three different designs common in today's retail market:

- "Lifestyle" shopping centers where retail uses are arranged in an "L" or "horseshoe" with common parking areas in the middle. While transportation is usually needed to reach these centers, they generally balance automobile and pedestrian needs once on site, allowing shoppers to obtain goods and services in a single trip. With parking in the middle of the buildings, the buildings can be moved closer to the street, improving pedestrian-friendly access from public sidewalks.
- "Strip" shopping centers which run parallel to the street frontage. While shoppers can make multiple stops at strip centers, their length detracts from the walk-friendly character, often resulting in customers returning to their cars to move to the next destination in the same strip. Convenient and easy to access for automobiles, parking and signage are generally oriented toward drivers as well, with parking in front and greater size and number of signs required.
- "Live/work" shopping centers are mixed-use residential/commercial centers. With buildings commonly arranged in the "lifestyle center "horseshoe" design, residents enjoy the convenience of a short walk to get daily necessities. Pedestrian access is improved over typical lifestyle centers as well, with smaller parking areas that feature designated walk paths or sidewalks. Live/work shopping centers are increasingly common in first floor retail/second and third floor residential applications as well as extended stay hotel facilities.

Exhibit 11: Visual preferences of Hamel residents on preferred shopping center layout design

For Hamel's future shopping/retail needs, which commercial building would be the best fit for Hamel?



As shown in Exhibit 11, the majority of Hamel residents prefer the lifestyle center design. This design is a good fit for Hamel as it balances those in automobiles and those who walk.

In short, Hamel residents desire attractive commercial buildings where a pragmatic approach to building design is utilized. Elements that provide visual interest to a building through the use of two or three building materials and/or colors, storefronts to convey permanence and ease of access, and entrances and parking that balance both automobile and pedestrian traffic are key considerations. All new commercial buildings should include sidewalks and designated pedestrian paths to the building and characteristics that reflect Hamel's small-town charm: One- to two-story building designs complete with landscaping, windows, awnings and similar features which reflect the pride a business owner takes in their business and the Hamel community.

✔ Objective 2: Adopt building appearance and development criteria for property along IL 140 and IL 157 that are agreeable to property owners and the community at-large.

With a general concept of Hamel residents' preferences as discussed in Objective #1, the next step is to add details about how these preferences will be achieved as new buildings are constructed and existing buildings are refurbished. Once the building exterior parameters are identified, the Hamel Board of Trustees should adopt these criteria into an ordinance.

The building appearance ordinance should address the following:

- Architectural appearance: The visual preference survey indicates that residents prefer buildings within the Historic Core to be no greater than two-stories. Primary building materials should include brick, rock, or stone, with secondary materials that include cementitious fiberboard or high-quality vinyl. While these standards can be reduced along building facades not adjacent to a street, the building exteriors should include three different textures or color combinations.
- Setbacks: Buildings may have a zero-foot setback from the front property line, with large first-floor windows and doors oriented to the street that meet a minimum glazing standard of 40% on the first floor.
- Parking: In keeping with zero-foot building setbacks standards, off-street parking standards should likewise require parking to the side or rear of all buildings. On-street parking can also be allowed if sufficient right-of-way is available.
- Sidewalks: To support a walkable business corridor, sidewalks should be wide enough to allow for a pedestrian path plus additional width for outdoor dining or display of commercial wares.
- Other considerations: Hamel may also consider standards for commercial sign designs, the use of awnings or canopies, street landscaping and furniture, amenities for bicycle uses, and street lighting.

Ideally, the location selected will utilize an overlay zoning district or a separate zoning classification that requires the elements noted above and any others that may be needed. Hamel can adopt these standards immediately to provide clear guidance to the developer of the subject tract. These standards can be included in a future Development Agreement or adopted via ordinance.

✔ Objective 3: Improve bike and pedestrian linkages from the site selected above to IL 140 destinations, especially IL 140 and IL 157 intersection.

All three sites described in this section offer varying advantages and challenges in order to maximize pedestrian and cyclist access.

The north side of IL 140 west of Dollar General is highly accessible to residents of the Saddlewood subdivision. However, the ability for pedestrians to cross IL Route 140 will need to be greatly improved. As noted in the Infrastructure section, plans are being made for a pedestrian crossing at Meyer Avenue and IL 140. Such a crossing will increase safety and access to the site by those on the south side of IL along Broadway, Allen and Park Avenues.

As it is presently on Hamel's west boundary with no direct roadway connections besides Staunton Road, the site on south side of IL 140 on the east side of Staunton Road will require specific attention for pedestrian and bicycle access. As shown on Exhibit 5, the site would be made significantly more attractive if a pedestrian access/trail easement that crosses Hamel Elementary School (Edwardsville Community Unit School District 7) property from Hamel Community Park is granted.

Exhibit 5: Potential location of pedestrian easement from future residential development west of Hamel Elementary School to Hamel Community Park.



The third site would benefit by a designated bike/ped path or route from the current MCT Trail terminus on IL 157 to the site. One potential path is shown in the photo below via Trotter Drive/3rd Avenue.

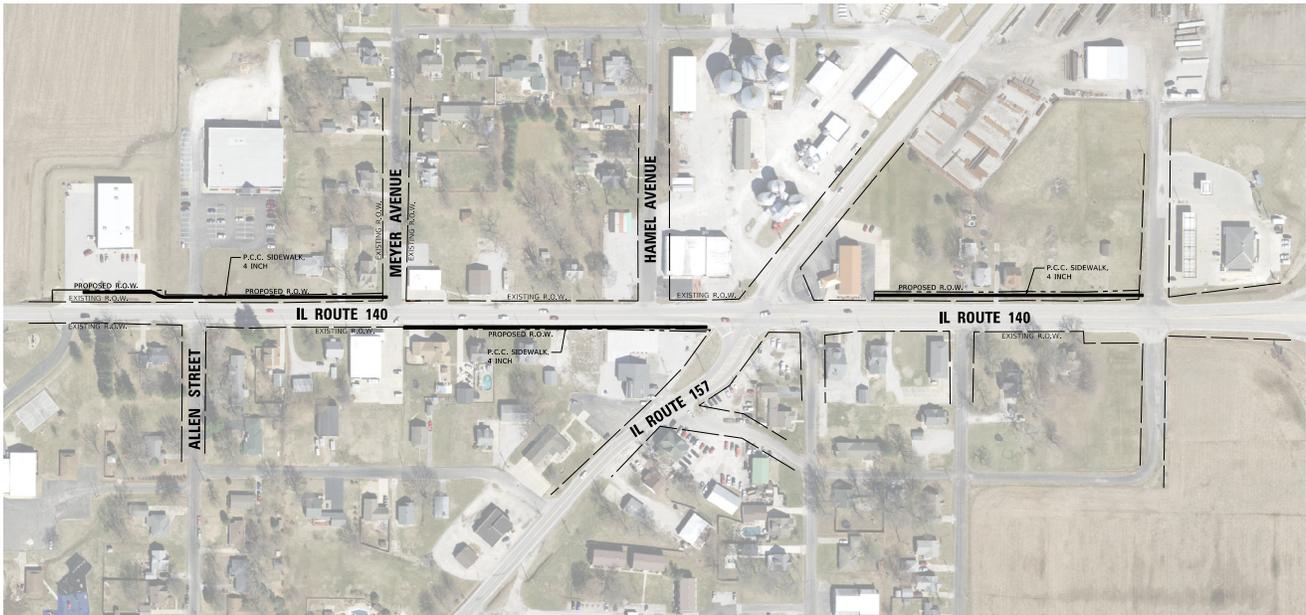
Exhibit 6: Potential on-road designated bike route to property on the southwest corner of I-55 and IL 140



✔ Objective 4: Improve pedestrian and bicycle access to IL 140 corridor by installing sidewalks through the Historic Core area.

Prompted by resident input obtained during public meetings for the Comprehensive Plan, the Village of Hamel has made the installation of sidewalks along IL Route 140 a community priority. The exhibit below shows pending sidewalk improvement plans along this corridor tentatively planned for 2021. Included are new sidewalks which begin on the Dollar General property, extending east to Meyer Avenue. The lack of remaining right-of-way width on the north side of IL 140 between Meyer and Hamel Avenues necessitates a pedestrian crossing to the south side of IL 140 at Meyer Avenue. This crossing would connect to existing sidewalks, which continue east to the IL Route 157 intersection. Sidewalks are also planned on the north side of IL 140 between North Frontage Road and Suhre Avenue as part of this project. All new sidewalks would meet the 5-foot minimum width requirement and will significantly contribute to pedestrian safety through Hamel’s General Commercial corridor.

Exhibit 7: Locations of proposed sidewalk improvements along IL 140.

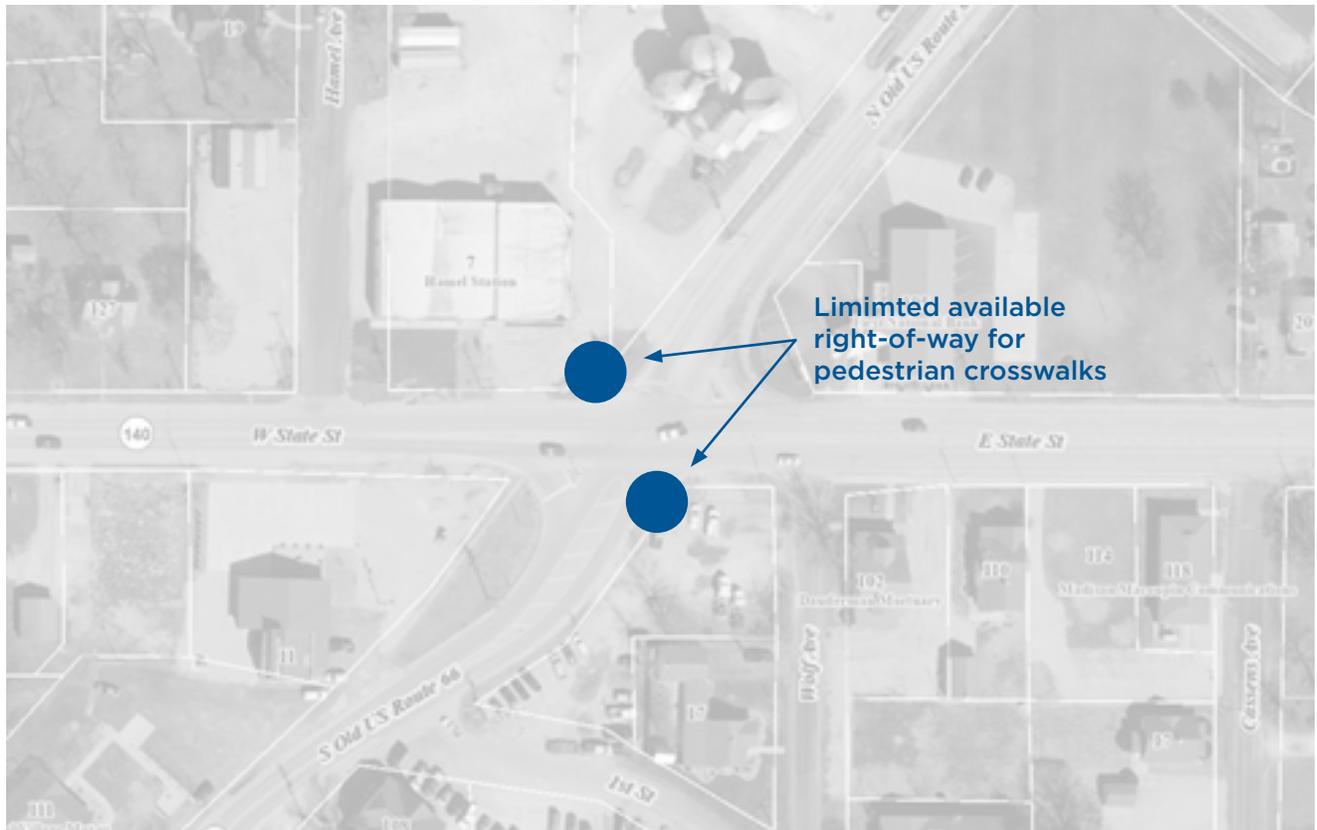


✔ Objective 5: Engage with property owners and Illinois Department of Transportation on solutions for the intersection of IL 157 and IL 140

Economically speaking, the intersection of IL 157 and IL 140 is the most important intersection in Hamel. As the gateway to Hamel’s historic core area, opportunities to improve pedestrian and traffic safety at this intersection are likely to reap economic benefits. Pedestrian crosswalks, for example, would allow Old Route 66 visitors to Hamel to more safely reach restaurants, village hall, and the MCT trailhead just north of this intersection. Safer access across IL 140 and IL 157 may also contribute to the buildings on all four corners of this intersection to transition from “stand-alone” automobile-oriented uses, to businesses that can rely on customers who “park once and walk” to multiple destinations.

Significant hurdles to achieving this objective exist, however. Right-of-way to install sidewalk and crosswalk improvements is not available on the northwest or southeast corners of the intersection, or on the IL 157 corridor leading to this intersection from the south. The ability to acquire this additional right-of-way is limited due to the location of existing buildings, and access and off-street parking needs of existing businesses.

Exhibit 8: Intersection of IL 157 and IL 140 :



Given these challenges, Hamel's best option is to work with property owners and the Illinois Department of Transportation (IDOT) to identify future opportunities to include pedestrian crossing facilities at this intersection. Should property become available or Hamel learn that IDOT plans an improvement to this intersection, officials can cite this and other public documents in making the case that these improvements are a community need and priority.

CHAPTER 7

Highway Commercial Goals & Objectives



Highway Commercial/Industrial Area

Hamel’s Highway Commercial/Industrial area is immediately adjacent to the I-55/IL Route 140 interchange. All four corners of “Highway Commercial HC” zoned property and the “Light Industrial LI” zoned property on the west side of the North Frontage Road is included.

The commercial and industrial uses in this part of Hamel are oriented toward the approximately 32,000 vehicles that travel I-55 each day. These uses include convenience stores, gas stations, restaurants, and hotels. In addition, storage facilities and dealerships for vehicles and farm implements that serve the regional agricultural industry can be found in this district. These commercial and industrial uses represent a critical part of the Hamel economy due to the sales and motor fuel tax revenues they generate, the travelers and tourists they bring to the community, and the base of employment these businesses represent for those in and outside the Hamel corporate limits.

As the uses within this district attract automobile and large-truck traffic, overall lot sizes are larger - compared to those in the Historic Core district discussed separately in this plan - to accommodate parking areas for these vehicles. As they tend to be land and automobile-intensive, it is important for a community to direct highway-oriented commercial growth in an orderly fashion to reduce scattered or disconnected development in unincorporated rural areas around Hamel.

Needs

The roadway corridors through the Highway Commercial/Industrial area include I-55 north of the interchange, the North Frontage Road toward Livingston, and IL 140 from Love’s Travel Center west to the North Frontage Road.

In the coming years, attention will need to be paid to safety at the I-55 interchange onto IL Route 140 leading to the Highway Commercial and Industrial area, especially as businesses locate on vacant property within this area. At present, there are no traffic control signals at the north or south-bound I-55 entrance/exit ramps at the Hamel interchange.

Exhibit 1 - Total Average Daily Trips (ADTs) and percent change 2008 -2016

Road (Direction)	2008 ADTs	2016 ADTs (unless otherwise noted)	% Increase
North-bound I-55 exiting to IL 140 (entering Hamel)	1,500	2,800	87%
South-bound I-55 exiting to IL 140 (entering Hamel)	1,500	2,300	53%
IL 140 to north-bound I-55 (leaving Hamel)	1,250	2,300	84%
IL 140 to south-bound I-55 (leaving Hamel)	1,500	2,900	93%
I-55 Overall (north and south bound travel)	28,100 (2009)	31,600 (2017)	12.5%

Source: Illinois Department of Transportation website gettingaroundillinois.com

As shown in Exhibit 1 above, the need for traffic signals has increased in recent years due to the Love’s Travel Center development in 2014. While I-55 through-traffic has increased modestly by 12.5%, traffic entering Hamel from I-55 has increased by an average of 2,100 vehicles daily, or 70%, since 2008. Traffic leaving Hamel to access either south or north-bound I-55 has increased 90% over this same period.

Exhibit 2 - Trucks as a Percent of Total Traffic - 2016

Road (Direction)	2016 trucks	% trucks of all ADTs
North-bound I-55 exiting to IL 140 (entering Hamel)	275	9.8%
South-bound I-55 exiting to IL 140 (entering Hamel)	350	15.2%
IL 140 between I-55 and IL Route 4	130	4%
IL 140 between I-55 and Staunton Road	300	5.5%
I-55 Overall Through Traffic (north and south-bound travel not exiting at Hamel/IL 140)	7,200	22.8%

As a percent of all vehicles, truck traffic volumes have been relatively modest. While historic data on the increase in the number of trucks using the Hamel I-55 / IL 140 interchange is not available, Exhibit 2 above details the total number of trucks and the percent of total traffic volume these vehicles represent at the IL 140/I-55 interchange.

The source of truck traffic in and through Hamel is generated by the following:

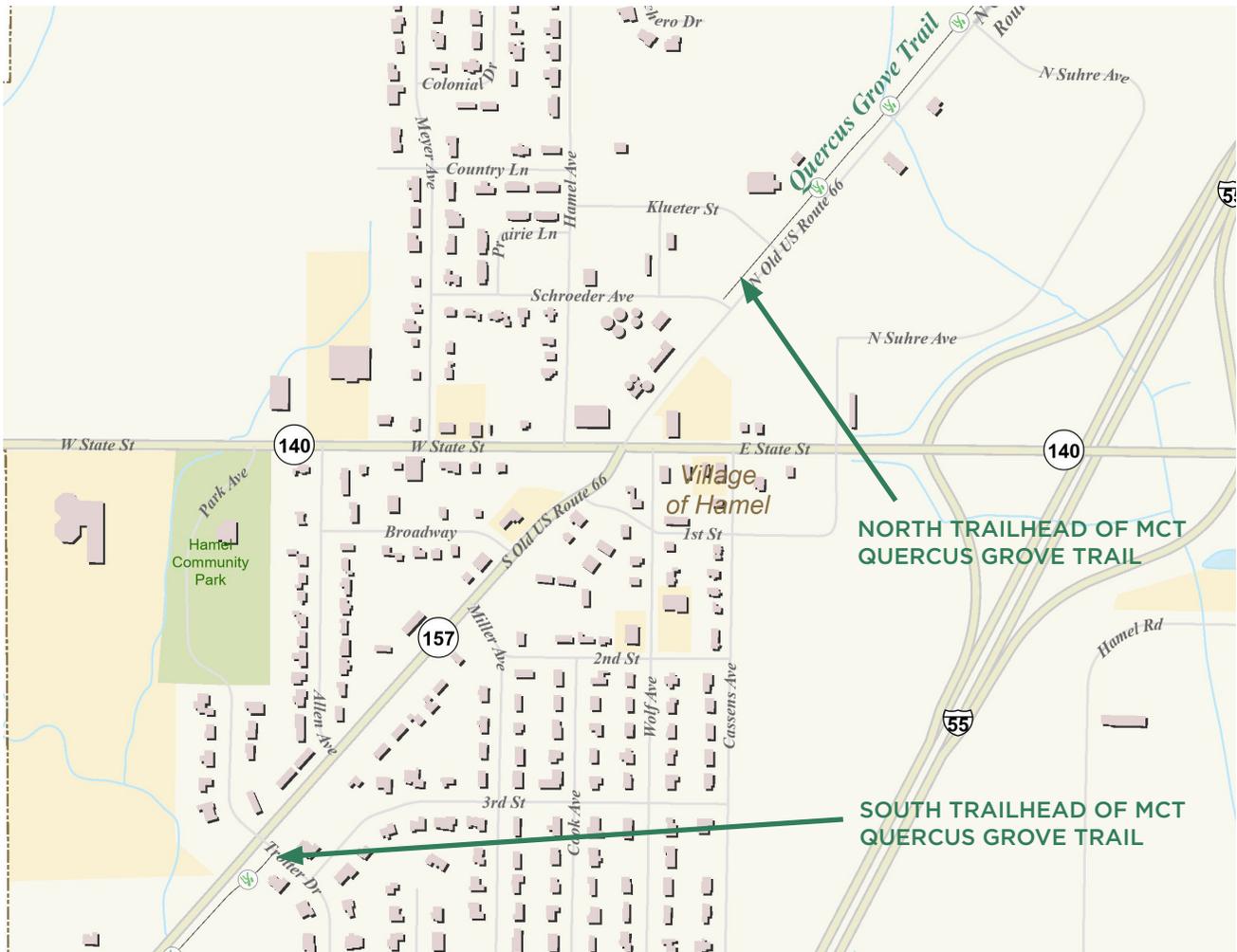
- Traffic utilizing IL 140 to travel between I-55 and Illinois Riverbend communities such as Alton, Bethalto, Godfrey, and Wood River along IL Route 255. There are a significant number of warehouse, manufacturing, and distribution operations in this direction and travel time via IL 140 is reduced compared to using alternative routes such as I-270 to the south.
- Traffic utilizing IL 140 to travel between IL Route 4, Greenville, and the I-70 interchange south of Greenville. Located about one mile east of the Hamel corporate limits, the north/south oriented IL Route 4 provides alternative access to communities in St. Clair County such as O'Fallon, IL.
- Built in 2014, Love's Travel Center provides fuel, food, and convenience store services to travelers. Overnight parking facilities and showers are available to truck drivers. A truck maintenance facility is available for routine services (e.g. oil changes). Located outside St. Louis metro area urban corridors where traffic becomes more congested and near interchanges with several key interstates (I-64, I-70, I-44, I-55, I-270), the Love's facility is a regular stopping point for many over-the-road haulers.

Given the importance of the IL 140 corridor to commercial trucks, future improvements to this roadway corridor, especially at the I-55 interchange, should place special attention on ingress/egress driveway aprons (width and thickness), additional turn lane queue lengths, clear directional signage, and sufficient parking areas for trucks to assemble for overnight parking. These parking areas would be placed along roadways and at businesses frequented by truck traffic. As IL 140, IL 157, and I-55 are maintained by IDOT, coordination on these accommodations would be facilitated by the agency, with input from property owners and village officials.

Other roadway improvements to IL 140 and I-55 may also be needed and would be accommodated by IDOT. A balance between freight vehicles and pedestrian and bicycle facilities is needed, especially at intersections:

- Crosswalks and curb extensions are design elements that assist pedestrians. However, wider intersections for truck turning movements may result in longer crosswalks and an inability to install curb extensions. Mountable curbs and pedestrian median refuge island may be a partial solution if adequate right-of-way is available.
- Bicycles also require special consideration at intersections. Not only is a truck driver's vision limited when making right turns at intersections, but trucks can encroach into bicycle lanes during right-turn movements.
- Intersections may need to be designed with additional signage to alert pedestrians and cyclists of large vehicles traveling or turning onto a road they intend to cross.
- Other design and route concepts for bicycles and pedestrians may include physical separation through raised curbs and/or grade separation, or alternate bicycle and pedestrian routes using dedicated paths or local street where speeds are reduced and truck traffic is minimized.

The Highway Commercial/Industrial District includes a north-bound leg of the MCT Quercus Grove Trail that starts in Hamel at North Frontage Road and Schroeder Avenue and ends just south of Staunton, IL. This is the north continuation the Quercus Grove Trail that currently terminates near the intersection of Trotter Drive and IL 157 .



In 2017, Hamel recalibrated its zoning code to move many service-based commercial uses out of the HC Highway Commercial zoning district and into the Light Industrial or General Commercial zoning districts. As sales tax dollars generated in the HC zoning district represent a critical revenue source to support village services, the change allows the village to place additional emphasis on the sale of goods in the Highway Commercial district, instead of service-oriented commercial uses, which do not charge a sales tax .



As will be discussed in more detail in the Community Character section, the aesthetic appearance of roads within the Highway Commercial/Industrial District should also be addressed.

Principal: Principal – Capitalize on I-55-Related Opportunities

Goal 1: Capitalize on I-55's 32,000 daily vehicles that offer Hamel unique economic development opportunities and challenges.

- ✓ **Objective 1: Enable gradual development of available land at Suhre and Schroeder through a plan for roadway improvements, access/wayfinding signage, and building and lot layout parameters designed to attract I-55 travelers.**

Within the Highway Commercial/Industrial district is an approximately 28-acre parcel on the northwest corner of I-55 and IL 140. The property is vacant. A private road extends from N. Surhe Avenue through the property, connecting with North Frontage Road. While it does not meet road construction standards, the road is approximately 36 feet wide (from back of curb), comprised of crushed limestone/gravel, and lined with a mountable curb/gutter on both sides. Improvements to this roadway are needed before the site is viable for public traffic.

While not directly adjacent to any of Hamel's residential subdivisions, which limits walkability to the site, the property represents an opportunity to expand highway-oriented commercial or industrial uses on the west side of I-55. While visibility from south-bound I-55 traffic of the site is excellent, off-site improvements to N. Surhe Drive west and north of the Shell convenience store would be needed to accommodate typical highway land uses, such as restaurants and hotels. The north and west quarters of the 28-acre property are potential locations for industrial or commercial uses that are not reliant on visual cues to highway travelers to attract customers (such as fuel or food services).

- ✓ **Objective 2: Identify amenities desired and utilized by highway travelers to make Hamel a preferred stop along I-55.**

Regular travelers along I-55 often develop preferred locations to stop for food or fuel. Located about 30-35 minutes from downtown St. Louis, Hamel is an excellent location for south-bound drivers to obtain needed services before entering into more heavily-trafficked areas. It is also the first stop south of Litchfield (approximately 22 miles north) where a variety of easily accessible highway-oriented services are provided. Likewise, for north-bound I-55 travelers, Hamel is the presently the first stop north of Troy, IL (mile marker 18) and last opportunity until Litchfield where customers have multiple gas and food options. In short, I-55 drivers are aware that Hamel represents a convenient

and safe location to get food and fuel before continuing their journey in either direction.

As the traveling public is already familiar with Hamel as a well-known stopping point, there is an opportunity to capitalize further to encourage more economic activity from the potential I-55 customer. Amenities such as dog walk areas, tot lot playgrounds, parking areas for commuters to St. Louis, and amenities oriented toward MCT trail users (especially cyclists) are all ideas that can encourage a traveler to stay a bit longer within the village and take advantage of local restaurants and retail.

While the highway rest area at Mile Marker 28 offers similar amenities, such as a dog walk and playground area, the average traveler is more likely to stop where food and fuel can be obtained in a single stop versus getting back into the vehicle to travel two additional miles to use rest stop facilities.

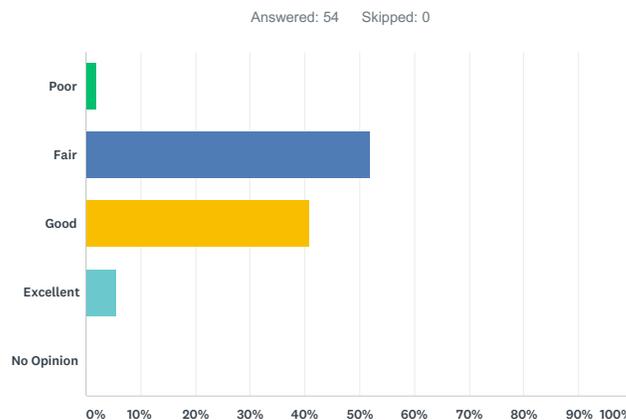
There are a number of locations within the Highway Commercial/Industrial zoning that could be developed with the amenities noted above. However, most are on private property, so an agreement with these property owners or eventual developers of these sites would be needed.

A planned dog park near the water treatment plant is located about three-quarters of a mile from the I-55 interchange. This distance may be a little far for the average traveler. Hamel officials would need to decide whether to allow non-residents to use this facility and, if allowed, how to alert I-55 travelers to its availability.

✔ Objective 3: Improve aesthetics through the Industrial / Highway Commercial Zoned property along I-55, IL 140, and the North Frontage Road by working with property owner and/or IDOT to determine whether trees are possible.

The community survey conducted in October 2019 included a question on how Hamel residents rated the physical appearance of several major roads through the community.

Q9 How would you rate the physical appearance of the community from I-55 / IL Route 140, entering from the east (from Alhambra)?

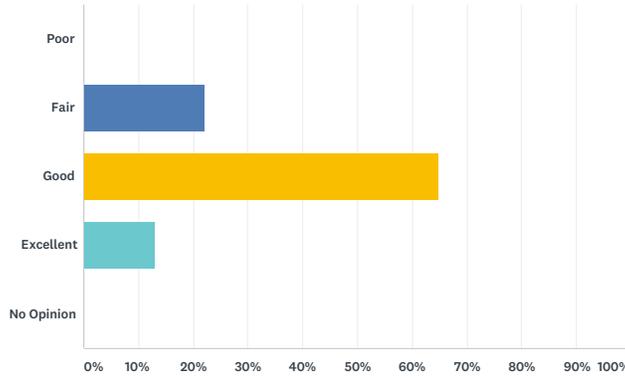


ANSWER CHOICES	RESPONSES	
Poor	1.85%	1
Fair	51.85%	28
Good	40.74%	22
Excellent	5.56%	3
No Opinion	0.00%	0
TOTAL		54

The results show that Hamel residents have a favorable view of IL 157 entering from the south (from Edwardsville) and IL Route 140 entering Hamel from the west (from Bethalto). Both roads were rated at Good or Excellent by over 75% of respondents. Meanwhile, the physical appearance of roads entering from the east (Alhambra) via IL 140 and from the north via North Frontage Road (from Livingston) had a somewhat less favorable rating. Over 50% rated the entrance from Alhambra as “fair” and 46% rated the entrance from Livingston as “fair.”

Q10 How would you rate the physical appearance of the community from IL Route 140, entering from the west (from Bethalto)?

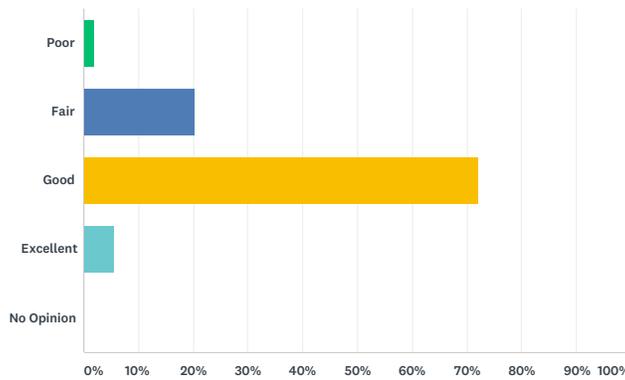
Answered: 54 Skipped: 0



ANSWER CHOICES	RESPONSES	
Poor	0.00%	0
Fair	22.22%	12
Good	64.81%	35
Excellent	12.96%	7
No Opinion	0.00%	0
TOTAL		54

Q11 How would you rate the physical appearance of the community from IL Route 157, entering from the south (from Edwardsville)?

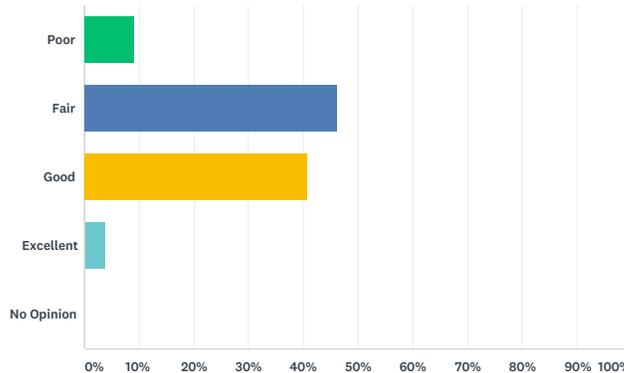
Answered: 54 Skipped: 0



ANSWER CHOICES	RESPONSES	
Poor	1.85%	1
Fair	20.37%	11
Good	72.22%	39
Excellent	5.56%	3
No Opinion	0.00%	0
TOTAL		54

Q12 How would you rate the physical appearance of the community from IL Route 157, entering from the north (from Livingston)?

Answered: 54 Skipped: 0



ANSWER CHOICES	RESPONSES	
Poor	9.26%	5
Fair	46.30%	25
Good	40.74%	22
Excellent	3.70%	2
No Opinion	0.00%	0
TOTAL		54

While the overall ratings for these latter two entrances leaned toward a generally positive impression, the results suggest that some improvements could be made to visual aesthetics along these corridors. Landscaping along roadways can also have functional benefits, such as erosion control, snow control, reducing headlight glare, and reducing maintenance costs. Best practices to achieve these improvements without negatively impacting the overall visibility of the businesses adjacent to these roads include the following options:

1. Install native trees or shrubs, particularly evergreens, along these roadway corridors. Trees and shrubs can be used to screen or break up the profile of long stretches of property with equipment/material storage and chain link fences. Trees and shrubs with a mature height of 10 feet or less on 20-30 foot centers will adequately address most locations.
2. At a specified location, consider a seasonal planting program led by a Hamel citizen group. The program can target a specific location and/or have an identified goal, such as focusing on flowers and plants that attract pollinators (butterflies and bees). Common native plants found along highways in southern Illinois include Black-Eyed Susans, several varieties of Coneflowers, and Oxeye Sunflowers, among others. More can be found at the University Of Illinois Extension website at: <https://web.extension.illinois.edu/wildflowers/directory.cfm>

While the use of native plants is strongly preferred, non-native wildflowers can be used to add color to the roadside and are often mixed with native wildflowers to provide blooming while native wildflowers are being established. Some non-native species commonly planted include Ox-Eyed Daisies, Cosmos, Poppies, and Indian Blanket.

Note that for safety reasons, IDOT does not plant trees, grade roadsides for aesthetic purposes, or introduce other landscaping elements into highway right-of-way as a standard practice. As a result, both initiatives above would require the cooperation of private property owners along these corridors.

Other factors to keep in mind:

- Plantings should be spaced at distances that will enable easy mowing maneuverability.
- Tree, shrub and flower selection should be based on survival against tough conditions: wet springs, hot and dry summer and fall, and roadway salt during the winter months.
- Sightlines at intersections and ingress/egress drives should also be carefully preserved.
- The height and size of trees and shrubs when fully grown should not obstruct billboards, utilities, highway lighting, or signs, hinder snow removal, or cause damage to vehicles or agricultural crops.

✔ Objective 4: Limit sign heights, surface area and illumination.

While commercial signage is important in providing wayfinding and identification to local businesses, the way a community handles sign heights and surface areas is a reflection of community pride and character projected to both residents and visitors alike. This is particularly true in communities that rely economically on adjacent highways, but wish to be distinct from other highway exits where nearly the same services are offered.

One way to achieve this is through a consistent approach to sign height and surface areas, especially free-standing pole and monument signs. Hamel's Sign Regulations are contained in Article XII of Chapter 40 of the Zoning Code.

Section 40-12-15 addresses ground signs, which include monument signs. Hamel's requirements for ground signs are clearly written but leave aesthetic considerations for the base and support structures unaddressed. It is common to require brick, stone or other decorative element on monument signs in order to give the sign a more finished appearance, and reduce regular maintenance needs such as paint or rust prevention.

For example, consider the illustration below from Clive, Iowa. Clive requires all sign bases surrounds to be constructed of materials of permanency and strength, such as brick, stone, block, other masonry or concrete materials, or architectural paneling. The city disallows metal skirting around a supporting pole.

Section 40-12-16 addresses pole signs. Similar to ground signs, pole signs are not required to have a permanent feature that covers the metal support structure(s). Some communities apply the same "materials of permanency and strength" criteria described above to pole signs in order to achieve a more consistent sign appearance in the community .

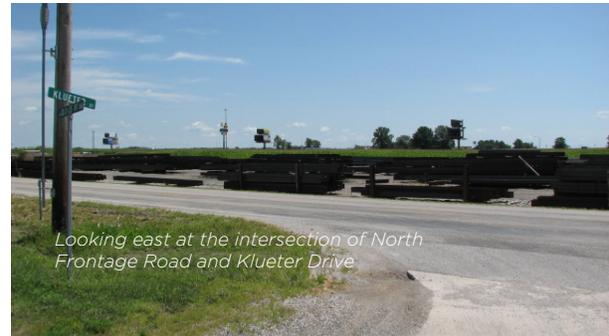
In Hamel, pole signs are also allowed to be built to a maximum height of 28 feet in order to attract I-55 travelers to businesses set off the highway. While this height is reasonable, consideration should be given to setting a maximum distance from I-55 for this 28-foot height through the use of an interstate sign buffer overlay district. Outside of this overlay, sign pole heights should be reduced to a maximum of 15 feet. Clive uses a 300-foot interstate sign buffer, as shown in the illustration below.

In addition, snipe signs that are tacked, nailed, posted, pasted, glued, or attached to trees, poles, stakes, fences, street lights, or other objects, or placed on any public property or in the public right-of-way, especially at the IL 140/I-55 interchange, should be promptly removed to avoid visual clutter.

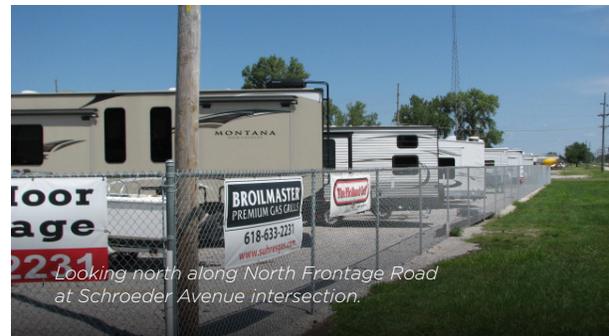
Finally, sign illumination and brightness standards are a consideration, especially for signs using LED/electronic message board technology. Sign brightness is important in Hamel as nighttime drivers travelling through the village are often entering from dark rural roads. The sudden brightness and glare from commercial signs, especially those which flash, can be troubling as eyes adjust to new light conditions. Best practices to reduce the impacts of brightness and glare include requiring downward-pointing exterior lighting, shielded light cut-offs to direct light away from right-of-way and adjoining property, limitations on LED/electronic message board (EMB) sign brightness (400 NITS is a common standard), and requiring automatic dimming of EMB signs during night hours.



Looking east at the intersection of North Frontage Road and Klueter Drive



Looking east at the intersection of North Frontage Road and Klueter Drive



Looking north along North Frontage Road at Schroeder Avenue intersection.



Looking north along North Frontage Road



Looking west along IL 140, west of Hoxey Drive



Looking east along IL 140 near I-55 interchange

CHAPTER 8

Community Character Goals & Objectives





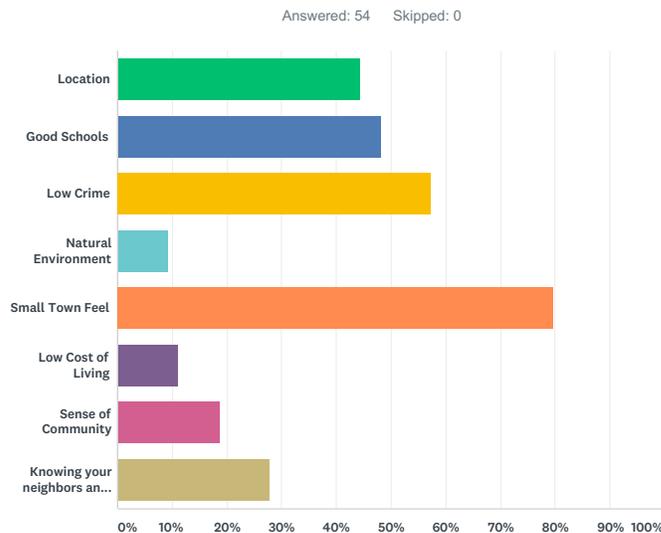
Community Character

Community Character refers to the distinct identity of a place. It is the collective impression a community makes on residents and visitors. While opinions of what characteristics are essential to a community in creating a “sense of place,” these impressions become important in building community pride, preserving natural areas, valuing local history, and promoting the unique features and quality of life of a place to visitors, current and future residents, and existing and potential businesses.

At community input meetings in September 2019 and February 2020, and an electronic survey on the village website in October 2019, Hamel residents had an opportunity to provide input on Hamel’s level of community character in several ways. As highlighted in Exhibit 1 below, Hamel’s “small town feel” was a key area of strength for nearly 80% survey respondents.

Exhibit 1: XXXXXXXXXXXXXXXXXXXX

Q6 What are the Top 3 strengths of living in Hamel? (Choose up to 3)



While “small town character” can mean many things, some of the key features include community residents who are involved with and care about its future success, a consistent appearance of established (and sometimes historic) buildings and businesses, proximal and safe access to businesses and community amenities, a careful approach to new development, and a strong presence and influence of the rural character of northern Madison County on the local economy.

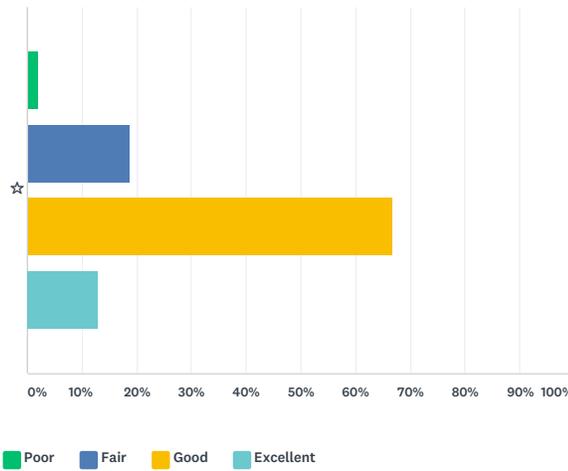
In a follow-up survey question, nearly 80% of residents responding to the on-line survey identified Hamel’s community identity and character as either “good” or “excellent.”



Exhibit 2: XXXXXXXXXXXXXXXXXXXX

Q7 How would you rate the strength of community identity / character in Hamel?

Answered: 54 Skipped: 0



Drilling down further, a series of questions asked respondents to rate Hamel on several livability factors. Specifically, 98% of survey respondents rated Hamel as a “good” or “excellent” place to live (with 53.7% responding “excellent”), 96% as “good” or “excellent” for raising a family (68.5% responding “excellent”), and 74% as a “good” or “excellent” place to retire (with 29.6% responding “excellent”).

Exhibit 3: Hamel's Livability Factors

	POOR	FAIR	GOOD	EXCELLENT	N/A	TOTAL	WEIGHTED AVERAGE
As a place to live.	0.00% 0	1.85% 1	44.44% 24	53.70% 29	0.00% 0	54	3.52
As a place to raise a family.	0.00% 0	1.85% 1	27.78% 15	68.52% 37	1.85% 1	54	3.68
As a place to retire.	3.70% 2	16.67% 9	44.44% 24	29.63% 16	5.56% 3	54	3.06
As a place to own or start a business.	5.56% 3	35.19% 19	37.04% 20	7.41% 4	14.81% 8	54	2.54

Hamel survey respondents were asked to rate the Top 3 of what they thought would be the biggest challenges facing Hamel over the next 20 years. Over 70% responded that “Balancing ‘growth’ with ‘small town character’” followed by the “Lack of retail and dining options” (50%) and “Traffic congestion/Roadway safety” (39%) presented the biggest challenges. Conversely, among the 15 options offered in this question, “Lack of village-wide identity” ranked last (5.6%), suggesting that Hamel already has a strong village-wide identity.

Exhibit 4: Hamel's Community Challenges

Hamel Comprehensive Plan Community Input Survey		SurveyMonkey
ANSWER CHOICES	RESPONSES	
Balancing "growth" with "small town character."	70.37%	38
Lack of retail and dining options.	50.00%	27
Traffic congestion/roadway safety	38.89%	21
Maintaining quality of life	11.11%	6
Deteriorating infrastructure (e.g. roads, bridges, public utility sytems)	11.11%	6
Stormwater control / flooding issues	27.78%	15
Loss of natural areas/farmland	14.81%	8
Lack of village-wide identity	5.56%	3
Lack of active greenspace (ballfields, playgrounds, exercise trails, community garden areas).	18.52%	10
Lack of passive greenspace (parks, picnic areas, natural areas).	7.41%	4
Lack of planning for new growth	11.11%	6
Lack of "move up" single-family housing	5.56%	3
Vacant or under-utilized property	9.26%	5
Property maintenance concerns	9.26%	5
Total Respondents: 54		

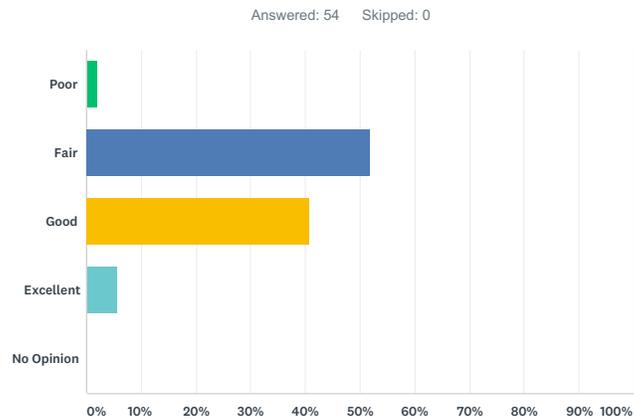
#	OTHER (PLEASE SPECIFY)	DATE
1	No sidewalks with such busy main roads	10/23/2019 4:39 PM
2	Speeding traffic on side roads	10/23/2019 10:27 AM
3	Lack of housing options for older citizens/retirees such as a duplex	9/18/2019 6:52 PM
4	Housing for an high percentage of aging population	9/18/2019 12:09 AM

Community character can also be assessed by the physical appearance of the community, including its commercial and residential buildings, land uses, and roads. To that end, the fall 2019 on-line survey asked residents to assess Hamel’s four primary “gateways” into the village.

Entering Hamel from the east (from Alhambra), the majority of respondents (92.6%) reported that this corridor was either “good” or “fair” (52% responding “fair”).

Exhibit 5: Roadway appearance entering from Alhambra

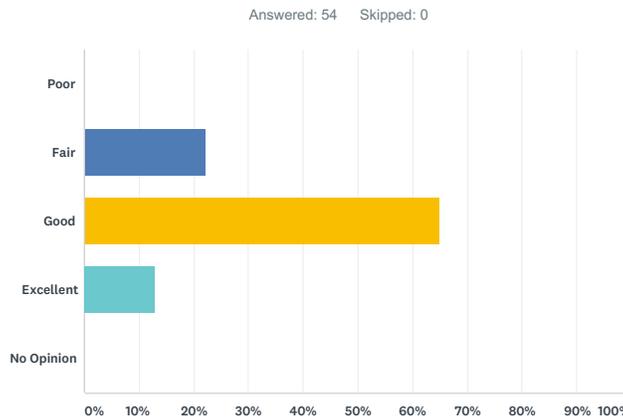
Q9 How would you rate the physical appearance of the community from I-55 / IL Route 140, entering from the east (from Alhambra)?



Entering from the west (via Bethalto), 64.8% reported this corridor as “good,” while 22.2% called it “fair,” and 13% as “excellent.”

Exhibit 6: Roadway appearance entering from Bethalto

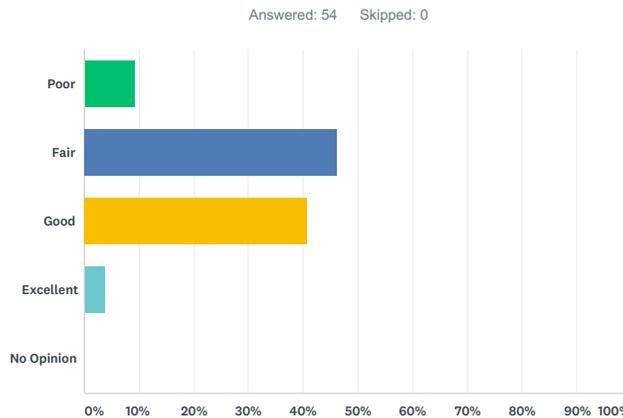
Q10 How would you rate the physical appearance of the community from IL Route 140, entering from the west (from Bethalto)?



Entering from the north (via Livingston), 64.8% reported this corridor as “good,” while 22.2% called it “fair,” and 13% classified it as “excellent.”

Exhibit 7: Roadway appearance entering from Livingston

Q12 How would you rate the physical appearance of the community from IL Route 157, entering from the north (from Livingston)?

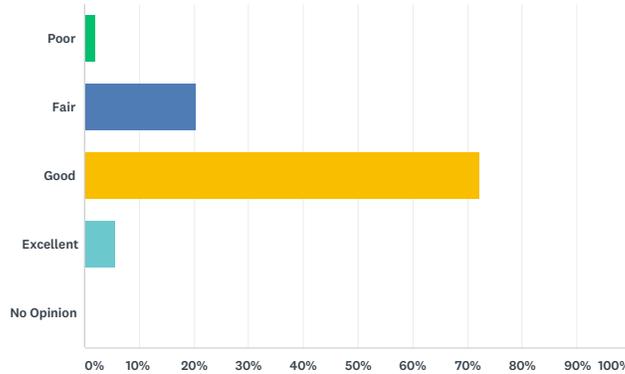


Entering from the south (via Edwardsville), 72.2% reported this corridor as “good,” with 20.7% as “fair,” and 5.6% as “excellent.”

Exhibit 8: Roadway appearance entering from Edwardsville

Q11 How would you rate the physical appearance of the community from IL Route 157, entering from the south (from Edwardsville)?

Answered: 54 Skipped: 0

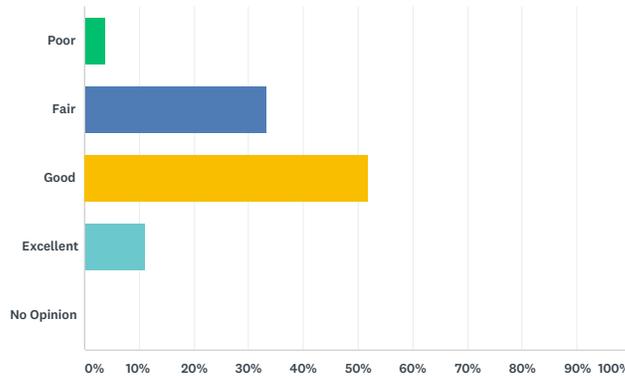


Also assessed in the survey was the overall appearance of the community’s office, retail, and commercial buildings, with 51.9% saying these buildings appear “good.” While about 33% classified buildings as appearing “fair,” 11% viewed them as “excellent.”

Exhibit 9: Physical appearance of Hamel’s office, retail, and commercial buildings

Q13 How would you rate the overall appearance of office, retail, and commercial buildings in Hamel?

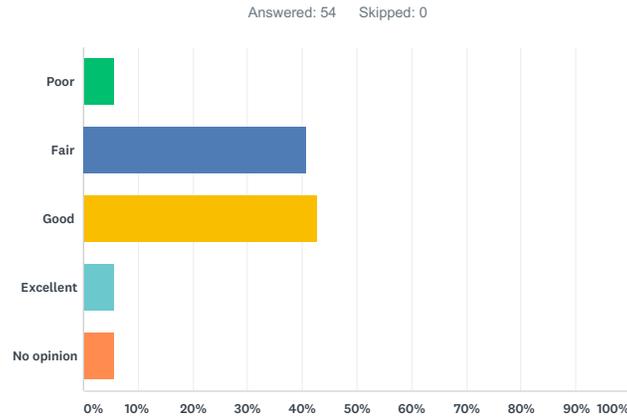
Answered: 54 Skipped: 0



Industrial properties and buildings in Hamel were also assessed in terms of appearance, with 83.3% rated as “fair” or “good,” (with 42.6% responding “good”). Remaining percentages were equally divided (5.6%) between “poor,” “excellent,” and “no opinion.”

Exhibit 10: Physical appearance of Hamel's Industrial buildings and properties

Q14 How would you rate the appearance of industrial properties and buildings in Hamel?



Finally, Hamel residents responding to the survey were asked to identify the Top 3 priorities for park and recreational opportunities in the village. These opportunities not only contribute to a resident's quality of life needs, but can also be a factor in attracting new residents as they weigh their housing options throughout the region.

As noted in Exhibit 3 below, a dog park (47.4%), additional walking/hiking trails (42.1%) and additional parkland on the north side of IL 140, west of I-55 were the top three choices among those presented. While demand for sidewalks and walking/hiking trails is addressed in the Infrastructure Section (Section 5), goals and objectives relating to parkland will be addressed in this section and described below.

Exhibit 11: Hamel residents' preferred park and recreational amenities

ANSWER CHOICES	RESPONSES	
Dog Park	41.51%	22
Additional walking/hiking trails	39.62%	21
Maintaining existing facilities and not adding new facilities	26.42%	14
Spray and Play park	33.96%	18
Additional parkland on the north side of IL 140, west of I-55	41.51%	22
Additional playgrounds	16.98%	9
Additional picnic areas	1.89%	1
Increased natural areas/passive greenspace	26.42%	14
Additional soccer fields	11.32%	6
Additional baseball/softball fields	30.19%	16
Total Respondents: 53		

Community Character Goals

From this community input, the following goals have been identified to address Community Character.

Goal 1: Emphasize inviting gateways into and through the Village

- ✔ Objective 1: Ensure gateway signs into Hamel convey a sense of place and community pride .



As shown by the entryway sign photos above, Hamel has taken excellent steps toward letting visitors know they are entering the corporate limits of Hamel from all four directions into the village. The green “Welcome to the Village of Hamel, Illinois” signs provide an excellent balance of a high-quality appearance with low-maintenance needs in terms of landscaping or paint. Meanwhile, the brick enhanced community information sign not only greets visitors via the busiest entryway into the village besides I-55, it also informs residents of the latest village news.

While all other entryways are well covered, no signage currently exists at I-55 and IL 140, which has 32,000 vehicles daily passed under the interchange bridge.

- ✔ Objective 2: Promote Hamel’s historic connections to Route 66.



Left: Route 66 travelers often stop at Village Hall for a picture by this sign to document their stop. Right: (Left) Historic photo of Tourist Haven, now known as Weezy's, a must-stop historic roadhouse on Route 66 dating to the 1930s.

As a community located along historic U.S. Route 66, Hamel captures the essence of small-town America for the thousands of visitors who travel this road each year. Direct connections to the Mother Road - such as Weezy's and St. Paul Lutheran Church, with its distinctive neon cross - are a major draw for these visitors, many of who come from Europe and Asia to experience the road in its entirety.

The reasons to further promote Hamel's connection to Route 66 are strong; Not only is it a point of community history and pride, but it can be a significant source of sales tax revenue.

As noted in the Highway Commercial/Light Industrial section, Hamel already provides the gas/food/lodging basics for highway travelers. To increase the visibility of the village as a great place to stop and spend time, Hamel should consider the following:

EXPAND

In addition to current popular stops, Hamel should continue to identify locations that can be re-purposed to attract Route 66 travelers. The Route 66 Creamery at 11 S. Old Route 66 is a recent example of a site that has been transformed in recent years. After a previous building on the site was removed 20 years ago, the small building that remained was viable but under-utilized given its location at the IL 140/IL 157 intersection. In the summer of 2018, an ambitious addition to the existing building was constructed, along with improvements to the adjacent parking lot. Since that time, the Route 66 Creamery has become a new place for residents and tourists alike to enjoy American Route 66 fare in an informal setting. Further discussion on expanding business opportunities in Hamel can be found in the Historic Commercial Core section .



DIRECT

Hamel has a number of attractive locations that will delight Route 66 visitors looking for a break from the open road, including Hamel Community Park and a planned dog park on the south side of the village. Information and directional signs within Hamel to these locations are important in informing those unfamiliar with Hamel where they can access these amenities.

In addition, as seen in Exhibit 12 below from the visual preference survey held at the community input meeting held on February 27, 2020, Hamel residents are supportive of the concept of allowing murals on commercial buildings and structures to promote the community. Murals, such as the ones shown, are just a few examples of ideas other communities have used to encourage tourists to linger in public spaces and take photos as a remembrance of their visit.

Exhibit 12: Hamel residents' support the use of murals



Should Hamel allow for murals on commercial buildings to promote the community?



In addition, Hamel should consider increasing the visibility of its available amenities along both Route 66 and I-55 with brochures placed at tourist informational kiosks in neighboring communities along the corridor.

PARTNER

Hamel already partners with like-minded Route 66 communities through non-profit organizations such as the Illinois Route 66 Scenic By-Way. These partnerships often lead to coordinated festivals and events throughout the state, such as the Illinois Route 66 Blue Carpet Corridor Festival. In addition to events, these partnerships can help guide tourists traveling Route 66 to their next stops, making nearby communities such as Edwardsville, Litchfield, and even Springfield important links in the chain. These partnerships should continue to grow and expand at levels commensurate with the estimated revenues that Route 66 tourism brings to Hamel. While annual projects may be small, over time these small investments increase Hamel’s visibility as a must-stop location along Route 66.



Goal 2: Use a cohesive approach to wayfinding and banner signs to further Hamel’s brand.

Wayfinding signage is an important way to guide visitors to key destinations within the village that are not in the immediate vicinity of I-55. It also offers an opportunity to strengthen the community’s brand.

Destinations in Hamel that visitors may find helpful include:

- Community Center Building/Hamel Community Park
- Village Hall
- MCT trailheads and associated parking areas north and south of the village.
- The planned dog park on the south side of the village

✔ Objective 1: Ensure the effective use of community wayfinding signs.

Effective wayfinding signage in Hamel should adhere to the following:

1. Begin as people approach the city limits, including along I-55. Good wayfinding signs will provide clear, concise, and easy to read information regardless of time of day or weather conditions.
2. Provide routes to destinations. While locals know Hamel’s various destinations, visitors usually will not. Therefore, wayfinding signs should include destinations, such as Hamel Community Park. The sequence of signs should be simple and clear, while providing orientation and identifying destinations.
3. Make aesthetics a priority. Community wayfinding signs make an impression on residents and visitors and they should reflect the community’s brand. They should be noticeable, readable, and have a consistent design, while being aesthetically pleasing. Materials, colors, hardware, sizes, shapes, typography, layout, and a consistent mounting style are all considerations for good wayfinding signage.

Goal 3: Promote Hamel’s Unique Lifestyle Characteristics

While this section mostly addresses visitors and tourists to the Hamel community, current and potential future residents of the village should not be overlooked. Hamel’s website and the information it passes along to realtors and home-buyers are two ways Hamel can convey the village’s unique quality of life amenities that make it distinct from other Metro East communities.

✔ Objective 1: Prioritize the acquisition and development of greenspace amenities.

During the public input meetings and surveys conducted in association with this Comprehensive Plan, Hamel residents ranked their top priorities for park and recreational opportunities.

While Exhibit 11 shows all the responses, the top three results include:

- A dog park (41.5%)
- Additional parkland on the north side of IL-140 (41.5%)
- Additional walking/biking trails (39.6%)

Conversely, low priorities include:

- Additional picnic areas (1.90%)
- Additional soccer fields (11.3%)
- Additional playgrounds (17.0%)

DOG PARK

Taking the top three priorities in order, plans are already underway for a future dog park location, as shown below. This facility promises to be an excellent social and recreational opportunity for Hamel dog lovers and their pets. Hamel officials should also decide whether to promote this facility to I-55 travelers, as noted elsewhere in the Comprehensive Plan.

Future location of Hamel's dog park near IL 157

PARKLAND NORTH OF IL 140



Planning for future parkland on the north side of IL Route 140 represents both an opportunity and a challenge for Hamel. While it is beyond the scope of this document to analyze and recommend what type of park is needed on the north side of IL Rout 140, how this future recreational space will function and who it will serve can be informed by three key design principles:

1. **Adaptability** in terms of the ability of the recreational space to change in the short (e.g. changing field configurations during the seasons of the year or transitioning to accommodate special village events) and long term (e.g. changing as opportunities arise to redefine how the space is used).
2. **Functionality** in terms of the recreational space being flexible to respond to the needs and wants of Hamel residents (e.g. farmers market space on Saturdays transitioning to an athletic practice field during the week).

3. **Accessibility** in terms of being proximal (a half mile or less) to existing residences, especially those within the Saddlewood Meadows subdivision, as well as the physical design of the space that allows for equal use by a wide demographic, from the very young to elderly or disabled individuals.

The cost of acquiring and maintaining parkland and supporting infrastructure should be considered, along with the need for staff and public safety if organized events or leagues are planned.

Achieving these three objectives will better ensure that the investment Hamel makes into this recreational space will be utilized and enjoyed by all members of the community and that this space offers something different than existing parkland within the village.

In addition, Hamel residents should collectively determine what type of parkland is needed. For example, the survey results indicate that soccer fields and picnic areas are a low priority, while areas for hiking/walking and softball/baseball fields are more generally desirable. As these two types of facilities are quite different, it may be difficult to incorporate both into the same recreational space.

Hamel officials should also consider whether available land on the north side of IL 140 is able to meet the needs of residents. Flat farmland with few trees would be ideal for new ballfields but are not especially suitable for hiking or natural areas. Additionally, while playground areas are sufficient in Hamel Community Park, there may be a need for a smaller facility for residents north of IL 140.

ADDITIONAL WALKING AND HIKING TRAILS

Although it briefly stops near the Trotter Drive south of the village and resumes to the north at Schroeder Avenue, Hamel residents rank the MCT trails as a highly valued local amenity. One goal of the community is to identify ways to connect these two sections together, thereby adding walking trails through the village.

During the Comprehensive Plan process, several potential paths to achieve this goal were explored. One option included a path utilizing Park Avenue, undeveloped property west and north of the Dollar General store, Country Lane and Klueter Drive. (See below).



Option 1: Connection between the south MCT trail head near Trotter's Run subdivision, using Park Avenue and undeveloped property near the Dollar General store to travel north, then turning east on Country Lane and Klueter Drive to connect to the north MCT trail head.



Option 2: Connection between the same MCT trails heads using Park Avenue to go north, turning east on IL Route 140 to a proposed pedestrian crosswalk at IL 140/ and Meyer, then travelling east along Schroeder to the north MCT trail head.

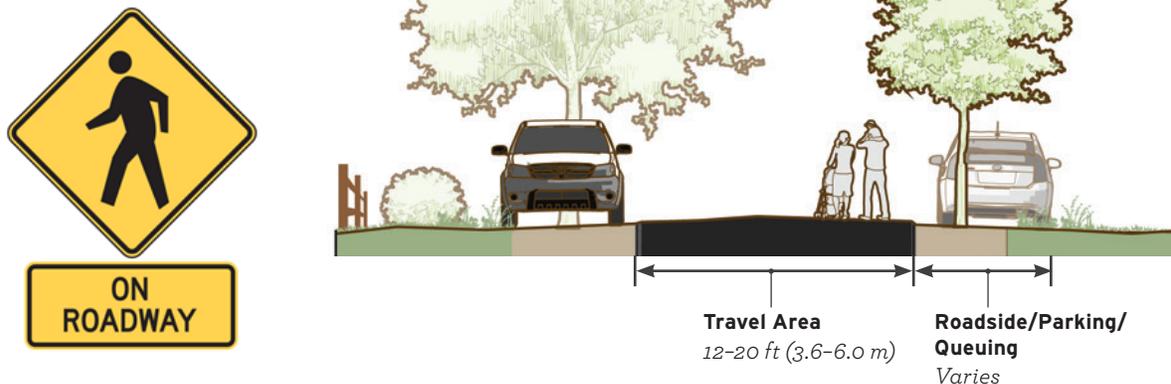
The drawback with this path or similar alternatives is the unknown development that will occur on the property north and west of the Dollar General store. The time needed to determine this path equates to a delay in a much-needed connection between these two sections of the MCT Trail. In addition, Country Lane and Klueter Drive lack sidewalks.

An alternative connection that benefits from planned pedestrian improvements along IL 140 includes a path that follows Park Avenue to IL Route 140, crossing IL 140 at Park Avenue, then travelling east along new sidewalks to Meyer Avenue. Similar to the first alternative, neither Meyer Avenue and Schroeder Lane have existing sidewalks and there is little remaining street right-of-way to install such an improvement.

In both alternatives, the lack of right-of-way to add sidewalks represents a safety hurdle. To address this, some communities have designated narrow streets without curbs and sidewalks as “shared streets” or “yield roadways.” This could be an option for Country Lane, Klueter Drive, Meyer Avenue, and Schroeder Lane. Shared streets place a higher priority on pedestrians, bicyclists, and low speed local traffic through the use of planters, curb bump outs and street markings. Due to very-low traffic volumes and low speeds, pedestrians and bicyclists are comfortable walking within the travel area of the roadway. As a general rule, shared streets with greater than 100 vehicles per hour during the afternoon peak should not be considered for shared street treatment and travel speeds should be set at 15 m.p.h. or less; all four streets mentioned in this paragraph should easily meet this criteria.

While no on-street markings are necessary, Yield Roadways use signs to warn road users of the special characteristics of the street (See exhibit below). To formalize the streets noted in this section as Yield Roadways, the village board could adopt a road overlay zone along the designated path. As they are locally maintained roads, signage could be placed along these roads to clearly identify them as Yield Roadways.

Source: “Small Town and Rural Design Guide” from ruraldesignguide.com



In short, connections to the MCT Trail in Hamel represents the community’s best opportunity to expand walking and hiking opportunities. While there are challenges in getting pedestrians and cyclists through Hamel and safely across IL 140 using existing streets which lack sidewalks, there are good design examples from other rural communities that demonstrate this goal can be accomplished.

CHAPTER 9

Implementation Plan



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Implementation Plan

The Comprehensive Plan is a tool to help decision makers and community leaders stay focused on the community’s vision. The Comprehensive Plan overall, and the Implementation section in particular, should be utilized as a resource to encourage informed dialogue, evaluate actions, and make investments based on their merit in furthering the goals and aspirations of the plan.

In transforming opportunities into reality, time frames, roles, and responsibilities may vary. Some Comprehensive Plan objectives may provide quick victories that the community can witness and celebrate in the short term. Other opportunities require a long-term and sustained commitment as community investments are made and incremental progress is made.

To be effective and avoid the common trap of being overlooked or forgotten as significant planning decisions in the community are made, the following steps should be taken to maintain the effectiveness of the Comprehensive Plan and its Implementation Plan:

1. Review goals and objectives on an annual basis by an identified group, such as the Planning and Zoning Commission. During these review periods, an assessment of what goals and objectives need to be reconsidered or brought to the forefront of discussion should be made. It is recommended that these reviews take place at calendar milestones, such as the start of a new fiscal or calendar year, so that they can occur at the same time each year.
2. Reference in all reports related to community planning actions such as annexations, subdivisions, zonings, and variances. Staff reports to the Planning and Zoning Commission should specifically identify how the proposed action corresponds to Comprehensive Plan recommendations or guidelines. While planning decisions do not always need to adhere to Comprehensive Plan guidelines, the Planning and Zoning Commission and Village Board should be prepared to offer a written explanation as to why a decision does not meet or only partially meets a goal or objective in the Comprehensive Plan.
3. Update at the mid-point of its effective period. Comprehensive Plan updates do not necessarily have to be fully assessed at their midpoints, but should be updated to reflect current or changed conditions over the previous years. For example, the Capital Improvement Plan should be updated and any annexations or subdivisions should be shown on a new map.
4. Amend whenever a significant change in the community takes place. While the Hamel 2020 Comprehensive Plan is as thorough as possible based on today’s known conditions, it is always acceptable to add additional elements to an existing Comprehensive Plan as needed. For example, if a major logistics firm develops on the east side of I-55, it would be prudent for Hamel to update the Infrastructure element of the Comprehensive Plan to account for changes in truck and automobile traffic.
5. Assign a champion (or champions). If the Comprehensive Plan truly reflects the goals and objectives of the community, it needs advocates who will push for these to become a reality, even if this is required over an extended period of time. While the Planning and Zoning Commission is well-positioned to serve in this role, outside individuals or groups such as local business or philanthropic groups can provide additional support and an outside perspective.

In sum, an effective implementation strategy will build on local strengths, adjust for local weaknesses, recognize changing market realities, and attempt to achieve development that can be sustained into the foreseeable future.

The Goals and Objectives found in this section are identical to those found throughout the previous chapters of the Comprehensive Plan. They have been collected here for ease of use and to provide a timeline as to when the Village should pursue implementation of plan objectives.

Land Use Goals and Objectives

Goal 1: Balance Growth and Small-Town Charm

- ✔ Objective 1: Future residential development should occur in locations close to community amenities where village-provided utilities are already available, including Saddlewood, Trotter’s Run, north and west of Trotter’s Run, south of Saddlewood, and west of Hamel Elementary School

📅 Ongoing
- ✔ Objective 2: Larger-scale commercial, manufacturing, logistics and office developments should be in locations where existing utilities and amenities are already available.

📅 Ongoing
- ✔ Objective 3: Retain traditional small commercial lots sizes in commercial zoning districts west of I-55.

📅 Ongoing
- ✔ Objective 4: Minimize driveway ingress/egress access points along the entire IL 140 corridor.

📅 Ongoing

Goal 2: Avoid “Leapfrog Development” into unincorporated Madison County areas surrounding Hamel

- ✔ Objective 1: Adopt a public facilities service boundary policy.
- ✔ Objective 2: Establish a 5 or 10-year capital improvement plan and update annually.

Goal 3: Keep Hamel Compact and Walkable

- ✔ Objective 1: New development should result in positive contributions to Hamel’s long-term economic health.

📅 Ongoing
- ✔ Objective 2: Ensure that new developments are balanced in providing a full range of open space/recreation, housing, retail, and employment opportunities in order to avoid isolated subdivisions that necessitate an automobile.

📅 Ongoing

Goal 4: Proactively plan for growth to come to Hamel

- ✔ Objective 1: Require minimum densities in areas designated for growth.

📅 Ongoing
- ✔ Objective 2: Address state statutory provisions that allow division of land contrary to Hamel’s zoning and subdivision regulations.

📅 Within 12 Months
- ✔ Objective 3: Require that new extensions of the existing street network meet minimum connectivity standards.

📅 Adopt the code change within 12 months.

Economic Development Goals and Objectives

Goal 1: West of I-55, support entrepreneurship in and near the historic core of Hamel while preserving the traditional character and charm of this area.

- ✔ Objective 1: Identify vacant or under-utilized commercial or industrial zoned sites of along IL 140 and IL 157 to evaluate how they may transition to meet current and future development needs.

📅 Within 12 months, then ongoing
- ✔ Objective 2: Adopt an overlay zoning district to encourage a consistent appearance for redevelopment along IL 140.

📅 Within 2 years
- ✔ Objective 3: Coordinate with local and regional business and industry organizations to develop a marketing strategy to recruit businesses to Hamel.

📅 Within 2 years

Goal 2: East of I-55, shovel-ready land offers new opportunities for economic growth, additional public revenues, and entrepreneurship, while preserving Hamel’s character and charm.

- ✔ Objective 1: Attract uses oriented toward I-55 travelers and potential office and light manufacturing uses.

📅 Ongoing
- ✔ Objective 2: Avoid a commercial “strip center” development model approach along IL 140.

📅 Adopt Architectural Design guidelines within 2 years
- ✔ Objective 3: Require developers to fully assess their potential customer base or present long-term expansion plans so that expansion or additional development can be accounted for at the time of rezoning and/or platting.

📅 Ongoing

Goal 3: Use innovative new economic tools to maximize limited traditional ‘brick and mortar’ retail space in Hamel.

- ✔ Objective 1: Utilize “pop-up” retail venues to create seasonal opportunities to attract tourist and residents when brick and mortar retail space is limited.

📅 Ongoing

Infrastructure Goals and Objectives

Goal 1: Community services, infrastructure, and utilities will be well-planned, fiscally responsible, and well-maintained.

- ✔ Objective 1: Adopt a fiscal impact analysis policy for major developments.

📅 Within 12 months
- ✔ Objective 2: Adopt a Future Service Area boundary for village-provided roads and services.

📅 Within 12 months

- ✓ Objective 3: Keep information on the costs of village-provided services current available to ensure fiscal impact analyses figures are readily available.
 - 📅 Within 12 months and then annually
- ✓ Objective 4: At the development submittal, platting, or Planned Development Procedure (PDP) stage, identify the anticipated fiscal impacts and benefits that a development will have on the community.
 - 📅 Ongoing when development is proposed
- ✓ Objective 5: Establish a 5 or 10-year Capital Improvement Plan and update annually.
 - 📅 Within 12 months and then annually

Goal 2: Protect existing investments in sanitary sewer and water distribution system facilities.

- ✓ Objective 1: Identify what systems are in place and track the state of their capacity used and when scheduled maintenance / upgrades will be needed.
 - 📅 Within 12 months and then annually
- ✓ Objective 2: Plan to extend services into the community's prioritized growth areas
 - 📅 Ongoing
- ✓ Objective 3: Discourage development outside of prioritized growth areas.
 - 📅 Ongoing
- ✓ Objective 4: Plan expansion/extension of sanitary sewer facilities to developments which are consistent with other investments in transportation, housing, and economic development.
 - 📅 Ongoing
- ✓ Objective 5: Require proposed developments in undeveloped areas outside identified growth priority areas to finance all wastewater system construction costs.
 - 📅 Adopt a Policy Resolution within 12 months

Goal 3: Comprehensively address stormwater control.

- ✓ Objective 1: Identify locations where stormwater inundation occurs during 25-year storm events.
 - 📅 Within 12 months and then ongoing
- ✓ Objective 2: Adopt a stormwater master plan.
 - 📅 Within 3 years
- ✓ Objective 3: Acquire property or easements on existing property for the purposes of stormwater control and retention.
 - 📅 In locations identified as problematic, within 5 years. All other locations: Ongoing as development occurs.
- ✓ Objective 4: Allow for "regional" stormwater detention that serves multiple lots in the subdivision regulations.
 - 📅 Code amendment within 2 years
- ✓ Objective 5: Establish a schedule to ensure proper functioning of stormwater facilities.
 - 📅 Ongoing / Annually

Goal 4: Enhance outdoor life in Hamel by adopting policies and budgeting for improvements that contribute to a safe, connected walking environment.”

- ✔ Objective 1: Adopt a Complete Streets policy to guide the provision of bike and pedestrian facilities on all new or rebuilt local roads.
 - 📅 Within 3 years

Housing Goals and Objectives

Goal 1: Adopt Universal Design housing strategies that support senior residents.

- ✔ Objective 1: Adopt a housing policy for new home construction which enables residents to plan for the advantages of “live in place”/ Universal Design techniques. (See appendix for model ordinance)
 - 📅 Within 2 years
- ✔ Objective 2: Set a goal to achieve 10% of new homes built in Hamel through 2030 to feature “Live in Place”/ Universal Design principals.
 - 📅 Ongoing following adoption of Objective 1
- ✔ Objective 3: Promote Hamel as a senior housing-friendly community that has Live in Place/Universal Design policies to capture this growing residential market segment.
 - 📅 Ongoing following adoption of Objective 1
- ✔ Objective 4: Amend the zoning code and work with home lenders to allow accessory dwelling units (aka mother-in-law houses) in residential areas on lots containing a minimum size.
 - 📅 Within 2 years

Goal 2: Adopt housing development policies that support senior residents outside the home.

- ✔ Objective 1: Expedite the Planned Development Process (PDP) for developments that allow for lot-less homes with no-maintenance building exteriors.
 - 📅 Ordinance revision within 2 years, then ongoing
- ✔ Objective 2: For senior housing, use contemporary building materials which offer the convenience of no maintenance needs.
 - 📅 Adopt a Policy Resolution within 2 years, then ongoing

Goal 3: Promote residential development in locations adjacent to the village where existing utilities and amenities are located.

- ✔ Objective 1: Continue to support infill development in the Saddlewood Meadows and Trotters Run subdivisions.
 - 📅 Ongoing
- ✔ Objective 2: Encourage future residential development of property immediately west of Hamel Elementary School due to its proximity to the school and Hamel Community Park for residential purposes.
 - 📅 Ongoing

- ✔ Objective 3: Encourage and promote development of property immediately south of Trotter’s Run due to its proximity to the MCT Trail and its ability to connect to stub streets to the north.

📅 Ongoing

- ✔ Objective 4: Plan for multi-family uses near community amenities.

📅 Ongoing

- ✔ Objective 5: Hold off on residential development on the east side of I-55 until demand can be justified and future residents can be assured of adequate provision of municipal services including public safety and parkland.

📅 Ongoing

Goal 4: Work to Recruit the “Early Workforce” and Retain the “Empty Nest” Demographics

- ✔ Objective 1: Provide housing types that are attractive to Early Workforce and Empty Nest home buyers.

📅 Issue study within 18 months, followed by Policy Resolution

- ✔ Objective 2: Provide community amenities and opportunities identified as important to potential Millennial residents.

📅 Issue study within 18 months, followed by Policy Resolution

Historic Core Goals and Objectives

Goal 1: With links to Hamel’s historic past, build on the character of Hamel’s Traditional Commercial Core along IL 140 and IL 157 (Old Route 66).

- ✔ Objective 1: Create a retail core on the west side of I-55 by exploring the availability and development interest of three distinct sites: 1) Property west of existing Dollar General location, 2) Property west of Hamel Elementary School, and 3) Intersection of IL Routes 157 and 140

📅 Meet with property owners within 12 months

- ✔ Objective 2: Create development criteria for these sites agreeable to surrounding owners and community based on a visual preference survey.

📅 Discuss alternatives over 2-3 years

- ✔ Objective 3: Improve bike and pedestrian linkages from the site selected above to IL 140 destinations, especially IL 140 and IL 157 intersection.

📅 As appropriate based on Objective 2

- ✔ Objective 4: Improve pedestrian and bicycle access to IL 140 corridor by installing sidewalks through the Historic Core area.

📅 Ongoing

- ✔ Objective 5: Engage with property owners and Illinois Department of Transportation on solutions for the intersection of IL 157 and IL 140

📅 Ongoing

- ✔ Objective 6: Present Hamel’s community identity and pride through the use of building architectural requirements for new buildings.

📅 Adopt an ordinance within 2 years

Highway Commercial Goals and Objectives

Goal 1: Capitalize on I-55's 32,000 daily vehicles which offer Hamel unique economic development opportunities and challenges.

- ✔ Objective 1: Enable gradual development of available land at Suhre and Schroeder through a plan for roadway improvements, access/wayfinding signage, and building and lot layout parameters designed to attract I-55 travelers.

📅 Within 3 years
- ✔ Objective 2: Identify amenities desired and utilized by highway travelers to make Hamel a preferred stop along I-55.

📅 Ongoing with immediate action within 18 months
- ✔ Objective 3: Improve aesthetics through the Industrial / Highway Commercial Zoned property along I-55, IL 140, and the North Frontage Road by working with property owner and/or IDOT to determine whether trees are possible.

📅 Within 2 years
- ✔ Objective 4: Limit commercial sign heights, surface area, and illumination.

📅 Amend Sign Code within 2 years

Community Character Goals and Objectives

Goal 1: Emphasize inviting gateways into and through the Village

- ✔ Objective 1: Ensure gateway signs into Hamel convey a sense of place and community pride.

📅 Ongoing
- ✔ Objective 2: Promote Hamel's historic connections to Route 66.

📅 Ongoing

Goal 2: Use a cohesive approach to wayfinding and banner signs to further Hamel's brand.

- ✔ Objective 1: Ensure the effective use of community wayfinding signs.

📅 Evaluate and implement within 3 years

Goal 3: Promote Hamel's Unique Lifestyle Characteristics

- ✔ Objective 1: Prioritize the acquisition and development of greenspace amenities.

📅 Identify locations within 2 years, then ongoing