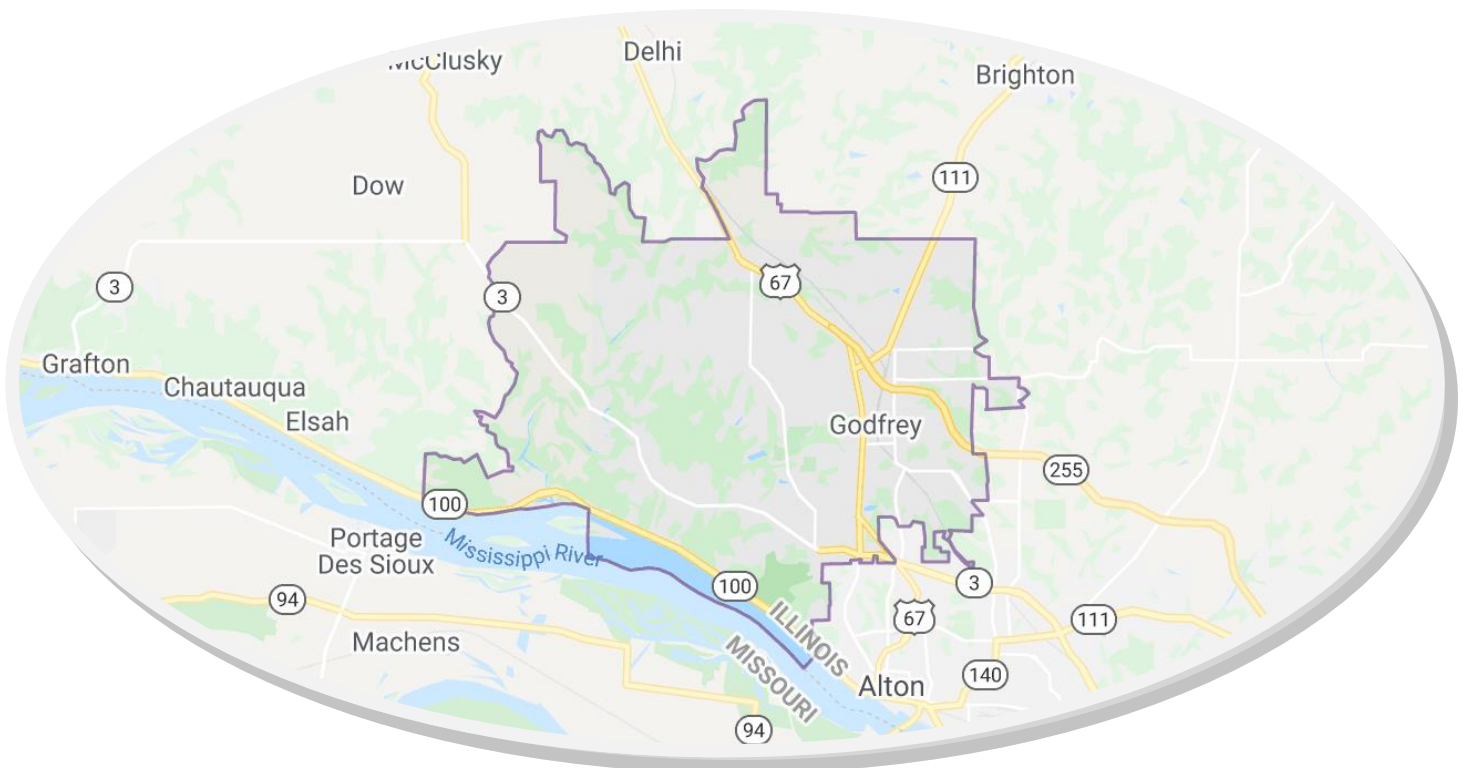




Comprehensive Plan





Comprehensive Plan Steering Committee

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Michael McCormick

Village Board of Trustees

Jeff Weber

Karen McAtee

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Virginea Woulfe-Beile

Rick Lauschke

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Director

Jim Lewis, Public Works Director

Jim Mager, Economic Development
Director

Judy Peipert, Budget Officer

Susan Robbins, Deputy Clerk

John Uhl, Engineering Technician

Jim Mager, Coordinator —	Economic Development, Village of Godfrey
Lowell Beuttel	Resident
Amy Cress	Emmons Construction
Gerard Fischer	American Family Insurance
John Keller	Riverbend Growth Association
Steve Koeller	Resident
Dr. Jill Lane	Lewis and Clark Community College
Rick Lauschke	Paul L. Lauschke and Associates
Robin Long	Building and Zoning
Tom Long	Village Attorney
Mark Lorch	Park and Recreation Committee
Karen McAtee	Village Trustee
Dennis O'Neal	Resident
Dr. George Provenzano	Lewis and Clark Community College
John Roberts	Roberts Motor, Inc.
Jennifer Russell	University of Illinois Extension
Mark Stewart	Village Trustee
Linda Wheaton	Community Planning and Economic Development Committee

Planning and Zoning Commission

Robin Long, Chair

Sharon O'Neal

Steve Livengood

Gerard Fischer

Martha Morse

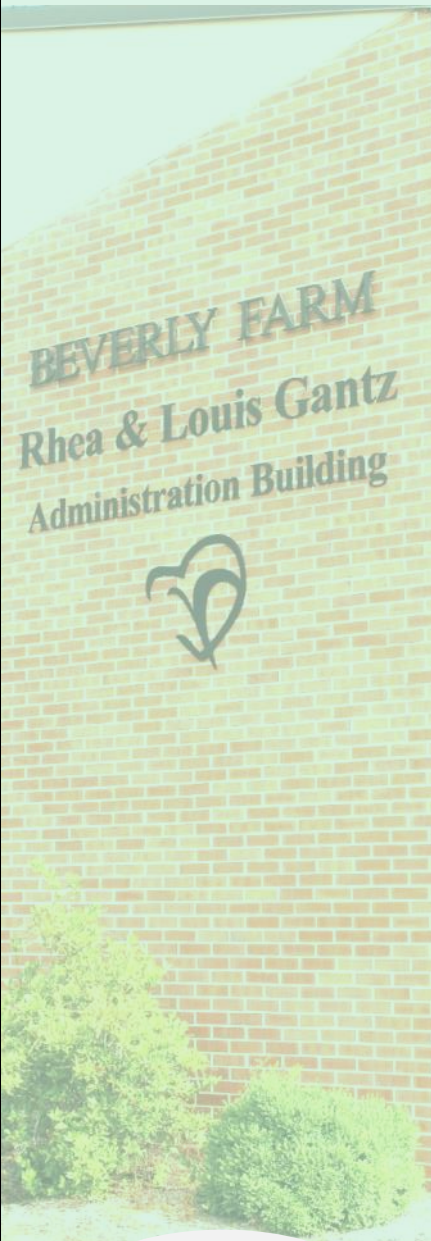
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Contents



Introduction	4
The Planning Process	5
Demographics	6
Who Lives in Godfrey?	8
Types of People in Godfrey	9
Employment in Godfrey	10
Household Income/Ownership	11
Educated Community	12
Health Care	14
What Are Residents Thinking?	16
Godfrey's Vision Statement	20
Goals	
General	21
Infrastructure	22
Transportation	23
Housing	23
Economic Development	24
Park and Recreation	25
Education and Historic Preservation	26
Public Health and Social Concerns	26
Development of Town Center	27
Development of a Commercial Development District	31
Enabling Entrepreneurship	34
Village of Godfrey Park and Recreation	37
Feasibility Analysis of Recreation/Community Center	40
Economic Development Tools	
Godfrey Business District and TIF District	41
Enterprise Zone	47
Stormwater Control	49
Closing Thoughts	51
Maps	52

Introduction



Since incorporation in 1991, the Village of Godfrey has undergone a variety of changes. New residential subdivision and commercial establishments have been constructed within the Village. In 1993, the Village adopted its first Comprehensive Plan. Many of the objectives and recommendations mentioned in the 1993 Comprehensive Plan have been implemented. In 2007, the Village of Godfrey updated its Comprehensive Plan in anticipation of the opportunities and challenges that future development would bring to the community. In 2020, it was again updated. The purpose of this Comprehensive Plan Update is to establish goals, objectives, and recommendations that will assist Godfrey in creating and preserving sustainable developments that effectively utilize the Village's resources.

Public input for this Comprehensive Plan Update was provided at community meetings, at monthly meetings of the Comprehensive Plan Steering Committee, and by public hearing before the Godfrey Planning and Zoning Commission.

The purpose of this plan is to act as a guide in future direction of the Village. While it offers general direction, it does not give specific actions. With changing environments that will be presented to the Village as time passes, specific actions will be determined to best move toward the future direction.



The Planning Process



Purpose of Plan

This Comprehensive Plan Update is an update to the Plan of March 2007. The process of creating the Comprehensive Plan Update lasted several months. In early 2019, the Village Board of Trustees created a Comprehensive Plan Steering Committee. A complete list of members can be found on page 2.

This update is intended to be a ten (10) year plan. This plan should be reviewed and updated on a periodic basis of approximately every three years. The included 'Future Land Use Map' is not intended to be a "build-out" strategy, but is a guide for the development of sustainable infrastructure, transportation systems, parks, residential developments, and non-residential developments.



Demographics

Godfrey's Population by Age

Males: 8,496 (48%)

Females 9,154 (52%)

Median residents age: 45.7 years

Illinois median age: 38 years

Godfrey's Ethnic Breakdown

White 91%

African American/Black 6%

Hispanic 1%

Other 2%

Estimated Median Household

Income In Godfrey

Godfrey: \$70,171

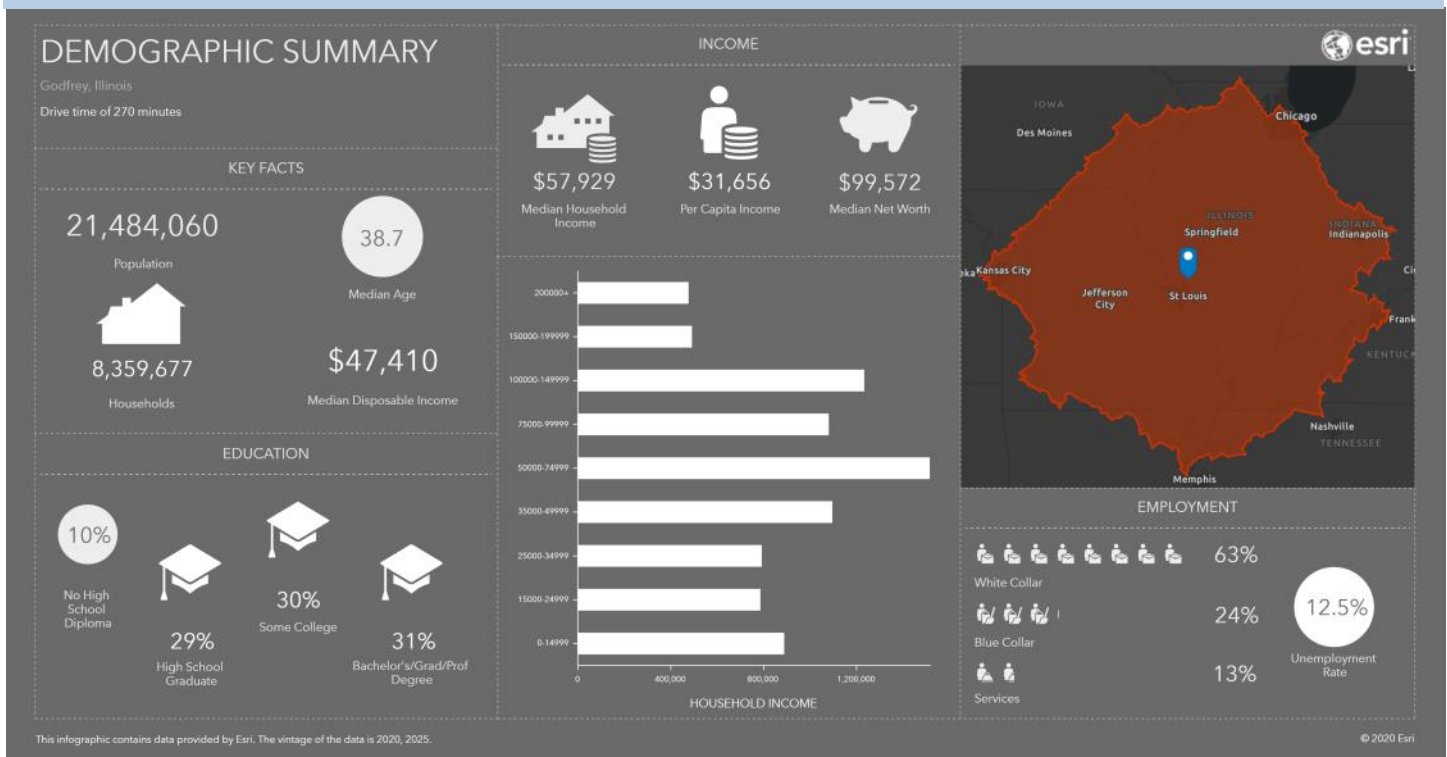
Illinois: \$62,922

National: \$63,575

Number of Households in Godfrey

7,333 and homeownership is 83.2%

FOUR-HOUR DRIVE TIME STATISTICS



Demographics



The chart below is a breakdown of Godfrey's age demographics since 2000 and is projected out to 2023. The columns highlighted in yellow are the percentages of the total population for the given period. The blue highlighted column is the expected percent of change from 2018 to 2023. The row highlighted in beige is total population for the period.

		% of		% of		Estimat- ed	% of		Projected	2018 to 2023 % Of change
Year	2000	Population	2010	Population	2018	Population	2023	Population	2023	
1 to 4	1001	6.1%	937	5.2%	878	4.9%	911	3.6%		
5 to 14	2024	12.2%	2177	12.1%	2096	11.7%	2042	-2.6%		
15 to 19	1060	6.4%	1024	5.7%	914	5.1%	1004	9.0%		
20 to 24	725	4.4%	879	4.9%	767	4.3%	793	3.3%		
25 to 34	1809	10.9%	1809	10.1%	1907	10.7%	1922	0.8%		
35 to 44	2613	15.8%	2224	12.4%	2034	11.4%	2089	2.6%		
45 to 54	2396	14.5%	2809	15.6%	2469	13.8%	2368	-4.3%		
55 to 64	1978	12.0%	2513	14.0%	2829	15.8%	2816	-0.5%		
65 to 74	1648	10.0%	1794	10.0%	2162	12.1%	2418	10.6%		
75 to 84	1000	6.0%	1279	7.1%	1210	6.8%	1417	14.6%		
85 +	287	1.7%	513	2.9%	591	3.3%	616	4.1%		
Total Pop.	16541		17958		17857		18396			

Percent of change → 3.0%

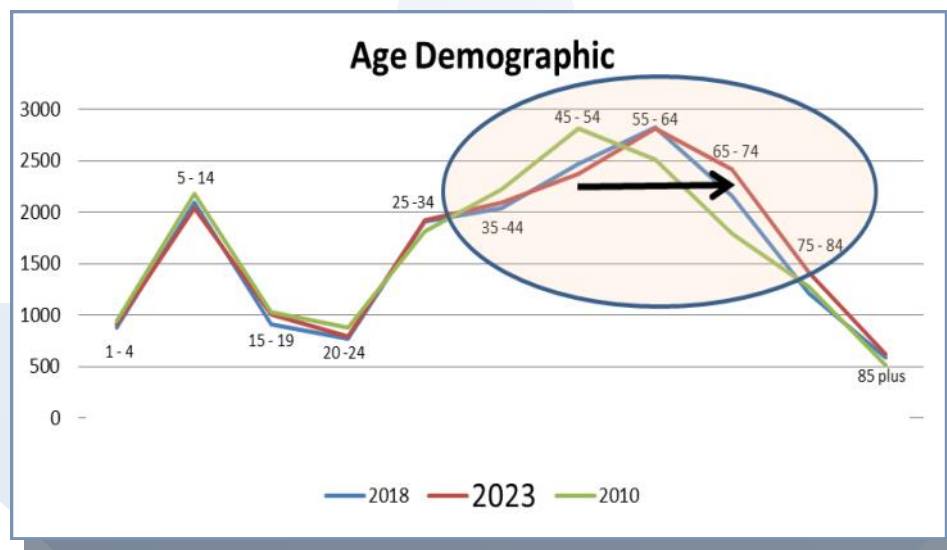
Demographically, Godfrey is a very mature community. The median age in 2000 was 41.3. In 2010 it was 44.7 years. Moving into 2018 the median age was 46.5; and it is projected to be 47 year by 2023.

Analysis of the above data shows that younger segments of the population are remaining constant, or declining. The age segments of 65 and older are increasing in number. As the data suggests, there is a three percent increase in total population by 2023; however, the increase in population growth rests within the older demographic. Given that Illinois is the second highest state in terms of outbound migration, is the three percent increase in total population a likely number?

Who lives in Godfrey?



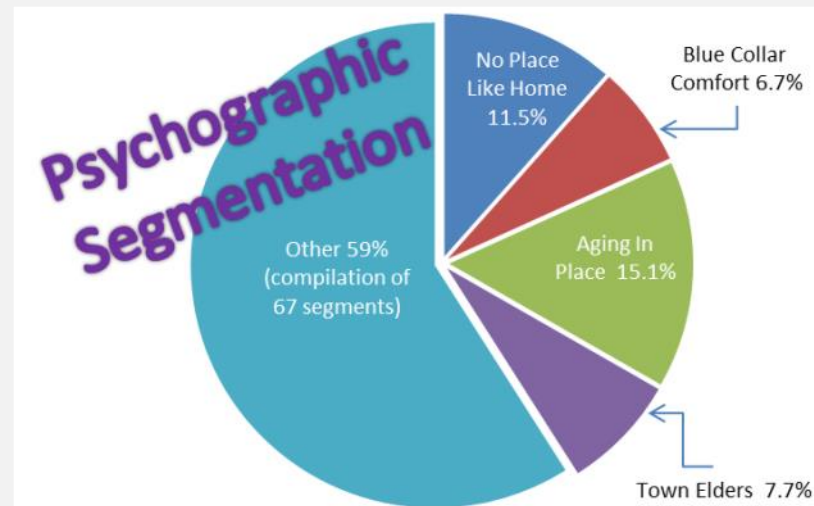
The following graph illustrates the population segments up to age 34 remained somewhat persistent since 2000; and will continue to be fairly constant. At about 35 years of age, the trend lines indicates a “shift” in age segments toward an older population. In other words, the total population remains somewhat constant, but overall, it is getting older. Moreover, there is no growth in younger-age segments to replenish the aging segments.



Psychographics is the study and classification of people according to their attitudes, aspirations, and other psychological criteria. Examples of Psychographics include;

- Personality
- Lifestyles
- Interests
- Opinions
- Values
- Priority initiatives
- Success factors
- Perceived barriers.

From a psychographic perspective, the profile of a “mature” village is reinforced. With the combination of the specific segments shown in the graph below, a total of 41% of Godfrey’s population is in more mature lifestyles.



Types of people living in Godfrey

No Place Like Home Types:

Smart shoppers
Multi-generational homes
Tech apprentices
Large households
Social media fans
Conservative values
Head of household age is 51 to 65



Town Elders Types:

Avid TV watchers
Rural lifestyle
Seniors
Home-centered activities
Conservative values
Cautious money managers
Head of household age is 76+



Blue Collar Comfort Types:

Multi-generational households
Middle class comfort
Union workers
Older homes
Bargain hunters
Social media fans

Head of household age is 36 to 45
Household income is \$50K to \$75K
Home ownership
Household size is 5+ persons
Age of children is 0 to 3
Single family housing



Aging in Place Types:

Retired
Financially Secure
AARP members
Fine arts appreciation
Avid newspaper readers
Republican households
Head of household age is 66 to 75
Household income is \$35K to \$49K
Home ownership
Single family housing



Employment in Godfrey

	2018		2023		Percent Change	
	Estimates	%	Projections	%	2000 to 2010	2018 to 2023
Total Population 16+	13,301		13,686		8.1%	3.2%
Total Labor Force	8,088	60.8%	8,246	60.3%	4.0%	2.0%
Civilian, Employed	7,592	93.9%	7,760	94.1%	-1.8%	2.2%
Civilian, Unemployed	491	6.1%	482	5.9%	122.5%	-1.8%
Not In Labor Force	5,213	39.2%	5,440	39.8%	14.6%	4.4%
% Blue Collar	3,260	42.9%	3,341	44.0%	20.1%	2.5%
% White Collar	4,332	57.1%	4,419	58.2%	-13.5%	2.0%

Godfrey Employment Percentages in Industries

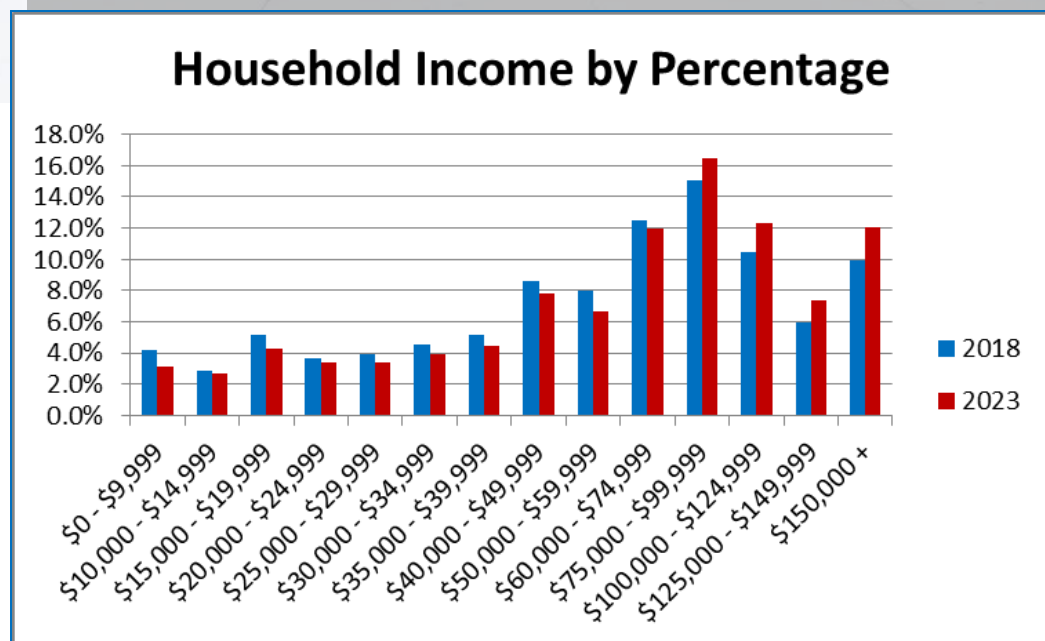
Healthcare	18.00%
Manufacturing	14.60%
Education	11.80%
Retail	9.80%
Accommodation	7.90%
Finance	6.30%
Construction	5.00%
Professional, Scientific, and Technical Services	4.70%
Other	3.20%
Public Service	2.80%
Administration	2.70%
Wholesale	2.60%
Transportation	2.50%
Information Technology	2.50%
Arts	2.10%



Household Income and Ownership

2018 <u>Estimates</u>	Percentage	2023 <u>Projections</u>	Percentage	2018 to 2023
7,041		7,293		3.6%
6,491	92.2%	6,697	91.8%	3.2%
3,195	49.2%	3,272	48.9%	2.4%
1,967	30.3%	2,043	30.5%	3.8%
1,328	20.5%	1,382	20.6%	4.1%
550	7.8%	596	8.2%	8.3%

	<u>Godfrey:</u>	<u>National Average:</u>
Medium Household Income	\$65,587	\$63,179
Average Household Income	\$84,472	\$59,039
Per capita Income	\$34,296	\$33,706

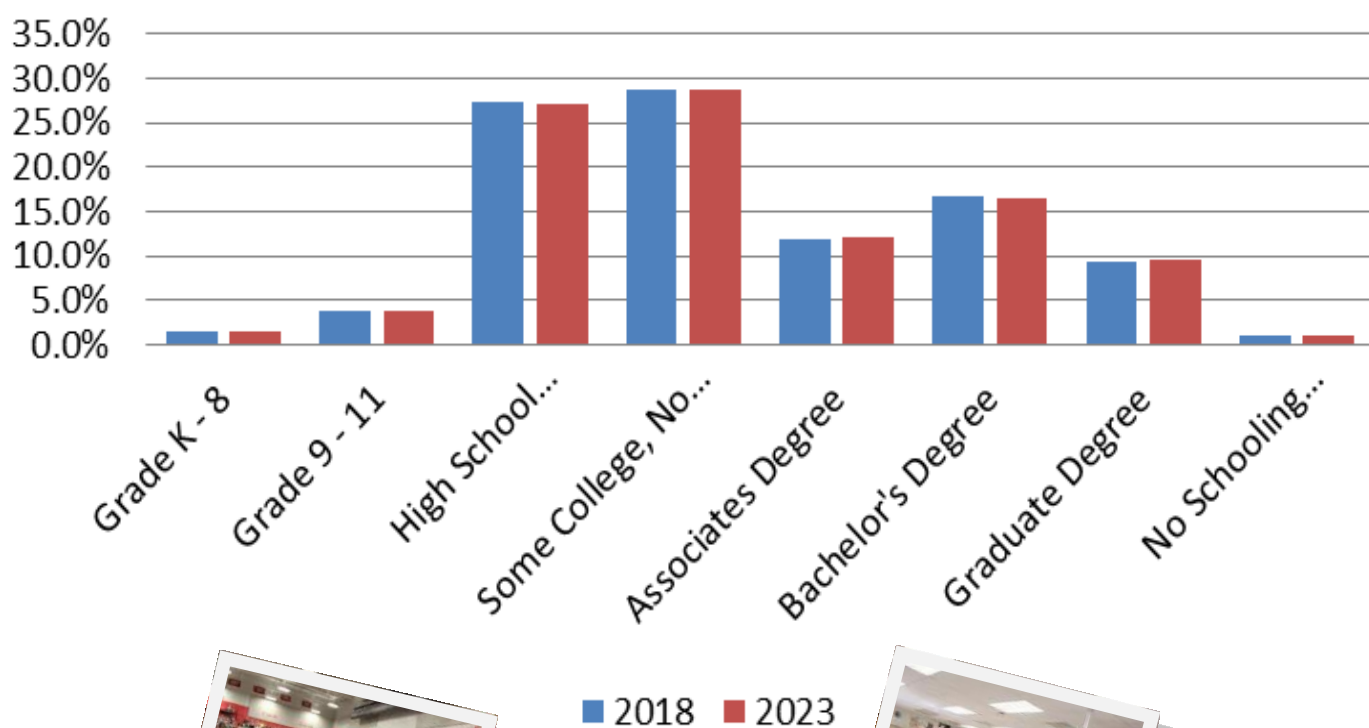


In 2018, 92.2% of the housing units in Godfrey were occupied by their owner. This percentage of owner-occupation is higher than the national average of 64%.

Educated Community



Educational Attainment



Educated Community



The Village of Godfrey provides a large array of options ranging from primary to higher education attainment.

Residents have assurance of living in a community that provides many alternatives for educational development. The Alton School system affords modern facilities both at the primary and secondary levels. Parents are encouraged to take an active role in their child's development through the system's many clubs and organizations. If a private school experience is preferred, Godfrey offers several faith-based, and private, institutions ranging from Catholic, Evangelical, Lutheran or Montessori alternatives.

Opportunities for personal development are offered by educational systems that are second to none. Whether a two or four-year degree, a post graduate degree, or a professional certificate in a skill is desired, Godfrey residence are minutes away from two world class institutions of Lewis and Clark Community College and Southern Illinois University Edwardsville. In addition to the formal programming offered by these institutions, both provide a broad array of continuing education and cultural programming designed to broaden the one's horizons.



Health Care



The Village of Godfrey is a community of multiple health care assets. With world-class facilities from health care providers, the community is assured of the best in health related services.

Below are the health care service providers that are immediately available within the community.

- Alton Memorial Hospital is a member of the Barnes Jewish Network and has an urgent care facility in Godfrey.
- OSF Hospital St. Anthony's Health Center is a faith-based health care facility with a state-of-the-art urgent care facility in Godfrey.
- The Lewis and Clark Family Health Clinic is a full service clinic offering both acute and chronic care for all members of the community. The clinic is staffed by board-certified nurse practitioners and collaborates with several health-service agencies and school districts to help expand healthcare services and education in rural communities.
- Asbury Village offers a vibrant lifestyle for seniors and their families. It's lively neighborhood bustles with activities and opportunities, inspiring one to ask, "What's next?" As a not-for-profit Life Plan Community, Asbury Village sets the standard for exceptional senior living in Godfrey for more than 20 years.
- Cedarhurst of Godfrey provides truly person-directed care in a community focused solely on Assisted Living. The Staff works hard to know each resident as an individual and then provide tailored care. Experienced, compassionate staff, first-rate amenities, charming one-level community and welcoming, supportive atmosphere make Cedarhurst a secure, enriching place to live.



Health Care



- San Gabriel offers both assisted living and memory care lifestyles that allow its residents to take advantage of beautiful, purpose-designed community spaces, top-tier amenities, and services. Its safe and secure community that brings peace of mind to its residents and family alike.



- Integrity Health Care Integrity Healthcare of Godfrey is a 68-bed facility that offers a full continuum of services and care focused around each individual resident. Patient centered-care plans are individualized to successfully treat the variety of issues facing a geriatric population. Integrity staff proclaim that their ZOOM! Revved Up Rehab program is amazing! It consists of Physical, Occupational and Speech Therapies provided by and supported by loving, well-trained licensed therapists.



- Morningside of Godfrey is a division of Five Star Senior Living, offering a variety of living options to fit specific needs and lifestyles. Whether seeking freedom from home maintenance or wanting to transition to an independent living community, or looking for the enhanced support offered by assisted living or memory care it's Morningside.

What residents are thinking?

A Younger Demographic Perspective



On September 24, 2019 the Village hosted an event that entitled “Engage Godfrey ‘A Different Perspective’ Forum.” The goal of the event was to gain insights from a younger demographic as to how they perceived Godfrey. More specifically, the objectives of the forum were to:

1. Identify community attributes and characteristics that young residents find appealing.
2. Identify perceived/real obstacles that exist within Godfrey for attracting younger professionals and highly skilled individuals.

3. Determine ways to involve younger adults in the decision making process of the Village.

The meeting was held at Rolling Hills Golf Course. The event began with registration and a reception at 6:00 p.m. A “dialog” began at 6:30 p.m. and was moderated by Jim Mager, Economic Development Director. The moderated session went until approximately 7:45 p.m. There were 24 participants with 13 observers.

The Process:

The process was a “focus group” format in which the moderator presented a series of open-ended questions. While there was a planned series of questions, the moderator would take some of the remarks from participants and ask for more detail or elaboration. As members of the group responded, the subject of the comment was captured on a flip chart. Additionally, detailed notes were kept by another scribe. At the end of the “brain-storming” session, each member was given six orange stickers and asked to place the stickers by the “flip chart” items they thought to be most important.

“Take Away” from the session:

A younger demographic desires a community that is family-oriented and is focused on things that will support a household that is raising children. This group seems particularly interested in a community that offers park and recreation and leisure attributes. They are leaving the community in search of entertainment and leisure activities. There is strong support for some type of indoor recreation/entertainment center. They also seem to be attuned to sustainability and environmental issues. As with an older demographic, they see policies from the State of Illinois as a significant threat to the community’s future. There seems to be concern that Godfrey lacks planning and/or the ability to follow through with plans that may have been developed in the past. The fact that Godfrey lacks a definitive town center is seen as a weakness.

The group expressed an interest in being involved in efforts to make Godfrey a better community. Some individuals made statements about a willingness to engage in volunteerism with community improvement events. Given the “better-than-expected” turnout for the Engage Godfrey event, it might be a fair assumption that younger people would become involved if presented an opportunity.



Public Input Meeting

As part of the comprehensive planning process, a public-input meeting was held at Village Hall on January 15, 2020. There were over sixty-three attendees. Participants of that meeting were asked to complete a survey that dealt with how residents feel about current status of the community and its future direction. The survey's four categories were as follows:

- What factors regarding Godfrey do residents find important?
- How residents rate factors as they exist in Godfrey?
- Levels and community services and how they were perceived by residents?
- Residents' perceptions and thoughts on future land uses.

In each section, the respondents were asked to give input on how they felt about attributes of Godfrey.

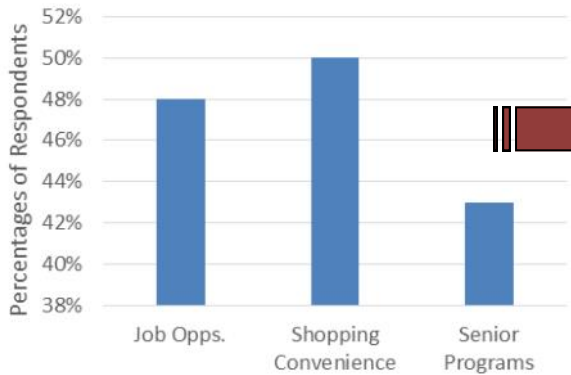
Below is a sample from the survey:

	11. What factors regarding Godfrey do you find important?	Very Important	Somewhat Important	Not Very Important
A	Rural character and natural beauty			
B	Transportation			
C	Streetscape			
D	Storm water control			
E	Proximity to St. Louis			
F	Public school district			
G	Access to higher education			
H	Business Climate			
I	Sense of community			
J	Parks and recreation			
K	Bike and walking trails			
L	Parking availability			
M	Affordable housing			
N	Safety and Security			
O	Zoning ordinances			
P	Job Opportunities			
Q	Shopping convenience			
R	Community events			
S	Senior programs			
T	Youth programs			



Public Input Meeting Survey Results

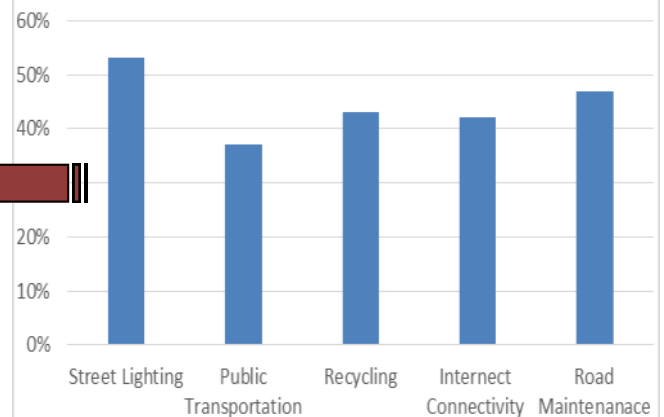
Most Important Attributes



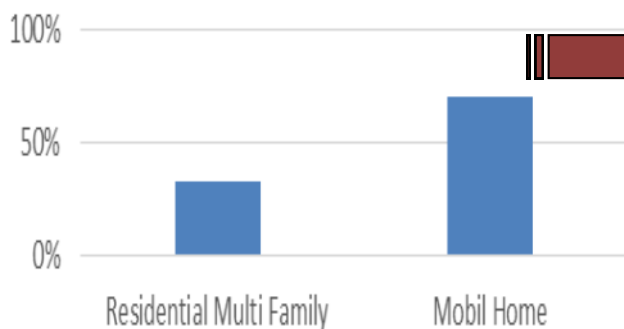
In the first section, residents were asked to respond to the Village's attributes that were felt to be important; and, to rate the level of importance. The residents gave very high marks in the vast majority of attributes listed. However, the residents felt that Shopping Convenience, Job Opportunities, and Senior Programs were most important and should be a focus in the Village's moving forward. In addition to shopping, employment and senior programming, residents felt Transportation, the Proximity to St. Louis, Parking Availability, and Zoning Ordinances were important.

The second section dealt with how residents ranked certain factors as they exist within the Village. Among attributes finding favor where; access to higher education, public education, transportation assets and recreation facilities. The survey results indicate that services needing the most attention were; street lighting (53%), road maintenance (47%), recycling (43%), internet connectivity (42%), and public transport (37%). Support and enhancement of the above assets will facilitate making Godfrey a more attractive place for incoming residents. It should be noted that, although survey respondents felt certain services and assets need to be improved, there is no support for increasing taxes to cover costs.

Services That Need Improvement



Land Use To Be Avoided



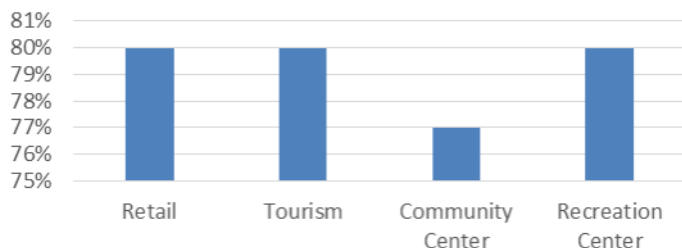
The third section of the survey asked respondents whether they would encourage or discourage various types of land use. Analysis of the data indicates overwhelming support for new parks, commercial development, and additional sidewalks.

Village of Godfrey residents want/appreciate the area's natural scenery. While commercial development rated a priority, there is a desire to preserve and enhance the Village's ecological beauty. The combination of preferred land uses should enable "quality of life" assets for family outings.

A common viewpoint across all demographic groups is to avoid multi-family housing and mobile homes. In moving forward, Godfrey should focus on single-family housing.

Public Input Meeting Survey Results continued...

Preferences for Business/Municipal Development



The final section of the survey dealt with future business and municipal development. Respondents indicated they favored an increase in Tourism (80%), Retail (80%), a Recreation Center (80%), and a Community Center (77%). Just as in the previous section, preference for these types of developments overlaps most demographic groups.

The Engage Godfrey event was attended by young Godfrey residents. While the January 15 “Public Input” meeting was open to the public, the average age of the participants was sixty-four years old. For all practical purposes, one event represented a younger-demographic perspective; and the other event, an older perspective. Interestingly enough, there are some common areas of interest in both demographic groups.



Godfrey's Vision Statement



Godfrey should be positioned as a community of highly-educated professionals and/or highly-skilled workers who are commuting to jobs in the St. Louis, MO-IL metropolitan statistical area (MSA). With the resulting increased population density, attracting businesses will become likely “down the road.” A configuration of physical and non-physical environments will support the development and growth of local business start-ups.

- Godfrey should utilize its attributes of quality education systems, parks, bike/walk paths and natural assets to create a community attractive to the targeted demographic.
- A focus should be on developing housing, both single and multi-family that is above average with a significant “homeowner association” control.
- As the physical attributes of this “bedroom” community are developed, an intellectual infrastructure should be created. This infrastructure should include access to capital, higher education, social and entertainment assets and an entrepreneurial climate.



Goals



In support of the Village's Vision Statement the following goals are as follows:

General Goals:

Continue to develop, maintain, and expand utilities and infrastructure to insure the safety, health, and welfare of the community.

Continue growing and developing at levels that do not overwhelm the infrastructure systems, school system, and parks system.

Provide infrastructure of adequate capacity in order to attract and develop high — quality land uses of the type and location that will facilitate a strong and diverse tax base while preserving the quality of life.

Provide a safe, efficient, accessible, and reliable transportation system.

Preserve the small town atmosphere, to the largest extent possible.

Municipal growth shall be encouraged to increase the local tax base and to provide for local employment/business opportunities.

Utilize "smart growth" principles to ensure that neighborhoods, businesses, agricultural, and public spaces accommodate growth in ways that are economically sound, environmentally re-

sponsible, and supportive of community livability. Growth and development should enhance the quality of life in Godfrey.

Provide for a balanced mix of land uses to include residential, commercial, light industrial, and agricultural—planned in a pattern that facilitates positive, efficient, and functional relationships. Growth and development should encourage a mix of use types (such as residential mix of town homes, condominiums and single-family uses, or a mix of retail uses, such as restaurants, hotels, and daily needs stores.)

Provide for and enhance the health, safety, education, and welfare of the general public.

Include the educational system as an essential component of both the economic and social well-being of the community.



Goals

Infrastructure Goals

Recognizing that Godfrey's municipal government does not directly control all utility and infrastructure service providers; maintain the necessary legal framework and mechanisms to provide for close coordination, programming, and cooperation.

Prepare a three (3) — year Capital Improvements Plan (CIP) that will be updated annually. It will provide for the annual allocation of municipal resources to support community utilities and infrastructure.

Provide the institutional and financial means to construct and maintain infrastructure. This will assure adequate capacity to service both existing land uses and new development that is of the quality, type, and land use pattern desired by the Village.



Develop and implement plans today to provide for needed infrastructure capacity to accommodate growth and development.

All appropriate storm water ordinances should be kept current.

The Village should consider encouraging Ameren to bury as much of its existing infrastructure as possible.

The Village should consider encouraging utility companies, their sub — contractors and appropriate Village Staff, to use the standards and practices of the International Society of Arboriculture's techniques for tree trimming.

The Village will continue the successful working relationships between the Village and the four (4) water providers.

The Village should consider taking all appropriate actions to ensure that there is sufficient water flow for fire protection purposes.

The Village should encourage the color coding of all fire hydrants within Godfrey.

The Village should work to enhance internet and cell coverage in all areas.



Goals

Transportation Goals

Improve traffic circulation throughout the Village by making appropriate traffic system upgrades.

Ensure that new residential and commercial development do not add to traffic congestion and accidents.

All public buildings, parks, and educational institutions should be connected by bicycle paths and/or sidewalks.



Housing Goals

Development of high-quality residential housing.

Encourage compatible zoning between districts.

Preserve and expand existing neighborhoods and housing stock.

The Park and Recreations Department Director, or designee, should review all proposed Plan Residential Development (PRD) plats to ensure adequate space for parks that would exist in planned developments.



Goals

Economic Development Goals

Promote development primarily through the use of market forces, offering location, land availability, and community quality of life as incentives.

Development of light (environmentally clean) industry is to be encouraged.

Local small businesses and industries are to be encouraged and promoted. Mechanisms to encourage entrepreneurship could include participation in local business organizations, and coordination with Madison County Community Development.

Through the use of future land use planning and zoning, encourage developer investment in those areas already exhibiting urban/suburban characteristics.

Facilitate growth and development in both population and economic opportunity while protecting and enhancing the Village's existing assets, services, and quality of life.

Adopt the appropriate land use management mechanisms to encourage infill development and redevelopment. This will provide for efficient use of existing infrastructure, as well as retain and preserve existing neighborhoods and businesses.

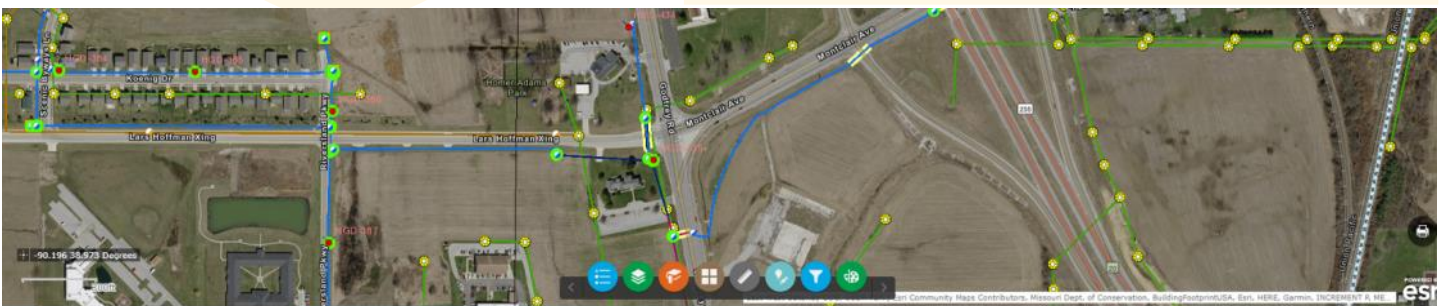
Provide incentives and lower the barriers for growth and development that further the Village's goals and Comprehensive Plan Update. Such incentives should be used only after careful consideration of the value of the project to the community and how it will enhance the quality of life of the community.

Adopt and employ the mechanisms necessary to facilitate high-quality design. This includes building treatments, site design, signage, and all aesthetics aspects of both existing development and new development.

Encourage master — planned developments that provide for a mix of land use types in a coordinated fashion. Master — planned developments are envisioned as large-scale, long-term projects that preserve environmental resources, provide for alternative modes of transportation, and integrate a mix of housing types and a variety of land uses. Such communities may also be encouraged as infill development.

The Village should consider working with the Growth Association and the North Alton -Godfrey Business Council to create business retention programs.

The Village should encourage the creation of a master — planned town center that will become a central focus for the community for both public and private activities. This can go a long way in establishing a community identity for Godfrey.



Goals

Economic Development Goals

continued....

The Village should consider exploring the possibility of creating a registry of all of the businesses in Godfrey.

The Village, working with local businesses, should consider creating business centered events. These events could include a Village — wide sidewalk sale, a Village — wide scavenger hunt, a "Shop Godfrey Day," an event that showcases all of the foods available in Godfrey, and a tax-free event.

The Village should consider continuing the practice of placing appropriate business assistance information on the Village's website.

The Village should consider encouraging the creation of planned commercial and manufacturing developments.

When available, the Village should consider exploring economic development related grants.

The Village should consider creating a list of "targeted" businesses that residents would like to see locate in Godfrey.



Park and Recreation Goals

Provide park and recreation facilities in sufficient quantity and variety to effectively serve all of the residents of the Village.

The Village should evaluate the feasibility of a recreation complex as outlined in the Robert E. Glazebrook Community Park Plan.

The Village should explore purchasing land for parks east of U.S. 67 and north of Airport Road.

The Village should budget accordingly for new and replacement park equipment and to adequately maintain the current parks.

The Village should consider updating the Citizens' Parks System Comprehensive Plan every five (5) years. When revised, a copy of this Plan should be provided to members of the Planning and Zoning Commission.

The Village should consider making the parks "hot spots" for WiFi.

When possible, the Village should continue to apply for park related grants.

Ensuring stakeholders and residents have adequate public involvement opportunities to provide input for decision-making.

Providing planning and design for new parks, recreation areas, trails, and open space amenities.

Acquiring new land for neighborhood and community parks, natural areas, and open space.

Facilitating the parks giving program, including memorial trees and benches, specific event donations and many other parks donation opportunities.

Joining with area residents, related public agencies, and community partners to continuously improve the quality, safety, availability and accessibility of parks and open space.

Goals



Education and Historic Preservation

The Village should consider encouraging the Hayner Public Library District to open a facility in Godfrey.

The Village should consider encouraging the preservation of historic structures and the commemoration of historic events and anniversaries.

Preserve community spirit through civic organizations and churches.

Strive for an emphasis on quality service delivery in all governmental functions.

Increase awareness of the attributes that make Godfrey unique.

Public Health and Social Concerns

When possible, preserve the quality of fire protection services and ambulance services.

Strive for an emphasis on quality service delivery, particularly recognizing excellent police protection as a community priority.

As the Village's population increases, the Village should work with Madison County to ensure that quality police protection services continue. The Village should budget accordingly for the possibility of paying for additional staff and resources from the Madison County Sheriff's Department.

The Village should attempt to maintain a good working relationship with the Fosterburg and Godfrey Fire Protection Districts.

When the Village deems appropriate, it should update the Emergency Management Plan to ensure that the Village is prepared for all public health emergencies.

While the space allocated for cemeteries is not currently strained, the Village should consider monitoring the amount of land available for cemeteries and to take appropriate steps to ensure no threats to public health arise due to lack of interment facilities.



Development of a Town Center



While Godfrey Road tends to act as the general business district for the Village, there is no central location that is the focal point. **As such, the Village lacks an identity that can be attributed to a “town center.”**

Moreover, lack of a town center creates a void for an identity in the following dimensions:

- 1. Beauty.** *A well-designed town center will give residents and visitors a reason to enjoy downtown and new streetscape.*
- 2. Walkability.** *Successful downtowns are walkable. Improved walkability helps local businesses attract more customers and achieve greater success.*
- 3. Ideal Location.** *The site is ideally located for a Town Square, at a T intersection, within walking distance of anchors such as the post office, banks, large restaurants, and unique local businesses*
- 4. Focal Point.** *Towns and neighborhoods need a center and focal point to attract more shoppers, walkers, families with children, and seniors to the downtown.*
- 5. Pride.** *A town center honors the unique identity as a beautiful small town that is surrounded by trees and hills and is proud of its history, location, and family-friendly atmosphere.*
- 6. Community.** *Community gatherings, special events, a relocated farmer’s market, summer concerts and outdoor movies all can happen at a town center. These events bring life to the downtown and increase business for merchants.*
- 7. Parking.** *A town square doesn’t come with legal parking requirements—but the on-street parking around the center can serve the whole downtown.*
- 8. Our voice.** *Residents deserve much better solutions than vacant buildings or sprawling shopping centers. They also deserve a voice in its future. A center can transform communities and other neglected or over-sprawled development areas.*
- 9. Health.** *A town center benefits health and safety. Shoppers and workers, children, and seniors will have more reasons to walk and get exercise. Don’t count out brownfield revitalization in your plans.*

Adapted from: “Top 10 Reasons For a Town Square,” February 21, 2014, Ellen O’Donnell.”



Development of a Town Center



In asking for feedback from community stakeholders, a resounding theme is the lack of a “town center” as a deficit in defining the Village. Since the incorporation of the Village in 1991, there has been a plan to develop a “town center” concept. While there have been a few conceptual formulations of a town center considered over the years, an actual town center remains allusive. As far back as 1996, Village government and other stakeholders developed the “Concept for a Town Center.” That document, which was prior to the completion of Illinois 255, called for a town center to be developed just north of Airport Road. While the development of a town center in the Airport Road area likely made sense twenty-four years ago, that concept may no longer be appropriate.

Contemporary thinking is that town centers should be “at a T intersection, within walking distance of anchors such as the post office, banks, large restaurants, and unique local businesses.” (<http://buildabetterburb.org/ten-reasons-town-square/>) While having the town center in the Airport Road area meets the criteria for being near a major intersection, that location falls short of meeting the other requirements. In that location, the town center is on the outskirts of town. Aside from the proximity of Walmart, it would have no pedestrian connection to the rest of the community.

The Village of Godfrey, “became of age” in the post war era of massive outbound migration from the inner cities across the nation. Following World War II, population patterns in the United States shifted in two primary ways: a move away from older cities in the Midwest and toward newer urban centers in the South; and a mass exodus from center cities to the suburbs. Automobiles and highways were both essential to suburban growth. In 1945, Americans owned 25 million cars; by 1965 the number had tripled to 75 million. It was during this era that Godfrey experienced growth as a community. People were leaving the inner cities and moving to the suburban areas of Godfrey. Subdivision after subdivision was developed. Much of the housing stock was built for working-class families. Godfrey evolved as a “drive-through” town; but, that is what was demanded at the time. People wanted to reside in the clean, fresh suburbs of Godfrey and commute into the core cities of Alton, Granite City, Wood River, St. Louis, etc. for employment.

Over time, the expectations and desires of a younger demographic have changed. The days of long work commutes and the responsibilities of home ownership have been exchanged for a demand of a closer proximity to work, access to recreational activities, convenience of shopping and freedom from the cares of maintaining a house.

The lack of a town center has repeatedly been considered to be a community weakness and years of envisioning a town center on the north end of the Village has failed to materialize in any real sense. With conventional thinking of what defines a successful town center, perhaps an alternative location for the development of a town center is warranted.



Development of a Town Center



Although never given previous consideration, an alternative location for a town center is the area shown in the adjacent map. The proposed location for a town center seems a viable concept. As with any long term plan, there are opportunities to exploit and challenges to overcome. The table below highlights some of those opportunity/challenge variables.

Pros.	Opportunities/Challenges:
Located in center of community	Land acquisition
Designation of proposed site creates a massively larger town center	Developing critical mass of community support
Creates walkable neighborhoods with continuity to the town center	Controlling the development toward a determined image
Creates an opportunity for a "planned" development	Construction of pedestrian overpass on Godfrey Road
Walking distance to LCCC	Gaining IDOT support
Supports an in-fill strategy vs. sprawl	Developing infrastructure to connect surrounding neighborhoods
Facilitates mixed-use land development	
Walkable distance to Glazebrook Park	Requires early stage investment in preliminary design
Likely to draw from the Alton's retail district	Not all of the proposed development area is in the Enterprise Zone
Enhances commerce for existing Godfrey Road businesses	
Creates and community environment that is more attractive to a younger demographic and psychographic	
The proposed development area is in the TIF and the Business District	

Development of a Town Center



Proposed Town Center Attributes

Small boutique retailing

Boutique food and beverage experiences (indoor and outdoor)

Green space and walkability

Pleasant streetscape environment

Small entertainment venue (public concerts in amphitheater)

Family-oriented community events

Pedestrian connectivity to surrounding neighborhoods, park facilities, LCCC and adjacent shopping

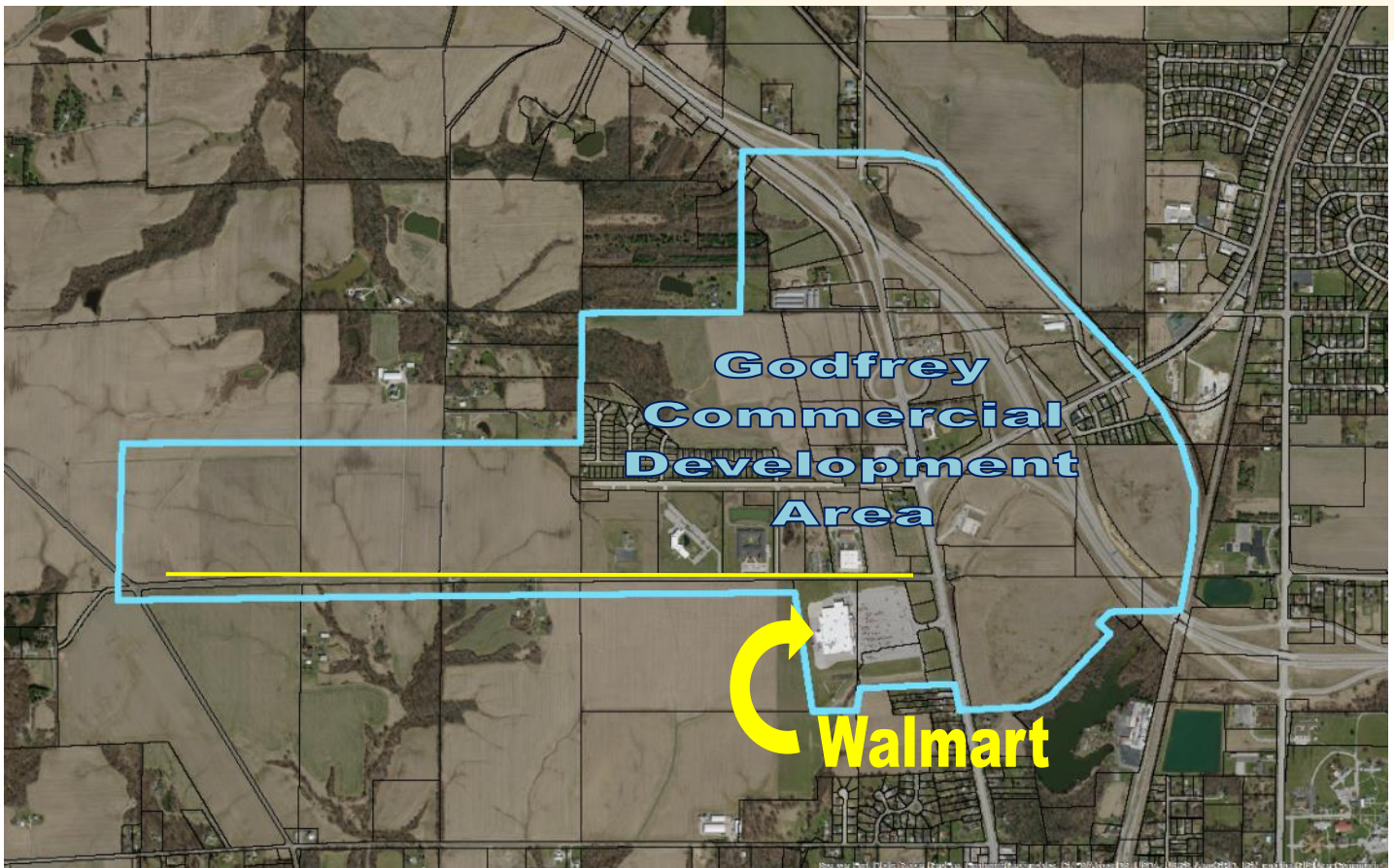
Facade coordination (possibly match ambience of Lewis and Clark Community College)



Development of the Godfrey Commercial Development District



Development of a town center is critically important to enable a more vibrant Godfrey Community. While a mixed-use town center concept (as previously described) is needed, such an area would likely not accommodate an environment necessary to attract, and foster, the development of a “national-brand” retail district. Larger enterprises that might include big box developments, regional shopping centers, hospitality, warehousing, light manufacturing, and transportation-oriented businesses require ample availability of land and immediate access to transportation infrastructure. The attributes needed to support such development are found on the northern end of Godfrey. As such, Godfrey should advance, in tandem with the town center, a “Godfrey Commercial Development District” (GCDD). The map below indicates a proposed area for the GCDD.



Development of the Godfrey Commercial Development District

As with the town center concept, there are opportunities to exploit, and challenges to overcome. The table highlights some of those opportunity/challenge variables.

Pros.	Challenges:
Ample availability of developmental land	Inflated land prices
Superior access to transportation assets	Utility infrastructure not in place
Walmart and other develops act as catalyst to attract national brands	Overcoming the perception of stagnation
Area is located in a TIF, a Business District and an Enterprise Zone	Uncertainty of completion of Illinois 255 to Quad Cities
Future development of the Jerseyville intermodal facility	TIF, Business District and Enterprise Zone is already 9 years old
Provides a shopping experience that offers a broad array of goods and services	Lack of identified equity capital
Prevents leakage of dollars for good and services that residents purchase elsewhere	
Enhances the sales tax base for public services	Lack of population base for national retailers
	Lack of governmental experience in national brand attraction



Development of the Godfrey Commercial Development District

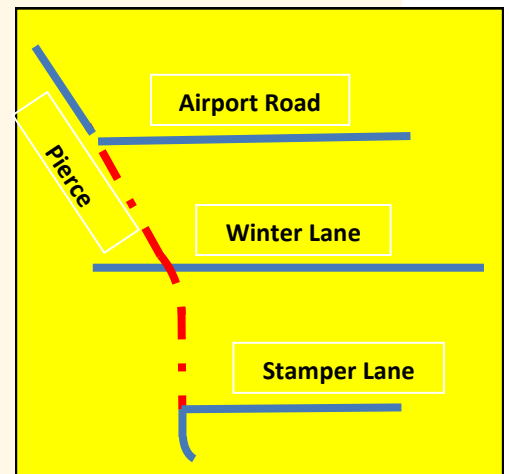


Extension of Lars Hoffman Crossing

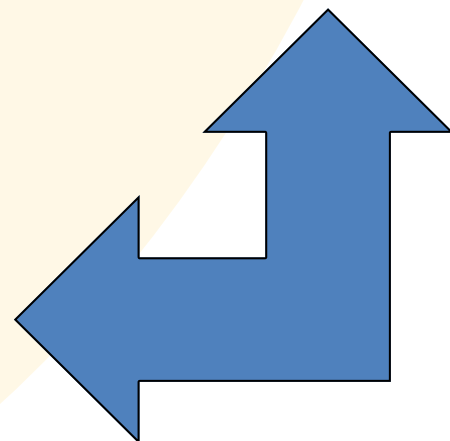
Key to the development of the Godfrey Commercial Development Area is the completion of the Lars Hoffman Crossing Extension. In the summer of 2020 an agreement was reached between the Village of Godfrey and the Madison County Highway Department. In that agreement, Madison County will construct the extension and maintain Lars Hoffman Crossing. In exchange, the Village of Godfrey will take over and maintain Airport Road from Godfrey Road to Pierce Lane.

County funding for the construction of the extension is \$5.7 million. Construction is scheduled to commence in late 2021 and will last approximately one and a half to two years.

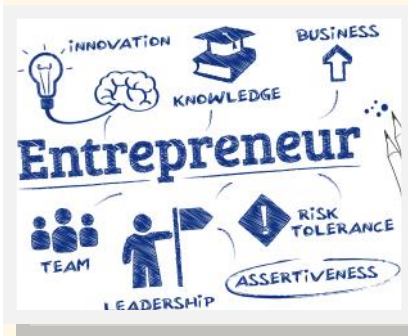
With the completion of Lars Hoffman Crossing, traffic on Pierce Lane south will be greatly increased. As such, reconstruction of Pierce Lane north from Stamper Lane to the Lars Hoffman Crossing extension should be accomplished. At the time of writing this plan, there is full funding for engineering and partial funding to renovate the road to Winter Lane. Continued effort should be made to secure funding for full reconstruction of Pierce Lane.



Intersection of Peirce Lane and Stamper Lane



Enabling Entrepreneurship



The Village is actively pursuing recruitment of national brand retailers. Buxton Company has been contracted to assist in that effort. Working with Buxton, the Village has identified twenty (20) national retailers to recruit. In this identification process, the Village's market profile was matched with the market demands of the selected brands. In the list of identified brands, there is a combination of both corporate-owned operation and franchise operations. The majority are franchises.

Given that most of the identified brands were franchises, the challenge becomes one of finding someone who is willing to make the local investment in the enterprise. Currently, there is no mechanism in place to identify local entrepreneurs who might have an interest, and the capabilities, to enter into franchising opportunities.

Going beyond the franchising environment, local entrepreneurship is the backbone of a strong local economy and business development within a community.

There are far-reaching advantages in "shop local." Supporting local businesses, supports the local economy; significantly more money stays in a community when purchases are made at locally owned – rather than nationally owned – businesses. The U.S. Small Business Association and the U.S. Department of Labor report the positive impacts of small, independent business on local economies.

- Local businesses are more likely to utilize other local businesses such as banks, service providers, and farms.
- For every \$100 you spend at local businesses, \$68 will stay in the community.
- Independent retailers return more than three times as much money per dollar of sales to the community in which they operate than chain competitors. Independent restaurants return more than two times as much money per dollar of sales than national restaurant chains.
- Small businesses employ 77 million Americans and accounted for 65% of all new jobs over the past 17 years.

In addition to helping build the local economy, there are also notable intangible benefits that come from supporting businesses in your local community.

- Local businesses are owned and operated by neighbors! They care about and are invested in the well-being of the community and its future.
- Local businesses are more accountable to their local communities and donate more money to non-profits.
- Supporting local businesses is good for the environment because they often have a smaller carbon footprint than larger companies.



Source: <https://blog.mass.gov/blog/consumer-advice/think-local-7-reasons-why-supporting-local-business-is-good-for-your-community/>

Enabling Entrepreneurship



Within the context of this comprehensive plan, the Village should create an environment that will enable an entrepreneurial community to exist and thrive.

When economic developers talk about a positive environment for economic development, they are often talking about the business climate in the traditional sense – are there sites in the industrial park, is the community “business friendly,” are there roads and sewers for new factories? When talking about an entre-

preneurial environment, we’re talking about much more.

There are three components of this environment that community leaders need to address:

- **Culture** – Awareness of the importance of entrepreneurs to the local economy, celebration of the value that entrepreneurs bring, openness to entrepreneurs who often march to the beat of a different drummer, acceptance that failure is part of the entrepreneurial process and a willingness to encourage and support entrepreneurs when their first (or even second) venture doesn’t pan out
- **Infrastructure** – Moving beyond the typical notion of infrastructure to include traditional and non-traditional leadership, educational institutions like community colleges and regional universities, cultural and recreational resources, quality schools, social organizations that are diverse and emphasize creativity
- **Entrepreneurial support elements** – Specific programs and initiatives designed to provide a range of support to entrepreneurs of all types when and how they need it, including service providers like the Chamber and Small Business Development Centers, networking organizations and opportunities, financing programs, business incubation services, mentoring and coaching, and youth entrepreneurship education in and outside the schools.

Understanding the components of an entrepreneurial environment is just the first step in helping a community become more entrepreneurial. Also to consider is the readiness for entrepreneurship.

Openness to entrepreneurship as a development strategy

- Commitment to balancing business attraction and support for entrepreneurs,
- Availability of entrepreneurship programs and support services,
- Willingness to invest in entrepreneurship development strategies,
- A leadership team committed to entrepreneurship; and,
- Willingness to work beyond town borders to tap resources and achieve success.



Enabling Entrepreneurship



One way to create a more sustainable entrepreneurial environment is to put into place policies that will support efforts over the long term. These policies can help to make permanent a focus on entrepreneurship as a development strategy in the community, and to help eliminate some of the obstacles that entrepreneurs face as they start and grow their businesses. Examples of policy change from across the country can provide insights to guide communities and across the state in the development of an entrepreneurial climate.

When considering policies in support of entrepreneurship, for the most part focus on change at the local and state levels. Local

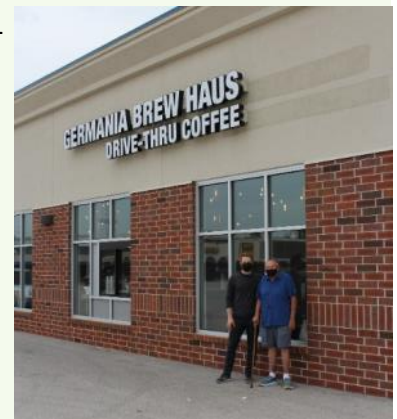
leaders have little influence over federal policy decisions that affect their entrepreneurs; policy decisions at the local level, in contrast, can make a big difference. Brian Dabson and Deborah Markley identified three roles for policy makers that also apply to local officials:

- **Providing resources** – Supporting entrepreneurs will require resources, either from new sources or by redirecting economic development dollars to new uses.
- **Creating an effective regulatory environment** – Regulation is often perceived by entrepreneurs as a “necessary evil.” While regulation may be unavoidable, improving consistency and clarity in the regulatory environment is often welcome by entrepreneurs. Local community leaders can take steps to provide information to entrepreneurs so that they know what regulations apply to them and how to be in compliance, such as through dissemination of a “how to start a business guide.” Another way to improve the information flow is to create an entrepreneur advisory committee whose members can bring to the attention of local elected officials regulatory concerns that entrepreneurs have.

Helping create awareness about the role of entrepreneurs and entrepreneurship – Policy decisions can help to shine a light on new initiatives, bringing increased attention and needed legitimacy. For example, **National and Global Entrepreneurship Weeks** have created a groundswell of movement around entrepreneurship, involving communities, states and even countries in planning activities to celebrate entrepreneurship. In West Virginia, an entrepreneurship coordinator in the state Department of Education provides assistance to schools seeking to incorporate entrepreneurship classes, making it easier for local schools to expose their young people to the opportunities associated with starting their own business. For example, the Department of Education sponsored The Lemonade Stand Project where elementary students opened lemonade stands at the state legislature during Entrepreneurship Week, getting first-hand experience in running, and profiting from a business.



Source: <https://web.extension.illinois.edu/buildingec/whatdoesittake.cfm>



Village of Godfrey Parks and Recreation



Parks, recreation, and open space provide personal, social, environmental and economic benefits and they are important to quality of life. As the Village grows, new places are needed where residents can play, relax, meet neighbors, and enjoy the natural environment. Thoughtful parks, recreation programming and open space planning insure continued improvement to the quality of life for future generations.

Godfrey has a total of 275 acres of parks. There are plans to develop an additional 20 acres in 2021. Additionally, another 40 acres will be developed in the next ten years.

The National Recreation and Park Association (NRPA) suggest that, at a minimum, each park system have a total of 6.25 - 10.5 acres of developed or open space per 1,000 populations. Based on that calculation, Godfrey offers 9.5 acres of developed or open space per 1,000 population. However, Godfrey lacks in mini parks that the NRPA also recommends. The following table shows Godfrey's acreage/1,000 population for mini parks, neighborhood parks, and community parks.

Component	Service Area	Desirable Size	Recommended Acres/1,000 Population	Godfrey's Acreage/ 1,000 Population
Mini Park	Less than .25 mile radius	1-acre or less	.25-.5	0.00
Neighborhood Park	.25 - .5 mile radius	15-acres	1-2	1.67
Community Park	1-2 mile radius	25+ acres	5-8	7.92

Based on the NRPA standards, if Godfrey's population increased to 20,000, 125-210 acres would be sufficient park space.

More than the development of new parks is the development of existing park land that is currently undeveloped. Glazebrook Park has an undeveloped 40-acre addition that could be developed into a highly developed, active-use community park.

Village of Godfrey Parks and Recreation



Facility development could include:

Youth Baseball and Softball

British Soccer Camp

Youth Soccer League

Youth Volleyball

Youth Basketball

Rookie Baseball

Rookie Soccer

Rookie Basketball

Rookie Cheerleading

The Godfrey Parks and Recreation Department currently holds six special events/festivals throughout the calendar year: Arbor Day, Breakfast with Santa, Daddy Daughter Dance, Family Fun Day, Fall Corn Festival, Fishing Derby, Great Godfrey Maze, Mother Son Bowling, and the Snowflake Festival. Several smaller events that take place include: special event nights at the maze, outdoor movie nights, a newly resurrected baseball tournament, and hosting a drop-off site for the Riverbend litter clean-up.

Parks are busy with several events that are put together external organizations. These include: Bark in the Park, the Movie in the Park series, a fun run, and the Easter Egg Hunt.



Village of Godfrey Parks and Recreation



Priority Projects

- Turf one 'high school' sized baseball field
- Develop new three-acre park on the River-front
- Develop visitor amenities at La Vista Park
- Establish land set-aside or fee in lieu of land requirements from developers
- Develop pocket parks in neighborhoods
- Develop parks on the east side of the Village
- Develop paved trails linking Glazebrook to LaVista and LCCC and Homer Adams Park
- Construct rec-plex (feasibility study needed, see page 40)
- Add an additional picnic shelter at Homer Adams Park
- Replace playground equipment as needed (ongoing)
- Improve parking Glazebrook Park (awarded phase one)
- Pickle ball courts and tennis courts at Glazebrook through an OSLAD grant
- Develop a Splash Pad, a bathhouse, concessions and two picnic shelters (OSLAD Grant phase one)
- Develop a boundless, "all inclusive" playground (OSLAD Grant phase one)
- Dog Park – implement this in the Park Master Plan

Develop three additional general-purpose fields in Glazebrook Park (OSLAD Grant—phase I)

Develop fitness equipment for Glazebrook Park (OSLAD Grant—phase II)

2021 (August) have the first annual Tour De Godfrey – this is to expose the neighborhoods and community to people internally and externally.



In 2019, the Village of Godfrey implemented a plan to construct two turfed and lighted soccer fields at the front of Glazebrook Park.

With the approval of a \$2+ million investment, construction commenced in the spring of 2020; and, completion was accomplished in the fall of the same year. The investment into the modern fields extends the amount of play that can be accommodated in Glazebrook Park. The increase of league tournaments, will enhance the opportunity for sports tourism to the Village. As the Village engages upon development of the Godfrey Commercial Development District (p. 31), having community assets that attract more people to the community will augment the demand for other hospitality and entertainment venues.

Feasibility Analysis of a Recreation/Community Center



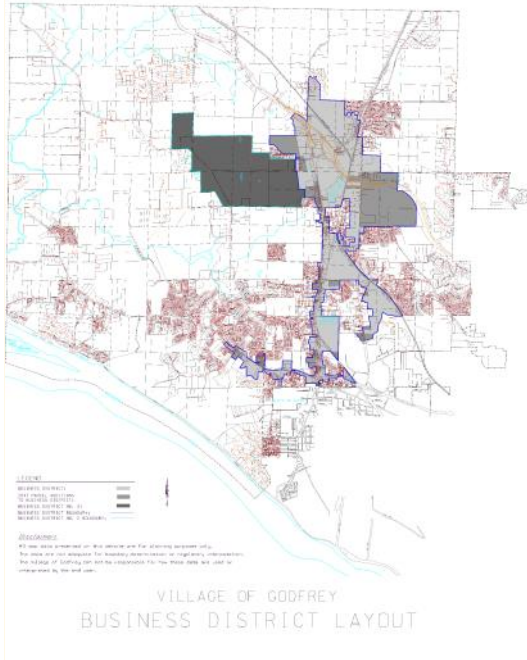
The demographic and psychographic make up of Godfrey is one of a more mature population. Looking to the future, it is necessary to create an environment attractive to the existing population; as well as, one that would be appealing to younger residents. Initial feedback from residents across all age groups indicates there is an interest in the addition of a recreation/community center within the Village's Park and Recreation assets. Within the confines of this Plan, a goal should be to look at the feasibility a recreation or community center. While recreation and community centers are terms that are often used synonymously, they are different facilities. Below are general definitions of each.

Recreation center is an off-site facility operated by a Local Government or Non-Profit Organization that provides low to no cost programs focusing on at least three of the following: general interest adult classes, sports leagues, fitness/recreation, youth character/leadership development, youth academic enrichment, high school dropout prevention, or youth nutrition/life skills.

Community centers are public locations where members of a community tend to gather for group activities, social support, public information, and other purposes. They may sometimes be open for the whole community or for a specialized group within the greater community.

While there has been antidotal curiosity expressed for a recreation/community center, there is no data that indicates, in any detail, an interest of actual utilization; or, the type of center that might be developed. As part of this comprehensive plan, the Village should consider commissioning an inclusive feasibility study to provide quantitative data to address the unknown variables.

Economic Development Tools



Back in 2011, the officials of Godfrey recognized the need to generate a menu of economic development tools to be utilized in encouraging and enhancing business development within the community. The investment was made to move forward with the creation of the Godfrey Business District (BD) and the Tax Incremental Financing District (TIF).

The Godfrey Business District and TIF District

In 2012, the Village implemented both a Business District (BD) and a Tax Incremental Financing District (TIF). Like Tax Increment Financing (TIF), the BD allows Godfrey to pledge tax revenues toward redevelopment in a blighted area. However, unlike TIF, this tool allows communities to increase sales and/or hotel motel tax within the boundaries of the Business District. The BD can generate its own revenues or be used in conjunction with TIF to generate additional revenues for projects. In 2017, the BD and the TIF were amended

include additional properties.

The duration of both a BD and a TIF are 23 years from the date of adoption. Consequently, Godfrey's BD and TIF will expire in 15 years. While the remaining life of the districts may seem like a long period time, it should be remembered that eight years (over a third) of the plans' lives have expired. Godfrey should renew an aggressive utilization of these districts to maximize the return on investment that was placed in creating these assets.

The following information was taken from the original proposals that established the BD and the TIF. These excerpts are placed in this comprehensive plan as a reminder of the original thinking that went into the creations of the districts.

The Business District Development and Redevelopment Law authorizes a municipality to impose a tax designed to fund the development or redevelopment of certain designated areas within a municipality. The municipality may impose this tax if it has a development or redevelopment plan for an area of the municipality that:

- is contiguous (i.e. the properties within the area border each other),
- includes only parcels of real property that will directly and substantially benefit from the proposed plan; and,
- is blighted, as defined in the Illinois Municipal Code (see 65 ILCS 5/11-74.3-5)

The business district sales tax is imposed by the municipality in the form of the Business District Retailers' Occupation Tax and Business District Service Occupation Tax.



Economic Development Tools

Objectives of the Business District Plan

- Make repairs and upgrades to infrastructure within the District.
- Assure opportunities for development and attraction of sound and stable commercial growth.
- Enhance the tax base of the District.
- Upgrade the blighting conditions within the District.
- Encourage and assist private investment and development within the District, in a manner that is compatible with the Godfrey Comprehensive Plan.



The Village of Godfrey will follow certain policies to achieve the objectives outlined above. These policies include:

- Use Business District-derived revenues to implement the Plan.
- Utilize Village staff and consultants to undertake those actions necessary to accomplish the specific public-side actions and activities outlined in the Business District Plan.
- Provide financial assistance, as permitted by the Act, to encourage private developers to complete those certain private actions and activities as outlined in the Business District Plan.
- Use Business District-derived revenues to address site development issues, including grading and building rehabilitation.
- Use Business District-derived revenues to carry out public infrastructure improvements including off-site roadwork, parking lot improvements, utility lines and other infrastructure.
- Utilize the powers extended to the corporate authorities in a designated District. These objectives and policies may be amended from time to time as determined by the Village.



Economic Development Tools

The Business District Development Project

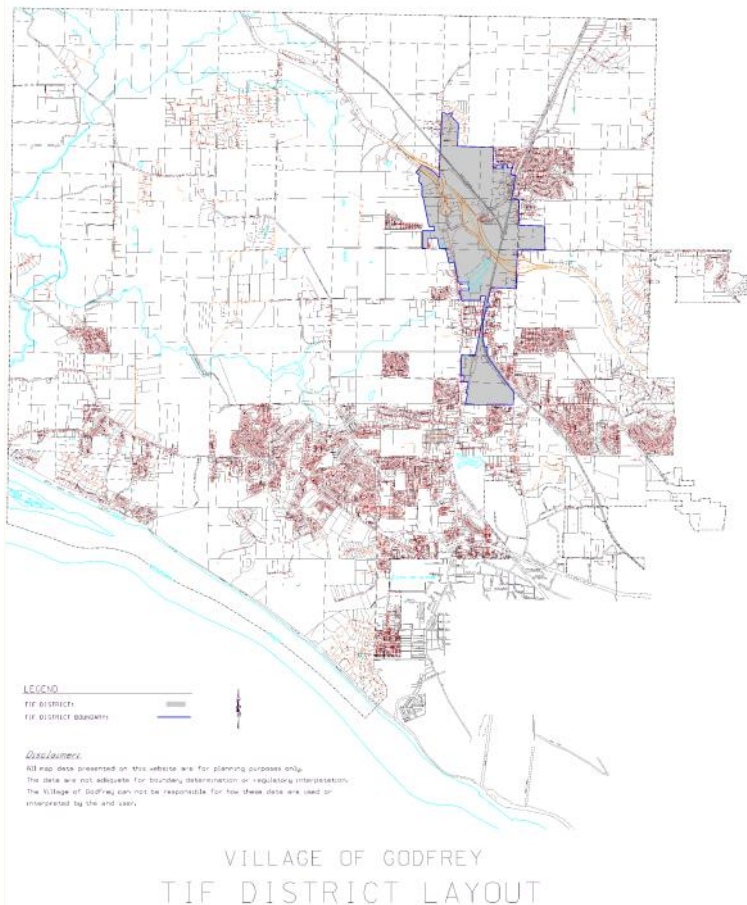
The development goals of the Village of Godfrey for the Godfrey Business District envision a redevelopment program resulting in private investment in the Area. The ingredients for the ultimate success of the program are financial assistance and the improvement of the street network and site improvements that exist today. The satisfaction of these needs will lead to redevelopment in the Area that will generate revenue to support the Business District.

Key Projects for the Plan include:

1. Improvements to infrastructure within the area;
2. Utility trunk lines (e.g. water, sanitary sewer, telephone, etc.) constructed or reconstructed in road right-of-way or other public easements;
3. Assistance in rehabilitation of the buildings within the District boundaries;
4. Parking lot improvements and façade improvements to structures within the District boundaries;
5. Marketing the Village of Godfrey to outside investors;
6. The development of additional commercial or retail stores within the District; and
7. The facilitation of private investment for existing building expansion



Economic Development Tools



Tax Incremental Financing (TIF)

A. Redevelopment Plan is defined in the Act in the following manner:

...the comprehensive program of the municipality for development or redevelopment intended by the payment of redevelopment project costs to reduce or eliminate those conditions the existence of which qualified the redevelopment project area as a blighted area or conservation area or combination thereof or industrial park conservation area, and thereby to enhance the tax bases of the taxing districts which extend into the Redevelopment Project Area.

B. Future Land Use Plan

Future Land Use Plan for the Redevelopment Project Area is shown in the accompanying "TIF District Layout." All Redevelopment Projects shall be subject to the provisions of the Village of Godfrey's ordinances and other applicable codes as may be in existence and may be amended from time to time.

C. Objectives

The objectives of the Redevelopment Plan are to:

1. Reduce or eliminate those conditions that qualify the Redevelopment Area as eligible for tax increment financing;
2. Prevent the recurrence of those qualifying conditions which exist within the Area;
3. Enhance the real estate tax base for the Village of Godfrey and all other taxing districts which extend into the Area;
4. Encourage and assist private development within the Redevelopment Project Area through the provision of financial assistance for new development as permitted by the Act. This development tool will provide for expanded employment opportunities that will strengthen the economic base of the Village and surrounding areas;
5. Complete all public and private actions required in this Redevelopment Plan in an expeditious manner so as to maximize TIF opportunities.

Economic Development Tools



D. Policies

Appropriate policies have been, or will be, developed by the Village of Godfrey in regards to this Redevelopment Plan and Project. These policies include, but are not limited to, the following:

1. Use TIF-derived revenues to accomplish the specific public-side activities and actions outlined in the Implementation Strategy of the Plan.
2. Utilize Village staff and consultants to undertake those actions necessary to accomplish the specific public-side activities as outlined in the Implementation Strategy of the Plan.
3. Actively market the Redevelopment Project Area to private-side developers.
4. Provide financial assistance, as permitted by the Act, to encourage private-side developers to complete those certain private actions and activities as outlined in this Plan.
5. Seek out additional sources of revenue to help “kick start” development and redevelopment activities in the Redevelopment Project Area.
6. Continue to monitor the public and private actions and activities occurring within the Area.
7. Complete the specified actions and activities in an expeditious manner, striving to minimize the length of the existence of the Area.

These policies may be additionally amended from time to time as determined by the Village.



Economic Development Tools



Redevelopment Project

To achieve the objectives of the TIF project, a number of activities will need to be undertaken. An essential element of the Redevelopment Plan is a combination of private developments in conjunction with public investments and infrastructure improvements. Improvements and activities necessary to implement the Redevelopment Plan may include, but are not limited to, the following:

1. Private Redevelopment Activities the private activities proposed for the Godfrey TIF Redevelopment Project Area are primarily for commercial development, industrial development and residential uses, and may include, but are not limited to:

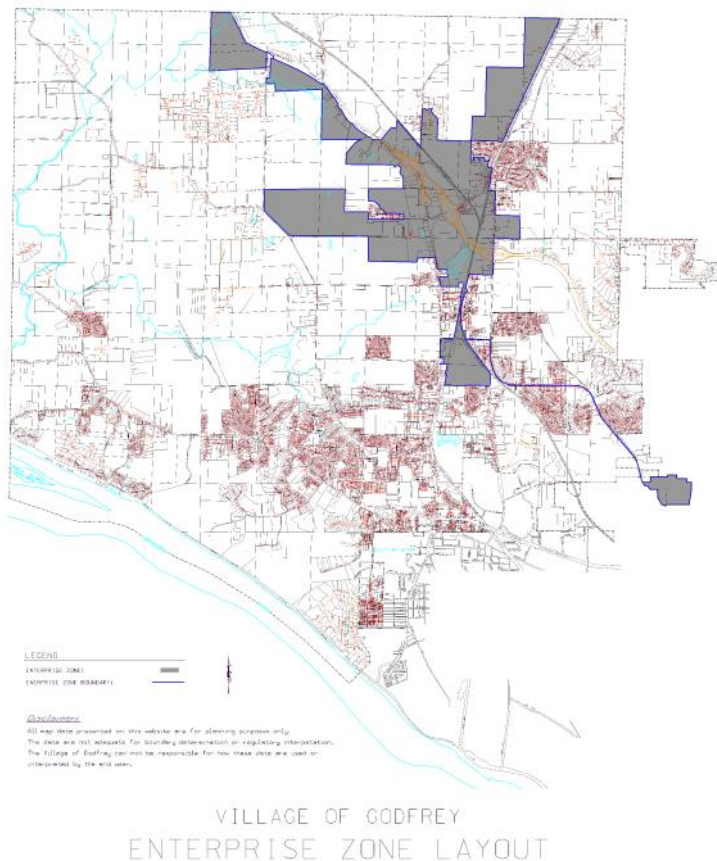
- On-site infrastructure upgrades.
- Recruitment of new commercial, industrial and residential development to the Village.
- Rehabilitation, repairing, remodeling, and site improvements to existing buildings throughout the Redevelopment Project Area (commercial, industrial, and residential);
- Development of currently undeveloped land.
- Continued retention of agricultural businesses

2. Public Redevelopment Activities Public improvements and support activities will be used to induce and complement private investment. These may include, but are not limited to:

- Costs of engineering, architectural, or professional studies related to economic development of the Area;
- Land assembly, site preparation, building demolition, and, where and when necessary, environmental remediation;
- Public utilities: removal and/or burying of overhead utility service, storm sewer installation, drainage improvements, and replacement of water lines, sanitary sewers, lift stations, and other sewer and water system components;

Economic Development Tools

- Street work, including street lighting replacement and/or upgrading in both residential and public use areas, as well as curb and gutter construction, repair, or replacement, sidewalk and pedestrian walkway construction, repair, or replacement;
- Costs of rehabilitation, reconstruction or repair or remodeling of existing public or private buildings, including residential structures, fixtures, or leasehold improvements;
- Marketing of properties;
- Financing costs, including those related to the issuance of obligations; Interest cost incurred by a redeveloper related to the construction, renovation or rehabilitation of a redevelopment project;
- Relocation costs, to the extent that a municipality determines that relocation costs shall be paid, or is required to make payment of relocation costs by federal or state law.



Enterprise Zone

The Village of Godfrey, in partnership with communities to the north, developed the “Jersey-Greene Intermodal Enterprise Zone.” This enterprise zone was created on October 16, 2017, and expires on December 31, 2032. The zone serves the Village of Godfrey, the Village of Brighton, Carrollton, Jerseyville, Roodhouse, White Hall; and, in general, the counties of Jersey and Greene.

The purpose of the Enterprise Zone is to promote economic growth, encourage economic development, create & retain jobs and reduce unemployment in the area. An enterprise zone is a specific area designated by the State of Illinois in cooperation with a local government to receive various tax incentives and other benefits to stimulate the economic activity and neighborhood revitalization.

Economic Development Tools



The Enterprise Zone Program is administered at the state level by the Illinois Department of Commerce. The Illinois Enterprise Zone Program is designed to stimulate economic growth and neighborhood revitalization in economically depressed areas of the state through state and local tax incentives, regulatory relief and improved governmental services. Businesses located or expanding in an Illinois enterprise zone may be eligible for the following state and local tax incentives:

State Incentives and Exemptions

- Exemption on retailers' occupation tax paid on building materials
- Expanded state sales tax exemptions on purchases of personal property used or consumed in the manufacturing process or in the operation of a pollution control facility
- An exemption on the state utility tax for electricity and natural gas

An exemption on the Illinois Commerce Commission's administrative charge and telecommunication excise tax

Exemptions are available for companies that make minimum statutory investments that either create or retain a certain number of jobs. These exemptions require a business to make application to, and be certified by, the Illinois Department of Commerce.

Local Incentives and Exemptions

In addition to state incentives, each zone offers local incentives to enhance business development projects. Each zone has a designated local zone administrator responsible for compliance and is available to answer questions. To receive a Certificate of Eligibility for Sales Tax Exemption, you must contact the local zone administrator of the zone into which purchased building materials will be incorporated.

Stormwater Control



Village of Godfrey residents have addressed the Village Board of Trustees regarding various issues pertaining to stormwater runoff. Depending upon the various aspects of the issues, the Village has taken appropriated actions.

Much like the storms that have passed across the region in recent years, the issues that have been brought to the Board of Trustees seem to have increased in both frequency and intensity. In being responsive to the increased issues and to provide a venue where residents can register their concerns, a Stormwater Committee was formed.

The Stormwater Committee provides recommendations to a resident to resolve a given issue, develops and constructs a solution to an issue, or a combination of the two. Allocation of an annual budget for stormwater control is being considered for the future

In 1994, the Village took on the task of identifying stormwater drainage issues in order to develop potential solutions. In that study, 68 locations were identified. Over the last 25 years, 25 issues were addressed and 13 were accepted as private issues. Thirty (30) issues remain and at least twelve (12) additional issues have developed that staff is aware of (see attached).

The stormwater committee recognizes the importance of prioritizing stormwater issues in an organized and fair manner.

Various government agencies have implemented several methodologies for prioritizing the stormwater issues. The benefits and weaknesses of each have summarized below:

- Prioritization Formula – this method was found to be complicated and difficult to explain to the public. The ratings used in this method are also subjective unless very well defined.
- Value Matrix – this method allows the municipality to assign different weights to the various criteria but it is also difficult to explain and difficult for the public to understand.
- Benefit vs. Cost – this method minimizes subjective factors and prioritizes projects in a cost-effective manner. Its objectivity eliminates concerns of preferential treatment and pro-



Stormwater Control



vides some transparency to the process. This is also the preferred method for several St. Louis communities as well as the Metropolitan St. Louis Sewer District (MSD) in prioritizing projects.

The stormwater committee decided to use the Benefit vs cost approach to prioritization of stormwater issues. The stormwater committee implemented a point system to rate the severity and frequency of the flooding, erosion, or other detrimental effect the stormwater has on a given aspect of property. The greater the impact on a structure, roadway, or health results in a higher quantitative rating.

Once the points for the issue have been tallied, the cost to implement the recommended solution is calculated. Evaluation factors include the scale of the project, whether or not it can be completed by Village personnel, and what materials will

be required. After the estimated cost has been determined, a cost benefit cost ratio is calculated and ranked among the other projects.

The current amount of funding dictates what identified projects can be addressed. As the nature of the work requires heavy equipment and, at times, very skilled labor, costs rise rather quickly. It is assumed that a portion of the Village's annual budget will be dedicated to stormwater projects but identifying the right amount is yet to be determined by the Godfrey Village board.

Heartlands Conservancy, through a grant from the Illinois Environmental Protection Agency (IEPA), has received funding to develop two watershed plans to address drainage and water quality in the Wood River and Piasa Creek watersheds. When complete, these plans will make informed recommendations on how to decrease flood damage, improve water quality, reduce soil erosion, and restore fish and wildlife habitat. As part of developing the watershed plans, a flood survey has been mailed to 3,000 random residents within the watersheds and the flood survey was also made available online through a link on the Village's website as well as on the Village's Facebook page. Once complete, the results of the survey will be shared with the Village and will help in identifying the new stormwater issues.



"In closing-----"



Godfrey is a mature community with above average household income and home ownership.

Godfrey should be positioned as a community of highly-educated professionals and/or highly-skilled workers who are commuting to job to the St. Louis, MO-IL metropolitan statistical area (MSA).

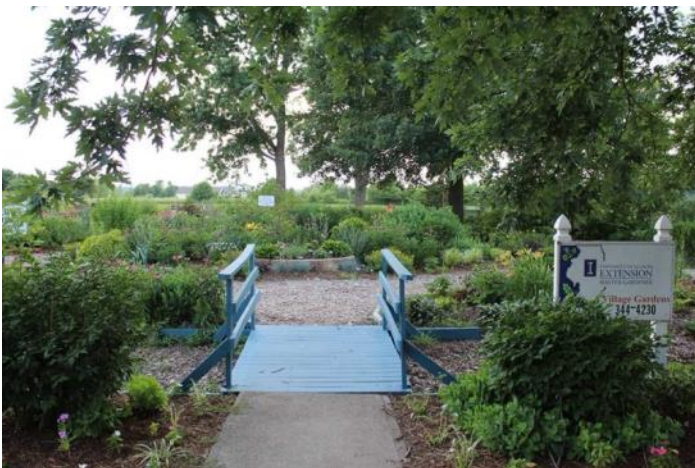
The lack of an identified "town center", or "centralized commercial center" is an identified weakness for the Village of Godfrey.

In moving forward, the Village should continue it's efforts to fill the void of a lacking "town center" concept.

The extension of Lars Hoffman Crossing should be utilized to enhance the future development of the Village of Godfrey.



Development of an entrepreneurial climate and culture should be given attention by the Village.

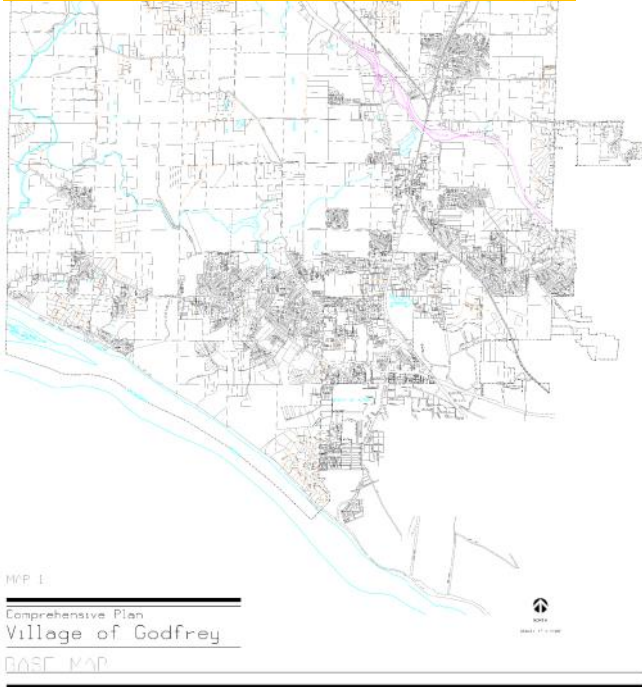


The Village's Park and Recreation system is a major asset and should be leveraged in making the community attractive to residents and visitors.

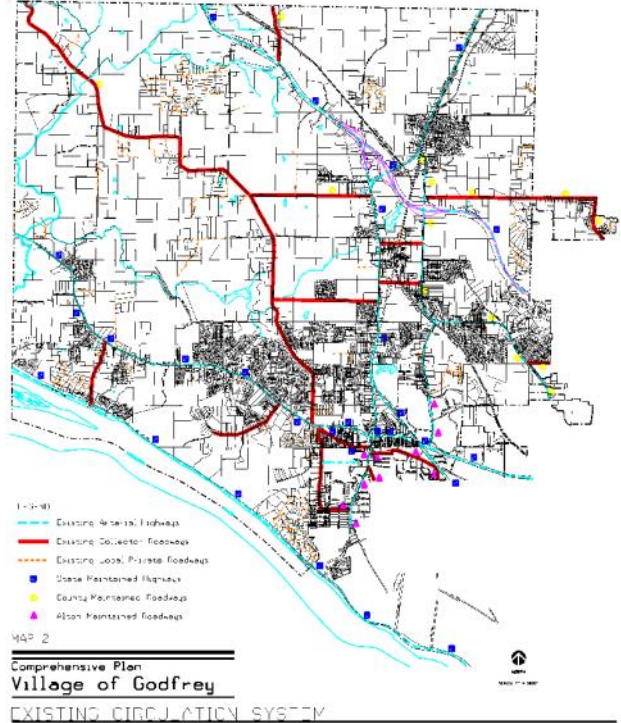
Godfrey is a fiscally sound municipality, with a strong arsenal of economic development tools that should be aggressively deployed in moving the community forward.

Maps

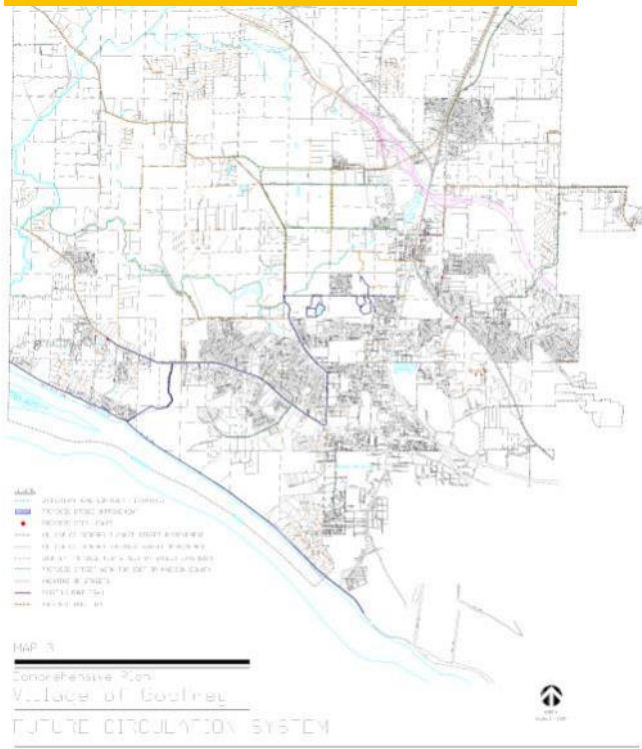
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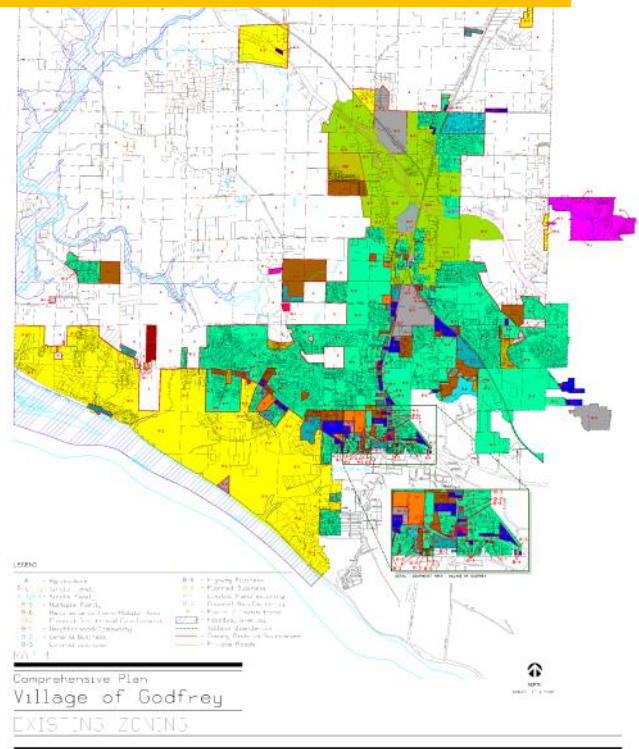
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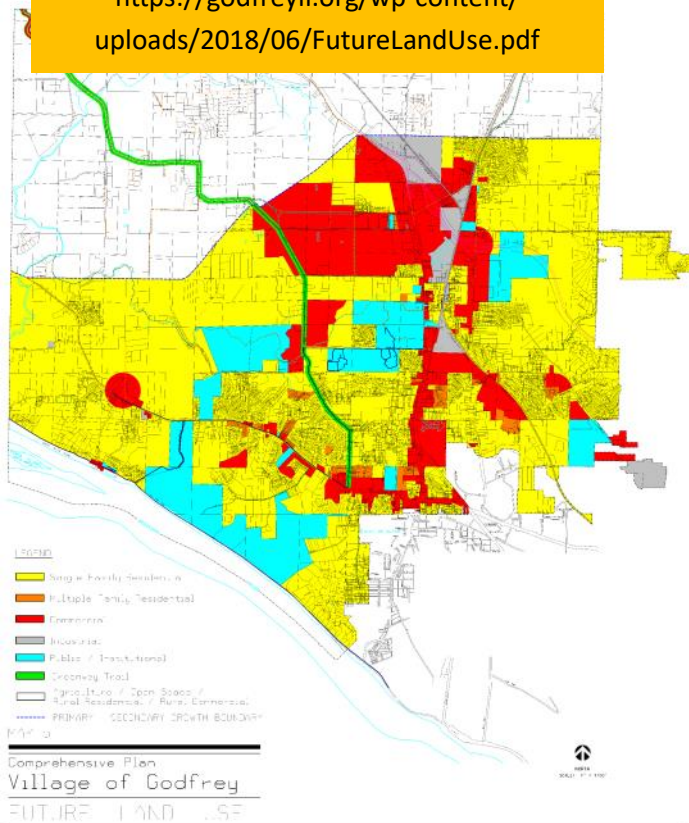


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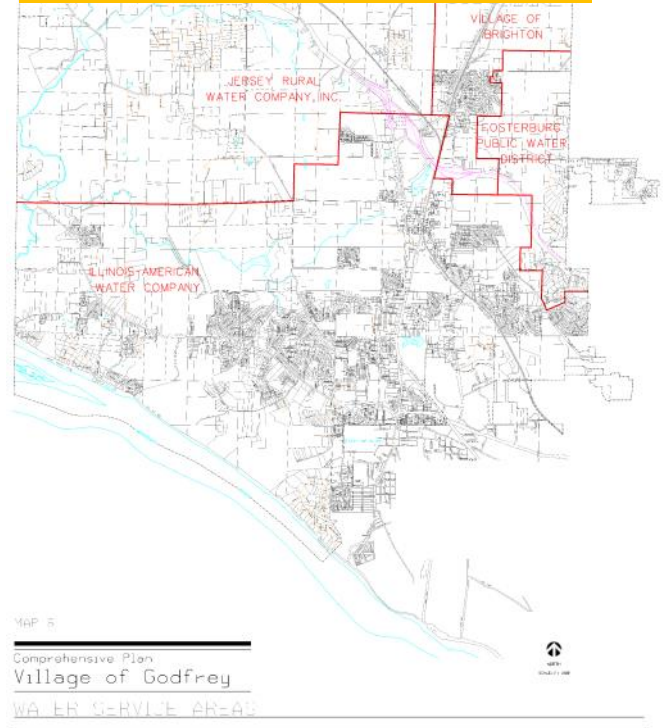


Maps

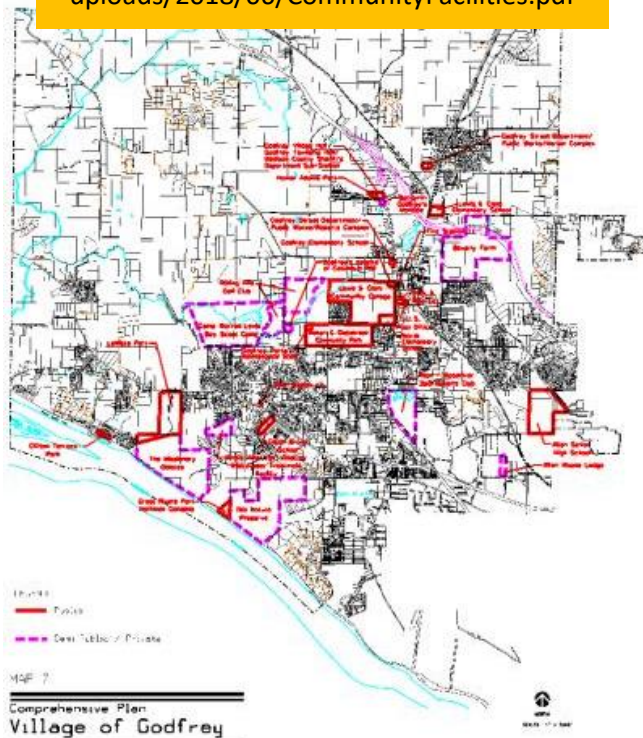
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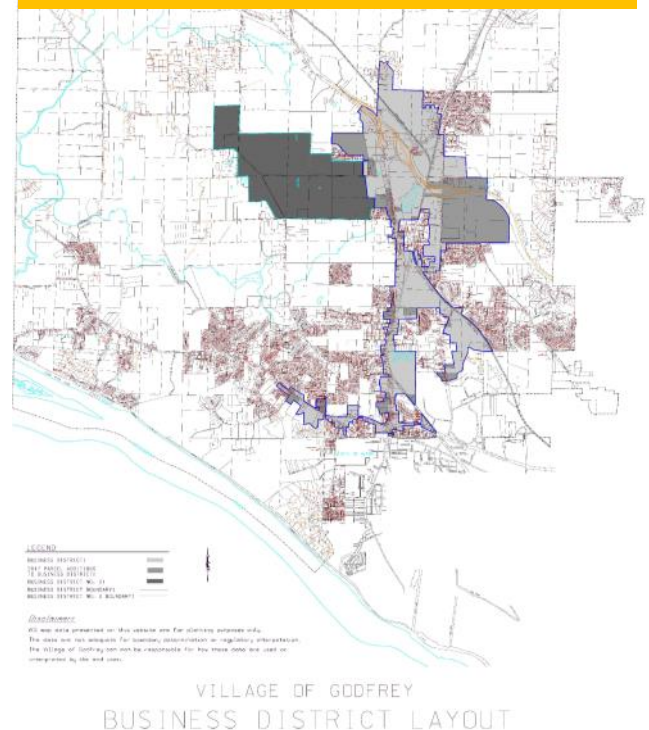
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<https://godfreyil.org/wp-content/uploads/2018/06/CommunityFacilities.pdf>

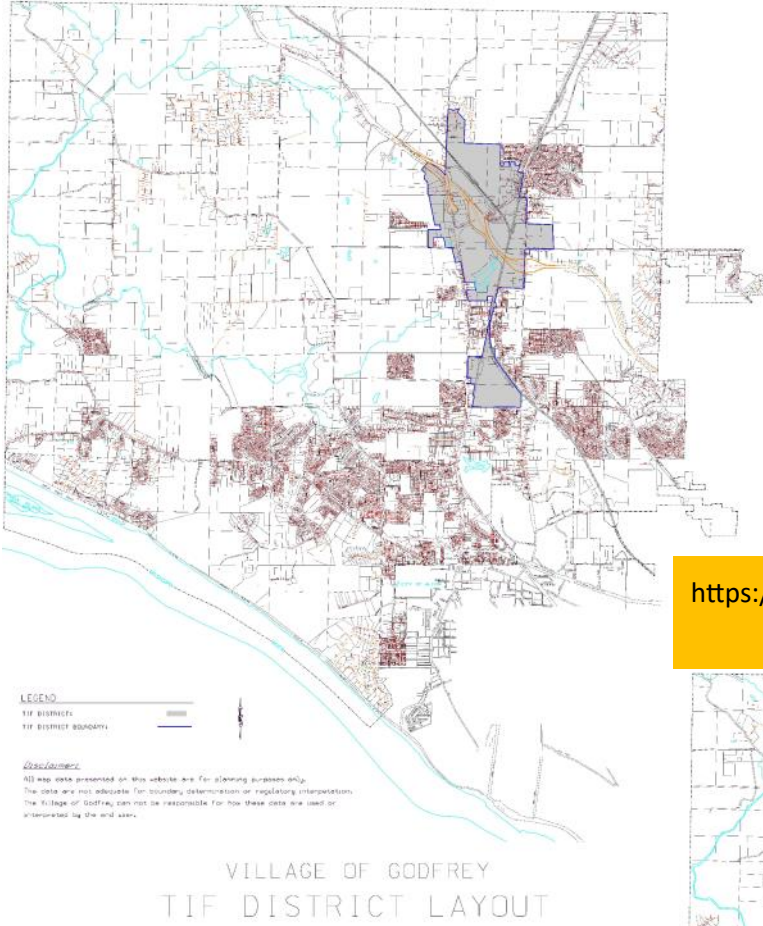


<https://godfreyil.org/wp-content/uploads/2019/01/2018-Business-District-Map.pdf>



Maps

<https://godfreyil.org/wp-content/uploads/2019/01/2018-TIF-District-Map.pdf>



<https://godfreyil.org/wp-content/uploads/2019/02/2018-Enterprise-Zone-Map-All-of-Godfrey-Area.pdf>

