



COMPREHENSIVE PLAN UPDATE
VILLAGE OF HARDIN, IL

**DOWNTOWN AND RIVERFRONT
PLANNING AREA**

FEBRUARY 2024



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INTRODUCTION

AMENDMENT TO THE COMPREHENSIVE PLAN

This document represents an amendment to the Comprehensive Plan for the Downtown/Illinois River Road Corridor Planning Area of the Village of Hardin. Pursuant to Illinois Municipal Code, (65 ILCS 5/11-12-4 et. seq), municipalities hold the legal authority to adopt a Comprehensive Plan to guide both present and future development or redevelopment within their jurisdiction, which in Illinois may also include the contiguous unincorporated area within one-and-one-half miles from the municipality's corporate limits. Additionally, a comprehensive plan may encompass the entire municipality or be tailored to specific geographical or functional segments within the community.

By considering this Amendment, the following document aims to enhance the vision for the development and growth of the Riverfront and Downtown/Illinois River Road Corridor Planning Area in order to align with the community's aspirations for the future and long-term objectives.

As part of this Comprehensive Plan Update, the Village will rename the Downtown/Illinois River Road Corridor Planning Area to the "Downtown and Riverfront Planning Area" to more fully capture the essence and intended use of the properties included in the Area. Hereinafter, the planning area that was the focus of the previous Comprehensive Plan, dated October 23, 2020, will be referred to as the Downtown and Riverfront Planning Area.

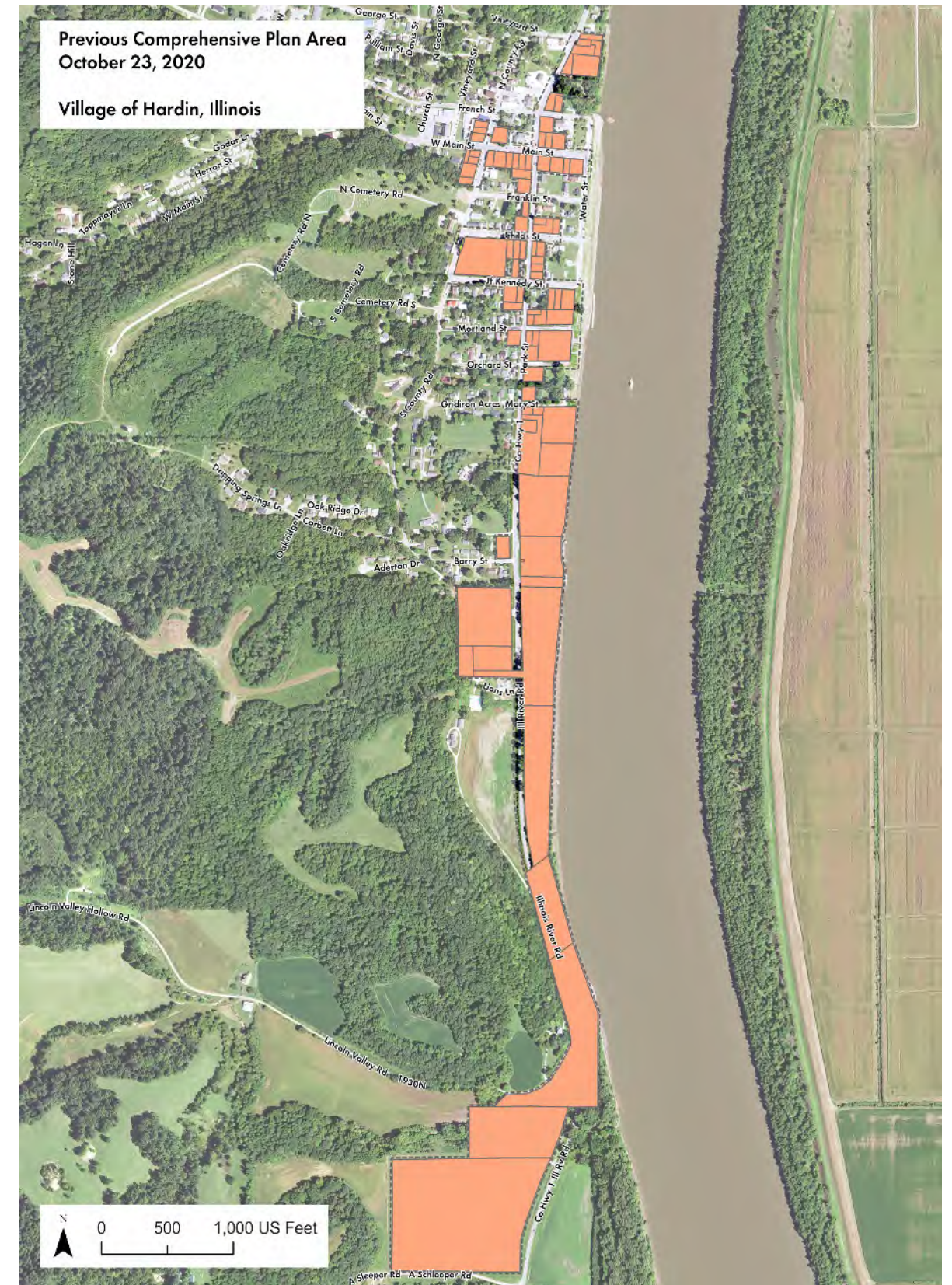
REASON FOR THE AMENDMENT

In early 2020, the Village of Hardin initiated an economic development program, aiming to establish a Tax Increment Financing (TIF) District as authorized by the Illinois Municipal Code (65 ILCS 5/1-74.4-1 et. seq). The TIF program covers

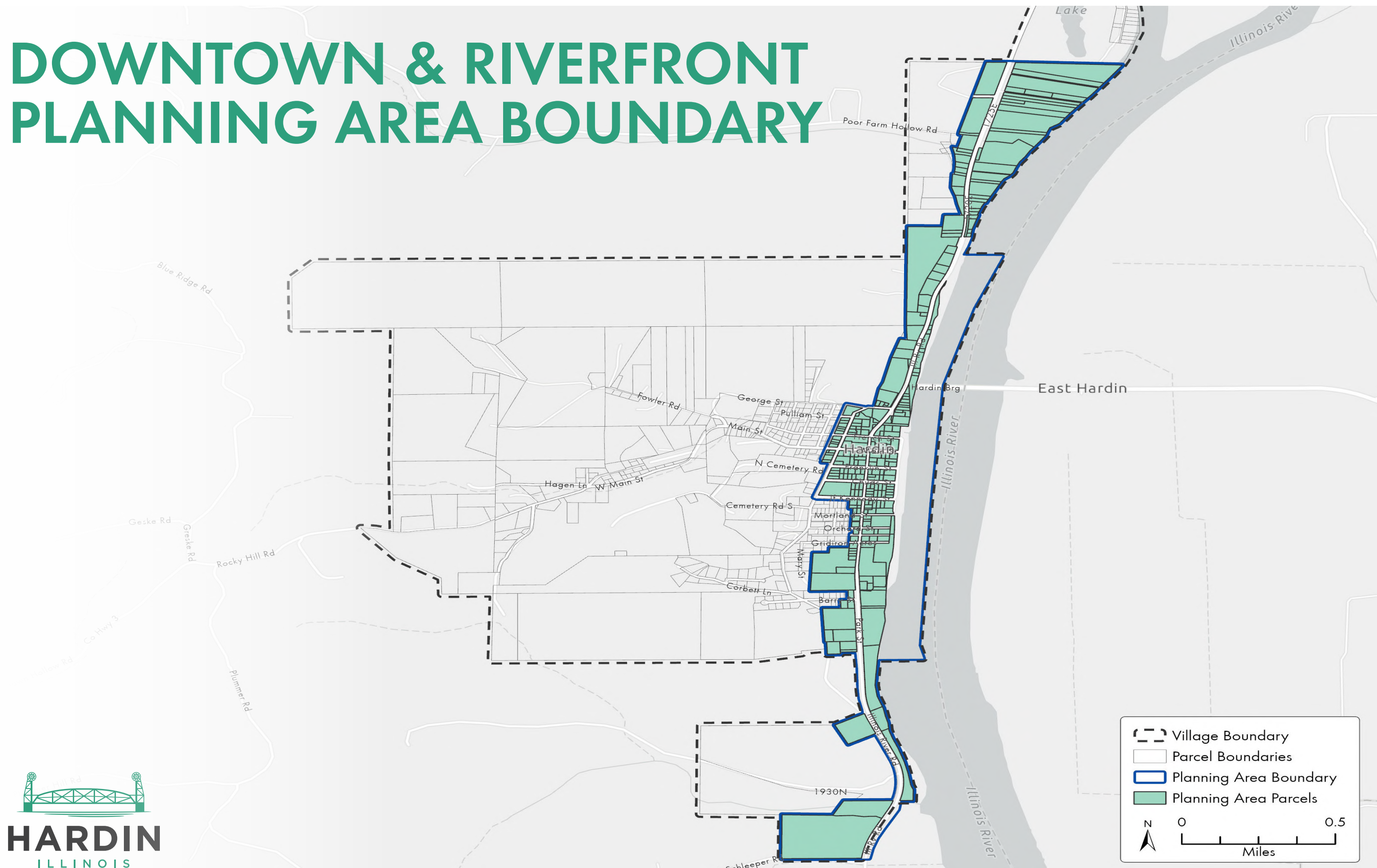
the Village's downtown area and extends along Highway 1 (Park Street) to the wastewater treatment facilities.

In 2022, the Village was granted the RISE Local and Regional Planning Grant from the Illinois Department of Commerce and Economic Opportunity (DCEO). The grant will foster economic recovery from the COVID-19 crisis, make vital improvements to the business and riverfront corridors, and enhance the community's quality of life. The Village plans to use the funds to create a Riverfront and Tourism Development Plan as an amendment to the existing Comprehensive Plan. Additionally, the creation of a Business District (BD) will support existing businesses and attract new commercial activity, revitalizing the commercial and retail environment. These efforts aim to reimagine the Downtown and Riverfront and reinforce the Village's position as a vibrant County Seat, recreational destination, and regional hub.

The Village is keen on utilizing the Tax Increment Allocation Redevelopment Act (TIF Act) to develop and improve areas within its boundaries. As part of this, the Village intends to amend and expand the existing TIF District 1 to facilitate development in the designated area. To align the TIF program with the Village's planning policy and ensure it meets current and future community needs, it is essential to formalize the land uses for the Planning Area. This document outlines the land use and major street component for the "Downtown and Riverfront Planning Area" of the Village, as defined in the Comprehensive Planning Area on the following pages. In the future, the Comprehensive Plan may expand to encompass additional components and community areas.



DOWNTOWN & RIVERFRONT PLANNING AREA BOUNDARY



WHAT IS A COMPREHENSIVE PLAN?

A Comprehensive Plan is a visionary roadmap that outlines goals for the future and establishes the foundation for land use regulation. It serves as a long-term guide for the community, addressing decisions on a variety of planning topics related to economic development, housing, greenspace and parks, recreational opportunities, transportation, livability, and more for the following 10-20 years. The Plan also acts as a policy guide that forms the backbone for making development and zoning decisions within the Village.

Through the Comprehensive Planning process, the community’s vision for the future is established and goals, objectives, strategies, and recommendations are identified to help the community reach their desired future. This is done through studying important topics and exploring questions specific to the community and its needs and aspirations, such as housing needs and affordability, tourism, corridor planning, and economic development strategies.

HOW IS A COMPREHENSIVE PLAN CREATED?

For this Comprehensive Plan, the planning process examined the following:

- Existing Conditions**
- Goals and Objectives**
- Implementation Strategies**
- Public Engagement and Outreach**
- Tourism Planning**
- Future Land Use Plan**

HOW WILL THE VILLAGE USE THIS COMPREHENSIVE PLAN?

This Plan will be the vision for the future of the Village of Hardin’s Downtown and Riverfront Planning Area (the “Planning Area”) and will include a strategic roadmap for getting there. The purpose of the Comprehensive Plan is to enable Village officials and staff to better plan for future change. The Plan will provide a rational basis for zoning and development decisions and action-oriented implementation strategies that will guide the actions of staff and elected officials and provide an overall long-term vision for the Downtown and Riverfront area.



A COMPREHENSIVE PLAN:

- Serves as a guide for making decisions concerning the community’s physical and economic development*
- Takes a comprehensive approach to a wide range of community development issues (land use, transportation networks, parks, greenspace, and recreational opportunities, etc.)*
- Is designed and tailored to reflect a community’s specific development goals, objectives, and vision for the future*
- Recommends location and intensity of land uses, major street improvements, parks and open space, tourism and recreational opportunities, new housing options, etc.*
- Provides a rational basis for administering the Zoning Ordinance and other development regulations, offering a framework for Village officials’ and staff’s decisions*

MISSION STATEMENT

“The Village of Hardin is driven by an unwavering mission to cherish and maintain the authentic charm of its historic downtown and the scenic Illinois River Road corridor. The Village is dedicated to nurturing a thriving environment for tourism and recreation, while offering residents and aspiring entrepreneurs abundant opportunities to prosper. Through thoughtful planning and active community involvement, The Village of Hardin strives to develop tourism-centric infrastructure and elevate its riverfront, envisioning a prosperous future that seamlessly integrates its cherished heritage with the promise of a flourishing tomorrow.”

GOALS

Goal 1: Promote Tourism and Recreational Opportunities

Encourage land uses in the Planning Area that promote tourism and recreational activities to draw visitors, new residents, and businesses while improving quality of life for existing residents.

- Develop tourist attractions like a thriving Downtown and Riverfront district and revitalize landmarks such as historic buildings and the Joe Page Bridge
- Enhance and create new nature- and water-based recreational facilities and opportunities
- Organize new and promote existing local events, festivals, and attractions that draw tourists to the area

Goal 2: Foster Economic Growth and Development

Promote economic development by offering financial incentives that encourage businesses and property owners to renovate existing establishments or embark on new commercial property development.

- Expand the tourism economy to attract outside spenders
- Support revitalization of the Downtown and Riverfront as a traditional and walkable core of commerce
- Strengthen Hardin's economic base by supporting a variety of business sectors and job opportunities

Goal 3: Enhance Tourism and Recreational Infrastructure

Make improvements to infrastructure that serves residents and businesses in the Planning Area.

- Enhance transportation networks through improvements to roads, sidewalks, and the bridge
- Upgrade utilities and services such as flood mitigation, water supply, sewage systems, and waste management
- Develop and enhance public facilities for existing parks, recreational spaces, and community gathering areas



EXISTING CONDITIONS

ABOUT HARDIN

Hardin is a small village nestled along the Illinois River in eastern Calhoun County, Illinois, located in the southwestern part of the state and renowned for its picturesque landscapes and unique position at the confluence of the Mississippi and Illinois Rivers. First known as Terry's Landing after its original settler Dr. William Terry, and later renamed to Childs' Landing for its succeeding owner, the area finally became the Village of Hardin when it was designated as the Calhoun County Seat in 1847. As the County Seat, the Village serves as an administrative hub, containing government offices and the courthouse.

A distinct feature of the Village is the historic Joe Page Lift Bridge, Hardin's sole access point to and from Jersey County, and in fact the only bridge that connects Jersey and Calhoun Counties over the Illinois River. The Village's location along the river and its riverfront restaurants make Hardin a perfect spot to grab a bite to eat and enjoy the views of nature, particularly in the winter months as Bald Eagles nest in the area.

Hardin's location along the Illinois River makes it an ideal destination for outdoor enthusiasts. Both tourists and locals alike can enjoy recreational activities such as fishing, boating, hiking, and bird watching. The surrounding natural environment offers ample opportunities for relaxation and exploration. Hardin is also conveniently located near Pere Marquette State Park, a popular destination for scenic drives, hiking, and camping.

The Village's natural amenities, proximity to an Illinois River crossing, and historic charm position it as the potential location of future development, events, and amenities that can serve all of Calhoun County.



769

306

2.23

46.2

\$72,970

\$130,921

56

203

11

Population

Households

Avg Size Household

Median Age

Median Household Income

Median Home Value

Wealth Index

Housing Affordability

Diversity Index

DEMOGRAPHICS

The Village of Hardin had a population of 935 in 2010, which decreased to 769 in 2023, with an estimated further decline to 729 by 2028. This reflects a consistent negative annual growth rate for the Village of -1.5% from 2010 to 2023 and a projected rate of -1.1% from 2023 to 2028.

Population density statistics show that Hardin stands out with a notably higher population density compared to its surrounding areas. In 2010, the Village had a population density of 350 residents per square mile. With declining population there is the potential for a decrease in the number of residents within the Village relative to its land area, which may have implications for community development and resource allocation.

The average household size in the Village of Hardin is 2.23, and projected housing unit estimates suggest a requirement for 18 fewer units by 2028 due to population decline. The growth percentage between 2010 and 2023 indicates an 18% decline in the Village of Hardin’s population, aligned with a general trend of negative growth across the mentioned areas.

Overall, the data support consistent population decline in the Village of Hardin and Calhoun County in recent years and in the near future. This decline contrasts with the stagnate population trend in the larger St. Louis MSA and State of Illinois. The metrics point to challenges in sustaining population levels within the Village and County, necessitating attention to housing and community development strategies.

Population Trends						
	15-minute Drive	30-minute Drive	Village of Hardin	Calhoun County	St. Louis MSA	Illinois
<i>Population Totals</i>						
2010 Total Population	2,027	19,210	935	5,089	2,787,701	12,830,632
2020 Total Population	1,786	17,972	801	4,437	2,820,253	12,812,508
2023 Total Population	1,735	17,866	769	4,216	2,823,156	12,719,013
2028 Total Population (Est.)	1,657	17,447	729	3,983	2,821,210	12,598,432
<i>Population Change</i>						
Annual Pop Growth Rate 2010 - 2023	-1.2%	-0.6%	-1.5%	-1.4%	0.1%	-0.1%
Annual Pop Growth Rate (Est.) 2023 - 2028	-0.9%	-0.5%	-1.1%	-1.1%	0.0%	-0.2%
<i>Population Density</i>						
Area (Square Miles)	59	393	2	284	8,458	57,915
Residents per Square Mile	29	45	350	15	334	220
<i>Household Size</i>						
Average Household Size	2.41	2.34	2.23	2.35	2.39	2.48
<i>Housing Units Needed</i>						
Est. Additional Residents by 2028	(78)	(419)	(40)	(233)	(1,946)	(120,581)
Housing Units Needed	(32)	(179)	(18)	(99)	(814)	(48,621)

Source: U.S. Census, ESRI (2023)



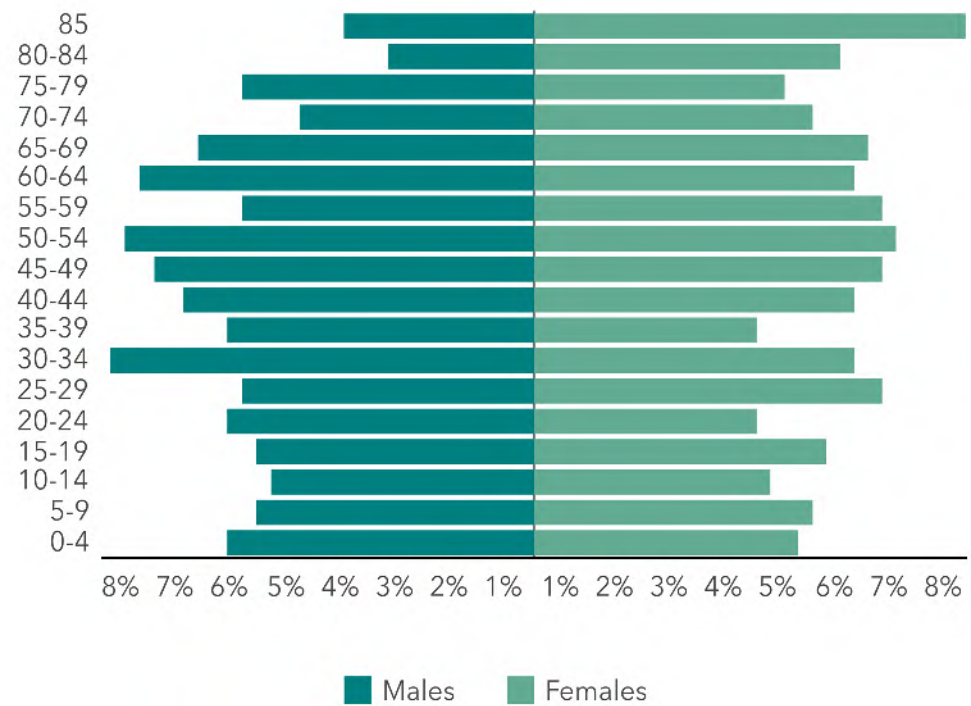
AGE

The age distribution data for the Village of Hardin reveals a median age of 46.2. The largest age group consists of adults aged 25 to 64, accounting for 49.6% of the population, followed by seniors aged 65 and above at 25.6%. Children aged 0 to 18 make up 18.6%, and young adults aged 18 to 24 represent 6.2%. This distribution indicates that the Village of Hardin has a significant proportion of their population in the adult age range, while seniors also comprise a notable portion. This demographic composition could have implications for community services, healthcare, and planning for each area.

Population by Age		
	Village of Hardin	Calhoun County
Median Age	46.2	47.2
Population by Age Cohort		
Children (0 - 18 Years)	18.6%	18.8%
Young Adults (18 - 24 Years)	6.2%	6.3%
Adults (25 - 64 Years)	49.6%	50.1%
Seniors (65+ Years)	25.6%	24.8%

Source: U.S. Census, ESRI (2023)

Given the population decline and decreasing population density in the Village of Hardin, there is a clear need for strategic measures to revitalize and enhance the area's appeal to attract visitors and tourists. To address these challenges, the village should focus on tourism and community development strategies that leverage its riverfront resources. Enhancing the riverfront area with recreational, cultural, and entertainment amenities, as suggested earlier, can help attract visitors and boost the local economy. Additionally, marketing efforts should target nearby urban areas like the St. Louis MSA to draw in tourists. By capitalizing on its natural assets and creating a vibrant riverfront destination, Hardin can work towards reversing its population decline and promoting economic growth.



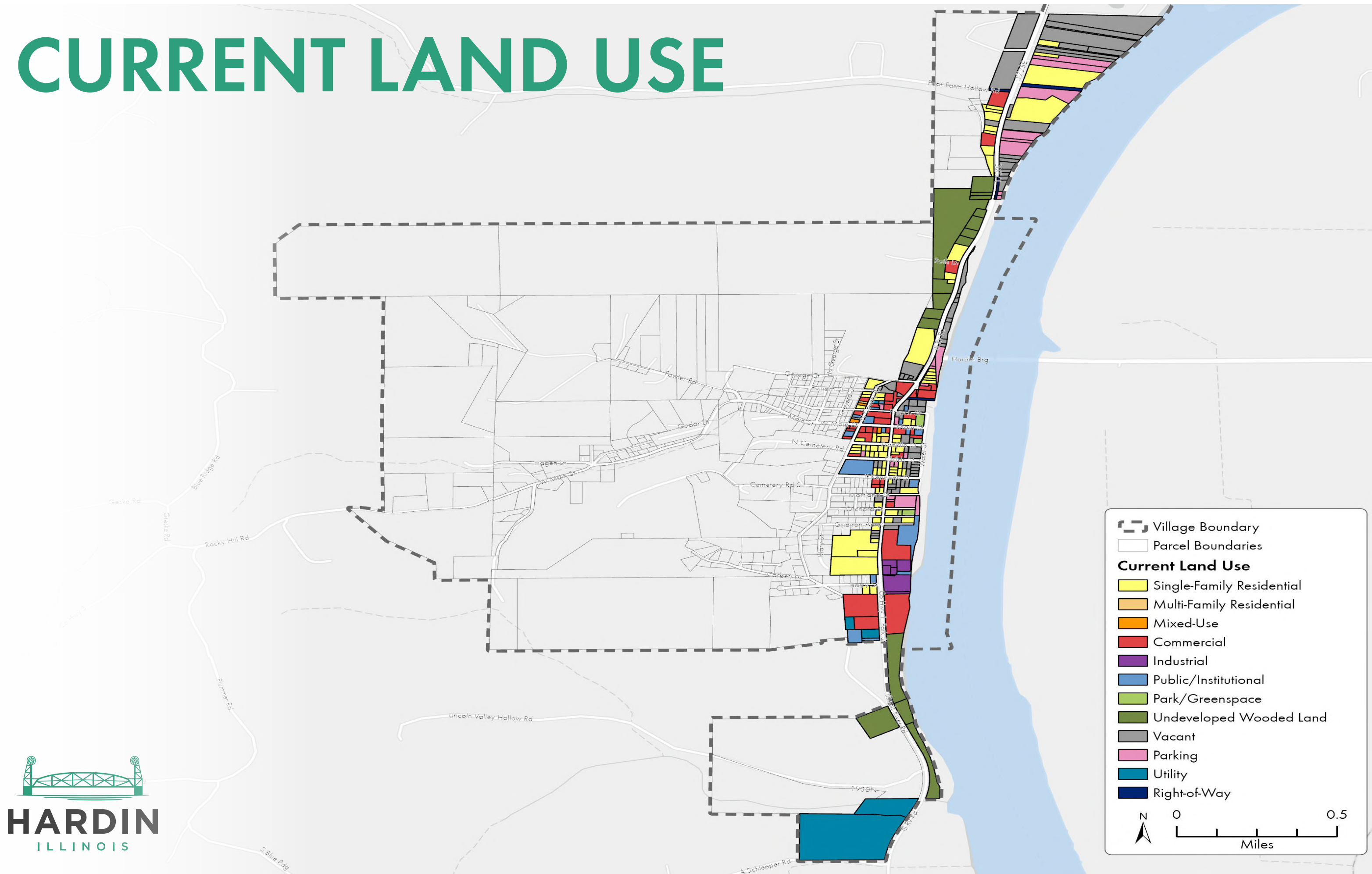
EVENTS

Hardin is home to the annual **Calhoun County Fair**, a traditional event that brings the community together and attracts visitors from neighboring areas. The fair showcases local culture and features entertainment, games and exhibits. The annual **Great Illinois River Raft Race in Hardin** is another thrilling event set on the Illinois River, featuring homemade rafts and kayaks racing down the river. The day is packed with activities, food, music, and fireworks usually from early afternoon to midnight. The event is free and open to the public, offering great family fun and celebrating the beauty of the Illinois River adjacent to Hardin.



The presence of the annual Calhoun County Fair and the Great Illinois River Raft Race in Hardin significantly contributes to the town's appeal as a visitor destination. These events not only foster a sense of community but also attracts visitors from neighboring areas, enhancing the town's visibility and drawing in diverse crowds. The Calhoun County Fair serves as a cultural showcase, inviting visitors to experience local traditions, entertainment, games, and exhibits, creating a memorable and immersive experience. Similarly, the Raft Race offers an exciting spectacle, drawing participants and spectators to witness homemade rafts and kayaks racing down the river. The event's lively atmosphere, coupled with activities, food, music, and fireworks, presents a day-long celebration that caters to families and individuals alike. Both events highlight the charm and recreational potential of the Illinois River, leaving visitors with a positive impression of Hardin. The combination of these engaging events can undoubtedly inspire visitors to return to Hardin, fostering a desire to explore its unique offerings and community spirit on subsequent occasions.

CURRENT LAND USE



WHAT'S CURRENTLY OFFERED IN THE COMMUNITY?

LOCATIONS THAT ENRICH THE COMMUNITY AROUND HARDIN

Despite the Village's currently limited offerings, the diverse range of amenities and services within a 30-minute drive from the riverfront highlights the promising tourism potential and visitor attraction of Hardin. The area within a 30-minute drive time from the Planning Area is referred to as the "Secondary Trade Area" (STA).

The substantial presence and variety of dining and beverage establishments in the STA not only caters to locals but also positions the Village as a culinary destination. By showcasing its local gastronomy and organizing food events or culinary tours, Hardin can entice food enthusiasts from surrounding areas to indulge in its offerings.

On the recreational side of things, the presence and adjacency of sports facilities, playgrounds, and parks, including Pere Marquette State Park, suggests the potential for outdoor and family-oriented activities. While many of these features are not located in Hardin's corporate boundary, the Village's residents and businesses can benefit from their proximity to these features and amenities and the visitors they draw. By developing adventure packages, family-friendly events, and outdoor sports offerings, Hardin can attract a diverse range of active and nature-loving visitors.

The Village's nearby spiritual centers, combined with the surrounding natural environment, provide a tranquil haven for those seeking serenity and reflection. These spaces offer opportunities for spiritual retreats and personal introspection, contributing to a holistic tourism experience. Additionally, surrounding entertainment options underscore the area's commitment to leisure and convenience for tourists. By curating entertainment events and ensuring ease of accessibility, Hardin can cater to tourists looking for leisurely and hassle-free experiences.

Incorporating these multifaceted aspects into a unified tourism strategy will position the Village of Hardin as a dynamic and inclusive destination. By appealing to diverse interests, from culinary enthusiasts and wellness seekers to cultural explorers and outdoor adventurers, the Village can draw visitors from far and wide, fostering economic growth and enriching the local community through a thriving tourism sector.

Several limitations in the existing layout of Downtown and the Riverfront need attention. The absence of sufficient lodging options, improved greenspaces, and visitor amenities within the Village boundaries could limit recreational opportunities, which may deter those seeking extended stays. The Village's proximity to a major river also highlights the absence of proper boating infrastructure, including a well-equipped marina and facilities for water activities. Addressing these shortcomings is essential to fully harness the Village's tourism potential and provide a more comprehensive and appealing experience for visitors.

NEARBY AMENITIES

30 Minutes Drive from The Riverfront



MARKET OVERVIEW

The Business Summary by Standard Industrial Classification (SIC) Code for the Village of Hardin reveals several ways through which tourism can be enhanced to attract more visitors.

To effectively improve and promote tourism, collaboration between local businesses, community organizations, and government entities is crucial. Developing a comprehensive marketing strategy that highlights the village’s unique offerings, emphasizes its natural beauty, and promotes authentic experiences can attract a diverse range of tourists.

By focusing on these strategies and working collectively to create a welcoming and enriching visitor experience, the Village of Hardin can establish itself as an ideal tourism destination, drawing in visitors who are seeking unique, engaging, and memorable experiences.

Retail and Culinary Experiences

The Village has a notable presence of businesses dedicated to Retail Trade (13.6%) and Eating & Drinking (3.7%). To capitalize on this, the Village could organize special events such as farmers’ markets, food festivals, or culinary tours that showcase local products and cuisine. Collaborations between retail businesses and local eateries could create unique shopping and dining experiences for visitors.

Service-Oriented Offerings

With a substantial percentage of Service businesses (42.0%), the Village can focus on experiential tourism. This could include wellness retreats, workshops, and hands-on activities that leverage the expertise of these service providers. Themes like artisan craftsmanship, wellness therapies, or educational sessions could cater to various interests.

Historical and Educational Tourism

The presence of Educational/Library businesses (6.2%) and Legal Services (2.5%) suggests an opportunity for historical and educational tourism. Developing guided tours that highlight the Village’s history, legal landmarks, and educational institutions can engage visitors seeking intellectual stimulation.

Outdoor and Recreational Activities

The percentage of Auto Services (4.9%) can be tapped into to enhance outdoor activities. Establishing recreational facilities such as hiking trails, cycling routes, and adventure sports could attract outdoor enthusiasts. Collaborations with auto service providers could support tourists’ vehicle-related needs for such activities.



Cultural and Arts Engagement

The Village’s significant percentage of Other Service businesses (19.8%) presents room for creative initiatives. Collaborations with local artists, musicians, and performers can lead to cultural events, art galleries, and live performances that enrich the cultural experience for visitors.

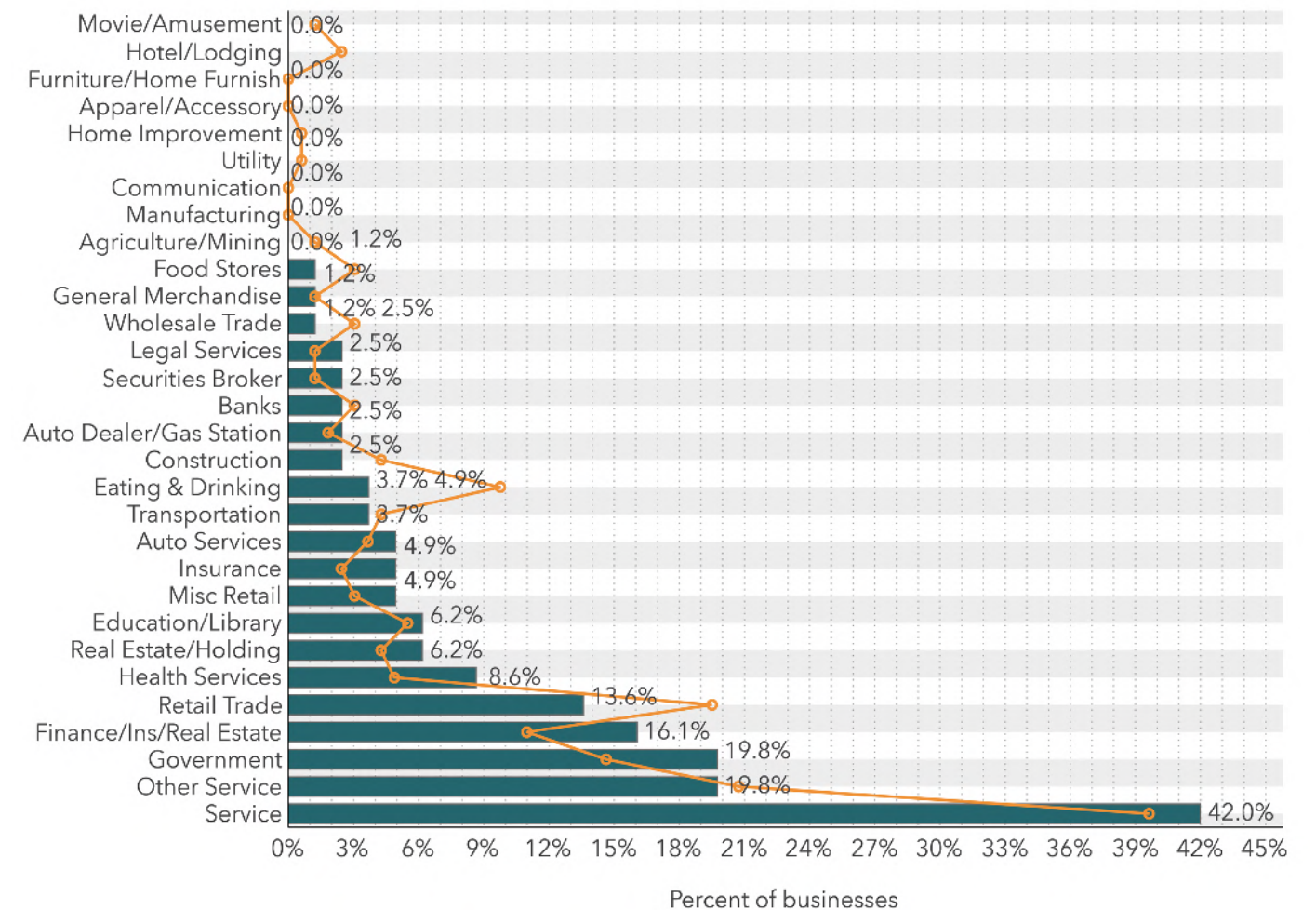
Government and Community Involvement

The presence of Government businesses (19.8%) can be leveraged for community engagement. Organizing community events, workshops, and volunteer opportunities can foster a sense of participation among visitors and residents alike.

Accommodation Expansion

As there are currently no Hotel/Lodging businesses, and considering the Village’s potential for tourism, encouraging the establishment of accommodations such as bed and breakfasts, lodges, or boutique inns can facilitate longer stays for visitors.

Village of Hardin Business Summary by Standard Industrial Classification Code



TOURISM MARKET SUMMARY

The Village of Hardin possesses promising tourism potential due to its proximity to diverse amenities and services within a 30-minute drive from the riverfront. These include restaurants, sports facilities, spiritual centers, parks, entertainment venues, and more. By capitalizing on these offerings and creating a unified tourism strategy, Hardin can attract visitors with various interests, such as culinary enthusiasts, wellness seekers, cultural explorers, and outdoor adventurers. Addressing limitations like the lack of lodging options, greenspaces, and boating infrastructure is crucial to fully harness this potential.

The market overview suggests that the Village can enhance tourism through various approaches:

Retail and Dining Experiences

- » Creating waterfront dining establishments where visitors can savor local cuisine while having access to a well-maintained riverfront walking path equipped with benches, proper lighting, and scenic landscaping
- » Including piers and docks for recreational activities such as boating, fishing, and water sports can enhance the overall experience, encouraging visitors to leisurely explore the Village

Historical and Cultural Tourism

- » Promoting and preserving the Village's cultural heritage and historic buildings and landmarks, such as the Joe Page Bridge
- » Creating opportunities for showcasing local art along the riverfront and organizing cultural events and festivals like the Raft Race can contribute to the celebration of local traditions and draw visitors from near and far

Accommodation Expansion

- » Encouraging the establishment of accommodations like bed and breakfasts, particularly in historic buildings and homes near Downtown and the Riverfront
- » Constructing a hotel or lodge with river views

Outdoor and Recreational Activities

- » Developing facilities like campgrounds and RV parks, as well as picnic areas complete with amenities like children's play areas and bathhouses, can promote longer stays in the Village
- » Providing boat or kayak rental services to allow visitors to explore the river at their own pace can be a valuable addition and would increase appeal of river activities to a larger population, especially those who do not own a boat themselves
- » Collaborating with local auto and boat service providers can further enhance the convenience and accessibility of these recreational options

Government and Community Involvement

- » Organizing community events and workshops
- » Increasing interest within the community to be involved in the planning and development processes and to be part of the changes happening within the Village

To enhance tourism and attract visitors to the Riverfront, the Village of Hardin should adopt a multifaceted approach that leverages its existing assets, fosters collaboration between local businesses and organizations, and creates a welcoming and enriching visitor experience. By showcasing its offerings, outdoor activities, cultural events, and historical significance, Hardin can cater to a diverse range of tourists. Additionally, addressing limitations such as nonexistent lodging options, boating infrastructure, and dedicated riverfront greenspace, walking/biking paths, and parks is crucial for providing comprehensive and appealing experiences. Through effective marketing and collective efforts, Hardin can position itself as a dynamic and inclusive destination, fostering economic growth and enriching the local community through a thriving tourism sector.



COMMUNITY OUTREACH SUMMARY

WELCOME

To Hardin Tourism & Riverfront Comprehensive Plan Open House

Please help us plan the future of Hardin's riverfront and downtown by taking this online survey:

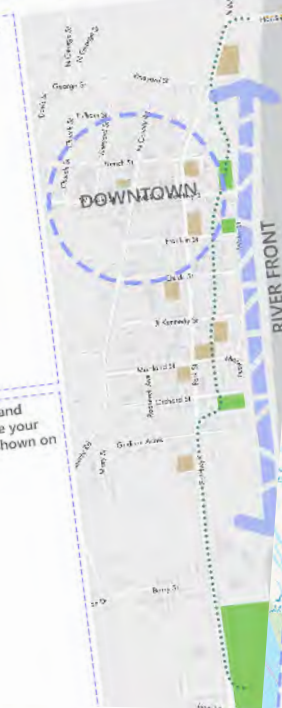


<https://www.surveymonkey.com/r/5993XT5>



What are your preferences?

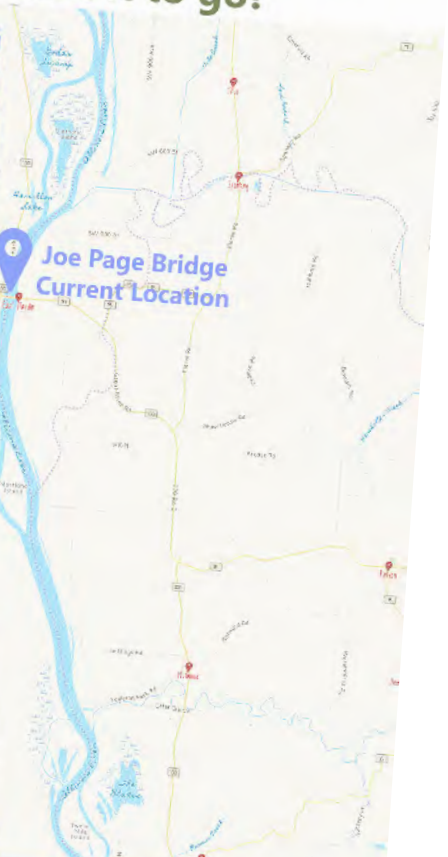
What type of use/service do you prefer to see around main street and the riverfront?



Greenways encourage active lifestyles and connect people to their rivers, what are your thoughts on the proposed greenway shown on the map?

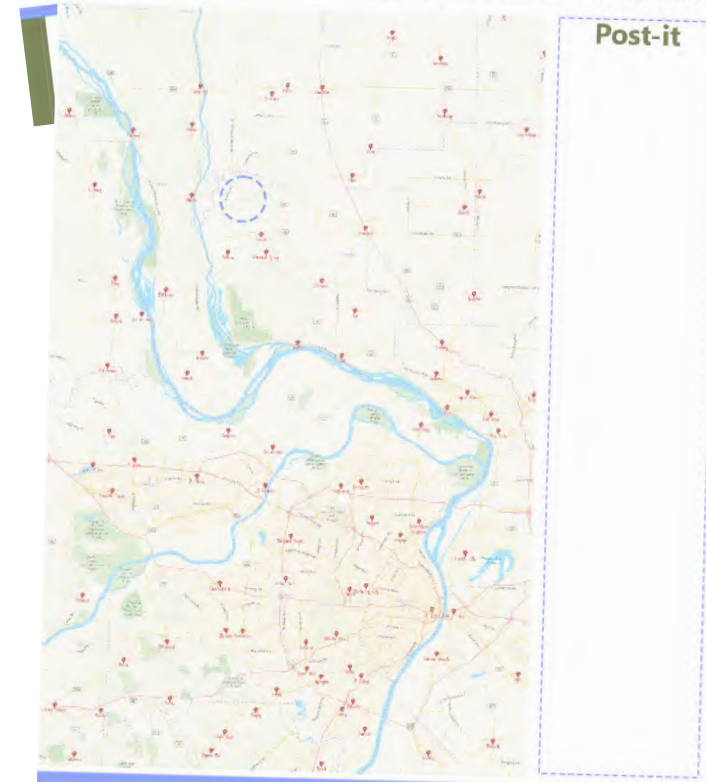
If the bridge is relocated, where do you want it to go?

If the bridge is replaced, what do you want to see in its place?



Where Do You Live?

(Help us ensure that we are hearing from the entire Village. Place a dot on the map where you live. If you live outside of Hardin, place a post-it outside the map in the general direction and name the general area.)



Post-it

Hardin Tourism & Riverfront Comprehensive Plan



Community Engagement Process - Overview

COMPREHNSIVE PLANNING PHASE 1: ENGAGEMENT

- Village Board Meetings**
- Open Houses**
- Public Engagement & Outreach**
- Stakeholder Interviews**
- Online Survey**
- Workshops**

WHAT IS THE POINT OF ENGAGEMENT?

The consulting team and Village leadership need to hear from residents and visitors of Hardin regarding their specific desires and concerns for the downtown and riverfront areas. The focus of the riverfront and tourism comprehensive plan is to chart a course for the community over the next 15 to 20 years, and the community's feedback is vital for this purpose. The final deliverable will include short and long-term goals and investment priorities.

THE OPEN HOUSE AT ROSTELLO ROOM WAS A SUCCESS!

The Village and PGAV hosted an open house to discuss the general direction of the Village, riverfront opportunities, and hear from everyone in the room. It was also an opportunity to encourage people to give their long-form feedback via the Online survey.

THE ONLINE SURVEY RESULTED IN 101 RESPONSES

There were 101 responses to the Online Survey, with 64% reporting as living within Hardin. Although 36% of survey takers said they do not live in the Village, many of these external respondents live close to Hardin's corporate boundary. In PGAV's experience, this is an incredible amount of participation for a community of any size, but especially for one the size of Hardin, and we are happy with the response volume.



Community Engagement Process - Executive Summary

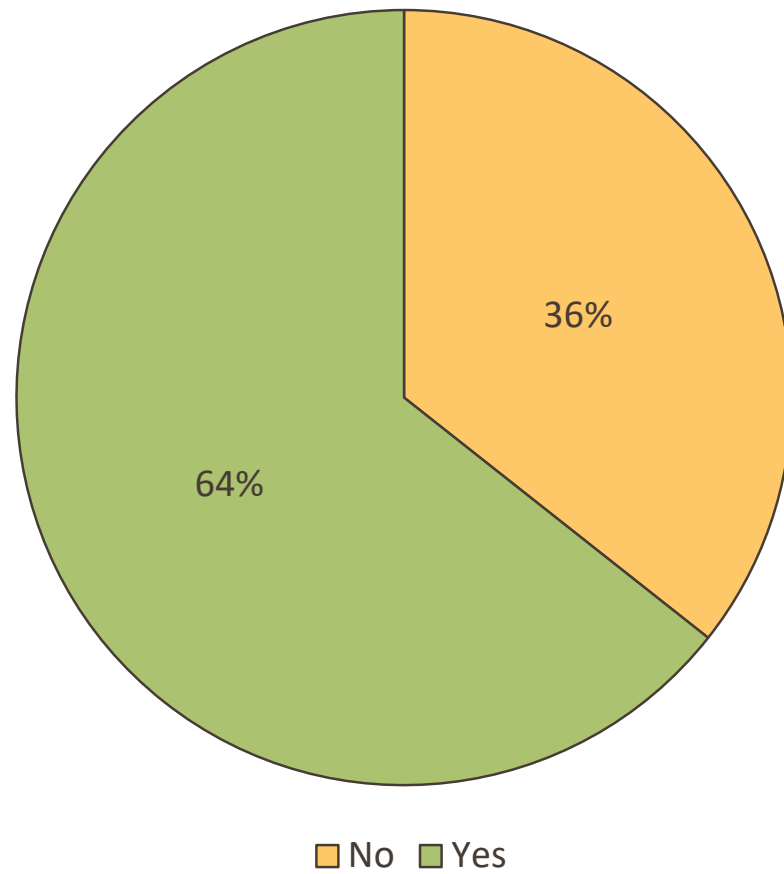


GENERAL FEEDBACK	
THE RIVERFRONT	
DOWNTOWN AND MAIN STREET	
JOE PAGE BRIDGE	
EVENTS	
PARKS AND PEDESTRIAN FACILITIES	



Survey Results - General Feedback

DO YOU LIVE IN HARDIN?



WHAT DID WE LEARN?

Respondents value the sense of community, friendliness, and safety Hardin exemplifies. The features they see as strengths are the river, riverfront, small businesses, and the bridge. They also appreciate how peaceful and scenic the community and surrounding countryside is. Respondents said they think better utilization of the riverfront, small business growth, tourism, and improved access to the river are opportunities for Hardin. A few recurring items include a marina, restaurants, and park space.

WHAT ARE HARDIN'S STRENGTHS?

community	19.19%	19
people	17.17%	17
river	16.16%	16
riverfront	14.14%	14
bridge	11.11%	11
great	10.10%	10
restaurants	10.10%	10
county	8.08%	8
Location	7.07%	7

WHAT ARE HARDIN'S OPPORTUNITIES?

businesses	19.32%	17
riverfront	15.91%	14
Tourism	14.77%	13
area	10.23%	9
opportunities	7.95%	7
people	7.95%	7
river	7.95%	7
marina	6.82%	6
families	6.82%	6

*Results out of 101 responses

Survey Results - General Feedback

WHAT CAN BE IMPROVED IN HARDIN?

Respondents listed many categories where they see the Village has room or improvement. Not surprisingly, many of the opportunities and strengths also appear as things that can be improved. Some duplicated responses are related to accessing the river, emphasizing the riverfront, and developing additional park amenities. New responses were related mainly to constructing and/or repairing streets, sidewalks, and deteriorating buildings. You can find a few examples of the responses below and to the right.

RESPONSES RELATED TO INFRASTRUCTURE:

"Potholes, wider streets with better pavement, riverfront access, additional gas station, higher roadways above flood stage"

"Improving curb appeal, fixing sidewalks, upgrading the businesses on main street. We have a lot of space taken up by abandon buildings."

"The sidewalks need a major overhaul, Lighting upgrades such as post with globes/modern lanterns; having them at the riverfront and down our main streets would be great!"

"Sidewalks! The sidewalks are uneven and often nonexistent. It would be great to have some reliable walkways safe for bikes and strollers."

RESPONSES RELATED TO THE RIVERFRONT:

"The riverfront use. Flooding amenable park facilities including walkways and seating and event use."

"The development of the Riverfront as an attraction to land-based tourists and river-based travelers. There should be public restrooms, picnic facilities, walking path, boat dock and services, utility services for events, and a venue for concerts/music/events."

"Improving the riverfront to be more tourist friendly and have activities for the community"

RESPONSES RELATED TO DOWNTOWN:

"have business "incubation" area, add a commercial kitchen to rent for home cooks who would like to start businesses, move government offices out of main area of town...we can't find a location to rent for a business!"

"Having an updated Main Street with more activities, eateries boutiques, coffee, shops, tea shops, local memorabilia, historic memorabilia, end it overall headquarters, such as a visitor center, for things to do in the are. I also think having something unique in the community will help bring tourist."

"Need more people to open up small businesses"



*Results out of 101 responses

Survey Results - Riverfront

WHAT ACTIVITIES
WOULD YOU LIKE TO
SEE ON THE RIVER-
FRONT?

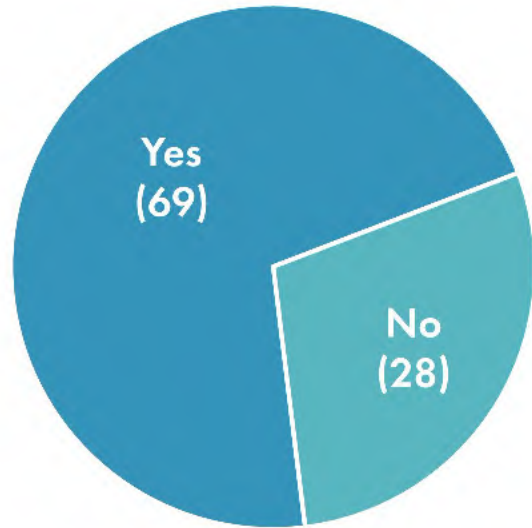


WHAT DID WE MISS?

- Music Events/Festivals*
- Farmer's Market*
- Bike Rentals*
- Dog Park*
- Walking Path*
- Splashpad*
- Food Trucks*
- Pickleball Courts*

Survey Results - Riverfront

DO YOU CURRENTLY USE THE RIVERFRONT? IF YES, WHAT FOR?



HOW CAN WE IMPROVE PUBLIC ACCESS TO THE RIVERFRONT AND THE RIVER?



WHAT TYPES OF FACILITIES WOULD YOU LIKE TO SEE?

▼ Harbor		33.33%	31
▼ docks		19.35%	18
▼ marina		15.05%	14
▼ boats		12.90%	12
▼ bathhouse		12.90%	12
▼ restrooms		10.75%	10
▼ area		10.75%	10
▼ Bathroom		9.68%	9
▼ park		7.53%	7

Survey Results - Downtown and Main St

WHAT WOULD YOU CHANGE IN THE DOWNTOWN AND ON MAIN STREET?

"More parking, pavilion of some sort, potted flowers on sidewalks, decorative street lights."

"There needs to be some incentive to improve properties along Main Street. There are some of the worst looking properties along Main Street and downtown."

"More apartments and living spaces"

"Main Street has several abandon buildings and run down apartments. I would love to see the apartments removed or relocated."

"Streets and sidewalks think curb appeal as well for older building"

"Adding different lighting to make it, feel more inviting, such as new lamp, post, overhaul, the vacant businesses, adding a hotel, adding a visitor center, adding more unique eateries, adding a coffee shop"

"Open up retail space and stop leasing and selling village property to non-retail"

"Develop a comprehensive look and cleaned up feel, better parking, more quaint retail shops or places to get spa day."

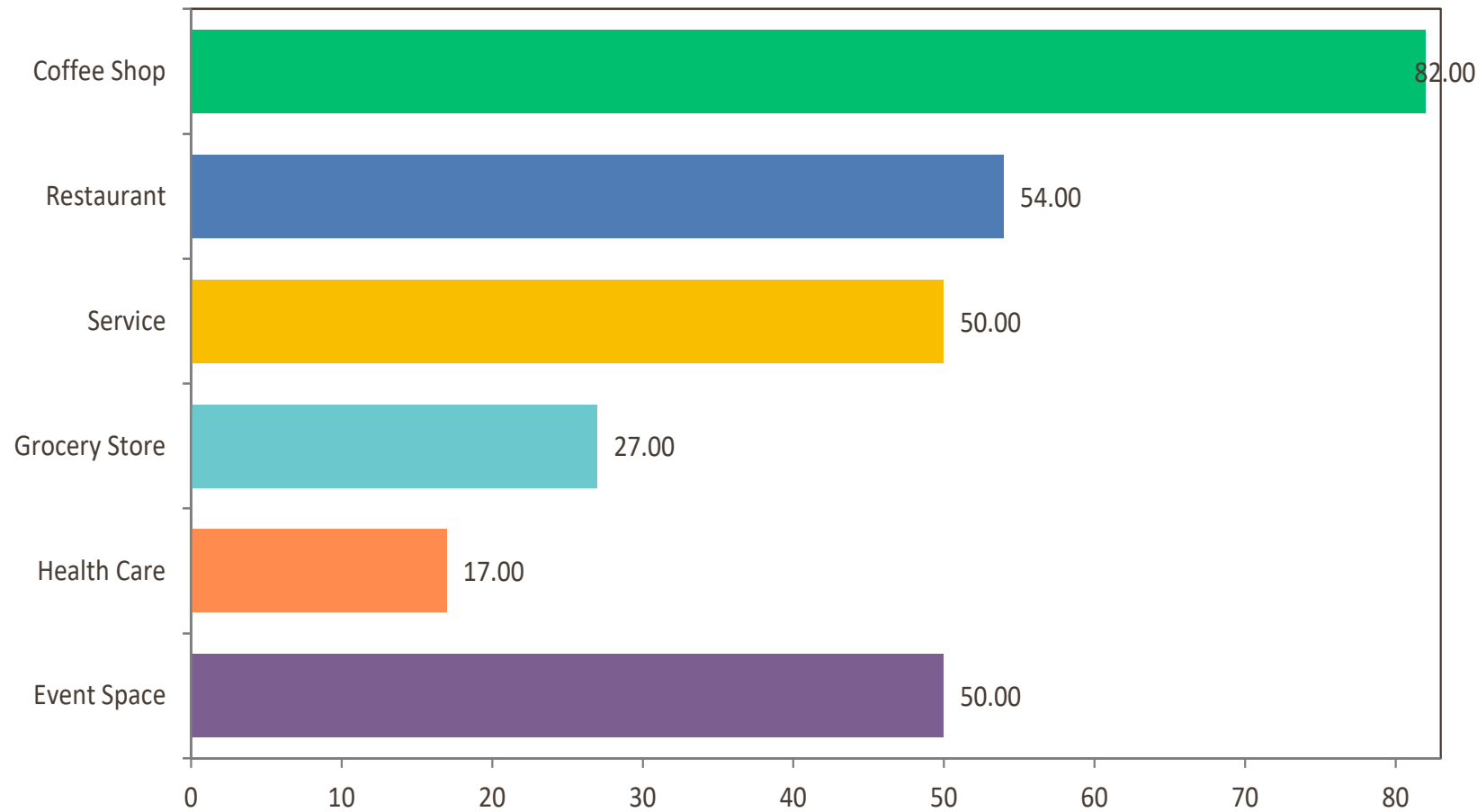
"Better sidewalks, a walking path along the river front, some new shops"

"Activities directed more towards kids and family"



Survey Results - Downtown and Main St

WHAT TYPES OF BUSINESSES DO YOU WANT TO SEE DOWNTOWN AND ON MAIN ST?

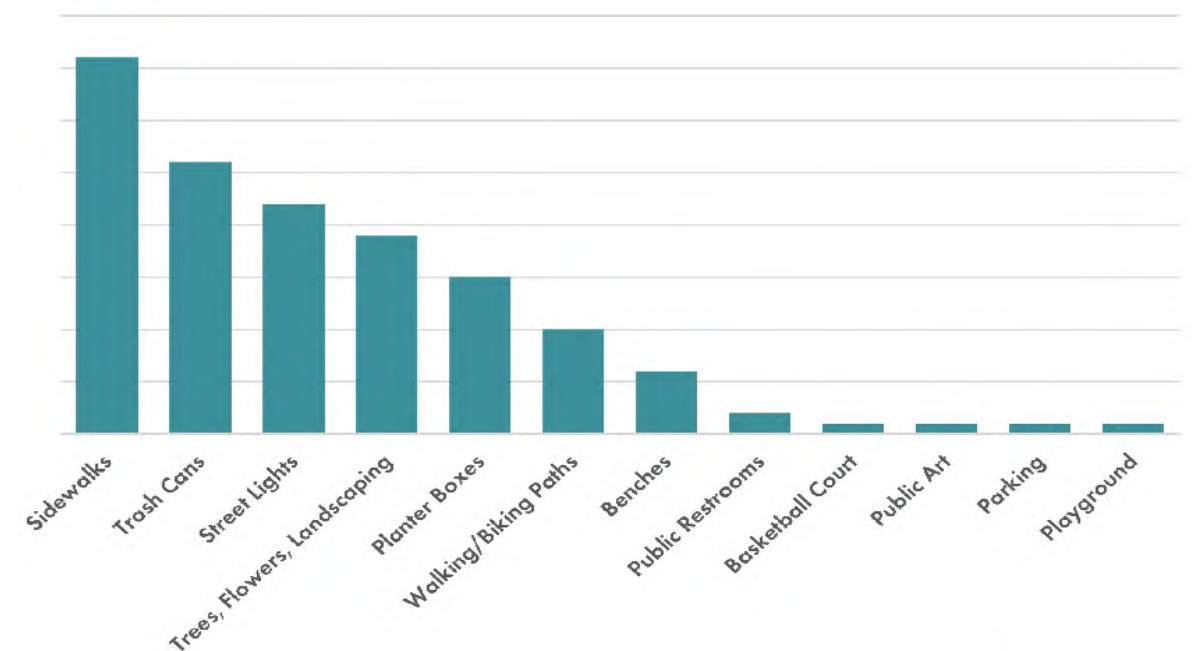


SHOULD THE VILLAGE ENCOURAGE MIXED-USE? FOR EXAMPLE: COMMERCIAL STOREFRONT WITH RESIDENTIAL ABOVE?

Most respondents said “yes” to this question, but some voiced concerns. Some wondered if there were potential tenants for this type of rental unit. A theme that emerged was the concern over low-rent residential, tenant screening, and low-quality units.

Several respondents said this type of housing and lifestyle is an opportunity to attract younger residents. Several more mentioned the potential for upper story units to be used as AirBnb or VRBO rental units.

WHAT PHYSICAL IMPROVEMENTS DO YOU WANT TO SEE?



Survey Results - Joe Page Bridge

“THE BRIDGE MEANS HOME. IT IS OUR WAY IN AND OUT OF OUR COMMUNITY.”

Without a doubt, Joe Page Bridge is the most iconic visual element of the riverfront and the Village overall. It is the primary access from east of the river for miles north and south of the Village. For communities like Hardin, bridges like this one provide emergency access, commuter routes, and opportunities for visitors to reach the Village.

There is an effort underway to collect public feedback and determine likely scenarios for replacement or renovation of the Joe Page Bridge. The primary concern is its age and the inadequacy of the roads leading to the bridge from a floodwater bypass standpoint. Whatever solution the Illinois Department of Transportation land on, the roads leading to the bridge, new or old, will likely be elevated to keep it above the waterline after heavy rainfall events or semiannual floods.



Survey Results - Joe Page Bridge

IS THE BRIDGE A TOURISM ASSET? WHAT DOES THE BRIDGE MEAN TO YOU?

"Yes! Yes! If it can't be renovated as a working lift bridge - then keeping it as a permanently elevated pedestrian bridge with potential river access and activities on the other side as well. Its an historic architectural feature!"

"Yes, major access in and out of the county."

"The bridge is unique and may draw tourism IF there is something to do once you cross it."

"YES! That Bridge could be used to draw people to Hardin and in turn, eat and shop."

"No. I don't think many people care about the history of the JPB, I think easier access would be more important instead of a 100 year old lift bridge"

"If we can get a new bridge that would be great!"

"No. Functional only in my mind. As long as we have one, I am not tied to Joe Page"

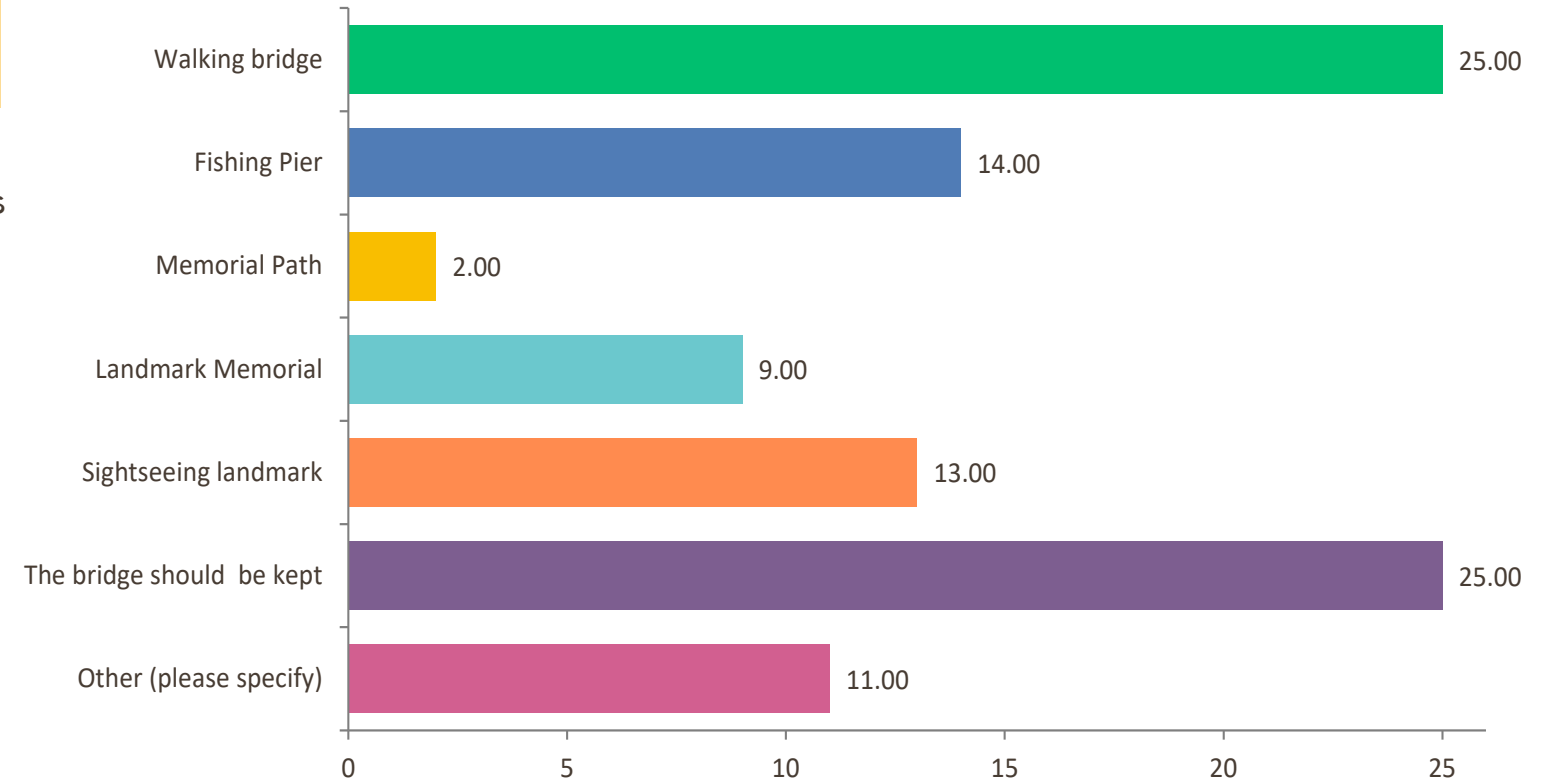
"Yes, the bridge is unique and there is tourism potential- especially if you could add a pedestrian walkway to some walking trails along the river front on both sides of the river"

"Yes, I think there needs to be an information area that talks about the bridge with a lookout area and binoculars for eagle watching"

"I would love to see it as only a tourism asset. Maybe eventually it could be turned into just a walking bridge."



IF THE BRIDGE IS REPLACED, WHAT DO YOU WANT TO SEE IN ITS PLACE?



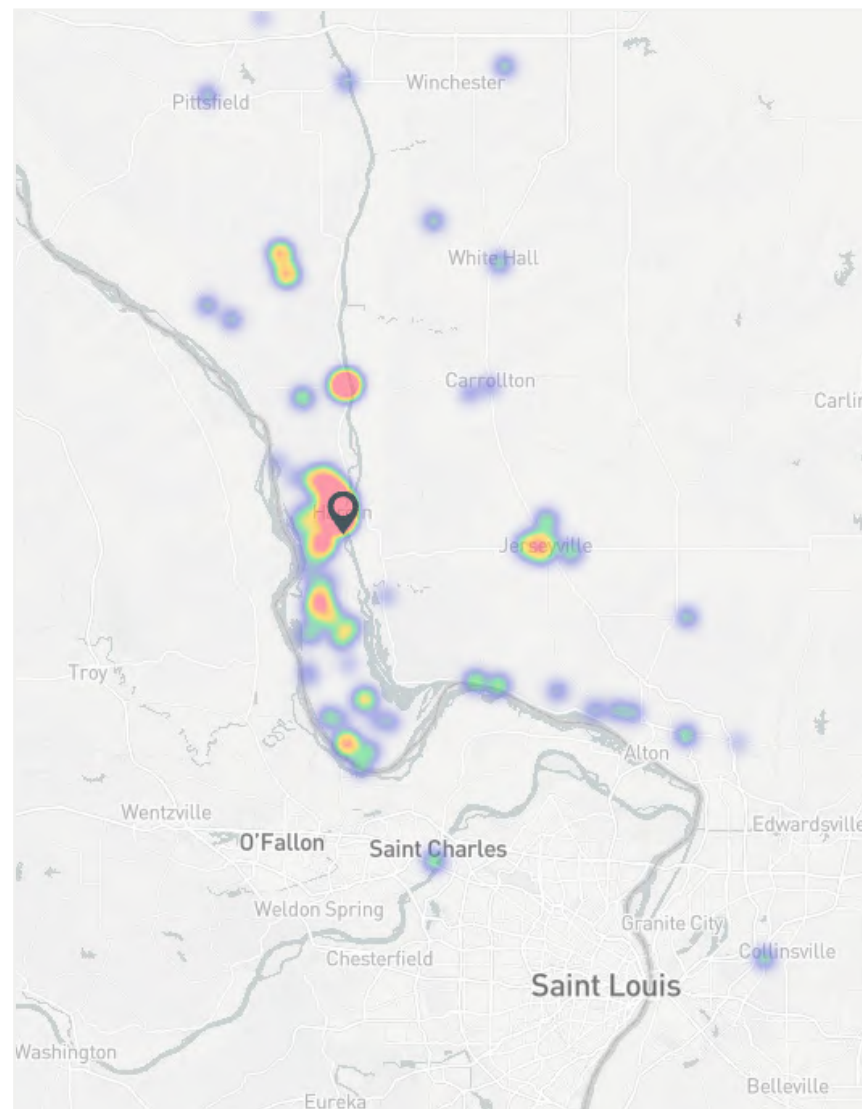
HARDIN,ILCOMPREHENSIVEPLANUPDATE

Survey Results and Data - Events

WHAT LOCAL EVENTS DO YOU ATTEND?

The top responses for this category include the Raft Race, Duck Race, County Fair, Flower and Garden Expo, Farmers' Market, and Christmas Calhoun among others. Most respondents said they attend at least one event and many said they attend many throughout the year.

The map below shows the home location of the 2022 Raft Race attendees.



There are many advantages to understanding where event participants live, how many visitors attended, and how long they stayed in Hardin:

- Event sponsors can see where the participants travel from.
- Event planners can strategically advertise for the event where past participants live and/or advertise where they want to attract new visitors from.
- It helps businesses understand what volume of foot traffic they can expect on event day.
- The Village can plan for parking, closing streets, and the number of vendor stall to accommodate.
- Event planners can form strategic relationships with regional tourism authorities to expand the offerings and promote the event.

Survey Results - Parks and Pedestrian Facilities

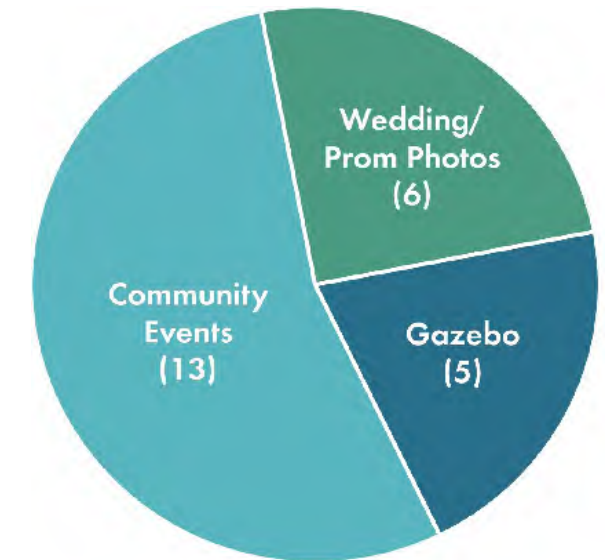
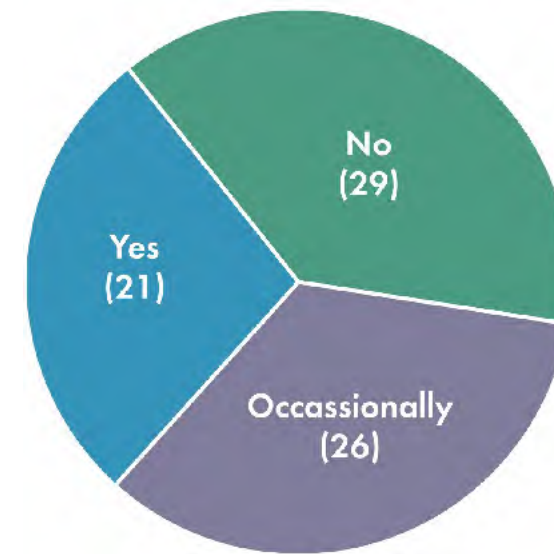
DO THE CURRENT PARKS, SIDEWALKS, AND RECREATION FACILITIES MEET THE NEEDS OF HARDIN?

Most respondents stated that the current pedestrian facilities do not meet the needs of the Village. The most common concerns focused on the absence of facilities or the poor condition of the sidewalks. Some respondents also voiced concern over the condition of the playground facilities and some said the current parks are not adequate to meet their recreational needs.

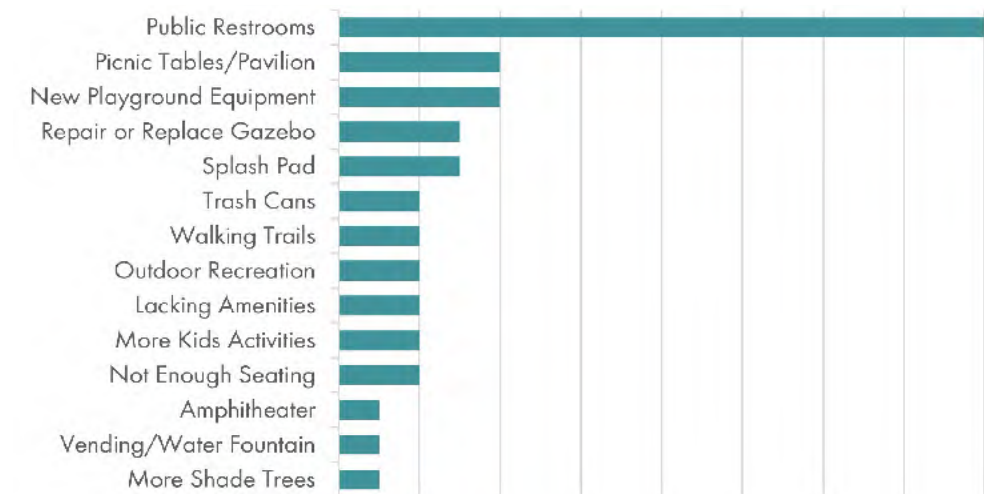
DO YOU BIKE, WALK, OR RUN FOR RECREATION AND EXERCISE? IF "YES," WHERE DO YOU DO THIS?

There were a mix of answers to this question. Many respondents said "no," but the ones that responded affirmatively said they either do this on their own property, at a local fitness gym, around town, or they would like to see a walking path in town and/or on the riverfront. The river was a common response, but the details were limited and it appears that many people would like a nicer, dedicated walking path and upgraded sidewalks to reach it. When asked if they would use a trail if Hardin had one, most said "yes" and a few said "no." A few pointed out that the walking trail would be nice for visitors and locals.

DO YOU USE THE WILLIAM C. HORMAN MEMORIAL PARK ON WATER STREET? IF "YES," HOW?



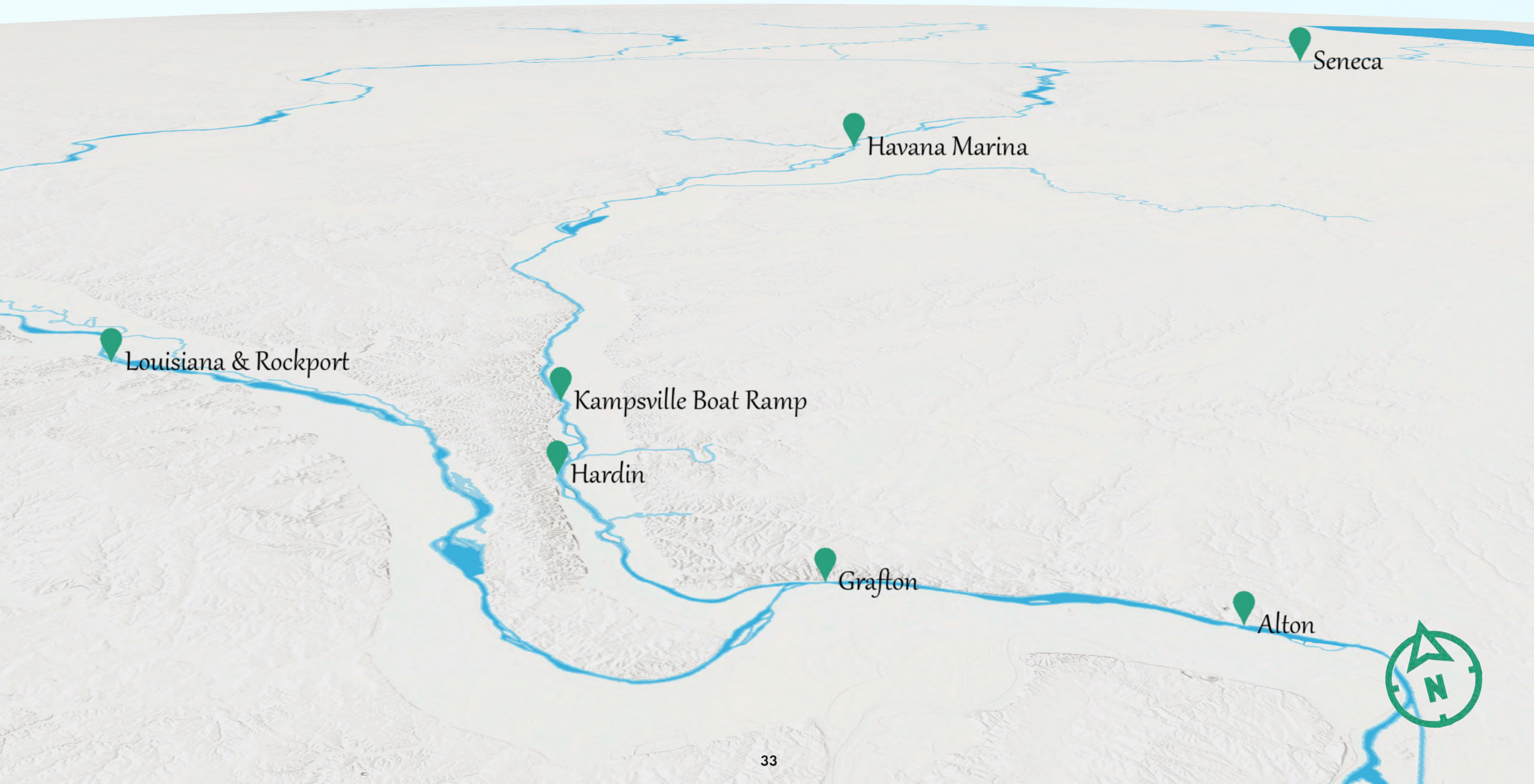
WHAT'S MISSING FROM THE PARK?





TOURISM ASSESSMENT

This map showcases some key Illinois and Missouri-based marinas and harbors, strategically chosen as case studies for their tourism assessment. Each of these destinations provides unique insights into the diverse recreational and leisure activities prevalent along the riverside. By exploring these stops, we aim to conduct a thorough evaluation of the range of activities, amenities, and attractions they offer.



QUESTION:

How do we capitalize on boating traffic on the Illinois River to help businesses, provide more quality of life amenities to residents, and attract tourists to Hardin, IL?

To address this question, we must delve into the following areas:

1. Explore Nearby Stops and What They Offer
2. Form Strategic Partnerships to Promote Hardin
3. Seize the Competitive Edge



1. Explore Nearby Stops and What They Offer

A comprehensive analysis of stops along the Illinois River that are feasible for a day's trip from Hardin is imperative. This entails identifying potential alternatives that offer services like refueling, docking facilities, and dining options, while also closely examining what these neighboring locations offer upon docking. Evaluating the range of activities, amenities, and attractions available in these spots will help pinpoint the distinct offerings of Hardin and identify areas for potential improvement. Given the assumption that a powerboat traveling at an average speed of 25-30 miles per hour covers a distance of approximately 200-250 miles in a typical travel day, and a sailboat with a similar speed can cover up to 150-200 miles per day, we will consider an average radius of 200 miles from the village of Hardin to determine nearby marina and harbor stops.



GRAFTON, IL

Grafton is a small city located on the Mississippi River in Jersey County, Illinois. It is known for its natural beauty, historic attractions, and outdoor recreation opportunities. As per the 2020 census, the city's total population stands at 626 people, a decline from the previous stable population of nearly 1,000 residents prior to the occurrence of the Great Flood in 1993.

Grafton thrives on tourism, positioned as a focal point for bald eagle observation and self-proclaimed "The Winter Home of The Bald Eagle." With a bustling Main Street hosting restaurants, antique stores, crafts, and wine shops, it's a sought-after spot for bikers on the Sam Vidarabine Bike Trail and those seeking fall foliage and eagle sightings. Warmer months see river-based activities like boating, canoeing, and parasailing. The area offers river ferries to St. Charles County, Missouri, and Calhoun County. Pere Marquette State Park, Illinois' largest and most popular, lies five miles west. Notably, Grafton experienced measured growth from 2000-2010, including new housing, eateries, Grafton Elementary School, Grafton Harbor marina, and a Mississippi River lighthouse.



OFFERS:

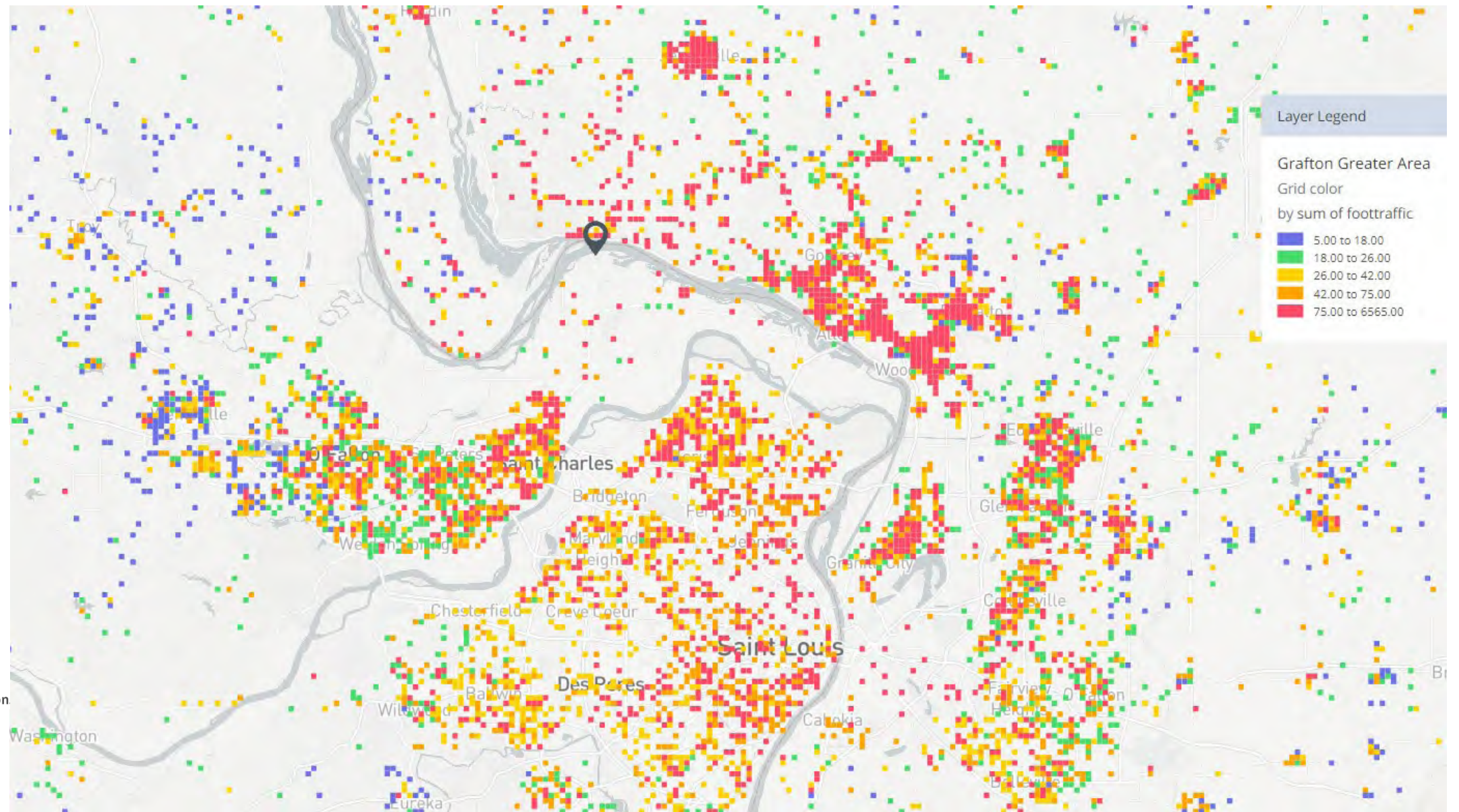
- **Scenic river views:** Grafton offers beautiful views of the Mississippi River and surrounding bluffs, making it an attractive destination for nature lovers and photographers.
- **Pere Marquette State Park:** This nearby state park offers visitors the chance to enjoy the outdoors by hiking, bird watching and picnicking. Its natural beauty makes it a popular destination for tourists.
- **SkyTour:** The Grafton SkyTour to Aerie's Resort stands as a distinctive and unparalleled local attraction within the region. This scenic aerial lift not only offers a distinctive mode of transportation to access Aerie's Hill but also presents visitors with an amazing panorama of the distinctive Grafton bluffs, as well as the mesmerizing confluence of the Illinois and Mississippi rivers.
- **Lodging:** Grafton provides a variety of lodging options, including riverfront vacation rentals, cozy bed & breakfast, and cabins totaling 600 rooms. Tara Point Inn & Cottages, rustic charm at Pere Marquette Lodge, or fully furnished downtown vacation rentals are a few of the accommodations that visitors opt for during their stay.
- **Wineries:** Grafton is part of the Illinois wine region and there are several wineries in and around the city that offer wine tastings and tours. Wine enthusiasts often visit Grafton to taste local wines and enjoy the picturesque vineyards.
- **Historic buildings:** Grafton has many historic buildings and sites offering a glimpse into the past, including the Grafton Historical Society Museum and the Rubel Hotel, a historic inn dating from the 1870s. Riverboat tours: Scenic cruises along the Mississippi River, often with narratives about the region's history and wildlife.
- **Annual events:** Several events and festivals are held throughout the year to attract visitors, including the Grafton Rendezvous and the Grafton Riverside Flea Market.



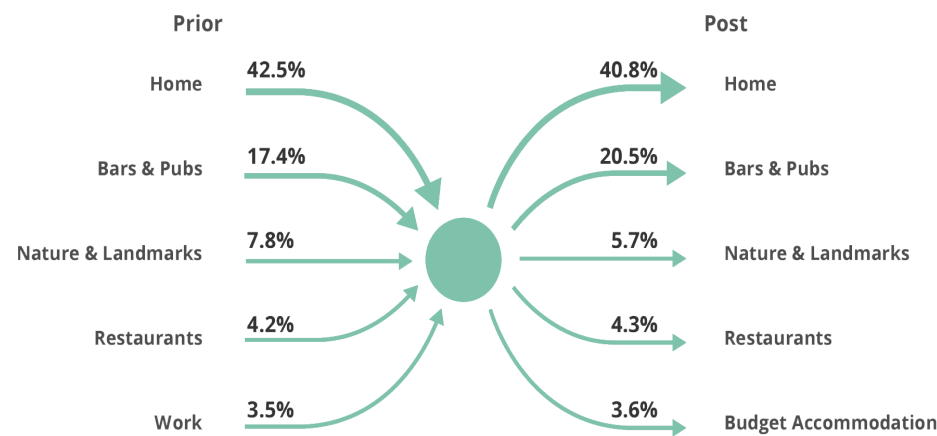
GRAFTON TRADE AREA

Grafton's Trade Area illustrates the geographical areas that attract visitors, with their home locations as the point of origin for visits. This region encompasses locations with a minimum of one visit per year, showcasing a heatmap highlighting loyal visitors. Most of these visitors originate from Alton, Wood River, St. Charles, and Jerseyville.

In the past year, Grafton has welcomed approximately 681,600 visitors, with an average visit duration of 136 minutes, especially on the weekends. During this 12-month period, over 30% of these visitors have stopped at the loading dock situated on East Front Street.

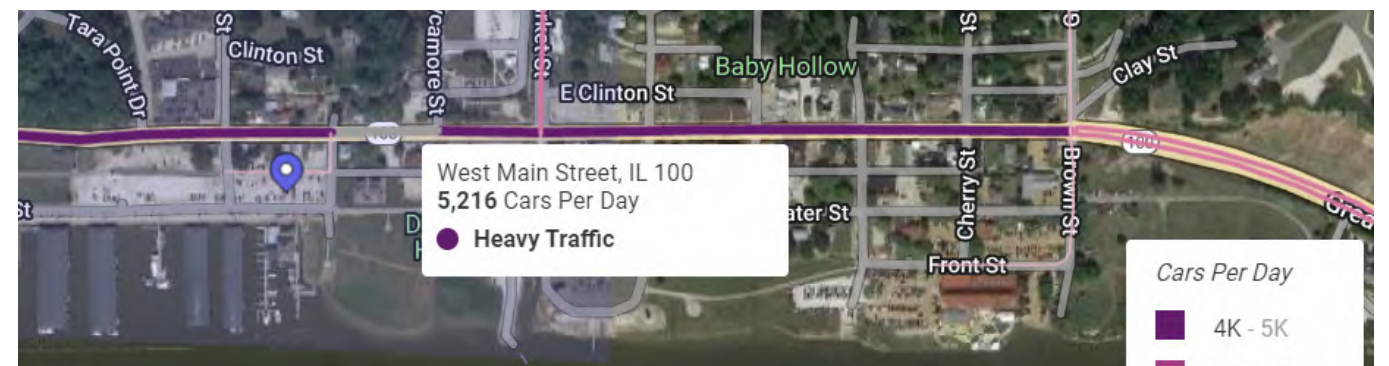


VISITOR JOURNEY



Analyzing the commercial flow, it's evident that 17.4% of the visitors pause at the Bars and Pubs, 9.4% in specific at the loading dock, 3.9% at Pere Marquette State Park, and 2.7% at the BP gas station in Jerseyville before reaching Grafton. When considering post-stops, nearly 10.6% of visitors choose to visit Aerie's Resort and Winery, adding to the local activity and experience.

The Vehicle Traffic Volume data indicates that West Main Street in Grafton sees an average daily traffic volume of around 5216 cars. To entice more visitors to explore the village, it's important to ensure easy access and seamless traffic flow by maintaining the roads and implementing effective signage, especially for those traveling from Grafton to Hardin. By doing so, travelers might be inclined to make a stop in the village as well. By focusing on infrastructure, aesthetics, and visitor experiences, Hardin can establish itself as an attractive destination for tourists from Grafton, utilizing the flow of traffic as a pathway to its unique charm and attractions.



SENECA, IL

Seneca, IL, is situated within the circular 200-mile radius buffer of the village of Hardin and is approximately 182 miles distant from it. It is home to the renowned Starved Rock State Park and offers outdoor enthusiasts a haven of hiking trails, waterfalls, and scenic vistas. Boasting a riverfront charm, Seneca's marinas and harbors provide a gateway for boating aficionados to explore the waterways, indulge in fishing ventures, and savor the tranquility of the river's embrace. Seneca boasts numerous privately-owned marinas, including Spring Brook, Hidden Cove, and Anchor In Marinas on the south side of the river, alongside Mariners Village Marina on the north side

Mariners' Village and Marina is a private custom home community with a harbor granting direct access to the Illinois River in Seneca,. The marina features 116 slips for boats of various sizes during the summer, equipped to adjust with changing river levels and offering water, power, and essentials. Overlooking the harbor and Illinois River, a private Clubhouse includes facilities like a pool, sauna, bathing, and laundry.

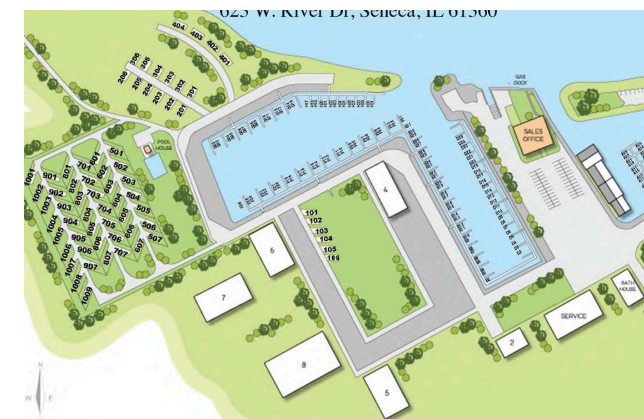
OFFERS:

- Boat slips
- Ramp
- Trailer Storage
- Dog Park at Boat Ramp
- Dining Places
- Clubhouse with amenities
- Vehicle Parking



OFFERS:

- **Boat slips and storage:** Spring Brook Marina offers boat slips for rent, allowing boat owners to keep their boats safely docked when not in use. They also offer boat storage facilities in the off-season and for those who do not need a slip.
- **Boat rental:** For those who do not own a boat, the marina offers boat rentals, allowing boaters to enjoy boating on the Illinois River without owning a boat.
- **Fuel dock:** The marina has a fuel dock where visitors can refuel their boat with gasoline or diesel fuel.
- **RV Space:** Spring Brook Marina presents an array of 66 premium RV spaces along the serene Illinois River, featuring amenities like water, electricity, full hookups, concrete pads, complimentary Wi-Fi.
- **Ship Store:** The ship Store at Springbrook Marina sells a variety of boating supplies, including boat maintenance equipment, fishing gear, snacks and beverages.
- **Restaurant and dining facilities:** This marina offers on-site restaurant and dining facilities for visitors to enjoy a meal with a waterfront view.
- **Boat Maintenance and Service:** A comprehensive range of services, including cosmetic work, engine repairs, maintenance, and accessory installations, are provided.



The Illinois River and the Illinois & Michigan (I & M) Canal offer abundant recreational opportunities in Seneca, drawing year-round visitors to the area. The Village owns the LST Memorial Boat Launch, providing public river access. Further enhancing recreation, the I & M Canal, located north of the Illinois River, permits 15 miles of canoeing between Channahon State Park and Gebhard Woods, plus another 5 miles between Utica and LaSalle. Additionally, the 61.5-mile state trail along the canal accommodates walkers, bicyclists, and snowmobilers. In Seneca, access to the towpath trail can be found along Main Street, just south of William Street near the MJ Hogan Grain Elevator. Nearby recreational offerings include RV campgrounds like Glenwood Farms, Whispering Pines, Woodsmoke Ranch, and The Cliffs Insane Terrain Off-Road Park. Woodsmoke Ranch, a sprawling 375-acre property in unincorporated Seneca, provides privately-owned campsites, horse stables, pools, and an authentic western town experience year-round. Seneca's marinas, the towpath trail, and The Cliffs Insane Terrain Off-Road Park contribute to the Village's annual tourism, and with future planning, complementary businesses like specialty shops and restaurants within Seneca's limits could lead to increased economic benefits.

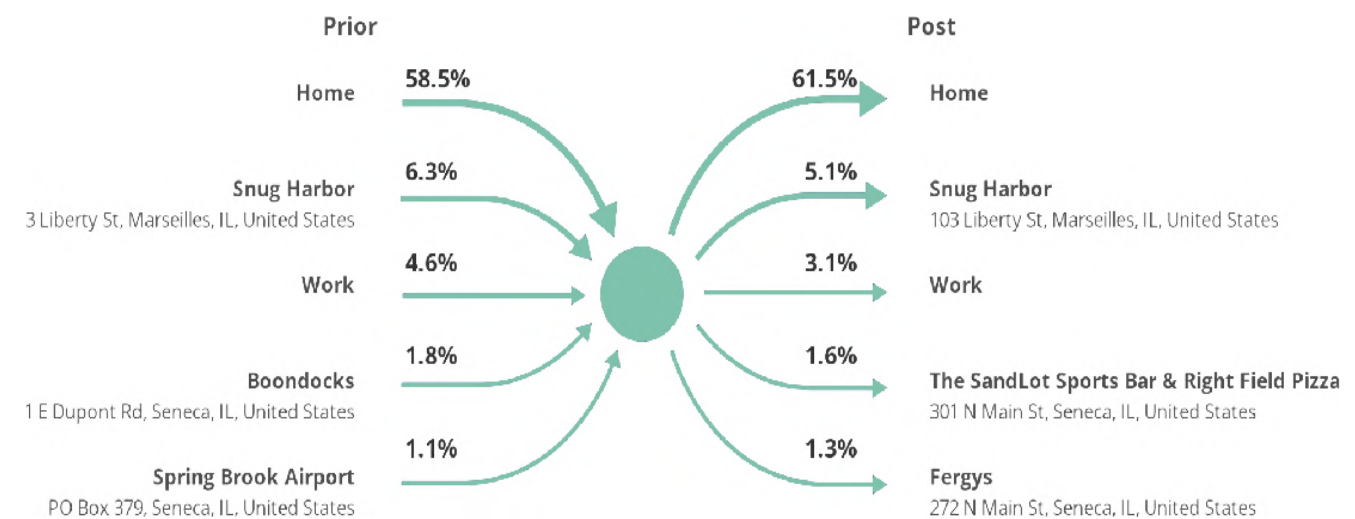
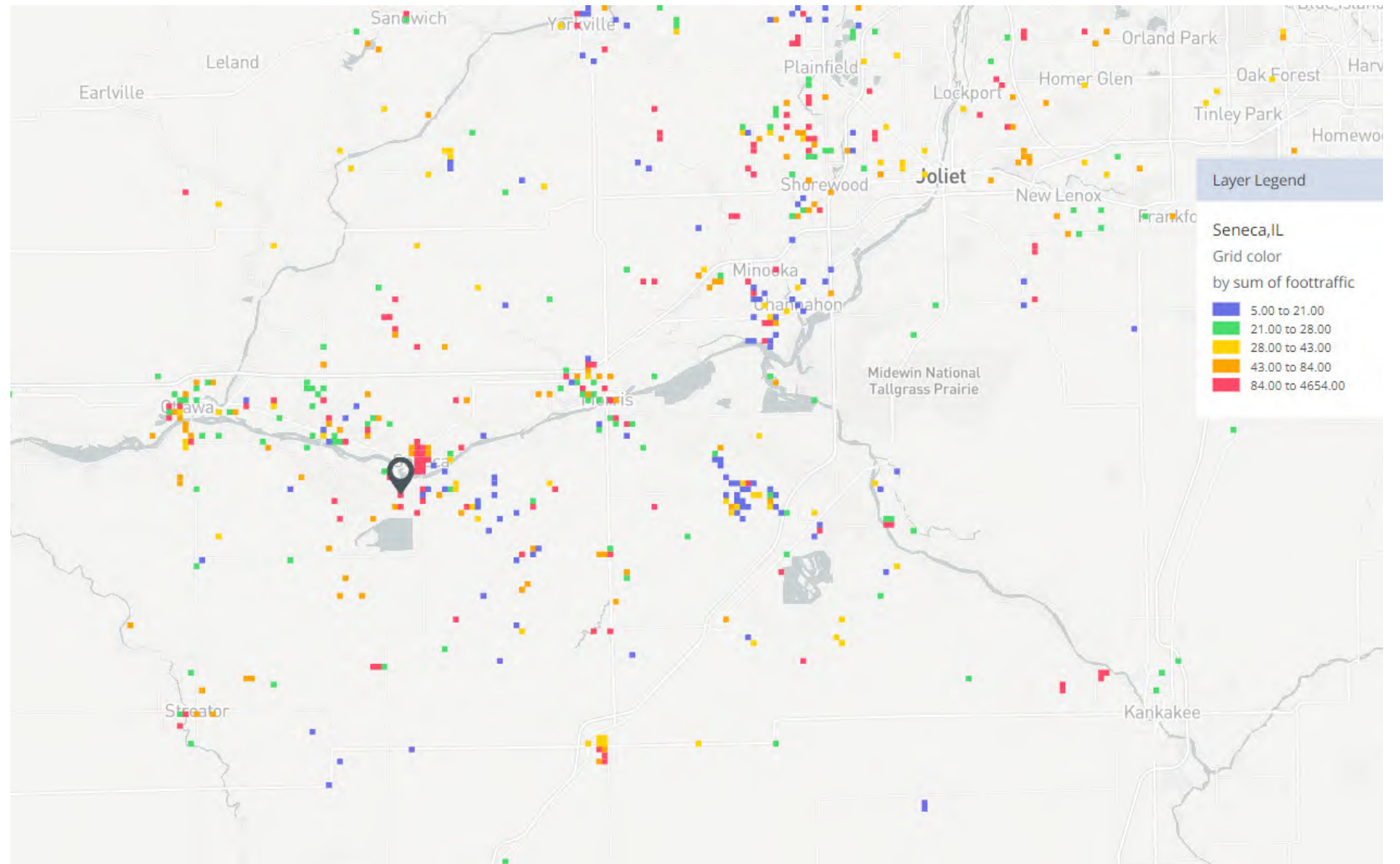
Among various modes of travel, the Illinois River stands out as a vital transportation route, especially for industrial purposes within the Village. Shipyard Terminal, Inc., situated in the Shipyard Industrial Park, caters to all major barge carriers and trucking companies. The river terminal boasts the necessary equipment and capabilities to offer a wide array of transportation services for goods and commodities.

Presently, Seneca features several public parks and open spaces, including a community park, a public swimming pool, and a public boat launch. Crotty Park, spanning approximately 7 acres and located at the southeast intersection of Shipyard Road and Oak Street, serves as a central hub for community gatherings and is home to the LST Memorial. This park offers amenities such as ball fields, volleyball courts, picnic shelters, playground equipment, and a perimeter pathway.

The Ray Clark Memorial Swimming Pool, located at the high school, serves as Seneca's public pool. Additionally, the LST Memorial Boat Launch, positioned to the east of Main Street and south of South Street, covers an area of 8 acres. Renovations to this boat launch property were finalized in the spring of 2008. Besides facilitating boat launches, this area also provides opportunities for fishing and picnics in several available shelters.

The visitor journey reveals that Snug Harbor serves as both a point of origin and a destination for travelers heading to Seneca Marinas. Additionally, it appears that The Sandlot Sports Bar & Right Field Pizza, and Fergys are favored spots among visitors in Seneca.

SENECA MARINA TRADE AREA



VISITOR JOURNEY

ROCKPORT, IL

The **Two Rivers Marina** is a locally owned and operated full-service marina strategically located in Rockport, Illinois, situated on the Upper Mississippi River at mile marker 283.2. With convenient access to Louisiana, MO, just across the bridge, the marina offers a wide range of services, including covered and uncovered docks available for flexible rental periods, a well-equipped campground with full hook-ups, and various other amenities to cater to the needs of boaters and campers alike.



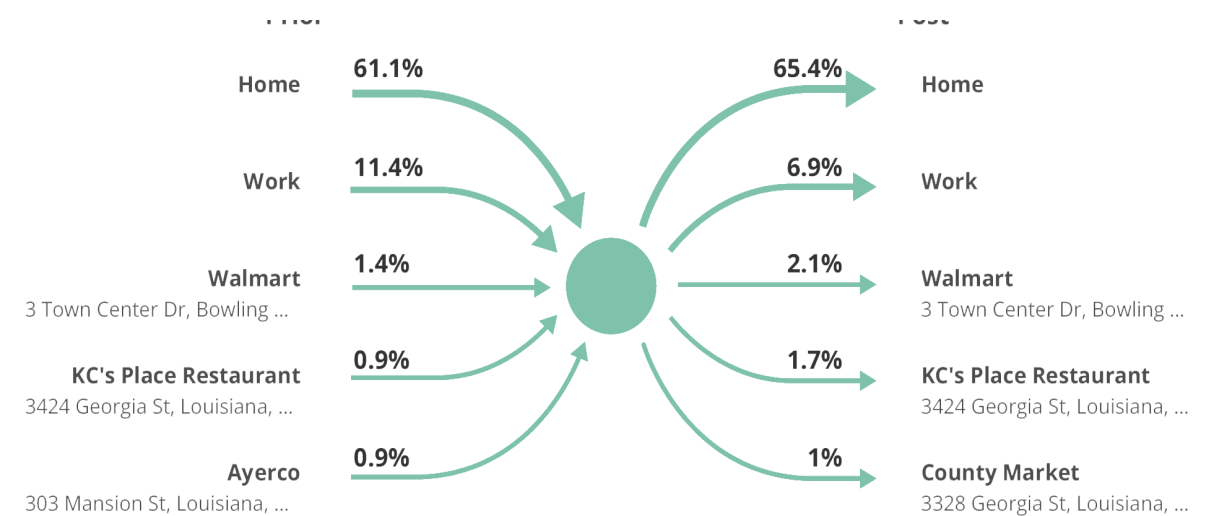
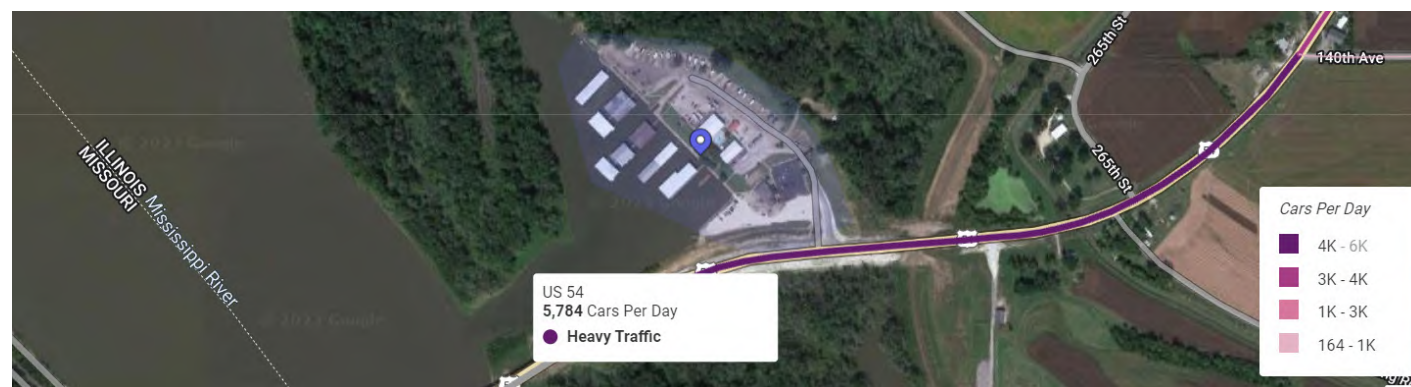
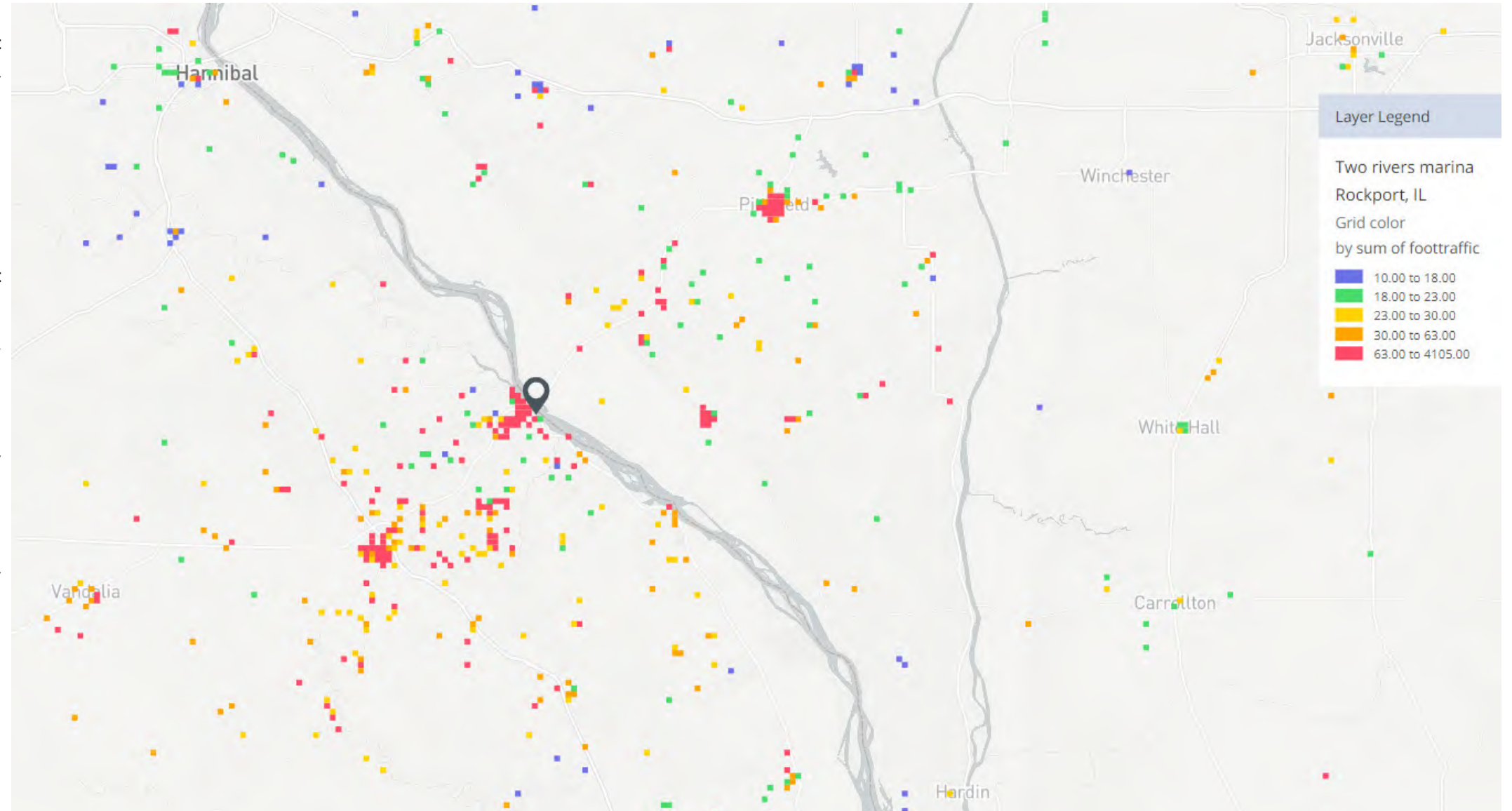
OFFERS:

- **Docking:** Offer both covered and uncovered docks available nightly, weekly, monthly and yearly rental services
- **Amenities:** Pool on the property with shower house and laundry facilities, boat launch and trailer storage, fueling station
- **Campground Facilities:** Fire ring, picnic table Wi-Fi throughout the marina and different sites for tent camping, RV camping, cabins
 - **RV/Tent Camp Site:** 24 camping site with full-service amenities including water, sewer and 30 or 50-volt power connection. Surrounded by grassy areas and appropriate for all weather pads
 - **Cabins:** Cozy accommodation for 6 people equipped with TV and DVD player and convenient kitchenette with private bathrooms and climate-control comfort
- **Boat Services:** STATS (Sierra Touch and Test System), Engine replacements, bilge pump installations, impeller replacements, oil changes, Shaft repairs, one-stop service facility, with a travel lift capable of lifting boats up to 20 tons, boat bottom, painting services
- **Ship Store**
- **Waterfront Restaurant and Café**
- **Recreational Activities:** Website provides an event calendar announcing various social activities throughout the year, such as dock hop, sock burning, Halloween, boat show, shipwreck Fridays, Sandbar Party, Poker Run, etc.
- **Digital Platform:** A website that provides a large amount of information and services such as event calendar, Marina Map, Marina Chatter Blog, river stage forecast etc. A Chatter Blog is also provided on the website where people can get the latest flyers and news about the events and activities in the marina
- **Access to Historic towns**
 - **Louisiana, MO:** Visitors can immerse themselves in the rich history of a 200-year-old Mississippi River town as they explore Louisiana, Missouri. Situated beyond the Mississippi bridge, the town boasts a diverse array of offerings, including a wide selection of dining options, a picturesque Victorian street scape, various museums and galleries, scenic parks, well-preserved historic houses, and charming downtown buildings.
 - **Clarksville, MO:** Clarksville, Missouri, a historic town on the Great River Road, Highway 79, about an hour and a half from St. Louis. The downtown district is on the National Register of Historical Places, boasting beautifully restored buildings housing various shops. It's also a paradise for bird watchers, with the Mississippi Flyway nearby, attracting North American waterfowl and the majestic Bald Eagle during winter.



TWO RIVERS MARINA TRADE AREA

Louisiana, with its diverse range of parks, boasts a rich tapestry of recreational spaces. The Riverfront Park, nestled between the river and the Burlington Northern-Santa Fe's north-south railroad tracks in the downtown area, offers amenities such as parking, restrooms, a kiosk, tables, benches, and pavilions, as well as a boat ramp and parking area established through cooperation with the Missouri Department of Conservation. However, expansion plans have often faced hurdles, including title complexities, funding limitations, and concerns over railroad crossings. Lincoln Park, formerly the site of the Lincoln School built in 1900 for local black children, is being revitalized with a new pavilion following storm damage. Sunset Park on Georgia Street provides a picturesque setting for family picnics. Henderson Park, atop the Mississippi River bluffs, honors John B. Henderson, the architect of the 13th Amendment abolishing slavery. Veteran's Memorial Park, adjacent to the Louisiana Elementary School, hosts picnic pavilions and plans for a skateboard facility. Golf enthusiasts can enjoy the Pike County Country Club's exclusive 18-hole course and Eagles Bluff Golf Club, a public 18-hole course located nearby. Just outside Louisiana, St. Louis University's Lay Center welcomes the public to explore its unique sculpture park, historic rural cemetery, and landscaped water features.



VISITOR JOURNEY

HARDIN,ILCOMPREHENSIVEPLANUPDATE

HAVANA, IL

Havana, a historically rich town, traces its origins to ancient American settlements and the Western Hopewell Culture's remarkable mound, flourishing around 2000 years ago. The town's roots are intertwined with Abraham Lincoln's history, as he frequented Havana, giving speeches during his rise in politics. Havana's past includes a gambling reputation, attracting figures for various recreational pursuits. Havana's riverfront area has become a vibrant hub for recreational boating, offering well-maintained public boat ramps, ample parking facilities, and a serene ambiance that entices boaters and nature enthusiasts alike to indulge in the scenic beauty and leisurely activities the Illinois River provides.

Tall Timbers Marina was established in 2001 in Havana, Illinois as the owner recognized the need in the community. After the riverside property was acquired and developed a small marina was established and has since grown forty slips with popular amenities like the Blue Heron Ships Store & Bar. This project has transformed a once-vacant riverfront into a vibrant and cherished destination in Historic Havana.

Tall Timbers Marina is one of the most unique marinas on the Illinois River, with a large deck and porch. The marina has 40 slips and can accommodate boats up to 40 feet in length. A store called Blue Heron Ships Store & Bar offers a wide selection of craft beers for residents and tourists visiting the Marina.

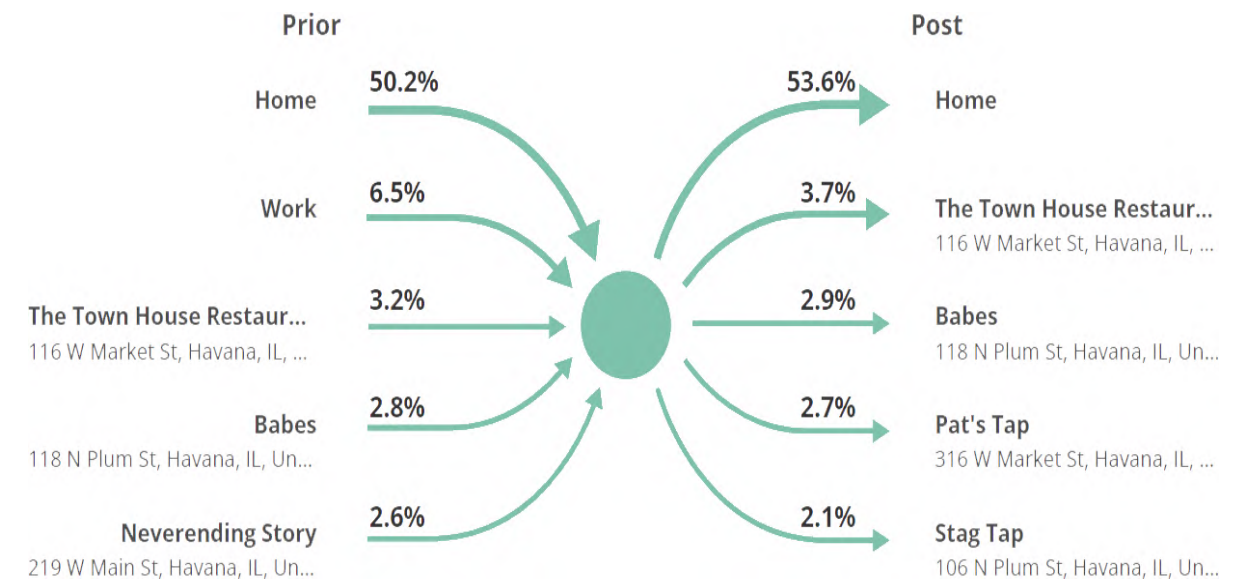
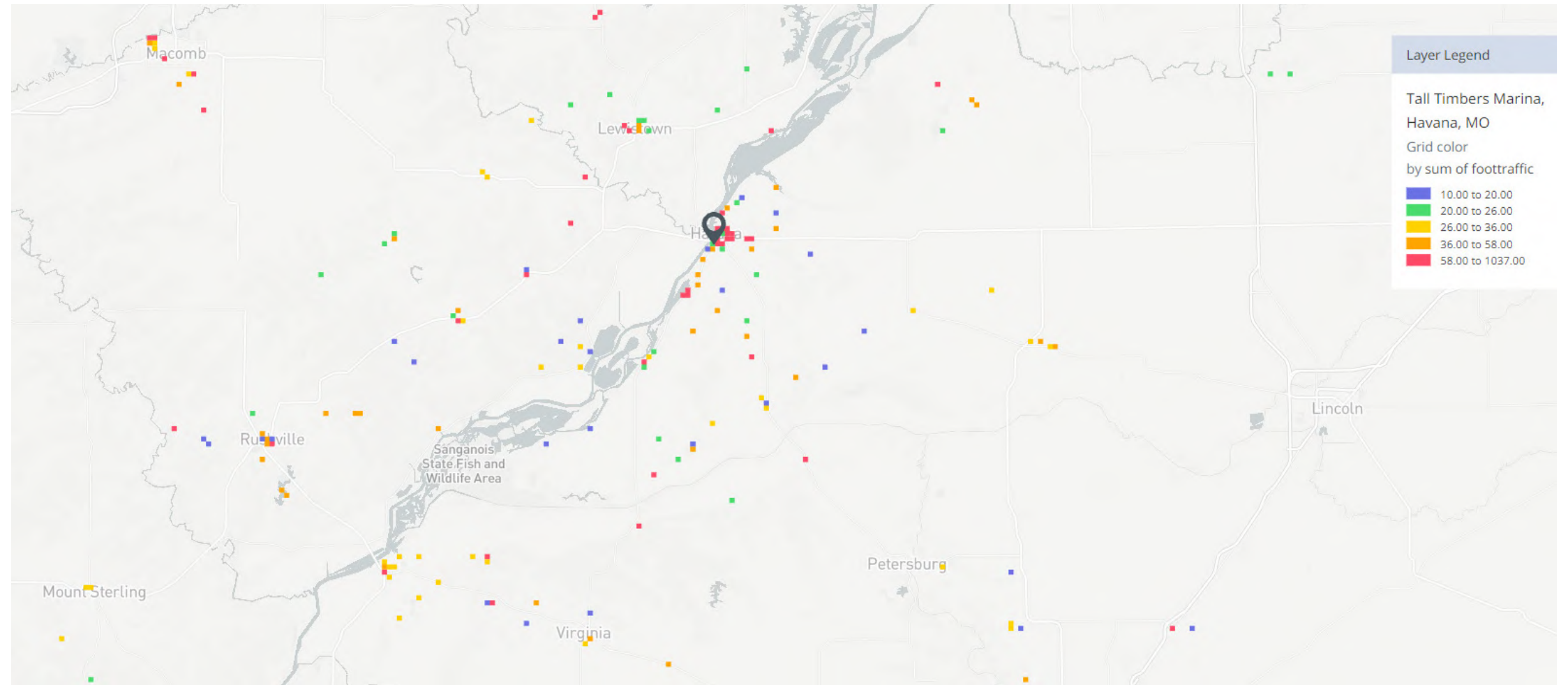
OFFERS:

- **Seasonal and Transit Docking:**
- **Amenities:** Offers a comprehensive range of amenities, including 24/7 secure access, well-maintained air-conditioned restrooms and showers, a convenient laundry facility, an on-site gym, personal dock lockers, Wi-Fi connectivity, reliable electric and water services, pump-out facilities, options for summer trailer storage, and outdoor winter storage solutions
- **Ship Store & Bar:**
- **Events:** Live music on the dock, cookouts, blessing of the fleet, lighted boat parade on the 4th of July, dock walk tour of the boats
- **Access to Historic Havana:**
- **Digital Platform:** Website and active Facebook



TALL TIMBERS MARINA

The Havana Park District, a distinct tax-funded entity, manages and upkeep various park amenities within Havana, Illinois, aligning with its mission to provide high-quality recreational programs and preserve natural park areas. These facilities encompass ball diamonds, archery ranges, riverfront trails, playgrounds, a swimming pool, and green spaces. The innovative Park Fit program, introduced by the park district, grants members access to a range of indoor fitness equipment. Riverfront Park offers Illinois River access, featuring boat ramps, fishing docks, overlooks, a campground, outdoor theater, shelters, trails, and a Nature Center for river viewing indoors. With the recent acquisition of approximately 10 undeveloped acres at 1002 Schrader Street, the park district envisions future developments for activities like fishing, kayaking, camping, and other outdoor pursuits. Community survey feedback expressed high satisfaction with park maintenance and recreational opportunities, urging further riverfront development, particularly in expanding walking and biking trails. Action items include improving river access, enhancing the Nature Center, adding features to Riverfront Park, replacing the Chester Center, developing the 1002 Schrader Street property, improving or replacing the Optimist Memorial Pool, establishing an indoor fitness center, expanding walking and biking trails, enhancing programs for all age groups, and adding parking at the Rice Park facility.



VISITOR JOURNEY

HARDIN, IL

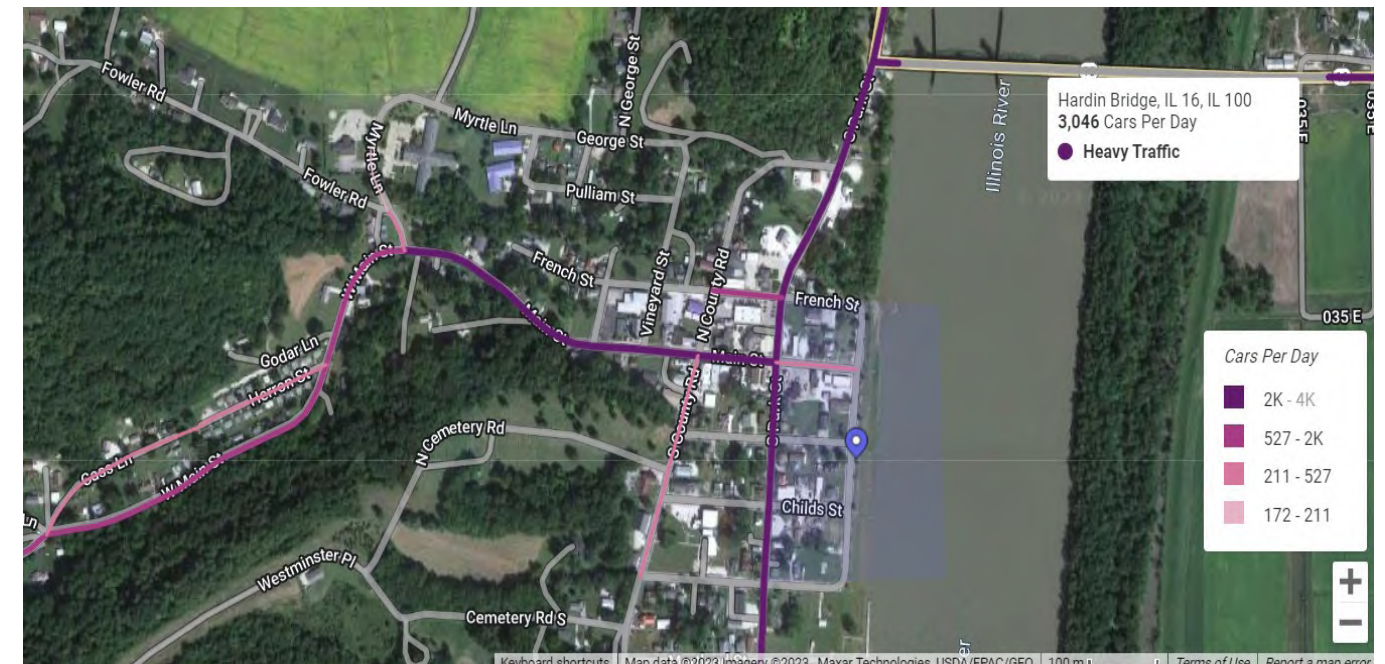
To transform the village of Hardin into a more attractive riverfront destination for visitors and tourists, it's essential to draw inspiration from the aforementioned case studies. These examples highlight several key strategies that Hardin should consider:

- **Invest in Riverfront Amenities:** Grafton's success as a riverfront destination demonstrates the importance of developing river access points, scenic overlooks, and recreational facilities along the waterfront. Hardin should focus on enhancing its riverfront infrastructure, including boat ramps, fishing docks, and picnic areas, to create a welcoming environment for outdoor enthusiasts.
- **Diverse Recreational Offerings:** Seneca's approach of offering a wide range of recreational activities, such as hiking, boating, fishing, and off-road adventures, showcases the value of diversifying the tourism experience. Hardin should identify its unique strengths and develop a variety of activities that cater to different interests, ensuring there's something for everyone.
- **Support Local Businesses:** Both Grafton and Havana leverage local businesses to enhance the visitor experience. Hardin can encourage the growth of restaurants, shops, and other businesses that cater to tourists. By creating a vibrant local economy, the village can provide additional reasons for visitors to stay and explore.
- **Community Engagement:** Havana's approach of actively seeking community input through surveys and feedback is a valuable lesson. Hardin should engage its residents and visitors in shaping the village's development plans. This ensures that investments align with the desires and needs of both the local community and tourists.
- **Infrastructure and Signage:** To facilitate easy access for travelers and maximize tourism traffic, Hardin should invest in road maintenance and clear signage along key routes from neighboring destinations like Grafton. Ensuring smooth traffic flow can encourage tourists to make a stop in the village.

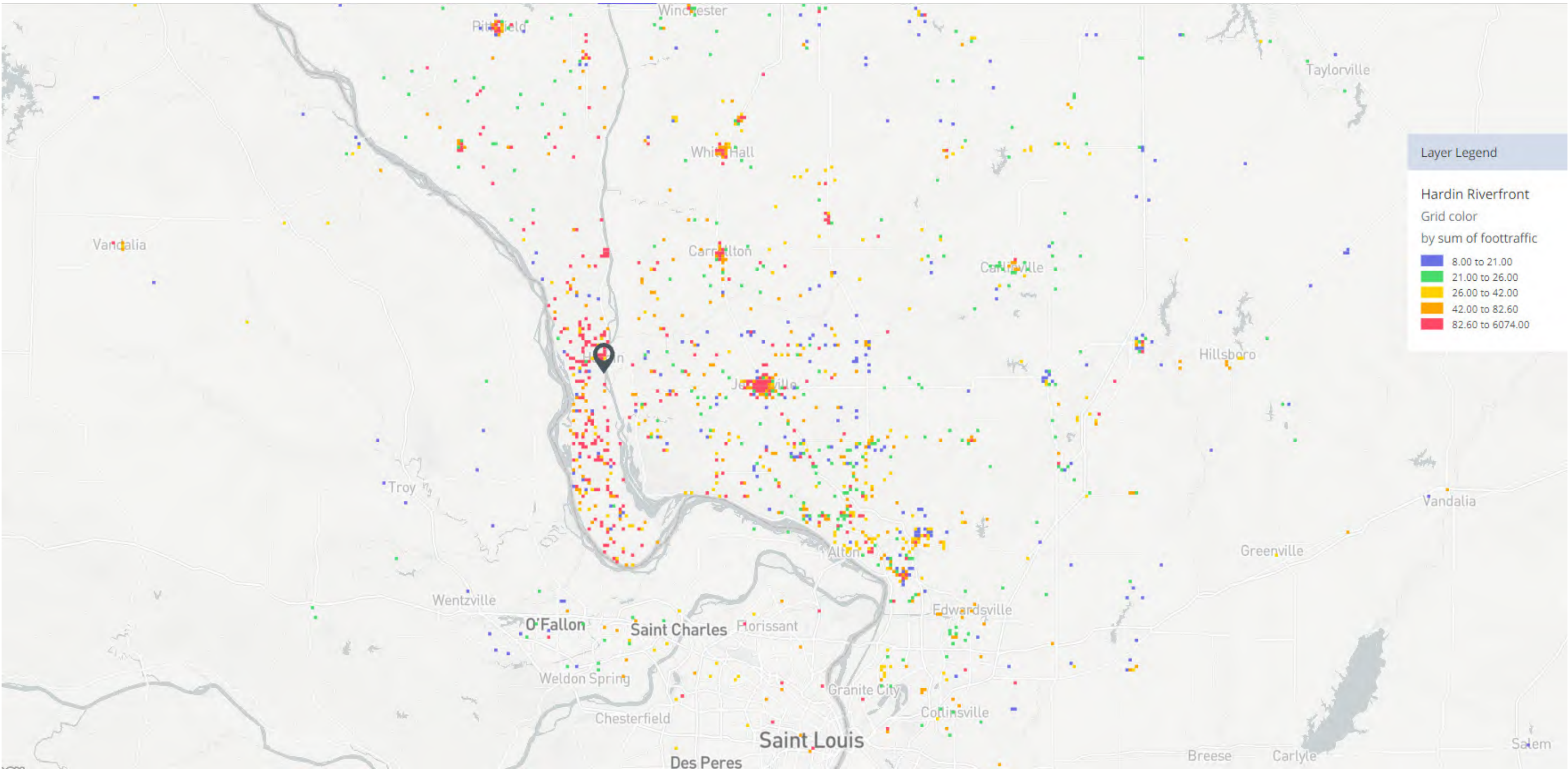


- **Marketing and Promotion:** Implementing a robust marketing strategy, akin to the digital platforms and event calendars used by the marinas and parks in the case studies, will help raise awareness of Hardin as a destination. Social media, websites, and local events can play a crucial role in promoting the village's attractions.
- **Unique Selling Proposition:** Hardin should identify what sets it apart from neighboring destinations and capitalize on those unique features. Whether it's historical sites, natural beauty, or cultural heritage, showcasing these strengths will attract more visitors.
- **Collaboration with Neighbors:** Collaborative efforts with nearby towns like Grafton, Seneca, and Havana can create regional tourism initiatives that benefit everyone involved. Joint marketing campaigns and coordinated events can draw tourists to the entire region.

In conclusion, for Hardin to become a better riverfront destination, it should focus on enhancing its recreational offerings, supporting local businesses, engaging the community, improving infrastructure, and effectively marketing its unique attractions. By learning from the successes of neighboring towns and tailoring strategies to its own strengths, Hardin can position itself as a must-visit destination for tourists and outdoor enthusiasts.



HARDIN RIVERFRONT TRADE AREA



This Trade Area map for the village of Hardin serves to depict the geographical zones from which businesses and properties draw their visitors, focusing on the selected audience group and the generated commercial activities. It provides a visual representation of the market where the audience group resides or works, aiding in the understanding of their engagement in commercial transactions. The map presents the origin of visits, including the heatmaps indicating both home and work locations of the audience group, offering insights into the areas that generate the most visitation. These metrics provide a comprehensive understanding of audience engagement, with the option to set minimal visit thresholds for a deeper analysis of loyal visitors during the designated time frame.



2. Form Strategic Partnerships to Promote Hardin

Great Rivers & Routes Tourism Bureau

This organization focuses on promoting tourism in the southwestern Illinois region. The Bureau concentrates on attracting visitors and showcasing the diverse attractions, natural beauty, historic sites, and recreational opportunities available in the region. The geographical focus is on the counties along the confluence of the Mississippi and Illinois Rivers, and include towns such as Alton, Grafton, Godfrey, Elsah, Jerseyville, and more. The Great Rivers & Routes Tourism Bureau promotes the wide range of attractions these communities offer including historic sites, scenic byways, riverfront activities, dining, shopping, outdoor recreation, and cultural events. The Bureau also includes information about historic landmarks, museums, and cultural experiences related to the region's history.

The organization actively promotes a diverse range of events all year round, including festivals, fairs, art shows, music performances, and other vibrant local happenings. To facilitate a seamless visitor experience, they offer a wealth of tourism resources such as visitor information, detailed maps, engaging brochures, and comprehensive travel guides, all designed to assist tourists in making the most of their visit to the region. With a robust online presence, the Bureau maintains an official website (<https://www.riversandroutes.com/>) and social media accounts, ensuring travelers have easy access to valuable information regarding attractions, upcoming events, accommodations, and more. Through strategic collaboration, the bureau works closely with local businesses attractions, chambers of commerce, and various organizations to enhance the overall tourism experience in the area.

The Great Rivers & Routes Tourism Bureau can promote the Village of Hardin and its riverfront by leveraging digital marketing campaigns, a dedicated website section, and active social media engagement to spotlight the area's scenic beauty, recreational offerings, and events. Collaborating with local businesses and community organizations, the Bureau can generate collaborative marketing strategies, while event promotion, interactive maps, and engaging photo/video campaigns further enhance visitor engagement. By offering travel packages, visitor guides, and educational initiatives, the Bureau can contribute to a comprehensive and enticing visitor experience, ultimately fostering economic growth and awareness for the Village of Hardin's picturesque riverfront and historic downtown.



America's Great Loop Cruisers' Association (AGLCA)

This non-profit organization serves individuals who are interested in completing the Great Loop, a boating journey that involves bypassing the eastern portion of North America by traveling through a connected series of waterways, including the Atlantic Intracoastal Waterway, the Great Lakes, the inland rivers, and the Gulf of Mexico. The Great Loop offers boaters the opportunity to experience a diverse range of water bodies, landscapes, cultures, and communities.

They are primarily focused on providing information and resources for boaters who are planning to undertake the Great Loop journey and offer a wealth of data and useful information including navigational details, route planning, safety considerations, marina recommendations, and more. Through the online forums, social media groups, and organized events, the Association fosters a sense of community among Looper's members and helps them exchange advice and share experiences. Members of the Association often receive access to a variety of benefits, such as discounts on services, products, and marinas, as well as exclusive resources and events.

By sharing information about Hardin's unique attractions, amenities, and offerings in their guidebooks, online forums, and website content (<https://www.greatloop.org/>), AGLCA can effectively introduce the Village to a network of boaters and Loopers. Through member networking and discussions, AGLCA can generate curiosity and interest about Hardin, while showcasing the Village's charm through captivating visual content on their online platforms. Additionally, by collaborating with local businesses and organizations, AGLCA can facilitate events that cater to Loopers, creating memorable experiences that highlight Hardin's hospitality and its position as a must-visit destination along the Great Loop route.

Illinois Department of Natural Resources (IDNR)

As a government agency, IDNR manages state parks, fish and wildlife areas, and other outdoor recreational areas. Collaborating with them can help promote riverfront tourism and outdoor activities. IDNR's goals typically include habitat restoration, wildlife conservation, outdoor recreational opportunities, environmental education, and promoting tourism that showcases the state's natural beauty.

In the context of promoting the Village of Hardin and its riverfront tourism, the Department could collaborate with local authorities and community organizations to develop and maintain the riverfront area as an attractive recreational destination. This could involve activities like restoring and maintaining hiking trails, setting up camping sites, and improving boating and fishing facilities along the river. The IDNR could also provide expertise and funding for ecological restoration projects, ensuring that the natural beauty and biodiversity of the area are preserved.



Illinois Department of Natural Resources

Illinois River Road

This organization promotes the scenic byway that follows the Illinois River and passes through several riverfront towns. The purpose of the Illinois River Road is to provide "a living museum without walls" that enriches interactions with the byway's natural, historical, and archaeological elements. This involves offering distinctive recreational and educational opportunities to both visitors and residents, while also supporting the local economies and overall quality of life in the communities along the route.

The core aim of the Illinois River Road is to enrich the experiences of both visitors and residents within the Byway communities. This is achieved through the establishment of continuous activities, special events, amenities, and attractions along the Byway, thereby elevating the quality of life for those living in the area. The Byway seeks to establish connections, acting as a bridge between individuals and the inherent qualities it possesses. This connection is facilitated through cohesive symbolic wayfinding and directional signage, engaging educational programs, interpretive messages, and comprehensive marketing initiatives. These initiatives encompass printed maps and itineraries, alongside a user-friendly website (<https://www.illinoisriverroad.org/>) featuring clickable image maps and itinerary planning capabilities, ensuring that visitors and residents alike can delve into the region's nature, history, and archaeology with ease and enthusiasm.

The integrated approach of the Illinois River Road serves as a potent catalyst for the advancement of riverfront tourism in the Village of Hardin. By fostering ongoing activities, unique events, and accessible amenities along the Byway, it not only elevates the quality of experiences for both residents and visitors but also augments the appeal of Hardin's riverfront as a vibrant destination. The strategic utilization of consistent symbolic signage, informative educational programs, and effective marketing initiatives supports accessibility and engagement, effectively guiding travelers to the Village's riverfront attractions. This approach, underscored by user-friendly digital resources, seamlessly connects individuals with the natural beauty, historical significance, and cultural heritage of Hardin's riverfront, thereby invigorating tourism and contributing to the economic vitality and local identity of the Village.



Slow down and get off the
beaten path as you experience
authentic midwestern America



3. Seize the Competitive Edge

Highlighting how Hardin stands out from the competition is pivotal. Positioning Hardin as an appealing alternative, not necessarily to outcompete, but to offer a fresh and distinct experience, can establish the town as a unique destination in the boating tourism landscape.

Unique things about Hardin:

- **Scenic Riverfront Setting:** Hardin boasts a picturesque location along the Illinois River, offering visitors breathtaking views of serene waters, lush landscapes, and river-related activities. Peaceful and scenic atmosphere.
- **Joe Page Bridge:** Calhoun County occupies a peninsular position between the Mississippi and Illinois Rivers, rendering it isolated from both Missouri and Illinois. In this unique geographical context Joe Page Bridge is the single bridge connecting the County to the eastern part of the state across the Illinois River. This makes the Hardin Bridge stand out as a promising opportunity to boost tourism in Hardin by attracting travelers passing the bridge while traveling. It serves as a vital crossing over the Illinois River for IL Route 100 and IL Route 16. Positioned as the southernmost link, it plays a crucial role for Calhoun, Greene, and Jersey counties. According to the Joe Page Bridge website, this truss bridge, boasting a 311-foot vertical lift, was originally built in 1931 and spans a total length of 2,150 feet, accommodating a 22-foot-wide roadway. It underwent substantial rehabilitation in 2004, involving structural, electrical, and mechanical enhancements. In 2022, a collaborative effort between the Illinois Department of Transportation (IDOT) and the Federal Highway Administration (FHWA) initiated a comprehensive study on the bridge's future. The study encompasses possibilities for rehabilitation, removal, or replacement, while factoring in environmental considerations, community impacts, and preliminary engineering.



The Joe Page Bridge stands as a resounding symbol of Hardin's unique identity and a potential tourism asset that can distinguish the village from its neighboring marinas. The opinions expressed by the survey participants also emphasize the bridge's historical and architectural significance, acting as a point of connection between the community's past and present. Respondents also recognize its role as a key access point, with many acknowledging its importance in facilitating travel in and out of the county.

The bridge's status as a historical artifact draws attention to its potential as a captivating tourist attraction. Its iconic architectural design and the mechanism that allows it to function as a lift bridge contribute to its allure. If the Illinois Department of Transportation were to opt for the removal and replacement of the bridge, considering its age surpassing 70 years and its nearing the end of functional life, it is crucial that thorough discussions and consultations take place.

These conversations should revolve around transforming the bridge into a valuable historical or cultural landmark. This transformation could involve creating eagle-watching spots or exhibits that explain the bridge's history, or perhaps crafting it as a unique node situated between the green way and existing trails. Such an initiative has the potential to enhance the appeal of the bridge beyond its functional purpose, adding value to the surrounding environment and offering both residents and tourists meaningful and enriching experiences.

Furthermore, the bridge can act as an entryway into the village, signifying a sense of home for residents while also welcoming outsiders. This dual role - as a functional element for locals and an iconic attraction for visitors - positions the Joe Page Bridge as a cornerstone of the Village's identity that can be harnessed to draw tourism and further promote Hardin's riverfront as a distinct and alluring destination.



- **Small-Town Charm:** With its closely connected community and inviting ambiance, Hardin radiates the kind of warmth and friendliness that defines close-knit neighborhoods. Residents firmly believe in the safety of their surroundings. The Village’s unique local features, such as its delightful peaches, apples, and charming ferries, perfectly complement the strong sense of community. The genuine care for neighbors has woven a fabric of kinship, creating a familial and friendly environment that characterizes Hardin’s essence.
- **Historical Significance:** Hardin has a rich history, including ties to Native American cultures and the Underground Railroad. Historical markers and landmarks offer glimpses into its past.
- **Gateway to Nature:** Surrounded by natural beauty, including parks, forests, and wildlife areas, Hardin serves as a gateway to outdoor recreation and exploration.
- **Cultural Heritage:** The Village embraces its cultural heritage, and this is evident in local events, festivals, and traditions that celebrate its history and identity.
- **Unique Businesses:** Hardin’s local businesses, shops, and eateries contribute to its distinct character, offering products and experiences that reflect the village’s personality.
- **Riverfront Attractions:** The riverfront offers opportunities for boating, fishing, picnicking, and enjoying scenic views, making it a hub of leisure activities. Residents and visitors can enjoy the open greenspaces and access to outdoor recreation and sports.
- **Relaxing Getaway:** For those seeking an escape from urban life, Hardin provides a serene retreat where visitors can unwind and connect with nature.
- **Community Involvement:** The strong sense of community in Hardin is evident through events, volunteer initiatives, and a spirit of collaboration among residents.
- **Cultural and Artistic Scene:** Cultural venues, art galleries, and local artisans contribute to a unique creative vibe in the Village.



Conclusion

The Village of Hardin has the potential to become a key destination for history- and river-related tourism and recreational opportunities within Southwestern Illinois, and the chance for the Village to become the outdoor recreation hotspot in Jersey and Calhoun Counties is within reach. To capitalize on the boating traffic along the Illinois River and attract tourists to Hardin, a comprehensive approach involving infrastructure, marketing, and local engagement is essential. Enhancing marina facilities with expanded docking spaces, fuel stations, and amenities would provide boaters greater comfort. Concurrently, partnering with local businesses to provide tailored deals and packages for boaters and visitors would incentivize them to explore the village. Moreover, implementing a robust marketing strategy to showcase Hardin's distinctive boating experiences, picturesque landscapes, and local attractions could significantly boost the Village's appeal as a recurring vacation destination.



Infrastructure Development:

- » Improve and expand the local marina facilities to accommodate larger boats and offer amenities such as fuel stations, pump-out stations, and docking services.
- » Ensure that the marina has proper maintenance and repair services for boaters.
- » Develop safe and well-maintained access points for boaters to easily navigate to and from the river.

Promote Boating Routes:

- » Develop and promote attractive boating routes and itineraries along the Illinois River, highlighting points of interest, natural beauty, and historical sites near Hardin.
- » Create detailed maps, guides, and brochures for boaters to easily plan their trips and explore the area.

Waterfront Amenities:

- » Develop waterfront parks and recreational areas that provide space for picnics, relaxation, and family-friendly activities. This creates a welcoming atmosphere for both boaters and tourists
- » Install benches, picnic tables, grilling areas, and public restrooms along the riverfront.

Infrastructure Upgrades:

- » Ensure that roads, parking lots, and transportation infrastructure leading to the marina are well-maintained and can handle increased visitor traffic.

Events and Festivals:

- » Organize boating-related events and festivals that celebrate the river culture, water sports, and local traditions. These events can attract boaters, as well as visitors from surrounding areas.
- » Consider fishing tournaments, boat parades, watercraft races, and other engaging activities that cater to boating enthusiasts.

Marketing Efforts:

- » Collaborate with local tourism boards, chambers of commerce, and travel agencies to market boating activities in Hardin to a wider audience.
- » Utilize digital platforms and social media to showcase the scenic beauty, recreational opportunities, and unique experiences that Hardin offers to boaters.

Local Business Engagement:

- » Collaborate with local businesses, such as restaurants, cafes, and shops, to offer boater-friendly services and discounts. This encourages boaters to visit the town and spend time onshore.
- » Establish partnerships to provide shuttle services between the marina and key attractions in the town.

Community Involvement:

- » Involve the local community in the planning and execution of boating-related initiatives. Their input and support can contribute to the success of the overall strategy.
- » Encourage residents to participate in welcoming and assisting boaters, fostering a sense of community and friendliness.

Unlock Local Entrepreneurship:

- » There are residents and current business owners and leaders that have ideas, energy, and capacity to implement many of the goals and ideas discussed in this plan document.
- » To the extent possible, the Village should encourage, assist, and market the entrepreneurial ideas conceived by its residents and business leaders using TIF and Business District funds.

Implementation Strategies

- » **Approve Comprehensive Plan Amendment**
- » **Pursue DCEO Implementation Grant that goes Hand-in-Hand with the RISE Grant**
- » **Amend TIF 1 Redevelopment Project Area and Plan**
- » **Create Business District and Plan in the Downtown and along the Riverfront**
- » **Create TIF and Business District Policies and Associated Applications in order to Market Available Incentives to Businesses**
- » **Create and Enhance a Sustainable Tax Base for the Village and Taxing Bodies**
- » **Create Policy for Historic Rehabilitation within the Downtown, particularly along Main Street**
- » **Seek Funding Options for Development of the Marina and Riverwalk Path**
- » **Pursue Strategic Partnerships laid out in this Section**
- » **Seek Funding Options for Improvements to Riverfront Parks and Sidewalks**
- » **Install a Campground near the Marina and Riverfront**
- » **Cooperate with IDOT to secure as much of the Joe Page Bridge as possible to maintain as a Historic Landmark and Tourist Attraction**

Riverfront Development Summary

Marina Construction

Cost estimates for construction of a marina along the Illinois Riverfront were conducted for two potential design options. The first is for a marina with 15 boat slips, a ramp, and a parking area. Estimated costs could vary from \$1,800,000 to \$2,500,000 depending on final design and construction material and labor prices. Additional estimates were gathered for a marina with 30 boats slips. This design was projected to cost \$3,000,000 at the low end with the high end up to \$4,000,000.

Riverfront Greenway Path

One additional design component that residents have been wanting to see on the Riverfront is a recreational greenway path for walking, running, and biking. An estimate was determined for the cost of a 5,500-foot long paved path with landscaping and trees along the way. The projected price ranges from \$1,000,000 to \$1,500,000 to develop this Riverfront path.

Permits & Intergovernmental Coordination

Intergovernmental coordination and cooperation is essential to ensure the development is conducted in a safe, legal, and environmentally-sound manner. Various governmental entities will need to be involved in the process, potentially to include issuing permits and approving plans, such as the US Army Corps of Engineers, the US Coast Guard, the Illinois Environmental Protection Agency (IEPA), the Illinois Department of Natural Resources (IDNR), the Federal Emergency Management Agency (FEMA), and the Illinois Department of Transportation (IDOT). Additionally costs may be associated with permitting and review of plans.

Estimated Timeline

Pursuing the necessary permits, approvals, intergovernmental coordination, and engineered designs can take some time to complete. It can be assumed this process will take as little as one year or as long as three years. The time for construction of the Riverfront marina, greenway path, parking area, and boat ramp may take an additional one to two years.

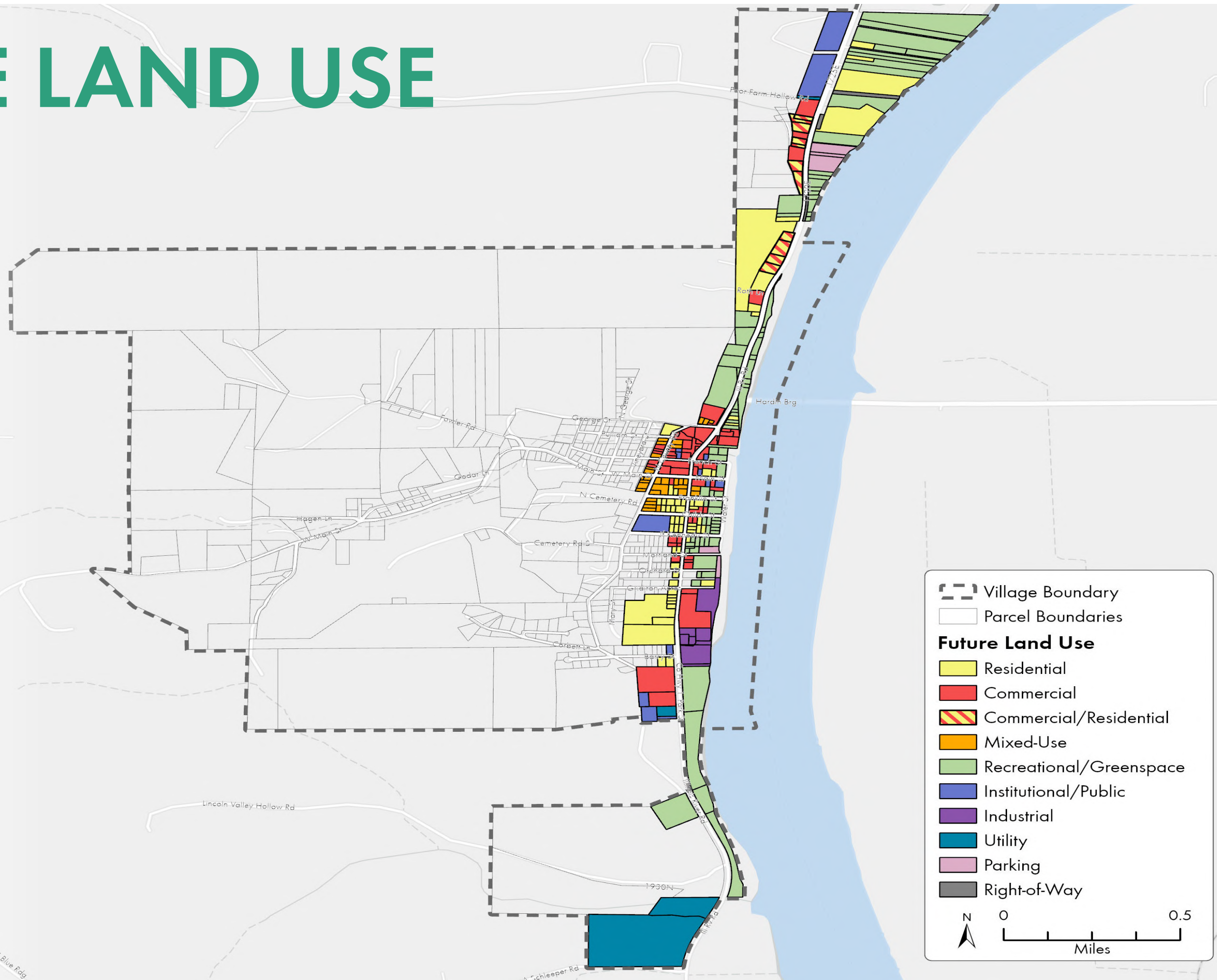


Potential Design for Marina & Riverfront Development



FUTURE LAND USE STRATEGY

FUTURE LAND USE



Future Land Use Categories

Residential

This category pertains to areas primarily designated for housing and related activities, encompassing a range of housing types. By advocating for in-fill development and property assembly, residential areas have the potential to embrace a variety of housing options, ranging from low-density suburban residences featuring single-family homes and spacious yards, to higher-density configurations marked by multi-family apartment buildings and condominiums. Should the Village choose to change zoning regulations in the future, these regulations would effectively govern the specific nature of residential uses, dictating permissible building heights, setbacks, and other essential parameters. This proactive approach ensures that residential areas are thoughtfully developed, contributing positively to the overall fabric and cohesion of the community.

Institutional/Public

The Institutional/Public land use designation includes various amenities such as schools, government buildings including the County Courthouse, churches, and other community facilities within the Planning Area. While the Land Use Plan does not specifically designate locations for potential future public or semi-public developments, these uses could potentially be accommodated within any of the Village's zoning districts, pending the adoption of zoning regulations. This land use designation also presents an opportunity for historical and educational tourism initiatives. Crafting guided tours that illuminate the village's history, landmarks, and educational establishments can captivate visitors seeking intellectual enrichment. Leveraging the presence of government properties, community engagement can be cultivated through planned events, workshops, and volunteer programs, nurturing a sense of active involvement among both residents and visitors.

Commercial

The commercial land use category plays a crucial role in nurturing the community's economic vitality, with a particular focus on serving riverfront activities and the adjacent recreational amenities. It includes an array of retail and service-driven businesses, such as restaurants, marinas, wineries, lodging facilities, sports parks, recreational vehicle parks, campsites, music venues, and antique shops, this category caters to both residents and visitors alike. While the Plan adopts a comprehensive approach to commercial development, acknowledging the diversity of establishments from downtown to highway-oriented businesses, the potential adoption of future zoning regulations presents an opportunity to finely tailor the scope of permissible commercial activities within distinct commercial zoning districts. By strategically nurturing businesses aligned with riverfront utilization and recreation, the Village strives to create an inviting environment that not only sustains local businesses but also offers a dynamic platform for community engagement, leisure, and entrepreneurial endeavors to flourish.

Mixed-use (Commercial Storefronts with Office or Residential Above)

In the context of Hardin Downtown, this category promotes the integration of diverse activities within a single area through a mixed-use development approach, blending residential, commercial, and potentially office uses in close proximity to enhance access to amenities and cultivate a vibrant, self-sustaining neighborhood. This land use designation pertains to downtown properties featuring multi-story buildings, reflecting the Village's intention to revitalize these properties. Potential uses include residential dwellings, offices, or other commercial activities; however, the policy does not intend to permit residential dwellings on the ground level of these multi-story buildings.

The Village aims to stimulate renovation and development initiatives by offering grant funding and employing tax increment financing to encourage transformative projects.

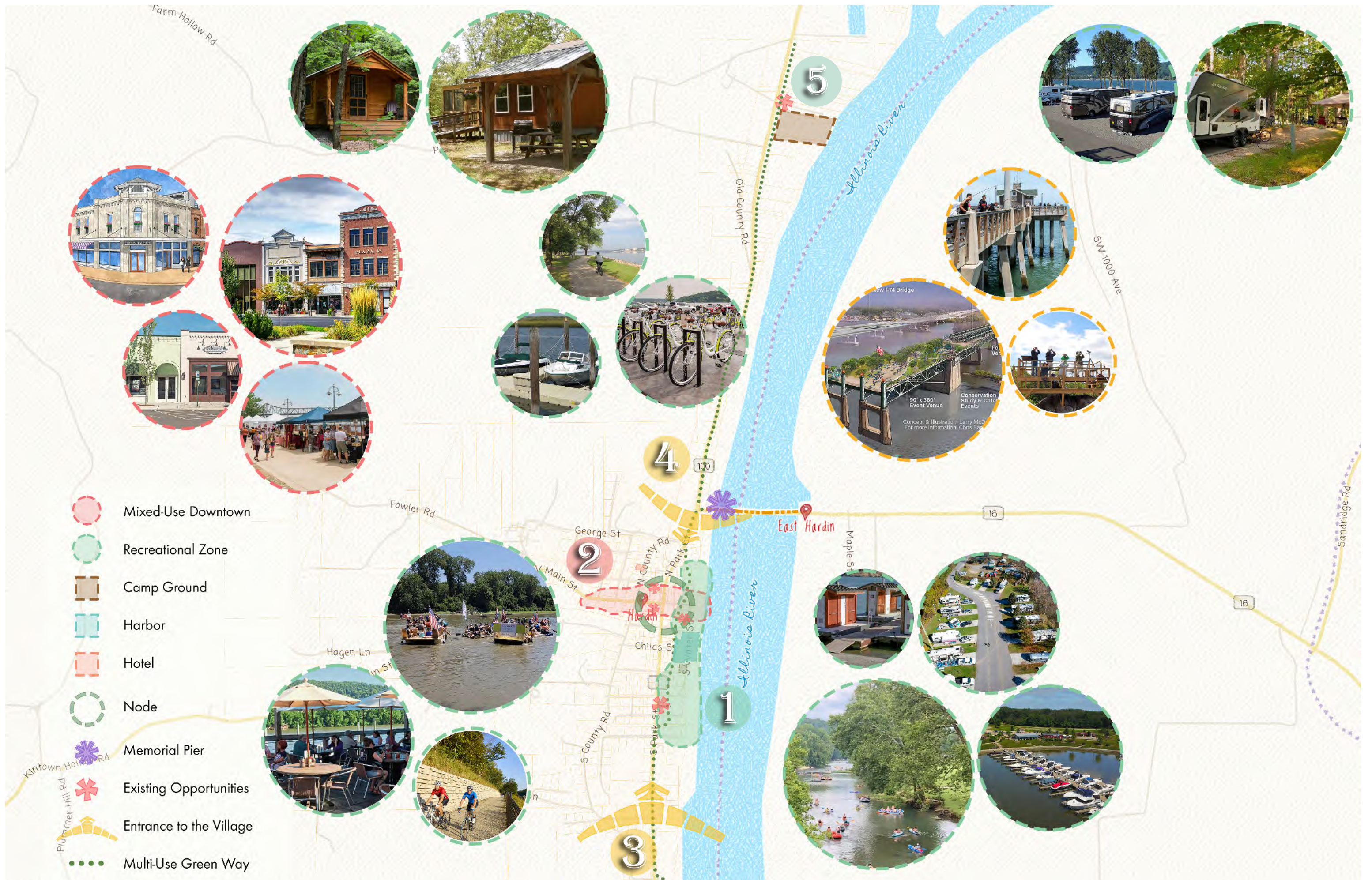
Recreational

Recreational land uses encompass existing parks, recreational areas, and open spaces, including undeveloped floodplain land. It accommodates diverse uses, such as recreational vehicle parks, campsites, resident and visitor parks, playgrounds, a farmers' market, and venues for community events. It features serene parks and open spaces for relaxation and outdoor activities, interconnected by trails, walkways, and bike paths that encourage eco-friendly commuting and foster a lively riverfront atmosphere. Additionally, this category incorporates flood-resilient designs for parks, hiking trails, and open areas, avoiding permanent structures. It integrates boating facilities and marinas, comprising boat ramps and docks that facilitate water-based pursuits like boating, kayaking, and fishing, thus promoting water sports engagement. Complementing this are fitness stations, yoga zones, and open areas for physical well-being, while benches, gazebos, picnic spots, and public restrooms elevate comfort and convenience along the riverfront.

Industrial

The industrial land use outlined in the Plan mirrors the limited industrial activities situated within the Village, encompassing entities like the Jersey County Grain Company and Tri County's FS operations. The favored forms of industrial land use encompass manufacturing, warehousing, and comparable activities characterized by minimal or absent external effects, such as noise, dust, or unpleasant odors.





Focus Areas

A comprehensive strategy unfolds for addressing the village's development and revitalization. This strategy primarily revolves around the enhancement of the village's major streets and the identification of four key focus areas for potential growth and improvement.

The village's approach to street infrastructure is rooted in the categorization of streets as "arterial" and "collector," which align with existing roadways and highways. The Village actively pursues funding from various sources, including IDOT, TIF, and other potential ways, to facilitate street improvements. These enhancements encompass not only the promotion of safe pedestrian and bicycle use but also the development of pedestrian sidewalk facilities. To guide these safety upgrades effectively, the Village can reference the "The Calhoun County Walking/Biking Feasibility Study," which was compiled in 2012. The overarching objective here is to make improvements that will enhance tourism activity, especially along prominent routes like the Mississippi River Trail (MRT), the Illinois River Road, and Highway 100.

Further elaborating on the four designated focus areas on the map:

1. The Riverfront Greenway Focus Area encompasses a dynamic, multi-modal path that is surrounded by land owned by the Village of Hardin. Given its location within the 1% Annual Chance Flood Hazard plain, this area is characterized by certain limitations and considerations. In light of the potential flooding risks, the approach for this region leans towards activities that embrace a more flexible and open-space-oriented concept, with an emphasis on creating a park-like atmosphere.

The overarching strategy here revolves around two key objectives. Firstly, the Village aims to foster the growth of businesses, particularly along Park Street, which runs adjacent to the Riverfront Greenway Focus Area. This strategic decision aligns with the broader vision of transforming this part of the Village into a vibrant and inviting commercial hub. By strategically attracting businesses to this location, the Village can capitalize on the foot traffic generated by the active multi-modal path, creating a synergy that benefits both residents and visitors.

Secondly, the Village seeks to provide accommodations tailored to the needs and preferences of recreational boating enthusiasts who frequently enjoy the nearby Illinois River. This entails developing lodging options and amenities that cater to the specific requirements of individuals and families engaged in boating and related water activities. These accommodations may include waterfront lodges, Camping and RV areas, marina facilities, or other recreational services designed to enhance the experience of those who flock to the Illinois River for leisure and adventure.



In essence, the Riverfront Greenway Focus Area represents a unique opportunity for the Village of Hardin to strike a balance between embracing its natural environment, managing flood risks, and fostering economic growth. By judiciously selecting activities and amenities that align with the open space and park-oriented character of this region, the Village can enhance its appeal to both businesses and recreational enthusiasts, thereby contributing to the overall development and vitality of the community.

2. The Downtown Focus Area serves as the heart of the community, housing a pivotal intersection, retail spaces, dining establishments, and historically significant structures. Encouraging both interior and exterior renovation projects is essential to restore these historic structures and maintain active storefronts. The Village can explore the utilization of grants and tax increment financing to assist property and business owners. The renovation of upper-level commercial and residential spaces is another aspect that should be actively encouraged.

3. The South Entrance Focus Area is characterized by a single business catering to the region's primary tourist attraction: recreational boating and all-terrain vehicles. While this strip of land between Highway 1 and the Illinois River is susceptible to flooding, it presents an opportunity to serve the region by establishing a parking area for recreational vehicles, campsites, or recreational park space.

4. The North Entrance Focus Area is strategically located near the Joe Page Bridge and the renowned Great River Road, one of the longest and most significant scenic byways in the United States. This area is already home to the Hardin Drive-In and offers ample room for expansion. Development efforts should prioritize attracting travelers from the Great River Road for a distinctive Hardin experience. Ideally, a mix of dining options, accommodations, and small retail establishments should be fostered. Accommodations should be tailored to market demand, potentially taking the form of a bed and breakfast or a small hotel.

In essence, these strategies collectively aim to drive the growth and revitalization of the Village of Hardin, leveraging its unique geographical advantages and historical significance while fostering modern development and tourism opportunities.

5. The Recreational Focus Area encompasses the fairgrounds, fitness center, old site of the Barefoot Bar, and the school fields. As mostly undeveloped land, this area represents an opportunity to create a recreational greenspace offering riverside walking and biking paths. Located at the north end of the Village along the Great River Road, the proposed multi-modal path would reach its northern terminus in this focus area.

Priorities and Specific Improvements

Riverfront Improvement:

- » Develop a riverfront park with designated picnic areas and scenic viewpoints.
- » Install accessible ramps and pathways for better access to the river.
- » Set up outdoor furniture, such as benches and picnic tables, along the riverfront.
- » Construct a well-maintained walkable and bike-friendly greenway along the river, with proper lighting and signage for safety.

Supporting and Promoting Local Businesses:

- » Launch a marketing campaign to showcase local businesses and encourage patronage.
- » Organize community events, such as fairs or markets, to promote local enterprises
- » Establish a resource center offering guidance, training, and financial incentives for aspiring entrepreneurs.

Tourism Potential:

- » Create guided river tours and nature trails to highlight the village's natural beauty.
- » Develop a visitor center offering information on local attractions, activities, and events.

Camping and Outdoor Activities:

- » Enhance camping facilities with upgraded amenities and improved safety measures.
- » Design and mark hiking trails to cater to different levels of expertise.
- » Provide rental services for boating and other water-based activities.

Downtown Business Development:

- » Encourage the establishment of riverfront restaurants and cafes with outdoor seating areas.
- » Support the creation of a microbrewery or two, emphasizing local flavors and ingredients.
- » Facilitate the opening of boutique hotels or lodges that capture the essence of the village's culture and history.

Community Spaces and Infrastructure:

- » Construct community gathering spaces, including pavilions and multi-purpose halls.
- » Implement sidewalk projects to connect different parts of the village.
- » Install flood mitigation facilities and build publicly accessible restrooms in strategic locations.

Community Growth and Family Activities:

- » Revamp existing parks to include family-friendly amenities like splash pads and playgrounds.
- » Create walking trails with informative signboards showcasing the area's natural attractions.
- » Introduce wellness facilities like spas and fitness centers catering to both locals and tourists.

Supporting Local Agriculture:

- » Organize seasonal farmers' markets featuring locally grown produce and handmade goods.
- » Host agritourism events, such as fruit-picking festivals and farm-to-table dining experiences.
- » Establish educational programs that educate visitors about the village's agricultural heritage.

Infrastructure and Miscellaneous Improvements:

- » Construct a riverfront walkway with designated spots for bird watching and educational activities.
- » Facilitate the development of a waterfront marketplace for local vendors to sell their goods.
- » Organize cultural festivals and events, showcasing the village's heritage and artistic talents.



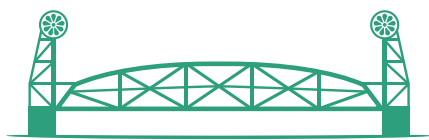
APPENDIX



HARDIN
ILLINOIS



HARDIN
ILLINOIS



HARDIN
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HARDIN
ILLINOIS

Long Form Survey Results - What are Hardin's Strengths?

The lift bridge, the location on the riverfront and its history, the businesses

Feeling safe and great community

Peaceful, scenic.

Located on the river. There are people with a desire to invest in the community. There are things unique to this area...peaches, apples, ferries, the longest lift span bridge in the world, located between two major rivers.

Riverfront

Restaurants

On the river and small town feel

Strong sense of community, caring for neighbors, desire for community to grow.

Riverfront

River and bridge

Scenery

Community

Family

Great people

location near the rivers and bluffs

Sports

Community camaraderie, location, open green space areas to be used for future endeavors

A team work town, restaurants, and Northside

Location and riverfront

People

I love how close the community is

Can't think of any currently

Riverfront, current businesses (gas station, 4 square market), friendly atmosphere

Good people

Nice clean town

Waterfront, beautiful views. Compact city center area

Riverfront, beautiful land

Location along the river and the bridge.

Riverfront community which is an attraction to those boating on the IL River and land-based tourists. The riverfront is an untapped attraction.

Ok

They have a bridge

Community, friendliness, comfort

It's location (being a peninsula) and Scenic views

THE PEOPLE

Summer fruit and fall colors

River access, easy central town access for the whole county

None

The people and the river

The riverfront

Parks, accessibility to restaurants, gyms

The beautiful view of the riverfront, the joe page bridge, the bluffs

Good board attitude and work together. Citizens on a whole work great together

Most essentials are local, drug store, doctor, grocery and gas station, along with market and great restaurants

safe, river front

Food establishments

Small town feel

People, river view, Bridge history, small town, downtown business growth, beautiful bank

Happy Belly renovations. Great barber Lee's.

River front

The river

Good restaurants, the riverfront,

None

The bridge and river front

The beautiful river, rolling hills and people who take care of one another

County's population center. Most amenities.

Rural beauty & space; convenient to bridge allowing easy transport to nearby places, simple conveniences exist like grocery & gas; churches and schools here; friendly people

Beauty

The river

Close & supportive community

Restaurants

Gas Station, Health Department, Therapy, Dollar General, pharmacy, police station

The people

Great people, gorgeous views, the River front could really be made into something beautiful

Beauty, friendly people, riverfront, restaurants

Cozy and on the riverfront

Friendly atmosphere

Illinois River, Hardin Bridge, Gas Station

Central location for the county, provides the most amenities compared to other towns in the county.

Small town festival feel

Community

River access, river frontage

Close knit community, know everyone

The community

community togetherness, river views, small town pace

Scenery

The people

Location

Friendly community and beautiful area

Community support

The People

Riverfront, local businesses, strong sense of community

Friendly atmosphere and well known restaurants

The strengths are it's central location in the county and the river.

our river front, people who stay and work here

School district, scenic views, safe

The lift span bridge!! People come from miles around to cross it!! Newer IS NOT always better, we should try to hold on to the things that make us as a county unique, and the bridge is a BIG one!!

Small town feel

None

Location, people, small town feel

Small town feel and friendliness

Grocery store, gas station, county seat, post office

the closeness of the community members and their willingness to help each other

quaintness, river access, joe page bridge,

Family atmosphere. small town restaurants. Picturesque Main Street w/events when the block is closed, Direct river access for boat tours. Unique Draw Bridge over Illinois River that could be a fun tourist spot for pictures. Great views on bluffs overlooking Hardin and East Hardin (view Fall Trees). Eagle viewing on river. Numerous events on the riverfront. County Fair

The landscape of being located between the Mississippi and Illinois Rivers; great restaurants and overall community

Great Community to raise a family

river access, great public schools with sports, rural country 1 hour 15 minutes from St.Louis

businesses around town

small businesses

Community. River access

Long Form Survey Results - What are Hardin's Opportunities?

Better riverfront usage to enhance river as part of town and its history - park amenities, river access and use facilities, benches and walkway along river,

Small business growth

Small town living, riverfront,

There are tourism opportunities. Hardin is located within a reasonable commute from the St. Louis Metro Area, so there are an incredible number of potential visitors to the community. We just need a reason for them to come. A marina would seem to be one development that could likely bring people to the area. Overall, I believe the development of the river and riverfront are the biggest opportunities

Camping, marina improved sidewalks, farmers markets,

Retail businesses

Tourism with the river and orchards

Riverfront could be a huge tourist attraction.

Riverfront

More business

Tourism

It floods. Can't build

The sky could be unlimited with the right. People and investors

Using our natural beauty to attract individuals to the area

None

Utilizing green space areas (river front) by turning them into ball fields, soccer fields, etc. We need to invest in areas that support the youth, give them something to do and keeps people local. There is more of a financial benefit if ball games can be played locally ecrus families traveling to Jersey and Greene county to play. Maybe a splash pad. All of these could be areas that if flooded, they'd be able to be restored at a minimal rate.

To expand

Get outsiders to want to come

Riverfront

Great food and scenery

More things for kids to do vs. beer tents and music for adults. We need jobs for kids, or places for kids to go after school or during the summer. Public Bathrooms house vs. Just the gas station. Boat users has no where to go when it comes to a restroom. So much more..

Tearing down the houses flooded from 2019, using those lots for community spaces along the riverfront. Walking paths, parks, pavilions. Low cost to the public.

Ease of access during floods

River access

Boat ramp. Tourist attractions (food/activities/ sights)

Utilizing riverfront

Restaurant and Business Development

The riverfront.

More things for kids

More entertainment to draw crowds to restaurants

River access, camping, hiking, boating, the landscape

River access and farm tourism

Potential for more small businesses to bring people into Calhoun and to keep current residents

Better bridge

Could offer more for families to enjoy

Marina

Increasing business by the riverfront and river usage. More space for businesses to buy or open doors.

unsure

River is a curse and a blessing all in one! More river access for boaters are needed and the pool should be a priority.

honestly besides being a small quiet town there are not many. There isn't much child care, people have to either take a lower paying job or commute pretty far. We flood, there isn't many businesses. But it is safe.

Getting people who have bought out lots to actually do something with them. Instead of buying lots and letting the building deteriorate.

Idk

Develop a quaint downtown, capitalize on the river views, and think about any outdoor attractions.

River front beautification

Hardin is fine the way it is

Could be a day trip destination for St Louis, Springfield, and other surrounding cities

None

More potential on the riverfront for tourists than anything else, but there needs to be places elsewhere for other businesses opportunities in town

Slash pad for kids. Amphitheater for live music on the waterfront

Riverfront places like restaurant/microbrewery; coffee/tea shop; library or book store—quality will draw visitors. B&B or hotel remodel; marina

They could bring in a lot of tourist money and provide activities for their current residents.

Growing the riverfront. Bringing in tourism

More activities for families to do together

Upgrade a few things

Tourism, marinas on the river front, shops, restaurants, boardwalks

Build up the riverfront, get a nice docking area for boats

Several good restaurants and scenic drives

River recreation (boat docks, gas station for

boats, Riverside park, kayaks, overnight docking for loopers, AirBnB)

I think Hardin has the possibilities for more growth and development. It would be wonderful to have updated and expanded parks for kids, walking tracks, splash pads, boat dock, batting cages/sports complex, more restaurants. Really the possibilities are endless.

Real estate

Hardin could be that small town seasonal trip that ever family looks to make with the right attractions. With more opportunities for our kids of all ages it could attract more to be a part of our community

Improved Main Street, improved river front, marina

New parks, bike trail, more businesses, new sidewalks, pavilions in town along riverfront

More events

Keeping more local families local as work from home opportunities grow

Outdoor activity development

Riverfront activities

Tourism

Not many

The community is one big family.

Water sports rental. Food.

I think that people want to stay in Hardin for all aspects of living and people don't necessarily want to go to Jerseyville or Alton or St. Louis for groceries and entertainment but Hardin doesn't offer quite enough to get people to stay. I do think Hardin is moving in the right direction with more businesses opening up

Opportunities would be to improve the riverfront, fix sidewalks, make the center of town or main street an area of focus.

for business growth

The rosters room and the river front

More businesses

None

Tourism

Very low

Tourism

Tourism, Dining, River activities

tourisms

Business and community growth.

to grow with unique businesses to our area

Outdoor Recreational Tourism

Boat Harbor, Hotel, Cabins, Camping sites, amphitheater for outside concerts

adding more business's

New business opportunities utilizing the river and access points

River access and tourism

See above. The riverfront use. Flooding amenable park facilities including walkways and seating and event use.

Old buildings removed

Water, another gas station, lodging, access in and out during flood, boat docks along river front.



Long Form Survey Results - Opportunities Continued

Hardin has too many derelict properties. We have landlords renting to questionable people who are bringing their questionable friends into the community. The buy out lots which the town has acquired are not all well kept. Some of the local restaurants are allowed to use them (Mel's) and are left as a mixture of rock and grass. There needs to be some incentive to tear down old houses in town.

Potholes, wider streets with better pavement, riverfront access, additional gas station, higher roadways above flood stage

More retail

More business

Add a dock/marina, have business "incubation" area, add a commercial kitchen to rent for home cooks who would like to start businesses, move government offices out of main area of town...we can't find a location to rent for a business!

Riverfront, drug houses/apartments

Cleaner

Water and events by the river

infrastructure

Water&roads

Need more people to open up small businesses

transportation can be improved. Old buildings can be taken care of and replaced with open spaces

More gas stations

More police officers to assist with the influx of drug users.

Hardin pool or splash pad, things for kids to do.

Properties cleaned up and more businesses

Need library kids can walk to

Swimming pool

Again. More places kids can go vs. More bars and restaurants.

Clean permanent public restrooms, landscaped river front with multiple docks, signage for local businesses,

Improving curb appeal, fixing sidewalks, up-grading the businesses on main street. We have a lot of space taken up by abandon buildings.

Utilize river front and fix the drinking water

Parking

Roads. Sidewalks. Water/marina access

Better play ground, walking track in town, park

Water, Sewer, Roads, Aesthetics. They need a nice park!

The development of the Riverfront as an attraction to land-based tourists and river-based travelers. There should be public restrooms, picnic facilities, walking path, boat dock and services, utility services for events, and a venue for concerts/music/events. Obviously beautification would be part of this overall design/plan.

More activities for kids

Public restrooms

More businesses, building standards/prettier buildingd

The sidewalks need a major overhaul, Lighting upgrades such as post with globes/ modern lanterns; having them at the riverfront and down our main streets would be great! Also, having places to pull your boat up to such as docks, A campground with sewer and electric, A hotel and or more air B&Bs. The main river front from the pavilions down to the river dock the road needs to be updated and replaced in some spots. I also think having a new upgraded playground for kids to play is much needed. Also, having picnic tables, pavilions, and shaded areas would help bring the boaters to land to have lunch. Having an updated Main Street with more activities, eateries boutiques, coffee, shops, tea shops, local memorabilia, historic memorabilia, end it overall headquarters, such as a visitor center, for things to do in the are. I also think having something unique in the community will help bring tourist. I also think having a boat up/ drive-in movie theater will be a unique way/ niche to get people to want to come to Hardin via boat or vehicle.

ACCESS

Appearance

Open up Main town area for more small businesses, repair Hardin pool, and bigger river-front park for events

Bridge

Could be cleaned up

Walking paths

Sidewalks, water, increase in family events

The roads, the riverfront, the business district

Water condition is a problem and I think work is being done to improve.

WATER!!!! ROADS!!!!

Hardin needs to grow or I feel like the town will eventually die off. I don't want to see it turn into a Grafton but we might have to try and do something to add to its value.

More family fun activities-like a splash pad

More family areas parks bathrooms

Clean up cemetery markers just off the bridge, signs need posted for directions to area restaurants etc. support clean up from Schools to pool. Wish pool could be moved- electrical hub nearby takes away from the quaint location

Water system park street needs paved and sidewalks

Clean up or get rid of delinquent buildings.

Water, cell service, restaurants, flooding, businesses, drugs

Clean up the main street in town

The South end of Water st is still a nightmare. West Main is in major need of a complete repaving, properly

Rehabbing or replacing run-down or vacant areas.

Recent improvements have been great! We just need more to make people linger. Can incentives be given to lodging enterprises like small hotel or B&B—tax breaks etc?

Add more things for families to do.

Cleaning the rundown houses and lots. Improving the riverfront to be more tourist friendly and have activities for the community

Outdoor facilities (basketball/tennis courts, updated playground facility, pool/splash pad)

Gas station

Less drugs

Cleaning up some of the old dilapidated homes, tear them down, clean up some of the properties, more police resources, another grocery store

Clean up of properties

Business management

More things for young families

Need a new bridge, roads along river need improved, walking trails, more businesses that are not bars, POOL!

We really need a sports complex. Our schools are very athletic and competitive with sports. Having the tools needed close to home would be huge for our families. Also, having more family centered activities would be wonderful and reduce traveling time for families. Our community pool is suffering terribly. A new location/pool/splash pad would be amazing.

Up keep- cleanliness- accessibility

Community activities and businesses

Main Street, river access, housing

Mentioned above. We need more activities for lids as well as tourists.

The sidewalks

Expanded fiber internet, expanded library services, investment in the pool

The space crossing the bridge entering into Calhoun and cleaning up or tearing down old buildings

Overall appearance

More reasons to come to town

More for families to do.

Roads. Variety of businesses. Entire river front

Sidewalks! The sidewalks are uneven and often nonexistent. It would be great to have some reliable walkways safe for bikes and strollers. A large community gathering spot like a park with grassy areas, shelters for gath-

erings, a fenced in lot for dogs, area to hold outdoor fitness classes

There needs to more for kids! There is absolutely nothing for kids to do in the downtown area, aside from one park, mostly geared toward "bigger kids". There also needs to be more area for outdoor fitness for families, including improved sidewalks.

Side roads need major improvement. Electrical poles and wires need fixed. Remove abandoned building or houses. If occupied make sure the residents abide by the proper laws.

money spent on sprucing up around town

Flood access, licensed daycare/before and after school care

More things for younger people to do

Cleaning up the out of town druggies

Bridge

City water

Bring in funds from people traveling through the county

Places for young kids to play

Riverfront and village appearance

roads, sidewalks, water, access out of Calhoun, more businesses,

Hardin can improve by having additional unique businesses, having a hotel, having organized social media accounts, adding social media advertising (IL Rivers and Routes)

The Riverfront with better boat access, some over night accommodations, kayak rentals, camping sites, more businesses

The riverfront to promote outdoor recreational tourism

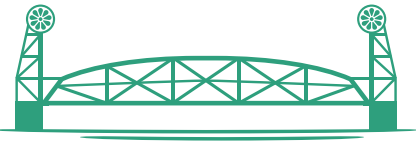
sidewalks, elevate road to school above flood plain

parks and sidewalks

Renovation of existing buildings

Roads, water, riverfront, schools





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Long Form Results - What types of facilities would you like to see? (Riverfront)

Harbor, walkway, picnic areas, seasonal vendors, restaurant

Docks for boats and better access to the water front

Boat docks, entertainment

A marina, or a harbor to allow a place to park a boat and then access to town from the river.

Outdoor Showers (clean mud, sand, dirt) Marina fuel access

Pavilion for parties/ nice restrooms

Multiple boat ramps and gas

Raised boardwalk (maybe made from shipping containers), dock or harbor, public restrooms/bathhouse

A boardwalk for sitting and watching boats and barges

Boat ramp

Harbor and gas

Boat harbor

Walking trail

Neither

Bathhouse

Restroom on the riverfront, splash pad, an area for kiddos to play

Bathrooms, lighting, flag pole, look out area

Fishing dock sidewalks

A bathhouse, dock, more seating area

Bathhouse. No harbor. People can keep their boats at home

Clean permanent public restrooms , multiple docks to access local business's

Docks

Harbor, dock, marina, etc

Harbor would be nice

Harbor with restaurants/bars/shops

Harbor, bathrooms, walking trail, nice playground/park

walking path, seating, shade

A small harbor, picnic and restroom, RV, outdoor event/venue

Don't know

Restrooms, snack shack on weekends

Harbor

A harbor, a bathhouse, restrooms, drive up gas for boats, docs for fishing and foot traffic

STEAMBOAT RIDES

Harbor/boat docks

Picnic tables, restrooms/bathhouse, pavilions, docks, Calhoun map with attractions

Bar

A pavilion with picnic tables

Bathhouse

A reliable dock for river accessibility

Docks for boats, pavilions for shade, permanently installed BBQ grills, public restrooms.

Harbor

Harbor, Bathhouse, Camp Ground

Bathroom

Harbor. River walk trail, a place to ride my bike, mini marina , overnight accommodations

Bathhouse

Harbor

Just keep the boat ramp and docks in good shape

Harbor/marina; waking paths

Boathouse, harbor, fun exciting restaurants, example like lake of the Ozarks

Clean bathroom s

Public access to restrooms, pavilions available for gatherings, vending machines

Amphitheater

The above pics were great—sand for lounging or volleyball, picnic area, marina, fuel for boats, a new or updated Hardin pool

Public bathrooms with flushing toilets. A lot of people with younger children don't want to have to use portal pot-ties. It is too difficult.

Marina,

Marina with pool/splash pad

Maybe a boathouse

Vending machines, public bathrooms

Restaurants, wineries, shops

Marina, bathroom facilities

Public restrooms near the park. Larger park area with picnic seating.

Public bathrooms, new playground, basketball court

Harbor/marina, bathhouse, docks, gas option for boats, small clamshell amphitheater/stage

A bathhouse would be great for boaters coming in off the river or for families needing to use the restroom playing at the park or enjoying the riverfront.

Bathrooms

Bathroom

Harbor, marina, improved boat launch, area for music, more access to electricity

Bigger pavilion, bathrooms

Bathroom and a nice park like Brussels

More shaded areas for summer, public water fountain?

Harbor, boat ramps, improved camping areas

Harbor

Bathhouse, boat dock.

Unsure

A Marina for locals to keep their boats at.

Bath house next to a beach area. Jet ski rentals. Bigger boat docks

More seating, restrooms

Outdoor family fitness court. Improved park for kids.

A harbor, new docks, and possible a swimming area.

restrooms,

Harbor, swimming beach, bathhouse

A harbor and a bathhouse are both great ideas

None

Harbor

Full hookup camper spots

Harbor, Bathhouse, docks

marina & harbor, bathhouse, camping, more restaurants

Harbor, Harbor Bathhouse, Harbor Gas pump, Side walks from Harbor for easy walking to other locations within Hardin, Playground, Pavilion,

both of the above mentioned

Harbor

Harbor & bathhouse

harbor

Harbor with overnight stay & fuel

Walking Path Pickle ball Court,, San volleyball basketball court harbor, marina and bathhouse. Fuel for gas on the river.

Long Form Survey Results - What would you change in Downtown and Main St?



More businesses

Add some small businesses

More parking, pavilion of some sort, potted flowers on sidewalks, decorative street lights.

There needs to be some incentive to improve properties along Main Street. There are some of the worst looking properties along Main Street and downtown. It would be nice to see the something done with the open lots along the 4way stop rather than a vacant building on skids just left sitting next to the historical society.

Rental property on corner across from Big John's tavern, uneven roads and potholes fixed, it's mixed with commercial and residential

Add retail shops

Allow vendors

Advertise vacant buildings for lease or sale.

Cleanup of old or abandoned properties

More apartments and living spaces

Get rid of abandon buildings or fix them up

Institute no parking, so that a view of the river/ river front area is possible in front of the park

Need more shops and businesses

Get rid of the old buildings

Removal of abandoned buildings, apartments across from big John's that continues to be a revolving door for drugs, enforcing mowing and kept yards

More things to do. Shops or vendors

More businesses

Get rid of dilapidated buildings across from big Johns

I love Main Street!

Not sure

Main Street has several abandon buildings and run down apartments. I would love to see the apartments removed or relocated. Using the old Royce's building and variety shop (potentially tearing down and rebuilding) into usable space for businesses

More shops

Streets and sidewalks think curb appeal as well for older building

I'd make it functional and useful for events and the Village like Old St. Charles has their river front.

Most events are really targeted to locals. If we want to draw a larger and more geographically diverse crowds we need to offer more to do. If more services are added, then better wayfinding/signage needs to be added and more regional marketing.

More kids activities

Improve buildings/ vendors

Adding different lighting to make it, feel more inviting, such as new lamp, post, overhaul, the vacant businesses, adding a hotel, adding a visitor center, adding more unique eateries, adding a coffee shop,

NEW SIDEWALKS ADD BUSINESS

Open up retail space and stop leasing and selling village property to non-retail

Move town buildings out and open up for more small businesses

More bars

Make the buildings match

Update the buildings and decorative street lights

Increase lighting at night, side walks fixed

Less empty old condemned buildings. Infrastructure for more businesses.

Street sweeping

clean up old buildings, fix side walks.

Giving businesses and buildings makeovers

Develop a comprehensive look and cleaned up feel, better parking, more quaint retail shops or places to get spa day.

More restaurants- Italian and Mexican would be great

Just fix existing street issues

Clean up or remove delinquent buildings,

Looks, appeal, better businesses

Many buildings and houses are not being maintained. It makes the town look unkept.

Add business

If it doesn't exist, can a group form of those who own businesses or property in that area?

Clean up the run down houses and lots , nicer sidewalks. Clean up the open lots. Nice antique looking light poles

Something that promotes small businesses & family activities

Road conditions

Add some lighting, big flower pots, new sidewalks , some pretty lightings

Clean up of certain areas, improved aesthetics

Better sidewalks, a walking path along the river front, some new shops

Street lighting, more businesses to shop

Add more businesses. Weekly farmers market, drive thru options,

The cleanliness- the upkeep- COFFEE SHOP

More business

Better streetscape, old style light poles, clean up empty lots, better sidewalks

Better sidewalks, more businesses

A park like Brussels and not just have wasted space

Ban flooding :P Seriously, things are really moving forward!

Tear down or improve dilapidated structures

Clean it up

Nothing

Unsure

activities directed more towards kids and family

Find businesses for the old variety shop and Royce's restaurant

I'm thinking something modeled after "City Center" in Jerseyville. A more classy update with sophisticated signage directing visitors to our attractions.

I move the historical society and make the empty lot across from the Bank of Calhoun into something useful. But more businesses along Main Street.

more planters with flowers for the different seasons

Street parties! Both adult and kid friendly

Less drug apartments

More bars

Nothing

Beautification

create more of a business district.

Adding a Hotel, buildings with same color scheme's (black/white, etc), move a few existing businesses to other downtown locations so business with saleable items can move in and create profit for our community.

decorative street lights, remove the run down buildings or abandoned homes

More business opportunities

need additional parking, tear down old houses vacated for years, ball diamond or basketball gym

buildings and better sidewalks

Nothing

Not sure how we would do it, but it would be nice to have a town square with businesses surrounding. Not being able to do that I would somehow like to create a business District. There are no shops in town boutiques.



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Long Form Survey Results - Did we miss anything?

Some businesses need to stay open later in the spring/summer months, restaurants, bars, etc. if you want people to come here and patronize you have to make it look inviting with nice lighting, plants, shops, and businesses such as bars and restaurants that won't close at 8:00pm or before, especially on weekends.

Efforts to develop the riverfront and bring tourism to Hardin are great, but cleaning up the town and making it look better should also be a high priority.

Lost population due to flooding. Now attracts more low-income residents without pride in their residents. Businesses don't invest in storefronts.

Must expand and give incentives for people to come and start a business or to help the once here struggling

I am in favor of improving the usage/recreation opportunities in Hardin. I am NOT in favor of turning it into a mini-Grafton or a tourism destination. We do NOT need a TIF district

It will never be grafton.

We need to try and build it back with more business and give the people more jobs. Like back in the late 70 and early 80

Brussels has a wonderful little library in town where kids can walk to and they often do little activities there. Hardin could do the same. So many empty buildings in town.

Nope all good questions

This is the future for our children to continue. Calhoun is known for the small community. Lets keep it that way. Lets not make it grafton. I understand that brings business but thats almost to much business. People like quit friendly less over crowded places too.

There are opportunities to capture an audience with out unique local agricultural staples, and to use the water front

Na

I am half and half. Mother is from the North and Father is from the South (of CALHOUN). I was born and raised in the south but have deep roots in Hardin and Gilead. My Great Great Grandfather was part of the founding of the Bank of Calhoun and the 1st electric company in the area. He also was a farmer and had orchards. I think it is important for progress on our little island while preserving everything that makes this place so special and I think these improvements in Hardin are just the start.

I think there will be a great opportunity to leverage the Joe Page Bridge in the redesign process to make it a point of interest as a landmark or pier...we have not promoted it enough in its current state and should not let it just disappear.

No

No

Please help Make Hardin great again

"Need business signage and all of the social media advertisement that the village can provide. "

Would love to see more confluence in town, buildings using the same color scheme. Get ride of old buildings and homes that are not kept up

Splash pad at the pool

This is a good survey - covered a lot of important things to consider.

No

Make sure TIF fund improvements used in the corridor accomplish improving look and feel- sidewalks, setbacks etc

Hardin is fine the way it is outside of needed repairs

Not that I can think of now

If Hardin wants to expand there has to be property available to do it that would currently be residential.

Didn't miss anything

Thanks to those behind this effort!

My family and I moved out because of the lack of family activities, lack of 24 hour healthcare, and grocery/store options. I think if the people of Calhoun are wanting to grow their community or just keep their current community, these are three big issues that need addressed.

The river front would flourish with a marina, fishing pier, basketball and volleyball courts. The downtown needs a major clean up of run down houses and abandoned lots. a coffee shop would be a wonderful addition for a meeting area for the old and young.

N/A

N/A

If the bridge is placed south of Hardin, I do not think the town of Hardin is going to suffer because of it.

None

Need more trees for shade

We just need a beautiful park like the Brussels park where people can walk/run/bike for as long as they want on nice paths. I think this is something the community could benefit from!

Harding's appeal will hopefully stay family-friendly and local, rather than a tourist trap like Grafton. Too many Air B&Bs, for example, make it impossible for young families to find somewhere to live.

No

Unsure

The riverfront could use a good update. New play equipment at the park, a bathroom, and more for boaters on the river. New docks or a marina.

No

Adding a hotel even if it's a few rooms

will be a great addition. Also, renovating or tearing down the old buildings in town should be a priority. Empty lots also need fixed up. Hardin could be beautiful village but it's very trashy right now and needs a lot of work.

When having these events make is easy for older people to go to it. They have to walk and park away some do not attend because of this

I think it would be a mistake to get rid of the joe page, I understand having to wait on the bridge isn't always convenient, but when you grow up in Calhoun you pretty much have to account waiting for the bridge or ANY of the ferries, that's just the way it is. Lots of tourism is BECAUSE of the bridge and ferries!

Hardin needs to be updated for those who live here. We don't necessarily need tourism. The small community feel is what keeps people here.

No

Good luck

Can't think of anything else at the moment.

A comprehensive riverfront plan could be a game changer for Hardin

Like to see general properties cleaned up. Thank you.

nothing that i can think of