



# aRT3

— PLANNING STUDY —

Overview Brochure



# THANK YOU FOR YOUR INTEREST IN THE aRT3 PLANNING STUDY!



With a focus on traffic calming and place making, the aRT3 planning study involves identifying locations for enhancements, such as art installations and other transportation features, along the Route 3 corridor and its neighboring areas bordering the right-of-way. The study will also recommend transportation improvements to address safety for various modes of transportation (including vehicles, semi-trucks, and other modes of transportation).

The aRT3 planning study area encompasses the 8.5-mile stretch of Illinois Route 3 from the McKinley Bridge to Interstate 270. The planning process began in Spring 2024 and is anticipated to last 18 months.

The anticipated outcomes of the planning study will be a plan to:

- Enhance the image of Route 3.
- Improved transportation safety along Route 3.
- Attract infrastructure funding for Route 3 improvements.
- Foster economic development and job creation.

America's Central Port is facilitating a 'Planning and Research' grant from the Illinois Department of Transportation (IDOT) to conduct the planning study.

The name "aRT3" honors the Route 3 corridor and the significance of existing art along the corridor. While improving transportation safety will be a key objective, the plan will also concentrate on elevating the image of Route 3 through art and enhancements.

This brochure provides an overview of the study's background, the planning schedule, reasons for conducting the plan, precedent examples, and answers to frequently asked questions. For the latest information about the plan, please visit the website [www.aRT3Plan.com](http://www.aRT3Plan.com).

[www.aRT3Plan.com](http://www.aRT3Plan.com)

# SCHEDULE

The planning process for the aRT3 Plan is expected to take approximately 18 months, kicking off in Spring 2024 and concluding in Fall 2025.

\* = Public Engagement

## Spring/Summer 2024

Planning Process Kickoff  
Formation of Stakeholder-Advisory Committee  
Collect Corridor Data  
Begin Transportation Improvements Plan

## Fall 2024

Preliminary Transportation Improvements Plan  
Development of Corridor Aesthetic Themes and Principles  
\* Corridor Business and Property Owners Meeting #1  
\* Community Pop-up Engagement Events

## Winter 2024/2025

Final Transportation Improvements Plan  
Begin Enhancements and Art Master Plan

## Spring 2025

Preliminary Enhancements and Art Master Plan  
\* Art Working Group  
\* Corridor Business and Property Owners Meeting #2

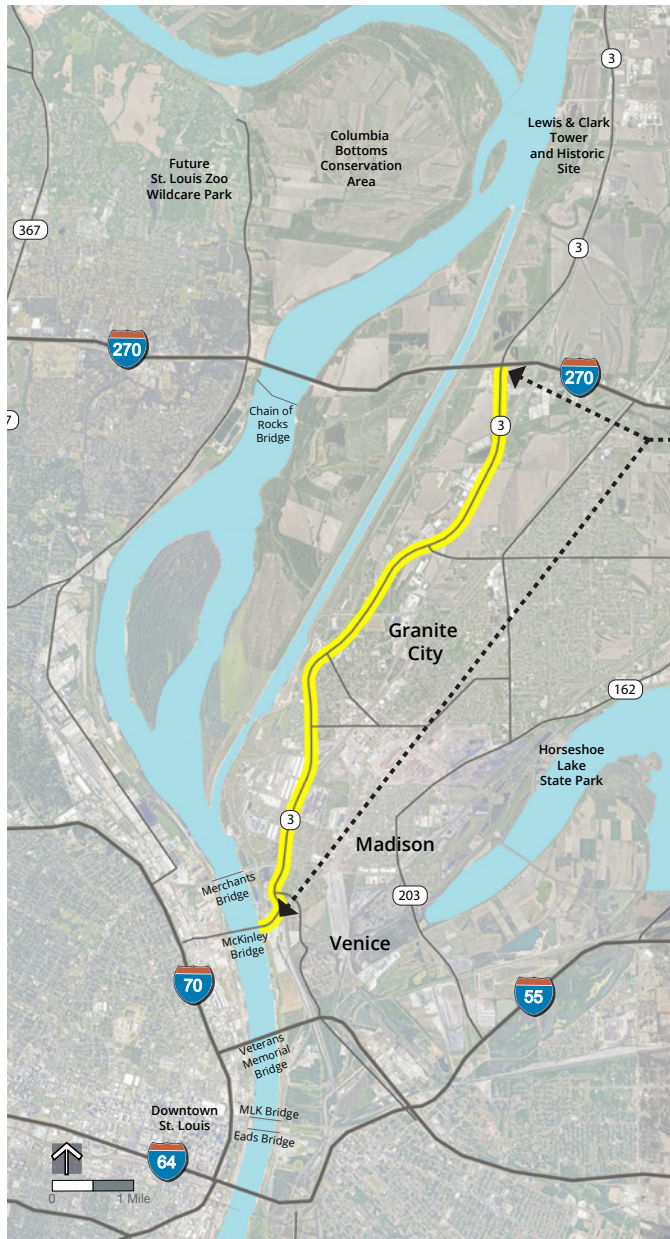
## Summer/Fall 2025

Final Enhancements and Art Master Plan  
Public Open House \*  
Implementation Strategy  
Resolutions of Support

**IMPLEMENTATION!**



# THE IMPORTANCE OF ROUTE 3



## WHY THIS SEGMENT OF ROUTE 3

As outlined on the following pages, this 8.5-mile stretch of Route 3 should be a priority for enhancements, safety improvements, and investment because of:

- Tourism
- Economic Development
- Community Gateways
- Leveraging Existing Enhancements

## aRT3 PLANNING AREA

The aRT3 plan study area encompasses the 8.5-mile stretch of Illinois Route 3 from the McKinley Bridge to Interstate 270.

## NEARBY ROUTE 3 INVESTMENTS

EW Gateway Transportation Improvement Program (FY 2024-2027) includes a **\$65.5 million** project of IL 3 from New Poag Road to Industrial Drive. This project overlaps the north end of the aRT3 study area.

EW Gateway Transportation Improvement Program (FY 2024-2027) includes a **\$104 million** IL 3 Connector from Collinsville Avenue to IL 3/203. This project is just south of the aRT3 study area.

**\$325 million** Route 3 improvements from Riverpark Connector to Monsanto Avenue is funded and included in IDOT's FY 2024-2029 Proposed Highway Program. The project is included in the 'Long Range Transportation Plan for the St. Louis Region Connected 2050.' This project is south of the aRT3 study area.

# TOURISM



Route 3 serves as an important transportation link for regional tourism, attracting visitors from across the region, nation, and even internationally. It provides a vital route for travelers to access tourism destinations in both Illinois and Missouri.



- ⑦ MCT Confluence Multi-Use Trail
- ⑧ Horseshoe Lake State Park
- ⑨ Gateway Arch National Park



# ECONOMIC DEVELOPMENT

## JOBS AND MAJOR EMPLOYERS

This segment of Route 3 (highlighted area) has a total of **4,500 jobs** and close to **20%** of the total manufacturing jobs in Madison County according to 2021 Census data.

- |                             |  |
|-----------------------------|--|
| ① Green Plains              | ⑨ VEGA Transport                         |
| ② ASF-Keystone/Amsted Rail  | ⑩ Northgate Business and Industrial Park |
| ③ Baily International       | ⑪ Riechmann Transport                    |
| ④ Dynamic Transit           | ⑫ Kraft Heinz-Granite City               |
| ⑤ Friedman Industries, Inc. | ⑬ Wieland Recycling                      |
| ⑥ Lewis and Clark Marine    | ⑭ Precoat Metals- MMC                    |
| ⑦ Weber Chevrolet - Ford    | ⑮ GEODIS   Contract Logistics            |
| ⑧ Walmart                   | ⑯ America's Central Port                 |

## FUTURE DEVELOPMENT

The corridor has numerous available sites for future development, especially in the northern part of the corridor.

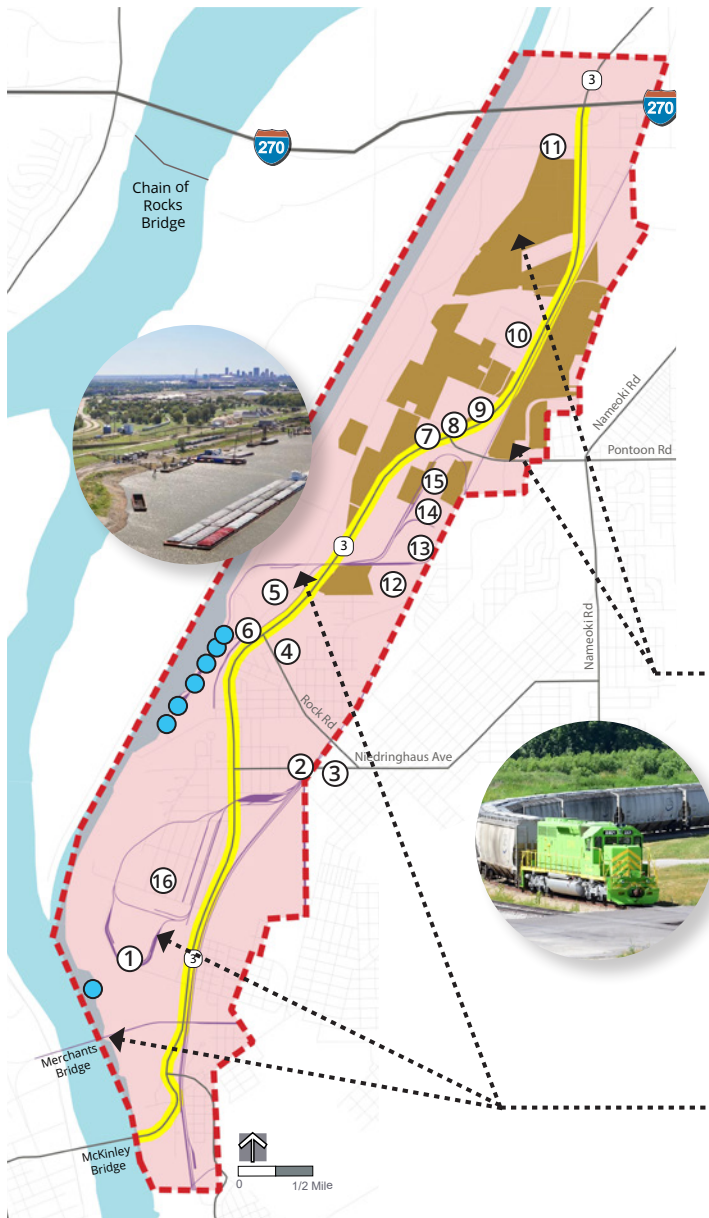
## TRANSPORTATION HUB

The corridor is served by multiple modes of transportation serving the regional economy, including multiple river facilities, railroads, and over 2,500 trucks per day on Route 3. Truck traffic represents almost 20% of all traffic volumes on Route 3.

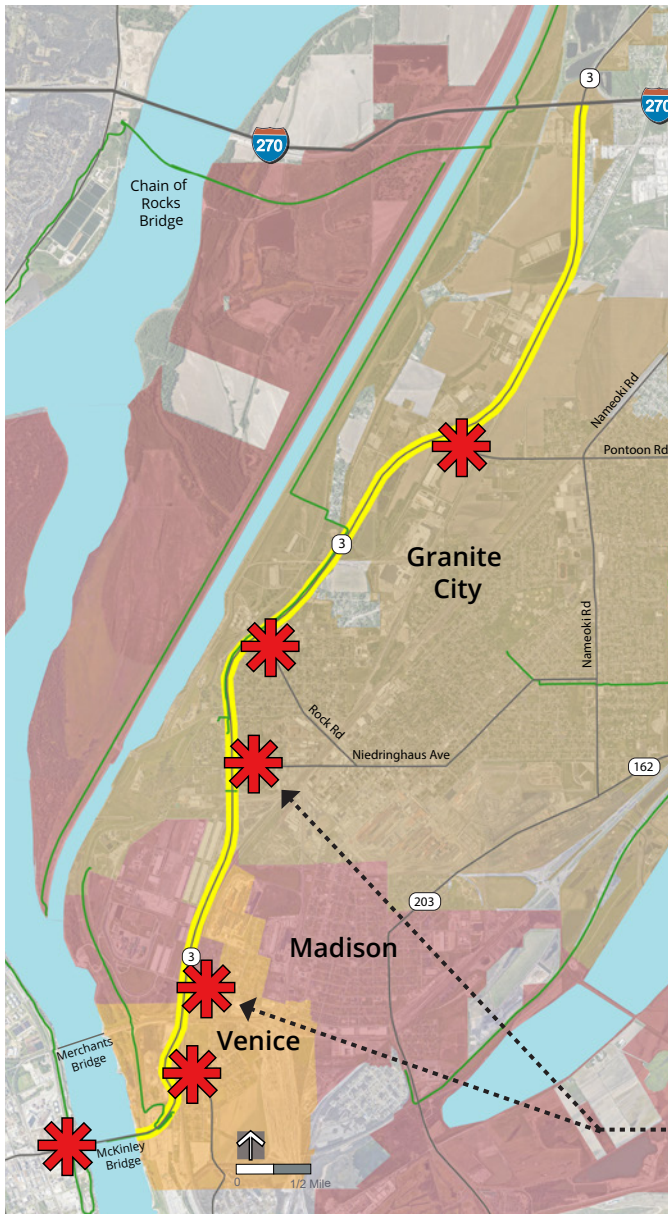
Railroads

● River Terminals and Docks

■ Potential Areas of Future Development



# COMMUNITY GATEWAYS



Route 3 serves as the primary access point for the communities of Venice, Madison, and Granite City. Together, these cities have a combined population exceeding 32,000, with Granite City being the most populous at 27,549 as of the 2020 Census. Situated at the southern end of the Route 3 planning area, the McKinley Bridge holds significant importance as a gateway both to Missouri and the City of St. Louis. This bridge facilitates the passage of vehicles, bicyclists, and pedestrians, playing a crucial role in the regional bicycle network. The next Mississippi River crossing to the north for bicyclists and pedestrians is the Chain of Rocks Bridge.

The aRT3 planning study presents a unique opportunity to:

- Enhance the aesthetic appeal of each community entry.
- Improve overall transportation safety.

The focus on enhancing traffic safety is paramount. Facilitating safe transportation options is especially crucial given that a significant portion of residents in Venice (38%), Madison (18%), and Granite City (19%) live below the poverty line, according to Census estimates, and heavily rely on alternative modes of transportation such as public transit, walking, and bicycling. The aRT3 planning study aims to address these challenges by recommending measures for traffic calming and improving safety, particularly at intersections.

## COMMUNITY GATEWAYS / ENTRANCES

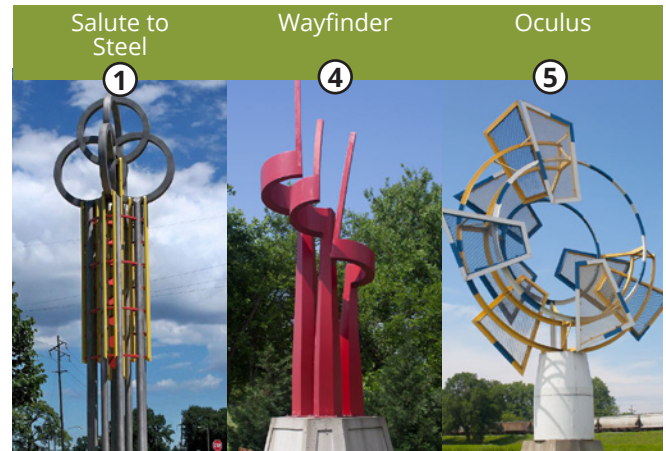


# LEVERAGING EXISTING ENHANCEMENTS



## EXISTING ART ALONG ROUTE 3

With the existing 'Salute to Steel' sculpture at the base of the McKinley Bridge and the investments in sculpture made by America's Central Port, corridor stakeholders have recognized the significance of aesthetic improvements along Route 3.



# PRECEDENT EXAMPLES

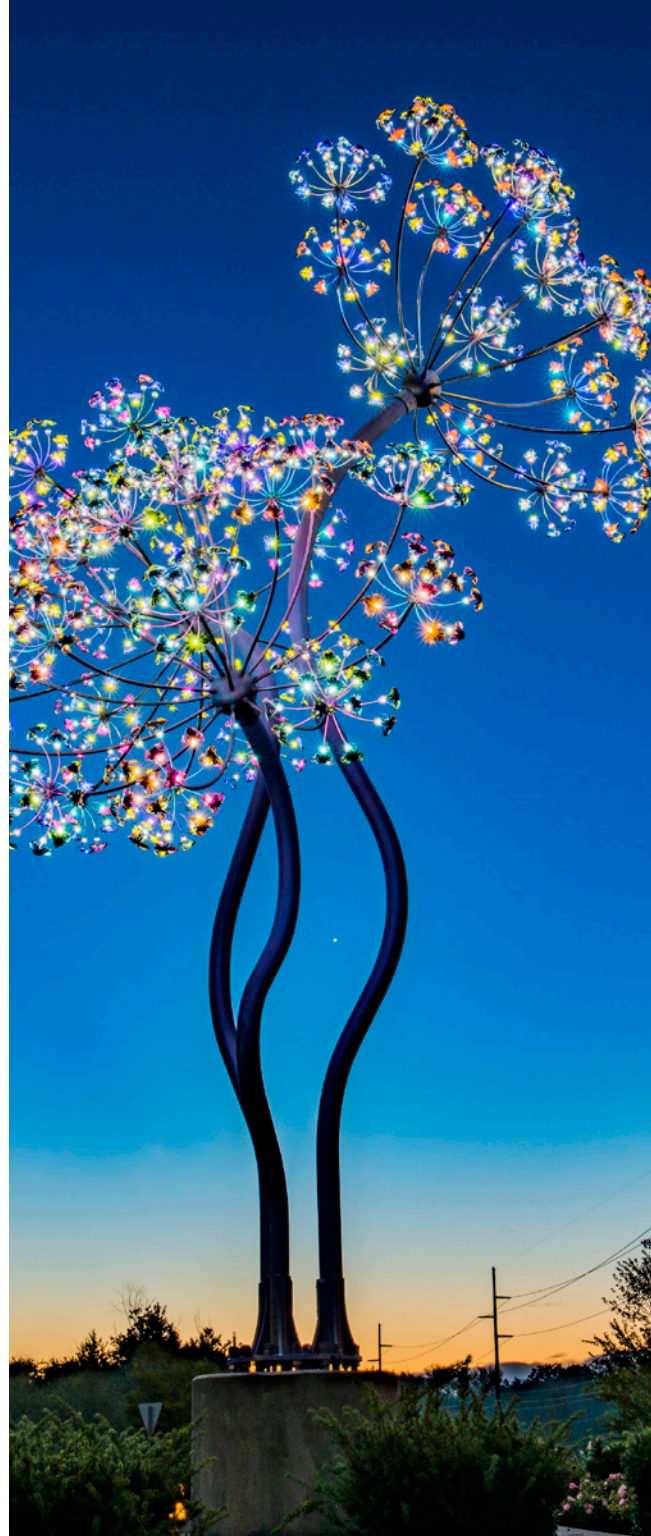
CAN ENHANCEMENTS IN ART AND TRANSPORTATION ELEVATE THE REPUTATION OF A LOCATION, SPUR ECONOMIC GROWTH, AND BOLSTER PUBLICITY AND TOURISM?

## ***THE SHORT ANSWER IS YES!***

While numerous factors contribute to boosting economic investments, advancing community identity, and fostering tourism, many communities have experienced benefits from investing in art and enhancements along transportation corridors.

The following pages showcase several exemplary instances of art and transportation features. As the aRT3 Plan advances, the planning team will delve further into these precedents (alongside others) to extract lessons learned and identify best practices that could be relevant for the Route 3 corridor.

- Carmel, Indiana Public Art and Transportation Enhancements
- Illinois Expressway Landscape and Art Sponsor Program
- I-94 in North Dakota “Enchanted Highway”
- North Carolina Roadside Environmental Aesthetics
- Iowa West (I-80 Corridor) Public Art
- Las Cruces, New Mexico Art and Murals





## PRECEDENT EXAMPLES

# Carmel, Indiana Public Art and Transportation Enhancements

+ *Benefits: Community Identity, Economic Development*

The City of Carmel has made a commitment to the arts. By using its artistic and cultural attractions as one of its most powerful economic development tools, Carmel not only enhances its quality of life for residents but also creates a unique identity that sets it apart from the neighboring City of Indianapolis, which decided long ago to focus on sports as its primary economic development tool.

By using the arts, Carmel does not compete with Indianapolis for sports, but complements the overall amenities of the region by providing a strong arts and culture component. In addition to The Center for the Performing Arts and its resident companies, the communities have a robust public arts component as part of its overall arts initiative. This includes statues in the Arts & Design District, roundabouts and across other areas of the city. Carmel is home to the largest collection of J. Seward Johnson sculptures outside of the artist's home state of New Jersey. Most of the city's statues by J. Seward Johnson are from the "Celebrating the Familiar" collection, which depicts realistic moments from daily life.

It is important for the community as a whole to have access to art from around the world, regardless of a person's income level. Carmel's public art provides visual diversity to engage and inspire those who live, work or visit and enhances their experience while spending time here.

One of the focus areas has been sculpture in the City's roundabouts. To date there are 12 sculptures that can be found in roundabouts in Carmel.



*"The City of Carmel has made a commitment to the arts as one of its most powerful economic development tools."*





## PRECEDENT EXAMPLES

# Illinois Expressway Landscape and Art Sponsor Program

+ *Benefits: Community Identity, Economic Development*

The non-profit Gateway Green has an agreement with the Illinois Department of Transportation to create landscape (and art) sponsorships for sections of expressway in the Chicago region. The “Expressway Partnership Program” turns roadside embankments into ribbons of green parkways weaving through the city. More than 100 gardens comprise the Program on all major expressways leading into and out of the city.

Gateway Green uses funding from sponsorships to maintain the roadside gardens utilizing professional landscape crews to provide plant care, weed control, mowing, and litter pickup.

Benefits for sponsors include a roadside sponsor sign seen by thousands of motorists, publicity through Gateway Green communications, and commitment to the sponsor’s sustainability goals.

The roadside gardens foster community pride, offer beautiful views to both visitors and residents, enhance air quality and stormwater management, and maintain the right-of-way with a higher level of aesthetics than the Illinois Department of Transportation could achieve alone.

The Gateway Green program has also helped install and maintained several roadside sculptures including “Flame of the Millennium,” by Leonardo Nierman, “The Runners,” by Theodoros Pappgiannis, and “Being Born,” by Virginia Ferrari.

For more information visit: [www.gatewaygreen.org](http://www.gatewaygreen.org)



*“Business sponsors have made beautiful roadsides seen by thousands of visitors and residents on a daily basis.”*





## PRECEDENT EXAMPLES

# North Carolina Roadside Environmental Aesthetics

+ *Benefits: Community Identity, Tourism*

The N.C. Department of Transportation's Roadside Environmental Unit Aesthetics Engineering Section assists in developing harmony between the natural and man-made environments along North Carolina's roadways.

This process involves creating guidelines, revegetation and reforestation plans, as well as site development for rest areas and facilities, tree preservation, historic mitigation, architectural betterments, and the protection of North Carolina's scenic and natural resources.

The core mission of the Aesthetic Engineering section is to be civic in its engagement, environmentally sensitive and sustainable in its development, with a focus in progressive landscape architectural practices that create a 'sense of place' while efficiently utilizing the resources of the state.



*"The landscape plantings create a sense of place while efficiently utilizing the resources of the state."*





## PRECEDENT EXAMPLES

# Iowa West Public Art | Council Bluffs, Iowa

### + *Benefits: Community Identity*

In 2004, the Iowa West Foundation funded a community-wide public art master planning process that included a 19-member steering committee comprised of citizens, government representatives and Foundation leaders.

The master planning process resulted in the designation of more than 50 sites for potential placement of public art in the City of Council Bluffs and became the IWPA initiative — Iowa West Public Art.

Today, because of this unique initiative, Council Bluffs is home to an outstanding public art collection created by artists who have made their mark worldwide.

Many projects are clustered along Interstate 80 or at the entrance to Council Bluffs as Interstate 480 crosses the Missouri River into Iowa.

Works include:

- *Big Mo*, Mark di Suvero, 2014
- *Circus*, William King, 2007
- *Interstate*, William King, 2007
- *Sunrise*, William King, 2007
- *Wellspring & Oculus*, Brower Hatcher, 2007
- *Haymarket Rabbits*, Deborah Masuoka, 2007
- *Gateway*, Ed Carpenter, 2012
- *Rhythm*, Jun Kaneko, 2009
- *Odessey*, Albert Paley, 2010
- *Rays*, Dan Corson, 2013



*“The master planning process resulted in the designation of more than 50 sites for potential placement of public art in the City of Council Bluffs.”*



## PRECEDENT EXAMPLES

# Las Cruces, New Mexico: Murals and Sculpture

+ *Benefits: Community Identity, Media Attention*

### Recycled Roadrunner

At a scenic rest area outside of Las Cruces, visible from Interstate 10, a massive roadrunner perches on a boulder, gazing over the city below. The sculpture stands a whopping 20 feet tall and is composed of old shoes, cell phones, bike parts, and other recycled materials. It was designed by local artist Olin Calk in 1993.

The roadrunner has been featured in:

- Atlas Obscura
- Roadside America
- New Mexico Magazine
- Dateline
- Academy of World Records
- Albuquerque Journal
- Las Cruces Sun
- Japan Times

### Water Tank Murals

In New Mexico it is common to see water storage tanks of various sizes on ranches and in towns. Driving around southern New Mexico, a good number of these tanks are painted in great detail. In what amounts to a 32-foot-tall canvas of steel—capable of holding two million gallons of water—these require upwards of 60 gallons of paint. The imagery captured on these tanks portray the rich and diverse history of southern New Mexico, to include its early explorers; the Native people who were the first inhabitants of the area; plants that dot the landscape; and of course, water.

Many of the murals are highly visible along Interstate 25, which bisects the city of Las Cruces. They are synonymous with the experience of traversing the city, and have been featured in Tripadvisor, travel blogs, the Las Cruces Convention and Visitors website, and regional newspapers.



*“The imagery captured on these tanks portray the rich and diverse history of southern New Mexico [and they’re] synonymous with the experience of traversing the city.”*



# FAQ

## What is the aRT3 Planning Study?

Focusing on traffic calming and place making, the aRT3 planning study involves identifying locations for enhancements, such as art installations and other transportation features, along the Route 3 corridor and its neighboring areas bordering the right-of-way. The study will also recommend transportation improvements to address safety for various modes of transportation (including vehicles, semi-trucks, and other modes of transportation).

The anticipated outcomes of the planning study will be a plan to:

- Enhance the image of Route 3.
- Improved transportation safety along Route 3.
- Attract infrastructure funding for Route 3 improvements.
- Foster economic development and job creation.

## What is the geographic area of the plan?

The aRT3 plan study area encompasses the 8.5-mile stretch of Illinois Route 3 from the McKinley Bridge to Interstate 270. It is important to note that while the plan will consider the context of Route 3's location, the plan will focus on the right-of-way of Route 3 and neighboring areas bordering the right-of-way.

## Who is leading the planning study?

America's Central Port is facilitating a 'Planning and Research' grant from the Illinois Department of Transportation (IDOT) to conduct the planning study. The Port has retained a consultant team to perform the planning study. The planning team is led by the i5Group, along with Oates Associates, Added Dimension, VIA Partnership, and artist Noah Kirby. The i5Group is a community planning firm that has worked throughout the St. Louis region. Oates Associates is a civil engineering firm and will assist with recommendations for traffic calming and transportation improvements. Added Dimension will assist with community engagement and is skilled in grass roots engagement strategies. VIA Partnership and Noah Kirby will assist with the art and sculpture programming.



## Why is this planning study named “aRT3” ?

The “aRT3” pays tribute to both the Route 3 corridor and the significance of existing art along the corridor. ‘Salute to Steel,’ installed in 2007 at the foot of the McKinley Bridge, acts as a southern gateway for the Route 3 corridor and serves as a tribute to the steel manufacturing that has historically taken place in Granite City, Madison, and Venice. In addition, America’s Central Port has four art installations along Illinois Route 3 within the boundaries of the Port property. The aRT3 planning study will seek to identify other potential locations and partners for art and enhancements.

## Will the public and community be part of the process?

Yes! An advisory committee that includes representatives of Route 3 businesses and property owners, community members, and regional stakeholders from the transportation, economic development, and tourism sectors will work with the planning team to help guide the process. The planning team will host pop-up events in Granite City, Madison, and Venice to proactively reach out to residents. Corridor meetings will invite business and property owners along Route 3.

## How will the plan recommendations be implemented?

The plan will seek to identify future public investments in the corridor, including infrastructure and traffic safety improvements. Alongside public investment, a pivotal component of the plan will involve establishing a sustained organizational framework for coordinating, programming, executing, and maintaining future improvements, including enhancements and art. Finally, the planning process will ask corridor stakeholders to offer resolutions of support for the final plan. These resolutions will bolster the corridor’s standing for future funding by showcasing local and regional support.

## How long will the planning process last and how do I find out more information?

The planning process began in Spring 2024 and is anticipated to conclude in Fall 2025.

Visit the plan website at [www.aRT3Plan.com](http://www.aRT3Plan.com) to stay up to date on the plan.

*Art and enhancements  
foster a distinct sense of  
place and elevates the  
overall image of a corridor.*





[www.aRT3Plan.com](http://www.aRT3Plan.com)