SECTION FIVE
APPENDIX

CONTENTS

- Meeting Information
- Miscellaneous Exhibits
- Visual Preference Survey
- Paper Survey
- Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

PUBLIC MEETINGS

MARCH 5, 2011, 9:00 AM
Stakeholder Input Session

MARCH 5, 2011, 11:00 AM
Steering Committee Meeting

MARCH 5, 2011, 1:00 PM
Stakeholder Input Session

APRIL 30, 2011, 11:30 AM
Public Presentation and Consensus Building

APRIL 30, 2011, 1:30 PM
Steering Committee Meeting

MAY 25, 2011
Property Owner/Developer Meeting

JUNE 22, 2011
Property Owner/Developer Meeting

JULY 2011
Property Owner/Developer

AUGUST 22, 2011
Meeting with INDOT Officials

OCTOBER 13, 2011
Final Steering Committee Meeting

NOVEMBER 5, 2011, 10:00 AM
Final Public Meeting

NOVEMBER 19, 2011, 10:00 AM
Public Presentation by County Officials

NOVEMBER 21, 2011, 6:00 PM
Planning Commission
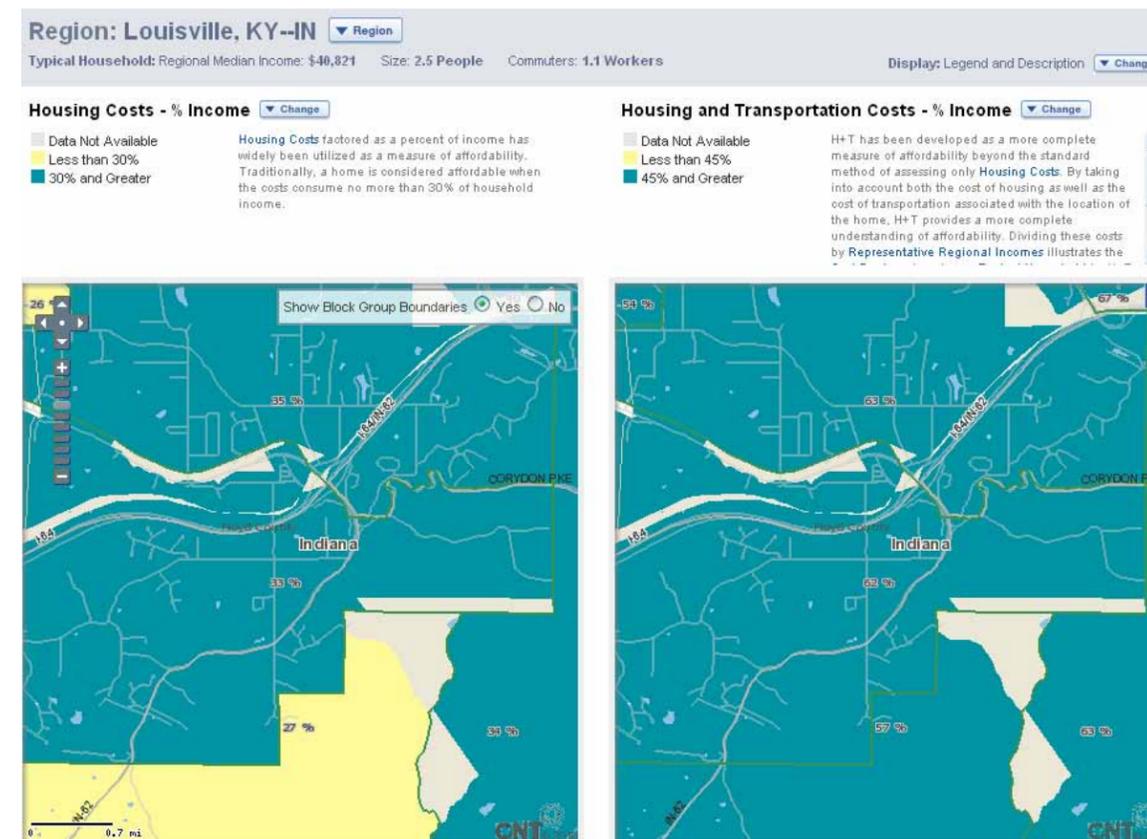
MISCELLANEOUS EXHIBITS

WALKSCORE

This map shows walkability index for Edwardsville potential town center area as indicated by walkscore.com.

Note: The Overview information to the left of the graphic partially shows the list of businesses. For more information, refer to the website.
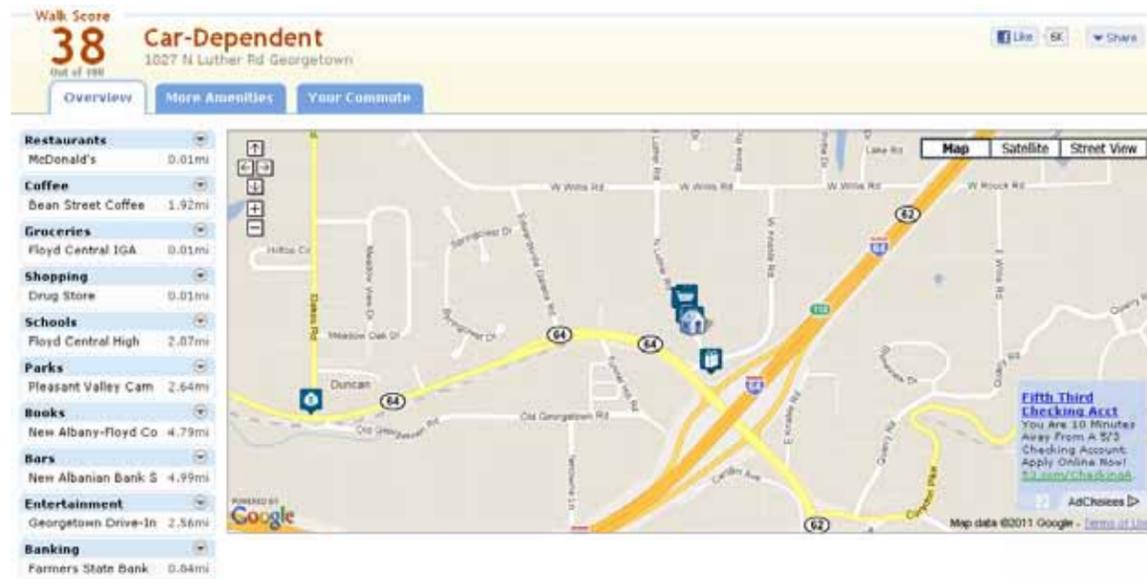
HOUSING AND TRANSPORTATION MAPS

These exhibits the relation of housing and transportation costs as percentage of income. These analyses, conducted by the Center of Neighborhood Technologies (CNT), showcases the Housing + Transportation Affordability Index providing the true cost of housing based on its location by measuring the transportation costs associated with place.
(http://htaindex.cnt.org/)

VISUAL PREFERENCE SURVEY

During the public meetings on March 5, 2011 the Planning and Design Team engaged the attendees to participate in a visual preference survey. This is a tool for the public to give feedback on planning and design alternatives and to directly participate in the visioning of the Edwardsville Gateway Master Plan.

Participants were asked "What is your favorite character (for Edwardsville Gateway Area)?" and to indicate their preference among a series of images used to illustrate various options for development or public space. This question was focused towards 8 different topics included as a part of a Visual Preference Survey. Images were selected to demonstrate a range of design possibilities, from subtle to aggressive. 32 people participated in the Visual Preference Survey during the public meeting.

The following pages show each category and their corresponding images. The percentage of how many participants chose/favored each image is also listed.

Commercial Development

36%

6%

45%

13%

Gateway

0%

41%

12%

47%

Streetscape

0%

35%

48%

17%

Trails & Bikeways

22%

67%

0%

11%
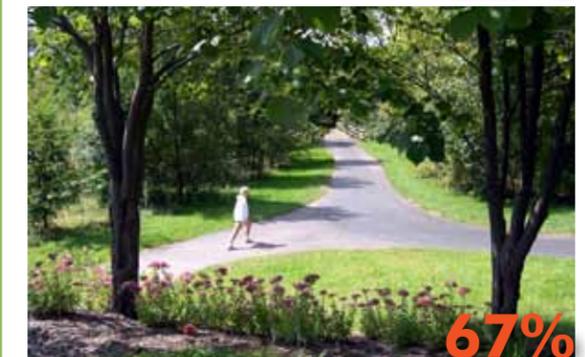
VISUAL PREFERENCE SURVEY | CONT.

Signage	Public Art	Public Spaces	Building Character
36%	0%	11%	22%
18%	48%	39%	7%
23%	28%	36%	67%
18%	24%	14%	4%

None of these   5%
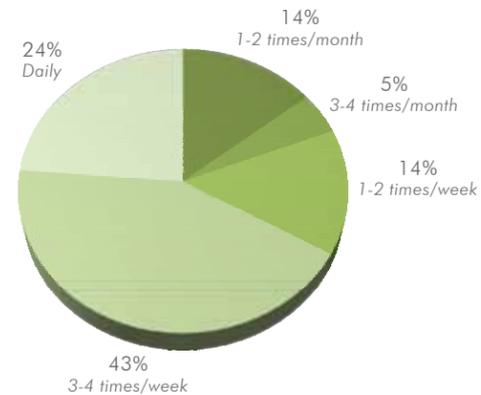
PAPER BASED SURVEY

During the public meetings on March 5, 2011 the Planning and Design Team also engaged the attendees to participate in a paper based survey.

The following pages show each question and their corresponding sample responses. 100 people participated in the paper based survey

DO YOU LIVE IN THE VICINITY OF THE STUDY AREA?

No

Yes

HOW OFTEN DO YOU PATRONIZE THE STUDY AREA?

14%
1-2 times/month

24%
Daily

5%
3-4 times/month

14%
1-2 times/week

43%
3-4 times/week

WHAT ARE THE MOST CRITICAL USES AND/OR DESTINATIONS NEAR THE INTERCHANGE AND SURROUNDING AREAS?

- Gas stations, grocery, food (restaurant)

- If the local area around the interchange develops – how do we handle sewer & cost

- Gas stations, quick stop groceries, drug store

- Hardware store, grocery store, gas & stuff

- Grocery, gas & stuff, dentist, Korner Kitchen, hardware, drug store

- Small groceries, churches, fast food, one motel

- Up to date internet

- Grocery, pharmacy, hardware, restaurant, fire department, doctor's offices, garage (car repair), insurance

- Garage – Jeff Smith, Grocery, Hardware, Restaurant, pharmacy, doctor's offices

- Intermodal services, restaurants/shops

- Small retail

- Gas & Stuff

- Gas-n-Stuff, food

- Gas & Stuff

- Gas stations, food, grocery, hardware, church

- Retail, commercial, businesses for business parks

ARE THERE ADDITIONAL SERVICES AND AMENITIES THAT CAN BE MET AROUND THE I-64 INTERCHANGE?

- Better restaurants, better hotel

- We have all we need

- Personal needs i.e. dry cleaners, beauty shops, park & drive

- Hotel, sports complex, college dining, restaurant

- Dry cleaners

- Yes – need at least one good sit-down restaurant near interchange, cracker-barrel, KFC-Ryan's, Applebys, etc.

- Clean up stores etc. and make it more attractive and acceptable, presentable to new customers

- We need stop lights at Corydon Ridge Road and 62, also 64 and Tunnel Hill Road

- More restaurants, more police protection

- More restaurants, shopping centers, fire department, more police protection

- More local service businesses

- Intermodal services, restaurants/shops

- Auto parts store, restaurants

- Highway service – high end restaurants, motels, regional grocery

- More retail, sit-down restaurants

- Fast food, recreation, casual dining

- Institutional, Fast Food, Motels

WHAT ARE SOME OF THE USES THAT ARE NOT UTILIZED AS MUCH AS OTHERS?

- Probably the fact that there are not many smaller homes being built like patio homes; most houses being built are large, unaffordable, too many

- Present motel

- The existing park

- Looks

- Casual dining, coffee shops, recreation

- Business parks, some businesses but a lot of empty lots that need to have a business

PAPER BASED SURVEY | CONT.

DO YOU THINK THAT STREETSCAPE ENHANCEMENT (SIDEWALK, LANDSCAPING, ETC.) AND/OR A PROMINENT GATEWAY FEATURE IS NEEDED?

- No streetscape enhancement, yes – prominent gateway feature

- Landscaping and more pleasant entrance

- Walking trails, coordinated signage

- Development similar to Copperfield in Georgetown

- Yes-at the intersection of SR 64 and Tunnel Hill Road – need light or improvement, at intersection of SR 62 and Corydon Ridge Road – heavy traffic both ways

- Not a priority

- Not a priority

- The existing zoning requirements for the gateway call/require both

- General clean up, also the State should have put in detention basins when they did the work on the interchange

- Not really it would not be taken care of since just mowing is an issue

WHAT ARE SOME OF THE THINGS YOU WOULD LIKE TO SEE PRESERVED IN THIS AREA?

- Residential amenities, rural life

- Rural indiana, small town "feel"

- All of it

- Rural living outside of interchange

- Small foot print shops and stores

- Historic nature, green space, small box business locally owned

- Natural areas

- "Polly's Freeze" icecream establishment (on SR 62 just west of interchange Edwardsville Park and Corydon Ridge Road

- Many people enjoy the small country setting

- The country setting

- Same as "critical uses" above plus residential area

- Garages, grocery, hardware, Korner Kitchen

- Nothing of historical/social importance exists in the gateway district

- Green spaces

- Rural character

- Not much

- Gas & Stuff

- History, parking, ease of getting in and out of businesses

- Safety, utility bills

HOW WOULD YOU LIKE TO SEE THIS AREA DEVELOP IN THE FUTURE?

- No concrete jungles!! No walmart – need small shops

- Nice hotel, better restaurants

- Commercial from Polly's to Oaks Road

- Core for "town center" offering services for a mixed age population

- Vacation destination

- Slowly and carefully, keep it small in so far as business

- The ordinance already restricts the type of development that can occur

- Keep it the same

- Similar to development of LaFollette Station

- Leave it alone

- Think some development should move to SR 62 side, but most of the traffic is on the SR 64 side

- Office, industry, retail in an attractive manner

- With care; slowly; very carefully

- Slowly and with roads, utilities in place before new building

- More jobs for teens

- Definitely not as a strip mall or fast food area

- Incorporation or another action as needed to keep the incompetent Georgetown planning & zoning people from gaining control of this area

SWOT ANALYSIS

During the public meetings on March 5, 2011 the Planning and Design Team also engaged the attendees to participate in a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis.

Additionally, the attendees provided responses to few targeted questions to develop the vision for the area, including "key issues", "things to know" and "defining success".

KEY ISSUES TO ADDRESS

- Utilize interstate connectivity
- Creation of place – Edwardsville
- Collaborative effort between residents, business owners and County personnel
- Protect the character – build out around commercial

	INTERNAL	EXTERNAL
POSITIVE	**STRENGTHS** Rural character Lower crime Schools Edwardsville Park Utilities (Infrastructure, Water Management) East end bridge – bypass downtown Corydon Area	**OPPORTUNITIES** Nice looking, buffered areas Buffer and appropriate site development Regulatory framework Smart growth Design guidelines Increase tax base Support school system Context appropriate development Park system
NEGATIVE	Infrastructure Lack of high speed internet Lack of planning (land use, adjacencies) Haphazard growth Disconnect - government **WEAKNESSES**	Annexation – Georgetown Traffic Deteriorating quality of life issues Don't want larger floor plate commercial development **THREATS**

THINGS TO KNOW

- Good school system
- Church – community centers; Methodist church is the heart of the community
- Local examples of development – Copperfield Commons and Highlander Point
- Need to review Hwy 150 – accomplishments and what was not
- Where is Edwardsville – what is not Georgetown, start of Edwardsville from top of the hill on routes 62 & 64
- Need to engage INDOT to alleviate traffic problems; Full interchange?
- Don't want Walmart /larger footprint commercial to take up the business of smaller businesses in the gateway area
- Georgetown annexation? – for businesses hooking up to sewer

DEFINING SUCCESS

- Plan that can be implemented
- Responds to people's needs
- Articulates the expectations
- Transparent governance
- Results in streamlined review process
- Growth area will be based on infrastructure availability – need to include residential development along with commercial
- Enhance property values
- Something we can be proud of!
- In the process make conducive for developers