Edwardsville Gateway Master Plan, Floyd County, IN
SWOT Analysis – March 5, 2011

Key issues to address:

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

Strengths:

+ Rural character
+ Lower crime
+ Schools
+ Edwardsville Park
+ Utilities (Infrastructure, Water Management)
+ East end bridge – bypass downtown
+ Corydon Area

Weaknesses:

+ Infrastructure
+ Lack of high speed internet
+ Lack of planning (land use, adjacencies)
+ Haphazard growth
+ Disconnect - government

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

Threats:

+ Annexation – Georgetown
+ Traffic
+ Deteriorating quality of life issues
+ Don't want larger floor plate commercial development

Things we ought 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

How would you define 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
+ Bring wealth and value to neighborhoods