



Madison County Government  
**Planning and Development Department**

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Date: July 15, 2015

To: Scott Hanson, City of Edwardsville  
David Coody, Village of Glen Carbon

From: Matt Brandmeyer, Madison County Planning & Development *YMB*

Re: I-55 Corridor - Next Steps

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**This is the last of the memos that will look at demographics, development patterns, future housing demand, potential revisions to the I-55 map and development regulations, and future steps.**

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There are several activities that the partner communities should continue working on as the overall I-55 Corridor effort continues. The Alliance was originally identified as the lead agency on these items. Without their presence, the partner communities will undertake the next steps.

The following steps are identified as recommendations in the I-55 plan and have been a part of the conversation for many years:

1. **Marketing** – the partner communities should work with property owners and develop a marketing plan, particularly for the Mixed-Commercial and Town Center districts.
2. **Branding** – the partner communities should initiate a process to give the I-55 Corridor area a name that will represent the area and be part of a lasting legacy.
3. **Traffic** – with the completion of the development regulations and the anticipated land use mix and densities, the partner communities will be able to finalize traffic planning efforts.
4. **Economic Development** – it will be necessary for each of the partner communities to undertake general economic development activities. This will include long-range planning activities, such as identifying needs and funding sources for infrastructure and implementation of a marketing plan.
5. **Annual Code Review** – the partner communities, with the assistance of the Homebuilders Association and the Realtors Association, should review and evaluate the I-55 development code every year and make recommendations on how to improve requirements and review processes.
6. **5-year Plan Review** – the partner communities should review and evaluate the I-55 plan every 5 years, update overall progress, and determine if any changes should be made.