

A map of Madison County, Tennessee, showing the I-55 corridor. The map features a grid of roads including Franklin Ave, Plum Road, Troy Road, East Lake Drive, Center, Grove, Governors Parkway, Goshen Road, Ridgeview Road, W. Mick Rd, Meridian Road, Old Troy Rd, N. Klenke Rd, Maple, and Glen Carbon Rd. Highway shields for 157, 159, and 210 are visible. The I-55 corridor is highlighted in yellow on the right side of the map.

Madison County I-55 Corridor: *2.0 Goals*

Madison County i55 Corridor

2.1 Introduction

In the most basic sense, a “goal” is the intended outcome of an endeavor. Analysis, concepts, ideas, and strategies are the tools that are used to achieve a particular goal. The Transportation and Growth Management Plan goals set the tone and direction of the Master Plan and are used as a report card to monitor and verify the success of the projects ideas and results. Goals establish general areas upon which the plan should focus and provide a framework for setting priorities. Other important factors for the project to address include the project’s intentions (its mission), smart growth planning principles and strategic implementation issues.



View of Agricultural Lands Along the I-55 Corridor

2.2 Intentions

This project has clear and ambitious goals. It is intended to bring together the resources of the various governmental entities in a cooperative partnership to focus on issues and take a proactive role in determining the direction of growth along the I-55 corridor. The Edwardsville and Glen Carbon area is expected to continue to grow rapidly over the next few years and collectively the community leaders want to ensure that balanced and orderly growth initiatives and development policies are put in place. As an outcome the project expects that proper long term planning will help reduce traffic congestion, preserve open space and minimize infrastructure costs to local residents in the future.

The Transportation and Growth Management Plan will focus on three specific areas to ensure long term success:

1. Defining the opportunities that exist now and in the future in the I-55 corridor area.
2. Providing analysis and recommendations as to which land use design alternatives are most desirable to achieve community goals.
3. Identification of appropriate courses of action to implement the proposed land use development opportunities.

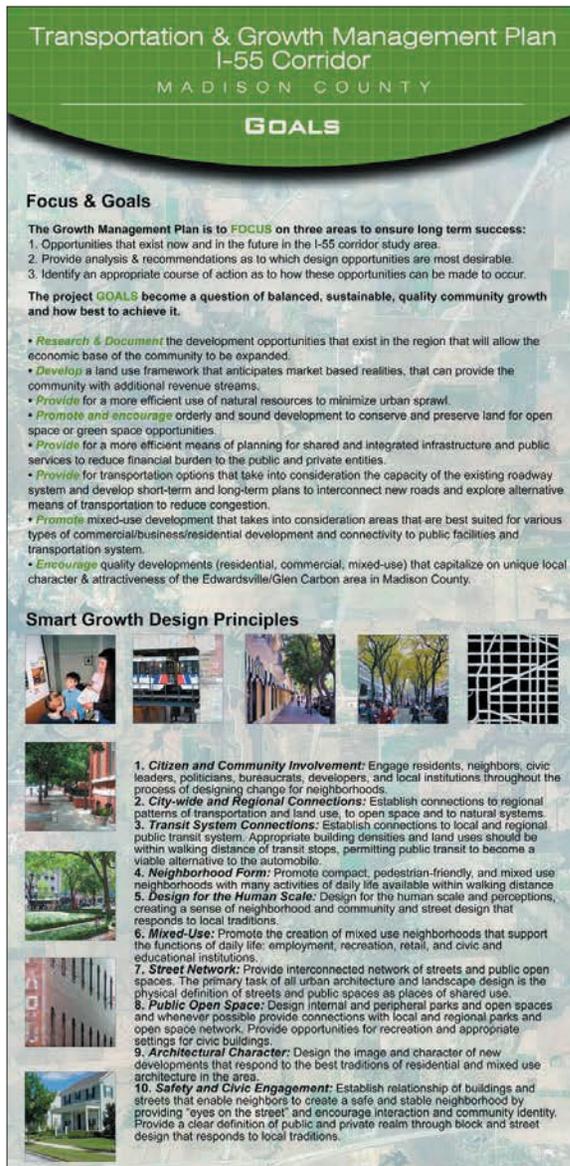
2.3 Goals

The Project Management Team defined a number of project goals to be used to direct the project prior to

the design team’s involvement. Through a series of meetings with the public and local officials, the initial goals were verified, expanded, prioritized and refined to reflect the needs and wishes of the community. The ambitious goals of the Plan are both visionary and practical. They establish the guiding principles of the project and outline desired outcomes to be addressed.

The following project goals were embraced by the community and the project leadership:

1. **Research and Document the development opportunities** that exist in the region that will allow for the economic base of the community to be expanded by utilizing the I-55 corridor.
2. **Develop a land use framework that anticipates market based opportunities**, which in return can provide the community with additional revenue streams.
3. **Provide for transportation options** that take into consideration the capacity of the existing roadway system and develop short-term and long-term plans to interconnect new roads and explore alternative means of transportation to reduce congestion.
4. **Provide for more efficient use of land resources** to minimize urban sprawl.
5. **Encourage orderly and sound development** to preserve land for open space.
6. **Provide for more efficient means of planning for shared and integrated infrastructure** and public services to reduce financial burden to the public and private entities.



Goals Banner Utilized in Public Participation Sessions

7. **Promote mixed-use development** that takes into consideration areas that are best suited for various types of commercial/business/residential development and connectivity to public facilities and transportation system.
8. **Promote quality developments (residential, commercial, and mixed-use)** that capitalize on the unique local character and attractiveness of the Edwardsville/Glen Carbon area in Madison County.

The plan activates and reinforces the goals of the community. In summary the goals collectively develop an over arching mission statement. The project mission is the development of a **“balanced, sustainable, and quality oriented community growth initiative, where bigger is not better, but better is better.”**

2.4 Smart Growth Planning Principles

Smart growth is the latest evolution of planned growth and development in America. Over the years, traditional city planning has changed. Zoning, followed by balanced growth, followed by no growth and then slow growth all at various times were employed as the primary land use control by planning authorities. Today the quest that drives “smart growth” is the need to effectively plan for

- Environmental preservation, aesthetics, quality of life,
- Resource conservation – water, agricultural, forest, open space
- Rapid economic growth – rate of change,

- Fiscal, public services and infrastructure financing,
- Neotraditional town planning
- And the apprehensiveness of change – not in my backyard (NIMBYism)

Smart growth as defined by the Urban Land Institute includes nine overriding precepts.

1. An economically viable plan that preserves open space and natural resources.
2. A comprehensive, integrated and regionally focused land use planning effort.
3. A collaborative approach of public, private and non-profit sectors for mutual benefit.
4. A development process with certainty and predictability.
5. The use of and preservation of existing infrastructure.
6. The redevelopment and infill of development is fundamental.
7. Urban centers and neighborhoods are healthy components of the region.
8. Compact suburban development is promoted.
9. Fringe growth is mixed-use, fiscally responsible with open space and transportation options.

Many viewpoints, both conservative and otherwise, define smart growth differently. The Sierra Club defines smart growth as intelligent, well planned development that channels growth into existing areas, provides for public transportation options and preserves farm land and open space. While the National Association of Home Builders (NAHB)

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states that smart growth includes meeting the nation's housing needs, providing a wide range of housing choices, using a comprehensive process for planning growth, planning and funding infrastructure improvements, using land more efficiently and revitalizing older suburban and inner-city markets. The NAHB goes on to encourage efficiency in land use by promoting cluster developments, using higher density development, using traditional neighborhood developments, transit-oriented developments and master planned communities.

For the specific needs and goals of this Transportation and Growth Management Plan, the following 11 basic principles have been brought together to represent a commitment to quality of life, sustainability and smart growth.

- 1. Citizen and Community Involvement:** Engage residents, neighbors, civic leaders, politicians, bureaucrats, developers, and local institutions throughout the process of designing change for neighborhoods.
- 2. City-wide and Regional Connections:** Establish connections to regional patterns of transportation and land use, to open space and to natural systems.
- 3. Transit System Connections:** Establish connections to local and regional public transit system. Appropriate building densities and land uses should be within walking distance of transit stops, permitting public transit to become a viable alternative to the automobile.



Citizen and Community Involvement - Elected Officials Work Session

- 4. Economically Viable:** Establish the primary economic development objective as one that attracts and retains quality jobs in addition to attracting public and private investments that contributes to a sustainable and economically viable community. Promote the development of a economic base of the community not solely reliant on retail or housing, but a complimentary mix of uses.
- 5. Neighborhood Form:** Promote compact, pedestrian-friendly, and mixed use neighborhoods with many activities of daily life available within walking distance.
- 6. Design for the Human Scale:** Design for the human scale and perceptions, creating a sense of neighborhood and community street design that responds to local traditions.
- 7. Mixed-Use:** Promote the creation of mixed use neighborhoods that support the functions of daily life: employment, recreation, retail, and civic and educational institutions.
- 8. Street Network:** Provide an interconnected network of streets and public open spaces.

The primary task of all urban architecture and landscape design is the physical definition of streets and public spaces as places of shared use.

- 9. Public Open Space:** Design internal and peripheral parks and open spaces and whenever possible provide connections with local and regional parks and open space network. Provide opportunities for recreation and appropriate settings for civic buildings.
- 10. Architectural Character:** Design the image and character of new developments that respond to the best traditions of residential and mixed use architecture in the area.
- 11. Safety and Civic Engagement:** Establish relationship of buildings and streets that enable neighbors to create a safe and stable neighborhood by providing “eyes on the street” and encourage interaction and community identity. Provide a clear definition of public and private realm through block and street design that responds to local traditions.



Public Open Space - Leclair Park

2.5 Strategic Issues

In addition to the project's goals and objectives, the Project Management Team initially created a list of eight strategic issues. These issues begin to form a framework of questions that the plan addresses throughout the process.

- Branding
- Distinctive Urban Form
- Revenue Streams
- Adds Value
- Competitiveness
- Addition to Community
- Implementation
- Official and Public Participation

Branding: *Is branding and associated development possible and/or appropriate for a community? Which communities in the greater St. Louis area are “branded” and which have attempted to do so? How feasible and appropriate is it for the community to become competitive in becoming a high-level employment center? Does this make sense for the community, given what it is and given its potential?*

Distinctive Urban Form: *What is quality development? How can it be encouraged? What urban settlement pattern (form) should be encouraged? How appropriate and possible are some of the new urban settlement forms for this location? How would the desired pattern be best stimulated? How will the proposed development be a positive addition to the community?*

Revenue Streams: *What local government/school district revenue-producing activity is possible, which should be encouraged, where should it be encouraged, and how should it be encourage? How can the revenue stream be appropriately maximized? How can desired residential development, commercial and industrial development be married? How can a total interlinked package be created?*

Add Value: *How does the strategy result in “value-added” for the community? What target businesses are appropriate and feasible? How could and should the community market to them?*

Competitiveness: *With what places in the St. Louis Region and Illinois will the proposed development be competing for investors and residents? How should the project area compete with outside developments? How will the project area be more than just competitive with other places? What about “incentives?” Which might logically be offered? Which should not be considered?*

Addition to Community: *How can the proposed urbanization of the project area and the existing urban area be interrelated and linked? We are not interested in creating a whole new town; rather we wish to make a significant positive addition and integration to an existing community and want the addition to add to and become part of the whole? What is the possibility of creating a major regional park (most of it probably passive) in the Silver*

Creek area on the eastern edge of the project area? How can this be made a reality? Open space for the community is important, how and where should it be obtained? What should the mix of residential uses and housing choices be?

Implementation: *What are the development phases that are most likely best for the successful completion of the project and best for the community? What will occur in each phase, where is it projected to occur and why? What is the strategy to implement the proposal plan? What are the stages? Who needs to do what, when? What is the role of the various players, in particular the local governments and TheAlliance in the implementation of the plan? What should be the roles of local government and local citizens in the preparation and implementation of the plan? How should their involvement occur or be stimulated? How, why and to whom should the project area be marketed as a business location or a residence. What will make it a better place than the alternatives? What business park and residential developers would likely be interested in the area as it is and is proposed to be, who should be contracted in these groups, and how should they be contacted? What infrastructure needs to be installed in order to support or stimulate the desired development (water, sewer, roads, telecommunications, police, and fire)? Who should provide the services and to what portion of the project area? In what sequence should it occur? What about the addition of intersections on the Interstates? One new intersection has been*

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proposed on I-55 in the vicinity of Goshen Road, and a second on I-270 in the vicinity of Old Troy Road. What other locations should be considered? What types of property owners exist in the area and where are they (speculators, land developers, farmers, businesses and residences)?

Official and Public Participation: *Who are the stakeholders in the area and how should they be informed and/or involved in the creation of the plan? Who are the elected officials that need to be involved and how should this occur? Who are the key planning and development staff who will have a significant role in the implementation of any plan and how will their input and involvement be obtained?*

Combined, each of these strategic issues form the plan. Addressing these issues for an area over 30-square miles is a formidable task. Although Daniel Burnham's famous quote is frequently misstated and generally overused, it appropriately addresses the challenge for the I-55 Corridor:

"Make no little plans; they have no magic to stir men's blood and probably will themselves not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will not die." Daniel Burnham