A map of Madison County, Tennessee, showing the I-55 corridor. The map features a grid of roads including Franklin Ave, East Lake Drive, Plum Road, Troy Road, Center, Grove, Governors Parkway, Goshen Road, Ridgeview Road, W. Mick Rd, B. N., Maple, N. Klenke Rd, and Meridian Road. Major highways are marked with shields: 157, 159, and 270. The text 'GLEN CARBON CROSSING' is visible at the bottom. The I-55 corridor is highlighted in yellow on the right side of the map.

Madison County I-55 Corridor:
1.0 Introduction

Madison County i55 Corridor

1.1 Purpose and Planning Need

Over the past thirty years, Edwardsville and Glen Carbon in Madison County, Illinois have experienced unprecedented rapid population growth, the continued development of residential housing, construction of a regional bike trail system, rapid commercial/retail development of IL 159 and 157, continued development of Southern Illinois University Edwardsville (SIUE), continued success of District 7 (Edwardsville) and District 2 (Triad) school system and an overall commitment to quality shared by the whole community. With rapid growth has come the responsibility to proactively plan and establish a development pattern for the community's future that embraces smart growth principles and contributes to an overall commitment to quality.



Madison County Transit Trail System - Near Mont Station



Southern Illinois University Edwardsville

With this in mind the leaders of Madison County, Edwardsville and Glen Carbon pursued and obtained a grant from the Illinois Department of Transportation to create a proactive Transportation and Growth Management Plan. This plan will guide the future land development along the eastern edge (Interstate 55 Corridor) of the two communities.

The I-55 Corridor Area contains many opportunities and concerns as rapid growth continues. In addition, the community understands that the desired “end-product” must present options that are viable and rewarding and that provide the community a successful development plan with a clear path to follow for implementation.

The I-55 Corridor is currently positioning itself as one of the most desirable areas in the Metro East for future development. Governors’ Parkway, IL 143



Retail Shopping Along IL 159

improvements, Pin Oak Corporate Park, potential new Interstate access points, the new Liberty Middle School, Glik Park, a new YMCA complex, existing and proposed bike trails, quality housing and the area's reputation all come together to ignite significant growth and development opportunities in the planning area.

As mentioned above, due to the amount and rapidity of growth in the Edwardsville and Glen Carbon area local leaders feel a real planning responsibility – employing smart growth ideas – to the community. Accepting this responsibility and planning for the future along the I-55 corridor in such a proactive manner truly allows the community to achieve a balanced, smart growth reality for years to come.

What is smart growth? The common thread among different views of “smart growth” is development

that revitalizes central communities and suburbs, supports and enhances public transit, promotes walking and bicycling and preserves open space. But smart growth means different things to different people. There is no single definition of smart growth; its meaning depends on context, perspective and time frame. **Smart growth is not no growth**; rather, it seeks to revitalize the already-built environment and, to the extent necessary, to foster efficient development at the edges of the region, in the process creating more livable communities. Specifically for this project traditional design principles and smart growth planning are fused with fiscal planning. The merger of these strategies promotes responsible growth that marries ideal concepts with reality.



Edwardsville Historic Housing

1.2 Local Partnership and Project Oversight

In a spirit of cooperation, the communities of Madison County, Edwardsville and Glen Carbon joined TheAlliance in pursuing a planning grant from the State of Illinois. In the summer of 2003, Madison County was awarded a \$135,000 grant through the “Illinois Tomorrow Corridor Planning Grant Program” administered through the Illinois Department of Transportation (IDOT).

The client for the I-55 Transportation and Growth Management Plan is not an individual organization or governmental body. In fact, the client is actually a cross-jurisdictional partnership that represents the best long-term interest of the local community: Madison County, which received the grant and served as the contracting agent; TheAlliance, which served as Project Manager; and the City of Edwardsville and Village of Glen Carbon, which provided direct accountability to local citizens and provided oversight of physical and strategic planning. This partnership, which recognized the practical limitations that stem from jurisdictional boundaries, pursued a multi-community planning effort unprecedented in the region.

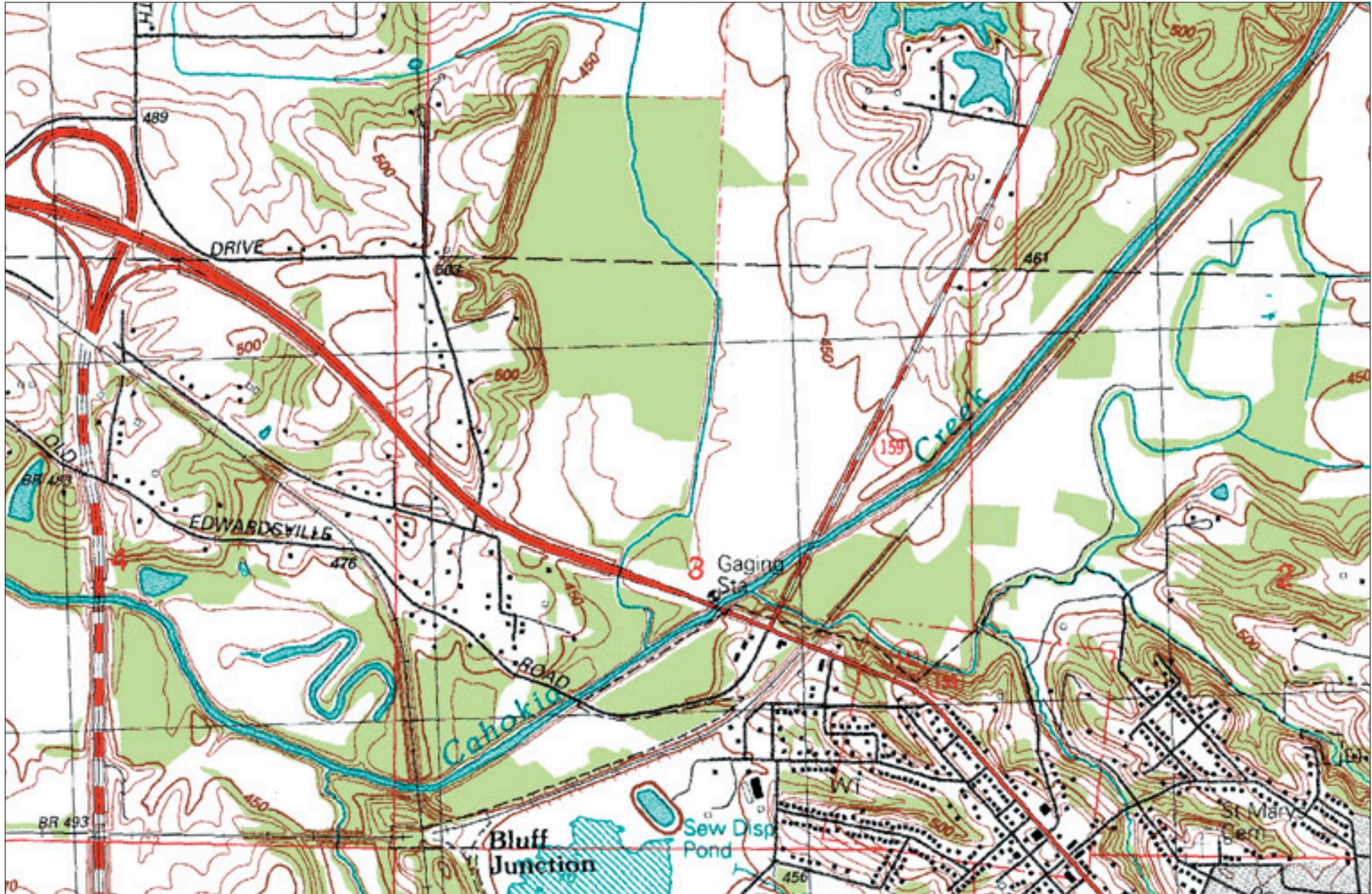
As such, the planning jurisdictions equally contributed resources and energy into the I-55 project. The result was a project oversight

commitment from Madison County, the City of Edwardsville, the Village of Glen Carbon and TheAlliance that recognized the need for regional planning and established a mechanism to guide the effort.

In essence, the role of TheAlliance, as a not-for-profit organization, is to market and promote the communities of Edwardsville and Glen Carbon for new business investment and economic growth and development. It maintains a close working relationship, not only with local elected officials and the business community, but also with area wide economic development organizations, real estate developers, site location specialists and others involved in business development. Furthermore, as the local economic development agency, TheAlliance recognizes that growth is occurring within the community and that with growth comes concerns over the ability to maintain a quality of life that residents have come to expect. It is another role of TheAlliance to assist both communities in communicating and promoting the desires of area residents and businesses to ensure that new development adds value to the community.

Through strong commitment and support by both public and private sectors working cooperatively to address issues impacting the community, TheAlliance has succeeded in achieving economic benefit. They have worked as a liaison between local

Madison County i55 Corridor

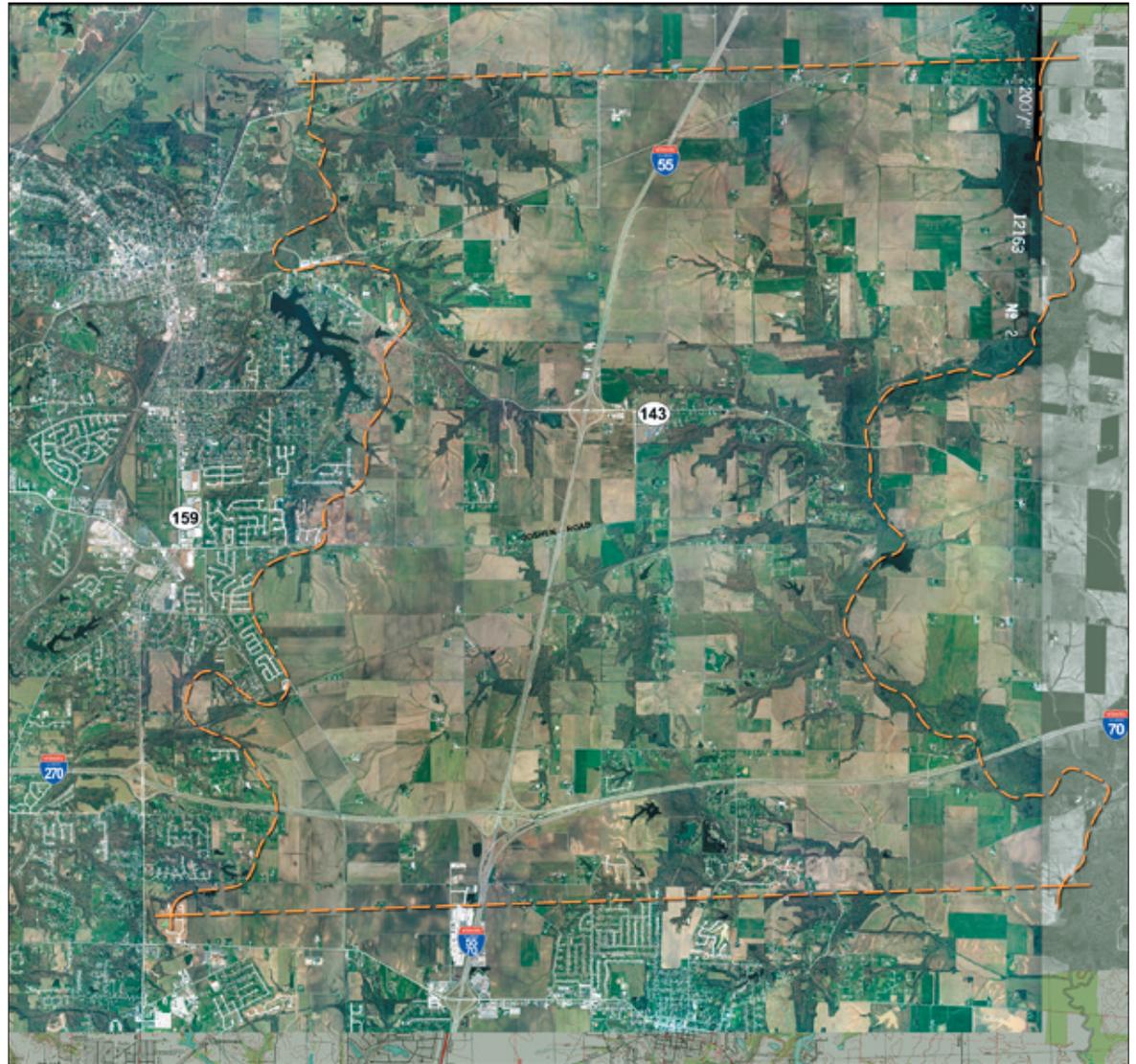


Study Area Location Map - USGS

elected officials, the business community, regional and state development authorities, and economic ally organizations in a cooperative effort to bring new investments to the community. Within this framework the economic and land use management and day-to-day oversight of the project fell appropriately to TheAlliance.

1.3 Site Location Overview:

Covering approximately 30 square miles, or an area equal to the current municipal boundaries of Edwardsville and Glen Carbon, the Interstate 55 Corridor (I-55) is approximately half the size of the City of St. Louis. It is bounded by Silver Creek on the east, Interstate 270 on the south, the existing edge of development on the west and Fruit Road on the north. The I-55 Corridor is predominately a rural area comprised of the Silver Creek flood plain, farmland and low density suburban estate developments. In general terms the site encompasses all of Pin Oak Township. Within the State of Illinois Pin Oak township was unique in that it was the only township that did not have an incorporated municipality within its boundaries. That recently changed with annexations by both Edwardsville and Glen Carbon into the Township.



Study Area Location Map - Aerial Photograph

Madison County i55 Corridor

1.4 Planning Process

Five general phases constituted the planning process utilized for this project. The phases include goals and objectives; physical, market and economic analyses; conceptual and strategic development; transportation and growth management planning; and implementation.

1.) Goals and Objectives: The HOK-led planning team began the master planning effort in August 2003 with an interactive participatory work session to solicit ideas from community leaders, residents, business owners and property owners that directly affected the Plan's development.

2.) Analyses: An extensive analysis of the 30-square mile area focused on two important aspects: 1.)market and economic conditions and potential demand that will influence growth pressures for at least the next 20 years, and 2.)physical conditions and development opportunities/constraints that will influence the accommodation of the demand for growth.

3.) Conceptual and Strategic Development: Considering the market and physical conditions along the corridor, the planning team identified overall and site specific strategies for long range planning at a conceptual and strategic level. These strategies became the framework for the Transportation and Growth Management Plan.

4.) Transportation and Growth Management Plan: The planning team explored a variety of planning alternatives based on the development strategies. This led to the development of a plan that incorporates the sentiments of the community and is ambitious, flexible and realistic. The plan combined with the development strategy generates a definitive proactive land use and infrastructure plan.

5.) Implementation: Turning the plan into reality is the final phase of the process. For a project of this scale and type, the implementation strategy focuses on a series of near term actions, long term recommendations and infrastructure needs.

1.5 Public Participation Process

A plan of this scale necessarily affects the entire Edwardsville and Glen Carbon area, including residents and businesses already located in the planning corridor. It was desirable, therefore, to directly involve the citizenry and business leaders in the planning process. This was accomplished through a series of four public meetings and workshops, several informational meetings with a wide range of government leaders, two days of focused interviews with public and private interests, communication through the Internet and the U.S. mail, and articles in the local press. A number of purposes defined the public participation process as described below.

Ensure Community Fit. Successful public participation, community engagement and outreach efforts respect and respond to a community's unique interests, capacities and culture. While there are many common threads in this approach to public participation, each project develops a unique identity. As this specific process began, the planning team spent time working with stakeholders and client groups to understand real community issues. The result: a customized process designed to respond to the community's diversity of experiences, perspectives, and expectations. More importantly, it responded to the real growth demands facing the two communities of Edwardsville and Glen Carbon. Community fit does not necessarily mean consensus; it means best for the community in the long-run. The planning team went to the public on several occasions for their advice and to provide participants with opportunities to respond and impact the planning effort. It does not mean that the public alone will make the ultimate decisions, but that they will impact decisions.

Establish a Clear, Transparent Process. Effective public participation results when participants understand the sequence of activities that build toward interim and final decisions. When basic questions regarding the process — who decides, what decisions will be made and when — are clearly stated, stakeholders understand how their

participation fits within a larger context. With the development of a project schedule to guide the one-year long planning effort, a clear road map of public participation activities was delivered.

Reach Beyond the Usual Players. A proactive approach was taken to balance the interests of the general public with those voiced by energetic advocates and individuals most directly affected by planned change. To provide multiple, meaningful opportunities for engagement, the planning team sought opportunities to 1.) coordinate outreach efforts with community groups, service organizations, and media outlets; 2.) embrace high tech and low tech — web sites, video, mail outs and widely advertised public meetings; 3.) seek out groups and individuals to cohost events (rotary clubs); 4.) held meetings in comfortable, easily accessible places.

Follow a “No Surprises” Ethic: As the planning process has moved towards conclusion, no one (client, public participants, elected officials, planning team) wants to be surprised by new information too late in the process or by unexpected controversy. It was important to maintain open channels of communications—even with those least supportive of the effort, keeping decision-makers and opinion leaders in the loop, and staying focused on finding “win-win” solutions was a key public participation

goal. The planning team attempted to diligently accomplish this, with a very good process of checks and balances employed in this project. Namely a combination of meetings that built on each other, first by obtaining approval to proceed by the Project Management Team, then presentation and acceptance from the local elected officials, and finally an open house forum for community participants.

This process was repeated four times as the plan’s research, analysis, outcomes, and recommendations evolved.

One of this project’s strengths was its collaborative, interdisciplinary design and planning process involving the planning team and the community.

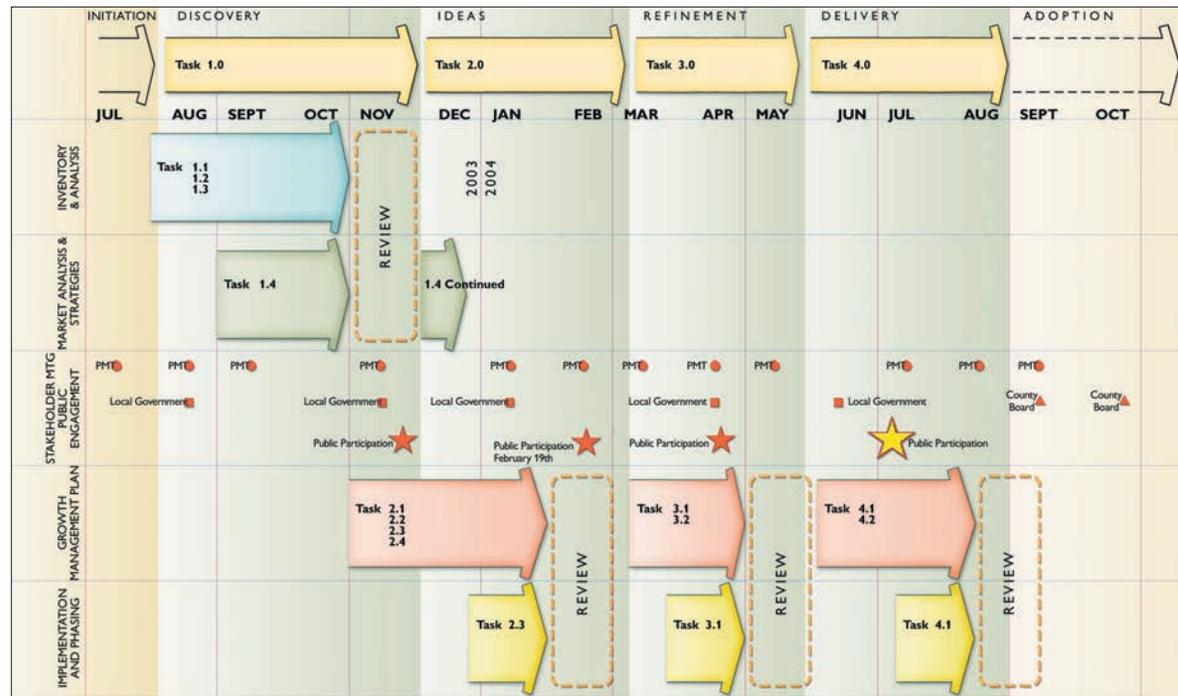


Public Participation Open House - November 2003 at Liberty Middle School

Madison County i55 Corridor

Where others may follow a multidisciplinary approach—with various professionals working along parallel but often independent paths—this project utilized an approach that brings the client, the planning team (including designers and strategists), and the community together in an integrated, transparent process of mutual discovery, problem solving, and action planning. When criticism and praise comes, the proponents can rest assured that the project employed the above principles into this effort at a professional level.

Schedule Overview: The project schedule indicates the public participation process in graphic form. The project conducted monthly (sometimes weekly) Project Management Team (PMT) meetings. These meetings were held to review ideas, monitor the overall process and provide a hands-on approach to project delivery. Five local government meetings were held at major milestones of the project design process to provide a direct oversight to the PMT committee and gain valuable input from local elected officials from Madison County, Pin Oak and Edwardsville Townships, the City of Edwardsville and the Village of Glen Carbon and the Edwardsville and Triad School Districts. Four public participation open houses were held at Liberty Middle School in the study area. Other meetings were held at Rotary Clubs and City Council meetings to provide additional opportunities for community input.



Project Schedule

1.6 Next Steps

Most planning documents are vulnerable to “sitting on the shelf” without ever being realized. A strong implementation strategy is essential to moving projects from plan to reality. Although implementation strategies are presented in later chapters, the following two steps are offered as action items that should be commenced immediately to move the plan one step closer to reality. In essence, a "sense of urgency" needs to be recognized by the communities. As this is a regional plan placed in an area of rapid development, the ability of the communities to react quickly will pay long-term dividends.

First: Adopt the plan. In light of this project and its multi-jurisdictional authority, the plan needs to be formally adopted by each of the two communities as well as Madison County. In addition, updating the long-range plans for the governmental agencies will move the plan forward and give ownership back to the communities. This initial step is paramount to the plan’s future and cannot be underestimated.

Second: Demonstrate action quickly. Many long-range master plans suffer because they lack focus due to complexity or because the scale of the vision is daunting. Using baseball as an analogy, the I-55 Corridor could use a base hit to begin the

implementation phase. A home run would be great, but may not be immediately feasible, whereas a simple joint effort – a base hit – would add credibility to the project and create momentum for the future. Also, the need to have the first near-term success occur within the first year will ensure community confidence and garner the attention of the development community. An example of such a near-term success could include the planning and acquisition of rights-of-way for transportation corridors that cross municipal boundaries.