

# PUBLIC ENGAGEMENT BRIEF

MKSK

PREPARED FOR:

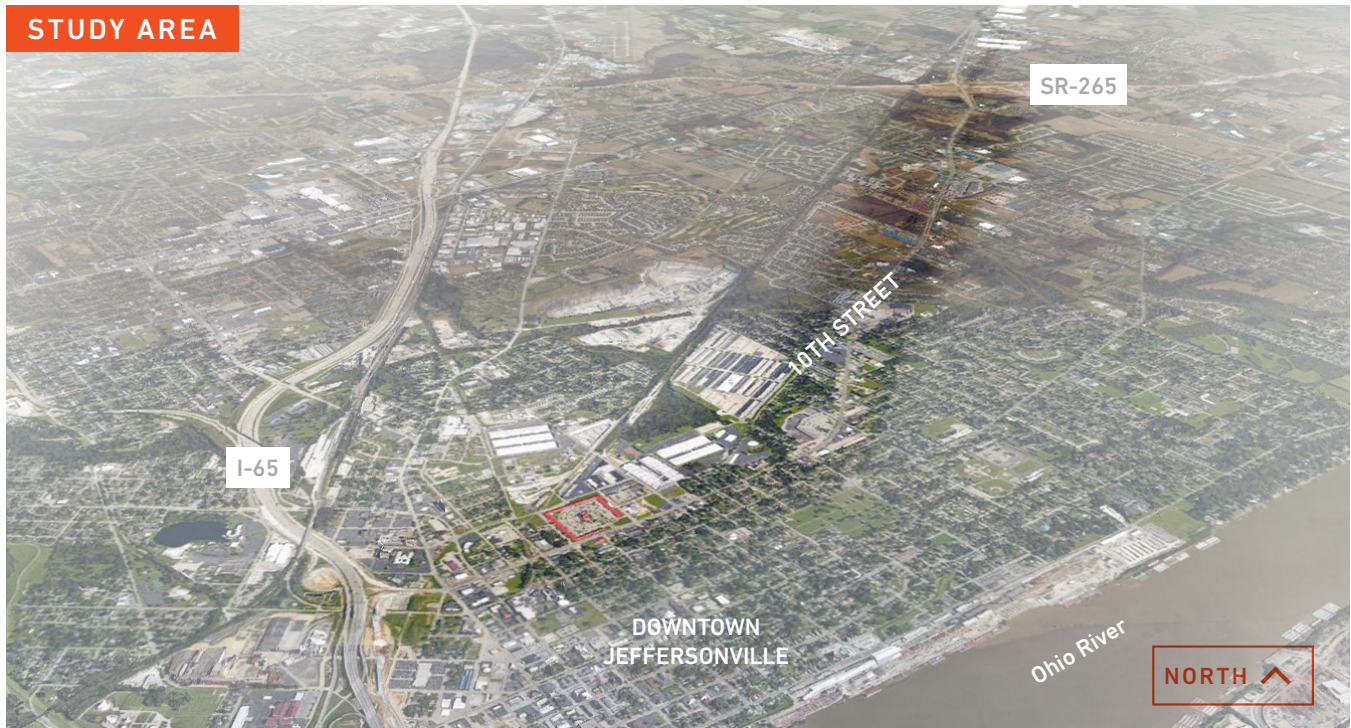
CITY OF JEFFERSONVILLE  
10TH STREET CORRIDOR MASTER PLAN

We use engagement not only to figure out what is going on in a place but to actively test ideas, recruit interest, and build a bandwagon of support and enthusiasm toward an extraordinary future. Meetings and events are important, and we often augment them to break down the barriers to visualizing and participating in the future by linking engagement to real locations in the neighborhood. How can a neighborhood meeting transform into a community dinner in a future public space? How can we test an idea about a street not just by drawing it but by setting out planters or traffic cones on the pavement for a week to see how it works? Is it possible to test the plausibility of a new neighborhood amenity such as retail or an active public space next weekend? We know that it is. Engagement is not a checkbox but an enormous opportunity for economic and community development. We have developed a methodology that works with community residents and business owners to design and implement meaningful engagement to not only inform and inspire a plan for the future but to respond to problems and drive excitement in the neighborhood today. Our engagement toolbox includes both low-tech and web-based means to getting the word out, learning from the conversation, and celebrating achievements. **This Engagement Brief outlines the strategy for the Jeffersonville 10th Street Corridor Master Plan.**



# INTRODUCTION

## PROJECT BACKGROUND & GOALS



The City of Jeffersonville has commissioned a master plan for the 10th Street corridor, from Interstate 65 to Indiana State Road 265. A primary artery for the city, 10th Street is also a significant “growth ring” representative of the type of development and priorities that predominated in our cities and towns after World War II. It connects older development patterns around downtown Jeffersonville with more recent and industrial patterns in the northwest portion of the corridor. With the recent completion of the Ohio River Bridges Project and access to the East End Bridge now open, the corridor sits at a crucial nexus between Jeffersonville and the emerging River Ridge Commerce Center, which will bring thousands of jobs and people to the area over the next decade. The corridor itself is not monolithic – its span transitions between several conditions, each with their own character, road configuration, and land uses. The residences, businesses and institutions along the corridor are equally varied and include a significant amount of strip retail.

This master plan seeks to craft a vision that will provide an investment strategy and decision-making framework for 10th Street, aiming to transform part or all of the corridor into a vibrant connector that is accessible to all modes of transportation. In the pursuit of these goals, the City will broaden communication amongst stakeholders to build consensus and support for the shared vision.

PROJECT WEBSITE: [cityofjeff.net/tbd](http://cityofjeff.net/tbd) **TO BE UPDATED**

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## PROJECT BASICS



### WHY

The 10th Street corridor is currently undergoing a series of challenges and opportunities that affect its short and long-term viability as a vibrant crosstown connector. In the short-term, the corridor is undergoing a change in its retail offering, as established businesses in the central portion of the corridor are moving northward and are replaced by auto-oriented businesses and discount retailers. In the long-term, job growth in River Ridge and Jeffersonville's continued downtown revitalization may result in increased traffic volumes and a need for businesses that cater to the influx of new employees. Left to its own devices, transportation issues will continue to mount while diminishing the reinvestment potential of the corridor.



### WHO

The City of Jeffersonville has engaged the urban design practice of MKSK, the real estate market intelligence firm Greenstreet, and the transportation and civil engineering firm BF&S. The City of Jeffersonville will manage the effort with assistance from a project Steering Committee and a Technical Advisory Committee.



### WHERE

The Study Area includes the 10th Street corridor right-of-way and its immediate parcels, spanning from Interstate 65 in the southwest to Indiana State Road 265 in the northeast. (See study area graphic shown in previous page)



### WHAT

The study will serve as the guiding vision for the City and its partners to successfully leverage 10th Street as part of its overall growth strategy. This planning process will assess the current state of the corridor, evaluate its market opportunities, test a variety of options for public infrastructure investments and private development, and provide a phased roadmap for decision making in the future.



### HOW

The study will be done in coordination with stakeholders, the project Steering Committee, and a Technical Advisory Committee. It will be done in three stages: Project Understanding, Testing Ideas, and Deciding. At each step, the Steering Committee will be engaged to review materials and offer feedback. The outcome will be a user-friendly and graphically-rich document that will provide the City of Jeffersonville with a vision for the corridor and an implementation strategy.



### WHEN

The planning effort will kick off in November 2017 and should be completed within 8 months.

## PROJECT TEAM

For every effort, we dedicate a Principal-in-Charge (PIC) and Project Manager (PM) who are both dedicated to the project from start to end, leading a talented team of designers, planners, landscape architects, and our subconsultant subject matter experts.

### CITY OF JEFFERSONVILLE

**Nathan Pruitt, Director**  
Dept. of Planning and Zoning

**Chad Reischl, Long Range Planner (Primary Point of Contact)**  
Project Manager  
Dept. of Planning and Zoning

## MKSK

### PROJECT ROLES

Land Use Planning  
Strategic Development Planning  
Multi-Modal Transportation  
Streetscape Design  
Zoning  
Community Engagement

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### PROJECT ROLES

Market Analysis  
Economic Development  
Real Estate Analysis

### BF&S

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### PROJECT ROLES

Civil Engineering  
Project Feasibility  
Traffic Flow & Accessibility

# ENGAGEMENT APPROACH

## WHO WE WILL TALK TO



### CLIENT

The City of Jeffersonville, Department of Planning and Zoning will serve as our client for this effort, with a core team comprised of a Project Manager (Chad Reischl) and the core leadership of the organization leading the effort.



### STEERING COMMITTEE

A 6-12 person committee shall be formed that is representative of the stakeholders exerting influence in the study area and its context. The Steering Committee, composed of these community leaders, will meet 3 times over the next few months to establish a baseline understanding of the corridor's history, context, and potential; evaluate and provide feedback on emerging concepts and scenarios; and help establish a direction for how to best move forward.



### TECHNICAL ADVISORY COMMITTEE

The Technical Advisory Committee is composed by City staff and department leaders and will meet 3 times over the next few months to guide the planning team, provide feedback, and aid in generating a full understanding of the study area.



### STAKEHOLDER GROUPS

The list below outlines potential stakeholder groups, convened by City staff, that will meet with the planning team to share their insight about the study area, including existing challenges and potential opportunities. Stakeholders will be divided into subject matter-specific focus groups comprised of 10-20 people to conduct deeper dives into the workings of the study area and its broader context.

- + Business Owners
- + Property Owners
- + Residents/Neighborhood Civic Leaders
- + River Ridge Employers and One Southern Indiana
- + Advocacy Group(s) (bike, neighborhood, etc.)
- + Real Estate Brokers/Agents



### GENERAL PUBLIC

Through public meetings, events, and informal interactions, our team will engage with a diverse cross section of the community. Our communication, in verbal, graphic, and written forms, will strive to be clear, concise, and consistent. As representatives of the project, we will ensure that complex ideas and concepts are understandable to a general audience while having a high aesthetic quality.

# PROJECT SCHEDULE

## WHAT WE WILL DO, WHEN WE WILL DO IT

PHASES	PHASE 1: PROJECT INITIATION & MANAGEMENT	PHASE 2: UNDERSTANDING	PHASE 3: TESTING IDEAS	PHASE 4: DECIDING
MEETINGS	Client Team Kick-Off Meeting	Tour(s) Steering Committee Mtg. #1 Interviews & focus group meetings <b>Public Meeting #1</b>	Steering Committee Mtg. #2 Stakeholder meetings, as necessary <b>Public Meeting #2</b>	Steering Committee Mtg. #3 Implementation partner meetings, as necessary <b>Public Meeting #3</b> Adoption hearings
		Best Practice Summit		
DELIVERABLES	Finalized Scope of Work & Schedule	Introductory presentation	Presentation of core plans	Final presentation Final plan exhibits, narrative & documentation Responsibilities matrix
OUTCOMES	Engagement Brief Project Management Protocol	Development/Planning Principles Summary of Understanding	Development strategy recommendations	Finalized and adopted plan
TIME	OCTOBER	NOVEMBER 1-2, 2017	WEEK OF FEBRUARY 12, 2018	WEEK OF APRIL 16, 2018

## TOOLS & RESOURCES

As planners, designers, and landscape architects, our team is filled with diverse sets of knowledge and expertise. As such, our approach to data collection is built on the diversity of our backgrounds and areas of interest. To gather a comprehensive and all-encompassing understanding of the study area, we utilize as many resources as we can find available in the communities we serve, aided by national and renowned platforms. The following platforms may be used by our team in various forms throughout the process:

### ENGAGEMENT

- + Neighborland
- + MySidewalk
- + Community Remarks
- + Survey Monkey
- + Pathable

### SOCIAL MEDIA

- + Facebook
- + Next Door
- + Twitter
- + Instagram

### DATA

- + ESRI
- + U.S. Census
- + Zillow
- + Strava Metro

### INSPIRATION

- + [participatorycity.org/the-illustrated-guide](http://participatorycity.org/the-illustrated-guide)
- + [welcometocup.org/file\\_columns/0000/0789/dick\\_rick.pdf](http://welcometocup.org/file_columns/0000/0789/dick_rick.pdf)
- + [neighborhoodplaybook.com](http://neighborhoodplaybook.com)

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