



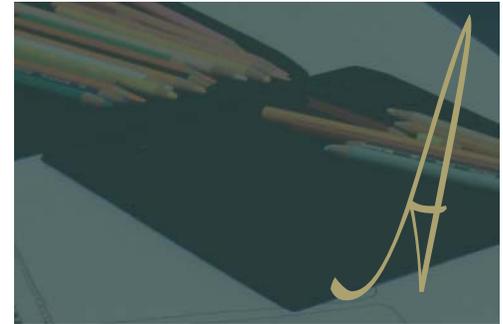
Appendix A

PUBLIC INPUT

PLANNING A NEW VILLAGE CENTER



"Progressive Community with Hometown Spirit"



PUBLIC INPUT

INSIDE THIS CHAPTER:

This appendix, along with Appendix B: Existing Conditions, forms the foundation for all recommendations made during the Simpsonville planning process.

The following can be found in this appendix:

- Public Workshop #1 Results
- Public Workshop #2 Results
- Public Hearing

PUBLIC WORKSHOP # 1

INTRODUCTION

On February 12, 2009, HNTB facilitated a two-hour workshop designed to solicit input from a diverse group of participants including residents, business owners, and elected and appointed officials. Attendees took part in a number of activities and exercises aimed at identifying those things that will help Simpsonville become a more vibrant community. By the end of the evening, participants had voiced their opinions and thoughts about downtown elements and expressed their vision for the future. The process also discussed and presented their ideas to their fellow citizens. The public workshop was held at the Simpsonville Gym with over 25 in attendance.



Public Workshop #1

DOWNTOWN ELEMENTS

As soon as workshop participants arrived they were asked to begin thinking about downtown Simpsonville by answering the brief question; “What three things make a place a downtown?” While responses varied from “Parks” to “Parking Lots”, several themes emerged from the input which was categorized as follows:

Walkability

- “All close together and landscaped paths to join them”
- “Making a safe and healthy environment”
- “Sidewalks”

Streetscape Design

- “Historic landscape to let visitors know who we are”
- “Something that draws your attention to your city”
- “Focal point - town clock - roundabout - art – statue”

Land Use and Development

- “Encouraging businesses to come (retail)”
- “Different types of dining (i.e. casual, fine, or lunch)”
- “Things to draw people to the city, downtown”

Public Space

- “Community building / gathering place / great lawn”
- “Meeting, socialize, network”
- “Government”
- “Focal point”

Vehicular Access and Parking

“Parking and sidewalks”

“Easy access”

“Well thought out layout and construction”

IMAGE PREFERENCE SURVEY

During this exercise, participants were first asked to individually rank their response by circling the number, ranging from -5 to +5, that best represented their initial reaction to a pre-determined image. These images were intended to evoke a wide range of responses, many of which were anticipated by the HNTB Team as well as a few that were not. The images used in the survey depicted a range of development options including mixed use and suburban development alternatives, parking options, and design elements often incorporated into downtown streetscapes.

Once meeting participants scored each image, they were shown a second time. This time participants were asked to share their initial responses out loud. This interaction helped the larger group uncover what would eventually become the collaborative vision for Simpsonville. Individual reactions varied, in some instances they were in complete disagreement, however, the larger group was participating in an open dialogue about the characteristics which a thriving, attractive, and economically viable Simpsonville would hold in the future.

Several recurring issues presented themselves through reaction to the survey images:

- One of the most common themes heard during the exercise was a desire to preserve the small town/rural way of life found in Simpsonville.
 - “...quaint/small town” (Image 1)
 - “...not Simpsonville” (Image 15 – In reference to a picture displaying a busy park)
 - “...design too contemporary.” (Image 2)
 - “Simple is good” (Image 10)
- Encouraging and promoting locally owned businesses and products.
 - “Need locally owned” (Image 2)
 - “...organic/local [products] are good.” (Image 8)
 - “Good to support local” (Image 8)
 - “No national chains” and “...national chains not appropriate for Simpsonville.” (Image 2)
 - Public art should be relevant and specific to Simpsonville
 - “Show Simpsonville in its prime...” (Image 10)
 - “Art can be corny” (Image 12)
 - “Simpsonville is the birthplace of the plow – interpretative art should be used to tell the story” (Image 12)
 - “Need to make it local...” (Image 14)



Image Preference Score: 3.1 (-5 to +5)



Image Preference Score: 2.7 (-5 to +5)



Image Preference Score: 2.6 (-5 to +5)



Image Preference Score: -2.5 (-5 to +5)



Image Preference Score: -1.9 (-5 to +5)



Image Preference Score: -1.5 (-5 to +5)

■ Parking and traffic related issues.

“Parking will slow traffic...like the diagonal parking” (Image 5)

“Don’t like ‘sprawl’ parking” (Image 13)

“Alley, two-way traffic is good” (Image 13)

“Like median...slows down traffic” (Image 16)

“Median is not necessary for Simpsonville” (Image 16)

“Safety issue with diagonal parking” (Image 19)

VISIONING EXERCISE

Workshop attendants were asked to imagine Simpsonville 20 years from now, and in a few simple words, provide their vision for the way Simpsonville will look, feel and function in the future. Individuals recorded their responses on a sheet of papers and were then asked to share their ideas with a small group. Each group discussed each member’s idea, recorded it, and rated the level in which the entire group agreed or disagreed with the vision.

This exercise enabled workshop participants to dream big, and in the mind of each participant, imagine an ideal Simpsonville. While some ideas were not totally supported by the entire group, each group began to establish and agree upon certain criteria in which an ideal Simpsonville would contain in the future. As each group member shared and discussed their ideas with the rest of the group new ideas emerged and eventually, a unified, cohesive vision was developed for each group.

The following are vision elements in which there was complete agreement from all group members:

- Mixed uses
- Library
- Town square
- Building standards
- Street lights
- Inviting pedestrian sidewalks with high capacity
- Limited number of parking lots
- Common areas with outdoor tables
- Maintain architectural aesthetics

Below are a few vision responses from workshop participants represented in their own words:

“At a glance, the drive through US 60 in the center of town should reflect the community it was built on; with influences of its heritage, utilizing art and nature that adds to the beauty of our town. Flow, focal point, community.”

“A place where people can mingle, interact with each other for dinner or leisure. Businesses with apartments above for mixed use which will bring people downtown and keep them there...”

“I want to see an inviting walkway that people will want to come; tables along the walkway to have coffee and a danish. Shops for gifts, shops for needs”

“Livable, walkable, sustainable, diversity and interesting architecturally; buried utilities, art, and energy considerations at every level...”

PUBLIC WORKSHOP # 2

INTRODUCTION

The second Simpsonville public workshop was held Tuesday March 9, 2009 at the Simpsonville Gym. The purpose of this meeting was to review the results of the first public workshop and to further develop the plan’s vision, goals and objectives, and specific elements desired for the center of Simpsonville. Workshop exercises were intended to get feedback from participants on plan elements including overall vision and goals, development intensity, infrastructure improvements, districts and connections, and identity and branding. The following section summarizes workshop exercise results and offers comments from meeting participants.

TELL US...VISION AND GOALS

Participants were asked to rank the following goals in order of most important to least important as it pertains to the development of Simpsonville’s Village Center. Participants then provided comments on specific goals and the plan’s overall vision. Goal rankings and sample comments are provided below:

- Goal 1: Provide unified infrastructure expansion
- Goal 3: Provide community accessibility and development
- Goal 2: Promote economic development
- Goal 4: Promote programming activities

■ Question 1: Please provide any feedback about the Vision Statement:

“The vision statement will set the tone. This fits our desire to remain unique”

“Town Center should respect not just unique culture but agriculture culture and past”

“Good, but stress economic and sustainability”

“The vision statement is quite good. It encompasses what I would like to see Simpsonville become”

“We must not forget the horse industry that will survive”

“Vision statement appears to have included everything that is needed”



Public Workshop #2

- Question 2: Please provide any feedback about a particular goal or objective:

Goal 4 – “Keep in mind this is a state highway that can not always provide some types of activities with the safety needed for the downtown area”

Goal 3 – “I like the drawing of community into the center of town. Attractive and intensify so people will come”

Goal 1 – “Do not like the idea of on-street parking along SR 60 due to traffic congestion when I-64 is blocked (happens quite often)”

Goal 1 – “Not in favor of on-street parking. Rear parking, well lit”



Vision and Goals Display Board

TELL US...DEVELOPMENT INTENSITY

Meeting participants were asked if they agreed or disagreed with districts identified in the Development Intensity Map/Board.

- Question 1: Do you agree with the Core District boundaries and intensity?

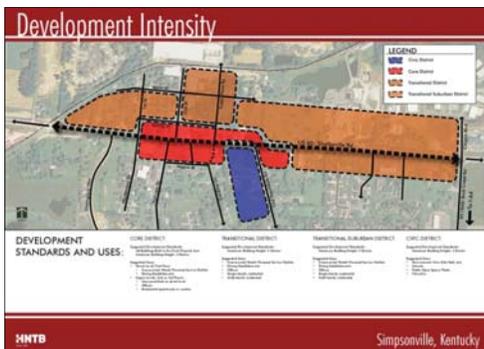
- Agree: 81%
- Don't Agree: 8%
- No Answer: 12%

- Question 2: Do you agree with the Transitional District boundaries and intensity?

- Agree: 65%
- Don't Agree: 27%
- No Answer: 8%

- Question 3: Do you agree with the Civic District boundaries and intensity?

- Agree: 92%
- Don't Agree: 4%
- No Answer: 4%



Development Intensity Display Board

Comments

- Question 1: Do you agree with the Core District boundaries and intensity?

Agree

- “Should move level to N up SR 1848”
- “Logical! Make it dense and attractive”
- “Central to activity of community”
- “This area has great potential, but should extend further north”

Don't agree

- "The core must extend north to past (or at least to) the rail line to encompass the original town plan"
- "Possibly extend Core District. Should extend to Commonwealth Bank on the east and to include Todd's Point Rd. up to railroad tracks (kind of making a tee)"

No answer

- "Extend core along Todd's Point Rd. to railroad tracks"
- "Extend Core District to west"

■ Question 2: Do you agree with the Transitional District boundaries and intensity?

Agree

- "Layouts should replicate older town malls"
- "But do not want multifamily dwellings or greater than two stories"

Don't agree

- "Should be more on south side to balance downtown district"
- "No multifamily development in this area"
- "More north/south to compliment east/west. Also consider 4th St"
- "Todd's Point Rd. transitional area should be incorporated into the Core District"
- "I think the core should take up some of this area"
- "Would like to see it expanded north and east"

No answer

- "Need transition between Maplewood and railroad tracks"

■ Question 3: Do you agree with the Civic District boundaries and intensity?

Agree

- "Easy to conduct business"
- "But, intermix the civic with the core"
- "They included the land use currently inhabited"
- "Library??"

Don't agree

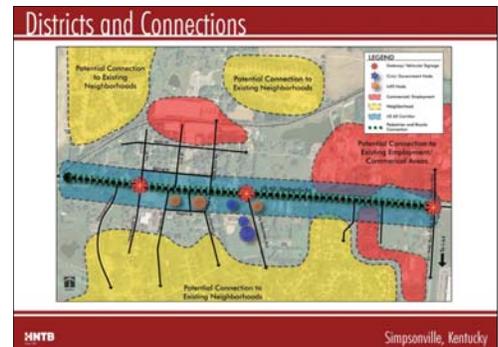
- "Expand to east side of Old Veechdale Rd"

No Answer

- "Make all building no more than two stories. Only one block of intensity"



Public Workshop #2 - Development Intensity Exercise



Districts and Connections Display Board

TELL US...DISTRICTS & CONNECTIONS

Meeting participants were asked if they agreed or disagreed with gateway locations and potential connections identified in the District and Connections Map/Board.



Public Workshop #2 - District Connections Exercise

- Question 1: Are the gateway locations appropriate?
 - Agree: 62%
 - Don't Agree: 10%
 - No Answer: 29%
- Question 2: Are the civic node locations appropriate?
 - Agree: 86%
 - Don't Agree: 0%
 - No Answer: 19%
- Question 3: Are the infill node locations appropriate?
 - Agree: 81%
 - Don't Agree: 0%
 - No Answer: 19%
- Question 4: Do you agree with the realignment of Cardinal Dr. and US 60?
 - Agree: 86%
 - Don't Agree: 5%
 - No Answer: 10%

Comments

- Question 1: Are the gateway locations appropriate?
 - Agree*
 - "They provide an easy starting and transition point"
 - "Seems to span center of commercial development"
 - Don't agree*
 - "No SR 1848 connect[ion]!"
 - "Maybe at Todd's Point Rd. and US 60 or railroad, Main St"
 - No answer*
 - "Old Veechdale move to Todd's Point Rd. Much more traffic or have both"
 - "At the ends of corridor but monuments in the middle of town seem to be excessive"
 - "Pedestrian/bicycle connections should extend to school on east and proposed Todd's station connection to US 60"

■ Question 2: Are the civic node locations appropriate?

Agree

- "If post office is relocated"
- "They promote the existing land usage"
- "All ready exist"

■ Question 3: Are the infill node locations appropriate?

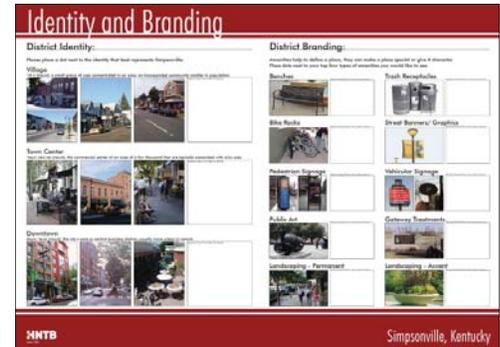
Agree

- "The are obviously vacant"
- "To feel like a proper 'KY' village, needs continuous development of vacant spaces"

■ Question 4: Do you agree with the realignment of Cardinal Dr. and US 60?

Agree

- "Absolutely!"
- "Required because of traffic issues"
- "Makes for appropriate intersection"
- "Could provide stop light for busy intersection"
- "This may be the only chance that the State will ok a light to ease traffic congestion"
- "It would be safer. I would like a stop light"
- " Because a light is needed at Todd's Point Rd"
- "I don't see any different realignment"
- "Safer intersection"



Identity and Branding Display Board



District Identity Exercise - Village Branding

TELL US... IDENTITY & BRANDING

Public workshop participants were asked to express their view on the appropriate identity and branding elements for Simpsonville by voting. Participants overwhelmingly preferred the district to be identified as a "village" or "town center." Therefore the combination of the terms "Village Center" is the resulting district brand characterized by benches, landscaping, and street banners, etc. The photos in the margin to the left, and on the following page, illustrate the specific elements in which meeting participants identified with most.

■ District Identity:

- Village - 17.5 votes
- Town Center - 11.5 votes
- Downtown - 0 votes

■ District Branding (with amenities):

- Benches - 20 votes
- Landscaping - Permanent - 20 votes



District Branding (with amenities) Exercise - Bench



District Branding (with amenities) Exercise - Banners



District Branding (with amenities) Exercise - Landscaping (permanent)

- Landscaping - Accent - 17 votes
- Street Banners / Graphics - 14 votes
- Trash Receptacles - 8 votes
- Public Art - 5 votes
- Gateway Treatments - 5 votes
- Bike Racks - 3 votes
- Pedestrian Signage - 3 votes
- Vehicular signage - 2 votes

In addition to voting, participants were asked to offer other suggestions and amenities which should be incorporated into the “branding” of Simpsonville. A common theme suggested in all phases of the public input process was incorporating Simpsonville’s equestrian background and distinct history of saddlebred horse breeding into the design of downtown elements.

■ Question 1: Do you have other suggestions for the district’s identity?

“This is the saddle bred capital; black four-board fences define the landscape for miles around. Could we use these fences to define areas? I.e. around parking lots; plantings can be designed around fences areas.”

“Include subdivisions into brand – Rolling Ridge, Cardinal Club, Todd’s Station, King Brook”

“Like the village idea/not downtown!”

■ Question 2: Do you have other amenities that should be included?

“Banners could be colorful and have a “horse” theme”

“Park like small area/fountain?”

“Street lights, flower pots on walk”

“Beautification of intersection at Buck Creek and US 60”

“Wide sidewalks; under ground utilities”

“I want sidewalk tables”

“Very attractive sidewalks”

“‘Gathering place’ for seating/enjoying/visiting”

TELL US...INFRASTRUCTURE

Workshop participants were asked to comment on planned infrastructure improvements which include: sidewalks enhancements, on-street parking, lighting, and bicycle accommodations. Infrastructure improvements can be seen on the Infrastructure Map on page 35.

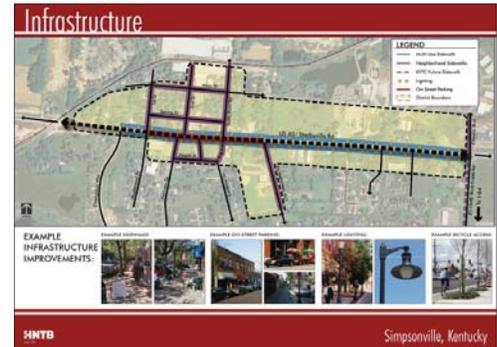
■ Question 1: Are the locations of the sidewalks appropriate?

- Agree: 79%
- Don’t Agree: 10%
- No Answer: 10%

- Question 2: Are the locations of the on-street parking appropriate?
 - Agree: 72%
 - Don't Agree: 14%
 - No Answer: 14%

- Question 3: Are the locations of the lighting appropriate?
 - Agree: 83%
 - Don't Agree: 3%
 - No Answer: 14%

- Question 4: Should bicycle accommodations be provided?
 - Agree: 79%
 - Don't Agree: 10%
 - No Answer: 10%



Infrastructure Display Board

Comments

- Question 1: Are the locations of the sidewalks appropriate?
 - Agree*
 - "If both sides of street!"
 - "Need to extend to Station Point and Todd's Point Rd."
 - "We live in Station Point and I don't feel safe walking to the park now."
 - "Good that it spans entire length of US 60"
 - "Yes, need a "town" focus"
 - Don't agree*
 - "Extend neighborhood sidewalk to include county side and potentially have City look at extending down Cardinal, Fairview, Maplewood, and Old Veechdale."
 - "Should have Fairview, Cardinal included"
 - "They need to extend to the elementary school"
 - No answer*
 - "Extend sidewalks to Todd's Station"
 - "Extend east to school and west to Todd's Station Connector to US 60"



Example - Bicycle Accommodations

- Question 2: Are the locations of the on-street parking appropriate?
 - Agree*
 - "Yes, depending on location of new business"
 - "I like the slanted parking"
 - "Need a few crosswalks over US 60"
 - Don't agree*
 - "Against on-street parking along US 60 due to high traffic flow"

- "Do not want any on-street parking. Detracts from businesses 'visibility'. Becomes a busy area when highway (I-64) is close."
- "Currently too much traffic on US 60 "
- "Shorter distance from Todd's Point"

■ Question 3: Are the locations of the lighting appropriate?

Agree

- "Possible extension of lighting down Todd's Point Rd."
- "But, why not some north on SR 1848 and one block south on Cardinal"
- "Use old lights"
- "Matches sidewalk length"
- "Very good to create sense of identity"
- "Maybe along Todd's Point Rd"
- "Should go one block north/south of US 60"

Don't agree

- "Along Todd's Point Rd"

No answer

- "Need better lighting on Todd's Point Rd"
- "No overhead lines"

■ Question 4: Should bicycle accommodations be provided?

Agree

- "This will help keep children off streets"
- "Absolutely!"
- "Separate from sidewalks"
- "A bike path would be great!"
- "Dedicated lane on US 60 to Jefferson County line"

Don't agree

- "Leave for later"

No answer

- "Not on Main St"

PUBLIC HEARING

In accordance with KRS-100, for an amendment to the comprehensive plan, a public hearing was held with the Triple S Planning Commission on May 19, 2009 for a recommendation on adoption. This was followed by a public hearing for adoption with the Simpsonville City Commission on June 2, 2009.



"Progressive Community with Hometown Spirit"