



Sellersburg 2040 Online Survey #1:

The first survey for the Sellersburg 2040 Comprehensive Plan was launched on March 23, 2020 through May 4, 2020. A total of 232 people participated. The following summary provides highlights from the survey.

- When asked to rate the quality of life in Sellersburg, **70%** said the quality was **Excellent or Good**. Less than **1% (0.9)** rated the overall quality of life as **poor**.
- When asked which of the following items were **most important** to the quality of life in Sellersburg, the top responses were:
 - Safety and Security (86.1% rated Most Important)
 - Smart Technology (58.0% rated Most Important)
 - Recreational Resources & Opportunities (49.8% rated Most Important)
 - Job Opportunities (46.7% rated Most Important)
- The factors that were seen as the **least important** to quality of life were:
 - Diverse Housing Options (13.3% rated Not Important)
 - Diversity (11.6% rated Not Important)
- When asked to rate the general conditions of infrastructure within Sellersburg, both **Water (54.5%)** and **Roads (65.3%)** were found to be in **Poor Condition or Needing Immediate Attention**.
- Survey respondents were asked to rate how they believe Sellersburg is **perceived** by visitors and new residents on a scale from 1 to 5, and the average score was **2.4**. Some comments in response to the rating included:
 - Although new neighborhoods are nice, the older parts of Sellersburg need updating.
 - Roadways and sidewalks are in need of repair. This includes adding additional safety measures for those using pedestrian crosswalks.
 - The view from I-65 needs to be improved. The town looks more like a rest stop along the highway than an actual community, and this update needs to include gateways.
 - Building maintenance is needed.
- When asked to identify the **largest threats** to Sellersburg, the top responses were:
 - Aging Water and Sewer (37.3%)
 - Lack of Transportation Infrastructure Improvement (12.4%)
 - Lack of Entertainment Options (11.5%)
- When asked to identify the **strongest assets** in Sellersburg, the top responses were:
 - Location (57.1%)
 - Educational Institutions (22.9%)
 - Quality of Place/Character (13.2%)



- When asked to identify **what improvements to the transportation network** residents would like to see, the top responses were:
 - Improved streets for vehicles (53.0%)
 - More & Improved Sidewalks (27.7%)
 - Improving bicycle facilities had less than 3% of total votes
- When asked what **types of development** residents felt Sellersburg **needed more**:
 - Open Space/Recreation (77.2%)
 - Commercial Development (64.9%)
 - Mixed Use Development (42.3%)
 - The type of development with the **lowest need** was Housing Options, with only 21.8% of respondents stating that was a need
- The final question asked for respondents to rank the importance of specific **economic development strategies**, the following were ranked as **Very Important or Fairly Important**:
 - Ensure Infrastructure is Built and maintained to Serve Existing Businesses (72.0%)
 - Support Natural and Cultural Resource-Based Tourism (55.1%)
 - Support Recreational-Based Activities and Tourism (54.3%)

Demographics:

- The average age of a respondent was 35-54 (60.2%).
- 82.7% of respondents live within Sellersburg, and 12.4% live in unincorporated Clark County.
- Of those answering the survey, 38.3% have been living in Sellersburg more than 20 years. 23.4% have been living in the town for less than 5 years.
- A majority (79.7%) of respondents were employed Full-Time.
- Most respondents travel less than 10 miles for work (38.1%) but almost a third travel 11-30 miles (31.5%). This could be due to downtown Louisville being roughly 10.5 miles away.
- The majority of respondents have a household income over \$75,000 (56.8%), and only 2.5% had a household income under \$25,000.

Big Ideas:

The survey asked participants to list their "Big Idea" for Sellersburg. The following includes all of the ideas were submitted:

- Convert acreage on Allentown Rd into a park and improve programming in park areas (family movie nights, group exercises and events, historic/cultural tours).
- Put marked bike lanes/routes in town.
- Use Carmel, Indiana (and local communities) as an example for new/redevelopment.
- Slow traffic down on US 31 and put in a bypass from the airport to SR 403.



- Coordinate with local cities (Jeffersonville, Charlestown, New Albany, Clarksville) to create, market, and sustain a “buy local” style campaign.
- Work towards 100% renewable energy for all town operations.
- Keep the small-town feel.
- Better control for development of both residential and commercial properties is needed in regards to surrounding infrastructure.
- Increase the number of community-wide events.
- An affordable bed and breakfast that could be historic in nature.
- Expand use of Clark County Airport to include commercial flights.
- Revitalize the downtown corridor.
- Make Sellersburg a UTV-friendly community.
- Construct a new large park with abundance of greenery.
- Make improvements to infrastructure and rundown properties throughout the community.
- Create ordinances that require homeowners to better upkeep property and keep them free of trash.
- Make a downtown “square” with entertainment, restaurants, and updated shopping.
- Make downtown more identifiable.
- Development of a Putt Putt golf course.
- Increased lanes on SR 60 and SR 311 to improve traffic flow during peak travel times.
- Develop land behind coffee crossing to include shops and restaurants.
- Support public schools by better supporting teachers, and post images of seniors in town on utility poles like Charlestown.
- Deal with flooding that blocks off entrances to neighborhoods.
- Widen and pave public roadways to make them safer for pedestrian/cycling traffic.
- Develop recreational activities for families (such as a public pool) and new social events.
- Beautification of whole community.
- Focus on making Sellersburg a better bedroom community.
- Build a new high school.
- Improve gateways into community from I-65 and other major collectors.
- Incentivize larger retail that can be supported by the recent growth within the community.
- Develop a mixed-use area at intersection of SR 60 and I-65.
- Develop a large sports complex for the town’s schools and youth athletic events.
- Create a community dog park.
- Publish town meeting agendas earlier so people have time to review them.
- Incentivize new restaurants that aren’t basic fast food.
- Revamp Sellersburg Celebrates.
- Restart the local farmer’s market.



- Develop a youth center.
- Follow what other communities along major highways have done in revamping the roadway corridors.

Key Highlights:

- Residents believe that Sellersburg has an **average** perception by outsiders and visitors, likely based on physical conditions and identity. However, over 70% stated the **quality of life** was **excellent or good**.
- Water and roadway infrastructure were the **most critical** improvements needed.
- **Street maintenance** and improvements were a focus as well as **improving the flow of traffic** throughout town (especially along US 31). **Sidewalk or trail** improvements were frequently suggested but bike facilities were a low priority.
- **Downtown is not seen as a strong asset** for the community due to the general state of existing structures/properties and the lack of commercial businesses and amenities.
- **Open space/recreation** was highly desired, and providing **Housing Options** was not viewed as a priority.