



## Sellersburg Steering Committee Meeting #2:

The third steering committee meeting was held in-person with an option to attend virtually using GoToMeeting. The meeting was held on Tuesday, June 23, 2020 from 5:30-7:00 pm that continued the discussion of plan goals and objectives from the previous meeting.

Approximately 11 people attended the meeting, including Town Staff, Town Officials, the consultant team, and steering committee members. The agenda of the meeting included a continuation of the previous discussion and review of strategies and action steps related to parks and recreation, community facilities, economic development, neighborhoods and housing, and identity and placemaking.

The following bullet points summarize the feedback collected during this meeting.

### Meeting Discussion Notes:

- **Sense of Community - Parks and Recreation:**
  - Strategy A:
    - Examples of potential use for property owned by the city:
      - New dog park
      - Motocross park
      - Covered bridge park
    - Preventing flooding of town hall and police department facilities should be a high priority.
- **Sense of Community – Community Facilities:**
  - Strategy B:
    - With the movement of the Town Hall, how will the property be used? The property could potentially be used as a public space.
    - County controlled EMS should be added to this strategy.
    - Education and outreach need to be improved to general public. This includes contact information and coverage areas for emergency services.
    - Action step #2 should be worded differently to encourage participation with the school district in development and housing decisions.
      - A recommendation can be that school districts have a representative present during community planning efforts.
- **Sense of Community – Economic Development**
  - Strategy C:
    - The Tax Increment Financing (TIF) is a strong tool to attract the development that fits the design standards created by Sellersburg.
    - A 6<sup>th</sup> action step should be added about the attraction of businesses using available economic incentives.
- **Pride and Legacy – Identity & Placemaking**
  - Strategy A:



- Minor changes to the Town Center graphic included the removal of the service road in front of the existing McDonald's.
- Design standards for the Town Center should be focused on creating an overall experience in the area. Standards discussed:
  - Sign limitations and architectural style
  - Roadway design
  - Townhomes with balconies
  - Water features
  - Retail, apartment, and condos to have similar style to new Town Hall
  - Walkability
- The Town Center can serve as a precedent to future development.
- Strategy B:
  - Add action step: Define what the identity of Sellersburg is. This will be used to update the official town logo and branding.
  - Overall branding of the Comprehensive Plan should be updated to remove orange and replace with a green color.
  - Action step 4 would greatly benefit Sellersburg. The public art program can be modeled off of Jeffersonville's program.
    - Physical improvements can be simple.
    - The town owns one stoplight at the intersection (Camp Run) along the major thoroughfare through town. However, INDOT will allow vinyl on owned electronic boxes at each light.
  - Visual preference – Lighting
    - Lighting should be focused on what type of atmosphere/theme is appropriate for each location
      - Pedestrian scale for downtown
      - Vehicular focused in industrial area
    - Acorn lighting can be installed by INDOT for free. Town can add banners and other attachments to unit.
  - Visual Preference – Signage
    - The entrances (311, 60, and exit 7) into town are important and should be improved. These should be designed locations and not just a green highway sign.
  - Visual Preference – Architectural Design/Materials
    - A potential commercial moratorium should be explored until the ordinances are updated.
- Strategy C:
  - Sellersburg does not have control over certain festivals.



- The Town Center and exits are important locations to establish the vision and precedent for development standards.
- **Pride and Legacy – Neighborhoods & Housing**
  - Strategy D:
    - No additional comments.
- **Vision Statement**
  - The steering committee revisited the vision statement and what this statement is trying to accomplish for the plan.
    - Instead of being an action statement to be accomplished, the vision statement will instead serve as a branding statement for the plan.