

# ENGAGEMENT MEMO

## OVERVIEW

The Fredericktown Village Strategic Plan process is guided by the stewardship of a steering committee comprised of community leaders with local expertise and a passion for the future of Fredericktown. The steering committee collaborates with a planning team of Village employees and hired consultants to facilitate public engagement and ensure final recommendations properly reflect input gathered during the planning process. The general public was invited to participate throughout the summer; both in-person and online.

**This memo provides an overview of the engagement process and summarizes feedback received thus far. A complete copy of community survey results will be provided in the final Plan document.**

## ENGAGEMENT PROCESS

### Community Workshop

Bringing interactive engagement to existing community events helps ensure a wide audience is aware of the Plan and able to participate. The planning team set up a table at the annual “Christmas in July” event on Saturday, July 13, 2019. The event offered an opportunity to introduce community members to the planning process and gather feedback on what the public would like to see in Fredericktown in the future.

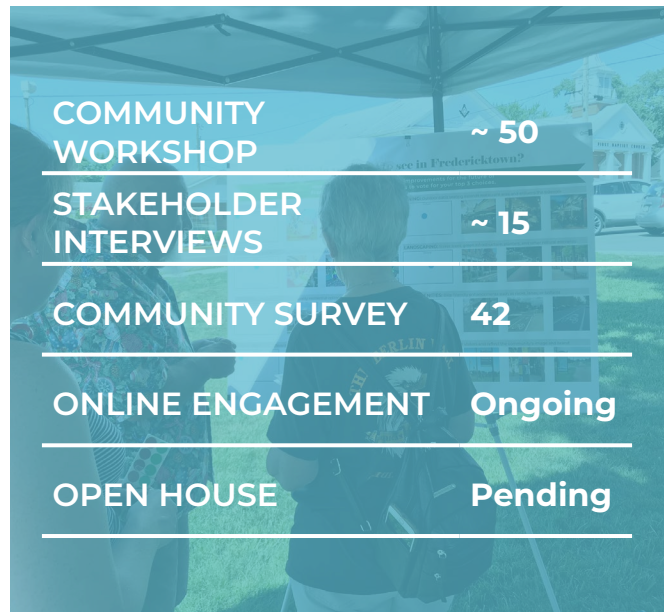
### Stakeholder Interviews

Stakeholder interviews, including both formal and informal discussions, were conducted with business owners, employers, and other prominent community members to add detail and specificity to the feedback received from the general public.

### Community Survey

Hard copies of the community survey were available at in-person public engagement events, as well as through distribution by Village staff and steering committee members. The survey was also available to complete online. Questions encouraged

## ENGAGEMENT SUMMARY



participants to consider future growth, development, and the overall livability of Fredericktown.

### Online Activities

The project website (KnoxCoPlans.com) provides updates, planning materials, and the activities conducted at “Christmas in July”. Business cards advertising the website were passed out at community events and left around the Village to spread the word about online engagement. As the Plan is created, draft ideas will also be available online for viewing and comment.

### Open House

A complete draft of the Plan will be presented to the public in the form of an open house before the final document is provided to Village Council for adoption.

# ENGAGEMENT RESULTS

## General

According to community survey results and general feedback received at the community workshop and stakeholder interviews, some of community members' favorite things about Fredericktown are the school system, its convenient location, rural character, and parks and recreation amenities. The most common concerns or issues to arise during the engagement process were related to the lack of entertainment, limited diversity in commercial offerings, quality and/or cost of utilities and infrastructure, taxes, and poor property maintenance.

When asked broadly what the community would like to see in Fredericktown in the future, community workshop participants gave the most votes to water recreation, followed by community events (Figure 1). Generally speaking, adding more dining options and retail choices were common ideas voiced by the public and local businesses. This idea is detailed in the following section.

## Land Use & Development

When asked on the community survey "What do you think is the most important development priority for Fredericktown to focus on over the next ten years?", more than one-third of respondents said attract, grow, and retain small businesses (Figure 2). The second most popular response was to attract, grow, and retain large businesses. The public expressed general concerns over basic infrastructure quality- such as sidewalks and streets- as well as the cost of utilities. Addressing the physical barriers to development in Fredericktown, in partnership with other economic development and marketing initiatives, will support the development of new firms and employers.

In relation to creating more opportunities for businesses, the public shared a desire for more retail and dining options. At the community workshop, these ideas were provided through comment cards and expressed in the activity board (Figure 1). Community members said they travel for most errands, but would like to experience more shopping, eating out, and entertainment locally. The need for a grocery store in particular, was expressed by multiple survey participants. Outdoor seating and a vibrant

Figure 1. Community workshop results : General

What do you want to see in Fredericktown?

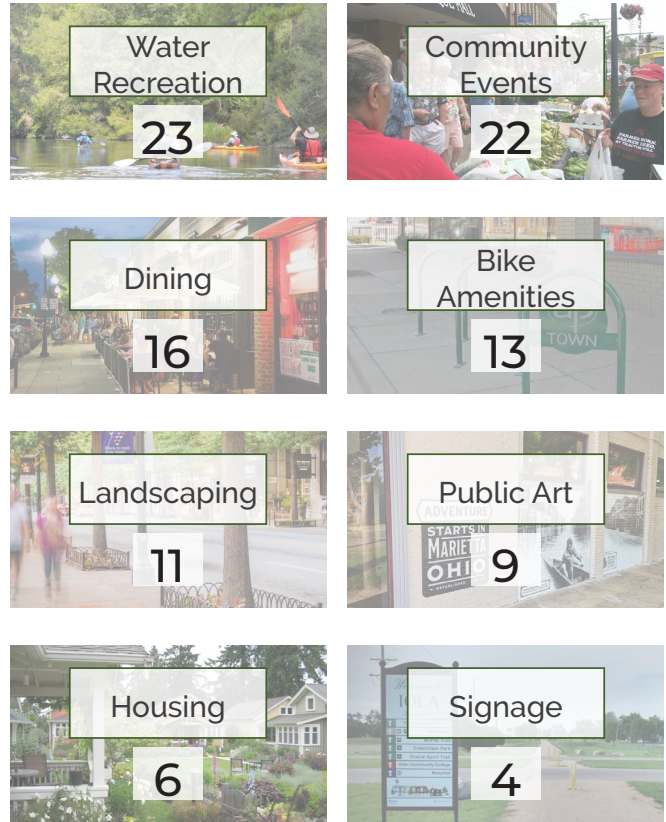
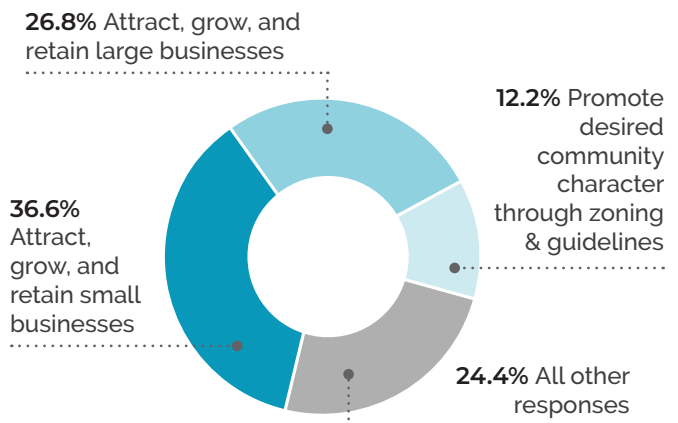


Figure 2. Community survey results : Land Use & Development

What do you think is the most important development priority for Fredericktown to focus on over the next 10 years?



Downtown environment were common themes in regard to future dining opportunities.

An interest in more entertainment may relate to the strong support for continued efforts to enhance Downtown Fredericktown. Community members value the Downtown and were generally excited about creating more opportunities for events, commercial activity, and streetscape improvements. When asked what would encourage them to visit Downtown more, the most popular response (63%) was more restaurants and shops (Figure 3). Eighty percent of survey respondents did *not* select more parking as an incentive for them to visit the Downtown more often, even though they were able to select as many options as they'd like. Parking came up during stakeholder interviews, but more so in relation to visibility and safety issues from backing out of the angled parking Downtown.

### Housing & Neighborhoods

Increasing and/or diversifying the housing supply was not as high a priority for Fredericktown community members as expanding commercial uses or enhancing parks and recreation features. However, the general public expressed a desire for improved property maintenance, particularly of older homes, and neighborhood amenities such as sidewalks, street lights, or open spaces (Figure 4). Additionally, community members are mostly content with existing housing options (Figure 4).

These results may indicate that additional housing options, which the real estate market and changing demographics indicate may be necessary for future growth, will likely be targeted to new residents. Expanded housing development may also help support additional commercial uses which the community says it would like to see.

### Infrastructure & Services

The greatest current challenge related to infrastructure and Village services in Fredericktown according to about 36% of community survey respondents is planning and zoning services. Looking to the future, planning and zoning services also received the highest percentage of votes. Figure 5 shows the complete breakdown of responses for both current and future conditions.

These results are similar to feedback gathered at the community workshop and through stakeholder interviews, though some business owners also

Figure 3. Community survey results : Land Use & Development Cont'd.

What would encourage you to visit Downtown more? (select all that apply)

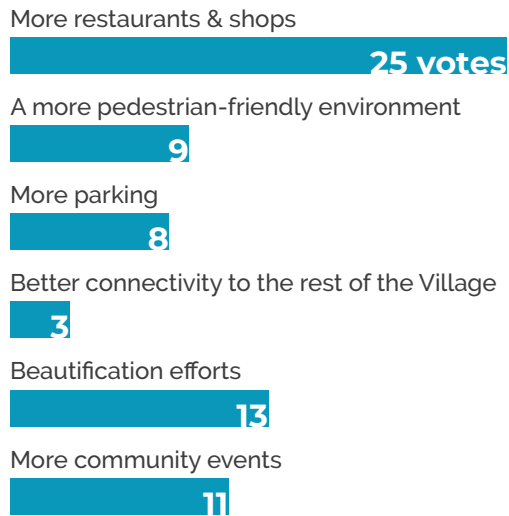
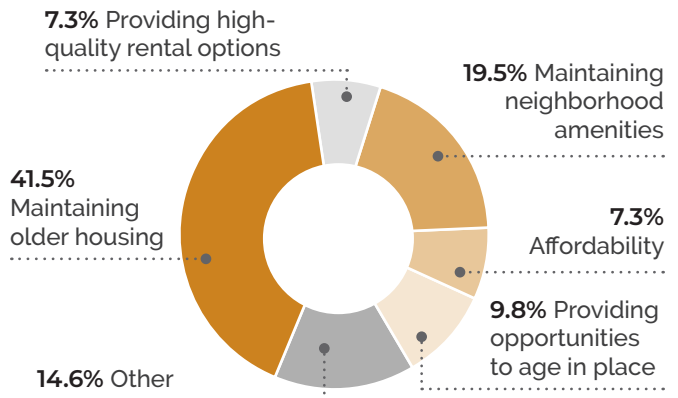
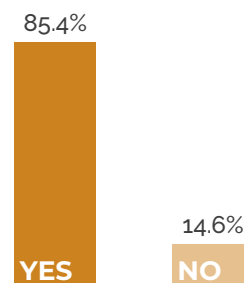


Figure 4. Community survey results : Housing

Which housing issue do you think will be the most pressing for Fredericktown to address in the next 10 years?



Is your preferred housing type available in Fredericktown?



mentioned flood damage and poor parking lot conditions as current issues.

## Parks & Recreation

The Village of Fredericktown has several community parks, playgrounds, and sports fields within the Village, as well as access to Knox Lake and the Kokosing River. Community survey participants rated the quality of existing parks in Fredericktown at an average 3.8 on a 1 to 5 scale with "1" being "poor quality" and "5" being "excellent quality". Using the same scale, the quality of existing trails in Fredericktown were rated at an average 3.7. Notably, almost three-fourths of respondents said that parks and trails are important or very important for the future of the Village (Figure 6).

Looking to the future, the public shared support for more programmed space and/or community events, as well as greater activation of the Kokosing River. At the "Christmas in July" event, water recreation and community events were selected as the most popular improvements the activity participants would like to see in Fredericktown (Figure 1) which aligns with survey respondents' support for programmed spaces and water activities (Figure 6).

At "Christmas in July", the public reasserted its support for Fredericktown's parks, trails, and preserves by marking them as areas to both preserve and enhance in a mapping activity. Investing in Fredericktown's parks, trails, rivers, and open spaces should be a priority moving forward.

## SUMMARY

The following key takeaways serve as a summary of the feedback gathered from the Fredericktown community.

- Continue improvements in the Downtown; including historic preservation, redevelopment of underutilized properties, streetscape enhancements, and parking upgrades
- Enhance the quality and connectivity of parks, trails, and rivers
- Increase entertainment, dining, and retail options
- Improve property maintenance; including the aging housing stock and existing neighborhoods
- Support small businesses

Figure 5. Community survey results : Infrastructure & Services

What is / will be the greatest challenge related to infrastructure and Village services in Fredericktown?

Issue	% (currently)	% (future)
Planning and zoning services	36.0%	33.3%
Village fiscal operations / taxes	28.2%	18.0%
Road maintenance	20.5%	5.1%
Quality of, or access to, utilities	10.3%	20.5%
Maintenance of public properties	5.1%	15.4%
Traffic	0.0%	7.7%
Public safety services	0.0%	0.0%

Figure 6. Community survey results : Parks & Recreation

How would you rate the importance of parks and trails for the future of Fredericktown?



What types of parks/open space do you think Fredericktown needs more of? (select all that apply)

