



GREENWOOD COMPREHENSIVE PLAN

COMMUNITY ENGAGEMENT REPORT

FEBRUARY 2, 2024

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INTRODUCTION

Community engagement and outreach drive the success of long-range planning efforts. They are vital to not only understanding the needs of residents and businesses but are the means to build support for implementation of plan recommendations. Although Greenwood has grown considerably over the last decade, it still retains a small-town culture where residents want to get involved in shaping the future of their city. This report includes a summary of findings from the initial round of community engagement efforts, which included an in-person community workshop, online survey and mapping exercise, series of stakeholder meetings, and pop-up events at the Greenwood Farmers Market and Greenwood High School football game.



Participants at the September 12, 2023 Community Workshop.



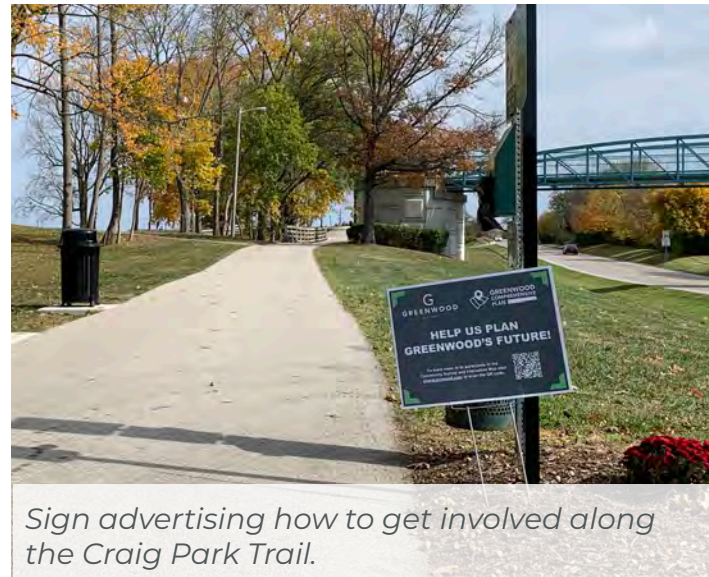
Booth at the Greenwood Farmers Market on September 9, 2023.

IN-PERSON ENGAGEMENT

COMMUNITY WORKSHOP

A community workshop open to all those interested in the future of Greenwood was held at the Greenwood Public Library on September 12, 2023. The workshop invited those who wished to share their thoughts on the current direction of Greenwood and discuss the city's current strengths, future challenges, and goals for growth and development. The meeting was held in an open house style, allowing participants to come and go at times convenient for them, with a brief presentation given twice by Mayor Mark W. Myers and representatives of the consulting team. The workshop was organized around facilitated input opportunities, ranging from identifying opportunities and issues, mapping potential future development areas, and identifying potential goals related to the topics of quality of life, infrastructure, economic development, and public safety. Over 100 people attended the workshop. The major themes and takeaways from the workshop included:

- Make Old Town the premier destination south of Indianapolis.
- Beautification of major roads and gateways.
- Utilizing placemaking and quality of life projects as tools for resident and business attraction.
- Improve congested intersections.



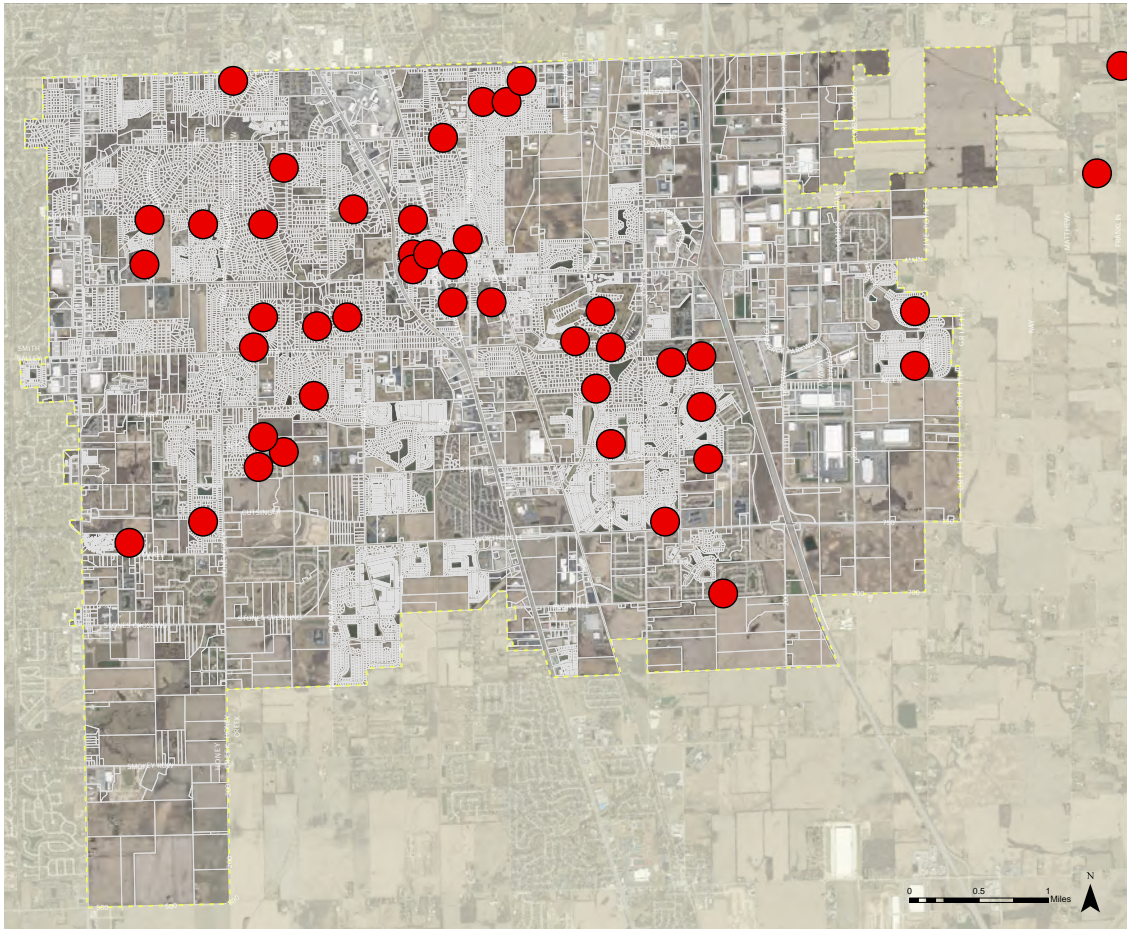
Sign advertising how to get involved along the Craig Park Trail.

- Continue to address traffic safety concerns.
- Add traffic lights at key intersections along major thoroughfares.
- Expand the bicycle and pedestrian trail network.
- Create safe routes over/under US 31 and SR 135.
- Encourage small-scale retail and local businesses.
- Prioritize other industry types over warehouses.
- Increase the capacity of the city's code enforcement efforts.

Detailed results to workshop exercises are included on the following pages.

▶ GETTING STARTED

1

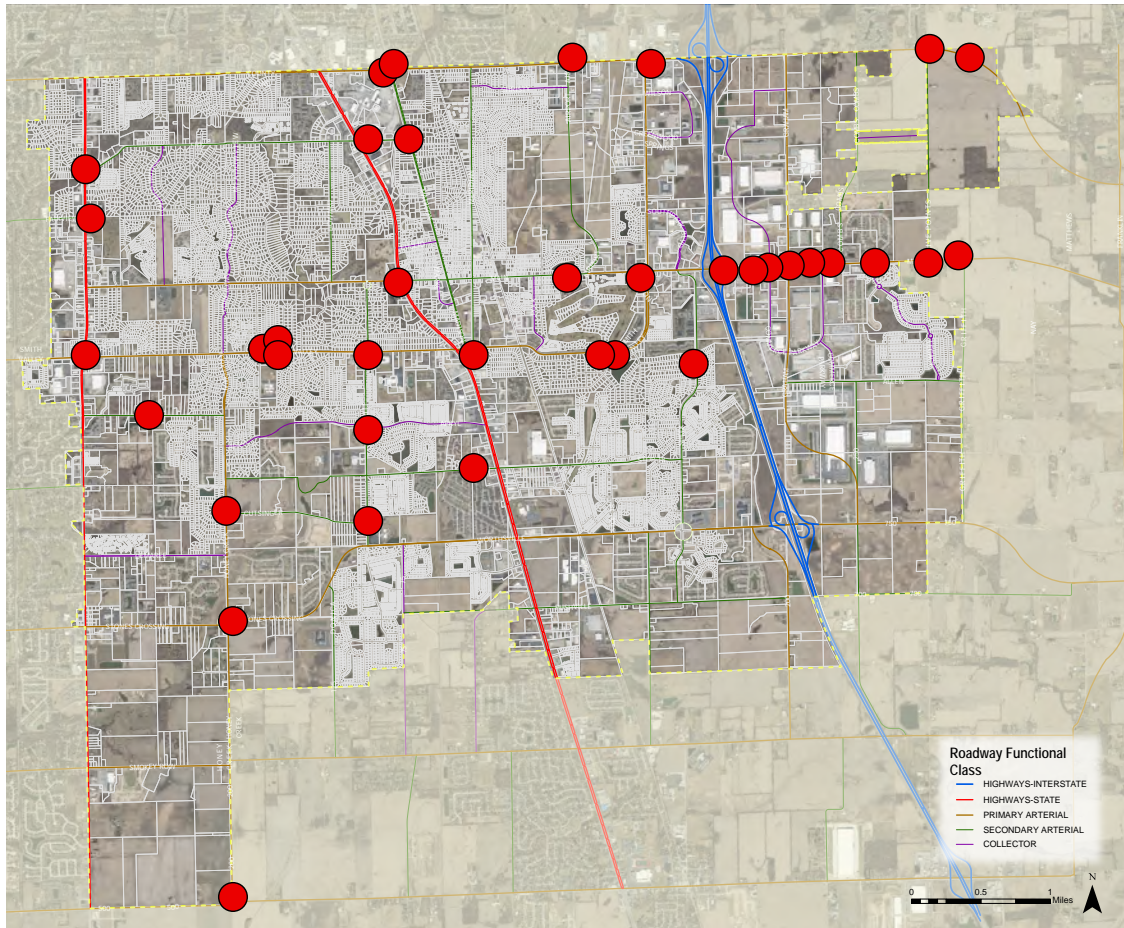


- 1 Place a dot sticker on the map in the area where you live.
- 2 Use a post-it note to record your **ONE WISH** for Greenwood's future in the space below.

- Greenwood is much more than Old Town
- A shared identity, connecting and preserving Old Town's past historic areas
- Less warehouses, they are cheap and unattractive, more dentists, vets, etc.
- Old Town restaurants
- Make Old Town the signature destination for Greenwood
- To have a safe community where families, adults, and all ages can thrive and small businesses can grow
- More green space and outside activities
- More local businesses and downtown restaurants
- Attainable housing
- Low-income housing
- Lights on walking trails
- Improve east/west traffic patterns
- Expand city for new housing, entertainment, businesses, greenspace, and trails
- Walkability and safety for families with young children
- Make Old Town a place where people want to be in their free time, more casual restaurants, small grocery, more fun activities
- Safe places for entering trails
- More stores that provide items for household daily needs
- Wider variety of businesses in Old Town, make sure all vacancies are filled
- Remove the plan to continue Stop 18 through Freedom Park
- Pedestrian infrastructure along and over US 31
- Contiguous sidewalks
- Eateries and local shopping in Old Town
- More small businesses and parking in Old Town
- Remove any plans to extend Stop 18 through Freedom Springs to Honey Creek
- Add the support necessary to maintain and improve our city rather than continuing to expand it, we need to manage what we have rather than reaching for more
- Careers to anchor our children and grandchildren

➤ INFRASTRUCTURE

2



- 1 Place dot stickers on the map to identify needed roadway and intersection improvements.
- 2 Use a post-it note to provide more detail below.

- Roundabouts have been wonderful for the most part
- Some roundabouts aren't working as intended
- Main St east of I-65 is an infrastructure nightmare, needs to be paved and widened
- Continue making Old Town a destination, a place people want to come to, but not increase parking just because there is a perception of lack of parking in Old Town which has cost us many historic buildings the last 80 years
- I would rather have more buildings than empty parking lots
- Whiteland and Honey Creek Road intersection
- Need east/west enhancements on County Line Rd
- Add a roundabout to Smith Valley and Hacienda to slow traffic
- Safety improvements at County Line and Emerson
- Consider bike paths/trails as infrastructure not just quality of life, they need to be integrated with signage and signals
- Bike lands on Stop 18 between US 31 and ditch path
- Improve Main Street to the east
- Old Town is becoming more accessible which is great, but we need more to draw people downtown
- Improvements to County Line and Madison
- I really like roundabouts for safety reasons
- Stop light at Apryl Dr and Averitt would be useful if Apryl becomes a new way to move east/west in Greenwood
- Traffic pattern improvements at Main Street and Madison
- Remove right turn lane from the mall near Fry Rd and US 31
- Conceal that ugly red neon carwash on US 31
- Main Street towards Emerson needs repaved
- No extension of Stop 18 through Freedom Park
- Repave existing Pushville Rd but do not extend through future/existing development, leave where it is

➤ INFRASTRUCTURE

2

Read the following INFRASTRUCTURE statements. Use dot stickers to select the TOP 3 statements you believe are most important for Greenwood’s continued success.

Statement	Vote Here	Statement	Vote Here
Improve congested intersections (traffic signals, added turn lanes, conversion to roundabouts).	17% of votes	Improve crosswalks, curb ramps, and pedestrian signals along major roadways.	8% of votes
Improve streetscapes (lighting, trees, signage, furnishings) along major corridors.	13% of votes	Collaborate with IndyGo to enhance public transportation options connecting Greenwood to destinations in Marion County.	5% of votes
Expand parking availability in the downtown.	12% of votes	Improve broadband service accessibility and speeds.	5% of votes
Enhance east/west transportation corridors.	11% of votes	Improve drainage and stormwater infrastructure.	4% of votes
Maintain existing city streets (resurfacing, filling potholes, and other general maintenance).	10% of votes	Extend sewer infrastructure to better direct future development.	3% of votes
Identify areas for new roadway connections to alleviate existing congestion.	9% of votes	Enhance north/south transportation corridors.	3% of votes

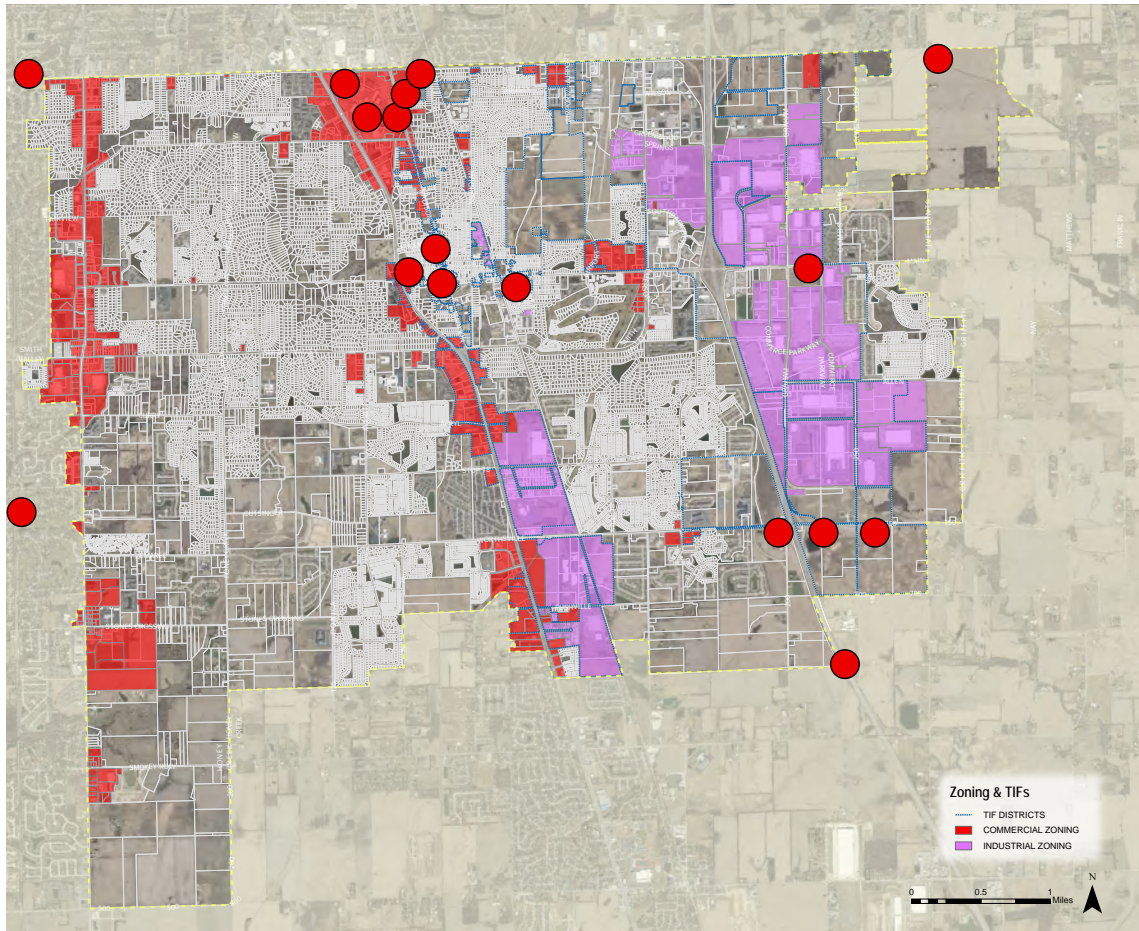


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➤ ECONOMIC DEVELOPMENT 3



- 1 Place dot stickers on the map to identify commercial or industrial development and redevelopment areas.
- 2 Use a post-it note to provide more detail below.

- Get more high-end businesses and upscale restaurants in Old Town
- Support the 30+ year businesses that helped build Greenwood
- Interstate 69 extension
- Commercial development at exit 97
- Continue to develop downtown businesses
- Zone neighborhood commercial in area east of I-65 (Rocklane Rd)
- Madison Ave and County Line Rd east of the mall
- Expand east of the city
- need more code enforcement offices and less warehouses
- Stop selling all this beautiful farmland for warehousing, build more integrated communities/neighborhoods
- Code enforcement can't enforce without more bodies, rules are useless without follow through
- Advanced manufacturing businesses focused on AI
- Less warehouses, more local businesses
- Improve business types along I-65 and I-69
- What can be done with the green space at Madison and County Line Rd

➤ ECONOMIC DEVELOPMENT 3

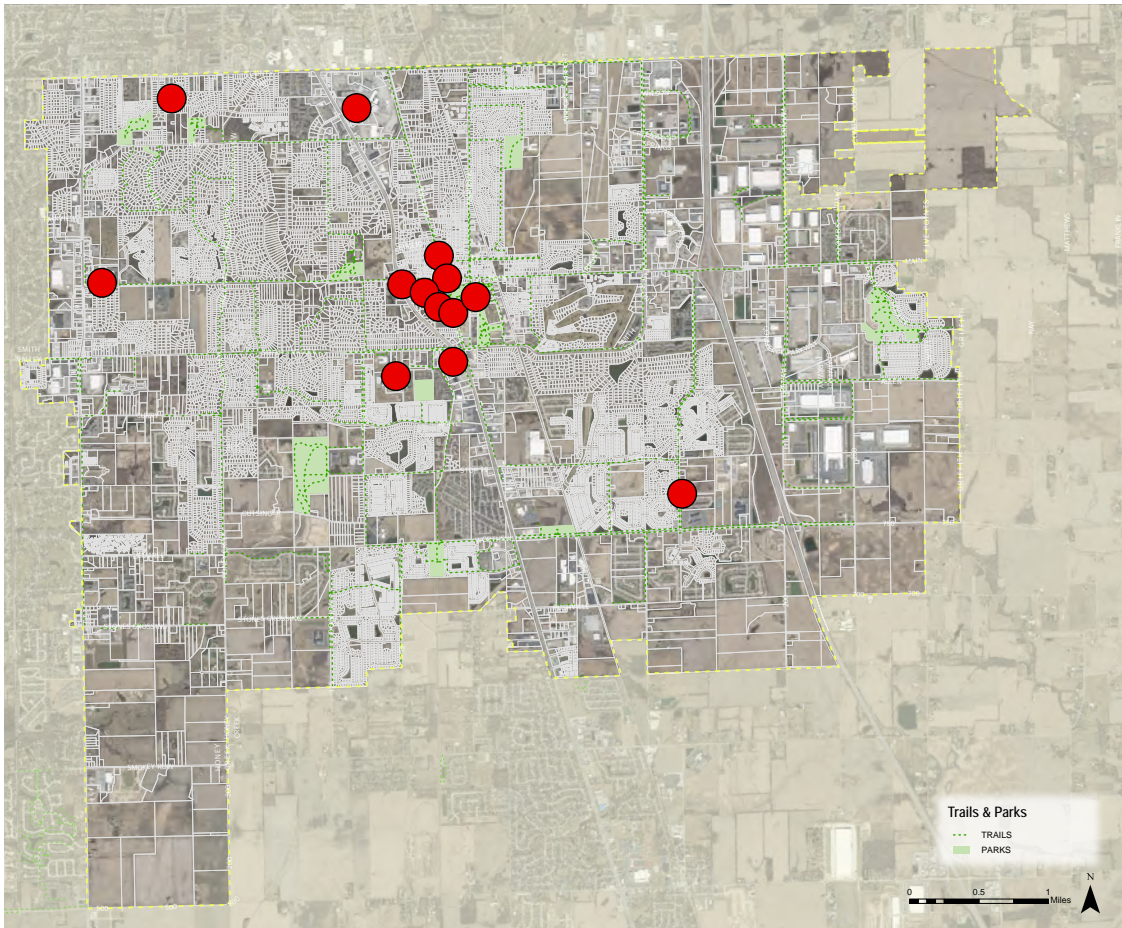
Read the following ECONOMIC DEVELOPMENT statements. Use dot stickers to vote on the TOP 3 statements you believe are most important for Greenwood’s continued success.

Statement	Vote Here	Statement	Vote Here
Utilize placemaking and quality of life projects as a tool for resident and business attraction (parks, trails, entertainment, restaurants, etc.).	24% of votes	Extend infrastructure to targeted development areas to attract development.	8% of votes
Focus on attracting small retail shops to downtown.	21% of votes	Use tax abatement, tax increment financing (TIF), and other tools to support business retention and attraction.	5% of votes
Focus on partnerships with local industries and educational institutions to expand workforce development options.	13% of votes	Minimize the city’s role in economic development and let market forces drive the process.	4% of votes
Focus on attracting high-wage industries and corporate offices to Greenwood.	13% of votes	Acquire development or redevelopment parcels to take an active role in economic development projects.	3% of votes
Focus on supporting development around the mall and along major commercial corridors.	8% of votes	Continue attracting warehouse and manufacturing-based developments along the I-65 corridor.	1% of votes



➤ QUALITY OF LIFE

4



- 1 Place dot stickers on the map to identify key bicycle and pedestrian destinations.
- 2 Draw lines with the marker to identify desired trail locations.
- 3 Use a post-it note to provide more detail below.

- Keep Greenwood Park Mall viable
- Connect residential with access to food
- Pedestrian bridge for bike/foot traffic to safely cross Smith Valley somewhere near Grassy Creek Ln
- A centralized location for the arts groups in the community, "a center for the arts"
- Pedestrian bridge or tunnel across US 31 at or near Smith Valley
- Walking/jogging paths by SR 135 and Main St
- Replace existing sidewalks with wider trails, you cannot ride bicycles on the city streets
- Bike paths are tremendously more useful when they are contiguous, please extend Madison St bike lane from Indy/ Marion County
- Extend existing north/south asphalt path along creek to Proctor Park
- Increase shade on trails
- More greenspace and connecting trails through city and neighborhoods
- Market Plaza should hold a splash pad
- Convert some of the more heavily used paths from sidewalks to 6-8 foot wide asphalt paths
- Keep enhancing historic buildings and homes in Old Town, these properties are huge economic draws
- Bike trails that go somewhere
- Bike trails/walkable areas are wonderful for the city
- Indoor swimming/ track/fitness, something like Carmel's Central Park, with community center, water park, surfing, wall climbing, play grounds, etc.
- Bridges or tunnels to cross safely on SR 135 and US 31
- Pedestrian walkways should be interconnected to allow access to all areas of the city
- Focus more on preserving mature trees and planning additional trees rather than small shrubs
- Create bike/ pedestrian walkways not just along roadways but through open areas and parks
- Shops in the Madison Apartments will become destinations for pedestrians, hopefully local businesses will be able to afford the space

➤ QUALITY OF LIFE

4

Read the following QUALITY OF LIFE statements. Use dot stickers to vote on the TOP 3 statements you believe are most important for Greenwood’s continued success.

Statement	Vote Here	Statement	Vote Here
Expand the bicycle and pedestrian trail network.	16% of votes	Ensure historic buildings are sufficiently protected and preserved.	9% of votes
Identify and fill sidewalk gaps to improve pedestrian connectivity and safety.	15% of votes	Support local arts and cultural programs that bring public art to Greenwood.	9% of votes
Increase the amount of land dedicated to parks and preserved open spaces.	12% of votes	Enhance city gateways at major entrances to the community such as U.S. 31, SR 135, Main Street, and County Line Road.	7% of votes
Increase entertainment, shopping, and dining opportunities.	11% of votes	Increase recreational programming for all age groups (youth, families, senior citizens, etc.).	7% of votes
Ensure housing is affordable for families and the local workforce.	10% of votes	Improve the appearance of development across the community.	3% of votes



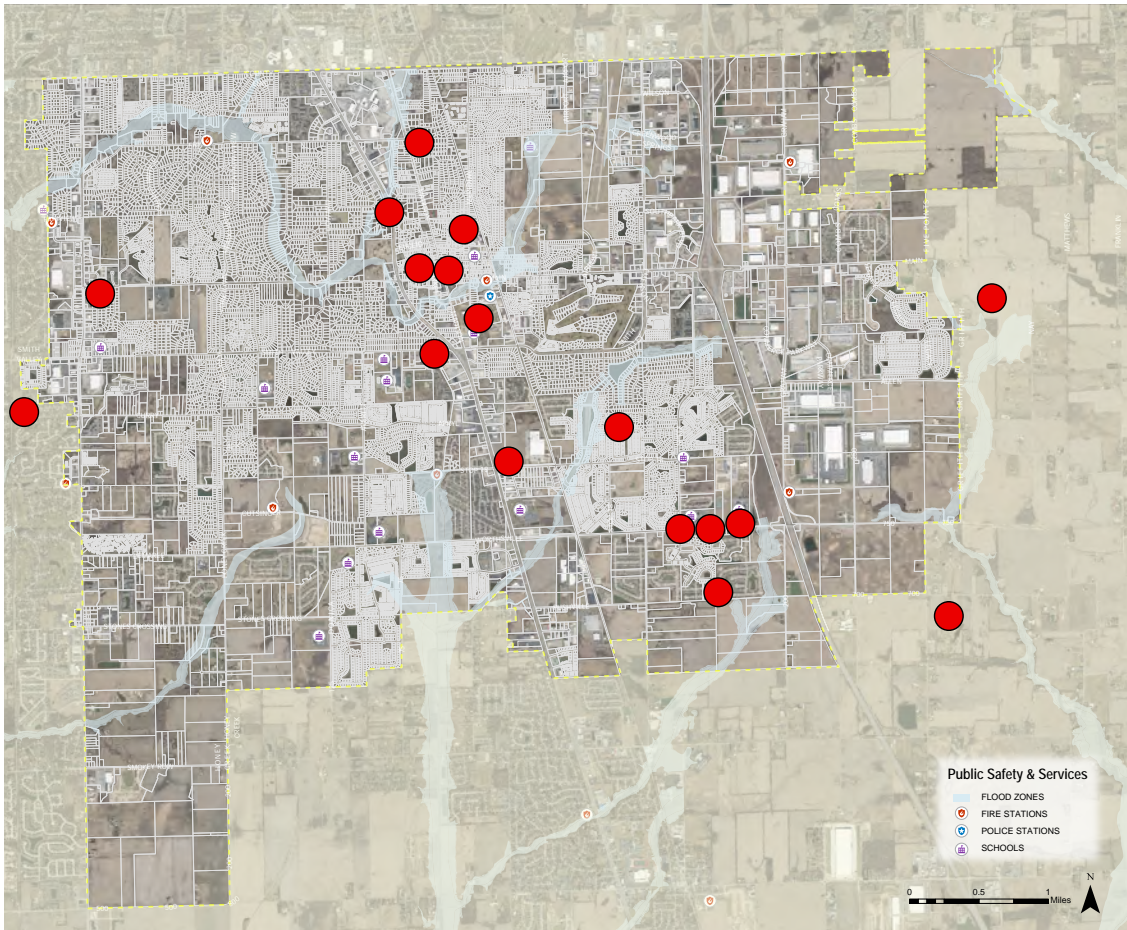
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PUBLIC SAFETY

5



- 1 Place dot stickers on the map to identify areas where you would like to see more city services (police, fire, code enforcement).
- 2 Use a post-it note to provide more detail below.

- Keep up with great snow cleaning, especially in neighborhoods
- More code enforcement
- Speeding/drag racing on US 31 between Fry Rd and Main St
- Where should police department be in 15 years
- We need more police and fire personnel under FBI
- Code enforcement
- Empower communication with residents to facilitate code enforcement
- Expand city east
- Code enforcement east of Madison Ave in Old Town
- Fire presence along southern corridors
- Right turn lane at north east corner of Stop 18 and US 31
- Need more support from the city to work with the community to improve safety, hiding negative reports and telling police department not to patrol certain areas to reduce numbers doesn't work
- Code enforcement for all neighborhoods, not just those historically picked on
- Need a lot more code enforcement officers as well as police and fire
- Need safe crossings on US 31 from Main St to Smith Valley
- More police presence on Worthville Rd to hand muscle carts and motorcycles racing as well as speeding in school zones

➤ PUBLIC SAFETY



5

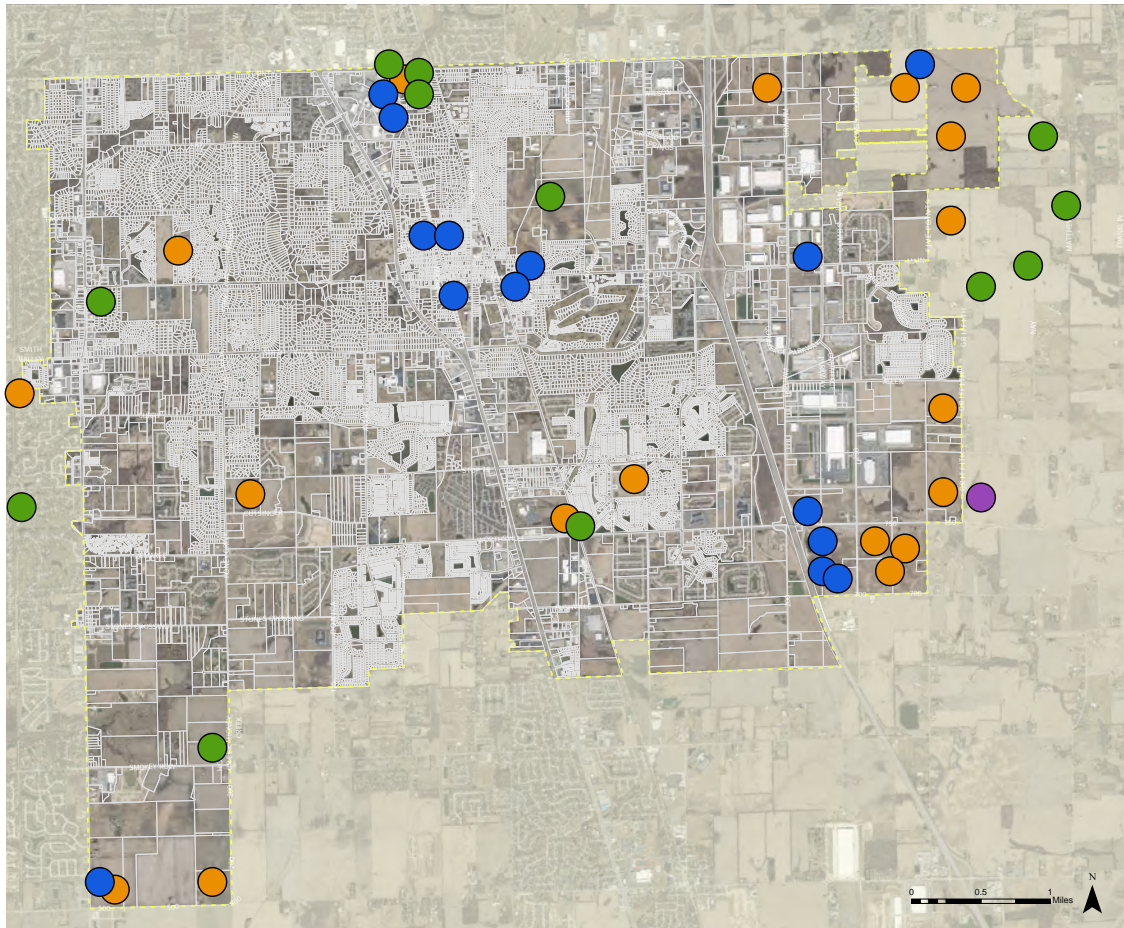
Read the following PUBLIC SAFETY statements. Use dot stickers to vote on the TOP 3 statements you believe are most important for Greenwood’s continued success.

Statement	Vote Here	Statement	Vote Here
Continue to address traffic safety at high crash intersections and along roadways with excessive speeding.	23% of votes	Increase code enforcement efforts.	7% of votes
Continue to invest in public safety (fire, police, EMS) staffing, equipment, and training.	22% of votes	Reduce the risk of flooding with continued stormwater infrastructure enhancements.	6% of votes
Invest in lighting, cameras, and other infrastructure to improve safety in public spaces.	19% of votes	Buy-out and remove existing structures within flood hazard areas.	3% of votes
Enhance city communication with residents, businesses, and visitors.	17% of votes	Continue working with Johnson County on hazard mitigation planning.	3% of votes



FUTURE LAND USES

6



1 Place colored dot stickers on the map to identify growth and redevelopment areas for the following land use categories:

- Residential
- Commercial
- Industrial
- Parks & Open Space

2 Use a post-it note to describe specific uses or development types you would like to see.

- Grow city limits to the east
- Keep Greenwood green, need more beautification in areas other than "old Greenwood" as most visitors don't go through there
- Make US 31 more attractive
- Quality commercial development at Worthsville Rd and I-65, small retail
- Attainable housing
- Copy success of Central Park in Carmel
- Development area north of Old Town fire station on Main Street
- A neighborhood commercial buffer on the land that faces Rockland Rd and Graham Rd so the warehouses are less visible
- Multi-use event complex for sports, concerts, and sponsored events
- Support for the businesses that helped build Greenwood
- If land is annexed east of I-65 please consider zoning for residential zoning
- Land at corner of Madison and County Line is perfect for a Survivors Salute Park with pathways, statues, and interactive/educational info
- Bike lanes and trails that go somewhere, connecting workers to jobs
- Old Town is our canary in the coal mine, we have to make sure the preservation efforts continue along with beautification and pushing for a variety of local businesses to make the area a draw again

➤ FUTURE LAND USES

6

Read the following FUTURE LAND USE statements. Use dot stickers to vote on the TOP 3 statements you believe are most important for Greenwood’s continued success.

Statement	Vote Here	Statement	Vote Here
Encourage small-scale retail and local businesses.	23% of votes	Encourage more affordable housing.	7% of votes
Encourage more preservation, infill, and redevelopment of Old Town.	18% of votes	Encourage mixed-use development (commercial + residential).	4% of votes
Encourage entertainment and recreation development.	16% of votes	Encourage large-scale commercial businesses (retail, restaurant, hotel).	2% of votes
Encourage more housing for first-time home buyers.	9% of votes	Encourage office development.	2% of votes
Encourage more housing for “move-up” home buyers.	8% of votes	Encourage warehouse and light-manufacturing development.	2% of votes
Encourage more senior-targeted housing.	8% of votes	Encourage more rental housing.	1% of votes



The September 12th Community Workshop was held at Greenwood Public Library and included an introduction by Mayor Mark W. Myers. The photos featured above are all from the workshop.

POP-UP EVENTS

There were two pop-up events held towards the beginning of the process to raise awareness about the plan update, advertise online and in-person engagement opportunities, and give residents an informal setting by which to provide input. These events included a booth at the Greenwood Farmer's Market on September 9th and activities at the Greenwood High School vs. Whiteland High School football game on October 13, 2023. Each event was attended by both Greenwood planning staff and members of the consulting team. While the primary objective of these events was to spread awareness of the plan and direct residents to the in-person and online workshops, there were several comments and ideas gained from conversations and activities that helped influence the plan's draft goals and strategies. The input gathered at these events is summarized below:

- There was a steady flow of foot traffic and residents were genuinely interested in the planning process and future of the community.
- Several people stated they had already participated in the online workshop or were planning to attend an in-person event.
- Strengths:
 - Sense of community
 - Character that stands out from adjacent towns
 - Old Town as a center of entertainment and culture

- Concerns:
 - Pedestrian safety along major roadways
 - Places for teens to gather and spend time away from schools
 - Potential for too much outward growth that changes community character
 - Need for intersection improvements and connecting sidewalks and trails at high-traffic areas, specifically student crossings
- Ideas for the Future:
 - More outdoor recreation activities
 - Continue investing in Old Town
 - Safer pedestrian facilities and crossings along Smith Valley
 - Redevelopment of key commercial areas over outward expansion
 - More opportunities for placemaking and art
 - Small businesses support and development



In-person outreach and engagement efforts included the Greenwood Farmers Market (top left), Greenwood High School Student Council meeting (top right and bottom right), and Greenwood versus Whiteland football game (bottom left).

GREENWOOD HIGH SCHOOL STUDENT COUNCIL

City planning staff and members of the consultant team met with the Greenwood High School student council on October 26, 2023.

The meeting was attended by more than 30 students representing grades nine through twelve. The meeting included a facilitated discussion and opportunity to annotate maps with community assets, issues, and ideas for the future. Highlights of the discussion included:

- Strengths:
 - Sense of community and community character
 - Old Town area and the collection of local businesses
 - Safe community
 - Generally walkable, but there are some unsafe crossings
 - Parks, especially Freedom Springs
- Concerns:
 - Pedestrian safety at major crossings
 - Lack of gathering places and events/programming for teens
 - Difficulty parking downtown
 - Potential for too much growth
- Ideas:
 - Redevelopment (downtown and mall)
 - More placemaking and art
 - More small businesses (downtown Franklin as a good example)
 - More recreation amenities (gym, fitness classes, bowling, skating)

STAKEHOLDER MEETINGS

A series of ten stakeholder meetings were held on September 26 and October 3, 2023 with over 75 people in attendance. Each meeting revolved around a specific subject and invited community leadership, professionals, and residents with expertise in each topic. Meetings were organized around:

- Quality of Life
- Housing
- Education
- Old Town
- Economic Development
- Real Estate & Development
- Public Safety
- Utilities
- Transportation
- City Government

Although each meeting was focused on a specific subject, conversations were informal and allowed to go in whatever direction the group felt was important. Recurring themes from these meetings included:

- Continue investments in Old Town and leverage it as a major destination between Indy and Columbus.
- Housing supply is a critical issue that impacts many of the city's future goals and needs to be addressed before other planning initiatives can take place.

- Update local ordinances to give departments “teeth” when dealing with local issues and streamline procedures to limit costs.
- Plan for the future of the mall and how building space or parking lots could be repurposed.
- Improve communication with community organizations working towards similar goals to align efforts.
- Support Greenwood as a center for recreation, arts, and culture.
- A segment of the community does not like all of the recent warehouse development, but it has grown the City's tax base in a way that residential development cannot.
- Work with INDOT to address major intersections in the community, specifically for safety.

ONLINE ENGAGEMENT

COMMUNITY SURVEY

The online community survey opened on August 21, 2023 and closed on November 26, 2023. A total of 251 responses were received. The online survey, as well as the interactive mapping tool, were created to align with the in-person workshop so that those who weren't able or interested in attending the event at the library could still take part in the comprehensive planning process.

It should be noted that this survey is not intended to be statistically significant, and the planning team is not claiming these results are necessarily representative of the entire community. Rather, this survey is another mechanism to help the planning team infer common issues and opportunities observed by residents and help inform the goals and strategies that will be included in the comprehensive plan.

The planning team was interested in seeing where there were generally positive attitudes towards a statement, where there was more negative sentiment towards a statement, and where there were either neutral or mixed opinions about a statement. Where opinions are unclear or mixed, the planning team will work to further understand the issue through additional discussion as the process continues.

Question 1: What do you LOVE about Greenwood?

Common Themes:

- Small-town, Family-friendly Character – The sense of community, general friendliness, and personal relationships that have been built over time greatly contribute to the overall positive atmosphere in Greenwood.
- Old Town – The historic character, walkable scale, local businesses, quality of parks spaces, and numerous recent investments including the Fieldhouse and Madison Avenue.
- Parks and Trails – Incredible parks system and public spaces, new paths and trails,
- Public Services – Appreciate the safety of Greenwood, quality municipal services and maintenance.
- Location and Accessibility – Proximity to Indianapolis and other nearby communities, convenient shopping areas to serve residents, access afforded by I-65.
- Schools – The quality of local school corporations was mentioned in many responses.
- Shopping, Dining, and Entertainment Opportunities – Many retail and restaurant options as well as entertainment and programming that occurs in the City.
- Library, Arts, and Culture – Quality of life amenities that are desired by families and help build community.

Question 2: What do you wish you could CHANGE about Greenwood?

Common Themes:

- Transportation Network – Traffic congestion and condition of roadways.
- Bicycle and Pedestrian Amenities – More walk- and bike-friendly, safe pedestrian crossings of busy roadways (especially US 31), fill in sidewalk gaps.
- Old Town – More shopping and dining, expand area and ensure walkability.
- Business Diversity – Desire for more local restaurants and retail businesses.
- Employment Diversity – Need jobs outside of warehouse industry, higher paying.
- Safety – Increased police presence, more code enforcement.
- Housing Diversity and Affordability – Mixed opinions with some respondents concerned about increasing housing costs and only building single-family houses while others indicated a concern with too many apartments and low income developments.
- Beautification – More parks and greenspace investment, gateways, enhance quality of commercial development.
- Civic Engagement – More events, festivals, activities, especially for kids.

Question 3: If money wasn't an issue, what is the one project, amenity, or initiative you would like to see Greenwood pursue?

Common Themes:

- Parks and Recreation – More trails, upgraded/expanded parks, larger performing arts and concert venue, indoor pool, sports complex, ice rink.
- Housing – More affordable housing, wider variety of housing types, increase property values.
- Development – Local business growth, especially restaurants.
- Public Safety – Additional police, fire and EMS personnel, investments in public safety equipment.
- Transportation Network – Improve east/west connectivity, reduce congestion, intersection improvements, more sidewalks and safe pedestrian crossings, public transit.
- Old Town – Additional investment/redevelopment, beautification, gateways.

Question 4: Rate your level of agreement with the following QUALITY OF LIFE statements.

Generally Positive Agreement:

- Greenwood is a great place to raise a family.
- Greenwood is a great place to retire.
- I can meet all of my shopping, dining, and entertainment needs within Greenwood.
- Greenwood has the amenities I need to live a healthy lifestyle such as healthcare options, fresh food options, and recreational programming.
- The public education system in my community meets my needs and expectations.
- There is a strong sense of community pride within Greenwood.
- Historic neighborhoods and Old Town are promoted and protected.

Generally Negative Agreement:

- None

No Consensus / Mixed Opinions:

- Greenwood has diverse job opportunities for people of all skill and education levels.
- Quality childcare opportunities are readily available in Greenwood.
- Greenwood's overall appearance is satisfactory and leaves a good impression on visitors.

Question 5: Rate your level of agreement with the following HOUSING statements.

Generally Positive Agreement:

- None

Generally Negative Agreement:

- New housing development in the community is affordable to me.

No Consensus / Mixed Opinions:

- There are diverse housing options for people of all ages and lifestyles in Greenwood.
- New housing development has occurred in appropriate and well-connected locations.
- There are little to no issues with housing maintenance and the need for code enforcement.
- There are clear efforts focused on redevelopment and reuse of vacant or abandoned properties.

Question 6: Rate your level of agreement with the following UTILITY & INFRASTRUCTURE statements.

Generally Positive Agreement:

- City streets are generally in good condition.
- City sidewalks and accessible ramps are generally available and in good condition.
- Sanitary sewer service is reliable and affordable.
- Water service is reliable and affordable.
- Natural gas service is reliable and affordable (if applicable).
- Electrical service is reliable and affordable.
- There are good options for high-speed internet in my neighborhood.
- The stormwater management network is safe and effective in reducing localized flooding during and after storms.

Generally Negative Agreement:

- None

No Consensus / Mixed Opinions:

- None

Question 7: Rate your level of agreement with the following TRANSPORTATION statements.

Generally Positive Agreement:

- It is easy and safe to travel by car to destinations in Greenwood.

Generally Negative Agreement:

- Existing sidewalks and trails conveniently connect residents to local destinations and daily needs (pharmacy, grocery, downtown).
- Public transit is accessible and reliable in Greenwood.
- Traveling east/west through the city is fast and efficient.

No Consensus / Mixed Opinions:

- It is easy and safe to walk or bike to destinations in Greenwood.
- There are adequate pedestrian and bicycle facilities in the community.
- Traveling north/south through the city is fast and efficient.

Question 8: Rate your level of agreement with the following PARKS, OPEN SPACE & RECREATION statements.

Generally Positive Agreement:

- There are quality parks and recreational facilities within Greenwood.
- I can easily access community parks and recreational facilities.
- Current park spaces fill my equipment and facility needs (playgrounds, ball fields, shelters, etc.).
- There are a variety of programming opportunities within parks spaces throughout the year catered towards me or my family.
- Parks, trails, and other recreational facilities are generally well-maintained.
- Greenwood does a good job preserving natural resources and promoting their recreational use.

Generally Negative Agreement:

- None

No Consensus / Mixed Opinions:

- None

Question 9: Rate your level of agreement with the following GOVERNMENT & PUBLIC SAFETY statements.

Generally Positive Agreement:

- The Fire Department provides an excellent level of service to the community.
- The Police Department provides an excellent level of service to the community.

Generally Negative Agreement:

- None

No Consensus / Mixed Opinions:

- Local government decision-making is transparent to the general public.
- City officials and departments effectively communicate information to the public.
- There are a number of online resources (website, social media accounts, news) that provide up-to-date information to the public.

Question 10: What types of new development and redevelopment are appropriate in Greenwood? (Very Needed to Not Needed)

Generally Needed:

- Entry Level/Workforce Attainable Single Family Housing
- Senior Housing
- Retail/Shopping
- Restaurant/Entertainment
- Public Parks & Recreational Amenities
- Preservation of Open Space and Natural Areas

Generally Not Needed:

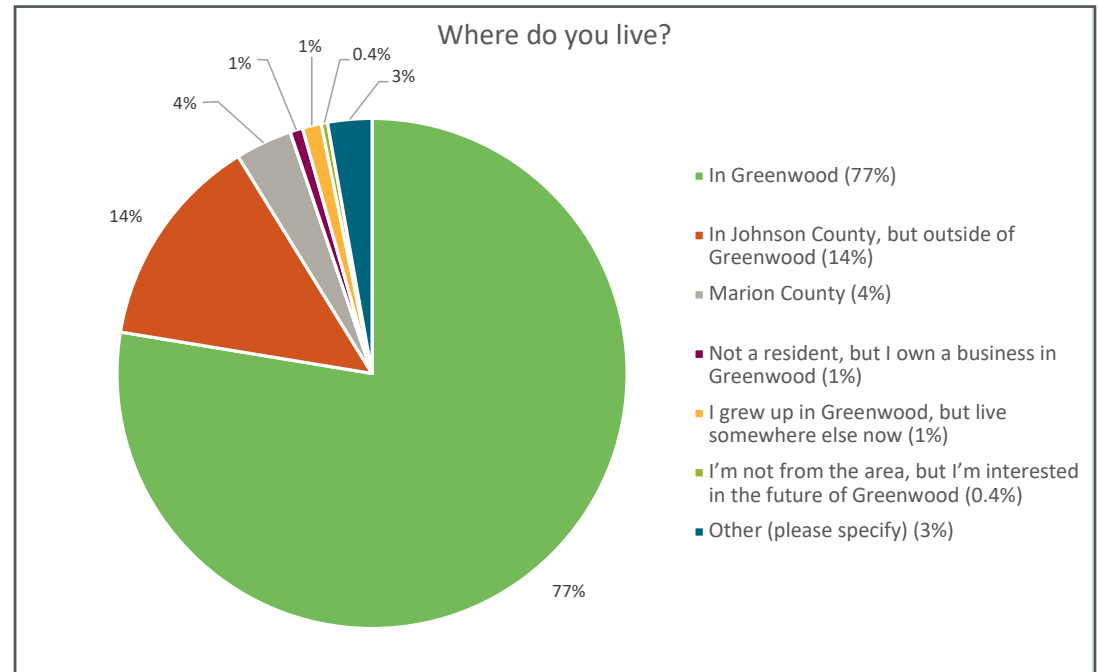
- Industrial/Warehousing

No Consensus / Mixed Opinions:

- Move-up/High-end Single Family Housing
- Mixed Density Housing (Duplexes, Triplexes, Townhomes)
- Multi-Family Housing (Apartments, Condominiums)
- Affordable Housing (Subsidized)
- Office

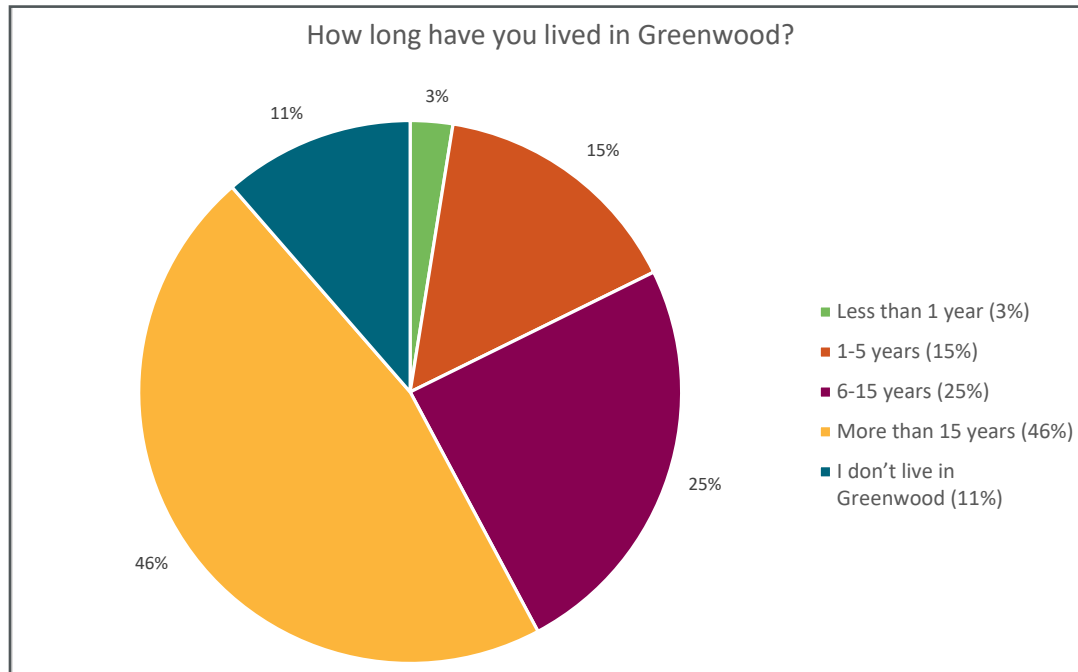
Question 11: Where do you live?

- 77.6% of survey respondents live in Greenwood.
- 13.6% of survey respondents live in Johnson County, but outside of Greenwood.



Question 12: If you currently reside in Greenwood, how long have you lived here?

- 46% of survey respondents have lived in Greenwood for more than 15 years.



Question 13: Where do you work?

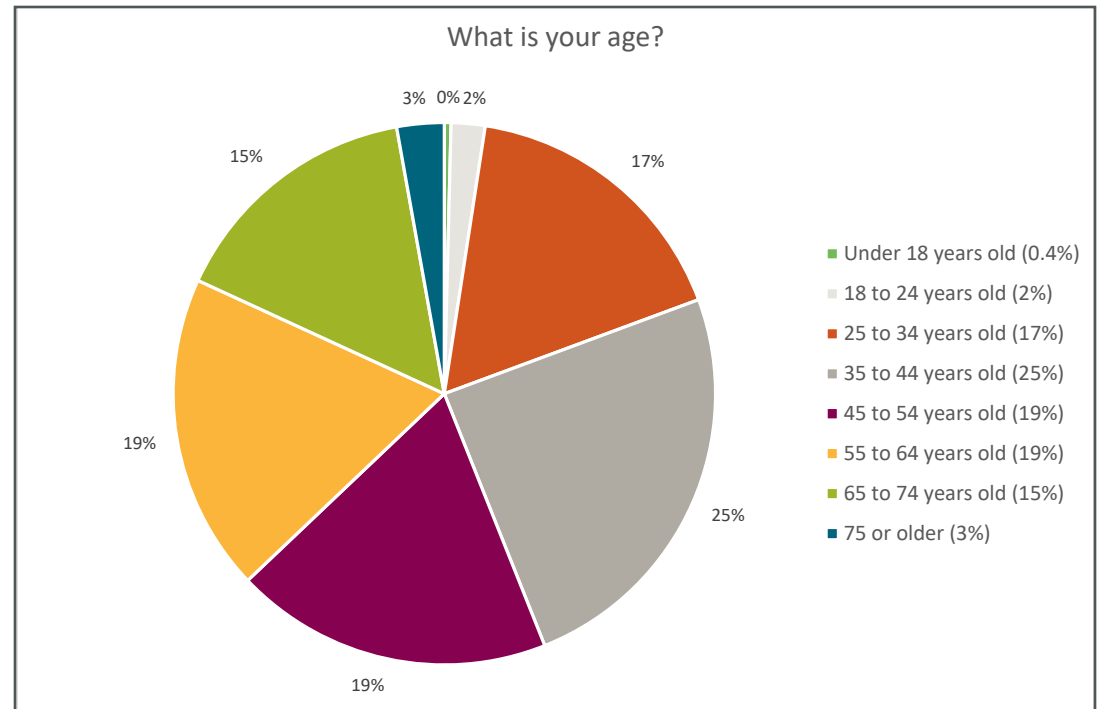
- 37.6% of survey respondents work in Greenwood.
- 22.8% of survey respondents work in Marion County.
- A number of other survey respondents are either retired or work remotely.

Question 14: What is your age?

- The 35 to 44 year old age group represented the largest share of survey respondents, approximately 25%.

Question 15: How do you get information about events and activities happening around Greenwood? (select all that apply)

- Almost 82% of survey respondents use social media to get information about things happening in Greenwood.
- Over 40% of survey respondents indicated they use the City website to get information.



GREENWOOD HIGH SCHOOL SURVEY

A separate, but similar online survey was created for students of Greenwood High School. There were a total of 51 responses to this survey. Results are summarized below:

Question 1: What do you LOVE about Greenwood?

Common Themes:

- Community – Strong sense of community, friendly neighbors, small-town feel, supportive environment.
- Local Businesses and Old Town – Appreciation for small local businesses, unique stores and historical buildings in Old Town.
- Recreation and Parks – Great parks, soccer fields, walking trails, the Greenwood Public Library.
- Retail and Dining – Convenience of shopping, restaurants, and amenities.
- Festivals and Events – Number of community events and festivals like the Freedom Festival, and other entertainment opportunities.
- Family-Oriented – Family-friendly environment, schools, youth sports leagues.
- Safety and Familiarity – Feeling of safety, familiarity, and a strong sense of home.

Question 2: What do you wish you could CHANGE about Greenwood to make it better?

Common Themes:

- Transportation Improvements – Concerns about traffic congestion, safety, and a need for road widening.
- Bicycle and Pedestrian Network – More trails, sidewalks, and safe crossings of busy roads.
- Recreational and Cultural Activities – Requests for more attractions and events, increased open space and natural areas.
- Business Development – Desire for more local businesses, especially in the downtown.

Question 3: If money wasn't an issue, what is your ONE WISH for Greenwood?

Common Themes:

- Old Town – A more active downtown, additional shopping opportunities, and improved aesthetics.
- Infrastructure – Requests for better infrastructure, including road repairs, improved internet access, and more sidewalks and trails.
- High School – Facilities improvements to the high school
- Beautification – A desire for more trees and plantings, higher visual quality of development.
- Community Enhancement – Calls for more community involvement, events, and public safety presence.
- Businesses and Jobs – A wish for more business opportunities and attracting jobs.

Question 4: Rate your level of agreement with the following QUALITY OF LIFE statements.

Generally Positive Agreement:

- Greenwood has great shopping, dining, and entertainment attractions.
- Greenwood has festivals, parks activities, and other programs that I find enjoyable.
- Greenwood has great schools that are preparing me for my future.
- Greenwood's overall appearance is nice and leaves a good impression on visitors.
- There is a strong sense of community pride within Greenwood.

Generally Negative Agreement:

- Greenwood has the types of jobs that make me want to live here after high school (or college).

No Consensus / Mixed Opinions:

- Greenwood has good job opportunities for people my age.

Question 5: Rate your level of agreement with the following HOUSING statements.

Generally Positive Agreement:

- There are different housing options for people of all ages and lifestyles in Greenwood.
- I don't notice many vacant or abandoned properties.

Generally Negative Agreement:

- None

No Consensus / Mixed Opinions:

- New housing looks good and is in appropriate locations.
- Existing neighborhoods and houses are well-maintained.

Question 6: Rate your level of agreement with the following UTILITY & INFRASTRUCTURE statements.

Generally Positive Agreement:

- City streets are generally in good condition.
- There are good options for high-speed internet in my neighborhood.

Generally Negative Agreement:

- None

No Consensus / Mixed Opinions:

- City sidewalks and accessible ramps are generally available and in good condition.

Question 7: Rate your level of agreement with the following TRANSPORTATION statements.

Generally Positive Agreement:

- It is easy and safe to travel by car to destinations in Greenwood.

Generally Negative Agreement:

- Existing sidewalks and trails conveniently connect residents to local destinations and daily needs (pharmacy, grocery, downtown).
- Public transit is accessible and reliable in Greenwood.

No Consensus / Mixed Opinions:

- It is easy and safe to walk or bike to destinations in Greenwood.
- There are adequate pedestrian and bicycle facilities in the community.
- Traveling east/west through the city is fast and efficient.
- Traveling north/south through the city is fast and efficient.

Question 8: Rate your level of agreement with the following PARKS, OPEN SPACE & RECREATION statements.

Generally Positive Agreement:

- There are quality parks and recreational facilities within Greenwood.
- I can easily access community parks and recreational facilities.
- Current park spaces fill my equipment and facility needs (playgrounds, ball fields, shelters, etc.).
- Parks, trails, and other recreational facilities are generally well-maintained.
- Greenwood does a good job preserving natural resources and promoting their recreational use.

Generally Negative Agreement:

- None

No Consensus / Mixed Opinions:

- There are a variety of programming opportunities within parks spaces throughout the year catered towards me or my family.

Question 9: Rate your level of agreement with the following GOVERNMENT & PUBLIC SAFETY statements.

Generally Positive Agreement:

- The Fire Department provides an excellent level of service to the community.
- The Police Department provides an excellent level of service to the community.

Generally Negative Agreement:

- None

No Consensus / Mixed Opinions:

- There are a number of online resources (website, social media accounts, news) that provide up-to-date information to the public.

Question 10: What types of new development and redevelopment are appropriate in Greenwood? (Very Needed to Not Needed)

Generally Needed:

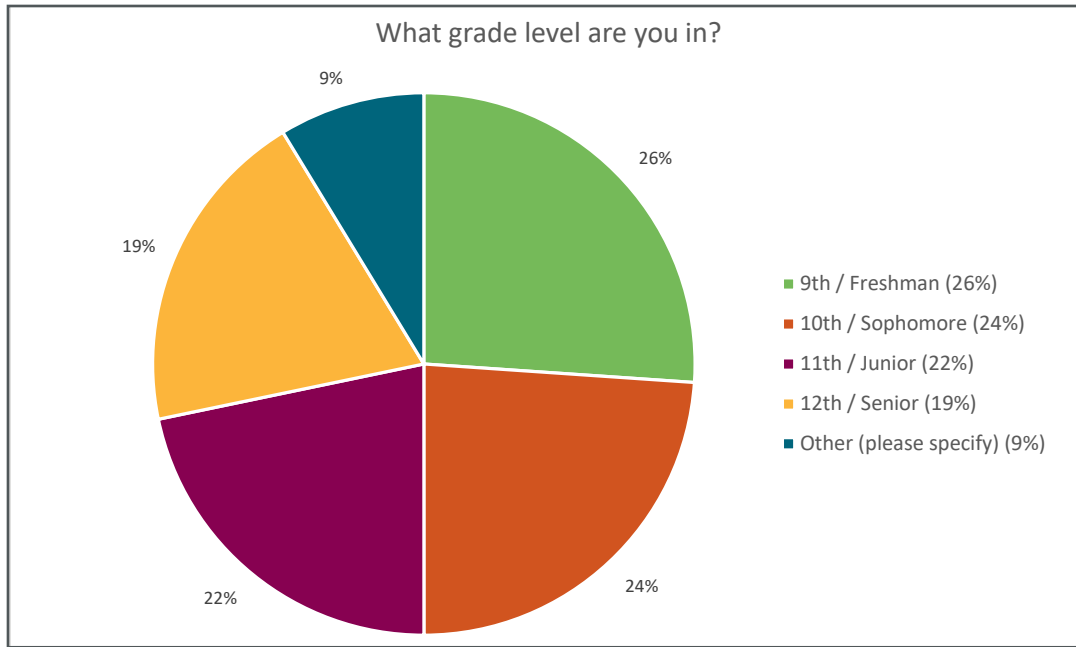
- Entry Level/Workforce Attainable Single Family Housing
- Affordable Housing (Subsidized)
- Restaurant/Entertainment
- Public Parks & Recreational Amenities
- Preservation of Open Space and Natural Areas

Generally Not Needed:

- None

No Consensus / Mixed Opinions:

- Move-up/High-end Single Family Housing
- Mixed Density Housing (Duplexes, Triplexes, Townhomes)
- Multi-Family Housing (Apartments, Condominiums)
- Senior Housing
- Retail/Shopping
- Office
- Industrial/Warehousing



Question 11: What grade level are you in?

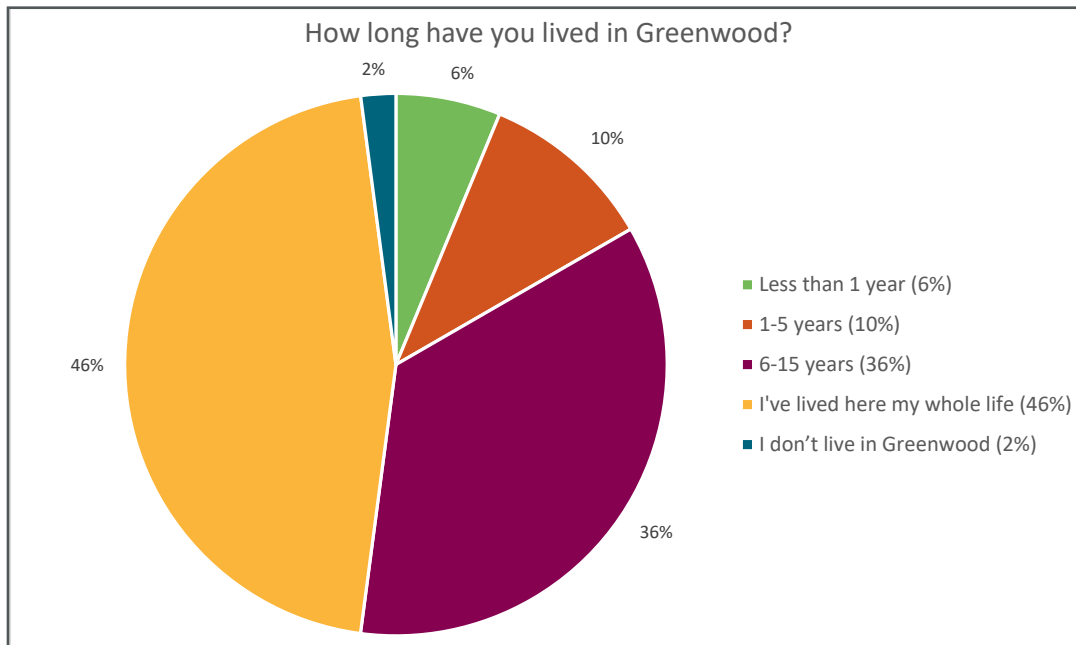
- Survey respondents were fairly evenly distributed across grades.

Question 12: What are your plans after high school?

- Almost half of survey respondents indicated plans to attend a 4-year college or university after high school.
- Over 20% were unsure of their future plans.

Question 13: How long have you lived in Greenwood?

- Almost half of survey respondents have lived in Greenwood their entire life.



Question 14: Would you like to live in Greenwood after high school (or college) graduation?

- 57% of survey respondents indicated they would like to live in Greenwood after high school or college.
- Of the 43% of respondents that don't want to live in Greenwood, common reasons why included:
 - More opportunities, especially related to jobs, elsewhere.
 - Desire to travel and experience other places.
 - Lack of diversity in the community.

INTERACTIVE MAP

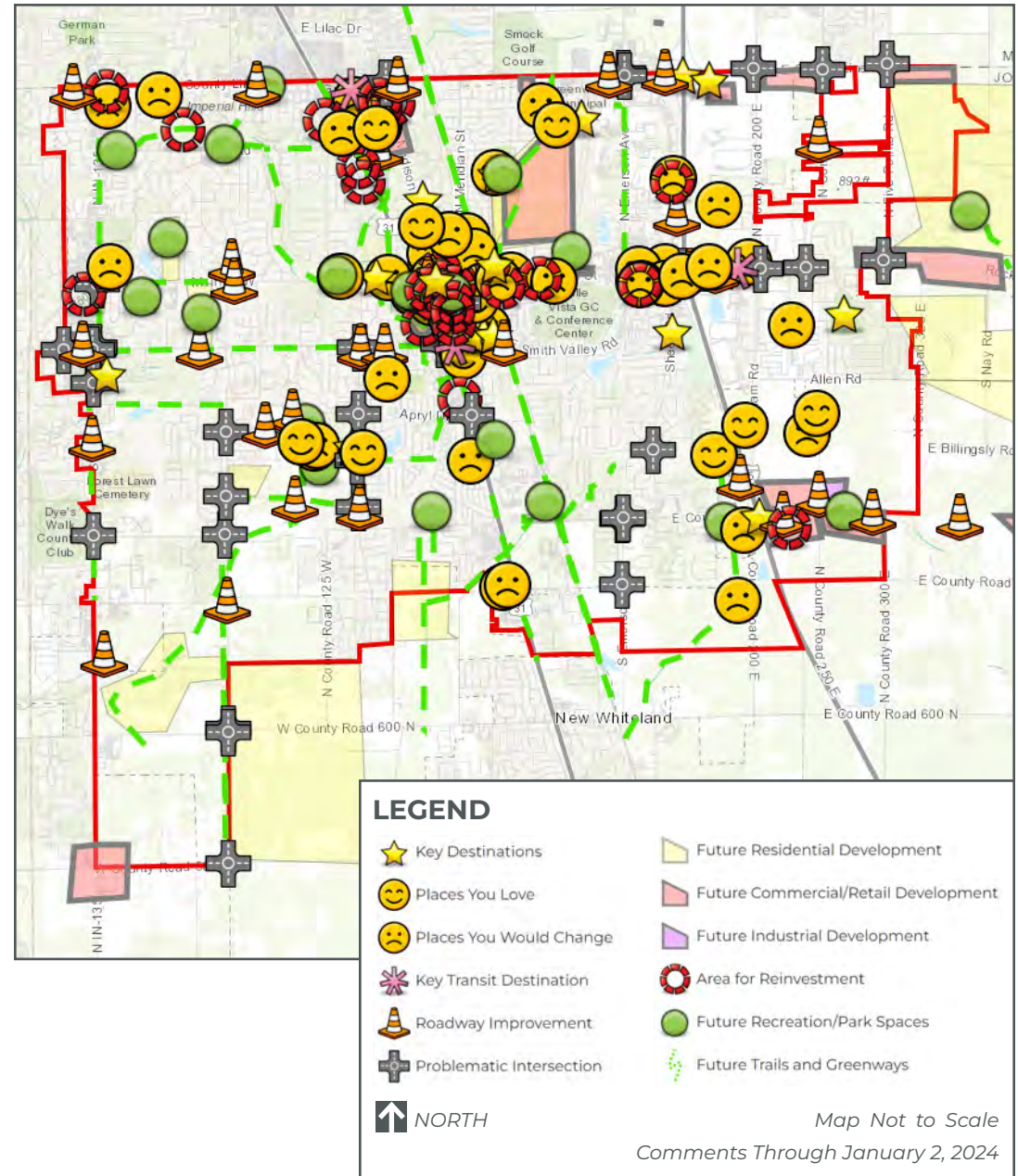
The second main component of the online workshop was an interactive mapping tool that allowed participants to geographically locate comments and features across the community. The map included markers for:

- Key destinations
- Places you love
- Places you would change
- Key transit destinations
- Roadway improvement
- Problematic intersection
- Future residential development area
- Future commercial/retail development area
- Future industrial development area
- Area for reinvestment
- Future recreation/park spaces
- Future trails and greenways

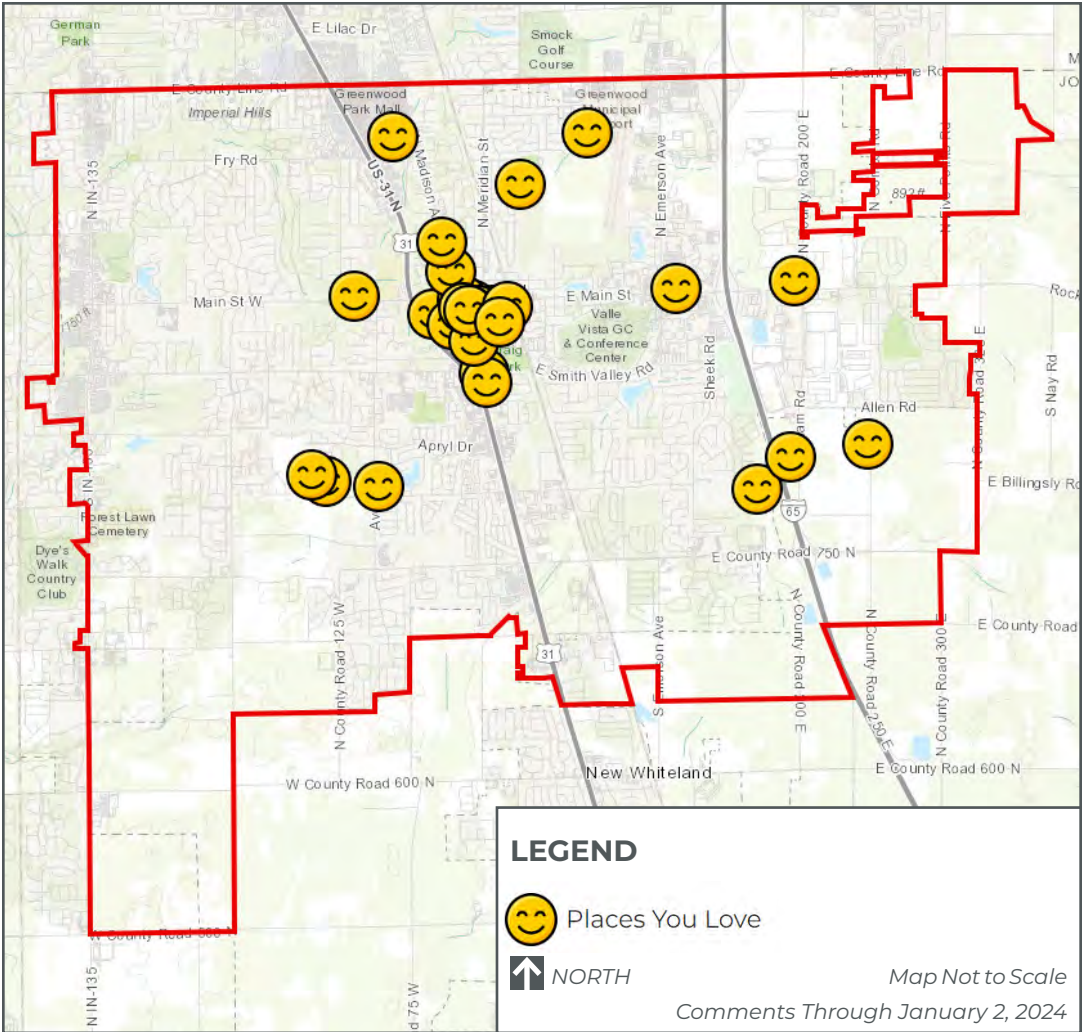
More than 300 unique features were placed on the interactive map. In addition to creating new features, participants could 'like' and 'dislike' the features and comments made by others. In total, there were 1,694 'likes' of comments and 326 'dislikes.'

Areas of concentration, both favorable and unfavorable, include Old Town and the Greenwood Park Mall / US 31 corridor. I-65 interchanges were also areas of focus. Existing road network concerns were spread across the community. Map exercise results can be found on the following pages.

Interactive Map: All Comments



Interactive Map: Places You Love



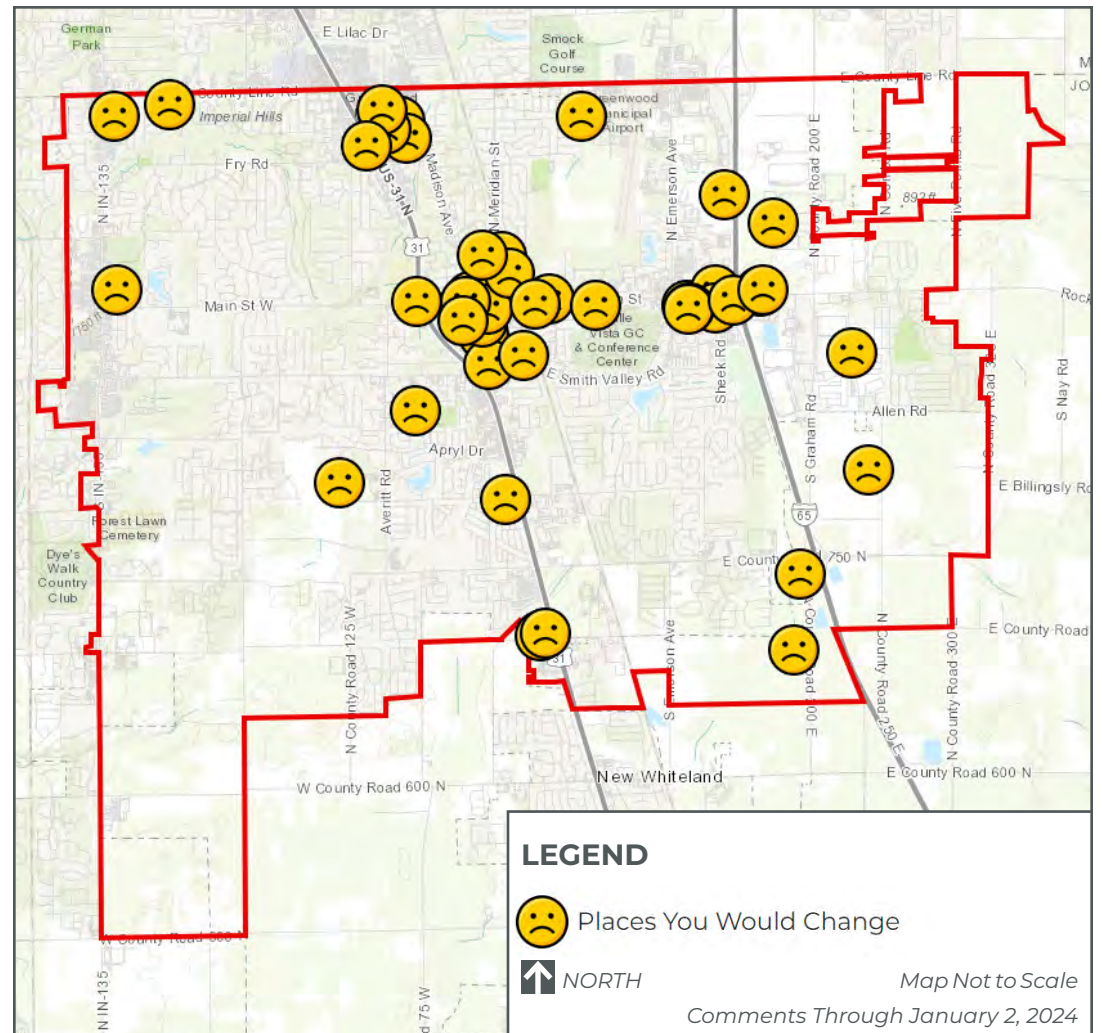
Common themes and frequently ‘liked’ comments:

- Parks: Freedom Springs, Westside Park, Northeast Park, City Center Park, Old City Park.
- The Madison.
- Greenwood Public Library.
- Madison Avenue Trail.
- Old Town and all the local businesses.
- Employers, including skilled trades, warehouses, and medical offices.
- Several of the community’s religious institutions.

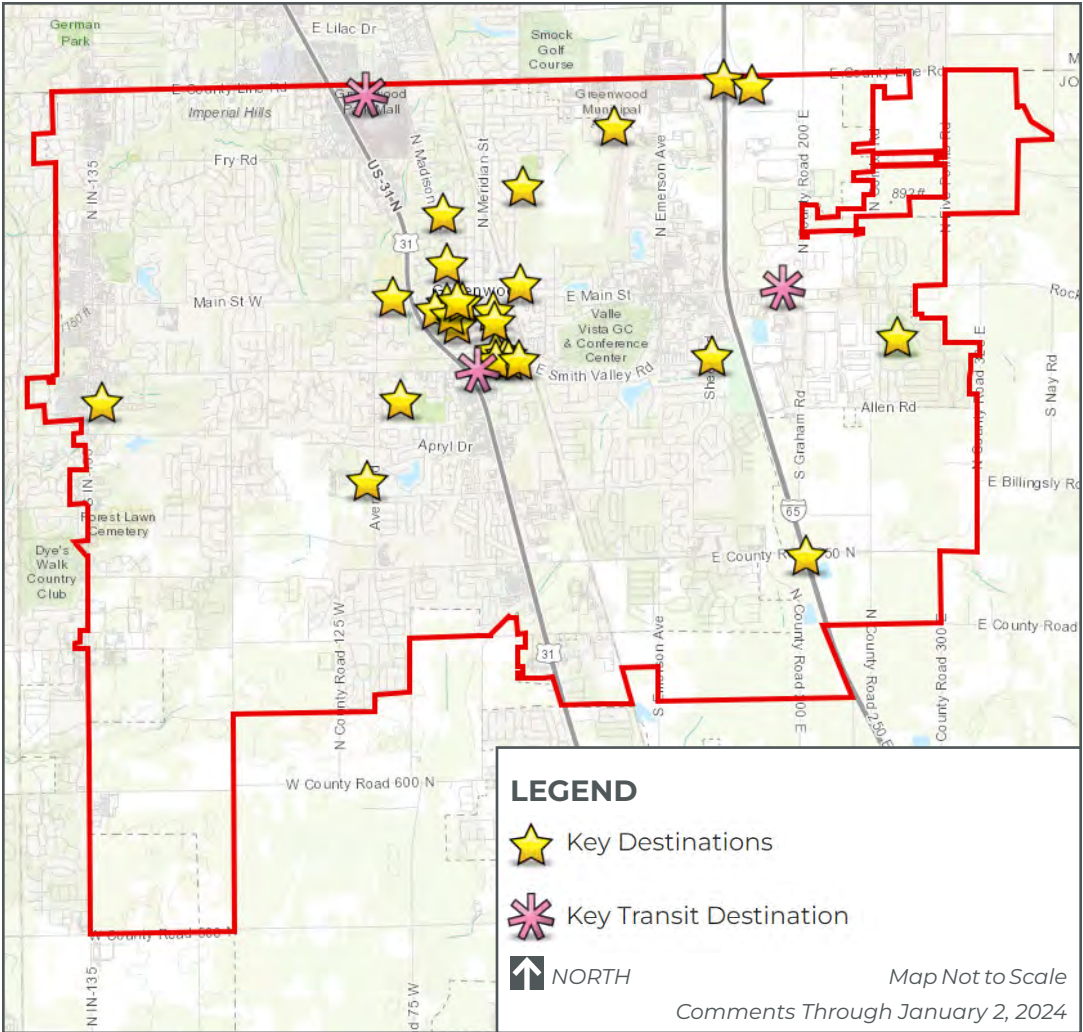
Interactive Map: Places You Would Change

Common themes and frequently 'liked' comments:

- Vacant and poorly maintained commercial properties, including portions of the mall.
- Numerous storage businesses.
- Too many large warehouses.
- Need more landscape plantings and better gateways into the community.
- Former Red Carpet Inn site.
- More shopping, dining, and entertainment downtown.
- Better government transparency; would like to know when the City is buying property.



Interactive Map: Key Destinations & Key Transit Destinations



Common themes and frequently ‘liked’ comments:

Key Destinations

- Greenwood High School and Middle School campuses.
- Vino Villa and other great businesses along Madison Avenue.
- Jockamo, Coffeehouse Five, Fresh Pots and other downtown businesses.
- Downtown amenities: Craig Park (especially pickleball courts), library, community center, amphitheater, City Center Park.
- Greenwood Municipal Airport.
- Skate park at Northeast Park.
- Farmers Market at Greenwood United Methodist Church parking lot.

Key Transit Destinations

- Greenwood Park Mall.
- Downtown Greenwood.
- Employment areas east of I-65.

Interactive Map: Roadway Improvements & Problematic Intersections

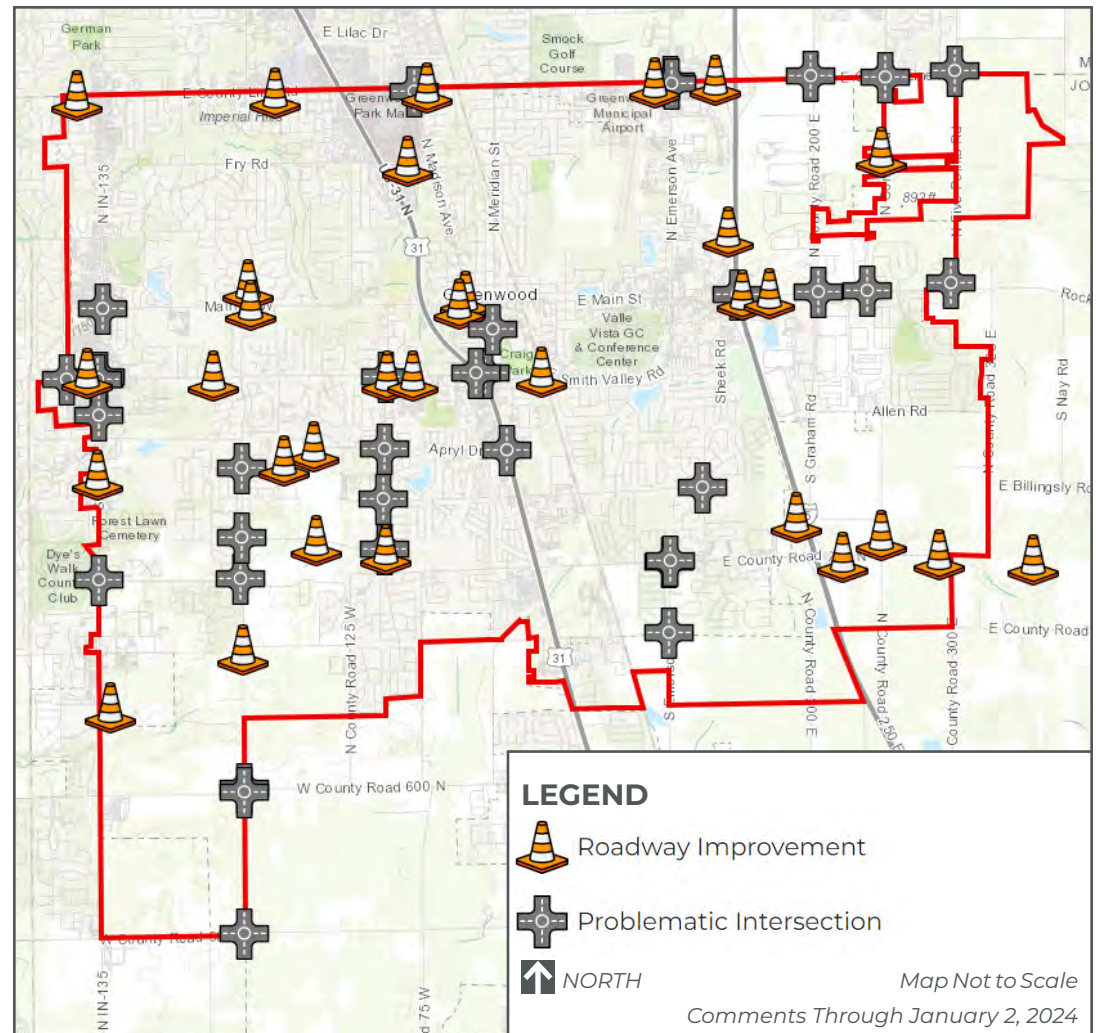
Common themes and frequently 'liked' comments:

Road Improvements

- Stones Crossing Road and Honey Creek Road offset intersection.
- Connect Apryl Drive between Honey.
- Smith Valley Road: reconstruction/repair, intersection improvements, pedestrian improvements.
- Sidewalk improvements around downtown.
- Improved east-west connectivity given County Line Road and Main Street congestion.
- Sound barriers along I-65.
- Speed bumps to reduce speeds and through traffic on neighborhood streets.
- Safe pedestrian crossings of major roads, such as US 31 and Worthsville Road.

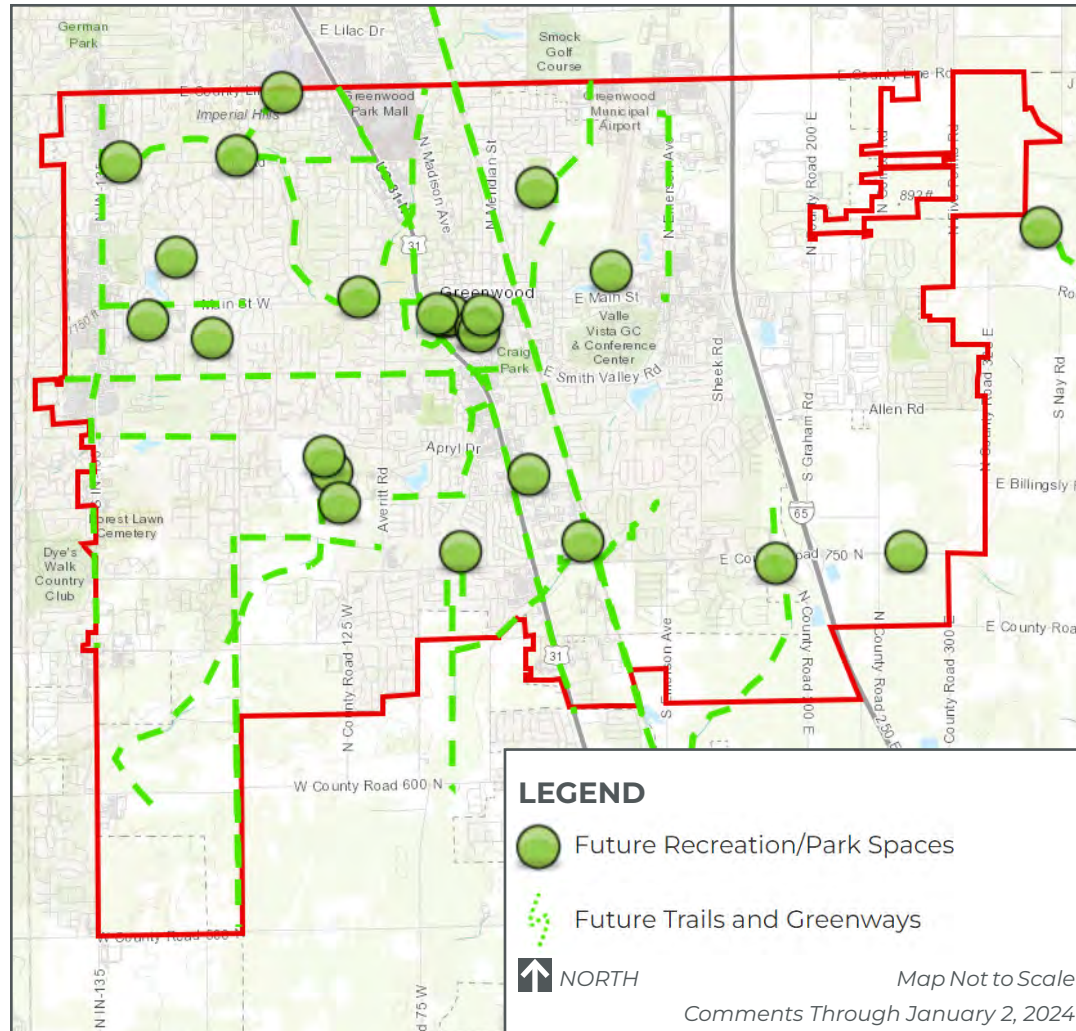
Problematic Intersections

- County Line Road intersections: Madison, Emerson, Arlington, Combs, Five Points.
- Main Street intersections: SR 135, I-65, Graham, Combs, Arlington.
- Smith Valley Road intersections: SR 135, Averitt, US 31, Madison.
- Worthsville Road intersections: Emerson.
- SR 135 intersections: Main, Smith Valley, stoplight for Target, Demaree.
- Honey Creek Road intersections: Apryl, Cutsinger, Demaree, Smokey Row, Whiteland.



- Averitt Road intersections: Smith Valley, Apryl, Stop 18, Cutsinger.
- US 31 intersections: Smith Valley, Apryl.

Interactive Map: Future Recreation/Park Spaces & Future Trails and Greenways



Common themes and frequently ‘liked’ comments:

Future Recreation/Park Spaces

- Floodplain and utility easement areas across the City.
- Convert agriculture parcels along W Main Street to greenspace.
- Expansion and investment in Freedom Springs, including a dog park area and improvements to the disc golf course.
- Expand Grassy Creek Park.
- General park space needs on the east side, between Main Street and County Line Road and along Worthsville Road.
- Along Airport Parkway and near the creek west of the airport.
- Additional tree and wildflower plantings in park spaces through the downtown.

Future Trails and Greenways

- North/south corridors: SR 135, Stoney Creek Road, US 31, Madison Avenue, Emerson Avenue.
- East/west corridors: Fry Road, Main Street, Smith Valley Road.
- Along water courses, other natural features, and utility easements across the City.

Interactive Map: Future Development Areas & Areas for Reinvestment

Common themes and frequently 'liked' comments:

Future Residential

- South to have better control over what could happen here.
- High quality development on agriculture parcels along W Main Street.
- Mixed housing development west of the airport.
- Continued annexation and residential development to the east, although there were numerous 'dislikes' of these comments.

Future Commercial/Retail

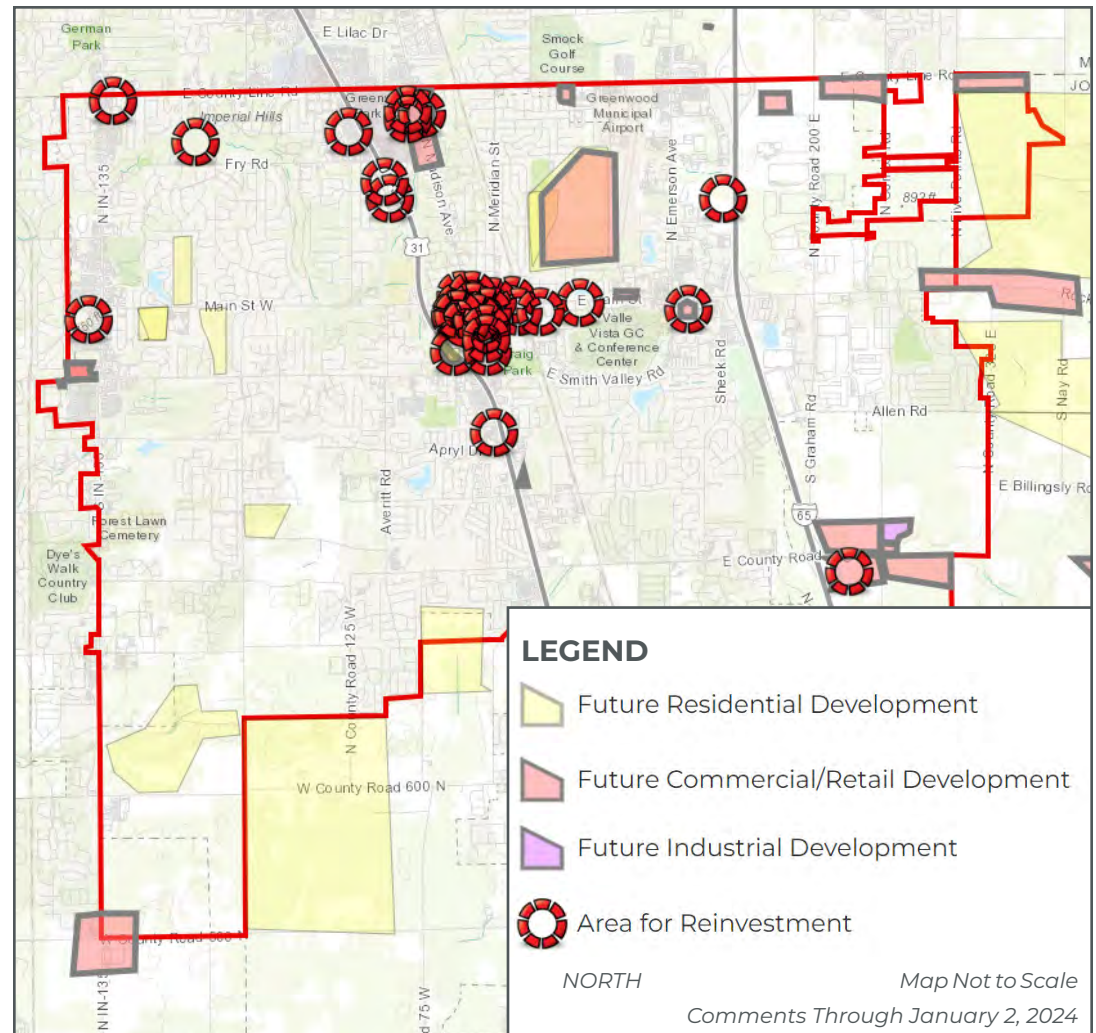
- Mixed use redevelopment along Madison Avenue near the mall.
- Continued development of a commercial node at SR 135 and Whiteland Road.
- Mixed use / innovation district immediately west of the airport.
- Vacant sites on the north side of Main Street, just east of Airport Parkway.
- Worthsville Road corridor east of I-65.
- County Line Road corridor east of I-65.
- Main Street corridor and Main and Franklin Road intersection commercial node, although there were several 'dislike' comments noted in these areas.

Future Industrial

- Lower intensity industrial or commercial flex use to provide a transition down from larger warehouses between Graham Road and Worthsville Road.

Areas for Reinvestment

- Commercial vacancies at and around Greenwood Park Mall.



- Redevelopment along the US 31 corridor that may include a shift to include some residential uses in what have been commercial areas.
- Pedestrian-oriented, mixed use development on vacant properties in the downtown area.
- Opportunities to better embrace and activate Pleasant Creek through Old Town with shops, farmers market, additional trails.