

## US 30 SWOT

### North Route

#### Strengths

- Minimal Impact on Commercial and Industrial Uses
- Maintain Accesses to retail without frontage roads
- Shortest and Least Invasive Route
- Lower Cost
- Less Impacts on existing Intersections
- Minimal Environmental Impacts
- Quick to construct
- Using Existing Interchange at SR 15

#### Weaknesses

- Limiting Potential Growth to the NE ¼
- Could Compound SR 15 & US 30 traffic issues
- Will impact agricultural and farming operations

#### Opportunities

- Better Access to Industrial Parks and Airport

#### Threats/Challenges

- Using existing SR 15 intersection may have to be raised which could impact the airport.
- Could limit access to the airport and Zimmer-Biomet
- Will impact housing (new and existing ) in the NE area
- Environmental Impacts (Wetlands & Deeds Creek)
- Construction Process may be more costly
- Impact/Challenges on the railroad and access points
- Could negatively impact the largest employer in the County
- The city could be required to take over exiting US 30 which would impact maintenance costs.
- Limiting Potential Growth to the NE ¼

### South Route

#### Strengths

- Could improve SR 15 and SR 25 Traffic by acting as City Bypass
- Due to lower population density there would be less impact on number of individuals.
- Open Development for other Communities and Towns such as Claypool and Mentone
- Create more connectivity from the southern portion of the county.
- Time of construction potentially would be quicker then the north or south routes.

#### Weaknesses

- Larger impact on agricultural ground due to the amount of ground needed to create route.
- More environmental threats such as wetlands and ditches.
- Longest route, approximately 3 ½ miles longer.
- More interchanges would be needed to accommodate the length.
- Have to work around the river and rail lines.

#### Opportunities

Create more connectivity to the north side without going through town.  
Lees impact on existing commercial, industrial, and residential uses.  
Could eliminate a significant amount of truck traffic through town.  
Improved access to the southwest portion of the county for Emergency Services.

#### Threats/Challenges

Largest number of property owners impacted and opposed.  
Could negatively impact northside development.  
The city could be required to take over exiting US 30 which would impact maintenance costs.

#### Existing Route

##### Strengths

No impact on new or potential development.  
Less perception of impacts on existing properties.  
Less impact on residential and agricultural operations.  
Less Environmental challenges.

##### Weaknesses

Cost would potentially be the highest.  
Traffic functionality during construction would be severely impacted.  
Access to existing retail operations would be eliminated or hindered.  
The time to construct would be longest due to the need to keep traffic flowing.  
Impact on smaller City streets could be intensified as traffic finds way around construction.  
Potential increases in accidents.

##### Opportunities

#### Threats/Challenges

Challenge trying to find access for the EMS  
Could significantly increase the volume of traffic.  
Impact on smaller City streets could be intensified as traffic finds way around construction.  
Impacts on residential uses by the need to install frontage roads.  
Impact (short term and long term) on existing Industrial and Commercial uses and potentially limiting expansion.

#### Do Nothing

##### Strengths

No funds spent on major project.  
No impact on any existing uses.

##### Weaknesses

Traffic will continue to increase and create worse conditions than current.  
Short term fixes will be done, by State, to attempt to fix traffic issues.  
Accidents will continue to increase based on past data.  
Could influence businesses wanting to expand or relocate.

##### Opportunities

### Threats/Challenges

Business may leave for better areas which can accommodate their transport needs.

Traffic will continue to increase and create worse conditions than current.

Short term fixes will be done, by State, to attempt to fix traffic issues.

Accidents will continue to increase based on past data.

Could influence businesses wanting to expand or relocate.

Need for a fix will be "kicked" down the road and a fix may become more difficult and costly.