

Comprehensive Plan of The Town of Sellersburg

January 15, 2018



Sellersburg Plan Commission

316 East Utica Street

Sellersburg, Indiana 47172



Revision of the 1993 COMPREHENSIVE PLAN of the TOWN OF SELLERSBURG

Submitted to:
Town of Sellersburg Plan Commission
Town of Sellersburg
316 East Utica Street
Sellersburg, Indiana 47172

Submitted by:
The Sellersburg Building Commission
316 East Utica Street
Sellersburg, Indiana 47172

in association with
Sellersburg Municipal Works

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Preface

• The Comprehensive Plan

This is the Comprehensive Plan for the Town of Sellersburg, Indiana. It is the officially adopted guide for action and decisions on the use of land.

As with any plan, the concepts expressed within should be continuously evaluated, and as a need appears, adjustments should be made in the basic document.

•Who Developed The Plan?

This Comprehensive Plan has been developed in conformance with Indiana Code 36-7-4-500. The 100 through 1200 series of I.C. 36-7-4 authorizes the creation of an Advisory Plan Commission and spells out its responsibilities and authorities, including the responsibility for developing a Comprehensive Plan.

I.C. 36-7-4-507 mandates the involvement of the public in the development of the Comprehensive Plan by requiring that the Plan Commission must:

- (1) Give notice and hold one (1) or more public hearings on the Plan;
- (2) Publish, in accordance with I.C. 5-3-1, a schedule stating the times and places of the hearing or hearings. The schedule must state the time and place of each hearing, and state where the entire plan is on file and may be examined in its entirety for at least ten (10) days before the hearing."

This plan was advertised in accord with these regulations in the *Clark County Journal* on Wednesday, June 2, 1993, and the *Evening News* on Friday, June 4, 1993.

• **The Purpose Of The Plan**

The purposes of the Comprehensive Plan are set out in Indiana Statutes and state that the Plan is to encourage the improvement of health, safety, convenience and welfare of citizens and to plan for the future development of the community. Indiana Code 36-7-4-201 states that communities are encouraged to go through the Comprehensive Plan process to ensure that 1) highway systems are carefully planned; 2) that any new communities grow only with adequate public way, utility, health, educational, and recreational facilities; 3) that the needs of agriculture, industry, and business be recognized in future growth; 4) that residential areas provide healthful surroundings for family life; and 5) that the growth of the community is commensurate with and promotive of the efficient and economical use of public lands.

Under Indiana law, a comprehensive plan is required for a community to establish and enforce a zoning ordinance. Zoning ordinances are the community's protection of property owners against incompatible, unsightly or otherwise undesirable land uses.

I.C.36-7-4-601 further emphasizes the importance of the Comprehensive Plan in the development of the zoning ordinances when it states "no zoning ordinance may be adopted until a Comprehensive Plan has been approved for the jurisdiction under the 500 series of this chapter."

•**What Area Does The Plan Cover?**

I.C. 36-7-4-205 gives the Sellersburg Plan Commission the option of covering not only the corporate limits of Sellersburg, Indiana but also any contiguous unincorporated area up to two miles from the corporate boundaries that are not subject to the jurisdiction of other municipal Plan Commissions. The Sellersburg Plan Commission has determined that this Comprehensive Plan includes only the corporate boundaries of Sellersburg.

•What Is In The Plan?

The plan consists of five sections:

1. Preface
2. How to Use the Plan
3. Introduction to Sellersburg
4. Goals and Objectives
5. Guidelines
6. Appendix

The Preface sets the context of the Plan. It answers the who, what, where, when, and why questions.

The How to Use the Plan Section explains how the Plan may be utilized in future land use decision-making for the Town.

The Introduction to Sellersburg gives a brief history of governance in Sellersburg and provides a framework for the Comprehensive Plan.

The Goals and Objectives are statements concerning the end results intended to be achieved through the use of the Comprehensive Plan. The broad statements are further refined by the Guidelines.

The next section, Guide lines, contains a series of statements that provide guidance for decisions and actions concerning use of land. The Guidelines are a contemporary interpretation and extensive refinement of the Goals and Objectives. They are a response to a number of current community issues, problems and opportunities.

The Guidelines Section is the key section of the Plan. Future proposals for changes in the way land is used will be reviewed against the Guidelines to determine whether they are in agreement with the Plan.

Although each guideline may address separate issues and topics, when taken together, they direct the future course of the community in terms of the use of land and related concerns.

The Appendix contains a "Glossary" which provides explanation of technical terms used in the plan and is also intended to be the location for addenda added after adoption of the plan.

•Why Does The Plan Contain What It Does?

The Plan satisfies certain community needs and legal requirements.

Community needs are embodied in legal requirements; therefore legal requirements, i.e., the Indiana Code, are used here as the framework for discussing Plan content.

Indiana Code, Title 36 (I.C. 36) encourages the development of a Comprehensive Plan and sets forth a number of requirements for such a Plan including:

1. *IC 36-7-4-201 encourages the establishment of a Plan Commission to "improve the health, safety, convenience and welfare of their citizens and to plan for future development of their communities."*
2. *IC 36-7-4-205 states that "a municipal Plan Commission shall adopt a Comprehensive Plan, as provided for under the 500 series of the advisory planning law, for the development of the municipality and the contiguous unincorporated area. "*

Thus the statute requires preparation of a Comprehensive Plan by the Plan Commission. The Plan is intended to benefit the community by better assuring appropriate land use relationships.

3. *IC 36-7-4-501 states that "a Comprehensive Plan shall be approved by resolution in accordance with the 500 series for the promotion of public health, safety, morals, convenience, order, or the general welfare and for the sake of efficiency and economy in the process of development. The Plan Commission shall prepare the Comprehensive Plan.*

4. *I.C. 36-7-4-502 states that "a Comprehensive Plan must contain at least the following elements:*
 - (1) a statement of objectives for the future development of the jurisdiction.*
 - (2) a statement of policy for the land use development of the jurisdiction.*
 - (3) a statement of policy for the development of public ways, public places, public lands, public structures, and public utilities. "*
5. *I.C. 36-7-4-504 describes the intended use of the Comprehensive Plan following its adoption by stating that where the Plan is in effect the governmental entity "shall give consideration to the general policy and pattern of development set out in the Comprehensive Plan in the:*
 - (1) authorization, acceptance, or construction of water mains, sewers, connections, facilities, or utilities;*
 - (2) authorization, construction, alteration, or abandonment of public ways, public places, public lands, public structures, or public utilities, and*
 - (3) adoption, amendment, or repeal of zoning ordinances (including zone maps), subdivision control ordinances, historic preservation ordinances and other land use ordinances. "*

The ability of a community to control its development through zoning ordinances, subdivision regulations, historic preservation ordinances, and other related ordinances is therefore dependent upon the development of a Comprehensive Plan which gives guidance to those further actions.

•How Was The Plan Approved?

I.C. 36-7-4-508 identifies the responsibility of the Plan Commission which, "may approve the Comprehensive Plan and upon approval shall certify it" to the Sellersburg Town Council.

On August 24, 1992, the Sellersburg Town Council engaged the services of a planning firm, The Corradino Group of Jeffersonville, Indiana, to assist in the preparation of this and related documents. Over the following months the Sellersburg Plan Commission, Town Council, and other groups of interested parties met frequently to develop this document which was presented for public inspection and comment on June 15, 1993.

I.C. 36-7-5-509 describes the final step in the approval of such a plan by stating: "after certification of the Comprehensive Plan, the legislative body (Town Council) may adopt a resolution approving, rejecting, or amending the plan."

How To Use The Plan

Although most land in Sellersburg is privately owned, the entire community has a stake in how it is used. The health, safety, and welfare of all our citizens are affected by the use of land. Access for fire trucks to a piece of property, conservation of energy, traffic movement, neighborhood preservation, employment levels, protection from flooding, levels of air and water pollution, utility bills, housing costs, disposal of our waste, preservation of our history, convenience to work, shopping and recreation - all of these and many other factors relate to the use of our land. The key to managing the land and its future development in Sellersburg is the Comprehensive Plan.

• Overview Of The Plan

The Comprehensive Plan is a framework and guide for land use regulation, development actions, and decisions. The plan is a prerequisite in Indiana for establishment of a zoning ordinance. It serves as the legal basis under Indiana code for determination of questions and issues regarding:

- Definition of zoning districts
- Recommendations on zoning changes
- Development of subdivision regulations.

An officially adopted comprehensive plan is required under Indiana Code for a community to adopt a Unified Zoning Ordinance. The Comprehensive Plan for Sellersburg will be used by the Plan Commission as required under Indiana law. It satisfies specific Indiana Code legislation regarding infrastructure and community development issues, and finally it provides a series of statements, principles and guidelines that will serve to guide Sellersburg's growth in years to come.

The following sections review key points about the Comprehensive Plan.

•Review Of Land Use Change Proposals

Prior to approval of requests for changes in land use by the Plan Commission, it must be found that the proposed changes are in agreement with the Comprehensive Plan.

Specifically, to determine whether a proposed land use change is in agreement with the plan, appropriate guidelines in the plan must be reviewed.

Not all guidelines apply in each case.

The first figure lists guidelines to be reviewed for all types of land uses. The second figure lists guidelines to be reviewed for all land uses under special circumstances. Figures 3-5 list guidelines to be reviewed for specific land uses: residential industrial, commercial, office space, transportation, utilities, and community facilities.

To use the Plan, appropriate land uses and circumstances must be located on the charts. Applicable guidelines are listed after each land use and circumstance. Only those guidelines listed in the "guidelines to be reviewed" column will be used in the evaluation of land use change proposals. The letter preceding each guideline identifies the topic area in the Guidelines Section. The following codes are used:

E	Environment
U	Utilities
T	Transportation
R	Residential
I	Industrial
C	Commercial
O	Office Space
F	Community Facilities
G	Government

For example, R5 is guideline number 5 in the residential area.

Once applicable guidelines are identified, it is necessary to determine whether the land use change is in agreement with the guideline. The nature of these determinations will vary. If a guideline states that high density residential development is appropriate only on or near an arterial (major) road, and if a proposal for high density development is on an arterial road, then a finding of agreement with the guideline is clear. If a proposal does

not agree with an applicable guideline, the people making the proposal might be required to take appropriate corrective action.

After a land use change proposal has been reviewed against each applicable guideline, and the people making the proposal have taken action to conform to the guidelines in question, a finding of agreement or non-agreement with the plan can be made. For a proposal to be in agreement with the plan, it should normally be in agreement with all applicable guidelines. Violation of any applicable guideline will typically constitute sufficient reason to find the proposed land use change not in agreement with the plan.

There may be exceptions to this rule. A proposal may be in violation of a guideline but still in agreement with the plan when:

- (1) All feasible and practical methods have been exhausted for bringing the proposal into conformance with an applicable guideline.
- (2) The overall intent of the plan is followed.
- (3) The proposal does not substantially violate the applicable guideline or the negative impact of the proposal on the community is minimal or nonexistent.

As stated previously, the primary purpose of the plan is to guide land use development in Sellersburg. In particular, the plan is used to determine approval of requested zoning changes. For example, if a developer wishes to build a gas station on a lot zoned residential, he must get a building permit. He cannot get a building permit unless the lot is zoned commercial. So, he must apply for a zoning change, or an exception to the current zoning. He can apply directly to the Plan Commission or to the Board of Zoning Appeals. Approval or rejection of the developer's proposed land use change is based on the conformance of the proposed change with the guidelines in the plan. However, as discussed below, there are exceptions. The guiding rule is that the proposal does not "substantially" violate an applicable guideline or the impact of the proposal on the community is minimal or non-existent.

•Understanding The Policies

The Comprehensive Plan serves as a guide for land use planning and management and development actions and decisions. The specific "tools" of the planning process are subdivision regulations and zoning ordinances. Following the adoption of a Comprehensive Plan, the Plan Commission may be directed to develop and certify a set of subdivision regulations and zoning ordinances. These ordinances and regulations must then be approved by the Town Council.

Subdivision Regulations

The Plan Commission must develop and certify the Subdivision Regulations and the Town Council may then adopt, amend, or reject these recommendations. Following adoption the Plan Commission has sole power to enforce Subdivision Regulations. These regulations are the rules under which property owners may divide tracts of land. They cover factors such as design of streets, building locations, and required physical improvements to the land. They are intended to protect the property owner from inadequate services essential to the use of the property and to protect the community from excessive costs of improperly constructed facilities. The Plan Commission must review and approve any subdivision of land in Sellersburg.

I.C. 36-7-4-900 states that all subdivision regulations shall be based on the Comprehensive Plan. It also says that all proposals for public facilities, including sewer, water, roads, etc., shall take the Comprehensive Plan into consideration.

Zoning Ordinances

Perhaps the most widely known Plan Commission authority is the right to divide the Town into zones and regulate land use activities and characteristics in these zoning districts.

Zoning Ordinances define what land uses can legally exist in each district. They also place various controls on these land uses such as height, yard requirements, parking, lot size and so on. Their purpose is to promote public health, safety and welfare and to facilitate orderly and harmonious development and redevelopment.

The Plan Commission serves in an advisory capacity to the Town Council for zoning map amendments (zoning changes). All zoning change requests come before the Commission

for a public hearing and Commission recommendation, but the final authority on zoning rests with the Town Council. The Commission also serves in an advisory capacity for zoning regulation changes.

Indiana Code 36-7-4-900 also authorizes creation of the Board of Zoning Appeals (BZA). The BZA has several authorities and duties, such as issuance of Conditional Use Permits. Certain land uses are unusual and exceptional, such as landfills, hospitals, and airports and they are permitted only after review and approval of a Conditional Use Permit.

Like the Plan Commission and legislative bodies, the Board of Zoning Appeals is also required to consider the Comprehensive Plan for guidance on land use decisions. The Zoning District Regulations allow the BZA to approve conditional uses, variances, and special uses, among others, only if the proposal will not have an adverse effect on the public interest; a literal enforcement of the zoning ordinance would result in unnecessary hardship; and the spirit of the zoning ordinance is observed, and thus the proposal is not in conflict with elements and objectives of the Comprehensive Plan, and will not adversely affect the public health, safety, and morals, and the general welfare.

•Other Plan Uses

Obviously, the Plan guides land owners in Sellersburg. If land owners want to use their land in a new way, they need to identify the zoning district in which the property is located, and whether the zoning regulations allow the development of the proposed land use. If not, the owner needs to look at what the Comprehensive Plan says concerning the property, since a change in zoning must be in agreement with the Plan.

The land owner may individually develop a new land use or may team up with or provide an option to other people or businesses to develop the land. This partnership, agreement, or contract may involve any of a number of actors: market analysts to consider economic feasibility of the development; financial institutions to fund the development; prospective tenants for the development; surveyors to measure and map the layout of the land; planners and engineers to plan and design the development; architects to design the buildings; attorneys to represent the various interests in the development; businesses to prepare the land by putting in streets and utilities; builders to put up the structures; and so on. Along with the land owner, each of these people or firms have reason to analyze what the Comprehensive Plan says about a particular piece of property being considered for development, or for that matter, what the Plan says about all property in Sellersburg. The

Plan may on occasion, or quite frequently, guide any number of decisions made by these developers.

Since zoning must be in agreement with the Plan, the Plan is an obvious guide for the applicant in a zoning change request. An applicant can only improve the chances for a favorable decision by the Plan Commission and legislative body if the applicant and others in favor of the zoning change concisely explain how the request for zoning is in agreement with the Plan. On the other side of the coin, opponents can better the chances for denial if they clearly present how the proposal does not agree with the Plan. The Plan is therefore an important guide to both proponents and opponents in zoning cases. This is true for other land use decisions that relate to the Plan such as Conditional Use Permits, special uses, variances, etc.

FIGURE A-1
LAND USE

Land Use Category	Guidelines to Be Reviewed
APPLICABLE TO: ALL LAND USES	L-1 Define boundaries L-2 Retain grid pattern L-3 Preserve presence of agriculture R-1 Protect neighborhoods I-8 Prime industrial sites T-1 Efficient transportation system T-2 Adequate street facilities T-3 Location of high intensity uses T-4 Preserve through traffic capacity T-5 Internal circulation T-6 Hierarchy of uses T-7 Project/program evaluation T-8 Pedestrian movement T-9 Off-street parking/loading F-8 Adequate fire protection U-1 Existing utilities U-2 Adequate water supply U-3 Adequate sewage treatment

FIGURE A-1
LAND USE

Land Use Category	Guidelines to Be Reviewed
	<p>G-1 Equitable cost sharing</p> <p>G-2 Capital improvement programs</p> <p>G-3 Development process</p> <p>G-4 Equal opportunity</p> <p>E-1 Environmental limitations</p> <p>E-5 Stream channels</p> <p>E-6 Drainage control</p> <p>E-7 Grading</p> <p>E-8 Erosion and sedimentation</p> <p>E-9 Buffer streams</p> <p>E-13 Indirect air pollution source</p> <p>E-14 Dust control</p> <p>E-19 Unique natural areas</p> <p>E-21 Solid waste disposal</p> <p>E-22 Hazardous waste regulation</p> <p>E-24 Open space plan</p>
<p>APPLICABLE IF:</p> <p>In or near 100-year floodplain</p> <p>Site has slopes over 12%</p> <p>Site has soil problems</p> <p>Site has major noise problems</p>	<p>E-2 Floodway</p> <p>E-3 Floodway fringe</p> <p>E-4 Access in floodplain</p> <p>E-20 Maintenance of flood control</p> <p>E-10 12% or greater slopes</p> <p>E-11 Unstable or wet soils</p> <p>E-17 Noise sensitive uses</p>

FIGURE A-1
LAND USE

Land Use Category	Guidelines to Be Reviewed
Proposal will affect an historic place	<p>E-18 Historic Preservation</p> <p>E-23 Preservation of historic districts</p> <p>R-13 Historic area architecture</p>

FIGURE A-2
SPECIFIC LAND USES

Land Use Categories and Special Circumstances	Guidelines To Be Reviewed
<p>APPLICABLE TO: ALL RESIDENTIAL</p>	<p>R-2 Housing Redevelopment</p> <p>R-3 Buffering</p> <p>R-4 Size, Scale</p> <p>R-5 Compatible Densities</p> <p>R-6 Density Categories</p> <p>R-7 Low Density</p> <p>R-8 Medium Density</p> <p>R-9 High Density</p> <p>R-10 Floodway</p> <p>R-11 Design</p> <p>R-12 Mixture of Housing Types</p>
<p>APPLICABLE IF: Mobile Homes</p>	<p>R-14 Mobile Homes</p>
<p>APPLICABLE TO: ALL INDUSTRIAL</p>	<p>I-1 Industrial Subdivision</p> <p>I-2 Design</p> <p>I-3 Nuisances</p> <p>I-4 Hazardous and Offensive Uses</p> <p>I-5 Next to Residential/Mixed Use, Expansion</p> <p>I-7 Air Emissions, Waste Water and Solid Wastes</p> <p>I-9 Incentives to Low Income Employers</p> <p>E-12 Groundwater Protection</p>

FIGURE A-2
SPECIFIC LAND USES

Land Use Categories and Special Circumstances	Guidelines To Be Reviewed
<p>APPLICABLE IF: Landfill Proposal Near Airport</p>	<p>E-15 Direct Air Pollution Source</p> <p>E-16 Landfill Location Criteria</p> <p>I-6 Airport Location</p>
<p>APPLICABLE TO: ALL COMMERCIAL</p>	<p>C-1 Location</p> <p>C-2 Design</p> <p>C-3 Buffering</p> <p>C-4 Individual Uses</p> <p>C-5 Commercial Centers</p> <p>C-6 Mixed Land Uses</p> <p>C-7 Neighborhood and Convenience Goods</p> <p>C-8 Large Volumes People/Traffic</p>
<p>APPLICABLE TO: ALL OFFICE SPACE</p> <p>APPLICABLE IF: Office Center</p>	<p>O-1 Office Centers</p> <p>O-2 Design</p> <p>O-3 Buffering</p> <p>O-4 Individual Uses</p> <p>O-6 Mixed Land Use</p> <p>O-5 Office Centers</p>
<p>APPLICABLE TO: ALL COMMUNITY FACILITIES</p>	<p>F-1 Location</p> <p>F-2 Mitigate Adverse Impacts</p> <p>F-3 Shared Sites</p> <p>F-4 Large Attendance</p>

FIGURE A-2
SPECIFIC LAND USES

Land Use Categories and Special Circumstances	Guidelines To Be Reviewed
<p>APPLICABLE IF:</p> <p>Fire Station</p> <p>Park</p> <p>School</p> <p>Hospital or Health Care Facility</p> <p>Government Office</p> <p>Police Station</p> <p>Government Garage or Storage</p>	F-5 Design in Residential Areas
	F-6 Sound Community
	F-7 Facilities Locate in Existing Buildings
	F-9 Fire Station Location
	F-10 Major Urban Park Location
	F-11 Active Recreation Park Location
	F-12 School Design
	F-13 Health Care Facility Location
	O-1 Office Centers
	O-2 Design
	O-3 Buffering
	O-4 Individual Uses
	O-5 Office Centers
	O-6 Mixed Land Use
	F-14 Police Station Location
	I-1 Industrial Subdivision
	I-2 Design
	I-3 Nuisances
	I-4 Hazardous and Offensive Uses
	I-5 Next to Residential/Mixed Use Expansion
	I-7 Air Emissions, Waste Water, and Solid Wastes
	I-9 Incentives to Low Income Employers

FIGURE A-2
SPECIFIC LAND USES

Land Use Categories and Special Circumstances	Guidelines To Be Reviewed
Human Service Facility	F-15 Government Garage/Storage Location
	F-16 Human Service Facility Location
<p>APPLICABLE TO: ALL UTIUTIES</p> <p>APPLICABLE IF: Major Utility Facility Waste Water Treatment Facility</p>	<p>U-4 Nuisance Mitigation/Large Facilities</p> <p>U-5 Utility Easements</p> <p>E-15 Direct Air Pollution Source</p> <p>U-6 Alternative Waste Water Treatment</p>

Chapter 1: Introduction to Sellersburg

Sellersburg, Indiana, is a classic story of cities and towns in post-industrial America. Like every other settlement from the beginning of the Nineteenth Century on, Sellersburg developed through the complex interaction of broad economic, social, technological, political, and geographical forces. Its topography, transportation linkages, economic base, proximity to markets, population, technological sophistication, and numerous other factors made it unique.

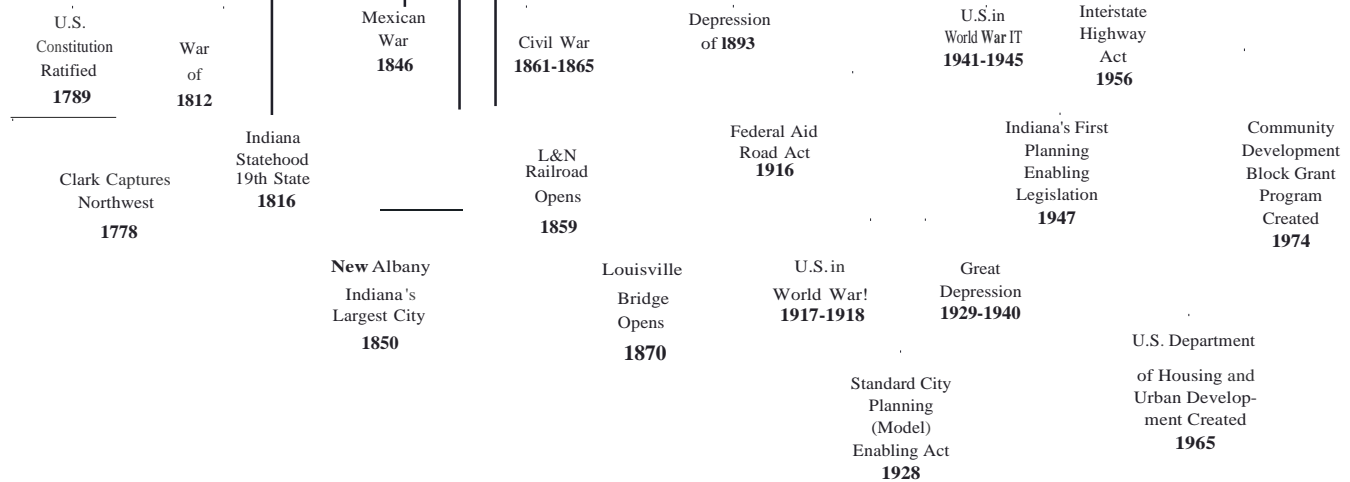
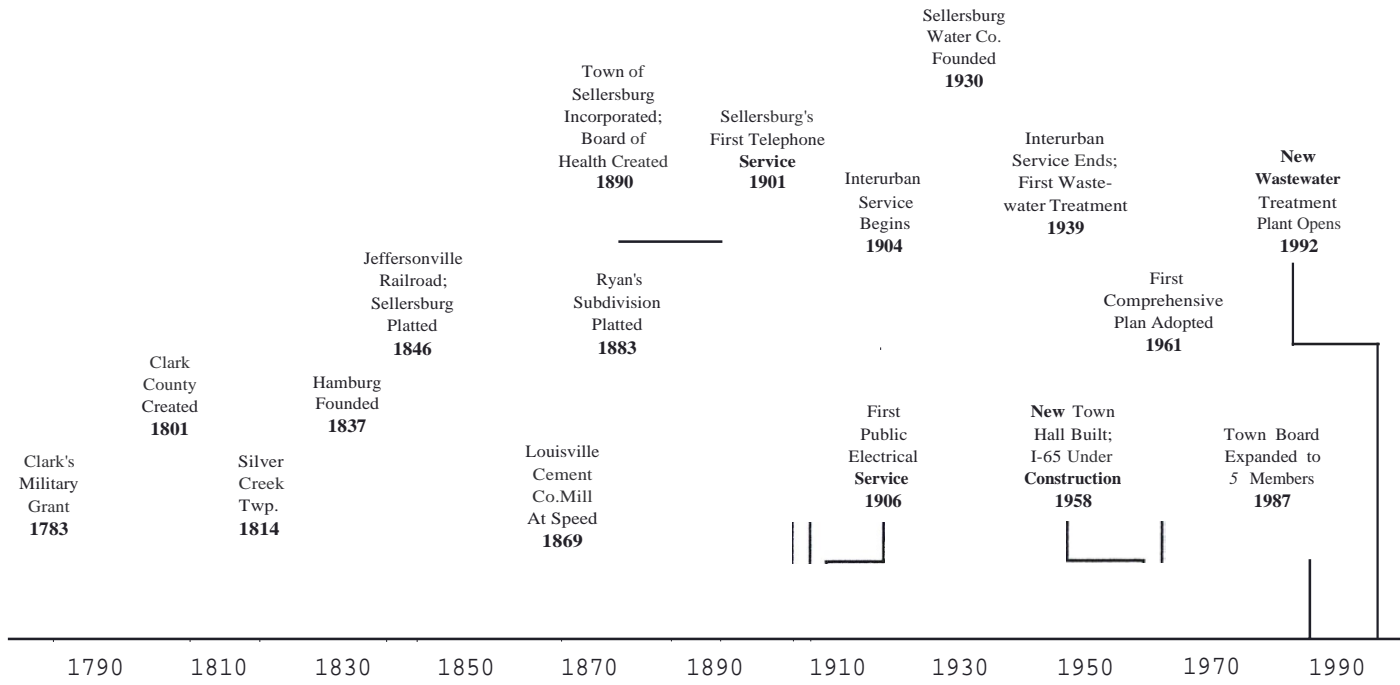
But these were far from the only forces shaping Sellersburg's development. Its pattern of governance -- from the formal structure and powers of its governing bodies to the broader character of its decision-making process -- helped make Sellersburg what it is today as surely as its land and people.

In many larger communities, the process of governance is highly complex, and government is expected to provide a broad range of public services. In many smaller places, governance is often simpler and less formal, and many services are provided through private channels. Whatever the case, however, the process of governance has grown increasingly complex over time.

One consequence of this complexity has been the demand for some planning mechanism to ensure the community's orderly growth. This does not mean that community planning is a new idea, nor that it necessarily begins with government. Most American cities and towns were laid out by private speculators for their own financial gain. Even after local government was well established, private interests continued to dominate the growth process.

Today, however, nearly every American municipality has a formal planning process, rooted in state laws and local ordinances. But the tension between public and private interests remains a central element in community planning and governance: Sellersburg is no exception.

Key Events: Sellersburg



Key Events: Indiana and U.S.

Settlement gets a public start

Settlement in the Sellersburg area dates to the late-Eighteenth Century, as pioneers crossing the Alleghenies moved north and west into the region to take advantage of land in Clark's Grant. Created in 1783 by the Virginia legislature, this 150,000-acre tract was awarded to General George Rogers Clark and his regiment for their capture of the British forts in the Northwest Territory during 1778 -1779, at a critical juncture in the war for American independence. By 1800, Silver Creek and its tributaries were dotted with farmsteads purchased from Clark's soldiers.

As the Nineteenth Century began, settlement in Clark's Grant and the surrounding area was sufficient to justify organization of a new county. In February 1801, Indiana Territorial Governor William Henry Harrison -- a Virginia-born friend of the general -- created Clark County.

At its first session, the county court divided the county into three townships -- Jeffersonville, Clarksville, and Spring Hill. Over the next fifteen years, new counties were carved from Clark, and the county's remaining area was reorganized into smaller townships. One of these was Silver Creek. Organized in 1814, its name was derived from the stream that forms the township's eastern and southern boundaries.

Modest beginnings

Silver Creek Township grew slowly, primarily because of inadequate transportation, a hardship common in the early territory. Settlers frequently asked government officials to build roads, but construction was expensive and no one was eager to levy taxes.

Finally, in 1815 several citizens successfully petitioned the Clark County commissioners to construct a road from the edge of New Albany to Charlestown. When completed, its right-of-way approximated that of present day New Albany Street.

About 1820, the Utica and Salem Road was opened from Utica on the Ohio River to New Providence (Borden) in western Clark County, creating the approximate right-of-way of Utica Street. Within a decade it intersected the Jeffersonville and Salem Road, which carried traffic between Clark and Washington counties, approximating the route of the present State Road 60. These roads opened the way for Silver Creek Township's earliest towns.

The first such community to benefit from a new road system was Hamburg. Located at the intersection of the New Albany and Charlestown Road and the Jeffersonville and Salem Road, it was laid out in 1837 by Abram Littell and Thomas Cunningham. Because of its position at a key intersection, it soon became a communication and trade center and site of Silver Creek's first post office.

But just as its position on a major transportation artery gave Hamburg life, another transportation innovation ended its growth. In 1846, the Indiana legislature authorized the Jeffersonville Railroad Company to build a line from Jeffersonville to Columbus, where it would connect with the Madison & Indianapolis and continue onto the state's capital. (The two railroads later merged to form the Jeffersonville, Madison & Indianapolis Railroad). When the railroad laid its tracks more than a mile to the east, Hamburg's fate was sealed.

Riding the tide of frontier opportunity

The decision to build the area's first railroad created a new opportunity for Moses Sellers and John Hill, owners of a large tract at the intersection of the Utica and Salem and the New Albany and Charlestown roads. Shortly after the railroad's incorporation, the two men platted an irregularly-shaped village called "Sellersburg."

Speaking of its unusual shape, one writer said, "Sellersburg resembles a box twisted and squeezed together." Another described the village as "an isosceles triangle pressed together from its base."

Whatever irregularities in shape or name, Sellersburg developed a flourishing economy with completion of the railroad. Moses Sellers became the town's first storekeeper, and his store became the town's first post office in 1852.

The Sellersburg area's chief industry was cement manufacturing. With multiple layers of limestone within easy reach, Clark County was exceptionally well suited for cement production. The railroad opened access to raw materials and provided a means to transport the finished product to market.

The area's first cement mill was built in 1866 by the Falls City Cement Company. In 1869, the Louisville Cement Company purchased a large tract of land on Muddy Fork near the railroad tracks at Petersburg (now Speed). There it built a mill capable of producing 100,000 barrels annually. These mills were vital contributors to Clark County's emergence as one of the nation's leading cement-producing centers.

The industry also contributed significantly to Sellersburg's population growth. By the mid-1880s, the town had an estimated population of 300.

During this early period, Sellersburg's growth was almost entirely privately initiated. Since the town was not incorporated, the primary mechanism of local government was the township. But because it had limited resources, the creation of new public services involved a rudimentary form of public-private cooperation. Education is a case in point.

In 1857, township officials decided to build a new school to accommodate the area's growing population. Sellersburg wanted to host it, but town residents were a minority on the township board of trustees. So in April 1858, when the township leased ground about a mile north of town, townspeople launched a drive to raise funds to build a school and employ a teacher of their own. One citizen donated a lot on which a frame school house was erected.

But as the town grew, township officials recognized that a township-run school was appropriate. So the township secured the building financed by the townspeople and assumed responsibility for its operation.

Sellersburg grew steadily after the Civil War, and by the early 1880s it had begun to outgrow its original boundaries. In January 1883, James S. Ryan platted twelve lots between East Utica Street and the Pennsylvania Railroad (formerly the JM&I) tracks north of Helbig Avenue. A year later, William Harrod laid out a one-block stretch of Maple Street between Utica Street and the cemetery. In September 1889, Barbara Helbig platted seven lots across Helbig Avenue from Ryan's Addition, and the following month John Dietrich recorded a twenty-two lot addition that fronted on the west side of New Albany Street.

Post-Civil War growth spurs incorporation

The settlement had reached another watershed in its governance. Sellersburg's expansion created a need for community improvements that could only be provided by municipal government. The village was incorporated on November 10, 1890. Soon thereafter, the voters elected a three-member board of trustees, a clerk, and a treasurer. The board in turn appointed a marshal.

The original charter has long since been lost, as have town board minutes to 1909. Consequently, it is difficult to determine the board's precise powers or its early accomplishments. Nevertheless, it is clear from other sources that incorporation ushered

in a new era of economic expansion and public improvement. On December 5, 1890, Dietrich recorded another subdivision along Paradise Avenue between East Utica and the railroad tracks. In July 1912, the town board annexed Scheller Park Subdivision, located west of what is now Highway 31.

As the Twentieth Century dawned, a central business district was developing along Utica Street between its intersection with New Albany Street and the railroad tracks. Meanwhile, the cement industry continued to dominate the industrial economy. By 1900, the Louisville Cement Company mill was the largest natural cement producer in the nation. In 1905, when the development of Portland cement cut the demand for natural cement, the company built a Portland mill. Soon it was a leading producer of the new material.

Growing population and business expansion also created the need for a bank. During the 1890s, merchant J.H. Waters organized the Sellersburg Savings Bank as an adjunct to his dry goods business. When this institution failed in the early Twentieth Century, a group of businessmen formed the Sellersburg State Bank. Opened in 1908, it is today part of the PNC Bank system.

The new century also brought innovations in transportation. In 1904, the Louisville & Southern Indiana Traction Company established interurban connections between Sellersburg and New Albany. Two years later, the town board awarded the Louisville & Northern Railway and Lighting Company a franchise to lay tracks along New Albany and East Utica streets, connecting the town with Jeffersonville and Charlestown. Five years later, the lines were consolidated into the Interstate Public Service Company, which for nearly two decades provided access to most communities between Louisville and Indianapolis.

Along with the interurban came the automobile. While it improved personal mobility, the auto also imposed new demands on the town's budget. In 1911, the town board imposed a five-dollar license tax on all cars and motorcycles operated in the town, and in 1914, the board enacted a special street improvement tax.

Services grow... in number and sophistication

The years between incorporation and 1920 also witnessed numerous improvements in urban services. Within a decade of incorporation, a jail had been erected; a large force pump was installed for fire protection; and concrete sidewalks were laid along Utica and New Albany streets. In 1901, the Cumberland Telephone & Telegraph Company extended lines from Jeffersonville to Sellersburg, and the Sellersburg Independent

Telephone Company established a competing exchange a year later. The Home Telephone Company of Louisville acquired the latter firm in 1903 and the two competitors merged several years later.

Electricity also came in a piecemeal fashion. The Belknap Cement mill (formerly the Falls City Cement Company) installed an electric lighting plant in 1893, and Louisville Cement followed suit in 1905. But these private systems furnished little or no public power. In 1906, when the Louisville & Northern Railway and Lighting Company sought its franchise to lay interurban tracks, the town board approved the application but required the company to provide electricity for local residences and businesses. The firm was still supplying power in 1918, when the voters approved a measure to erect a municipal power plant. But this plan apparently proved unfeasible, for in November 1920 the board executed a contract with Interstate Public Service Company (now PSI Energy) to light the town.

Improvements were not limited to infrastructure. Soon after Sellersburg's 1890 incorporation, the town board created a board of health. In 1914, the health board secretary was authorized to make health inspections and to prescribe the character and location of sanitary features for public buildings. In 1917, the town board authorized construction of a new jail. Located on East Utica near Helbig Avenue, it doubled as a town hall.

For about a decade, Sellersburg also operated a high school. Established about 1901 and located across the street from the present Sellersburg Grade School, it graduated its first senior class in 1902 and operated until 1911.

The years between 1920 and the end of World War II saw considerable population growth and residential development, despite the Great Depression.

- During the 1920s, the population increased a respectable 15 percent, from 915 residents in 1920 to 1,050 in 1930.
- The growth rate slowed somewhat during the Depression; nevertheless, the population stood at 1,121 on the eve of the Second World War.

Growth was especially strong west of US Highway 31 (Indiana Avenue). In the spring of 1927, Mabel Scheller and Clifford Allhands laid out new subdivisions along the present Schellers, Highland, Buchheit, and Allhands avenues. This area was annexed, along with Dietrich's First Addition and Barbara Helbig's Addition, in 1929. Two years later,

Dietrich laid out a Third Addition, now bisected by Highway 31, on a tract bounded by Oak, Spring, and New Albany streets and Highland Avenue.

The Great Depression stalls growth

The Depression halted subdivision development in the neighborhood for a decade, but activity resumed in the early 1940s when William J. Cooper laid out Cooperdale Addition between West Utica and South Streets. Accompanied by a variety of restrictions, which established strict setback lines and regulated the size and value of houses, Cooperdale set the standard for development in the area. Across town, in July 1941, Louis Dold, Sr., subdivided the old Glen Helen Park into fifty-eight small lots. Two years later, John Kahl platted a twenty-six lot addition at the southeast intersection of Fern and Utica streets.

The interwar years also saw the automobile's triumph as the primary mode of personal transportation along with the arrival of another measure of governance. An important stimulant to auto transportation was the Federal Aid Road Act of 1916, which supported construction of US Highway 31 during the 1920s.

In November 1923, the town board set rules and regulations for all motor vehicles operating on town streets. All vehicles were to make a full stop at the intersection of Utica and New Albany streets. Three years later, the board had a four-way stoplight installed at that intersection.

By mid-1941, congestion and speeding had become so severe that the board enacted additional parking and traffic regulations, including a speed limit of twenty miles per hour in town.

.... And the decline of transit begins

The automobile also sped the end of the interurban and pulled the town further into service for its citizens. Buffeted by declining patronage, the reorganized Public Service Company of Indiana abandoned its interurban line from Seymour to Louisville in 1939. In early 1940, the town entered into an agreement with the company under which the town removed the firm's tracks at town expense in exchange for several parcels of company property. The town then reconstructed New Albany and Utica streets with asphalt.

To fill the void in public transportation, in July 1940 the town board approved the Southern Indiana Motor Coach Line's application for a certificate from the Indiana Public

Service Commission to operate a bus line from New Albany to Charlestown. Bus service to Jeffersonville and New Albany followed soon thereafter.

Sellersburg's range of municipal services expanded significantly during the Depression.

- In 1930, the town board created the Sellersburg Water Company and gave it a franchise to furnish water for commercial, residential, and industrial purposes.
- Construction of the water works at the intersection of Pennsylvania Street and Highway 31 was completed about three years later.
- In early 1934, the board began exploring construction of a sanitary sewerage system.
- Five years later, with financial help from the federal Works Projects Administration, construction began on the treatment plant, located on the eastern edge of town. The entire project took over four years to complete.

The weakened economy apparently did not daunt the town in meeting a growing need for more sophisticated services. During mid-decade Sellersburg organized a volunteer fire department. In April 1933, the town board enacted a health ordinance designed to prevent the spread of contagious diseases. Among other things, the ordinance empowered the health officer to enter all premises to make sanitary inspections.

Pent-up demand spurs growth

Largely because of limited financial resources, war-induced shortages, and lack of new household formation, Sellersburg grew slowly during the Depression and World War II. But the end of the war opened a new period of growth which saw a three-fold increase in the town's population between 1940 and 1970. During the immediate postwar period, a combination of pent-up consumer savings and the baby boom created a strong demand for housing. Construction of the interstate highway system made Sellersburg more accessible to the greater Louisville metropolitan region, drawing new residents and stimulating new housing starts.

This deferred post-Depression, post-WWII growth is most immediately apparent in the population figures.

- Between 1940 and 1950, the number of inhabitants rose 48.4 percent, from 1,121 to 1,664.
- During the next decade, the figure jumped 60.9 percent, reaching 2,679 in 1960.
- The growth rate declined as the baby boom slowed during the 1960s; nevertheless, the population reached 3,177 in 1970, an increase of 17.1 percent over the previous census.

Such growth created a demand for hundreds of new houses, and local developers were poised to meet the need. In August 1945, John Kahl laid out 42 lots near Fem and Utica streets. Ten months later, William J. Ehringer, Jr., platted Ehringer's Subdivision on a tract bounded roughly by West Utica Street, Cooperdale Addition, South Street, and Edgeland Avenue. In December 1951, Ehringer and George F. Haas recorded the plat of Creston Addition, a subdivision of more than 175 lots on a large tract west of South Indiana Avenue.

In 1955, Robert C. Cook platted a 17-lot addition at the intersection of St. Paul Street and Sellers Avenue. In August 1962, James C. Smith and James Bottorff laid out Millview Subdivision, a 35-lot development on West Utica opposite Cooperdale. About two years later, Elliott Phillips recorded the first section of the Hill & Dale Subdivision on a large tract along the west side of Interstate 65. Eight more sections were platted over the next nine years.

Sellersburg's boundaries expanded almost as rapidly as its housing stock after the war. In 1949, the town board annexed Ehringer Subdivision. In September 1951, the town absorbed the land Ehringer and Haas would plat as Creston. Several smaller annexations followed during the 1950s and 1960s, but the largest single annexation occurred in July 1967 when the town board added some 16 parcels lying between West Utica and Dreyer Lane on the north and the edge of Creston and US 31-E on the south.

New commerce follows new housing

Sellersburg's economic base also expanded during peacetime. The Louisville Cement Company underwent extensive modernization, and newer firms such as the Haas Cabinet Company and Sellersburg Stone Company emerged as major employers.

Even more dramatic was expansion of the central business district. The intersection of Utica and New Albany streets remained a major business center for several years. But the direction of growth was steadily westward, first along Utica Street toward Indiana Avenue, and then along the highway itself.

Accompanying the transformation of the business district was the emergence of new commercial centers. Especially notable was Silver Creek Plaza, opened about 1960 at US 31-E and Pennsylvania near the water works. Housing a supermarket, several small retail businesses, and a bowling establishment, Silver Creek Plaza was symptomatic of the commercial dispersion that affected thousands of communities during the postwar era.

Another stimulus of growth was Interstate 65. With a major interchange at Highway 31, the superhighway removed much intercity traffic from Indiana Avenue and fostered new business development along South Indiana Avenue. For many businesses, however, it soon became clear that the interstate carried traffic in both directions. As Clarksville's regional commercial center evolved during the 1960s and 1970s, many Sellersburg businesses found competition increasingly difficult, and several ceased operations.

..... With new service demand right behind

Postwar growth strained existing municipal services and demanded new ones. New subdivisions required extension of water and sewer mains, which taxed the capacity of both the water pumping station and the sewerage treatment plant. In 1958, with financial help from the fire department, the board authorized construction of a new town hall and garage at 316 East Utica Street.

It was only a matter of time before Sellersburg's postwar boom outstripped the town's ability to govern. In 1960, to promote orderly growth, the board enacted an ordinance creating a seven-member Sellersburg Town Plan Commission and authorized it to prepare the first comprehensive plan for land use in the history of the community. The following year, the commission completed its work and the town board adopted its first zoning and subdivision control ordinances.

Land-use regulations were not the only targets for modernization. At the same time the Town Plan Commission began its work, the town board initiated plans to improve the sewerage and water systems. In January 1961, the body authorized a \$480,000 bond issue to expand the water works and followed in December 1962 with a \$140,000 sewer treatment bond issue. In 1965, to improve street maintenance and assure

orderly retirement of general obligation bonds, the town board created a cumulative capital improvement fund.

In 1967, the town board took two major public safety initiatives. In May, it authorized a \$50,000 bond issue to finance a modern fire house for the Sellersburg Volunteer Fire Department. Three months later, it approved a referendum to replace the town marshal with a board of metropolitan police commissioners who would oversee a police department headed by a chief of police. The voters approved the measure, and the new system became effective on July 1.

Change in the '70s and '80s impinge growth

Sellersburg's fortunes continued to change during the 1970s and 1980s. The postwar baby boom -- once the driving force behind the community's growth -- began to dissipate. Coupled with the decline of this population group, external economic forces made it more difficult for the community to control its own destiny.

The expansion of Clarksville's regional shopping district and other retail centers took a heavy toll on businesses in downtown Sellersburg and along Indiana Avenue. As old businesses disappeared, new ones took their places, some having regionally and nationally recognized names, such as McDonald's, Hardee's, and Dairy Queen.

Fiscal constraints, which made it difficult to expand the water and sewerage treatment systems, also hindered growth. This in turn thwarted the economic development that could have generated the tax revenues required for other public services.

During the 1970s, Sellersburg experienced its weakest population growth since 1910. Despite several annexations, the number of inhabitants increased a mere one percent, from 3,177 in 1970 to 3,209 in 1980.

But these modest population growth figures are somewhat deceptive, for they fail to account for development during the late 1960s and 1970s that was not annexed until the 1980s. And that development between 1970 and 1990 was anything but inconsequential.

- The last four sections of Hill & Dale were platted between 1970 and 1973.

- In 1972, George Hinton and John Miller platted the first section of Allentown Subdivision at St. Joe Road and Allentown Road.
- During the same period, William J. Ehringer, Jr., and the Sellersburg Stone Company developed Forrest Estates along Interstate 65 south of Creston.
- In 1973, the Clark County Plan Commission approved the first section of Dreyer Estates, located north of town behind Silver Creek Junior High School. A second section followed four years later.
- Growth in the vicinity of St. Joe Road and Allentown Road continued into the 1980s.
- A major addition to the town's population and area came in 1984 when Sellersburg annexed Hill & Dale, Forrest Estates, and a large area along Interstate 65 south of Hamburg.

The most dramatic annexation battle in Sellersburg's history began in 1988 when Clarksville extended its boundary into Silver Creek Township and absorbed a large portion of Hamburg. Upon completing this maneuver, Clarksville moved to annex several adjoining tracts, which would limit Sellersburg's movement southward. Sellersburg responded by attempting to annex portions of the same area, along with a large expanse of land on the town's southwestern fringe.

The annexation dispute between Sellersburg and Clarksville wound up in court, and a lengthy legal fight seemed likely. But in early 1990, officials of both towns began searching for a compromise. The solution was an interlocal agreement recognizing Clarksville's initial annexation and Sellersburg's annexation west of State Road 311. The parties also suspended efforts to annex major disputed territories and agreed not to attempt further annexation for ten years. The impact of these annexations is apparent in 1990 census figures, which place the 1990 population of Sellersburg at 5,745, a 78.9 percent increase over 1980.

Accompanying Sellersburg's economic transformation and physical expansion were several improvements in transportation and public services. These advances reflected the town's growing participation in the larger metropolitan region.

Most recent enhancements were initiated by local leaders, especially the town board. Downtown Sellersburg's appearance improved in May 1983 with completion of Wilkerson Park at the corner of Utica and New Albany streets. It honors the late Thomas Wilkerson, a member of the town board at the time of his death.

While many recent improvements in Sellersburg's infrastructure were primarily the work of local leadership, others resulted significantly from outside forces, both public and private. Examples of the latter include the Clark County Airport, developed by the Clark County Aviation Board; the Indiana State Police Post; the Region 13 campus of Indiana Vocational Technical College; and, the Sellersburg Library, established as a branch of the Charlestown-Clark County Public Library system.

In 1987, the board was expanded to five members. This body immediately addressed several pressing problems.

- In the area of transportation, it sponsored improvements to Bean Road and Prather Lane, which provided better truck access to major industries.
- To build the town's economic base, the board created the Sellersburg Economic Development Commission.
- To promote downtown revitalization, it established a Main Street program in cooperation with the Indiana Department of Commerce.
- While working on the compromise to break the annexation logjam, the Sellersburg and Clarksville town boards agreed to split the local share of a water tower to serve Hamburg.

The town board also has extended sewers to Hamburg and Speed and completed construction of a new waste water treatment plant on Bean Road. This resulted in cancellation of the state-mandated sewer tap-on ban.

Since the mid-1980s, the Sellersburg area has seen little new residential construction. Nevertheless, the growth which has occurred over the past three decades has made the Sellersburg of today a much different place from what it was more than 30 years ago, when the first comprehensive plan was adopted.

Getting positioned for new, orderly growth

Major infrastructure or policy dynamics presage a new era of growth and development for Sellersburg.

- The town's changing economic environment.
- The pending modernization of Interstate 65 from Louisville north nine miles to Exit 9. (Completion 6 lane highway to Memphis Exit 16 by end of 2017)
- The prospect of a new bridge across the Ohio River, possibly to the Snyder Freeway. (Completed 2 new bridges with tolling December 2016)
- The probability of a new burst of residential and business starts following cancellation of the sewer tap-on ban. (Sewer Expansion completed by 2007 to 2.37 MGD)
- Creation of Tax Increment Financing District
- Downtown revitalization study 2005
- Planned Unit Development Camp Runs Common 2011
- Indiana North and South traffic study to be completed by end of December 2017
- Annexation of Covered Bridge and Stone Gate Manor 2014 increasing population to 8500
- Runway extension for the Clark County Airport completion August 2018

This updated Comprehensive Plan provides the Sellersburg Town Board, the Sellersburg Plan Commission, and other public and private sector leaders with a blueprint for managing the forces of change and a vision for guiding the community throughout the Twenty-first Century.

Chapter 2: Goals and Objectives

•Sellersburg Goal

Sellersburg is a proud & thriving suburban community within the Southern Indiana/Louisville metropolitan area. Sellersburg desires to strengthen its feeling of community, to remain a place that residents are proud to call home, and where opportunities exist for all generations.

Sellersburg wants to retain its family-oriented values & preserve the hometown qualities which have characterized Sellersburg for more than five generations. Our goal is to be the cleanest, safest & most welcoming town in Southern Indiana: a place where people desire to live and nurture strong community roots.

•Overall Land Use Development Goal

Sellersburg wants development to occur in a planned and orderly manner such that the predominate residential character of the community defines the Town as a place to live, and the community's boundaries are well-defined such that all will know when they enter the community.

Objective 1: Encourage residential growth to develop in designated areas.

Objective 2: Allow existing and new convenience goods and services to provide for the community's daily commercial needs.

Objective 3: Create gateways into the community by using urban design techniques such as plantings, landscaping, lighting, signage, and paving.

•Overall Downtown Goal

Sellersburg desires to re-establish downtown as the community's focal point. Since the town has grown and is foreseeable that future growth will change the geographical location of the center of the town, the Camp Run Commons area should be developed as the new downtown area.

Objective 1: Create a visually coherent downtown through signage, professional and office buildings, plantings, lighting, sidewalk paving and other urban design elements.

Objective 2: Create gateways, using urban design techniques, to define the downtown area.

Objective 3: Create sufficient parking for downtown businesses and a safe pedestrian circulation pattern.

Objective 4: Create a central focal point in the downtown area which can serve as a landmark and gathering place for community activities.

- a) Focal points can serve as places for passive or active functions, or both.
- b) Examples of focal points include: formal green space such as parks or gardens, a gazebo or bandstand, a statue or fountain, a statue garden, a carousel, an amphitheater, etc.

Objective 5: Create a new government center to locate all vital government service near shopping, restaurants and other community amenities.

•Overall Residential Goal

Above all, Sellersburg desires to be a residential community differentiated from its neighbors by a focus on attracting residents to “come home” versus being a place to attract regional shoppers. Sellersburg wishes maximize the residential character of the community that defines the Town as *the* place to live in Clark County. Realizing that our area schools are often what attracts our residents, we acknowledge that cooperation with our school district is an important component of retaining Sellersburg’s demand.

Objective 1: Cooperatively work with our local school district to source property & funds to appropriately plan for growth & attraction of students.

Objective 2: Ensure adequate funds to provide a level of service that exceeds citizen expectations and shows pride in our town.

Objective 3: Create an ordinance violation bureau to tackle enforcement of the town’s codes.

Objective 4: Take future growth opportunities into consideration when any future road paving/rehabilitation projects are being designed and funded.

•Commercial Goal

Sellersburg wants to maintain primarily supportive commercial development to meet the day to day convenience goods and services needs of residents.

Objective 1: Locate local commercial enterprises in existing commercial structures.

Objective 2: Locate local commercial enterprises in structures compatible with the surrounding residential areas.

Objective 3: Develop local commercial establishments on well-designed sites with appropriate access points, adequate off-street parking, adequate landscaping, and appropriate signage.

Objective 4: Encourage convenience goods and services to locate in Sellersburg rather than regional development which would alter the community's residential character and increase traffic.

•Office Development Goal

Sellersburg wants office space that is supportive of the personal service needs and predominantly residential character of the community.

Objective 1: Locate office uses in existing sound commercial structures.

Objective 2: Locate office uses in structures compatible with surrounding residential areas.

Objective 3: Locate office uses in integrated developments with unified access points, adequate shared off-street parking, adequate landscaping, and appropriate signage.

Objective 4: Locate professional and governmental office uses primarily in the downtown area in order to redefine and redevelop the downtown as a community focal point.

Objective 5: Encourage only personal service and professional offices to locate in Sellersburg rather than regional employment centers (major office complexes) which would alter the residential character of Sellersburg.

•Industrial Goal

Sellersburg desires light industry that will provide jobs for its residents, that is environmentally sensitive, and is well-designed.

Objective 1: Encourage the development of industrial sites designed with planned industrial park concepts: adequate landscaping; screening of goods delivery, service areas, and loading docks; enclosed material storage and handling; adequate off-street parking and vehicle maneuvering areas which are hidden from public view; internal circulation systems; and appropriate signage.

Objective 2: Encourage the development of industrial structures that are sensitively designed and sited to conform with the topography, vegetation, colors, and textures of the surrounding landscape.

Objective 3: Encourage only light industry which primarily employs from the local labor force rather than heavy industry and major regional employers.

•Community Facilities Goal

Sellersburg wants to accommodate the community's future facility needs and encourage the bonding of community residents. Sellersburg wishes to provide opportunities for residents to be involved in their community.

Objective 1: Secure the funds and property location to build a town government center. Encourage deposits into the town's rainy day fund for this purpose.

Objective 2: Begin planning sites, acquisition, and development & maintenance budgets to place new parks in residential areas lacking such amenities.

Objective 3: Maintain & upgrade existing parks.

Objective 4: Encourage new and active volunteers to the town's boards. Implement a strict 2 council term limit (8 years) on any board to create opportunity to give willing residents the chance to serve their community.

Objective 5: Where possible & legal, allow non-profits inside town limits or with events inside our town limits to utilize the town's resources to advertise their community events. (ie, on the town's website &/or other electronic signage)

•Transportation Goal

Sellersburg wants to improve its transportation system to alleviate traffic congestion and to correct high accident areas.

Objective 1: Work with the state and other state & regional partners to implement the recommendations of the 2017 Hwy 311 corridor study.

Objective 2: Ensure that roads have adequate capacity to accommodate traffic generated by new development.

Objective 3: Find ways to route truck traffic around Sellersburg.

Objective 4: Improve site distance and pavement markings at problem intersections to reduce the number of accidents.

•Infrastructure Goal

Sellersburg wants to ensure that the community's infrastructure is adequate to accommodate the needs of development at the time of occupancy.

Objective 1: Ensure that the capacity of roads and streets used by residents, patrons, and employees have the capacity to accommodate traffic generated by the development.

Objective 2: Allow new development to occur only where city water is provided.

Objective 3: Allow new development only in areas with easy access to sanitary sewer trunk lines which have the capacity to handle the additional waste water generated.

Objective 4: Create a non-reverting fund specifically for future property acquisitions for further easements along current roads or for new roads.

Objective 5: All road paving will be designed with upgrading any adjacent utilities or storm water drainage taken into account.

•Economic Goal

Sellersburg wants to carefully integrate industrial, retail, and office employment to stimulate the local economy.

Objective 1: Provide jobs for those who live in the immediate area.

Objective 2: Give young people economic opportunities which will induce them to remain in the community.

Objective 3: Encourage economic development which protects the community's predominantly residential character.

•Environmental Goal

Sellersburg wants to create community awareness and sensitivity to environmental conditions and take measures to avoid creating or intensifying environmental degradation.

Objective 1: Strict adherence to federal, state and local floodplain regulations for any new or existing development plans within the federally designated 100 year floodplain.

Objective 2: Strict adherence to federal, state and local drainage regulations for any new or existing development proposals. Require stormwater drainage site plans to be submitted for all development proposals.

•Cultural Goal

Sellersburg wants to protect the community's unique cultural heritage and historic resources in order to enhance and maintain a strong community identity.

Objective 1: Preserve the community's cultural heritage such as annual events, family and church histories, and chronicles of significant historic events.

Objective 2: The farmers' market is an important cultural offering in downtown Sellersburg. Investing in this event and expanding its impact will have great benefits for downtown. A larger farmers' market will:

- a) Create an attraction that can attract young families and young professionals,
- b) Draw more residents downtown,
- c) Provide fresh food and increased quality of life for all of Sellersburg,
- d) Expand opportunities for local entrepreneurs to create and grow small businesses.
- e) Provide a market outlet for local farmers to produce crops for local consumption, which often yield higher revenue acre per acre.

Objective 3 Year round farmers' market. A winter market expands business opportunities for local growers and craftspeople. The weekly format with low overhead reduces barriers to entry into the market and allows more entrepreneurs to start small businesses.

While a spring, summer, and fall market provides an abundance of fresh produce, many communities also have successful winter markets. A winter market can offer a diverse range of products, from groceries such as eggs, meat, cheese, and winter produce to locally made food (such as preserves, honey, coffee, and baked goods) and locally made crafts (including soaps, décor, and other home goods).

Chapter 3: Land Use

This chapter serves as a framework for making future land use decisions. Indiana Code 36-7-4-502 states that "a Comprehensive Plan must contain a statement of policy for the land use development of the jurisdiction." The guidelines in this chapter should be referenced during application of the Zoning Ordinance and the Subdivision Regulations in order to evaluate how these regulations are consistent with the Comprehensive Plan.

As the following map illustrate (Appendix D), a good mix of land uses is present in Sellersburg. Discussions with the Plan Commission revealed that a residential community was desired. Commercial and industrial uses could be supportive of the residential population rather than serving the region. A downtown core is established along Utica Street and SR 311. This area contains retail and office space in a pedestrian environment, establishing downtown as a focal point.

Surrounding the I-65/SR 311 interchange is a highway commercial area, providing space for gas stations, fast food restaurants, and other uses for the interstate traveler. Last, the area northwest of the town will be designated as PUD. This is in line with the adjoining subdivisions, such as Hill & Dale. The following guidelines will set the policy for future land use decisions and should be referenced as such.

•General Land Use Guidelines

- L-1 Define the boundaries of Sellersburg and enhance the sense of community.
 - a) Create a strong edge which delineates Sellersburg from Clarksville and other developed areas outside Sellersburg. This can be accomplished through special plantings, signage, urban design, and creating gateways using a combination of these elements.
 - b) Create a special and unique sense of place by establishing a thematic design and form through the use of niches, place makers, and landmarks in Sellersburg. Sellersburg's industrial heritage is one example of a theme which could be expanded to create a coherent identity.

Guideline application: All land uses.

Intent: To enhance Sellersburg's community identity and sense of place. To augment community pride. To make Sellersburg a desirable place in which to live and work in order to help maintain the generational character which has defined Sellersburg since it was founded.

L-2 Retain the grid pattern of development.

- a) The grid pattern allows newer development to be more easily connected to older development which helps to define the community's identity and boundaries.
- b) New and proposed subdivisions can be more easily linked by streets developed in a grid system. This facilitates ease of access from outlying subdivisions to the community's central core. This in turn saves travel time, energy, and facilitates the use of Sellersburg services located downtown rather than in another community.
- c) Cul-de-sacs tend to isolate subdivisions from the central community and from other neighborhoods. The use of cul-de-sacs tends to dilute the sense of community. Developments with cul-de-sacs are also more expensive for the community in the long term since additional streets and storm sewers must be constructed around subdivisions with cul-de-sacs in order for new construction to occur.

Guideline application: All land uses, especially residential.

Intent: To facilitate ease of travel, sense of community, and reduce costs related to infrastructure expansion and time and energy associated with travel.

L-3 Preserve the presence of agriculture as a viable economic activity as well as the scenery of the rural landscape.

- a) Agricultural activities and landscape help define the edges of a community through the greenbelt principle. Greenbelts provide both scenic beauty for communities as well as define boundaries between communities.
- b) Urban sprawl and strip commercial development destroy the scenic beauty of the rural landscape which people often seek as an amenity.

Rural edges help define boundaries and provide opportunities to create gateways into communities. Clustering development behind tree stands and hillocks reduces the negative impact of developing the landscape as well as reduces the costs incurred by constructing roads and infrastructure to new development.

- c) Land trusts, agricultural districts and scenic easements are a few techniques which are used in retaining active farmland and the scenic qualities around communities.

Guideline application: All land uses.

•Residential Guidelines

- R-1 Protect residential neighborhoods from adverse impacts of proposed development and land use changes.

Guideline application: All land uses.

Intent: To protect people's living environment. To ensure that new land uses are not detrimental to residential areas. To maintain or strengthen the stability of neighborhoods and to prevent additional problems for deteriorating neighborhoods. To recognize the vulnerability of residential areas to certain adverse impacts.

This guideline does not mean that non-residential land uses are automatically inappropriate in residential areas, nor does it mean that discriminatory practices towards any group of people are acceptable. Rather, it raises a primary concern of the plan--neighborhood preservation and regeneration.

- R-2 Create housing redevelopment, rehabilitation, and reinvestment opportunities in older and declining neighborhoods.

Guideline application: All residential.

Intent: To promote redevelopment of neighborhoods and preserve housing.

Examples of techniques that can be used to create neighborhood preservation and redevelopment include:

- a) Incentives through zoning and other land use regulations;
- b) Financial assistance through public and private institutions;
- c) Land assembly and improvement for new construction;
- d) Historical and architectural designation;

- e) Innovative building design to fit oddly shaped or narrow lots;
- t) Adaptive reuse of existing buildings and underutilized land; and
- g) Improved public services.

Existing neighborhoods and housing are a valuable and irreplaceable resource. Rehabilitation of sound housing is preferable to demolition.

R-3 Provide adequate buffering, screening, or other techniques that mitigate nuisances when a residential development will be next to a land use that produces nuisances.

Guideline application: All residential.

Intent: To protect people's living environment. To ensure that new residential development is not adversely affected by adjacent land uses.

Nuisances to be mitigated include:

- a) Automobile lights, outdoor lighting, or illuminated signs;
- b) Loud noises;
- c) Vibrations;
- d) Dust or dirt;
- e) Smoke, vehicular exhaust, noxious fumes, and odors;
- t) Litter or junk;
- g) Outdoor storage, parking, or other unsightly areas; and
- h) Loss of privacy for potential residents.

Techniques to mitigate nuisances include:

- a) Buffering and screening such as fences, walls, or other physical barriers, vegetation or physical separation; and
- b) Building design and orientation, including appropriate placement of windows and balconies.

Appropriate techniques and the extent to which they need to be applied will depend on the nature and magnitude of the nuisances being mitigated and the physical relationship between the residential development and adjacent land uses.

R-4 Avoid residential development that has a significantly different size, height, mass, or scale from adjacent development.

Guideline application: All residential.

Intent: To prevent high intensity residential development from locating in areas that are inappropriate for that land use. To create a visual transition between adjacent land uses. To ensure compatibility between adjacent areas of differing intensity, size, and land use.

Very intense residential development--usually having a high density--has characteristics preventing location in many areas. Significant changes in scale and size between adjacent developments may be undesirable or incompatible. Residential development of significantly different size, height or

mass to adjacent areas may require special site design , careful building placement, or extensive buffering and screening.

- R-5 Develop residential densities that are compatible with adjacent resident areas and other adjacent land uses.

Guideline application: All residential.

Intent: To ensure a good transition between residential areas of differing densities. To protect existing residential areas from possible adverse impacts of housing development with significantly different densities. To promote successively higher residential densities next to successively higher intensity non-residential land uses.

- R-6 Evaluate residential development on the basis of the following net density categories:

Low	Up to five dwelling units /acre
Medium	Greater than five and up to twelve dwelling units /acre
High	Greater than twelve dwelling units /acre

Guideline application: All residential.

Intent: To define density ranges to be used in the evaluation of residential proposals. To ensure that residential proposals are evaluated on their possible impact on adjacent areas, on the environment, and on community services and facilities rather than using housing types--e.g., multi-family, single-family, or town-houses--as the only criterion.

Refer to Figure 4. This chart summarizes residential guidelines and should be used as a guide when evaluating residential development.

FIGURE4
RESIDENTIAL DENSITY

Net Density Types	Public Sewer Or Package Treatment Plant	Public Potable Water	Minimum Street Type (a)	Other Essential Services	Floodway (b)	
					Floodway	Floodway Fringe
Low: Up to 5 dwelling units/acre	Required (e)	Required	Local	Adequate fire protection for this density required	Prohibited	Permitted only with extensive performance measures (c)
Medium: greater than 5 dwelling units/acre and up to 12 dwelling units/acre	Required (e)	Required	Collector	Adequate fire protection for this density required	Prohibited	Prohibited
High: greater than 12 dwelling units/acre	Required (e)	Required with adequate pressure and quantity of special concern	Arterial with existing or anticipated public transit	Special concern for school impact: special concern for adequate water pressure and quantity for fire protection and fire protection service	Prohibited	Prohibited
<p>(a) Streets must always have adequate capacity.</p> <p>(b) General environmental performance measures must always be met. This applies to the portion of the parcel where building and lot improvements are made.</p> <p>(c) This density might be permitted if it is demonstrated that extensive measures will be taken to mitigate environmental problems as set forth in the environmental guidelines.</p> <p>(d) Motels and hotels with adequate soundproofing may be permitted.</p> <p>(e) Development prohibited at this density outside the area scheduled for centralized public sewer service by the year 2020.</p> <p>(f) This density may be permitted if it is demonstrated that appropriate measures will be taken to mitigate environmental problems as set forth in the environmental guidelines. More extensive performance measures may be needed than for lower density proposals.</p>						

FIGURE 4 (CONTINUED)

Net Density Types	Slopes (b)			Soils (b)			
	Above 20%	Above 12% up to 20%	Upto 12%	Very Severe Erosion Potential	Very Severely Eroded	Unstable	Wet
Low: Up to 5 dwelling units/acre	Prohibited	Permitted with possibly more extensive performance measures (f)	Permitted	Prohibited	Prohibited	Prohibited	Permitted with possibly more extensive performance measures (f)
Medium: greater than 5 dwelling units/acre and up to 12 dwelling units/acre	Prohibited	Permitted with possibly more extensive performance measures (f)	Permitted	Prohibited	Prohibited	Prohibited	Prohibited
High: greater than 12 dwelling units/acre	Prohibited	Prohibited	Permitted	Prohibited	Prohibited	Prohibited	Prohibited
<p>(a) Streets must always have adequate capacity.</p> <p>(b) General environmental performance measures must always be met. This applies to the portion of the parcel where building and lot improvements are made.</p> <p>(c) This density might be permitted if it is demonstrated that extensive measures will be taken to mitigate environmental problems as set forth in the environmental guidelines.</p> <p>(d) Motels and hotels with adequate soundproofing may be permitted.</p> <p>(e) Development prohibited at this density outside the area scheduled for centralized public sewer service by the year 2020.</p> <p>(f) This density may be permitted if it is demonstrated that appropriate measures will be taken to mitigate environmental problems as set forth in the environmental guidelines. More extensive performance measures may be needed than for lower density proposals.</p>							

R-7 Restrict residential density to the low category when:

- a) The development is in the floodway fringe of the 100-year floodplain so long as extensive measures will be taken to mitigate environmental problems; or
- b) The development will be on soils characterized as wet soils so long as appropriate and possibly more extensive measures will be taken to mitigate environmental problems; or
- c) The buildings and lot improvements will be on sites with slopes that were or will be between 12 and 20% and the development will not be on unstable soils, very severely eroded soils, or soils with very severe erosion potential so long as appropriate and possibly more extensive measures will be taken to mitigate environmental problems; or
- d) The development does not have a collector or higher street type for major access; or
- e) Adequate fire protection cannot be provided for a higher density proposal.

Guideline application: All residential.

Intent: To limit residential development where severe environmental conditions exist. To prevent severe erosion and sedimentation problems, hillside and foundation failures, drainage problems, sewage disposal problems, flood damage, and associated water pollution problems. To ensure that development of this density has streets with adequate capacity to handle traffic volumes generated. To prevent traffic congestion that wastes energy and creates more air pollution. To minimize fire hazards.

R-8 Restrict residential density to the medium category or lower categories when:

- a) The buildings and lot improvements will be on sites with slopes that are or will be between 12 and 20% and the development will not be on unstable soils, very severely eroded soils, or soils with very severe erosion potential, so long as appropriate and possibly more extensive measures will be taken to mitigate environmental problems; or
- b) A collector street is the highest available major access point for the development; or
- c) Adequate fire protection cannot be provided for a higher density proposal.

Guideline application: All residential.

Intent: To limit residential densities where severe environmental conditions exist. To prevent severe erosion and sedimentation problems, hillside and foundation failures, drainage problems, and associated water pollution problems. To create desirable land use relationships by locating higher residential densities on higher street classes, thereby making residential and non-residential uses more compatible and promoting complementary land uses. To ensure that development of this density has streets with adequate capacity to handle the traffic volumes generated. To prevent traffic congestion that wastes energy and creates more air pollution. To minimize fire hazards.

The appropriate street class must exist at the time the development is proposed or at the time the development will be occupied. Higher densities should be on higher street classes to prevent disruption to significantly lower density or intensity areas from excessive through-traffic. If access is not directly to a collector street, it may be on a lower class street provided access to the collector is not through a lower density residential or lower land use intensity area and does not create traffic problems. Medium density residential development may locate on an arterial street.

R-9 Locate residential developments of the high density category only where:

- a) . There is a major access point on or very near an arterial street; and
- b) There is adequate water pressure and quantity for domestic use and internal fire protection systems; and
- c) There is adequate fire protection service available; and
- d) The development will not cause a significant over-crowding of schools in the area.

Guideline application: All residential.

Intent: To locate higher residential densities on higher street classes, thereby promoting complementary land uses. To ensure that development of this density is located on streets with adequate capacity to handle traffic volumes generated. To prevent traffic congestion that wastes energy and creates more air pollution. To ensure adequate water pressure to reach upper floors of a high-rise building. To ensure that high density developments are located in areas of adequate fire service and do not over-crowd schools.

Regardless of the measures taken, high density residential development is not appropriate on slopes above 12%.

The appropriate street class for high density development must exist at the time the development is proposed or is anticipated to be occupied. High residential densities should be on or very near arterial streets to prevent the disruption of significantly lower density or intensity areas from excessive through-traffic. If access is not directly to an arterial street, it may be on a lower street class provided the access to the arterial street is not through a lower density residential or lower land use intensity area and does not create traffic problems.

The impact of high density residential development on the water system, fire protection, and schools is of particular concern due to the probable height of the building and the concentration of people.

R-10 Prohibit residential development in the floodway of the 100-year floodplain.

Guideline application: All residential.

Intent: To prevent residential development in areas unsuitable for housing and living environments. To protect people and property from flood hazards.

R-11 Design residential development to:

- a) Provide adequate lot sizes and shapes to accommodate houses; and
- b) Provide planned, usable open spaces of adequate size to serve the needs of residents and assurances that such open spaces, if commonly owned, will be properly maintained; and
- c) Use, where possible, the natural drainage patterns; and
- d) Save, to the extent possible, the natural vegetation; and
- e) Create, to the extent possible, street patterns that discourage speeding and through-traffic; and
- f) Provide, where appropriate, trees, landscaping, benches, bus stops, and other site amenities; and
- g) Allow for buffering and screening to provide privacy for residents; and
- h) Prevent signs from being a visual nuisance or a safety hazard to vehicular traffic.

Guideline application: All residential.

Intent: To design residential developments that provide for functional requirements of buildings. To minimize disruption of the natural site. To provide for recreational and pedestrian needs and to minimize traffic hazards.

R-12 Provide, to the extent possible, mixtures of housing types and land uses within planned developments to:

- a) Utilize cost-efficient site layout and design techniques; and
- b) Create new, self-contained neighborhoods and areas.

Guideline application: All residential.

Intent: To improve the supply of housing available to all income groups. To create convenient living environments where shopping and other services are included in the development. To reduce energy consumption. To take advantage of innovative design techniques such as zero-lot lines, housing clusters, and common open space as part of an Overall design for unique living environments.

R-13 Ensure that new land uses are compatible in terms of height, bulk, scale, architecture, and placement on the lot if they are to be located in or next to residential areas of recognized historic or architectural significance.

Guideline application: If proposal will affect an historic place.

Intent: To preserve our heritage. To enhance the historic character of architecturally significant residential areas.

R-14 Provide for mobile homes in groupings which ensure that unique locational, compatibility, and safety requirements are recognized.

Guideline application: If mobile homes.

Intent: To provide alternative living environments to community residents. To recognize that mobile homes can help satisfy the need for affordable, sound housing.

Safety and compatibility objectives should be met by:

- a) Locating mobile homes in mobile home parks;
- b) Requiring appropriate anchoring devices and skirts;
- c) Providing lots of adequate size for fire protection and public safety; and
- d) Providing adequate open space.

• Industrial Guidelines

I-1 Locate, to the extent possible, industries in industrial subdivisions; otherwise locate industries adjacent to an existing industry to form industrial clusters. The following industries may locate away from industrial subdivisions and industrial areas, provided that they do not cause safety risks or nuisances to surrounding land uses:

- a) Extractive industries; or
- b) Industries locating in areas of highly mixed land uses; or
- c) Industries locating in existing structures and adapting them for productive re-use; or
- d) Small-scale industries which are compatible with adjacent residential and other land uses; or
- e) Very large industries that are comparable to industrial subdivisions.

Guideline application: All industrial.
If government garage or storage.

Intent: To promote clustering of industries and minimize conflicts with non-industrial land uses. To ensure more economical construction and a more effective use of roads and utilities. To promote effective screening, buffering and site planning. To allow, in certain cases, industrial location on

sites independent from other industries if such sites are suitable for industry and compatible with surrounding land uses .

An "industrial subdivision" is the division of a parcel of land into two or more lots for purposes of industrial development, having an internal circulation system and utilities furnished by the developer. For purposes of this guideline, an industrial subdivision is generally considered to be 25 acres or larger.

I-2 Design all industrial development to:

- a) Be compatible with adjacent development in terms of size, height, mass, and scale; and
- b) Provide, where appropriate, adequate lot sizes for buffering and screening adjacent development; and
- c) Provide sufficient space for on-site parking and service areas; and
- d) Use, where possible, the natural drainage patterns; and
- e) Save, to the extent possible, the natural vegetation; and
- f) Provide where appropriate, trees, landscaping, benches, bus stops, bicycle storage facilities, and other site amenities; and
- g) Prevent signs from being a visual nuisance or a safety hazard to vehicular traffic.
- h) Be located so as to discourage the presence of heavy trucks in Sellersburg commercial or residential districts.

Guideline application: All industrial.
If government garage or storage.

Intent: To ensure site design that provides adequate space for a safe, efficient site layout that is compatible with surrounding land uses.

I-3 Take all measures necessary to prevent industrial uses from causing nuisances to surrounding developments.

Guideline application: All industrial.
If government garage or storage.

Intent: To minimize negative impacts on development surrounding industrial land uses.

The magnitude and type of measures used to mitigate the impact of industries on surrounding land uses should vary according to the severity of the impact and the sensitivity of surrounding land uses to those impacts.

Each industry has a varying potential to generate nuisances such as noise, odor, vibration, traffic, glare, or air pollution. Various land uses are affected by these nuisances differently; residential uses are more susceptible to impacts of this type than commercial uses.

Some of the techniques that could be used singly or in combination to mitigate off-site and on-site nuisances are:

- a) Use of arterial street rights-of-way with landscaped medians as buffers between industry and other land uses;
- b) Orientation of industrial uses away from arterial streets toward their own interior circulation systems in conjunction with landscaping, screening, and fencing along thoroughfare frontage;
- c) Location of nuisance generating processes at the interior of the industrial subdivision or industrial area, and location of less offensive uses at the periphery;
- d) Use of park land and open space between industrial and residential uses;
- e) Use of natural barriers such as cliffs, ravines, etc.;
- t) Buffering by planting, walls, earth berms, creation of deep lots, etc., when industrial uses abut residential areas;
- g) Provision of a less intensive transitional development--e.g., supporting office uses or research industries--between industrial and residential areas; or
- h) Staggering hours of operations.

Evaluations of a proposed industrial development will be based on its operational characteristics and the extent of nuisance mitigation as well as on the type of industrial use.

- 1-4 Locate industries which handle hazardous or flammable materials or are potentially offensive such as junkyards, landfills, and quarries away from residential areas and population concentrations.

Guideline application: All industrial.
If government garage or storage.

Intent: To reduce the danger to human life and property associated with hazardous materials. To prevent the effects of offensive industrial land uses on residential areas.

Hazardous materials include, but are not limited to, flammable liquids, gases, corrosives, poisons, explosives, toxics, and other materials used in such hazardous industrial operations as oil refineries and chemical plants.

Population concentration areas include airports, schools, shopping centers, train and bus stations, offices, and other employment centers.

- 1-5 Prohibit industrial development within residential areas. Locate industries adjacent to residential areas or in mixed land use areas only if the industries can be made compatible with surrounding development. Expand existing industries which are adjacent to non-industrial development in a manner that meets the needs of the industry and protects surrounding development from nuisances.

Guideline application: All industrial.
If government garage or storage.

Intent: To protect neighboring land uses from nuisances which may be caused by industrial development. To preserve and maintain the character of existing residential areas. To allow the productive use of vacant land and structures in mixed use areas. To allow industry to expand at existing locations, rather than having to relocate.

Potential nuisances from industrial development adjacent to non-industrial areas include noise, odor, glare, traffic, vibration, air pollution, and water pollution. Measures to mitigate industrial nuisances are necessary to make industry compatible with other land uses.

It is recognized that technology has advanced to the extent that certain types of industries could relate well to neighboring residential development. Having such industries next to residential areas would improve the home /work relationship. However, there are such obnoxious industrial uses as landfills and junk yards that should not be located next to residential areas.

Industrial relocation may entail significant expense while weakening the community's economic base and removing jobs from the neighborhood. Relocation may not be necessary, however, if adequate measures are taken to prevent adverse off-site impacts when an industry expands. Such measures may include screening, buffering, and site design techniques.

- I-6 Utilize industrial sites near airports for only those industries whose transportation and production needs require such a location or for those industries which support airport-oriented industries.

Guideline Application: If proposal near airport

Intent: To promote efficient use of limited industrial sites located near the airports and the river.

- I-7 Provide assurances that air emissions and the disposal of industrial waste water and solid wastes will meet environmental standards and that the storage, handling, and disposal of hazardous materials will be done in a safe and environmentally sound manner.

Guideline application: All industrial.
If government garage or storage.

Intent: To ensure that new industrial development will not cause the pollution of groundwater, streams, land, and air. To minimize the danger associated with hazardous wastes.

- I-8 Take appropriate action to reserve land that would be most suitable for industrial subdivisions.

Guideline application: All land uses.

Intent: To establish a supply of industrial subdivision sites to meet the needs of future industrial growth. To prevent development of prime industrial subdivision sites for non-industrial uses.

Governmental actions to preserve suitable sites for industrial development may include developing an inventory of prime industrial sites, placing such sites in a holding zone until a proposal for their development is submitted, thereby acquiring and land-banking such sites with public funds.

Sites most suitable for major industrial subdivisions generally consist of 300 acres or more, are not surrounded by residential areas, have access--which does not pass through residential areas--to an arterial street near an expressway interchange, are not located in the 100-year floodplain and have slopes between 2 and 6 percent.

- I-9 Provide incentives to expand industrial employment, giving special attention to industries which demonstrate that employment opportunities would be provided for unemployed, under employed, or lower -income people.

Guideline application: All industrial.
If government garage or storage.

Intent: To retain existing industries and to attract new industries. To make jobs more accessible to economically disadvantaged people.

Methods for increasing industrial employment include:

- Providing reasonable flexibility through zoning and subdivision regulations;
- Acquiring vacant or condemned land suitable for industrial use with public funds;
- Providing financial aid in reusing and rehabilitating vacant structures suitable for industrial use;
- Providing local tax rebates where possible;
- Sharing the cost of job training programs to increase job skills; and
- Providing service and facility improvements--e.g., utilities and transportation.

• Commercial Guidelines

- C-1 Locate all commercial development:

- a) Centrally in the intended service area; and
- b) Where it can be demonstrated that a sufficient support population exists.

Guideline application: All commercial.

Intent: To ensure that commercial uses are located centrally in areas of demonstrated demand .

C-2 Design all commercial development:

- a) To include, where appropriate, circulation patterns for pedestrians, bicycles, and handicapped people; and
- b) To provide, where appropriate, trees, landscaping, benches, bus stops, and other site amenities; and
- c) To promote a good transition between adjacent buildings and land uses in terms of size, height, and materials; and
- d) To prevent signs from being a visual nuisance or a safety hazard to vehicular traffic.

Guideline application: All commercial.

Intent: To encourage the provision of pedestrian circulation and site amenities . To ensure compatibility of buildings between adjacent land uses. To ensure that signs are not a nuisance or safety hazard.

C-3 Provide buffering, screening, separation or other techniques to mitigate nuisances when a commercial land use will produce or is associated with such nuisances as:

- a) Automobile lights, outdoor lighting, or illuminated signs; or
- b) Loud noise; or
- c) Odors, smoke, automobile exhaust, or other noxious smells; or
- d) Dust and dirt; or
- e) Litter, junk, or outdoor storage; or
- f) Visual nuisances.

Guideline application: All commercial.

Intent: To ensure that commercial uses creating nuisances provide adequate buffering and are not detrimental to adjacent land uses. To protect existing development.

Buffering and screening techniques can include fences, walls, and physical barriers as well as vegetation. Locating nuisances away from adjacent uses can also be used to prevent adverse impacts.

Screening of glare from commercial uses may not always be necessary. Automobile lights from a commercial use shining into a residential area are an example of when screening would be required.

Loud noise is often associated with commercial uses attracting a large number of automobiles, businesses open late at night, and outdoor recreational facilities. Entertainment facilities may also be associated with loud noise. Separation or isolation of commercial uses associated with noise is the most effective method to prevent nuisances.

Some commercial uses are open for business after dark and/or late at night. These businesses have a potential for being disruptive to nearby residential areas.

C-4 Allow the development of individual commercial uses on separate lots--strip commercial--only when:

- a) Excessive curb cuts will not create traffic problems or congestion; or
- b) A proposed development will not adversely affect the capacity of a street; or
- c) Locating in a planned commercial center is not feasible; or
- d) A proposed use will not extend the linear development of commercial uses to the extent that such a pattern creates substantial nuisances, hazards, or disruptions to the area.

Guideline application: All commercial.

Intent: To prevent undesirable strip commercial development. To restrict linear and isolated development of single commercial uses along streets. To restrict commercial developments that do not share common access points, parking lots or other facilities. To prevent vehicular traffic problems and congestion. To utilize land in a more economical manner and prevent visually unpleasing and confusing environments along streets.

"Strip commercial" development is a series of individual businesses on separate lots usually along arterial streets. There is no planned relationship or sharing of facilities between adjacent uses. Off-street parking may or may not be provided. Non-complementary businesses and businesses drawing from different trade areas may be adjacent. Because individual businesses attract attention through signs, lights, and color, strip commercial development often creates nuisances and is visually confusing for vehicular traffic.

C-5 Develop commercial uses only in existing or proposed planned commercial centers, except:

- a) Where a conversion from an existing non-commercial building to a commercial use is compatible with adjacent buildings and uses; or
- b) When an existing commercial use proposes to expand and the expansion is compatible to adjacent uses; or
- c) When a proposed use is of an intensity and size to be comparable to a planned commercial center; or
- d) When a proposed use requires a unique or special location in or near a specific land use or activity center; or
- d) When land ownership patterns, existing land use conditions or other circumstances make single-lot commercial development the only possibility.

Guideline application: All commercial.

Intent: To promote the development of compact groupings of commercial uses designed as a single unit that:

- a) Share vehicular access points and circulation patterns; and
- b) Cluster commercial uses together; and
- c) Share utility hook-ups, service entrances, and other building systems; and
- d) Provide common pedestrian circulation.

To utilize land in an economical manner and limit the number of access points to major streets, reduce traffic congestion, and promote pedestrian safety. To restrict individual or isolated commercial uses from developing along streets or in non-commercial areas. To allow some commercial uses in older or redeveloping areas. To allow single-lot development when a commercial use is appropriate and planned center development is not possible.

Planned commercial center development is preferable to single-lot development. There are instances where the legal right to access exists or where single-lot development is appropriate. However, all commercial development should be reviewed on the above criteria.

Examples of planned commercial centers include:

- a) Regional shopping centers;
- b) Community shopping centers; or
- c) Neighborhood shopping centers.

Examples of commercial uses having unique location criteria or being comparable in function to a planned commercial center include:

- a) Large discount stores;
- b) Combination or large grocery and drugstores;
- c) Large automobile dealerships; or
- d) Motels and hotels.

C-6 Allow commercial uses in:

- a) New residential developments where the commercial use mainly serves residents of the development and is similar in character and intensity to the residences; or
- b) Older or redeveloping residential areas where the commercial use does not create nuisances and is compatible with the surroundings; or
- c) Planned industrial subdivision where the commercial use mainly serves people working in the industries; or
- d) Recreational and public areas where the commercial use is an ancillary use such as a concession business.

Guideline application: All commercial.

Intent: To allow some commercial uses in mixed land use areas. To encourage commercial revitalization in redeveloping areas.

A neighborhood shopping center located in a planned residential development would be an appropriate commercial use. Restaurants and warehouse outlets would be appropriate commercial uses in planned industrial subdivisions.

C-7 Develop commercial uses serving small areas or neighborhoods or providing convenience goods:

- a) Preferably adjacent or near existing convenience shopping facilities; and
- b) With safe pedestrian access; and
- c) With an intensity and size that would not adversely affect existing residential areas or businesses; and
- d) With a good transition between adjacent uses that reflects existing architectural and residential character.

Guideline application: All commercial.

Intent: To allow the development of small businesses serving a neighborhood function. To provide convenience shopping close to residential areas that is accessible by pedestrians. To ensure commercial uses locating in neighborhoods are compatible with existing land uses. To promote a good visual transition between buildings and uses.

Examples of commercial uses serving areas or neighborhoods or providing convenience goods, including:

- a) Neighborhood shopping centers;
- b) Corner grocery, drugstores, and "convenience stores;"
- c) Small restaurants; or
- d) Barbers, Laundromats, and dry cleaners.

C-8 Develop commercial uses attracting large numbers of people or generating large volumes of traffic:

- a) Only on a major arterial street or at the intersection of two minor arterials; and
- b) Only in non-residential areas; and
- c) Only at locations where nuisances and unique characteristics of the proposed use will not adversely affect adjacent areas.

Guideline application: All commercial.

Intent: To prevent large commercial uses from locating in predominantly residential areas. To ensure that special considerations are given so that nuisances do not affect adjacent land uses.

Certain commercial uses are of such size and intensity that their potential for creating adverse impacts on surrounding areas is great.

The appropriate street class must exist at the time a development is proposed or at the time the development is anticipated to be occupied.

Those commercial uses not providing direct retail services to immediate surrounding residential areas and generally generating in excess of 400 trips during the peak hour would be considered large attractors of people and large generators of traffic.

• Office Guidelines

O-1 Locate, where possible, office development in planned commercial or office centers, except:

- a) Where a conversion from an existing non-office building to an office use is compatible with adjacent uses; or
- b) When an existing office use proposes to expand and the expansion is compatible with nearby uses; or
- c) When a proposed use is of an intensity and size to be comparable to a planned center; or
- d) When a proposed use requires a unique or special location in or near a specific land use or activity center; or
- e) Where land ownership patterns, existing land use conditions, or other circumstances make office development appropriate outside planned centers.

Guideline application: All office space.
If government office.

Intent: To promote the development of compact groupings of office uses and buildings that:

- a) Cluster compatible office or commercial uses in common buildings or groups of buildings;
- b) Share vehicular access points and circulation patterns;
- c) Share utility hookups, service entrances, and other building systems; and
- d) Provide common pedestrian circulation.

To utilize land in an economical manner and limit the number of access points to major streets, reduce traffic congestion and promote pedestrian safety. To restrict individual or isolated office uses from developing along streets. To promote a compatible relationship between office and commercial uses.

O-2 Design office development:

- f) To include, where appropriate, circulation patterns for pedestrians, bicycles and handicapped people; and
- g) To provide, where appropriate, trees, landscaping, benches, bus stops, bicycle storage facilities and other site amenities; and
- h) To promote a good transition between adjacent buildings and land uses in terms of building size, height, scale and materials; and
- i) To prevent signs from being a visual nuisance or a safety hazard to vehicular traffic.

Guideline application: All office space.
If government office.

Intent : To encourage the provision of pedestrian circulation and site amenities. To ensure compatibility between adjacent uses and to provide buffering for adjacent areas where necessary. To ensure that signs are not a nuisance.

O-3 Provide buffering, screening, separation or other techniques that mitigate nuisances when the development produces or is associated with nuisances or visually unpleasing characteristics.

- j) Automobile lights, outdoor lighting of illuminated signs;
- k) Loud noises;
- l) Odors, smoke, automobile exhaust or other noxious smells;
- m) Dust and dirt;
- n) Litter, junk or outdoor storage or
- o) Visual nuisances.

Guideline application: All office space.
If government office.

Intent: To ensure that office uses creating nuisance provide adequate buffering and are not detrimental to adjacent land uses. To protect existing development.

Buffering and screening techniques can include fences, walls, and physical barriers, as well as vegetation. Locating nuisances away from adjacent uses can also be used to prevent adverse impacts.

O-4 Allow the development of individual office uses on separate lots when:

- p) Excessive curb cuts will not create traffic problems or congestion; or
- q) A proposed development will not adversely affect the traffic-carrying capacity of a street; or
- r) A proposed use will not extend linear development to the extent that such a pattern creates substantial nuisances, hazards or disruptions to the area.

Guideline application: All office space.
If government office.

Intent: To prevent single and individual office uses from developing along streets, contributing to strip development. To allow small office buildings that provide common vehicular access and parking for tenants. To prevent traffic problems and congestion.

O-5 Locate, when possible, office centers near existing or proposed office facilities.

Guideline application: If office center.
If government office.

Intent: To group offices together in relation to other office facilities.

O-2 Allow office development in mixed land use areas and within residential areas if:

- a) Traffic problems and congestion are not created that adversely affect adjacent or surrounding areas; and
- b) The size, intensity, and character of the proposed use is compatible with adjacent areas; and
- c) Nuisances are not created that adversely affect adjacent areas.

Guideline application: All office space.
If government office.

Intent: To ensure compatibility between office uses and adjacent land uses. To allow development of mixed land use areas. To allow low intensity offices in residential areas with appropriate safeguards.

Many office uses are complementary and compatible with other land uses. Office developments generally have fewer nuisances than commercial or industrial development. However, large office developments may be associated with high traffic volumes and a potential for traffic congestion.

Chapter 4: Transportation

•Thoroughfare Plan

This report documents the proposed 1993 Town of Sellersburg Thoroughfare Plan that was developed for the Transportation Element of the Sellersburg Comprehensive Plan. The proposed Thoroughfare Plan is based on the existing thoroughfare or comprehensive plans of other incorporated areas, and the Future Transportation Plan of the Sellersburg Comprehensive Plan.

•Purpose

The purpose of the Thoroughfare Plan is to establish locations and desirable design standards for the future arterial street network within the Town of Sellersburg. All streets and highways are classified into ten categories ranging from freeway (Type F) down to two-lane collector streets (Type C). This classification was the product of extensive analysis by the Plan Commission and Engineer, and input from many community groups anticipated prior to adoption of the final plan. The Plan is intended as a planning tool to promote the orderly development of a safe and efficient street system.

Accordingly, the Thoroughfare Plan will be used in the development review process in the reservation and dedication of rights-of-way for the capacity enhancement of existing transportation facilities and in the establishment of roadway cross section design policies.

•Jurisdictions Covered

The arterial designations of the other jurisdictions (i.e., right-of-way width, functional class and number of lanes) and continuity with the Town of Sellersburg arterial construction types were considered in selection of the Sellersburg arterial construction type designation. Continuity of the arterial roadway system through other incorporated areas was a prime consideration; thus, not all collectors and none of the sub collectors found in the thoroughfare plans of other jurisdictions are found in the proposed Sellersburg Thoroughfare Plan.

•Preparation Process

The proposed 1993 Thoroughfare Plan was developed through the following steps:

- + The thoroughfare or comprehensive plans of other jurisdictions were incorporated.
- + The arterial construction type designations were reviewed in light of the lane and capacity requirements of the Future Transportation Plan of the Sellersburg Comprehensive Plan.

The Future Transportation Plan shows roadway improvements in the year 2010 necessary to accommodate the Future Land Use Pattern of the Land Use Element of the Sellersburg Comprehensive Plan.

•Proposed Thoroughfare Plan

Figure 4-1 shows the proposed 1993 Thoroughfare Plan. Table 4-1 records the arterial and collector construction type designations for Sellersburg. Arterials partially or totally within other incorporated areas are noted.

TABLE 4-1
LIST OF ARTERIALS AND COLLECTORS IN SELLERSBURG

Alabama Road from St. Joe Road East to SR 60	c
Bean Road from SR 31 to Utica-Sellersburg Road	c
Clark street from Old St. Joe Road to Renz Avenue	c
Dreyer Lane from west Utica street to Old St. Joe Rd.	c
Fern street from town boundary to Diefenbach Road	c
I-65 through town	F
Old SR 60 through town	c
Payne-Koehler Road from us 60 to County Line Road	c
Penn street from us 31 to Utica street	c
Proposed Road from SR 60 to SR 311	4-2
Proposed Road from Clareva Road to Renz Avenue	c
St. Joe Road East from SR 60 to us 31	c
SR 311 from US 31 West to town boundary	4-2D
SR 403 from US 31 to town boundary	4-2
SR 60 through town	4-2
Utica street from Penn street to Dreyer Lane	c
Utica-Sellersburg Road from Bean Road to Penn st.	c
U31 through town North to SR 311	4-2
US 31 through town North from SR 311	3-2

• Arterial Construction Types

A "Type 'F' Arterial" is any arterial street defined as a "Freeway" or "Expressway." Such arterials shall have right-of-way widths and pavement width as determined to be necessary to accommodate traffic needs.

A "Type '6-2-DS' Arterial" is an arterial street having a minimum right-of-way width of 220 feet wherever possible. Such arterial streets shall, wherever possible, be designed to accommodate in each direction, three moving lanes of 12 feet width, auxiliary lanes of 14 feet width for separate left and right turns lanes, 2-foot curb and gutter section on either side of the pavement and a minimum median of thirty feet (which may include an auxiliary lane) on the mainline section and parallel service roads.

A "Type '6-2-D' Arterial" is an arterial street having a minimum right-of-way width of 160 feet wherever possible. Such arterial streets shall, wherever possible, be designed to accommodate in each direction, 3 moving lanes of 12 feet width, auxiliary lanes of 14 feet width for separate left or right turn lanes, 2 feet curb and gutter section on either side of the pavement, and a minimum median of thirty feet (which may include an auxiliary lane).

A "Type '6-2' Arterial" is an arterial street having a minimum right-of-way width of 120 feet wherever possible. Such arterial streets shall, wherever possible, be designed to accommodate in each direction, 3 moving lanes of 12 feet width, auxiliary lanes of 12 feet width for separate left or right turn lanes, 2 feet curb and gutter section on either side of the pavement, and a minimum median of sixteen feet (which may include an auxiliary lane) at intersections.

A "Type '4-2-DS' Arterial" is an arterial street having a minimum right-of-way width of 196 feet wherever possible. Such arterial streets, shall, wherever possible, be designed to accommodate in each direction 2 moving lanes of 12 feet width, auxiliary lanes of 14 feet width for separate left or right turn lanes, 2 feet curb and gutter section on either side of the pavement, and a minimum median of twenty feet (which may include an auxiliary lane) on the mainline section and parallel service roads.

A "Type '4-2-D' Arterial" is an arterial street having a minimum right-of-way width of 120 feet wherever possible. Such arterial streets shall, wherever possible, be designed to accommodate in each direction, 2 moving lanes of 12 feet width, auxiliary lanes of 14 feet width for separate left or right turn lanes, 2 feet curb and gutter section on either side

of the pavement, and a minimum median of twenty feet (which may include an auxiliary lane) at intersections.

A "Type '4-2' Arterial" is an arterial street having a minimum right-of-way width of 100 feet wherever possible. Such arterial streets shall, wherever possible, be designed to accommodate in each direction 3 moving lanes of 12 feet width, auxiliary lanes of 12 feet width for separate left or right turn lanes, 2 feet curb and gutter section on either side of the pavement, and a minimum median of sixteen feet (which may include an auxiliary lane) at intersections..

A "Type '3-1' Arterial" is an arterial street having a minimum right-of-way width of eighty feet wherever possible. Such arterial streets shall, wherever possible, be designed to accommodate on 52 feet of pavement, three moving lanes, and two parking or additional moving lanes in one direction.

A "Type '2-1' Arterial" is an arterial street having a minimum right-of-way width of sixty feet wherever possible. Such arterial streets shall, wherever possible, be designed to accommodate on 36 feet of pavement, two moving lanes and two parking or additional moving lanes in one direction.

A "Type 'C' Arterial" is an arterial street having a minimum right-of-way width of seventy feet wherever possible. Such arterial streets shall, wherever possible, be designed to accommodate on 34 feet of pavement with a two-foot curb and gutter section on either side of the pavement, two moving lanes of width 11 feet and an auxiliary lane of 12 feet width for separate left or right turn lanes, where necessary.

Table 1

**SELLERSBURG THOROUGHFARE PLAN
URBAN GEOMETRIC DESIGN STANDARDS
BY FUNCTIONAL CLASSIFICATION**

Functional Class	Major Arterials(a)	Minor Arterials(a)	Major Collector(a)	Minor Collectors	Subdivision Local
Design Hour Volume, DHV	Over 2,000	Less than 2,000	900-1,800	Less than 900	Generally less than 500
Operating Speed	35-45	25-35	20-30	20-30	20-30
No. of Traffic Lanes & Width, ft.	4 or 6@12(b)	4@12(b)	3@12(b)	2@18(b) to 4@12(b)	2@12(b) to 3@12(b)
Median Width	14 ft. Min. to 30 ft. Des	None	None	None	None
Min. Right of Way, ft.	120-220	100	70	60-100	50-70
Gradient, Max. Percent	4	4	5	4-8	4-10
Min. Centerline Radius, ft.	575	350	250	150-275	115-200
Min. Stopping Sight Dist.,ft.	275(c)	275	275	150-275	115-200
Curbing	Barrier	Barrier	Barrier	Barrier	Roll
Min. Curb Return Radius, ft.	30	30	30	30(d)	25
Min. Intersection Angle. Deg.	75	75	75	75	75
Min. Street Jog, ft.	N/A	N/A	N/A	N/A	N/A
Min. Width of Sidewalks, ft.	5	5	5	4-5	4-5
Max. Cul-de-sac Length, ft.	N/A	N/A	N/A	1000(e)	600
Min. Cul-de-sac Length, ft.	N/A	N/A	N/A	50(e)	40
Access Control	None	None	None	None	None

- (a) Refer to arterial designations of the Thoroughfare Plan and Table 2. In the case of Major Collector (Type C) facilities located in high density residentially zoned areas or areas with industrial, commercial or office zoning, the Town Engineer may require the Minor Arterial design standards be followed.
- (b) Through traffic lanes only. Auxiliary lanes, including parking, are not included. Auxiliary lanes for right- or left turn lane 12 ft. in width except undivided arterials where left-turn lanes are 14 ft. Lanes widths exclude 2 ft. curb and gutter section.
- (c) 325 feet desirable.
- (d) 30 ft. radius for residential, industrial, commercial and office areas.
- (e) Cul-de-sacs allowed for industrial-commercial areas only to encourage development in otherwise unsuitable plats.

Table 2

SELLERSBURG THOROUGHFARE PLAN
CHARACTERISTICS OF ARTERIAL CONSTRUCTION TYPES
(See Figure 1 for Arterial Cross Sections)

Arterial Type(a)	Arterial Type Description(b)	Minimum ROW	Number of Moving Lanes	Pavement Cross Section				Service Road
				Pavement Width		Curb & Gutter Each Side	Median Divider	
				Through Lanes	Auxillary Lanes			
F	Freeway	Varies	Varies	12 ft per lane	12 ft each	2 ft	Yes	No
6-2-Ds	divided Major Arterial with service roads	220ft	6	36 ft (c)	12 ft each	2 ft	Yes	Yes
6-2-D	divided Major Arterial	160ft	6	36 ft (c)	12 ft each	2 ft	Yes	No
6-2	undivided Major Arterial	120ft	6	36 ft (c)	12 ft each(d)	2 ft	No	No
4-2-DS	divided Major Arterial with service roads	196ft	4	24 ft (c)	12 ft each	2 ft	Yes	Yes
4-2-D	divider Major Arterial	120ft	4	24 ft (c)	12 ft each	2 ft	Yes	No
4-2	undivided Minor Arterial	100ft	4	24 ft (c)	12 ft each(d)	2 ft	No	No
3-1	one-way arterial	80ft	3	12 ft per lane	8 ft shoulders	No	No	No
2-1	one-way arterial	60ft	2	12 ft per lane	6 ft shoulders	No	No	No
C	Major Collector	70ft	2	12 ft per lane	12 ft each	2 ft	No	No

- (a) In the abbreviation, the first digit equals the number of lanes, the second digit represents two-way (2) or one-way (1) flow. “D” means divided by a median and “S” means a parallel service or frontage road.
- (b) “Major Arterial” and “Principal Arterial” are interchangeable designations.
- (c) Each direction.
- (d) Left-turn lane of 14 ft.

Table 3

SELLERSBURG
MINOR COLLECTOR STREET STANDARDS
(See Figure 2 for Cross Section)

Terrain Classification(a)	Level			Rolling			Hilly		
Development Density(b)	Low	Med	High(c)	Low	Med	High(c)	Low	Med	High(c)
Right of Way Depth (ft)	70	80	80-100	70	80	80	60	80	80
Pavement Width (ft) (d)	36	36	48	36	36	48	36	36	48
Type of Curb	Barrier								
Sidewalk Width (ft)(e)	4(e)	5	5	4 (e)	5	5	4 (e)	5	5
Sidewalk Distance from Curb Back (ft) Min	8	8	8	8	8	8	5	8	8
Minimum Sight Distance (ft)	275			200			150		
Maximum Grade %	4			6			8		
Minimum Spacing along Higher Class Street (ft)	1320								
Minimum Centerline Radius (ft)	275			200			150		

- (a) Level - cross slope range of 0% to 8%.
Rolling – cross slope range of 8.1% 15%
Hilly – cross slope over 15%
- (b) Low – 2 or less dwelling units per net acre.
Medium – 2.1 to 6.0 dwelling units per net acre.
High – Over 6.0 dwelling units per net acre
- (c) Applicable also to areas zoned for office, commercial or industrial developments.
- (d) Plus 2 foot barrier curb and gutter section on each side.
- (e) At or below one dwelling unit per net acre, sidewalks are not required.

Table 4

SELLERSBURG
LOCAL STREET STANDARDS
(See Figure 1d for Cross Section)

Terrain Classification(a)	Level			Rolling			Hilly		
Development Density(b)	Low	Med	High(c)	Low	Med	High(c)	Low	Med	High(c)
Right of Way Width (ft)	50	60	70	50	60	70	50	60	60
Pavement Width (ft) (d)	28	28	40	28	28	40	28	28	40
Type of Curb	Roll								
Sidewalk Width (ft)(e)	4(e)	4	5	4 (e)	4	5	4 (e)	4	4
Sidewalk Distance from Curb Face (ft) Min	4	4	4	4	4	4	4	4	4
Minimum Sight Distance (ft)	200			150			115		
Maximum Grade %	4			8			10		
Minimum Centerline Radius (ft)	250			175			115		

- (a) Level - cross slope range of 0% to 8%.
Rolling – cross slope range of 8.1% 15%
Hilly – cross slope over 15%
- (b) Low – 2 or less dwelling units per net acre.
Medium – 2.1 to 6.0 dwelling units per net acre.
High – Over 6.0 dwelling units per net acre
- (c) Applicable also to areas zoned for office, commercial or industrial developments.
- (d) Plus 2 foot barrier curb and gutter section on each side.
- (e) At or below one dwelling unit per net acre, sidewalks are not required.

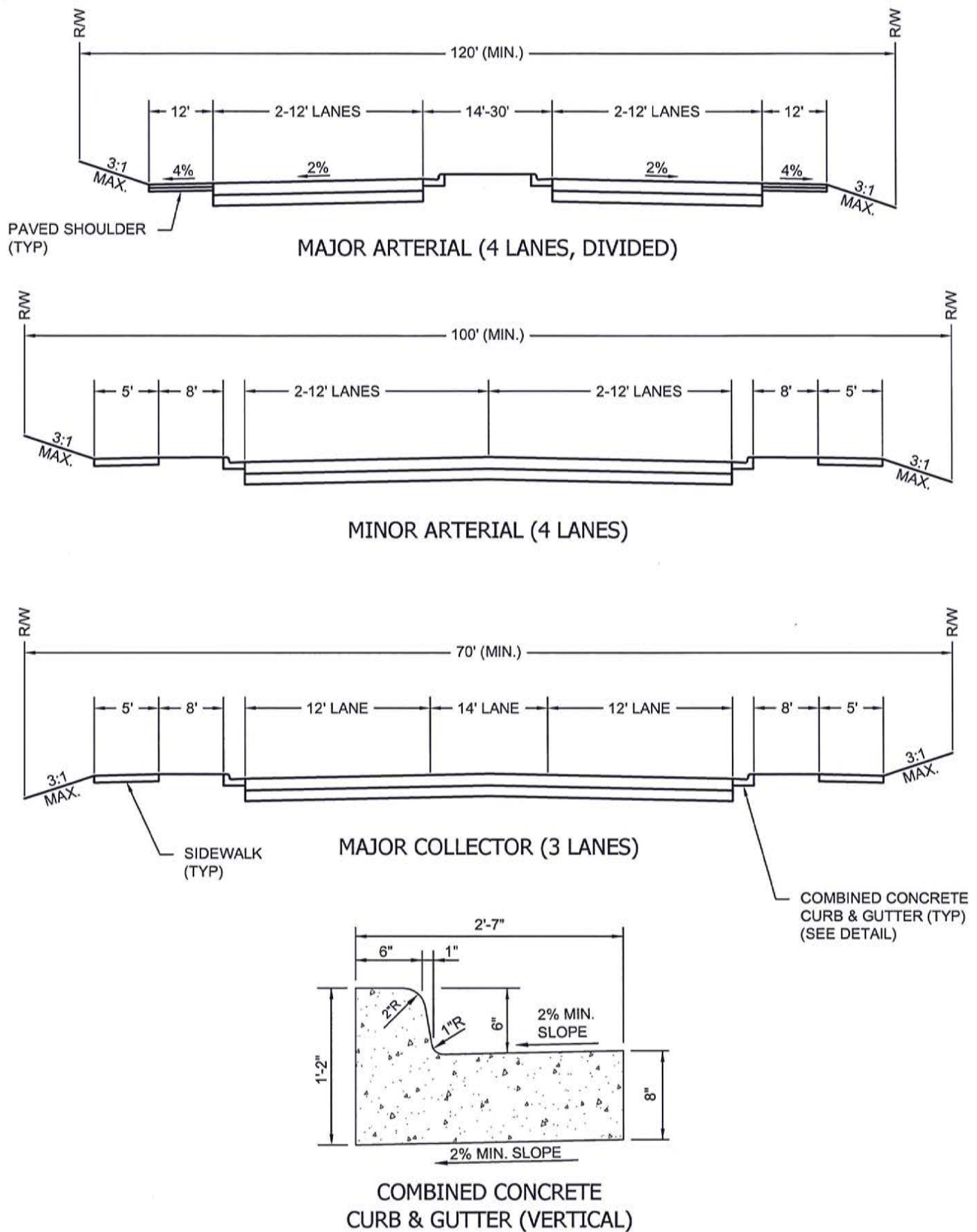
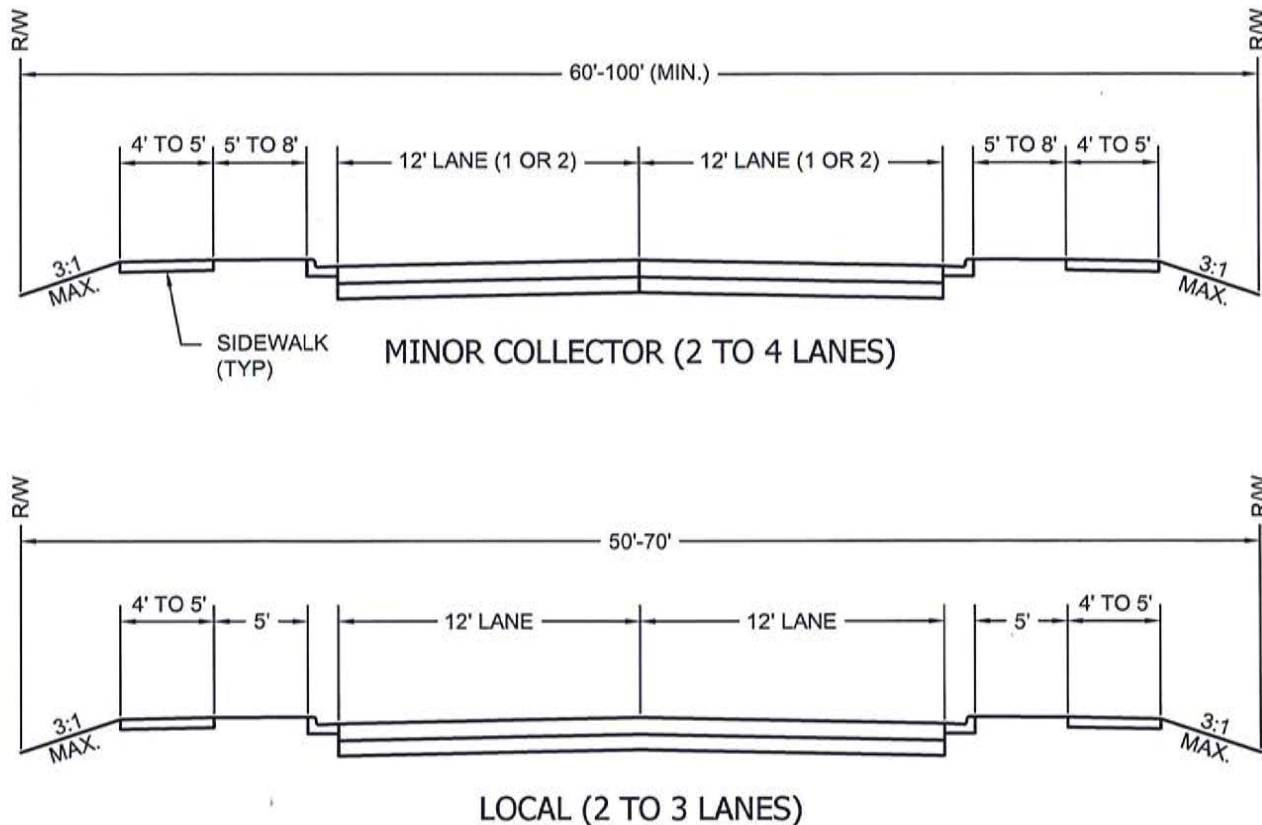


Figure 1



LOCAL AND COLLECTOR ROADS

FLEXIBLE PAVEMENTS SHALL BE 1.5 INCHES COMPACTED THICKNESS OF INDIANA DEPARTMENT OF TRANSPORTATION (INDOT) HMA SURFACE, TYPE ___, PLACED OVER 2.5 INCHES COMPACTED THICKNESS OF INDOT HMA INTERMEDIATE, TYPE ___, PLACED OVER 8 INCHES COMPACTED AGGREGATE NO. 53 BASE, PLACED ON SUBGRADE COMPACTED TO DENSITY AND MOISTURE REQUIREMENTS. SURFACE AND INTERMEDIATE TYPES MAY BE TYPE B OR C, BASED ON DESIGN.

PORTLAND CEMENT CONCRETE PAVEMENT SHALL BE OF A COMPARABLE DESIGN.

ARTERIAL ROADS

FLEXIBLE PAVEMENTS FOR THESE TYPES OF STREETS SHALL BE DESIGNED BY THE AASHTO METHOD AS PER THE INDIANA DEPARTMENT OF TRANSPORTATION. ONE CALIFORNIA BEARING RATIO (CBR) TEST SHALL BE RUN FOR EACH 1000 LINEAR FEET OF STREET IN THE PLATTED SUBDIVISION.

DESIGN CALCULATIONS AND CBR TEST RESULTS SHALL BE SUBMITTED, WITH PLANS, FOR REVIEW.

PORTLAND CEMENT CONCRETE PAVEMENT SHALL BE OF COMPARABLE DESIGN.

REGARDLESS OF THE AASHTO/CBR DESIGN RESULTS, IN NO CASE SHALL THE FLEXIBLE PAVEMENT DESIGN RESULT IN A DESIGN SECTION OF LESS THAN 1.5 INCHES OF INDOT HMA SURFACE, TYPE ___, 2.5 INCHES OF INDOT HMA INTERMEDIATE, TYPE ___, AND 8 INCHES OF INDOT COMPACTED AGGREGATE, NO. 53 BASE. THICKNESSES ARE ALL COMPACTED THICKNESSES. SURFACE AND INTERMEDIATE TYPES MAY BE TYPE B OR C, BASED ON DESIGN.

PAVING METHODS

ON ALL FLEXIBLE PAVEMENTS ON ALL RESIDENTIAL, COMMERCIAL OR INDUSTRIAL STREETS, THE FINAL 1.5 INCHES OF INDOT HMA SURFACE SHALL NOT BE PLACED UNTIL 80% OF ALL LOTS IN THE PLATTED SUBDIVISION ARE OCCUPIED BY HOUSES OR BUILDINGS.

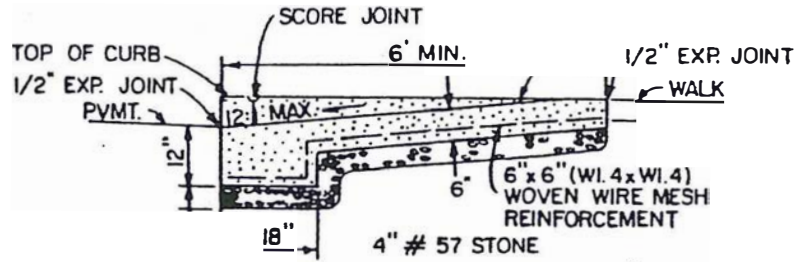
AN INSPECTION OF THE STREETS BY THE CITY SHALL BE REQUESTED BY THE DEVELOPER AT 80% LOT COVERAGE AND REPAIRS MADE TO THE STREETS BY THE DEVELOPER BEFORE THE FINAL 1.5 INCHES OF SURFACE ASPHALT IS PLACED.

CURB RAMPS

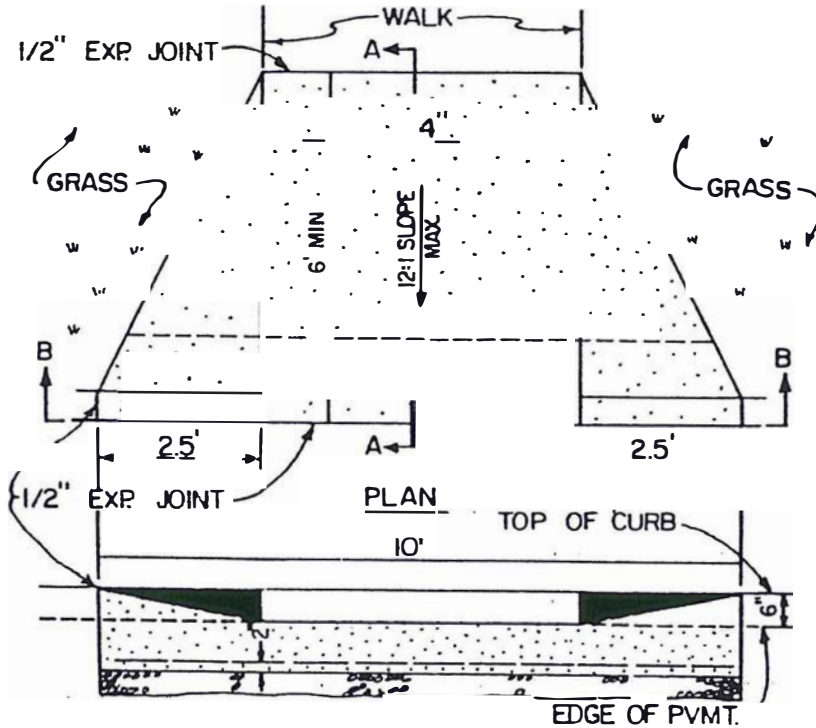
CURB RAMPS SHALL MEET INDOT AND THE PUBLIC RIGHTS-OF-WAY ACCESSIBILITY GUIDELINES

Figure 2

CLASS 'A', BROOM-FINISHED CONC.



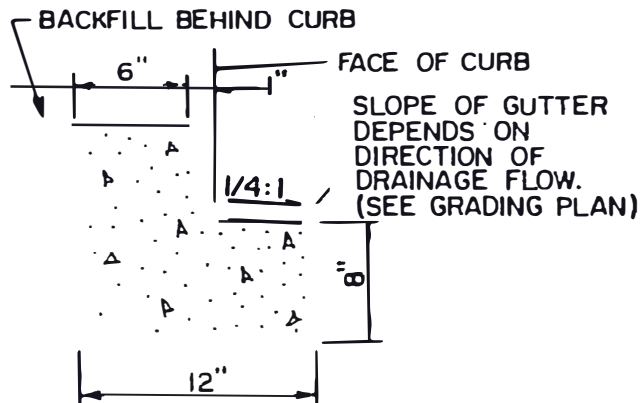
SECTION A-A



SECTION B-B

HANDICAP RAMP

NO SCALE



(TYPICAL ALL PARKING ISLANDS)

MEDIAN CURB TYPE 2

NO SCALE

Figure 3

• Guidelines

- T-1 Create a safe and efficient transportation system which accommodates pedestrians, bicycles and automobiles, trucks and emergency vehicles.

Guideline application: All land uses.

- T-2 Ensure that new development and changes in land uses are served by adequate street facilities which have the capacity to accommodate the traffic generated by these uses.

Guideline application: All land uses.

- T-3 Locate high intensity uses along arterial streets in close proximity to arterial streets.

Guideline application: All land uses.

- T-4 Preserve the through traffic capacity of the expressway and arterial street systems by:

- a) Designing access to properties with sufficient distance from the expressway interchange ramps to avoid traffic congestion and accidents.
- b) Locating the first four-way intersection away from the interchange ramps to avoid long waits and congestion.
- c) Spacing intersections along major arterials with enough distance in between intersections to generate a smooth traffic flow with no or minimal waiting at traffic lights.
- d) Utilizing local streets or frontage roads to access properties with frontage along arterial streets in order to avoid multiple curb cuts.

Guideline application: All land uses.

- T-5 Design internal circulation systems within developments to promote the safe and efficient travel movement by vehicles, bicycles and pedestrians.

Guideline application: All land uses.

- T-6 Design street systems which carry traffic generated by high intensity land uses on arterial streets rather than through areas with significantly lower intensity or density development.

Guideline application: All land uses.

- T-7 Evaluate proposed transportation improvements through cost-benefit analysis which maximizes the benefit for the community and minimizes negative impacts on the environment and society and is cost effective and efficiently implemented.

Guideline application: All land uses.

- T-8 Provide for the safe movement of pedestrians through the use of walkways from residential areas to recreation facilities, schools and shopping areas located in the neighborhood.

Guideline application: All land uses.

- T-9 Provide adequate off-street parking and loading areas to satisfy the needs, type and intensity of development.

Guideline application: All land uses.

Chapter 5: Public Facilities

• Community Facilities Guidelines

F-1 Locate or expand community facilities:

- a) In areas with a demonstrated need for the facility; and
- b) To avoid duplication of services; and
- c) With convenient access to the area that the facility is intended to serve; and
- d) Where access into and within the facility is provided for elderly and handicapped persons, when appropriate.

Guideline application: All community facilities.

Intent: To ensure that community facilities and services are provided in a manner that satisfies area-specific and community-wide needs. To ensure that facility sites are located and designed to be physically accessible to their intended users.

F-2 Locate and design community facilities so that potential adverse impacts on surrounding land uses can be mitigated and the facility can be buffered from any adverse impacts of surrounding land uses.

Guideline application: All community facilities.

Intent: To ensure that community facility sites are located and designed to be compatible with, and not disrupted by, surrounding land uses.

F-J Locate, where possible, community facilities on a shared site with other compatible facilities.

Guideline application: All community facilities.

Intent: To locate compatible community facilities that generally serve the same area or population in multiple-use activity centers. An example would be the joint use of a site for schools and parks.

- F-4 Locate community facilities that have a large daily or periodic attendance of users:
- a) On or very near an arterial roadway; and
 - b) With convenient parking.

Guideline application: All community facilities.

Intent: To ensure accessibility to community facilities.

Community facilities that have a large attendance of users include parks, schools, vocational and business schools, colleges and universities, hospitals and health clinics, government administration offices, Cultural facilities, and human services facilities.

Elementary schools are excluded from this guideline because they are more appropriately located off of arterial roadways. Small-sized active recreation parks are also excluded because sites not on arterial roadways are often appropriate for such facilities.

- F-5 Community facilities which will be located within residential areas, should be designed so that the structure's exterior is compatible with the character of the immediate residential neighborhood.

Guideline application: All community facilities.

Intent: To allow small-scale community facilities within residential areas without detracting from the residential character of the immediate neighborhood. To ensure that facilities locating within residential areas are compatible in scale and character with surrounding residences.

- F-6 Retain sound community facilities that can continue to serve their intended functions.

Guideline application: All community facilities.

Intent: To utilize existing community facilities when available. To prevent community facilities from being converted to other uses. To preserve the community's investment in facilities.

When a community facility cannot be retained in an area where a demonstrated need exists, a replacement facility should be provided.

- F-7 Locate, when possible, community facilities within existing buildings that are capable of being converted for a facility use.

Guideline application: All community facilities.

Intent: To encourage the reuse of existing buildings as community facilities. To provide alternatives to new construction of community facilities.

The use of closed school buildings as community facilities and school grounds as parks is a prime example of adaptive reuse for facility development.

F-8 Provide that all developments have adequate fire protection.

Guideline application: All land uses.

Intent: To ensure public safety by protecting people and property from fire hazards.

Factors that are to be considered in the evaluation of a development's protection from fire are: proximity to properly equipped fire stations, access to a water supply, access from public roadways, design and construction materials.

F-9 Locate and design fire stations:

- a) On or very near arterial roadways; and
- b) On two-way streets with equipment entrances regulated by traffic control signals; and
- c) Away from barriers that might delay direct engine access to the service area, such as at-grade railroad tracks and flood prone areas; and
- d) To buffer the site, particularly equipment entrances, so as to mitigate noise and other nuisances that could disturb surrounding land uses; and
- e) With sufficient area on-site for equipment maneuvering and storage.

Guideline application: If fire station.

Intent: To ensure that fire station entrances are designed for safe departures of equipment from the station.

To ensure that fire stations are located so that response time is not impeded by barriers and where response time is reduced for more intense development. To ensure that fire stations are compatible with surrounding land uses.

F-10 Locate and design major urban parks:

- a) To utilize, when possible, steep slopes or the 100-year floodplain for passive recreation; and
- b) To allow substantial acreage to remain in a natural state; and
- c) To include, when appropriate, sport fields and courts for active recreation; and
- d) To provide, when possible, access to bikeways, walkways, and open-space links.

Guideline application: If park.

Intent: To utilize land not suitable for intense urban development for recreational and open space use. To ensure that major urban parks have large passive recreation areas and the capability for active recreational development when appropriate. To promote various means of access to major urban parks.

F-11 Locate and design active recreation parks:

- a) On relatively flat land for sport field and court development; and
- b) When possible, in conjunction with passive recreation areas; and
- c) When possible, in conjunction with schools; and
- d) When possible, with access to bikeways and walkways.

Guideline application: If park.

Intent: To ensure that active recreation parks are located on land suitable for sport field and court development. To provide passive recreation areas as a complementary setting for active recreation facilities. To promote the recreational usage of schools. To promote various means of access to active recreation parks.

F-12 Design schools:

- a) With safe access for pedestrians, bicyclists, motorists, and their passengers; and
- b) With adequate buffering from nuisances detrimental to its operation; and
- c) To the extent possible, with active and passive recreational areas.

Guideline application: If schools.

Intent: To prevent conflicts among pedestrians, bicyclists, bus riders, and motorists on the school site. To mitigate the impact of nuisances created by surrounding land uses. To incorporate recreation areas, for use by students and the general public, as an integral part of the school site.

F-13 Locate health care facilities and clinics within or near office buildings, shopping centers, and commercial districts or at other highly accessible locations, and in relation to the areas they are intended to serve.

Guideline application: If hospital or healthcare facility.

Intent: To ensure that healthcare facilities and clinics have conveniently accessible locations.

F-14 Locate and design police stations:

- a) On or very near arterial roadways; and
- b) So as to mitigate noise and other nuisances that could disturb surrounding land uses; and
- c) With sufficient area on-site for equipment maneuvering and storage.

Guideline application: If police station.

Intent: To ensure that access to and from police stations is safe for the public and police mobile units. To ensure that police stations are compatible with surrounding land uses.

F-15 Locate government garage and storage facilities in areas suitable for warehousing and industry.

Guideline application: If government garage or storage.

Intent: To ensure that government garage and storage facilities are compatible with surrounding land uses .

Such accessory uses as garage and storage structures may locate on the primary facility site if buffered to mitigate nuisances.

F-16 Locate human service facilities in highly accessible locations such as institutional buildings, shopping centers, or commercial districts.

Guideline application: If human service facility.

Intent: To ensure that client-oriented human service facilities have conveniently accessible locations.

•Utilities Guidelines

U-1 Locate development, whenever possible, in areas fully served by existing utilities rather than in areas requiring utility extensions.

Guideline application: All land uses.

Intent: To promote the full utilization of past investments in existing water, sewer, and power lines. To lower utility costs by reducing the need for extensions.

U-2 Provide that all development has an adequate supply of potable water and water for firefighting purposes.

Guideline application: All land uses.

Intent: To protect the public health by providing a reliable source of potable water for human consumption. To protect the public welfare by providing a water supply of sufficient quantity and pressure for fire protection.

Provision of necessary water service may be phased with the construction of new development. The purpose of the guideline is that adequate facilities be available when needed and not that all water supply needs be met prior to the start of construction.

U-3 Provide that all development has adequate means of sewage treatment and disposal to protect public health and protect water quality in lakes and streams. All future developments must be connected to the public sewer system.

Guideline application: All land uses.

Intent: To prevent health hazards due to contamination of ground and surface waters. To achieve and maintain water quality standards.

Adequate treatment and disposal of sewage wastes should be achieved through connection to a major public sewer system.

Most of Sellersburg is currently served by sewer service. Sewer service should be extended to remaining areas.

U-4 Take all feasible measures to prevent utility installations from creating nuisances to the surrounding area. Locate large utility installations with access to a major arterial road.

Guideline application: All utilities.

Intent: To ensure that utility installations are compatible with surrounding land uses. To include proper design measures in utility installations to reduce visual intrusion, odor, air pollution, noise, vibration, through traffic, siltation, erosion and disruption of drainage facilities. To facilitate the flow of automobile and truck traffic generated by large-scale utility facilities. To protect residential neighborhoods from increased volumes of through traffic, siltation, erosion, and flooding.

Possible measures include:

- a) Screening and buffering of surrounding land uses through plantings, berms, fences, and walls;
- b) Purchasing of additional land to bring about greater distance separation, and
- c) Designing structures to reduce noise and vibration.

For purposes of this guideline, "large utility facilities" are power plants, major publicly owned sewage treatment works, and water treatment facilities for public water supply systems.

U-5 Design and locate utility easements to:

- a) Provide access for maintenance and repair, and
- b) Place, to the extent possible, utility lines in common easements, and
- c) Minimize negative visual impacts.

Guideline application: All utilities.

Intent: To provide for adequate maintenance of essential services, with minimal disruption to surrounding land uses. To promote a visually pleasing environment. To prevent creation of unbuildable lots. To ensure continued cooperation between utility agencies.

U-6 Analyze means for improving existing sewage treatment systems and for utilizing alternative and innovative waste water treatment processes, treatment methods which require less energy and alternative methods of sludge disposal.

Guideline Application: If waste water treatment facility.

Intent: To encourage the investigation of alternative waste water treatment methods for cost-effectiveness and better treatments. To investigate problems of the combined storm and sanitary sewer system and develop appropriate solutions.

• Government Guidelines

- G-1 Ensure that those who propose new developments, bear or reasonably share, in the costs of the public facilities and services made necessary by development. When existing essential services are inadequate and public funds are not available to rectify the situation, the developer may be asked to make improvements to eliminate present inadequacies if such improvements would be the only means by which the development would be considered appropriate at the proposed location.

Guideline application: All land uses.

Intent: To ensure an equitable allocation of cost for needed on- and off-site improvements between the general public and individuals based on whoever requires or benefits from the improvements.

The developer may be requested to pay for off-site water, sewer, street, and drainage improvements needed to serve the development.

- G-2 Develop comprehensive capital improvement programs that:

- a) Are based on recognized community needs and objectives; and
- b) Make effective use of existing facilities or are low-cost capital improvements that result insignificant service improvements; and
- c) Support revitalization efforts in older areas of the community; and
- d) Ensure essential services are available to an area within the same general time frame; and
- e) Provide service to land skipped over by urbanization--land contiguous to already developed areas.

Guideline application: All land uses.

Intent: To ensure the coordinated improvement of major capital facilities. To achieve community growth and redevelopment objectives. To ensure that capital improvement programs are based on an evaluation of actual needs. To ensure the most cost-effective expenditure of limited funds by using existing investments to the fullest extent before new facilities are built. To support revitalization of older areas of the community.

Transportation , water, and public sanitary sewer phasing is a major determinant of where growth and revitalization of the community occur. Close coordination of these and other community facility improvement programs is essential to ensure achievement of community growth and redevelopment objectives. The use of consistent land use, economic and population projections is a logical starting point to coordinate capital improvement programs.

- G-3 Improve the efficiency and effectiveness of the development review, approval, and permitting process.

Guideline Application: All land uses.

Intent: To hold down public and private costs for land development. To reduce the time involved in the review of land development proposals.

Continuous and extensive analyses should be made of various land management techniques that can better achieve community goals and objectives yet minimize government involvement when no public good will be served. Effective techniques should be implemented in a timely manner.

Special attention should be given to the establishment of a central clearinghouse to facilitate the administration of land development and construction permits and approvals.

- G-4 Ensure equal opportunities and access to housing, employment and education regardless of age, sex, race, color, creed, national origin, income, religion, handicap, or political affiliation.

Guideline Application: All land uses.

Intent: To remove physical and institutional barriers to opportunities for all people. To take positive actions to ensure that land use regulations do not create barriers for equal opportunities.

Chapter 6: Environment

•Guidelines

- E-1 Locate development, whenever possible, in areas free of severe environmental limitations.

Guideline application: All land uses.

Intent: To locate development in areas which have no environmental constraints. To protect the quality of the environment. To minimize measures required to mitigate environmental hazards. To reduce the potential for environmental degradation .

Severe environmental limitations to development include flood plains, 12% and greater slopes, unstable soils, wetlands, very severely eroded soils, soils with very severe erosion potential, and areas inhabited by endangered species.

- E-2 Restrict development in the floodway of the 100-year floodplain by:

- a) Prohibiting the location or expansion of structures and storage areas in the floodway , except for rare instances when it is conclusively demonstrated that no increase in floodwater elevation and velocity will result and that no public hazards will be created, and
- b) Allowing the modification or restoration of existing structures located in the floodway only if the structural alterations do not increase the level or velocity of the 100-year flood and if flood proofing measures are taken.

Guideline application: If in or near the 100-year floodplain.

Intent: To protect persons and property from the hazards of flooding. To strongly discourage the placement of structures in the floodway and to prevent development which would increase flooding. To allow the continued use of existing structures located in the floodway.

Examples of land uses suitable for the floodway include private and public recreational uses -- golf courses, parks, wildlife preserves, hiking trails and horseback riding trails; agricultural uses managed to prevent excessive soil loss--sod farming, pasture, orchards, horticulture and truck farming; and accessory uses to residential, commercial, and industrial developments--landscaped open space.

E-3 Restrict development in the floodway fringe of the 100-year floodplain by:

- a) Prohibiting the location or expansion of development which would create a significant increase in floodwater elevations, and
- b) Elevating new or substantially improved residential structures above the 100-year flood level, and
- c) Providing adequate flood protection, through elevation or flood proofing, for new and substantially improved non-residential structures.

Guideline application: If in or near the 100-year floodplain.

Intent: To prevent development which would create higher flood levels. To protect new and existing development from flood damage. To allow the continued use and improvement of existing structures in the floodway fringe.

This guideline is not intended to encourage development in the floodway fringe; however, development in the fringe is permissible if the structure does not increase flood hazards and is protected from flood damage. Construction in the floodway fringe of such necessary public facilities as waste water treatment plants is permissible under this guideline.

E-4 Provide, where possible, an access route above the 100-year flood elevation for development located in or near flood-prone areas.

Guideline application: If in or near the 100-year floodplain.

Intent: To reduce danger to life and property associated with development in or near flood-prone areas. A contingency plan for emergency vehicles and evacuation operations may be needed in areas where access above the 100-year flood elevation is not possible.

E-5 Avoid changes to natural stream channels unless it is conclusively demonstrated that:

- a) Flooding is significantly reduced, and
- b) Any increase in erosion or flood velocity will not adversely affect other areas.

Guideline application: All land uses.

Intent: To maintain stream channels, to the extent possible, in their natural state. To allow necessary modifications of the natural drainage system for flood control.

Changes to natural stream channels include the construction of flood barriers, channels and culverts, as well as filling, grading, dredging and other actions affecting flood or erosion.

E-6 Provide adequate drainage control measures for new development to ensure that:

- a) No significant increases in flooding or erosion occur as a result of new development, and
- b) Peak stormwater runoff rates after development of the site do not exceed peak rates prior to development, and
- c) Stormwater runoff does not contribute significantly to water pollution.

Guideline application: All land uses.

Intent: To prevent increased flooding and erosion from causing property damage and environmental problems. To protect natural drainage channels from bank erosion and sedimentation. To prolong the useful life of man-made drainage improvements. To protect water quality in streams from pollution caused by stormwater runoff. To help achieve water quality standards.

Adequate means to convey stormwater drainage, both on-site and off-site, are necessary for all development. Where existing on-site or off-site facilities are inadequate, the developer must provide all drainage improvements required by the proposed development. A possible exception to this requirement would be instances in which development is phased with off-site drainage improvements scheduled for public implementation. In some instances, correcting past drainage deficiencies may be the only way to properly develop an area. In those cases, developers may be required to improve on-site or off-site drainage conditions to remedy existing drainage problems if the proposed development would add to on-site or off-site drainage problems.

E-7 Minimize, to the extent possible, grading, cutting and filling.

Guideline application: All land uses.

Intent: To design development which conforms to existing topography and preserves the scenic value of natural land forms and vegetation. To minimize property damage and environmental degradation resulting from disturbance of natural systems.

Significant natural characteristics to be considered in the design process include steep slopes, rock outcroppings, streams, hedge rows and tree masses. In order to protect these features, new developments should:

- a) Provide for low intensity or clustered development to minimize grading and site disturbance, and
- b) Grade with existing contours rather than cutting and filling, wherever possible.

E-8 Utilize best management practices for erosion and sedimentation control during and after site preparation and construction activities.

Guideline application: All land uses.

Intent: To maintain hydraulic capacity of natural and man-made drainage systems. To prevent water quality problems, such as Turbidity and oxygen depletion associated with sedimentation of surface water. To preserve topsoil and soil fertility. To minimize off-site impacts, such as erosion or soil deposition on neighboring properties. To preserve natural stream channels.

The best management practices necessary for a given project depend upon site characteristics, the magnitude of site preparation activities, and conditions in the bodies of water draining the project site. Extensive measures to control sedimentation are required for projects on very severely eroded soils and on soils with very severe erosion potential, particularly along streams or lakes used for public recreation and/or that violate water quality standards.

E-9 Buffer lakes and streams from the water pollution effects of site preparation, construction activities, on-lot sewage disposal and urban stormwater runoff.

Guideline application: All land uses.

Intent: To prevent the degradation of water quality due to non-point sources of water pollution.

"Non -point sources" of water pollution from activities are those which cannot be traced to a specific, identifiable discharge location. These sources of pollution can cause sedimentation, oxygen depletion and biological contamination of surface waters. Various techniques used to buffer streams from non-point sources include: grass filter strips, earth berms , barriers, hay bales, and setbacks from streams. These buffers also provide protection from land disturbing activities such as clearing, grading, and filling. Maintenance of grass filter strips and unpaved, naturally vegetated areas along streams can also mitigate the long-term impacts of drainage from paved surfaces. Establishment of minimum distances between on-lot disposal facilities and surface waters can diminish negative impacts on water quality.

E-10 Develop buildings and lot improvements on sites with slopes greater than twelve percent, only if it is conclusively demonstrated that:

- a) Adequate measures will be taken to prevent landslides and slope failure, and
- b) Adequate drainage control measures will be implemented to prevent erosion and flooding of adjacent lands and degradation of streams, and
- c) , On-lot waste water disposal systems, if proposed for the new development, will function adequately to protect the public health and water quality, and
- d) Grading and cut-and-fill operations will be minimized, and
- e) Natural land forms and vegetation will be preserved to the extent possible.

Guideline application: If site has slopes over 12%.

Intent: To minimize property damage and public costs due to inappropriate development of slopes. To ensure that development of hillsides is consistent with natural features. To protect water quality and prevent siltation of drainage channels. To protect the scenic values of hillsides and vegetation.

- E-11 Avoid developing on unstable or wet soils. If development must occur under these conditions, adequate measures must be taken to prevent erosion or slippage of soils or structures.

Guideline application: If site has soil problems.

Intent: To prevent property damage and public costs associated with soil slippage and foundation failure. (This guideline is not intended to encourage location of any land uses requiring extensive foundations in areas of unstable soils).

"Unstable soils" are those soils which impose a significant constraint on development, either because of limited bearing capacity or potential for slope failure. Clay or silty soils over shale on hillsides are typical conditions susceptible to landslides. Clay soils on flat land, fragipans, and former landfill sites pose hazards to foundations. Sink holes and marl pits severely constrain structural development.

- E-12 Locate landfills, industrial materials storage areas, and industrial waste disposal facilities so as to minimize hazards to groundwater.

Guideline application: All industrial.

Intent : To protect groundwater quality. To protect existing and potential uses of groundwater as a supplemental water supply. To prevent pollution of surface waters by contaminated groundwater.

Drainage from landfills, chemical storage areas, and industrial waste disposal areas can have major irreversible impacts on groundwater quality. It is important that these land uses be located away from groundwater recharge and high water table areas. Liquid wastes must be stored under specific, engineered conditions to prevent leaching of waste materials.

- E-13 Take all reasonable actions to ensure that new development does not cause indirect air pollution that will cause significant air quality degradation. Such actions include one or more of the following:

- a) Dispersion of automobile traffic through increased access points;
- b) Improvements in traffic flow on and off-site through intersection improvements and street widening;
- c) Developing walkways and bikeways;
- d) Alteration of land uses to reduce total traffic generation or disperse it;
- e) Reduction of development density or intensity, or
- f) Other actions to reduce adverse air quality impacts.

Guideline application: All land uses.

Intent: To protect people and property from the hazards of air pollution. To meet and maintain ambient air quality standards for pollutants generated by motor vehicles. To reduce air quality related constraints to development and redevelopment projects that contribute to pollution.

The application of the control measures listed above will vary according to the potential pollution impacts of each proposed development.

E-14 Ensure, to the extent possible, that air pollution resulting from construction and demolition activities will be reduced.

Guideline application: All land uses.

Intent: To reduce the health and nuisance impacts of windblown dust. To meet and maintain air quality standards for particulates.

Measures to reduce air pollution impacts of construction and demolition activities include: minimizing disturbance of ground cover, re-establishing ground cover, providing hard surfaced or chemically treated roadways and dampening structures during demolition.

E-15 Take all reasonable actions to reduce air pollution from stationary sources.

Guideline application: All industrial. If major utility facility.

Intent: To protect people and property from the hazards of air pollution. To meet air quality standards. To achieve levels of air quality which allow industrial growth and expansion.

A "stationary source" of air pollution is any building, structure or installation which emits air pollution.

E-16 Locate landfills for disposal of solid waste in areas which:

- a) Are above the elevation of the 100-year flood, and
- b) Have suitable underlying soils and geology to prevent pollution of groundwater and surface streams, and
- c) Are a sufficient distance above water producing wells and the seasonal high water table, and
- d) Have soils in sufficient quantity to cover the refuse, and
- e) Are at least 500 feet from any water producing wells, and
- t) Can be screened from public view, and
- g) Can be buffered from adjacent land uses to prevent such nuisances and hazards as methane gas migration problems, and
- h) Have adequate access which route trucks away from existing residential neighborhoods.

Guideline application: If landfill.

Intent: To minimize the health hazards, nuisance and water pollution problems associated with solid-waste disposal.

Underlying soils and geologic formations in areas to be developed as landfills must be sufficiently impervious to contain leachates and to prevent lateral movement of gases generated by waste decomposition. Silt-loam soils such as those found in the Ashton, Beasley, Crider, Elk, Memphis, and Shelbyville soil classifications, are satisfactory soils for sanitary landfills. Bedrock that is free of joints and fractures is a suitable base for sanitary landfills.

- E-17 Prohibit noise-sensitive land uses in areas where accepted noise standards are violated, unless adequate abatement measures are provided.

Guideline application: If site has major noise problems.

Intent: To prevent health hazards and nuisances caused by locating noise-sensitive development in areas which already have excessive noise levels.

The most common noise-sensitive land uses are residences, hospitals, nursing homes, schools, and churches. Noise-abatement measures include vegetative buffers, structural barriers, distance and soundproofing of structures.

- E-18 Preserve buildings, sites and districts that are recognized as having historic, cultural or architectural value.

Guideline application: If proposal will affect an historic place.

Intent: To preserve the community's heritage.

Historically significant buildings, sites or districts are those listed on the National Register of Historic Places, the Indiana State Historic Preservation Office list, listed in the National Landmarks' records, or places which are locally significant and are designated under a city or county ordinance, if it can be proven that the building, site or district has substantial historic or architectural significance.

- E-19 Protect, to the extent possible, wildlife and endangered species areas, wetlands, publicly owned parks, unique natural areas, and other areas with significant landscape features.

Guideline application: All land uses.

Intent: To maintain the open space, vegetation and wildlife resources in the Sellersburg area for future generations. To preserve significant natural areas from negative impacts due to intense development.

In some cases, when publicly owned open space is the only available site for the location or expansion of a necessary community facility, utility, highway, etc., replacement in kind of the open space resource would be acceptable under this guideline. Privately owned open space, unique natural areas and such significant landscape features as hillsides, stream corridors and scenic areas, which are of proven significance to the public as a whole may be preserved through outright public acquisition, conservation easements and scenic easements. In some cases, a buffer area may be needed to maintain the quality of these resources.

- E-20 Develop a flood control and drainage plan to coordinate the construction and maintenance of all flood control and drainage facilities.

Guideline application: If in or near 100-year floodplain.

Intent: To develop a more comprehensive and cost-effective approach to solving drainage and flooding problems. To ensure adequate maintenance of drainage facilities over the Long term.

Local government should determine a mechanism that will ensure adequate ongoing maintenance of both public and private drainage facilities.

- E-21 Develop a plan for disposal of solid waste.

Guideline application: All land uses.

Intent: To participate in and cooperate with the County's program to implement the County's Solid Waste Plan.

Solid waste management plans consider quantities of waste generated, existing disposal practices, suitable landfill sites, waste disposal sites, and the feasibility of recycling and energy conversion. The plan should apply to each entity providing solid-waste disposal services and develop a coordinated, least-cost solution. The responsibility of state, regional and local agencies for carrying out the plan must be identified.

- E-22 Develop and enforce measures and criteria regulating the production, transport, storage, and disposal of hazardous wastes.

Guideline application: All land uses.

Intent: To minimize the threat to public health and safety posed by hazardous wastes. To prevent hazardous waste pollution of the air, surface waters and groundwater. To prevent dangers from transport of hazardous materials through residential and urban areas.

Hazardous wastes are generated primarily by industry, with some contribution by laboratories and hospitals. The following substances are classified as hazardous wastes: toxic chemicals, explosives, flammable materials, acids, caustics, pesticides, etc.

E-23 Assist the preservation of historic districts and sites by:

- a) Acquiring, when feasible , buildings and sites or easements for public use, and
- b) Utilizing government funds for historic preservation to leverage other funding sources, and
- c) Providing technical advice to the private sector on seeking funding sources, determining appropriate re-uses, formulating rehabilitation strategies, and disseminating information regarding federal tax incentives.

Guideline application: If proposal will affect an historic place.

Intent: To assist historic preservation in a manner that can both benefit the public and prove economically feasible to the owner.

E-24 Develop a county-wide open-space plan including the identification of critical areas for preservation.

Guideline application: All land uses.

Intent: To preserve and enhance existing open spaces. To promote the establishment of new, usable open spaces and the interconnection of open spaces. To establish open spaces that are critical for preservation. To provide open spaces in an environmentally sound and cost-effective manner.

Appendix

Glossary

This glossary is designed to provide the non-expert with a ready reference to the general meaning of some of the technical terms used in the Comprehensive Plan. For a full understanding of each term, other sources related to the appropriate field of expertise should be consulted.

Ambient air quality standards: Levels of pollutant concentrations above which human health or welfare is affected, established by the federal government. Ambient air is external to buildings.

Aquifer: An underground, water-bearing stratum of rock, sand or gravel.

Capital improvements program: A governmental or quasi-governmental timetable for construction of permanent physical facilities. It excludes expenses for operation and maintenance of facilities or services.

Channelization: The process of reducing the area or controlling the location of flow -- of water or motor vehicles -- through structures that confine the flow.

Corridor: The term identifies a general area to which a major roadway provides the primary means of access -- e.g., the US 31 Corridor. The term may also identify the general area in which travel might be accommodated between two points. A number of road alignments may be possible within a corridor.

Cut-and-fill: Changing the natural contours of land, usually by excavating the high points and filling the low points.

Density: The number of dwelling units per acre (See Net density).

Earth berms: An earthen mound or embankment for screening a structure or a land use from nuisances.

Eutrophication: The process of increasing the nutrient levels in water leading to algae problems, excessive growth of aquatic weeds, bottom sludge deposits, oxygen depletion and loss of desirable fish species.

Floodplain (100-year): The area inundated by a flood which may be expected to be equaled or exceeded on the average once every 100 years; composed of the floodway and floodway fringe (See Floodway and Floodway fringe).

Floodway: The portion of the floodplain necessary to convey the 100-year flood without increasing flood-water elevation. The floodway carries fast-moving floodwaters.

Floodway fringe: That portion of the floodplain subject to inundation but lying beyond the floodway. The floodway fringe serves as a storage area for the backwaters of the 100-year flood.

Fragipan: A brittle, subsurface sheet of relatively impervious soil. A load-bearing fragipan tends to rupture suddenly when it becomes wet, and therefore limits the development potential of affected sites.

Frontage road: A local street contiguous to and generally paralleling a more heavily used street that provides property access in lieu of direct access to the more heavily used street. It minimizes access points to the more heavily used street and furnishes access to property not having direct access to that street. Sometimes called a "service road."¹¹

Functional highway classification: Categorization of streets and roads considering the degree to which through traffic is served versus access to property and considering the character of the through traffic being served. Factors considered include typical length of trip, volume of traffic, number of lanes, other geometric considerations and the level of land use activity served. The following is a general description of the classification of streets and highways used in this Plan:

Expressway: Provides totally controlled access -- through grade separations and interchanges -- to major activity centers of the metropolitan area and to other metropolitan areas. It serves the longest trips and highest volume travel corridors.

Major Arterial: Links major activity centers or communities within the metropolitan area. Excluding the expressway, it carries the longest trips and the highest traffic volumes.

Minor Arterial: Links major land uses or neighborhoods within a community. It carries trips of moderate length at somewhat lower speeds than major arterials.

Collector: Provides for traffic circulation within neighborhoods as well as access to abutting property. It serves as the traffic collection and distribution system for arterials.

Local: Generally provides direct access to property and to other street classes.

Grass filter strips: Grassed areas through which water flows providing for the settling of solids suspended in water.

Ground cover: Any vegetation on the ground that prevents or reduces soil erosion or landslides.

Groundwater: Underground water that supplies wells and springs.

Groundwater recharge area: Surface area through which water seeps into the ground, replenishing the groundwater supply and aquifer flows.

Hydraulic capacity: The capability of natural and man-made channels to convey water.

Indirect source of air pollution: Any structure or facility, such as an office building or shopping center, which generates traffic and thereby indirectly causes air pollution.

Industrial subdivisions: The division of a parcel of land into two or more lots for the purpose of industrial development, having an internal circulation system.

Intensity: The level of concentration of activity associated with a particular land use including size of structures, traffic generated, number of persons accommodated and other off-site impacts.

Interchange: A system of roadways interconnecting two or more highways at different grades.

National Register of Historic Places: The official list of the nation's significant districts, sites, buildings, structures, and objects determined by the U. S. Secretary of the Interior to be worthy of preservation.

Natural drainage channels: A water-carrying channel or gully which has not been significantly altered by man -- e.g., stream beds or rivers.

Net density: The number of dwelling units divided by the gross land area of the site excluding land set aside for public use, such as streets, rights-of-way and drainage facilities.

Non-point sources of water pollution: Those sources of water pollution which cannot be traced to a specific, identifiable discharge location. Examples include stormwater runoff from parking lots, streets and farms.

Off-site: Beyond the boundaries of the property in question.

Offsets (emission): A policy which allows new stationary sources of air pollution to locate in areas which exceed air quality standards, if there is a reduction in emissions from existing pollution sources that will result in a net reduction in air pollution.

On-lot sewage disposal system: A sewage treatment or storage system located on the property that is designed to prevent noxious, polluted water from going off-site.

On-site: Within the boundaries of the property in question.

Particulates: Fine particles of solid or liquid matter suspended in the air, such as dust, smoke and mist.

Peak hour: The sixty-minute period of the day during which a given street or highway carries its highest volume of traffic. Usually this occurs during the morning or evening rush, when the majority of people go to or from work.

Planned commercial centers: A compact grouping of commercial uses -- and in some instances, other uses -- that is designed to utilize and control in common such things as ingress, egress, and parking areas, and to allow unobstructed movement of pedestrians between stores.

Potable water: Water suitable for drinking.

Retention basin: A facility for the collection, temporary storage and delayed release of stormwater runoff, to prevent increased flooding and erosion.

Seasonal high water table: The highest level at which soil is saturated with groundwater; this level usually occurs during the spring.

Settling pond or basin: A facility for temporary storage of surface drainage that allows suspended particles to sink to the bottom, thereby reducing pollutant concentrations in water running off the site.

Sink hole: A depression in the ground surface caused by the collapse of subterranean channels and cavities. The channels and cavities occur in limestone bedrock as part of the weathering process.

Slippage of soils or slope failure: Mass movement of soil downslope. This may occur suddenly as in a landslide, or gradually as in a hillside creep.

Stationary source of air pollution: A facility or structure which generates air pollution, such as certain power plants and industries.

Stubbing: Temporarily creating a dead-end street with a turn-around in anticipation of future connection with adjacent development.

Subsidence: Sinking of the ground surface, caused by removal of subsurface supporting material.

Support population: Short-term storage of rainwater in natural and man-made depressions to allow evaporation and infiltration of surface drainage.

Swale: A grassed ditch used for drainage.

Turbidity: Cloudiness of water due to suspended particles of sand, silt, clay, etc.

Zero lot-line: A situation in which a building is sited on one or more lot-lines with no setback. The purpose is to allow more flexibility in site design and maximize usable open space.

Appendix A



Town of Sellersburg Master Plan

January 2006

FINAL REPORT



The Estopinal Group



THE UNIVERSITY GROUP, Ltd.
Consultants to Management



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The Estopinal Group





executive summary and recommendations



The Estopinal Group



THE UNIVERSITY GROUP, Ltd.
Consultants to Management

Executive Summary

The Estopinal Group LLC and our team members (The Eppley Institute and The University Group, Ltd.) were selected to provide this comprehensive master plan of the Town of Sellersburg including:

- Demographic and Market Conditions for the District
 - Downtown District Business Analysis
 - Demographic Analysis
 - Visitor Analysis
- Physical Assessment
 - Condition of Public Facilities
 - Private Property Inventory & Assessment
- Cultural and Social Summary of Resources
 - Analysis of Economic Development Financing Tools
 - Summary of District's Strengths and Opportunities
 - Inventory of Social Events and Institutions
 - Analysis of Downtown's Current Image within the Community

Demographic and Market Conditions

The Eppley Institute conducted a survey with two different user groups in the Sellersburg area. The purpose of the survey was to obtain information, attitudes, and opinions for Sellersburg residents and potential visitors. The two groups that The Eppley Institute focused on were the town residents and Ivy Tech students.

Sellersburg residents were reached by including a survey booklet as an insert in *The Leader* newspaper. *The Leader* is a free newspaper distributed to 1,988 residences within the Sellersburg city limits. The Eppley Institute received 218 completed surveys back, providing a sample size of 11% which is more than enough to provide accurate results. The Ivy Tech students received surveys from their instructors which were distributed in class. Out of the 500 surveys issued, 156 were returned for a sample size of 31%.

Results from the two samples were compared to determine where there were statistical differences in the responses. It became evident from the survey that the primary goal of a downtown revitalization project should be to make Sellersburg a better place for current residents. The majority of the residents visit the downtown area a few times a month. Businesses, such as specialty shops and restaurants, which people may not shop at regularly, can capitalize on the current visitors. It was also evident that there is a large population of Ivy Tech students that never enter the downtown. With the right amenities many of these potential visitors could be drawn into the downtown district.

Physical Assessment

The Estopinal Group LLC evaluated the physical condition and usage of the downtown buildings and infrastructure. A "curb side" assessment was performed for over 400 buildings in the downtown area. Physical conditions and usage of buildings, streets, and sidewalks were recorded and utilized in the creation of assessment maps to help in the evaluation of the downtown district.

The physical, demographic, and economic data collected, in conjunction with the assessment maps developed, was integral in the establishment of a proposed course of action to improve the downtown area.

Cultural and Social Summary of Resources

The University Group Ltd. assessed the current image of downtown Sellersburg, both culturally and economically. This was performed primarily with research and focus groups. A focus group was formed of twenty participants who represented a cross section of the business, government, and private sector of Sellersburg. The group was probed to find the prevailing image of the downtown and evaluate the underling feelings regarding the opportunities and weaknesses regarding community development.

The group findings were that the image of the downtown was described as old, tired, and slow to change. There was a feeling that the community was reluctant to change and not particularly concerned with how the downtown looked.

It was also found that the larger community was compassionate, caring, and a welcoming environment that did have room for potential growth. Despite the feeling that the town is social and welcoming, there was also concern that new people in the community were not being successfully integrated.

Some of the perceived weaknesses with the town are; the curb appeal, the truck traffic, lack of businesses and no downtown traffic generators. Some of the opportunities are; growth potential, a community center, downtown beautification, and more town festivals or gatherings.

Recommendations

Based on the findings of The Eppley Institute and The University Group Ltd. regarding demographics, economic indicators, and market conditions, as well as The Estopinal Group's physical assessment findings the team has the following recommendations.

Findings from both The Eppley Institute's survey and The University Group's focus group indicate that the Town of Sellersburg is perceived as uninviting with nothing to do by both town residents and visitors, alike. Therefore it is the team's recommendation that the Town of Sellersburg work to establish a downtown identity and create a more friendly and inviting environment for business and leisure. By establishing a visually appealing streetscape, improving streets and walkways, increasing access to the downtown core, and linking the downtown with the surrounding area the Town of Sellersburg increases its chances of revitalization. Specific action items that would assist in reaching these goals include:

- Relocate the existing above ground utility poles
- Create a scenic streetscape by utilizing historically themed street furnishings
- Widen walkways and utilize cobblestone at key intersections
- Establish a formal entry to downtown with the placement of an archway on Utica Street
- Establish walking/jogging/biking trails from downtown to schools, parks, libraries, pools and other significant municipal resources to extend the downtown

Relocation of the existing above ground utility poles will create a much cleaner and appealing visual landscape. Based on conversations with Cinergy, it is estimated that in the near term it will be a minimum of \$250,000 to place the overhead distribution underground on West Utica Street. There will be an additional cost for each service customer to prepare for the underground feeds. Until a full determination of existing and anticipated power needs is identified quantifying this cost is difficult. However, it would not be an inconsequential dollar amount.

In an effort to create a friendly and inviting environment, as well as establish a town image and identity, the Town of Sellersburg should create a scenic streetscape by utilizing historically themed street furnishings such as period lighting, signage, benches, trash cans, and planters. These efforts will allow the town to connect with its historical past and create a welcoming environment for the future. In this same vein, selected roads and walkways can be reinterpreted with a quaint and historical feel through the utilization of cobblestone at intersections and the widening of walkways. As a point of consideration, when these improvements are made it would be an excellent opportunity to perform any needed underground utilities and infrastructure updates such as sewer and water pipes.

As these recommendations are implemented the downtown will begin to reflect a quaint and unique feel. This image would be further reinforced by establishing a formal entry to the downtown district with the placement of an archway on Utica Street. An archway would act as a formal entry point boundary and set the tone for a welcoming and inviting climate for both residents and businesses alike. By establishing an entry point that reflects a positive business and living climate a high-standard of expectation is set and creates a positive mind set as you travel into the community.

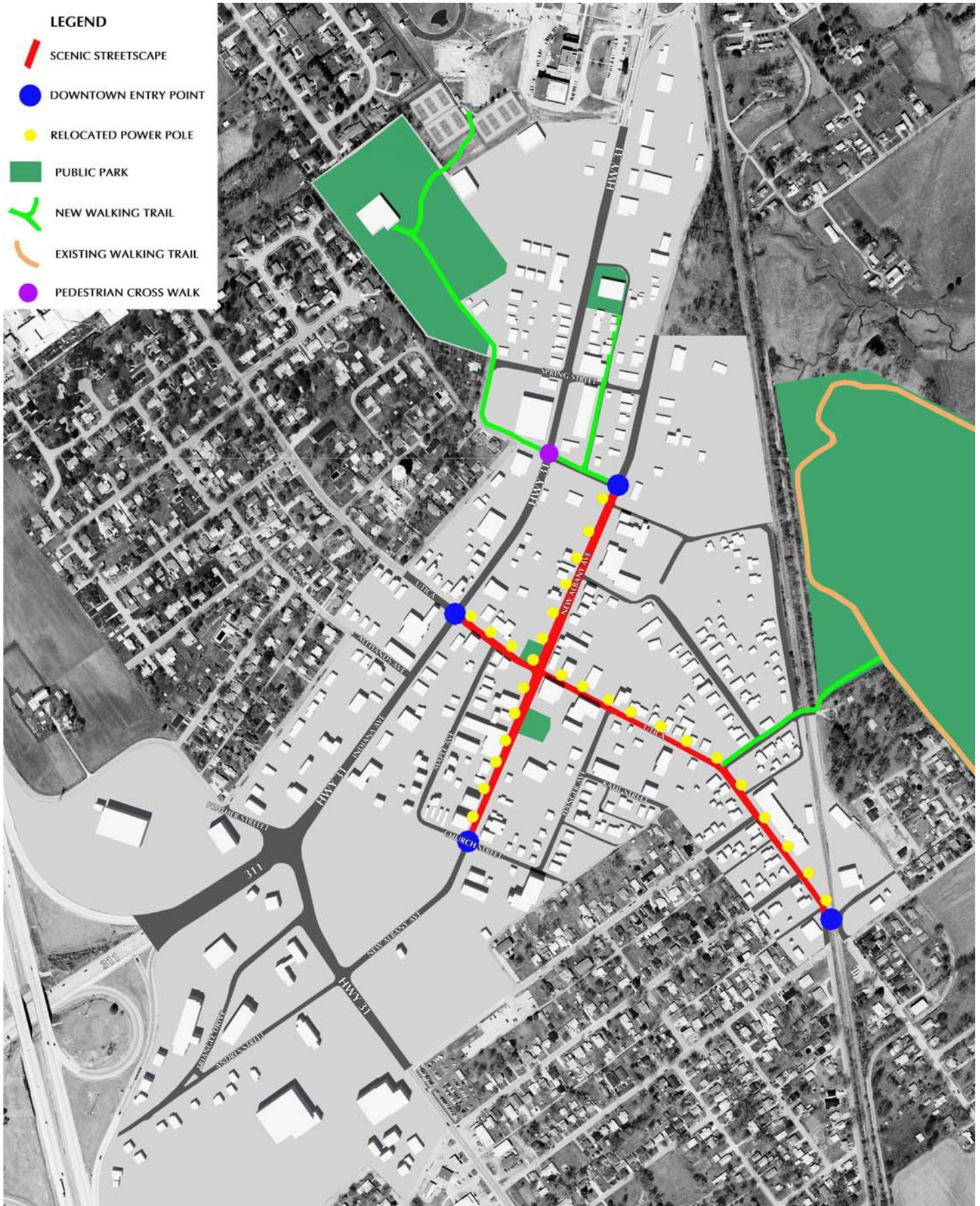
Linking the existing municipal resources to the downtown core the town can optimize its existing cultural strong points. This is established by creating walking and jogging trails to connect schools, the municipal pool, the library, and Silver Creek Township Park to the downtown scenic streetscape.

By creating safe, attractive, pedestrian walkways that integrate the downtown core with the periphery of Sellersburg there will once again be a reason to and means of travel to the area. The goal of this increased foot traffic will be to draw local shop owners and restaurants to the downtown.

The specific recommendations are visually depicted on the attached maps. Examples of the team's recommendations as implemented by other communities are also included for your review and consideration. These examples can give you a sense of the kind of visual impact that can be achieved.

LEGEND

-  SCENIC STREETScape
-  DOWNTOWN ENTRY POINT
-  RELOCATED POWER POLE
-  PUBLIC PARK
-  NEW WALKING TRAIL
-  EXISTING WALKING TRAIL
-  PEDESTRIAN CROSS WALK



Recommended Action Items



January 2006



The Estopinal Group

Establish Downtown Identity

The primary goal of this project is to establish the location and identity of the downtown area. This is achieved by creating a scenic streetscape and defining the intersection of Utica St. and New Albany Ave. as the hub of the downtown district. Some of the features are:

- Removal of Utility Poles
- Renovation of Intersection
- Creation of Scenic Streetscape
- New Archway to Identify Entry into Downtown Area



* All images are examples of proposed features from various sources

January 2006

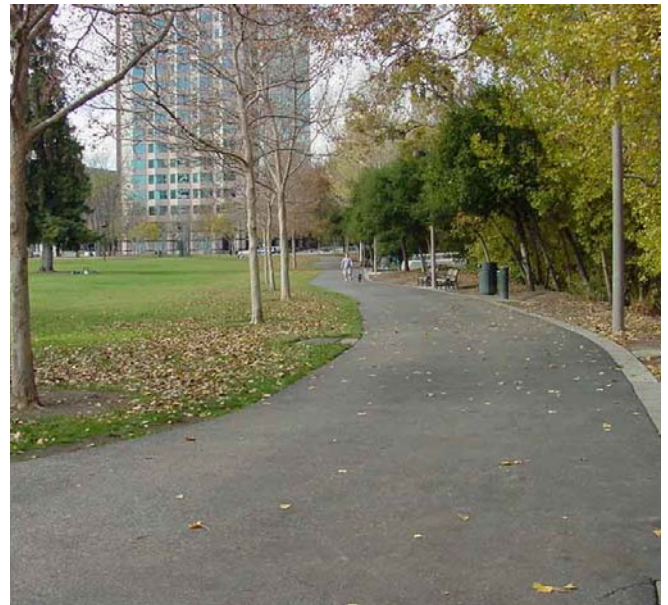


The Estopinal Group

Connect Municipal Resources

Linking the existing municipal resources to the downtown core the town can optimize its existing cultural strong points. This is established by creating walking and jogging trails to connect schools, the municipal pool, the library, and Silver Creek Township to the downtown scenic streetscape.

- Walking / Running Trails
- Connection of Public Features
- Safe Pedestrian Crosswalk at Hwy 31
- Benches & Drinking Fountains Along Walking Trails



* All images are examples of proposed features from various sources

January 2006



The Estopinal Group



the project team



The Estopinal Group



THE UNIVERSITY GROUP, Ltd.
Consultants to Management

Introduction to Your Project Team

Each member of our team brings a different expertise and knowledge to this project and has been assigned roles for which they have excelled.



The Estopinal Group, LLC

- ◆ Project Manager
- ◆ Team Leader
- ◆ Team Coordination
- ◆ Physical Condition Assessment
- ◆ Liaison between Team Members and Town of Sellersburg
- ◆ Report and Presentation Preparation



The Eppley Institute

- ◆ Downtown Business District Analysis
- ◆ Demographic Analysis
- ◆ Visitor Analysis



The University Group, Ltd.

- ◆ Economic Development Financing Tools
- ◆ Inventory of Cultural & Social Events
- ◆ Analysis of Downtown's Current Image

The Estopinal Group, LLC (TEG) is an accomplished planning and design firm, composed of a highly experienced and talented staff of architects, engineers and interior designers. Since the founding of The Estopinal Group in 1989, TEG has established an excellent reputation for Service, Quality, and Creativity on a nationwide scale. The firm's mission is to provide the highest quality level of planning, architecture, engineering, and interior design to high quality clients.

TEG utilizes an interactive approach to planning and design, focused on providing highly responsive service to meet the client's individualized needs. This unique approach has allowed TEG to develop ongoing relationships with clients and the communities they serve. We initiate every project with the attitude that we not only want to complete the immediate task, but to provide the extra services necessary to establish a long term client-architect relationship.

The Eppley Institute was founded in 1993 by Indiana University's Department of Recreation and Park Administration. The institute was named in honor of Dr. Garrett G. Eppley, a pioneer in recreation education, and the former chair of Indiana University's Department of Recreation and Park Administration.

Indiana University has provided technical assistance and research, training and education, and planning and design for park, recreation and public land agencies since 1946. With the oldest park and recreation degree and the oldest park, recreation and public land outreach program in the nation, Indiana University is the ideal home for the park, recreation, and public land management professions.

The Eppley Institute excels at providing personal, custom service for each of our partners. We recognize that each agency that chooses to work with us has a unique organizational culture and an individual set of expectations, business practices, and goals. Our dedication to research, responsiveness, and excellence enables us to develop the relationships necessary in meeting each client's particular needs.

The University Group, Ltd. was founded in 1998 with a mission to provide client-driven, result-oriented consulting services.

As management consultants, the mission is to earn lasting collaborative and mutually rewarding relationships with client organizations by solving problems related to strategy, marketing, and management performance while maximizing the value of every member of the firm.

The University Group's practice areas include:

- Business Strategy Development and Strategic Planning
 - Discovering innovative business strategies
 - Developing “real-world” strategy implementation plans
 - Business reviews
- Marketing Strategy and Integrated Marketing Communications
 - Developing strategy-based marketing programs
 - Developing integrated marketing communications programs
- New Venture Business Planning
 - Feasibility studies for new venture start-ups
 - Guiding the preparation of new venture business plans
- Management Education, Development, Coaching, and Search
 - Designing management educational and development programs
 - Individual manager coaching
 - Highly focused management searches

Our team was proud to serve you and is at your disposal should you have any additional questions or concerns. Please do not hesitate to contact us.



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demographic and market conditions

population	3.1 - 3.3
economics	3.3 - 3.6
summary	3.6
survey methodology	3.7
use of downtown area	3.8 - 3.22
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summary and implications	3.37 - 3.38



The Estopinal Group

Sellersburg Downtown Revitalization Plan

Population

According to the 2004 census estimate, the population of the city of Sellersburg is 6,078: 52% are female and 48% male. The surrounding area of Silver Creek Township has a population of 9,575. The population of Clark County is 100,706.

Figure 1 presents the population change from 1990-2000. Sellersburg and Silver Creek Township grew at a slower rate than the county and the state. The projected rate of growth from 2000-2010 for Clark County is 5.7%, similar to the state of Indiana's projected growth rate of 5.5%.

Figure 1: Population Change from 1990-2000

	1990	2000	% of change
Sellersburg	5,745	6,071	5.6%
Silver Creek Township	8,014	9,399	5.7%
Clark County	87,774	96,472	9.9%
Indiana	5,544,156	6,080,485	9.7%

Source: U.S. Census Bureau

Clark County is included in the Indiana side of the Louisville Metro Area, which also encompasses Floyd, Harrison, and Jefferson Counties. The 2005 population for the Indiana portion of the Louisville Metro Area is 236,069. The population is projected to increase by 5.6% in the next 5 years, a growth rate similar to the State of Indiana. Sellersburg and Silver Creek Township are likely to be affected as the Metro Area grows.

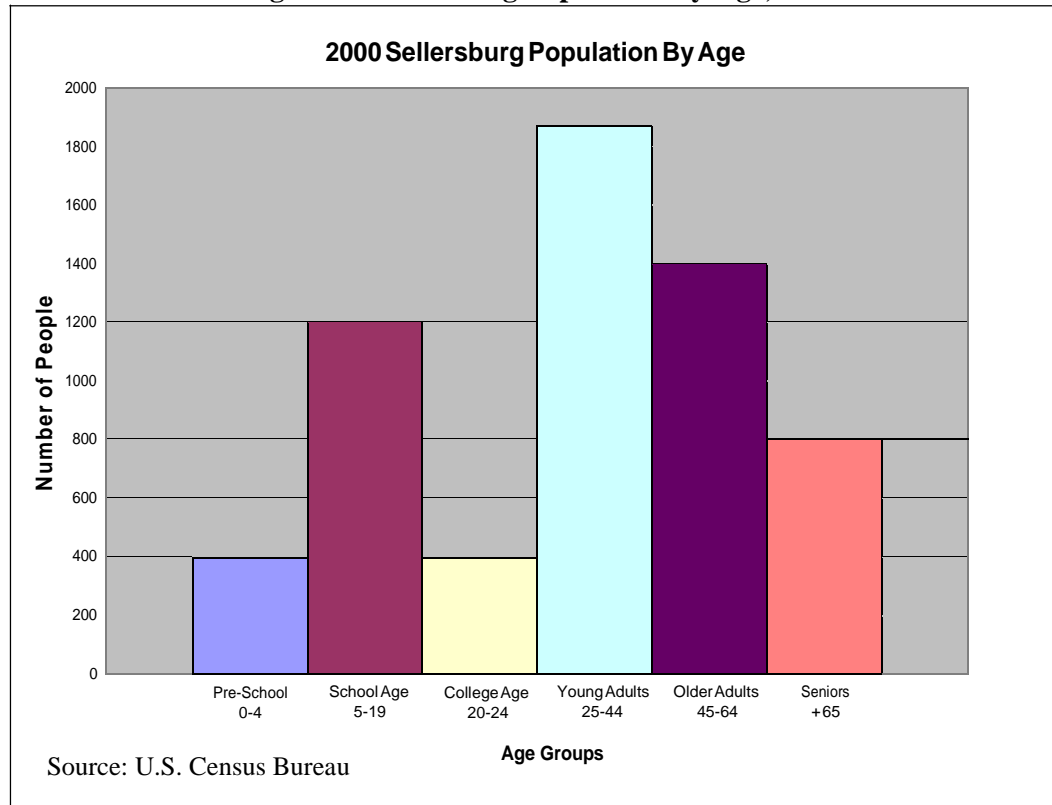
According these Census Bureau data, the population growth rate for Sellersburg would be approximately 0.5% per year. Recent population growth projections were also done by the Clark County Planning Department in support of the Indiana Department of Transportation Clark County Planning Grant. These projections forecast population growth over a 30 year period from 2000 to 2030. These data indicate there will be a 78% increase in population over that time period, which equates to approximately 2.6% per year.

Because these two projections appear to be significantly different, and because local knowledge of housing starts and development pressures indicates the higher of these rates to be more accurate, it is likely the actual annual growth rate will fluctuate quite a bit depending on economic conditions. Planning for the Sellersburg downtown area should consider the higher growth rate as the most likely scenario.

Racial diversity is limited in Sellersburg. Census data shows the population of Sellersburg to be 98.5% White, with a small mix of Black, Hispanic and Asian. Silver Creek Township is similarly racially homogenous. Clark County has a higher rate of diversity with 91% White, 6.6% Black, 1.3% Hispanic and 0.6% Asian.

The median age for Sellersburg is 36.7 years. As seen in Figure 2, young adults (25-44) are the largest age group, making up 30% of the population. The second largest age group is older adults (45-64), making up 23% of the population. This is consistent with the age distribution of Silver Creek Township, Clark County and the state.

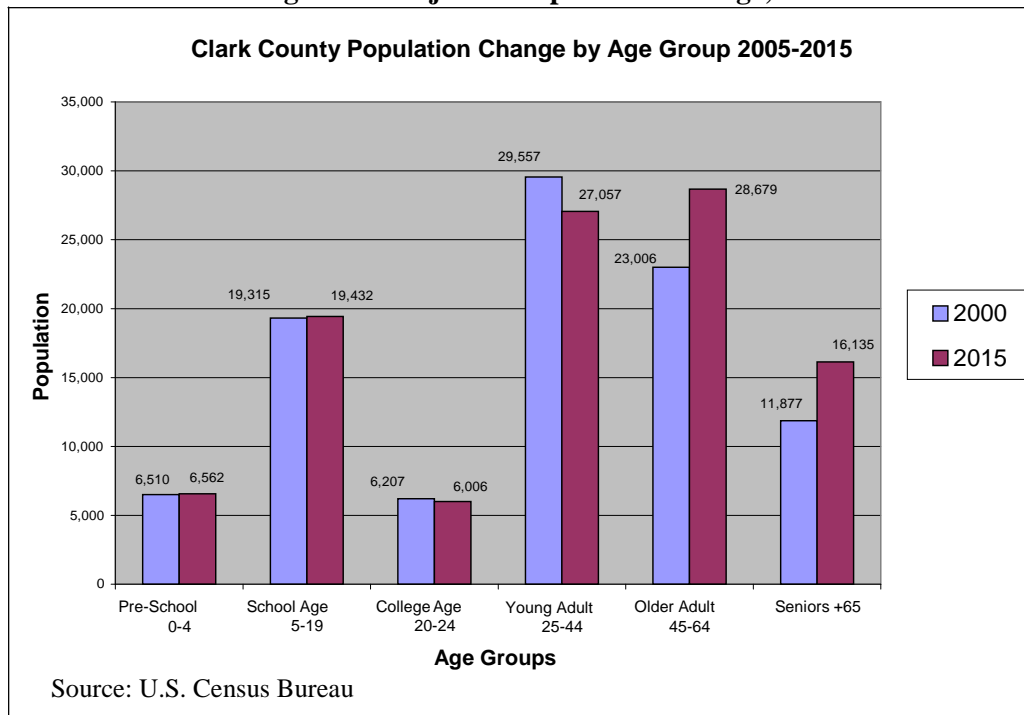
Figure 2: Sellersburg Population by Age, 2000



As the population ages, the number of older adults and seniors will increase. According to US Census Bureau projections, the Clark County populations of pre-school, school age, college age and young adults are all projected to increase slightly or decrease over the next ten years, whereas the populations of older adults and seniors are projected to increase dramatically, as shown in Figure 3. The percentage of older adults is expected to increase by 24%, while the percentage of seniors is projected to increase by 35%. This population change follows the nationwide trend that is expected to continue through 2040. Specific data projections are unavailable for Sellersburg; however, because the general population projections by the Census Bureau seem to be somewhat inaccurate, it can be concluded that Sellersburg's demographic change may be different than those indicated in Figure 3. Local knowledge and Silver Creek Township School Corporation experience indicates that some portion of the future population growth in the Sellersburg area will be from families with school-aged children.

Given these discrepancies the lack of detailed, accurate data, and the existing local knowledge about housing starts and development pressures, it is likely that growth rates in all the age groups will continue to be positive. However, national trends indicate that growth rates in the senior age groups will nevertheless be higher than in other age groups.

Figure 3: Projected Population Change, 2000-2015



According to the 2000 census, 73% of households in Sellersburg are family households. However, only 36% have children under the age of 18. Thus, majority of the family households in Sellersburg consists of households with individuals over 18 years of age. Households including individuals over 65 years old make up 21% of total households.

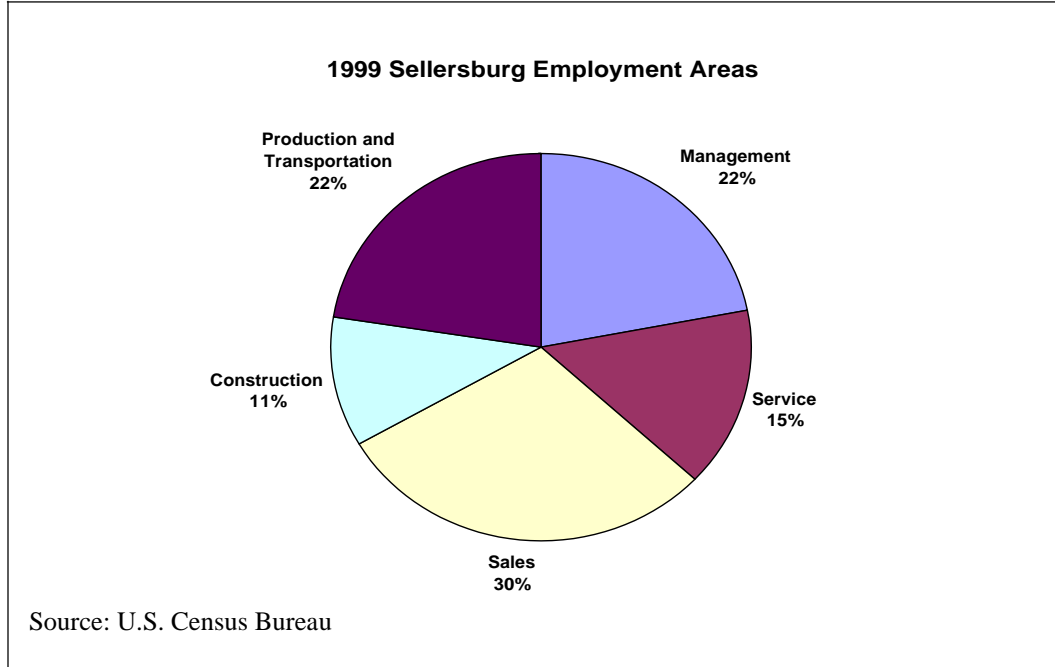
Of Sellersburg residents over 25 years old, 84.6% graduated from high school and continued to a higher level of education and 12.9% earned bachelor's degree or higher.

Economics

According to the most recent economic data, in 1999 the per capita income of residents in Sellersburg was \$18,648, which is \$1,749 below the state average. Silver Creek Township has a slightly higher per capita income of \$20,051. Sellersburg has a low unemployment rate of 2.4%, which includes the township of Silver Creek. Indiana's unemployment rate is 5.2% (2004), slightly lower than the U.S. rate of 5.5% (2004).

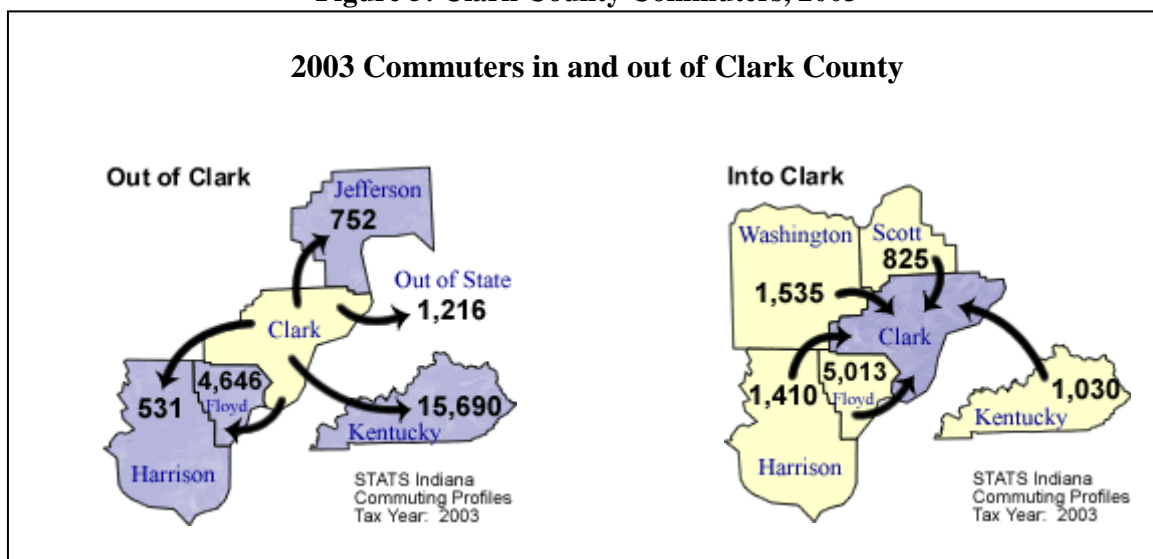
The majority of the workforce is employed in one of three areas. As seen in Figure 4, the largest group of residents in Sellersburg (30%) is employed in sales and office occupations. People in production and transportation occupations and in management occupations make up 22% of the town's work force. Manufacturing and educational, health and social services are the two largest industries in the area.

Figure 4: Sellersburg Employment, 1999



Of the 52,564 workers in Clark County, 43% travel outside of the county for employment, the majority going to Louisville Metro Area in Kentucky. A total of 9,813 workers, 18% of the county workforce, traveled into Clark County from other locations. As seen in Figure 5, 1,030 workers are coming from Kentucky into Clark County. Many of those commuters may be passing through Sellersburg on Interstate 65. These travelers represent a possible resource for revenue in downtown Sellersburg.

Figure 5: Clark County Commuters, 2003



Ivy Tech Southern Indiana Community College

Ivy Tech Southern Community College is located in Sellersburg. According to the Spring 2005 enrollment, there are 3,843 students attending Ivy Tech. The majority, 76%, are part-time students and 34% are full-time. The division between males and females is almost equal: 48% are male and 52% female. Similar to Clark County itself, the student body lacks diversity. Whites make up 92% of the students, while the largest minority group is Blacks at 3%.

The Ivy Tech campus in Sellersburg serves Southern Indiana and the Louisville Metro Area. As shown in Figure 6, the majority of students come from Clark County and the seven other neighboring counties, including Jefferson County, Kentucky in the Louisville Metro Area. A small percentage comes from outside Ivy Tech's service area. In 2005, 25% of students came from Clark County, 16% from Floyd County and 13% from Jefferson County, Kentucky.

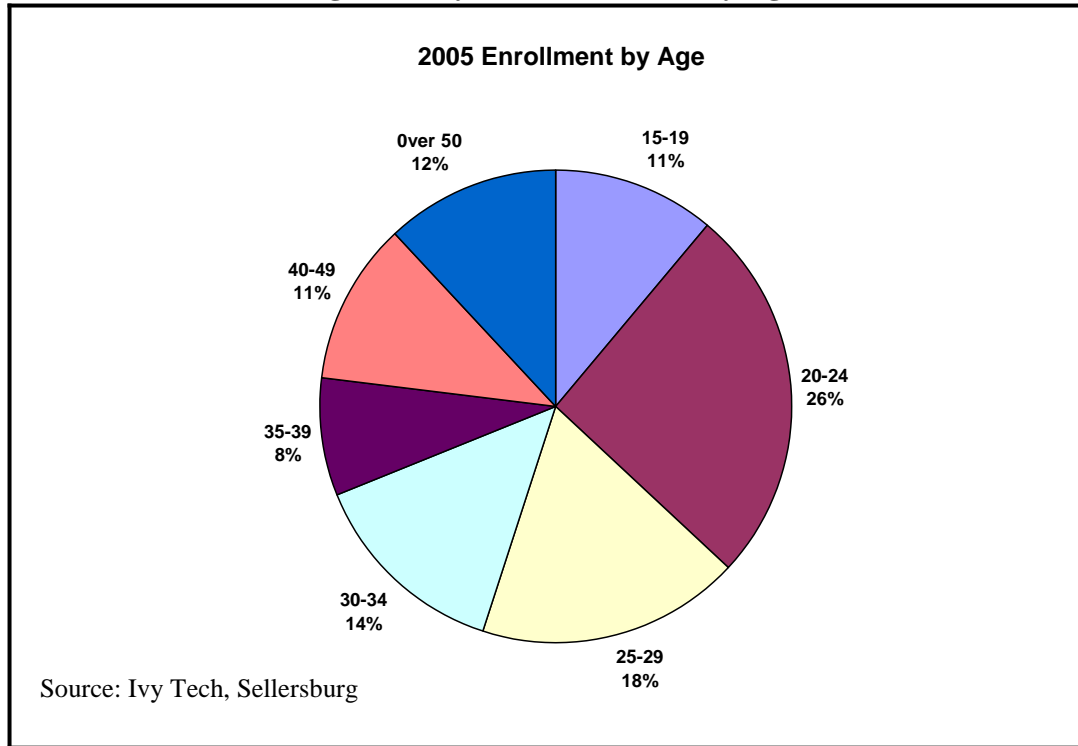
Figure 6: 2005 Enrollment by County

Clark	25%
Floyd	16%
Jefferson (KY)	13%
Harrison	11%
Washington	8%
Scott	6%
Orange	3%
Crawford	2%
Other	16%

Source: Ivy Tech, Sellersburg

The age range of students attending Ivy Tech is fairly balanced. Approximately 55% of the students are 15-29 years old. As seen in Figure 7, the two largest groups of students are in the 20-24 age group (26%) and 25-29 age group (18%), while the rest of the students are distributed almost equally among the remaining age groups.

Figure 7: Ivy Tech Enrollment by Age



Summary

In planning the Sellersburg downtown, changing demographics of the town and surrounding community must be considered. Currently, the largest population group is young adults (25-44). The numbers of older adults and seniors are projected to increase at a higher rate than those less than 44 years of age. Because of this change in demographics, there will be a higher demand for activities and facilities for older adults and seniors, as well as a continuing demand for activities and facilities for children and young adults.

Sellersburg and the surrounding area are still growing. Much of that growth will be from the Louisville Metro Area, as more people will be looking for communities such as Sellersburg in which to live, while they work in Louisville and surrounding counties. In addition, I-65 is a major thoroughfare for people passing in and out of Louisville. A revitalized downtown with an aesthetically pleasing streetscape, restaurants, and retail stores may attract travelers and commuters and bring new revenue to the downtown.

Another source of visitors to the downtown will come from Ivy Tech students. The college is located minutes from the downtown and attracts nearly 4,000 students per semester from both inside and outside the county. The students fall into all age groups, approximately an equal number being over and under 30 years old. Facilities and activities that would attract Ivy Tech students to the downtown area should be considered.

Survey Methodology

The purpose of the survey was to obtain information, attitudes, and opinions of Sellersburg residents and potential visitors. During the process of determining the population to survey, two things were learned that ultimately dictated the survey methods. First, it was learned that residents who participated in focus groups thought the primary goal of a downtown revitalization project should be to make Sellersburg a better place for current residents. Second, the Ivy Tech student body, the majority of which come from outside the county, was identified as a source of nearly 4,000 new visitors to downtown Sellersburg.

It was therefore decided to survey the two different populations separately. Sellersburg residents were reached by including a survey booklet as an insert in *The Leader* newspaper. *The Leader* is a free newspaper distributed to 1,988 residences within the Sellersburg city limits. Surveys were delivered to all 1,988 residences, and 218 were returned and tabulated for a return rate of 11%.

Ivy Tech students were reached by soliciting assistance from instructors at the college. Surveys were given to several instructors and they distributed and collected them in their classrooms. A total of 500 surveys were distributed, and 156 were returned and tabulated for a return rate of 31%.

Results from the two samples were compared to determine where there were statistical differences in the responses. Instances where statistical differences were found are discussed in the following pages. In cases where there was no significant difference, the results from the survey of residents are presented.

Results

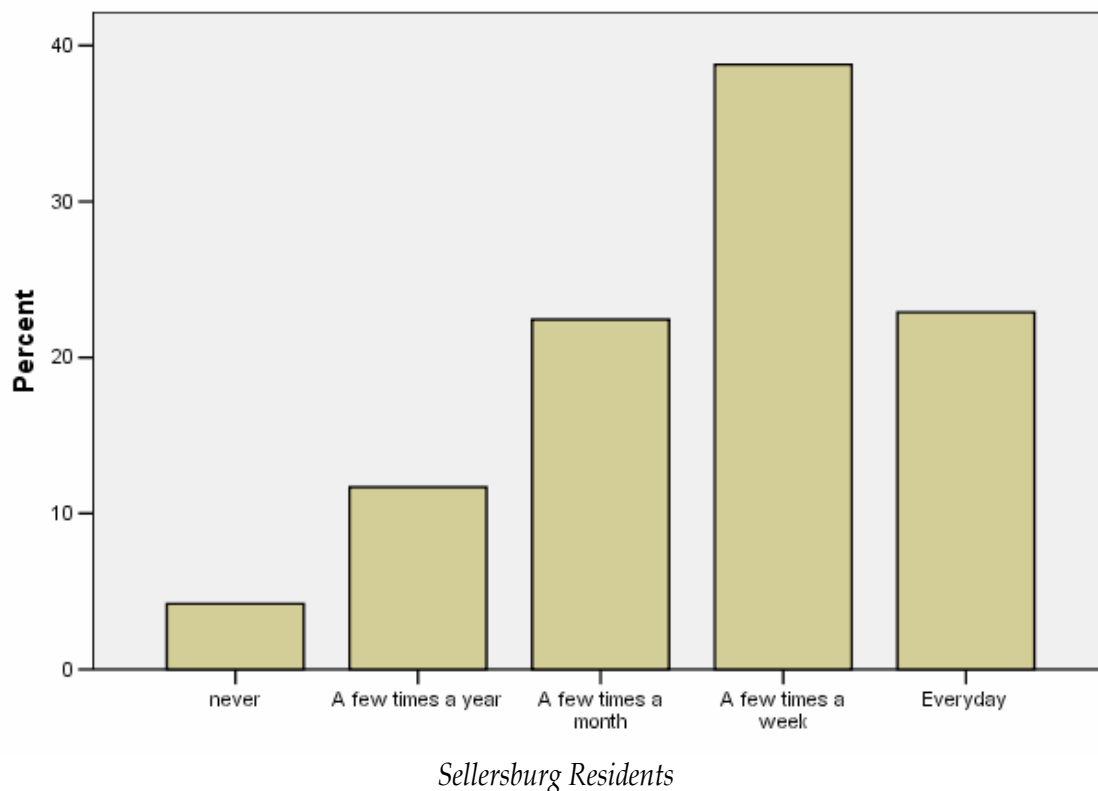
Findings from the two surveys are presented and discussed in the following pages. This report is organized in the same order as questions appeared in the questionnaire under the following categories:

- Use of the downtown area
- Image of downtown
- Demographics

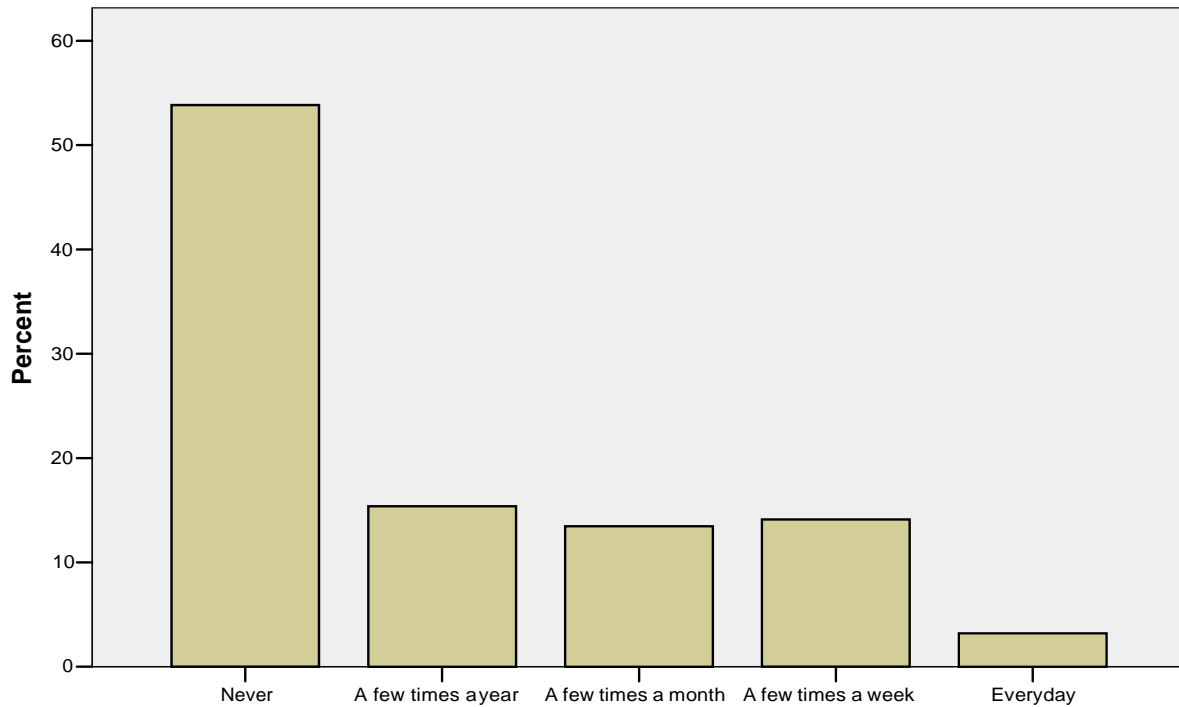
Use of the Downtown Area

In this section, respondents were asked to provide information about their use of downtown Sellersburg. Frequency of visits, purpose of visits, and use of Sellersburg's parks and recreation facilities were assessed.

Question A1: How often do you visit the downtown area?



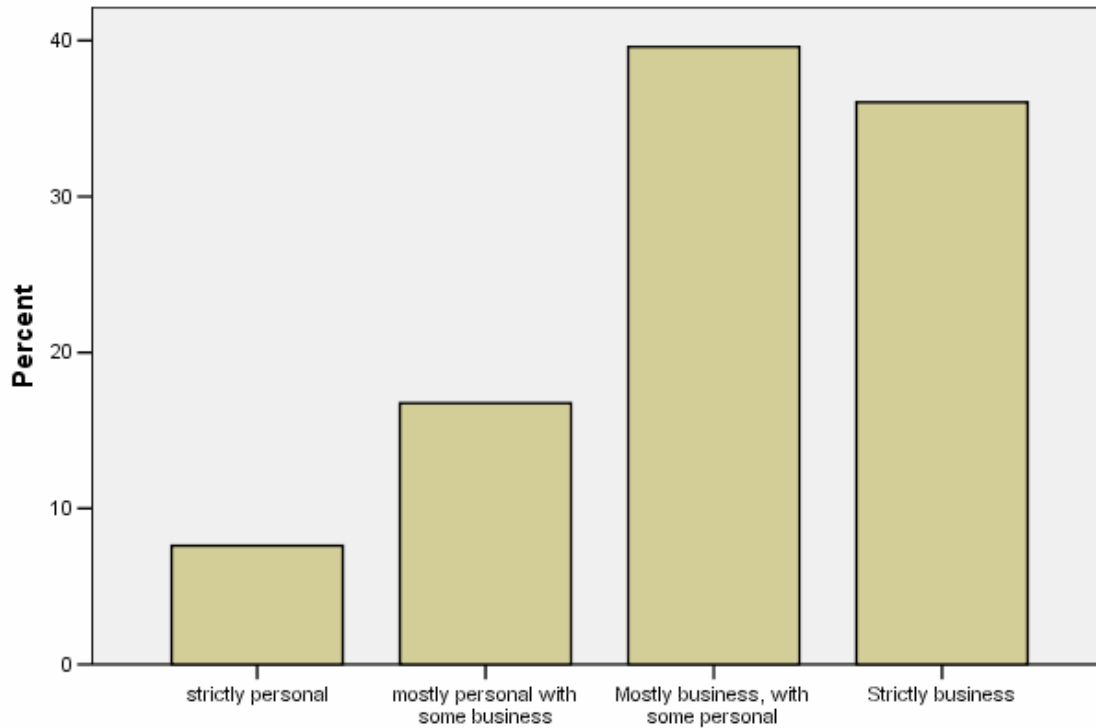
The majority of respondents (84%) visit the downtown at least a few times a month. Over 38% visit the downtown a few times a week. This indicates there is already a large group of residents that visit the downtown on a regular basis. Businesses such as specialty shops and restaurants could attract these current visitors.



Ivy Tech Students

According to respondents from Ivy Tech, over half of them never go downtown, while only 32% visit at least a few times a month. These results demonstrate that there is a large group of potential visitors to downtown. Students would be more likely to travel the few minutes from campus to downtown if there were amenities that were attractive to them.

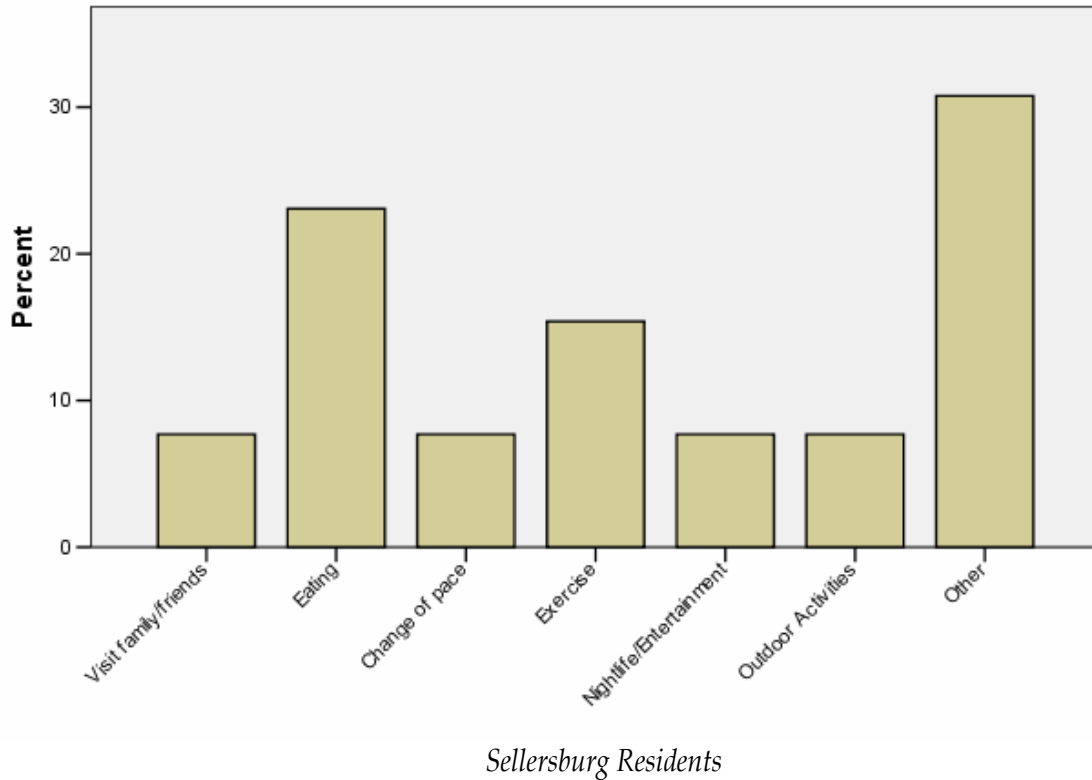
Question A2: Which of the following best describes your main reason for coming downtown? (Check only one)



Sellersburg Residents

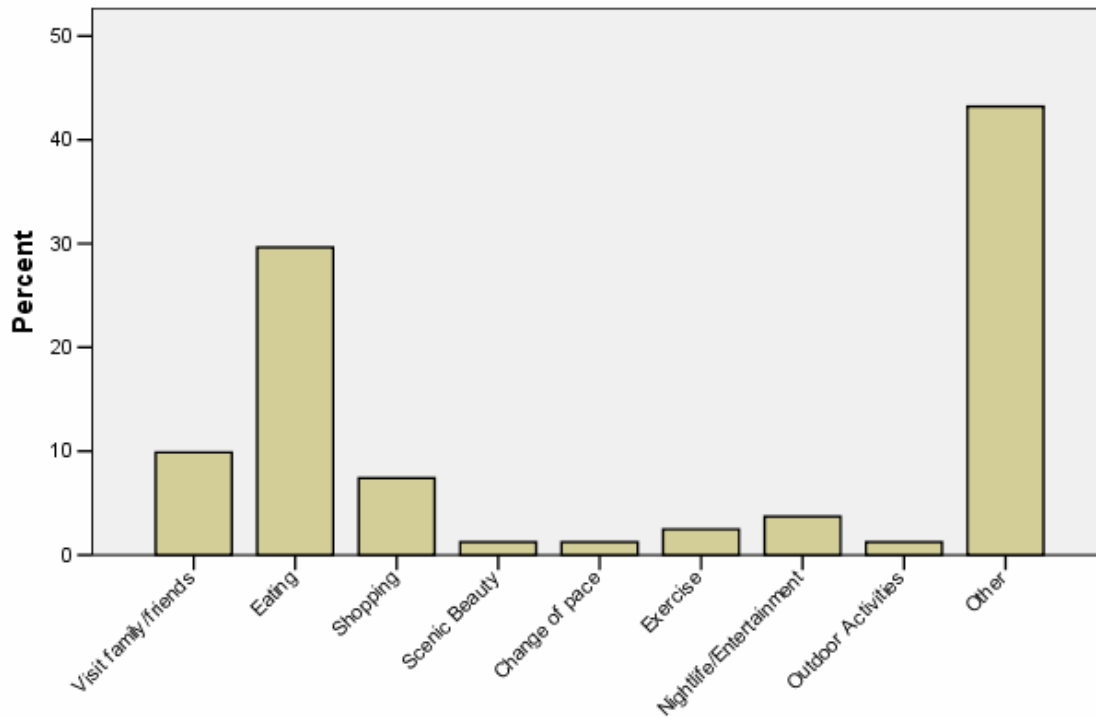
Of the respondents who visit the downtown area, a total of 67% are there for mostly or strictly business reasons. Only 7% visit the downtown for strictly personal reasons. This indicates that people already visit downtown and would be likely to visit other shops and services if they were convenient.

Question A2 (2): If personal, please select from the following to best describe your motivations for visiting downtown. You may check more than one.



Of the respondents who visit downtown for personal reasons, 23% eat and 15% exercise. Over 30% indicated other reasons for visiting downtown. The reasons specified included: post office, bank, pay city bills, and church.

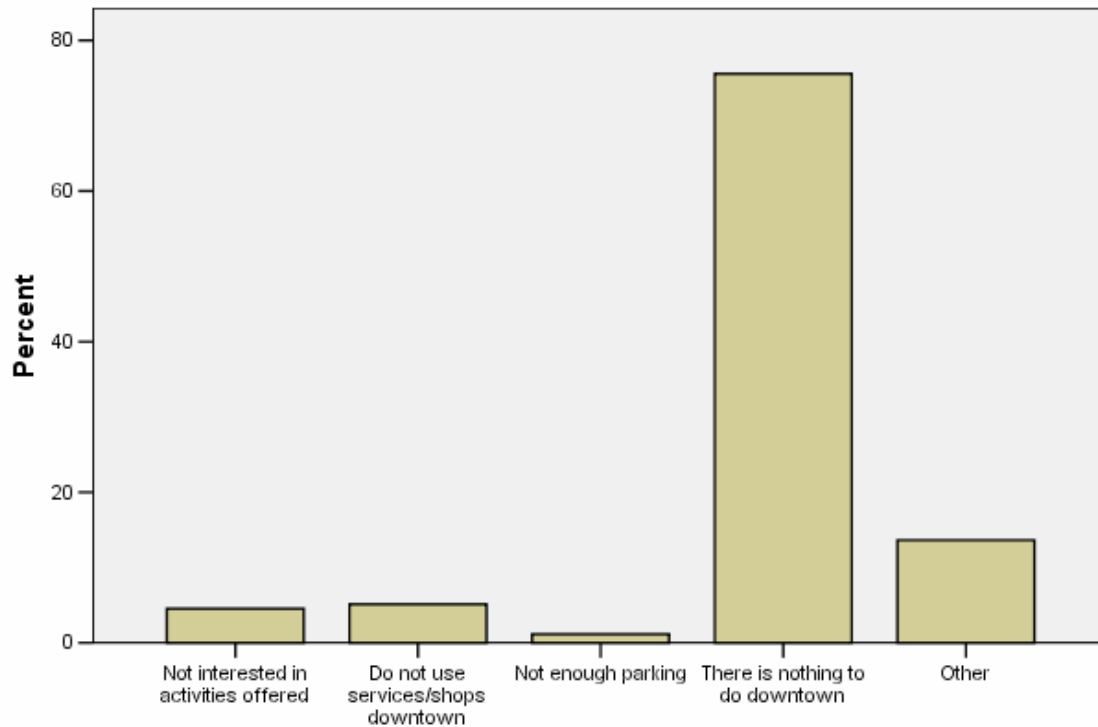
Question A2 (2): If personal, please select from the following to best describe your motivations for visiting downtown. You may check more than one.



Ivy Tech Students

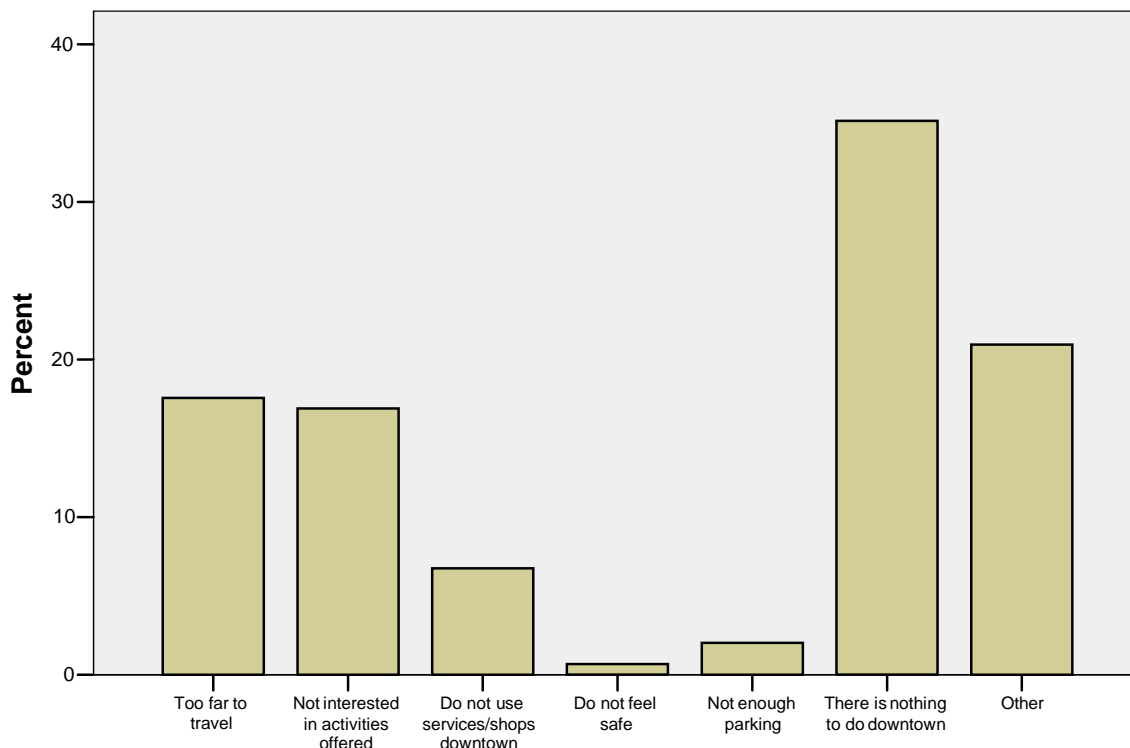
Of the Ivy Tech students who visit the downtown for personal reasons, approximately 30% visit to eat and 9% visit family and friends. Even though 43% indicated other reasons for visiting downtown, the majority of the answers included: “I don’t go downtown” and “never visit”. This further demonstrates that there are a large number of students, who travel to Sellersburg, but do not visit the downtown.

Question A3: What is your main reason for NOT visiting downtown?



Sellersburg Residents

Over 75% of the respondents indicated they did not visit the downtown area because there was nothing to do there. The development of shops and services in the downtown could be a way to encourage more downtown visitors. There were 13% of respondents that specified other reasons for not visiting downtown, which included responses like: age and mobility; too few businesses operating; and unattractive buildings.

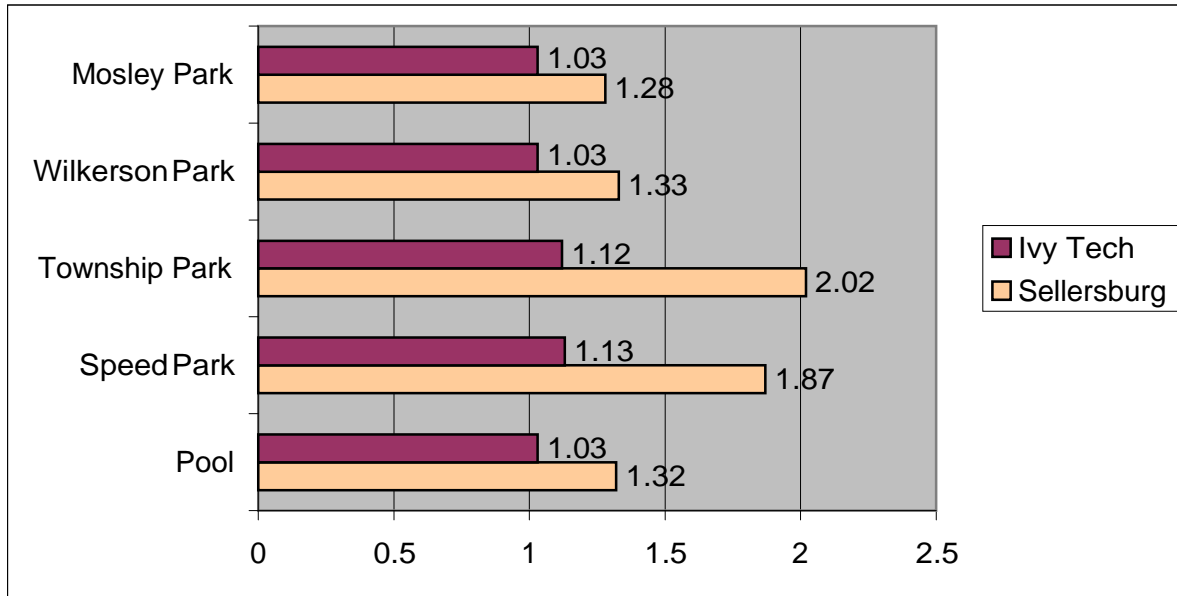


Ivy Tech Students

Over 35% of Ivy Tech students indicated that they do not go downtown because there is nothing to do. Approximately 17% of respondents felt that downtown was too far to travel. A notable proportion of respondents (20%) indicated other reasons, which included: “don’t live in Sellersburg” and “not sure Sellersburg has a downtown”. Since the majority of students come from outside Sellersburg, these results could stem from a lack of information to visitors about the area.

Question A4: How often do you visit the following Sellersburg parks? You may check more than one.

1=Never; 2=A few times a year; 3=A few times a month; 4=A few times a week; 5=Every day



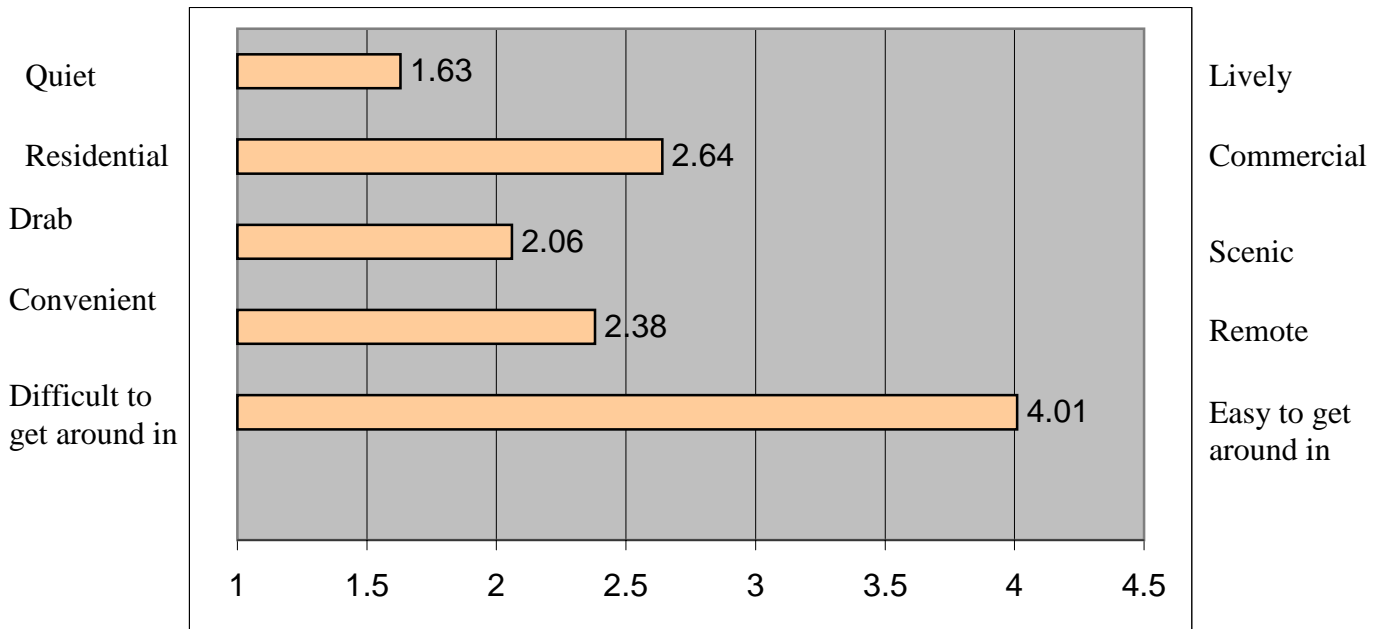
Sellersburg Residents and Ivy Tech Students

The chart compares Ivy Tech respondents to resident respondents. Overall, fewer Ivy Tech students than residents visit Sellersburg parks. In general, Ivy Tech students rarely visit the parks, while Sellersburg residents visit parks a few times a year. Township Park and Speed Park are visited most often. The average resident respondent indicated they use Township Park a few times a month.

Image of Downtown

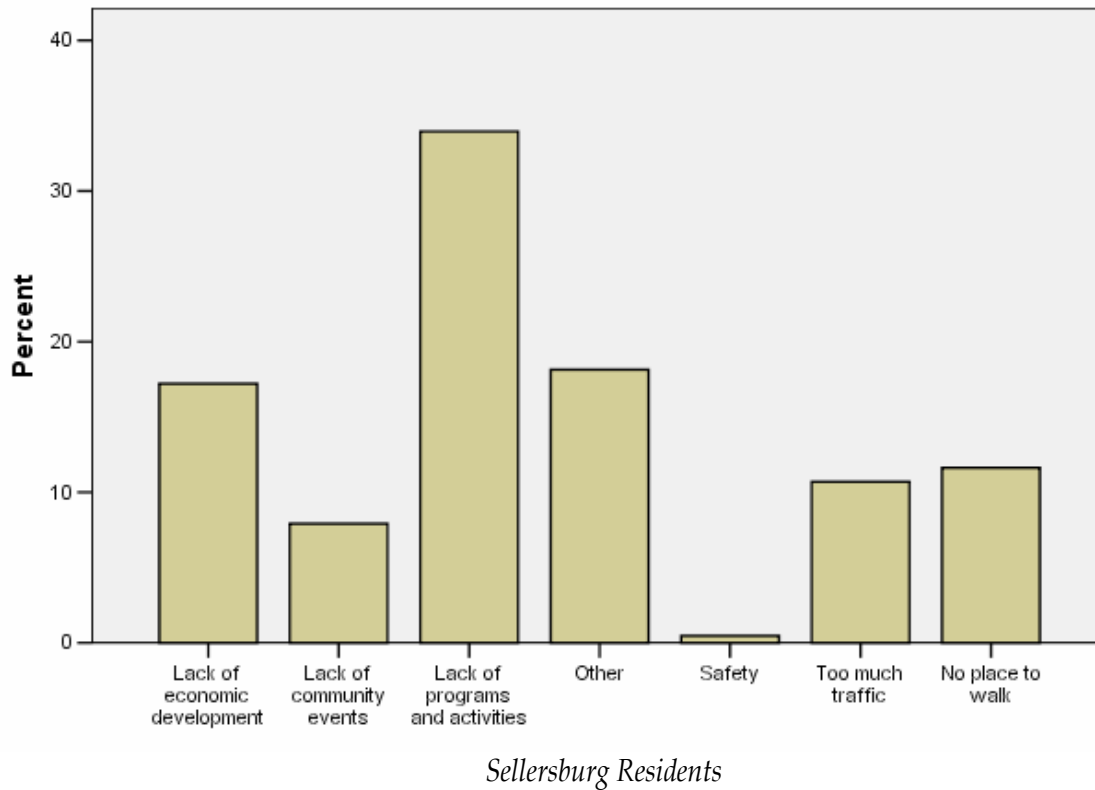
The goal of this section was to determine how respondents view downtown Sellersburg. General impressions of downtown, perceived problems, support for revitalization, and behavioral preferences were assessed.

Question B1: Please circle the number along each of the following ranges that best represents your image of downtown Sellersburg.

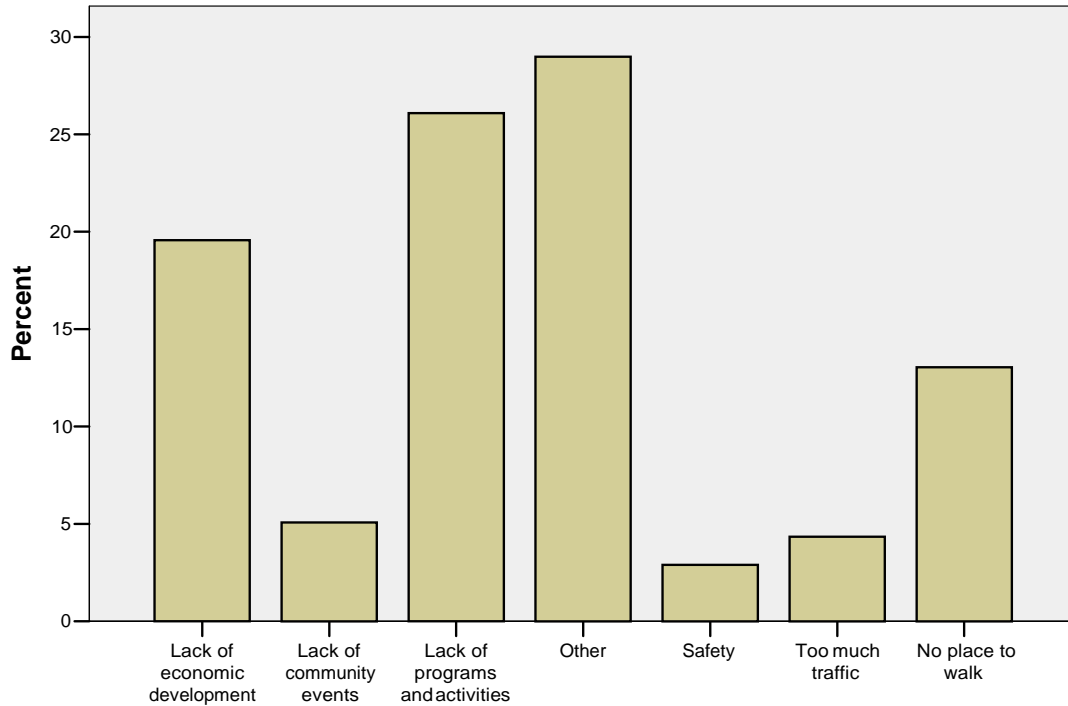


The majority of respondents felt downtown was easy to get around in and convenient, however, they also feel downtown is quiet and drab. These ratings correspond closely with responses from the focus group conducted in which the residents viewed the downtown as unappealing. The responses to this question are encouraging in that people feel downtown is convenient and easy to get around in. If it were also an appealing place to be, it is likely people would visit downtown even more often.

Question B2: What do you see as the biggest problem in downtown Sellersburg? You may check more than one.



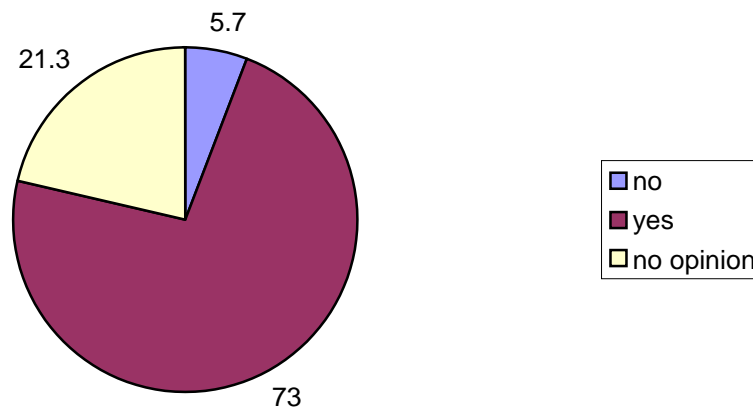
The lack of programs, activities, and community events is the biggest problem in downtown Sellersburg, indicated by 38% of respondents. This problem was also a concern in the focus groups. Too much traffic and no place to walk were pointed out as problems by 22% of respondents. The responses indicate that safety is not a major concern but the downtown is not a pleasant place to walk or gather.



Ivy Tech Students

Over 30% of Ivy Tech respondents indicated that lack of programs and community events were problems in downtown. Traffic and pedestrian walkways were less of a concern with Ivy Tech respondents than residents. Approximately 30% specified other problems in the downtown and those responses indicated that they do not visit the downtown. This emphasizes the lack of visitation by students to downtown Sellersburg.

Question B3: Would you support a revitalization of the downtown area?



Approximately 73% of respondents indicated that they would support a revitalization of downtown, while over 5% indicated they would not and over 21% had no opinion. This indicates that there is strong community support for downtown revitalization and an interest in the future of Sellersburg.

Question B4: What new feature would you like to see in the downtown area? You may check more than one.

Feature	Valid Percent
Shopping	35.2
Scenic Streetscape	32.4
Housing	9.4
Other	7.0
Movie Theater	6.1
Walking Trail	3.8
Coffee Shops	2.8
Community Center	1.9
Restaurants	.9
Bar/Club	.5

Sellersburg Residents

The features that respondents wanted to see the most in the downtown were shopping and a scenic streetscape. Other features that respondents specified included: grocery store, parks, and bank. There were also several concerns with too many additions to downtown. “Not much more than what we have.” These results indicate that people want an attractive downtown with places to shop.

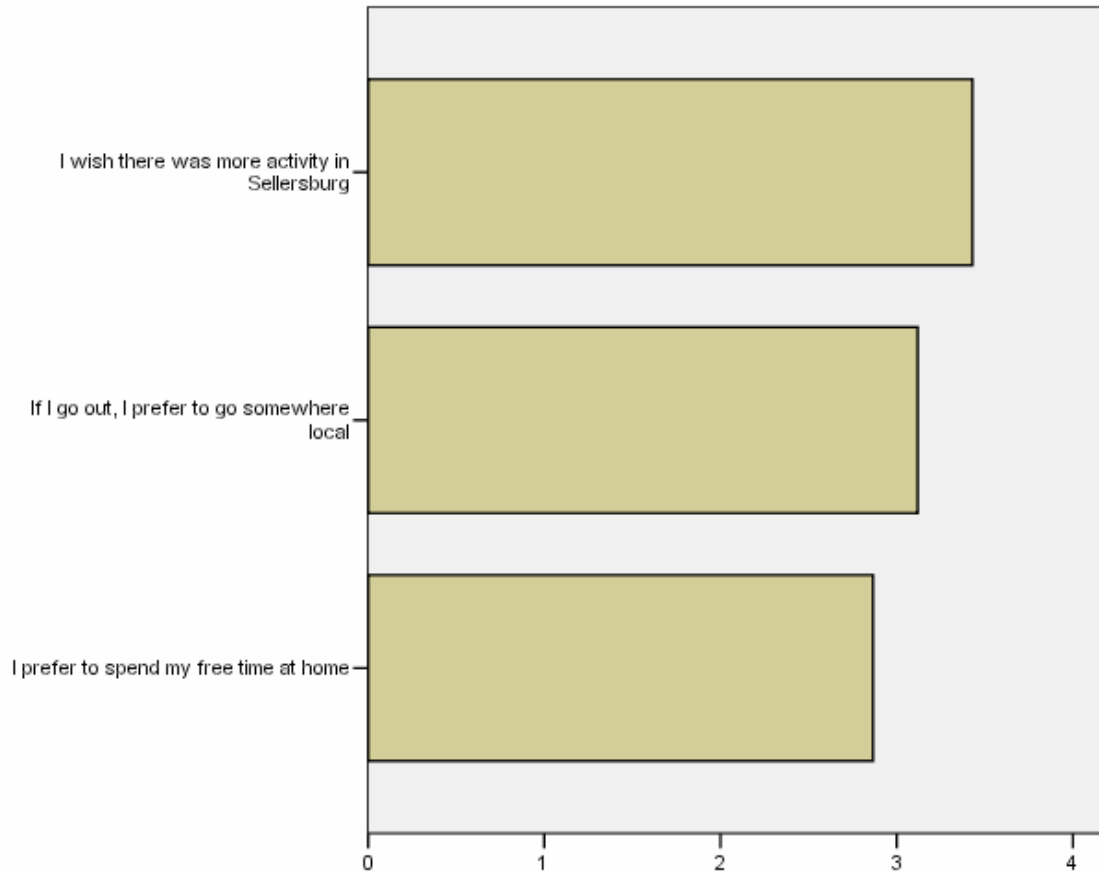
Feature	Valid Percent
Shopping	31.9
Scenic Streetscape	24.5
Other	11.1
Housing	8.5
Movie Theater	6.8
Walking Trail	5.4
Coffee Shops	4.6
Bar/Club	2.8
Community Center	2.0
Restaurants	1.7
Park	.6

Ivy Tech Students

The features Ivy Tech respondents wanted to see the most were similar to that of residents. The most popular features were shopping and scenic streetscape. However, 11% suggested other features such as public transportation, a skate park, and a casino. A higher percentage of Ivy Tech students than residents wanted a coffee shop, a bar, and a park.

Question B6: *For each of the following statements, please indicate the response that best describes your opinions.*

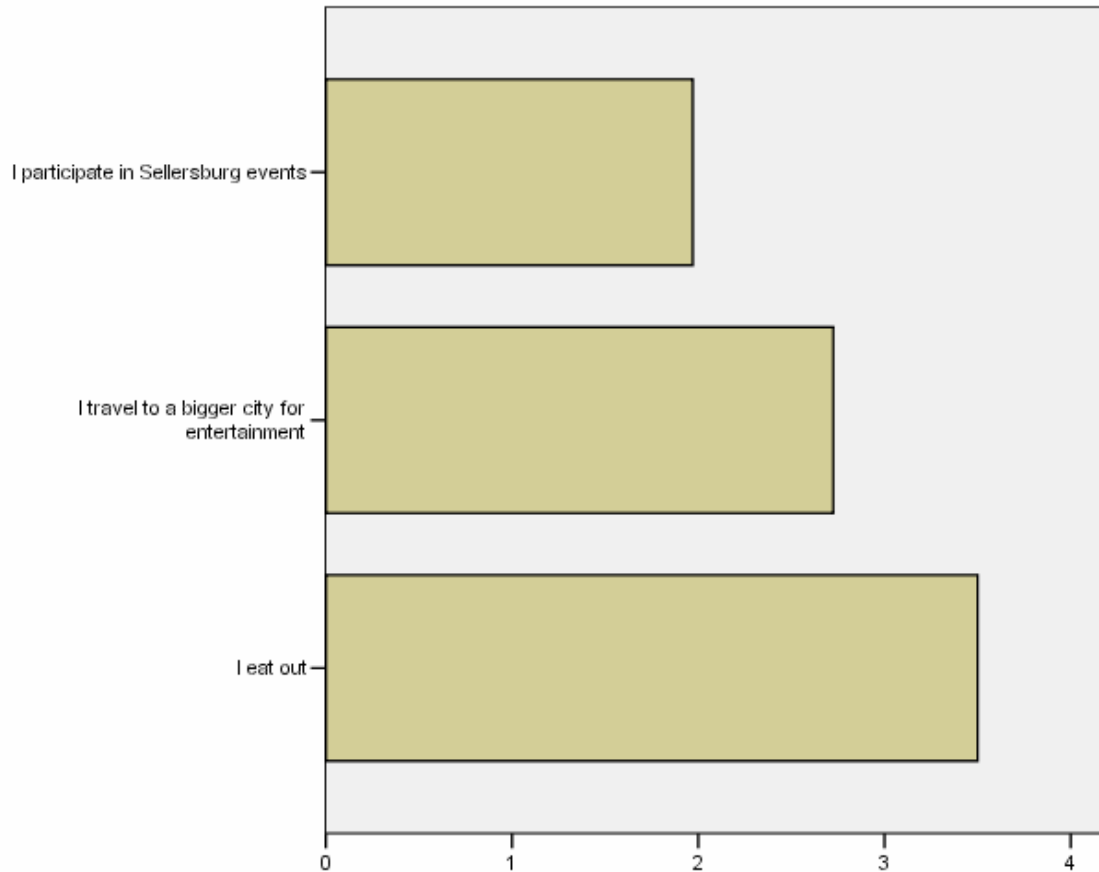
Scale: 1=Strongly Disagree; 2=Disagree; 3=Agree; 4=Strongly Agree



Residents and Ivy Tech students appear to have similar preferences regarding their free time. A large proportion (90%) of respondents said they wish there was more activity in Sellersburg. A similar proportion (85%) indicated they prefer to go somewhere local if they go out. And 73% prefer to spend their free time at home. These results demonstrate a general desire for more activity in downtown Sellersburg.

Question B7: *For each of the following statements, please indicate the response that best describes your behaviors.*

1=Never; 2=A few times a year; 3=A few times a month; 4=A few times a week; 5=Everyday

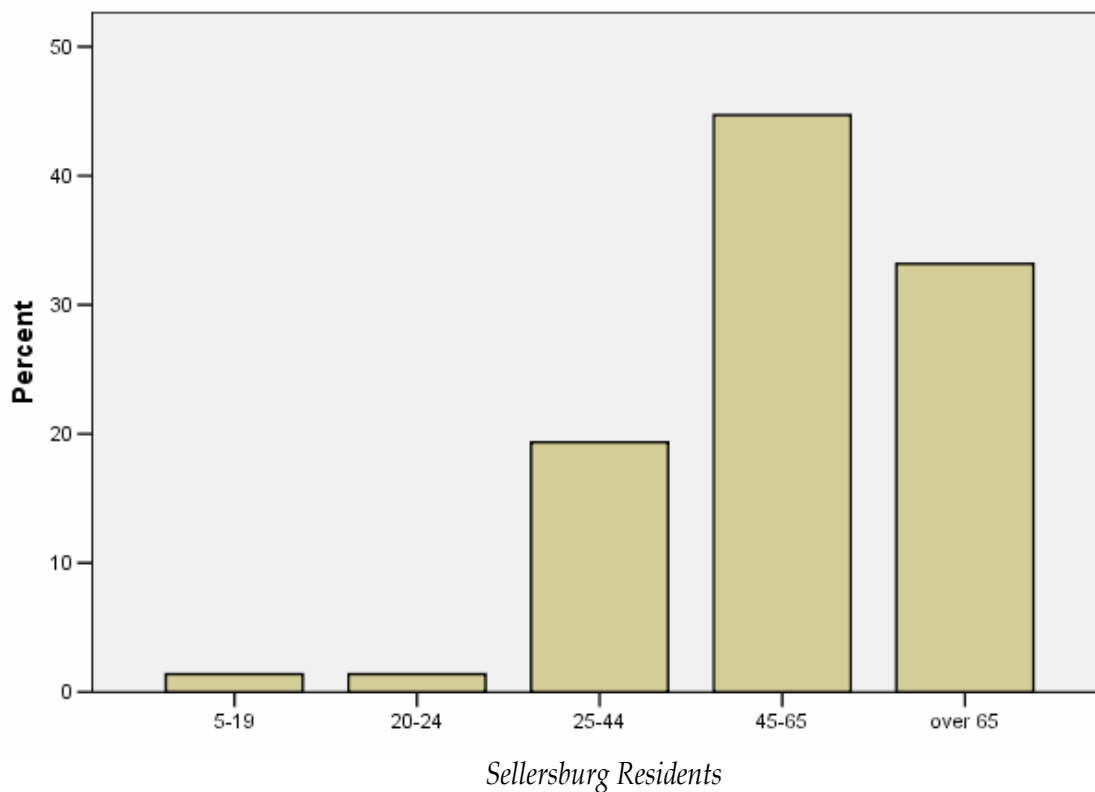


Sellersburg residents and Ivy Tech students also indicated similar behaviors regarding entertainment and dining. The average ratings by respondents indicate that they participate in Sellersburg events a few times a year; travel to a bigger city for entertainment a few times a month; and eat out a few times a week. These behavioral patterns combined with preferences demonstrated in the previous question, and desires expressed in the focus group support the idea of restaurants and gathering places for events in downtown Sellersburg.

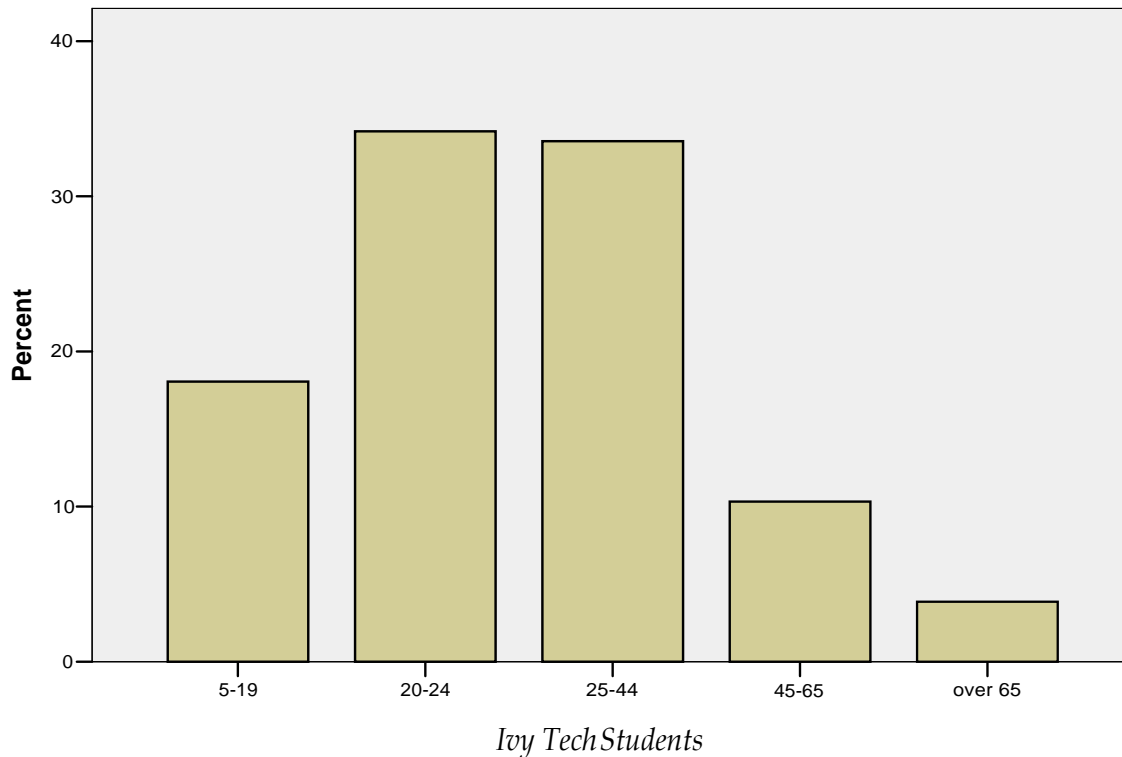
Demographics

In this section, basic questions about the respondents were asked to determine, age, gender, income level, and other demographic factors. These results help to establish whether the survey results can be applied to the general population.

Question C1: Please indicate your age by circling one of the options.

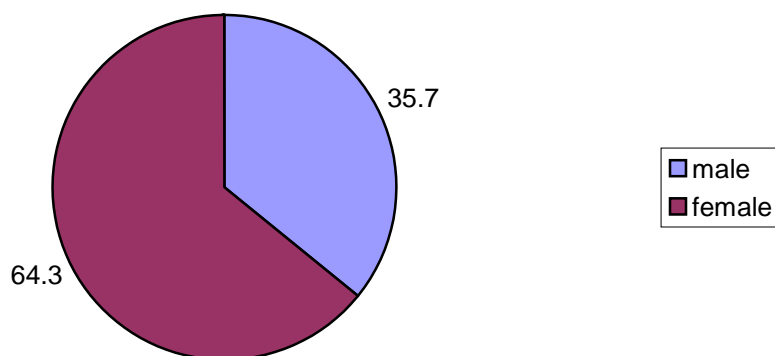


A total of 78% of respondents were over the age of 45. Approximately 20% of respondents were young adults, between the ages of 25-44. According to current demographic data for Sellersburg, only 26% of residents are over the age of 45. The survey slightly over represents residents over the age of 45. Projections by the US Census Bureau indicate that the population of older adults and seniors is will increase over the next five years. Therefore, the survey data may be representative of future visitors to the downtown area.



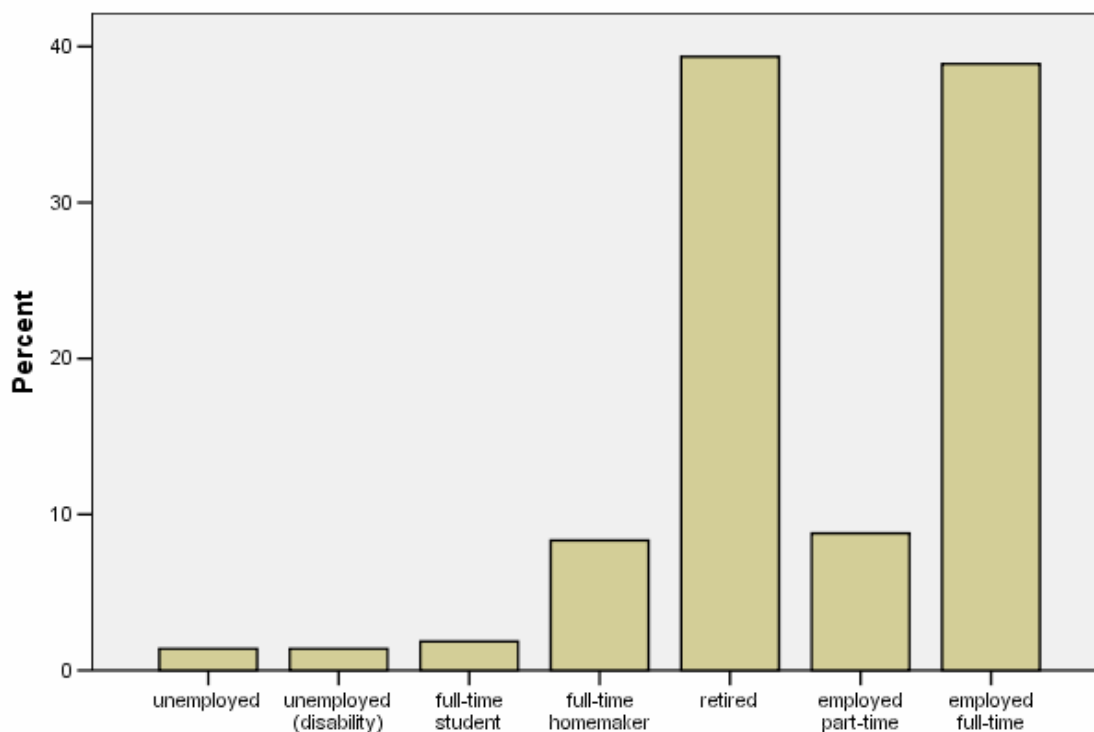
Approximately 85% of Ivy Tech respondents were under the age of 45. College age students (20-24 yrs. Old) made up 34% of respondents. This corresponds to the demographics of Ivy Tech students. In addition, it accounts for preferences and opinions of the younger age groups that are not well represented in the survey of residents. The combination of the two sets of results, therefore, provides a good representation of adults of all ages.

Question C2: What is your gender?



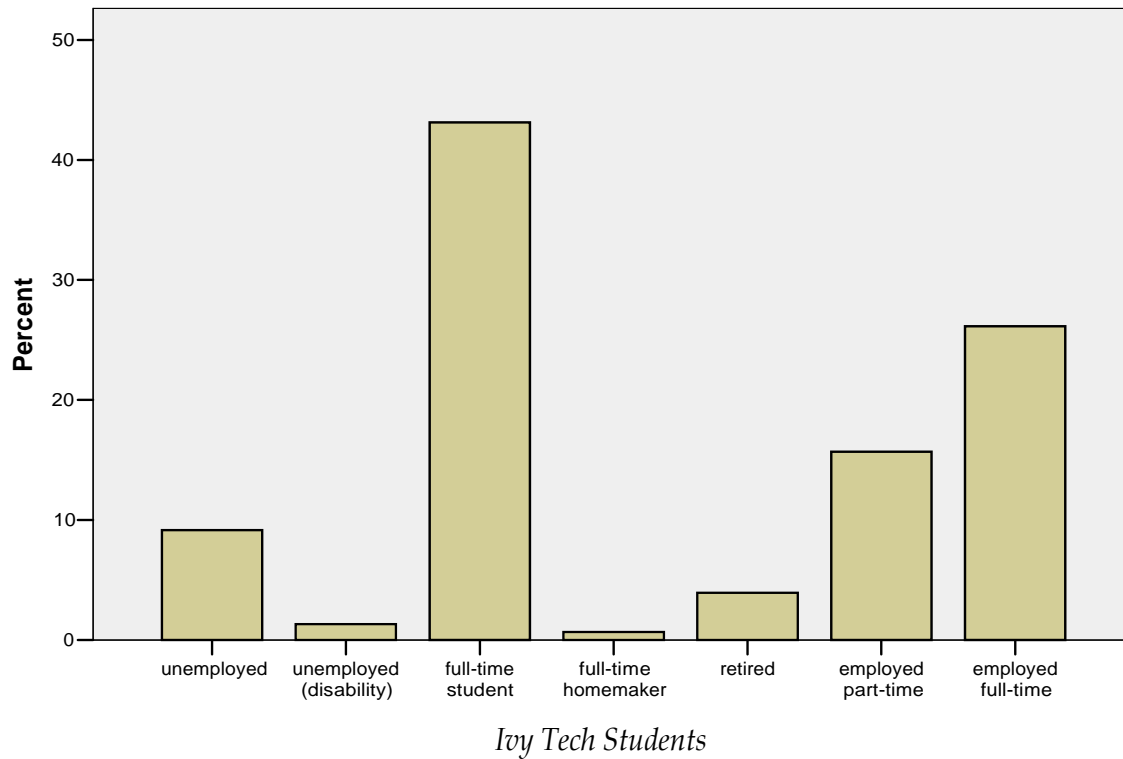
Approximately 64% of respondent were female, while 35% were male. Males are somewhat underrepresented in the survey results.

Question C3: Please check the category that best describes your current employment status:



Sellersburg Residents

Almost half of Sellersburg resident respondents are employed, while 39% are retired. Current demographic data for Sellersburg shows 68% of residents employed. The slight discrepancy is likely due to the higher average age of survey respondents, more of whom are likely to be retired.



The majority (43%) of Ivy Tech respondents were full-time students. While 26% were employed full-time and 15% were employed part-time. This indicates that there is a significant group of people (full-time students) that may have time to travel to downtown if there were amenities that were of interest to them.

Question C4: How many children under the age of 18 live in your household? (Please circle one.)

Number of Children	Percentage
0	73.3%
1	12.4%
2	12.4%
3	1.9%
5	0%
More than 5	0%

Sellersburg Residents

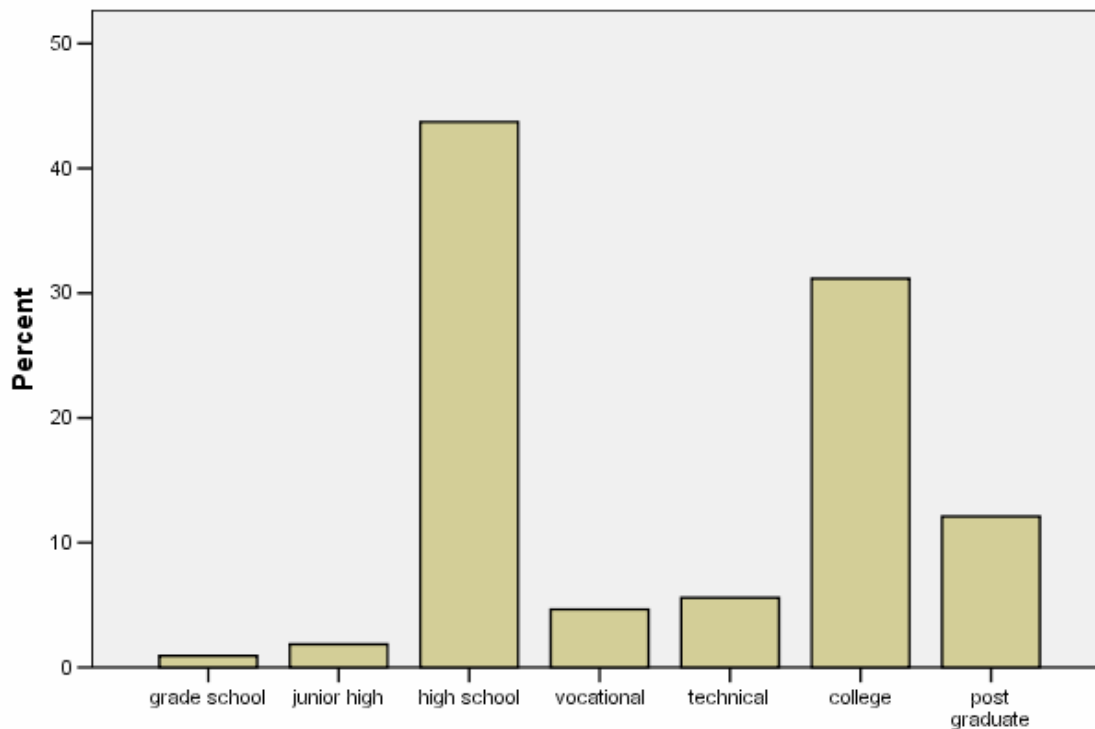
Most respondents do not have children under the age of 18. Approximately 27% of respondents had children under 18. These data correspond with the current demographic profile of Sellersburg, which shows 36% of households have children under the age of 18. Viewed with the projected increase of older adults and seniors, these data clearly indicate the need for more adult-centered facilities and activities.

Number of Children	Percentage
0	51.3%
1	23.4%
2	14.3%
3	5.2%
4	.6%
5	3.9%
More than 5	1.3%

Ivy Tech Students

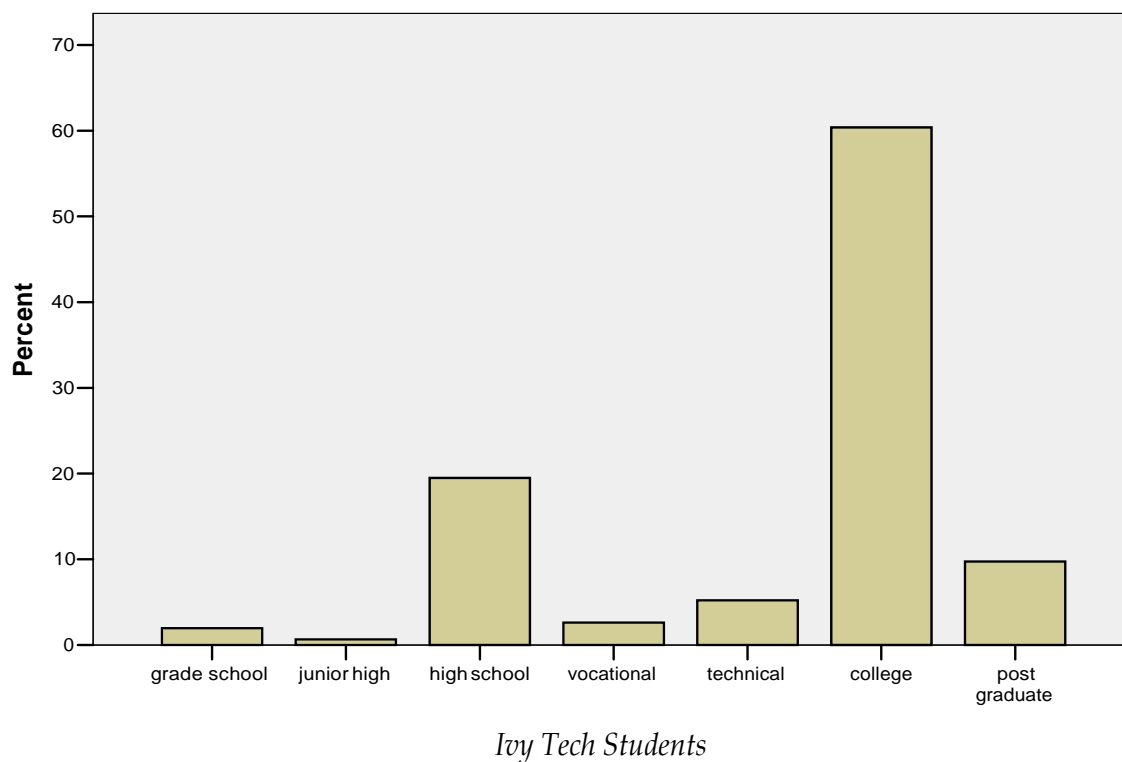
A larger percentage of Ivy Tech respondents than residents have children under the age of 18. Half of the students indicated that they had 1 or more children in their household. Because the majority of respondents were full-time students and college age, the children in the household may be siblings rather than offspring. Also, this is not likely to have any affect on planning for downtown Sellersburg because in most cases, children do not attend classes with their parents or siblings, and probably do not have occasion to visit downtown Sellersburg.

Question C5: Please check the category that best indicates your level of education. (Please check one)



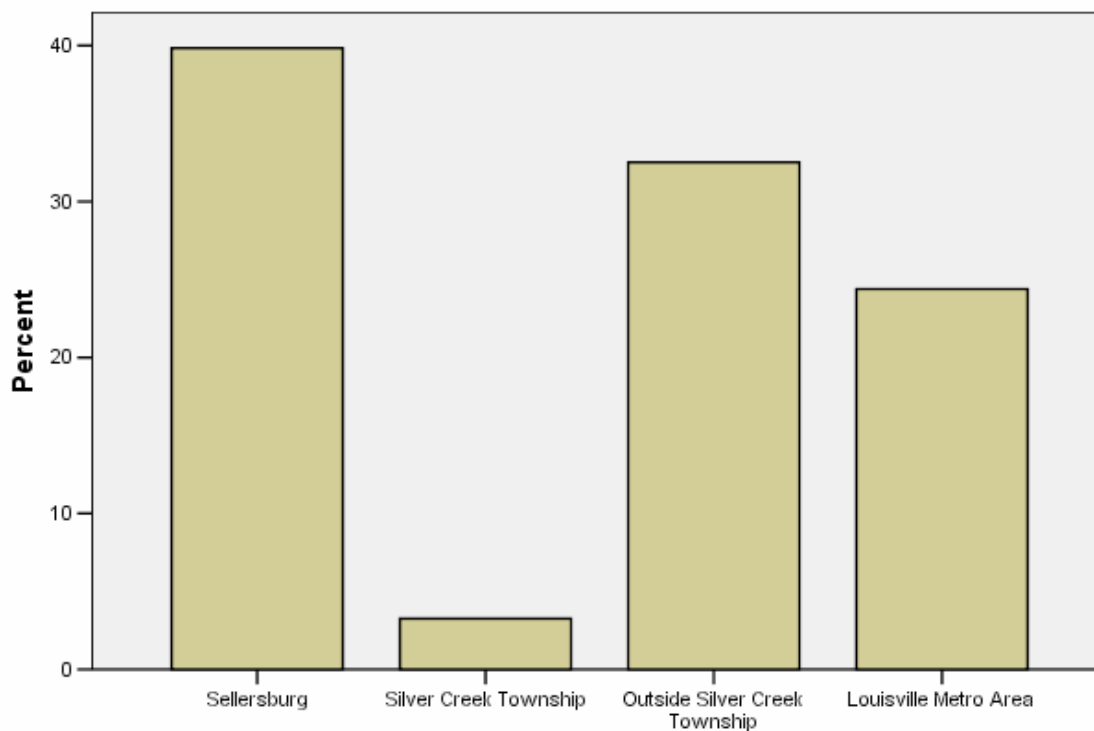
Sellersburg Residents

The highest level of education received by the majority of respondents (43%) was a high school education. Over 42% went on to higher education. The level of education of respondents is a little higher than seen in the current demographic profile of Sellersburg. Those data indicate only 13% with a college education or higher. Residents with higher education are slightly over represented in the survey results.



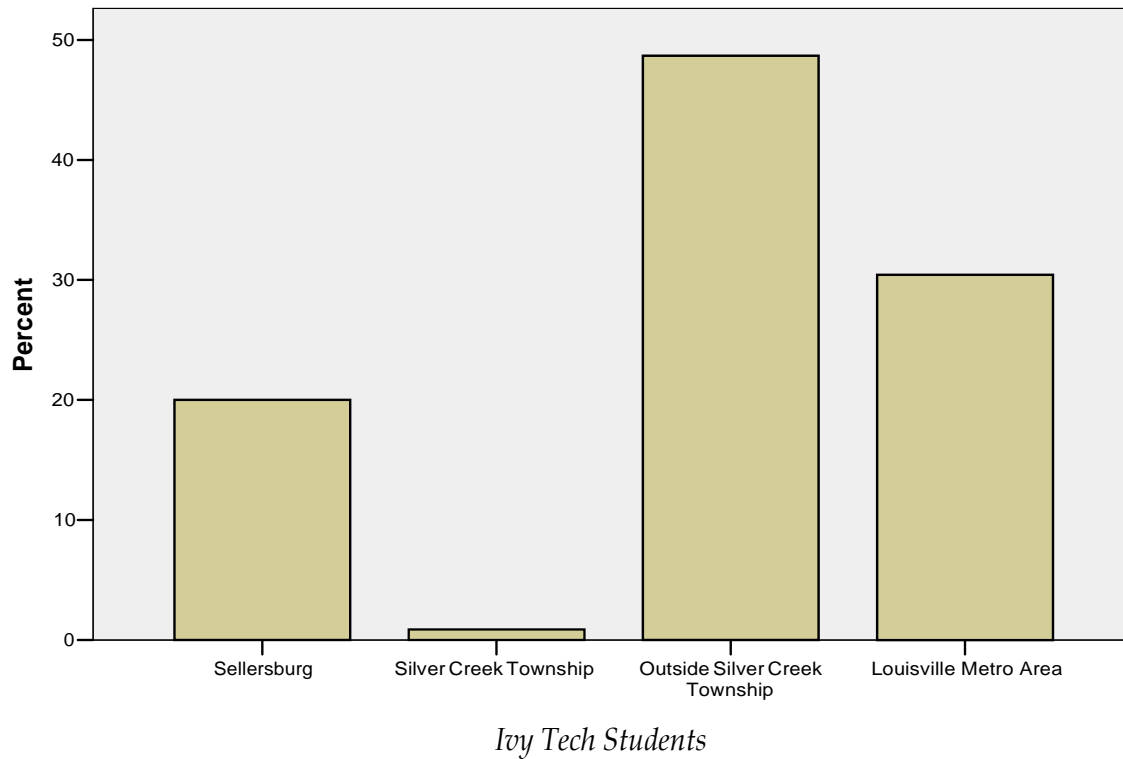
As would be expected, the majority of Ivy Tech respondents (60%) indicated college as their highest level of education.

Question C6: Where do you work?



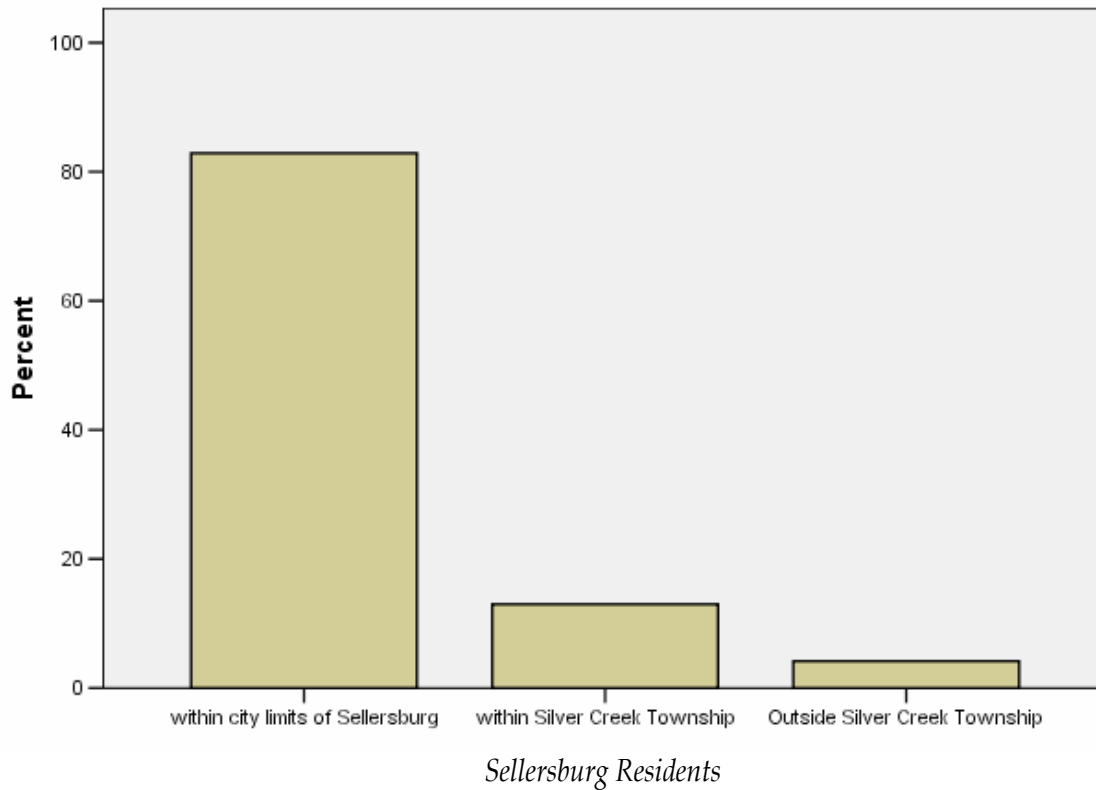
Sellersburg Residents

Approximately 41% of respondents are employed within Silver Creek Township, or Sellersburg itself. However, the majority of respondents work outside the area. This indicates the need for amenities downtown that cater to those who remain in Sellersburg during the day but also activities for those who return to Sellersburg in the evening.

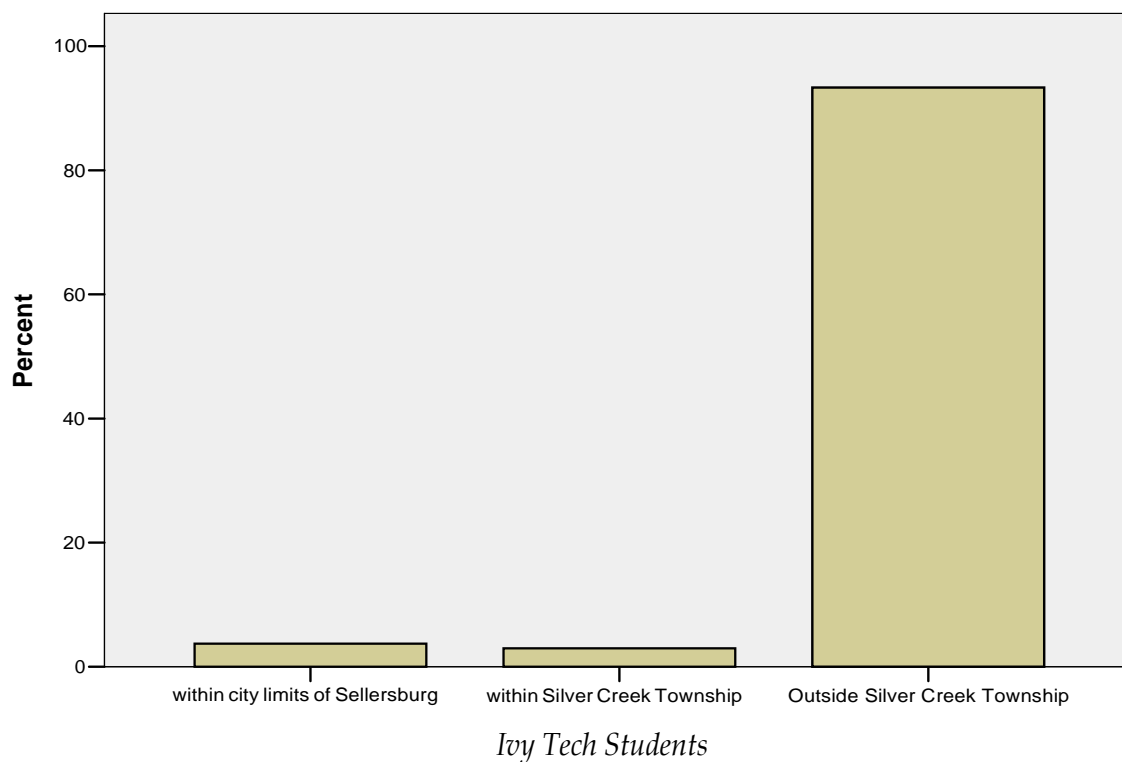


Approximately 78% of Ivy Tech respondents work outside Silver Creek Township. Since the majority of Ivy Tech students come from the surrounding counties, these results were expected. These students represent a great potential for new visitors to the Sellersburg downtown area.

Question C7: Where do you live?

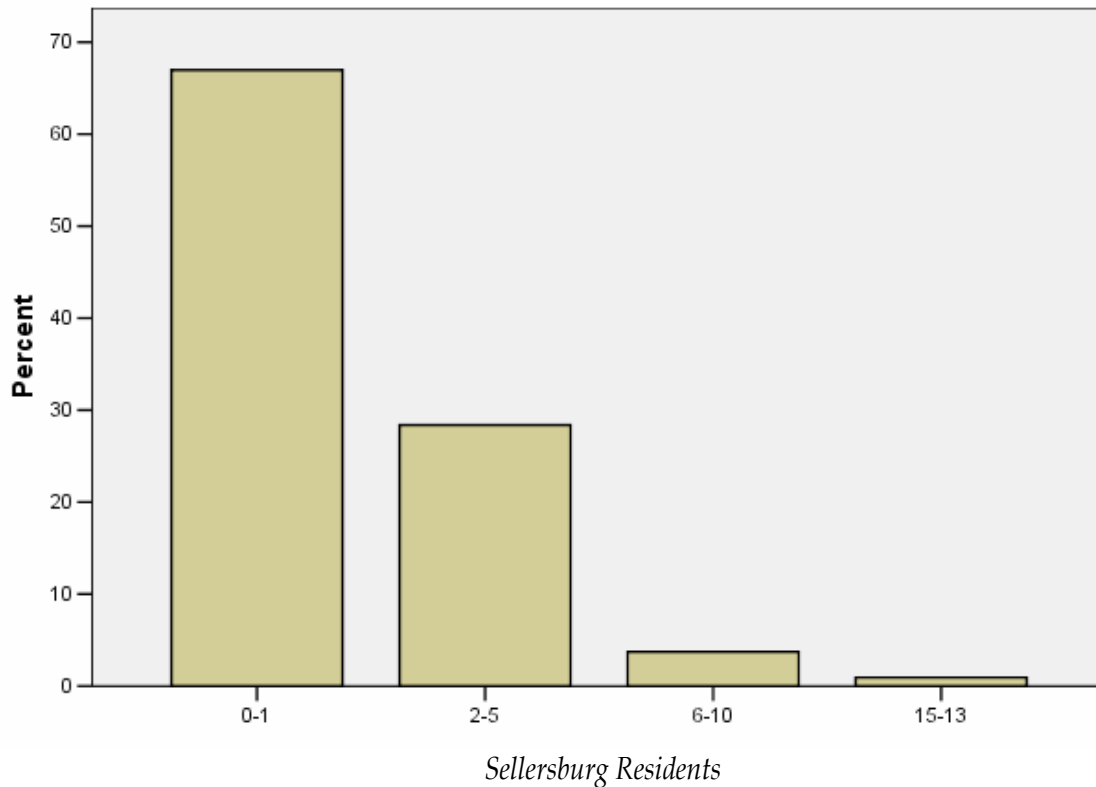


Approximately 96% of respondents live within the trade area of the downtown, which includes both the Town of Sellersburg and Silver Creek Township. These data reinforce the convenience of the downtown area to residents. This convenience factor is known to be conducive to attracting people to desired amenities.

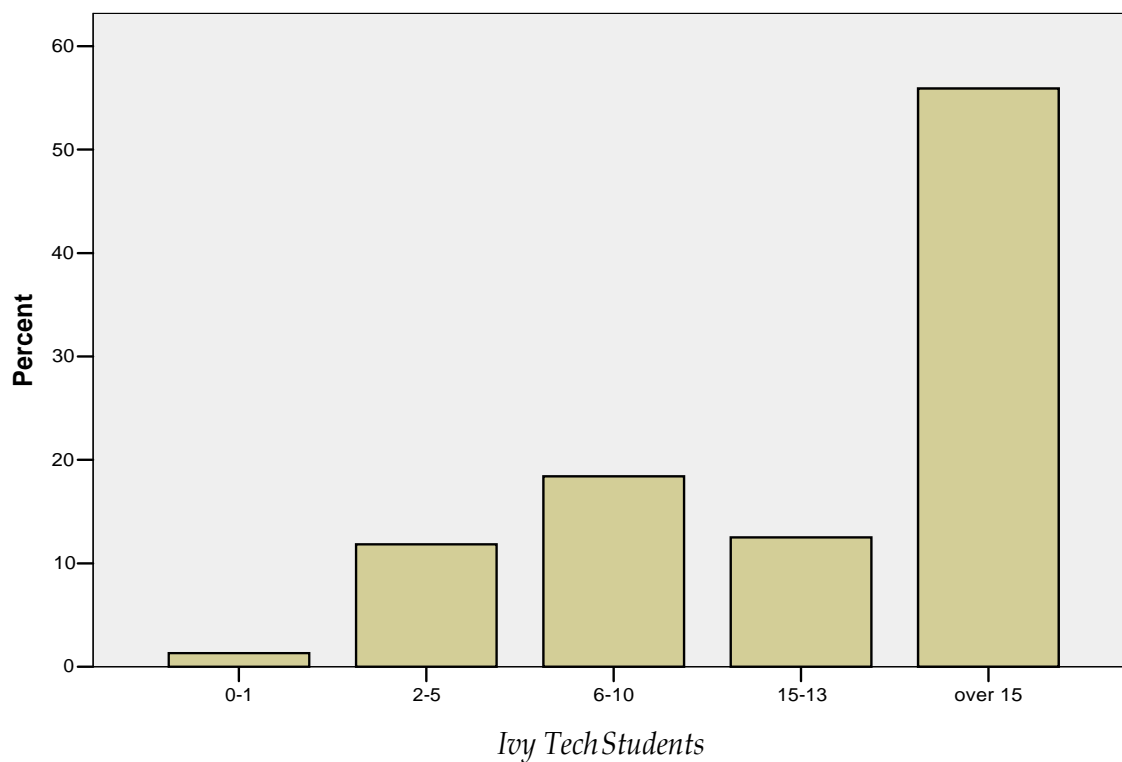


Over 93% of Ivy Tech respondents come from outside Silver Creek Township. Because the majority of students come from outside of Sellersburg, and the proximity to the campus, there is an opportunity to provide places for students to gather between classes, such as coffee shops or restaurants.

***Question C8: How many miles do you live from downtown?
(Please circle one)***



The vast majority of respondents (95.3%) live within 5 miles of downtown Sellersburg. This indicates that people have to travel only short distances to get downtown, and would likely view it as a convenient destination if it met one or more of their needs.



Over 55% of Ivy Tech respondents live over 15 miles from Sellersburg. Over 31% of respondents live 6-13 miles from Sellersburg. This is concurrent with the demographic data of Ivy Tech students that shows 75% of students are from outside of Clark County. This indicates that the majority of students are likely to drive to campus, therefore having transportation to drive the short distance to downtown.

Summary and Implications

The number of responses, response rate, and general correspondence of demographic characteristics combine to make the results of the surveys reliable. Responses to the survey questions can be reasonably generalized to their corresponding populations; the Sellersburg resident survey represents the average Sellersburg resident well; the Ivy Tech survey represents the average Ivy Tech student very well; and the combined results frame the preferences of future visitors to downtown Sellersburg.

The results indicate some general differences between Sellersburg residents and Ivy Tech students, which is to be expected. The most significant differences were in the demographic characteristics. Sellersburg respondents were on average over 45, employed full time or retired, and lived within 5 miles of downtown. Ivy Tech respondents on the other hand were under 30, full time students, and lived over 15 miles from downtown Sellersburg. It is precisely these differences that motivated separate surveys of these populations; and that have resulted in data representing most potential visitors to a revitalized downtown area.

Use of the Downtown Area

Sellersburg residents visit downtown often; many visit every day or a few times a week, and they tend to visit more for business reasons than for personal reasons. When they visit downtown for personal reasons it is mostly to use the post office, go to the bank, pay city bills, or eat. Over 75% of respondents feel there is nothing to do downtown. Respondents also indicated that parks in and around Sellersburg are not visited very often.

Ivy Tech students visit downtown very infrequently, in fact, over half of the survey respondents indicated they never go downtown. Those that visit downtown go to eat. Ivy Tech students also feel there is nothing to do downtown. These respondents indicated that they visit Sellersburg parks even less often than residents.

The prevailing difference between Sellersburg residents and Ivy Tech students in this section of the survey was the frequency with which they visit downtown. Residents go downtown often, and Ivy Tech students rarely go downtown. In planning for the revitalization of the Sellersburg downtown area, features should be considered that would attract Ivy Tech students and residents. The plan should also account for some added traffic to the area and features should be created that promote walking and gathering places. The fact that parks are infrequently used could indicate that they are inconvenient to get to. Planning the downtown area as a central location with connections to parks and green space could be a new draw for residents.

Image of Downtown

Ivy Tech students and Sellersburg residents had similar responses regarding their image of downtown. The majority of respondents feel downtown is easy to get around in and convenient, however, they also feel downtown is quiet and drab. They believe that a lack of programs, activities, and community events is the biggest problem in downtown Sellersburg; and they feel like there is too much traffic and no place to walk.

The vast majority of respondents support revitalization of downtown Sellersburg. The features that respondents wanted to see the most in downtown were shopping and a scenic streetscape. Restaurants and a coffee shop were also features respondents would like to have downtown. A higher percentage of Ivy Tech students than residents wanted a coffee shop, a bar, and a park.

Residents and Ivy Tech students have similar preferences regarding their free time. A large proportion (90%) of respondents said they wish there was more activity in Sellersburg. A similar proportion (85%) indicated they prefer to go somewhere local if they go out. And 73% prefer to spend their free time at home.

Sellersburg residents and Ivy Tech students also indicated similar behaviors regarding entertainment and dining. The average ratings by respondents indicate that they participate in Sellersburg events a few times a year; travel to a bigger city for entertainment a few times a month; and eat out a few times a week.

All of these results indicate good potential for success in revitalizing downtown Sellersburg. It appears that with a pleasant place to walk, shopping, restaurants, a coffee shop, and parks both residents and Ivy Tech students would be attracted to downtown.

The success of such projects in other cities and towns in the Midwest and across the nation support the creation of a scenic streetscape in the center of downtown. Appropriate zoning ordinances and incentives to attract new businesses, shops, and restaurants downtown should be a part of this plan. Using the downtown as a focal point for parks and recreation facilities in Sellersburg is also supported by the findings. Existing green spaces in the downtown core should be preserved and enhanced and pedestrian connections should be made via sidewalks and trails to other parks and destinations such as schools and the library.

There is much support for the Sellersburg downtown revitalization effort, and much evidence that residents and visitors would respond positively to new features and amenities in the area.



physical conditions

focus area	4.1 - 4.2
existing building usage	4.3
existing building condition	4.4
existing road condition	4.5



The Estopinal Group

Sellersburg Downtown Revitalization Plan

Physical Conditions

Part of The Estopinal Group's (TEG) role was to evaluate and record the physical condition and usage of the downtown buildings and infrastructure. TEG performed a "curb side" assessment of over 400 structures in the downtown and surrounding area. The usage was determined from clear indicators of building type and signage. The condition was assessed as good, fair, or poor by the appearance of upkeep and stability of the structure. The streets and sidewalks were also given a rating on their condition and safety. The survey area focused on Downtown Sellersburg, spreading several blocks in all directions and stretching to include other town features deemed important to the master plan. TEG has created several maps depicting the focus area, the usage, and the condition of the downtown area.



Physical Study Focus Area



January 2006



The Estopinal Group

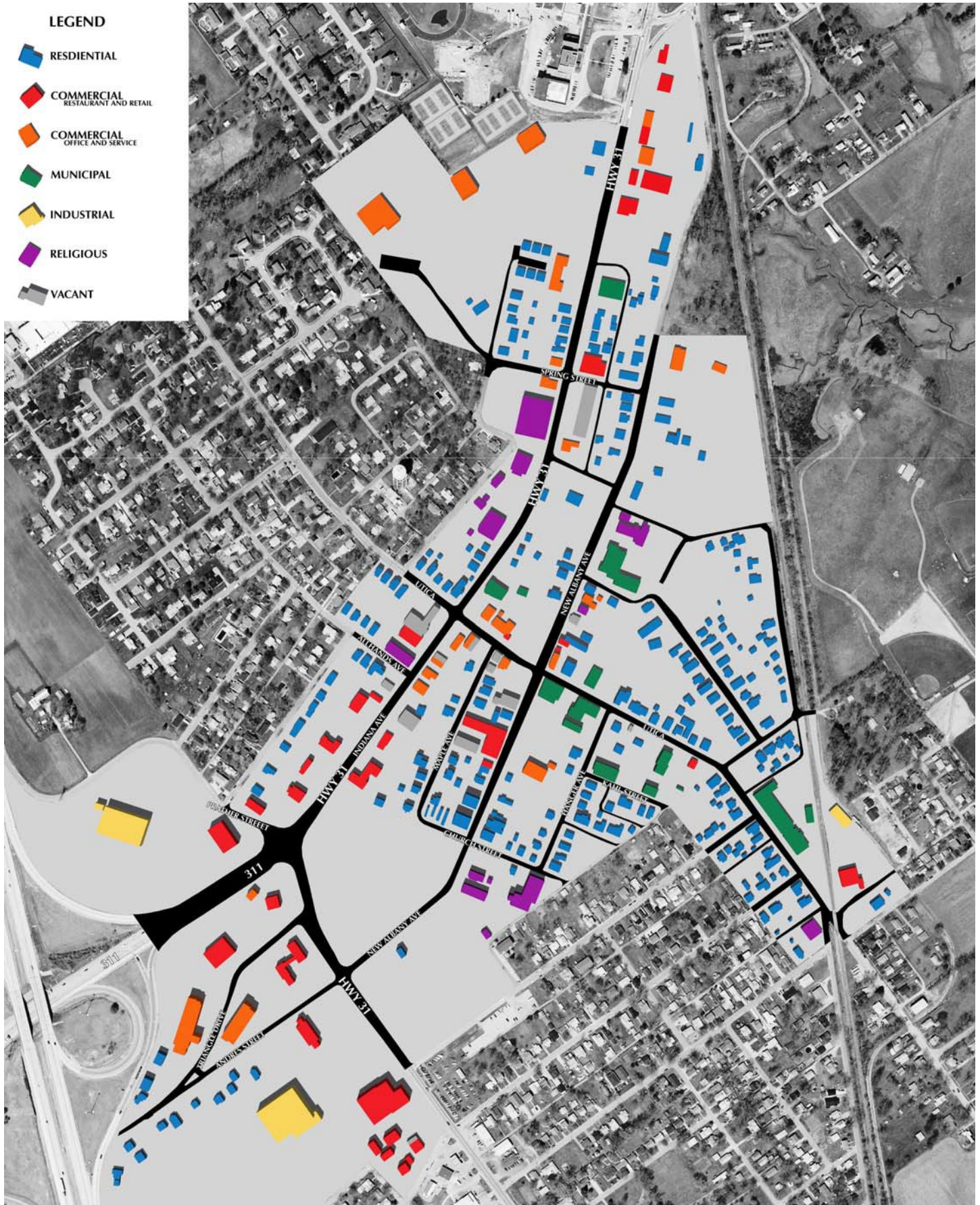
Town of Sellersburg

Town Masterplan

4.2

LEGEND

-  RESIDENTIAL
-  COMMERCIAL
RESTAURANT AND RETAIL
-  COMMERCIAL
OFFICE AND SERVICE
-  MUNICIPAL
-  INDUSTRIAL
-  RELIGIOUS
-  VACANT



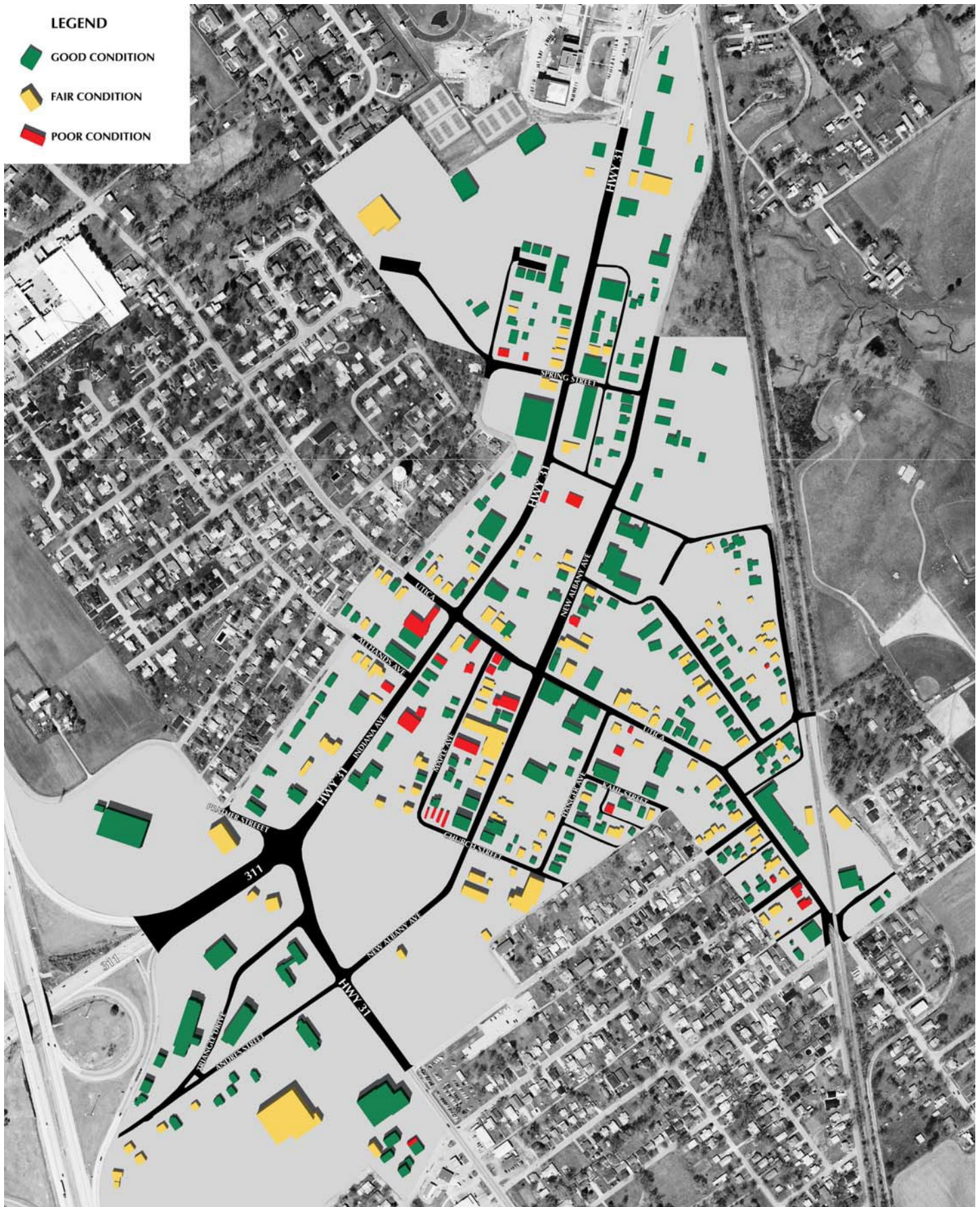
Existing Building Usage



January 2006

LEGEND

-  GOOD CONDITION
-  FAIR CONDITION
-  POOR CONDITION



Existing Building Condition



January 2006



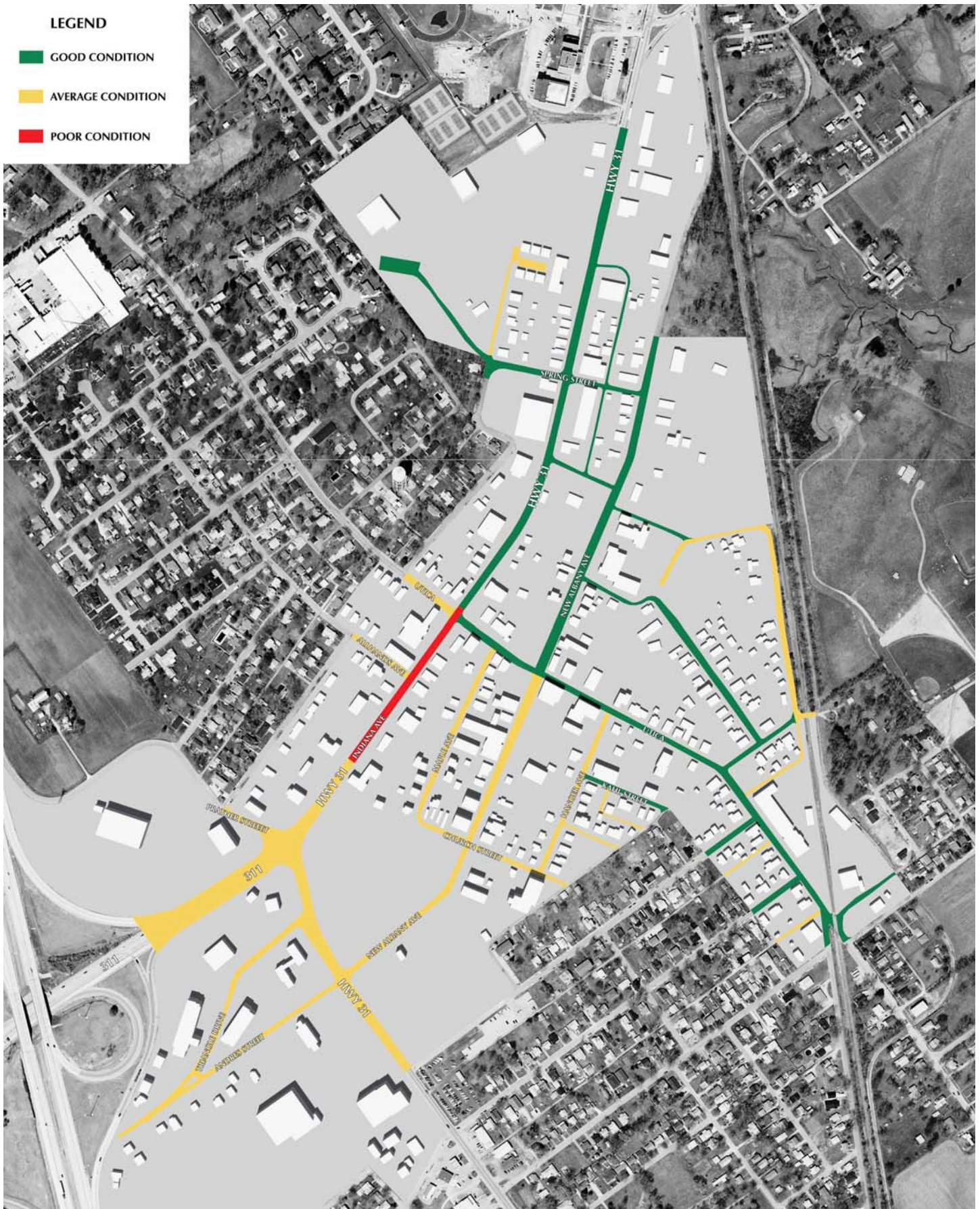
The Estopinal Group

Town of Sellersburg

Town Masterplan

LEGEND

- GOOD CONDITION
- AVERAGE CONDITION
- POOR CONDITION



Street Condition



January 2006

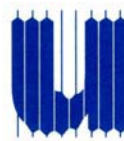


The Estopinal Group



economic/cultural and social conditions

focus group findings	5.1 - 5.2
cultural & social events	5.3
downtown revitalization funding sources	5.4 - 5.9
journals	5.10 - 5.11
organizations	5.12 - 5.14
focus group guide	5.15



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The Estopinal Group

Image of Downtown Sellersburg

The current image of downtown Sellersburg was determined by doing both survey and focus group research. Below we discuss the findings of the focus group study. Survey research conducted by the Eppley Institute supports the focus group findings.

Focus Group Findings

Background: A focus group was conducted on October 5, 2005 at the City Hall in Sellersburg. The client organization recruited twenty participants who represented a cross section of the business, government and private sectors. The group was probed to discover the prevailing, if any, image of downtown Sellersburg and to evaluate underling feelings regarding opportunities and weaknesses regarding community development. Additionally, the group was probed to prioritize development opportunities. Finally, the group was asked to provide what they viewed as cultural/social events and institutions.

The Moderators Focus Group Guide which was used to conduct the focus group is attached.

Group Findings:

1. Image: Downtown Sellersburg's image among group members can best be described as being old, tired, and very slow to change. The group signaled a pervasive feeling that the community was entrenched, ridged/reluctant to change, behind-the-times and not particularly concerned how the downtown area looks.
2. Underling themes included feelings that the larger community can be described as a compassionate/caring and warm place which is liberal, welcoming, concerned about the environment and having some potential for growth. Despite the general feeling that the town is social and welcoming, there was a strong theme that new people in the community were not being successfully integrated into the community and that low voter turn-out may be a result of this lack of integration.

We also used the Appreciative Inquiry research technique to gain additional insights into community image. The main findings from this effort portrayed Sellersburg as a fairly socially focused community which enjoys community gatherings, particularly those celebrating the community. Additionally, there were strong feelings that the community valued traditional family activities and viewed itself as a community which has great pride in its ability to give to others.

Perceived Weaknesses and Opportunities: We probed the group to discover community Weaknesses and Opportunities and found the following weaknesses:

- Appearance of the town, i.e., no "Curb Appeal".
- Infrastructure—unspecified.
- Traffic problems associated with heavy industry in the area, i.e., truck traffic.
- Lack of businesses in downtown.
- No downtown "traffic generators".

- Some people in the community are adverse to growth and/or reluctant to change.

Opportunities were viewed as:

- Some growth potential.
- Community Center and/or downtown recreation activities.
- Develop a “Town Square”, opportunity to beautify downtown.
- Promote general business growth.
- Develop “Charming Shopping” in downtown.
- Additional topics included the need for better zoning, the need to grow “Art in the Park” and something to keep younger people in the town.

3. Priorities of Community Development: The focus group was confronted with the following question:

EVERY COMMUNITY NEEDS GOALS TO FOCUS ITS DEVELOPMENT.
WHAT DO YOU SEE AS THE PRIORITY OF GOALS FOR SELLERSBURG: WHICH
FIRST, SECOND, THIRD?

- ECONOMIC DEVELOPMENT
- TOURISM DEVELOPMENT
- MAKING SELLERSBURG A BETTER PLACE FOR CURRENT RESIDENTS.

The group was quite insistent that the first priority should be to make Sellersburg a better place for current residents. Economic Development was rated second and Tourism Development as last.

Cultural and Social Events and Institutions

Sellersburg has few agreed upon cultural and social events and institutions. Those which are widely acknowledged are:

- Sellersburg Celebrates
- Arts in the Park
- Various golf courses
- Speed Park
- Ivy Tech State College

However, the focus group results indicated the following may have some significance as having cultural/historical value:

- Louisville Cement Company site
- Old Hospital
- Diefenbach Cafe
- Old drug store
- Old fire department
- Sellersburg cemetery
- Elementary school
- Old Train Station
- Old Girl Scout Camp
- Old Taylor Rock Quarry

Downtown Revitalization Funding Sources

Introduction

Many communities are engaged in revitalization efforts to renew downtown areas and restore them to their former prominence as a center of community activity. Successful downtown projects may not only expand business, employment, and shopping opportunities but also increase and strengthen the social activity and quality of life in the community. Community support and planning are key elements in a successful revitalization effort. Surveying the community's resources, organizing citizens' participation, and identifying community goals are essential in planning such a project. This guide links to full-text handbooks, planning tools, case studies, funding resources, organizations, revitalization strategies, and more to assist a community considering a downtown revitalization project. The Rural Information Center also has additional resources to assist in a revitalization effort located on the **Economic and Rural Development Resources** page, <http://www.nal.usda.gov/ric/ruralres/economic.htm>, and **Historic Preservation Resources** page, <http://www.nal.usda.gov/ric/ricpubs/preserve.html>.

This guide was revised and updated by Patricia LaCaille John June 2005.

Community Planning Resources

1. *Downtown and Business District Market Analysis: Using Market Data and Geographic Information Systems to Identify Economic Opportunities in Small Cities*. Madison: University of Wisconsin-Extension, Center for Community Economic Development, 2004.
<http://www.uwex.edu/ces/cced/dma/>
2. *Managing Downtown Revitalization*. Ottawa: Ontario Ministry of Municipal Affairs and Housing, 2002. 73 p.
http://www.reddi.mah.gov.on.ca/userfiles/HTML/nts_6_20254_1.html
3. *A Manual for Small Downtowns*. Martin Shields, Tracey Farrigan. University Park: The Pennsylvania State University, 2001. 110 p.
<http://retailmarkets.aers.psu.edu/images/manual.pdf>
4. *Organizing a Successful Downtown Revitalization Program Using the Main Street Approach*. Olympia, WA: Office of Trade & Economic Development, n.d. 64 p.
http://cted.wa.gov/_cted/documents/ID_160_Publications.pdf
5. *Smart Growth at the Frontier: Strategies and Resources for Rural Communities*. Barbara Wells. Washington, DC: Northeast, n.d., 80 p. <http://www.nemw.org/RuralSmartGrowth.pdf>
6. *Smart Towns: A Community Guide to Downtown Revitalization*. The Idaho Department of Commerce, Division of Community Development, 1998. 75 p
<http://www.idoc.state.id.us/idcomm/comdev/pdfs/DowntownHandbook.pdf>

Downtown Revitalization

1. *10 Reasons Why Maine's Homegrown Economy Matters and 50 Proven Ways to Revive It*. Stacy Mitchell. Belfast, ME: Maine Businesses for Social Responsibility, 2004. 56 p.
<http://www.newrules.org/retail/mainelocaleconomy.pdf>

2. *An Annotated Webliography of Downtown Revitalization Resources*. Compiled by Nancy Lynn Kleban. Manoa: University of Hawaii, 1999. 13 p.
<http://www2.hawaii.edu/~kleban/Revitalization.htm/>
3. *Architectural Design Guidelines: For the Historic Downtown Conservation Overlay District in Tupelo, Mississippi*. Mississippi State, MS: The Small Town Center, 1998. 103 p.
<http://smalltown.sarc.msstate.edu/PDF/TupeloDG.pdf>
4. *City Beautiful: Creating a Redevelopment Area in Your Community*. Melva Macfie, Karen Zagrodny. Gainesville: Conservation Clinic, College of Law, University of Florida, 1999. 24 p
<http://lic.law.ufl.edu/academics/conservation/pdf/CRAfinalreport99.pdf>
5. *Downtown/Business District Economic Revitalization*. Madison: University of Wisconsin-Extension, Center for Community Economic Development.
<http://www.uwex.edu/ces/cced/BDS.html>
6. "Downtown Revitalization: Cities Search for Solutions." *EconSouth*, No. 3 (1999): 5 p.
<http://www.frbatlanta.org/invoke.cfm?objectid=87B687D8-6666-11D5-93390020352A7A95&method=display>
7. *A Local Official's Guide to Developing Better Community Post Offices*. Paul Bruhn, Emily Wadhams, Karen Horn. Burlington, VT: The Preservation Trust of Vermont, 2001. 38 p.
<http://www.ptvermont.org/publications/pobook/popreface.htm>
8. "Main Street Partnering: A Key to Successful Downtown Revitalization." Kent Robertson. *Let's Talk Business*. Issue 78, (2003): 2 p. <http://www.uwex.edu/ces/cced/lets/0203ltb.html>
9. "Organizing for Central Business District Revitalization." Gregory A. Davis. *Journal of Extension*. 37, No. 2 (1999): 4 p. <http://www.joe.org/joe/1999april/iw2.html>
10. *Reclamation and Economic Regeneration of Brownfields*. Peter B. Meyer, H. Wade VanLandingham. Review of Economic Development, Literature and Practice: No. 1. Washington, DC: U.S. Economic Development Administration, 2000. 44 p.
http://www.eda.gov/ImageCache/EDAPublic/documents/pdfdocs/meyer_2epdf/v1/meyer.pdf
11. *Rehabilitating Historic Storefronts*. H. Ward Jandl. Preservation Briefs 11. Washington, DC: Technical Preservation Services, National Park Service, 1982.
<http://www.cr.nps.gov/hps/tps/briefs/brief11.htm>
12. *Revitalizing Maine's Downtowns*. Augusta: Maine Downtown Center and the Maine State Planning Office, 2004. 33 p. <http://www.mdf.org/downtown/pdf/execorder.pdf>
13. "Thinking Small" *For a Revitalized Downtown Tallahassee: Some Thoughts About A Cultural Attractions Strategy*. Bob Rackleff. Tallahassee, FL: Leon County, 1999. 5 p.
<http://www.co.leon.fl.us/BCC/rackleff/essay.asp>
14. *Turning Around Downtown: Twelve Steps to Revitalization*. Christopher B. Leinberger. Washington, DC: The Brookings Institution, 2005. 23 p.
http://www.brookings.edu/metro/pubs/20050307_12steps.htm
15. *Welcome Back Downtown: A Guide to Revitalizing Pennsylvania's Small Downtowns*. Martin Shields, Tracey Farrigan. Harriburg: The Center for Rural Pennsylvania, n.d. 28 p.
<http://www.ruralpa.org/downtown.pdf>

Business Improvement Districts

1. *Business Improvement Districts and Innovative Service Delivery*. Jerry Mitchell. Arlington, VA: PricewaterhouseCoopers Endowment for the Business of Government, 1999. 32 p.
<http://www.businessofgovernment.org/pdfs/Mitchell.pdf>
2. *Let's Talk Business: Ideas for Expanding Retail and Services in Your Community*. Madison, WI: Center for Community Economic Development, University of Wisconsin-Extension, No. 1, September, 1996-. <http://www.uwex.edu/ces/cced/publicat/letstalk.html>
3. *Promoting Retail to Revitalize Downtowns: An Examination of the Business Improvement District Idea*. Devika Gopal. Boston: Department of Urban Studies and Planning, Massachusetts Institute of Technology, 2003. 153 p.
http://web.mit.edu/11.204/www/webportfolio/BID/web%20ideas/media/DGOPAL_THESIS_5.15.03.pdf

Case Studies, Best Practices, Model Programs

1. *Booneville, Mississippi: A Case Study Assessing the Possibilities*. Mississippi State, MS: The Small Town Center, 1997. 57 p.
<http://smalltown.sarc.msstate.edu/PDF/BoonevilleAssessingPossibilities.pdf>
2. *Brownfields Showcase Community Locations*. Washington, DC: U.S. Environmental Protection Agency, 2000. 10 p. <http://www.epa.gov/swerosps/bf/slocat.htm>
3. *Downtown Rebound*. Rebecca R. Sohmer, Robert E. Lang. Washington, DC: Fannie Mae Foundation, 2001. 10 p.
<http://www.brookings.edu/dybdocroot/es/urban/census/downtownpopulationexsum.htm>
4. *Downtown Revitalization: "From Concept to Reality."* Langley, BC: Development Services, n.d.14 p. <http://www.city.langley.bc.ca/dev/pdf/DTrevitalization.pdf>
5. *Downtown Revitalization: Pipestone*. Washington, DC: National Park Service. 3 p.
<http://www.cr.nps.gov/nr/travel/pipestone/revitalization.htm>
6. *Downtown Revitalization in Urban Neighborhoods and Small Cities*. Barbara Wells. Washington, DC: Northeast-Midwest Institute, n.d., 18 p.
<http://www.nemw.org/DowntownRevital.pdf>
7. *Laurel, Mississippi: A Case Study Assessing the Possibilities*. Mississippi State, MS: The Small Town Center. 67 p. <http://smalltown.sarc.msstate.edu/PDF/Laurel%20Final.pdf>
8. *Mobile Street Revitalization: Harrisburg, MS*. Mississippi State, MS: The Small Town Center. 61 p. http://smalltown.sarc.msstate.edu/PDF/Hattiesburg_STC.pdf
9. *Revitalizing Community: Four New York State Community Development Organizations. A Comparative Case Study*. Jonathan Shadmon. Ithaca, NY: Cornell University, Department of City and Regional Planning, Community and Rural Development Institute, 2003. 53 p.
http://www.cdtoolbox.org/community_planning/000163.html
10. *Strategies for Re-development: A Master Plan and Guidelines for Downtown Ocean Springs, Mississippi*. Mississippi State, MS: The Small Town Center. 24 p.
<http://smalltown.sarc.msstate.edu/PDF/OceanSprgsDoc.pdf>

Funding Sources

The following resources provide a general look at funding sources for economic development efforts. Consult grant writing resources, <http://www.nal.usda.gov/ric/ruralres/funding.htm#grant>, for assistance in preparing successful proposals and in obtaining funding applications and information for obtaining a *DUNS number* that is *required* of all organizations/entities applying for a federal grant or cooperative agreement.

Federal Funding Databases

The Catalog of Federal Domestic Assistance (CFDA). CFDA is an Internet database containing information about all federal domestic programs including federal grants, loans, insurance, and training programs; information is available on eligibility, application procedures, selection criteria, and deadlines. <http://12.46.245.173/cfda/cfda.html>

Business and Commerce,

[http://12.46.245.173/pls/portal30/CATALOG.FUNCTIONAL_AREA_RPT2.SHOW?
p_arg_names=func_cat_cd&p_arg_values=B](http://12.46.245.173/pls/portal30/CATALOG.FUNCTIONAL_AREA_RPT2.SHOW?p_arg_names=func_cat_cd&p_arg_values=B)

Community Development,

[http://12.46.245.173/pls/portal30/CATALOG.FUNCTIONAL_AREA_RPT2.SHOW?
p_arg_names=func_cat_cd&p_arg_values=C](http://12.46.245.173/pls/portal30/CATALOG.FUNCTIONAL_AREA_RPT2.SHOW?p_arg_names=func_cat_cd&p_arg_values=C)

Regional Development,

[http://12.46.245.173/pls/portal30/CATALOG.FUNCTIONAL_AREA_RPT2.SHOW?
p_arg_names=func_cat_cd&p_arg_values=R](http://12.46.245.173/pls/portal30/CATALOG.FUNCTIONAL_AREA_RPT2.SHOW?p_arg_names=func_cat_cd&p_arg_values=R)

The Federal Funding Sources for Rural Areas Database for Rural Areas Database is an Internet database containing information about rural federal domestic programs including federal grants, loans, insurance, and training programs; information is available on eligibility, application procedures, selection criteria, and deadlines. <http://www.nal.usda.gov/ric/ricpubs/funding/federalfund/ff.html>

Federal Programs

The following federal programs and private funding sources represent a sample of the resources available. For additional sources consult **A guide to Funding Resources:** <http://nal.usda.gov/ric/ricpubs/funding/fundguide.html>. This online guide contains links to numerous funding sources including federal, state, and private funding databases, state foundation guides, and grant writing resources and information.

Appalachian Regional Commission

Appalachian Regional Commission Programs, <http://www.arc.gov/index.do?nodeId=8>, These programs are directed at specific counties designated as being in the Appalachian area.

U.S. Department of Agriculture

Empowerment Zones/Enterprise Communities, <http://www.ezec.gov>. Also known as EZ/ECs, these zones are setup to assist rural underserved, high poverty areas in developing needed programs and services.

Forest Service - Cooperative Forestry, <http://www.fs.fed.us/spf/coop/>

Economic Action Programs assist rural communities through three programs. The Rural Community Assistance programs help rural communities build skills, networks, and strategies to address social, environmental, and economic changes. The Forest Products Conservation and Recycling program helps communities and businesses find new and expanded business opportunities based on forest resources. The Market Development and Expansion program helps develop new markets for natural resource based goods and services.

<http://www.fs.fed.us/spf/coop/programs/eap/index.shtml>

Rural Development, <http://www.rurdev.usda.gov/>

Rural Business and Cooperative Service - Rural Business Programs include grant programs to public bodies, private nonprofit corporations, and Federally-recognized Indian Tribal groups to finance and facilitate development of small and emerging private business enterprises located in areas outside the boundary of a city or unincorporated areas. <http://www.rurdev.usda.gov/rbs/busp/bprogs.htm>

Rural Housing Service - Community Facilities Loan and Grant Programs (10.766) provide funding to construct, enlarge, extend, or otherwise improve community facilities providing essential services to rural residents.

<http://www.rurdev.usda.gov/rhs/cf/cp.htm>

<http://grande.nal.usda.gov/ric/funding.php>

Rural Utility Service - The RUS works with rural cooperatives, nonprofit associations, public bodies, and for-profit utilities to help provide modern utilities such as, electricity, telecommunications, as well as, water and waste disposal services to rural areas.

<http://www.usda.gov/rus/electric/loans.htm>

<http://www.usda.gov/rus/telecom/index.htm>

<http://www.usda.gov/rus/water/prog.htm>

State Rural Development Offices, http://www.rurdev.usda.gov/recd_map.html

U.S. Department of Commerce

Economic Development Administration, <http://www.eda.gov/>, provides assistance to rural communities through a variety of programs including the Public Works and Economic Development Facilities Program.

U.S. Department of Housing and Urban Development

Indian Community Development Block Grant Program (14.862) offers block grants to Indian tribes and Alaska Native villages to improve their communities.

<http://www.hud.gov/offices/pih/ih/grants/icdbg.cfm>

<http://grande.nal.usda.gov/ric/funding.php>

State Community Development Block Grant Program provides eligible communities with annual direct grants that they can use for community projects.

<http://www.hud.gov/offices/cpd/communitydevelopment/programs/stateadmin/index.cfm>

Local Housing and Urban Development (HUD) Offices, <http://www.hud.gov/local/index.cfm>

U.S. Department of the Interior

Indian Arts and Crafts Board, <http://www.doi.gov/iacb/>

Grants, Tax Credit & Other Historic Preservation Assistance. The National Park Service provides many technical and funding assistance programs to State Historic Preservation Offices and communities for local projects. <http://www.cr.nps.gov/helpyou.htm>

Federal, State, and Tribal Historic Preservation Programs. <http://www.achp.gov/programs.html>

U.S. Department of Transportation

TEA-21 program includes bicycle transportation, pedestrian walkways and other transportation enhancements. <http://www.fhwa.dot.gov/tea21/index.htm>

U.S. Environmental Protection Agency

Brownfields Economic Development Initiative (BEDI) empowers States, communities, and other stakeholders in economic development to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields. With certain legal exclusions and additions, the term 'brownfield site' means real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. <http://www.epa.gov/swerosps/bf/matters.htm>

Brownfields Tax Incentive removes many of the financial disincentives preventing the cleanup and reuse of blighted property." <http://www.epa.gov/swerosps/bf/bftaxinc.htm>

Additional Funding Resources

Finding the Funds You Need: A Guide for Grantseekers. University Park, PA: Pennsylvania State University, College of Agricultural Sciences, Cooperative Extension, 2001. 59 p.
http://www.cdtoolbox.org/community_planning/000157.html

First Nations Development Institute. Fredericksburg, VA. info@firstnations.org,
<http://www.firstnations.org>

Guide to Funding Resources. Patricia LaCaille John. Beltsville, MD: National Agricultural Library, Rural Information Center, 2004. 25 p.
<http://www.nal.usda.gov/ric/ricpubs/funding/fundguide.html>

Indiana Department of Natural Resources, Division of Outdoor Recreation,
<http://www.in.gov/dnr/outdoor/index.htm>

Land and Water Conservation Fund provides financial assistance for the acquisition and development of outdoor recreation sites and facilities. The program is a 50% matching grant available to park and recreation boards.
<http://www.in.gov/dnr/outdoor/grants/lwcf.html>

Local Initiatives Support Corporation. New York, NY. <http://www.lisc.org/>

National Trust's National Main Street Center. Washington, DC. mainstreet@nthp.org,
<http://www.mainstreet.org/>

State, Regional, and Citywide Main Street Coordinating Programs

<http://www.mainstreet.org/content.aspx?page=2463§ion=15>

Rural Community Assistance Corporation. West Sacramento, CA. rcacmail@rcac.org,
<http://www.rcac.org/>

Smart Towns: A Guide to Public Finance Strategies. Boise: Idaho Department of Commerce,
Rural and Community Development Division, 2002. 281 p.
<http://www.idoc.state.id.us/idcomm/comdev/finance.html>

Journals

Appalachia

Appalachian Regional Commission
1666 Connecticut Ave., NW
Washington, DC 20235
202-673-7968
Fax: 202-673-7930
<http://www.arc.gov/index.do?nodeId=575>

877-866-2476

Email: nahro@nahro.org

Journal of the Community Development Society

17 South High St., Suite 200
Columbus, OH 43215
614-221-1900 ext. 217
Email: CDS@assnoffices.com

Downtown Idea Exchange

Downtown Research & Development Center
28 West 25th Street, 8th Floor
New York, NY 10010
212-228-0246
Email: info@DowntownDevelopment.com

Main Street News

National Main Street Center
1785 Massachusetts Ave., NW
Washington, DC 20036
202-588-6219
Fax: 202-588-6050

Downtown News Briefs

International Downtown Association
1250 H. Street, NW 10th Floor
Washington, DC 20005
202-393-6801
Fax: 202-393-6869

Planning

American Planning Association
122 South Michigan Ave
Suite 1600
Chicago, IL 60603
312-431-9100

Fax: 312-431-9985

Email: CustomerService@planning.org

Downtown Promotion Reporter

Downtown Research & Development Center
28 West 25th Street, 8th Floor
New York, NY 10010
212-228-0246
Email: info@DowntownDevelopment.com

Preservation

National Trust for Historic Preservation
1785 Massachusetts Ave., NW
Washington, DC 20036
1-800-944-6847
202-588-6000
Fax: 202-588-6038

Journal of Housing & Community Development

National Association of Housing and
Redevelopment Officials
630 Eye St., NW
Washington, DC 20001

Public Management (PM)

International City/County Management Association
777 North Capitol St., NE, Suite 500
Washington, DC 20002
202-962-3675
Email: subscriptions@icma.org

Public Works

Hanley Wood, LLC
426 South Westgate St.
Addison, IL 60101
630-543-0870
Email: pweditor@hanleywood.com

Rural Development News

North Central Regional Center for Rural Development
Iowa State University
107 Curtiss Hall
Ames, IA 50011-1050
515-294-8321
Fax: 515-294-3180
<http://www.ag.iastate.edu/centers/rdev/rdn.html>

Small Town

Small Towns Institute
Box 517
Ellensburg, WA 98926
509-925-1830

Organizations

American Planning Association

122 S. Michigan Ave., Suite 1600

Chicago, IL 60603

312-431-9100

Fax: 312-431-9100

Email: CustomerService@planning.org

<http://www.planning.org/>

A non-profit, public interest group that focuses on research, policy, education and information dissemination for practicing planners, officials, and citizens involved with urban and rural planning issues. Also has the Small Towns and Rural Planning Division with specific small town focus.

Downtown Research & Development Center

28 West 25th Street, 8th Floor

New York, NY 10010

212-228-0246

1-800-232-4317

Fax: 212-228-0376

Email: info@DowntownDevelopment.com

<http://www.DowntownDevelopment.com>

Analyzes and reports on downtown problems and solutions. Conducts research, publishes books, reports and studies, holds seminars and workshops and acts as the international clearinghouse on downtown revitalization.

International City/County Management Association (ICMA)

777 North Capital Street, NE, Suite 500

Washington, DC 20002

202-289-4262

<http://www.icma.org/>

The "professional and educational organization representing appointed managers and administrators in local governments." Services include: annual conference; publications; research; and special focused initiatives that include brownfields, sustainable communities, Intelligent transportation systems, performance measurement, military base reuse smart growth and best practices symposium are just some of the many programs.

International Downtown Association

1250 H Street, NW 10th Floor

Washington, DC 20005

202-393-6801

Email: question@ida-downtown.org

<http://www.ida-downtown.org/>

Dedicated to the revitalization of downtown areas and their adjacent neighborhoods. Focuses its programs on effective management of downtowns, including retailing, security, maintenance, physical design, business development, transportation, culture and entertainment.

National Association of Towns and Townships (NATAT)

444 North Capitol St., NW
Suite 397
Washington, DC 20001-1202
202-624-3550
Email: natat@sso.org
<http://www.natat.org>

Provides technical assistance, educational services, and public policy support to local government officials of small communities across the country. Conducts research and develops public policy recommendations to help improve the quality of life in small communities.

National Center for Small Communities

444 N. Capitol St., NW
Washington, DC 20001-1202
202-624-3550
Email: ncsc@sso.org
<http://www.natat.org/ncsc/>

Provides small-town decision makers with the tools to govern effectively and the skills to expand local economies, protect natural resources and preserve community character. Offers access to training materials, community problem-solving strategies, public policy research and other resources.

National Main Street Center

1785 Massachusetts Ave., NW
Washington, DC 20036
202-588-6219
Email: mainstreet@nthp.org
<http://www.mainstreet.org>

Assists states, communities and citizens in the revitalization of business districts within a preservation context. Provides information and consultation on downtown revitalization, through technical assistance, the National Main Street Network, conferences, products and Main Street Certification Institute.

Small Towns Institute

Third Ave. and Poplar St.
P.O. Box 517
Ellensburg, WA 98926
509-925-1830

Collects, assembles and disseminates information of value to small town planning, revitalization and environmental programs

Urban Land Institute

1025 Thomas Jefferson St., NW
Suite 500 West
Washington, DC 20007
1-800-321-5011
202-624-7000
Email: reliance@uli.org
<http://www.uli.org/>

Encourages effective urban planning and development through research and education. Nineteen councils conduct studies of industrial potentials, downtown problems and new area development.

Regional Rural Development Centers

The four regional centers coordinate rural development research and extension education throughout the United States. They focus on social and economic problems common to rural areas of the region through a cooperative multi-disciplinary effort, including financing, public services, fiscal analyses and leadership roles. They studies economic development, improved community facilities and services, capacity building and natural resources.

North Central Regional Center for Rural Development

Iowa State University
107 Curtiss Hall
Ames, IA 50011-1050
515-294-8321
Fax: 515-294-3180
<http://www.ncrcrd.iastate.edu>

Southern Rural Development Center

Mississippi State University
Box 9656
410 Bost Extension Building
Mississippi State, MS 39762
662-325-3207
Fax: 662-325-8915
<http://srdc.msstate.edu/>

Northeast Regional Center for Rural Development

The Pennsylvania State University
7 Armsby Building
University Park, PA 16802-5602
814-863-4656
Fax: 814-863-0586
<http://www.cas.ncrcrd.psu.edu>

Western Rural Development Center

Utah State University
8335 Old Main Hill
Logan, UT 84322-8335
435-797-9732
Email: wrdc@ext.usu.edu
<http://extension.usu.edu/WRDC/>

FOCUS GROUP GUIDE

1. WHY WE ARE HERE: PROVIDE COMMUNITY INPUT FOR COMMUNITY DEVELOPMENT PLAN

- **THANK FOR COMING**

2. INTRODUCTIONS

3. PERSONALITY OF CITY

- **IF SELLERSBERGH WERE A PERSON, HOW WOULD YOU DESCRIBE THAT PERSON?**

4. APPRECIATIVE INQUIRY:

- **FIRST DO IN PAIRS OF TWO/INTERVIEW APPROACH THEN REPORT BACK TO THE GROUP.**

5. SWOT ANALYSIS

- **WHAT DO YOU SEE AS THE COMMUNITY WEAKNESSES OF SELLERSBERGH?**
- **WHAT DO YOU SEE AS THE COMMUNITY STRENGTHS OF SELLERSBERGH?**
- **WHAT DO YOU SEE AS THE OPPORTUNITIES FOR THE COMMUNITY OF SELLERSBERGH?**

6. EVERY COMMUNITY NEEDS GOALS TO FOCUS ITS DEVELOPMENT. WHAT DO YOU SEE AS THE PRIORITY OF GOALS FOR SELLERSBERG: WHICH FIRST, SECOND, THIRD.

- **ECONOMIC DEVELOPMENT**
- **TOURISM DEVELOPMENT**
- **MAKING SELLERSBERGH A BETTER PLACE FOR CURRENT RESIDENTS.**



benchmarking

success stories from local towns 6.1 - 6.6
--The Eppley Institute

success stories from national towns 6.7 - 6.19
--The University Group



The Estopinal Group



THE UNIVERSITY GROUP, Ltd.
Consultants to Management

Sellersburg Downtown Revitalization Plan Benchmarking Report

Both the University Group and the Eppley Institute looked at best practices of community redevelopment. The Eppley Institute looked at best practices in close proximity to Sellersburg, while The University Group looked for national examples. Interestingly, best practices for both regional and national are essentially the same. Below are examples of best practices drawn from a national review of community redevelopment from smaller communities.

Success Stories from Local Towns—The Eppley Institute

Jeffersonville, Indiana

Jeffersonville, IN is a town with 27,000 people, on the banks of the Ohio River. It is directly across the river from Louisville, KY and 10 miles south of Sellersburg. In the past the river was essential to Jeffersonville's growth as a locus of transportation and industry. Today, Jeffersonville is capitalizing on its riverfront location and historic roots in developing a small town that is a great place to live and visit.

Approach: A number of historic buildings have been restored and new business begun in the downtown area. Parks and green space were created by the city to make the town more inviting. A group of concerned volunteers formed Jeffersonville Main Street, an organization dedicated to preserving downtown buildings and reviving the historic core of the town.

Successful Projects:

- Terrace Lawn— An outdoor amphitheater with a floating stage on the banks of Ohio River.
- Ohio River Greenway— A seven mile stretch of riverfront property with a pedestrian and bike path that connects recreational areas, business and restaurants.
- Aquatic Center
- Quartermaster Depot— A historic building revitalized by a private contractor for use as a commercial park and community center.
- Main Street Community
- Front Porch Project— Funding provided by Jeffersonville Main Street to help downtown residents fix up the exterior of their homes.
- Street Tree Program— A cost-share program promoting planting of trees in city right-of-ways for beautification.
- Directional Signage— Signs highlighting points of interest in the downtown area for visitors.

Lawrenceburg, Indiana

Located on the banks of the Ohio River, Lawrenceburg is a small town of 4,700 people. Located only 30 miles from downtown Cincinnati, it still retains its small-town charm. The largest employer of the town is Argosy Casino, which operates a river boat casino on the Ohio River.

Like small towns across the nation, downtown Lawrenceburg was suffering. There were numerous old buildings in need of repair but little money to develop the area.

In 1996 Argosy Gaming Company opened a riverboat casino on the Ohio River in Lawrenceburg. Even though some residents were skeptical of the casino, it has been a huge success. It draws visitors to the small town and provides tax revenue for the city to make repairs and improvements to the town.

Approach: Lawrenceburg responded to the visitors attracted to the town by the Argosy Riverboat casino by making the downtown an attractive shopping and dining area. In 2003, an outside company was hired to assess the state of the downtown and work to redevelop the area for residents and visitors. Their approach was to purchase vacant buildings, renovate and resell the buildings at a profit.

Successful Projects:

- Jessie Hunt House— The historic building was revitalized and is the new home of the United Community Bank.
- New Businesses— The bank's relocation encouraged 11 new businesses to move into the downtown, including specialty shops, restaurants and eateries.
- Small Business Grant Program— With money that came from the city's riverboat gambling tax, the city created the Municipal Development Commission.
- Partner in Health— The health care company relocated to one of the main streets downtown.
- Fortune Management— Their properties have been leased out to companies such as a consignment shop, engineering firm, an attorney, and a coffee shop.
- Lawrenceburg Main Street Community.
- Grant Program for Local Businesses— Grants cover supplies and labor for downtown storefronts.
- Gateway and landscaping were constructed and conducted over and around the main road into town.
- Restoration of historic houses on East High Street and Vine Street

Milford, Ohio

Milford, Ohio is located on the banks of the Little Miami River, 16 miles east of Cincinnati. With 6,300 residents, Milford is a small town but is located inside the I-275 circle around Cincinnati. The downtown has always been a viable shopping district, with the support of the Old Milford's Merchant's Association, which encouraged and supported downtown businesses.

When growth of the surrounding suburban area began to threaten the downtown shopping district, however, assistance on a larger scale was needed. Large businesses and chain stores were building just off the I-275 exit to Milford. Traffic was increasing along the highway while decreasing downtown. The buildings downtown were over a century old, but little protection was in place to prevent them from being torn down. Located between the river and a hillside, the downtown has little room to grow.

Approach: Milford capitalized on its location close to Cincinnati and strove to be a great place to work and play. Downtown Milford's success is mainly due to cooperation between the city government and businesses to preserve the historic district, so as to attract business traffic downtown. The city developed a plan to guide downtown redevelopment and sought out grants to fund the projects.

Successful Projects:

- Zoning Changes— Businesses now need approval before making any changes to building exteriors to maintain historic integrity.
- Marketing Plan to Increase Tourism— The plan includes walking maps, brochures, decorative signs and advertisements.
- City Hall was renovated and turned into a coffeehouse.
- Low interest loans have been offered to property owners for building improvements.
- Streetscape Improvements.
- The Little Miami Scenic Trail— This 72 mile trail runs from Milford to Springfield.
- Urban Trails System— Safe pedestrian walkways connect residential areas to schools, parks, and the historic downtown.

Warsaw, Indiana

Warsaw is a city of 12,000 residents located 40 miles from Fort Wayne and 120 miles from Chicago. The surrounding county is a popular tourist destination because of its 100 lakes, 3 of which are located within the city of Warsaw. Warsaw is influenced by this seasonal influx of tourists as well as by the surrounding agricultural land and the industrial economy. It has been twice named one of the “Top 100 Towns in America”.

Since the 1950’s, Warsaw’s growth was focused on new industry. A bypass was built and economic growth boomed outside of the downtown area. The downtown was ignored and marked with deteriorating, vacant buildings, dilapidated store fronts and parking and traffic problems.

Approach: In 2002, realizing that planning was needed to improve the downtown area, Warsaw hired an outside firm to create a redevelopment plan. The plan provided a guideline for bringing businesses back to the downtown. The city has begun to enact some of those changes and continues to improve.

Successful Projects:

- Saemann and Odd Fellow Buildings— Both were restored to house businesses on the first floor and living quarters above.
- Central Park— This central green space, used for outdoor events and gatherings, has been lovingly maintained.
- Warsaw Community Development Corporation— This non-profit organization promotes growth and stability of downtown businesses through low interest loans, tax abatement and sponsorship of downtown community events.
- Downtown Streetscape Project.
- Lake City Greenway— This multi-use trail connects the city athletic complex, the downtown and a city park.
- Zimmer International Headquarters— One of the largest orthopedic companies in the world relocated to downtown.
- Old Lake Theater— The theater is being refurbished to become corporate housing for the Zimmer Corporation.
- Marsh Shopping Plaza.
- Warsaw Community Public Library Expansion.
- Matching Grant Program— Downtown property owners are offered grants to spruce up store fronts.

Lancaster, Ohio

Lancaster is a city of 35,000 people, 33 miles southeast of Columbus, Ohio. Historically the largest industry in town was glass making. With 4 small museums, it has a well established historic district that attracts tourists and has been voted one of the “100 Best Small Art Towns in America”. The Sherman House, birthplace of General William Tecumseh Sherman, and Georgian Museum, a 19th century period house, were saved from destruction and renovated in the 1970’s. However, with the development of more chain stores and shopping centers outside of the downtown area, downtown visitation was decreasing.

Approach: A downtown revitalization plan was written which included infrastructure and cosmetic changes. The changes in the infrastructure made the downtown more attractive and encouraged new businesses to locate downtown.

Successful Projects:

- Streetscape Project— Improvements included replacing sewers, new sidewalks, traffic signals and street lights, repaving streets and adding landscaping.
- Ohio Glass Museum.
- Memorial Light Fixtures— This project involved selling plaques to raise money for revitalization.
- Main Street Community.
- Signage on Route 33 Bypass.

Summary

Both the regional and national benchmark towns are success stories, stories of how stagnant, often deteriorating downtowns were economically revitalized to benefit the community. Many of these downtowns faced decline with the development of malls and chain stores, which drew business and visitors away from the area. In most cases, the approach taken was to create a plan for downtown redevelopment. Whether the plans were created by outside companies or the cities themselves, they included some common proposals. These successful methods can apply to Sellersburg and be incorporated in its revitalization plan.

In most of the projects considered, one of the first things studied was the infrastructure in the town. Issues such as traffic, parking, and zoning were part of the plan. Downtowns need to be able to support and protect future changes as well as a comfortable, easy place in which to move around. One solution, the creation of pedestrian walkways, was common both regionally and nationally.

All the benchmark towns relied on partnerships between public and private organizations. The municipal government worked with businesses and non-profits in the revitalization efforts. One common partnership among the benchmarking towns is the Main Street Program, in which state and national programs promote historic preservation and economic development of downtown areas by providing technical support and training to participating towns. This title also makes towns more attractive when applying for grants and other funding for development. In addition to organized programs, potential inclusion of volunteers who support the revitalization process must not be overlooked.

Another redevelopment commonality is a plan to make the downtown more attractive. Streetscape plans that add trees, flowers, banners, benches and sidewalks make walking downtown more pleasant for visitors. Renovating the exterior of buildings also adds to the aesthetics of the downtown. Green space, in the form of trails and parks, can provide recreation, transportation, and a common gathering place. It can also be used for events such as concerts, festivals, markets and movies.

In many of the benchmark towns, the revitalization of downtown centered around restoration of historic buildings. Many towns took advantage of buildings that were already in place and were able to maintain the uniqueness and charm of the area. Historic restoration also tends to be an important and well-supported issue with residents.

To involve businesses, incentives such as matching grants and financial assistance were offered. A diversity of businesses was also encouraged in the downtown. Professional offices and specialty shops attract people to the area during the day, and restaurants and entertainment venues attract people in the evenings. Some towns also created affordable housing to draw people back to the area.

Both regionally and nationally, downtowns were revitalized through planning and partnerships. While each town had different goals, their courses of development made their downtowns better places for both residents and visitors.

Success Stories from National Towns—The University Group

Peterborough, New Hampshire

Features: Peterborough is a small New England town of 5,500 people. The downtown area features a confluence of two rivers, which historically had received little attention. This green space, combined with a number of historic buildings, is the foundation for an attractive downtown.

Challenge: By the mid-1990s, there was little activity and no growth in downtown Peterborough. The area had lost businesses to local malls built in the 1980s, and major employers such as Brookstone and Ball Bearing had left the area or reduced their operations.

Turning Point: Five years ago, a community activist spearheaded creation of Downtown 2000, a private, nonprofit corporation, to provide an impetus for downtown revitalization. An offshoot of a broader community planning process, Downtown 2000 began as an advocacy group, was drawn into specific projects, and now faces a crossroads in determining how to continue and grow.

Approach:

- Downtown 2000's first major project was creating a park downtown. The Toad Stool Bookshop (owned by Yankee Publishing) had closed, leaving behind an empty building surrounded by a parking lot, bad trees, dirt, and a railroad. Downtown 2000 hired a planner, raised money, and created River Park to provide a focal point for the area.
- By building a walkway under an existing highway bridge and creating a river walk to better connect downtown businesses, the city will provide pedestrians with a safe and appealing means of getting around. The town's Riverwalk Committee is working to develop the walkway in segments.
- Working with the town, Downtown 2000 became involved in the town's capital improvement plan, promoting pedestrian-friendly streetscaping. The town initially gave Downtown 2000 a line item in its budget to fund new sidewalks, and today sidewalk construction is a permanent part of the budget.
- A newly appointed Historic Commission will call attention to threatened historic structures to promote preservation.

Results:

Depot Square: River Park attracted business, including the purchase and development of rundown old warehouses along the river that were converted into the Depot Square commercial area.

Main Street Church: When fire destroyed the interior of a church on Main Street, the owner had the choice between selling it and tearing it down. Downtown 2000 stepped in to purchase and rehabilitates the church, preserving an important historic building.

Manchester, Vermont

Features: Manchester, a town of barely 4,000 nestled in the foothills of the Green Mountain National Forest in southwestern Vermont, is a gold coast tourist town. Built around the ski industry since the 1940's, the town subsequently nurtured a popular summer resort atmosphere centered on arts and music.

Like many New England communities, Manchester's economy was hit hard by the recession, the energy crisis, and regional disinvestment from the mid-1970s to the mid-1980s. Reinvestment in the late 1980s was spurred by the upsurge in tourism and recreational activities, and it brought an influx of wealthy retirees, many of whom hailed from out of state. These newcomers have been generous contributors to both educational and recreational facilities in Manchester, helping to maintain the city's outward image as a well-heeled small town.

Challenge: In recent years, the town has attracted factory outlet stores. Like the towns of Kittery and Freeport, Maine, national brand name retailers and discount outlets have flocked to Manchester's historic downtown, bringing jobs but also attracting tourists and traffic. At the same time, local residents now must travel half an hour to Bennington or Rutland in order to shop at the everyday department stores that no longer can afford downtown Manchester rents.

Turning Point: When the town commissioned a study of its commercial zone build-out potential in 1993, many town residents were shocked to learn that existing zoning ordinances and regulations would allow even further expansion of the town's outlets, making Manchester one of the state's largest retail centers. Residents and town leaders subsequently began to take a hard look at how the town's regulatory authority can be used to help diversify the economy, offer more affordable housing, and preserve Manchester's streetscape for pedestrians — residents and tourists alike.

Approach: Manchester's situation is instructive because a backbone of its economy – brand name retail outlets – runs directly counter to the vision held by many of the residents of how a small Vermont town ought to look and function. The 1997 Town Plan targeted consumerism as one of the biggest threats to the town's survival: "Manchester clearly sees the need to guard against threats to our quality of life which stem from retailing trends. Our entire society is debating the effects of consumerism in general, and two phenomena which have worldwide implications for cultural homogenization: big box retailing and name brand retailing of goods and services." Manchester's infill development strategy, therefore, is to diversify the town's retail economy in order to provide residents with living-wage jobs, educational opportunity, and affordable housing.

- A 30-year-old law restricts commercial and retail development to the downtown core, favoring high densities downtown and residential and open space on the periphery. The town's sewer and water system accommodates this land use pattern.
- A design review process holds all new development proposals to high-quality design and construction standards, including harmony with predominant architectural styles, character, and historical attributes. This design review process also applies to standards for signage and lighting, which often can spell the difference between tasteful and tacky tourist destinations.
- The town recently adopted a "goal-based regulatory" strategy to give it latitude with certain zoning requirements in order to design a livable, pedestrian-friendly community. For example,

the use of conditional use criteria allows the city to reject a project if it fails to mitigate off-site problems such as traffic circulation. The planning committee reviews projects as much on the basis of how they look and feel, as on how they function. Using a goal-based regulatory approach to zoning and permitting, the town has the authority to emphasize and value the impact of a project's aesthetics and function in a community.

- To achieve a more balanced mix of business downtown, Manchester has proposed establishing three categories of commercial establishments based on their clientele, products, and services. The categories cover businesses that provide “every day” products and services of value to the resident community; those providing higher-end products, but which are locally owned and not found to foster the intense consumer activity associated with the outlet shopping; and those that depend on “nonresident, visitor, and tourist traffic attracted to Manchester, and/or whose promotion of national brand names diminishes the uniqueness of what Manchester has to offer tourists and other visitors.” Companies in the latter category would be subject to permitting constraints in order to enable the town to achieve its other goals of traffic management, affordable housing, and economic development.

Brea, California

Features: Located in the northeast corner of Orange County, Brea and surrounding cities are affected directly by the movement of residents and jobs to the “inland empire” counties of San Bernardino and Riverside, where land and housing are less expensive. The city began losing retail and commercial businesses in 1974 when the 57 Freeway was completed just east of downtown. Abandonment of aging housing stock followed, until vacant buildings dominated the once thriving area.

Challenge: Into the 1980s, downtown Brea was the site of numerous vacant structures originally built for oil field workers. Most of these houses were in poor condition. Some had never been tied into the city sewer system and still were served by aging septic systems. The city initiated several condemnation proceedings, ultimately assembling and clearing 55 acres of land for redevelopment.

Turning Point: In October 1989, the Brea City Council hosted a charity to create a downtown master plan that would reflect the community’s vision of a new city center. The charity elicited comments on the role, location, and design of various elements of downtown. This exercise resulted in a vision document on the community’s goals and values and created a framework for master planning and development.

Approach: The charity process revealed several opinions and findings. In particular, residents felt that:

- Downtown should be the community’s symbolic focal point.
- High quality design and development are needed.
- Downtown should appeal to Breans of all ages and backgrounds.
- Downtown should be linked visually and functionally to the Brea Mall and the Civic Center.
- The plan should highlight historic preservation, including the city’s oil industry heritage.
- Downtown should be a 24-hour destination.
- Diverse housing options should be provided downtown.
- Traffic facilities should not carve up downtown activities, but vehicular traffic must be well served.

The ideas and choices articulated during the charrette, along with the few existing site constraints, allowed a resource team to follow up with a conceptual plan that included renderings of village-style development.

Much of the residential element has been structured around the city’s affordable housing program, known as “Housing Breans.” Created in 1993, the Housing Breans Advisory Board, composed of five members from a cross-section of the city, promotes affordable housing opportunities. The city’s motivation to build affordable housing is threefold. First, economic trends here and elsewhere show

that business eventually follows the workers. Second, affordable housing is key to maintaining a balanced community that includes young people, retirees on fixed incomes, and middle-class families with specific housing needs. Third, the diversity of downtown is vastly enhanced by mixed-use development that incorporates affordable housing.

Results: The Charity sponsors have succeeded largely in recasting Brea as its citizens had envisioned, despite a punishing recession in the early 1990s. Residential construction and rehabilitation, as well as new commercial and institutional buildings, have been completed and occupied. While more development is on the horizon, downtown already is alive with new activity that is well integrated with the existing neighborhood and commercial uses.

The city has seen more than 400 new units of affordable housing constructed since 1981 — a combination of new single-family homes and condominiums, rehabilitated apartments, and homes developed by Habitat for Humanity. Strong public involvement required developers to meet affordability standards with various types of subsidies and gap financing. The city also provided assistance directly to renters and homebuyers through a senior subsidy program, a homebuyer assistance program, rehab loans and mortgage credit certificates.

In addition to the new construction, the Brea Redevelopment Agency has undertaken rehabilitation projects to serve very low-income families. The most ambitious example is the South Walnut Apartment Complex, located close to downtown, that was converted from five deteriorated and overcrowded apartment complexes with multiple owners to a nicely rehabilitated, and now well managed, 51-unit apartment complex. The \$4-million project is complete and occupied by very low-income tenants. In addition to a clean and safe environment, the complex provides a community center with computer facilities, on-site tutoring, and other services for tenants.

Main Street Market Middletown, Connecticut

Features: Middletown, a city of 43,000 residents, has a long history of planned growth and continues to balance commercial and residential development while protecting open space. The City's Main Street serves as an artery, with long blocks branching out into residential Neighborhoods. Main Street buildings have housing on their upper floors, above the ground floor Commercial and retail space. Located on the scenic Connecticut River, the city is home to Wesleyan University. The city is served by Middletown Area Transit bus service and Connecticut Transit out of Hartford.

Challenge: Since the 1950s, the city's historic downtown had slowly faded and become underused.

Turning Point: Middletown's renaissance began when a private developer converted one of the three large department stores downtown into a pedestrian walkway known as Main Street Market. Shoppers once had to take a long walk around the store to reach Main Street from the parking lot, but a new passageway on the building's first floor now connects the lot with Main Street. The bright, attractive walkway features a cluster of thirty shops, including a restaurant, natural foods shop, jewelry store, and even an office of the department of motor vehicles. The space is divided into varied blocks ranging from 250 to 5,000 square feet.

Approach:

- The city's zoning laws require that retail businesses occupy the first floors of Main Street buildings, contributing to pedestrian interest.
- Downtown development mixes commercial, retail, residential, and government uses.
- Special attention is given to creating "pedestrian bridges" – attractive, walkable areas –between Main Street anchors.
- A goal of riverfront development will be to preserve the natural beauty and pedestrian access of the riverfront area.

Results:

Entertainment Cluster: The Main Street Market spurred Main Street's revival, attracting numerous restaurants. A 12-screen, 2,000-seat movie theater followed, occupying a gutted stretch of the street where an adjacent empty lot and underused two-level parking arcade afforded ample parking.

Police Headquarters: When the city outgrew its police headquarters a few blocks from downtown, it constructed a new building modeled after Middletown's original Victorian-era city hall on the site of an old Sears department store. Zoning regulations called for providing retail development on the building's first floor on Main Street, and so a new restaurant moved in to occupy all 7,000 square feet. As a result, the headquarters became a pedestrian bridge between the movie theater and the rest of downtown.

Artists' Cooperative: Two years ago, the city had a tax foreclosure on an old 12-unit apartment building on Main Street. The city forgave the building's delinquent taxes and found a developer to convert the building into artists' cooperative housing, with apartments on the upper floors and a

gallery on the first floor. Now the cooperative will draw area artists to yet another anchor of Main Street.

Riverfront: Middletown is beginning work on a development plan for the riverfront, creating a natural corridor on 85 acres between a beautiful bridge and Main Street. The land is both publicly and privately owned. It will include some infill development, but the main goal is to show off the beauty of the space.

Downtown 2000 Lawrence, Kansas

Features: With 85,000 residents, Lawrence combines small-town hospitality and big-city attractions and enjoys national recognition and historical significance. Lawrence has a vibrant downtown shopping, dining, and entertainment district and is home to the University of Kansas, a university of 25,000 students that is ranked one of the nation's most beautiful campuses. In 2000, the National Trust for Historic Preservation named the city one of its Dozen Distinctive Destinations. By 2020, the city expects its population to increase by 30 percent; therefore, planning to accommodate growth while preserving the area's open space is a high priority.

Challenge: Despite a relatively strong downtown area, the heart of downtown Lawrence was underused and poorly designed for pedestrian traffic.

Turning Point: In January 1998, a local business owner named Jeff Shmalberg sought to build twenty new parking spaces for his dry cleaning business. His effort evolved into Downtown 2000, a \$25-30 million project to construct a parking garage where vacant buildings once stood, surrounded by mixed-use development. As the Sierra Club recently reported, "For better or worse, cars are a part of the American lifestyle, and communities can hardly ignore the needs of drivers. But what planners can do is balance these needs with those of pedestrians and cyclists to create areas that encourage residents to park and walk – or even leave their cars at home. In the case of Lawrence, they are integrating the new parking garage with adjacent development that will include loft-style apartments, room for dozens of retailers and new office space."

Approach:

- Since the 1980s, Lawrence has fought off efforts to develop strip malls on the outskirts of town, and so only a few big-box retailers compete with the downtown for retail development. Thus, demand for retail space downtown is high.
- As Downtown 2000 grew, local developers with expertise in planning and marketing became involved to ensure quality design and generate business interest. The project also involved hundreds of residents and local leaders in planning the redevelopment.
- The local bank that owned 40 percent of the vacant parking land sold it to the project in exchange for spaces in the parking garage.
- Tax increment financing (TIF) is supporting the infrastructure for the garage, street, and sidewalk improvements (in Kansas, private buildings are not eligible for TIF).

Results:

Parking Garage: Construction of the parking garage will be completed in the summer of 2001.

Residential, retail, and office development will follow, with one four-story building featuring two floors of retail and loft apartments upstairs.

Arts Center: The city is building a \$7-million arts center across the street from the garage. **PUBLIC MARKET**

Portland, Maine

Features: Maine has a long tradition of downtown public markets. Portland, a city of 62,500 people, proved to be an ideal location for a market to showcase Maine's produce and food products.

Challenge: The project sought to redevelop an old surface parking lot into an architecturally appealing, year-round public market.

Turning Point: In 1995, Owen Wells and Elizabeth Noyce noted the success of public markets on the West Coast and decided to spearhead construction of such a market in Portland. They called on Ted Spitzer, a nationally recognized expert on public markets, to conduct a feasibility study and create a concept plan. To assist with the design, Mr. Spitzer retained Hugh Boyd, A.I.A., of Montclair, New Jersey, a specialist in public market architecture. Their research demonstrated the potential for an indoor, year-round public market located in the downtown. The decision was made in May 1996 to implement the project and Mr. Spitzer was hired to make it a reality.

Approach:

- Mr. Spitzer founded Market Ventures, Inc., (MVI) to develop and manage the operations of the market.
- Planning occurred through the fall and winter of 1996-1997, to develop architectural plans and find the best mix of tenants.
- The market's signature design elements included a pedestrian sky bridge linking the market with the new Public Market Garage, and a massive granite fireplace located at the center of the L-shaped building. Throughout the design process, efforts were made to utilize manmade materials and skilled local tradesmen.
- As construction progressed in 1997, Mr. Boyd worked with each vendor to design the layout and appearance of their stalls to support and enhance their products.

Results:

The Portland Public Market was designed and completed within three years, creating a major downtown attraction that showcases local produce and products.

Old Town Lansing, Michigan

Features: Old Town is home to Lansing's largest collection of historic buildings and for more than twenty years has been listed on the National Register of Historic Places. Over the years, the city and other entities have assembled a variety of economic development resources, such as natural resources funds and enterprise zone designation, to fund revitalization.

Challenge: Old Town is the oldest part of Lansing. Once a thriving retail center, Old Town's economy went downhill as cars drew people out to shopping malls in the 1960s and 1970s. In the 1970s and 1980s, the city tried several approaches to revitalize the area's dilapidated buildings, including demolishing them to encourage new construction, but nothing worked.

Turning Point: In the mid-1990s, Mayor David Hollister made Old Town a top priority, changing its name from North Lansing. Soon after, in 1995, Old Town was designated a National Main Street community, and in 1996 the Main Street Program began providing design guidelines and greater coordination to continue the area's revitalization.

Approach: Old Town is a special focus of the city's master plan, which promotes mixed-use development. The area has become a model of traditional neighborhood development.

- The revitalization of Old Town Lansing is the result of a concerted effort of the Main Street Program (funded by the Local Initiative Support Corporation, corporate grants, and membership dues), state and city development offices, and the state economic development corporation. Although these groups are not centrally organized, they have worked together to assemble tools and programs to foster redevelopment.
- The Main Street Program is driven by property and business owners rather than outside developers. Through its committees on promotions, economic restructuring, and design, merchants and neighbors create and carry out projects. For example, the design committee has developed voluntary design guidelines and works with individual property owners to make improvements.
- The committee also convinced the city to improve the streetscape. The economic restructuring committee supports existing businesses, recruits new ones, and advertises vacant buildings. The promotions committee sponsors special events, including biennial festivals, to draw people into the neighborhood.
- Redevelopment has occurred incrementally to address specific needs and take on opportunities to improve the area.

Results:

Growth: In the past five years, the Main Street Program has attracted \$10 million in private investment, 25 new businesses, and 100 new jobs.

Park: A park with a fish ladder, developed fifteen years ago after the city purchased and demolished a run-down strip club in the middle of Old Town, has become an attractive amenity for the Old Town neighborhood.

River Trail Extension: The river trail extension connects Old Town to the rest of downtown Lansing.

Convention Bureau: An old warehouse has been converted into an area convention bureau.

Mixed-use Development: Condominiums, as well as restaurants, cafes, and shops, are being constructed in the neighborhood.

Mackinac Chapter of the Sierra Club: In June of 2000, the chapter became the first tenant to occupy a restored two-story townhouse in Old Town.

North Macadam Area Portland, Oregon

Features: Near downtown Portland and adjoining the Willamette River and other residential neighborhoods, the North Macadam area is a 145-acre, mostly vacant tract. It includes a former steel fabrication plant, a barge construction operation, and several other industrial sites.

Approach: The area's five major property owners plan to redevelop the properties themselves.

- They have created a street grid for the area to serve pedestrians, bicyclists, mass transit, and cars alike. Property owners also have sought zoning changes, away from industrial uses, in order to reinforce the street plan they have devised.
- As part of their effort, owners have encouraged the city to carry out a transportation analysis for the area, consistent with the mixed-use commercial-residential vision they have mapped out. This analysis is examining the area's capacity, developing options for expanding and improving access portals to the area, exploring various transit mixes for the area (including an extension of Portland's light rail system), and considering new transit alternatives (such as a streetcar line through the area).

Results:

Housing and Commercial Development: Construction is underway to launch new site uses that eventually will include 1,725 units of mixed-income and affordable housing (about 65 percent as rental units), and 1.5 million square feet of commercial and office space — a \$460-million investment that is expected to generate 8,000 new jobs.

Extension of Portland Waterfront Park: Portland plans to extend the Waterfront Park through this site, preserving open space and creating increased access to the Willamette River.

Women's Health Center: One of the property owners in North Macadam, the Zeidel family, is working with the Oregon Health Services University to establish a Center for Women's Health on that site.

Center in the Square Roanoke, Virginia

Features: Roanoke, Virginia, is a city of almost 100,000 residents. Its downtown area includes the Roanoke Farmers' Market and numerous historic buildings.

Challenge: In the late 1970s, downtown Roanoke and the area's arts community were in a dismal state. Downtown was deteriorating and emptying out as shoppers fled to the safety and convenience of suburban malls. Cultural organizations, located in the suburbs, were inaccessible by public transportation and unpatronized by a broad cross-section of Valley residents. None of these organizations had a permanent home with adequate facilities to accomplish their dreams.

Turning Point: The formation of a business league in 1976 led to a comprehensive revitalization project called Design '79. In a storefront office in a very visible window on Roanoke's busiest street, Design '79 positioned an architect who was drawing plans for possible downtown improvements. Citizens were encouraged to observe and offer suggestions. Four months of calling television broadcasts coupled with a panel composed of more than 100 citizens created a public wish list. Center in the Square was the resulting centerpiece of Design '79.

Approach:

- The Center in the Square founders selected a site in a vacant 1914 feed and seed warehouse on the corner of Roanoke's Farmers' Market, reinforcing and bolstering one of downtown's natural strengths. More than 50 organizations were invited to move into Center, and only five accepted the challenge to move downtown.
- To open the original facility, partnerships were forged with individuals, regional businesses, and local, state, and federal governments. Pledges to purchase and remodel the building were quickly obtained.
- In 1988, the Center obtained donations and pledges to purchase and remodel an adjoining building for additional space, now called Center on Church, which was completed in 1990.

Results:

Center in the Square: In its first weekend of operation in 1983, Center in the Square welcomed 40,000 visitors. The organizations housed there have flourished, as have the surrounding historic market area and downtown Roanoke. Center in the Square has helped revitalize Roanoke's downtown market area, attracting new businesses, residents, and tourists to the region, and strengthening the central business district.

Opera Roanoke and Roanoke Ballet Theatre, Inc.: In 1997, the Center added these two beneficiary organizations, which had been struggling to afford their housing. The Center pays the rent and maintenance costs for their space at the Jefferson Center.

Economic Growth: Center in the Square has helped attract more than 240 new businesses that have opened in the Farmers' Market District since the Center opened. Investments in the immediate market area over the past sixteen years total \$350 million for construction and renovation projects, including The Hotel Roanoke & Conference Center, the Norfolk Southern Building and the First Union Tower.

STANDARDS & GUIDELINES

PURPOSE

The following Development and Design Standards are intended to reflect the Town of Sellersburg's vision for new development within the boundaries of the district. This section is organized to include both standards (requirements) and guidelines (recommendations) for all development within the PUD TIF District. Standards that are specific to a subarea will be noted as such.

TITLE

These regulations shall hereafter be referred to as the "Town of Sellersburg TIF District Planned Unit Development Ordinance," and it may be cited and referred to as the "TIF PUD".

APPLICABILITY

This TIF PUD ordinance serves as the concept plan for the northern part of the TIF District as identified in the map on page 5. Upon adoption by the Town of Sellersburg Town Council, the real estate described in "Exhibit A" (Appendix Section 1 of this Master Plan) shall be located with the TIF PUD zoning district.

The standards in this plan are applicable to new primary and accessory structure construction requiring Development Plan approval in the TIF District Planned Unit Development District (PUD). These standards shall also be applied to additions and expansions of primary and accessory structures and surface parking lots exceeding fifty percent (50%), as well as new signs, fences, and major facade renovations. The standards contained herein are not applicable to structures undergoing interior renovation only.

Any development requirement, excluding uses that are not governed by or covered within this TIF PUD, shall be governed by the applicable provision of the 1993 Sellersburg Zoning Ordinance.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

KEY TO STANDARDS AND GUIDELINES

Standards are requirements and include the words “must” or “shall”. Statements using these words are regulations and can be enforced. Guidelines are noted, displayed a grey font and will include wording such as “should,” “may,” “preferred,” and “encouraged.” In recognition that not all design criteria may be workable or appropriate for each proposed project, the Technical Committee may interpret guidelines with flexibility as they are applied to specific proposals.

TECHNICAL COMMITTEE

The existing Sellersburg Technical Committee, established by the Sellersburg Zoning Ordinance, shall provide review of future primary and secondary development plans. The current technical committee makeup includes a knowledge base for road design/construction, sewer/water facility design/construction, solid waste, health requirements for water/sewer, recreation/open space, environmental planning (geology, vegetation, noise, water system). In order to apply the standards of this TIF PUD with accuracy, the committee may want to include professionals with experience in planning, engineering, architecture, landscape architecture, and urban design.

The Technical Committee may, during review of proposed development plans, request copies of all permits or approvals necessary for compliance with other governmental regulations such as building permits, drainage permits, or permits from state departments including but not limited to the Indiana Department of Transportation (INDOT), the Indiana Department of Natural Resources (IDNR), and the Indiana Department of Environmental Management (IDEM). Other submittal and review procedures are specified in the SZO Amendment, Ordinance # 2011-015, passed 06-27-2011.

NON-CONFORMING STRUCTURES AND USES

Within the designated TIF District there may exist certain structures or uses of land that were lawful before this ordinance was passed or amended, but which are prohibited, regulated or restricted under the terms of this ordinance or may be by future amendments hereto. All previously existing uses, lots and structures which do not comply with the regulations in this ordinance and its amendments, shall be deemed legal nonconforming (“Grandfathered”) uses, lots, and structures. Refer to Sections 1.11 and 1.12 of the Sellersburg Zoning Ordinance for additional stipulations regarding non-conforming structures and/or uses. Land uses in effect prior to the adoption of these regulations and operating in a legal fashion according to the prior zoning classification of the property, including legal non-conforming uses, may continue to operate under the prior zoning classification of the property. Legal non-conforming uses may not be expanded.

GENERAL DEVELOPMENT STANDARDS & GUIDELINES

1. Building Form and Lot Standards

Intent: Building placement should reinforce exterior spaces and respond to the context of the existing built and natural environment. Buildings oriented towards the street and public spaces promote interaction and provide a pedestrian friendly environment. Lot Standards for each subarea dictate the minimum and/or maximum standards that apply to lots within certain zoning districts (Table 1: Lot Standards).

REQUIREMENTS:

- 1.1 The minimum lot frontage shall be construed to be the portion nearest the street. For the purpose of determining setback requirements on corner lots and through lots, all sides of a lot adjacent to streets shall be considered frontage.
- 1.2 Building height shall be defined as the vertical distance as measured from the average elevation of the proposed finished grade at the front of the building to the highest point of the roof for flat roofs, to the deck line of mansard roofs, and the mean height between eaves and ridge for gable, hip and gambrel roofs.

Table 1: Lot Standards

Type	Minimum Height	Maximum Height	Minimum Lot Width	Front Setback	Side Setback	Minimum Building Separation	Minimum Rear Setback	Minimum Naturally Sensitive Area Setback	Minimum FAR	Maximum Lot Coverage
Village Living Subarea	20 ft	35 ft	50 ft	min: 15 ft	min: 0 ft	20 ft	20 ft	75 ft	1.0	65%
Village Square Subarea	20 ft	45 ft	25 ft	min: 0 max: 10 ft	min: 0 max: 10 ft	NA	5 ft	100 ft	1.5	NA
Community Commercial Subarea	20 ft	45 ft	100 ft	min: 20 ft	min: 20 ft	40 ft	15 ft	100 ft	0.5	50%
Employment Center Subarea	20 ft	55 ft	100 ft	min: 30 ft	min: 20 ft	40 ft	20 ft	100 ft	0.5	50%

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

Table 2: Land Use

List of Uses*	P = Permitted S = Special Exception C = Conditional X = Prohibited			
	Village Living	Village Square	Community Commercial	Employment Center
A. AGRICULTURAL				
Crops, Greenhouses, Livestock	P			P
B. RESIDENTIAL				
Attached Residential (Townhouse)	P	P	P	
Multi-Family	P	P	P	
C. BUSINESS - COMMERCIAL RETAIL				
Small Store (antiques, books, clothing, florist, gifts, hardware, pets, thrift, etc.)	S	P	P	P
Large Store (grocery, furniture, department store, etc.)	S	P	P	P
Vehicular Sales and Large Items (auto, farm, mobile home, motorcycle, etc.)	X	X	P	P
Manufacturing/Repair + Sales (small appliance repair, bakery, confectionery, etc.)	S	P	P	P
D. BUSINESS - COMMERCIAL TRADE				
Repair (auto, large appliance, furniture, etc.)			P	P
Services (bank branch, salon, dry cleaning, printing, etc.)	P	P	P	S
Restaurants (including bar/tavern)	P	P	P	P
Establishments with Drive-Through Facilities (restaurants, banks, gas, etc.)	X	S/C	C	S/C
Office (corporate campus)		P	P	P
Office (design, medical, financial services, etc.)	P	P	P	P
Theaters	S	P	P	
Transit Terminal (Passengers)		P	P	P
Funeral Homes / Parlors	P	P	P	P
Hotel / Motel		P	P	P
Radio and TV Stations		P	P	P
Schools (Trade & Business)		P	P	P
13. Warehouses			S	P

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

Table 2: Land Use (cont.)

List of Uses*	<div> <div>P = Permitted</div> <div>S = Special Exception</div> <div>C = Conditional</div> <div>X = Prohibited</div> </div>			
	Village Living	Village Square	Community Commercial	Employment Center
E. BUSINESS - COMMERCIAL WHOLESALE				
Wholesale Store (building materials, farm products and supplies, food, household goods, etc.)			P	P
F. BUSINESS - SCIENCE AND RESEARCH				
Drug and Pharmaceutical		P	P	P
Medical Equipment		P	P	P
Research Laboratories			P	P
G. INSTITUTIONAL				
Airports, Heliport				S
Cultural Facilities		P	P	P
Lodge Halls		P	P	
Schools (K-12)	P	P	P	S
Municipal Buildings (Administrative)		P	P	P
Municipal Buildings (Garage/Repair/Storage)		S	S	P
Fire and Police Stations	S	S	S	S
Public Assembly Halls		P	P	P
Religious Organizations	S	P	P	S
Parks & Playgrounds	P	P	P	P
Civic & Community Clubs	P	P	P	P
Day-care Centers	P	P	P	P
Medical Offices	P	P	P	P
Hospitals		P	P	P
Assisted Living / Nursing Homes	P	P	P	
H. INSTITUTIONAL - UTILITIES				
Communication, Transmission			S	S
Storage (with regard to utilities)			P	S

* **NOTE:** Specific uses not listed shall require an interpretation by the Technical Committee. Notice shall be given per established procedures. The determination may be appealed to the Board of Zoning Appeals.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

- 1.3 There shall be a setback for naturally sensitive areas, such as floodplains, woodlands and other areas as determined by the Plan Commission. This setback shall overlap (not be in addition to) front, side, and rear setbacks. The setback with the largest width shall apply.
- 1.4 The minimum building separation of structures on one (1) lot shall be twenty feet (20').
- 1.5 No building or structure shall be placed or erected over utility easements, except for lot line fences which shall be subject to the paramount right of the utility or municipality to install, repair, maintain or replace its installation.

GUIDELINES

- » *Buildings should frame a corner or enclose a "main street" type corridor.*
- » *Buildings surrounded by parking should be avoided.*

2. Architectural / Building Standards

Intent: Buildings with architectural variety and sustainable materials are encouraged. Structures that emphasize durability and diversity, along with responding to the pedestrian environment, can contribute to a sense of place, helping to establish a long-term vision and create an environment that will provide for the needs of the community into the future.

REQUIREMENTS:

- 2.1 Corners of buildings shall include additional building mass or distinctive architectural elements to emphasize the corner location.
 - a. Buildings on corner lots shall use windows, doors or architectural detail to address facade design on both street frontages.
- 2.2 Durable, high quality materials that convey a sense of permanence shall be used. Building facades shall be constructed from wood, stone, masonry, E.I.F.S., cement fiber board, split-face, textured concrete, heavy gauge vinyl, metal, glass or other materials which provide the same desired quality.
 - a. Similar building materials should be used throughout a development with multiple buildings.
 - b. Concrete finish or precast concrete panels shall be textured using the following techniques: exposed aggregate, bushhammered, sand blasted, or other concrete finish as approved.



New commercial mixed-use "village style" development.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

- 2.3 Building facades shall use columns, piers, and window design/ placement or similar architectural features spaced no less than every twenty-five feet (25') to create vertical breaks at regular intervals (Village Square and Village Living subareas).
- 2.4 Facades shall be designed with cornices, parapets, or similar architectural elements to add appropriately-scaled embellishment to the roofline.
 - a. Parapets shall not exceed one-third (1/3) of the height of the supporting wall.
 - b. Cornices shall be three-dimensional.
 - c. Eaves and overhangs shall extend a minimum of twelve inches (12") from the surface of the wall.
- 2.5 At least one pedestrian entrance shall be provided, accessed directly from the street frontage. Entries shall be well-lit and clearly identifiable using architectural design elements.
- 2.6 The architectural style, materials, color and design on the front elevation shall be applied to all elevations of the structure adjacent to a public street, primary internal drive or residential zoning district (four-sided architecture).
- 2.7 Roof- and ground-mounted mechanical equipment shall either be screened or designed to integrate fully into the building's design. See also Section 7, this Chapter.
- 2.8 The exposed walls and roofs of buildings shall be maintained in a clean, orderly, and attractive condition, and be free of cracks, dents, punctures, breakage, and other forms of visible marring. Materials that become excessively faded, chalked, or otherwise deteriorated shall be refinished, repainted, or replaced.

GUIDELINES:



Building corner entry with columns, recessed entry, and change of material.

- » Encourage new construction/development to meet or obtain LEED (Leadership in Energy and Environmental Design) certification standards as an expression of commitment to sustainable construction, energy efficiency, and a healthy environment. Refer to www.USGBC.org for standards and procedures such as those below.
- » Promote building design and site layouts that result in increased passive solar access. Buildings with a high amount of natural daylighting can reduce energy costs.
- » The use of a single material on any facade is discouraged
- » Encourage the use of operable windows or building orientation to promote natural ventilation in buildings.
- » Promote the use of roofing materials with a high degree of reflectivity. This can contribute to lower cooling costs during months of extreme sun exposure, and combat the urban heat island effect.

3. Circulation Network

Intent: "Complete Streets", as described on page 10, are encouraged. Streetscape enhancements outside of the right-of-way shall be provided as part of future development and as specified in this ordinance.

STREET REQUIREMENTS:

- 3.1 A modified grid layout is part of the design concept of the TIF PUD. The average maximum block perimeter within the Village Square subarea shall be 1,500 feet to achieve an integrated pedestrian network.
- 3.2 All streets shall be designed and constructed in a manner that meets all the requirements of the Town of Sellersburg in order to be dedicated to the Town of Sellersburg at completion of the roadway project. All streets within the TIF District shall be deemed public streets. No private or gated streets are permitted.
- 3.3 Public streets shall be constructed from concrete or asphalt and meet the design requirements for the roadway classification and transfer. Porous paving materials may be considered for parking area materials, where applicable. An Operations and Maintenance Manual shall be supplied with construction documents. Dirt, gravel, and "chip n' seal" type paving are prohibited.
- 3.4 Easements for utilities shall be not interfere with the provision of the components of the "complete street".
- 3.5 Cross-access easements shall be required between adjacent developments.
- 3.6 Stub Streets shall be built in all cases where the circulation network is continued as part of the current or a later phase of the PUD.
- 3.7 Sidewalks shall be provided on both sides of a street.
- 3.8 The minimum width of a sidewalk shall be six feet (6') or as shown in the cross-sections on page 20.
- 3.9 Sidewalks should be wider in pedestrian-oriented areas. Refer to Section 15.7, Village Square subarea, page 60 for additional requirements.

STREET GUIDELINES:

- » *Cul-de-sacs are discouraged.*
- » *Careful attention should be paid to the sustainable qualities of the paving material for qualities of durability, water quality, recycled content, maintenance and usability (snow plow usage, etc.).*

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Brick paving used for street entry accent.

- » In general, streets should be designed to accommodate automobile travel lanes, on-street parking, a planting or bio-swale buffer and sidewalk, as indicated by the conceptual typical sections. Bicycle lanes should be added to accommodate bicycle traffic, unless right of way constraints dictate otherwise.
- » Utilities should be installed underground and as a part of the street system where possible.
- » Decorative paving materials should be incorporated into pedestrian areas to highlight pedestrian crosswalks, semi-public space or building entries.

ACCESS MANAGEMENT REQUIREMENTS:

- 3.10 Shared access drives shall be provided with contiguous lots.
- 3.11 Access points onto state highways shall not occur at intervals of less than five hundred feet (500'). Approval by INDOT and the County Highway Engineer shall be required for new access and/or intersection improvements onto SR 60 and SR 311.
- 3.12 New access points onto TIF PUD Arterial and TIF PUD Collector streets within the TIF PUD shall be coordinated with existing access points whenever possible.

ACCESS MANAGEMENT GUIDELINES:



Example of a boulevard entry.

- » Vehicular access to the side or rear of buildings is encouraged.
- » Regulating the maximum number of driveways per property frontage limits the number of conflict areas and provides turning drivers more time and distance to execute their maneuvers. Number of driveways should be kept to a minimum to adequately serve the needs of the abutting property. Access should be limited to a single drive per property unless frontage exceeds four hundred feet (400'). When more than one driveway per frontage is necessary to facilitate operations; site conditions, current traffic pattern and engineering judgement should be used to make a decision.
- » Developments located near the corner of an arterial and a collector should be restricted to access on the collector only.

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4. Landscape Standards

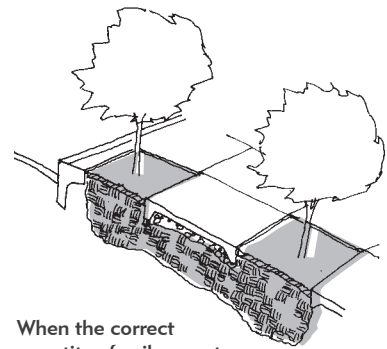
Intent: Landscaping is not only visually appealing but also serves to screen and buffer structures and uses, delineate separations, conserve energy, and moderate the effects of sun and wind. Street trees are visually significant elements of the streetscape used to both reinforce the linear axis and enclose the pedestrian space.

REQUIREMENTS:

- 4.1 Landscaping shall be in conformance with Section 2.16 of the Sellersburg Zoning Ordinance, dated 1993.
- 4.2 A landscape plan is required for each proposed development. The landscape plan may be prepared by a landscape professional or nurseryman experienced in landscape design and the installation and care of plant materials, but shall be sealed by a licensed landscape architect.
- 4.3 Every attempt shall be made to preserve existing wooded areas. Preserved trees may count towards fulfilling landscape requirements as determined by the Administrator.
- 4.4 To the greatest extent possible, existing trees shall be saved on development of a property unless it can be demonstrated that the site design restrictions necessitate their removal.
- 4.5 All landscape plans submitted for approval as a component of a required development plan shall be prepared to scale on twenty-four inch by thirty-six inch (24"x36") sheets and shall contain the following information:
 - a. The location and dimensions of all existing and proposed structures, parking lots and drives, roadways and right-of-way, sidewalks, refuse disposal areas, utility lines and easements, freestanding structural features, signs, and other landscape improvements, such as earth berms, walls, fences, screens and paved areas;
 - b. The name and address of the owner, developer, and who prepared the plan, the date the plan was prepared, scale, and north arrow;
 - c. The location, quantity, size, and name - both botanical and common - of all proposed planting materials;
 - d. The location, size, and common name of existing trees and individual shrubs, areas of dense trees or shrubs, and other natural.
- 4.6 Deciduous street trees, as listed in Table 3: Suggested Trees, page 36, shall be provided within the right-of-way along the frontage of any new construction. Coordinate planting with the Public



Street trees.



When the correct quantity of soil cannot be provided, tree pits can be interconnected. Roots are able to grow out of the tree pit and gain access to other soil volumes.

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Works Department to avoid utility conflicts. Trees shall be spaced a minimum of ten feet (10') from light and utility poles.

- a. Street trees shall be spaced between forty and sixty feet (40'-60') on center, depending on mature crown width and utility conflicts.

- 4.7 All off-street parking shall have a perimeter landscaped area at least five feet (5') wide.

- a. Surface parking lots shall be screened from public streets and residential areas by a continuous screen a minimum of three feet (3') in height. Refer to Table 4: Suggested Shrubs on page 37. The screen may be achieved through the use of:

1. Living plant material (shrubs); fifty percent (50%) of which shall be evergreen species;
2. Masonry walls, metal, or wrought iron decorative fencing; or
3. A combination of (1) and (2) above.

- b. Interior parking lot planting shall be required based on the percentage of the gross square footage of parking areas including driveways.

1. Less than ten (10) spaces = no landscaping required
2. Over ten (10) spaces = five percent (5%) landscaped area
3. One (1) shade tree per twenty (20) spaces in an island a minimum of one hundred eighty (180) square feet



Parking lot planting.

- 4.8 One (1) broadleaf / deciduous tree or evergreen conifer shall be required for every one thousand (1,000) square feet of yard area.
- 4.9 Landscaping shall be provided at the base of all buildings at a rate equal to 50% of the building perimeter excluding doors.
- 4.10 Sign bases shall be landscaped. Plant material shall be required at the base of a sign at the rate of two (2) square feet per one (1) square foot of sign area.
- 4.11 Landscape Buffers between dissimilar development shall be as specified in the 1993 SZO, Section 2.16.

GUIDELINES:

- » *Utilize native plants for landscaping projects when feasible. Native plants are often hardier and require less irrigation than non-native plants.*
- » *Deciduous trees should be planted to the south and west of building to allow for shade in summer and sun light in winter. This reduces energy costs.*

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Table 3: Suggested Trees

Botanic Name	Common Name	Type	Height	Tree Category
<i>Acer campestre</i>	Hedge Maple	D	30'-40'	Ornamental
<i>Acer Freemanii</i>	Freeman Maple	D	50'-60'	Shade
<i>Acer rubrum</i>	Red Maple	D	40'-60'	Shade
<i>Acer saccharum</i>	Sugar Maple	D	50'-70'	Shade
<i>Carpinus betulas 'Fastigiata'</i>	Upright European Hornbeam	D	30'-40'	Ornamental
<i>Carpinus caroliniana</i>	American Hornbeam	D	25'-30'	Ornamental
<i>Celtis occidentalis</i>	Hackberry	D	50'-75'	Shade
<i>Crataegus phaenopyrum inermis</i>	Washington Hawthorn	D	25'-30'	Ornamental
<i>Ginkgo biloba (male only)</i>	Ginkgo	D	40'-60'	Shade
<i>Gleditzia tricanthos inermis</i>	Thornless Honeylocust	D	30'-60'	Shade
<i>Gleditzia tricanthos 'Imperial'</i>	Imperial Honeylocust	D	30'-60'	Shade
<i>Koelreuteria paniculata</i>	Golden Rain Tree	D	30'-40'	Ornamental
<i>Liquidamber styraciflua</i>	American Sweet Gum	D	40'-60'	Shade
<i>Liriodendron tulipifera</i>	Tulip Tree	D	70'-80'	Shade
<i>Picea abies</i>	Norway Spruce	E	50'-60'	Evergreen
<i>Picea glauca densata</i>	Black Hills Spruce	E	50'-60'	Evergreen
<i>Picea omorika</i>	Serbian Spruce	E	50'-60'	Evergreen
<i>Picea pungens</i>	Colorado Spruce	E	60'-75'	Evergreen
<i>Picea pungens 'Glaucu'</i>	Colorado Blue Spruce	E	60'-75'	Evergreen
<i>Pinus nigra</i>	Austrian Pine	E	30'-60'	Evergreen
<i>Pinus strobus</i>	Eastern White Pine	E	50'-100'	Evergreen
<i>Platanus x Acer Folia</i>	London Plane Tree	D	40'-60'	Shade
<i>Quercus alba</i>	White Oak	D	60'-80'	Shade
<i>Quercus bicolor</i>	Swamp White Oak	D	40'-50'	Shade
<i>Quercus coccinea</i>	Scarlet Oak	D	60'-80'	Shade
<i>Quercus palustris</i>	Pin Oak	D	50'-80'	Shade
<i>Quercus phellos</i>	Willow Oak	D	50'-70'	Shade
<i>Quercus robur</i>	English Oak	D	50'-70'	Shade
<i>Quercus rubra</i>	Red Oak	D	40'-60'	Shade
<i>Taxodium Distichum</i>	Bald Cypress	D	70'-80'	Shade
<i>Tillia americana</i>	Basswood Linden	D	40'-60'	Shade
<i>Tillia cordata 'Green Spine'</i>	Little-Leaf Linden	D	40'-50'	Shade
<i>Tillia tomentosa</i>	Silver Linden	D	40'-50'	Shade
<i>Tsuga canadensis</i>	Canada Hemlock	E	60'-75'	Evergreen
<i>Zelkova serrata 'Village Green'</i>	Village Green Zelkova	D	40'-60'	Shade

D = Deciduous E = Evergreen

Note: Several varieties of each species may be available and may substituted upon approval by the Administrator.

Table 4: Suggested Shrubs

Botanic Name	Common Name	Type	Height
Aronia melanocarpa	Black Chokeberry	D	4'-6'
Buxus microphylla 'Koreana'	Korean Boxwood	E	2'-3'
Chaenomeles species	Flowering Quince	D	2'-6'
Cotoneaster divaricata	Spreading Cotoneaster	D	5'-6'
Hydrangea macrophylla 'Nikko Blue' spp.	Nikko Blue Hydrangea	D	3'-4'
Ilex crenata	Japanese Holly	E	3'-5'
Juniperus Conferta	Shore Juniper	E	1'
Mahonia aquifolium	Oregon Grape	E	3'-6'
Physocarpus opulifolius intermedius	Dwarf Ninebark	D	4'-5'
Rhus aromatica	Fragment Sumac	D	4'-6'
Symphoricarpos alba	White Snowberry	D	5'-6'
Taxus x media	Yew (various species)	E	2'-6'

D = Deciduous E = Evergreen

Note: Several varieties of each species may be available and may substituted upon approval by the Administrator.

5. Parking Standards

Intent: The parking regulations of this section are designed to establishing minimum requirements for off-street parking of motor vehicles, in accordance with the use on the property. This section updates and reflects current trends which considers alternative modes and also seeks to reduce stormwater runoff and urban heat islands.

REQUIREMENTS:

- 5.1 Parking spaces shall be located on the lot with the uses for which they are required.
- 5.2 Refer to the 1993 SZO for parking standards related to ADA requirements, parking space and aisle requirements, etc.
- 5.3 Parking shall be required according to the minimum (unless otherwise stated) sum of spaces required for each applicable use as determined by Table 5: Minimum Parking Standards, beginning on page 38. If the use is not listed, the Administrator may make a determination of the requirement based on similar

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use with regard to number of employees, frequency of visitors/clients, and necessary dedicated storage space.

- 5.4 Parking that exceeds the minimum required by more than ten percent (10%) shall increase required interior parking lot landscaping for the entire site from five percent (5%) to ten percent (10%) to offset additional paving.
- 5.5 Off-street parking spaces shall be located at the rear or side(s) of structures unless otherwise specified.
- 5.6 Parking areas shall be hard surfaced and internally drained. Pervious pavement and individual pavers may be permitted.
- 5.7 Off-street parking facilities shall be utilized solely for the parking of passenger automobiles or light trucks of less than one (1) ton capacity, belonging to patrons, occupants or employees of specified uses. Said parking facilities shall not be used for the storage, display, sale, repair, dismantling or wrecking of any vehicle, equipment or material, unless such facilities are enclosed in a building and otherwise permitted in the district.
- 5.8 Except on property where a parking lot or parking garage is the permitted principal use, no vehicle, including recreational and commercial vehicles, shall be parked, stored, or allowed to remain on a lot or parcel of land that does not contain a principal structure.
- 5.9 Parking structures shall be compatible in terms of design and materials with the building with which it is associated. Parking structures shall be exempt from maximum parking requirements.
- 5.10 All nonresidential uses shall provide one designated bicycle parking area for every twenty-five (25) vehicle parking spaces required by this ordinance, with a minimum provision for two (2) bicycle spaces. Each bicycle area shall provide adequate facilities for securing the parked bicycles.

- a. The location of bicycle parking facilities shall be within fifty feet (50') of the primary entrance of the structure they are associated with. Alternatively, facilities to secure bicycles may be located in adjacent parking lots or structures, or designated interior space.



Parking edge landscape treatments



Bicycle parking.

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Permeable asphalt paving.

GUIDELINES:

- » *The use of pervious pavement and individual pavers is encouraged.*
- » *Shared parking is strongly encouraged between adjacent or vertically mixed uses whose peak demand is offset.*

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Table 5: Minimum Parking Standards

All requirements are minimums unless otherwise noted.

RESIDENTIAL USES		
Group Home	1 space per 5 residents; plus 1 space per employee on largest shift	
Multi-Family (Apartment or Townhome)		
Studio or 1 bedroom	1 space per unit	
2 bedroom	1.6 spaces per unit	
3 bedroom	1.8 spaces per unit	
4 bedroom	2 spaces per unit	
each bedroom after 4	add 0.5 spaces per additional bedroom	
Nursing Home or Congregate Housing	1 per 5 beds; plus 1 per employee on largest shift	
Senior Housing/Assisted Living	1 space per three units	
INSTITUTIONAL USES		
Airport, Heliport	1 space for every 5 tie-down or hangar spaces at airport or heliport; plus 1 space per employee	
Cemetery	1 space per employee plus provision of space for parking along internal drives	
Church or Synagogue	1 space per 4 seats in the largest assembly room	
Community Center	1 space per 3 persons at maximum capacity	
Day Care (Adult, Child)	1 space per 4 persons at maximum capacity	
Facility for Development Disabled / Mentally Ill	1 space per employee; plus 1 space per 3 clients	
Fire Station	1 space per full-time employee plus 1 space per 3 volunteers on a normal shift plus space to accommodate all vehicles for this use	
Hospital	2 spaces per bed	
Jail or Correctional Institution	1 space per employee on largest shift plus 1 space per 20 cell occupants	
Library (public), Art Gallery, or Museum	1 space per 800 square feet	
Municipal, County or Governmental Building	1 space per 300 square feet	

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Table 5: Parking Minimum Standards (cont.)

All requirements are minimums unless otherwise noted.

INSTITUTIONAL USES (cont.)		
Park		
Active with Facilities (courts/fields)	20 spaces per field or court	
Passive Recreation	Spaces equivalent to 1% of the total land area (parking along park roads may be used to fill this requirement)	
Police Station	1 space per employee on largest shift, plus 1 space per police vehicle	
Post Office	1 space per employee on largest shift; plus 1 space per 250 square feet of floor area open to the public	
Radio and Television Studios	1 space for each 2 employees	
School: public, private, parochial, or special		
Nursery School, Kindergarten	1 space per employee; plus 1 space per 5 attendees	Additional Parking may be required during the Conditional Use approval process for auditorium, etc. space
K-8	2.5 spaces per classroom	
9-12	1 space per 5 students; plus one space per employee	
University or College	1 space per 3 students	
Trade or Business School	1 space per 200 square feet of gross floor area; plus 1 space per employee	
Utility Company Business Office	1 space per employee on largest shift; plus one space per company vehicle parked on the premises; plus one space per 1,000 square feet of floor area open to the public	
Utility Service Facility (excluding offices)	1 space per employee on largest shift plus spaces for operational vehicles	
Veterinary Hospital for Small Animals	4 spaces per treatment room	No long-term boarding

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Table 5: Parking Minimum Standards (cont.)

All requirements are minimums unless otherwise noted.

PROFESSIONAL SERVICES / OFFICE		
Bank and Other Financial Institutions	1 space per 300 square feet; plus 1 space per employee on the largest shift	
With Drive Through	plus 4 stacking spaces per window	
With Automatic Teller Machine	no additional spaces provided that drive-through machines be provided with 4 stacking spaces each	
Medical Office: Medical Clinic, Dental Office, Eye Care, Laboratory, etc.	3 spaces per examination chair/table/room depending on use	
Office - General, Financial Services, Law, Insurance, Travel, Design	1 space per 300 square feet	
RETAIL AND SERVICES		
Assembly, Reception, or Exhibit Hall	1 space per 4 seats	
Amphitheater	1 space per 3 seats, plus 1 space for every 25 square feet of open seating area; plus 1 space per employee on the largest shift	
Automobile, Truck, Trailer, Boat, Mobile Home, etc. Sales or Rental	2 spaces per employee on the largest shift	
Automobile, Truck, Boat, etc. Service or Repair	1 space per service bay; plus 1 space per employee on largest shift	
Banquet Hall	1 space per 150 square feet of seating and display area	
Bowling Alley	4 spaces per lane	
Convenience Store		
Without pumps	1 space per 300 square feet	
With pumps	See "Gas Filling Station"	
Country Club	Space to accommodate 50% of the active membership at one space per 3 members	
Dancing, Aerobics, or Gymnastics Studio or Martial Arts	1 space per 250 square feet of studio floor area	

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Table 5: Parking Minimum Standards (cont.)

All requirements are minimums unless otherwise noted.

RETAIL AND SERVICES (cont.)		
Department Store (retail or wholesale)		If use is proposed as attached to other businesses, refer to standards for "Shopping Center"
<50,000 square feet gross leasable area	1 space per 350 square feet	
between 50,001-100,000 sq ft gross leasable area	1 space per 300 square feet Maximum: 1 space per 250 square feet	
between 100,001-250,000 sq ft gross leasable area	1 space per 350 square feet	
>250,000 sq ft gross leasable area	1 space 400 square feet	
Funeral Home / Mortuary / Crematorium	1 space per 2 employees; plus 1 space per 4 seats in the chapel (if applicable)	
Gas Filling Station	1.5 spaces per fuel nozzle	
With convenience store	1 space per 300 square feet of enclosed area	
With repair	1 space per service bay	
Golf Course	1 space per 2 employees; plus 3 spaces per hole	
Golf, Driving Range	1 space per tee; plus 1 space per employee on largest shift	
Golf, Miniature	1 space per hole	
Highway Maintenance Garage	1 space per employee; plus one space for each company vehicle parked on the premises	
Hotel or Motel	1 space per room, plus 1 space per employee on largest shift, plus 1 space per 500 square feet of meeting space	
Kennel	1 space per 300 square feet	
Laundry, Self Service or Self Service Dry Cleaning	1 space per 3 washing machines	
Motor Bus or Light Railroad Commuter Station	1 per 10 seats in waiting room(s) plus 1 per 2 employees on largest shift	
Private Club or Lodge	1 space per 4 persons at maximum occupancy	
Repair Shop (electric appliance, radio, satellite dish or television)	1 space per 400 square feet; plus 1 space per employee on the largest shift	Repair is primary operation
Restaurant	1 space per 3 seats; plus 1 space per employee on largest shift	

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Table 5: Parking Minimum Standards (cont.)

All requirements are minimums unless otherwise noted.

RETAIL AND SERVICES (cont.)		
Restaurant, Fast Food	1 space per 2.5 seats; and 1 space per 2 employees on largest shift	
With Drive-Through	plus 7 stacking spaces per window	
If no indoor seating	10 spaces	
Rifle Range	1 space per firing position	
Shopping Center (retail or wholesale)		
< 100,000 square feet of gross leasable area	3 spaces per 1000 square feet of gross floor area Maximum: 5 spaces per 1000 square feet of gross floor area	
> 100,000 square feet gross leasable area	4 spaces per 1000 square feet of gross floor area Maximum: 5 spaces per 1000 square feet of gross floor area	
Shops and Service Stores		If stand-alone store size exceeds 30,000 square feet, "Department Store (Big Box)" standards apply
antiques, books, clothes, parts, dry cleaning, hardware, jewelry, salon, bakery, grocery, etc.	1 space per 300 square feet	
Furniture	1.5 spaces per 1000 square feet of gross floor area	
Skating Rink (Roller/Ice)	4 spaces per 1000 square feet of skating area	
Swimming Pool (public)	1 space per 75 square feet for recreational activity and area devoted to spectators	
Swimming Pool	1 space per 300 sq. ft. of enclosed space; 1 space per 75 sq. ft. of water surface of competition pools; 1 space per 250 sq. ft. of water surface for non-competition pools	
Tavern or Night Club or Bar	1 space per 4 people at maximum occupancy	
Theater		
Drive-In Movie Theater	1 space per vehicle at maximum capacity plus 3 spaces	
Indoor Theater	1 space per 4 seats, plus 1 per employee on largest shift	

Table 5: Parking Minimum Standards (cont.)

All requirements are minimums unless otherwise noted.

WAREHOUSING & INDUSTRIAL USES		
Printing, Lithographing, and Publishing Establishments	1 space per 2 employees; plus 2 spaces per 1000 square feet of floor area used for offices or open to the public	
Recycling Center - Collection (Public)	1 space per employee; plus 1 space per bin	
Recycling (Sorting/Distribution)	1 space per employee on largest shift	
Research and Development Facilities	4 spaces per 1000 square feet of floor area up to 20,000 square feet; plus 2 spaces per 1000 square feet of floor area greater than 20,000 square feet	
Self Storage Facility	3 spaces; plus 1 space for each 75 units	
Warehouse	1 space per employee on largest shift; plus one space per vehicle used in the operation of the warehouse	

Note: If the amount of parking exceeds the minimum requirement as shown, additional landscaping will be required in accordance with requirement 5.4 on page 38.

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6. Drainage Standards

Intent: Stormwater management, drainage, and detention facilities represent a significant portion of open space within the district and substantial investment for private developments. Proper design and installation of these systems are critical not only for future development to be successful, but also for properly maintaining the natural landscape that supports all development.

The guidelines and standards listed below are intended to assist in improving the overall character of the community, storm drainage function, reducing irrigation demand, improving wildlife habitat, and promoting maintenance of these open areas.

REQUIREMENTS:

- 6.1 General Release Rates - In general, the post-development release rates for developments for the 10-year return period storm may not exceed the pre-developed 10-year return period storm. The post-development release rate for developments for the 100-year return period storms shall not exceed the pre-developed 100-year return period storm. These fixed general release rates may be set at a sewer value by the Town of Sellersburg for certain watersheds if more detailed data becomes available as a result of comprehensive watershed studies conducted and/or formally approved and adopted. The applicant shall confirm the applicable release rates with the Town of Sellersburg prior to initiating the design calculations to determine whether a basin-specific rate has been established for the watershed.
- 6.2 Site-Specific Release Rates for Sites with Depressional Storage - For sites where depressional storage exists or becomes the preferred storage/treatment system, the general release rates provided above may have to be further reduced. If depressional storage exists at the site, site-specific release rates shall be calculated, accounting for the depressional storage by modeling it as a pond whose outlet is a weir at an elevation that stormwater can currently overflow the depressional storage area, or whose outlet is a grate where runoff can enter a storm sewer. Depressional storage depths may not exceed six inches (6") in height. Post developed release rate for sites with depressional storage shall be the 10-year pre-developed peak runoff rate for the post-developed 10-year storm and 100-year pre-developed peak runoff rate for the post-developed 100-year storm. In



Stormwater filtration within a parking lot.

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no case shall the calculated site-specific release rates be larger than general release rates provided above.

- 6.3 Acceptable Outlet and Adjoining Property Impact Policies - Design and construction of the stormwater facility shall provide for the discharge of the stormwater runoff from off-site land areas as well as the stormwater from the area being developed (on-site land areas) to an acceptable outlet(s) having capacity to receive upstream (off-site) and on-site drainage. The flow path from the development outfall(s) to a regulated drain or natural watercourse shall be provided on an exhibit that includes topographic information. Any existing field tile encountered during the construction shall also be incorporated into the proposed stormwater drainage system or tied to an acceptable outlet.

Where the outfall from the stormwater drainage system of any development flows through real estate owned by others prior to reaching a regulated drain or watercourse, no approval shall be granted for such drainage system until all owners of real estate and/or tenants crossed by the outfall consent in writing to the use of their real estate. In addition, no activities conducted as part of the development shall be allowed to obstruct the free flow of flood waters from an upstream property.

If an adequate outlet is not located on site, then off-site drainage improvements may be required. Those improvements may include, but are not limited to, extending storm sewers, clearing, dredging and/or removal of obstructions to open drains or natural water courses, and the removal or replacement of undersized culvert pipes as required by the Town of Sellersburg.

- 6.4 Stormwater Facility Design - The calculation methods as well as the type, sizing, and placement of all stormwater facilities shall meet the design criteria, standards, and specifications outlined in the Indiana Drainage Handbook, Clark County Drainage Ordinances and Town of Sellersburg Drainage Ordinances, unless otherwise modified in this document.
- a. Detention facility that are intended for multiple uses, such as a recreation or athletic field shall include gentle side slopes to allow for easy access to the play fields and avoid unsafe conditions. Gentler slopes for detention may require more land for the facility, but by combining the required detention volume with required community uses less land may be used for these open areas overall. Steeper side slopes can

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be designed with terraced flat areas to serve as spectator seating.

6.5 General Facility Design Requirements

- a. Detention facilities designed to be naturalized open space shall include varied side slopes and an undulating bottom. Varied slope conditions will promote opportunities for plant diversity and wildlife habitat by creating subtle changes in elevation above the average water level. Combine these techniques to create a wide array of diverse soil conditions and exposures for plants and animals to inhabit and “naturalize”.
- b. Linear detention facilities and waterway draws shall be located along each side of the arterial rights of way. This configuration will help restrict access to only planned street intersections. Linear detention facilities shall have a minimal longitudinal slope to facilitate infiltration and evaporation, and shall be controlled with check dams to restrict flow and minimize channel velocity. A naturalized drainage channel slows waterflow and promotes habitat establishment.
- c. General access is a primary safety consideration. Ramped access and gentle side slopes allow people and animals to evacuate the basin in the event of high water.
- d. Access for maintenance equipment and personnel is necessary for proper care and management of stormwater facilities. Design slopes to provide appropriate access for wheeled service vehicles, utility vehicles, lawn mowers and/or brush hogs. Consider that trash and debris must be regularly removed by maintenance personnel. Periodic cleanup operations may also require the use of heavy equipment.
- e. If walls are used, they shall be limited to the minimum required height and length needed. Ideally no more than 50% of a basin perimeter shall be bound by walls. All walls shall be built of suitable materials matching adjacent architecture or designed into the landscape scheme.
- f. In all cases the following standards apply:
 1. No concrete lined ditches/channels shall be used where free draining soils are present. Limit their use to areas with clayey soils, if necessary.
 2. Side slopes should vary and range from 4:1 to 20:1
 3. No vegetated slope should exceed 3:1
 4. Landscaped areas should slope to drain or be planted appropriately so regular mowing is not required.



Raingarden between sidewalk and adjacent roadway.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

5. No more than 50% of a basin area can be bound by walls. All walls proposed for the pond perimeter are required to have a high quality visual character (such as natural stone or integral color concrete with form liner). Walls should not exceed 30" in height.
 6. Drainage basins shall be designed so that safety fences are not required.
 7. Provide a minimum of one entry point for regular access by maintenance vehicles and mowers, and for occasional access by heavy equipment if necessary. Provide adequate egress to allow users to safely evacuate the area in the event of high water.
- 6.6 Allowance for Sedimentation - Detention basins shall be designed with an additional ten percent (10%) of available capacity to allow for sediment accumulation resulting from development and to permit the pond to function for reasonable periods between cleanings. Basins shall be designed to collect sediment and debris in specific locations, such as a forebay, so that removal costs are kept to a minimum.
- For wet-bottom ponds, the sediment allowance may be provided below the permanent pool elevation. No construction trash or debris shall be allowed to be placed within the permanent pool.
- If the pond is used as a sediment control measure during active construction, the performance sureties will not be released until sediment has been cleaned out of the pond and elevations and grades have been reestablished as noted in the accepted plans.
- 6.7 Placement of Utilities - No utility company may disturb existing storm drainage facilities without the consent of the Town of Sellersburg and/or Clark County Surveyor, whose decision may be appealed to the Sellersburg Town Council. All existing drainage facilities shall have senior rights.

GUIDELINES:



Stormwater facility that doubles as an amenity.

» *Linear, open channel detention facilities should be considered first when developing detention facility interconnectivity concepts, as a means of providing connectivity from upstream developments to the downstream facilities or the desired regional detention facilities. These linear, dry-bottom basins shall be designed to be aesthetically appealing in both wet and dry conditions. Topographic water draws shall be established so that runoff is directed to the desired regional detention facilities. The linear open channel detention facilities may utilize check dams, or other appropriate velocity reducing measures as a means of achieving the appropriate detention volume requirements.*

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

- » Stormwater facilities may be planned and constructed jointly by multiple developers as long as compliance with this Ordinance is maintained. Interconnectivity and shared use detention facilities are encouraged as a means of achieving regional detention requirements and goals. The Town of Sellersburg may require grading and drainage easements through a parcel in an effort to maintain predetermined runoff draws and flow channels.
- » Design detention facilities with positive slopes near the outlet to avoid standing water and limit mosquito habitat. Manicured turf areas that require regular mowing should also be sloped to drain appropriately (4:1 Max). However, flatter areas are encouraged to increase infiltration, but must be landscaped appropriately with wetland plants, forbs and shrubs that do not require regular mowing and will tolerate wet and dry conditions.
- » Avoid the use of concrete lined ditches/channels in areas with well-draining soils as they reduce infiltration and increase velocity runoff. Where necessary, concrete ditches shall be designed as an integrated part of the landscape. Horizontal alignment shall complement topographic character and be non linear. Embedded cobbles and/or boulders are encouraged.
- » Since storm drainage and detention areas account for the most significant portions of open landscaped space in most projects, their design can greatly impact the amount of irrigation water demand for a project. Irrigation and landscape design should correspond to the types of uses planned for the detention areas. Areas planned for high pedestrian use such as recreational fields will require higher irrigation needs to provide regular, controlled irrigation levels. More natural areas may be able to minimize or eliminate completely the need for supplemental irrigation.
- » All irrigation systems should be designed such that stormwater runoff can be collected and stored in cisterns or other appropriate storage devices on-site. These devices will be the primary water provider for irrigation systems, and should only be supplemented with clean water during drought seasons. The volume of storage created within the cistern may be credited toward the total site detention volume requirements.



Stormwater facility that doubles as an amenity,

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

7. Utilities

Intent: Utilities are the lifeblood of a community, providing needed energy, communications, and quality of life services. Yet, the placement and design of utilities and the elements which provide them (poles, valves, etc.) can often detract from the character and quality of a community. It is the intent of the PUD Ordinance to create an environment which has intentionally designed utility systems, which remain generally unnoticed or serve as an amenity.

REQUIREMENTS:

- 7.1 Utilities shall be installed underground and as a part of the street system where possible.
- 7.2 Storm Sewers - See Drainage Standards.
- 7.3 Sanitary Sewers - All developments shall connect to the local municipal sanitary sewer system. Septic Fields and/or tanks are not permitted. All connections must follow applicable codes.
- 7.4 Water - All developments must connect to the local municipal water system. On-Site potable water tanks are not permitted. (Rain barrels and on-site rainwater/ greywater collection/ treatment systems however, are encouraged.) Fire hydrant installation spacing and required sprinkler shall follow current Town of Sellersburg Standards.
- 7.5 Gas - All developments using gas shall have access to the local gas system. LP tanks shall not be permitted.
- 7.6 Electric - All developments shall have access to the local electrical system. New overhead powerlines (pole to pole) are not permitted within a development.
- 7.7 Satellite Communications - Satellites will be permitted, however, they shall be less than three feet (3') in diameter and must be located away from the PUBLIC FACE of a building and at no point can be attached to a building in the space from ground level up to twenty feet (20').
- 7.8 Telephone Communications - All developments shall have access to a local telephone system. Overhead telephone lines (pole to pole) are not permitted within a development. Cell towers are not permitted. Wireless Internet communication devices up to five feet (5') in height are allowed, provided that they are not located on the PUBLIC FACE of a building. Proposals for transmitting wireless communications from buildings is subject to review by the Technical Committee.
- 7.9 Industrial Utilities - Any and all industrial utilities (gas tanks, hazardous waste containers) are generally not permitted.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

However, petition for variance can be made within the submittal of the Utilities Plan to the Technical Committee.

- 7.10 Location of Utilities - Metering and equipment for utilities shall not be located on the street frontage of any building or development. When metering and equipment is located on the side or rear of the building or development, it must be screened with appropriate landscaping. Any utilities located on the roof of a building must be screened from view from the street frontage with a wall or landscape element.
- 7.11 Utilities - Temporary overhead powerline connections are allowed during construction only. Care shall be taken with construction period utilities as the visual appearance of the community will be important for marketing and development perception.

GUIDELINES:

» *Utilities not specifically outlined, such as solar panels, localized wind turbines and other sustainable utilities, are encouraged. Proposals to include such elements in a development can be made within the submittal of the Utilities Management Plan to the Technical Committee.*

8. Mechanical and Service Areas

REQUIREMENTS:

- 8.1 Roof-mounted mechanical equipment such as roof vents, metal chimneys, solar panels, television antennae/satellite dishes, or air conditioning units shall be adequately screened so as not to be visible from any adjacent street or sidewalk.
- 8.2 Ground-mechanical equipment shall be screened with an enclosure constructed of materials that are compatible with the primary structure materials or with evergreen landscaping which is not less than the height of the mechanical equipment at the time of planting.
- 8.3 Loading berths, service areas, trash storage, exterior work areas, storage yards, and truck parking shall be adequately screened from public streets, public open spaces and residential properties using building mass, freestanding walls and gates, and/or landscaping. The screening shall be a minimum of six feet (6') in height. Landscaping may also be incorporated to enhance the structural screen.



Loading, service and trash area behind retail center.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

- 8.4 Dumpsters, recycling containers, and trash compactors shall be fully enclosed by a structure that shall be:
- Located no closer to any right-of-way than the principal structure;
 - Dumpsters and recycling containers shall be screened on three sides by the construction of permanent opaque wooden, brick, or masonry screens that are compatible with the principal structure. Landscaping shall be used to soften the wall.
 - The fourth side which provides access to the dumpster or recycling container for refuse collectors shall be gated.



Multi-tenant monument sign.



Monument sign.



Canopy sign.

9. Sign Standards

Intent: Signs not only communicate information about goods or services offered at a particular establishment, they can also reveal the quality of the particular business or development. Wayfinding signage and general street identification signage will be coordinated by the Town.

REQUIREMENTS:

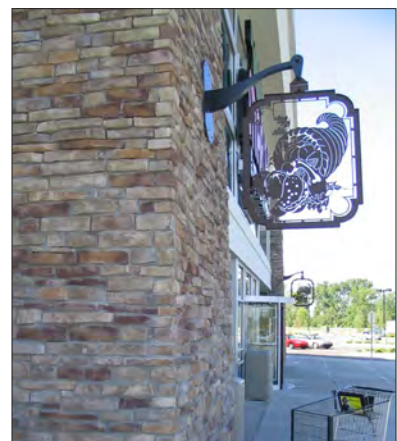
- 9.1 The standards of Section 2.15 of the Sellersburg Zoning Ordinance shall apply to all signs except on specific matters addressed within this PUD.
- 9.2 The erection, construction, enlargement, movement or conversion of all permanent and temporary signs, banners, exterior graphic displays and sign structures within the TIF District shall require a sign permit from the Administrator in accordance with the provisions of this section.
- 9.3 A minimum of two (2) square feet of landscaping per one (1) square foot of sign area shall be placed around the base of a freestanding sign. The landscape area shall consist of shrubs, groundcover and perennial plant material. Turf does not satisfy this requirement.
- 9.4 Freestanding signs shall not exceed twelve feet (12') in height.
- 9.5 The following types of signs shall be prohibited within the TIF PUD District:
 - Outdoor advertising / off premise / billboard signs
 - Freestanding signs supported by a single pole or pylon, except directional signs
 - Portable signs
- 9.6 No sign shall have more than two (2) faces.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

- 9.7 Ground/monument signs shall be:
- Placed perpendicular to the street and shall not block sight lines at entry driveways or circulation aisles.
 - Have the street address prominently displayed on the sign.
 - Be externally illuminated either with light cast directly onto the sign or with individual, backlit letters.
- 9.8 Standards for wall signs within the TIF PUD are as follows:
- There shall be no more than 1 wall sign per frontage on a public street.
 - A wall sign shall not exceed one (1) square foot area per one linear foot (1') of tenant frontage up to one hundred (100) square feet in area. See Village Square and Village Living subareas for maximum sizes.
- 9.9 Awning signs
- The shape, design, and color of awnings shall be carefully designed to coordinate with, and not dominate, the architectural style of the building.
 - Signs on awnings shall not exceed fifty percent (50%) of the area of the face to which it is affixed.
 - Awnings shall not be internally illuminated. Lighting directed downward that does not illuminate the awning is allowed.
- 9.10 Directional signs shall be used for directional indications and address identification purposes only.
- One (1) directional sign shall be permitted per entry.
 - Directional signs shall not exceed two feet (2') in height and two (2) square feet in area.
- 9.11 Signs composed of individual letters per Section 2.15.4(2)(ix) of the SZO mounted to the facade or a backing placed on the facade are preferable to cabinet/box type signs.
- 9.12 Projecting signs shall be permitted per Section 2.15.4 of the SZO with the stipulation:
- The sign area shall not exceed sixteen (16) square feet.
 - The sign shall project no more than four feet from the facade.
 - Mounting details shall be submitted to the zoning administrator for review.



Directional sign.



Projecting sign.

GUIDELINES:

- » Signs should be architecturally-compatible with the overall design of the individual building or overall development in which they are associated in terms of materials, size, shape, color, and lighting.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

10. Accessory Uses and Structures

REQUIREMENTS:

- 10.1 The standards of Section 1.24 of the Sellersburg Zoning Ordinance shall apply to all accessory structures except on specific matters addressed within this PUD.
- 10.2 Accessory structures shall:
 - a. be located to the side or rear of the principal structure and shall be constructed and/or placed in the location of least visibility from the public right-of-way.
 - b. not exceed twenty-five percent (25%) of the ground floor area of the primary structure.
 - c. shall be greater than eighteen feet (18') in height.
- 10.3 Accessory structures should be constructed of materials that are compatible with the primary structure materials, in terms of type, pattern, and durability.

11. Outdoor Storage, Displays and Sales

Permanent outdoor sales, display, storage of materials, areas for wholesaling, warehousing or distribution operations shall be permitted if they conform to the standards of this section.

REQUIREMENTS:

- 11.1 Outdoor displays shall not be located in any required yards or off-street parking or loading areas.
- 11.2 Display areas shall be of concrete, asphaltic pavement, or other permanent paving material and shall be maintained in good condition. Pervious asphalt pavement may be permitted as approved by the Zoning Administrator.
- 11.3 Approved permanent outdoor display areas can be used at any time and for any duration to display products, seasonal sales and the like; including vending machines, propane tanks, and ice machines without the need for another permit when new items are displayed.
- 11.4 Vending machines on the exterior of any building on the premises shall:
 - a. Be located under an awning or contained in a roofed shelter, stall or other structure.
 - b. Not be visible from the street frontage.
- 11.5 The maximum area for outdoor sales and display shall not exceed ten percent (10%) of the principal structure or primary tenant space.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

- 11.6 Storage shall be located behind the front facade of the main building facing any street.
- 11.7 All outdoor storage area shall be screened from public streets and adjacent properties by a continuous screen a minimum of six feet (6') in height. The screen may be achieved through the use of:
- Dense, living plant material (shrubs); fifty percent (50%) of which shall be evergreen species;
 - Masonry walls, metal, or wrought iron decorative fencing; or
 - A combination of (a) and (b) above.
 - In instances where a non-opaque or open fence is used (chainlink), landscaping consisting of evergreen plantings shall be provided around the exterior perimeter of the required fencing planted at a rate to form a screen a minimum of six feet (6') high.
- 11.8 Automobile sales areas shall have a landscaped perimeter as described above with a minimum height of three feet (3').

GUIDELINES:

» Screens should be dense enough or solid enough to minimize the affects of noise, dust, or unsightly view from adjacent properties and public streets.

12. Fence and Wall Standards

REQUIREMENTS:

- 12.1 All fences and walls shall present the non-structural face outward.
- 12.2 No fence or wall shall disrupt the flow of water in any drainage easement, or otherwise result in impediments for storm-water runoff. Any fence or wall located in an easement may be removed by the easement holder when accessing the easement.
- 12.3 All fences and walls may be permitted up to a property line except as noted in this ordinance.
- No fence or wall may be placed in any right-of-way or otherwise obstructs the motorists view.
 - Fences shall be setback a minimum of fifteen feet (15') from the top of bank of a pond in order to provide of emergency access and maintenance.
 - Fences shall only be placed in common areas as part of an approved Development Plan.



Screening for outdoor storage.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

- 12.4 Fences and walls shall be constructed of wood, decorative metal, textured masonry, stone, or synthetic materials styled to simulate natural materials.
- 12.5 Height Requirements
 - a. Fences and walls shall not exceed six feet (6') in height in rear and side yards.
 - b. Decorative fences constructed of high quality materials such as brick, stone, decorative block, metal or wood not exceeding forty-eight inches (48") in height and may be located in any frontyard, provided that they are a minimum of fifty percent (50%) open.
 - c. The height of a fence shall be determined by measuring from the adjacent grade to the highest point of the fence, excluding fence posts. Fence posts may exceed the maximum height of the fence by up to one foot (1').
- 12.6 Landscaping shall be used to complement a fence.
- 12.7 Prohibited Fences. All electrified, barbed wire, razor wire, and stockade fences are prohibited.

13. Exterior/Site Lighting Standards

Intent: Lighting can serve many functions in a development. Proper lighting extends the energy of the daytime street life into the evening, contributes to the perception of safety, and can enhance the overall appearance of an area.



Multi-functional streetlight incorporating street signs and hanging baskets.

REQUIREMENTS:

- 13.1 Electrical service to all outdoor lighting shall be underground.
- 13.2 Light fixtures shall be cutoff, semi-cutoff, or full cutoff fixtures (luminaires) focused directly downward.
- 13.3 Any light used to illuminate parking areas or driveways shall be installed so as to reflect the light away from any adjoining residential district or public roads.
- 13.4 The average maximum maintained illumination shall be three (3) footcandles. The maximum footcandles at the property line shall not exceed five-tenths (0.5) footcandles.
- 13.5 For exterior display or open sales areas, the average horizontal illumination at grade level shall not exceed five (5.0) footcandles on average.
- 13.6 The maximum mounting height for street and parking lot light fixtures shall be twenty-five feet (25') from the adjacent grade. See Village Square and Village Living subarea standards, page 50, for maximum light standard height.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

- 13.7 External lighting fixtures illuminating signs shall be located, aimed, and shielded so that light is directed onto only the sign face, with minimal light spillage. House-side shields shall be used as necessary in residential areas.

GUIDELINES:

- » *Site lighting should illuminate pedestrian areas outside of the public right-of-way including parking areas, building entries, service areas, sidewalks, pathways, parks, and plazas.*
- » *Whenever feasible or practical, exterior lighting should include timers, dimmers, and/or sensors to reduce overall energy consumption and eliminate excessive lighting.*
- » *Building-mounted light fixtures shall be an architectural accent to the building.*
- » *A photometric plan may be requested as part of the Development Plan.*

14. Open Space

Intent: To provide open space as an amenity that promotes physical and environmental health within the community and to provide residents with access to a variety of active and passive outdoor experiences.

REQUIREMENTS:

- 14.1 Open space may be publicly or privately owned and may take the form of a park, greenway, playground, plaza, ballfields among others.
- 14.2 All new development shall provide public access to open space or connect to a vehicular right-of-way that has access to the open space/ greenway.
- 14.3 For developments over two (2) acres, inclusion of at least one amenity from the following list is required.
- a. Patio/seating area;
 - b. Pedestrian plaza with benches;
 - c. Water feature,
 - d. Clock tower or other public art;
 - e. Or other such deliberately shaped area and/or a focal feature of amenity that, adequately enhances such community and public spaces.
- 14.4 New development within one hundred feet (100') of the top of bank of Camp Run Creek shall provide an easement a minimum of thirty feet (30') wide for a greenway trail.



A water feature incorporated into public open space.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES



Multi-functional open space.

- 14.5 Stormwater Management in Open Spaces: Stormwater management practices, such as storage and retention facilities, shall be integrated into Open Space Types. Stormwater features in open space may be designed as formal or natural amenities with additional uses other than stormwater management, such as an amphitheater, sports field, or a pond or pool as part of the landscape design. Stormwater features shall not be fenced and shall not impede public use of the land they occupy. Refer to Section 6 for additional details.

GUIDELINES:

- » *Open spaces should be located in highly visible places that are easily accessible from public areas such as streets, building entrances, and sidewalks.*
- » *Incorporate outdoor/sidewalk dining areas to encourage day and night activity. Consider providing a barrier such as a decorative metal fence or concrete planters to define the public and private space. These barriers should be temporary in nature to accommodate seasonal changes.*

SPECIFIC SUBAREA DEVELOPMENT STANDARDS

15. Village Square Subarea

The intent of this section is to create a strong relationship between buildings the street, and the pedestrian or sidewalk promoting walkability and social interaction.

REQUIREMENTS:

- 15.1 Building height shall not exceed a height of thirty-five feet (35') as measured to the building cornice line. Building height shall also not be less than two (2) stories or twenty feet (20').
- 15.2 A clear visual division between the ground floor and upper level floors shall be established using cornice lines, windows, permanent awnings, or similar architectural elements.
- 15.3 Buildings located at street corners shall serve as distinguishable gateways, engaging the interest of drivers, pedestrians and bicyclists at the intersection.
 - a. Corner buildings shall provide additional building mass or distinctive architectural elements to emphasize the corner location.
 - b. Buildings on corner lots shall use windows, doors or architectural detail to address facade design on both street frontages.
- 15.4 Windows shall provide visual definition and help to reduce the visual mass of buildings. A minimum of seventy-five percent (75%) of the street level facade shall be transparent.
- 15.5 Opaque or reflective glass shall not be used on street level facades.
- 15.6 Canopies and/or awnings shall extend a minimum of three feet (3') from the facade of the building.
 - a. Awnings, when used, shall be installed so that the valance is at least eight feet (8') above the sidewalk.
 - b. Awnings shall not be internally lit.
 - c. Neither fiberglass or plastic materials shall not be used for awnings.
- 15.7 Sidewalks shall be a minimum of eight feet wide within the Village Square to provide for amenities such as landscaping, seating, window boxes, planters, bike racks, and similar elements.



An example of development that incorporates many requirements of this PUD such as facade division, height, and use of windows.



Wide sidewalks allow for foot traffic and amenities in the same space.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES



Projecting sign.



Pedestrian-scaled lighting that incorporates decorative banners.

- 15.8 Off-street parking shall not be located in the front or side yard of any new structure. On-street parking is encouraged.
- 15.9 Projecting signs shall be permitted. Such signs generally project at right angles to the building and are typically oriented towards pedestrian traffic.
- A maximum of one (1) sign per street frontage shall be permitted per business.
 - No projecting or suspended sign shall, at its lowest point, be less than eight feet (8') above grade.
 - Projecting and suspended sign area shall not exceed sixteen (16) square feet.
- 15.10 The following signs shall be prohibited:
- Internally illuminated
 - electronic reader boards
- 15.11 Site lighting shall be required to illuminate pedestrian areas outside of the public right-of-way including parking areas, service areas, sidewalks and pathways, and plazas.
- Lighting intended for pedestrian pathway illumination shall have a maximum height of fifteen feet (15').
- 15.12 The following land uses shall not be permitted in the Village Square subarea.
- Uses having drive-through service
 - Sexually oriented business, massage parlors, tattoo parlors, amusement arcade, or similar amusement, and Methadone Clinic or Treatment Facility.
 - Motor vehicle sales and repair
 - Gasoline service stations and car washes
 - Industrial and manufacturing use of any kind
 - Warehousing (including mini-storage facilities)

GUIDELINES:

» *Open Space: As noted previously, the Village Square subarea is centered on creating a central gathering space that is an identifiable feature for Sellersburg. Open space may come in the form of plazas, parks, athletic fields, and places to rest. Open space should be located in highly visible places that are easily accessible from public areas such as streets, building entrances, and sidewalks. They should allow for multiple points of entry.*

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

16. Village Living Subarea

Primarily multi-family residential development (townhome, duplex, assisted living housing types) is intended for the Village Living Subarea. There may be small scale (less than 5,000 square feet) neighborhood-serving retail to provide daily conveniences for area residents. Refer to Table 2: Land Use, page 28.

REQUIREMENTS:

- 16.1 Multi-family structures shall not have attached front facing garages. Developments consisting of multiple units, garages shall be accessed from an internal drive accessible from the rear.
- 16.2 On-site parking shall be provided in attached garages, detached garages or detached carports.
- 16.3 Multi-family residential development or mixed-use development with greater than fifty percent (50%) residential use shall provide either a plaza, patio, or landscaped green area equal to or greater in size than one percent (1%) of the building footprint.
- 16.4 Building height shall not exceed a height of thirty-five feet (35'). Minimum building height shall be twenty feet (20').
- 16.5 Luminaires used only to illuminate pedestrian facilities shall not be mounted higher than fifteen feet (15') from the finished grade of the walking surface.
- 16.6 The following land uses shall not be permitted in the Village Living subarea.
 - Uses having drive-through service
 - Sexually oriented business, massage parlors, tattoo parlors, amusement arcade, or similar amusement, and Methadone Clinic or Treatment Facility.
 - Motor vehicle sales and repair
 - Gasoline service stations and car washes
 - Industrial and manufacturing use of any kind
 - Warehousing (including mini-storage facilities)
 - Freestanding, ground mounted wireless telecommunication facilities



Multi-family development.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES



Appropriate commercial development for the Community Commercial Subarea.

17. Community Commercial Subarea

This subarea contains uses that serve the entire Sellersburg community. A Uses in this category typically are of larger and include those found in Village Square, as well as those found in Table 2: Land Use, page 28. Drive-through facilities may be located in this more automobile-oriented subarea.

REQUIREMENTS:

- 17.1 Building height shall not exceed forty-five feet (45') in height, nor be less than twenty feet (20').
- 17.2 Drive-through facilities provide convenient access to goods and services; however, they are predominantly automobile-oriented uses which can negatively impact pedestrian circulation. If traffic safety and other related site issues can be adequately addressed, drive-through facilities may be permitted as an accessory use subject to the following standards:
 - a. The principle structure shall be located at the minimum front setback or build-to line.
 - b. There shall be direct pedestrian access between the primary entrance of the structure and the adjacent public sidewalk.
 - c. Drive-through service windows and ordering stations shall be located on the rear of a structure, with access to the window provided by new or existing alley access points.
 - d. The drive-through shall exit to an alley or access drive.
 - e. Canopies for the drive-through windows shall be attached to the structure.
 - f. The drive-through facility, including any canopy, shall be compatible in both material and architecture with the primary structure.
- 17.3 Signage may be increased by thirty percent (30%) above the standards in Section 9 this ordinance as some development may be viewed from greater distances and at higher speeds.

18. Employment Center Subarea

REQUIREMENTS:

- 18.1 Facades shall be designed with cornices, parapets, or similar architectural elements to add appropriately-scaled embellishment to the roofline.

TIF DISTRICT PUD DEVELOPMENT STANDARDS & GUIDELINES

- 18.2 High quality materials shall be durable, and convey a sense of permanence. The use of a single material on any facade is discouraged.
- 18.3 Signage may be increased by thirty (30) percent above the standards in Section 9 this ordinance for parcels with Interstate 65 visibility.
- 18.4 Up to twenty percent (20%) of required parking may occur in the front yard.
- 18.5 Two percent (2%) of the site shall be dedicated to amenities for employees.



Large office developments incorporating varying facade materials, architectural elements, and a cornice roofline.

APPENDIX

APPENDIX A: "EXHIBIT A" - LEGAL DESCRIPTION OF THE TIF PUD AREA

DESCRIPTION OF SELLERSBURG ECONOMIC DEVELOPMENT AREA

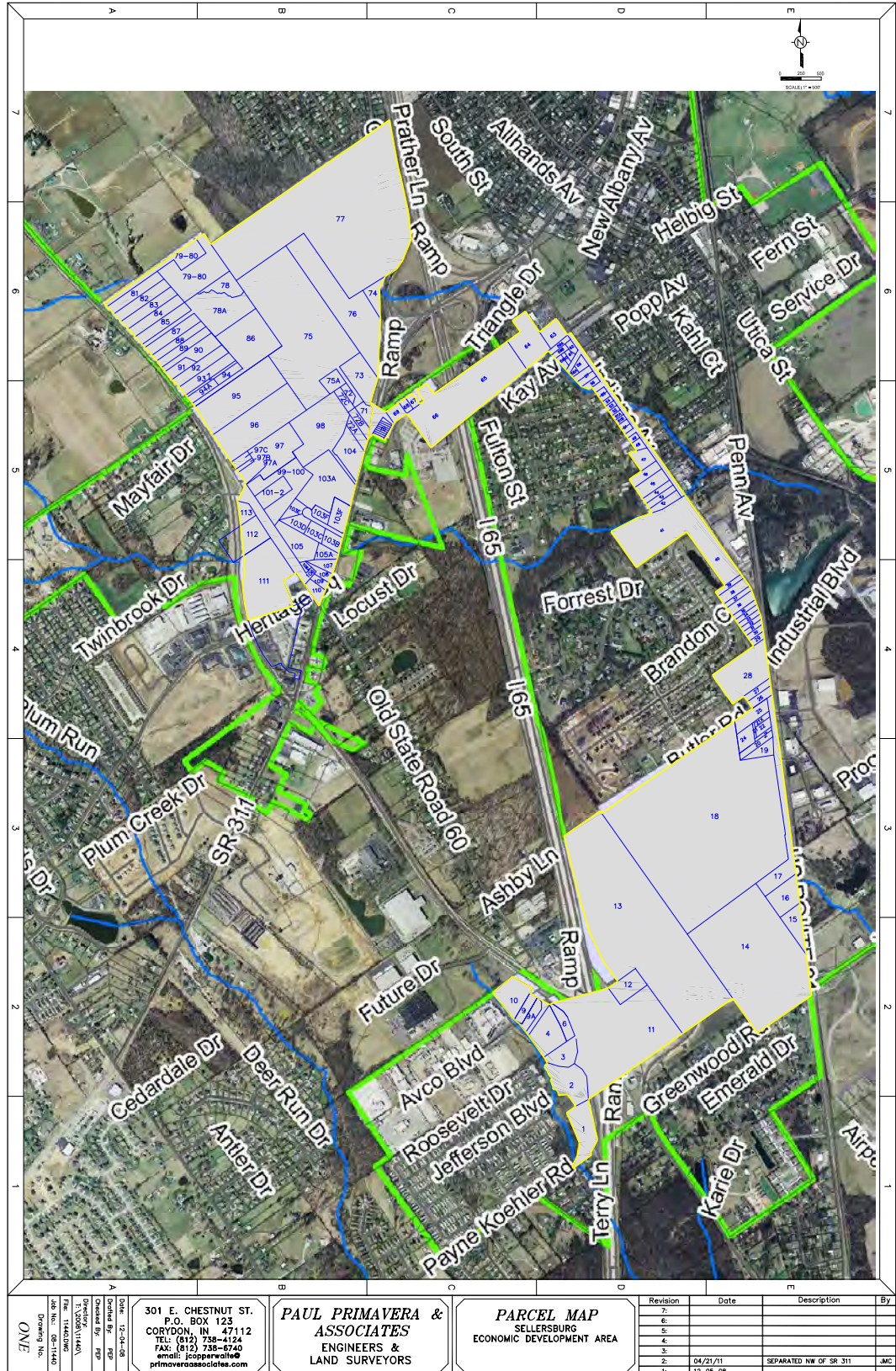
NORTHWEST OF CHARLESTOWN ROAD

The following is a legal description prepared this 21st day of April, 2011, of real property being parts of Surveys #108, #109, and #110 of the Illinois Grant, located in the Town of Sellersburg, Clark County, Indiana, more particularly described as follows:

Beginning at the West corner of Survey #110 of the Illinois grant, thence along the Northern line of Survey #110 North 55° 09' 25" East 2693.81 feet to a point on the Western right of way of Interstate #65, thence with said right of way as follows: South 10° 28' 25" East 605.58 feet, thence South 14° 51' 25" East 100.70 feet, thence South 12° 21' 25" East 79.03 feet, thence South 12° 30' 25" East 321.30 feet, thence South 07° 07' 25" East 386.35 feet, thence South 21° 28' 35" West 285.55 feet, thence South 34° 09' 35" West 137.14 feet, thence South 58° 02' 41" West 165.94 feet, the above being along the Northeastern line of that property recorded in Deed Record Book 230, Page 19, thence continuing along said right of way and along the Southeasterly line of those properties recorded in Instrument #200114150, in Deed Record Book 153, Page 102 and Deed Drawer 30, Instrument #11252 as follows: South 24° 47' 41" West 171.60 feet, thence South 01° 54' 16" East 371.85 feet, thence South 02° 35' 51" West 731.41 feet, thence South 16° 31' 18" West 318.10 feet, thence continuing along said right-of-way as follows: South 12° 50' 01" East 105.50 feet, thence South 08° 45' 11" West 365.12 feet, thence South 16° 38' 27" West 148.04 feet, thence South 14° 11' 27" West 696.80 feet, thence South 14° 11' 00" West 628.91 feet, thence South 15° 53' 56" West 46.38 feet, thence South 16° 44' 26" West 121.62 feet, thence South 22° 02' 59" West 502.06 feet to a point in the centerline of Old State Road #60, thence with said centerline North 33° 57' 49" West 501.69 feet, thence leaving said centerline to a point in the Eastern line of that property recorded in Instrument #200811450, thence along the line of said tract South 56° 20' 51" West 189.13 feet, thence South 21° 03' 39" East 332.14 feet, thence cutting diagonally across said tract South 72° 28' 42" West 584.82 feet to a point on the Eastern right of way of State Road #60, thence along the Eastern right of way of State Road #60 as follows: along a curve concave Southeasterly (said curve having a radius of 1834.86 feet and whose long chord bears North 08° 34' 42" West, having a length of 468.26 feet) a distance of 469.54 feet, thence continuing with said right of way North 12° 11' 09" East 103.06 feet, thence North 01° 09' 57" West 200.00 feet, thence North 09° 07' 29" West 34.87 feet, thence North 05° 48' 41" West 371.99 feet, thence North 07° 05' 43" West 307.66 feet to a point in said right of way marking the Northernmost corner of that property recorded in Instrument #3216980, thence North 25° 54' 54" East crossing Old State Highway #60 240.01 feet to a point on the Eastern right of way, thence with said right of way of State Road #60 as follows: North 34° 05' 26" West 168.24 feet, thence North 34° 49' 05" West 154.44 feet, thence North 33° 43' 09" West 232.93 feet, thence North 36° 30' 48" West 119.66 feet, thence along a curve concave Westerly (said curve having a radius is 2606.48 feet and whose long chord bears North 32° 07' 53" West, having a length of 333.94 feet) a distance of 334.17 feet, thence continuing with said right of way North 32° 04' 57" West 84.10 feet, thence North 35° 48' 15" West 28.15 feet, thence North 35° 52' 36" West 62.91 feet, thence North 38° 57' 47" West 192.83 feet, thence North 37° 50' 41" West 100.63 feet, thence North 47° 38' 56" West 126.99 feet, thence North 39° 19' 21" West 172.68 feet, thence North 34° 19' 07" West 103.83 feet, thence North 42° 01' 28" West 529.77 feet, thence North 43° 34' 28" West 437.48 feet, thence leaving said right of way and along the North line of that property recorded in Deed Drawer 31, Instrument #14909 North 55° 05' 35" East 1509.98 feet to a point in the Grant line between Surveys #109 and #129, thence with said Grant line South 32° 54' 37" East 157.75 feet to the point of beginning, containing 259.00 Acres, more or less.

The above description has been compiled from existing deeds and does not represent an actual field survey of this parcel.

APPENDIX A: "EXHIBIT A" - LEGAL DESCRIPTION OF THE TIF PUD AREA



APPENDIX A: "EXHIBIT A" - LEGAL DESCRIPTION OF THE TIF PUD AREA

Parcel List - Sellersburg Economic Development Area

4/24/2011

Map Key #	Tax ID	Parcel Number	Owner	Recording Info.
71	017-42-011-0	10-17-11-000-714-000-031	Dairy Mart Convenient Store, Inc.	DD-26 - 863
72	017-42-016-0	10-17-11-000-715-000-031	James L. O'Neal Revocable Trust	I 201008827
72A	017-42-014-0	10-17-11-000-711-000-031	Wang, Jyh Chuang & Maria Young 2/3	
			& Kuo, Wei-Swan 1/3	DD26 - 1602
72B	017-42-017-0	10-17-11-000-703-000-031	C & M Smith Partnership	DD25 - 16800
72C	017-42-015-0	10-17-11-000-716-000-031	Hecker, Kenneth R. & Ellen K.	DD18 - 15821
73	017-42-009-0	10-17-11-000-710-000-031	McDonald's Corp.	DD30 - 11252
74	009-09-004-0	10-09-11-000-003-000-030	Haenisch, J. C. & Judith A.	I 200114150
75	017-42-007-0	10-17-08-900-001-000-031	James L. O'Neal Revocable Trust	I 201009348
75	017-42-007-0	10-17-08-900-001-000-031	James L. O'Neal Revocable Trust	I 2010009348
75A	017-42-0180	10-17-11-000-704-000-031	Vishnu (I), Inc.	DD30 - 11254
76	009-09-003-0	10-09-11-000-004-000-030	Appell, Joseph R. & Edith	Bk153 - Pg102
77	009-09-001-0	10-09-11-000-005-000-030	Prather, Victor E. & Cleda M.	Bk230 - Pg19
78	017-58-023-0	10-17-10-900-010-000-031	Pesquentos, James A. & Lisa	I 200720408
78A	017-58-022-0	10-17-10-900-012-000-031	Hess, Ronald J. & Cynthia S.	DD27 - 7267
79	017-58-003-0	10-17-10-900-013-000-031	O'Neil, Gail L.	DD31 - 14909
80	017-58-021-0	10-17-10-900-016-000-031	O'Neil, Gail L.	DD31 - 14909
81	017-58-007-0	10-17-10-900-003-000-031	Goode, Robert & Judie	DD8 - 7552
82	017-58-005-0	10-17-10-900-017-000-031	Mayden, Kenneth & Shirley	I 200311121
83	017-58-015-0	10-17-10-900-018-000-031	Mahon, Kenneth A. & Mary F.	DD30 - 15116
84	017-58-017-0	10-17-10-900-004-000-031	Terry, Stephen T. & Christianna	DD18 - 10172
85	017-58-010-0	10-17-10-900-019-000-031	Roberts, Joseph R. & Diana L.	DD18 - 15457
86	017-58-012-0	10-17-10-900-023-000-031	Hess, Ronald J. & Cynthia S.	DD30 - 5712
87	017-58-006-0	10-17-10-900-005-000-031	Graf, Anthony D.	I 200914324
88	017-58-009-0	10-17-10-900-006-000-031	Perry, James & Barbara	DD8 - 7556
89	017-58-020-0	10-17-10-900-011-000-031	Perry, James A.	DD24 - 13899
90	017-58-014-0	10-17-10-900-024-000-031	Lukes, John R.	I 201002218
91	017-58-013-0	10-17-10-900-026-000-031	Pierce, Charles R. & Tonja	I 200623935
92	017-58-011-0	10-17-10-900-020-000-031	Adams, John & Janet	I 200717747
93	017-58-008-0	10-17-10-900-002-000-031	Ellis, James F. & Norma A.	DD28 - 7554
94	017-58-016-0	10-17-10-900-022-000-031	Ellis, James F. & Norma A.	DD20 - 4018
94A	017-58-018-0	10-17-10-900-021-000-031	Ratcliff, Richard E., Jr. & Anita R. & Richard E., Sr.	I 3215302
95	017-57-017-0	10-17-10-800-431-000-031	Steele, Rhonda K. & Crum, David, Trustee,	DD29 - 14712
			Steele, Rhonda K. 1/2, Lloyd V. Dold Trust 1/2	
96	017-57-001-0	10-17-10-800-432-000-031	Mary Jennie Dold Rev. Trust	I 200619732
97	017-57-020-0	10-17-10-800-451-000-031	Trester, Mary Jo	DD30 - 1103
97B	017-57-014-0	10-17-10-800-439-000-031	Pennington, William & Helen H.	DD3 - 6674
97C	017-57-019-0	10-17-10-800-438-000-031	Pennington, Helen H.	Bk293 - Pg195
98	017-57-002-0	10-17-10-800-453-000-031	Hecker, Floyd H. & Mazie W.	DD21 - 13034
99	017-57-023-0	10-17-10-800-452-000-031	NovaStar, LLC	I 200405984
100	017-57-003-0	10-17-10-800-448-000-031	NovaStar, LLC	I 200405984
101	017-57-025-0	10-17-10-800-441-000-031	Evinger, Dan R. & Joan V.	I 3220148
102	017-57-024-0	10-17-10-800-440-000-031	Evinger, Dan R. & Joan V.	I 3220148
103A	017-88-001-0	10-17-10-800-807-000-031	Z S Developers, LLC	I 200804468
103B	017-78-001-0	10-17-10-800-001-000-031	River Valley Financial Bank	I 200213520
103C	017-78-002-0	10-17-10-800-002-000-031	Storage Express Holdings, LLC	I 200803716
103D	017-78-003-0	10-17-10-800-003-000-031	Storage Express Holdings, LLC	I 200813715
103E	017-78-004-0	10-17-10-800-004-000-031	Storage Express Holdings, LLC	I 200813715
103F	017-78-005-0	10-17-10-800-006-000-031	McDonner, Nicholas J. & Heather S.	I 200803795
103F	017-78-006-0	10-17-10-800-005-000-031	Wintersong, LLC	I 200429063
104	017-57-005-0	10-17-10-800-433-000-031	Benjamin, Bruce & Joseph & Nancy Summers	I 200921805

APPENDIX A: "EXHIBIT A" - LEGAL DESCRIPTION OF THE TIF PUD AREA

4/24/2011

Map Key #	Tax ID	Parcel Number	Owner	Recording Info.
104	017-42-013-0	10-17-11-000-712-000-31	Benjamin, Bruce & Joseph & Nancy Summers	I 200921805
105	017-57-006-0	10-17-10-800-434-000-031	Love, Jeanne A. & Love, Linda J.	DD31 - 705
105A	017-57-008-0	10-17-10-800-430-000-031	Richards, Joseph C., JR. & Karen S.	DD25 - 9564
106	017-57-010-0	10-17-10-800-443-000-031	Thompson, Alden Lee	DD22 - 9163
106A	017-57-015-0	10-17-10-800-430-000-031	Lisa Mullah	I 201014929
107	017-57-009-0	10-17-10-800-435-000-031	J. J. Craig Co., LLC	I 200705713
108	017-57-016-0	10-17-10-800-447-000-031	Troy French Automotive, LLC	I 200109417
108	017-57-007-0	10-17-10-800-446-000-031	Troy French Automotive, LLC	I 200109417
109	017-57-012-0	10-17-10-800-445-000-031	Coomer, Jessie L. & Ethel L.	DD27 - 5839
109	017-57-013-0	10-17-10-800-444-000-031	Coomer, Jessie L. & Ethel L.	DD27 - 5839
110	017-57-011-0	10-17-10-800-436-000-031	Rogers, Charles J. & RoseAnn	DD29 - 4982
111	017-35-014-0	10-17-10-800-427-000-031	ICON - Sellersburg Center, LLC	I 200811450
112	017-35-013-0	10-17-10-800-423-000-031	Patriot Rentals, LLC	I 201005372
113	017-35-012-0	10-17-10-800-417-000-031	Neace, John F.	I 3216980

APPENDIX B: MARKET STUDY AND ANALYSIS

INTRODUCTION

This section of the Appendix summarizes the findings of an analysis of the market conditions in the Sellersburg, Indiana area relative to the support of new retail space as a potential land use. The subject area comprises approximately 260 acres of land located to the west of Interstate 65, at its interchange with State Road 311.

This summary is divided into four sections. The first section examines economic and demographic conditions within the Town of Sellersburg and three drivesheds that radiate out from it. The second section is a discussion of various types of retail shopping centers and standards that are used when assessing market demand. The third section analyzes the market demand potentials for the various categories of retail, and the fourth and last section is a discussion of the strengths, weaknesses, and opportunities for retail development in the Sellersburg marketplace, and specifically, the study area.

1.0 Economic and Demographic Profile

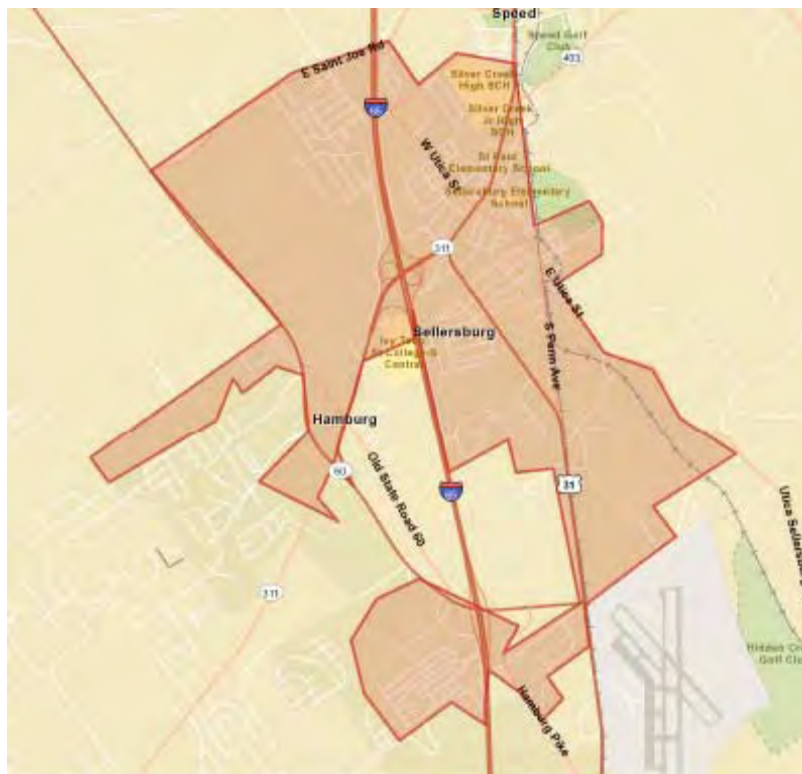
1.1 Overview

To understand the economic and market conditions in which the Town of Sellersburg and its commercial businesses operate, a baseline economic and demographic profile was performed which examines existing and projected demographic and economic factors for the Town and surrounding retail trade areas.

1.2 Analysis Areas

The Town of Sellersburg study area includes the area within the Town's municipal boundaries, as illustrated in the following map.

Exhibit 1.0 – Town Boundaries, Town of Sellersburg



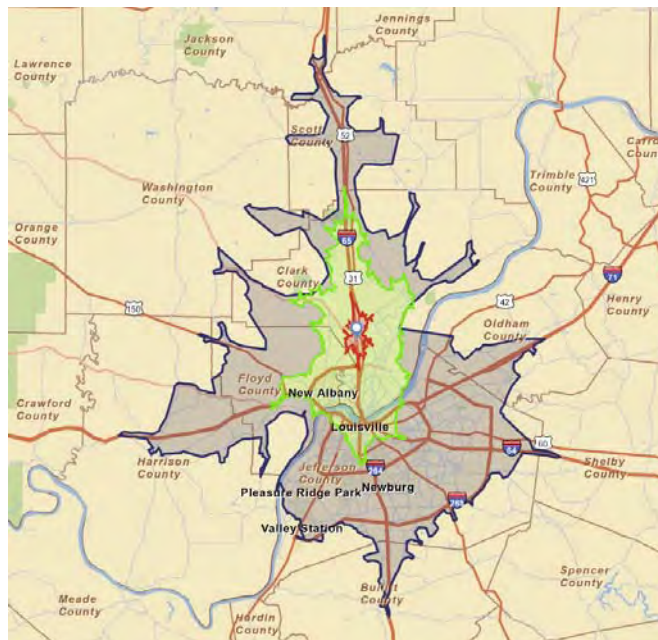
Source: ESRI Business Information Solutions

Other geographies assessed as part of this analysis include retail trade areas surrounding the Town of Sellersburg. A trade area is the geographic area from which the preponderance of a retail business' customers live. Trade areas differ based on the type of products offered and the size of the retail center. For example:

- **Neighborhood Shopping Center** – the trade area for a neighborhood shopping center, which provides everyday convenience goods (foods, drugs, and sundries) and personal services (e.g. laundry, hair-styling, and shoe repair), is typically the area within a convenient **5-minute drive** of the center. Neighborhood centers provide the daily needs of residents in this immediate area, and often are built around an anchor tenant such as a grocer or pharmacy. Neighborhood shopping centers generally contain from 30,000 to 150,000 square feet.
- **Community Shopping Center** – the trade area for a community shopping center is typically the area within a **15-minute drive** of the center. Community centers capture residents from a larger area because they offer an expanded line of goods than neighborhood centers. A community center provides the convenience goods and personal services offered by a neighborhood center, but with the addition of a wider range of soft lines (apparel) and hard lines (hardware and appliances). Many centers feature multiple anchors, including a supermarket and an additional anchor of a junior department store, variety store, super drugstore, or discount department store. Most community centers range from 100,000 to 350,000 square feet.
- **Regional Shopping Center** – a regional center, which draws from a large **30-minute driving** radius, offers an extensive variety of general merchandise, apparel, furniture and home furnishings, services and recreational facilities. These shopping centers typically contain three or more full line department stores and range in size from 500,000 to over 1.5 million square feet.

More detailed definitions of shopping centers and drivesheds is contained in Section 2.1.

Exhibit 1.1 – Town of Sellersburg Retail Trade Areas: 5-, 15-, and 30-Minute Drivetimes



Source: ESRI Business Information Solutions

1.3 Household Demographics

To understand characteristics of the households in the Town of Sellersburg and surrounding trade areas, an assessment of demographic and economic conditions was performed.

The Town of Sellersburg features:

- Over 6,500 residents, representing nearly 90 percent of the nearly 7,500 residents living in the 5-minute driveshed, 3 percent of the over 211,000 residents living in the 15-minute driveshed, and 1 percent of the over 915,000 residents in the 30-minute driveshed.
- Over 2,700 households which represent similar shares of the surrounding drivesheds (e.g. 85 percent of the 5-minute driveshed, 3 percent of the 15-minute driveshed, and 1 percent of the 30-minute driveshed).
- Over 3,000 jobs, again representing similar shares of the surrounding drivesheds (e.g. 83 percent of the 5-minute driveshed, 2 percent of the 15-minute driveshed, and 1 percent of the 30-minute driveshed).
- A similar average household size (2.37) compared to the 5-minute driveshed (2.28), 15-minute driveshed (2.22) and 30-minute driveshed (2.36).
- A similar median household income (over \$55,000) compared to the 5-minute driveshed (nearly \$58,000) and 30-minute driveshed (over \$53,000) but higher than the 15-minute driveshed (nearly \$44,000).
- More homeowners (73% owner occupied homes) compared to surrounding retail trade areas (71% in the 5-minute driveshed, 48% in the 15-minute driveshed, and 59% in the 30-minute driveshed).
- Home values that are comparable to those in surrounding areas (Town's median home value was approximately \$113,000 compared to \$125,000 in the 5-minute driveshed, \$111,000 in the 15-minute driveshed, and \$127,000 in the 30-minute driveshed).

Table 1.1

Demographic and Economic Overview (2010)				
	Town of Sellersburg	5-Minute Drivetime	15-Minute Drivetime	30-Minute Drivetime
Population	6,580	7,450	211,250	915,653
Households	2,738	3,226	91,627	381,302
Average Household Size	2.37	2.28	2.22	2.36
Median Household Income	\$55,566	\$57,955	\$43,679	\$53,130
Median Home Value	\$113,611	\$125,824	\$111,087	\$127,639
% Owner Occupied Homes	73%	71%	48%	59%
Labor Force	2,980	3,438	91,109	407,047
At-Place Employment	3,176	3,822	202,251	535,867
Median Age	39.8	40.8	37.1	38.7
<i>Source: ESRI Business Information Solutions, BBP LLC 2010</i>				

The Town of Sellersburg can be characterized as a middle-income community, with over 60% of households earning between \$35,000 to \$100,000. Over 60% of residents in the 5-minute driveshed also earn in this range. In contrast, approximately half of residents in the 15-minute and 30-minute drivesheds earn \$35,000 to \$100,000; a significant 17 percent of households in the 5-minute driveshed earn less than \$15,000 per year, and nearly 12 percent of households in the 30-minute driveshed earn in this low income range.

Table 1.2

Households by Income (2010)				
	Town of Sellersburg	5-Minute Drivetime	15-Minute Drivetime	30-Minute Drivetime
< \$15,000	5.8%	5.5%	17.2%	11.9%
\$15,000-\$24,999	6.0%	6.2%	11.3%	9.3%
\$25,000-\$34,999	13.9%	13.1%	12.3%	10.7%
\$35,000-\$49,000	17.8%	16.9%	15.2%	14.6%
\$50,000-\$74,999	25.0%	24.3%	20.2%	21.5%
\$75,000-\$99,999	19.7%	20.0%	12.9%	15.2%
\$100,000-\$149,999	10.3%	11.4%	7.9%	11.6%
\$150,000-\$199,999	1.2%	1.8%	1.5%	2.4%
\$200,000+	0.5%	0.7%	1.5%	2.9%
<i>Source: ESRI Business Information Solutions, BBP LLC 2010</i>				

Median household income in the Town rose slightly faster (3.4% per year) over the past decade compared to income growth in the surrounding retail trade areas. However, the Town's median income is projected to grow slightly less rapidly than in surrounding trade areas over the next five years (2.4% per year).

Table 1.3

Median Household Income				
	Town of Sellersburg	5-Minute Drivetime	15-Minute Drivetime	30-Minute Drivetime
2000	\$39,825	\$42,650	\$31,932	\$39,924
2010	\$55,566	\$57,955	\$43,679	\$53,130
2015	\$62,531	\$65,666	\$51,877	\$60,784
% Change 2000-2010	3.4%	3.1%	3.2%	2.9%
% Change 2010-2015	2.4%	2.5%	3.5%	2.7%
<i>Source: ESRI Business Information Solutions, BBP LLC 2010</i>				

A similar pattern of per capita income growth was observed in the past decade, as the Town's per capita income rose 3.4% per year, higher than in surrounding drivesheds. Over the next five years, the Town's per capita income is projected to grow less rapidly (2.4%), slightly lower than per capita income growth in the 5-minute (2.5%) and 15-minute (2.6%) drivesheds, but higher than in the 30-minute driveshed (1.9%).

Table 1.4

Per Capita Income				
	Town of Sellersburg	5-Minute Drivetime	15-Minute Drivetime	30-Minute Drivetime
2000	\$18,648	\$20,483	\$18,785	\$21,969
2010	\$26,099	\$27,442	\$24,194	\$27,957
2015	\$29,421	\$31,084	\$27,453	\$30,754
% Change 2000-2010	3.4%	3.0%	2.6%	2.4%
% Change 2010-2015	2.4%	2.5%	2.6%	1.9%
<i>Source: ESRI Business Information Solutions, BBP LLC 2010</i>				

Households in the Town of Sellersburg, on average, spend nearly \$22,000 per year on retail goods, in line with their counterparts in surrounding retail trade areas. The total spent on retail goods by Town residents in 2010 was nearly \$59 million.

Table 1.5

Household Spending Patterns, Retail Goods (2010)				
	Town of Sellersburg	5-Minute Drivetime	15-Minute Drivetime	30-Minute Drivetime
Total Spent (All Households)	\$58,918,704	\$72,146,312	\$1,726,458,808	\$8,720,425,018
Average Spent (Per Household)	\$21,519	\$22,364	\$18,842	\$22,870
Spending Potential Index	87	90	76	92
<i>Source: ESRI Business Information Solutions, BBP LLC 2010</i>				
1/ Spending potential index represents the amount spent relative to a national average of 100				

The Town of Sellersburg contains many families compared to surrounding geographies, with 73% of households consisting of families. The Town contains a similar proportion of older households headed by residents over 65 compared to surrounding drivesheds.

Table 1.6

Households by Type (2000)			
	Family	Non-Family	Households with Persons 65+
Town of Sellersburg	73%	27%	22%
5-Minute Driveshed	71%	29%	22%
15-Minute Driveshed	58%	42%	22%
30-Minute Driveshed	65%	35%	23%
<i>Source: ESRI Business Information Solutions, BBP LLC 2010</i>			

To identify the lifestyle characteristics and preferences of local residents, an evaluation of top household tapestry segments was performed. *ESRI Business Information Solutions* uses demographic information such as labor force characteristics, median income, age, and spending habits to categorize neighborhoods according to a trademarked Community Tapestry classification system.

The following table identifies the top tapestry segments in the Town and surrounding retail trade areas/drivesheds.

Table 1.7

Top Three Tapestry Segments (2010)				
	Town of Sellersburg	5-Minute Drivetime	15-Minute Drivetime	30-Minute Drivetime
1	Midlife Junction	Midlife Junction	Great Expectations	Rustbelt Traditions
2	Crossroads	Rustbelt Traditions	Rustbelt Traditions	Cozy and Comfortable
3	Rustbelt Traditions	Rustbelt Retirees	Simple Living	Rustbelt Retirees
<i>Source: ESRI Business Information Solutions, BBP LLC 2010</i>				

The tapestry segments represented in the Town of Sellersburg and surrounding retail trade areas include:

- **Midlife Junction** – households in this tapestry segment consist primarily of married-couple families headed by middle-age parents. Residents typically are middle-income earners who own their homes (which are often single-family residences). Popular leisure time activities include dining out at family-friendly restaurants, enjoying the outdoors, watching television and reading.
- **Crossroads** – similar to the Midlife Junction tapestry segment, most households in the Crossroads segment are married couples; this segment differs in that the median age of households is younger, and some couples have children while others are childless. Household incomes are moderate, and most residents work in manufacturing, retail, construction and service fields. Most households own their homes. Crossroads residents are conscientious shoppers, and patronize discount department stores. Households with children focus spending on their children in addition to daily needs. Popular activities include watching televised sports, listening to the radio, watching movies and participating in outdoor activities.
- **Rustbelt Traditions** – these households include a mix of married-couples, single parents, and singles, and because of this segment's concentration at the national level in older industrial cities are termed "rustbelt" communities. Residents earn moderate incomes and work in service industry occupations, manufacturing, and retail trade. Most residents own their homes, and prioritize their spending on their families, homes and gardens. Like Crossroads households, Rustbelt Traditions households are frugal and shop at discount department stores. Outdoor activities, watching televised sports and sitcoms, and surfing the Internet are popular leisure time pursuits.
- **Rustbelt Retirees** – like the Rustbelt Traditions segment, at the national level households that meet these characteristics are concentrated in older industrial cities, hence the "rustbelt" name. Rustbelt Retirees are typically older (age 65+) married couples with no children or singles. Households earn moderate incomes, and many residents are still working but approaching retirement. Households are settled, and have lived in the same home for many years. Residents are civically engaged, participating in public activities, fraternal organizations, and veterans' clubs. Home improvement projects, including do-it-yourself projects, are popular. Residents are cost-conscious, and shop at discount stores and warehouse clubs. Dining out at casual restaurants, listening to the radio, and watching television are leisure time activities.

- **Great Expectations** – in contrast to Rustbelt Retirees, Great Expectations residents are young singles or married-couples just beginning their careers and/or families. As these residents are still starting out, incomes are lower, and half of residents rent their homes rather than own. Residents partake in active leisure time pursuits such as participating in sports leagues and other outdoor activities. They often dine out and go out to the movies, and shop at department stores as well as discount department stores.
- **Simple Living** – residents in this segment are older, with one-fifth over the age of 65. Residents who are still working are employed in health care, retail, manufacturing, education and accommodation/food service industries. Residents participate in civic organizations such as fraternal organizations and veterans' clubs, and are cost-conscious shoppers. They frequent discount stores and occasionally dine out.
- **Cozy and Comfortable** – these residents are primarily middle-aged married couples. Residents work in a variety of industries in professional, managerial and service occupations. Incomes are moderate, and most residents own their homes. Home improvement and garden care are popular activities, as are outdoor pursuits including golfing. Dining out at family-friendly restaurants and watching television are common leisure time activities.

The diverse interest of these tapestry segments indicates they together demand a variety of retail goods and services to meet their unique preferences. Some common themes among the tapestries include shopping at discount department stores and dining at family-friendly/casual restaurants.

1.4 Employment and Labor Force

In 2010, the Town of Sellersburg's establishments employed nearly 3,200 individuals. These employees worked in a variety of industries, the top five being: transportation (19%), accommodation and food services (16%), retail trade (14%), manufacturing (11%), and educational services (10%).

Table 1.8

At-Place Employment by Industry (2010) Town of Sellersburg				
	# Businesses	% Businesses	# Employees	% Employees
Agriculture	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	28	11.4%	192	6.0%
Manufacturing	15	6.1%	338	10.6%
Wholesale Trade	8	3.3%	47	1.5%
Retail Trade	33	13.5%	458	14.4%
Transportation	11	4.5%	610	19.2%
Information	5	2.0%	10	0.3%
Finance and Insurance	15	6.1%	53	1.7%
Real Estate, Rental and Leasing	7	2.9%	15	0.5%
Professional, Scientific and Technical Services	9	3.7%	43	1.4%
Management of Companies and Enterprises	0	0.0%	0	0.0%
Administrative Support Services	4	1.6%	39	1.2%
Educational Services	6	2.4%	329	10.4%
Health Care and Social Assistance	13	5.3%	116	3.7%
Arts, Entertainment and Recreation	4	1.6%	35	1.1%
Accommodation and Food Services	25	10.2%	495	15.6%
Other Services	43	17.6%	190	6.0%
Public Administration	17	6.9%	206	6.5%
Unclassified Establishments	0	0.0%	0	0.0%
Total	243	100.0%	3,176	100.0%
<i>Source: ESRI Business Information Solutions, BBP LLC 2010</i>				

The Town of Sellersburg's labor force (that is, working-age residents in the Town, who may work in the Town or in other areas) is concentrated in the service sector (44%). Many residents also work in the manufacturing sector (14.5%) and retail trade (9.5%).

Table 1.9

Labor Force by Industry (2010) Town of Sellersburg		
	# Employees	% Employees
Agriculture/Mining	3	0.1%
Construction	179	6.0%
Manufacturing	432	14.5%
Wholesale Trade	98	3.3%
Retail Trade	283	9.5%
Transportation/Utilities	185	6.2%
Information	63	2.1%
Finance/Insurance/Real Estate	200	6.7%
Services	1,311	44.0%
Public Administration	221	7.4%
Total	2,980	100.0%
<i>Source: ESRI Business Information Solutions, BBP LLC 2010</i>		

The unemployment rate in Sellersburg, at 8.6%, is similar to that of the 5-minute driveshed (8.5%), but lower than that of the 15-minute (11.9%) and 30-minute drivesheds (11.1%).

Table 1.10

Civilian Labor Force Participation, 2010		
	Employed	Unemployed
Town of Sellersburg	91.4%	8.6%
5-Minute Drivetime	91.5%	8.5%
15-Minute Drivetime	88.1%	11.9%
30-Minute Drivetime	88.9%	11.1%
<i>Source: ESRI Business Information Solutions, BBP LLC 2010</i>		

2.0 Retail Standards

2.1 Retail Definitions

The term “retail” generally refers to operations involved in the sale of goods, merchandise, or services from a fixed location, such as a shopping center or freestanding store. Retail can generally be classified into two major categories by building configuration: **general retail**, which is typically single tenant freestanding general purpose commercial buildings with parking; and, shopping centers.

The definition of a **shopping center** is standard. As formulated by the former Community Builders Council of the Urban Land Institute (ULI) in the 1950s and reaffirmed over time, a shopping center is a group of commercial establishments planned, developed, owned, and managed as a unit related in location, size, and type of shops to the trade area it serves. It provides on-site parking relating to the types and sizes of its stores.

As the shopping center evolved, five basic types emerged, each distinctive in its own function: the convenience, the neighborhood, the community, the regional, and the super regional. In all cases, a shopping center’s type and function are determined by its major tenant or tenants and the size of its trade area; they are never based solely on the area of the site or the square footage of the structures.

(ULI) defines the types of shopping centers that comprise the majority of retail development in the United States. For purposes of understanding terms and characterizations used in this report, the types of retail centers are summarized:

Convenience Center — Provides for the sale of personal services and convenience goods similar to those in a neighborhood center. It contains a minimum of three stores, with a gross leasable area (GLA) of up to 30,000 square feet. Instead of being anchored by a supermarket, a convenience center is usually anchored by some other type of personal/convenience services such as a minimarket.

Neighborhood Shopping Center — This type of retail center provides for the sale of convenience goods (foods, drugs, and sundries) and personal services (e.g. laundry and dry cleaning, hair-styling, shoe repair and tailoring) for the day-to-day needs of the residents in the immediate area. It is built around a supermarket as the principal tenant and typically contains a gross leasable area of about 60,000 square feet. In practice, neighborhood centers can range from 30,000 to 150,000 square feet.

Community Shopping Center — In addition to the convenience goods and personal services offered by the neighborhood center, a community center provides a wider range of soft lines (wearing apparel) and hard lines (hardware and appliances). The community center makes merchandise available in a greater variety of sizes, styles, colors, and prices. Many centers are built around a junior department store, variety store, super drugstore, or discount department store as the major tenant, in addition to a supermarket.

Although a community center does not have a full-line department store, it may have a strong specialty store or stores. Its typical size is about 150,000 square feet of gross leasable area, but in practice, it may range from 100,000 to 350,000 or more square feet. Centers that fit the general profile of a community center but contain more than 250,000 square feet are classified as super community centers. As a result, the community center is the most difficult to estimate for size and pulling power.

A power center is a type of super community center that contains at least four category-specific, off-price anchors of 20,000 or more square feet. These anchors typically emphasize hard goods such as consumer electronics, sporting goods, office supplies, home furnishings, home improvement goods, bulk foods, health and beauty aids, and personal computer hardware/software.

Regional Shopping Center — This type of center provides general merchandise, apparel, furniture, and home furnishings in depth and variety, as well as a range of services and recreational facilities. It is built around two or more full-line department stores of generally not less than 50,000 square feet. Its typical size is about 500,000 square feet of gross leasable area, but in practice it may range from 250,000 square feet to more than 800,000 square feet. The regional center provides services typical of a business district yet not as extensive as those of the super regional center.

Super Regional Shopping Center — A super regional center offers an extensive variety in general merchandise, apparel, furniture and home furnishings, as well as a variety of services and recreational facilities. It is built around three or more full-line department stores generally of not less than 75,000 square feet each. The typical size of a super regional center is about 1 million square feet of GLA. In practice the size can range from about 500,000 to more than 1.5 million square feet. Super regional centers have been typified by enclosed malls for over the past thirty years, but have transitioned to outdoor “town centers” over the past decade or so

Table 2.1 contains the criteria for the four types of shopping centers referred to in subsequent analysis, discussions, tables, maps, etc. contained in this report. Although shopping centers of one classification or another contain the majority of retail inventory in the Sellersburg trade area, it should be noted that free standing retail constitutes a significant amount as well. Older “main street” style shopping districts are typically comprised of a collection of single tenant buildings, and national chain pharmacies and grocery stores have increasingly embraced the stand alone building concept.

Table 2.1

Shopping Center Definitions					
Center Type	GLA Range	Acres	# of Anchors	% Anchor GLA	Type of Anchors
Neighborhood	30,000-150,000	3-15	1+	30-50%	Supermarket
Community	100,000-350,000	10-40	2+	40-60%	Discount, supermarket, drug, home improvement, large specialty discount
Regional	250,000-800,000	40-100	2+	50-70%	Full-line dept, jr dept, mass merchant, discount dept, fashion apparel
Super Regional	800,000+	60-120	2+	50-70%	Full-line dept, jr dept, mass merchant, discount dept, fashion apparel

Source: ULI; BBP

2.2 Retail Standard Guidelines

The concept of establishing retail standards for communities and neighborhoods is a subjective one. What may be considered lacking or inconvenient to one person may be inconsequential or otherwise readily available to another, depending on a variety of factors including, but not limited to, mobility, income, personal taste or need, and perception. That being said, certain basic criteria or thresholds can be established to provide a framework for standards, which in turn can be refined through a process such as local market surveys, targeted supply analysis, etc. This section seeks to define standards for the trade area of a neighborhood's commercial core (activity center) from the perspective of residents, rather than the perspective of a particular type of retail activity.

ULI has established minimum thresholds for market support for retail centers based on population, radius, and drive time. As a demonstration of the subjective nature of this analysis, it should be noted that ULI's criteria and thresholds for GLA and trade area size (and by inference minimum standards) differ slightly from the ESRI approach. Taking them all into account can provide a balanced view of the topic and its implications on policy and planning decisions.

The thresholds utilized in this section of the analysis are expressed in the following table.

Table 2.2

Standard Guidelines - Shopping Center Thresholds			
Center Type	Min. Population	Trade Area Radius	Driveshed
Neighborhood	3,000-4,000	3 miles	5-10 minutes
Community	40,000-50,000	3-6 miles	15-20 minutes
Regional	150,000	5-15 miles	20 minutes
Super Regional	300,000	5-25 miles	30 minutes
<i>Source: ULI; BBP</i>			

3.0 Retail Opportunity Gap Analysis

3.1 Overview

Retail opportunity gap (leakage) analysis compares supply (sales) and demand (expenditures) to determine whether there is a net outflow of expenditures out of an area (e.g. leakage) or a net inflow of sales (e.g. surplus). Leakage generally indicates opportunities for new retail goods and services that can capture some of the leaked sales, while surplus generally indicates an area is saturated with retail goods and services.

3.2 Retail Opportunity Gap by Trade Area

At the neighborhood retail trade area level (5-minute driveshed), leakage of sales is evident in every category of retail goods and services, including retailers most typically associated with the daily needs provided at the neighborhood scale. Both food and beverage stores and health and personal care stores exhibit sales leakage, which indicates there may be opportunities in the Town of Sellersburg to capture some of the leaked sales in these categories. Limited service eating places also exhibited leakage of sales.

Table 3.1

Retail Opportunity Gap Analysis 5-Minute Drivetime				
	Expenditures	Sales	Leakage/Surplus	Capture Rate
Daily Needs				
Food & beverage stores	\$13,599,367	\$11,198,248	(\$2,401,119)	82.3%
Health & personal care stores	\$2,330,949	\$531,641	(\$1,799,308)	22.8%
GAFO				
General merchandise	\$9,671,638	\$0	(\$9,671,638)	0.0%
Clothing and clothing accessories	\$2,099,544	\$195,854	(\$1,903,690)	9.3%
Furniture and home furnishings stores	\$1,906,804	\$1,733,772	(\$173,032)	90.9%
Electronic and appliance stores	\$1,908,902	\$0	(\$1,908,902)	0.0%
Sporting goods, hobby, book and music stores	\$1,002,001	\$62,306	(\$939,695)	6.2%
Miscellaneous retail	\$1,802,134	\$730,745	(\$1,071,389)	40.5%
Food service				
Full-service restaurants	\$5,405,379	\$4,856,911	(\$548,468)	89.9%
Limited service eating places	\$5,438,779	\$3,409,071	(\$2,029,708)	62.7%
Source: ESRI Business Information Solutions, BBP LLC 2010				

At the community shopping center trade area level (15-minute driveshed), only one retail store group exhibits leakage: food and beverage stores, for which over \$32 million in sales were made elsewhere. In the other categories, surplus of sales relative to expenditures was found, suggesting that within this trade area, households are generally well-served by retailers.

Table 3.2

Retail Opportunity Gap Analysis 15-Minute Drivetime				
	Expenditures	Sales	Leakage/Surplus	Capture Rate
Daily Needs				
Food & beverage stores	\$314,080,376	\$281,672,345	(\$32,408,031)	89.7%
Health & personal care stores	\$56,654,201	\$134,238,632	\$77,584,431	236.9%
GAFO				
General merchandise	\$259,902,565	\$762,162,737	\$502,260,172	293.2%
Clothing and clothing accessories	\$51,582,251	\$54,495,959	\$2,913,708	105.6%
Furniture and home furnishings stores	\$51,682,139	\$67,784,520	\$16,102,381	131.2%
Electronic and appliance stores	\$43,590,125	\$46,467,556	\$2,877,431	106.6%
Sporting goods, hobby, book and music stores	\$22,335,846	\$43,454,922	\$21,119,076	194.6%
Miscellaneous retail	\$40,559,423	\$105,254,095	\$64,694,672	259.5%
Food service				
Full-service restaurants	\$108,199,349	\$168,239,306	\$60,039,957	155.5%
Limited service eating places	\$145,255,175	\$182,156,558	\$36,901,383	125.4%
<i>Source: ESRI Business Information Solutions, BBP LLC 2010</i>				

Finally, at the regional shopping center trade area level (30-minute driveshed) shown in Table 3.3, a surplus of sales to expenditures was found in every retail category except electronic and appliance stores. In this category, nearly \$47 million of sales were leaked to other areas. Like the community shopping center trade area, the regional shopping center trade area appears to be saturated with retail goods and services sufficient to meet (and exceed) the expenditures of area residents, as evidenced by the preponderance of regional and super regional shopping centers as illustrated in Table 3.4.

Table 3.3

Retail Opportunity Gap Analysis 30-Minute Drivetime				
	Expenditures	Sales	Leakage/Surplus	Capture Rate
Daily Needs				
Food & beverage stores	\$1,395,083,453	\$1,719,574,803	\$324,491,350	123.3%
Health & personal care stores	\$294,534,155	\$475,171,561	\$180,637,406	161.3%
GAFO				
General merchandise	\$1,460,700,980	\$1,672,923,795	\$212,222,815	114.5%
Clothing and clothing accessories	\$321,598,683	\$357,505,440	\$35,906,757	111.2%
Furniture and home furnishings stores	\$295,831,636	\$300,125,225	\$4,293,589	101.5%
Electronic and appliance stores	\$253,868,189	\$207,032,561	(\$46,835,628)	81.6%
Sporting goods, hobby, book and music stores	\$108,314,317	\$132,899,917	\$24,585,600	122.7%
Miscellaneous retail	\$203,769,196	\$234,230,738	\$30,461,542	114.9%
Food service				
Full-service restaurants	\$485,121,762	\$591,962,293	\$106,840,531	122.0%
Limited service eating places	\$785,384,126	\$811,810,551	\$26,426,425	103.4%

Source: ESRI Business Information Solutions, BBP LLC 2010

Table 3.4

Regional Shopping Centers		
Center	Location	Anchors
Green Tree Mall	Clarksville, IN	JC Penney, Dillard's Sears, Burlington
River Falls	Clarksville, IN	Bass Pro Shops, Dick's Sporting Goods
Mall St, Matthews	Louisville, KY	Dillard's, JC Penney
Jefferson Mall	Louisville, KY	JC Penney, Dillard's Sears, Macy's
Oxmoor Center	Louisville, KY	Sears, Macy's, Dick's Sporting Goods, Von Maur
The Summit	Louisville, KY	Old Navy, Office Depot, GAP
Old Brownsboro Crossing	Louisville, KY	Costco, Lowes

Source: BBP

3.3 Supportable Square Feet

The calculation of supportable square feet in the retail market sector is a function of the opportunity gap (“leakage”) in a specific category and the average sales per square foot for that type of store. Opportunity gaps signify that household expenditure levels for a specific geography are higher than the corresponding retail sales estimates, and are shown in Tables 3.2 and 3.3 for specific retail categories. Average sales per square foot are typically expressed as a range of annual dollar amounts in a specific retail category. For example, casual family apparel stores such as Gap, Old Navy, Hollister and Abercrombie and Fitch had an average range of annual taxable sales per square foot of between \$250 and \$400 in 2007 according to the HDL Companies’ 2007 Retail Store Taxable Sales Estimates. Actual individual store results vary based on store size, location, and market characteristics.

Two retail categories stand in the previous tables out as having sufficient unmet demand to support additional net new square feet of space in the Sellersburg marketplace: *Food & Beverage Stores*, in the 15-minute driveshed, and; *Electronic and Appliance Stores*, in the 30-minute driveshed.

Using HDL Companies’ 2007 Retail Store Taxable Sales Estimates for chain supermarkets (Albertson’s, Safeway, Kroger, Stater Bros.) of \$100 to \$150 per square foot, and a retail opportunity gap of approximately \$32.4 million, we calculate that **the Sellersburg marketplace could support an additional 216,000 to 324,000 square feet of supermarket space** in a 15-minute driveshed, which is consistent with a neighborhood or community shopping center.

Using HDL Companies’ 2007 Retail Store Taxable Sales Estimates for volume electronics/appliances (Best Buy, H.H. Gregg) of \$250 to \$950 per square foot, and a retail opportunity gap of approximately \$46.8 million, we calculate that **the Sellersburg marketplace could support an additional 49,000 to 187,000 square feet of volume electronics/appliances space** in a 30-minute driveshed, which is consistent with a community or regional shopping center.

4.0 Assets, Challenges and Opportunities

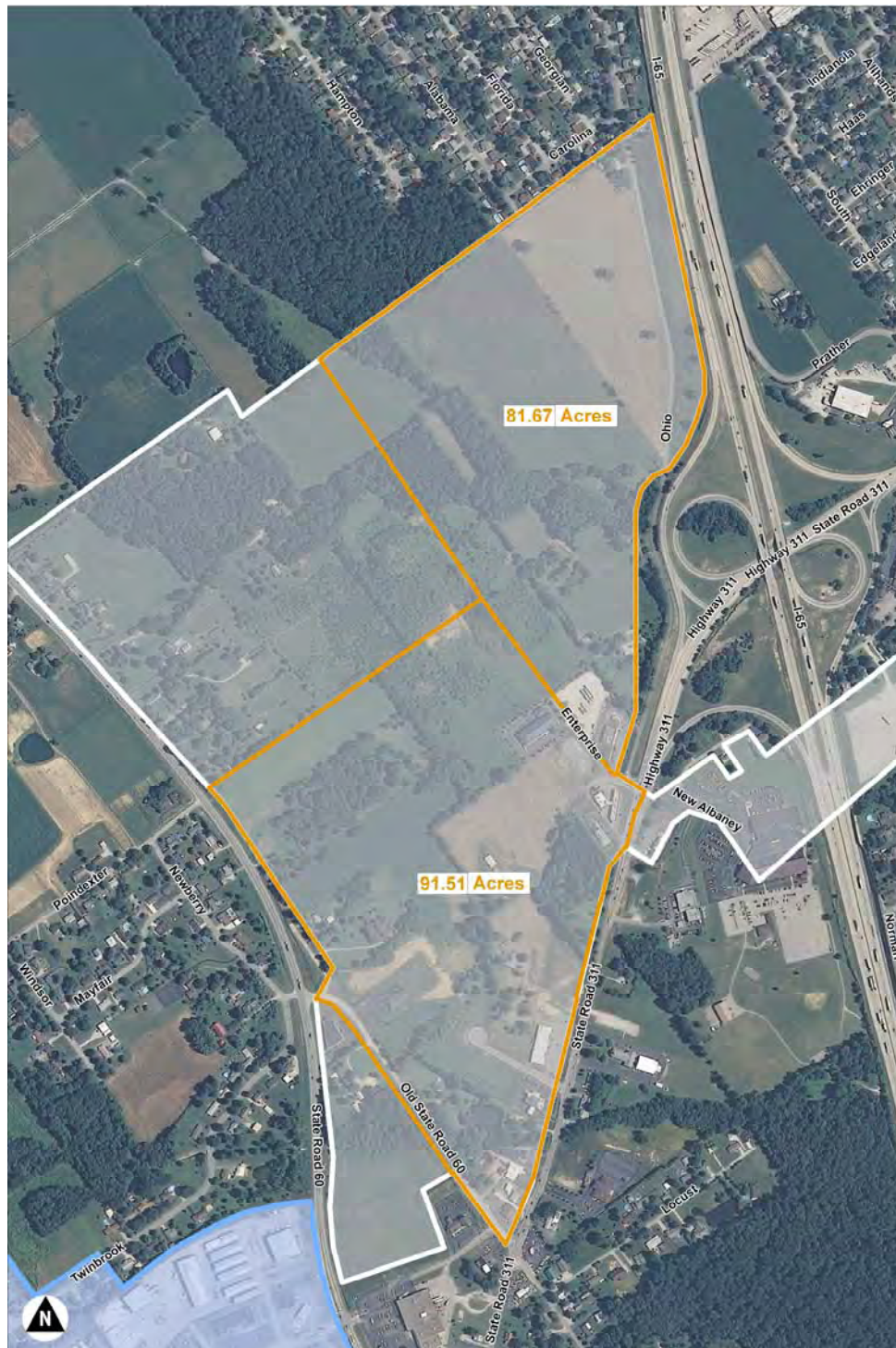
4.1 Study Area Assessment

Location — The study area is comprised of approximately 173 acres in Sellersburg, Clark County, Indiana, bounded by Interstate 65 and State Road 311 to the east and south, and Old State Road 60 and State Road 60 to the west, at the interchange of Interstate 65 and State Road 311.

Land Uses — Exhibit 4.0 on the following page shows the study area as two large parcels bonded by a bold yellow line, which are each actually comprised of several separate parcels. The upper, 81.67-acre tract is characterized mainly by open space and agricultural uses, and is mostly defined by three large, contiguous parcels. The lower, 91.51-acre tract contains a mix of uses, including both single family and multifamily (which is currently under development) residential, small commercial operations, and open space, and is characterized by a more fragmented ownership pattern than the upper tract.

Access and Visibility — The area is easily accessible off of Interstate 65 by way of State Road 311, Old State Road 60, State Road 60, and Ohio Avenue to the north, which runs parallel to Interstate 65. The upper tract is highly visible from Interstate 65.

Exhibit 4.0: Aerial Map of Study Area



4.2 Market Conditions

Population and Household Growth — Population and households are projected to increase between 2010 and 2020 within the 15-minute driveshed by 12,858 and 6,816, respectively.

Table 4.1

Population and Household Growth Projections, 2010-2020				
	Population			
	2010	Projected 2020	Real Increase	% Increase
Town of Sellersburg	6,580	7,135	555	8.4%
5-Minute Drivetime	7,450	8,348	898	12.1%
15-Minute Drivetime	211,250	224,108	12,858	6.1%
30-Minute Drivetime	915,653	968,624	52,971	5.8%
	Households			
Town of Sellersburg	2,738	3,036	298	10.9%
5-Minute Drivetime	3,226	3,702	476	14.8%
15-Minute Drivetime	91,627	98,443	6,816	7.4%
30-Minute Drivetime	381,302	406,821	25,519	6.7%

Source: ESRI Business Solutions; BBP

Residential Construction Activity — Based on building permit activity, residential construction between 2005 and July 2010 peaked in 2007, when 634 permits were issued for single family dwellings and 332 permits were issued for multifamily dwellings. The multifamily complex under development on State Road 311 within the study area could account for some of the 332 multifamily permits issued in 2007.

Table 4.2

Clark County Building Permits							
Use Type	2005	2006	2007	2008	2009	YTD 2010	Total
Single Family	972	658	634	289	339	181	3,073
Multifamily	8	93	332	48	20	8	509
Total	980	751	966	337	359	189	3,582

Source: US Census; BBP

Access to Capital — The impact of the economic downturn on the real estate development market is well documented. The restrictions on access to capital are unprecedented, and the expansion plans of many national retailers are on hold. Nonetheless, some retailers are forging ahead with new stores, albeit more slowly than anticipated, while others await the loosening up of the capital markets before proceeding on.

4.3 Conclusions

Several factors point to retail as a land use that could be accommodated within the study area:

- Evident demand for supermarket/grocery
- Excellent access and visibility at potential location
- Availability of undeveloped land
- Growing population and households
- Medium density residential development in vicinity
- Ability of undeveloped tracts to support additional land uses

While evident support exists solely for supermarket space in the neighborhood shopping center driveshed, the presence of a supermarket anchor and a desirable location could transcend the oversupply of other categories in the marketplace in terms of attracting retailers, particularly to a location visible and accessible from the interstate. The demand for additional volume electronics/appliance presence shows potential for that type of retail space as well, which could represent a possible second anchor at that location.

The land area of 81.67 acres in the upper tract could support a large (150,000-square-foot) neighborhood shopping center with a supermarket anchor on 15 acres, with 65-or-so acres available for additional mixed-use development such as medium density residential and non-retail commercial uses. The Town Center concept, which typically incorporates these types of uses in a planned development, could be a viable option.



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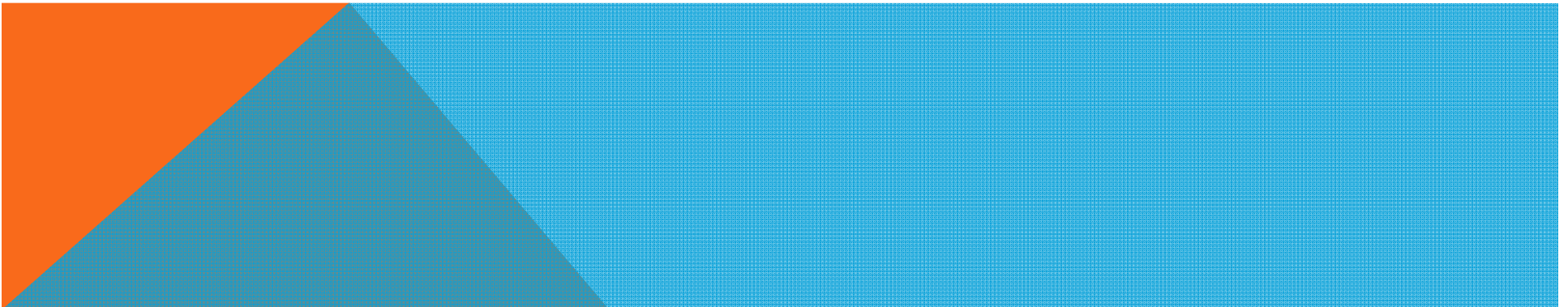


SELLERSBURG PAVING

WHEN AND WHERE

ROAD INVENTORY

- Approximate Mileage 40
- Pavement Tons (1.5") 48,000
- Cost for Pavement (no Milling) \$3.6 Million
- Budget \$150,000/year
- Years required vs. Budget 24 Years
- Years vs. \$200K 18 Years
- Years vs. \$300K 12 Years
- Assumes Paving at \$75 per ton. Paving has increased 100% over last 10 Years
- Milling cost are not represented in the above calculations



TOOLS FOR THE JOB

ESRI Mapping Software

- Software Calculates Volumes
- Makes Budget Estimates Reliable
- Gives a visual aspect
- Inventories
- Visual Inspection
- Now PASAR Ratings

Paving Rating



An office review was performed of the Sellersburg's paving program including overall goals, historical budgetary commitments, recent improvements made to the official roadway inventory, enhancements in the geographic information system (GIS), and other progress. The field visit reviewed a number of the PASER road assessments made by Town staff. Based on the sample group reviewed by Stantec and the classifications made by Town staff, it appears Sellersburg is classifying pavement conditions consistent with the PASER system. In a few situations, a slightly lower and more conservative rating had been assessed than what would have typically been applied for mid-quality ranking pavement surfaces. A more conservative classification may be beneficial, as it more aggressively identifies pavement imperfections. Additionally, a slightly lower rating may better assess pavement conditions for a longer period, as continuous pavement monitoring is not feasible.



Memo

To:	Ken Alexander – Utility Director 316 East Ulca Street Sellersburg, Indiana 47172	From:	Rob Huckaby, PE 10509 Timberwood Circle, Suite 100 Louisville, Kentucky 40223
File:	175655054	Date:	November 15, 2016

Reference: Sellersburg Pavement Conditions Assessment Program Review

Dear Mr. Alexander,

Stantec Consulting Services, Inc. appreciates the opportunity to review the Town of Sellersburg's pavement assessment program. Sellersburg has recently taken proactive steps to more actively managing pavement assessment and maintenance needs. Contained herein is a summary of the meeting and field visit that took place between Sellersburg and Stantec. Stantec attendees included Rob Huckaby – Project Manager and Jason Bricker – Senior Transportation Project Manager.

Sellersburg is currently using the Pavement Surface Evaluation and Rating (PASE) system, which is used to classify road pavement condition on a 1-10 rating scale. Roads ranked as a 9-10 are in the best condition and require no maintenance, whereas roads ranked as a 1-2 are in the worst shape and require full reconstruction. This tool can be used to identify and rank roads for pavement quality, as well as systematically and objectively prioritize for resurfacing.

An office review was performed of the Sellersburg's paving program including overall goals, historical budgetary commitments, recent improvements made to the official roadway inventory, enhancements in the geographic information system (GIS), and other progress. The field visit reviewed a number of the PASER road assessments made by Town staff. Based on the sample group reviewed by Stantec and the classifications made by Town staff, it appears Sellersburg is classifying pavement conditions consistent with the PASER system. In a few situations, a slightly lower and more conservative rating had been assessed than what would have typically been applied for mid-quality ranking pavement surfaces. A more conservative classification may be beneficial, as it more aggressively identifies pavement imperfections. Additionally, a slightly lower rating may better assess pavement conditions for a longer period, as continuous pavement monitoring is not feasible.

Stantec recommends Sellersburg continues to monitor pavement conditions and objectively assess and compare roads for resurfacing. These and related efforts can help simplify decisions and operations to transparently and fairly maintain Sellersburg's roads. Stantec appreciates the opportunity to work with Sellersburg on this important initiative.

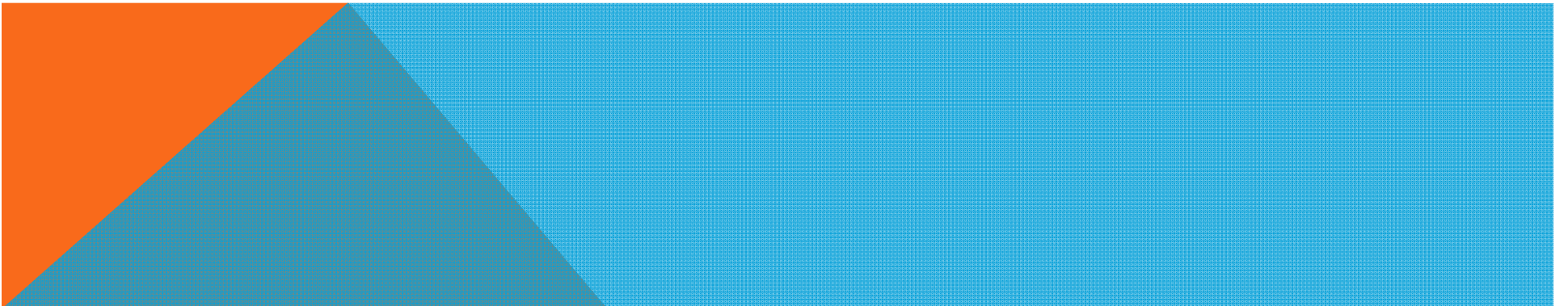
Stantec Consulting Services, Inc.

Rob Huckaby, PE
Project Manager, Associate
Phone: 502.212.5046
Rob.huckaby@stantec.com

Design with community in mind
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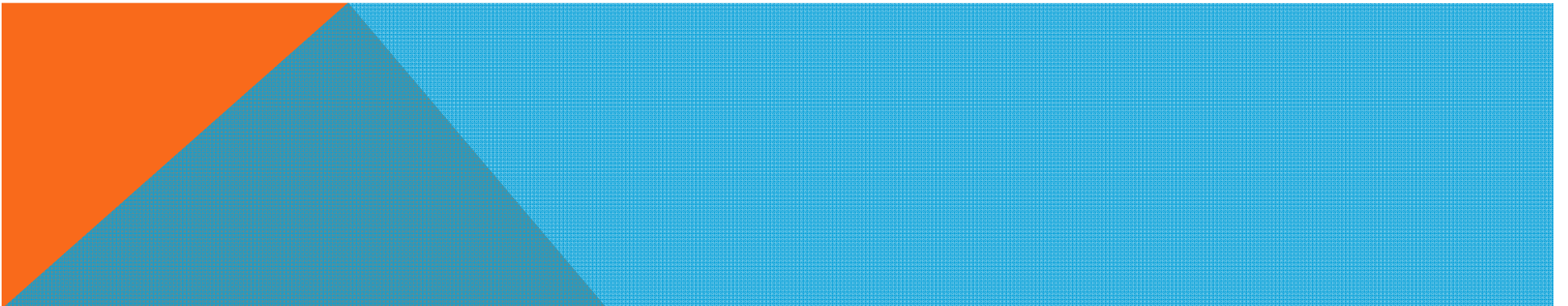
WHEN?

- Pothole Repair Frequency
- Visual Assessment
- PASER (new assessment)



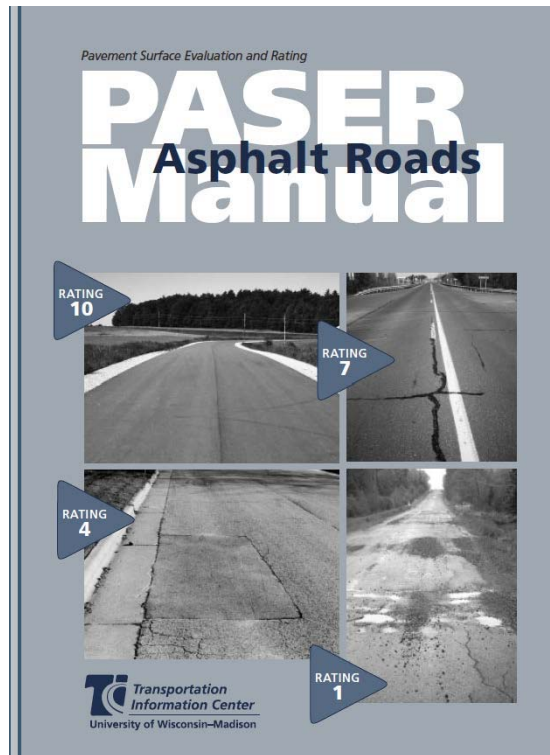
WHERE?

- Traffic Patterns
- Heavy Load Traffic
- Budget
- Multiple Mobilization Concerns
- PASER



ASPHALT ROADS RATINGS

P_{avement}
A_{sphalt}
S_{urface}
E_{valuation}
and
R_{ating}



ASPHALT DISTRESS

Asphalt pavement distress

PASER uses visual inspection to evaluate pavement surface conditions. The key to a useful evaluation is identifying different types of pavement distress and linking them to a cause. Understanding the cause for current conditions is extremely important in selecting an appropriate maintenance or rehabilitation technique.

There are four major categories of common asphalt pavement surface distress:

Surface defects

Raveling, flushing, polishing.

Surface deformation

Rutting, distortion—rippling and shoving, settling, frost heave.

Cracks

Transverse, reflection, slippage, longitudinal, block, and alligator cracks.

Patches and potholes

Deterioration has two general causes: environmental due to weathering and aging, and structural caused by repeated traffic loadings.

“MY ROAD HASN’T BEEN PAVED IN 17 YEARS”

Deterioration has two general causes: environmental due to weathering and aging, and structural caused by repeated traffic loadings.

Obviously, most pavement deterioration results from both environmental and structural causes. However, it is important to try to distinguish between the two in order to select the most effective rehabilitation techniques.

The rate at which pavement deteriorates depends on its environment, traffic loading conditions, original construction quality, and interim maintenance procedures. Poor quality materials or poor construction procedures can significantly reduce the life of a pavement. As a result, two pavements constructed at the same time may have significantly different lives, or certain portions of a pavement may deteriorate more rapidly than others. On the other hand, timely and effective maintenance can extend a pavement's life. Crack sealing and seal coating can reduce the effect of moisture in aging of asphalt pavement.

Rating System

10 and 9

RATING 10 & 9

EXCELLENT —
No maintenance required
Newly constructed or recently overlaid roads are in excellent condition and require no maintenance.

➤ **RATING 10**
New construction.



➤ **RATING 9**
Recent overlay, rural.



➤ **RATING 9**
Recent overlay, urban.



8

RATING 8

VERY GOOD —
Little or no maintenance required
This category includes roads which have been recently sealcoated or overlaid with new cold mix. It also includes recently constructed or overlaid roads which may show longitudinal or transverse cracks. All cracks are tight or sealed.

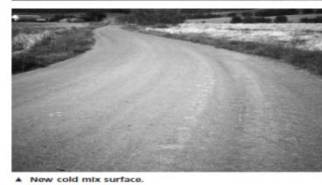
➤ **Recent chip seal.**



➤ **Recent slurry seal.**



▼ **Widely spaced, sealed cracks.**



▲ **New cold mix surface.**

7

RATING 7

GOOD —
Routine sealing recommended
Roads show first signs of aging, and they may have very slight raveling. Any longitudinal cracks are along paving joint. Transverse cracks may be approximately 1/2" or more apart. All cracks are 1/4" or less, with little or no crack erosion. Few if any patches, all in very good condition. Maintain a crack sealing program.

➤ **Tight and sealed transverse and longitudinal cracks. Maintain crack sealing program.**



➤ **Tight and sealed transverse and longitudinal cracks.**



➤ **Transverse cracks about 1/2" or more apart. Maintain crack sealing program.**



6

RATING 6

GOOD —
Consider preservative treatment
Roads are in sound structural condition but show definite signs of aging. Sealcoating could extend their useful life. There may be slight surface raveling. Transverse cracks can be frequent, less than 10' apart. Cracks may be 1/2-1/2" and sealed or open. Pavement is generally sound adjacent to cracks. First signs of block cracking may be evident. May have slight or moderate bleeding or potholing. Patches are in good condition.

➤ **Slight surface raveling with tight cracks, less than 10' apart.**



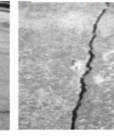
➤ **Transverse cracking less than 10' apart; cracks well-sealed.**



▼ **Large blocks, early signs of raveling and block cracking.**



▼ **Open crack, 1/2" wide; adjoining pavement sound.**



▼ **Moderate flushing.**



Rating System

5

RATING 5

FAIR —
Preservative maintenance treatment required

Roads are still in good structural condition but clearly need sealcoating or overlay. They may have moderate to severe surface raveling with significant loss of aggregate. First signs of longitudinal cracks near the edge. First signs of raveling along cracks. Block cracking up to 50% of surface. Extensive to severe flushing or polishing. Any patches or edge wedges are in good condition.

▼ Block cracking with open cracks.

▲ Moderate to severe raveling in wheel paths.

▼ Severe flushing.

▲ Wedges and patches extensive but in good condition.

4

RATING 4

FAIR —
Structural improvement required

Roads show first signs of needing strengthening by overlay. They have very severe surface raveling which should no longer be sealed. First longitudinal cracking in wheel path. Many transverse cracks and some may be raveling slightly. Over 50% of the surface may have block cracking. Patches are in fair condition. They may have rutting less than 1/2" deep or slight distortion.

▼ Severe raveling with extreme loss of aggregate.

▼ Load cracking and slight rutting in wheel path.

▲ Longitudinal cracking: early load-related distress in wheel path. Strengthening needed.

▼ Slight rutting: patch in good condition.

▼ Extensive block cracking. Blocks tight and sound. Slight rutting in wheel path.

3

RATING 3

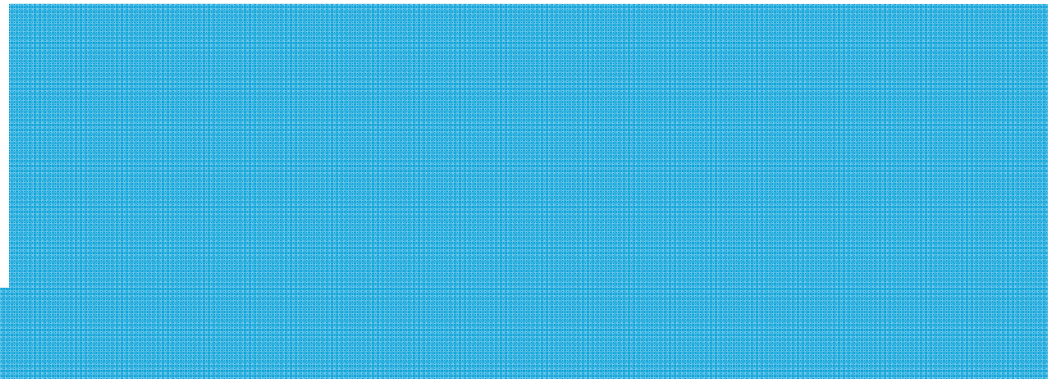
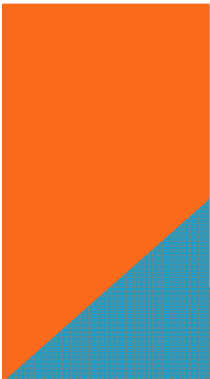
POOR —
Structural improvement required

Roads must be strengthened with a structural overlay (2" or more). Will benefit from milling and very likely will require pavement patching and repair beforehand. Cracking will likely be extensive. Raveling and erosion in cracks may be common. Surface may have severe block cracking and show first signs of alligator cracking. Patches are in fair to poor condition. There is moderate distortion or rutting (1-2") and occasional potholes.

▲ Many wide and raveled cracks indicate need for milling and overlay.

▲ 2" ruts need mill and overlay.

▲ Open and raveled block cracks.



RATING 2

RATING 2

VERY POOR— Reconstruction required

Roads are severely deteriorated and need reconstruction. Surface pulverization and additional base may be cost-effective. These roads have more than 25% alligator cracking, severe distortion or rutting, as well as potholes or extensive patches in poor condition.

▶ Extensive alligator cracking. Pulverize and rebuild.



▲ Patches in poor condition, wheelpath rutting. Pulverize, strengthen and reconstruct.



▲ Severe rutting. Strengthen base and reconstruct.



▶ Severe frost damage. Reconstruct.

RATING 1



RATING 1

FAILED — Reconstruction required

Roads have failed, showing severe distress and extensive loss of surface integrity.

◀ Potholes from frost damage. Reconstruct.



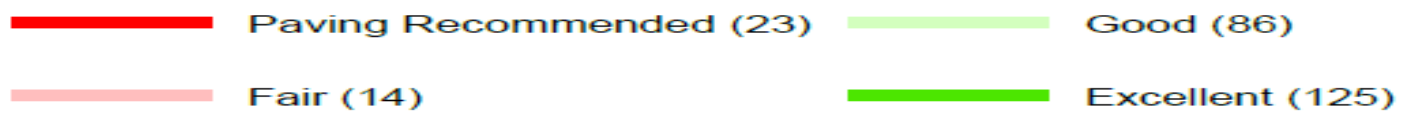
◀ Potholes and severe alligator cracking. Failed pavement. Reconstruct.



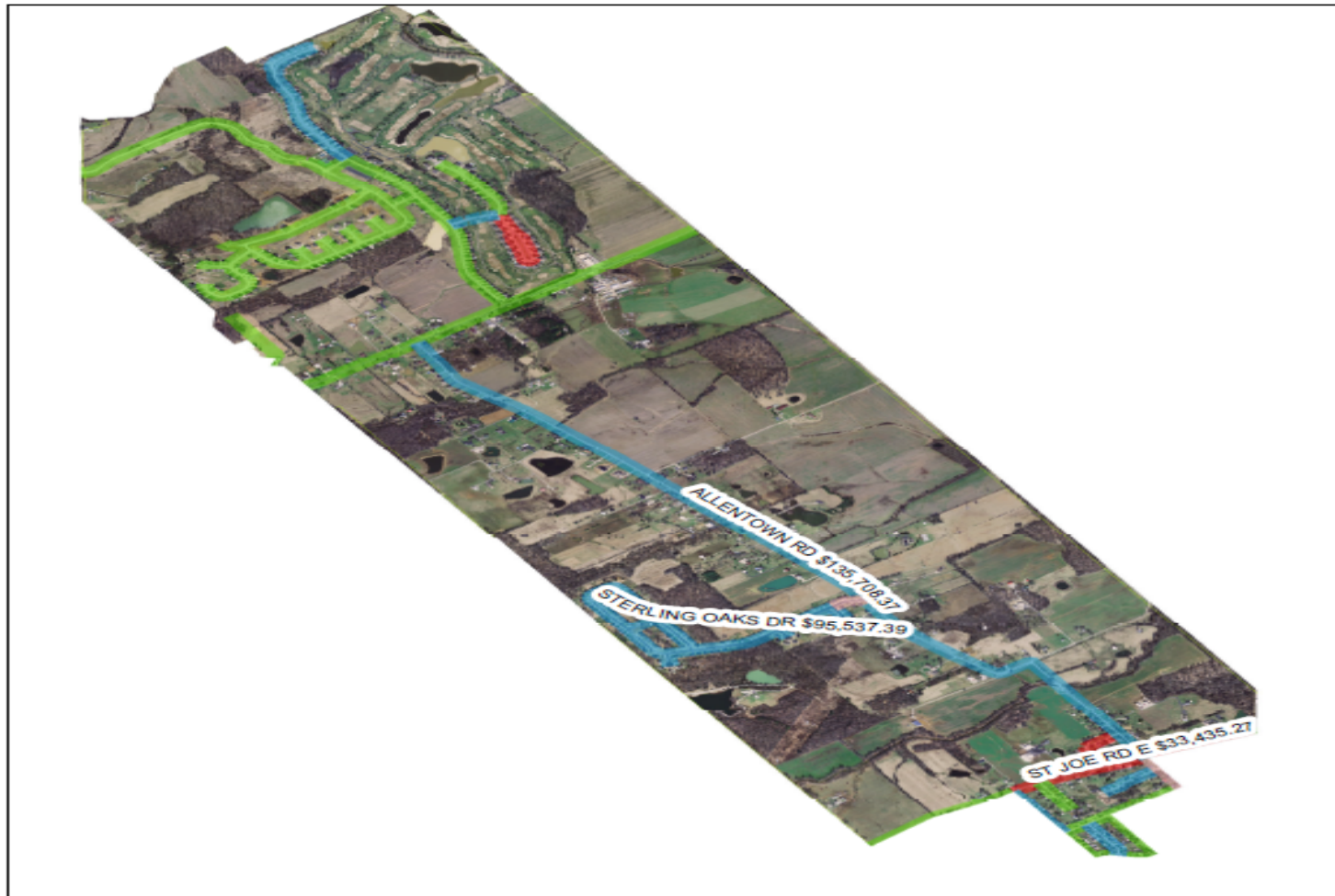
◀ Extensive loss of surface. Rebuild.





HOW DO WE RATE?

All Districts

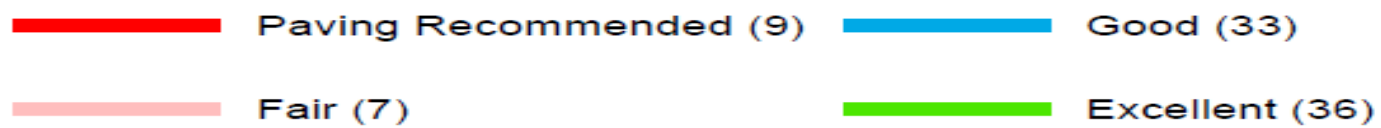
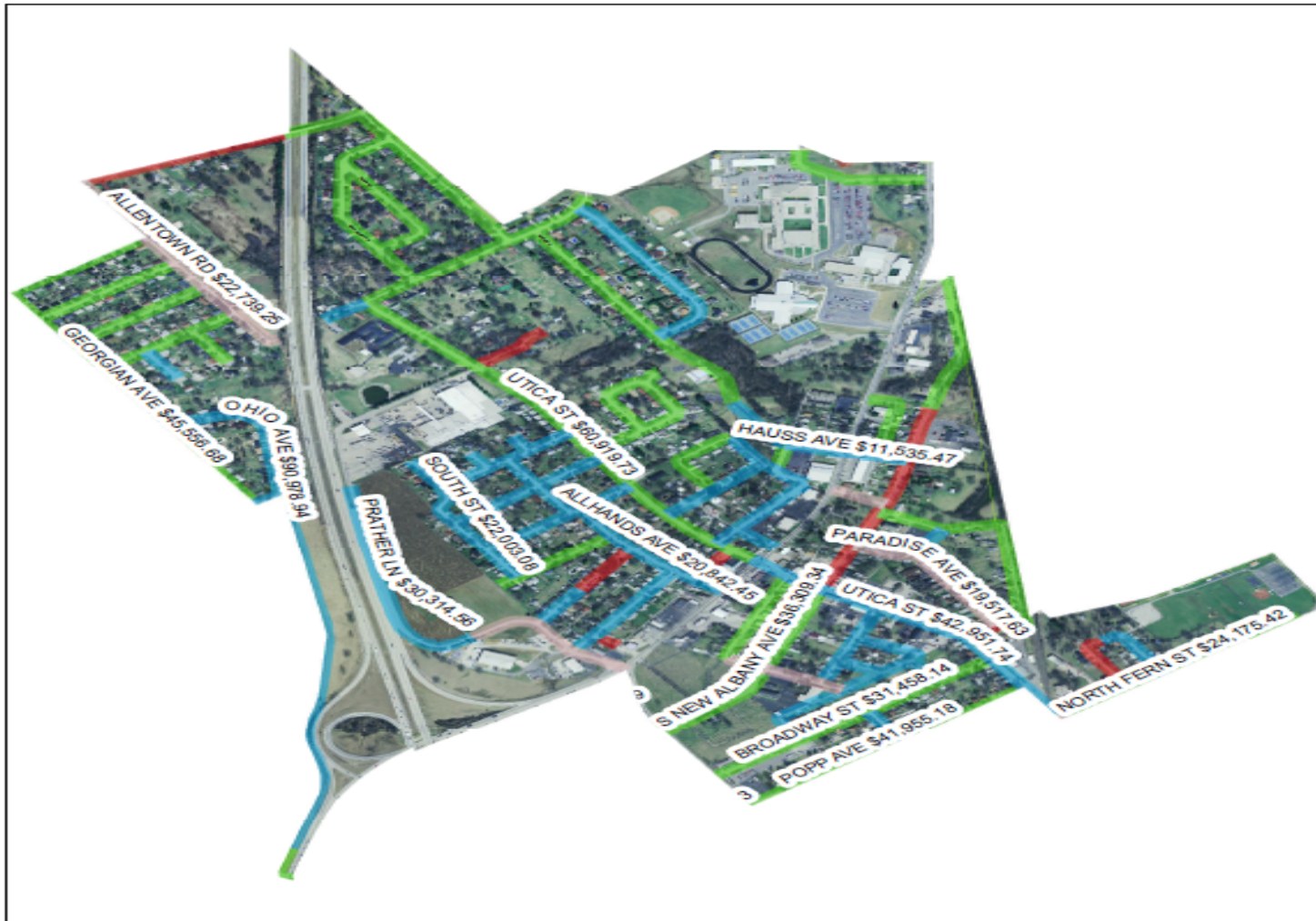


District 1

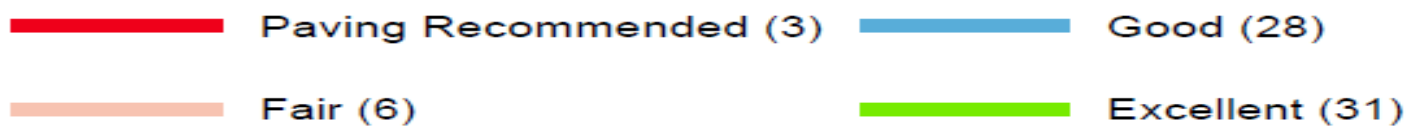


	Paving Recommended (10)		Good (18)
	Fair (2)		Excellent (46)

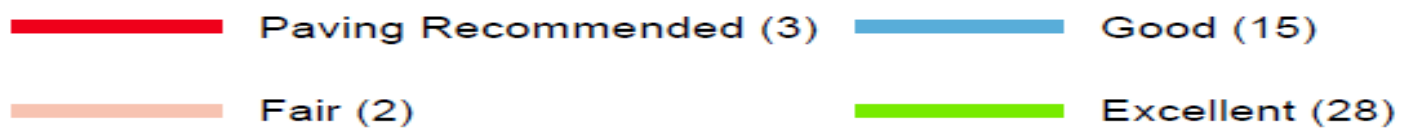
District 2



District 3



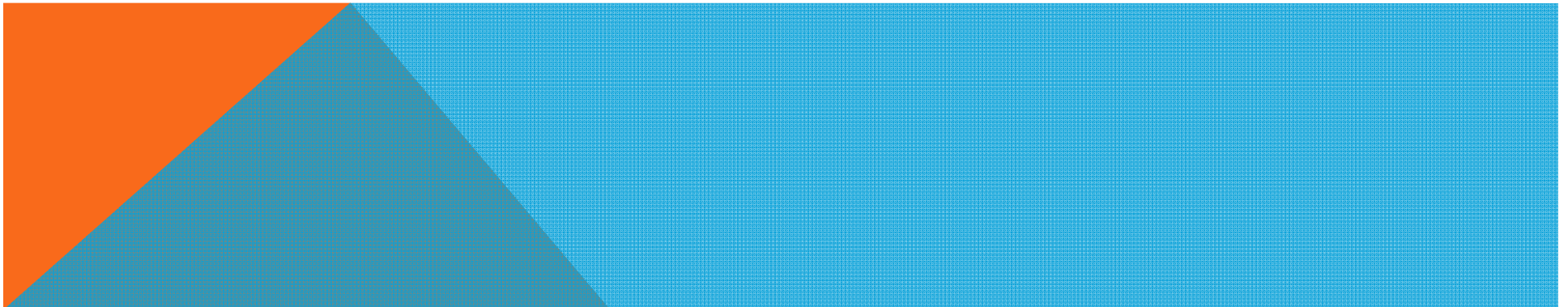
District 4



PASER RATING 3 AND 4

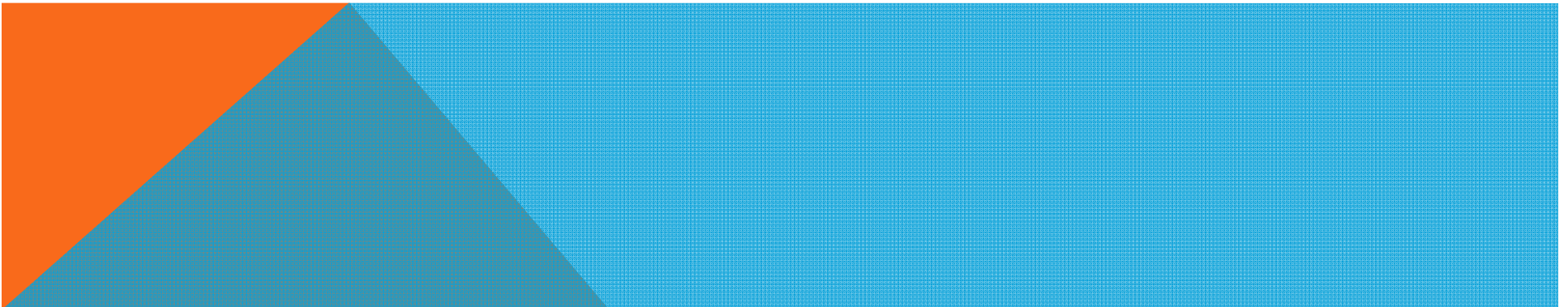
14 Streets

	NAME	ROAD_NAME	MILEAGE	LINEAR_FT	WIDTH	TONNAGE	Paser	Paving Costs
	ADKINS AVE	ADKINS AVE	0.135516	715.5373	11.98958	78.64074	4	\$5,898.06
	ADKINS CT	ADKINS CT	0.082156	433.7922	18.02829	71.6882	4	\$5,376.61
➔	APPLEGATE LN	APPLEGATE LN	0.09816	518.2943	7.937292	37.71032	3	\$2,828.27
	BRIDGEWAY CT	BRIDGEWAY CT	0.068419	361.2583	27.76741	91.95274	4	\$6,896.46
	BRIDGEWAY CT	BRIDGEWAY CT	0.067596	356.9152	27.76741	90.84728	4	\$6,813.55
	BRIDGEWAY CT	BRIDGEWAY CT	0.050511	266.7017	27.76741	67.88483	4	\$5,091.36
	BRIDGEWAY CT	BRIDGEWAY CT	0.040519	213.9453	27.76741	54.45648	4	\$4,084.24
	BRIDGEWAY CT	BRIDGEWAY CT	0.057034	301.1469	27.76741	76.65232	4	\$5,748.92
	BUCHHEIT ST	BUCHHEIT ST	0.031791	167.8606	15.95783	24.55467	4	\$1,841.60
	GILOLA AVE	GILOLA AVE	0.148988	786.6756	14.67172	105.8006	3	\$7,935.04
➔	HELBIG AVE	HELBIG AVE	0.073897	390.1849	16.25925	58.15439	4	\$4,361.58
	LAKESIDE DR	LAKESIDE DR	0.062667	330.8909	28.61463	86.79293	4	\$6,509.47
	LAKESIDE DR	LAKESIDE DR	0.061207	323.1819	28.61463	84.77085	4	\$6,357.81
	LAKESIDE DR	LAKESIDE DR	0.104306	550.7473	28.61463	144.4614	4	\$10,834.61
	MIDWAY DR	MIDWAY DR	0.079073	417.5131	21.55467	82.4941	3	\$6,187.06
➔	NEW ALBANY AVE(LEGION)	NEW ALBANY AVE	0.344658	1819.832	32.28764	538.6156	4	\$40,396.17
	ONWARD WAY	ONWARD WAY	0.07705	406.8311	17.21722	64.20792	3	\$4,815.59
➔	SHIRLEY AVE	SHIRLEY AVE	0.091069	480.8553	27.26457	120.1779	4	\$9,013.34
	ST JOE RD E	ST JOE RD E	0.442193	2334.83	20.82941	445.8036	3	\$33,435.27
	SAINT JOE RD	ST JOE RD E	0.0629	332.1199	19.04624	57.98497	4	\$4,348.87
	SAINT JOE RD	ST JOE RD E	0.020164	106.4697	19.04624	18.58859	4	\$1,394.14
	WALK ST	WALK ST	0.065547	346.0971	12.13517	38.49951	4	\$2,887.46
➔	WILSON LN	WILSON LN	0.189946	1002.934	11.40945	104.8936	3	\$7,867.02
Total								\$190,922.51



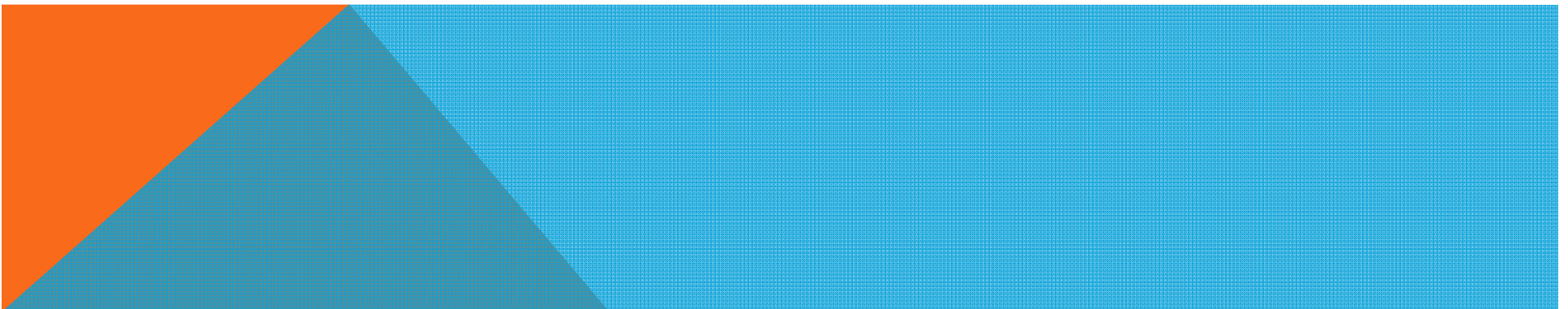
RECAP

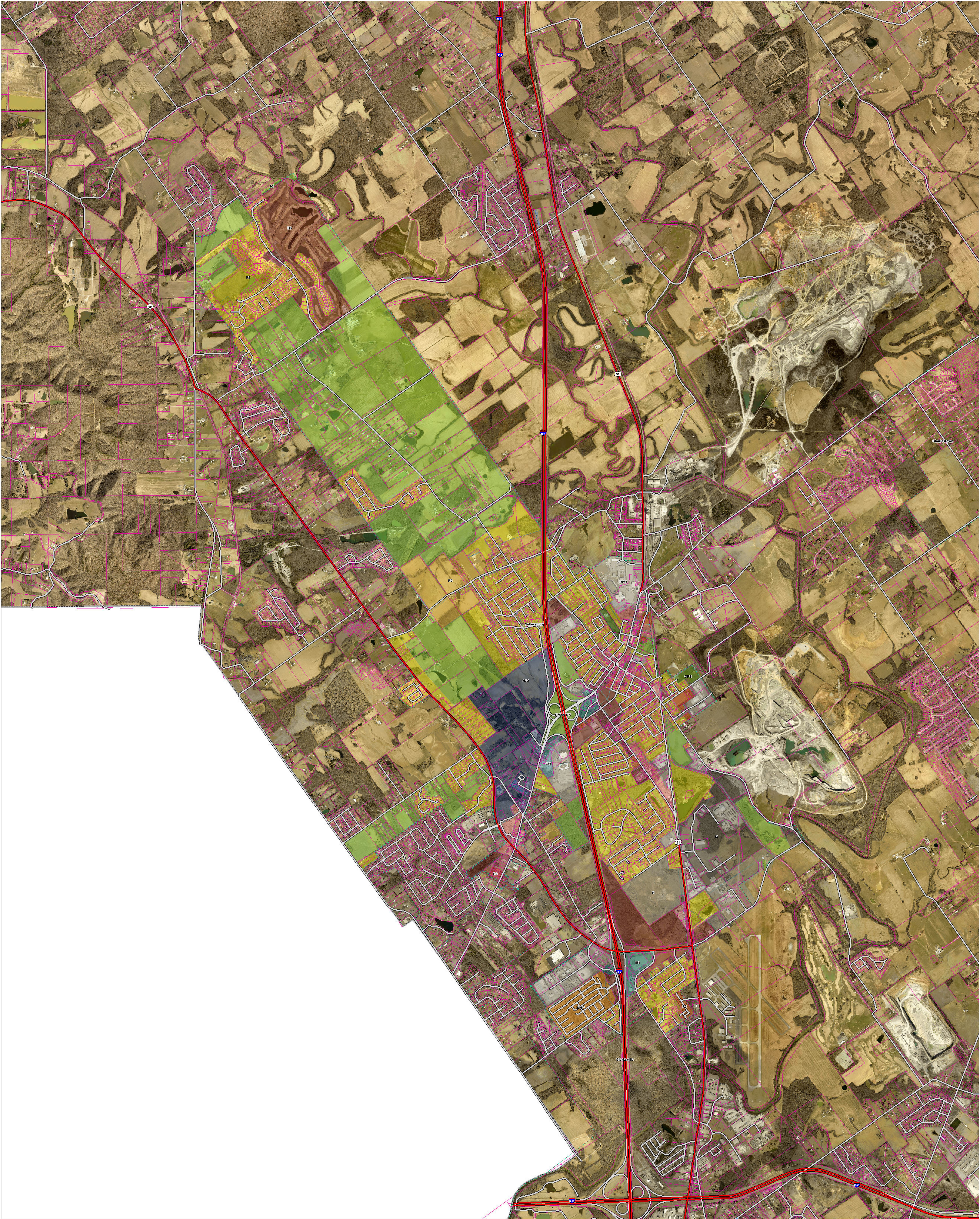
- Approximate Mileage 40
- Pavement Tons (1.5") 48,000
- Cost for Pavement (no Milling) \$3.6 Million
- Budget \$150,000/year
- Years required vs. Budget 24 Years
- Years vs. \$200K 18 Years
- Years vs. \$300K 12 Years



CONCLUSION

- Sustainable Path
- Budget Increasing to allow for quicker turnover
- Does not include other priorities
 - Sidewalks
 - Storm Drains
 - Equipment Purchase
 - Snow Removal





Agriculture

General Office

Open Public Space

Light Industry

Heavy Industry

Interchange Business

General Business

Office Professional

Planned Urban Development

Single-Family

Single-Family

Single-Family

Mobile Home Park

Mobile Home Park

0

0.3

0.6

1.2 mi

0

0.475

0.95

1.9 km



County Road 311/US 31

Corridor Study

July 2017

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ACKNOWLEDGMENTS

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EXECUTIVE SUMMARY

1

Chapter 1

INTRODUCTION

This KIPDA County Road/US 31 Corridor Study was a cooperative process among many stakeholders with a vested interest in this corridor. The study was sponsored by The Kentuckiana Regional Planning & Development Agency (KIPDA) and was conducted and developed in a cooperative spirit with involvement from representatives from the following municipalities and agencies:

- Town of Sellersburg (Sellersburg)
- Town of Clarksville (Clarksville)
- Clark County
- Indiana Department of Transportation Seymour District (INDOT)

This study was commissioned with an eye towards identifying short and long-term improvements which will help reduce congestion and delays experienced along the corridor. One primary goal for the project, from the outset, was to identify the following types of improvements:

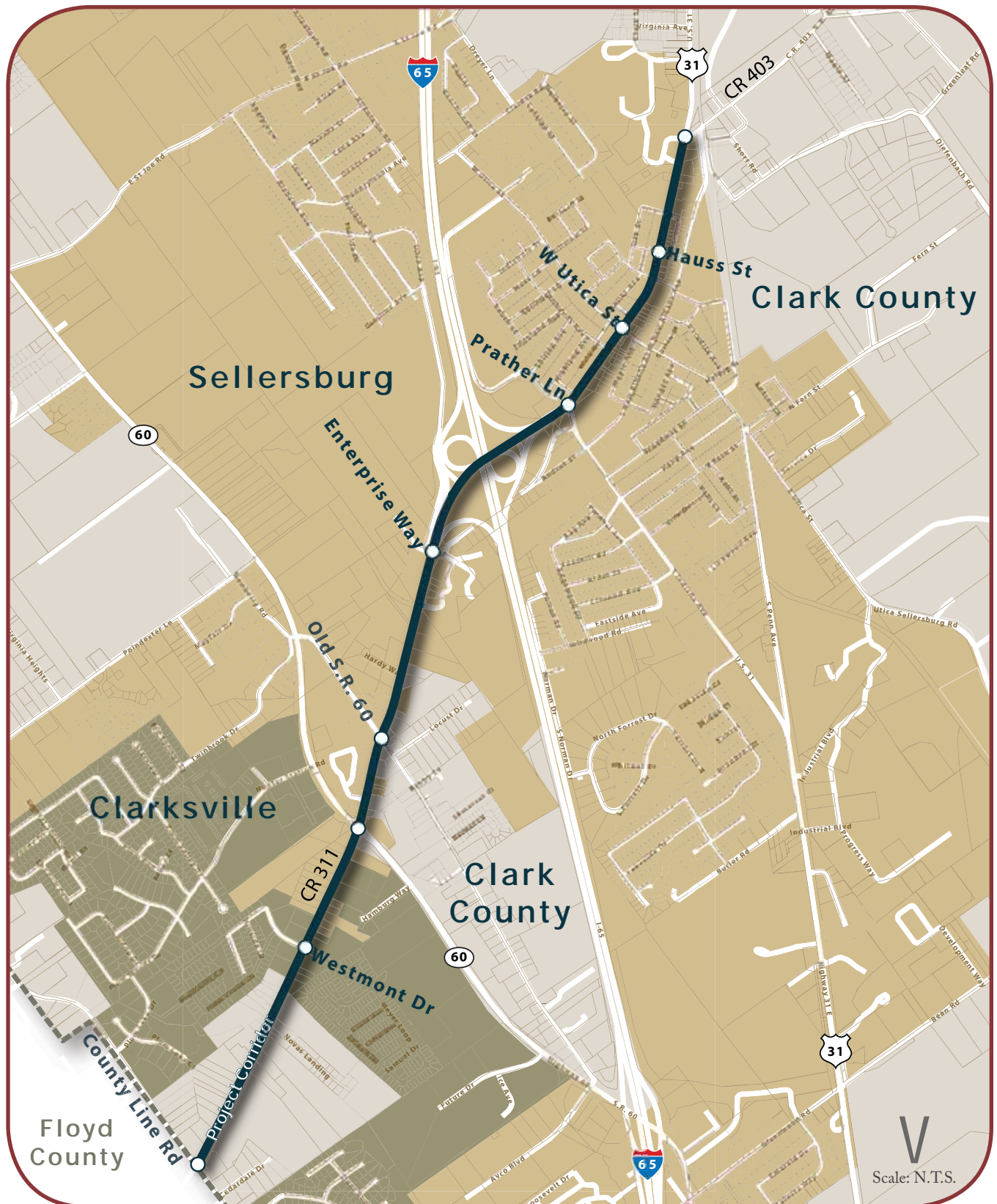
1. Short-term improvements, which could have some immediate positive impact on the corridor, and could also be implemented quickly and with more limited capital cost.
2. Long-term improvements, which may be more challenging or more capital intensive but which will provide a permanent and significant upgrade over current conditions.

Corridor Complexity

One key takeaway from this study is the complexity which exists within the corridor study area. This complexity manifests itself primary in the following ways:

- Jurisdictional complexity – There are currently at least five major municipal and agency stakeholders with some responsibility over portions of the corridor. This blurs boundary lines for responsibility, which can result in decision making hesitancy due to uncertainty over primary responsibility.
- Physical complexity – There are a number of physical character changes along the corridor which lead to a diverse mix of character zones. Below is a brief description of the major character types identified during the study:
 - Southern portions of the corridor are largely rural in character with typical roadway characteristics expected for the former state road corridor, including open graded stormwater management and paved shoulders with no curbs. The development character adjacent to the corridor in these areas is still largely single lot residential with some larger parcels of land also present.
 - The middle portions of the corridor represent a more suburban style of roadway character. The roadway cross section is wider in many areas, and some curb and gutter has replaced the paved shoulder over time. However, some rural characteristics that can still be observed within this portion of the study area include, most prominently, multiple individual driveway approaches and open graded stormwater conveyance.
 - The northern portions of the corridor exhibit a more traditional urban type of roadway character with a fully paved cross section including curb and gutter. This portion of the corridor also has numerous, yet disconnected pedestrian provisions. Adjacent development in this portion of the study area includes scattered traditional commercial and retail uses with mixed out lot developments and some older residential uses.

The multiple character changes, pavement widths, and right of way conditions present a challenging mix of existing conditions to overcome if the future vision for this corridor is to be realized. Given the complexity of existing conditions and the number of municipalities and agencies with some jurisdiction over the corridor, cooperation will be key in making sure that improvements are made cohesively. Additional discussion on the corridor jurisdiction, the various character zones, pavement width, and right of way can be found in Chapter 3 of the plan.



The study corridor passes through three planning jurisdictions: Clarksville, Clark County and Sellersburg
Source: Clark County and Clarksville GIS data

Study Process and Results

To develop a set of reliable and appropriate improvement strategies, the study team developed a plan process which blended technical analysis, stakeholder guidance, and public input. The process used for this study can effectively be broken down into the following major components:

1. Learning: The first part of the planning process was to learn as much about the history and existing conditions along the corridor as possible. This was accomplished through the following activities:

- Review of available past plans for the study area region, including KIPDA transportation improvement plans, municipal comprehensive plans, thoroughfare plans, and special plans (including TIF area plans).
- Establishing current traffic conditions, including conducting traffic counts at key intersections, reviewing available traffic data and reviewing corridor and crash data.
- Modeling and analyzing future conditions, which included applying future growth scenarios to the existing conditions model to help establish an understanding of future corridor conditions. For this study, the future conditions were modeled for the year 2035.

2. Listening: The second part of the study process involved listening to the local corridor experts – the people who have experienced the daily frustrations and benefits of corridor operations. To learn from this invaluable experience, the study team conducted the following activities:

- Steering Committee Meetings – This group of key municipal and agency stakeholders was convened during key points in the study period. Their purpose and function was to help identify major study focus areas and confirm the direction and validity of the improvement recommendations in the plan. The steering committee had ultimate responsibility in approving the final plan document.

- Public Open House – To help identify new thoughts and ideas, a public open house was conducted at the Ivy Tech Community College Sellersburg campus. This open house was structured to allow corridor neighbors and travelers an opportunity to share their thoughts on improvements to make the corridor a more convenient and safer travel route for their daily activities.
- Survey Feedback – To help develop and prioritize major study components, (including focus areas and improvement strategies), a series of online surveys were conducted with the steering committee. The survey results allowed for further refinement of key plan ideas in a timely and convenient manner.

3. Confirming: The final step in the project process involved taking all of the information learned about the corridor and applying a series of potential improvements and strategies which might lead to a safer and more convenient user experience. The primary elements of the confirmation stage included drafting improvement strategies, confirming those strategies with the Steering Committee, and developing the draft plan document.

The result of the study process is a series of corridor improvement strategies which, when implemented, will help address the top priorities identified for the study area. These improvement strategies are grouped into the following two implementation timeframes:

1. Short-Term Strategies – these are projects which should begin immediately and be completed within the first six years following final plan adoption.
2. Long-Term Strategies – these are projects which will require additional time to plan, coordinate and implement. Implementation of long term strategies should begin immediately following plan adoption, but should be expected to take more than six years to completed due to project complexity and funding requirements.

Key Priorities

As the plan developed, a number of key themes emerged, which helped direct the final outcomes of the plan. Below is an abbreviated discussion of the top five project priorities which emerged during the planning process. These priorities form the basis for the resulting corridor improvement recommendations contained in this study:

- 1. Improve overall roadway safety** – while the number of fatal and injury crashes along the corridor is not extremely high, a high number of crashes do occur annually. These crashes are due, in large part, to the number of turning movements that occur along the corridor and the overall inconsistencies in roadway character.
- 2. Alleviate congestion and improve overall traffic flow** – Congestion was the primary public complaint regarding the corridor. Due to the number of turning movements and the number of signalized intersections, stopping and starting is frequently required. This makes for an inefficient movement of traffic and greater delay potential. This is exacerbated through Sellersburg by the number of large commercial trucks and school buses, which are present in this section of the corridor.
- 3. Define and control future adjacent development patterns** – Historically, this corridor developed as a rural state route connecting distant communities. With the introduction of Interstate 65, added development opportunity has led to a fragmented and inefficient adjacent development pattern. This type of development pattern has been encouraged without well-defined and unified land use plans or zoning controls. The result is a seemingly random development pattern which has allowed too many individual access points onto the roadway. This encourages a high number of independent turning movements, resulting in the current traffic frustrations.
- 4. Create a unified roadway character** – One desire heard over and over again was to help the corridor gain a unique and unified identity. There are currently at least four different character zones identified within the project study area. As a result, the traffic environment is unpredictable and visually disjointed. The style and types of development which have occurred have not adhered to any defined visual standards, leading to an uninviting visual experience and a negative perception of the roadway within the study area.
- 5. Provide for bicycle, pedestrian, and transit access** – The recent KIPDA Horizon 2035 Metropolitan Transportation Plan identified this corridor as a future primary bicycle and pedestrian corridor. In its existing condition, this section of roadway does not provide even the most basic needs for pedestrians and bicyclists. While some pedestrian facilities do exist in the form of adjacent sidewalks, they are not consistent in location, design, or accessibility. The facilities that do currently exist largely lack connectivity to key neighboring assets, and do not appear to meet current standards for accessibility.

Key Next Steps

The plan document goes into far greater detail on the ideas summarized here. Study recommendations can be reviewed in detail in Chapter 4 of the plan. Given the study horizon to the year 2035, a duration of more than 18 years, the natural question should be, “where do we start?” Below is a summary of next steps which are recommended to help ensure this study lays a solid foundation for the improvement of the corridor which matches the vision of the communities involved:

Complete the Following Improvement Projects

Projects for immediate consideration should focus on short term improvements to vehicle safety and relieving delays associated with peak hour congestion. Immediate project recommendations include:

- Completing signal timing for the entire corridor;
- Retrofitting existing signals with interconnect capabilities;
- Reconfiguring the current roadway to allow for a dedicated center turn lane for the length of the corridor.

Create Formal Mechanisms for a Unified Corridor Development Process

Focus on cooperative arrangements among all corridor stakeholders to ensure that long term corridor vision is implementable through the following actions:

- Establish a corridor Technical Advisory Committee (TAC) with committed quarterly meeting dates to discuss and define the corridor improvement process.
- Develop common corridor overlay district standards and work to have the overlay formally adopted by each municipality.
- Work with INDOT to identify strategies for local control for portions of corridor under state control. This is strictly a Sellersburg concern, as the only portions of the corridor under state control are in Sellersburg. Timing on this is critical due to planned INDOT improvements to the corridor within the next three years. As portions of the corridor are a US highway (US 31), additional accommodations may need to be considered as part of the discussions.

Create a Single Set of Corridor Development and Design Standards

Focus on clearly defining and formalizing corridor design and adjacent development standards. The following policy documents should be created and included in the corridor overlay district:

- Roadway technical design standards, including stormwater, typical cross sections, and material standards
- Design standards for corridor features, including the style, materials, and finishes for all features included along corridor
- Development and architectural standards for all future development occurring directly adjacent to the corridor

PLANNING CONTEXT

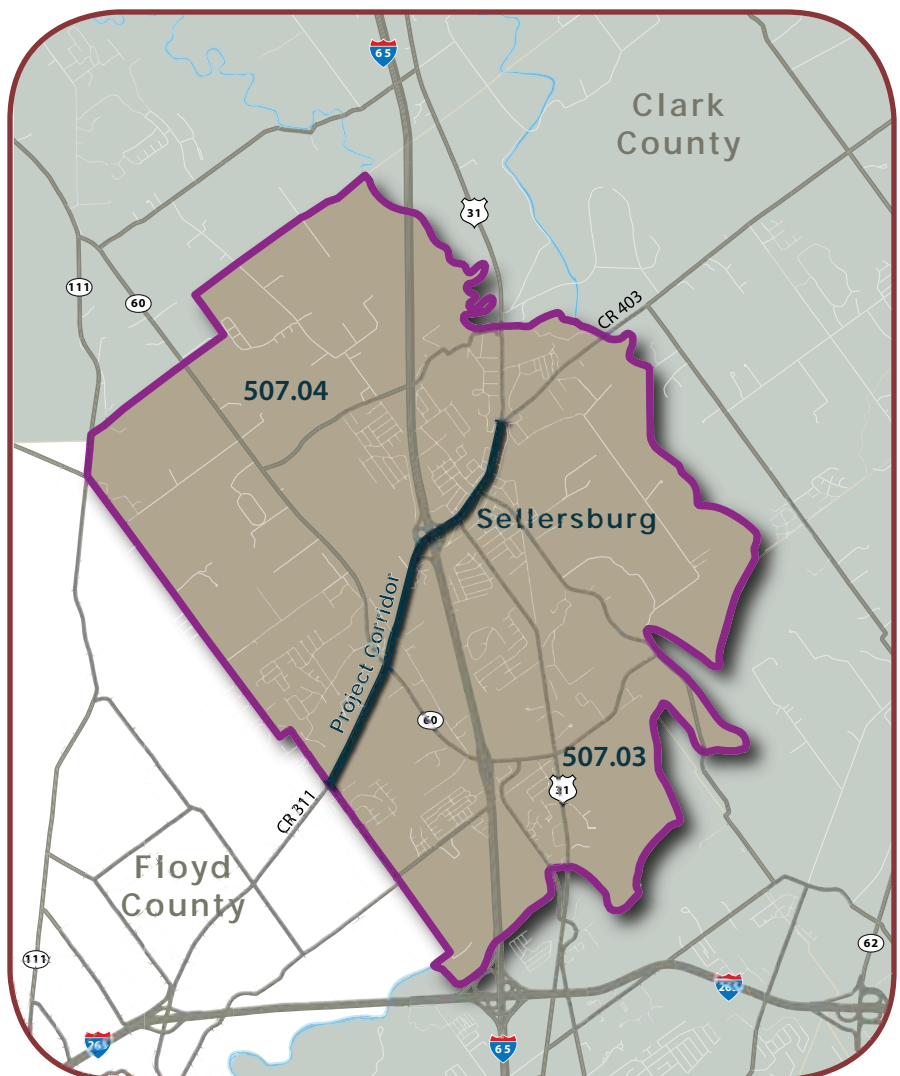
2

Chapter 2

STUDY AREA

This report focuses on the CR 311/ US 31 corridor between the Floyd/ Clark County line and CR 403 in Sellersburg. However, the study of this corridor encompassed a much wider area than the physical extents of the roadway. Census tracts 507.04 and 507.03 created a very natural study area boundary north and south of the corridor. This wider study area allowed for a greater understanding of impacts on the corridor, including land use, commuting patterns, growth trends and demographics.

While the census tract boundaries allowed for consideration of broader impacts to the corridor, land uses, roadway infrastructure and pedestrian facilities directly adjacent to the corridor were studied in greater depth.



Census tracts 507.04 and 507.03 (outlined in purple above) formed a natural study area boundary on either side of the corridor

Source: Esri online and Clark County GIS data

V
Scale: N.T.S.

STUDY AREA CONTEXT

The study area is located within the Metropolitan Planning Organization (MPO) boundaries of the Kentuckiana Regional Planning & Development Agency (KIPDA) Transportation Division. While KIPDA encompasses a nine county region around Louisville and Jefferson County in Kentucky, the MPO serves a smaller five county region. The KIPDA Transportation Division provides planning and technical assistance to meet the transportation needs of all counties within the MPO area and the KIPDA region.

More specifically, the study area is within Clark County in Indiana, bisected by Interstate 65, approximately nine miles north of downtown Louisville. In the past, the corridor primarily served as a county mobility corridor that connected New Albany to Sellersburg and Charlestown. In fact, in adjoining Floyd County, the roadway is named Charlestown Road.

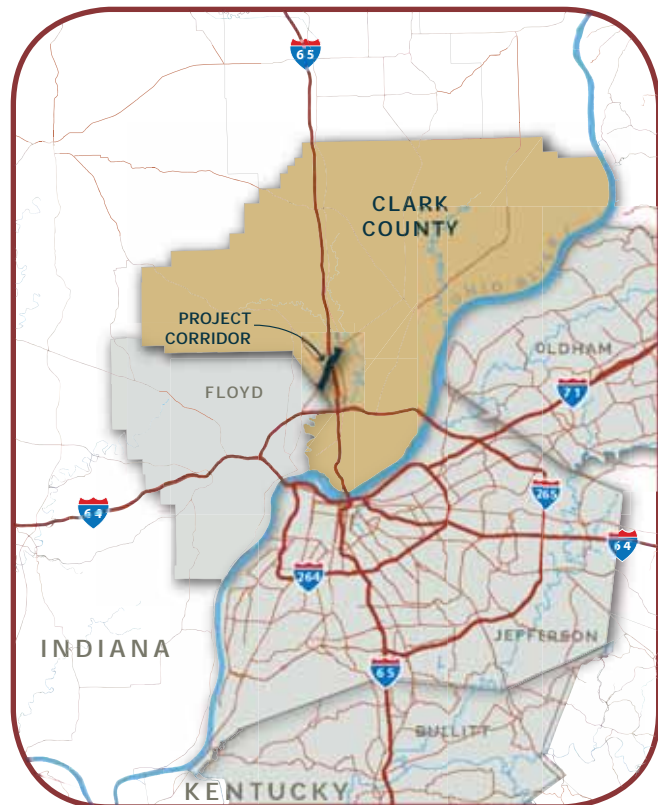
As the Louisville metropolitan area has grown, communities along the corridor have grown as well, changing the nature of the road from strictly a mobility corridor into one that functions more and more as local access to residential and commercial areas. The study area and the corridor pass through three jurisdictions: Clark County, Sellersburg and Clarksville. Each jurisdiction has its own unique challenges and needed improvements, as well as its own planning jurisdictions and responsibilities.



The planning jurisdiction for KIPDA encompasses nine counties in Indiana and Kentucky

Source: KIPDA.org

V
Scale: N.T.S.

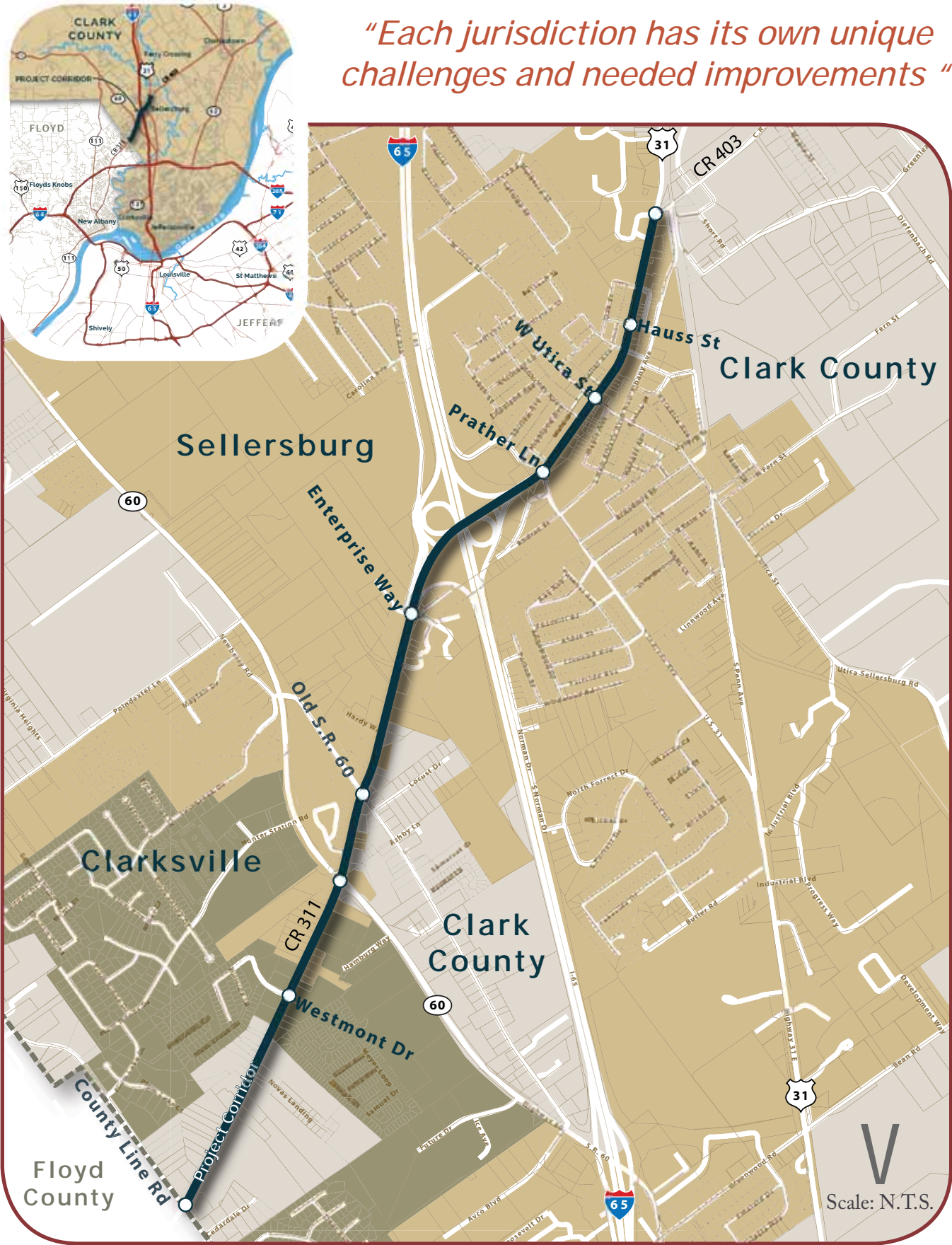


The study corridor lies within Clark County, one of the two Indiana counties in the KIPDA planning jurisdiction

Source: KIPDA.org

V
Scale: N.T.S.

“Each jurisdiction has its own unique challenges and needed improvements ”



The study corridor passes through three planning jurisdictions: Clarksville, Clark County and Sellersburg
Source: Clark County and Clarksville GIS data

PREVIOUS PLANNING EFFORTS

This corridor, or portions thereof, have been part of many previous planning efforts and studies. Previous efforts and their findings related to CR 311 include:

2012 Clark County Transportation Plan

- Widen turn lanes along US 31 through Sellersburg
- Extend center turn lane to CR 403 along US 31 through Sellersburg
- Install multi-use path and/or sidewalks from County Line Road to Silver Creek Schools in Sellersburg
- Add center turn lane and widen/reconstruct pavement to include curbs and sidewalks on CR 311 from County Line Road to I-65
- Add through lanes on CR 311 to SR 60 from I-65

2015 Clarksville Comprehensive Plan

- CR 311 likely to develop similarly to Veterans Parkway
- Extend Westmont Drive to Hunter Station Road
- Improve the intersection of Hunters Station Road and SR 60 with improvements to turn lanes and additional through lanes on SR 60
- Implement wayfinding system or signage throughout town to assist travelers
- Create an interconnected system of trails and pathways for bikes and pedestrians
- Construct sidewalks along portions of CR 311 to increase connectivity between subdivisions

2011 Sellersburg TIF District Master Plan and PUD Ordinance

- Construction of new roadway infrastructure off of CR 311 at Enterprise Drive and Camp Run Parkway
- Development of street standards and approximate right-of-way widths for arterial, collector and local streets within the PUD
- Development of site and architectural design standards

KIPDA Horizon 2035 Metropolitan Transportation Plan

- Identification of priority project elements, including safety, congestion management, travel demand management, air quality, freight and alternate modes

1993 Sellersburg Comprehensive Plan

- Established arterial construction types
- Portion of then SR 311 from US 31 west to town boundary called for a 120 foot right-of-way with two moving lanes in each direction and a 20 foot median.
- Portion of US 31 through town called for an 80 foot right-of-way with three moving lanes and two parking or additional moving lanes in one direction.

PUBLIC PARTICIPATION

Steering Committee

This plan was developed with the assistance and direction of a steering committee, comprised of representatives from KIPDA, Clark County, Sellersburg and Clarksville. The steering committee brought forward concerns and issues facing the corridor, and helped to identify and prioritize the recommendations illustrated in this plan.

Some of the key strategies identified by the committee include:

- Providing for a center turn lane
- Reviewing intersection configuration/design
- Reviewing signal timing
- Providing pedestrian facilities along the corridor
- Reducing visual clutter along the corridor
- Upgrading utility and storm water infrastructure
- Considering decorative lighting and signal arms
- Establishing an interagency technical advisory committee
- Developing specific corridor area design standards

Public Open House

Input was sought from beyond the steering committee. A public open house was held April 10, 2017 at Ivy Tech Community College in Sellersburg. The public open house presented an opportunity for attendees to inform the consultants of concerns, opportunities and design preferences along the corridor. Key themes for the corridor derived from this meeting included:



Participants identifying priority design components along the corridor

Credit: HWC Engineering

Participants identifying opportunities along the corridor

Credit: HWC Engineering

Concerns

- Back-ups and congestion along the corridor
- US 31/CR 403 split is confusing
- Constrained right-of-way through Sellersburg on US 31 and New Albany Avenue
- Constrained right-of-way north of SR 60
- Cut through traffic in adjacent neighborhoods
- Signal timings

Opportunities

- Replacement of narrow bridges and culverts
- Widening of SR 60 and Old SR 60
- Safe pedestrian crossings to schools and key community areas
- Main Street in Sellersburg
- Alternate routes in the area

Design Preferences

- Right turn lanes
- Center turn lanes
- Sidewalks

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EXISTING CONDITIONS ANALYSIS

3

Chapter 3

SUMMARY OF ANALYSIS

Simplicity is not a trait of this corridor. To get a full understanding of the complexities within this corridor, a wide range of variables were analyzed, including:

- Physical Characteristics of the Roadway
- Demographic Growth Projections
- Roadway Safety
- Roadway Congestion and Capacity
- Connectivity and Access
- Land Use and Development Patterns
- Economic and Regulatory Catalysts
- Corridor Character



County Road 311 between SR 60 and Old SR 60
Credit: HWC Engineering

PHYSICAL ROADWAY CHARACTERISTICS

The following bullet points are intended to give an overview of the corridor as a whole. Additional discussion and maps are provided in the Goals and Strategies section of the report for many of the characteristics listed below.

Assumed Right-of-Way

- Varies along corridor from approximately 50 feet at the north end to approximately 60 feet at the south end. See page 36 for map of approximate widths
- Right-of-way is much greater around key intersections, such as the I-65 interchange, Enterprise Drive, SR 60 and Prather Street

Pavement Width

- Varies greatly along corridor due to passing blisters and turn lanes at select locations. See page 36 for map of approximate widths
- Most of corridor is at least 36 feet wide.
- Intermittent locations along the corridor south of Enterprise Drive are less than 36 feet
- The whole corridor contains one travel lane in each direction, with the exception of the area around the I-65 interchange, which contains two travel lanes in each direction
- Auxiliary turning lanes are located intermittently throughout the corridor or at busy intersections to serve businesses

Drainage

- Most of the stormwater drainage north of I-65 is comprised of closed stormwater infrastructure with curb/gutter
- Drainage south of I-65 is typically a rural drainage section with a swale along with some intermittent curb and gutter
- Three drainage culverts exist along the corridor; south of Nova's Landing Drive, south of Hardy Way and north of Hauss Avenue
- The corridor is generally flat with some gentle rolling hills

Signals

- The corridor contains nine signalized intersections
- See page 37 for map of signal locations

Pavement Condition

- Clark County completed a pavement assessment for the corridor in 2017 using the Pavement Surface and Evaluation Rating System (PASER)
- Sections of the corridor were rated between 5 and 7, indicating the pavement is in fair to good condition.

Roadside buffer

- The roadside buffer varies greatly along the corridor. In some areas, adjacent uses encroach to the edge and possibly into the right-of-way



US 31 through Sellersburg near St. Paul Street
Credit: HWC Engineering



CR 311 at Westmont Drive
Credit: HWC Engineering

TRAFFIC ANALYSIS

Road Safety

Crash records were obtained from the Automated Reporting Information Exchange System (ARIES) database for the period of 2012-2016. Since intersections with more traffic tend to have more crashes, a crash rate per million entering vehicles (MEV) was calculated to show which intersections have the highest risk for drivers, regardless of volume. The highlights of the analysis include:

Crashes from 2012 to 2016

- There were 955 crashes
- 83% were crashes with property damage only
- 17% were crashes with injury
- One crash was fatal

Primary Crash Type

- Rear-ended collision - 58%
- Right angle - 9%
- Left turn - 8%

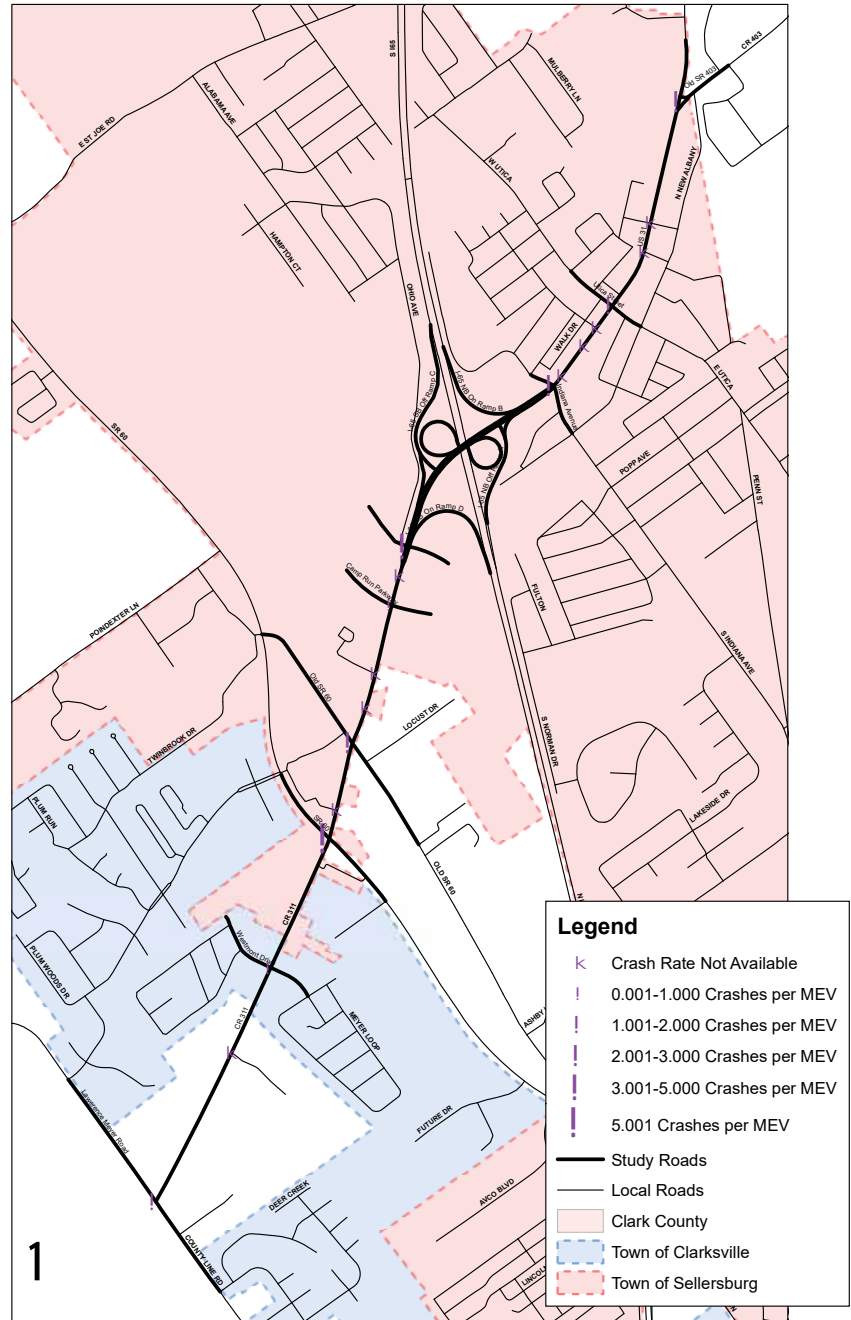
Top Crash Locations

- CR 311 and SR 60: 6.7 crashes per MEV
- CR 311 and Enterprise/New Albany Pike: 4.7 crashes per MEV
- US 31 and Prather Street: 2.6 crashes per MEV
- CR 311 and Old SR 60: 2.5 crashes per MEV

Corridor-wide, the primary crash type was rear-ended collision. A high prevalence of rear-ended collisions can be indicative of congestion and increased stopping and starting due to multiple uncontrolled conflict points. Potential causes for rear end collisions include:

- Following too closely
- Lack of turn lanes
- Poor signal coordination
- Improper clearance intervals
- Poor signal visibility
- Congestion/driver frustration
- Uncontrolled access

2012-2016 Crash Rates per Intersection



Source: Automated Reporting Information Exchange System

CONGESTION AND CAPACITY

Traffic Data

Traffic counts were obtained from various sources in late 2016 - early 2017. Collectively, these counts represent the base year traffic conditions.

A traffic study performed for the town of Clarksville provided peak hour turning movements at three intersections within the study area:

- CR 311/County Line Road
- CR 311/Westmont Drive
- CR 311/SR 60

Peak hour turning movements were also collected at six intersections in March 2017.

- CR 311/Old SR 60
- CR 311/Camp Run Parkway
- CR 311/New Albany Pike-Enterprise Drive
- US 31/Prather Street
- US 31/Utica Street
- US 31/CR 403

INDOT counts from September 2016 were used for the I-65 interstate ramps.

To determine future year volumes for 2035, several sources of input were considered:

- KIPDA traffic model provides 2016 and 2035 volumes. The average annual growth rate between those years was calculated to represent the future growth trends.
- INDOT traffic counts were examined for recent years to determine the historical growth.
- Finally, road segments that access vacant land were assigned higher growth rates to represent the influx of traffic from new developments.

The CR 311 and US 31 mainline was assigned growth rates averaging about 1 percent, while individual segments ranged from 0.5 percent to 2.9 percent. Cross street growth rates varied from 0-8 percent per year, with those at the higher end indicating imminent development.

Base Year Traffic Operations Analysis

Traffic counts, signal timings, and lane configurations from the existing conditions were entered into Synchro 10, a traffic simulation and modeling software, to analyze base year traffic operations. The resulting levels of service (LOS) represent the average delay experienced by vehicles. Table 1 shows the LOS for base year conditions, morning and evening peak, for each of the study intersections. The designation “ff” indicates free flowing movement, and no LOS is applicable to movement or intersection.

LOS A - B - C -D -E - LOS F

Little delay  Gridlock Conditions

For the purposes of design, LOS D or better during the peak hour is considered acceptable for urban areas. Tables are available in the appendix which show the LOS for base year conditions, morning and evening peak and for each of the study intersections.

The LOS results indicate a few instances where drivers experience lengthy delays:

- CR 311 and Westmont Drive
 - PM Peak Eastbound Westmont Left Turn and Westbound Westmont Left Turn – LOS F
- CR 311 and SR 60
 - AM Peak Northbound CR 311 Through/ Right Turn and Southeastbound SR 60 Through – LOS E
- US 31 and CR 403
 - AM/PM Westbound CR 403 Left Turn – LOS F

Table 1: Base Year LOS Results

Intersection		NB			SB			SEB			NWB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
CR 311 and County Line Road	AM	B	C	B	B	C	B	B	C		B	B		C
	PM	B	C	B	B	C	B	B	C		B	C		C
CR 311 and Westmont Drive		NB			SB			EB			WB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	ff		ff	ff		ff	C		B	C		B	-
	PM	ff		ff	ff		ff	F		B	F		B	-
CR 311 and SR 60		NB			SB			SEB			NWB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	C	E		C	D	A	B	E	C	C	C	C	D
	PM	D	D		C	D	A	C	C	C	C	D	C	D
CR 311 and Old SR 60		NB			SB			SE			NW			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	A		A	A		A	A			A			A
	PM	A		A	A		A	B			B			A
CR 311 and Camp Run Parkway		EB			WB			NB			SB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	A	A		C			ff	ff		ff	ff		-
	PM	A	A		B			ff	ff		ff	ff		-
CR 311 and Enterprise Drive/New Albany Pike		EB			WB			NB			SB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	B			B		B	A	B	B	B	B	B	B
	PM	B			B		B	A	B	B	A	B	B	B
CR 311 and I-65 SB Exit Ramp L		NB			SEB			SWB			-			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	-	ff	-	B	-	-	-	ff	-	-	-	-	-
	PM	-	ff	-	B	-	-	-	ff	-	-	-	-	-
CR 311 and I-65 NB Exit Ramp J		EB			SWB			NB			-			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	-	A	-	-	A	-	A	-	-	-	-	-	A
	PM	-	A	-	-	A	-	A	-	-	-	-	-	A
CR 311 and US 31/Prather Street/Indiana Avenue		SEB			NWB			NEB			SWB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	C	C		C	C		B	B		B	C	A	C
	PM	D	C		C	D		B	C		B	B	A	C
US 31 and Utica Street		SEB			NWB			NEB			SWB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	C	C		C			C	A		B	B		B
	PM	C	C		C			B	C		C	B		C
US 31 and Old SR 403		WB			NB			SB			-			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	F	-	B	-	B	A	A	A	-	-	-	-	F
	PM	F	-	B	-	B	A	A	A	-	-	-	-	F

Table 2: Future Year LOS Results

Intersection		NB			SB			SEB			NWB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
CR 311 and County Line Road	AM	B	C	B	B	C	C	B	C		B	B		C
	PM	C	D	B	C	D	C	C	D		C	C		D
CR 311 and Westmont Drive		NB			SB			EB			WB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	ff		ff	ff		ff	C		B	C		B	-
	PM	ff		ff	ff		ff	F		B	F		B	-
CR 311 and SR 60		NB			SB			SEB			NWB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	C	F		D	D	A	C	F	C	C	C	C	E
	PM	F	E		D	E	A	D	C	C	C	F	C	F
CR 311 and Old SR 60		NB			SB			SE			NW			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	B		A	B		A	B			A			B
	PM	B		A	C		A	C			B			B
CR 311 and Camp Run Parkway		EB			WB			NB			SB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	A	A		E			ff	ff		ff	ff		-
	PM	A	A		C			ff	ff		ff	ff		-
CR 311 and Enterprise Drive/New Albany Pike		EB			WB			NB			SB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	C			B		B	B	D	B	B	C	C	C
	PM	C			C		C	C	D	B	B	C	D	C
CR 311 and I-65 SB Exit Ramp L		NB			SEB			SWB			-			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	-	ff	-	C	-	-	-	ff	-	-	-	-	-
	PM	-	ff	-	B	-	-	-	ff	-	-	-	-	-
CR 311 and I-65 NB Exit Ramp J		EB			SWB			NB			-			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	-	A	-	-	A	-	A	-	-	-	-	-	A
	PM	-	A	-	-	A	-	A	-	-	-	-	-	A
CR 311 and US 31/Prather Street/Indiana Avenue		SEB			NWB			NEB			SWB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	C	C		C	C		B	C		B	F	A	E
	PM	D	C		D	F		B	F		D	C	B	E
US 31 and Utica Street		SEB			NWB			NEB			SWB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	C	C		C			D	F		D	F		F
	PM	C	C		E			F	F		D	D		F
US 31 and Old SR 403		WB			NB			SB			-			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	F	-	C	-	B	A	A	A	-	-	-	-	F
	PM	F	-	F	-	B	A	A	A	-	-	-	-	F

Future Year Traffic Operations Analysis

The 2035 projected traffic volumes were entered into Synchro (traffic-modeling software), leaving all other conditions the same, for a no-build future year analysis. The results are shown in Table 2. The designation “ff” indicates free flowing movement, and no LOS is applicable to movement or intersection.

Under the no-build scenario, the high-delay locations identified in 2016 will continue to deteriorate as more traffic is added. In addition to those approaches, the following locations drop to LOS E or F by 2035:

- CR 311 and SR 60
 - AM/PM multiple approaches LOS E/F
- US 31 and Prather Street
 - AM/PM multiple approaches LOS E/F
- US 31 and Utica Street
 - AM/PM multiple approaches LOS E/F

Additional improvements are needed to handle growth in the future year conditions.

The improved LOS results are shown in Table 3. Improvements accounted for in the LOS results for Table 3 include:

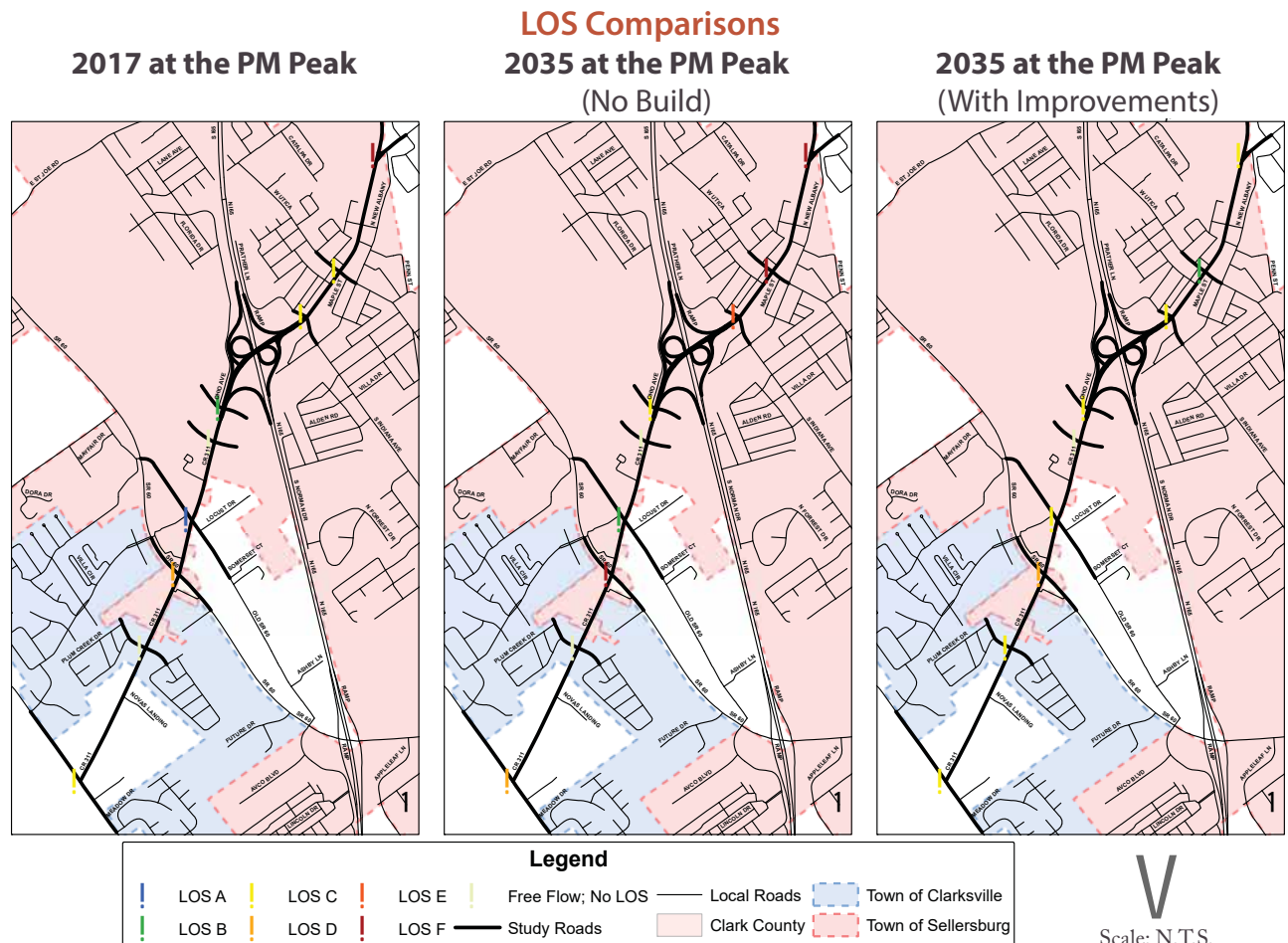
- CR 311 and County Line Road – add right-turn lane on southbound County Line Road
- CR 311 and SR 60 - add through travel lanes to SR 60 through the study intersection to undetermined limits. At this intersection, the possibility of adding lanes to CR 311 was also evaluated, but did not sufficiently improve traffic. SR 60 carries more traffic than CR 311.
- CR 311 and I-65 – conduct study of the interchange configuration. Evaluate interchange types that add capacity, take up less land, and have fewer intersection points along CR 311.
- US 31 and Prather Street – adjust the lane configuration on the southwest-bound approach of US 31 to provide one left-turn lane, one through, and one shared through/right-turn lane. The right-turn volume on this approach is low, and there are two receiving lanes for southwest-bound traffic, so this can be accomplished with signs and markings.
- US 31 and Utica Street – construct a dual-lane roundabout
- US 31 and Old SR 403 – construct a dual-lane roundabout

Table 3: Future LOS with Recommended Improvements

Intersection		NB			SB			SEB			NWB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
CR 311 and County Line Road	AM	B	C	B	B	C	B	B	C	D	B	C		C
	PM	B	C	B	B	C	B	C	C	D	D	C		C
CR 311 and Westmont Drive		NB			SB			EB			WB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	ff		ff	ff		ff	C		B	C		B	-
	PM	ff		ff	ff		ff	F		B	F		B	-
CR 311 and SR 60		NB			SB			SEB			NWB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	C	D	A	C	C	A	B	D	C	C	C	A	C
	PM	E	E	A	D	D	A	D	C	C	C	D	A	D
CR 311 and Old SR 60		NB			SB			SE			NW			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	B		B	B		B	C			B			B
	PM	C		B	C		C	D			C			C
CR 311 and Camp Run Parkway		EB			WB			NB			SB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	A	A		E			ff	ff		ff	ff		-
	PM	A	A		C			ff	ff		ff	ff		-
CR 311 and Enterprise Drive/New Albany Pike		EB			WB			NB			SB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	D	B		C		B	B	C	B	B	B	B	C
	PM	D	C		C		C	B	C	B	B	C	C	C
CR 311 and I-65 SB Exit Ramp L		NB			SEB			SWB			-			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	-	ff	-	C	-	-	-	ff	-	-	-	-	-
	PM	-	ff	-	B	-	-	-	ff	-	-	-	-	-
CR 311 and I-65 NB Exit Ramp J		EB			SWB			NB			-			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	-	A	-	-	A	-	A	-	-	-	-	-	A
	PM	-	A	-	-	A	-	A	-	-	-	-	-	A
CR 311 and US 31/Prather Street/Indiana Avenue		SEB			NWB			NEB			SWB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	C	C		D	C		B	C		B	B	B	C
	PM	C	C		D	C		A	D		D	B	B	C
US 31 and Utica Street		SEB			NWB			NEB			SWB			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	D			B	B		A	A		B	B		B
	PM	B			C	D		B	B		B	B		B
US 31 and Old SR 403		WB			NB			SB			-			
	Peak	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Overall
	AM	C	-	A	-	B	B	C	C	-	-	-	-	C
	PM	D	-	A	-	A	C	A	A	-	-	-	-	C

By deploying the recommended traffic improvements, the delay experienced by vehicles is decreased significantly. However, isolated movements remain at LOS E. During the evening peak, northbound CR 311 at SR 60 is LOS E. Adding dual left-turn lanes does not improve conditions. Improving network connectivity to provide alternate routes for local traffic would ultimately reduce traffic at the intersection and improve conditions for regional and through traffic. The westbound approach of Camp Run Parkway drops to LOS E during the morning peak. The westbound approach is connected to the signal at New Albany Pike, meaning as traffic volumes increase, drivers have the option of using the signalized intersection for a safer and more efficient left-turn movement.

The roundabouts discussed in this section and later on in the report have been evaluated based on traffic operations only. The geometry, rights-of-way and impacts to adjacent parcels have not been considered for this analysis.



Credit: Shrewsberry & Associates, LLC

CONNECTIVITY AND ACCESS

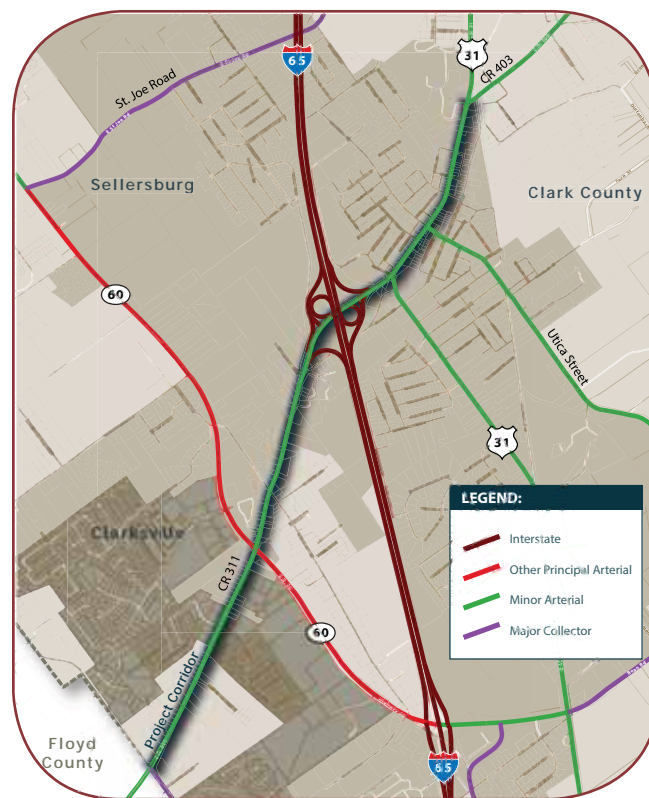
The Existing Functional Classification map to the right illustrates the arterial and collector roadway networks within the study area. As illustrated by the graph on the bottom right, the primary role of an arterial is to provide for through movement of traffic, while collectors serve to provide property access to destinations such as homes and businesses, while also collecting the traffic from those areas and routing them to the arterial network. Local roads primary role is to provide for property access while routing traffic to the collector road network. Roadway networks should be comprised of a good balance of roadways which fall all along the continuum illustrated in the bottom right. The map to the right highlights that the area has many arterial roadways, but very few collector roadways.

While the historical role of this corridor was connectivity, as evidenced by its classification as an arterial, its function has evolved into much more of a local access corridor, serving residential and commercial areas.

This trend towards local access is further illustrated by the Existing Traffic Volume map in the lower right. Primary traffic movements along the corridor are routed to SR 60 and the interstate system, the primary connectivity corridors.

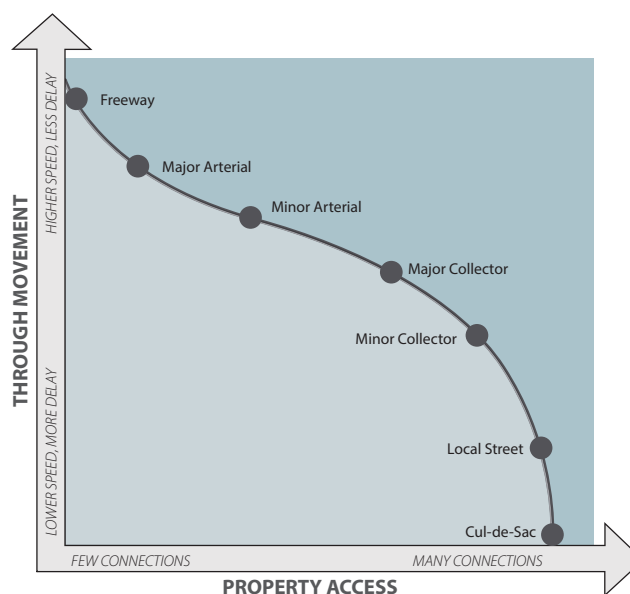
As this corridor continues to develop, the roadway is likely to function less and less as a free-moving arterial, and more as a local access corridor, serving homes and businesses.

Existing Functional Classification



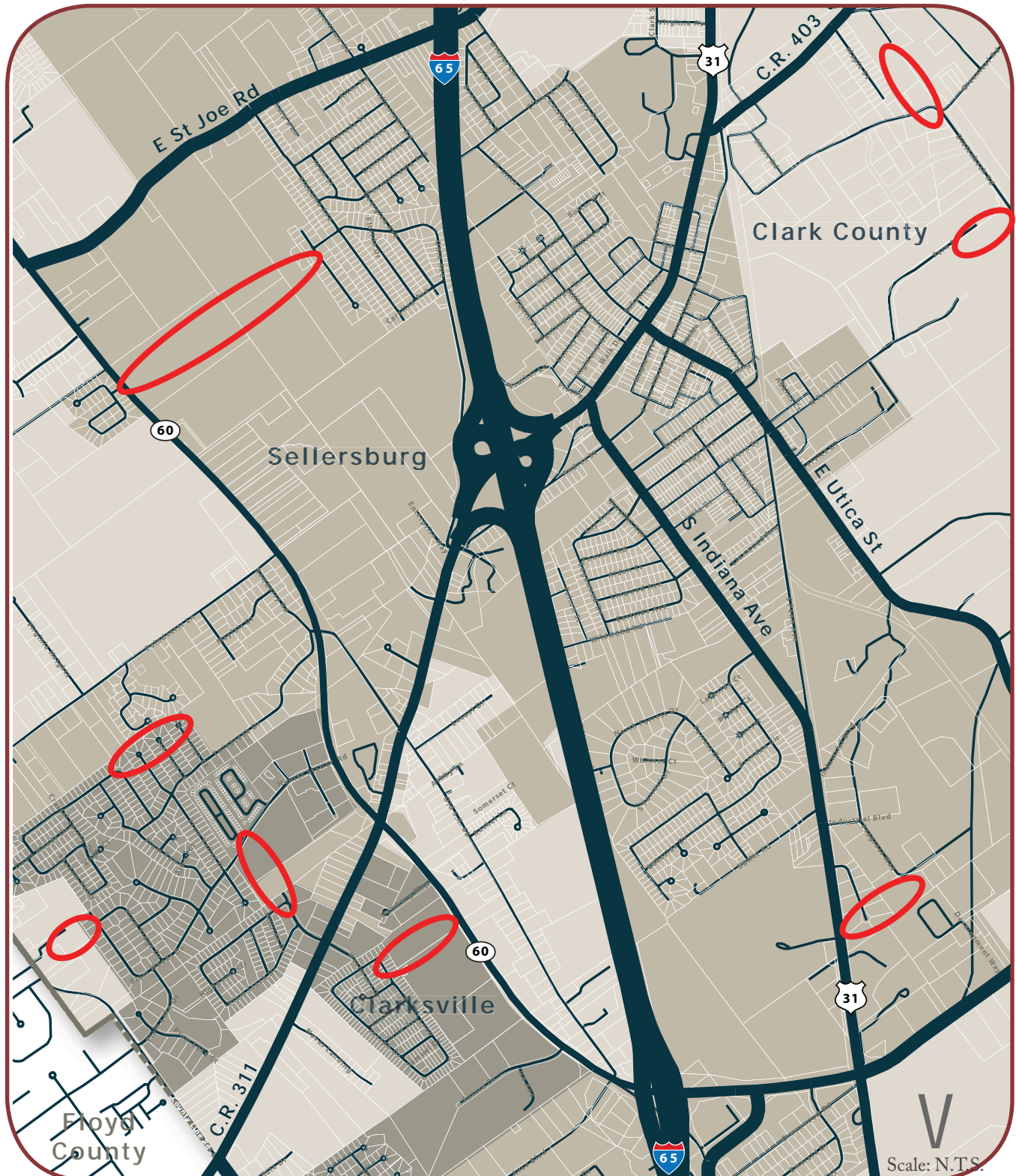
The INDOT functional classification map for the region includes several arterials, with few very collectors
Source: INDOT

V
Scale: N.T.S.



This functional classification diagram illustrates how classifications relate differently to through movements and property access
Credit: HWC Engineering

Existing Road Network



There are several areas where road networks are incomplete. The red circles above indicate areas where connections could be made to improve network connectivity. Source: Clark County GIS data

"By identifying and completing missing connections and developing a collector network, pressure can be relieved from the CR 311/US 31 corridor."

LAND USE AND DEVELOPMENT PATTERNS

Table 4: Population Growth Rates - Annualized

Data Source	Clark County	Clarksville	Sellersburg	Census Tracts
Census (2010-2015)	0.74%	0.09%	0.61%	1.05%
KIPDA Horizon 2035 (through 2035)	1.37%			
IEDA – Zoom Prospector (through 2021)	0.85%	0.88%	0.75%	
Esri (through 2021)	1.02%	0.70%	1.10%	0.99%

Note: The Census Tracts column above references census tracts 507.04 and 507.03 on the north and south sides of the corridor

Table 5: Annualized Growth Rates

Census Tract	2011-2016 Growth Rate	2016-2021 Projected Growth Rate
507.03	1.56%	0.53%
507.04	0.54%	1.39%
509.03	0.77%	0.76%
509.04	2.01%	1.94%
508.01	1.80%	1.74%
508.03	1.64%	1.58%
710.07	1.00%	0.98%
710.05	0.57%	0.56%

Source: U.S. Census Data and Esri Year 2021 Projections

Growth and development in the Louisville area continues to influence southern Indiana. A review of historic growth and projected growth rates, as shown in Tables 4 and 5, shows that the population has been consistently growing in the area.

An average growth rate of 1.05 percent was assumed for future growth in the corridor after charting all the annualized growth rates. This growth rate also aligns with the future growth rate determined through traffic data analysis that assigned a 1 percent corridor-wide growth rate, with individual corridor segments ranging from 0.5 percent to 2.9 percent growth.

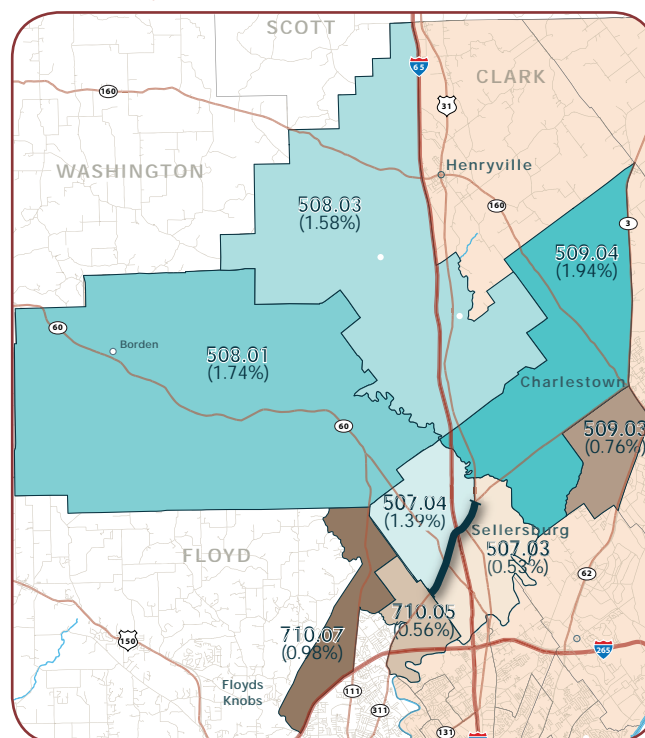
A review of projected growth rates for the census tracts around the corridor show continued growth, with some notable observations:

- Census tract 507.04, immediately north of the corridor, is projected to grow much faster than its historic growth rate
- Census tract 507.03, immediately south of the corridor, is projected to grow much slower than its historic growth rate

- Census tract 509.04, which encompasses Charlestown is projected to grow faster than all the other census tracts, similar to its historic growth rates.

As shown in the graphic below, these trends highlight that growth north of the corridor will continue to increase, while growth south of the corridor will likely slow. Charlestown and the area east of the corridor served by CR 403 will continue to see a higher growth rate than the surrounding census tracts. This will only be reinforced in the future by the continued development of the River Ridge Commerce Center just south of Charlestown.

Projected Census Tract Growth



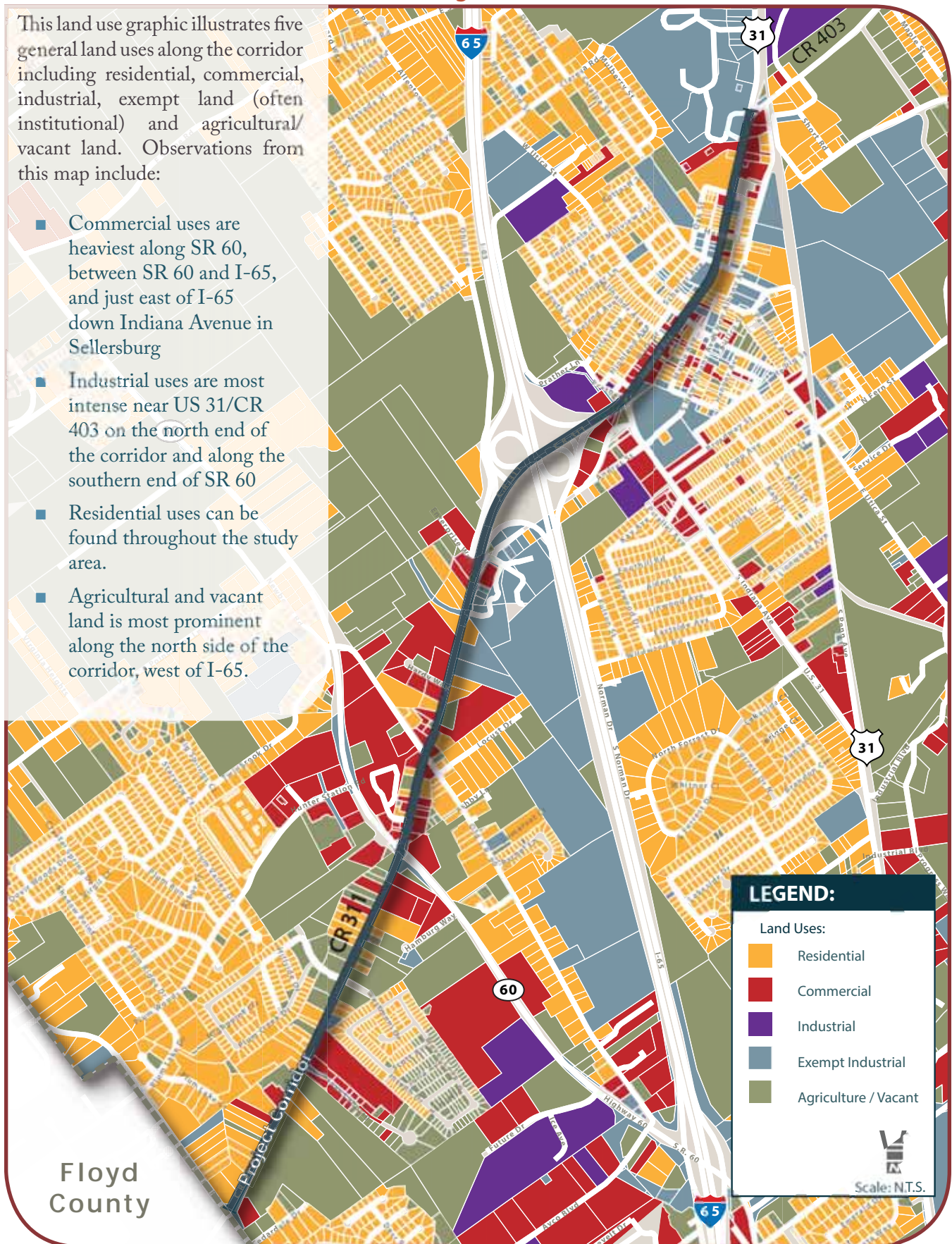
Census tracts north of the corridor are projected to grow more quickly than the those south
Source: www.indianamap.org

V
 Scale: N.T.S.

Existing Land Use

This land use graphic illustrates five general land uses along the corridor including residential, commercial, industrial, exempt land (often institutional) and agricultural/vacant land. Observations from this map include:

- Commercial uses are heaviest along SR 60, between SR 60 and I-65, and just east of I-65 down Indiana Avenue in Sellersburg
- Industrial uses are most intense near US 31/CR 403 on the north end of the corridor and along the southern end of SR 60
- Residential uses can be found throughout the study area.
- Agricultural and vacant land is most prominent along the north side of the corridor, west of I-65.



Generalized land uses along the corridor
Source: Clark County parcel classification data

Based on a review of assessed parcels, there are nearly 8,000 acres of potential developable land within the two census tracts on the north and south sides of the corridor. While land is available throughout the corridor, there is much more contiguous and concentrated areas of agricultural and vacant land north of the corridor. This is important to note, as this land is the most readily available land for development.

The location and concentration of agricultural and vacant land north of the corridor reinforces the trends illustrated by projected growth rates of census tracts in the area.

Regulatory catalysts, such as Tax Increment Financing (TIF) and zoning districts further creates development pressure on these areas of developable land. Even though the corridor encounters three separate zoning jurisdictions, all of them zone a significant portion of land immediately adjacent to corridor as a commercial use of some type or a planned unit development (PUD), which allows for more flexible development over traditional zoning. PUD's often contain a mix of residential and commercial development.

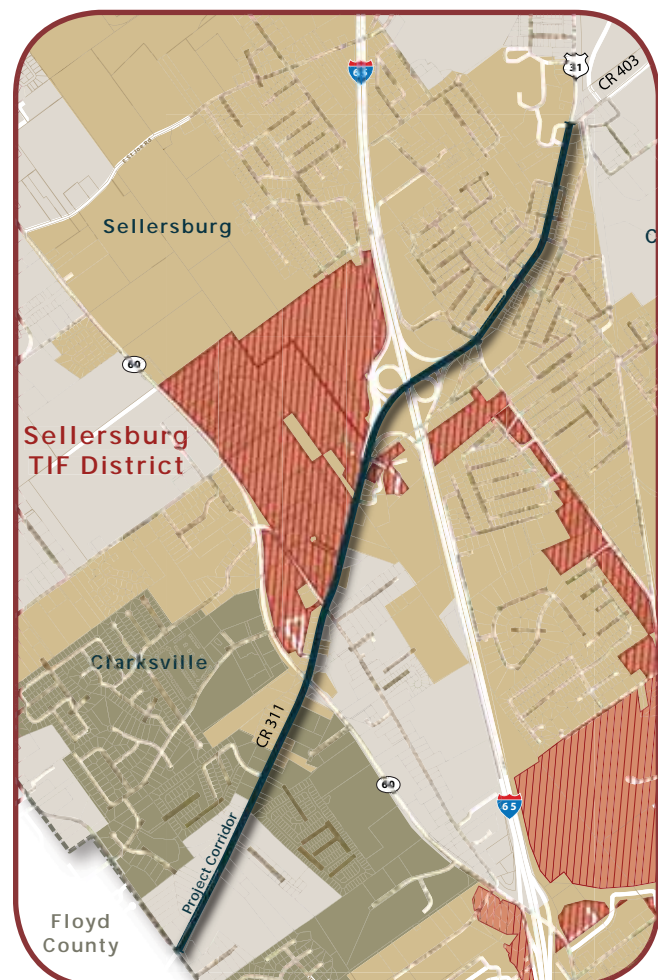
Available Developable Land



Source: Clark County parcel classification data

Scale: N.T.S.

Existing TIF Districts



Source: Clark County GIS data

Scale: N.T.S.

“There are nearly 8,000 acres of potential developable land within the two census tracts on the north and south sides of the corridor”

In 2011, Sellersburg completed a TIF District Master Plan and PUD Ordinance for the current TIF district extending from SR 60 to I-65 along the north end of the corridor. The study findings included:

- Evident demand for retail land use within the PUD, including for a supermarket/grocery
- Growing population and households
- The need for design standards and guidelines for the PUD

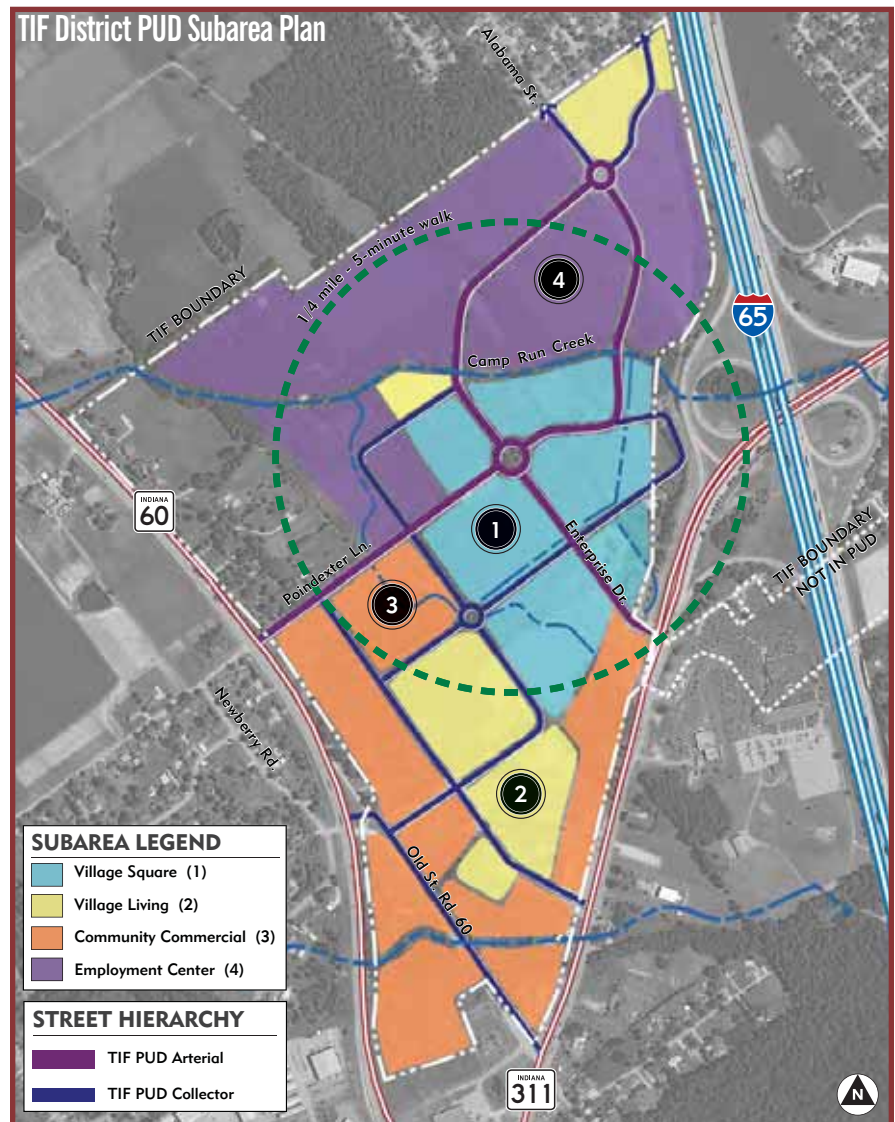
Likewise, Clarksville completed their comprehensive plan update in 2015. One of the key observations of this plan was that County Road 311 is subject to develop similarly to the way Veterans Parkway did between 2005 and 2007. Veterans Parkway is a primary commercial retail and shopping corridor located just south of the study area off of I-65.

More recently, the Clarksville Town Council rejected plans for an apartment complex on Westmont Drive, which would have rezoned the land from commercial to residential, reinforcing the current comprehensive plan vision of commercial use along the corridor.

Given current land uses and the location of TIF districts, commercial uses are likely to intensify along SR 60 and between SR 60 and I-65. More intermittent commercial uses are likely to continue to develop on the north and south ends of the corridor.

Without proper planning and additional road infrastructure, future development will continue to place increased demands on the CR 311/US 31 corridor.

Sellersburg TIF Concept from 2011 Plan



Source: Sellersburg TIF District Master Plan and PUD Ordinance

CORRIDOR CHARACTER ZONES

Through the course of the analysis presented in this chapter, it became evident that there were unique character zones along the corridor with their own attributes regarding the roadway and surrounding development.

Below is a description of the unique corridor character zones. Each of these areas exhibit unique features and challenges due to the adjacent development patterns and roadway character which have naturally evolved over time due to unique external factors. Each of the character zones has improvement strategies which are unique, yet interrelated with the larger CR 311 corridor.

CHARACTER ZONE 1

Character Zone 1 is the southernmost portion of the corridor and currently has a much more rural feel. Most of the drainage in this section is currently comprised of a drainage swale on the side of the road with no curb and gutter. A lot of undeveloped land exists within this area. Areas that are developed tend to be new residential, older residential, and older residential homes serving as businesses.

CHARACTER ZONE 2

Character Zone 2 is generally the area between SR 60 and I-65 along the corridor. This area is much more commercial in nature than Character Zone 1. While there are some residential areas off the corridor, most of the uses immediately adjacent to the corridor are commercial areas of varying ages. As traffic continues to increase on SR 60 and this segment of CR 311, commercial development will only increase.

INTERCHANGE CHARACTER ZONE

The Interchange Character Zone is the area on either side of the Interstate 65 interchange. This area consists of very wide right-of-way and wide pavement sections with very little to hint at what lies beyond the interchange. The current interchange configuration is a partial cloverleaf with directional slip ramps. It was designed when the surrounding land was mostly rural, near the town of Sellersburg, with relatively low traffic volumes.

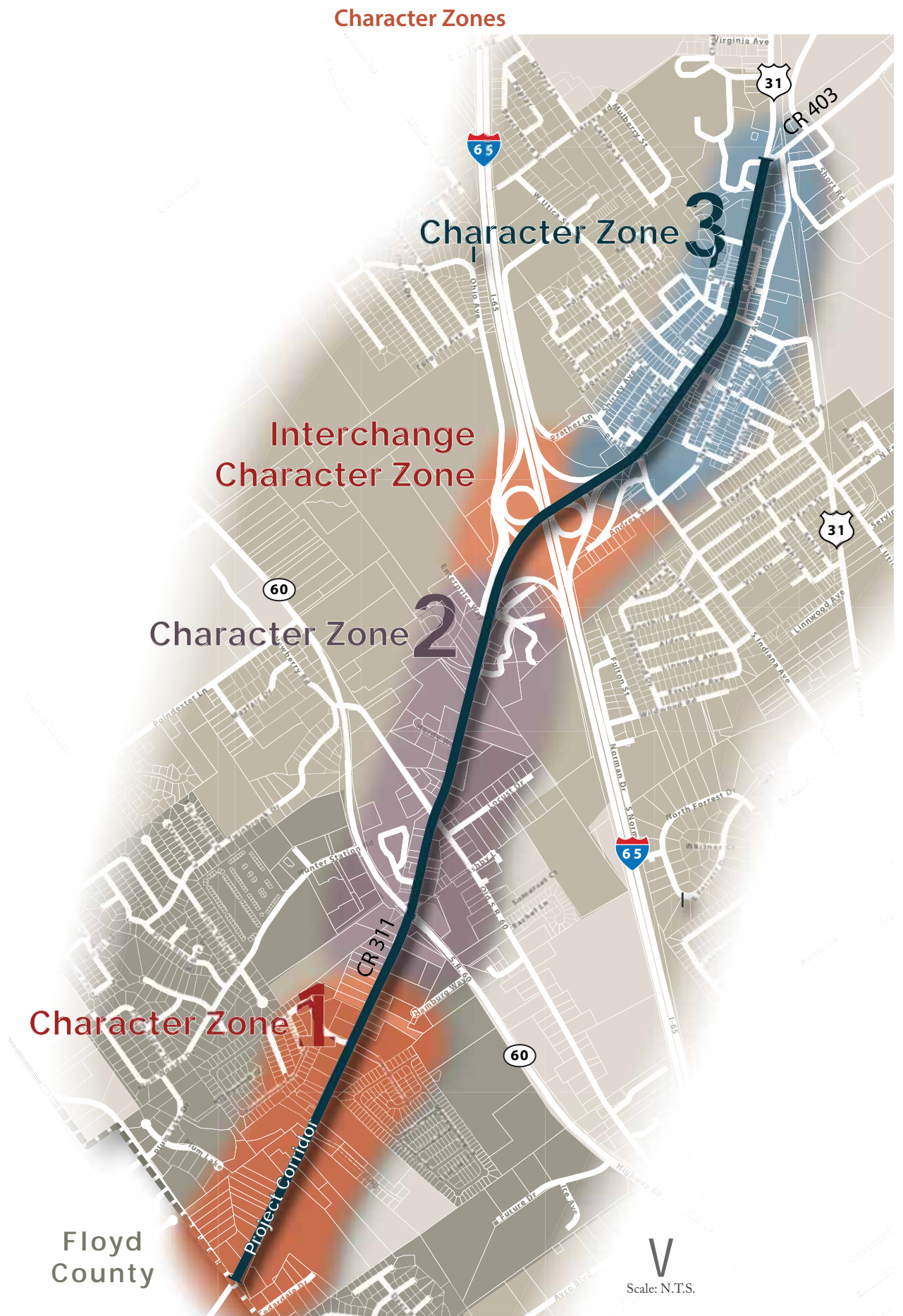
The interchange takes up a lot of space and contributes to some congestion and reduces free flow of traffic due to the ramp configuration. There are eight points of conflict between the interchange and CR 31. Each merge, diverge, stop-control, and signalized approach interrupts the flow of traffic, causing start-and stop conditions. The tight loop ramps are low-capacity and low-speed, especially for truck traffic. This backs up traffic onto CR 311 and may cause problems on I-65 mainline as well. Additionally, the ramp junctions at the far east and west ends of the interchange are in close proximity to signalized intersections, resulting in insufficient space for queuing and merging of vehicles.

CHARACTER ZONE 3

Character Zone 3 is the area north of I-65 through the established portion of the town of Sellersburg. This section of the corridor is nearly completely developed, and appears to have experienced many changes in development character over time. This zone is dominated by parking lots and buildings often at the edge of the right-of-way. The ROW along this portion of CR 311 is more narrow and constrained compared to the other character zones which means that available ROW will be a primary consideration in future roadway improvements. Sidewalks do exist through sections of the corridor, but they are often narrow and in poor condition.

This area of the corridor also has significant adjacent community resources, including St. John Paul II School, Silver Creek Elementary and Middle School, Sellersburg Library and the Sellersburg town pool and park.

The map on the next page depicts the unique Character Zones which will be used to help identify more specific improvement strategies on the following pages.



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CORRIDOR STRATEGIES

4

Chapter 4

STRATEGY OUTLINE

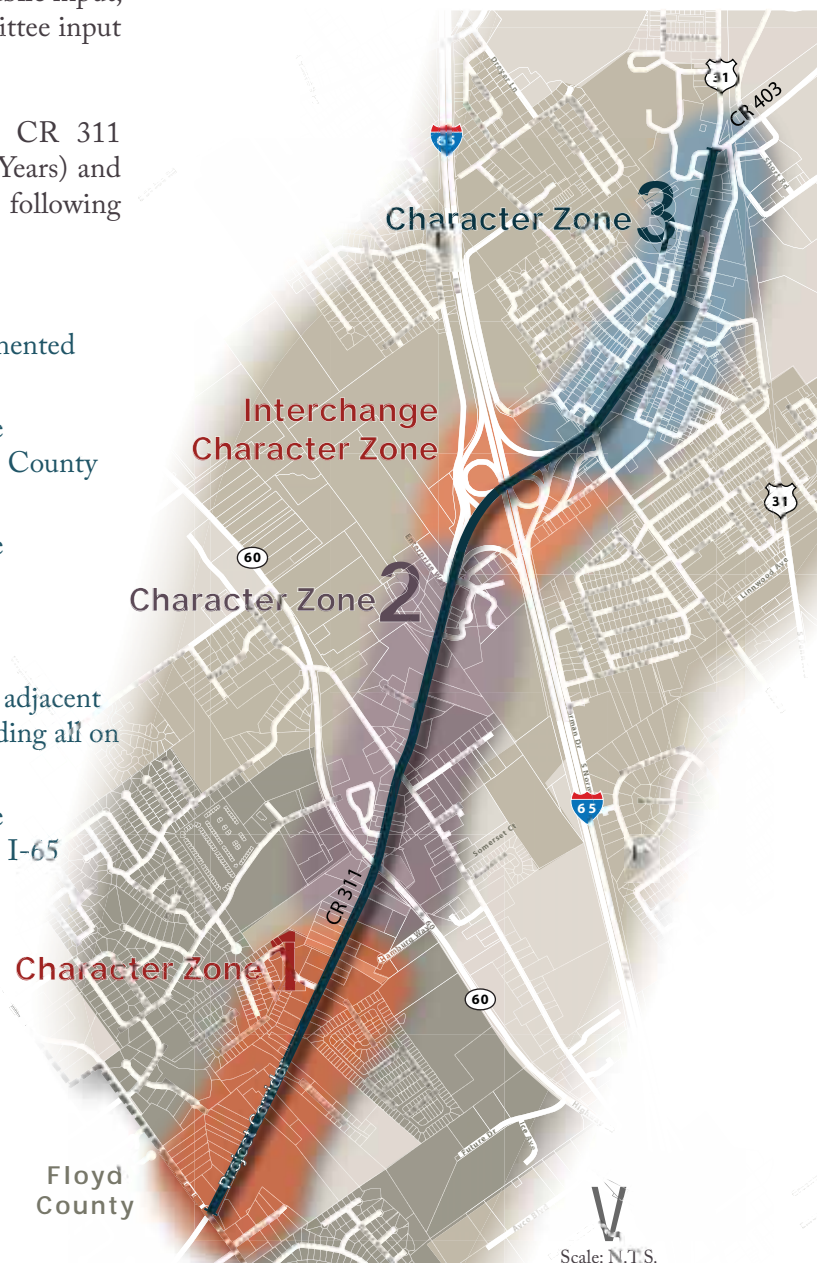
The improvements strategies identified in this chapter have been compiled through a combination of the analysis presented in the previous chapter, public input, previous planning efforts and steering committee input and prioritization.

Improvement strategies identified for the CR 311 corridor are organized into short term (0-5 Years) and long term (6+ years) timeframes within the following key categories:

- Corridor-Wide Improvements - Are improvements which should be implemented along the entire corridor
- Character Zone 1 Improvements - Are identified for the area roughly between County Line Road and Westmont Drive
- Character Zone 2 Improvements - Are identified for the area roughly between Westmont Drive and I-65
- Interchange Character Zone - Are improvements in the area immediately adjacent to the I-65/CR 311 interchange, including all on and off ramps.
- Character Zone 3 Improvements - Are identified for the area roughly between I-65 and CR 403

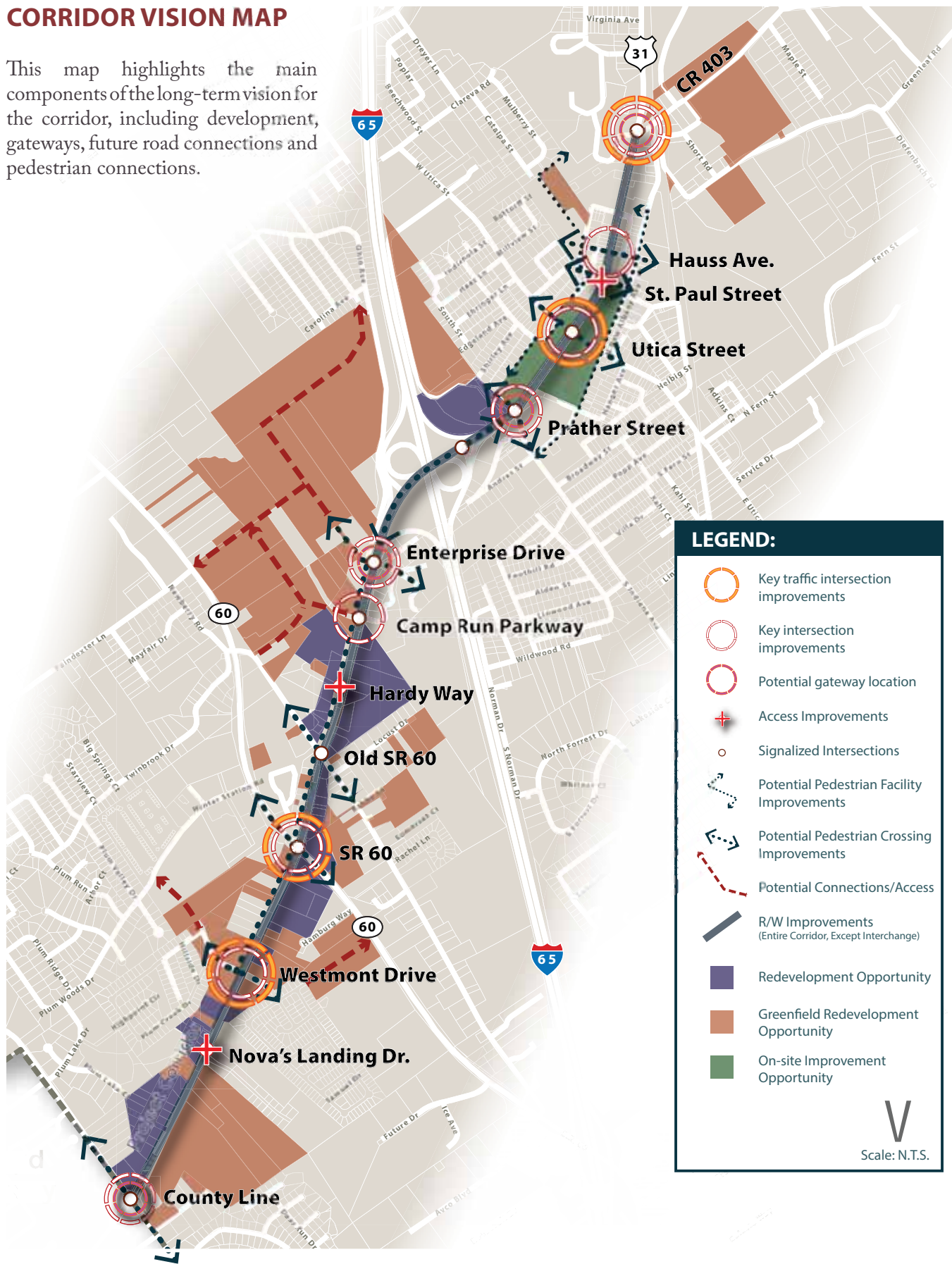
Additionally, the strategies address the following key focus areas identified for this corridor:

- Safety and Congestion
- Adjacent Development
- Corridor Character
- Pedestrian and Bicycle



CORRIDOR VISION MAP

This map highlights the main components of the long-term vision for the corridor, including development, gateways, future road connections and pedestrian connections.



Credit: HWC Engineering

CORRIDOR-WIDE STRATEGIES

The following improvement strategies can be applied to the entire corridor, exclusive of individual character zones. Some of these strategies are physical improvements recommended for the corridor, while some are policy guidelines, intended to create a coordinated approach to future corridor development. Each recommended strategy summarized below is covered in more detail on the following pages.

Short-Term Corridor Wide Strategies

- Re-stripe the corridor (where possible) as a three-lane section with two 11 foot travel lanes and one 14 foot center turn lane
- Adjust signal timing at all signalized intersections
- Interconnect signals at all signalized intersections
- Install flashing yellow arrow at signalized intersections
- Create an interagency technical advisory committee
- Establish a cooperative overlay district/zoning district
- Establish corridor design and development standards
- Create a common public information and driver awareness policy for corridor updates and information.
- Establish requirement for right-of-way dedication along corridor for new development

Long-Term Corridor Wide Strategies

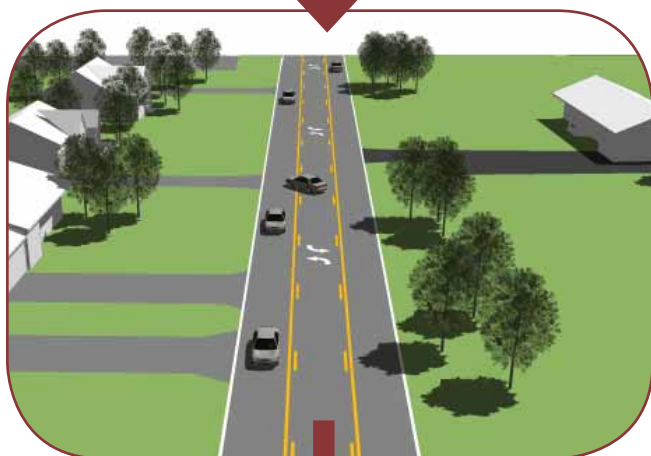
- Obtain right-of-way dedication along the corridor with new development and redevelopment
- Install curb and gutter and closed stormwater infrastructure along the corridor
- Pursue off-route secondary circulation network improvements for both vehicular and pedestrian routes



CR 311 at SR 60
Credit: HWC Engineering



Existing Condition
Credit: HWC Engineering



Short-term re-striping
Credit: HWC Engineering



Long-term reconstruction
Credit: HWC Engineering

Three Lane Section

One of the primary recommended strategies is to reconfigure the entire existing corridor into a three lane section. This would include two 11 foot travel lanes and one 14 foot center turn lane.

While this is the proposed typical configuration, the roadway would still be widened as needed near intersections to accommodate dedicated turn lanes and near the I-65 interchange to accommodate on and off ramp traffic. This transition is recommended to be completed in the following stages:

1 The first stage is to simply re-stripe the roadway within the existing pavement width, where possible. This approach works well for most of Character Zone 3, but it will require additional pavement in other locations where current pavement is less than the 36 foot width required for this strategy. The graphic on the next page highlights areas where the pavement is less than 36 feet along the corridor. Before this strategy could be implemented, areas of pavement currently outside the existing travel lanes, such as turn lanes and shoulders, would need to be structurally evaluated to ensure they could handle mainline vehicular traffic.

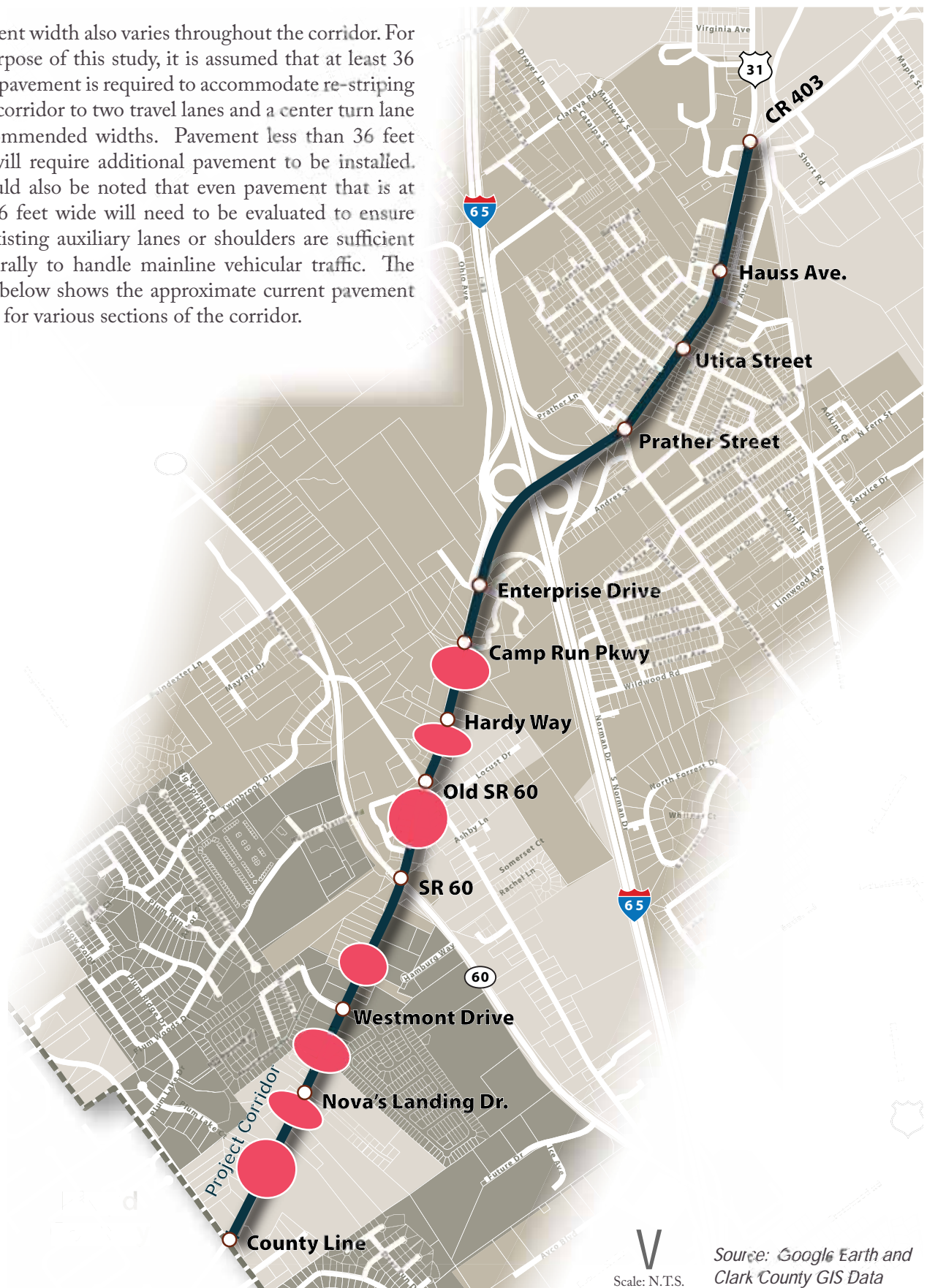
2 The second stage would include adding curb and gutter and closed stormwater infrastructure. Based on the assumed right-of-way analysis illustrated in the graphic on page 44, this stage could be accomplished within the existing right-of-way in most cases. Detailed surveys would be needed to confirm the exact right-of-way along the corridor.

3 The final stage of upgrading the corridor profile would be to add pedestrian facilities, street trees, and lighting. Ideally, this phase could be accomplished with Phase 2. Typical sections unique to each Character Zone are provided later in this chapter. In most cases, the addition of pedestrian facilities on both sides of the road will require additional right-of-way and in some cases would impact existing structures. A recommended minimum right-of-way target to achieve the fully-built out section with two travel lanes, a center turn lane, multi-use trail, sidewalk and pedestrian buffers would be 65'. Additional right-of-way may be desired to accommodate wider pedestrian buffers, wider pedestrian facilities, wider travel lanes and additional auxiliary lanes. Right-of-way width is further discussed on page 36.

Pavement Width

Pavement width also varies throughout the corridor. For the purpose of this study, it is assumed that at least 36 feet of pavement is required to accommodate re-striping of the corridor to two travel lanes and a center turn lane at recommended widths. Pavement less than 36 feet wide will require additional pavement to be installed. It should also be noted that even pavement that is at least 36 feet wide will need to be evaluated to ensure that existing auxiliary lanes or shoulders are sufficient structurally to handle mainline vehicular traffic. The image below shows the approximate current pavement widths for various sections of the corridor.

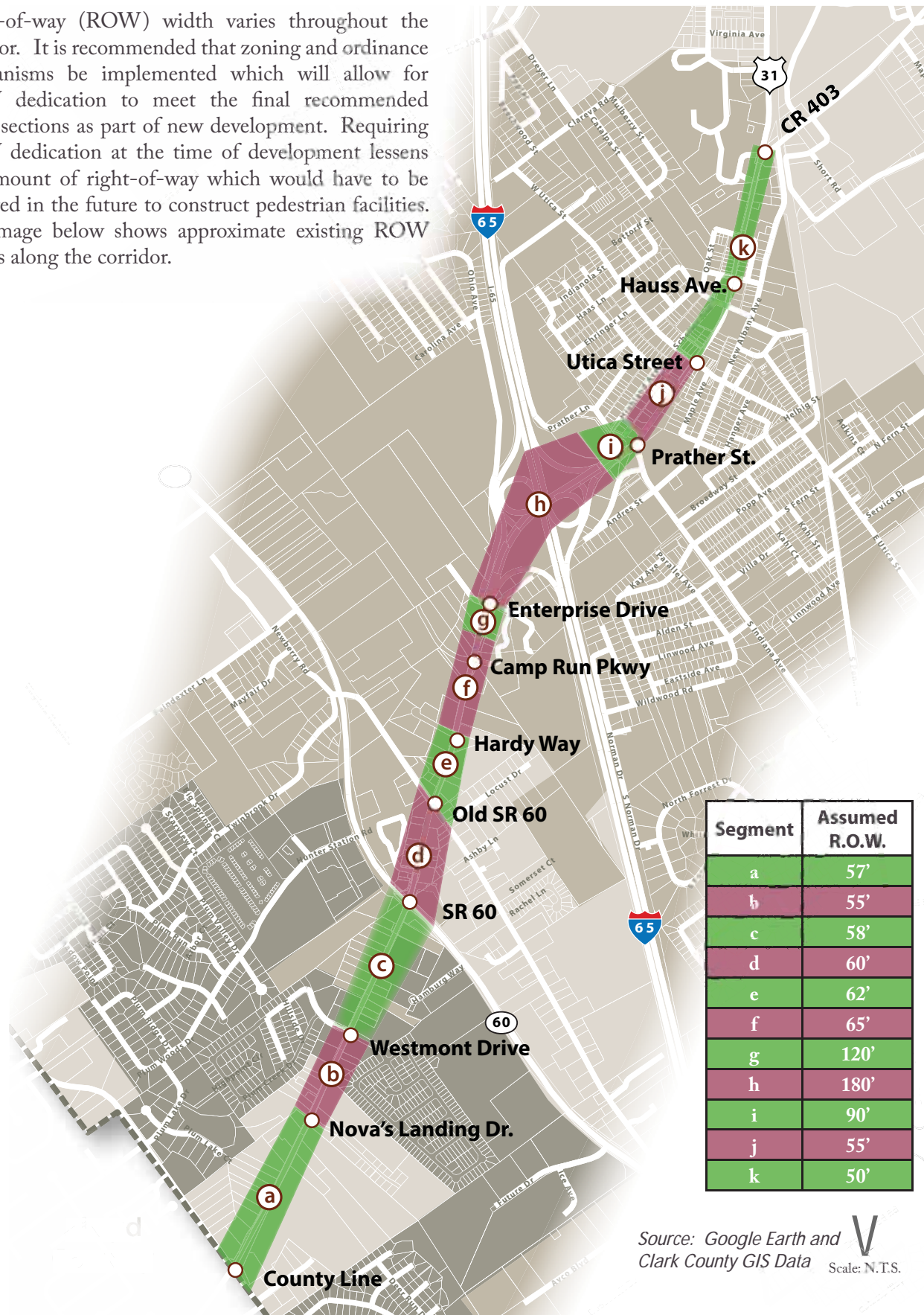
Areas of Constrained Pavement Width



Right-of-Way

Right-of-way (ROW) width varies throughout the corridor. It is recommended that zoning and ordinance mechanisms be implemented which will allow for ROW dedication to meet the final recommended street sections as part of new development. Requiring ROW dedication at the time of development lessens the amount of right-of-way which would have to be acquired in the future to construct pedestrian facilities. The image below shows approximate existing ROW widths along the corridor.

Approximate Right-of-Way Width



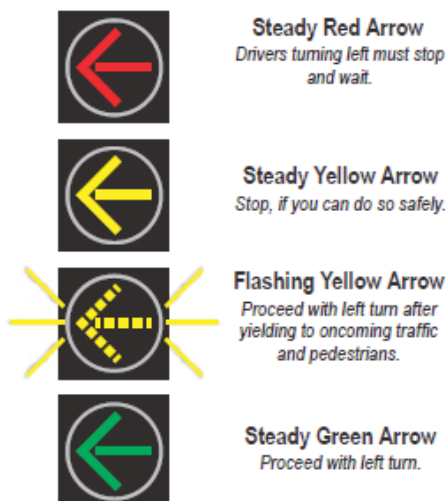
Signals

Signal timing

Signal timing involves deciding how much 'green' time each travel direction receives at a signalized intersection. Timing that is not properly programmed for traffic conditions can result in back-ups, delays and congestion. It is recommended that all signals be evaluated for proper timing, including reviewing and adjusting clearance intervals. The yellow and red times should be set to current standards and be sufficient to allow traffic to clear the intersection, but not so long as to increase delay unreasonably. Adjusting the clearance intervals may improve congestion and reduce crashes. The goal of signal timing should be the ability for a vehicle to travel the entire length of the corridor at a reasonable travel speed with limited stop interruptions at intersections.

Signal interconnectivity

Beyond adjusting the timing, it is recommended to interconnect the signals along the entire corridor, and possibly extend this to signals outside of the study corridor. Interconnected signals allow for coordination of green times and improving the progression of traffic along CR 311. With this improvement, drivers encounter more smooth-flowing traffic and are less likely to stop at successive intersections, which leads to frustration, tailgating, and rear-end collisions. As an added benefit, the signals can be programmed for a set travel speed, which encourages drivers to travel at that speed to reduce stops and starts.

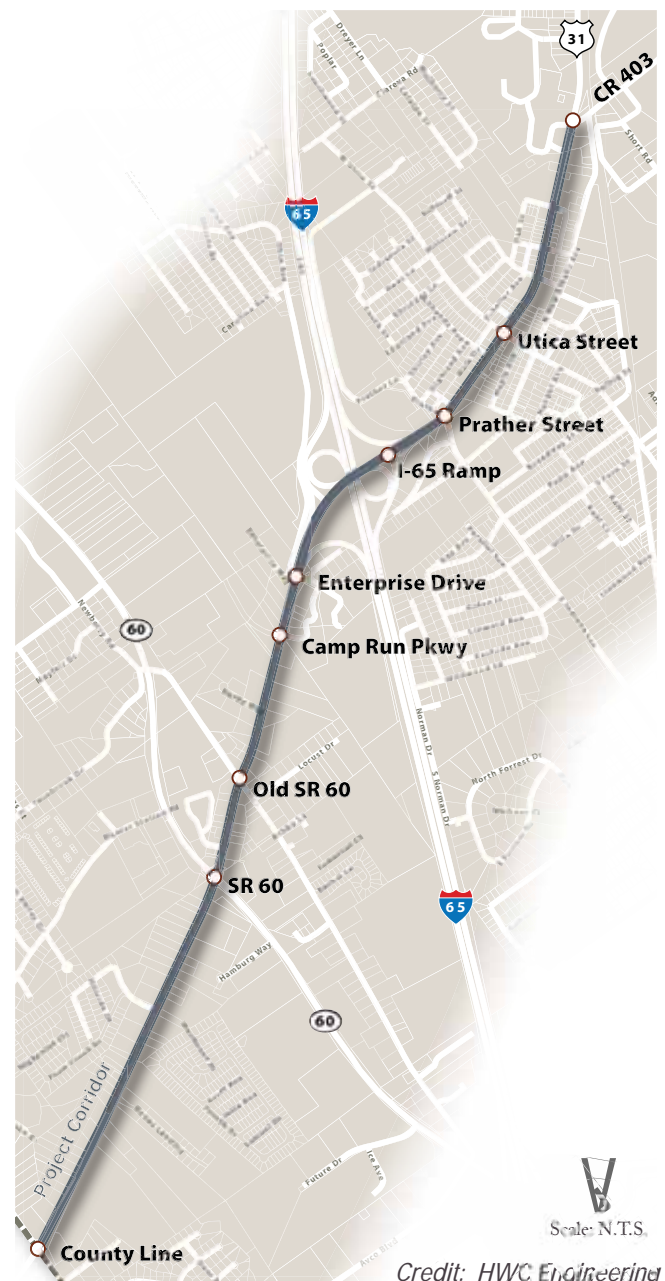


INDOT is in the process of installing flashing yellow arrows throughout their facilities.

Flashing yellow arrows

Flashing yellow arrow traffic signals feature a flashing yellow arrow in addition to the standard red, yellow and green arrows. When illuminated, the flashing yellow arrow allows waiting motorists to make a left-hand turn after yielding to oncoming traffic. INDOT is in the process of installing these signals throughout the state on their facilities.. The Federal Highway Administration has adopted the flashing yellow arrow as a preferred practice for protected/permissive left-turn operations at signalized intersections, and this should be adopted at signalized intersections through the corridor.

Signalized Intersections



Off-Route Network Connectivity

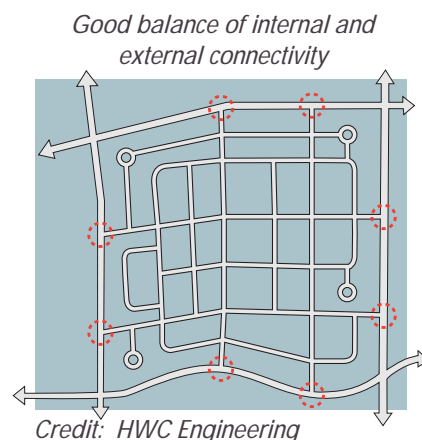
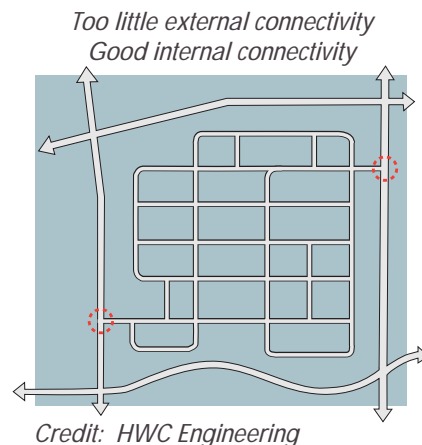
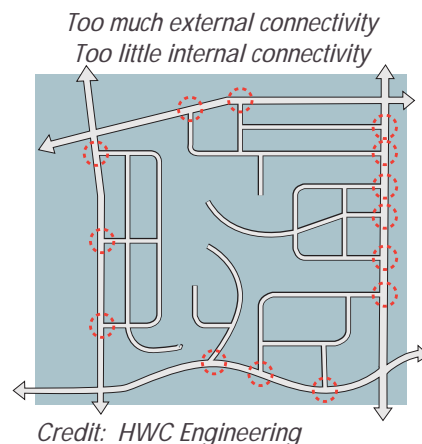
One key way to help alleviate additional congestion and conflicts associated with future commercial and residential development along the CR 311 corridor is by providing additional connectivity for roadways and pedestrian facilities independent of CR 311. Many current CR 311 drivers described significant effort to route around this corridor when making local trips to avoid potential congestion associated delays. Unfortunately, many of the routes described included travel through business parking lots and quiet residential neighborhoods.

Emphasis should be placed on providing additional connectivity between neighborhoods and local points of interest, such as shopping centers and schools. This connectivity can be achieved by extending and improving roadways and pedestrian facilities such as trails and sidewalks, which can serve as alternative travel routes to the CR 311 corridor. The maps on the next two pages show some initial areas to consider for completing important local connections which will allow people to travel without the necessity to use CR 311.

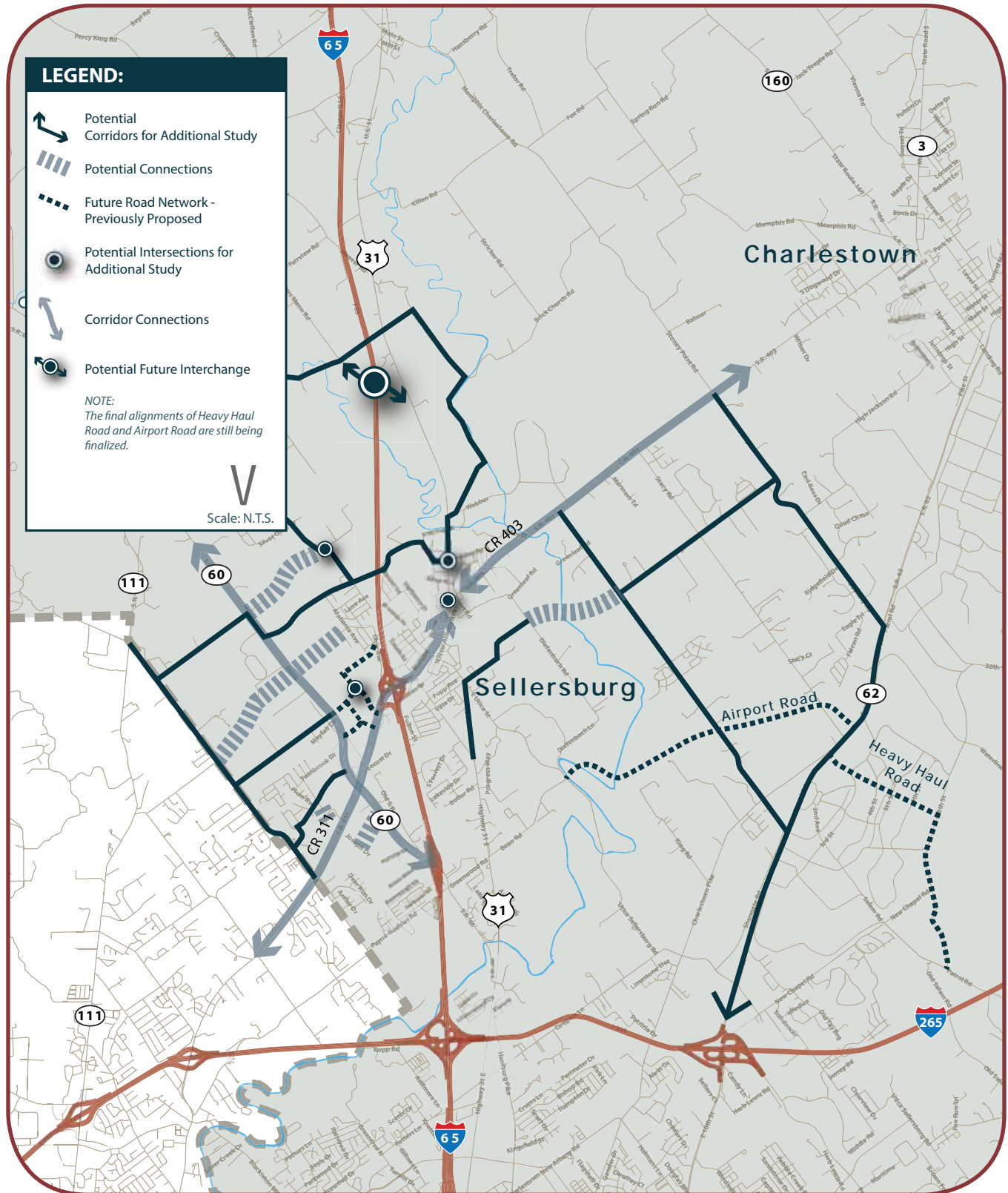
This connectivity can be enhanced by adopting neighborhood design standards which create greater internal connectivity and allow for appropriately spaced access points onto the collector and arterial roadway network. The images on the right of this page show various scenarios relating to internal circulation within neighborhoods. These circulation networks should also accommodate pedestrian connections.

While the end goal is increased connectivity, there must be balance. With too much external connectivity, the corridors surrounding the development are burdened with multiple conflict points. This can lead to a lot of the stopping, starting and rear end collisions prevalent along the CR 311 corridor today. However, with too little external connectivity, all of the traffic from a development may be routed to one location on a corridor, without providing options to relieve the traffic pressure created by funneling to that one spot.

Too little internal connectivity does not allow for the development of robust pedestrian networks, which can cut down on vehicle usage and additional traffic demand on surrounding road networks. A good balance of internal and external connections is required for optimal efficiency.



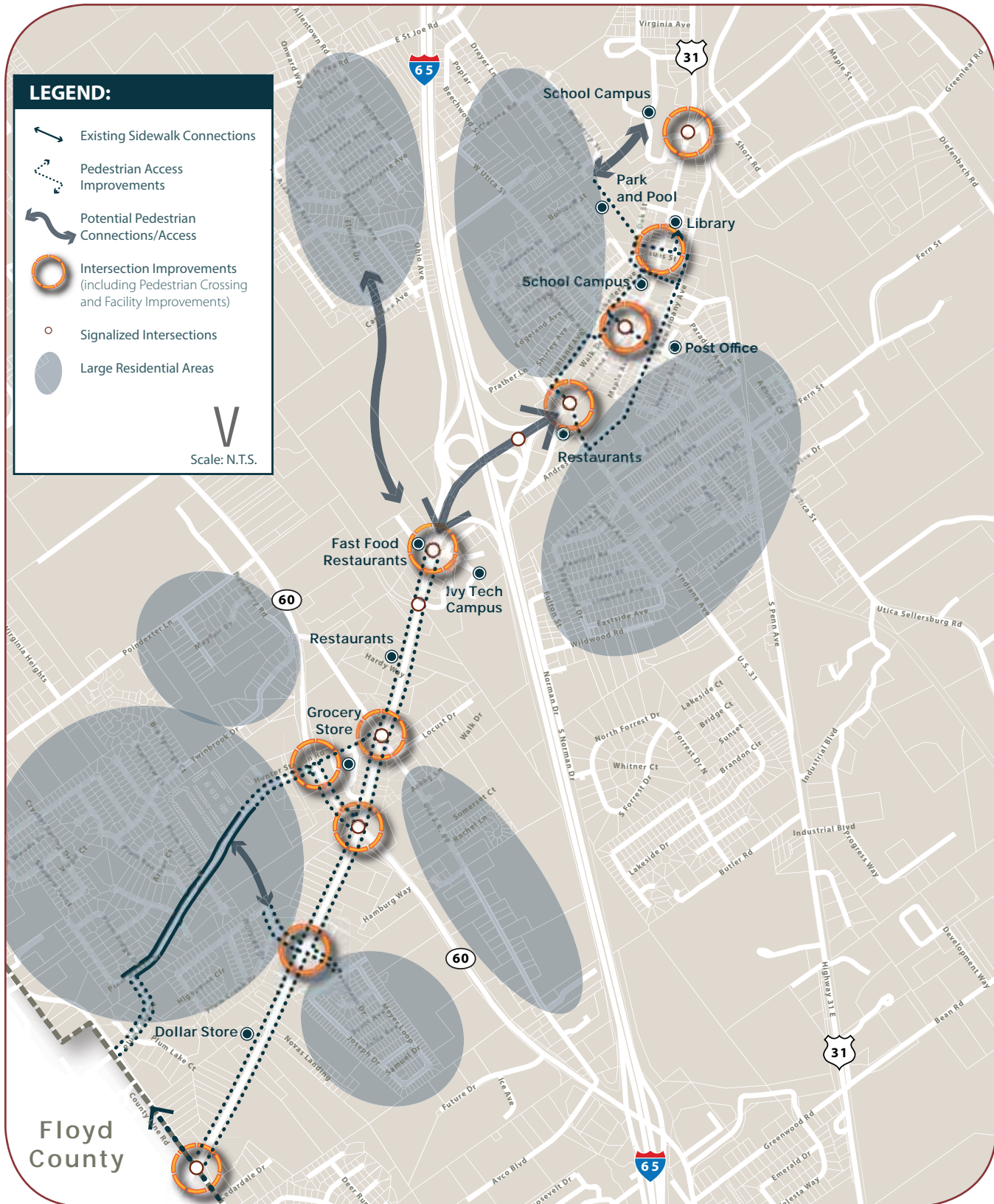
Potential Off-Route Improvement Considerations



Source: Clark County GIS Data, Google Earth

"Congestion and conflicts along the CR 311 corridor can be lessened by providing additional connections between roadways not directly linked to CR 311."

Pedestrian Improvement Considerations



Source: Clark County GIS Data, Google Earth

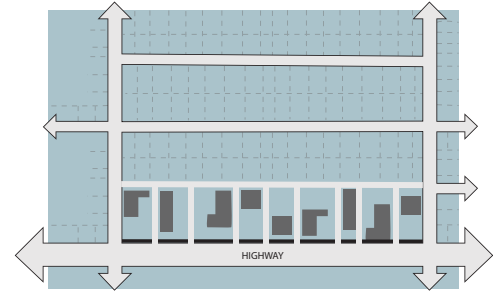
"Great emphasis should be placed on providing additional connectivity between neighborhoods and local points of interest"

Driveway Consolidation

Another strategy that can be applied in multiple locations along the corridor is driveway consolidation. Driveway consolidation is the process of taking multiple driveways or access drives along that serve individual properties and connecting them to an access road, frontage road or shared driveway. By consolidating the drives, additional conflict points are removed and traffic entering and leaving the corridor is limited to key locations, helping to reduce congestion.

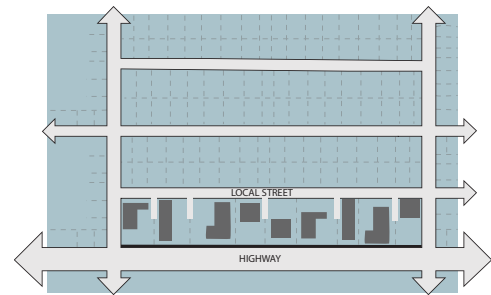
This approach should be implemented for any new development as part of an access management strategy to reduce conflict points along the corridor. While this effort can be accomplished much more easily by requiring it as part of new development, it can still be retrofitted into existing development where adequate space allows.

Prime candidates for driveway consolidation include areas along the corridor where multiple driveways exist serving multiple business or developments, all immediately adjacent to one another. Areas that are served by local roads running to the sides or rear of the property are also prime candidates.



Without driveway consolidation, drives can clutter a corridor, increasing congestion

Credit: HWC Engineering



With driveway consolidation, access to properties is maintained, while also increasing mobility on the main corridor

Credit: HWC Engineering



Cobbs Ford Road in 2003
Source: Google Earth



Cobbs Ford Road in 2016
Source: Google Earth

Between 2003 and 2016, portions of Cobbs Ford Road in Prattville, Alabama utilized driveway consolidation as development intensified along the corridor. As can be seen in the images above, seven separate driveways had direct access to Cobbs Ford Road. With driveway consolidation, the access points to Cobbs Ford Road was reduced to two points, but the businesses all maintained their locations and access to their properties. This approach minimizes conflict points, delay and congestion along the corridor and can be used in some locations along the CR 311 corridor.

Corridor-Wide Intersection Treatment

Several intersections within the study area have specific traffic improvement recommendations. However, there are some intersection elements which could be applied to all signalized intersections within the study area. The image below shows the recommended features which could be applied to all major intersections within the study area. While the configuration for each intersection may be different there is an assortment of features that can be applied at each intersection to help maintain regularity and consistency for both driver and pedestrian.

Potential Intersection Treatments can Include:

1. Decorative Signal Arms
2. Decorative Roadway Lighting
3. Sidewalk and Trail Connectivity
4. High Visibility Crosswalk Treatment
5. Curb Ramps
6. Site Furnishings such as Benches and Trash Receptacles
7. Street Trees
8. Wayfinding and Branding Elements such as Banners and Directional Signs
9. Artwork, Monuments or other Gateway Elements



*Some or all of the design components illustrated above can be implemented at intersections throughout the corridor
Credit: HWC Engineering*

Interagency Technical Advisory Committee

Corridor consistency was ranked among the most important needs for the CR 311 corridor by the steering committee and the public. There are currently five individual governmental stakeholders with jurisdiction along the corridor (Clarksville, Sellersburg, Clark County, INDOT and KIPDA). As development interest grows and future corridor improvements are planned, it is imperative that a consistent and cohesive decision making approach is developed to help ensure future consistency in corridor character.

One possible approach to this decision making process is the development of a Technical Advisory Committee (TAC) for corridor related activities. This committee should consist of representatives from each roadway stakeholder and provide guidance on important topics relating to corridor development such as: adjacent development patterns and uses, development design standards, roadway design standards, enhancements, and aesthetic corridor elements.

Corridor Design and Development Standards

To ensure improved corridor character it is recommended that a consistent set of design and development standards be created and adopted for all future adjacent development. These standards should consist of the following key elements:

Corridor specific land use overlay plan - This plan should identify the desired development patterns, land uses, and building quality and character for all parcels along the CR 311 corridor.

Corridor specific design standards - These standards should include future building architectural standards, landscaping standards, site furnishing and amenity standards, signage and wayfinding standards, and future roadway design standards.

Standard development should be guided by the CR311 TAC and adopted by individual municipalities for application through their standard development review and adoption process. Renaming the roadway or the entire length of the corridor is an additional approach that should be considered in tandem with development of the standards described above, to further create consistency and name recognition for the corridor.



Decorative regulatory signage
Credit: Site Essentials Company



Upgraded architectural detailing
Source: HWC Engineering



Decorative signal arms
Credit: HWC Engineering



Gateway element
Credit: HWC Engineering



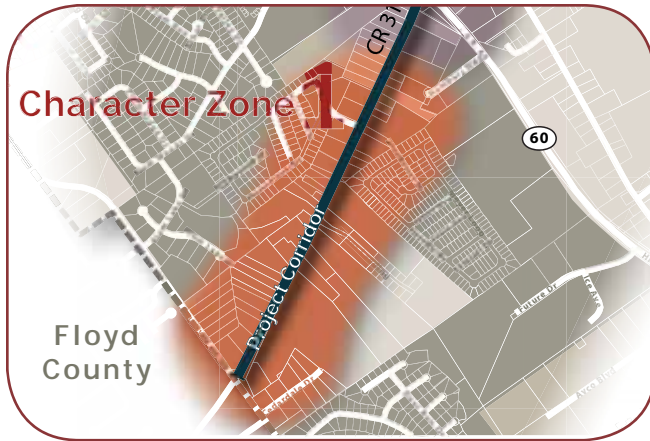
Median landscaping
Credit: Non-attributable source



Street trees, wayfinding signage and pedestrian lighting
Credit: HWC Engineering

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CHARACTER ZONE 1 STRATEGIES



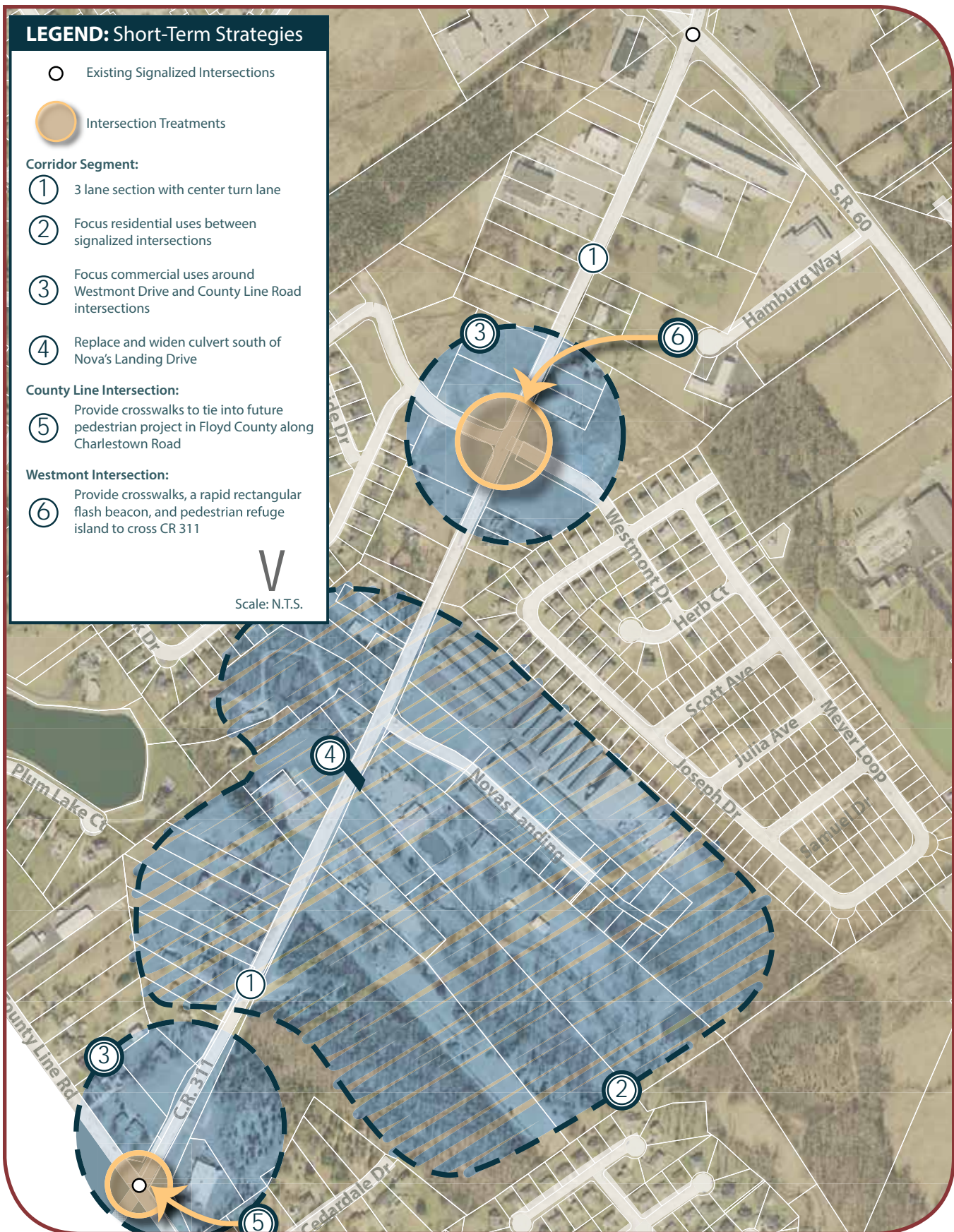
The following pages summarize the improvement strategies specific to Character Zone 1. While this character zone is currently mostly rural in nature future development is expected to increase along this section of the corridor.

The primary future land use in Character Zone 1 should be considered transitional from current large lot residential to more intense commercial and retail uses near the SR 60 intersection. Over time, growth pressure from both the north and south will provide incentive for many of the existing large residential lots to be aggregated into larger tracts which will be suitable for redevelopment into other uses.



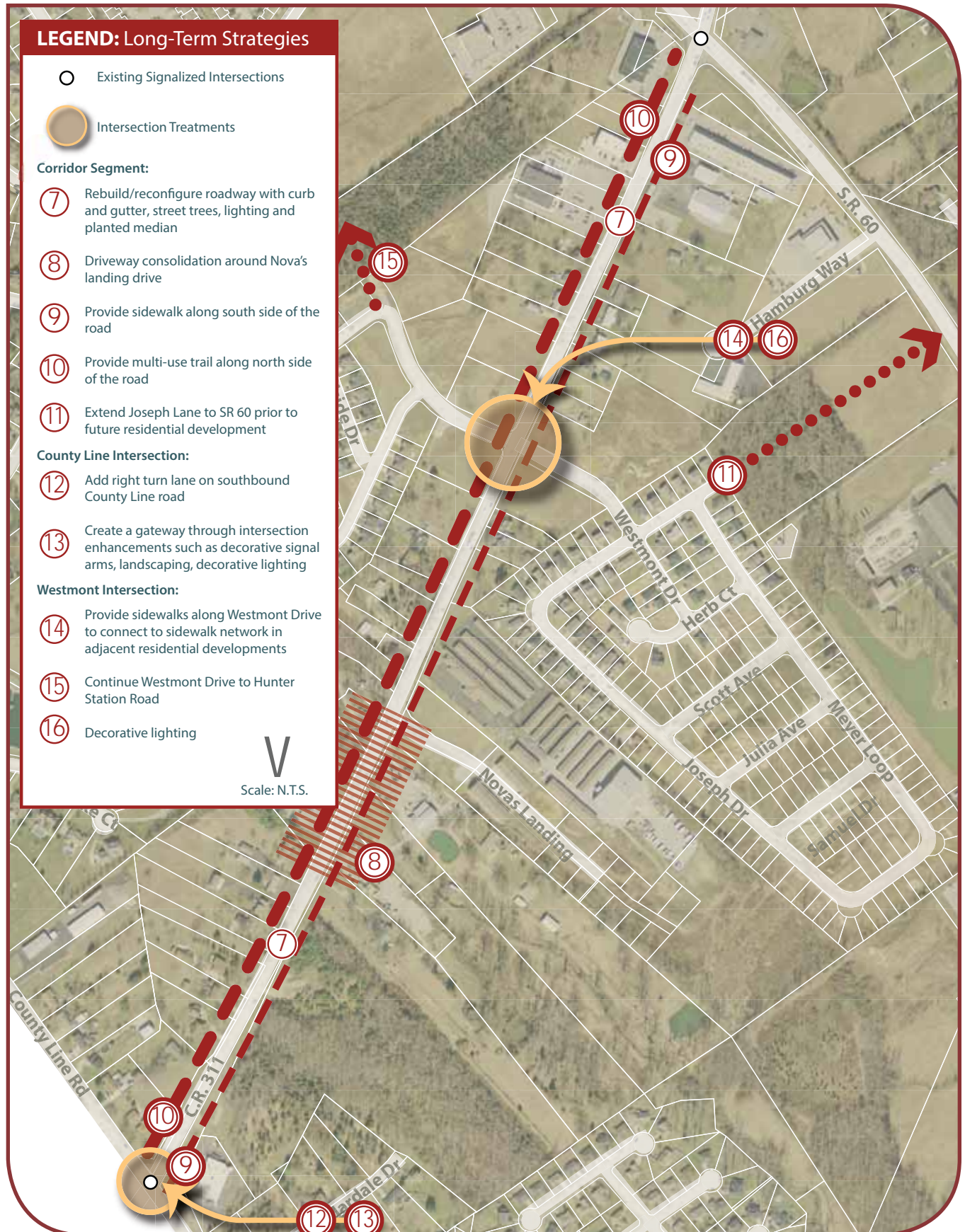
CR 311 north of County Line Road
Credit: HWC Engineering

Character Zone 1 Short-Term Strategy Locations



Credit: HWC Engineering

Character Zone 1 Long-Term Strategy Locations



Credit: HWC Engineering

Character Zone 1 - Improvement Strategy Highlights

The following pages provide detailed highlight for some of the most important improvement strategies recommended for Character Zone 1.

No. 7 - Long-Term: Rebuild/reconfigure roadway with curb and gutter, street trees, lighting and planted median

One of the primary corridor wide recommended strategies is to reconfigure the existing corridor into a three lane section. This would include two 11 foot travel lanes and one 14 foot center turn lane. The long-term strategy for Character Zone 1 is to reconstruct this segment of roadway to reflect a more urban character from what currently exists. Highlights of this strategy in Character Zone 1 include:

- Conversion of open drainage swales to an enclosed stormwater collection system
- Widening of existing culverts to accommodate a wider roadway cross section
- Installation of curb and gutter and a raised median the entire length of the corridor
- Consolidation of curb cuts to allow roadway access at managed locations
- Installation of roadway features including; street trees, decorative lighting, decorative regulatory signs, wayfinding and other corridor identifiers such as banners

The images on the right provide an idea of what these changes can look like within Character Zone 1.



Short-term re-striping
Credit: HWC Engineering



Long-term reconstruction
Credit: HWC Engineering

No. 11 - Long Term: Extend Joseph Lane to SR 60 prior to future residential development

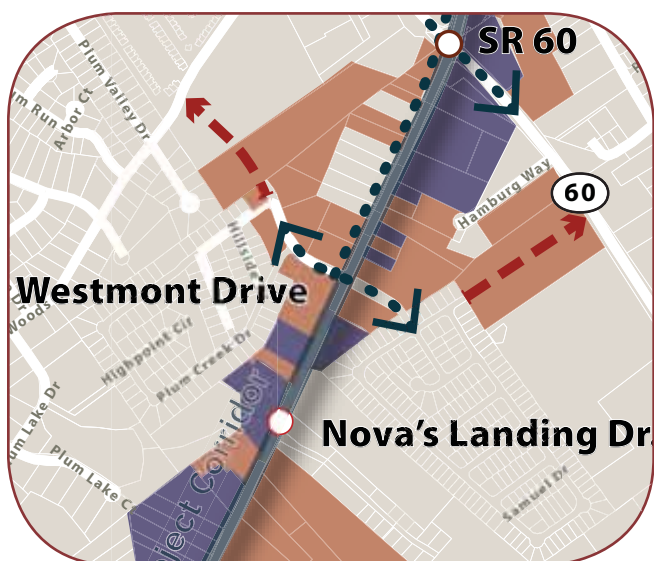
Joseph Lane in the subdivision off Westmont Drive on the south side of the corridor should be extended to SR 60 when new development is proposed for this area. This will serve to create a secondary means of ingress and egress for this subdivision besides solely relying on CR 311 for all neighborhood traffic.

No. 12 - Long-Term: County Line Road right-turn lane

The southbound County Line Road right-turn movement is heavy, as it connects residential areas to the north with commercial districts along the corridor south in Floyd County, as well as with the interchange with I-265. Adding a separate right-turn lane reduces delay for the County Line Road approach, which will also improve safety.

No. 15 - Long-Term: Continue Westmont Drive to Hunter Station Road

Similar to long-term recommendation above, Westmont Drive should be extended to Hunter Station Road in order to complete local road networks. If accompanied by pedestrian facilities, this extension can also serve to connect residential areas on both the north and south sides of the corridor.



The extension of Westmont Drive and Joseph Lane are illustrated by the red dashed arrows above.

Credit: HWC Engineering



Scale: N.T.S.

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CHARACTER ZONE 2 STRATEGIES



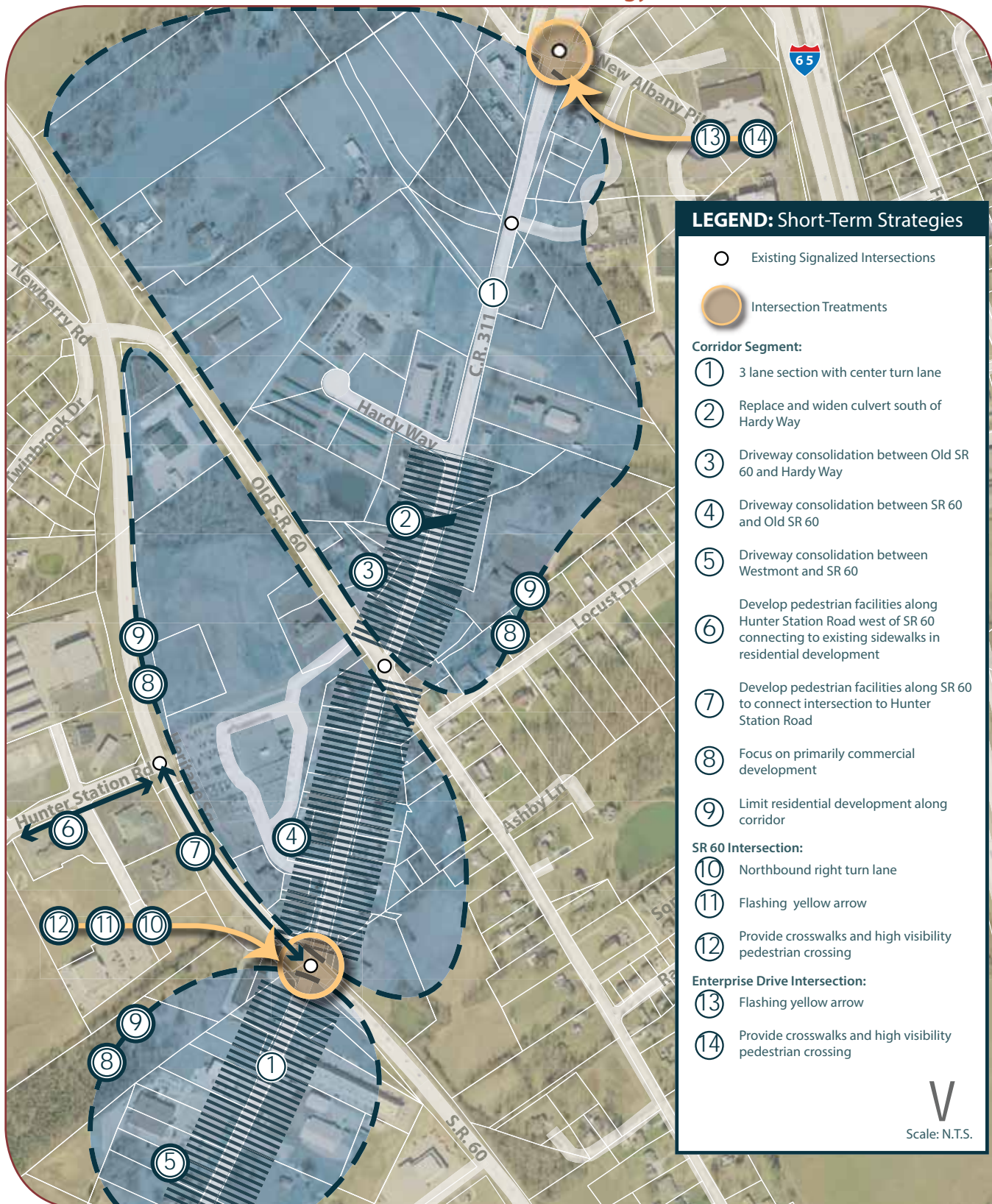
The following pages summarize the improvement strategies for Character Zone 2. Current development in this character zone is commercial with some large tracts of land and scattered single family residential lots. It is anticipated that aggregation and rezoning of existing parcels will occur within this character zone in the near future.

The primary future land use in Character Zone 2 should continue to be commercial and retail in nature, though the development styles will need to adapt as more commercial development pressure is experienced between SR 60 and I-65. Over time efforts need to be made to transition from the existing single lot, or 'outlot' commercial character to a more unified urban style development pattern. Some primary changes required to accomplish this include: consistent parking regulations, consistent building orientation, landscaping standards, and commercial signage standards more conducive to an improved corridor character.



CR 311 north of Old SR 60
Credit: HWC Engineering

Character Zone 2 Short-Term Strategy Locations



Credit: HWC Engineering

Character Zone 2 Long-Term Strategy Locations



Credit: HWC Engineering

Character Zone 2 - Improvement Strategy Highlights

The following pages provide detailed highlight for some of the most important improvement strategies recommended for Character Zone 2.

No. 15 - Long-Term: Rebuild/reconfigure roadway with curb and gutter, street trees, lighting and planted median

One of the primary strategies for the entire corridor is to reconfigure the existing roadway into a three lane section. This would include two 11 foot travel lanes and one 14 foot center turn lane. As is the case with Character Zone 1, the long-term strategy for Character Zone 2 is to reconstruct this segment of roadway to reflect a cross section with curb and gutter consistent along the entire length of this zone. Highlights of this strategy in Character Zone 2 include:

- Widening of existing culverts to accommodate a wider roadway cross section
- Installation of curb and gutter and a raised median the entire length of the corridor
- Consolidation of curb cuts to allow roadway access at managed locations
- Providing pedestrian improvements on both sides of the roadway and pedestrian crossing improvements at all signalized intersections
- Installation of roadway features including; street trees, decorative lighting, decorative regulatory signs, wayfinding and other corridor identifiers such as banners



Short-term re-striping in Character Zone 2
Credit: HWC Engineering



Long-term reconstruction through Character Zone 2
Credit: HWC Engineering

SR 60 Intersection

No. 10 - Short-Term: It is recommended that a northbound right-turn lane on CR 311 be constructed at this intersection. This turn lane should be designed with appropriate storage and taper lengths. Currently, CR 311 northbound through traffic and traffic turning right share a single lane. Both are heavy-volume movements, especially during the morning peak. The shared lane causes a significant delay, and creates a LOS E (during the AM peak) for that approach. By adding a northbound right-turn lane, the capacity of the approach is increased, delay is reduced, and the level of service is improved. As an added safety benefit, reduced delay can also reduce rear-end collisions, which are common at this intersection.

No. 20 - Long-Term: It is recommended that through travel lanes be added to SR60. Currently there is one through lane in each direction with high traffic volumes and high congestion, which will worsen in the future year conditions without additional improvements. By adding a through lane in each direction to SR 60, delay is reduced significantly. Additional through lanes along CR 311 were examined, but do not improve traffic sufficiently because SR 60 has the higher volume.

No. 12 Short-Term and No. 21 - Long-Term: Given its prominence as one of the most visible and heavily traveled intersections along the corridor, the SR 60 intersection provides an opportunity to create a visually appealing and safe intersection that can set the done for all other intersections along the corridor. Transforming this intersection into a stand-out intersection for the corridor includes the following features:

- High visibility pedestrian crossings
- Pedestrian crossing refuges
- Count down pedestrian signals
- Decorative roadway lighting
- Decorative traffic signal poles and arms
- Increased plantings
- Signage control standards to clean up the visual appearance of the intersection.

Enterprise Drive Intersection

In addition to the SR 60 intersection, the Enterprise Drive intersection is also one of the primary intersections on CR 311, and it will continue to play a prominent role in the future of the CR 311 corridor. This is due in large part to the intensity of uses in this location, including significant traffic generated by the adjacent Ivy Tech campus. Additional traffic is expected to be generated at this intersection in the future, as the recently completed Sellersburg TIF district begins to attract development opportunities.

As traffic increases at this intersection, it will be important to extend Enterprise Drive in a manner that connects to the existing street network. It will also be important to reconfigure the Ohio Street connection to Enterprise Drive so that the intersection does not occur so closely to the Enterprise Drive and CR 311 intersection.

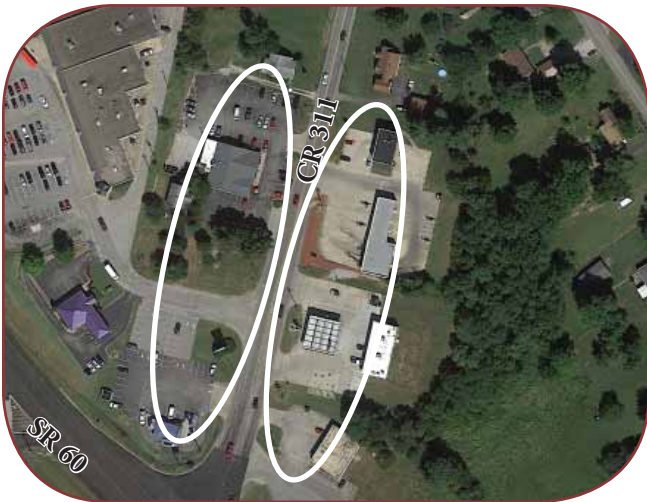
No. 25 - Long-Term: Since this is the first intersection that anyone traveling from I-65 south along CR 311 will encounter, it is important that future improvements at this intersection set the expectations for the character of the corridor. Given its location, this intersection should exhibit the features, maintenance, and improvements which will denote its special significance as a gateway into the larger CR 311 corridor and adjacent communities. Primary considerations for this intersection include the following:

- High visibility pedestrian crossings
- Pedestrian crossing refuges and transition to proposed I-65 pedestrian provisions.
- Decorative roadway lighting
- Decorative traffic signal poles and arms
- Increased plantings
- Signage control standards to clean up the visual appearance of the intersection.



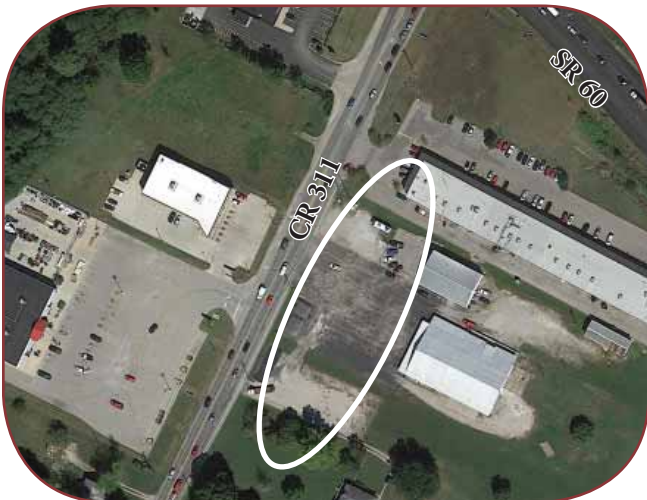
Driveway consolidation opportunities north of old SR 60

Source: Google Earth



Driveway consolidation opportunities north of SR 60

Source: Google Earth



Driveway consolidation opportunities south of SR 60

Source: Google Earth

No. 3, 4, and 5 - Short-Term: Driveway Consolidation

Along the corridor through Character Zone 2, there are many opportunities for driveway consolidation, including between:

- Old SR 60 and Hardy Way
- SR 60 and Old SR 60
- Westmont Drive and SR 60

In some of these areas, one of the simplest solutions is to close multiple driveways. The primary function of CR 311 should not be to provide internal circulation and multiple entry and exit points to parking lots along the corridor.

Other areas present the opportunity to create one shared drive with internal circulation.

Still other areas may present the opportunity for a frontage road with one drive access that serves multiple businesses. A case study of how a frontage road can be used to serve multiple business can be found on page 41.

INTERCHANGE CHARACTER ZONE STRATEGIES



The following pages summarize the improvement strategies specific to the Interchange Character Zone. The Interchange Character Zone is the area on either side of and adjacent to the Interstate 65 interchange. This area consists of very wide right-of-way and wide pavement sections with very little to hint at what lies beyond the interchange.

The expansive interchange currently contributes to some congestion and reduces the free flow of traffic due to the ramp configuration. There are eight points of conflict between the interchange and CR 311. Each merge, diverge, stop-control, and signalized approach interrupts the flow of traffic, causing start and stop conditions. The tight loop ramps are low-capacity and low-speed, especially for truck traffic. This backs up traffic onto CR 311 and may cause problems on I-65 mainline as well. Additionally, the ramp junctions at the far east and west ends of the interchange are in close proximity to signalized intersections, resulting in insufficient space for queuing and merging of vehicles.



CR 311 south of I-65

Credit: Shrewsberry & Associates, LLC

Interchange Character Zone Strategy Locations



Credit: HWC Engineering

Interchange Character Zone - Improvement Strategy Highlights

The following pages provide detailed highlights for some of the most important improvement strategies recommended for the Interchange Character Zone.

No. 5 Long-Term: Provide bicycle and pedestrian access under I-65 by utilizing existing surplus pavement and providing high visibility pedestrian crossings at Enterprise Drive and Prather Street

I-65 currently represents the largest significant barrier to continuous bicycle and pedestrian connectivity along the length of the CR 311 corridor. Due to the age and design of the interchange, there are currently no sidewalks present along this corridor and a high number of conflict points exist. One primary recommendation for the Interchange Character Zone is to utilize existing pavement widths to provide for separated bicycle and pedestrian access under the current I-65 interchange. Two approaches should be considered. One is to utilize the shoulders on the edge of the roadway. The other is to utilize the paved concrete shoulders in the middle of the roadway.

Either approach will require major considerations including:

- Significant pedestrian upgrades will be required at the primary pedestrian access points at Enterprise Drive and Prather Street
- Due to the nature and volume of traffic along this section of roadway the pedestrian connection should include permanent separation and physical barriers between roadway traffic and pedestrians.

The image on the bottom of the next page depicts one concept for the proposed future bicycle and pedestrian provisions within the Interchange Character Zone.



CR 311 heading south from the I-65 interchange
Credit: Shrewsberry & Associates, LLC



Depending on the location of the pedestrian crossings and facilities, the median can still serve as a gateway off the interchange, with street trees, lighting, wayfinding signage and landscaping
Credit: HWC Engineering



Pedestrian facilities under I-65. Pedestrian crossings could be provided at either end of the interchanges at Enterprise Drive and Prather Street
Credit: HWC Engineering

No. 4 - Long-Term: Redesign and Reconfigure I-65 Interchange

Further study of the interchange configuration is recommended. The current interchange configuration is a partial cloverleaf with directional slip ramps. It was designed when the surrounding land was mostly rural, near the town of Sellersburg, with relatively low traffic volumes. As the area has grown and developed, there are some downsides to this type of interchange:

- The interchange takes up a large amount of acreage that might otherwise be valuable commercial property with interstate frontage.
- There are eight points of conflict between the interchange and CR 311 as shown in [reference figure]. Each of these points of conflicts has a higher probability of collisions.
- Each merge, diverge, stop-control, and signalized approach interrupts the flow of traffic, causing start-and stop conditions.
- The ramp junctions at the far east and west ends of the interchange are in close proximity to signalized intersections, resulting in insufficient space for queuing and merging of vehicles.
- The tight loop ramps are low-capacity and low-speed, especially for truck traffic. This backs up traffic onto CR 311 and may cause problems on I-65 mainline as well.

As an alternative, an urban-style interchange with a narrow footprint, higher capacity ramps, and fewer conflict points would be preferred. An interchange justification study is required before modifying access to the interstate system. Further study will evaluate alternatives, but potential interchange configurations include tight diamond, single point urban interchange (SPUI), and diverging diamond interchange (DDI). The ramp volumes, available right of way, and existing I-65 bridge configuration will be factors in determining the most appropriate configuration for this interchange. By tightening the footprint of the interchange, there will be more distance between ramps and the intersections at Enterprise Drive and at Prather Street, which allows for improved operations at those intersections.



Diverging diamond interchange
Credit: www.modot.org



Single point urban interchange
Credit: www.wisconsin.gov



Tight diamond interchange
Credit: www.sehinc.com

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CHARACTER ZONE 3 STRATEGIES



The following pages summarize the improvement strategies specific to Character Zone 3.

Character Zone 3 is the area north of I-65 through the historic portion of the town of Sellersburg. This section of the corridor is nearly completely developed, and a number of existing ROW constraints will need to be addressed prior to full implementation of the improvement strategies outline in this section.

The primary future land use of this section of CR 311 will be commercial and retail with mixed institutional uses at various points. Long term land use strategies and development standards should be aimed at converting the character of this section of corridor back to a more traditional style of development with generous furniture and pedestrian zones between the curb and building facades.



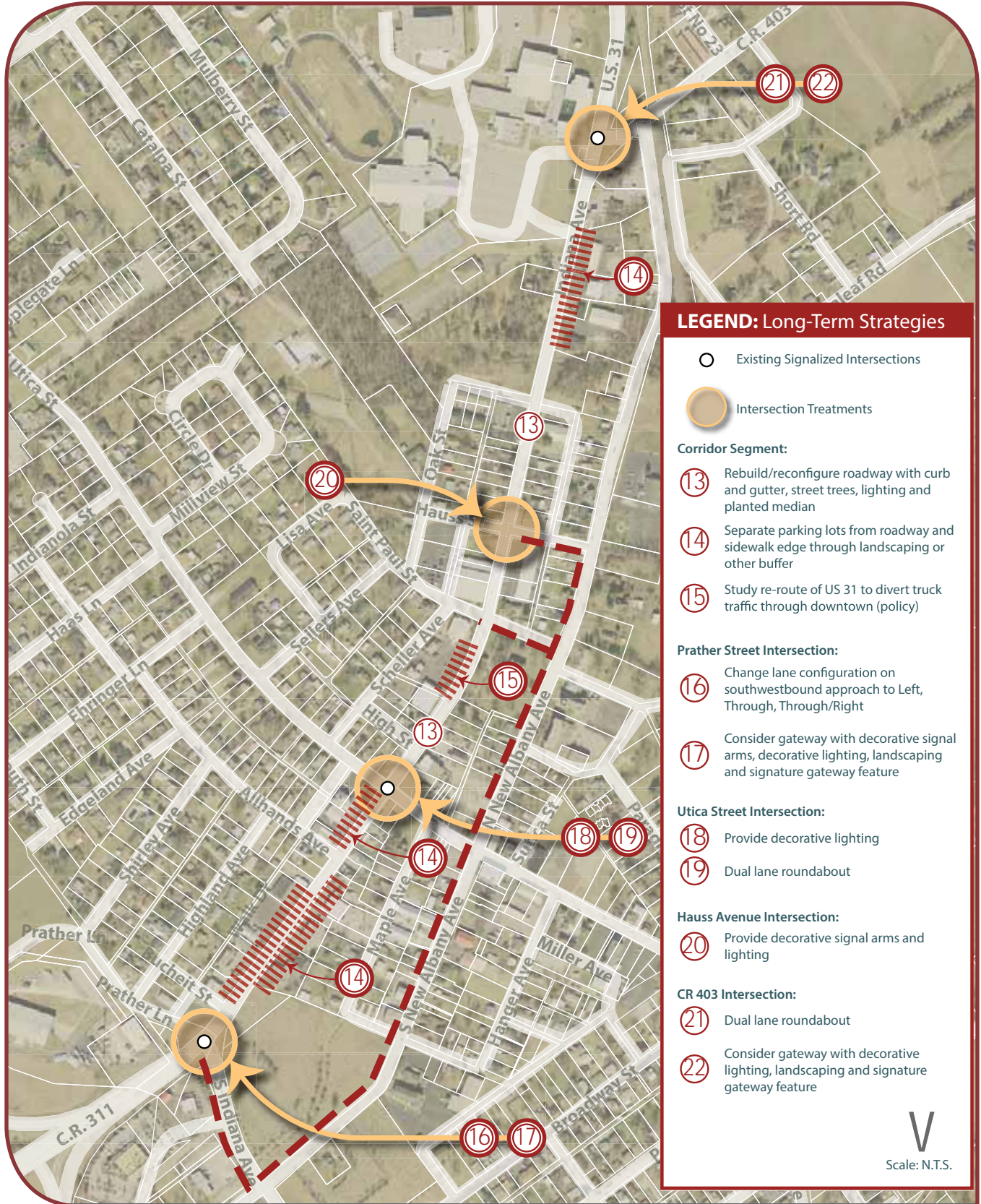
US 31 near St. Paul Street in Sellersburg
Credit: HWC Engineering

Character Zone 3 Short-Term Strategy Locations



Credit: HWC Engineering

Character Zone 3 Long-Term Strategy Locations



Credit: HWC Engineering

Character Zone 3 - Improvement Strategy Highlights

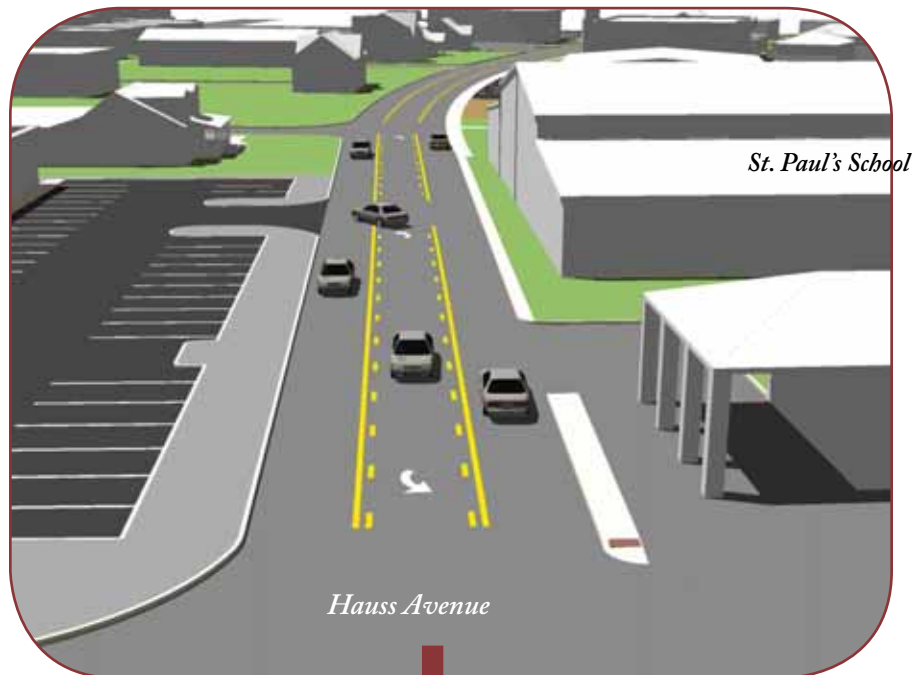
The following pages provide detailed highlight for some of the most important improvement strategies recommended for Character Zone 3.

No. 13 - Long-Term: Rebuild/reconfigure roadway with curb and gutter, street trees, lighting and planted median

The long-term strategy for Character Zone 3 is to reconstruct this segment of roadway to reflect an updated cross section with curb and gutter consistent along the entire length of this zone. Highlights of this strategy in Character Zone 3 include:

- Securing ROW width required to allow for the proposed cross section
- Installation of curb and gutter and a raised median the entire length of the corridor
- Consolidation of curb cuts to allow roadway access at managed locations
- Providing a generous pedestrian zone to allow for improved walkability
- Future adjacent development should feature a quality and character which supports key placemaking principle to resurrect traditional neighborhood and retail/commercial uses
- Installation of roadway features including; street trees, decorative lighting, decorative regulatory signs, wayfinding and other corridor identifiers such as banners

The images on the right provide an idea of what these changes can look like within Character Zone 3.



Short-term re-striping
Credit: HWC Engineering



Long-term reconstruction
Credit: HWC Engineering

No. 2 - Short-Term: Designate bike routes through Sellersburg along parallel corridors such as Highlands Avenue, Schellers Avenue and New Albany Street

Due to right-of-way constraints, heavy traffic, and recommended future roadway cross sections, it is recommended that bicycle traffic through Sellersburg be separated from pedestrian traffic along alternate routes parallel to the CR 311 corridor. These routes could be striped and signed to indicate bicycle routes. This will provide for greater safety for both bicyclists and pedestrians and will allow for the development of a more traditional downtown pedestrian zone immediately adjacent to the CR 311 corridor. This will help enhance the desirability of this section of roadway for future retail and commercial business opportunities.

The map below depicts one possible scenario for alternate bicycle routing through Sellersburg. This route includes bicycle connections parallel to the CR 311 corridor along Walk Ave/Schellers Ave. north of CR 311 and along north and south New Albany Streets south of CR 311. As these alternate routes are implemented, Sellersburg should look for opportunities to provide bicycle access and amenities to the rear lots of business located along CR 311. These routes could also connect to a pedestrian access to Ivy Tech as described in the Interchange Character Zone discussion on page 61.

Character Zone 3 Potential Pedestrian and Bicycle Corridors



Parallel and designated bike routes through Sellersburg allows for community assets such as retail, the schools, the library and the park and pool to be connected without having to force cyclists onto CR 311
Credit: HWC Engineering

No. 5 - Short-Term: US 31 through Sellersburg

The section of roadway within Character Zone 3 is currently the only portion of the study roadway under INDOT jurisdiction. In an effort to gain additional control over future roadway improvements within this character zone, it is recommended that conversations with INDOT about future improvements and control over this section of the corridor. A precedent for this process was recently undertaken by the county on portions of the study corridor south of the I-65 interchange, and a similar process could be expected for the Character Zone 3 roadway section.

By doing this, Sellersburg will have the ability to make maintenance and improvement decisions which better meet the needs of the community.

It is critical that these conversations begin quickly as there are plans for INDOT to make upgrades to the roadway during the 2022 fiscal year. Even if relinquishment is not a viable option for Sellersburg, it is important to request an active role in identifying the nature, character, and quality of planned INDOT roadway improvements to help ensure that they further work towards the corridor goals defined in this study.



US 31 at Prather Street in Sellersburg. Credit: HWC Engineering

It is critical that these conversations begin quickly as there are plans for INDOT to make upgrades to the roadway during the 2022 fiscal year.

No. 15 - Long-Term: Reroute US 31 Through Sellersburg to divert heavy truck traffic around town

One contributing factor to the travel delay experienced through Sellersburg is the prevalence of large, heavy haul vehicles. These vehicles typically require longer times to get up to speed, especially under full load. This adds considerable time for standard passenger vehicles to travel through Character Zone 3 if queued behind these vehicles. Implementing other strategies recommended in this document, such as roundabouts at key intersections and corridor signal timing, will help alleviate this issue.

A long-term strategy recommended for Character Zone 3 is to find alternate routes for heavy truck traffic around, instead of through, Sellersburg. Doing this will help with travel times through the community. This will be especially important if relinquishment of this portion of roadway is successful, since it will allow the community to re-envision this section of corridor in a manner which reduces long-term maintenance requirements and greatly improves the community and corridor character.

A detailed analysis will need to be performed on area routes to determine which ones have the most potential in serving as alternate routes for traffic through Sellersburg. Additional connections or spurs may also need to be made to make routes feasible.



Truck traffic heading south through Sellersburg at the CR 403 intersection. Credit: HWC Engineering

A long-term strategy recommended for Character Zone 3 is to find alternate routes for heavy truck traffic around, instead of through, Sellersburg.

No. 19 - Long-Term: Utica Street improvements to include roundabout.

As traffic volumes continue to grow, the congestion at US 31 and Utica Street will worsen. Space is tight, so any capacity improvements at this location will have an impact on the adjacent properties right-of-way will need to be obtained. A dual-lane roundabout is one way to relieve the congestion at this intersection. An operations analysis showed that a dual-lane roundabout improves the operations to an acceptable level. Preliminary design of the roundabout, including geometrics, was not part of the analysis.

As an alternate to the roundabout, widening to allow added travel lanes or additional turn lanes at the signalized intersection also has the potential to relieve congestion. This alternate would also have significant impact on adjacent properties.

The roundabout and added travel lanes solutions can achieve similar performance. The main difference between the two is how they impact adjacent properties. A roundabout requires significant land on all four corners of the intersection. In this case, there are businesses close to the road that would be severely impacted by the construction of a roundabout. The center of the roundabout can be shifted to reduce the impact on one or more quadrant to avoid any historic

properties or environmental issues. Properties along US 31 that are farther from the intersection would not be impacted at all.

Added lanes would require strips of land on either side of the road for a long distance. This would impact the parking lots of numerous businesses, in addition to some buildings that are close to the curb. More businesses would be impacted than with the roundabout, but each would be impacted to a lesser degree.

The roundabout offers the added benefits of traffic calming and an aesthetic/gateway opportunity for the town of Sellersburg. An added travel lanes option would lack these benefits.

As part of preliminary engineering, a roadway designer can begin to lay out intersection geometry and help the community to determine which type of improvement is preferred and is more cost-effective. If both improvements show to have an undesired impact on the surrounding land, a third option is to do nothing, and accept the higher possibility of congestion during peak periods. Improved signal timings can help somewhat, as can improving connectivity and parallel routes to give motorists and alternate route to avoid this location.



While a potential roundabout at Utica Street would undoubtedly require additional right-of-way and impact immediately adjacent structures, it would improve congestion and provide an opportunity for a signature feature in the middle of Sellersburg. Shown above is a two lane roundabout in Davidson, NC, which serves as a gateway into the community.

Credit: Google Street View

No. 21 and 22 - Long-Term: CR 403 Improvements including dual-lane roundabout and gateway features.

Traffic delays at the CR 403 intersection were a consistent concern raised by the steering committee and public. The west-to-south and north-to-east flow is a busy and growing traffic movement. Adjusted signal timings can reduce delay for westbound traffic as a short-term improvement. For the long-term, a dual-lane roundabout is operationally sufficient to handle the projected horizon year traffic flows. There are geometric challenges to constructing a roundabout between the existing school building and the railroad in close proximity. A large triangle of land at the intersection offers some opportunity to construct improvements without impacting businesses, like at Utica Street. If the roundabout proves too costly, close monitoring of traffic patterns and adjusting the signal timings accordingly should sufficiently handle traffic in the study horizon year. Gateway and beautification opportunities are present either in the inscribed circle of the roundabout or in the triangle property near the existing signal.

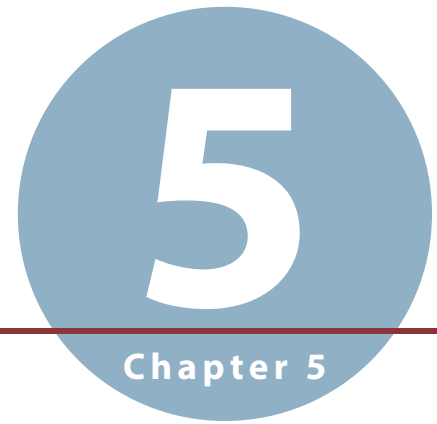
Aroundabout at this location also presents an opportunity to create a signature gateway into Sellersburg from the north. If designed in tandem with the proposed Utica Street roundabout, these two features could transform traffic flow through Sellersburg, while creating a signature design for the community.



*A roundabout at CR 403 provides an opportunity for a signature gateway into Sellersburg, while also greatly reducing congestion and efficiency through the intersection. While the roundabout above in Princeton, IN is only a single lane roundabout, it highlights how a water feature and landscaping can serve as a gateway into the community
Credit: HWC Engineering.*

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ACTIONS STEPS AND IMPLEMENTATION PLAN



How to Use the Implementation Plan

The tables that follow are summaries of the improvements identified in Chapter 4. The tables are organized by corridor-wide and character zone Strategies, as well as by short-term and long-term improvements. The tables include planning level budget ranges for each improvement, page references for where the improvement is discussed in the document and any other relevant notes for each improvement. It should be noted that the budget ranges are the probable opinion of cost based on similar improvements for which there is available pricing data. These are illustrated as ranges however, since the actual cost of the improvement will be highly dependent on site specific factors and final project design criteria.

One of the first recommendations of the plan is to create a interagency technical advisory committee and establish a cooperative overlay district or zoning district. If implemented, these two recommendations would allow for coordinated oversight of the recommendations, and increase the likelihood of implementation. Absent an advisory committee and overlay district, coordination and communication among all jurisdictions of this corridor, using these summary tables as a guide, is essential to moving these recommendations forward.

Short-Term and Long-Term Improvements

Throughout the text of this document, references have been made to short-term and long-term improvements to the corridor and character zones along the corridor. Short-term improvements fall within the timeframe of 0-5 years and should be more easily completed than those identified as long-term improvements. Many of these short-term recommendations can have immediate impact on the corridor and may set the stage and prepare for some of the long-term recommendations.

Long-term improvements fall within the timeframe of 6 years or greater. While long-term improvements are not unrealistic, they likely require additional funding or effort, in the form of more detailed studies, political will, and public engagement and support. Some long-term improvements are more policy focused, and will need to be applied over time as the corridor further develops and changes. Other long-term improvements may be more easily accomplished by breaking them into smaller pieces. While focused efforts may initially be towards the short-term improvements, long-term improvements should not be ignored or discounted. Steady and deliberate actions will be required to follow through on these recommendations.

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CORRIDOR WIDE STRATEGIES			
Short-Term			
Strategy	Ref. Pages	Probable Opinion of Cost	Notes
Re-stripe the corridor to a three lane section with two 11 foot travel lanes and one 14' foot center turn lane	31, 33, 34, 36	\$3.3 - \$3.9m	Will require additional pavement and structural pavement analysis in some locations. This line item is included in the long-term recommendation to rebuild the road in each character zone.
Adjust signal timing at all signalized intersections	37	\$5,000 - \$6,000 / intersection	Immediate and small step which can help delay issues
Interconnect signals at all signalized intersections	37	\$75,000 - \$100,000	Immediate and small step which can help delay issues
Install flashing yellow arrow at signalized intersections	37	\$1,000 - \$5,000 / intersection	INDOT is implementing this practice at all intersections within its jurisdiction
Create an interagency technical advisory committee	43	Policy	Should be one of the first priorities. Will involve representatives from all jurisdictions along the corridor
Establish a cooperative overlay district/ zoning district	43	Policy	Should be developed through the interagency technical advisory committee
Establish corridor design and development standards	43	Policy	Should be developed through the interagency technical advisory committee
Create a common public information and driver awareness policy for corridor updates and information.	33	Policy	Should be developed through the interagency technical advisory committee
Establish requirement for right-of-way dedication along corridor for new development	33, 34, 36	Policy	Each jurisdiction can establish this requirement. Requirements should be coordinated among jurisdictions

CORRIDOR WIDE STRATEGIES			
Long-Term			
Strategy	Ref. Pages	Probable Opinion of Cost	Other Considerations
Acquire right-of-way along corridor with new development and redevelopment	33, 34, 36	Policy	Each jurisdiction can establish this requirement. Requirements should be coordinated among jurisdictions.
Install curb and gutter and closed stormwater infrastructure along the corridor	31, 33, 34, 36	\$4 - \$5m	This line item is included in the long-term recommendation to rebuild the road in each Character Zone.
Pursue off-route secondary circulation network improvements for both vehicular and pedestrian routes	38, 39, 40	Policy and Future Study	Traffic modeling of off-route improvements should be performed to accurately understand the positive impacts to the CR 311 corridor

Budget ranges are the probable opinion of cost in 2017 based on similar improvements for which there is pricing data. Budget numbers provided are for understanding magnitude of costs. Detailed design criteria and project scopes will need to clearly be defined for refined cost estimates. Each location is subject to unique circumstances and situations that will determine cost, such as right-of-way widths, pavement condition, and utility locations.

CHARACTER ZONE 1 STRATEGIES			
Short-Term			
Strategy	Ref. Pages	Probable Opinion of Cost	Notes
Corridor Segment			
Three lane section with center turn lane	46, 48	\$1.4 - \$1.6m	Will require additional pavement and structural pavement analysis in some locations
Focus residential uses between signalized intersections	46	Policy	A cooperative overlay district/zoning district could clarify and unify uses along the corridor
Focus commercial uses around Westmont Drive and County Line Road intersections	46	Policy	A cooperative overlay district/zoning district could clarify and unify uses along the corridor
Replace and widen culvert south of Nova's Landing Drive	46	\$250,000 - \$350,000	A widened culvert will be necessary to accommodate a wider roadway section in the future
County Line Intersection			
Provide crosswalks and to tie into future pedestrian project in Floyd County along Charlestown Road	40, 46	\$40,000 - \$50,000	Will connect commercial development on all four corners of intersection and set stage for continuation of pedestrian facilities along Charlestown Road north along CR 311
Westmont Intersection			
Provide crosswalks, a rapid rectangular flash beacon, and pedestrian refuge island to cross CR 311	40, 46	\$75,000 - \$85,000	Will allow a safe pedestrian crossing across CR 311 for established and developing residential areas

Budget ranges are the probable opinion of cost in 2017 based on similar improvements for which there is pricing data. Budget numbers provided are for understanding magnitude of costs. Detailed design criteria and project scopes will need to clearly be defined for refined cost estimates. Each location is subject to unique circumstances and situations that will determine cost, such as right-of-way widths, pavement condition, and utility locations.

CHARACTER ZONE 1 STRATEGIES			
Long-Term			
Strategy	Ref. Pages	Probable Opinion of Cost	Notes
Corridor Segment			
Rebuild/reconfigure roadway with curb and gutter, street trees, lighting and planted median	47, 48	\$5.3 - \$5.9m	Right-of-way and additional pavement will be required in some locations. Costs do not account for right-of-way acquisition or utility relocation
Driveway consolidation around Nova's landing drive	41, 47	\$180,000 - \$210,000	Further study will be required for exact configuration
Provide sidewalk along south side of the road	38, 47	\$400,000 - \$500,000	Right-of-way likely required. Costs do not account for right-of-way acquisition or utility relocation
Provide multi-use trail along north side of the road	38, 47	\$800,000 - \$900,000	Right-of-way likely required. Costs do not account for right-of-way acquisition or utility relocation
Extend Joseph Lane to SR 60 prior to future residential development	38, 47, 49	\$800,000 - \$900,000	Should be requirement for further development
County Line Intersection			
Add right turn lane on southbound County Line road	19, 47, 49	\$40,000 - \$50,000	Will likely be warranted as traffic volumes increase
Create a gateway through intersection enhancements such as decorative signal arms, landscaping, decorative lighting	42, 47	\$300,000 - \$500,000	Should be developed under corridor design standards for consistency with other intersections
Westmont Intersection			
Provide sidewalks along Westmont Drive to connect to sidewalk network in adjacent residential developments	38, 47	\$45,000 - \$55,000	Complete pedestrian improvements identified in the short-term and connect residential areas to the corridor
Continue Westmont Drive to Hunter Station Road	38, 47, 49	\$900,000 - \$1.1m	Will complete road network and provide additional pedestrian facilities
Decorative signal arms and lighting	42, 47	\$250,000 - \$300,000	Should be developed under corridor design standards for consistency with other intersections

Budget ranges are the probable opinion of cost in 2017 based on similar improvements for which there is pricing data. Budget numbers provided are for understanding magnitude of costs. Detailed design criteria and project scopes will need to clearly be defined for refined cost estimates. Each location is subject to unique circumstances and situations that will determine cost, such as right-of-way widths, pavement condition, and utility locations.

CHARACTER ZONE 2 STRATEGIES			
Short-Term			
Strategy	Ref. Pages	Probable Opinion of Cost	Notes
Corridor Segment			
Three lane section with center turn lane	52, 54	\$1.5 - \$1.7m	Will require additional pavement and structural pavement analysis in some locations
Replace and widen culvert south of Hardy Way	52	\$300,000 - \$400,000	A widened culvert will be necessary to accommodate a wider roadway section in the future
Driveway consolidation: <ul style="list-style-type: none"> Old SR 60 and Hardy Way SR 60 and Old SR 60 Westmont and SR 60 	41, 52, 56	\$350,000 - \$390,000	Further study will be required for exact configuration
Develop pedestrian facilities along Hunter Station Road west of SR 60 connecting to existing sidewalks in residential development	40, 52	\$50,000 - \$60,000	Connect residential areas commercial and retail areas, potentially limiting car trips
Develop pedestrian facilities along SR 60 to connect intersection to Hunter Station Road	40, 52, 55	\$230,000 - \$250,000	Connect residential areas commercial and retail areas, potentially limiting car trips.
Focus on primarily commercial development	52	Policy	A cooperative overlay district/zoning district could clarify and unify uses along the corridor
Limit residential development along corridor	52	Policy	A cooperative overlay district/zoning district could clarify and unify uses along the corridor
SR 60 Intersection			
Northbound right turn lane	52, 55	\$90,000 - \$100,000	Requires intersection re-design. Should include pedestrian crossing identified below into design
Flashing yellow arrow	37, 52	\$1,000 - \$5,000	Replace signal
Provide crosswalks and high visibility pedestrian crossing	40, 52, 55	\$75,000 - \$85,000	Connect residential areas commercial and retail areas, potentially limiting car trips. Also provide safe pedestrian crossing across CR 311
Enterprise Drive Intersection			
Flashing yellow arrow	37, 52	\$1,000 - \$5,000	Replace signal
Provide crosswalks and high visibility pedestrian crossing	40, 52, 55	\$75,000 - \$85,000	Connect the Ivy Tech campus to commercial and retail on north side of corridor with a safe pedestrian crossing

Budget ranges are the probable opinion of cost in 2017 based on similar improvements for which there is pricing data. Budget numbers provided are for understanding magnitude of costs. Detailed design criteria and project scopes will need to clearly be defined for refined cost estimates. Each location is subject to unique circumstances and situations that will determine cost, such as right-of-way widths, pavement condition, and utility locations.

CHARACTER ZONE 2 STRATEGIES			
Long-Term			
Strategy	Ref. Pages	Probable Opinion of Cost	Notes
Corridor Segment			
Rebuild/reconfigure roadway with curb and gutter, street trees, lighting and planted median	53, 54	\$5.2 - \$5.7m	Right-of-way and additional pavement will be required in some locations. Costs do not account for right-of-way acquisition or utility relocation
Provide multi-use trail along north side of the road	40, 53	\$800,000 - \$900,000	Right-of-way likely required. Costs do not account for right-of-way acquisition or utility relocation
Provide sidewalks along south side of road	40, 53	\$400,000 - \$500,000	Right-of-way likely required. Costs do not account for right-of-way acquisition or utility relocation
Provide decorative lighting between SR 60 and Enterprise Drive	42, 53	\$300,000 - \$350,000	Can be accomplished in tandem with pedestrian facilities projects above. Should be developed under corridor design standards for corridor consistency
Require sidewalks along frontage of new commercial development	53	Policy	Ensures pedestrian connectivity between developments. Each jurisdiction can require separately
SR 60 Intersection			
Additional travel lane through intersection on SR 60	19, 53, 55	Future Study	Will require detailed study
Provide decorative signal arms and lighting	42, 53, 55	\$250,00 - \$300,000	Should be developed under corridor design standards for consistency with other intersections
Old SR 60 Intersection			
Provide decorative signal arms and lighting	42, 53	\$250,00 - \$300,000	Should be developed under corridor design standards for consistency with other intersections
Camp Run Parkway Intersection			
Provide decorative signal arms and lighting	42, 53	\$250,00 - \$300,000	Should be developed under corridor design standards for consistency with other intersections
Provide crosswalks and high visibility pedestrian crossing	40, 42, 53	\$75,000 - \$85,000	Connect the Ivy Tech campus to commercial and retail on north side of corridor with a safe pedestrian crossing. Will supplement Enterprise Drive crossing as development increases
Enterprise Drive Intersection			
Consider gateway with decorative signal arms, decorative lighting, landscaping and signature gateway feature	42, 53, 55	\$400,000 - \$600,000	Should be developed under corridor design standards for consistency with other intersections

Budget ranges are the probable opinion of cost in 2017 based on similar improvements for which there is pricing data. Budget numbers provided are for understanding magnitude of costs. Detailed design criteria and project scopes will need to clearly be defined for refined cost estimates. Each location is subject to unique circumstances and situations that will determine cost, such as right-of-way widths, pavement condition, and utility locations.

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INTERCHANGE ZONE STRATEGIES			
Short-Term			
Strategy	Ref. Pages	Probable Opinion of Cost	Notes
Utilize the median to create corridor gateway through treatments such as street trees and landscaping	42, 58, 59, 60	\$600,000 - \$700,000	Should be developed under corridor design standards for consistency with other intersections
Provide wayfinding signage into Sellersburg on the north and into Clark County on the south	42, 58	\$50,000 - \$60,000	Should be developed under corridor design standards for consistency with other intersections. Branding should be considered for this corridor as part of developing wayfinding signage

INTERCHANGE ZONE STRATEGIES			
Long-Term			
Strategy	Ref. Pages	Probable Opinion of Cost	Notes
Provide decorative lighting along the corridor on either side of the interchange	42, 58	\$200,000 - \$300,000	Should be developed under corridor design standards for consistency with other intersections
Long-term redesign of interchange	58	Future Study	Conduct an Interchange Justification Study to determine more favorable and potentially safer interchange configurations
Provide pedestrian crossing under I-65 by utilizing median and high visibility pedestrian crossings at Enterprise Drive and Prather Street	40, 58, 59, 60	Future Study	Evaluate options for safely connecting the commercial and retail areas to residential and commercial areas east of the interstate.
Consider alternative pedestrian crossing across I-65 via a crossing between New Albany Avenue and Ivy Tech campus	40, 58, 59, 60	Future Study	Evaluate options for safely connecting the Ivy Tech Campus to residential and commercial areas east of the interstate

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CHARACTER ZONE 3 STRATEGIES			
Short-Term			
Strategy	Ref. Pages	Probable Opinion of Cost	Notes
Corridor Segment			
Three lane section with center turn lane and 5 foot sidewalks adjacent to road	64, 66	\$650,000 - \$750,000	Will require reconstruction of sidewalks
Designate bike routes along parallel routes of Schellers Ave/alley and New Albany Street	40, 64, 67	Policy	Can be accomplished with signage or pavement markings. Community input should confirm routes
Create high visibility pedestrian crossing at St. Paul Street	40, 64	\$75,000 - \$85,000	Should be a priority due to proximity to school
Develop detailed revitalization master plan	64	Policy	Will help establish a vision for areas of town east and west of the interstate and ensure both areas benefit each other
Discuss US 31 strategies through town with INDOT	64, 68	Policy	Discussions should be held with INDOT to determine appropriate actions. A cost benefit analysis should be conducted by the town
Prather Street Intersection			
Flashing yellow arrow	37, 64	\$1,000 - \$5,000	Replace signal
Create high visibility pedestrian crossing	40, 64	\$75,000 - \$85,000	Will connect commercial and retail areas across CR 311. Could also play a key role in creating pedestrian access under I-65
Utica Street Intersection			
Flashing yellow arrow	37, 64	\$1,000 - \$5,000	Replace signal
Create high visibility pedestrian crossing	40, 64	\$75,000 - \$85,000	Should be created as part of a comprehensive pedestrian network within the town
Hauss Avenue Intersection			
Create high visibility pedestrian crossing	40, 64	\$75,000 - \$85,000	Should be created as part of a comprehensive pedestrian network within the town
CR 403 Intersection			
Add green time to westbound phase signal	64	\$1,000 - \$5,000	Adjust signal
Create high visibility pedestrian crossing	40, 64	\$75,000 - \$85,000	Should be created as part of a comprehensive pedestrian network within the town

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CHARACTER ZONE 3 STRATEGIES			
Long-Term			
Strategy	Ref. Pages	Probable Opinion of Cost	Notes
Corridor Segment			
Rebuild/reconfigure roadway with curb and gutter, street trees, lighting and planted median	65, 66	\$6.2m - \$6.7m	Right-of-way and additional pavement will be required in some locations. Costs do not account for right-of-way acquisition or utility relocation
Separate parking lots from roadway and sidewalk edge through landscaping or other buffer	65	\$200 - \$250 per linear foot	Right-of-way likely required if done by town. Could also incentivized to encourage private property owners to undertake
Study re-route of US 31 to divert truck traffic through downtown	65, 69	Policy	May need to be done as part of evaluation of US 31 relinquishment
Prather Street Intersection			
Change lane configuration on southwestbound approach to Left, Through, Through/Right	19, 65	\$25,000 - \$30,000	Future traffic volumes will likely warrant lane configurations
Consider gateway with decorative signal arms, decorative lighting, landscaping and signature gateway feature	42, 65	\$400,000 - \$600,000	Should be developed under corridor design standards for consistency with other intersections
Utica Street Intersection			
Provide decorative signal arms and lighting	42, 65, 70	\$250,00 - \$300,000	Should be developed under corridor design standards for consistency with other intersections
Dual lane roundabout	19, 65, 70	\$1.5m - \$1.7m	Detailed study and preliminary engineering required to fully understand impacts
Hauss Avenue Intersection			
Provide decorative signal arms and lighting	42, 65	\$250,00 - \$300,000	Should be developed under corridor design standards for consistency with other intersections. Should be developed as part of potential roundabout design
CR 403 Intersection			
Dual lane roundabout	19, 65, 71	\$2 - \$2.2m	Detailed study and preliminary engineering required to fully understand impacts
Consider gateway with decorative signal arms, decorative lighting, landscaping and signature gateway feature	42, 65, 71	\$400,000 - \$600,000	Should be developed under corridor design standards for consistency with other intersections. Should be developed as part of potential roundabout design

Budget ranges are the probable opinion of cost in 2017 based on similar improvements for which there is pricing data. Budget numbers provided are for understanding magnitude of costs. Detailed design criteria and project scopes will need to clearly be defined for refined cost estimates. Each location is subject to unique circumstances and situations that will determine cost, such as right-of-way widths, pavement condition, and utility locations.

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