

EDWARDSVILLE GATEWAY MASTER PLAN

FLOYD COUNTY, INDIANA

NOVEMBER 2011



**“PLANNING IS BRINGING THE FUTURE INTO THE PRESENT SO
THAT YOU CAN DO SOMETHING ABOUT IT NOW”**

- ALAN LAKEIN, WRITER

ACKNOWLEDGEMENTS

COUNTY COMMISSIONERS

Mark Seabrook, President
Stephen Bush
Charles A. Freiburger

STEERING COMMITTEE

Roger Harbison.....Harbison Development
Nancy Foxworthy.....Edwardsville Inc.
John Beams.....West Floyd/East Harrison Association
Callie Potts.....County Planning Commission
John Schellenberger.....County Council
Stephen Bush.....County Commissioner

SPECIAL THANKS...

...to all citizens, area property owners and business owners, who have provided their thoughts and time during the planning and design process.



TABLE OF CONTENTS

SECTION ONE

Background

Objective	7
Location & Process	8
Study Area & Regional Framework Conditions	9
Gateway Overlay District	14
Existing Studies	16
Land Suitability Model	18
Existing Conditions & Opportunities Analysis	23
Signage and Wayfinding Existing Conditions	29

SECTION TWO

Market Condition

Objectives and Key Observations	33
Market Influences & Characteristics	34
Demographics	35
Existing Development Summary	40
Retail Demand	42
Industry Employment	43
Retail Analysis	44
Visitor/Tourism Impacts	45
Emerging Markets	46

SECTION THREE

Master Plan

Master Plan Organization	47
Physical Conditions Comparison	48
3 Development Scenarios	56
Guided Development Parameters	62
Development Concepts - Overall & Target Areas	66
Potential Phasing	86
Signage and Wayfinding Recommendations	88
Transportation & Infrastructure Recommendations	94
Framework Comparison	95
Targeted Strategies	98

SECTION FOUR

Implementation

Priority Implementation	101
Guidance Mechanism	102
Funding Resources	104

SECTION FIVE

Appendix

Meeting Information & Miscellaneous Exhibits	107
--	-----



SECTION ONE

BACKGROUND



OBJECTIVES

- Creation of a Master Land Use Plan for the target area and a compelling new gateway identity into the region along the I-64 corridor.
- Creation of a plan for the interchange area that brings a sense of order and enhanced development to the area for the variety of potential uses and creates a new focus for purposes designed to attract visitors.
- Broadening the economic development opportunities of the corridor by creating a stronger historic core and strengthened the community center at Edwardsville and adjacent communities.
- Assessment of the current physical and economic conditions that are having an impact on the target area's ability to transform into a viable economic development opportunity.
- Strategic visioning based upon sound analysis of the demographics, business conditions & opportunities, appropriate commercial and industrial development and visitor/tourism potential for the target area.
- Understanding the competitive market area, retail and service offerings and identifying niche and gap markets.
- Understanding of existing infrastructure conditions and capacity report and impact of proposed physical improvements and land use adjustments with recommendations
- Enhancing the corridor public realm environment and related improvements including gateway, streetscape, signage and wayfinding and community gathering within the Edwardsville community.
- Identification of potential pedestrian, bikeway and vehicular circulation
- Identification of regional connectivity and linkages to adjacent communities, cultural sites and destinations through greenways and trails.
- Enhancement of the local and regional tourism base by leveraging existing destinations such as the Horseshoe Casino, recreational tourism and nearby attractions in New Albany and downtown Louisville.
- Identification of incentive-driven implementation tools (special improvement districts, public-private partnerships, regulatory mechanisms etc.)
- Creation of development guidance mechanisms (design & development guidelines, signing recommendations, special zoning overlay and other options)

LOCATION & PROCESS




PLANNING PROCESS




EXISTING CONDITIONS | STUDY AREA FRAMEWORK



STUDY AREA

 Study Boundary

MAJOR PROPERTY OWNERS

 Study Boundary
Property Owners

1. Mary Jean, Theresa, Gary, Debbie Loftus
2. CMH Homes, Inc
3. William J Springler
4. Maurice L Stilger
5. Allen H & Mary C Harritt
6. Terry H & Susan Crowell

7. Town of Georgetown
8. Nolan Wm & Margaret L Pavey
9. Charles B & Mildred L Wood
10. Robert M Wassing
11. Broadluck, LLC

0 500 1500 Feet

Data Source: Floyd County, Indiana GIS

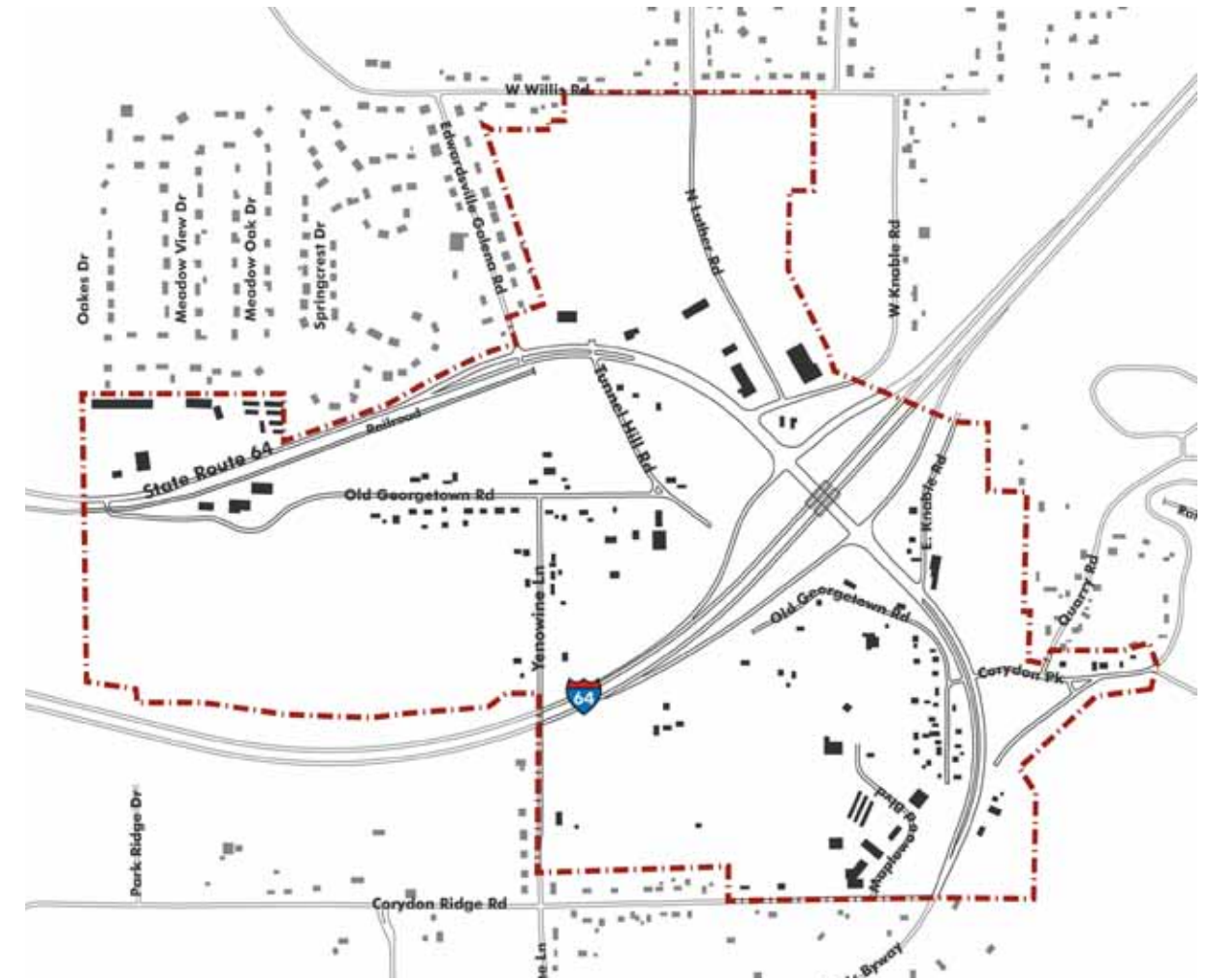


EXISTING CONDITIONS | STUDY AREA FRAMEWORK



FIGURE - GROUND STUDY

- Study Boundary
- Built-Form



ROAD NETWORK

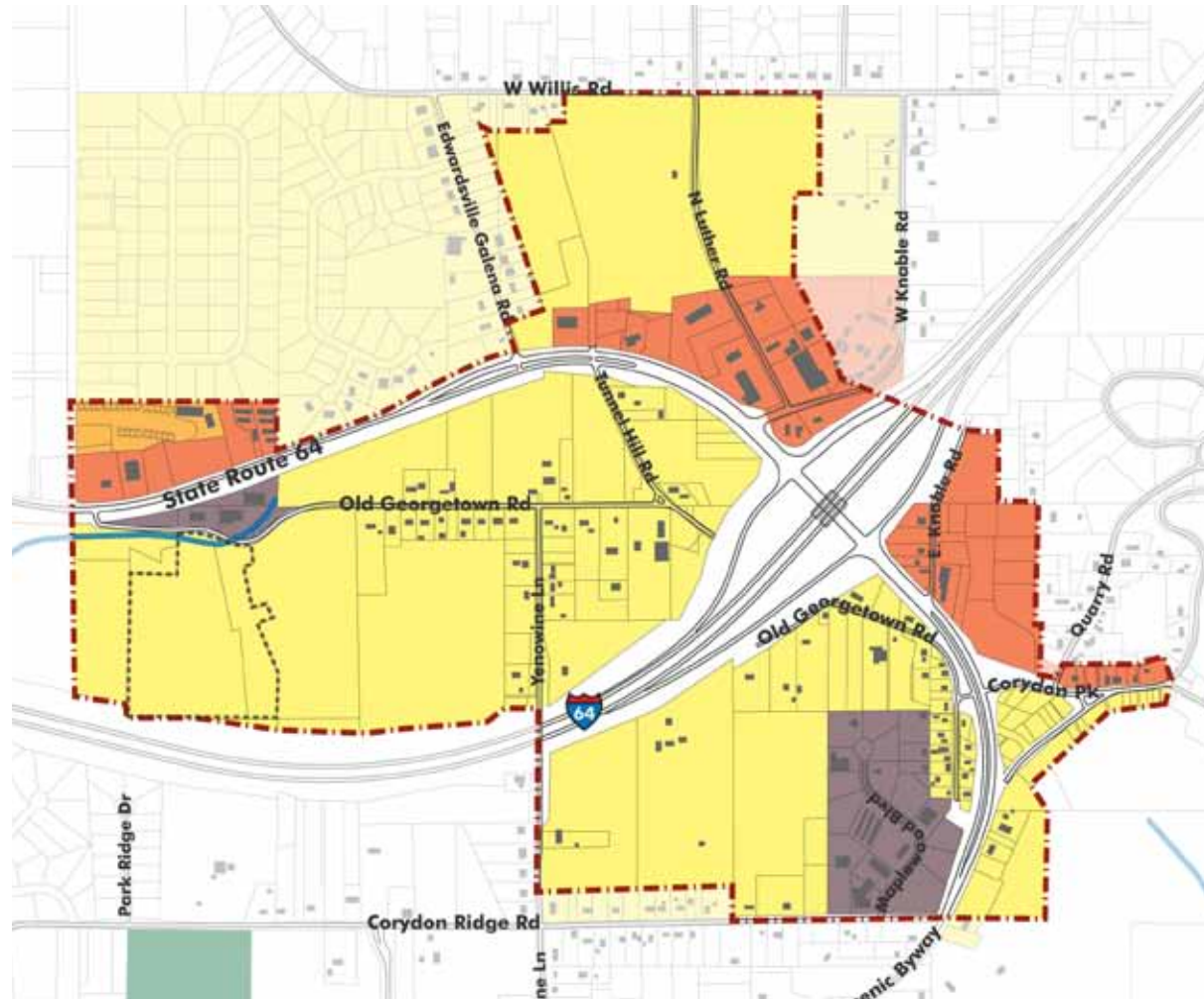
- Study Boundary
- Built-Form

0 500 1500 Feet

Data Source: Floyd County, Indiana GIS

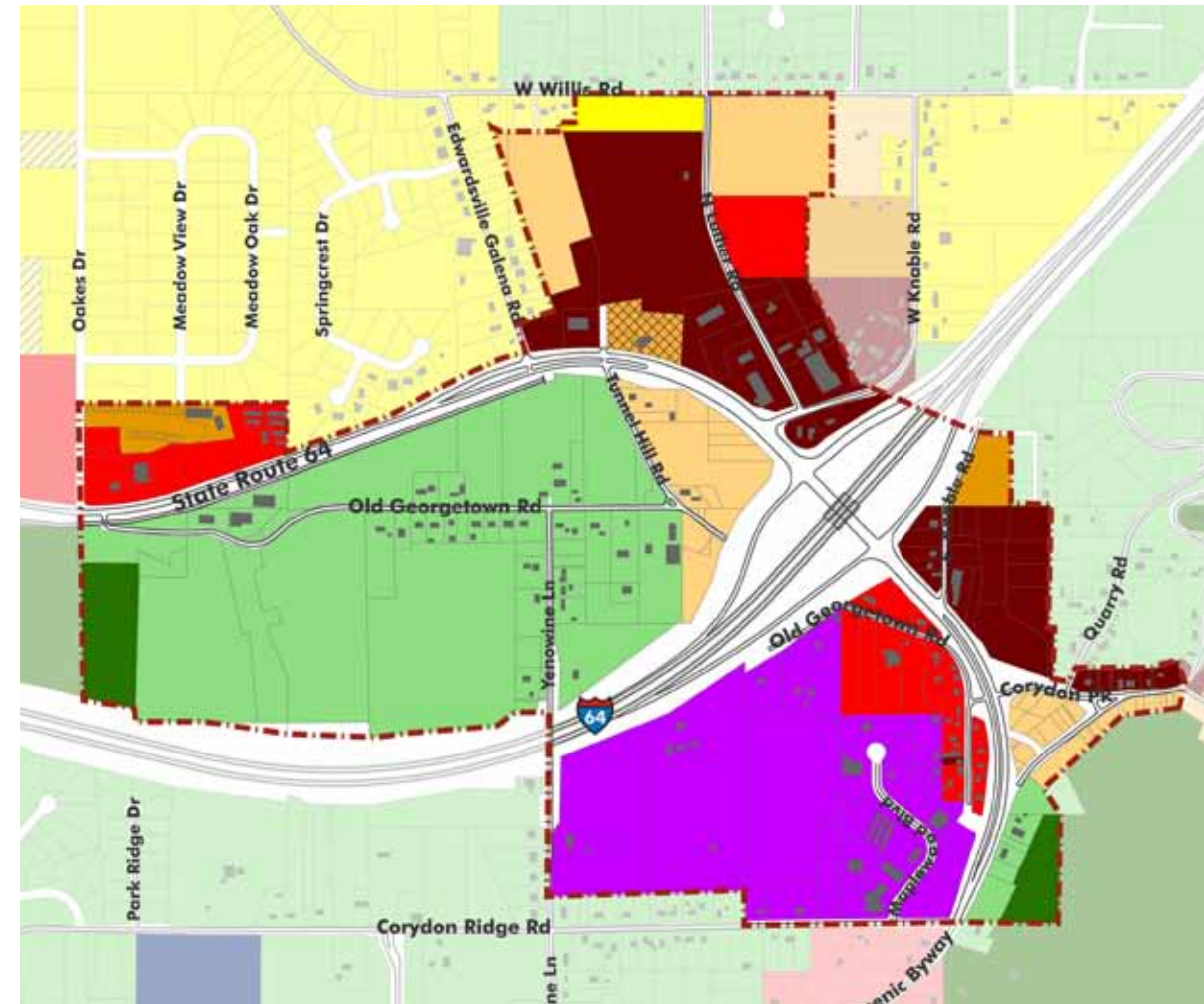


EXISTING CONDITIONS | STUDY AREA FRAMEWORK



GENERALIZED LAND USE

- Study Boundary
- Built-Form
- Generalized Land Uses
- Residential/Agricultural
- Multi-Family
- Commercial
- Industrial



ZONING

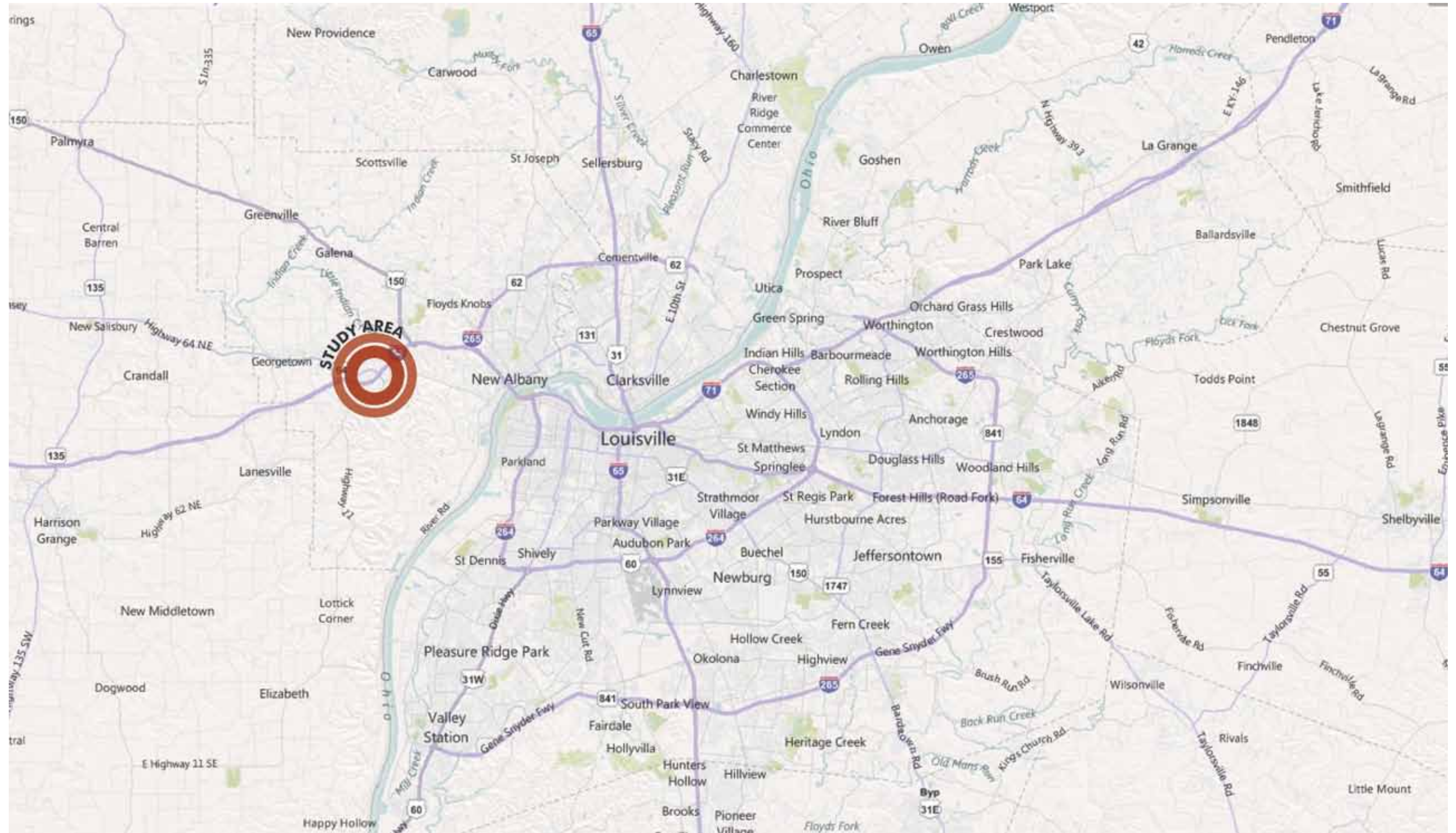
- Study Boundary
- Built-Form
- Current Zoning
- AR: Agricultural-Residential
- RR: Rural Residential
- RS: Residential Suburban
- RU: Residential Urban
- MF: Multi-Family
- MH: Manufactured Home Park
- NC: Neighborhood Commercial
- HS: Highway Service
- GC: General Commercial
- OB: Office Business
- GI: General Industrial
- PR: Parks-Recreation
- N/A



Data Source: Floyd County, Indiana GIS



EXISTING CONDITIONS | OVERALL REGIONAL FRAMEWORK



EXISTING CONDITIONS

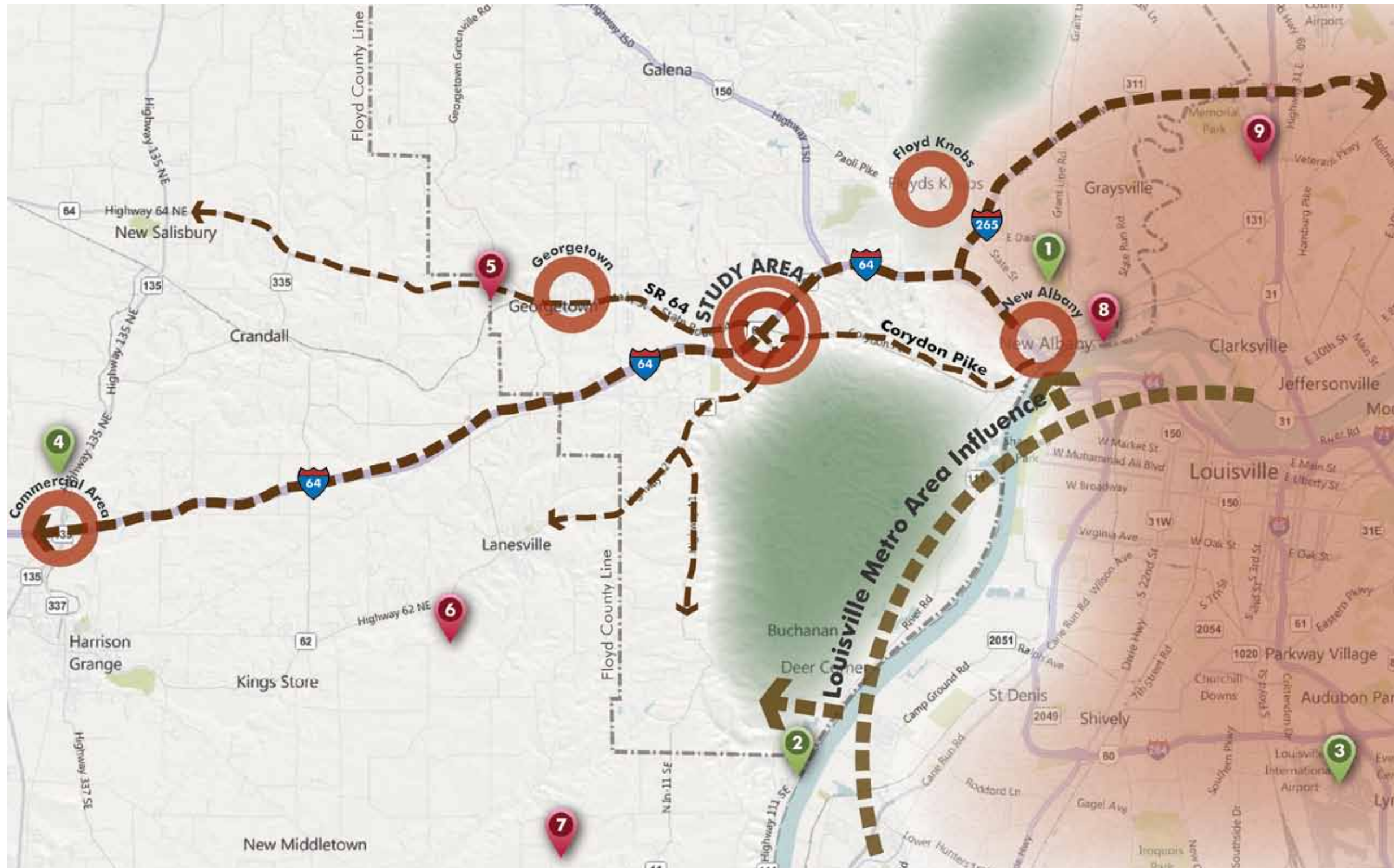
- Proximity to Louisville Metro area

0 2.5 5 Miles



Data Source: Bing Maps

EXISTING CONDITIONS | REGIONAL FRAMEWORK



LEGEND

- Major Population Base
- Major Hilly/Natural Areas
- Major Destinations
 - 1 New Albany - County Seat
 - 2 Horseshoe Casino
 - 3 Louisville Airport
 - 4 Major Commercial Area west of Study Area
- Wineries
 - 5 Indian Creek
 - 6 Turtle Run
 - 7 Best Vineyards
 - 8 River City
 - 9 Chateau de Pique

OPPORTUNITIES



- Work in collaboration with regional organizations
- Capitalize on interstate interchange location
- Garner marketing and promotions to gain advantage from the Louisville-New Albany metro area influence
- Develop alternative connectivity with trails, bikeways connecting to regional network





Data Source: Bing Maps

EDWARDSVILLE GATEWAY OVERLAY DISTRICT

LEGEND

-  Study Boundary
-  Gateway Overlay District

GATEWAY OVERLAY DISTRICT

-  Included with the Floyd County Zoning Ordinance
-  Development Plan review requirements for areas within the overlay district

0 500 1500 Feet



Data Source: Floyd County, Indiana GIS



OVERLAY DISTRICT | REGULATIONS

INTENT

- **Tool for implementing the development policies** and guidelines set forth in the County's Cornerstone 2005 Comprehensive Plan Update
- Identified as **premier commercial and office locations, employment centres** - viability, quality and character are important to the community
- Coordinated development and **establishment of high standards** for buildings, landscaping and other improvements
- **Creation of special sense of place** that will increase property values, protect real estate investment, spur commercial and employment activities and attract new businesses

DEVELOPMENT REQUIREMENTS

- **Development Plan Review**
 - Site Plan
 - Sign Plan
 - Lighting Plan
 - Landscape/Buffer Yard Plan
- **Open Space Requirements**
 - Residential Development > 25 Ac = 15% O.S.
- **Circulation - Automobile, Bike, Pedestrian**
 - Minimize Conflict
 - Traffic Calming
 - Traffic Impact Studies (if above threshold as mentioned)
 - Parking in the rear and side in commercial areas
 - Sidewalks - 6 feet width
 - Clearly defined crosswalks
 - Bike Lanes - 4 feet striped within subdivisions
- **Building Facade**
 - Variety
 - Primary Facade - Brick, Natural Cut Stone, Masonry
 - Plan Commission may consider alternatives
 - No - aluminum siding, enameled steel, non-decorative concrete masonry block
 - Features to continue on all sides
 - Minimum 50% transparency on front facade of ground floor
- **Landscaping**
 - Trees encourages between sidewalk and curbs, within median, tree wells
 - Minimum 1 deciduous tree per 20 feet along street frontage
- **Non-Permitted Uses**
 - Adult Business(es)
 - Confined Feeding Operation(s)
 - Junk Yard(s)
 - Mini Warehouse(s) or Self Storage Facilities
 - Reclaiming Processes as Certified by Board of Health
 - Sand and Gravel Extraction or Sales
 - Sanitary Landfill(s)
 - Off-Premise Signage/Billboard(s)

EXISTING STUDIES | FACTS & RECOMMENDED STRATEGIES

STUDIES/DOCUMENTS	DATE	RELEVANT RECOMMENDATIONS
CORNERSTONE 2005 – COMPREHENSIVE LAND USE PLAN UPDATE	2005	<ul style="list-style-type: none"> + The gateway area is referenced but does not contain any specifics of the land use recommendations + Guiding Principles <ul style="list-style-type: none"> + Preserving the community’s rural character and protecting its natural Beauty/resources + Accommodating for the anticipated growth projected for the community’s future + Directing development towards existing and adequate infrastructure systems + Development of effective and efficient land use development policies and Regulations + 12-20% increase in population + Land Use demands – 4000-5000 acres for residential, commercial and other employment needs + Agricultural land use – 70% of the County + Commercial uses -1% of total land use – mostly clustered along SR150 and SR62/64 corridors, Corydon Pike areas + State Road 64/62 (Georgetown Interchange) <ul style="list-style-type: none"> + Gas Stations + Food Establishments + Hair Salons + Highest % of employment in industrial sector is educational and health services as well as manufacturing + Georgetown Township (just west of study area) – largest population increase (WWTP extension) + Most of the implementation mechanism relate to development of regulations, preservation of character
HIGHLANDER POINT GATEWAY OVERLAY DISTRICT	2006	<ul style="list-style-type: none"> + Rural in nature + Recommendations include statement of existing facts and broad-brush steps for Land Use, Transportation, Conservation Design, Waste Treatment, Greenways/Trails/Parks and Financing
FLOYD COUNTY ECONOMIC DEVELOPMENT STRATEGY	2006	<ul style="list-style-type: none"> + County is more than 75% farmland and forested areas. The City of New Albany is the County seat with population of 36,963. The total County population is 72,570 as per 2006 and estimated to go down to 71,992 for 2010. + Gateway areas of SR 150 and 62/64 – anticipated to sustain highway service business such as restaurants, service stations, and providing residents of the area with grocery stores, PO, banks and other community service businesses + Key employment sectors of County – manufacturing, retail and government + Major employers – Floyd County Consolidated School Corp, Floyd Memorial Hospital (located in New Albany east of study area), other manufacturing (smaller : 450 – 700 employees) + One Southern Indiana – combination of Southern Indiana Chamber of Commerce (SICC) and Southern Indiana Economic Development Council – become single source of business growth and expansion + Permitting process is cumbersome according to business owners and with lack of regulations – conditional approval from Planning Commission or Board of Adjustments + Urban enterprise zones + Some recommendations of the Plan (that applies to the entire County): <ul style="list-style-type: none"> + Expand workforce development efforts + Encourage business development and promote greater awareness of business needs, create business friendly infrastructure + Inventory of LU and supporting infrastructure to be developed – evaluate possibilities of TIF and explore CIPs + Improve government relationships – so that businesses have quick and accurate info, collaborate with municipalities

EXISTING STUDIES | FACTS & RECOMMENDED STRATEGIES

STUDIES/DOCUMENTS	DATE	RELEVANT RECOMMENDATIONS
FLOYD COUNTY THOROUGHFARE PLAN	2007	<p>EXISTING ROADWAY CONDITIONS</p> <ul style="list-style-type: none"> + Roadway (SR 64) is classified as an Urban Minor Arterial + Current AADT approximately 20,000 + Two 12 foot through lanes in each direction + Transition to two lane road at Edwardsville Galena Road + Right and left turn lanes at major intersections + Posted speed limit is 35 MPH + Storm drainage conveyed via ditches to outlet west of Tunnel Hill Road + West Knable Road intersects SR 62 approximately 400 feet from I-64 interchange ramp + No apparent sight distance issues exist <p>EXISTING LEVEL OF SERVICE</p> <ul style="list-style-type: none"> + Corydon Pike: LOS C AM and PM + I-64 Ramps eastbound: LOS F AM, LOS B PM + I-64 Ramps westbound: LOS A AM, LOS F PM + West Knable Road: LOS B AM and PM + Tunnel Hill Road: LOS C AM, LOS E PM <p>EXISTING BICYCLE AND PEDESTRIAN SERVICE</p> <ul style="list-style-type: none"> + Currently there are no significant facilities for alternative modes of travel
PARKS AND RECREATION DEPARTMENT MASTER PLAN	2008 - 2013	<ul style="list-style-type: none"> + Need for additional 80 acres of parkland <ul style="list-style-type: none"> + Concept 1 - Creating small parks and/or linear greenway (s) + Concept 2 - 1 or more regional parks and destinations location + The Gateway area falls under Priority Zone 3 for park requirements that was based on population density <ul style="list-style-type: none"> + Recommendation for community park + Opportunities to acquire open space and/or agricultural lands

Level of Service is a metric of how well an intersection or corridor is functioning for vehicular traffic. Levels range from LOS A to F. LOS A provides the most desirable conditions from the driver's point of view. However due to cost and environmental concerns, LOS B or C during peak hours are generally the design target. As an example, an intersection may function at LOS D during peak hours but function at LOS A when traffic is lighter.

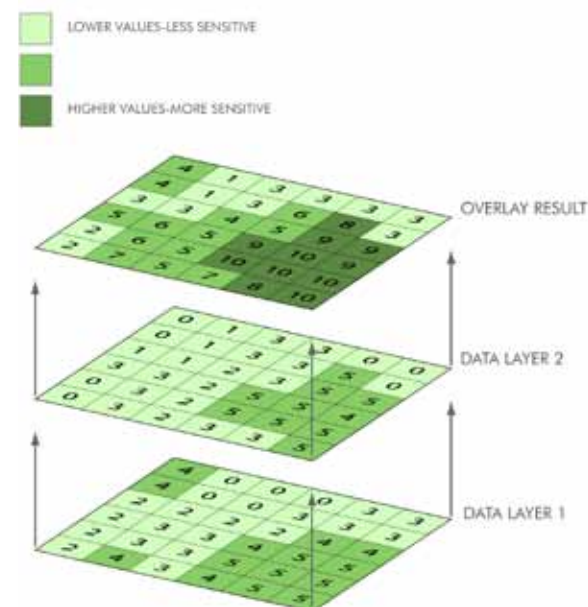
LAND SUITABILITY MODEL | UNDERSTANDING

PROCESS

The GIS data provided by Floyd County, Indiana and from USGS databank were used in this exercise to develop a sensitivity and suitability map, reflecting areas of environmental sensitivity and areas more suitable for development. Following is a brief summary of the process:

- Values were assigned to each natural feature using a scale of 1-3 (1 being less sensitive and 3 being highly sensitive)
- Weights were then assigned to each feature's values to differentiate the importance of one feature to another with respect to the project's site.
- The overall values were then "drilled down" on top of one another using GIS.

A diagram of this process can be seen below. The overall graphic, Land Suitability Model | Composite, reflects this process, and acts as framework for guiding the development of the Gateway Master Plan.



SUITABILITY CRITERIA

The following charts summarizes the assignment of criteria/sensitivity values (1-3) for the natural features.

LAND USE ANALYSIS

LU Code	Description	Sensitivity
11	Water	3
21	Developed - Open Space	1
22	Developed - Low Intensity	1
23	Developed - Medium Intensity	1
24	Developed - High Intensity	1
41	Forest - Deciduous	3
42	Forest - Evergreen	3
43	Forest - Mixed	3
52	Scrub	2
71	Grassland	1
81	Agriculture - Pasture	2
82	Agriculture - Cultivated Crops	3

SLOPES ANALYSIS

Slope Percentages	Sensitivity
0.000 - 3.000	1
3.001 - 6.000	1
6.001 - 9.000	1
9.001 - 12.000	2
12.001 - 15.000	2
15.001 - 18.000	2
18.001 - 21.000	3
21.001 - 30.000	3
30.001 - 54.000	3

SOILS ANALYSIS

Soils	Drainage / Erosion	Hydric	Shrink / Swell Potential	Sensitivity
BcrAQ	Well Drained	No	Low	1
BcrAW	Somewhat Poorly Drained		Low	2
CtwB	Well Drained		Moderate	2
GgbG	Hills & Knobs		Low	2
GgfE2	Eroded		Low	2
GmaG	Well Drained		Low	1
KxkC2	Moderately Well Drained		High	3
KxlC3	Severely Eroded		High	3
KxlE3	Severely Eroded		High	3
KxmE2	Well Drained		High	3
Pml	Severely Eroded		High	3
SfyB	Moderately Well Drained		High	3
SoIC2	Moderately Well Drained		Moderate	2
Uaa	Poorly Drained		-	3
UneC	Clayey Substratum		-	1

LAND SUITABILITY | LAND COVER



SUITABILITY
 CRITERIA



0 1000 2000 Feet

LEGEND

Land Cover

- Water
- Developed - Open Space
- Developed - Low Intensity
- Developed - Medium Intensity
- Developed - High Intensity
- Forest - Deciduous
- Forest - Evergreen
- Forest - Mixed
- Scrub
- Grassland
- Agriculture - Pasture
- Agriculture - Cultivated Crops

Environmental Sensitivity

- Low (1)
- Medium (2)
- High (3)

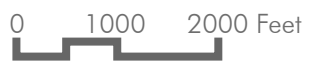
0 250 500 1000 Feet North

Data Source: Floyd County, Indiana GIS, USGS

LAND SUITABILITY | SLOPES

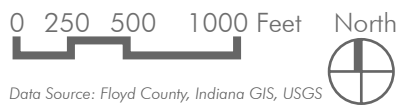


← SUITABILITY CRITERIA



LEGEND

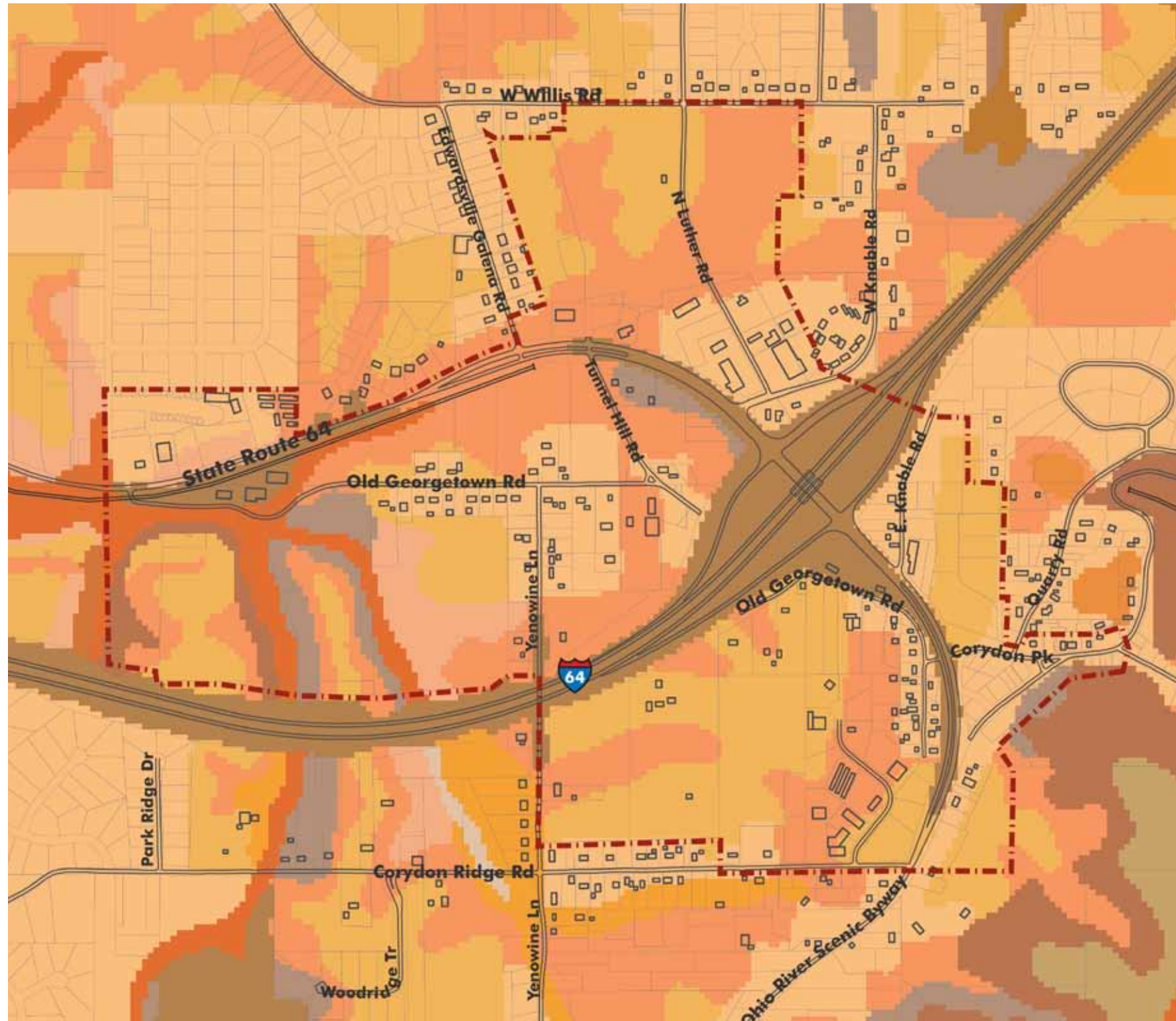
Slopes (Percentages)	Environmental Sensitivity
0.000 - 3.000	Low (1)
3.001 - 6.000	Medium (2)
6.001 - 9.000	High (3)
9.001 - 12.000	
12.001 - 15.000	
15.001 - 18.000	
18.001 - 21.000	
21.001 - 30.000	
30.001 - 54.000	



Data Source: Floyd County, Indiana GIS, USGS



LAND SUITABILITY | SOILS



SUITABILITY
 CRITERIA



0 1000 2000 Feet

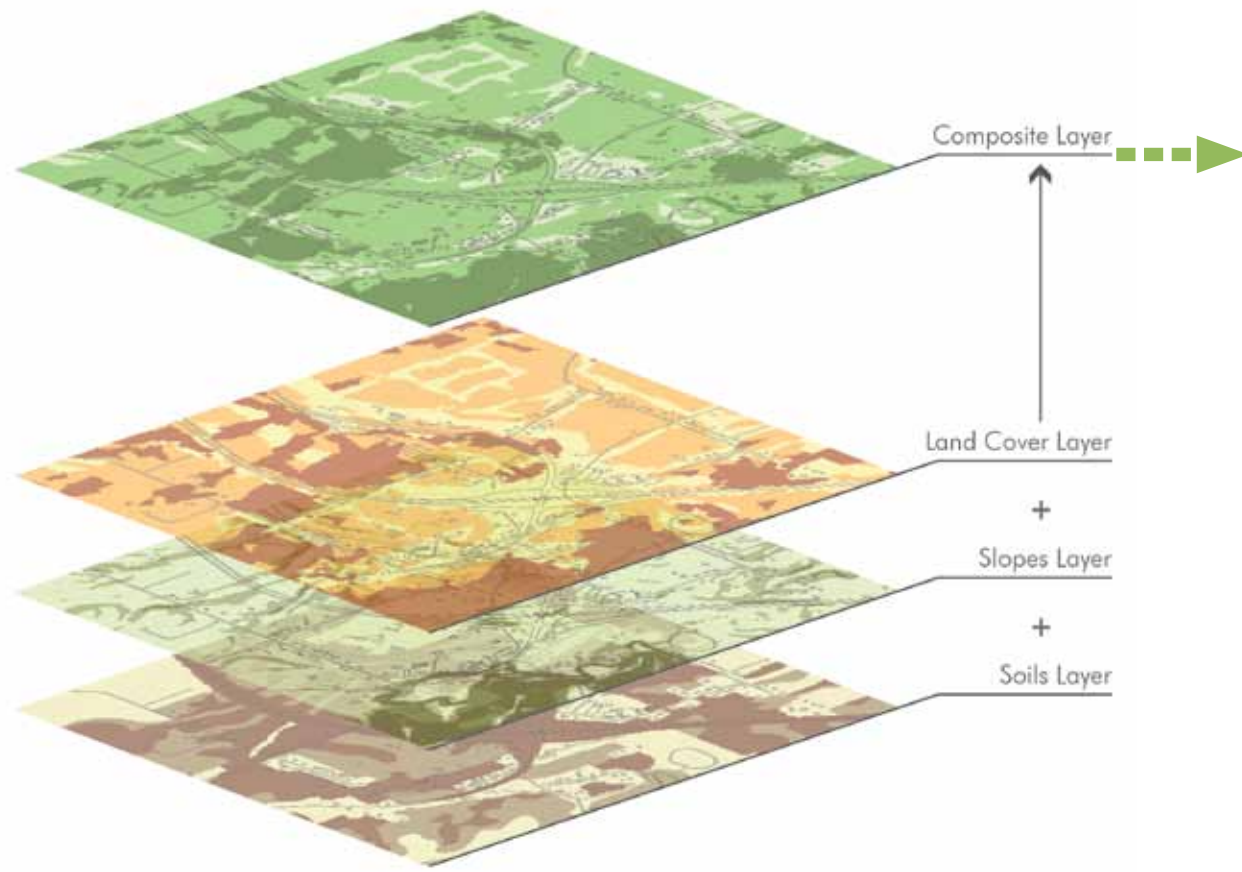
LEGEND

- | | | | |
|-------|-------|---------------------------|------------|
| Soils | | Environmental Sensitivity | |
| | BcrAQ | | Uaa |
| | BcrAW | | UneC |
| | CtwB | | W |
| | GgbG | | Low (1) |
| | GgfE2 | | Medium (2) |
| | GmaG | | High (3) |
| | KxkC2 | | |
| | KxlC3 | | |
| | KxlE3 | | |
| | KxmE2 | | |
| | Pml | | |
| | SfyB | | |
| | SolC2 | | |

0 250 500 1000 Feet North

Data Source: Floyd County, Indiana GIS, NRCS

LAND SUITABILITY | COMPOSITE



LEGEND

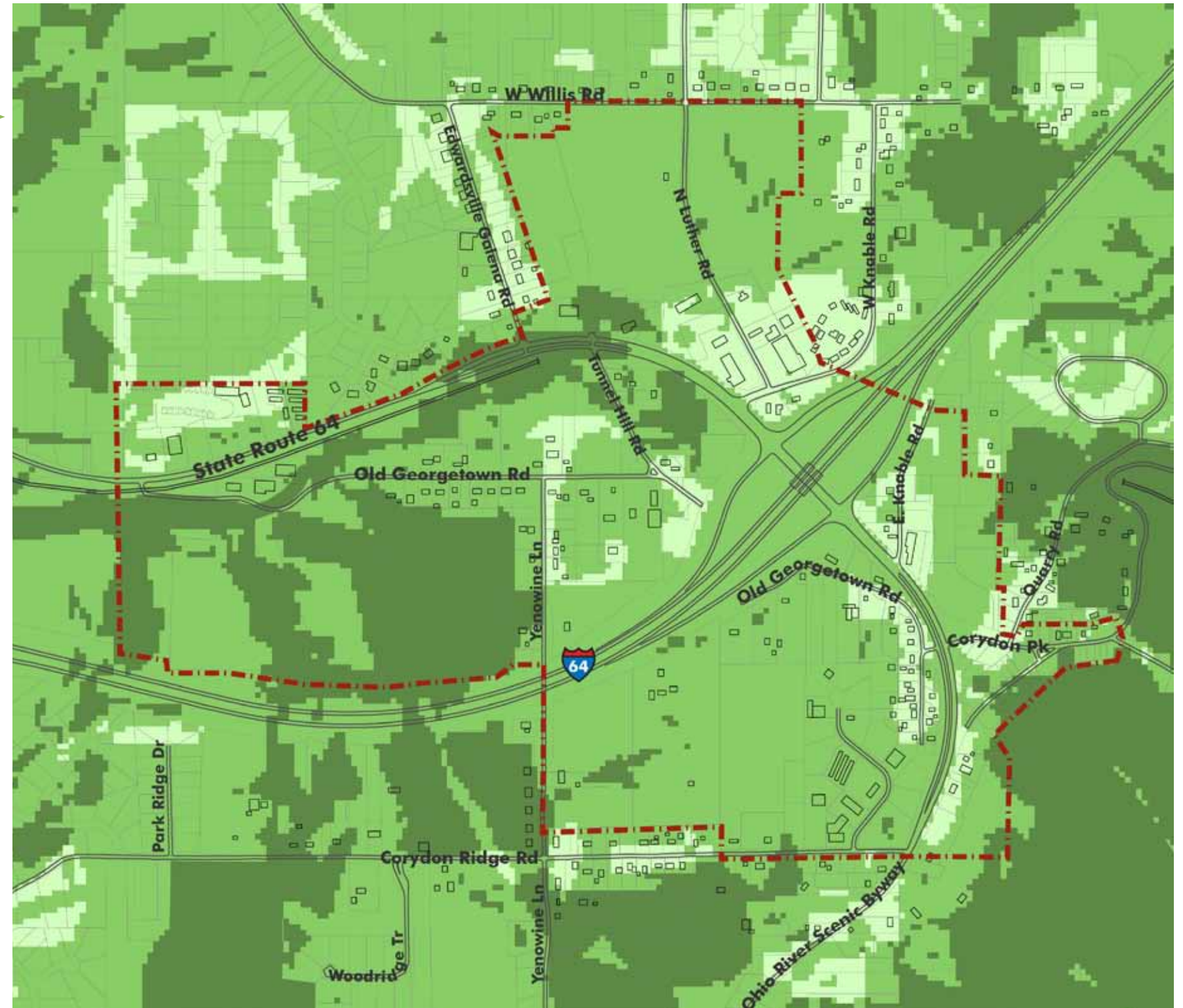
Environmental Sensitivity

- Low (1)
- Medium (2)
- High (3)

0 250 500 1000 Feet



Data Source: Floyd County, Indiana GIS, USGS, NRCS



EXISTING CONDITIONS | ANALYSIS



LEGEND

- Study Boundary
- Commercial Areas
- Industrial/Commercial Areas
- Residential Areas
- Stream
- Green Space/Parks
- Main Thoroughfare
- Railroad
- 1 Historic Edwarsville
- 2 Highway Focus Commercial Area
- 3 Industrial/Commercial Areas
- 4 County Owned Property
- 5 Cemetery
- 6 Highway Bisecting Community
- 7 Wooded Areas
- 8 Hilly & Forested Areas
- 9 Existing Parkland

EXISTING CONDITIONS & ISSUES

- Historic town south of interstate with older built form
- Newer commercial area north of interchange and newer residential stock
- Interstate bisecting community and creating "canyon" effect
- Excellent views towards southeast

0 250 500 1000 Feet



Data Source: Floyd County, Indiana GIS

EXISTING CONDITIONS | ANALYSIS

CHARACTER & BUILT FORM

EXISTING CONDITIONS

HIGHWAY RELATED USES

SUBURBAN CHARACTER

HAPHAZARD LOCATION OF USES

OPPORTUNITIES

CONNECTION BETWEEN HISTORIC TOWN AND NEW COMMERCIAL AREAS

HIGHER QUALITY ARCHITECTURE AND SITE DEVELOPMENT



STREETSCAPE

EXISTING CONDITIONS

HIGHWAY APPROACH TO INTERCHANGE THROUGH WOODED AND NATURAL AREAS

WIDE RIGHTS-OF-WAY WITH LACK OF DEFINITION TO PUBLIC REALM AND PRIVATE PROPERTY

OPPORTUNITIES

ENHANCE THE HISTORIC CORE WITH CONTEXT SENSITIVE STREETSCAPE ENHANCEMENTS

SIDEWALK CONNECTIONS AND LANDSCAPE ENHANCEMENTS



EXISTING CONDITIONS | ANALYSIS

PUBLIC SPACES, TRAILS

EXISTING CONDITIONS

GARRY E. CAVIN PARK, CEMETERY,
LINCOLN HERITAGE TRAIL, GEORGE
ROGERS CLARK TRAIL

LACK OF ALTERNATIVE CONNECTIONS
BETWEEN DESTINATIONS AND
RESIDENTIAL NEIGHBORHOODS



OPPORTUNITIES

CONNECT NEIGHBORHOODS AND
COMMERCIAL AREAS WITH BIKEWAYS,
SIDEWALKS, TRAILS

CONNECTIVITY WITH REGIONAL TRAILS



SIGNAGE & WAYFINDING

EXISTING CONDITIONS

HIGHWAY AND SUBURBAN CHARACTER

HAPHAZARD USE OF SIGNAGE



OPPORTUNITIES

DEVELOP SIGNAGE AND WAYFINDING
FAMILY APPROPRIATE TO REDEVELOPMENT
CHARACTER



PAST CONDITIONS | HISTORIC MAPS AND IMAGERY

1917



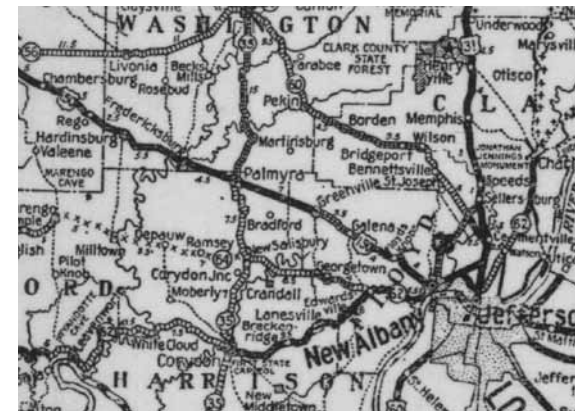
Courtesy: Indiana Historical Society

1924



Courtesy: Indiana Historical Society

1930



Courtesy: Indiana Historical Society

1881



Edwardsville Tunnel (East End)
Courtesy: Indiana Historical Society

OPPORTUNITIES | ANALYSIS

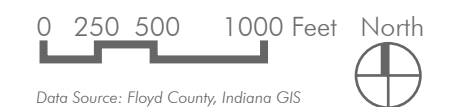


LEGEND

- Study Boundary
- Commercial Areas
- Residential Areas
- Stream
- Green Space/Parks
- Main Thoroughfare
- Railroad
- Potential Gateway Enhancements
- 1 Historic Edwarsville
- 2 Highway Focus Commercial Area
- 3 Enhanced Connection between Historic Core and Newer Commercial Areas
- 4 Connection with Park
- 5 Improved Connectivity between North and South Areas of I-64
- 6 Landscape Improvements of Interchange Areas

OPPORTUNITIES



- Connect historic Edwarsville with newer commercial areas
- Create distinctive niche land uses
- Promote alternative transportation and trails, bikeways, sidewalk connections
- Preserve view corridors
- Redevelop opportunity sites






Data Source: Floyd County, Indiana GIS

OPPORTUNITIES | POTENTIAL DEVELOPMENT AREAS


LEGEND

-  Study Boundary
-  Residential Areas
-  Stream
-  Green Space/Parks
-  Main Thoroughfare
-  Railroad

NEW TOWN CENTER AREA

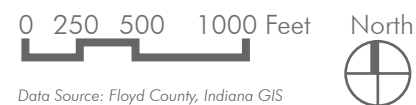
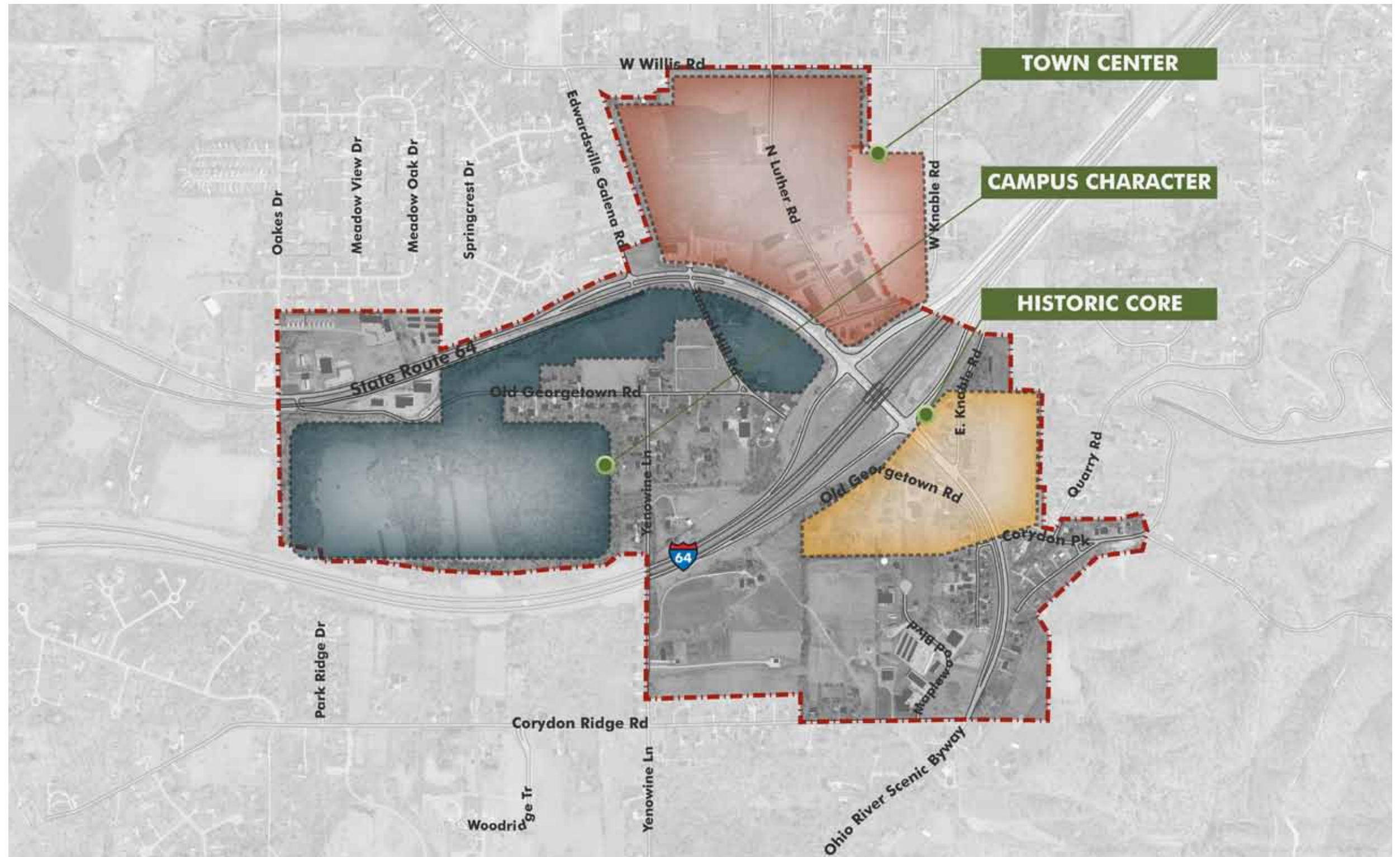
-  Neighborhood Serving Commercial
-  Restaurants and Retail
-  Higher Density Housing

CAMPUS AREA

-  Institutional/Educational/Research Facilities

OLD TOWN CENTER AREA

-  Redevelop Old Town Character



Data Source: Floyd County, Indiana GIS

EXISTING CONDITIONS | SIGNAGE & WAYFINDING INVENTORY & ANALYSIS

SIGNAGE



VICINITY CHARACTER



Refer to Existing Conditions & Assets Map

FINDINGS | SIGNAGE & WAYFINDING

DEFINITIONS

- Placemaking is a multi-faceted approach to the planning, design and management of public spaces
- Placemaking capitalizes on existing and potential assets to improve the community, and acts as a catalyst for advancement and growth
- Identity is a visual representation of an organization, idea, product or place
- Identity concepts are developed by exploring values that are significant to a community, including character, culture and history
- Identity can be used for numerous branding efforts—this study could be used as a framework for future identity and branding development
- Together, placemaking and identity can enhance community presence

DATA COLLECTION

- Floyd County formed in 1819, county seat is New Albany
- 2006 county population: 72,570
- Part of Louisville/Jefferson County, KY-IN Metropolitan Statistical Area
- Floyd County area was conquered by George Rogers Clark during American Revolution
- Said to be named for (James) John Floyd
- 19th century immigrants to Floyd County may include Irish, German and French
- Edwardsville established in 1853
- Longest railroad tunnel in Indiana located in Edwardsville (±4,295 feet long) “Duncan Tunnel” built in 1881 through Knobstone Escarpment. Currently in use by Norfolk Southern Railway.

OBSERVATIONS

- Site visit on April 30, 2011
- Limited identity signage, includes standard DOT and private/local signage
- No entrance signage or announcement of Edwardsville
- Wayfinding signage related to Edwardsville is very minimal
- No existing brand or identity
- Limited land/streetscape enhancements
- No defined destinations for visitors

CONCERNS

- Edwardsville is unincorporated
- No existing boundaries
- Currently, identity efforts would be based on the “idea” of Edwardsville
- Physical assets have Georgetown addresses
- Identity confusion with other areas: i.e., Georgetown, and “Southern Indiana is the Sunny Side of Louisville” slogan used by Convention & Tourism Bureau
- Lack of wayfinding discourages visitors
- No identifying characteristics of Edwardsville

POTENTIAL ASSETS & RESOURCES



PHYSICAL ASSETS

- A Garry E. Cavan Park**
6485 Corydon Ridge Road
Georgetown, IN 47150
- B Old School**
Old Georgetown Road
- C Duncan Tunnel**
- D Historic Building**
Corydon Pike
- E Water Tower**
Edwardsville Water Corporation
(est. 1963)
545 Maplewood Blvd.
Georgetown, IN 47122
- F Georgetown Township Fire Department – Station 2**
5610 Corydon Ridge Road
Georgetown, IN 47122
- G Polly’s Freeze**
5242 State Road 62
Georgetown, IN 47122



Refer to Existing Conditions & Assets Map

CULTURAL/HISTORIC BACKSTORIES

- Old Corydon Road (plank road)
- Native American Heritage
- Canning Factory
- Agricultural Roots
- Knobstone Escarpment History

Backstories require research and authentication.

GENERAL RESOURCES

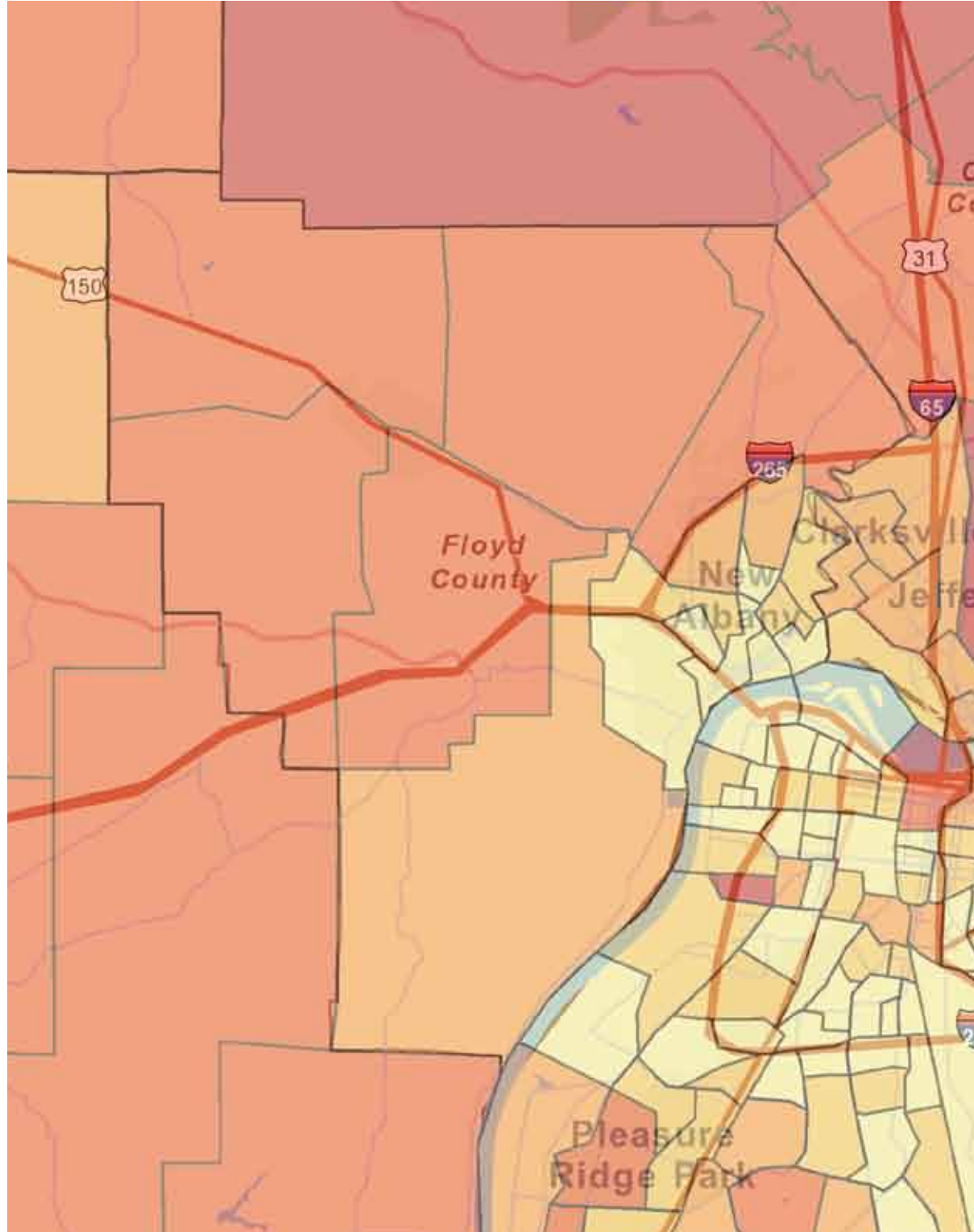
- **Floyd County Government**
<http://www.floydcounty.in.gov>
311 Hauss Square
New Albany, IN 47150
- **Floyd County Historical Society**
Padgett Museum
509 West Market Street
New Albany, IN 47150
- **Floyd County News**
<http://newsandtribune.com/floydcounty>
- **Clark-Floyd Counties Convention & Tourism Bureau**
<http://www.sunnysideoflouisville.org>
315 Southern Indiana Avenue
Jeffersonville, IN 47130
- **Indiana State Library**
<http://www.in.gov/library>
315 W. Ohio Street
Indianapolis, IN 46202
- **Indiana State Archives**
<http://www.indianadigitalarchives.org>
6440 E. 30th Street
Indianapolis, Indiana 46219
- **Indiana Historical Society**
<http://www.indianahistory.org>
450 West Ohio Street
Indianapolis, IN 46202
- **STATS Indiana – Floyd County Profile**
http://www.stats.indiana.edu/profiles/profiles.asp?scope_choice=a&county_changer=18043&button1=Get+Profile&id=2&page_path=Area+Profiles&path_id=11&panel_number=1
- **National Register of Historic Places**
<http://www.nationalregisterofhistoricplaces.com/in/Floyd/state.html>

EXISTING CONDITIONS & ASSETS MAP | SIGNAGE & WAYFINDING



SECTION TWO

MARKET ANALYSIS



OBJECTIVES

Describe the context of the Edwardsville Gateway relative to market opportunities and regional competitive context.

- General Market Characteristics - Demographic Changes Over Time
- Visitor / Tourism Impacts
- Retail Analysis - Opportunities for Expansion
- Business Analysis - Regional Marketplace and Niche Opportunities Analysis

KEY OBSERVATIONS

- The population in the area around Edwardsville has grown in the past 20 years and is anticipated to continue to do so.
- Interstate 64 is a primary thoroughfare into New Albany, IN and Louisville, KY. Highway travellers and commuters are an important source of customer traffic for Edwardsville businesses. Future development along the interchange will likely continue to follow this market.
- Residential growth out from the Louisville metropolitan area will continue to influence development patterns in the area.
- Local and other nearby residents - particularly those passing by to access I-65 are the primary market targets for the area retail businesses.
- Regional visitors and other tourists also offer an important source of customer traffic for local merchants.
- Retail Analysis - Opportunities for Expansion to target local residence such as a high quality grocery store or bank.

MARKET ANALYSIS | MARKET INFLUENCES AND CHARACTERISTICS

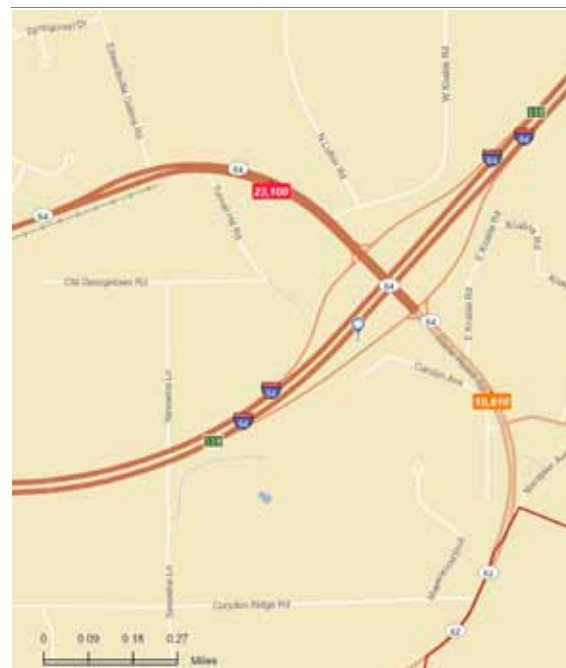
Edwardsville has been impacted drastically by transportation throughout its history. The construction of Interstate 64 effectively bisected the community. Development has centered on the interchange and the traffic exposure that it brings.

Interstate 64 represents a primary entry into New Albany and Louisville. Edwardsville's close proximity to these two entities brings opportunities for growth. The SR 64/State Route 62 has been recognized as potential commercial gateway. Over 30,000 cars pass the intersection daily, potentially impacting highway service businesses such as restaurants and service stations.

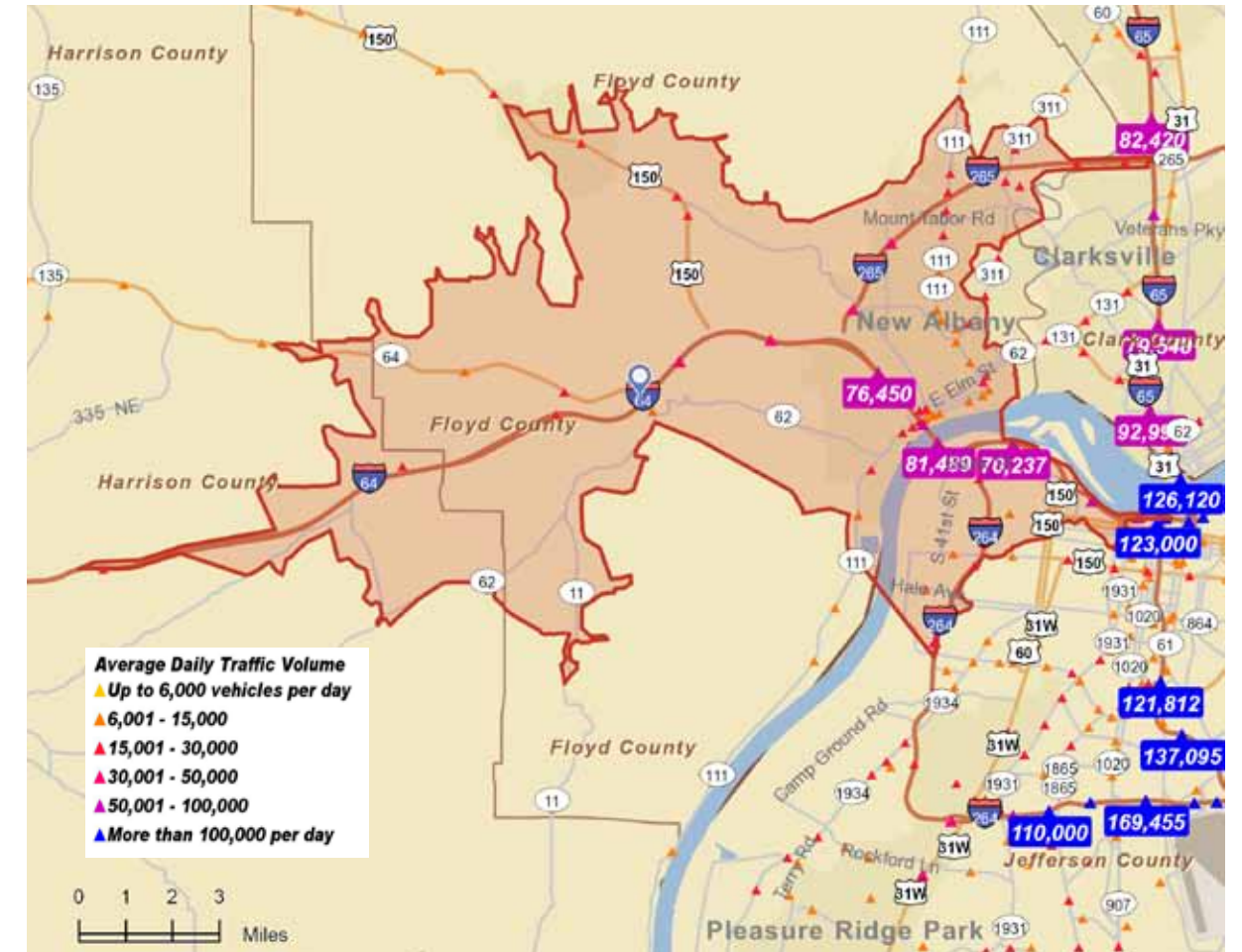
With its close proximity and short drive times to the Louisville Jefferson Metropolitan Area there is also a potential for capturing local income by providing area residents with high quality development such as grocery stores, banks or other service businesses.



INDOT Map of I-69 Planned Route



State Route 62 traffic, north and south of interchange.



Regional Traffic Map - 5-Minute Drive Radius



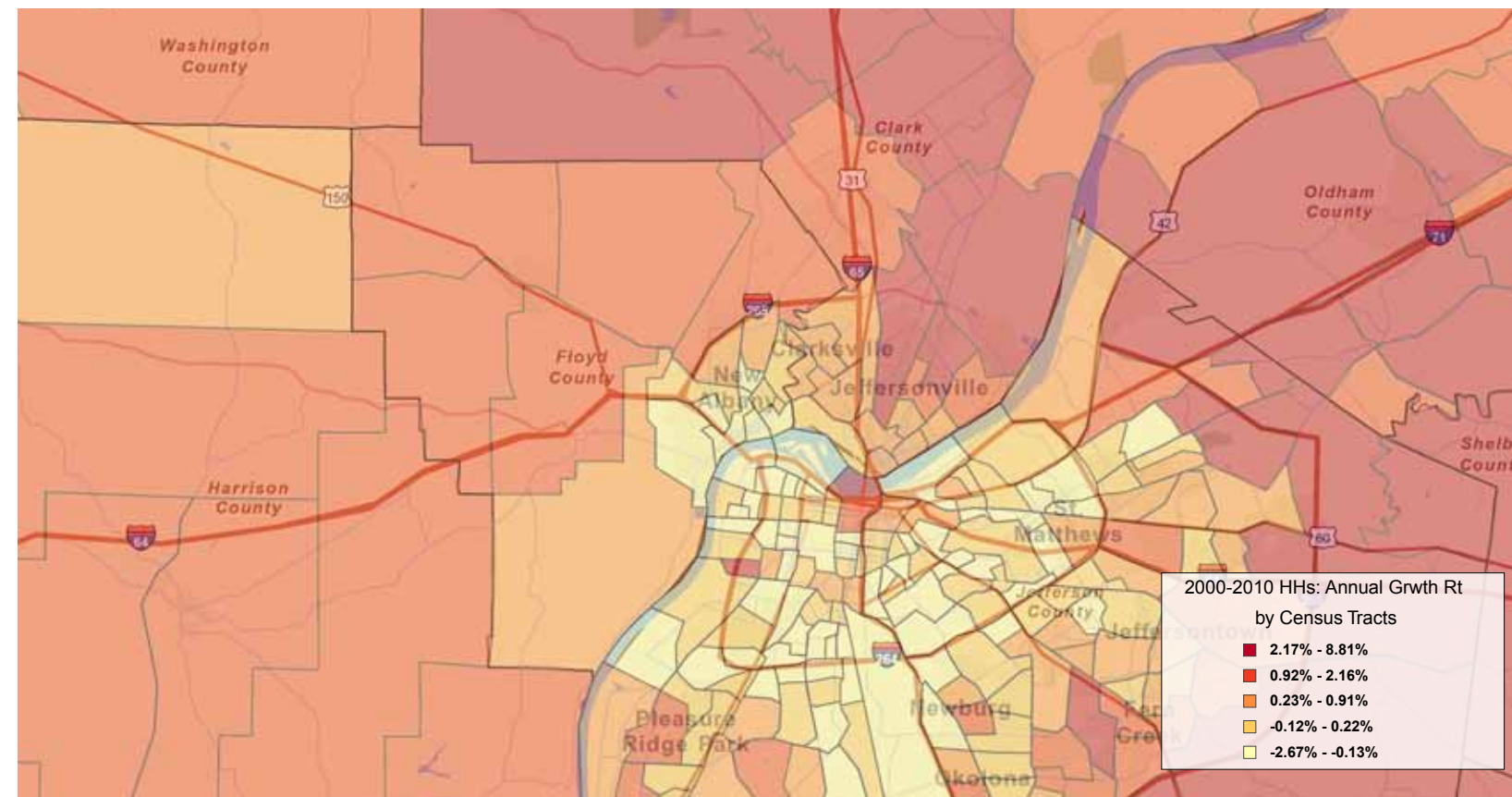
MARKET ANALYSIS | DEMOGRAPHICS

The Edwardsville gateway area has experienced population growth since 1990 and is anticipated to continue to expand with residential growth out of the Louisville metropolitan area.

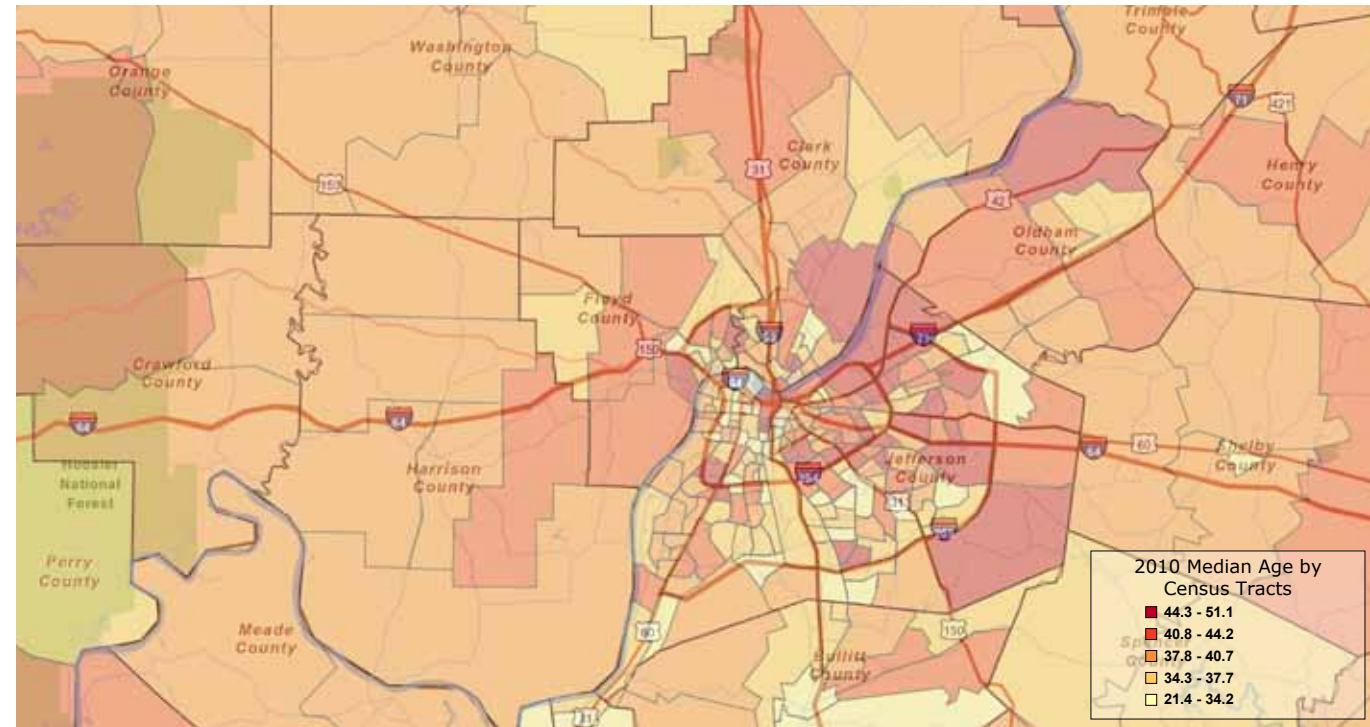
	Floyd County, IN		10-Minute Drive		Louisville Jefferson MSA	
	Population	Households	Population	Households	Population	Households
1990 Census	64,404	24,085	86,799	31,954	1,055,973	404,573
2000 Census	70,823	27,511	86,331	33,233	1,161,975	462,241
2010 Census	73,031	28,672	82,478	32,598	1,235,476	494,752
2015 Projection	77,010	30,494	87,538	34,519	1,323,841	536,904
Change						
1990-2000	10.0%	14.2%	-0.5%	4.0%	10.0%	14.3%
2000-2010	3.1%	4.2%	-4.5%	-1.9%	6.3%	7.0%
2010-2015	5.4%	6.4%	6.1%	5.9%	7.2%	8.5%

Source: US Census Bureau, ESRI Projection

Regionally, Louisville has experienced its greatest population growth in the areas outside the Interstate 265 beltway. The north western section of Floyd County - including the Edwardsville area - is a region of such growth.



MARKET ANALYSIS | DEMOGRAPHICS

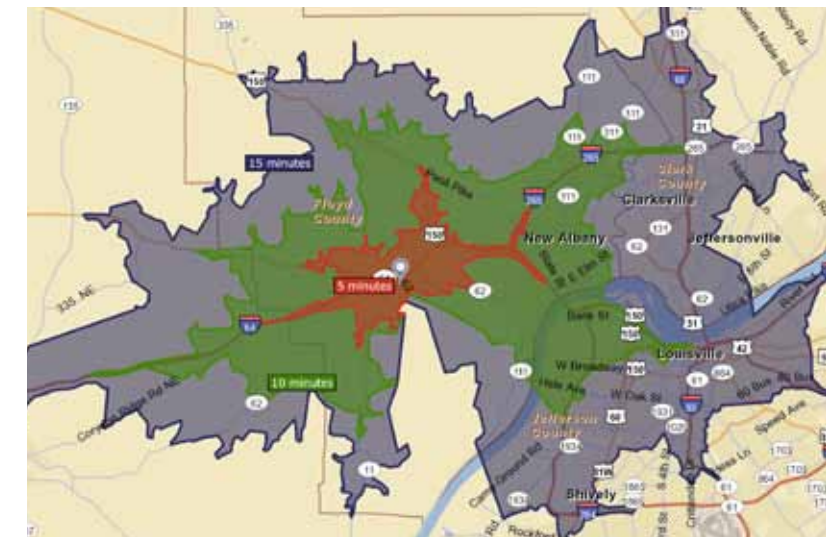


The median age found in the Edwardsville area is similar to the surrounding suburbs. The median age of the Louisville Metropolitan Statistical Area (MSA)¹ is 38.6 years. Locally, within 5-minutes of the Edwardsville interchange, the median age is slightly older - 41.9 years. Floyd County overall has a median age of 39.1 years.

¹The Louisville MSA includes Indiana Counties Clark, Floyd, Harrison, Scott and Washington as well as Kentucky Counties Bullitt, Henry, Jefferson, Meade, Nelson, Oldham, Shelby, Spencer and Trimble.

Population by Age - 2010 Estimates					
	Floyd County	5-Minute Drive	10-Minute Drive	15-Minute Drive	Louisville MSA
Median Age	39.1	41.9	38.0	37.6	38.6
2010 Population by Age					
Total	74,746	4,134	86,546	259,517	1,273,611
Age 0 - 4	7%	5%	7%	7%	7%
Age 5 - 9	6%	6%	7%	7%	7%
Age 10 - 14	6%	7%	7%	6%	7%
Age 15 - 19	7%	8%	7%	7%	7%
Age 20 - 24	6%	5%	6%	7%	6%
Age 25 - 34	13%	10%	12%	13%	13%
Age 35 - 44	13%	13%	13%	13%	14%
Age 45 - 54	16%	20%	16%	15%	16%
Age 55 - 64	13%	15%	12%	12%	13%
Age 65 - 74	7%	7%	7%	7%	7%
Age 75 - 84	4%	3%	4%	5%	4%

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.



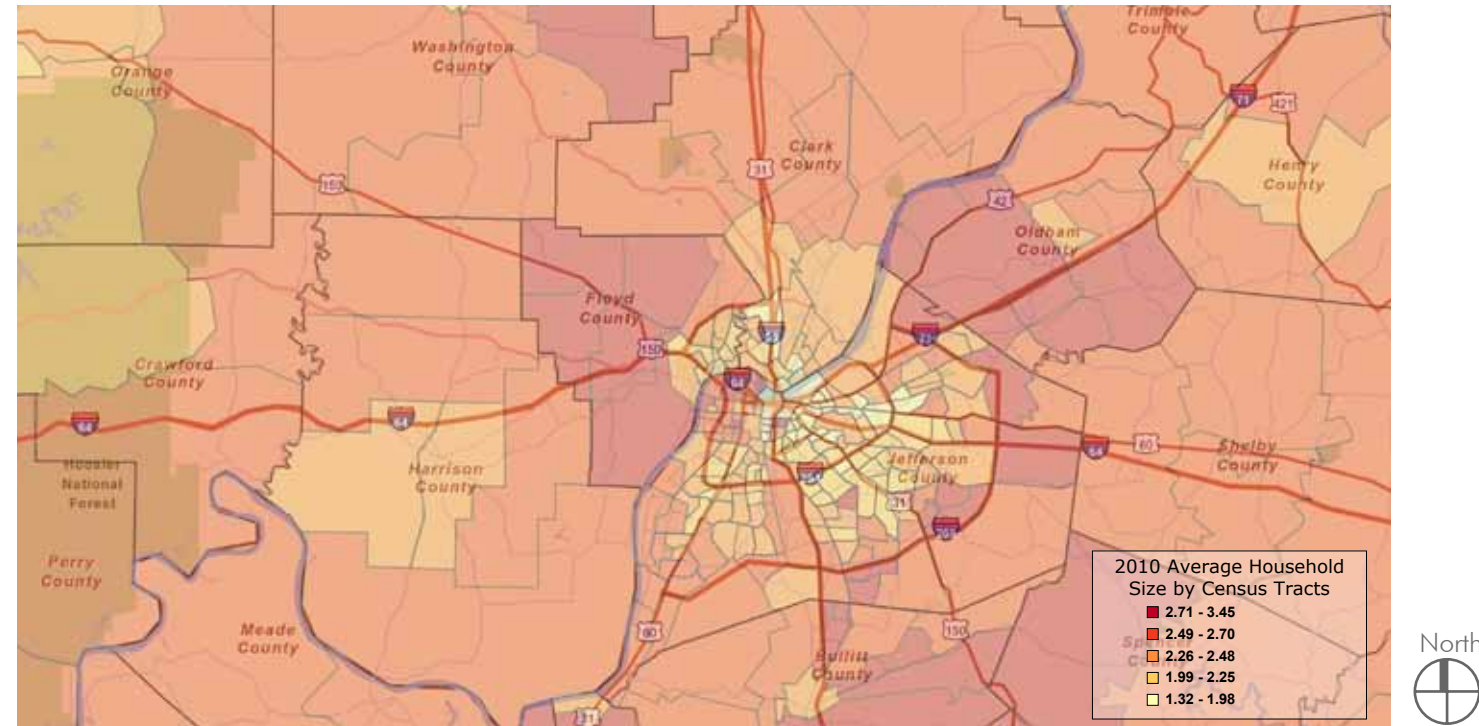
Drive time market capture area around the Edwardsville Interchange on Interstate 64. Approximate areas within 5, 10 and 15-minutes.

MARKET ANALYSIS | DEMOGRAPHICS

Household sizes in the area reflect those of surrounding suburbs.

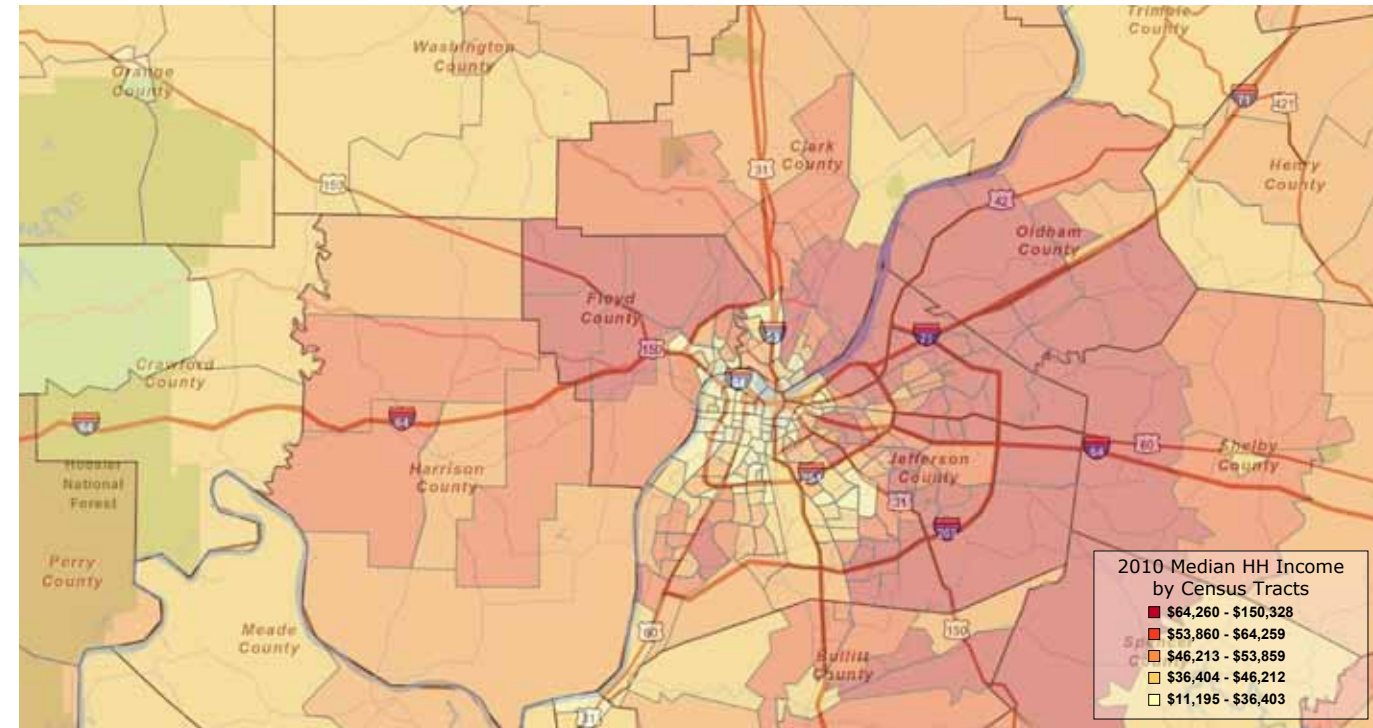
Locally (within 5-minutes of Edwarsville), over four in five households (84%) are classified as families. Over 40% of all households contain children.

In Floyd County, one in four households are singles living alone.



Households by Type					
	Floyd County	5-Minute Drive	10-Minute Drive	15-Minute Drive	Louisville MSA
Family Households	72%	84%	69%	59%	68%
Married-couple Family	55%	74%	43%	36%	51%
With Related Children	26%	36%	20%	16%	23%
Other Family (No Spouse)	16%	11%	26%	24%	17%
With Related Children	11%	7%	18%	16%	11%
Nonfamily Households	28%	16%	31%	41%	32%
Householder Living Alone	24%	13%	26%	34%	27%
Householder Not Living Alone	5%	3%	5%	6%	5%
Households with Related Children	37%	43%	38%	32%	35%
Households with Persons 65+	22%	16%	24%	23%	22%

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.



Like surrounding areas of the Louisville metropolitan area, the Edwardsville area has relatively high median household income.

Households within 5-minutes drive of the Edwardsville interchange have a median household income that is 50% higher than the surrounding MSA.

Median Household Income - 2010 Estimates					
	Floyd County	5-Minute Drive	10-Minute Drive	15-Minute Drive	Louisville MSA
Household Income Base	29,478	1,497	33,946	110,304	514,378
< \$15,000	10%	4%	18%	20%	11%
\$15,000 - \$24,999	9%	5%	12%	12%	9%
\$25,000 - \$34,999	9%	5%	11%	12%	11%
\$35,000 - \$49,999	17%	14%	15%	15%	15%
\$50,000 - \$74,999	22%	24%	20%	19%	22%
\$75,000 - \$99,999	17%	21%	13%	12%	15%
\$100,000 - \$149,999	12%	19%	8%	7%	12%
\$150,000 - \$199,999	3%	4%	2%	1%	2%
\$200,000 +	2%	4%	2%	2%	3%
Average Household Income	67,470	83,886	53,942	51,757	66,505
Median Household Income					
2000 Census	44,080	62,110	32,593	30,297	40,850
2010 Estimate	56,471	73,087	43,227	40,417	53,666
Growth 2000-2010	28%	18%	33%	33%	31%
2015 Projection	64,245	82,262	51,236	46,501	60,476
Growth 2010-2015	14%	13%	19%	15%	13%

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

Residents in the nearby area almost exclusively own their homes - there are fewer than one-in-ten renters and very low vacancy relative to surrounding areas.

The local median home value of \$157,009 is higher than Floyd County and the Louisville MSA.

U.S. Census Housing Statistics					
	Floyd County	5-Minute Drive	10-Minute Drive	15-Minute Drive	Louisville MSA
2010 Housing Units	32,380	1,583	38,815	125,657	563,553
Owner Occupied Housing Units	66%	85%	55%	48%	63%
Renter Occupied Housing Units	25%	9%	32%	40%	28%
Vacant Housing Units	9%	6%	13%	12%	9%
Median Home Value					
2000	104,368	138,252	78,887	80,436	98,875
2010	124,388	157,009	96,240	99,430	129,685
2015	137,433	168,304	108,576	113,206	149,363
Growth 2000-2010	32%	22%	38%	41%	51%
Occupied Housing Units by Value					
Total	19,949	1,155	21,245	58,640	321,347
< \$50,000	8%	4%	21%	20%	11%
\$50,000 - \$99,999	40%	23%	47%	49%	40%
\$100,000 - \$149,999	28%	32%	19%	18%	25%
\$150,000 - \$199,999	15%	23%	8%	7%	12%
\$200,000 - \$299,999	8%	16%	4%	4%	8%
\$300,000 - \$499,999	2%	2%	1%	1%	3%
\$500,000 - \$999,999	0%	0%	0%	0%	1%
\$1,000,000+	0%	0%	0%	0%	0%
Average Home Value	124,711	146,510	95,076	95,832	125,753
Rent Rates					
Median Rent	\$425	\$453	\$372	\$377	\$417
Average Rent	\$406	\$487	\$358	\$373	\$428

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

The local population has a higher propensity for higher education. Approximately two-thirds of the population within 5-minutes of the study area has at least some college.

Educational Attainment - 2010 Estimates					
	Floyd County	5-Minute Drive	10-Minute Drive	15-Minute Drive	Louisville MSA
Total	51,221	2,852	57,159	173,236	862,552
Less than 9th Grade	4%	2%	6%	5%	4%
9th - 12th Grade, No Diploma	9%	5%	14%	13%	9%
High School Graduate	32%	30%	34%	33%	33%
Some College, No Degree	23%	24%	22%	22%	22%
Associate Degree	9%	10%	8%	7%	8%
Bachelor's Degree	16%	19%	11%	12%	15%
Graduate/Professional Degree	8%	11%	6%	7%	9%
High School or Less	44%	36%	54%	51%	46%
More than High School	56%	64%	47%	49%	54%

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

The local population is less ethnically diverse - nearly all persons report race and ethnicity of "White Alone" within 5-minutes of Edwardsville. Within 10-minutes, one-in-three persons reports some other ethnicity.

Race and Ethnicity - 2010 Estimates					
	Floyd County	5-Minute Drive	10-Minute Drive	15-Minute Drive	Louisville MSA
Total	74,746	4,138	86,551	259,517	1,273,611
White Alone	91%	97%	64%	62%	82%
Black Alone	5%	1%	33%	34%	13%
American Indian Alone	0%	0%	0%	0%	0%
Asian or Pacific Islander Alone	1%	1%	1%	1%	1%
Some Other Race Alone	1%	1%	1%	1%	1%
Two or More Races	2%	1%	2%	2%	2%
Hispanic Origin	2%	2%	2%	3%	3%

Source: U.S. Census 2000, ESRI Current Year Estimates and 5-year Projections.

MARKET ANALYSIS | EXISTING DEVELOPMENT SUMMARY

The current commercial businesses within a mile of the Interstate 64 and State Route 62 in Edwardsville is diverse and represents a broad range in sector and number of individuals employed.

Major employers include McDonalds, Clayton Homes, various government entities, Floyd Central Thriftway and Roberts Heating and Cooling (indicated in the following chart).

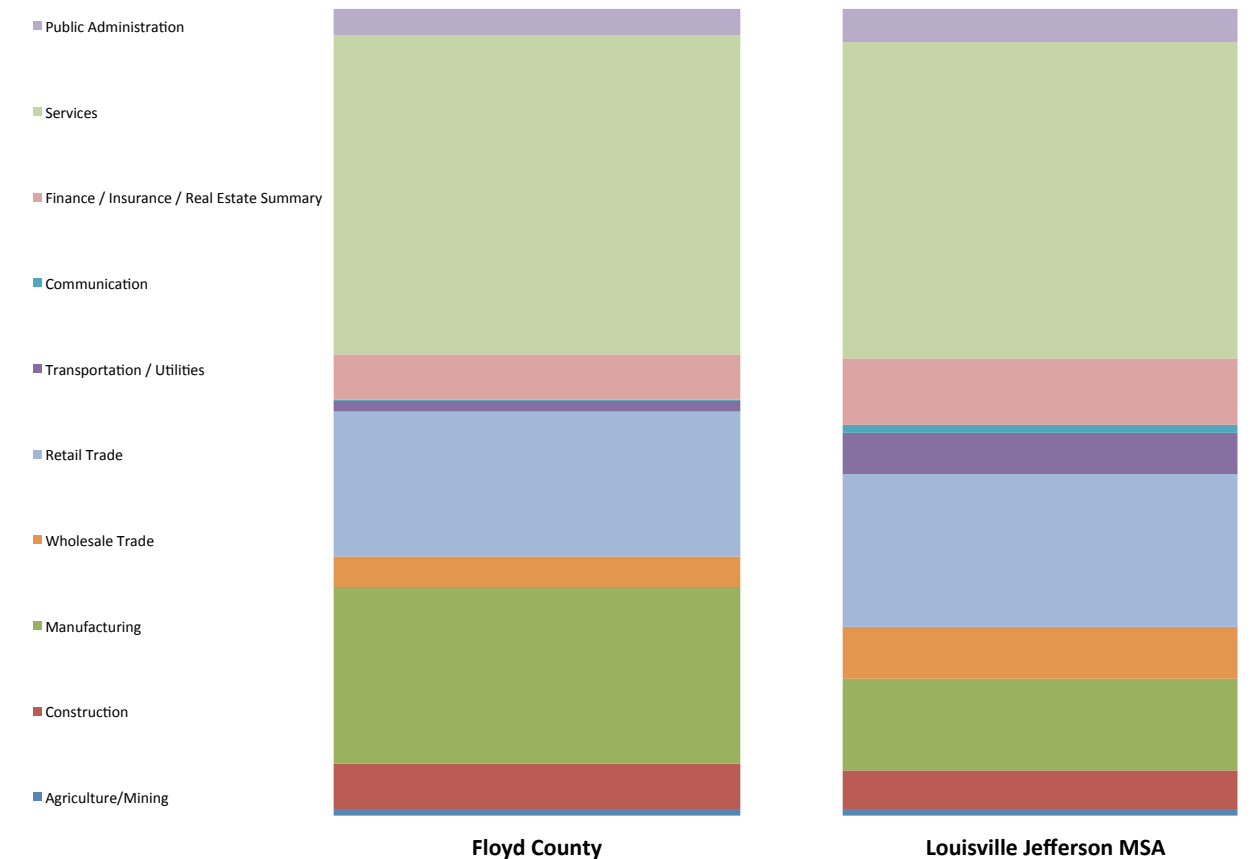
Business Name	Address	Use Type	Employees	Sales (\$000)
Rush & Co. Aerial Advertising	1524 Lakeland Dr. Georgetown, IN 47122	Advertising	1	\$296
Highland Auto Svc. Inc	5073 State Rd. 62 Georgetown, IN 47122	Auto Service	4	\$460
Jecker's Body Shop	6109 State Rd. 62 Georgetown, IN 47122	Auto Service	2	\$226
Wallace Race Car Lettering	5484 W Willis Rd. Georgetown, IN 47122	Auto Service	1	\$173
B & D Auto Sales	522 Maplewood Blvd. Georgetown, IN 47122	Car Sales	2	\$1,342
Shepard Of the Hills Church	5231 State Rd. 62 Georgetown, IN 47122	Church	10	\$0
Heartstrings	548 Stoneview Dr. New Albany, IN 47150	Clothing Design / Sales	1	\$49
Bob Owings Patterns Inc.	505 Maplewood Blvd. Georgetown, IN 47122	Engineering Services	12	\$2,748
Bill Gibson Engineer & Surveyor	5421 State Rd. 62 Georgetown, IN 47122	Engineering Services / Surveying	1	\$110
Gregory Martin Conveyor	1549 Pirtle Dr. Georgetown, IN 47122	Engineering Services / Surveying	3	\$1,632
First Harrison Bank	5100 State Rd. 64 Georgetown, IN 47122	Financial Services	4	\$0
Harritt Group Inc.	4704 CorydonPike New Albany, IN 47150	Financial Services	5	\$1,095
Roberts Heating Air Conditioning	535 Maplewood Blvd. Georgetown, IN 47122	Heating / Cooling Service	28	\$5,600
Womens Healthcare Of Southern IN	5300 State Rd. 64 # 103 Georgetown, IN 47122	Healthcare	15	\$2,985
Clayton's Homes Inc.	1151 W. Knable Rd. Georgetown, IN 47122	Home Manufacturing & Sales	45	\$23,760
T Square Homes	1006 Canyon Rd. New Albany, IN 47150	Home Manufacturing & Sales	2	\$688
Bronze N Bearings	5224 State Rd. 62 Georgetown, IN 47122	Manufacturing	1	\$570
Edwardsville Water Corp	545 Maplewood Blvd. Georgetown, IN 47122	Municipal Service	11	\$2,838
Floyd County Road Dept	6412 Old Georgetown Rd. Georgetown, IN 47122	Municipal Service	33	\$9,933
Georgetown Twp Fire Dept	5610 Corydon Ridge Rd. Georgetown, IN 47122	Municipal Service	30	\$0
D R Jones Plumbing Co.	4946 W Willis Rd. Georgetown, IN 47122	Plumbing Service	4	\$752
Indiana Land Co.	1046 W Knable Rd. Georgetown, IN 47122	Real Estate Office	5	\$670
Korner Kitchen & Pub	1027 N. Luther Rd. Georgetown, IN 47122	Restaurant	12	\$480
Mc Donalds	1051 N. Luther Rd. Georgetown, IN 47122	Restaurant / Fast Food	51	\$2,040
A Pizza King	1027 N. Luther Rd. Georgetown, IN 47122	Resturant / Food Service	10	\$560
Mister Hardware Store	1035 N. Luther Rd. Georgetown, IN 47122	Retail	6	\$1,062
Quilting Bee Quilt Shop	4904 Old Georgetown Rd. Georgetown, IN 47122	Retail	4	\$596
Drug Store	1044 N LutherR Rd. Georgetown, IN 47122	Retail / Pharmacy	8	\$1,464
Floyd Memorial Family Medicine	5300 State Rd. 64 # 101. Georgetown, IN 47122	Retail / Pharmacy	5	\$995
Collins Classic Creations	1031 N Luther Rd. Georgetown, IN 47122	Salon	2	\$110
Nudu's	1041 N. Luther Rd. Georgetown, IN 47122	Salon	1	\$58
Indiana Fire Instructors	1048 N. Luther Rd. Georgetown, IN 47122	School / Instruction	2	\$0
Shepard Of the Hills Preschool	5231 State Rd. 62 Georgetown, IN 47122	School / Instruction	6	\$252
Gas & Stuff	1046 N. Luther Rd. Georgetown, IN 47122	Service Station	13	\$6,032
Jeff Smith Marathon	917 E. Knable Rd. Georgetown, IN 47122	Service Station	11	\$5,104
B & D Storage	522 Maplewood Blvd. Georgetown, IN 47122	Storage	2	\$412
Circle K	1038 W Knable Rd. Georgetown, IN 47122	Supermarket	6	\$1,344
Floyd Central Thriftway	1042 N. Luther Rd. Georgetown, IN 47122	Supermarket	40	\$9,880
Edwardsville Animal Clinic	1254 W Knable Rd. Georgetown, IN 47122	Veterinarian	5	\$530
Totals			404	\$86,846

Source: Infogroup, Omaha NE Copyright 2002, all rights reserved.

An analysis of Employment by Industry for Floyd County and the Louisville Jefferson Metro Area is presented below.

The employment base is predominately service oriented providing more than a third of the jobs in the region. The retail and manufacturing industry are also highly represented in the employment base. Floyd County has a strong manufacturing employment base and relatively fewer jobs in transportation / utilities compared to the larger MSA.

Employment By Industry



MARKET ANALYSIS | EXISTING DEVELOPMENT SUMMARY

A more specific analysis of the Employment by Industry for Edwardsville is presented below.

The high number of employees working in and around the study area are a source for potential development.

Within 10-minutes of the Interstate 64 / State Route 62 there are over 35,000 employees working at nearly 2,750 businesses. These individuals add to the over 613,000 residential population to create demand for transportation, retail goods and services.

Daytime Population Summary	Floyd County, IN				10-Minute Drive Time				Louisville Jefferson MSA			
Total Businesses:	2,416				2,730				44,947			
Total Employees:	30,333				35,263				613,596			
	BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing and Hunting	9	0%	28	0%	7	0%	13	0%	362	1%	1,132	0%
Mining	1	0%	0	0%	2	0%	2	0%	50	0%	650	0%
Utilities	5	0%	25	0%	4	0%	73	0%	89	0%	3,518	1%
Construction	231	10%	1,875	6%	224	8%	2,149	6%	4,103	9%	31,419	5%
Manufacturing	126	5%	6,574	22%	134	5%	4,929	14%	1,692	4%	68,102	11%
Wholesale Trade	85	4%	1,144	4%	104	4%	2,498	7%	2,178	5%	38,232	6%
Retail Trade	315	13%	3,050	10%	363	13%	3,552	10%	6,358	14%	66,739	11%
Motor Vehicle and Parts Dealers	43	2%	180	1%	41	2%	165	1%	825	2%	10,386	2%
Furniture and Home Furnishings Stores	21	1%	126	0%	25	1%	254	1%	395	1%	2,859	1%
Electronics and Appliance Stores	16	1%	34	0%	17	1%	33	0%	332	1%	2,059	0%
Building Material and Garden Equipment and Supplies Dealers	33	1%	372	1%	36	1%	420	1%	621	1%	6,216	1%
Food and Beverage Stores	57	2%	809	3%	78	3%	961	3%	870	2%	13,064	2%
Health and Personal Care Stores	27	1%	225	1%	30	1%	291	1%	463	1%	5,467	1%
Gasoline Stations	13	1%	81	0%	15	1%	86	0%	308	1%	2,352	0%
Clothing and Clothing Accessories Stores	22	1%	86	0%	26	1%	86	0%	679	2%	5,929	1%
Sporting Goods, Hobby, Book, and Music Stores	23	1%	65	0%	21	1%	65	0%	439	1%	3,145	1%
General Merchandise Stores	12	1%	826	3%	16	1%	818	2%	283	1%	8,820	1%
Miscellaneous Store Retailers	46	2%	232	1%	55	2%	343	1%	1,038	2%	5,641	1%
Nonstore Retailers	2	0%	14	0%	4	0%	29	0%	105	0%	801	0%
Transportation and Warehousing	46	2%	327	1%	61	2%	824	2%	1,003	2%	25,586	4%
Information	31	1%	211	1%	36	1%	237	1%	874	2%	13,474	2%
Finance and Insurance	153	6%	942	3%	148	5%	2,254	6%	2,594	6%	36,850	6%
Central Bank; Credit Intermediation and Related Activities	67	3%	548	2%	73	3%	937	3%	1,113	3%	13,683	2%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	31	1%	133	0%	30	1%	173	1%	428	1%	2,993	1%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	55	2%	261	1%	45	2%	1,143	3%	1,053	2%	20,174	3%
Real Estate and Rental and Leasing	136	6%	731	2%	132	5%	740	2%	2,371	5%	13,674	2%
Professional, Scientific, and Technical Services	200	8%	1,102	4%	225	8%	1,759	5%	3,654	8%	35,079	6%
Legal Services	60	3%	299	1%	74	3%	609	2%	787	2%	7,886	1%
Management of Companies and Enterprises	1	0%	75	0%	1	0%	77	0%	35	0%	1,554	0%
Administrative and Support and Waste Management and Remediation Services	101	4%	450	2%	96	4%	495	1%	2,083	5%	17,811	3%
Educational Services	58	2%	2,713	9%	69	3%	2,823	8%	1,010	2%	38,910	6%
Health Care and Social Assistance	242	10%	5,050	17%	282	10%	5,240	15%	3,662	8%	92,291	15%
Arts, Entertainment, and Recreation	50	2%	218	1%	58	2%	302	1%	814	2%	12,156	2%
Accommodation and Food Services	143	6%	2,391	8%	160	6%	2,545	7%	2,768	6%	53,738	9%
Accommodation	6	0%	73	0%	7	0%	195	1%	266	1%	5,982	1%
Food Services and Drinking Places	137	6%	2,318	8%	153	6%	2,351	7%	2,502	6%	47,756	8%
Other Services (except Public Administration)	378	16%	2,241	7%	468	17%	1,871	5%	6,460	14%	33,910	6%
Automotive Repair and Maintenance	63	3%	277	1%	68	3%	267	1%	1,072	2%	5,034	1%
Public Administration	90	4%	1,009	3%	110	4%	2,698	8%	1,577	4%	25,705	4%
Unclassified Establishments	15	1%	177	1%	48	2%	183	1%	1,210	3%	3,066	1%
Totals	2,416	100%	30,333	100%	2,732	100%	35,264	100%	44,947	100%	613,596	100%

Source: ESRI forecasts for 2010. Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved.

MARKET ANALYSIS | RETAIL DEMAND

Retail Supply and Demand Analysis						
	5-Minutes		10-minutes		15-minutes	
	Supply	Demand	Supply	Demand	Supply	Demand
Automobile Dealers	\$1,054,770	\$7,850,684	\$34,345,748	\$117,377,082	\$430,726,293	\$367,101,400
Other Motor Vehicle Dealers	\$1,130,410	\$739,614	\$3,536,195	\$9,634,426	\$48,989,878	\$29,241,118
Auto Parts, Accessories, and Tire Stores	\$9,011	\$769,532	\$8,095,084	\$10,984,450	\$66,715,734	\$32,785,962
Furniture Stores	\$116,756	\$1,054,935	\$17,494,250	\$13,934,254	\$37,329,193	\$38,667,935
Home Furnishings Stores	\$0	\$267,604	\$13,571,434	\$4,630,268	\$36,302,177	\$17,045,404
Electronics & Appliance Stores	\$297,742	\$960,797	\$7,473,049	\$15,841,278	\$48,710,960	\$55,622,567
Building Material and Supplies Dealers	\$334,882	\$1,527,149	\$31,097,951	\$20,257,394	\$100,273,680	\$61,684,262
Lawn and Garden Equipment and Supplies Stores	\$571,489	\$241,115	\$2,486,622	\$3,037,828	\$18,471,677	\$9,479,348
Grocery Stores	\$14,907,552	\$7,367,527	\$174,455,627	\$106,491,010	\$342,335,813	\$291,996,943
Specialty Food Stores	\$0	\$77,985	\$938,178	\$1,410,672	\$4,465,513	\$4,819,426
Beer, Wine, and Liquor Stores	\$0	\$625,079	\$12,528,981	\$9,342,548	\$38,402,145	\$27,888,922
Health & Personal Care Stores	\$1,889,313	\$1,622,866	\$29,484,850	\$24,741,589	\$109,663,370	\$73,959,579
Gasoline Stations	\$25,270,299	\$6,824,616	\$106,136,598	\$101,455,206	\$322,526,167	\$315,436,099
Clothing Stores	\$130,411	\$404,892	\$3,439,478	\$10,212,757	\$36,160,831	\$46,829,538
Shoe Stores	\$0	\$113,678	\$1,321,488	\$2,091,320	\$5,702,102	\$7,347,318
Jewelry, Luggage, and Leather Goods Stores	\$0	\$194,405	\$1,520,167	\$2,853,375	\$6,145,137	\$8,648,377
Sporting Goods/Hobby/Musical Instrument Stores	\$268,759	\$213,096	\$1,954,326	\$3,333,894	\$22,089,679	\$13,624,157
Book, Periodical, and Music Stores	\$0	\$205,094	\$1,811,412	\$3,338,182	\$15,160,862	\$11,331,916
General Merchandise Stores	\$2,575,902	\$7,577,780	\$130,171,298	\$110,356,507	\$454,693,942	\$351,381,240
Department Stores Excluding Leased Depts.	\$0	\$4,958,977	\$55,305,672	\$61,810,612	\$118,819,401	\$153,832,769
Other General Merchandise Stores	\$2,575,902	\$2,618,803	\$74,865,626	\$48,545,895	\$335,874,541	\$197,548,471
Florists	\$0	\$95,639	\$1,887,458	\$1,265,338	\$4,658,437	\$3,208,422
Office Supplies, Stationery, and Gift Stores	\$0	\$304,360	\$2,484,654	\$4,850,828	\$11,412,227	\$16,824,370
Used Merchandise Stores	\$130,804	\$139,481	\$1,970,007	\$1,778,464	\$7,779,860	\$5,188,752
Other Miscellaneous Store Retailers	\$34,549	\$387,888	\$7,251,696	\$6,771,838	\$64,300,237	\$23,772,570
Full-Service Restaurants	\$7,341,264	\$3,046,392	\$44,762,129	\$43,138,240	\$213,878,202	\$128,630,524
Limited-Service Eating Places	\$3,559,158	\$3,200,484	\$47,844,673	\$49,474,591	\$246,831,096	\$165,516,681
Special Food Services	\$1,095,760	\$439,152	\$15,793,582	\$6,935,853	\$64,073,989	\$19,928,332
Drinking Places - Alcoholic Beverages	\$85,567	\$105,140	\$1,973,975	\$1,887,832	\$18,967,013	\$6,202,717
Totals	\$63,380,300	\$53,934,764	\$836,002,208	\$797,783,531	\$3,231,460,156	\$2,485,545,119

Source: InfoUSA, ESRI, Survey of Consumer Spending, FSA.

Key - Highlights of Significant Over- and Under-Supply:

- Over Supply - Supply significantly exceeds demand.
- Equilibrium - Demand and supply relatively equal.
- Under Supply - Demand significantly greater than supply.

Methodology: Supply (retail sales) estimates reported as consumer sales by establishments based on InfoUSA business data for retail NAICS (North American Industry Classification System) categories. Sales to businesses are excluded. Demand (retail potential) estimates based on US Census Survey of Consumer Spending for current dollars spent by consumers at retail establishments.

Retail sustainability depends upon a balance between the supply of retail products and services and the demand exhibited by customers within the context of regional competition. Consumers choose to purchase goods and services based on a complex series of choices and trade-offs - quality, price and location are certainly critical but other more subtle criteria effect behaviors as well.

Understanding the role of future retail development begins with an assessment of the overall supply and demand condition in the marketplace. Shoppers travel different distances to acquire certain types of products - therefore one market area is insufficient to assess opportunity. For instance, shopping for a fashion item such as a prom dress might have a very wide geographic area whereas purchases of daily groceries or dry cleaning would generally occur close to home or work or somewhere in between.

The table to the right depicts retail supply and demand estimates within 5-, 10- and 15-minutes of the study area.

Supply is based on an analysis of retail establishments and their estimated sales capacity. Demand is based on consumer purchase habits of residents of the geography.

Products or services highlighted in blue indicated situations where supply exceeds demand. This indicates that customers are travelling from outside the area to purchase these goods. Gasoline, for example, appears to be over supplied but it is serving the interstate traffic as well as location residents.

Categories noted in red indicate that demand is not being serviced locally. This occurs either when consumers are travelling outside the geography to shop or if there is an apparent gap in the market.

It is critical to look beyond the statistics to the larger competitive marketplace. For instance,

Automobile Dealers generally congregate in a central area and draw customer from a very large area. As you can see in the table, demand exceeds supply for both the 5-minute and 10-minute areas but is in equilibrium in the 15-minute area. Simply put, consumers from the local area are simply driving a few minutes further to shop for automobiles.

These data are directional in their strategic implication and this analysis should represent the first stage of a larger qualitative competition assessment.

This analysis does not account for merchandising effectiveness or pricing - all merchants are assumed to compete equally for customer demand.

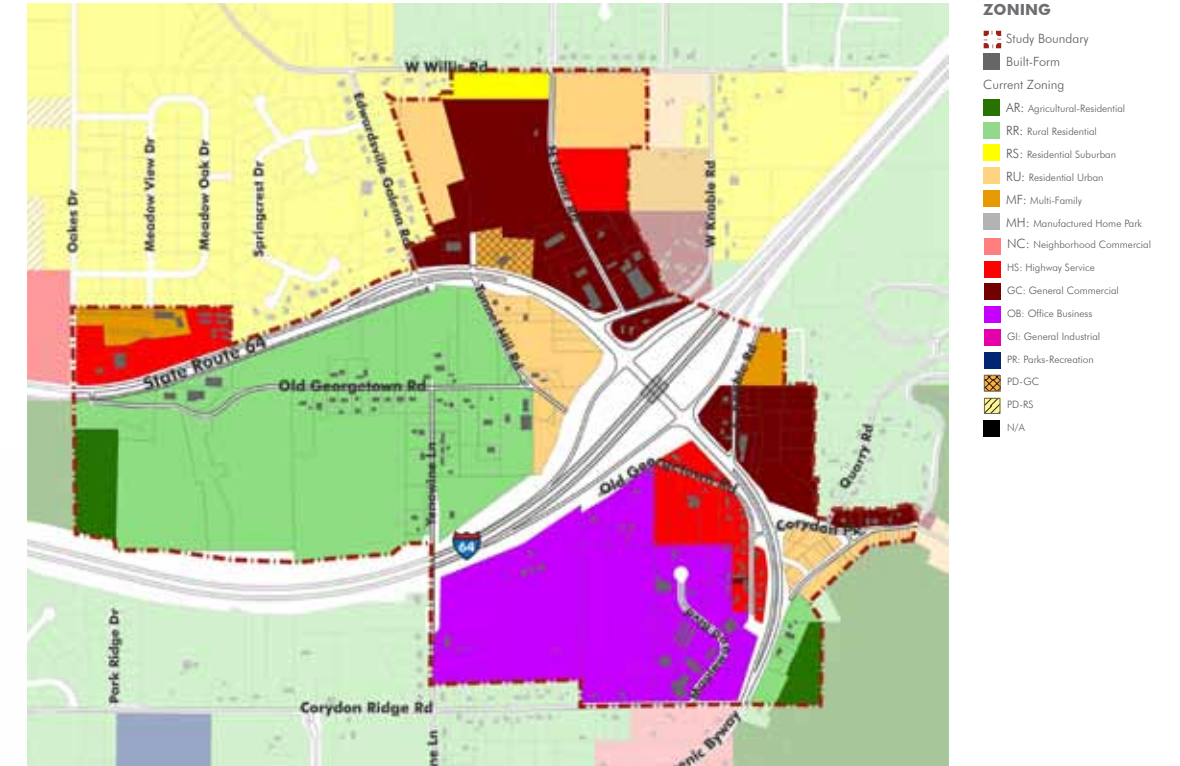
There are some categories which should suggest further assessment and might represent opportunity for future development. Categories that are under supplied across the wider geography could be considered for tenanting of vacant or future retail space.

Retail merchandising strategy and location characteristics differ for merchants. More thorough analysis is required to accurately create retail tenant outreach programs.

MARKET ANALYSIS | INDUSTRY

An industrial audit of the area shows little in existing industrial space. However, there is vacant land where potential future industrial development may occur. This property is visible from the highway and easily accessed with existing connections to the Interstate.

A review of Edwardsville zoning map reveals little area designated to true "Industrial" uses. However, with the momentum of light industry and the green movement future development may be a possibility. Medical, educational and small scale technology and light assembly office developments are very popular in other markets. The available land and easy Interstate access suggest that these types of tenants could be attracted to Edwardsville area developments in the future.



Motel 6
Hotel - 15,000 sf

First Federal Bank
Financial Services - 7,000 sf

McDonalds
Restaurant / Fast Food - 5,000 sf

Mister Hardware
Hardware Store - 9,000 sf

Dr. McClary DDS
Medical Office - 2,000 sf

Classic Creations
Salon - 2,000 sf

Korner Kitchen
Restaurant - 5,000 sf

Shell Station
Services Station / Retail - 2,500 sf

Indiana Land
Real Estate Office - 2,000 sf

Floyd Central Thriftway
Supermarket - 25,000 sf

Other Commercial Structures:
Marathon Station - South Side Service Station - 2,000 sf
Highland Medical Center Medical Office - 10,000 sf
Quilting Bee Building Retail - 5,000 sf
School Bld / Flea Mkt Vacant - 20,000 sf

First Harrison Bank
Financial Services - 2,000 sf

Marathon Gas & Stuff
Services Station / Retail - 6,000 sf

MARKET ANALYSIS | RETAIL



Motel 6
Hotel - 15,000 sf



First Federal Bank
Financial Services - 7,000 sf



McDonalds
Restaurant / Fast Food - 5,000 sf



Mister Hardware
Hardward Store - 9,000 sf



Dr. McClary DDS
Medical Office - 2,000 sf

Classic Creations
Salon - 2,000 sf

Korner Kitchen
Restaurant - 5,000 sf

Shell Station
Services Station / Retail - 2,500 sf



Indiana Land
Real Estate Office - 2,000 sf



Other Commercial Structures:
Marathon Station - South Side
Service Station - 2,000 sf

Highland Medical Center
Medical Office - 10,000 sf

Quilting Bee Building
Retail - 5,000 sf

School Bld / Flea Mkt
Vacant - 20,000 sf

First Harrison Bank
Financial Services - 2,000 sf

Marathon Gas & Stuff
Services Station / Retail - 6,000 sf



Floyd Central Thriftway
Supermarket - 25,000 sf



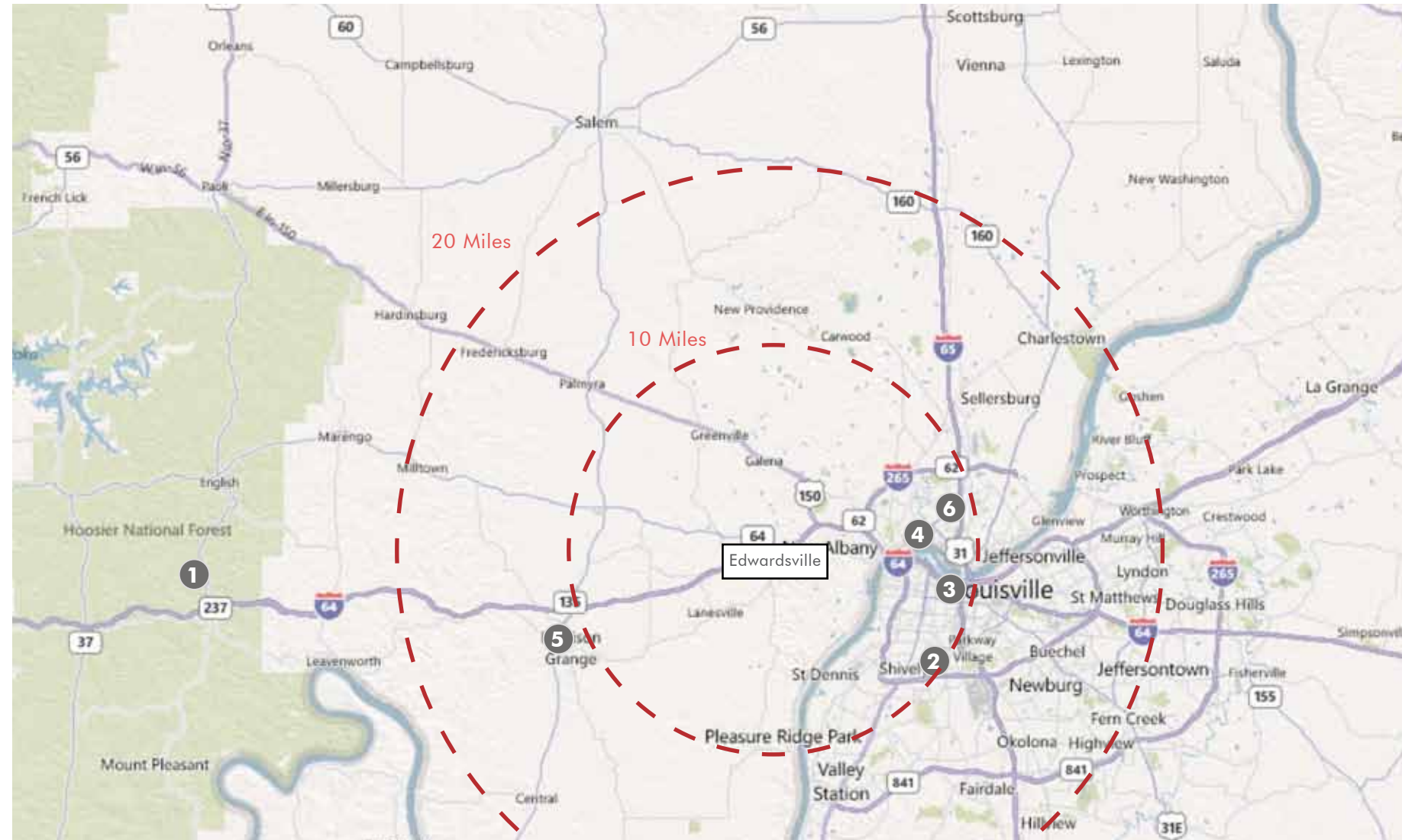
MARKET ANALYSIS | VISITOR / TOURISM IMPACTS

Edwardsville's location is advantageous in terms of further developing its hospitality sector. Located just outside of a very large central business district and along a major traffic corridor which creates a large amount of transient visitors.

Along with local factors regional tourism should be considered as well. Southern Indiana has a number dedicated organizations promoting and advocating tourism in the region.

Tourism represents an important economic engine for Southern Indiana and the greater Louisville area.

Edwardsville area provides a number of local and regional attractions. Local attractions include Youth Sports Complex, Edwardsville Park, Dance Studio, etc. The region also attracts visitors for the wineries and the Horseshoe Casino (refer page 13). Although the gateway area is not directly impacted by these visitors but as the niche grows, these opportunities can be leveraged towards targeted growth of the hospitality industry.



Source: ESRI / Bing Maps

NEARBY TOURIST ATTRACTIONS

1. Hoosier National Forest
2. Churchill Downs
3. Downtown Louisville
Louisville Slugger Museum
Louisville Science Center
4. Carnegie Center for Art & History
5. Historic Corydon and
Corydon Battle Park
6. Bass Pro Shops

MARKET ANALYSIS | EMERGING MARKETS

The Edwardsville commercial district has potential for growth. Aligning future growth strategies with opportunities in the marketplace with a careful analysis of competitive position relative to other areas is critical for long term sustainability.

Various consumer market segments combine to provide demand support for Edwardsville businesses. Local residents, local employee, commuters and other interstate traffic represent the largest populations of customers for area businesses.

The existing business community in and around the Edwardsville interchange serve the needs of these segments to some degree but could be improved to provide a higher level of retail merchandising quality and more choices.

The graphic to the right summarizes the qualitative assessment of retail, restaurant and service offerings existing today, the relative size of the market opportunity and a suggestion of which segments might be given greater focus in future developments.

Local Residents - a primary target - would benefit from greater selections of day-to-day retail, restaurant and service uses. Increased merchandising appeal - creating a more inviting retail environment and carefully managing vehicular and pedestrian access are important/

Local Employees - like residents, these consumers need dine-in and carry out foods (particularly lunch) as well as convenience retail and service businesses.

Commuters traveling through also would benefit from a larger array of retail choices for daily and weekly needs.

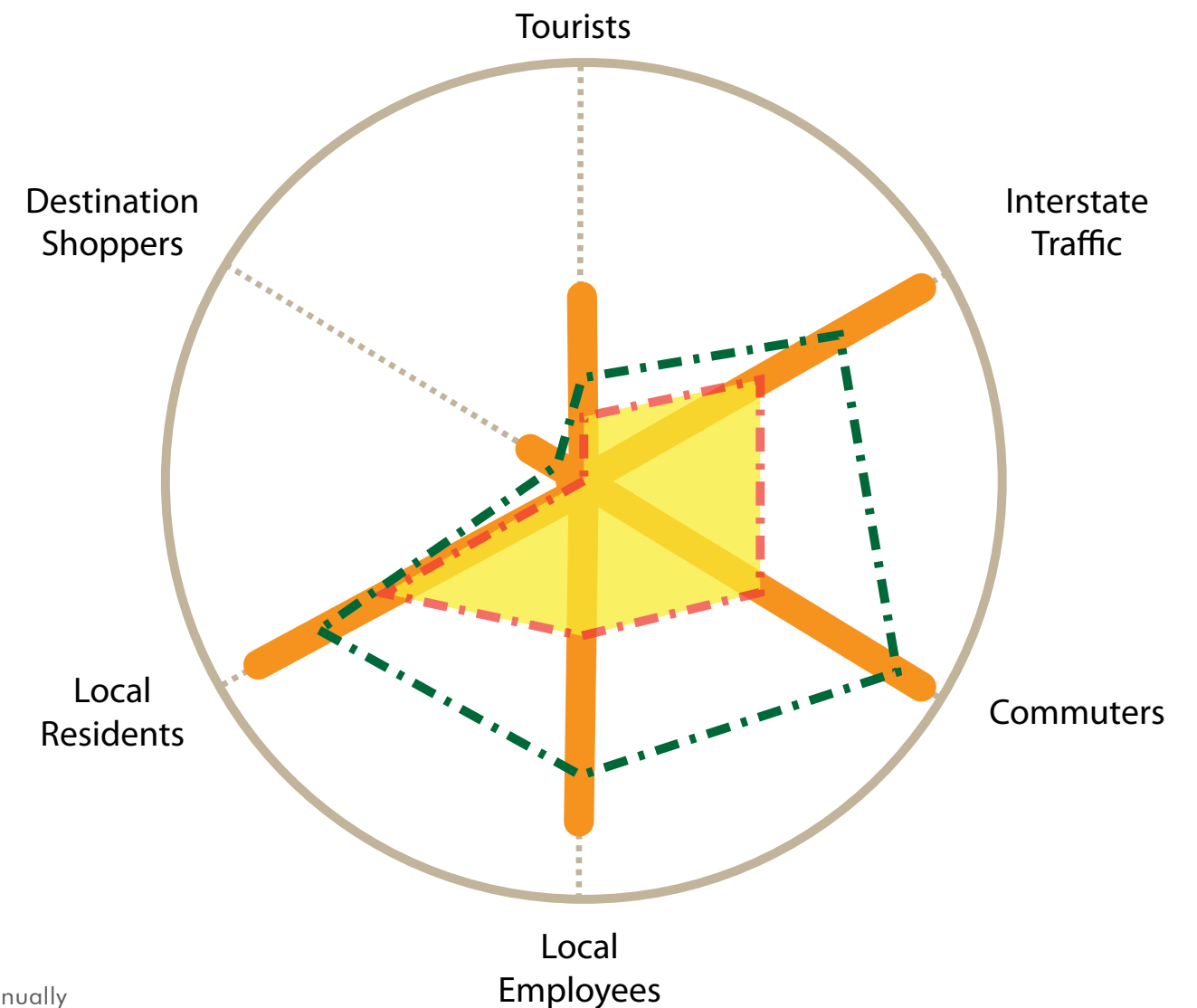
Interstate Traffic - the Edwardsville interchange is an important stop into and out of Louisville. The service and food choices

available to travelers should be continually refreshed to maintain competitiveness with other choices along I-64.

Tourists and destination shoppers - while providing some demand are not likely to create significant growth opportunities for large retail or commercial expansion.

Edwardsville Commercial Market Targeting

Relative market size indicated by length of target leg.



SECTION THREE

MASTER PLAN



MASTER PLAN ORGANIZATION

- Physical Conditions Comparison: Provides a comparison of existing condition imagery and best practice examples
- Development Scenarios: Sequence of exhibits showing potential conditions on 3 specific development tracks - No Change, Easy Lift and Guided Development
- Outline Development Parameters: Exhibits overview development guidelines for the 3 target areas
- Conceptual Master Plans: Series of alternative development scenarios (overall and target areas)
 - Conceptual Plans
 - Design Precedents showing potential character
 - Development Guidelines showing site planning, building and connectivity related overview guidelines
 - Implementation Framework
- Potential Phasing of development concept
- Placemaking Concepts and Recommendations relating to gateway identity, signage and wayfinding
- Transportation and Infrastructure recommendations
- Framework Comparison of existing and potential physical conditions
- Targeted Strategies
- Priority Implementation
- Guidance Mechanisms
- Potential Regulations Matrix
- Potential Funding Resources
- Potential Economic Development Mechanisms

PHYSICAL CONDITIONS COMPARISON | RURAL/SUBURBAN HOUSING

EXISTING



POTENTIAL



KEY ELEMENTS

- Preserve existing character
 - Large acre lots
 - Green space
 - Higher quality building materials
- Medium density residential
- Pedestrian oriented design
 - Front porch
 - Tree lined streets
 - Sidewalks
 - Rear alley loaded service (parking, garbage, etc.)

PHYSICAL CONDITIONS COMPARISON | NON-RESIDENTIAL SITES

EXISTING



POTENTIAL



KEY ELEMENTS

- Higher quality building design
- Higher quality materials (facade, pavements)
- Landscaping, screening
- Parking islands
- Signage, wayfinding and identity elements
- Pedestrian oriented design
 - Sidewalks
 - Tree-lined streets
 - Lighting

PHYSICAL CONDITIONS COMPARISON | GREENWAYS

EXISTING



POTENTIAL



KEY ELEMENTS

- Preserve conservation and environmentally sensitive areas
- Connect parks and open spaces with trails, paths, sidewalks
 - Provide landscape buffer for sidewalks along major routes
- Adequate maintenance - paint, weed trimming, trash/garbage collection
- Introduce ponds, waterbodies along greenways

PHYSICAL CONDITIONS COMPARISON | COMMERCIAL AND MIXED-USE

EXISTING



POTENTIAL



KEY ELEMENTS

- Higher quality building design
- Higher quality materials (facade, pavements)
- Landscaping, screening
- Parking islands
- Signage, wayfinding and identity elements
- Pedestrian oriented design
 - Sidewalks
 - Tree-lined streets
 - Lighting

PHYSICAL CONDITIONS COMPARISON | GATEWAY ELEMENTS

EXISTING



POTENTIAL



KEY ELEMENTS

- Higher quality placemaking and branding elements
- Introduce landscaping around identity elements
- Reduce/limit the installation of temporary signage

PHYSICAL CONDITIONS COMPARISON | COMMERCIAL ROADWAYS/STREETSCAPE

EXISTING



POTENTIAL



KEY ELEMENTS

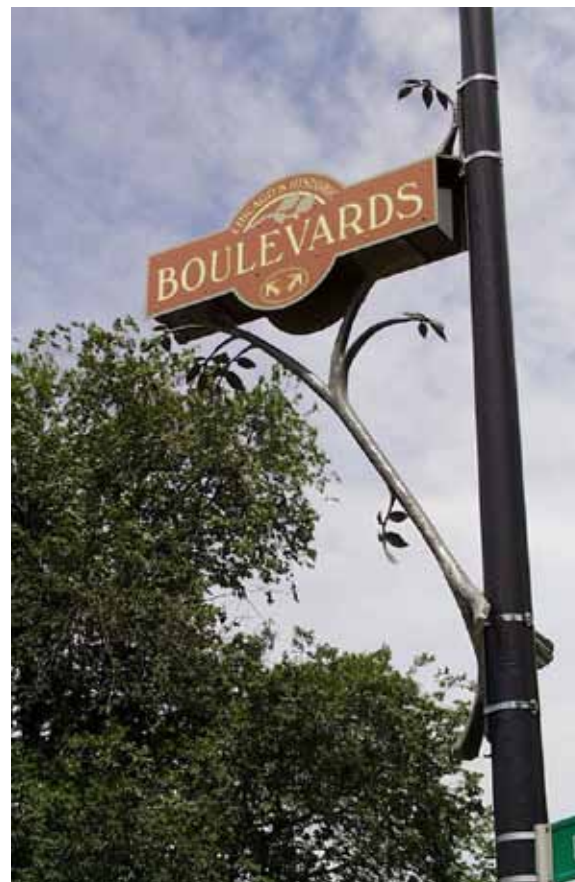
- Maintained landscape, trees, signage and wayfinding
- Landscape buffer along major thoroughfares
- Pedestrian oriented design
 - Sidewalks/paths with buffer from roadways along major roads
 - Sidewalks and
- Signage, wayfinding and identity elements
- Pedestrian oriented design
 - Sidewalks
 - Tree-lined streets
 - Lighting
- High quality sustainable materials - materials, fixtures, street furniture, etc.

PHYSICAL CONDITIONS COMPARISON | COMMERCIAL & WAYFINDING SIGNAGE

EXISTING



POTENTIAL



KEY ELEMENTS

- Higher quality placemaking and branding elements
- Consolidate individual business signage
- Create a unifying theme of branding, signage, wayfinding

PHYSICAL CONDITIONS COMPARISON | SUSTAINABLE LANDSCAPE

EXISTING



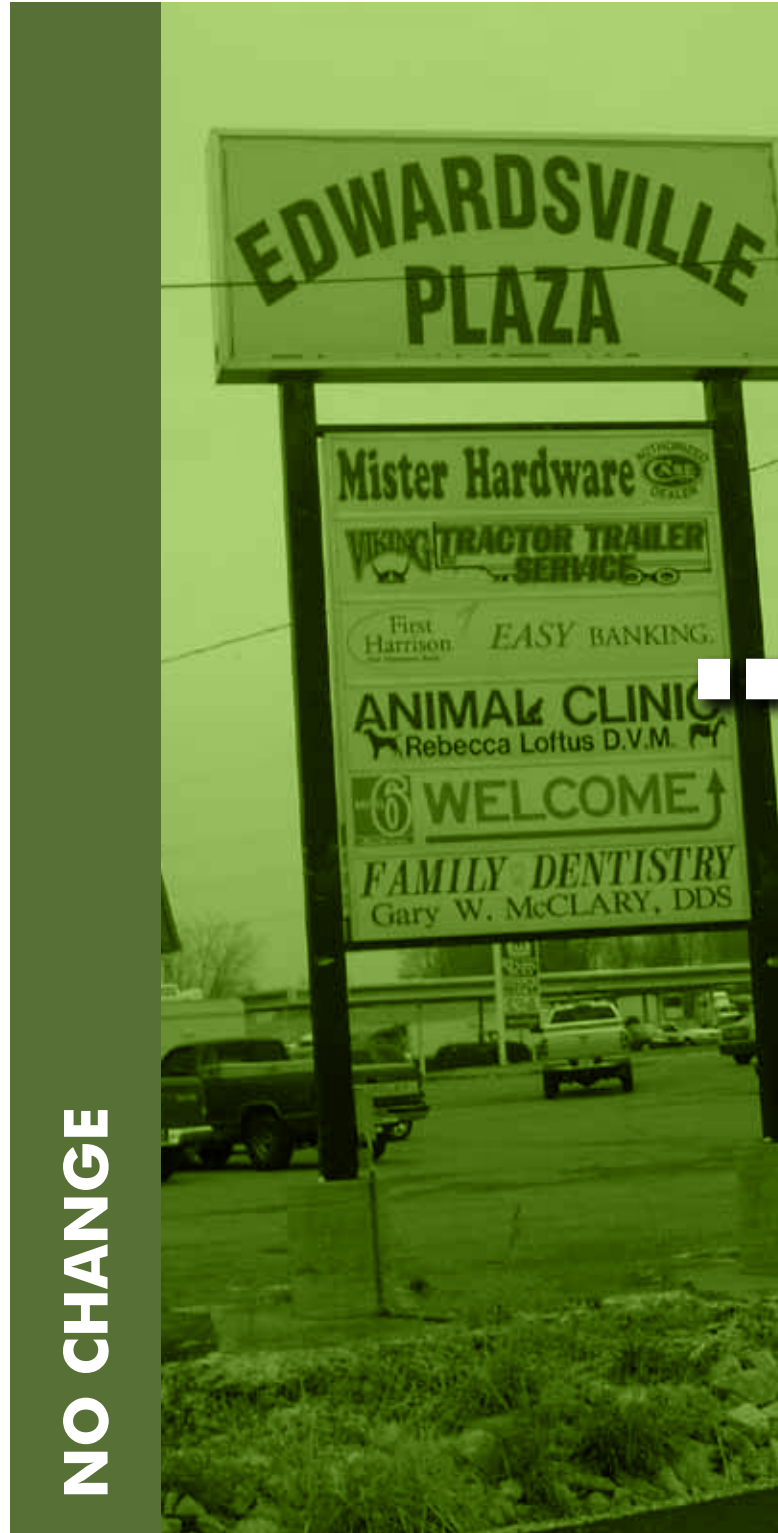
POTENTIAL



KEY ELEMENTS

- Introduce sustainable stormwater management elements such as raingardens, bioswales in the context of higher quality aesthetics
 - Site development - rain gardens, retention basins to enhance aesthetic quality of place
 - Bioswales along roadways in compliance with INDOT standards

3 DEVELOPMENT SCENARIOS



NO CHANGE DEVELOPMENT SCENARIO

EXISTING



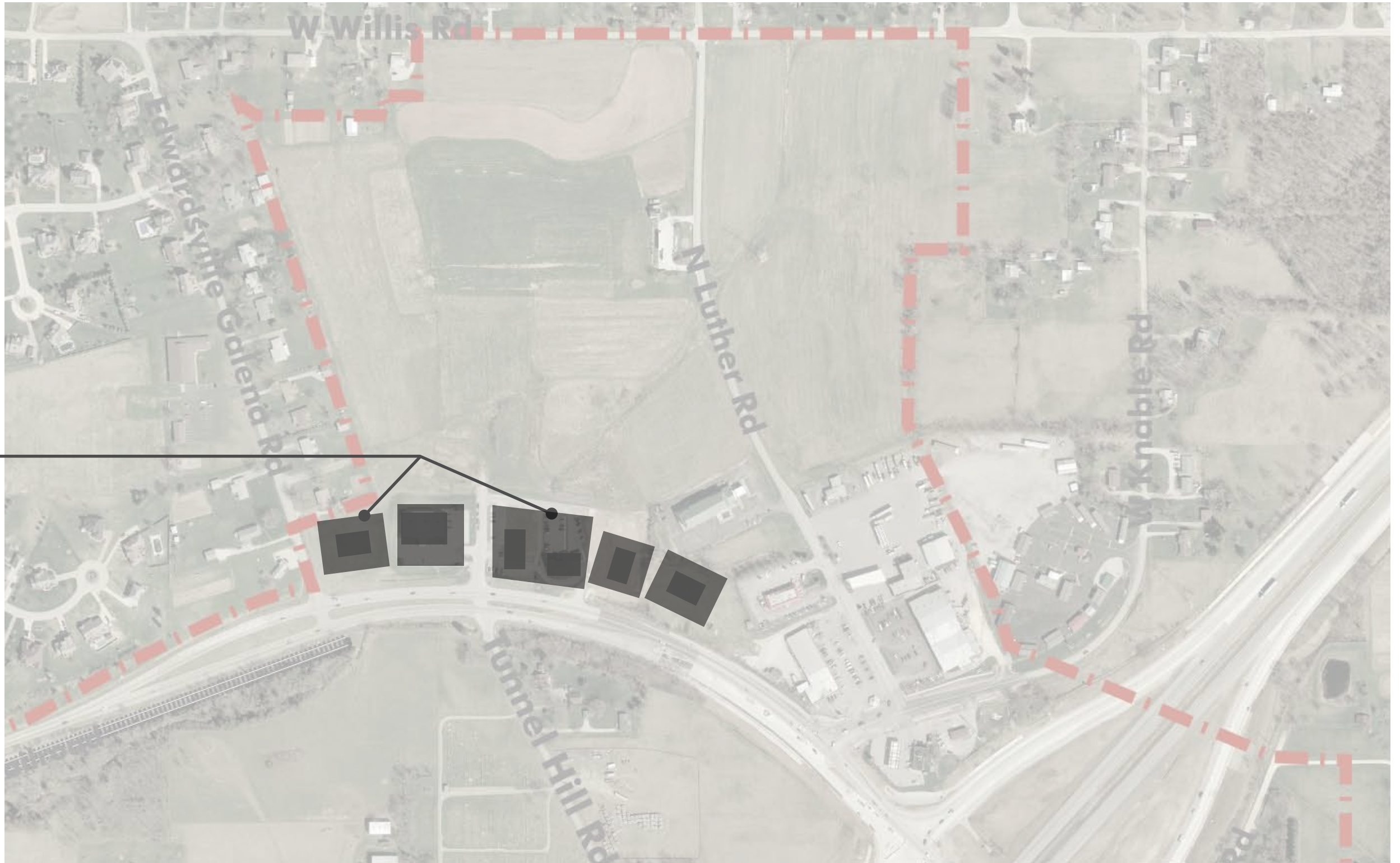
POTENTIAL CONSEQUENCES

- **Only Zoning and Overlay Guidelines Control**
 - Site-by site basis - permitted uses without coordination with adjacent areas
- **Haphazard Growth/ Random Acts of Development**
- **May Not Be What the Community Wants!**
 - Aesthetics, rural/ suburban character, etc.
- **Poor site design**
 - Numerous curb-cuts
 - Overhead clutter
 - Uncoordinated signage
 - Unsafe for pedestrians
 - Others...
- **Transportation Problems**
- **Lack of Sense of Place**
- **Diminish Quality of Life**

POTENTIAL



COMMERCIAL DEVELOPMENT UNDER CURRENT STANDARDS



TYPICAL COMMERCIAL DEVELOPMENT (SUBURBAN OUTLOTS) THAT CAN OCCUR ACCORDING TO CURRENT ZONING

+/- 6,000 SF BUILDINGS WITH OFF-STREET PARKING FIELDS

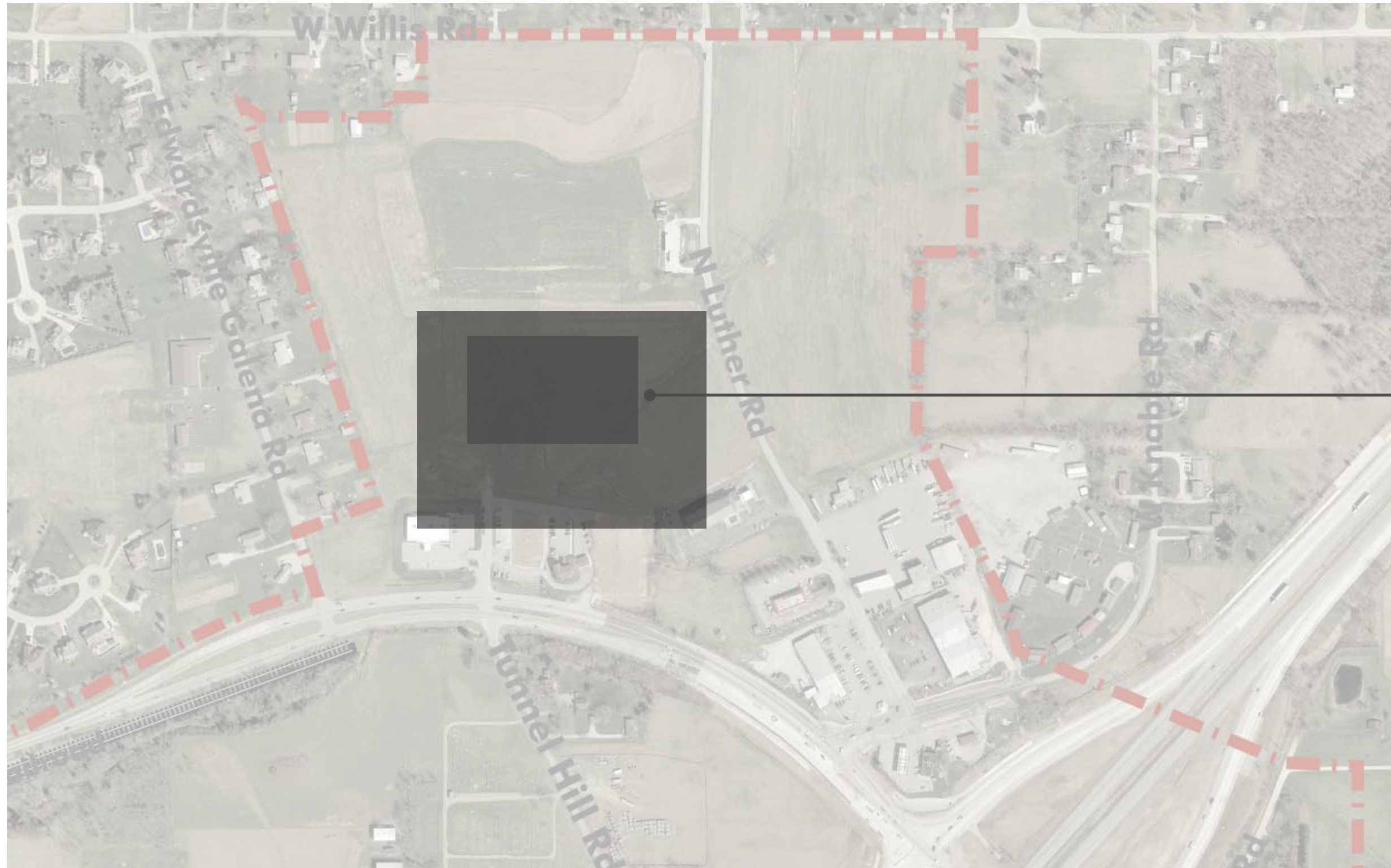
RESULT

- Further fragmentation of the corridor
- Loss of character and absence of "Sense of Place"



Data Source: Floyd County, Indiana GIS

COMMERCIAL DEVELOPMENT UNDER CURRENT STANDARDS



TYPICAL GROCERY ANCHOR ACCORDING TO EXISTING ZONING

+/- 150,000 SF BUILDING WITH OFF-STREET PARKING FIELD

RESULT

- Incompatible use within the existing character
- Will create expansive surface parking lots, unmodulated blank exterior building facade that will lead to loss of character



Data Source: Floyd County, Indiana GIS

EASY MAINTENANCE

ASPECTS

- **Current Building & Site Maintenance**
 - Paint
 - Signage
 - Minimal landscaping



POTENTIAL CONSEQUENCES

- **Land is a Commodity - Might Develop into Other Directions!**
- **Cannot Control Development of Vacant or Underutilized Land/ Buildings**
 - Only Zoning Control : Uncoordinated Growth with Adjacent Land



GUIDED DEVELOPMENT



ADVANTAGES

- **With Conceptual Vision Plan - Set the Stage and Guide to Higher and Better Quality of Place**
- **Coordinated Growth and Better Organized**
- **Planned Road Network and Pedestrian/Bike Connections**
- **Added Guidance to Regulations**
- **Better Sense of Place**
- **Enhanced Quality of Life**

CONCEPTUAL MASTER PLANS

- **These are NOT supposed to portray Final Development Scenario**
- **Are Flexible and Only to GUIDE Development**



GUIDED DEVELOPMENT PARAMETERS

DEVELOPMENT CONCEPTS AND PARAMETERS | INTRODUCTION

INTENT

- Increases the Communities' and County's awareness and appreciation of design considerations with respect to the gateway area
- The purpose is to coordinate the overall development vision towards effective implementation
- These will help to communicate the growth patterns and assist in consistency of development both by the public and private sector
- Gives property and business owners, public and private officials and design professionals a clear understanding of communities' expectations for development framework
- Preserves quality of life

FORMAT OF PRESENTATION OF DEVELOPMENT PARAMETERS IN THIS DOCUMENT

APPLICABILITY & PURPOSE

+

OUTLINE PARAMETERS CONSISTING OF LAND USES & CHARACTER, PUBLIC REALM

+

STANDARDS FOR SITE PLANNING, BUILDING CHARACTER & CONNECTIVITY EXHIBITED WITH DEVELOPMENT CONCEPTS FOR INDIVIDUAL TARGET AREAS

+

GENERAL DEVELOPMENT GUIDELINES FOR INDIVIDUAL TARGET AREAS

APPLICABILITY

- Development scale and density will be driven by market demand.
- Development parameters are provided to help County officials, developers, property/business owners attain consensus on development character.
- Adherence to the development parameters will help shape the appropriate character for each target site.
- The development concepts and parameters should act as a guide for County officials during the site plan review process.
- Design & development guidelines should be developed as a part of any final development plan.
- Adopt New Urbanism, Smart Growth, Complete Streets and LEED sustainable principles appropriate to the character of the target areas.
- Any existing use shall be permitted to continue and the use shall be subject to underlying regulatory framework.
- Any change in use without affecting the exterior modifications will be permitted subject to underlying regulatory framework.
- Any expansion or new developments affecting any exterior modifications shall abide by applicable design and development guidelines based on these development parameters. Such modifications and development would be subject to detailed site plan review process by County officials.

PURPOSE

- Promote unique character of development at individual target areas in the Edwardsville Gateway District.
- Regulate building height, massing, density and build-to lines to achieve appropriate transition and scale from commercial to residential and natural areas.
- Adopt interconnected road network to ease traffic.
- Promote walkable neighborhoods with sidewalk and trail connectivity.
- Preserve environmentally sensitive areas such as steep slopes, floodplain, tree cover areas.
- Promote sustainable design standards:
 - Reduce the energy use required for lighting, heating, and cooling of structures.
 - Reduce the energy use required for transportation.
 - Encourage design that promotes non-motorized transportation alternatives like walking and biking.
 - Reduce on-site water usage.
 - Reduce the off-site runoff of stormwater.
 - Protect existing vegetation and habitat.
 - Promote higher density infill development where the infrastructure capacity exists.

OUTLINE DEVELOPMENT PARAMETERS | TARGET AREAS



LAND USES AND CHARACTER				
TARGET AREAS	RESIDENTIAL TYPES	RESIDENTIAL DENSITY	COMMERCIAL USE TYPES	COMMERCIAL MASSING
HISTORIC CORE	<ul style="list-style-type: none"> + Single family patio homes + Opportunity for multi-family + Residential above commercial use 	<ul style="list-style-type: none"> + Single family: 1-2 DU/Acre + Height: maximum 2 stories 	<ul style="list-style-type: none"> + Local-serving/neighborhood based retail + Restaurants + Professional office spaces + Mixed Use (commercial, professional office spaces with residential above) 	<ul style="list-style-type: none"> + Compact vertical development + Maximum 2-3 stories along SR 64 + Compatible floor area ratio + Create modulation of facade + Promote massing to utilize optimum energy requirements
TOWN CENTER	<ul style="list-style-type: none"> + Higher density single family patio homes + Large lot single-family residential subdivisions + Multi-family - condominiums, townhomes + Potential retirement community 	<ul style="list-style-type: none"> + Higher density single family: 4-6 DU/Acre + Large lot: 0.75 - 1.2 DU/Acre and existing estate lots + Height: Single family - maximum 2 stories; Multi-family - maximum 2-3 stories 	<ul style="list-style-type: none"> + Local/regional commercial use - eg. green grocer, gift shop, book store, hardware (higher quality and maintained look) + Restaurants + Professional office spaces + Highway hospitality - higher quality hotel (eg. Springhill Suites, Hilton Garden Inn, Courtyard by Marriott, etc.) 	<ul style="list-style-type: none"> + Commercial areas to be buffered from residential areas + Hospitality based on market draw and corporate requirements
CAMPUS AREA	<ul style="list-style-type: none"> + Large and medium lot single-family residential subdivisions + Farming/agricultural uses integrated with residential areas 	<ul style="list-style-type: none"> + Large lots: 0.75 - 1.2 DU/Acre and existing estate lots + Medium lots: 1-2 DU/Acre 	<ul style="list-style-type: none"> + Institutions of technical learning + Research based laboratories, workshops, office spaces + Campus setting 	<ul style="list-style-type: none"> + Maximum 2-3 stories + Buffered from existing residential areas + Office/R&D Facility Campus setting - maximum 3-4 stories + Buffered from existing residential areas

OUTLINE DEVELOPMENT PARAMETERS | TARGET AREAS

PUBLIC REALM				
TARGET SITES	CONNECTIVITY	OPEN SPACE	STREETScape ELEMENTS	PARKING
HISTORIC CORE	<ul style="list-style-type: none"> + Main thoroughfare - SR 64 + Connectivity between local, collector and arterial roads + Sidewalk and bikepath connections + Consolidate curb-cuts along main thoroughfares 	<ul style="list-style-type: none"> + Parks/open space within 1/4 mile radius of neighborhoods and crossroads area + 10% for single family units, 20% for multi-family and 15% for commercial areas; or as guided by design guidelines/regulatory framework 	<ul style="list-style-type: none"> + Promote rural/semi-rural streetscape with natural drainage channels/stormwater detention areas, low impact developments in the residential areas + Context sensitive lighting, banner program, road signage and wayfinding elements showing destinations 	<ul style="list-style-type: none"> + On-street parking along interior streets in commercial areas + Off-street shared parking behind buildings in commercial areas
TOWN CENTER	<ul style="list-style-type: none"> + Main thoroughfare - SR 64 + Grid connectivity between local, collector and arterial roads + Sidewalk and bikepath connections + Recreational trails along natural areas + Consolidate curb-cuts along main thoroughfares 	<ul style="list-style-type: none"> + Parks/open space within 1/4 mile radius of neighborhoods and crossroads area + Potential urban core pocket park + Buffer between residential and commercial areas + 10% for single family units, 20% for multi-family and 15% for commercial areas; or as guided by design guidelines/regulatory framework 	<ul style="list-style-type: none"> + Context sensitive lighting, banner program, road signage and wayfinding elements + Add tree planting strips along interior streets 	<ul style="list-style-type: none"> + On-street parking along interior streets + Off-street shared parking behind buildings in commercial areas + Off-street parking access through alleyways + Promote 24-hour parking permits
CAMPUS AREA	<ul style="list-style-type: none"> + Add internal local roadways to connect extensive acreage to provide access + Roadway swales for stormwater to preserve natural setting + Bikepath connections 	<ul style="list-style-type: none"> + Preserve environmentally sensitive areas + Promote conservation easements within developments and farmland integration + 15% for commercial areas; or as guided by design guidelines/regulatory framework 	<ul style="list-style-type: none"> + Promote rural/semi-rural streetscape with natural drainage channels/stormwater detention areas, low impact developments + Context sensitive lighting, road signage and wayfinding elements 	<ul style="list-style-type: none"> + Off-street shared parking behind buildings in commercial areas



GUIDED DEVELOPMENT CONCEPTS | OVERALL AND TARGET AREAS

GUIDED DEVELOPMENT | CONCEPTUAL MASTER PLAN



LEGEND

- Study Boundary
- Existing Buildings
- Proposed Buildings
- Green Space/Parks

CONCEPT

- Enhance historic Edwarsville and create new Town Center area on south and north side of I-64, respectively
- Enhance interchange area
- Cluster commercial development in the Town Center area
- Preserve environmentally sensitive areas and overhead electric line swath
- Preserve rural/semi-rural feel and provide different housing choices



Data Source: Floyd County, Indiana GIS

TOWN CENTER | CONCEPT

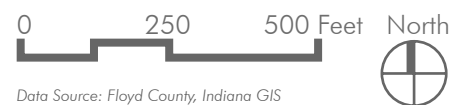


LEGEND

- Study Boundary
- Existing Buildings
- Proposed Buildings
- Green Space/Parks

CONCEPT

- 1 Neighborhood Pocket Park for recreational uses
- 2 Medium to High Density SF Residential for housing choices
- 3 Retirement Community
- 4 Greenway
- 5 Overhead Electric Swath
- 6 Town Center Commercial - create clustered commercial area
- 7 Potential Commercial (Hotel)
- 8 Gateway Identity Elements
- 9 Enhanced Interchange Area



Data Source: Floyd County, Indiana GIS



TOWN CENTER | ALTERNATIVE 1



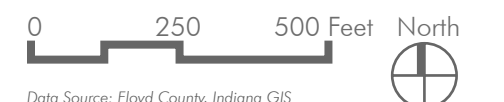
LEGEND

- Study Boundary
- Existing Buildings
- Proposed Buildings
- Green Space/Parks

CONCEPT

Shows linear greenway/blueway and different location of the potential retirement community and housing

- 1 Neighborhood Pocket Park
- 2 Medium to High Density SF Residential
- 3 Retirement Community
- 4 Greenway/Blueway
- 5 Overhead Electric Swath Area
- 6 Town Center Commercial
- 7 Potential Commercial (Hotel)
- 8 Gateway Identity Elements
- 9 Enhanced Interchange Area



Data Source: Floyd County, Indiana GIS

TOWN CENTER | ALTERNATIVE 1A



LEGEND

- Study Boundary
- Existing Buildings
- Proposed Buildings
- Green Space/Parks

CONCEPT

Shows addition (to Alt 1) of single-family residential to the northeast

- 1 Neighborhood Pocket Park for recreational uses
- 2 Medium to High Density SF Residential for housing choices
- 3 "Big-Box" Grocery Anchor
- 4 Greenway/Blueway for recreational uses
- 5 Overhead Electric Swath Area
- 6 Town Center Commercial
- 7 Potential Commercial (Hotel)
- 8 Gateway Identity Elements
- 9 Enhanced Interchange Area



Data Source: Floyd County, Indiana GIS

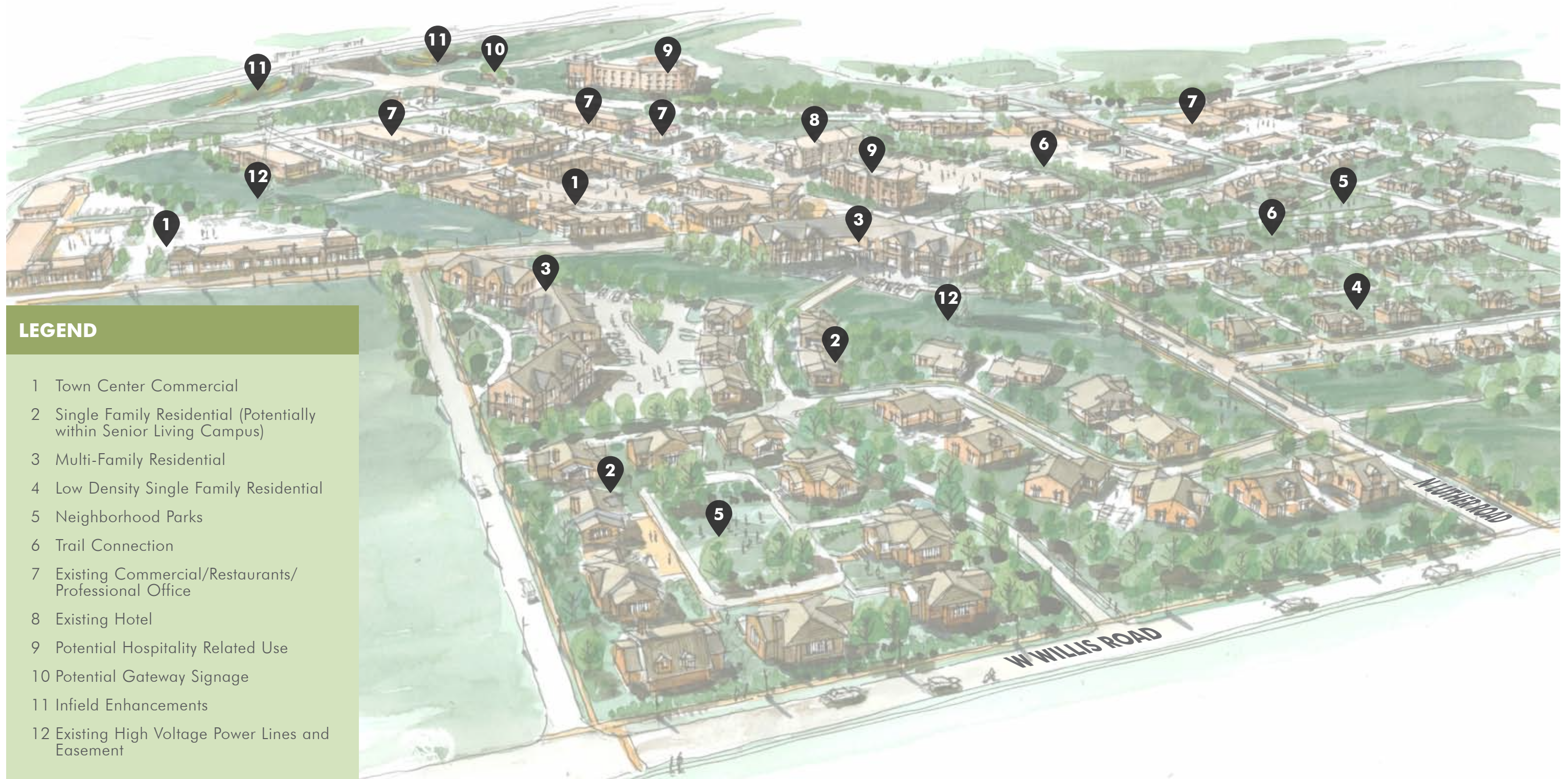


TOWN CENTER | CONCEPT IMAGES



TOWN CENTER | AERIAL VIEW





LEGEND

- 1 Town Center Commercial
- 2 Single Family Residential (Potentially within Senior Living Campus)
- 3 Multi-Family Residential
- 4 Low Density Single Family Residential
- 5 Neighborhood Parks
- 6 Trail Connection
- 7 Existing Commercial/Restaurants/ Professional Office
- 8 Existing Hotel
- 9 Potential Hospitality Related Use
- 10 Potential Gateway Signage
- 11 Infield Enhancements
- 12 Existing High Voltage Power Lines and Easement

TOWN CENTER | IDEA OF APPROXIMATE BUILDING AREAS



+/- 54,000 SF

+/- 57,000 SF

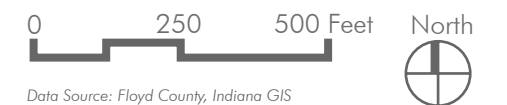


Data Source: Floyd County, Indiana GIS

TOWN CENTER | COMPARISON WITH MALL TO EXHIBIT WALKABILITY



**GREEN TREE MALL
CLARKSVILLE, IN**



Data Source: Floyd County, Indiana GIS

TOWN CENTER | GENERAL DEVELOPMENT GUIDELINES

SITE PLANNING STANDARDS

- Encourage mixed-use, pedestrian-friendly development/redevelopment to promote Town Center.
- Provide landscape buffer between residential and commercial areas.
- Provide shared off-street parking behind buildings in commercial areas.
- On-street parking and pedestrian crossings should be used extensively to enhance the streetscape and delineate an edge between sidewalks and the street.
- Incorporate enhanced public space, sidewalk cafes and pedestrian-friendly elements along primary corridors to enhance corridor development.
- Develop appropriate signage and wayfinding elements to direct both automobile and pedestrian traffic.
- Promote alley access for single family unit garages and utility services.
- Encourage the use of bonus system for development incentive such as in development density, provision of open space, shared parking.
- Promote sustainable storm water management practices such as rain gardens, porous pavements & native plants.
- Preserve and introduce curb and gutter streets in commercial and higher density residential areas; preserve roadway swale character in rural/semi-rural areas.
- Lighting and landscaping should allow for surveillance and policing activities, but should be designed primarily to accommodate the intended use of the public space.

BUILDING CHARACTER

- Promote range of residential density choices to cater to variety of age and demographics.
- Energy efficiency should also be considered when locating and orienting buildings on a site.
- Promote energy conservation techniques with proper use of high quality building and architectural materials, color, doors, and windows and proper utilization of building mass to create shade.
- Promote breaking up surface planes of the building to create depth and remove the monotony of unvarying surface facades.
- Promote hierarchy of heights of buildings on primary streets to secondary streets.
- Pedestrian-scale features should be incorporated on the first floor of buildings and at entrances to help relate buildings to the streetscape, specifically in commercial areas. These features include entrance canopies, storefront awnings, sidewalk dining areas, landscaping, lighting and signs.
- Provide main entrances along the primary street to create a pedestrian-friendly presence.
- Promote the use of sustainable design and construction practices both in construction phase and throughout the life of a building.

CONNECTIVITY

- Promote tree-lined secondary/internal street network along with streetscape furniture (trash receptacles, benches, planters, etc.) in commercial areas. Landscaping and street tree placement should be respectful of storefronts and building entrances.
- Streetscape improvements in commercial areas should include transit-friendly elements such as bike racks.
- Service and utility lines should be located underground (core commercial area) or behind buildings.
- Provide alternative connections between neighborhoods to green spaces, parks, and commercial areas through walking/ biking trails and sidewalks.



General Development Standards

Lot Area	No minimum or as guided by design guidelines/zoning/gateway overlay district
Lot Width	No minimum or as guided by design guidelines/zoning/gateway overlay district
Required Build-To Line	Building facade to occupy at least 50% of frontage along build-to line along primary road; unbuilt frontage should maintain streetwall effect with landscaping for commercial
Open Space	15% in commercial; 10% for single family (SF) units; 20% for multi family (MF) units; or as guided by design guidelines during development
Side and Rear Yard	Zero setback for side yard with provision of firewall, otherwise a minimum of 10' or as guided by design guidelines/zoning; rear yard setbacks should be more between commercial and residential than between commercial areas; multi-family unit requirements to be guided by design guidelines/zoning
Building Height	Maximum 3 stories for commercial areas; maximum 1 story for accessory units for single family and multi-family dwellings
Parking	Permitted only in side or rear yards of commercial and multi-family areas; side yard parking should be setback from build-to line; 3 spaces/1,000 SF for commercial uses
Loading Areas and Garages	Permitted only in rear yard in commercial areas; garages should be setback from front building line in single family and multi-family units
Building Fenestration	Minimum of 50% of first floor facade to have clear glass/doorway for any commercial uses; 30% - 50% for upper floors; 30% for residential
Entrance	Minimum 1 along primary road frontage that enhances the building appearance

TOWN CENTER | STRATEGIES AND IMPLEMENTATION FRAMEWORK

STRATEGY	PRIMARY RESPONSIBILITY	FUNDING/FINANCING	TIMELINE
1. ADOPT THE EDWARDSVILLE GATEWAY MASTER PLAN	+ County	-	+ Within 6 Months of Plan completion
2. MAKE NECESSARY REGULATORY MODIFICATIONS - ZONING, GATEWAY OVERLAY DISTRICT, DETAILED DESIGN GUIDELINES AND/OR FORM-BASED CODES (COMMERCIAL AREA)	+ County Planning	+ General funds	+ Short Term
3. EFFICIENT ENFORCEMENT TECHNIQUES TO MAINTAIN THE CHARACTER OF PLACE	+ County and local public agencies	+ General funds	+ On-going
4. PROVIDE INCENTIVES TO PROMOTE DEVELOPMENT/REDEVELOPMENT + Involve property owners and stakeholders to gain consensus support + Site control and strategic acquisition by County + Density bonuses + Promote variety of options for property owners to upgrade/develop their property on their own or in conjunction with private development interests	+ County	+ General funds + Public-private financing + Development interests	+ On-going
5. CREATE AN ENVIRONMENT CONDUCIVE TO ECONOMIC DEVELOPMENT THAT IS GEARED TOWARDS OVERCOMING THE DISINCENTIVES IN THE MARKETPLACE + Possible techniques can include Tax Increment Financing (TIF) for public realm improvements, Tax Abatement Area for retention/recruitment, Limited Liability Company (LLC) for specific building improvements + Collaborate with One Southern Indiana (Chamber and Economic Development) + Implementation efforts to follow incremental phased approach	+ County + One Southern Indiana + Potential LLC	+ Existing incentives + TIF, Special Improvement Districts + Public-private financing + Research additional economic development funding within local, State and Federal sources	+ Short Term to Long Term
6. IMPROVE THE PUBLIC REALM AREAS + Enhance streetscape + Maintenance of streetscape elements to be funded by the County for the initial term until the responsibility can be handed over to a Special Improvement District (SID)/Economic Improvement District (EID) for the Town Center area + Promote sustainable streetscape improvement techniques - refer "General Development Guidelines"	+ County + Potential SID/EID	+ General funds + SID/EID funding + State and Federal funding for transportation, alternative connections, public spaces (INDOT, IDNR, etc.)	+ Short Term to Long Term
7. PROMOTE INFRASTRUCTURE IMPROVEMENTS + To be integrated with improvement of public realm areas + Promote development in areas with existing capacity and credits + Refer to the "General Development Guidelines" + Modify Capital Improvements Plan according to the development vision	+ County and local public agencies	+ General funds + Local, State and Federal funding	+ Medium Term to Long Term and as development continues
8. MARKET THE PLAN/DEVELOPMENT VISION/CONCEPT + Work with regional entities including One Southern Indiana + Identify target market and create promotional campaign	+ County, local interests	+ Collaborative effort of County, property and business owners	+ Short Term to Long Term

- Strategy
Exhibits the strategies for implementation
- Primary Responsibility
Shows the responsible party/individual that/who will oversee/assist in the implementation
- Funding/Financing
Shows the potential funding sources, wherever applicable
- Timeline
Shows the level of priority for specific tasks
 - Short Term : 0-2 years
 - Medium Term : 2-5 years
 - Long Term : 5 - 20 years and above or continuous

The implementation section is critical in framing the recommended strategies so that the initiatives can be appropriately tasked and completed within an expected timeframe. Moreover, it acts as a yardstick to gauge the results of the implementation initiatives to marked impact on the Gateway Area. Although the implementation items have identified priorities, actual initiatives may differ based on availability of different forms of resources at different times.

CAMPUS AREA | CONCEPT



LEGEND

- Study Boundary
- Existing Buildings
- Proposed Buildings
- Green Space/Parks

CONCEPT

- 1 Rural vernacular in wooded setting
- 2 Potential Office/Research & Development/Institution Campus Development
- 3 Preserve Environmentally Sensitive Areas and Woodlots
- 4 Greenway/Blueway
- 5 Organic Farming Area/Research Fields
- 6 Potential Trails to connect campus development, neighborhoods on either side of I-64, historic core and the Town Center area



Data Source: Floyd County, Indiana GIS



CAMPUS AREA | CONCEPT IMAGES



CAMPUS AREA | GENERAL DEVELOPMENT GUIDELINES

SITE PLANNING STANDARDS

- Preserve semi-rural character and modify existing gateway overlay district to include appropriate regulatory techniques to preserve existing semi-rural character, preserve environmentally sensitive areas, promote conservation areas and office/institution campus development.
- Provide landscape buffer between residential and commercial areas.
- On-street parking and pedestrian crossings should be used extensively in the office/institution area to enhance the streetscape and delineate an edge between sidewalks and the street.
- Develop appropriate signage and wayfinding elements to direct both automobile and pedestrian traffic.
- Encourage the use of bonus system for development incentive such as in development density, provision of open space, shared parking.
- Promote sustainable storm water management practices such as bioswales, rain gardens, porous pavements & native plants.
- Lighting and landscaping should allow for surveillance and policing activities, but should be designed primarily to accommodate the intended use of the public space.

BUILDING CHARACTER

- Energy efficiency should also be considered when locating and orienting buildings on a site.
- Promote energy conservation techniques with proper use of high quality building and architectural materials, color, doors, and windows and proper utilization of building mass to create shade.
- Promote breaking up surface planes of the building to create depth and remove the monotony of unvarying surface facades.
- Promote hierarchy of heights of buildings on primary streets to secondary streets.
- Pedestrian-scale features should be incorporated on the first floor of buildings and at entrances to help relate buildings to the streetscape. These features include entrance canopies, landscaping, lighting and signs.
- Provide main entrances along the primary street to create a pedestrian-friendly presence.
- Promote the use of sustainable design and construction practices both in construction phase and throughout the life of a building.

CONNECTIVITY

- Promote tree-lined secondary/internal street network.
- Provide alternative connections between neighborhoods to green spaces, parks, and commercial areas through walking/biking trails and sidewalks.

General Development Standards

Lot Area	No minimum or as guided by design guidelines/zoning/gateway overlay district
Lot Width	No minimum or as guided by design guidelines/zoning/gateway overlay district
Required Build-To Line	Building facade to occupy at least 50% of frontage along build-to line along primary road
Open Space	15% or as guided by design guidelines; 10% for single family (SF) units; or as guided by design guidelines during development
Side and Rear Yard	Zero setback for side yard with provision of firewall, otherwise a minimum of 10' or as guided by design guidelines/zoning; rear yard setbacks should be more between commercial and residential than between commercial areas
Building Height	Maximum 3 stories for office/R&D campus development; maximum 2 story for single-family units and 1 story for accessory units for single family dwellings
Parking	Permitted only in side or rear yards of commercial areas; side yard parking should be setback from build-to line
Loading Areas and Garages	Permitted only in rear yard of commercial areas; garages should be setback from front building line in single-family units
Building Fenestration	Minimum of 50% of first floor facade to have clear glass/doorway for any commercial uses; 30% - 50% for upper floors; 30% for residential
Entrance	Minimum 1 along primary road frontage that enhances the building appearance

CAMPUS AREA | STRATEGIES AND IMPLEMENTATION FRAMEWORK

STRATEGY	PRIMARY RESPONSIBILITY	FUNDING/FINANCING	TIMELINE
1. MAKE NECESSARY REGULATORY MODIFICATIONS - ZONING, GATEWAY OVERLAY DISTRICT, DETAILED DESIGN GUIDELINES	+ County Planning	+ General funds	+ Short Term
2. EFFICIENT ENFORCEMENT TECHNIQUES TO MAINTAIN THE CHARACTER OF PLACE	+ County and local agencies	+ General funds	+ On-going
3. PROVIDE INCENTIVES TO PROMOTE DEVELOPMENT/ REDEVELOPMENT + Involve property owners and stakeholders to gain consensus support + Site control and strategic acquisition by County in addition to the land already controlled by the County + Density bonuses	+ County	+ General funds + Public-private financing + Development interests	+ On-going
4. PROMOTE ECONOMIC DEVELOPMENT TOOLS FOR COMMERCIAL AND CAMPUS AREAS + Possible techniques can include Tax Increment Financing (TIF) for public realm improvements + Collaborate with One Southern Indiana + Implementation efforts to follow incremental phased approach	+ County + One Southern Indiana	+ Existing incentives + TIF + Public-private financing + Research additional economic development funding within local, State and Federal sources	+ Short Term to Long Term
5. IMPROVE THE PUBLIC REALM AREAS + Promote sustainable streetscape improvement techniques - refer "General Development Guidelines"	+ County + SID/EID	+ General funds + SID funding + State and Federal funding for transportation, alternative connections, public spaces (INDOT, IDNR, etc.)	+ Short Term to Long Term
6. PROMOTE INFRASTRUCTURE IMPROVEMENTS + To be integrated with improvement of public realm areas + Refer to the "General Development Guidelines" + Modify Capital Improvements Plan according to the development vision	+ County and local public agencies	+ General funds + State and Federal funding	+ Medium Term to Long Term and as development continues
7. MARKET THE DEVELOPMENT VISION/CONCEPT + Work with regional entities including One Southern Indiana + Identify target market for the office/R&D campus and create promotional campaign	+ County, local interests	+ Collaborative effort of County, property and business owners	+ Short Term to Long Term

- Strategy
Exhibits the strategies for implementation
- Primary Responsibility
Shows the responsible party/ individual that/who will oversee/ assist in the implementation
- Funding/Financing
Shows the potential funding sources, wherever applicable
- Timeline
Shows the level of priority for specific tasks
 - Short Term : 0-2 years
 - Medium Term : 2-5 years
 - Long Term : 5 - 20 years and above or continuous

The implementation section is critical in framing the recommended strategies so that the initiatives can be appropriately tasked and completed within an expected timeframe. Moreover, it acts as a yardstick to gauge the results of the implementation initiatives to marked impact on the Gateway Area. Although the implementation items have identified priorities, actual initiatives may differ based on availability of different forms of resources at different times.

HISTORIC CORE | CONCEPT



LEGEND

- Study Boundary
- Existing Buildings
- Proposed Buildings
- Green Space/Parks

CONCEPT

- 1 Enhance Historic Edwardsville with maintained look, potential infill, streetscape enhancements and signage & wayfinding
- 2 Low to Medium Density Residential to provide variety of housing options
- 3 Neighborhood Park/Green Space to complement existing parks
- 4 Potential Trail Connections
- 5 Enhance Streetscape
- 6 Gateway Element to create identity
- 7 Enhance Interchange Areas
- 8 Commercial/Mixed-Use Development



Data Source: Floyd County, Indiana GIS



HISTORIC CORE | CONCEPT IMAGES



HISTORIC CORE | GENERAL DEVELOPMENT GUIDELINES

SITE PLANNING STANDARDS

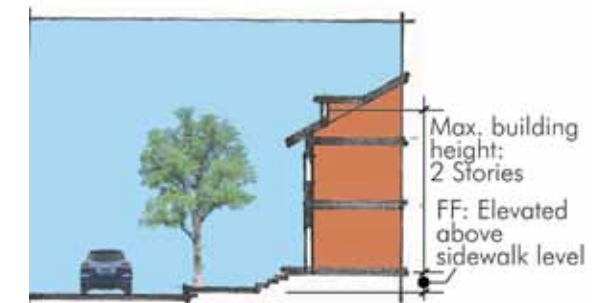
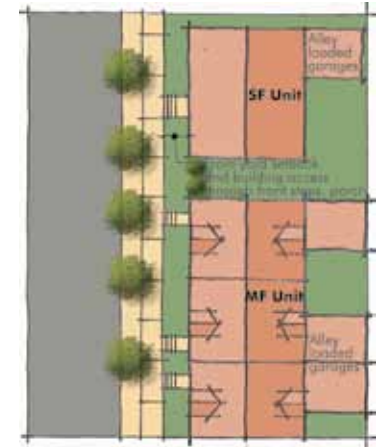
- Encourage mixed-use, pedestrian-friendly development/redevelopment to enhance the historic Edwardsville core.
- Promote neighborhood based retail and commercial opportunities.
- Provide landscape buffer between residential and commercial areas.
- Provide shared off-street parking/garages behind buildings.
- Incorporate enhanced public space, sidewalk cafes and pedestrian-friendly elements along primary corridors to enhance corridor development.
- Develop appropriate signage and wayfinding elements to direct both automobile and pedestrian traffic.
- Encourage the use of bonus system for development incentive such as in development density, provision of open space, shared parking.
- Promote sustainable storm water management practices such as rain gardens, porous pavements & native plants.
- Lighting and landscaping should allow for surveillance and policing activities, but should be designed primarily to accommodate the intended use of the public space.

BUILDING CHARACTER

- Promote range of residential density choices to cater to variety of age and demographics.
- Energy efficiency should also be considered when locating and orienting buildings on a site.
- Promote energy conservation techniques with proper use of high quality building and architectural materials, color, doors, and windows and proper utilization of building mass to create shade.
- Promote breaking up surface planes of the building to create depth and remove the monotony of unvarying surface facades.
- Promote hierarchy of heights of buildings on primary streets to secondary streets.
- Pedestrian-scale features should be incorporated on the first floor of buildings and at entrances to help relate buildings to the streetscape. These features include entrance canopies, storefront awnings, sidewalk dining areas (commercial areas), landscaping, lighting and signs.
- Provide main entrances along the primary street to create a pedestrian-friendly presence.
- Promote the use of sustainable design and construction practices both in construction phase and throughout the life of a building.

CONNECTIVITY

- Promote tree-lined secondary/internal street network along with streetscape furniture (trash receptacles, benches, planters, etc.) in commercial areas. Landscaping and street tree placement should be respectful of storefronts and building entrances.
- Provide alternative connections between neighborhoods to green spaces, parks, and commercial areas through walking/ biking trails and sidewalks.



General Development Standards

Lot Area	No minimum or as guided by design guidelines/zoning/gateway overlay district
Lot Width	No minimum or as guided by design guidelines/zoning/gateway overlay district
Required Build-To Line	Building facade to occupy at least 50% of frontage along build-to line along primary road
Open Space	15% or as guided by design guidelines; 10% for single family (SF) units; or as guided by design guidelines during development
Side and Rear Yard	Zero setback for side yard with provision of firewall, otherwise a minimum of 10' or as guided by design guidelines/zoning; rear yard setbacks should be more between commercial and residential than between commercial areas; multi-family unit requirements to be guided by design guidelines/zoning/gateway overlay district
Building Height	Maximum 3 stories; maximum 1 story for accessory units for single family and multi-family dwellings
Parking	Permitted only in side or rear yards of commercial and multi-family areas; side yard parking should be setback from build-to line; 3 spaces/1,000 SF for commercial uses
Loading Areas and Garages	Permitted only in rear yard; garages should be setback from front building line in single & multi-family units
Building Fenestration	Minimum of 50% of first floor facade to have clear glass/doorway for any commercial uses; 30% - 50% for upper floors; 30% for residential
Entrance	Minimum 1 along primary road frontage that enhances the building appearance

HISTORIC CORE | STRATEGIES AND IMPLEMENTATION FRAMEWORK

STRATEGY	PRIMARY RESPONSIBILITY	FUNDING/FINANCING	TIMELINE
1. MAKE NECESSARY REGULATORY MODIFICATIONS - ZONING, GATEWAY OVERLAY DISTRICT, DETAILED DESIGN GUIDELINES	+ County Planning	+ General funds	+ Short Term
2. EFFICIENT ENFORCEMENT TECHNIQUES TO MAINTAIN THE CHARACTER OF PLACE	+ County and local agencies	+ General funds	+ On-going
3. PROVIDE INCENTIVES TO PROMOTE DEVELOPMENT/ REDEVELOPMENT + Involve property owners and stakeholders to gain consensus support + Density bonuses	+ County	+ General funds + Public-private financing + Development interests	+ On-going
4. PROMOTE ECONOMIC DEVELOPMENT TOOLS FOR COMMERCIAL AREAS + Possible techniques can include Tax Increment Financing (TIF) for public realm improvements + Collaborate with One Southern Indiana + Implementation efforts to follow incremental phased approach	+ County + One Southern Indiana	+ Existing incentives + TIF + Public-private financing + Research additional economic development funding within local, State and Federal sources	+ Short Term to Long Term
5. IMPROVE THE PUBLIC REALM AREAS + Promote sustainable streetscape improvement techniques - refer "General Development Guidelines"	+ County + SID/EID	+ General funds + SID funding + State and Federal funding for transportation, alternative connections, public spaces (INDOT, IDNR, etc.)	+ Short Term to Long Term
6. PROMOTE INFRASTRUCTURE IMPROVEMENTS + To be integrated with improvement of public realm areas + Refer to the "General Development Guidelines" + Modify Capital Improvements Plan according to the development vision	+ County and local public agencies	+ General funds + State and Federal funding	+ Medium Term to Long Term and as development continues
7. MARKET THE DEVELOPMENT CONCEPT + Work with regional entities including One Southern Indiana + Identify target market for the neighborhood based retail and create promotional campaign	+ County, local interests	+ Collaborative effort of County, property and business owners	+ Short Term to Long Term

- Strategy
Exhibits the strategies for implementation
- Primary Responsibility
Shows the responsible party/ individual that/who will oversee/ assist in the implementation
- Funding/Financing
Shows the potential funding sources, wherever applicable
- Timeline
Shows the level of priority for specific tasks
 - Short Term : 0-2 years
 - Medium Term : 2-5 years
 - Long Term : 5 - 20 years and above or continuous

The implementation section is critical in framing the recommended strategies so that the initiatives can be appropriately tasked and completed within an expected timeframe. Moreover, it acts as a yardstick to gauge the results of the implementation initiatives to marked impact on the Gateway Area. Although the implementation items have identified priorities, actual initiatives may differ based on availability of different forms of resources at different times.

MASTER PLAN | POTENTIAL PHASING



LEGEND

- Study Boundary
- A: Phase 1
- B: Phase 2
- C: Phase 3
- D: Phase 4

PHASING NOTE

The phasing of development indicated here is for **guidance purpose**. Development will be **driven by market demand** and if the case arises where development priority for a latter phase presents itself, then that development should take precedent. Such development should still be harmonious with the development concepts, overall development framework, general development guidelines and any applicable detailed design guidelines.



0 250 500 1000 Feet



Data Source: Floyd County, Indiana GIS

MASTER PLAN | POTENTIAL PHASING

PHASE 1



PHASE 3



PHASE 2



PHASE 4



POTENTIAL PHASING ELEMENTS

- **PHASE 1**
 - Easy Maintenance - Paint, Landscaping, Trash & Garbage Collection
 - Minimal Streetscape Enhancement
 - Potential Identity Element
- **PHASE 2**
 - Interchange Landscaping Enhancement
 - Limited Commercial Infill Development
 - Potential Connection from Tunnel Hill Road
- **PHASE 3**
 - Campus Area Development
 - Residential Development
 - Additional Commercial/Mixed-Use Infill Development in the Town Center Area (based on market demand)
 - Potential Hospitality related Development
 - Enhance Historic Core Streetscape and Potential Commercial/Mixed-Use Infill
- **PHASE 4**
 - Potential Retirement Community
 - Additional Residential Development

COMMUNITY WAYFINDING | BEST PRACTICES

WAYFINDING FUNDAMENTALS

- Wayfinding is a series of tools designed to help a specific audience get from point A to Z, and from Z back to A
- Signage is one tool, and should work with others such as landmarks and pre-arrival information online
- Identity plays a significant role in wayfinding
- An effective wayfinding strategy requires proper programming and design

1. DEFINE KEY DESTINATIONS

- Establish criteria for inclusion of destinations in the signage system
- Maintain a hierarchy in messaging
- Consider the "first-time visitor" as the primary audience for signage
- Use direct and consistent terminology

2. IDENTIFY KEY DECISION POINTS

- Distinguish between primary and secondary decision points
- Determine which destinations visitors should be directed to at each point
- Reinforce the desired path by identifying destinations upon arrival

3. ESTABLISH DESIGN STANDARDS

- Design a consistent system for use throughout the community that is unique to Edwardsville
- Develop a hierarchy of sign types to help visitors discern importance of information on wayfinding signs
- A typical comprehensive system includes:
 - Gateways at major entry points
 - Vehicular directional signs
 - Destination ID signs
 - Street ID signs
 - Regulatory signs
 - Pedestrian directional signs
 - Pedestrian kiosks
 - Interpretive markers
- Vehicular wayfinding is most effective when messages are limited to 5 lines of copy or less
- Dependent upon speed, letter height should range from 4"-6"
- Pedestrian wayfinding can include more messages with smaller letters

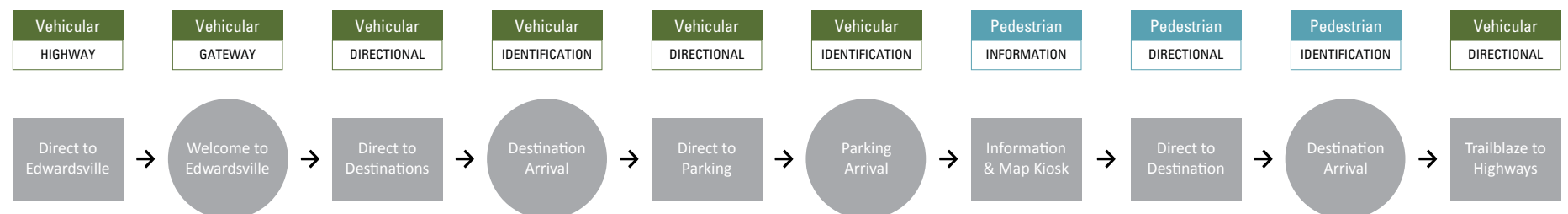
4. UPDATE HIGHWAY SIGNAGE

As a supplement to wayfinding within the community, define destinations that may qualify for additional highway signage programs and work with INDOT to implement.

- Tourist Oriented Directional Signs (TODS)
- Recreational & Cultural Interest Area Signs (RACIAS)
- Supplemental Guide Signs (SGS)
- Consolidated Attraction Signage and Wayfinding Signs (CAS and WFS)

For more information refer to:
http://www.in.gov/tourism/pdfs/Indiana_Tourist_Attraction_Sign_Policy_2-2-10.pdf

Sample Arrival Sequence by Sign Type



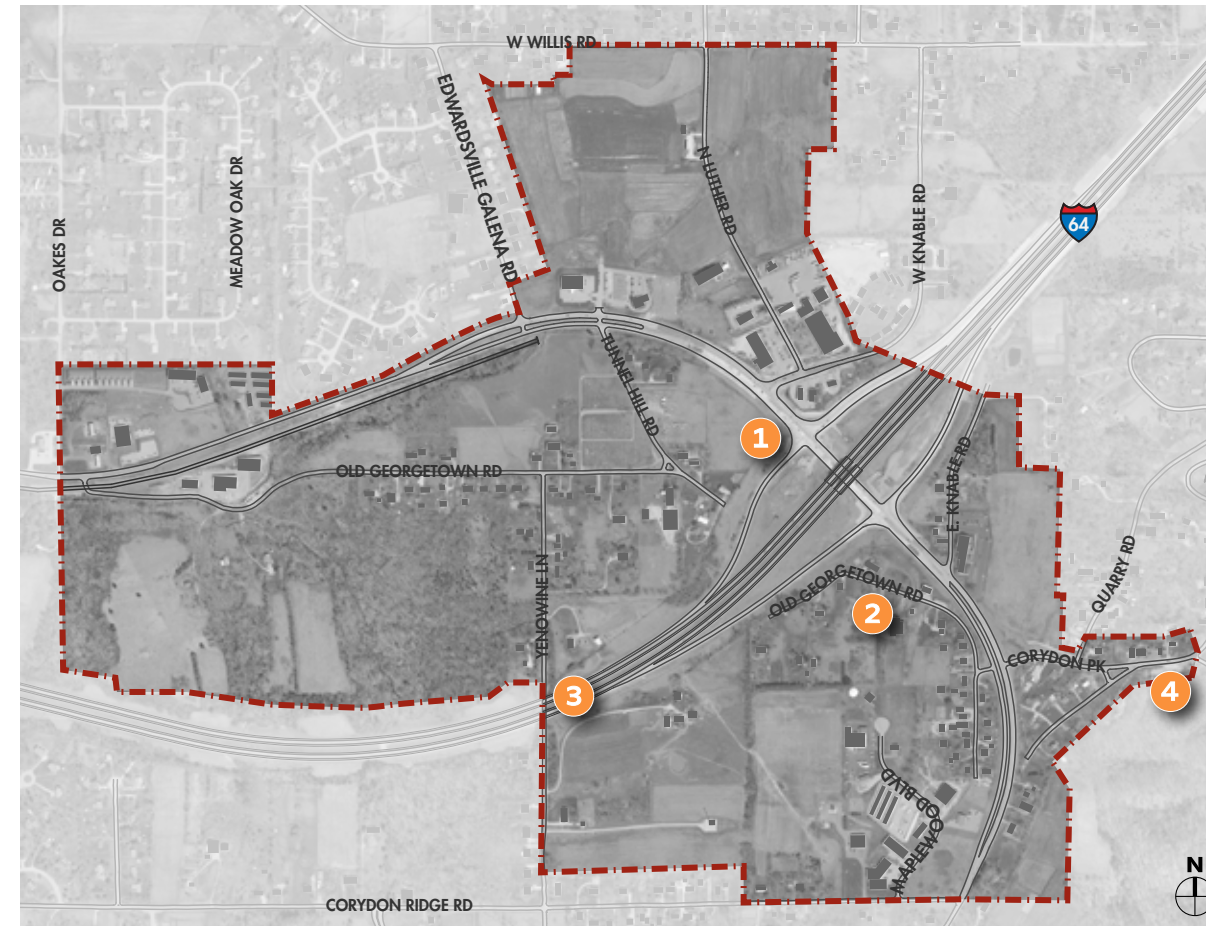
PLACEMAKING RECOMMENDATIONS

ESTABLISH IDENTITY

- Consider incorporating Edwardsville
- Consider re-establishing post office and/or separate zip code
- Develop visual/brand identity (logo)
- Identify key points of interest and consider wayfinding signage to those locations
- **Physical enhancements to create sense of place**
Landscaping along highway embankments
Identity signage
- **Land use improvements**
Community spaces
Destinations
Walkability/accessibility
- **Social media**
Web updates
Community forum or calendar

PLACEMAKING OPPORTUNITIES

- Exit ramp identity & beautification
- Old school restoration & interpretive signage
- Overpass identity & branding
- Corydon Pike/Knobs Overlook interpretive experience
- **Duncan Tunnel interpretive signage**
consider location at future Town Hall if tunnel is not publicly accessible



Gateway signage and landscaping



Outdoor gathering space, school interpretive signage



Identity signage and branding



Interpretive signage

SIGNAGE PRECEDENTS

GATEWAY



IDENTITY



SIGNAGE PRECEDENTS

WAYFINDING



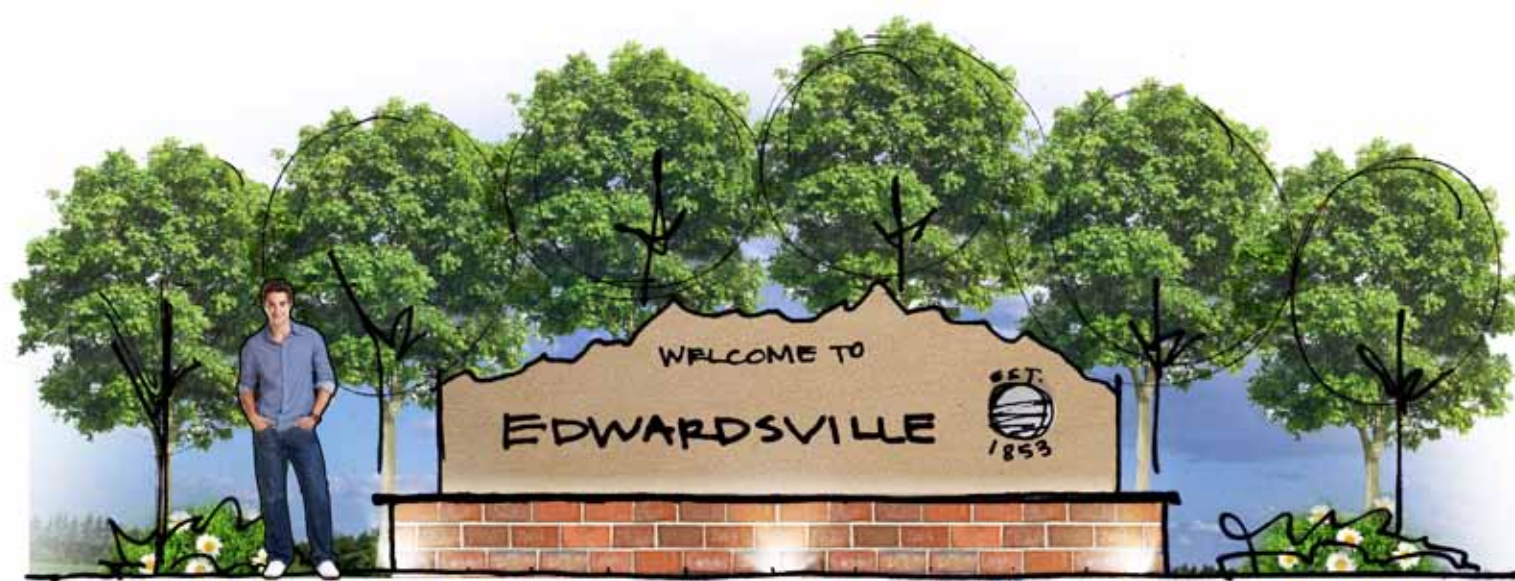
INTERPRETIVE



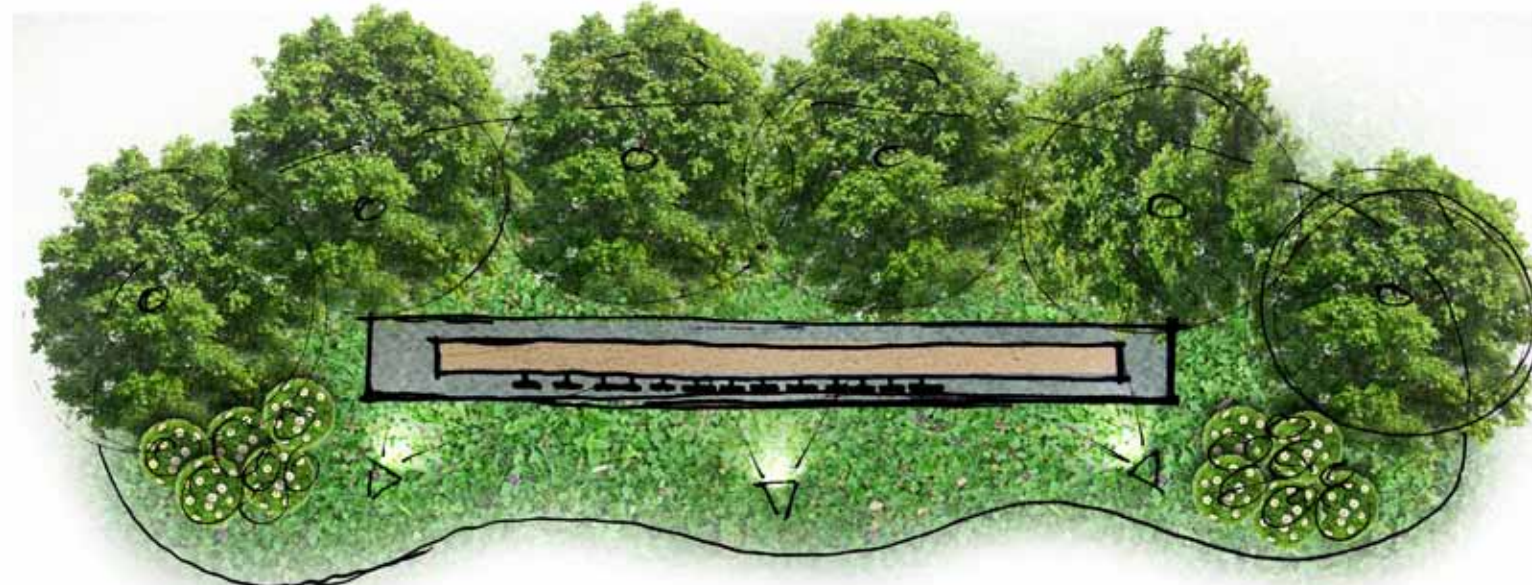
GATEWAY CONCEPT SKETCHES

CONCEPT NOTES

- Primary gateway includes signage and landscaping
- Signage materials may include rough-cut stone and brick
- Large letters pin-mounted to stone
- Identity element applied or sandblasted and paint-filled
- Landscaping surrounds signage without disrupting viewshed
- External lighting illuminates signage at night



ELEVATION
no scale



PLAN VIEW
no scale



GATEWAY CONCEPT SKETCHES



- Identity applied to overpass could function as a secondary gateway
- Identity should be consistent with the primary gateway (and other branded materials)

TRANSPORTATION & INFRASTRUCTURE RECOMMENDATIONS

FUTURE ROADWAY DESIGN CONSIDERATIONS

- INDOT Design Figure 53-6 will be used for design criteria
- Clear Zone considerations will follow Figure 49-2A for the appropriate fore and back slopes
- Consider converting West Knable Road intersection to a right in, right out only intersection and provide access from Tunnel Hill Road. Tunnel Hill Road will require a signal installation. This should help the overall LOS of the corridor and intersections by moving the main access point to commercial areas away from the interchange and limiting left turn movements.
- Consider improving the intersection of Old Georgetown Road. This currently serves as an alternative access to the Southwest quadrant of the I-64 interchange. As that quadrant is developed further, this intersection with a substandard approach to the railroad crossing should be improved. Upgrading this access point would alleviate some congestion at Tunnel Hill Road.

FUTURE PEDESTRIAN/SHARED USE TRAIL CONSIDERATIONS

- According to the Thoroughfare Plan, a multiuse trail should be considered along North Luther Road connecting the neighborhoods to the north with the commercial area.
- Retrofit sidewalks could also be considered along North Luther Road.
- A multiuse path could be considered along the westbound side of SR 64. The shoulder section appears to be wide enough to accommodate this from the I-64 interchange to a point 600 west of Edwardsville-Galena Road.
- A multiuse path could also be considered along the north side of I-64 outside of the Limited Access Right of Way owned by the State of Indiana. This portion of path would need to begin from West Knable Road due to right of way issues further east.

UTILITY CONSIDERATIONS

WATER

- Edwardsville water services the commercial area with a 4 inch line
- The utility has water capacity to serve more users
- A study would need to be performed to determine system upgrades to serve larger developments. Lines would likely need to be upgraded to 6 or 8 inch.

SEWER

- The utility has ample capacity to treat any additional sewage from future development in the area. However, a study will be needed for such development to determine if lines will need to be upgraded to handle the additional flow in the area.
- Currently a gravity sewer is serving along SR 62 to the west of the interchange and a force main is serving along SR 64 to the east of the interchange.

ELECTRIC

- Electrical capacity can be easily expanded to meet future needs in the area

STORM WATER

- Any storm water for new development will need to be mitigated to pre developed conditions according to Floyd County Ordinances. This can be achieved through inline detention, storage ponds or infiltration.
- INDOT's drainage appears to be more than adequate for right of way drainage of the road.
- Innovative storm water solutions should be considered such as the use of wetlands, rain gardens and bioswales to reduce the overall runoff while increasing the quality of that runoff. These solutions can filter the storm water of silt, grit, oil and other petroleum products for cleaner discharge to local streams and waterways. These treatments will have long term maintenance requirements that will need to be assumed by either the local agency or the owner of the development.



FUNDING

- Federal funding for roadways will likely be limited to intersection improvements at intersections with SR 62/64 and the I-64 interchange. None of the intersecting roadways are listed as a collector or arterial which is needed to obtain federal funds. To classify them as such would require a specific traffic study and an application to add them to the inventory.
- Transportation Enhancement funding is available for multiuse paths and pedestrian trails. These can be applied for by the County. These monies would cover 80% of the design, construction and right of way acquisition for the proposed facility and the Local Agency would need to provide the other 20%.
- Funding from the Office of Community and Rural Affairs (OCRA) can be obtained for water and wastewater projects. However these would likely require any new development be in place to demonstrate the need for improvement. These funds would also need to be obtained by the operator of the utility.
- Economic development funds are also available for infrastructure improvements if a local agency would decide to construct a commercial or industrial area to attract new business.

FRAMEWORK COMPARISON | FIGURE GROUND






EXISTING FIGURE - GROUND

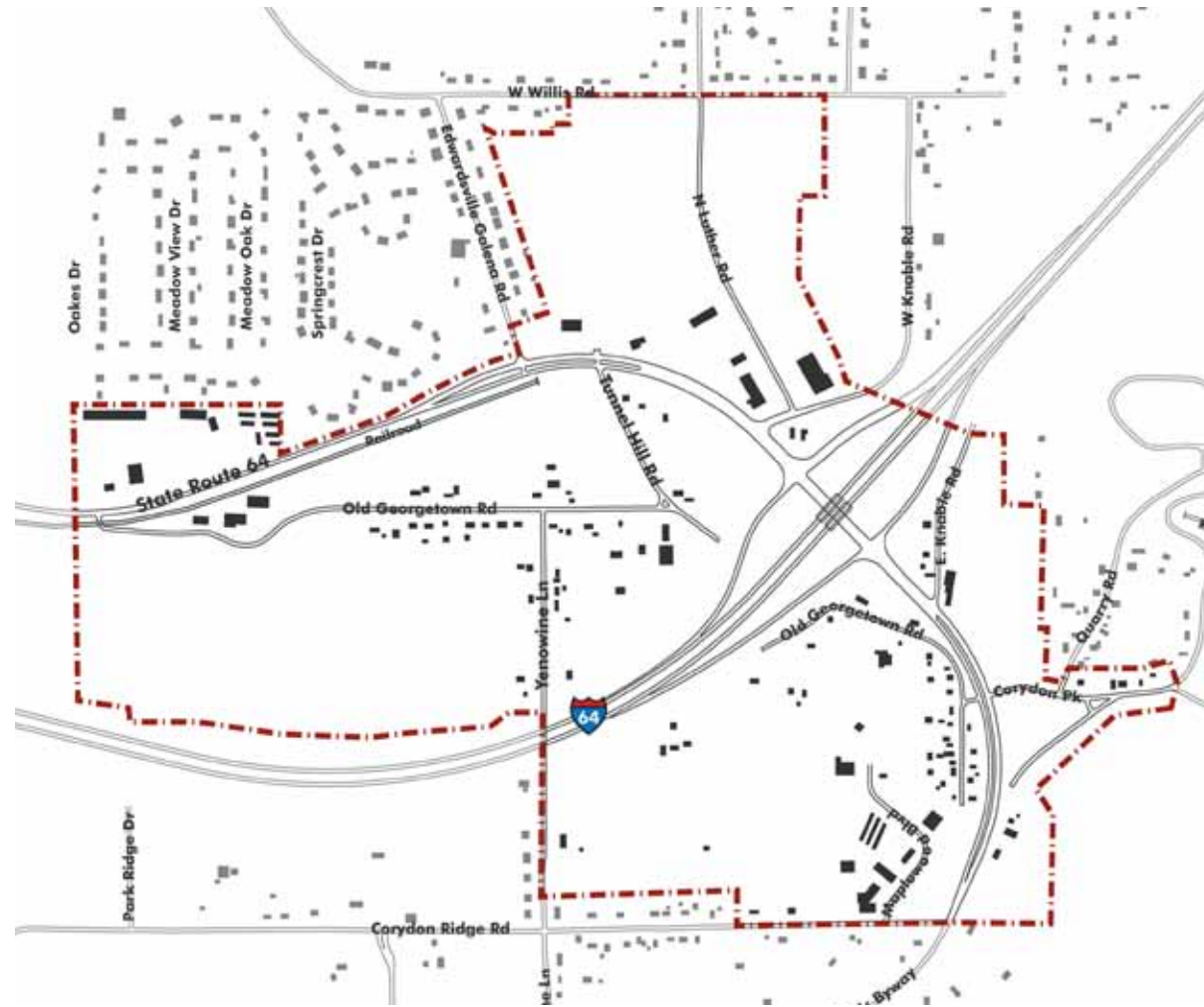
-  Study Boundary
-  Built-Form





POTENTIAL FIGURE - GROUND

-  Study Boundary
-  Built-Form
-  Proposed Built-Form

FRAMEWORK COMPARISON | ROAD NETWORK AND CONNECTIVITY






EXISTING ROAD NETWORK

-  Study Boundary
-  Built-Form





POTENTIAL ROAD NETWORK

-  Study Boundary
-  Road Network
-  Trails/Sidewalks

FRAMEWORK | OPEN SPACES, PARKS



FIGURE - GROUND STUDY

-  Study Boundary
-  Green Spaces, Parks

TARGETED STRATEGIES

UNDERSTANDING

- Provides overview strategies to help guide the growth and development of the gateway area in the following categories:
 - Context & Character
 - Natural Resources
 - Agriculture/Farming
 - Energy
 - Transportation
 - Infrastructure

CONTEXT & CHARACTER

- 01 Complement the rural-suburban character.
- 02 Context sensitive architectural style with low to midrise built form.
- 03 Clean and maintained look to enhance the character of the place.
- 04 Landmarks such as the churches, Edwardsville water tower and potential buildings in the commercial area helps in visual integrity of the place with physically contained development pattern with graduated densities.
- 05 Discernible edges for development (residential and commercial) should be maintained which helps to accurately gauge the limit of development.
- 06 Compact and bounded development pattern (such as clustering of mixed-use commercial, higher density residential in potential town center area).
- 07 Promote the preservation of the character of the area and creation of place.



NATURAL RESOURCES

- 01 Preserve natural resource areas within the gateway area, specifically the steep slopes/wooded lot area between SR 64 and I-64, and similar environmentally sensitive areas.
- 02 Promote the creation of greenways and blueways to connect with existing and planned trails in the region.
- 03 Create educational outreach programs to promote the benefits of the preservation of natural resources and environmentally sensitive areas.
- 04 Regulations should include modification of zoning codes to reflect the conservation/preservation areas and applicable easement restriction, if required.
- 05 Promote the local natural habitat and wildlife preservation.



TARGETED STRATEGIES

AGRICULTURE / FARMING

- 01 Identify prime agricultural land within and around the study area from current agricultural reports of the County/region.
- 02 Protect prime agricultural areas - with tools such as land use regulation utilizing existing zoning for transfer/purchase of development rights.
- 03 Continue to provide and explore additional incentives to local farmers, neighborhood-based organic farming, initiatives for locally grown food.
- 04 Work with local businesses to coordinate with farmers/neighborhood organic growers to sell locally grown food.
- 05 Incorporate/modify the information of agricultural land into the County's digital data on a regular basis.
- 06 Promotional campaigns to encourage preservation of agricultural land and marketing of "buy local".
- 07 Educational outreach to promote the importance of agricultural land and consumption of locally grown food.
- 08 Public/private partnership to encourage grocery store development or farmer's market with integration of "local farm to store" food supply.
- 09 Utility infrastructure/services and roadway transportation should not be extended into the identified agricultural areas, unless otherwise required for efficient operation of agriculture related work.



ENERGY

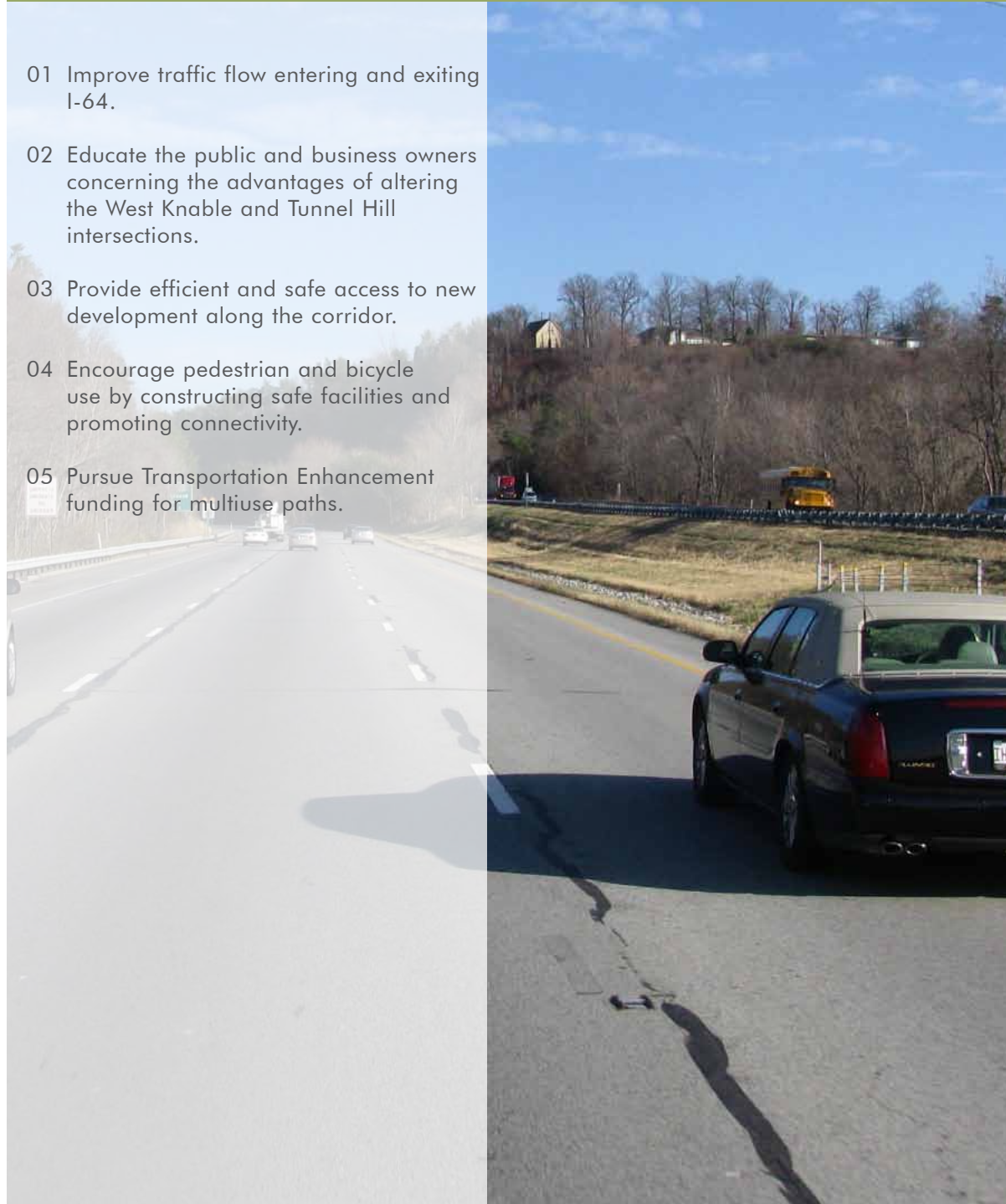
- 01 Utility infrastructure capacity should be optimized for efficient usage; existing capacity in areas served by utility infrastructure should be utilized fully in lieu of extension of services in rural/agricultural areas.
- 02 Sewer and storm water credit systems should be utilized to provide services to places with existing infrastructure.
- 03 Incentives for better and low impact site design will create lesser impact in outlying areas and will protect habitat.
- 04 Explore opportunities for implementation of renewable/clean/alternative energy resources with targeted funding.
- 05 Streamline regulations/zoning/building codes to incorporate installation of alternative energy resources yet preserving the character of Edwardsville.
- 06 Educational outreach programs to be performed to promote the benefits of lower consumption, conventional resources, alternative energy resources and assistance for implementation.
- 07 Potential siting decisions for alternatives/renewable energy sources to be vetted through a transparent participation process.
- 08 Conduct performance metrics to evaluate the progress of alternative energy generation.
- 09 Support low income home energy assistance program (LIHEAP).



TARGETED STRATEGIES

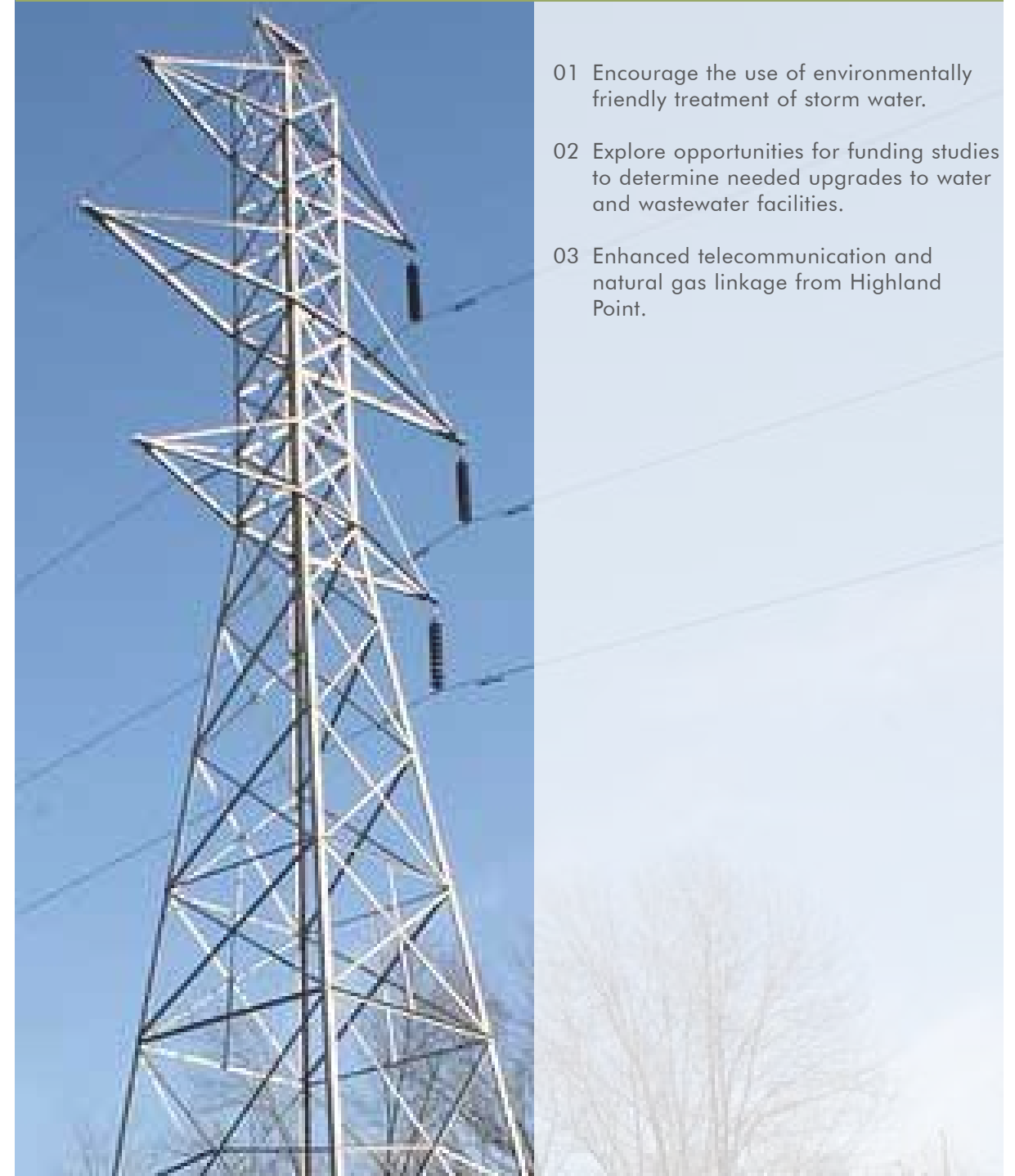
TRANSPORTATION

- 01 Improve traffic flow entering and exiting I-64.
- 02 Educate the public and business owners concerning the advantages of altering the West Knable and Tunnel Hill intersections.
- 03 Provide efficient and safe access to new development along the corridor.
- 04 Encourage pedestrian and bicycle use by constructing safe facilities and promoting connectivity.
- 05 Pursue Transportation Enhancement funding for multiuse paths.



INFRASTRUCTURE

- 01 Encourage the use of environmentally friendly treatment of storm water.
- 02 Explore opportunities for funding studies to determine needed upgrades to water and wastewater facilities.
- 03 Enhanced telecommunication and natural gas linkage from Highland Point.



SECTION FOUR IMPLEMENTATION



PRIORITY IMPLEMENTATION

- **Adopt the Gateway Master Plan**
- **Create Gateway Master Plan implementation committee**
- **Revise regulatory mechanisms, specifically the Gateway Overlay District, to create an environment conducive to development, maintenance and upkeep.**
- **Work with property and business owners to help them with regular maintenance and upkeep.**
- **Collaborate with regional entities such as Floyd County, adjacent municipalities, One Southern Indiana for regional growth, marketing and promotions.**
- **Research grants, funding opportunities and economic development tools to incentivize maintenance and future development of residential and commercial properties as well as retention/recruitment of businesses.**
- **Enhance public realm areas - streetscape, parks, public plazas, etc.**

MASTER PLAN | GUIDANCE MECHANISMS

Based upon the stakeholder participation comments, findings of the market understanding and the evolution of the conceptual development schemes, following are the overall guidance mechanism for successful implementation of the Gateway Master Plan:

Organizational Approach

- **Consensus Building:**
 - The process of exchange of ideas and consensus building employed during the development of the master plan should be continued during the implementation of the master plan and its components.
 - This will help in eliminating resident and business owner concerns and generate excitement towards overall development.
- **Adopt the Gateway Master Plan:**
 - It is recommended to adopt the Master Plan with 6-month of the completion of the plan by the Floyd County Commissioners.
 - The Plan should be revisited on an annual basis and should be updated on a 5-year cycle.
 - Implementation should follow the recommendations and strategies as per this Master Plan including but not limited to the physical concepts, "Outline Development Parameters" and "General Development Guidelines" for the target areas.
- **Implementation Champion:**
 - It is of prime importance that the excitement and enthusiasm generated through the planning process is carried over during the implementation stage.
 - As such, implementation champions should be identified, whether it is an individual or a group.
 - It is recommended that initially the steering committee assigned to

oversee this Master Plan process act as the implementation champion with strategic guidance from Floyd County Planning department.

- Roles and responsibilities should be subdivided among members and additional members should be encouraged to join the implementation efforts. Preliminary implementation items are indicated within the "Recommended Strategies and Implementation Framework" of the target areas. These should be expanded to include detailed implementation mechanisms.
- Bi-weekly or monthly update meetings are recommended to report the progress of the work.
- This can pave the way for the creation of any non-profit Limited Liability Company (LLC) that will help for overall maintenance and any development within the Edwardsville Gateway area.
- **Expedited Plan Review Process:**
 - Based on current understanding and the feedback generated during the master plan process, any development due diligence process is processed through Floyd County with input from local public agencies such as Edwardsville Water Department. This sometime lead to numerous coordinations and a time consuming process.
 - It is recommended to evaluate the feasibility of a "One-Stop Shop" process wherein any property owner/business owner and/or developer can consult with a single agency/individual and that specific organization/individual will coordinate necessary due diligence process that will help reduce the time of the review and approval process.

Design & Regulatory Approach

- **Work on priority implementation items (page 99) and preliminary design and maintenance items:**
 - Basic Maintenance & Upkeep (Exterior Facade, Paint, Landscaping, Parking Areas etc.)
 - Inclusion of various community groups in Spring Clean and similar approaches
 - Gateway Signage
 - Streetscape Enhancement including Landscaped Median (in coordination with INDOT)
 - Coordinate with County to include items on the Capital Improvement Plan and discuss infrastructure improvement commitment
- **Modifications of Overlay District based on the Master Plan Concepts & Vision:**
 - Modify the existing Gateway Overlay District (based upon potential uses) and follow "Outline Development Parameters" and "General Development Guidelines" for the target areas. Every effort should be made to create "green" and sustainable guidelines for overall development.
- **Detailed Target Area Specific Guidelines**
 - As and when development within the target areas occur, it is recommended to follow the "Outline Development Parameters" and "General Development Guidelines".
 - It is further recommended to develop detailed guidelines for any specific development area that will help create harmonious development patterns in the adjacent areas and for easier development review and approval process.

Additional Regulatory Tools:

- Research and evaluate additional regulatory mechanisms that will help to create the development as per the vision of this Master Plan. Tools such as Planned Unit Development, Form-Based Code, density bonus structures etc. should be evaluated for feasibility of application within the target areas.
- **Targeted Strategies**
 - It is recommended to follow the targeted strategies for specific guidance on master plan components such as Context/Character, Natural Resources, Agriculture/Farming, Energy, Social & Health Services, Education, Transportation and Infrastructure

Promotions and Marketing

- **Target tenants/consumers as per the Market Analysis Report included within this Plan**
- **Future Development Options for Current Property Owners**
 - Current property owners elect to partner with a real estate development company with the development expertise, financial capacity and appetite for risk to develop. The property owners and real estate developer would form an LLC partnership each with ownership commensurate with equity brought to the partnership and both agreeing to certain terms and conditions for the life of the relationship.
 - Current property owners elect to sell their properties allowing other interests to step in and implement a redevelopment vision. This might include a private developer to bring in equity and financial strength to the struggling real estate development ownership.
- **Develop financial and incentives toolbox to generate interests for maintenance and development.**

POTENTIAL REGULATIONS MATRIX

- Exhibits several applicable forms of regulations that can be applied within the Edwardsville Gateway area
- The County along with applicable local officials should collaborate with area residents and business owners to develop a consensus regulatory approach
- This matrix shows the comparison of the different regulations based on community preferences and implementation scenario
- This also demonstrates correlation of the different regulatory approaches as they relate to current property values and reinvestment dollars
- For example, Planned Unit Developments (PUD) (3) are easier to implement than Detailed Design Guidelines (6) but following Detailed Design Guidelines (6) might yield higher property values and reinvestment dollars compared to Planned Unit Developments. This is because Detailed Design Guidelines provide in-depth guidance towards better site and building development than PUD although Detailed Design Guidelines might require higher upfront costs for formulation and adoption. Guidelines also reflect the community preference better as community participation and consensus might be an element towards adoption.



Regulations

1. Conventional Zoning
2. Site Development Guidelines
3. Planned Unit Developments
4. Overlay Districts
5. Incentives Based Approach (Density Transfer, Transfer of Development Rights, etc.)
6. Detailed Design Guidelines
7. Form-Based Code

POTENTIAL FUNDING RESOURCES

Grant/Funding	Amount	Match	Description	Eligibility	Deadline	Resources
Recreational Trails Program (RTP) Grant Program	Applicants may request grant amounts ranging from a minimum of \$10,000 up to a maximum of \$150,000.	The Indiana RTP will provide 80% matching reimbursement assistance for eligible projects.	Provides funding for the acquisition and/or development of multi-use recreational trail projects. Both motorized and non-motorized projects may qualify for assistance. The assistance program is sponsored by the U.S. Department of Transportation's Federal Highway Administration (FHWA).	Only park and recreation boards established under Indiana law are eligible. The park and recreation board must also have a current 5-year master plan for parks and recreation on file, approved at the Division of Outdoor Recreation.	May 1	Bob Bronson Email: bbronson@dnr.in.gov State & Community Outdoor Recreation Planning Section Division of Outdoor Recreation Indiana Department of Natural Resources (317) 232-4075 Fax: (317) 233-4648
Save America's Treasures Grant	\$700,000 federal share top, average is \$233,000	Required to be competitive	Save America's Treasures grants are available for preservation and/or conservation work on nationally significant intellectual and cultural artifacts and nationally significant historic structures and sites.	Federal agencies, units of state and local governments, nonprofit 501(c), U.S. organizations.	Contact program administrator	Contact program administrator, National Park Service (202) 354-2020 http://www.nps.gov/history/hps/treasures/ProgramDetails.htm
Clean Water Indiana Section 205(j) Grant	Amount varies	-	Provides funding for water quality management planning. Funds are to be used to determine the nature, extent and causes of point and nonpoint source pollution problems and to develop plans to resolve these problems.	Municipal governments, county governments, regional planning commissions, and other public organizations.	September 1	Doug Campbell, NPS/TMDL Section at (317) 233-8491
Clean Water Indiana Section 319(h) Grant	Grants are for 60% of project costs	40% matching contribution is required	Provides funding for various types of projects that work to reduce nonpoint source water pollution. Funds may be used to conduct assessments, develop and implement TMDLs and watershed management plans, provide technical assistance, demonstrate new technology and provide education and outreach.	Nonprofit organizations, universities, and local, state, and federal governmental agencies.	Contact program administrator	Laura Bieberich, NPS/TMDL Section at (317) 233-1863
Tax Increment Financing (TIF)	-	-	Enables local economic development officials to collect the property tax revenue attributable to increased assessed value resulting from new investments within a designated area (TIF district).	TIF districts can be designated as either a redevelopment area or as an economic development area. A redevelopment area requires the finding of blight and is typically located in an older urban area or brownfield. An economic development area requires the finding of significant economic benefit, jobs and private investment, for the community. Greenfield development is typically located in a previously undeveloped area for uses such as a new industrial park).	Contact program administrator	Drew Klacik, Senior Policy Analyst Center for Urban Policy and the Environment 334 N. Senate Avenue, #300 Indianapolis, IN 46204 317/261-3000 dklacik@iupui.edu http://www.policyinstitute.iu.edu/urban/
Indiana Rehabilitation Investment Tax Credit (RITC)	Equals 20% of rehabilitation costs for qualified work at income-producing properties that are certified historic buildings.	-	Historic rehabilitation tax credit program is available to Indiana State Income taxpayers who undertake certified rehabilitations of historic structures.	Eligible properties include commercial buildings, factories, or even old houses but they must be income producing, such as rental properties. A building must have been determined to be eligible for listing in the National Register of Historic Places.	Contact program administrator	Indiana Department of Natural Resources http://www.in.gov/dnr/historic/3680.htm
Indiana Landmarks Endangered Places Loans	Loans have a \$75,000 limit and low-interest terms for the first three years.	-	To buy and/or restore historic properties. The recipient of loan funds must attach Indiana Landmarks' protective covenant to the property deed.	Nonprofit preservation organizations	Contact program administrator	Contact Indiana Landmarks for information on nonprofit membership and affiliate organization status, 317-639-4534, 800-450-4534, or members@indianalandmarks.org .

POTENTIAL FUNDING RESOURCES

Grant/Funding	Amount	Match	Description	Eligibility	Deadline	Resources
Land and Water Conservation Fund (LWCF)	\$10,000-200,000	50/50	Grant applications may consist of land acquisition and/or facility construction or renovation for local public parks for outdoor recreation. New parks or additions to existing parks may be funded. Examples of types of projects include: Acquiring park or natural area, Picnic areas, Sports and playfields, Water oriented facilities for boating, swimming, and access to lakes, rivers and streams, Natural areas and interpretive facilities, Campgrounds, Fishing and hunting areas, Winter sports facilities, Amphitheaters and bandstands, Parks adjacent to schools for mutual use, Outdoor natural habitat zoo facilities, Roads, restrooms, utilities, park maintenance buildings, Nature Centers.	Park Board & 5-Year Park and Recreation Master Plan	Contact program administrator	Bob Bronson Email: bbronson@dnr.in.gov State & Community Outdoor Recreation Planning Section Division of Outdoor Recreation Indiana Department of Natural Resources (317) 232-4075 Fax: (317) 233-4648
Business and Industry (B&I) Loan Guarantee Program	Loan guarantees are limited to a maximum of \$25 million per borrower. Loan Guarantee Limits (Maximum Percentage Applies To The Entire Loan) • 80% up to \$5 million. • 70% over \$5 million to \$10 million. • 60% over \$10 million to \$25 million.	-	The Business and Industry Loan Guarantee program guarantees loans made by eligible local lenders to businesses to benefit rural areas. The program's primary purpose is to create and maintain employment and improve the economic and environmental climate in rural communities. Eligible loan purposes include: Business and industrial acquisitions, construction, conversion, expansion, repair, modernization or development costs, Purchase of equipment, machinery or supplies, Startup costs and working capital. Processing and marketing facilities, Pollution control and abatement, Refinancing for viable projects, under certain conditions, Purchase of startup cooperative stock for family sized farms where commodities are produced to be processed by the cooperative.	Priority is given to applications for loans in rural communities of 25,000 or less. Any legal entity, including individuals, public and private organizations and federally recognized Indian tribal groups, may qualify. There is no size restriction on the businesses. Local economic development organizations and investors can be considered.	Contact program administrator	USDA Rural Development Federal Building, Room 152 100 Centennial Mall North Lincoln, NE 68508-3888 Phone: (402) 437-5568 or (402) 437-5554
Indiana Brownfields Program's Revolving Loan Fund (RLF)	Loan terms are flexible and dependent upon project/borrower needs and the Program's need to maintain the long-term stability of the RLF Incentive. Interest rates will be fixed and range between 0 – 3%.	-	RLF Funds are designated for cleanup activities at eligible brownfield sites. Cleanup activities conducted with RLF Funds must be performed consistent with the IDEM Risk Integrated System of Closure ("RISC") guidelines in effect at the time the Program approved the proposed Loan activities. All activities sought to be paid for with RLF Funds must receive Program approval prior to implementation.	Political subdivision or, non-profit corporation or, private, for-profit entity (i.e., any person, sole proprietor, corporation, company, firm, partnership, association, trust, joint venture, investor, developer, or other business enterprise).	RLF grant which ends on July 31, 2013.	Program's Financial Resources Coordinator at (317) 234-1688. Questions regarding the RLF Incentive in general can be directed to the Program's U.S. EPA/Community Liaison & Outreach Coordinator at (317) 234-0235.
Small Loan Advantage and Community Advantage 7(a) Loan Initiatives	Maximum Loan Size: \$250,000 Guarantee: 85 percent for loans up to \$150,000 and 75 percent for those greater than \$150,000.	-	The U.S. Small Business Administration (SBA) is committed to expanding access to capital for small businesses and entrepreneurs in underserved communities so that we can help drive economic growth and job creation. Small Loan Advantage is structured to encourage larger, existing SBA lenders to make lower-dollar loans, which often benefit businesses in underserved markets. Community Advantage is a pilot initiative aimed at increasing the number of SBA 7(a) lenders who reach underserved communities, targeting community-based, mission-focused financial institutions which were previously not able to offer SBA loans.	-	-	Paul Wyatt paul.wyatt@sba.gov (317)226-7272 Ext. 120 Indiana District Office 8500 Keystone Crossing Suite 400 Indianapolis, IN 46240

POTENTIAL ECONOMIC DEVELOPMENT MECHANISMS

The following economic development tools should be explored by the Implementation Committee and County for appropriate application based on the needs and traction generated by the participants. This is based on the "Potential Funding Resources":

- Tax Increment Financing (TIF)
- Tax Abatement : Taxing authority providing a temporary stay on payment of taxes
- Revolving Loan: Provision of micro-loans to individuals or businesses that do not qualify for traditional loans. As and when loans are refunded, they are used for additional loans. This can be utilized not only for typical services by local businesses but can be utilized for encouraging "green" (sustainable) developments, energy efficiency, as examples.
- Matching Grants to Local, State and Federal Funding
- Several mechanisms for economic development (through the assistance from local partners such as South Central Indiana Economic Development Group, Horseshoe Foundation, Lilly Foundation, etc.):
 - Special Improvement District
 - Economic Development Corporation
 - Assistance by local financial institutions regarding loans based on the Community Reinvestment Act (CRA) guidelines
- Vendor Buydown Program to help property and business owners in Paint, Lighting, Signage, Awnings etc.

SECTION FIVE

APPENDIX

CONTENTS

- Meeting Information
- Miscellaneous Exhibits
- Visual Preference Survey
- Paper Survey
- Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis



PUBLIC MEETINGS



MARCH 5, 2011, 9:00 AM
Stakeholder Input Session

MARCH 5, 2011, 11:00 AM
Steering Committee Meeting

MARCH 5, 2011, 1:00 PM
Stakeholder Input Session

APRIL 30, 2011, 11:30 AM
Public Presentation and Consensus Building

APRIL 30, 2011, 1:30 PM
Steering Committee Meeting

MAY 25, 2011
Property Owner/Developer Meeting

JUNE 22, 2011
Property Owner/Developer Meeting

JULY 2011
Property Owner/Developer

AUGUST 22, 2011
Meeting with INDOT Officials

OCTOBER 13, 2011
Final Steering Committee Meeting

NOVEMBER 5, 2011, 10:00 AM
Final Public Meeting

NOVEMBER 19, 2011, 10:00 AM
Public Presentation by County Officials

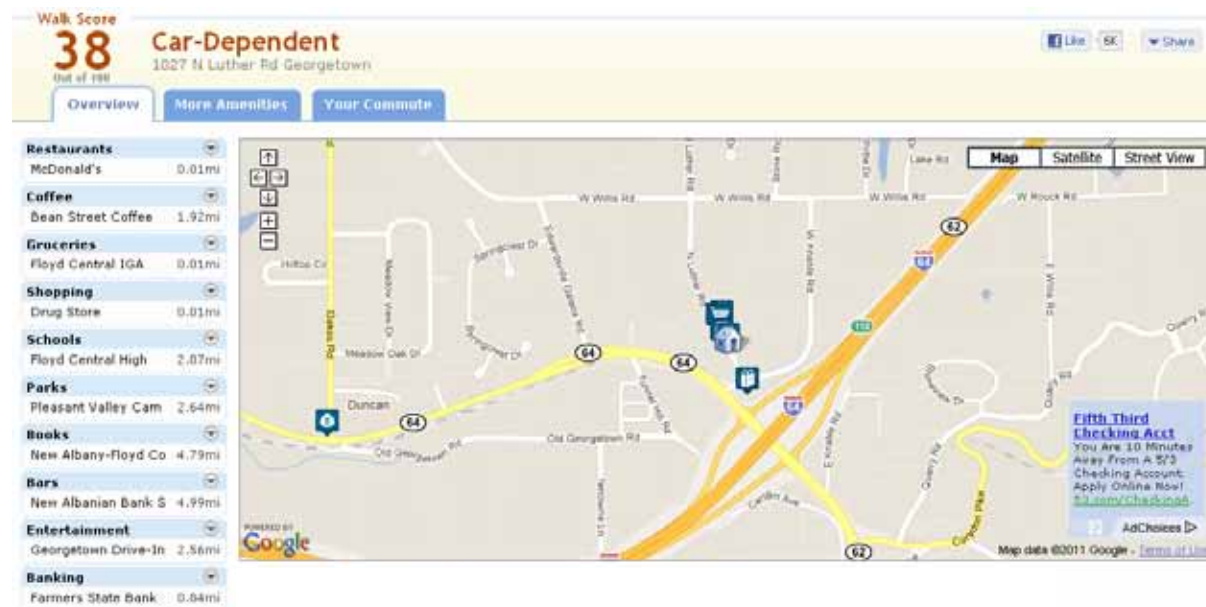
NOVEMBER 21, 2011, 6:00 PM
Planning Commission

MISCELLANEOUS EXHIBITS

WALKSCORE

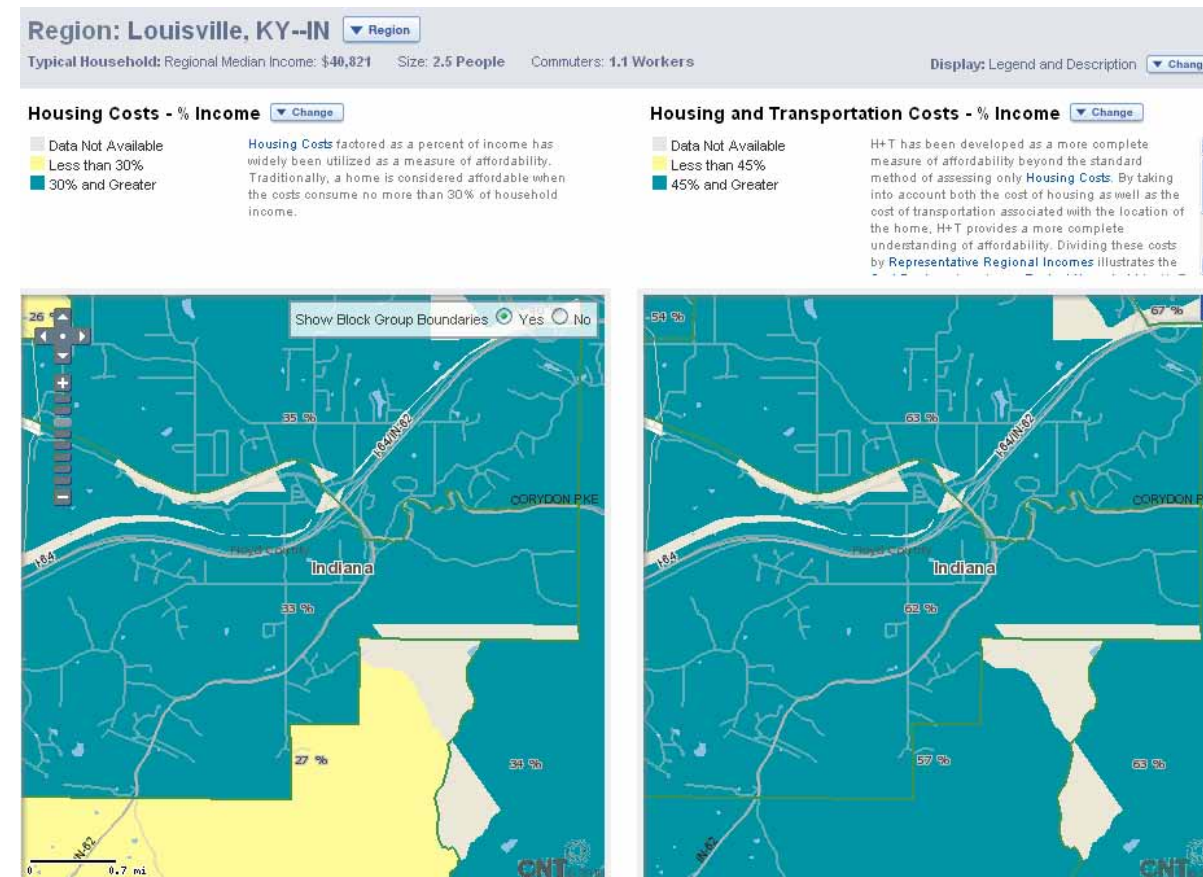
This map shows walkability index for Edwardsville potential town center area as indicated by walkscore.com.

Note: The Overview information to the left of the graphic partially shows the list of businesses. For more information, refer to the website.



HOUSING AND TRANSPORTATION MAPS

These exhibits the relation of housing and transportation costs as percentage of income. These analyses, conducted by the Center of Neighborhood Technologies (CNT), showcases the Housing + Transportation Affordability Index providing the true cost of housing based on its location by measuring the transportation costs associated with place. (<http://htaindex.cnt.org/>)



© Copyright 2003-11 Center for Neighborhood Technology · 2125 W North Ave, Chicago, IL 60647 · Tel: (773) 278-4800 · Fax: (773) 278-3840
Recipient of the 2009 MacArthur Award for Creative and Effective Institutions.

VISUAL PREFERENCE SURVEY

During the public meetings on March 5, 2011 the Planning and Design Team engaged the attendees to participate in a visual preference survey. This is a tool for the public to give feedback on planning and design alternatives and to directly participate in the visioning of the Edwardsville Gateway Master Plan.

Participants were asked "What is your favorite character (for Edwardsville Gateway Area)?" and to indicate their preference among a series of images used to illustrate various options for development or public space. This question was focused towards 8 different topics included as a part of a Visual Preference Survey. Images were selected to demonstrate a range of design possibilities, from subtle to aggressive. 32 people participated in the Visual Preference Survey during the public meeting.

The following pages show each category and their corresponding images. The percentage of how many participants chose/favored each image is also listed.

Commercial Development



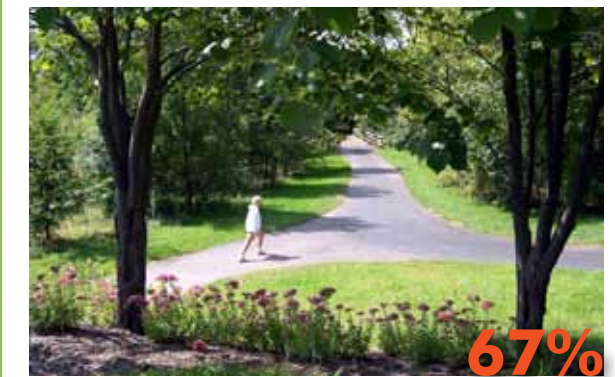
Gateway



Streetscape



Trails & Bikeways



VISUAL PREFERENCE SURVEY | CONT.

Signage



None of these 5%

Public Art



Public Spaces



Building Character

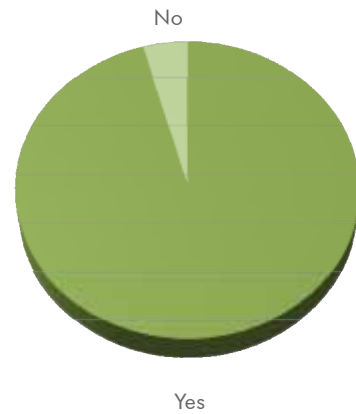


PAPER BASED SURVEY

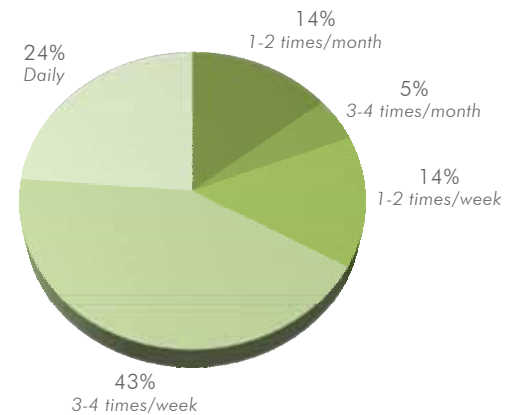
During the public meetings on March 5, 2011 the Planning and Design Team also engaged the attendees to participate in a paper based survey.

The following pages show each question and their corresponding sample responses. 100 people participated in the paper based survey

DO YOU LIVE IN THE VICINITY OF THE STUDY AREA?



HOW OFTEN DO YOU PATRONIZE THE STUDY AREA?



WHAT ARE THE MOST CRITICAL USES AND/OR DESTINATIONS NEAR THE INTERCHANGE AND SURROUNDING AREAS?

- Gas stations, grocery, food (restaurant)
- If the local area around the interchange develops – how do we handle sewer & cost
- Gas stations, quick stop groceries, drug store
- Hardware store, grocery store, gas & stuff
- Grocery, gas & stuff, dentist, Korner Kitchen, hardware, drug store
- Small groceries, churches, fast food, one motel
- Up to date internet
- Grocery, pharmacy, hardware, restaurant, fire department, doctor's offices, garage (car repair), insurance
- Garage – Jeff Smith, Grocery, Hardware, Restaurant, pharmacy, doctor's offices
- Intermodal services, restaurants/shops
- Small retail
- Gas & Stuff
- Gas-n-Stuff, food
- Gas & Stuff
- Gas stations, food, grocery, hardware, church
- Retail, commercial, businesses for business parks

ARE THERE ADDITIONAL SERVICES AND AMENITIES THAT CAN BE MET AROUND THE I-64 INTERCHANGE?

- Better restaurants, better hotel
- We have all we need
- Personal needs i.e. dry cleaners, beauty shops, park & drive
- Hotel, sports complex, college dining, restaurant
- Dry cleaners
- Yes – need at least one good sit-down restaurant near interchange, cracker-barrel, KFC-Ryan's, Applebys, etc.
- Clean up stores etc. and make it more attractive and acceptable, presentable to new customers
- We need stop lights at Corydon Ridge Road and 62, also 64 and Tunnel Hill Road
- More restaurants, more police protection
- More restaurants, shopping centers, fire department, more police protection
- More local service businesses
- Intermodal services, restaurants/shops
- Auto parts store, restaurants
- Highway service – high end restaurants, motels, regional grocery
- More retail, sit-down restaurants
- Fast food, recreation, casual dining
- Institutional, Fast Food, Motels

WHAT ARE SOME OF THE USES THAT ARE NOT UTILIZED AS MUCH AS OTHERS?

- Probably the fact that there are not many smaller homes being built like patio homes; most houses being built are large, unaffordable, too many
- Present motel
- The existing park
- Looks
- Casual dining, coffee shops, recreation
- Business parks, some businesses but a lot of empty lots that need to have a business

PAPER BASED SURVEY | CONT.

DO YOU THINK THAT STREETScape ENHANCEMENT (SIDEWALK, LANDSCAPING, ETC.) AND/OR A PROMINENT GATEWAY FEATURE IS NEEDED?

- No streetscape enhancement, yes – prominent gateway feature
- Landscaping and more pleasant entrance
- Walking trails, coordinated signage
- Development similar to Copperfield in Georgetown
- Yes-at the intersection of SR 64 and Tunnel Hill Road – need light or improvement, at intersection of SR 62 and Corydon Ridge Road – heavy traffic both ways
- Not a priority
- Not a priority
- The existing zoning requirements for the gateway call/require both
- General clean up, also the State should have put in detention basins when they did the work on the interchange
- Not really it would not be taken care of since just mowing is an issue

WHAT ARE SOME OF THE THINGS YOU WOULD LIKE TO SEE PRESERVED IN THIS AREA?

- Residential amenities, rural life
- Rural indiana, small town “feel”
- All of it
- Rural living outside of interchange
- Small foot print shops and stores
- Historic nature, green space, small box business locally owned
- Natural areas
- “Polly’s Freeze” icecream establishment (on SR 62 just west of interchange Edwardsville Park and Corydon Ridge Road
- Many people enjoy the small country setting
- The country setting
- Same as “critical uses” above plus residential area
- Garages, grocery, hardware, Korner Kitchen
- Nothing of historical/social importance exists in the gateway district
- Green spaces
- Rural character
- Not much
- Gas & Stuff
- History, parking, ease of getting in and out of businesses
- Safety, utility bills

HOW WOULD YOU LIKE TO SEE THIS AREA DEVELOP IN THE FUTURE?

- No concrete jungles!! No walmart – need small shops
- Nice hotel, better restaurants
- Commercial from Polly’s to Oaks Road
- Core for “town center” offering services for a mixed age population
- Vacation destination
- Slowly and carefully, keep it small in so far as business
- The ordinance already restricts the type of development that can occur
- Keep it the same
- Similar to development of LaFollette Station
- Leave it alone
- Think some development should move to SR 62 side, but most of the traffic is on the SR 64 side
- Office, industry, retail in an attractive manner
- With care; slowly; very carefully
- Slowly and with roads, utilities in place before new building
- More jobs for teens
- Definitely not as a strip mall or fast food area
- Incorporation or another action as needed to keep the incompetent Georgetown planning & zoning people from gaining control of this area

SWOT ANALYSIS

During the public meetings on March 5, 2011 the Planning and Design Team also engaged the attendees to participate in a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis.

Additionally, the attendees provided responses to few targeted questions to develop the vision for the area, including "key issues", "things to know" and "defining success".

KEY ISSUES TO ADDRESS

- Utilize interstate connectivity
- Creation of place – Edwardsville
- Collaborative effort between residents, business owners and County personnel
- Protect the character – build out around commercial

	INTERNAL	EXTERNAL
POSITIVE	STRENGTHS Rural character Lower crime Schools Edwardsville Park Utilities (Infrastructure, Water Management) East end bridge – bypass downtown Corydon Area	OPPORTUNITIES Nice looking, buffered areas Buffer and appropriate site development Regulatory framework Smart growth Design guidelines Increase tax base Support school system Context appropriate development Park system
NEGATIVE	Infrastructure Lack of high speed internet Lack of planning (land use, adjacencies) Haphazard growth Disconnect - government	Annexation – Georgetown Traffic Deteriorating quality of life issues Don't want larger floor plate commercial development
	WEAKNESSES	THREATS

THINGS TO KNOW

- Good school system
- Church – community centers; Methodist church is the heart of the community
- Local examples of development – Copperfield Commons and Highlander Point
- Need to review Hwy 150 – accomplishments and what was not
- Where is Edwardsville – what is not Georgetown, start of Edwardsville from top of the hill on routes 62 & 64
- Need to engage INDOT to alleviate traffic problems; Full interchange?
- Don't want Walmart /larger footprint commercial to take up the business of smaller businesses in the gateway area
- Georgetown annexation? – for businesses hooking up to sewer

DEFINING SUCCESS

- Plan that can be implemented
- Responds to people's needs
- Articulates the expectations
- Transparent governance
- Results in streamlined review process
- Growth area will be based on infrastructure availability – need to include residential development along with commercial
- Enhance property values
- Something we can be proud of!
- In the process make conducive for developers