

# **2014 Comprehensive Plan Goals & Objectives List**

**Progress Update – February 2020**





# TOWN OF FORTVILLE

714 E. Broadway Street  
Fortville, IN 46040

## **Town Council**

Fred ("Fritz") Fentz, President  
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Tonya Davis  
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## **Clerk-Treasurer**

Melissa Glazier

## **Town Manager**

Joe Renner

February 24, 2020

The 1<sup>st</sup> quarter of a new year is an excellent time to monitor progress on long-term goals and initiatives. Our *2014 Envision Fortville Comprehensive Plan* was a lengthy and detailed policy and planning effort engaging elected officials, business leaders, other stakeholders, and most importantly, the residents of the Town of Fortville. It has been six years since the approval of *Envision Fortville* and now is an opportunity to conduct a thorough review of our progress on the ambitious agenda set forth in the Plan, as was last done in January 2018. The useful document is frequently referenced when evaluating new development proposals. The majority of critical initiatives have been followed in accordance with the Goals and Objectives developed by the community years ago. It is important to recognize that with the variety of initiatives that have taken place over the past few years, whether it be the development of the South Madison and Broadway TIF District Master Plans, or the takeover of Planning & Zoning from Hancock County, it is clear that Town staff has been looking to further the policy groundwork that was laid by the community in 2014. The Town is well-positioned to embrace the impending growth while having a clear, unified vision that will benefit current and new residents alike.

Sincerely,

**Joe Renner**  
Town Manager

**Adam Zaklikowski, AICP**  
Planning & Building Director

## HIGH PRIORITY

Objectives	Responsible Party(ies)	Action Steps	Proposed Completion NOTE: Plan adopted October 2014	Status (As of February 2020)	Notes (Updated February 2020)
Establish a Plan Commission	Fortville Town Council	Notify the County that we intend to establish our own Plan Commission and extend the contract for permitting. This will begin the two-year notice period. Begin finding candidates to sit on the Fortville Plan Commission. Appoint seven (7) members to sit on the Fortville Plan Commission.	2015 - 2017	Completed	Completed in January 2020.
Establish a Zoning Ordinance	Fortville Town Council Fortville Plan Commission	Complete and adopt Comprehensive Plan. Establish the Fortville Plan Commission. Plan Commission should begin Zoning Ordinance according to specifications in IC 36-7-4-600. Fortville Town Council adopts Zoning Ordinance according to guidelines in IC 36-7-4-602.	2014 2016 2017	Completed Completed	Adopted in October 2014. <a href="#">See ENVISION FORTVILLE COMPREHENSIVE PLAN</a> <a href="#">See FORTVILLE ZONING ORDINANCE</a>
Establish a Board of Zoning Appeals (BZA)	Fortville Town Council	Begin finding candidates to sit on the Fortville Board of Zoning Appeals. Appoint five (5) members to sit on the Fortville Board of Zoning Appeals.	2014 - 2016 2016	Ongoing	Fortville Division of Hancock County Area BZA created in 2019; Replaced with Fortville Advisory BZA in 2020.
Identify potential areas for future growth and establish standards for the types of development to occur in those areas.	Fortville Town Council Fortville Plan Commission	Pass the Envision Fortville Comprehensive Plan which contains the Future Growth Concept Map and the Phased Growth Map. Continue to utilize the maps to direct and prioritize development. Revisit the maps during Five Year Evaluation Reports to ensure they reflect the needs of the community over time.	2014 2014 - 2019 2019	Completed Ongoing To be completed in 2020	Adopted in October 2014. Additionally, in terms of establishing standards for the type of development in future growth areas, the Town implemented Residential PUD Standards that function as a "boiler-plate" for new Planned Unit Development standards. <a href="#">See RESIDENTIAL PUD STANDARDS</a> Comprehensive Plan maps are used for a variety of purposes, most frequently to evaluate proposed Rezonings. Town staff intends on producing a Five Year Evaluation Report in 2020. This Goals & Objectives list, reflecting an updated status as of February 2020, is essentially a partial evaluation report. Additionally, in 2016, the Comprehensive Plan Future Growth Concept Map was revised to include expanded commercial and industrial areas in order to align with Tax Increment Financing (TIF) districts. In 2017, the Town Council adopted the South Madison TIF District Master Plan. The Broadway TIF District Master Plan was approved in 2018. <a href="#">See COMPREHENSIVE PLAN AMENDMENT</a> <a href="#">See BROADWAY TIF DISTRICT MASTER PLAN</a> <a href="#">See SOUTH MADISON TIF DISTRICT MASTER PLAN</a>

Establish Overlay District Standards along the Broadway Street corridor.	Fortville Town Council Fortville Plan Commission	Plan Commission should begin Zoning Ordinance according to specifications in IC 36-7-4-600.	2016	Completed	In 2016, the Town Council adopted the Broadway Design Standards, which was an Overlay within the Hancock County Zoning Ordinance. The standards require a pedestrian-oriented urban form, placing buildings up to the street frontage. In 2016, the Fortville Design Review Board (DRB) was established to provide review of all commercial projects and new Planned Unit Developments within the Old Town area. Staff intends on updating the standards on a yearly basis to ensure that the regulations are clear, relevant, and useful. The Overlay has been integrated into the new Fortville Zoning Ordinance. The Plan Commission now reviews development proposals instead of the Design Review Board. The DRB was disbanded as it was replaced by the PC.
		A report should be compiled that details the purpose and goal of the overlay district. The boundary should be simply and clearly defined.			
		The Plan Commission should evaluate the overlay district for compliance with current standards.	2017		
		Fortville Town Council adopts Zoning Ordinance, including Overlay District, according to guidelines in IC 36-7-4-602.			
Encourage the maintenance, conservation, and enhancement of existing residential areas and housing stock.	Fortville Town Council Fortville Plan Commission	Review and update the Property Maintenance Ordinance (PMO) as needed.	2014	Completed	The original Unsightly Premises ordinance from 2012 (Ord. No. 2012-3B) was amended in 2017 (Ord. No. 2017-5B) to simplify the Code Enforcement procedure and add additional regulations.
		Identify or hire a part-time employee that can travel the community to find properties that are in violation of the PMO and work with the owner to find a way to bring them to code.			The Town's Planning & Building Director also functions as the Code Enforcement official.
Develop a marketing campaign / plan for the Town of Fortville; Market and promote the Main Street Business District.	Fortville Town Council Fortville/ McCordsville Chamber of Commerce Plan Commission	Establish a Fortville marketing committee consisting of members from the Town Council, Chamber of Commerce, Fortville Action Inc. and the general public. The committee should be tasked with working with a private consultant to complete the following tasks: • Development of a strategic marketing plan • Developing a new logo • Designing and printing a new brochure • Designing and printing new business cards • Designing and printing new letterhead • Designing and developing a new website	2015	Ongoing	Town staff developed an Information Marketing Folder with Fact Sheets highlighting recent initiatives (Broadway TIF District Master Plan, South Madison TIF District Master Plan, Stellar Communities award, etc.) for distribution to real estate developers and economic development contacts. The Town's website was completely redesigned. A marketing committee has not been established but may be formed in the future in order to enhance current efforts by staff.
		Work with the committee to develop a strategic marketing plan. This plan should detail every component needed to market the community.			
		Roll out of the new marketing plan and materials begins. This includes updating the Town's social media pages to reflect the new image.	2016		

Complete a Downtown Master Plan to ensure that Fortville has a mix of spaces for performance and exhibition and that art and entertainment venues are incorporated into the built environment.	Fortville Town Council Fortville Redevelopment Commission	Approve the Envision Main Street Plan.	2014	Completed	Adopted by the Town Council on October 20, 2004 (Resolution No. 2014-10B) <a href="#">See ENVISION FORTVILLE MAIN STREET MASTER PLAN (Page 208)</a>
		Begin implementation of the Envision Main Street Plan.	2014	Ongoing	The Town of Fortville applied for and was awarded federal funds to improve the infrastructure on Main Street to include wider sidewalks, new curbs, bump-outs, crosswalks, landscaping, and lighting. Construction is expected to be completed in 2021. <a href="#">See MAIN STREET RECONSTRUCTION</a>
Develop zoning ordinances that preserve and enhance the character of Fortville's neighborhoods, enable sensitive, economically-feasible maintenance and adaptive reuse of historic buildings and respect neighborhood form and patterns.	Fortville Town Council Fortville Plan Commission	Develop zoning ordinances that are inclusive of architectural and design standards.	2016 - 2017	Completed	The Fortville Overlay, Broadway-Main Design Standards, and Residential PUD Standards are all fully-adopted ordinances that include standards intended to ensure suitable commercial and residential development and meant to enhance Fortville's character. Many of these standards encourage neo-traditional development patterns (New Urbanism).
		The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.			
Develop zoning ordinances that facilitate thoughtfully-designed, pedestrian-oriented mixed-use development and reuse opportunities in commercial corridors, public plazas, and other areas that are sensitive to neighborhood context.	Fortville Town Council Fortville Plan Commission	Develop zoning ordinances that are inclusive of architectural and design standards.	2016 - 2017	Completed	The Fortville Overlay, Broadway-Main Design Standards, and Residential PUD Standards are all fully-adopted ordinances that include standards intended to ensure suitable commercial and residential development and meant to enhance Fortville's character.
		The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.			

Include school ratings and information in Fortville marketing materials.	Fortville Town Council Mt. Vernon Community School Corporation (MVCSC)	Work with the Fortville marketing committee to promote Mt. Vernon Community Schools.	2015	Ongoing	The Town currently highlights the school system with a MVCSC link on the Town's website. In 2017, the Town partnered with MVCSC to install community welcome signage at the district entry points. The Town supported a Variance request in 2017 allowing MVCVC to install promotional banners on their light poles. MVCSC hired an in-house Director of Community Relations to help in marketing. MVCSC has provided marketing materials to Town staff and they have been distributed to various individuals and are available in the Town Hall lobby. Lastly, Town staff meets with MVCSC representatives on a quarterly basis to inform them of ongoing developments in the Town.
		Highlight the success of our school system with the rollout of the new Fortville marketing materials.	2016		
Evaluate the impact of future expansions and development on the level of protection and coverage provided by emergency personnel.	Fortville Town Council Fortville Plan Commission Fortville Emergency Personnel Township Trustee's Office	Map existing response times for emergency personnel in the Town of Fortville.	2014	Ongoing	Town staff coordinates with the Vernon Township Fire Marshal on Plan Review. Town staff is encouraging development that is contiguous to the existing built environment, which has the effect of ensuring proper emergency response times. Infill development is being encouraged.
		Any new development should not increase the response times mapped in Step 1. If it does, we should consider the addition of new stations or patrols to cover the new development. Once the Town has an official Plan Commission, they should ensure proper response times before approving any new development.	Ongoing		
Ensure that the water system is of an adequate amount to supply water for the projected population.	Fortville Town Council Fortville Plan Commission	Calculate the current water usage per person. (325,000/3,929 = 83 gallons per person, per day). If we estimate the population to be around 4,720 in 2025, then we can expect the anticipated water usage to go up to 391,760 gallons per day by 2025 and 442,722 gallons per day by the year 2035.	2014	Completed	With a current distribution capacity of 1.4 million gallons per day (MGD), the Town has sufficient capacity to supply water beyond the year 2035, given a steady growth rate. Additionally, Town water service has been extended to nearby areas of Hamilton County, which has the benefit of attracting new rate-paying customers into the system, while the infrastructure is built by developers and dedicated at no cost to the Town. The infusion of cash into the system has allowed upgrades to be made to older areas of the Town. The Town is considering a new water plant to replace the aging plant and provide for Town growth.
Identify areas for future growth; Ensure that areas for planned expansion have access to the proper infrastructure necessary for future development.	Fortville Town Council Fortville Plan Commission	Work with the Plan Commission to decide the impact of future development on the existing water supply.	2016	Ongoing	When evaluating any new development proposal, the developer meets with Town staff during a Pre-Filing Meeting to identify the proper location and size of water and sanitary sewer service lines. The developers are required to pay for and install the needed infrastructure. The Town is considering a new water plant.
		Utilizing the Existing Utilities Map, determine if water service will need to be expanded to reach any new development. The developer should be encouraged to cover the costs of service expansion to their development.			

Provide and maintain a separate wastewater and storm water system with sufficient capacity to serve future development while eliminating combined sewer overflow into public waterways.	Fortville Town Council Fortville Plan Commission	Pass the Envision Fortville Comprehensive Plan which contains the Future Growth Concept Map and lists existing utility capacities and locations.	2014	Completed	See above notes.
		During the review of the improvement location permit, use the information in the Comprehensive Plan to decide whether or not existing storm water and waste water utilities can handle the development.	Ongoing		

## MODERATE PRIORITY

Objectives	Responsible Party(ies)	Action Steps	Proposed Completion NOTE: Plan adopted October 2014	Status (As of February 2020)	Notes (Updated February 2020)
Develop a Business Registration Form/Process (Commercial Compliance Form) that helps the Town identify local businesses and ensure proper zoning and use.	Fortville Town Council Fortville Plan Commission	Develop a Business Registration Form.	2015	Ongoing	There was opposition from some business owners in the past on this topic. We have simply maintained an internal business directory to identify local stakeholders for the Main Street Reconstruction project.
		Fortville Town Council should adopt and administer the Business Registration Form.	2016		
		Transfer responsibility of Business Registration Form administration to Fortville Plan Commission from Fortville Town Council.			
Set policies that encourage the development of high-quality, mixed-use, and mixed-income housing.	Fortville Town Council Fortville Plan Commission	Research and identify policies that can be changed and standards that can be increased. Note: Architectural standards, subdivision standards, environmental sustainability standards.	2015 - 2019	Ongoing	The Fortville Zoning Ordinance and Residential PUD Standards are all fully-adopted ordinances that include standards intended to ensure suitable commercial and residential development and meant to enhance Fortville's character. Many of these standards encourage neo-traditional development patterns (New Urbanism), including mixed-use. Additionally, the Town was awarded \$8 million in housing tax credits which a developer may use as part of the Stellar program to build workforce housing.
		Begin adopting development standards that will provide a positive benefit to the overall identity and appeal of Fortville.			
Develop policies that allow for the use of new development techniques to encourage a variety of living areas and housing types in all residential districts.	Fortville Town Council Fortville Plan Commission	We plan to maintain policies that will support diverse housing options and encourage community growth.	2015-2019	Ongoing	The Fortville Zoning Ordinance allows for duplexes in the single-family residential zoning district (R3.5). Additionally, upper floor residential is permissible on most properties along Main and Broadway as they are zoned commercial (CN). It is intended that most new residential development will occur in the form of Planned Unit Developments (PUDs) which allows for a diversity of housing densities and types. Lastly, a workforce housing project is anticipated as part of the Stellar program.
Encourage the development of housing in a manner that discourages sprawl and enables residents to use existing services and infrastructure efficiently.	Fortville Town Council Fortville Plan Commission	Pass the Envision Fortville Comprehensive Plan which contains the Future Growth Concept Map and the Phased Growth Map.	2014	Completed	Adopted by Town Council in 2014.
		Continue to utilize the maps to direct and prioritize development.	Ongoing		Comprehensive Plan maps are used for a variety of purposes, most frequently to evaluate proposed Rezonings.
		Revisit the maps every 3-5 years to ensure they reflect the needs of the community over time.	2017 - 2019	Ongoing	Staff intends on revisiting the map in 2020. The map was last updated in 2016.



Apply for “Our Town Grants” through the National Endowment for the Arts (NEA).	Fortville Town Council	Identify a cultural (arts or design) nonprofit organization to partner with for the application.	2015	Ongoing	Although the Town has not applied for an NEA grant, the Town was awarded the Stellar Communities award in 2018.
		Determine funding available to be used for matching; these matching funds may be all cash or a combination of cash and in-kind contributions.			
		Prepare and submit application according to updated deadline.	2016		
Encourage Fortville residents to get involved with / sit on the Hancock County Tourism Board.	Fortville Town Council Hancock County Tourism Commission	Engage community members / town officials / organization leaders to begin attending Tourism Commission meetings on a regular basis to highlight and coordinate Fortville events and festivals.	2014	Ongoing	The Town will look to engage Fortville residents and the Hancock County Tourism Board about having a Fortville representative.
		Talk to the Hancock County Board of Commissioners to inquire about having a representative from Fortville sit on the Tourism Commission Board.	2014		
Work with Fortville Action Inc. (FAI) and other groups to organize new events and activities.	Fortville Town Council Fortville/ McCordsville Chamber of Commerce	Expand our efforts for community events to provide more opportunities for community members and visitors to see our community.	Ongoing	Ongoing	The Town upgraded the electrical power source and supplies in the park along with camera systems. The Town works closely with FAI and supports their events. Additionally, in 2017, the Town launched the Fortville Convener's Council. This group consists of leaders from civic organizations, community groups, churches, and not-for-profits. This group is meant to increase cooperation and collaboration between the groups. The Town also works with the Chamber of Commerce on a fireworks show celebrating Independence Day.
		Identify possible events and activities such as concert in the park series and provide the Town with direction for infrastructure needs to support these efforts.			
Develop a façade improvement program.	Fortville Town Council Fortville Plan Commission	Begin identifying funding sources. The Redevelopment Commission can add the downtown as a Business Improvement District (BID) to begin attaining funding for the grant program.	2014	Ongoing	As part of the Stellar Communities program, the Town is looking to launch a façade improvement program in 2020.
		Apply for grants as identified, such as Community Focus Funds (CFF) or Community Economic Development Funds (CEDF).	2014 - 2016		
		Develop an application process.	2016		
		Begin accepting and reviewing applications as grant funding becomes available.			
Develop an ordinance that prevents razing of pre-1960 structures before a strict review process.	Fortville Town Council Fortville Plan Commission	Draft an Zoning Ordinance that is inclusive of a caveat requiring that pre-1960 structures undergo an additional review process.	2016	Ongoing	The Town does not have such an ordinance at this time but will look to develop one in the future.
		Fortville Town Council adopts Zoning Ordinance according to guidelines in IC 36-7-4-602	2017		
Establish a Public Improvement Advisory Committee.	Fortville Town Council	Begin finding candidates to sit on the Fortville Public Improvement Advisory Committee.	2014	Ongoing	While a formal committee has not yet been established, the Town has been transparent about its major infrastructure plans including various meetings on the Main Street reconstruction and Mt. Vernon Trails as well as the future Broadway Road Diet. Each project has had an important Public Input component. The RDC also plays a role in reviewing infrastructure investment.
		Begin finding candidates to sit on the Fortville Public Improvement Advisory Committee.	2017		

Establish a Public Improvement Action Plan.	Fortville Town Council Fortville Public Improvement Advisory Committee (PIAC)	The PIAC shall have its first meeting. Public outreach and input will be an integral component in PIAC's recommendations to the Town Council.	2015	Ongoing	While a formal committee has not yet been established, the Town has been transparent about its major infrastructure plans including various meetings on the Main Street reconstruction and Mt. Vernon Trails as well as the future Broadway Road Diet. Each project has had an important Public Input component. The RDC also plays a role in reviewing infrastructure investment.
		Begin soliciting for resident input and recommendations for public improvement projects and develop a scoring methodology for prioritization.			
		Produce a draft document to be continually updated as projects are completed and new projects are added. The PIAC should reassess the prioritization methodology and project list on a regular basis to reflect changes in the community vision.	2016		
Establish a Park Committee that helps to ensure the Park Plan is being implemented.	Fortville Town Council Township Trustee's Office	See page 105 in Comprehensive Plan for details.	2015 - 2024	Ongoing	It is intended that a Park Committee would be formed at the time staff is ready to proceed with a Parks Plan. Note, the Town hired a Parks & Recreation Manager in 2017 to oversee all elements of the Town park system. A parks survey was mailed out with water bills to gain input from the community.
Establish a Parks Plan.	Fortville Town Council Township Trustee's Office	See page 105 in Comprehensive Plan for details.	2015 - 2024	Ongoing	Town staff is currently evaluating the need for a Parks Plan and intends on creating one in the future.
Identify any environmental assets that need to be protected within the existing jurisdiction and any future areas for growth.	Fortville Town Council	Identify environmental assets.	Ongoing	Ongoing	When evaluating new development proposals, Town staff determines any environmental assets that need to be protected.
Maximize environmental sustainability in design and implementation of all infrastructure systems and public facilities.	Fortville Town Council	Work with the PIAC to ensure that all public improvement projects utilize best practices in environmental sustainability.	2015	Ongoing	Low Impact Design (LID) methods (i.e. bioswales, minimizing runoff, etc.) are analyzed during plan review for public infrastructure improvements as well as private developments.
Protect and promote the preservation of important prime farmland soils in the community.	Fortville Town Council Fortville Plan Commission	Develop zoning districts that preserve agricultural land uses in prime agricultural areas (as identified in the Future Growth Concept Map)	2016 - 2017	Ongoing	Much agriculturally-zoned land exists east of the 100 W alignment, as well as south of SR 234.
		The Fortville Town Council adopts Official Zoning Map in accordance with IC 36-7-4-600 series.	2017	Ongoing	

Utilize the Wellhead Protection Plan to establish strict development regulations within the 5-year "Time-of-Travel Boundary."	Fortville Water Works Fortville Town Council Fortville Plan Commission	Consult the existing Fortville Wellhead Protection Plan to determine the 5-year TOT Boundary	2016	Ongoing	The Town completed the Fortville Wellhead Protection Plan in 2016 and submitted it to the Indiana Department of Environmental Management (IDEM).
		Identify development issues that threaten the Wellhead Protection Plan as determined within the Fortville Wellhead Protection Plan.			
		Establish regulations within the updated Zoning Ordinance to protect the WHPA.	2016 - 2017	Completed	A Wellfield Protection Overlay was established as part of the Fortville Zoning Ordinance.
Invest in renewable alternative energy sources.	Fortville Town Council Fortville Plan Commission	Pass a resolution that states our intentions to invest in renewable alternative energy and directs future efforts.	2014	Ongoing	Will look to pass such a resolution in the future.
		Begin researching Indiana law regulating local use of renewable alternative energy sources and opportunities for funding through the Indiana Renewable Energy Association (InREA).	2014 - 2016	Ongoing	Will look to do so in the future.
		Develop zoning ordinances that are inclusive of renewable alternative energy requirements.	2016 - 2017	Completed	The Fortville Zoning Ordinance allows for renewable alternative energy sources.
Work with the Chamber to establish a "Shop Local" program.	Fortville Town Council Fortville/ McCordsville Chamber of Commerce	Contact the Fortville / McCordsville Chamber of Commerce to discuss a "shop local" program and establish a list of local businesses that may be interested in participating.	2014	Ongoing	The Town is open and willing to provide any requested assistance. Additionally, as part of the Stellar Communities program, the Town will be providing for some "Shop Local" incentives.
		Determine the benefit structure for the program and contact local businesses for a commitment to the program.	2014 - 2015		
		Develop a "Shop Local" program identity and begin active promotion.	2015		
Establish additional TIF Districts or BIDs/EIDs in select location.	Fortville Town Council Fortville Redevelopment Commission	Conduct a feasibility study to determine which district will be more beneficial, or if either will benefit the Town.	2014	Completed	Completed through RDC Plan / Declaratory Resolution; Broadway TIF District and South Madison TIF District.
		Develop a business plan that defines the district boundary, identifies stakeholders, and establishes a staff organization.	2015		
Pursue business-friendly grants.	Fortville Town Council Fortville Redevelopment Commission Fortville/McCordsville Chamber of Commerce	Target grant programs that focus on developing and supporting local business.	Ongoing		The Town is continually reviewing opportunities for grant applications. In 2019, the Town received \$10,000 from Duke Energy for a Site Readiness Grant for additional study on the South Madison TIF District Master Plan.

Identify and attract certain businesses to the community.	Fortville Town Council Fortville/ McCordsville Chamber of Commerce	Utilize the Envision Fortville Comprehensive Plan and public survey to identify the types of businesses residents said they wanted to see in our community.	2015	Ongoing	The Town continually meets with developers looking to do business in the community. Our current industrial park consists of many successful small, niche manufacturing businesses. The South Madison TIF District Master Plan expands this concept to the south of the current park, but adds higher design standards. Town staff works closely with the Hancock County Economic Development Council (HEDC) to receive new business leads.
		Develop a list of business names that fit the types of businesses identified in Step 1 and begin a recruitment plan to bring those business into the community.			
		Begin active recruitment of wanted businesses.	2016		
Develop a financial incentive program that business owners can use to “jump start” a business located in specified districts (downtown, business park).	Fortville Town Council	Meet with local businesses and property owners to identify incentives that would provide the most benefit to the Town.	2014	Ongoing	The Town has utilized financial incentives. For the Taxman Brewing Company, the RDC provided \$50,000 for public infrastructure improvements related to the project. The Town is willing to provide financial incentives, provided there is a public benefit.
		Identify and begin obtaining funding for an incentives package that focuses on drawing businesses to the downtown and business park.	2014 - 2015		
		Define eligibility requirements and begin accepting applications for incentives funding.	2015		
Develop Financial incentives for businesses that create jobs in the Town of Fortville.	Fortville Town Council	Offer additional tax credits based on the number of jobs created during a specified time period.	Ongoing		The Town has provided such incentives to Plaque Maker, Thursday Pools, and Genesis Plastics Welding.
Market and expand fiber optic infrastructure	Fortville Town Council Fortville/ McCordsville Chamber of Commerce	We can install fiber optic infrastructure to deliver internet service cheaply and comprehensively throughout the community.	Ongoing		The Town has not considered providing such fiber optic infrastructure on its own. However, in 2017, the Town met with officials from Ninestar Communications to explore ways to expand the system. The business park currently has fiber optic access as do many businesses on Broadway and Main.
Develop and maintain an inventory of industrial / business sites throughout the community.	Fortville Town Council Fortville Redevelopment Commission	Schedule a meeting with Town Council, Chamber of Commerce, and RDC to discuss the creation of the inventory, gather existing information, and identify who will maintain/update the list on a regular basis.	2014	Ongoing	The Town works closely with Hancock County Economic Development Council (HEDC) who maintains Fortville properties, including the South Madison TIF District, in its database.
	Fortville/McCordsville Chamber of Commerce	Advertise available industrial / business properties on the Town’s website and the Fortville McCordsville Chamber’s website.	2015		

Work with the RDC to develop a marketing plan for the Business Park.	Fortville Town Council Fortville Business Park Association Fortville Redevelopment Commission	Establish a Fortville Business Park marketing committee consisting of members from the Fortville Redevelopment Commission, Fortville Business Park Association, Town Council and the general public. The committee should be tasked with working with a private consultant to complete the following tasks: • Development of a strategic marketing plan • Developing a new logo • Designing and printing a new brochure • Designing and printing new letterhead • Designing and developing a new website	2015	Ongoing	The Town has conducted marketing efforts in the past few years. Most sites in the business park are now occupied. The Town has been in the process of putting together promotional materials for the South Madison TIF District Master Plan and works closely with HEDC for marketing.
		Roll out of the new marketing plan and materials should now occur. This includes updating the Business Park's social media pages to reflect the new image.	2016		
Develop a Business Park Plan to identify facility improvements, potential programs, and any planned future expansions.	Fortville Business Park Association Fortville Redevelopment Commission	Work with the RDC and Business Park Association to begin work on a plan outlining the future vision for the Fortville Business Park. The plan should include concepts for expansion and infill, as well as identify any additional ideas for the future of the park.	2017	Completed	The Fortville Business Park Plan was completed and most sites in the business park are now occupied.
		Finish the updated Fortville Business Park Plan	2019		
Develop and maintain a transportation system plan that encourages alternatives to, and reduces dependency on, the automobile.	Fortville Town Council	A transportation system plan will provide guidelines for the development of new facilities, programs, and policies that will support safe and efficient alternative transportation options.	2019 - 2024	Completed	The Town completed the Connect Fortville Thoroughfare Plan in 2017. Additionally, the Town is working with developers to create a street grid system in town.
					<a href="#">See CONNECT FORTVILLE THOROUGHFARE PLAN</a>
Develop land use regulations and subdivision ordinances that allow needed transportation facilities and improvements and encourage development patterns that enhance opportunities for pedestrian travel, bicycle travel, and forms of public transportation.	Fortville Town Council Fortville Plan Commission	Develop zoning ordinances that encourage development patterns to enhance opportunities for alternative transportation.	2016 - 2017	Completed	The Connect Fortville Thoroughfare Plan, adopted by Town Council, has many elements enhancing opportunities for pedestrian and bicycle travel. The 2-mile long Mt. Vernon Trail will be constructed in 2021. Additionally, as part of the Stellar Communities program, a Road Diet with new sidewalks will be implemented on Broadway in 2022.
		The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.	2017		
		The Fortville Plan Commission should continue to promote land use regulations that support alternative transportation options.		Ongoing	

Strive to coordinate planning actions, provide transportation services, and implement the INDOT State Transportation Improvement Program (STIP) with affected jurisdiction in order to best serve Fortville's residents.	Fortville Town Council	Ensure coordination with State, Federal, and adjacent local planning organizations and their actions.	Ongoing		The Town of Fortville applied for and was awarded federal funds (STIP) for the Mt. Vernon Trail that will connect the Town to the Mt. Vernon school campus. The Town continually coordinates with the Madison County Council of Governments (MCCOG) on ongoing planning initiatives. We also stay in close communication with adjacent municipalities on planning actions.
Identify and prioritize sidewalk and trail construction that connects the community to the local schools.	Fortville Town Council	We would like to offer sidewalk and trail connections between the schools and the community to encourage and increase the feasibility of safely bicycling and walking to school.	2017	Ongoing	The Town of Fortville applied for and was awarded federal funds (STIP) for the Mt. Vernon Trail that will connect the Town to the Mt. Vernon school campus. It should be noted that Mt. Vernon Schools does not currently permit walking to school as it is a rural County school district. As the area urbanizes around the school buildings on the south edge of the Town, the Town will look to work with school district representatives to modify this policy.
Install sidewalks throughout parks and along Broadway Street.	Fortville Town Council	We would like to promote an active lifestyle throughout our community.	2019 - 2024	Ongoing	The Town is coordinating with INDOT to add sidewalks along Broadway in 2022 as part of a Road Diet project via the Stellar Communities program. Additionally, the Town partnered with other municipalities in Hancock County to implement the Hancock County Trails Plan. This grassroots effort, led by the County Area Plan Commission, will establish a county-wide system of trails.
Install sidewalks or other multi-modal trails along the corridor (101st St. / CR 1050 N East to Cyntheanne Rd.) that connects Fortville to Flat Fork Creek Park in the City of Fishers.	Fortville Town Council Township Trustee's Office	Notify the Hancock County Area Plan Commission and Fishers Department of Community Development that we intend to connect to the new park.	2014	Ongoing	The Town coordinated with the City of Fishers and the developer of Arbor Pines (subdivision under construction to west of Flat Rock Creek subdivision) to provide a trail connection from Fortville Memorial Park through Arbor Pines. This trail will wind through the adjacent subdivisions in Fishers and will connect to Flat Fork Creek Park. Additionally, a developer will be installing a sidewalk from Flat Rock Creek subdivision out to Garden Street/96th Street.
		Begin working with the Fishers Department of Development to create a plan for connections and identify funding mechanisms.	2014 - 2016		

Coordinate with the school board on growth and development trends and population and student projections to ensure that the plans of the School Board and the Town of Fortville are based on consistent data.	Fortville Town Council Mt. Vernon Community School Board/Superintendent	Work with the Mt. Vernon Community School Board / Superintendent to set up regularly scheduled meetings with the Town Council. This should be an in-depth conversation covering future development, population growth, and student growth.	Ongoing		The Town meets with Mt. Vernon School Corporation representatives on a quarterly basis to discuss new projects. Additionally, Town officials have participated in the district's upcoming plan for growth.
		First regularly scheduled meeting begins.	2015	Ongoing	
Develop a plan to inspect / upgrade outdated emergency equipment on a regular basis.	Fortville Town Council Fortville Emergency Personnel Township Trustee's Office	Work with Emergency Personnel to develop a list of equipment and the year it was purchased/made. Research the expected lifetime for each piece of equipment and match it against the current age/purchase year.	2015	Ongoing	The Town looks to upgrade its Police equipment when it is needed and financially feasible. Note, Vernon Township is responsible for its own fire and ambulance equipment.
		Prioritize equipment replacement by the age and expected lifecycle based on the funding available each year.			
Revitalize existing Community Center so that it continues to meet the needs of the Town.	Fortville Town Council	Revisit the Fortville Community Center Feasibility Study completed in 2011.	2014	Ongoing	Applied & received \$9,500 in 2015 from HCCF for acoustic enhancements. \$4,440 was awarded from HCCF in 2016 for signage. Additionally, Town staff ccontacted the Fishers YMCA to ask if they could provide programming in the facility. As a result, they now provide Youth Summer Camps. The Town continues to explore new opportunities to utilize the facility. The Town also now uses the building as a voting center for elections.
		Begin looking and applying for available grants or other funds to help the Town pay for the construction of the new facility. - Hancock County Food and Beverage Funds - Hancock County Community Foundation Grants (Community Vitality Fund, Hancock County Enrichment Fund) - Indiana Office of Community & Rural Affairs (OCRA) - Community Development Block Grant (CDBG) (Public Facilities Program)	2015		
		Begin construction on the new facility.	2016		



## LOW PRIORITY

Objectives	Responsible Party(ies)	Action Steps	Proposed Completion NOTE: Plan adopted October 2014	Status (As of February 2020)	Notes (Updated February 2020)
Work with the Chamber to improve and maintain existing Farmer's Market.	Fortville Town Council Fortville/ McCordsville Chamber of Commerce	Survey existing market attendees to find out any issues or concerns and to gather ideas to help improve the existing market.	2015	Ongoing	The Fortville/McCordsville Chamber of Commerce is the lead organization for the Farmer's Market. The Town has offered to provide any assistance requested to ensure its success.
		Evaluate the surveys and develop a plan to address any issues, concerns, or ideas that were gathered during the survey process.	2016		
		Implement the necessary actions outlined in the plan to improve the Farmer's Market.			
Develop an incentive-based home improvement program for homeowners.	Fortville Town Council Fortville Redevelopment Commission	Define who will oversee the program and what the return will be.	2015	Ongoing	As part of the Stellar Communities funding, there will be funds provided by the State and Federal agencies for Homeowner Occupied Repair, which will be initiated in 2021.
		Begin finding funding to dedicate to the program.	2015 - 2016		
		Finalize program logistics & funding and begin accepting applications.	2016		
Secure funding from Hancock County's Food and Beverage Tax	Fortville Town Council Fortville Redevelopment Commission	Petition the Hancock County Council for a portion of the 1% tax currently collected by the County	Ongoing		Discussions on this topic have not yet occurred with the County Council but we will look to do so in the future.
Apply for Hancock County Community Foundation (HCCF) Grants.	Fortville Town Council	The Fortville Town Council should begin determining projects that align with the HCCF goals and identifying possible organizations to partner with. Note: Applications are accepted in two grant cycles: Spring, typically in June and Fall, typically in August.	2014	Ongoing	Applied & received \$9,500 for Community Center enhancement in 2015. \$4,440 was awarded for Community Center signage in 2016. \$4,040 in 2017 was awarded for community entrance signage promoting Mt. Vernon Schools. Lastly, in 2017, the Town was awarded an HCCF Community Impact Grant for \$25,000 that was shared amongst other Hancock County municipalities to develop the Hancock County Trails Plan.
		Submit application for Spring grant opportunities if they are applicable to the previously identified projects.	2015		
Educate the public on the importance of preserving the Town's natural environment.	Fortville Town Council	Include links to EPA, DNR, and other environmental organization resources on the Town's website.	2015	Ongoing	During Arbor Day, the Town provides free saplings available for pickup by residents for planting. There are a variety of informational brochures on environmental topics in the Municipal Building lobby. We will continue to make outreach to the public on this topic.
		Work with the electric and water utilities to develop informational flyers on energy efficiency, water conservation, and other related sustainability topics.	Ongoing		
Minimize negative impacts of erosion, sedimentation, and storm drainage on natural resources through the development of legislation and proper infrastructure solutions.	Fortville Town Council Fortville Plan Commission	The Fortville Town Council adopts an ordinance to encourage environmentally sustainable design principles, especially for public facility and infrastructure projects.	2015	Completed	As part of our withdrawal from the Hancock County Area Plan Commission in 2020, the Town adopted its own Stormwater Ordinance which addresses such items, and also contains a section on Low Impact Development (LID) which can be utilized if chosen by a developer.
		Develop zoning ordinances that are inclusive of erosion control requirements, especially for construction mitigation.	2016 - 2017		
		The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.	2017		



Establish a Town-provided, community-wide curbside recycling program.	Fortville Town Council	Identify a source of funding and program to provide a free curbside recycling service to each household in our community. Some options may include: Pay as you throw program – Fees collected for trash service offset the costs for recycling program. Usually, this type of program increases fees based on the amount of trash that is collected from a household. Use a third-party recycle program like Recycle bank.	2014	Ongoing	Due to cost considerations, the Town Council opted not to provide curbside recycling. However, residents can have curbside recycling, they simply would need to contact CGS and pay an additional fee.
		Begin marketing and distribution of containers for new curbside recycling program.	2015		
		Community-wide curbside recycling program begins.			
Work with the RDC and Chamber to establish a business incubator or co-working facility for entrepreneurs and small business start-ups.	Fortville Town Council Fortville Redevelopment Commission Fortville/McCordsville Chamber of Commerce	Conduct a feasibility study for a proposed incubator, including identification of funding sources that will support the operation with at least one (1) full-time staff member, building maintenance/renovation, upgraded office requirements, and professional support.	2019 - 2024	Ongoing	The Town has been working with a group of residents who launched the Fortville Entrepreneurship Initiative, which educates entrepreneurs about issues affecting small businesses. The Initiative may at some point evolve into a formal business incubator/co-working space.
		Develop a business plan that identifies stakeholders, classifies a market niche, and establishes a staff organization.			
		Attain funding, a staff, and a location for operating.			
		Begin business outreach and recruiting efforts.			
Embrace and market the opportunity for rail spur development.	Fortville Town Council Fortville Redevelopment Commission Fortville/McCordsville Chamber of Commerce Hancock Economic Development Council	Set up a meeting with representatives from each of the responsible parties listed, as well as CSX, to begin coordinating efforts.	2014	Ongoing	The Hancock County Economic Development Council (HCEDC) conducts marketing for economic development opportunities in Fortville. The Town will look to augment those efforts in the near future.
		Develop marketing materials and market research to identify industry opportunities for targeted development and outreach efforts.	2014 - 2015		
		Begin business outreach and recruiting efforts.	2015		
Strengthen the relationship between the Town and economic and tourism groups in the County.	Fortville Town Council Hancock Economic Development Council Hancock County Visitors Bureau Hancock County Tourism Commission	Encourage community member participation within County groups to promote Fortville.	Ongoing		The Town works with the HCEDC Executive Director pertaining to economic development projects. The Town worked with Tourism representatives as part of the Hancock County Trails Plan and the Stellar Communities initiative.
Install high-grade/highly visible crosswalks around schools and other public facilities.	Fortville Town Council	Plan and install such crosswalks.	2015 - 2017	Ongoing	The Town of Fortville applied for and was awarded federal funds (STIP) to get started with the Mt. Vernon Trail that will include 2 pedestrian lights between the schools on CR 200 West.
Build a commuter lot – or find existing town-owned properties that may serve to fill this need.	Fortville Town Council	Begin feasibility analysis to identify usage and hours.	2014	Ongoing	The Town has not pursued this issue at this time but will do so in the future.
		Identify properties for use.	2015		
		Town Council allocates funding to purchase and construct commuter lot.	2015 - 2017		

Maintain and enhance commuter bus routes to Downtown Indianapolis (existing provider Miller Trailways)	Fortville Town Council	Encourage members of our community to utilize such commuter services to lower transportation costs, traffic congestion, and air pollution.	2015 - 2018	Ongoing	Miller Transportation no longer provides this service, presumably because it was not profitable/lack of use. However, we will revisit this issue in the future.
Set-up regular meetings with the School Board / Superintendent and the Town Council.	Fortville Town Council Mt. Vernon Community School Board/Superintendent	Work with the Mt. Vernon Community School Board / Superintendent to set up regularly scheduled meetings with the Town Council. This can be simply a School Board update at the Town Council meetings or a more involved discussion between the two groups.	2014	Ongoing	Regular meetings between the Town Council and MVCSC do not occur at this time. However, Town staff meets/communicates with the Superintendent and his staff on a frequent basis. Additionally, MVCSC has a school board member on the Town's Redevelopment Commission (non-voting representative).
		First regularly scheduled meeting begins.	2015		
Develop capital improvement plans that consider required infrastructure to service existing and proposed schools.	Fortville Town Council Fortville Plan Commission Fortville Public Improvement Advisory Committee (PIAC)	Work with the PIAC to discuss the need for infrastructure to service existing (sidewalks, crosswalks, etc.) and proposed schools (electrical, water, sewage, stormwater, etc.).	2015	Ongoing	While there are no formal plans emanating from a PIAC, the Town has been including the schools complex at CR 200 W near SR 234 during its infrastructure planning, including a funded and conceptually-designed trail along CR 200 W to Old Town Fortville. Additionally, the Redevelopment Commission reviews infrastructure proposals in the TIF districts, instead of a PIAC.
		Include any needed infrastructure into the Capital Improvement Plan.			
Develop / strengthen community policing initiatives.	Fortville Town Council Fortville Police Department	Work with the Fortville Police Department and existing Neighborhood Watch participants to discuss any support our supplies (signage) we can offer to improve the program.	2015	Ongoing	The Police Department does not have a formal Neighborhood Watch program at this time. However, the Department conducts a variety of initiatives meant to strengthen involvement in the community, including National Night Out and Coffee with a Cop. The Police Chief also hosts Town Hall style events to engage the public. The Department also utilizes a mobile application available to the public called Relay, which allows the public to report a non-emergency incident to the Police and receive real-time alerts from officers through the app.
		Explore other community policing initiatives that could work in Fortville. Identify key players for those initiatives and bring everyone to the table to discuss what it would take to get them up and running.	Ongoing		
Encourage the use of the library and its facilities.	Fortville Town Council Fortville Action Inc. Fortville/Mt. Vernon Township Public Library	Work with Fortville Action Inc. to develop a public event that can be incorporated into the Library.	2015	Ongoing	The Town conducted Public Open Houses at the Library for various topics, including the Thoroughfare Plan and Main Street Reconstruction. The Town will continue to hold similar events at the Library in the future. Additionally, the Town places a copy of various documents at the Library that are out for public review.
		Hold the public event in the Library. Ensure that the event showcases all of the services and resources available to residents.			

Develop an education and outreach plan that encourages water conservation techniques and best practices.	Fortville Town Council	Include links to EPA's Water Sense and other water conservation resources on the Town's website.	2014	Ongoing	The Town has informational pamphlets available at the Municipal Building lobby pertaining to water conservation techniques and best practices. The Town will continue to educate the public on this topic, including via social media.
		Work with the water utility to develop informational flyers on water conservation.	2014		
		Work with the water utility to provide homeowners with low-flow aerators for sinks, showerheads, and other home faucets.	Ongoing		
Develop a Town-wide public Wi-Fi system.	Fortville Town Council Fortville/ McCordsville Chamber of Commerce	Town Council allocates funding to purchase and install a public Wi-Fi system.	2015	Ongoing	A fiber optic line was installed in Landmark Park for a camera system and can be used for Wi-Fi at an additional cost. The Town has been in discussions with Ninestar Communications about potential Wi-Fi in other areas.
Maintain and build upon the Electronic Notification System (Nixle) that allows residents to sign up for text and email alerts from the Town.	Fortville Town Council Fortville Emergency Personnel	Begin a marketing campaign to advertise the Town's use of Nixle. This can include: Utility mailers Social media mentions Flyers Information and registration posted to the Town's website	2014	Completed	For emergency communications, rather than Nixle, residents can sign up for alerts through Hancock County E911. For general information, the Town uses email, Facebook, and the Town website. The Town is working on a system for customers to monitor their water account and communicate with the Water Department.
		Evaluate the effect of the marketing campaign. What worked? What didn't work? Where are we with total participation?	2015		
		Develop a marketing plan that addresses the evaluation in Step 2.	Open		