SOUTH MADISON

TIF DISTRICT MASTER PLAN

BROADWAY

TOWN OF FORTVILLE
TIF DISTRICT MASTER PLANS

SOUTH MADISON

JULY 3, 2017

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ACKNOWLEDGMENTS

The following individuals provided their considerable insight into the creation of the Fortville South Madison TIF District Plan. The success of this or any plan is predicated on the valuable input of those affected by such a plan. The following individuals listed contributed relevant ideas that responded to changing needs of the community.

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LOCAL STAKEHOLDER ORGANIZATIONS
Fortville Chamber of Commerce
TenWest Center for the Arts
Hancock County Visitors Bureau
Hancock County Community Foundation
Hancock County Historical Society
Fortville Action Inc.
Main Street Property and Business Owners
Hancock County Health Department
Hancock County Economic Development Council
Mt. Vernon School Corporation
Hancock County Commissioners
Hancock County Plan Commission
Hancock County Highway Department
Duke Energy

01 **PROJECT SUMMARY**

Master plans are tangible and often visible statements of where a place is now, what it should be in the future, and what is required to get there. While processes for developing them vary, master plans are most successful when they represent a vision that brings together the concerns of different interest groups, and their recommendations create a ground swell of community and political support.

Effective master plans are flexible and have involved the community and other stakeholders from the outset, giving the plan a legitimate base and a better chance to come to fruition. For the Fortville Redevelopment Commission, the decision to develop a master plan for the South Madison TIF District was born from the desire to be proactive about creating opportunities for economic development and investment in the community. The planning process will facilitate these opportunities by understanding the current conditions of the property, generating and building community interest and participation, creating a new and common vision for the district's future, and developing a clear and solid set of recommendations and implementation strategy.

This plan focuses on 186 acres of land to the southeast of Fortville's downtown historic core. Predominantly agricultural land with a handful of rural homesteads, the properties that make up the South Madison TIF District are envisioned to accommodate Fortville's industrial and commercial growth to the south and will form a new front door to the community. The South Madison TIF District Master Plan is a design-focused vision that offers specific recommendations on infrastructure, development form, and implementation strategies. Recommendations in the South Madison TIF District are centered on using Fortville's existing development character, commuter travel patterns, and unique businesses to create a series of new development opportunities for the southern portion of the Town. Additionally, the plan seeks to establish a set of standards for both public and private investment to help guide how development occurs in the area.

The purpose of the South Madison TIF District Master Plan is to set a new focus on creating a sense of place within the Town of Fortville, improving the physical amenities and infrastructure to allow for connectivity and activity and to provide opportunities for development and redevelopment within the TIF district.

THE STUDY AREA

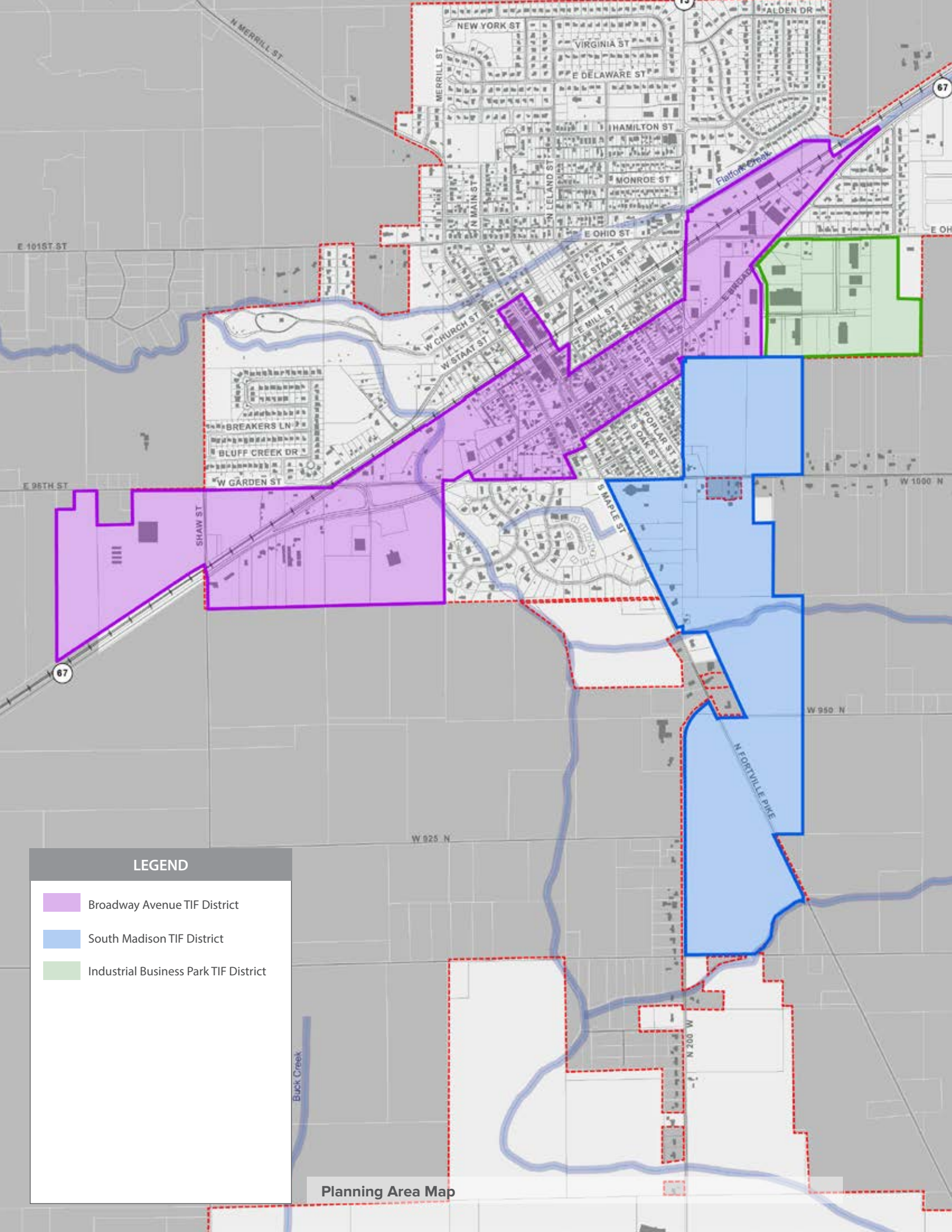
The Town of Fortville, Indiana is located about 12 miles northeast of Indianapolis in the northwest corner of Hancock County. The town is situated between the Town of Pendleton, the Town of Fishers, and the Town of McCordsville and less than 1 mile east of the eastern limits of the City of Fishers. Fortville was originally established along a defined crossroad location at former State Road 238 and State Road 67/US 36, and to this day it remains a crossroads to multiple levels of traffic. Significant amounts of traffic utilize State Road 67 travelling to and from Indianapolis every day, and State Road 13 provides a convenient connection to Interstate 69 to the north.

Within the Town of Fortville, the TIF district covers approximately 186 acres to the southeast of the downtown core. The South Madison TIF District is intended to provide incentives that ultimately will encourage private investment in an area of the Town where investments have not and most likely would not occur on their own. The district will allow the Town of Fortville to leverage incremental property tax revenue from increased assessed value resulting from new investments in the South Madison area and invest in much-needed infrastructure to support those investments and other future developments.

WHY A TIF?

A tax increment finance district (TIF) is an economic development tool used by local governments to encourage development or redevelopment in an area of the community where private investment has not occurred or is impossible because of a number of different limiting factors. The districts are often established in areas needing reinvestment because of deteriorating or undesirable public facilities, obsolete or substandard buildings, among others. As an alternative, districts can also be created to encourage and incentivize private investment in strategic, undeveloped areas of the town that are not currently served by transportation and utility infrastructure and other needed services.

The Town of Fortville has established 3 TIF districts within the community. The longest-standing district was established in 2003 as the 45-acre Fortville Business Park at the east end of town with frontage on State Road 67, east of Madison Street. The business park, featuring primarily light industrial uses, has some available parcels. In 2016, the Town established 2 new TIF districts aimed at encouraging reinvestment and new development within the limits of the Town. The Broadway Consolidated District is approximately 250 acres, encompasses historic Main Street, and extends approximately 1 mile to the east and west along State Road 67. The South Madison TIF District, currently 186 acres of primarily farmland, extends from the southern borders of both the Broadway TIF district and the existing business park southeast of town to State Road 234.



Planning Area Map

PLANNING APPROACH AND METHODOLOGY

The planning process for the South Madison TIF District Master Plan utilized a design-driven approach meant to turn areawide opportunities, constraints, and public input into a series of appropriate goals and implementation steps that are specific to the Town of Fortville and the TIF district itself. The scope of this effort was comprehensive and included field studies and analysis of previous planning recommendations and policy statements. The end goal of the process was to identify a detailed development concept that provided recommendations on land use, development character, road alignment, character and right-of-way widths, utility infrastructure recommendations, and development standards that addressed building form and site amenity placement.

The study area analysis discussed in Section 02 includes a series of vignettes that outline and analyze information gained from site visits, review of regional and local studies completed to date, as well as additional data collected during the planning process. In addition to allowing the site and previous planning work to inform the process, a steering committee of 12 local and county officials was formed to provide direction to the process. The group met monthly from September 2016 to March 2017 to provide guidance on the plan's goals, development concept, infrastructure and development recommendations, and strategic implementation steps.

In addition to the regular steering committee meetings, the design team held informal stakeholder interviews with four additional groups in October 2016 to discuss specific topics including downtown Fortville, tourism, business attraction and retention, education, industry and workforce development, transportation, and utility needs. A group discussion was also used to identify Town-specific policy needs that could be used to dictate how this planning document should be organized.

Visual Preference Survey

In the course of plan development, the steering committee took part in a visual preference survey in order to provide input regarding the visual character of the South Madison TIF district. The exercise was organized around the following topic areas:

- District Character
- Building Height
- Building Character
- Site Character

Participants viewed photographs depicting several different versions of each theme and rated each image according to preference using a scale from "-3" (strongly unappealing) to "+3" (strongly appealing); based on specific evaluative criteria. The individual results were tabulated to form an average response that identified desired characteristics and development standards.

Participants rated each image according to preference using a scale from "-3" (strongly unappealing) to "+3" (strongly appealing); based on specific evaluative criteria. For example, participants evaluated proposed development character in terms of materials, scale, and fenestration patterns.

The visual preference survey results provided the following summarized results:

District Character

When asked how the South Madison district of the future would be described, the project steering committee identified that the area would need to be forward thinking in its organization, development uses, and overall character. Words like “pioneering,” “inventive,” “visionary,” “innovative,” were all high-scoring terms and established that the South Madison district recommendations needed to create a new standard for excellence in the area.

The steering committee also identified that the district needed to be “orderly,” “efficient,” “open,” and “welcoming,” which provides a framework for the pattern and placement of future development sites, infrastructure, and district amenities.

Finally, the group identified a series of words that influenced the recommended development make up of district. Words such as “focused,” “diversified,” and “industrial” aided in solidifying ways the district can respond to the need for economic development and growth in Fortville.

Building Height

While the steering committee agreed that building height should vary depending on end-building use, the general consensus is that the South Madison district should allow for buildings no higher than 3 stories (40’-45’) in height.

Building Character

While the specific design requirement of a building will vary depending on end location and user, the project team identified that the South Madison district should feature buildings that have a varied massing, scale, and architectural styles to create a unique, attractive project and avoid a uniform and monotonous urban form. Developers

The project team identified that the South Madison district should feature buildings that have a varied massing, scale, and architectural styles to create a unique, attractive project and avoid a uniform and monotonous urban form.

The group agreed that site amenities such as landscaping should be used to enhance and buffer the development on site.

should employ techniques to break the building mass through interlocking volumes of differing heights and widths to avoid monolithic buildings. Additionally, buildings should incorporate a diversity of building scales and massing, such that the resulting design appears as a neighborhood that has grown over time.

It was identified that buildings within the district should be well proportioned and have a relationship with the adjacent site elements. This includes window-to-wall ratios (solid-to-void), window width-to-height ratios, and proportions of buildings to distinct environmental features. Proposed building size should be proportional to the scale of streets and pathways to provide a well-defined street wall.

Buildings should integrate color and light to better define the buildings' visual order as well as provide an interesting facade. The proposed building architecture is encouraged to incorporate state-of-the-art building technologies with the finest design and support facilities available. In response to an ever-changing market, buildings are encouraged to be highly functional and flexible to create timeless architecture.

Finally, given the composition of the district, the anticipated roadway infrastructure, and highly visible development sites, buildings within the district should be designed so that each façade is given an architectural treatment. These 360-degree architectural considerations will ensure that each view shed into and through the district is characteristic of the district itself.

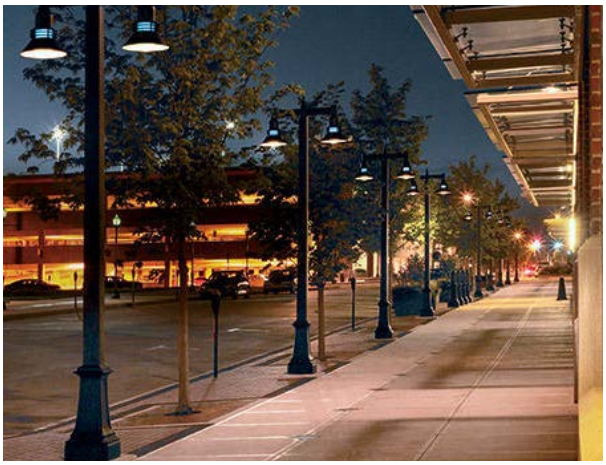
Site Character

The primary topic within the group while discussing general site character and amenities was how site landscaping was used to enhance and buffer the development on site. It is desired that future parking lots need to have a high degree

of landscaping and tree cover, and that primary roadways within the district should be buffered with trees to minimize views into development sites. Buffer zones may be necessary to minimize negative impacts to existing uses adjacent to new, less compatible uses that are anticipated or proposed. Compatibles uses and transition areas are preferred but in scenarios where this is not feasible, buffer zones are highly encouraged. Buffer zones may take advantage of natural features within the study, further contributing to the open space and conservation areas. Buffer zones may vary in size depending on the adjacent uses as well as the material (plants, earthwork, fencing, walls etc.). They may also be paired with setback regulations to maximize the effective buffer zone.

The group did identify the desire to incorporate pedestrian amenities throughout the district but did not prioritize the need for on street bicycle facilities in the area.

Finally, the group identified the need to approach elements such as signage and lighting at a districtwide level. The broader approach toward these elements will allow for the community to identify a hierarchy for the district and individual sites that can be installed as necessary. Consistent lighting and signage styles will also help to visually unify the district.



The group did identify the desire to incorporate pedestrian amenities throughout the district but did not prioritize the need for on street bicycle facilities in the area. Instead the group saw the need to incorporate bicycle facilities off-street in wide shared use paths.

PUBLIC OUTREACH

The South Madison TIF District Master Plan process incorporated public input early in the process. A public open house was held on Thursday, November 3, 2016, at the Fortville Community Center to introduce the public to the master planning process. The meeting was advertised by utilizing printed yard signage, window flyers, and a direct mailing to property owners and yielded between 30 to 40 attendees throughout the open house. Meeting attendees were asked to participate in a series of exercises aimed at providing information on the following:

- Community Connectivity
- Development Districts and Intended Character
- Corridor Character and Facilities

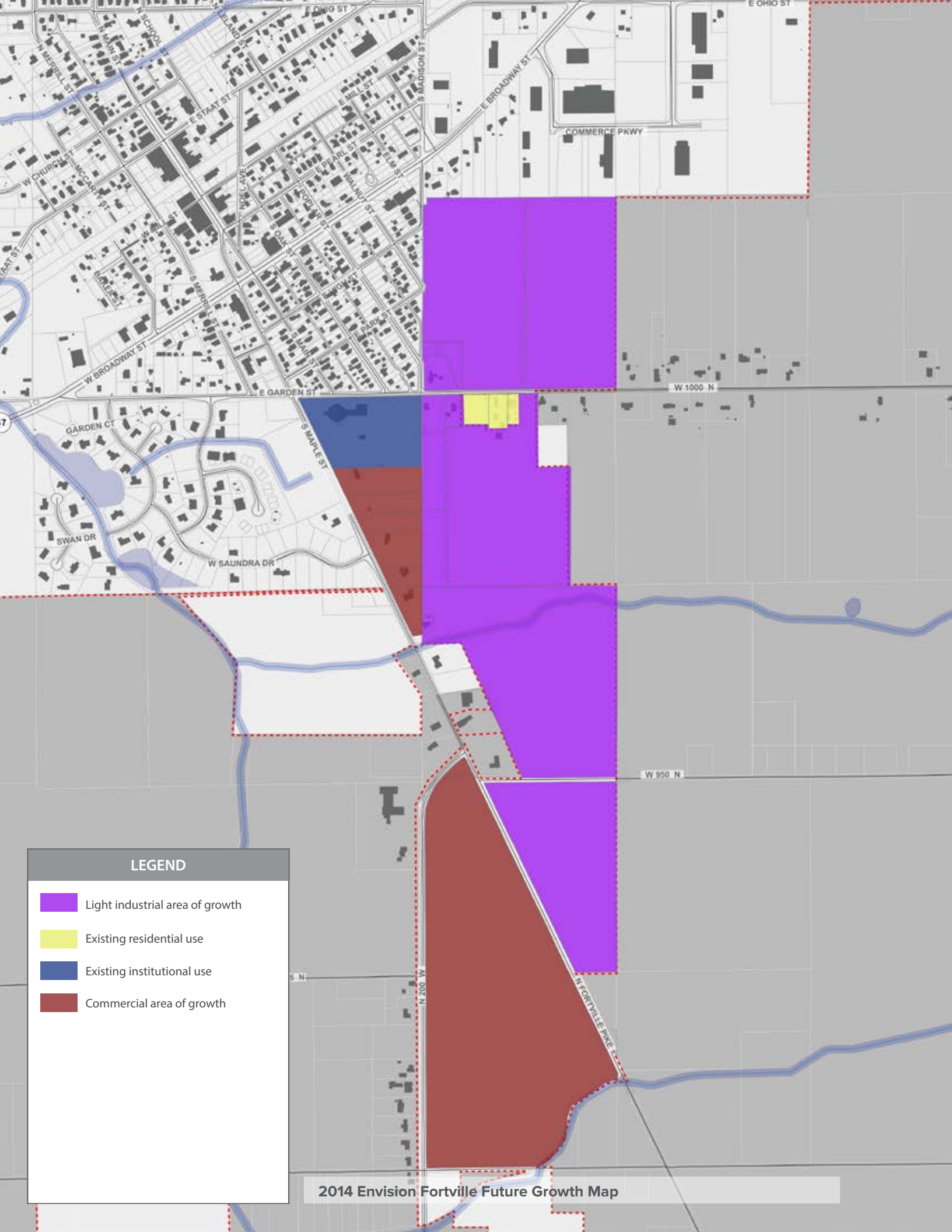
Additional information was provided on TIF districts and how the revenue can be used, and future infrastructures projects currently planned for the area.

The public was invited to stay involved in the project throughout the process by reviewing and commenting on steering committee materials and recommendations located on the project website. Additionally, a direct link was placed on the Town's website as well to further promote the project.

A second public open house was held in conjunction with Community Ball Day on Saturday, June 3, 2017 at the Fortville Community Center to introduce the recommendations of the master plan to the public. The meeting was advertised by utilizing printed yard signage, window flyers, and a direct mailing to property owners and yielded between 30 to 40 attendees throughout the open house.

Meeting attendees were asked to participate in a series of exercises aimed at providing information on community connectivity, development districts and intended Character, and corridor character and facilities.

02 **EXISTING CONDITIONS**



2014 Envision Fortville Future Growth Map

CURRENT CHARACTER AND LAND USE

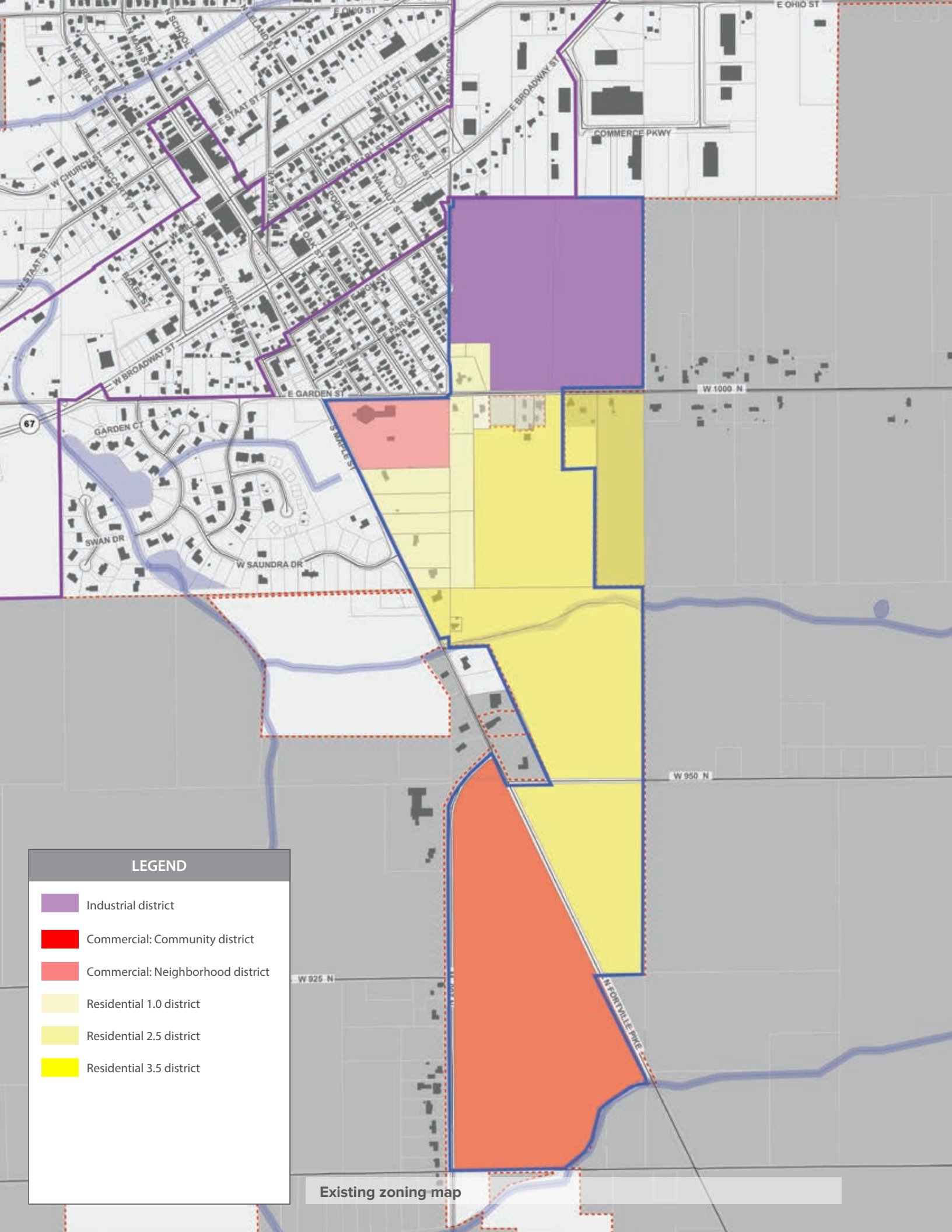
The existing land use along the South Madison TIF District is recognized to be almost entirely agricultural. To the north, there are a handful of residences along East Garden Street and CR W 1000 N, and the same is true along CR W 950 N and Fortville Pike. Outside of residential uses, there is a religious institution located at the intersection of East Garden Street and South Maple Street within the TIF District. Most of the property within this district can be identified by large parcels currently used for farming with minimal development and infrastructure.

In 2014, the Town of Fortville worked to develop a Comprehensive Plan outlining several strategies that responded to current community opportunities and challenges. During that planning process, the community expressed the desire to revitalize downtown, focus on schools, promote community growth, and to improve the town's transportation infrastructure. During the comprehensive planning process, a Future Growth concept map was created to help the group envision what the city should look like from a land use perspective, with an emphasis on the South Madison district being a mix of residential and agricultural. After establishing this area as a TIF district, the town amended this map to proactively plan for a stronger emphasis on light industrial and commercial uses. Since industrial and commercial uses are not traditionally found directly adjacent to residential neighborhoods, this new land use and growth strategy defined by the establishment of the TIF district provides opportunities for the Town to also require a higher level of design and landscaping to buffer potential areas of conflict in the future. It also requires special attention to the arrangement of land use districts.

DISTRICT ZONING

Currently, zoning and development standards in the Town of Fortville are administered by Hancock County. Much of the area is zoned either a mid-density single-family (R3.5) or commercial/office (CC). These zoning classifications, and particularly their locations within the area, pose some initial conflicts with the future land uses proposed by the Town of Fortville in the amended 2014 comprehensive planning process. The residential zoning that covers a significant portion of the district does not permit the light industrial uses (manufacturing, assembly, warehousing, office) that are recommended as future land uses in the Town's current Future Growth map. At best, the current residential zoning only allows for businesses that can be run out of a person's home. Without the proper regulations and zoning in support of the recommended future land uses, potential investors will not be able to identify this part of town as prime real estate for development opportunities. In addition, industrial uses directly adjacent to residential property provides a variety of potential conflicts to surrounding residents such as noise pollution, visual eyesores, and increased truck traffic. The existing zoning and development standards that address these use conflicts do not entirely promote the character vision that the town has created for development in this district.

In order to ensure desired development, properties within the South Madison district would need to be rezoned to align with the recommendations refined in this document. In addition, a thorough review and update of the development standards should take place to ensure that setbacks, buffers, landscaping, and building standards reflect the overall character defined by the comprehensive plan and represent the vision expressed by the Town of Fortville.



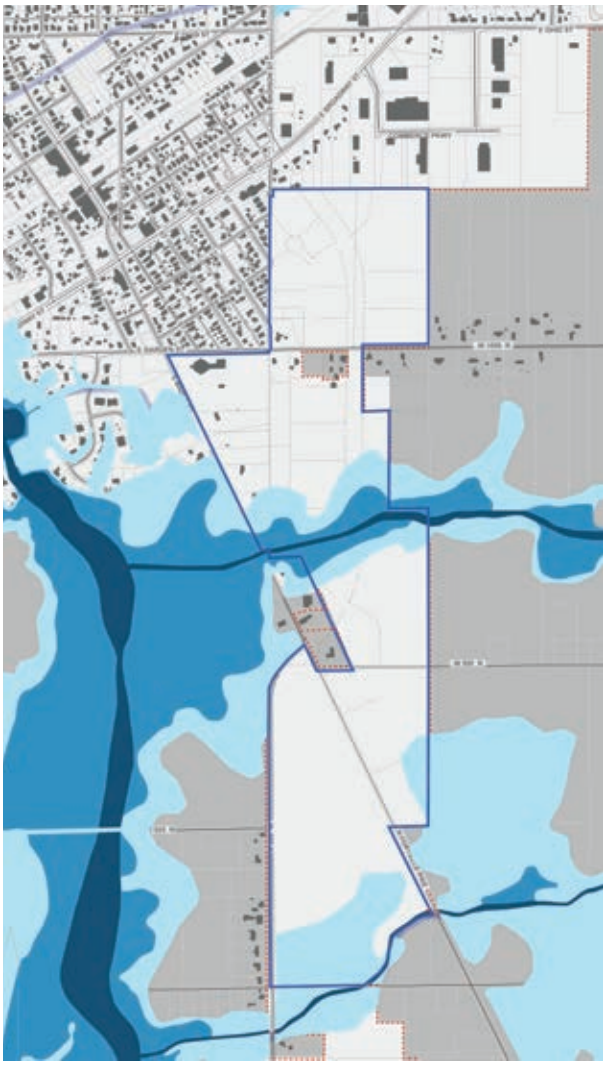
Existing zoning map

UTILITIES

Sanitary sewer infrastructure is provided throughout the study area (South Madison TIF district) by the Town of Fortville. The Town of Fortville operates a Waste Water Treatment Plant and a Class II, 0.95-MGD oxidation ditch treatment facility located at 500 West Church Street. The collection system is comprised of 100-percent separate sanitary sewers by design with no overflow or bypass points. Current residences in the study area operate and discharge to the separated sewer system. Any new development must be supported by sanitary sewer infrastructure per current regulations.

As of 2013, the Town of Fortville is one of the few communities in the State of Indiana with completely separate stormwater and wastewater systems. Currently, there is no stormwater infrastructure in the area, and the properties within the district drain naturally (via ditches and sheet draining) to a channel south of CR W 1000 N or via infiltration. The channel includes a floodplain and narrow floodway that would limit future development in the area unless the stormwater was directed elsewhere on site.

The Fortville Water Works Department operates a 1.4-MGD groundwater treatment plant. New development will be supported by extension of the existing Fortville water infrastructure. The Streets & Distribution Department operate and maintain the Town's water reservoirs, pump stations, and water mains.



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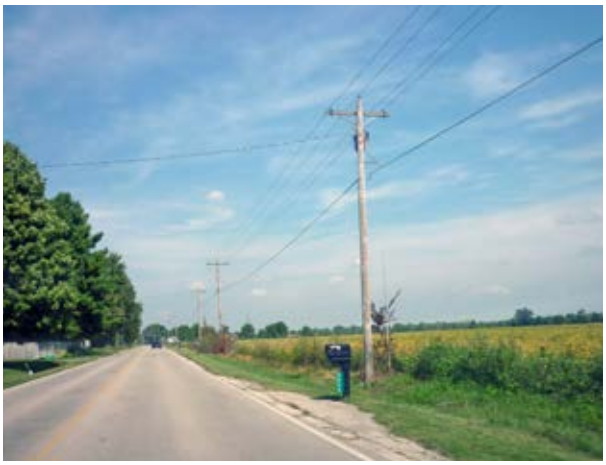


As is typical for roads in a rural setting, this district has no dedicated bicycle trails on street bicycle facilities or markings, signed bike routes, or off-street pedestrian sidewalks.

PEDESTRIAN AND BICYCLE CONNECTIVITY

There are no safe pedestrian and bicycle connections between the South Madison TIF District and downtown Fortville. Currently, the roads that provide vehicular access are 2-lane local roads with side drainage swales, overhead utility lines, and naturally occurring stands of trees. As is typical for roads in a rural setting, this district has no dedicated bicycle trails on street bicycle facilities or markings, signed bike routes, or off-street pedestrian sidewalks. The Town is proactively working to improve the pedestrian and bicycle network throughout the community and is currently working to complete multi-use pathways to connect downtown Fortville to the Mt. Vernon High School campus located south of town on CR N 200 W. The pathways, known as the Mount Vernon Trail, are being completed in 3 phases that will begin at Garden Street and extend south along Fortville Pike to North County Road 200 West. The trail will be an asphalt surface with landscaping to include lawn and/or tree plantings along the length trail. A second phase of the Mount Vernon Trail will extend the multi-use path along North County Road 200 West from Maple Street to SR 234. Finally, a third phase will complete the trail and provide a direct connection to the entrance of Mt. Vernon High School.

As future industrial and commercial growth takes place within and around the district, Fortville has a unique opportunity to proactively plan for and implement a well-connected pedestrian and bicycle network that would connect the community's downtown core to the newly constructed Mt. Vernon Trail and Mt. Vernon High School campus.

TRANSPORTATION NETWORK

Since the earliest days of Fortville, the town has been a hub for regional traffic. Being established around an existing crossroads has only intensified over time, and the amount of vehicles that pass through the town will continue to increase as the surrounding area develops. Because of the proximity and accessibility of larger towns and businesses, residents are finding the northeast corridor outside of Indianapolis to be an excellent location as it captures the feeling of living in a more rural setting without being too far from the comforts and amenities of Indianapolis. According to the Indianapolis 2035 Long-Range Transportation Plan, it's projected that the northeast corridor will grow substantially, roughly 200,000 people in Hamilton and Hancock Counties combined. With the influx of new residents comes an expected increase in vehicular traffic and an increase in potential conflicts with pedestrians.

While the South Madison TIF District does not have much current transportation infrastructure, Fortville Pike handles approximately 3,400 vehicles daily as calculated by INDOT traffic counts. Many of these vehicles travel south on SR 13 from the I-69 Intersection north of town to Greenfield, much of which is semi-truck and commercial traffic. Through public outreach, residents have expressed a concern with tractor-trailer traffic creating hazardous conditions through the heart of town, especially since the current roadways are not constructed to accommodate such large vehicles. As the South Madison TIF District develops, much of the regional commuting, semi-truck, and commercial traffic is planned to be diverted to a new thoroughfare, which shall be designed to provide a bypass east of the center of town that is easier for larger vehicles, and it should reduce the volume that travels through downtown on a daily basis.

The transportation network key map was created to represent specific thoroughfares within the South Madison district. Roadway specific characteristics and configuration are outlined on the following pages.

Maple Street/Fortville Pike

Maple Street/Fortville Pike is classified as a major collector and plays a significant role in moving traffic between Fortville and Greenfield. The corridor, which sees approximately 3,300 to 4,400 vehicles daily, is rural in character and consists of 2 travel lanes and no shoulder. Above-ground utility lines are present on both sides of the roadway. The corridor provides a connection to SR 234 to the south and to the west side of Greenfield. The roadway name and character change just north of CR W 950 N. South of CR W 950 N, Fortville Pike has little to no adjacent development, but north of CR W 950 N, the roadway is lined with traditional single-family neighborhoods, churches, and more densely populated residential areas that are immediately adjacent to downtown Fortville.

The speed limit along the corridor is predominately 45 mph with the speed reducing to as low as 25 mph as you enter the core downtown area of Fortville at Garden Street.

Garden Street/CR W 1000 N

Garden Street is classified as a local road and provides connectivity to the east. Local roads by design carry smaller volumes of traffic at reduced speeds. Garden Street, east of Broadway Avenue, sees approximately 1,400 vehicles per day. The corridor, which is rural in character, consists of 2 travel lanes and no shoulder. It does not provide for connectivity across Broadway and has utility poles on the south side of the street from Broadway to Fortville Pike and the north side of the street east of Fortville Pike.

The roadway name and character changes as the road travels east outside of the town limits. Garden Street between Maple Street and Poplar Street creates an edge for the existing residential neighborhood development and has numerous driveways connecting to the roadway. East of Poplar Street, little to no development is located adjacent to the corridor.

The speed limit along Garden Street within the TIF district is 30 mph and increases to 45 mph as it exits the town and heads east.

CR W 200 W

CR W 200 W is a minor arterial corridor beginning at the intersection of Fortville Pike and extending south over I-70 (not an interchange location) just west of Greenfield. The corridor provides regional access to the towns of Greenfield, Mohawk, and Fortville. The corridor, while rural in nature, is used by approximately 2,000 vehicles and trucks per day. Much of the CR W 200 W traffic continues north on Fortville Pike to access Broadway Avenue or SR 13.

The corridor is 2 travel lanes and no side shoulders and has limited development adjacent to the right of way. There are utility poles on both sides of the road north of the school campus to Fortville Pike. There are no utility poles on either side in the section of the school campus. The speed limit along the corridor is 45 mph, with a reduction of speed occurring along the Mt. Vernon High School campus and within the limits of nearby communities.

CR W 900 N

CR W 900 N is a local road that extends west of Fortville Pike. The corridor consists of 2 travel lanes with no side shoulders or pavement markings. The corridor runs through the TIF district, and with improvements, could provide access to future development within the district.

CR W 950N

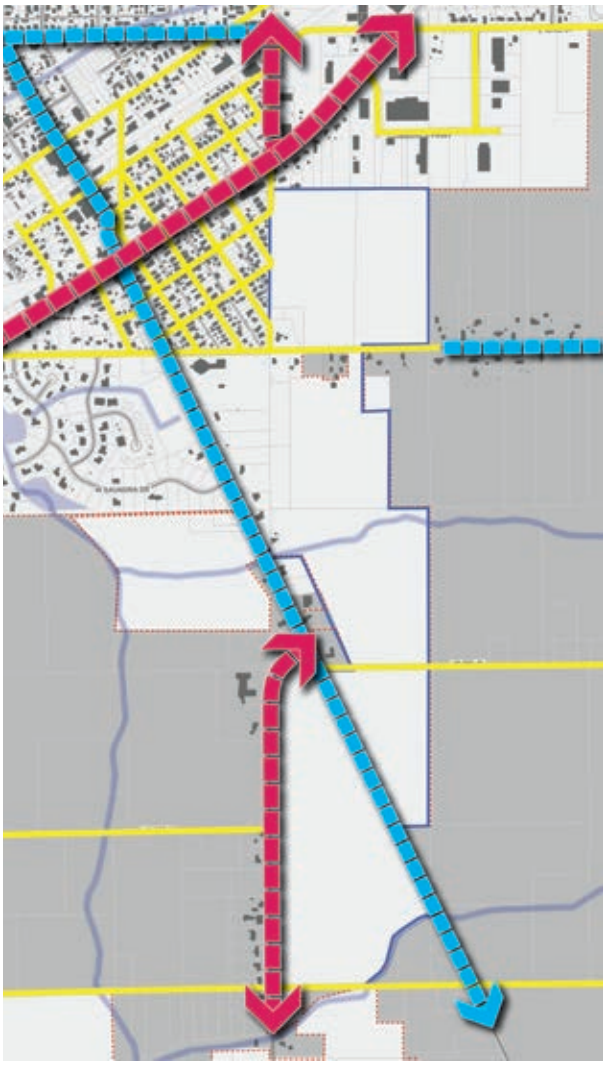
CR W 950 N is a major collector west of CR N 50 W and provides connectivity to Fortville Pike/Maple Street. The corridor consists of 2 travel lanes with no side shoulders or pavement markings. The corridor functions as the southern boundary of the district and extends to the east and west.

CIRCULATION HIERARCHY

While the district is limited in existing transportation thoroughfares, the prime north-south corridor of Fortville Pike/Maple Street provides for regional connectivity through the Hancock County region. To the south, Fortville Pike provides connections to SR 234, a primary east-west corridor. Additionally, further south, Fortville Pike extends into Greenfield and runs in close proximity to the I-70 interchange at SR 9. To the north, Fortville Pike transitions to Maple Street, which ends at US 36/SR 67 in the heart of Fortville's downtown core.

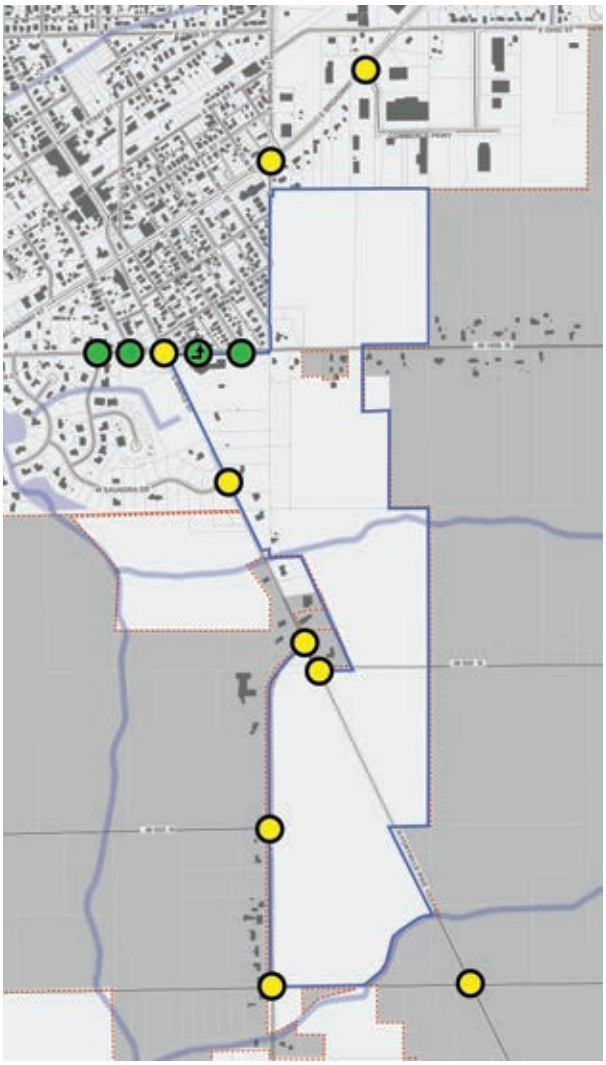
CR 200 W, currently identified as a minor arterial south of SR 234 and the Town limits, provides connectivity to I-70 and could serve as a regional route if a new I-70 interchange was constructed as outlined in the current Hancock County Comprehensive Plan.

Together, Maple Street, Fortville Pike, and CR N200 W serve as the north-south routes through the district. Smaller, local roads provide west-east access to the local neighborhoods and to surrounding county properties.



LEGEND

- Primary arterial roadways
- Major collector roadways
- Local roadways



LEGEND

- Secondary streets stop
- One way stops
- One way street

INTERSECTION TYPES

Within the South Madison district there are minimal intersections, all of which are controlled by 2-way stop signs. The district has only 2 main intersections where 2 major collector roadways intersect. Maple Street and Garden Street allows north-south through traffic along Maple Street and controls traffic along Garden Street by utilizing stop signs at the intersection. The offset intersection at Fortville Pike, CR N 200 W, and CR W 950 N allows for north-south through traffic along Fortville Pike. Other district intersections include the intersection with Garden Street at Main Street, Oak Street and Poplar Street, as well as alleyways along the Garden Street corridor east of Maple Street. CR W 925 N also intersects CR N 200 W near the southern end of the district.

03 **DISTRICT CONCEPT**

Foster a diverse business climate

The strength and vitality of business activity within the South Madison TIF district is of paramount concern to the Fortville Redevelopment Commission. Finding ways through which to foster and improve the business climate within the district will require multiple strategies as well as coordination and integration with transportation and appearance recommendations. The South Madison TIF District should be managed to respond to changing consumer preferences and adapt to emerging development patterns. Providing a sense of place and community by developing amenities such as parks and open space; pedestrian and bicycle amenities; and providing a more livable environment through fostering new and diverse development opportunities will ensure the South Madison district's success.

Interconnected Circulation Network

The street network on the site will provide an interconnected system of vehicular, bicycle, and pedestrian circulation. Vehicular circulation through town and access to downtown Fortville will be balanced with other modes of travel. Bicycle and pedestrian movement will be emphasized, as well as opportunities for enhanced landscaping along key corridors. Wide sidewalks, slow traffic speeds where possible, and off-street paths will establish a safe and multi-layered network of connectivity throughout the site, maximizing circulation options and flexibility. Likewise, to combat larger block sizes, building form and landscaping recommendations will be implemented to provide visual variety and interest that will allow for more frequent breaks in the street wall. Connections at the interior of blocks will ensure that larger blocks in commercial and industrial areas will maintain a high level of choice for pedestrian movement.

Pedestrian-Oriented Environment

The design of development within the site will establish a building-to-street relationship that fosters a comfortable pedestrian realm. At the building level, massing and articulation of building forms will reflect a pedestrian scale. Design of the ground floor and site amenities will emphasize pedestrian comfort, visual interest, and opportunities for interaction and activity. Additionally, streetscape elements, such as lighting, seating, landscaping, paving, and crosswalk design will be scaled and oriented to the pedestrian to enhance safety, comfort, and walkability.

Encourage Balanced and Phased Development

Growth within the district is dependent on many different factors including need for utilities and other infrastructure. Because of these factors, development is encouraged to be phased, balanced, and mindful of natural areas. It is expected that areas with the best access to infrastructure will develop sooner than those that require significant infrastructure expansion. The rural character of the study area is highly desired and appreciated by residents. This should be kept in mind as development of any type occurs and any higher intensity land uses should be buffered.

Create a strong visual appearance and sense of place

Urban form, streetscape design, and development standards will define the site's visual and physical prominence within the Town. Likewise, these elements will establish a strong relationship with the Fortville community, with a well-defined public realm, pleasant and appropriate development edges, inviting gateways, and provision of key public amenities.

Strategically located buildings will further enhance the physical prominence of this developing district. Enhanced streetscapes will provide a hierarchy of circulation, wayfinding, and views to key focal points and activity nodes. Civic spaces and open space, located among the development will provide a sense of place and identity, becoming communitywide destinations.

The spirit of the plan vision has its roots in the 2014 Comprehensive Plan that outlines the primary vision for the Town moving forward into the future.

> "Fortville will retain its small-town charm by encouraging growth that is sustainable, planned, and interconnected—all while maintaining a reputation of being a safe, livable community that cultivates innovation, education, and mobility."
>
> – 2014 Envision Fortville Comprehensive Plan

The South Madison TIF District intends to realize the vision of a well-planned and interconnected district by proactively planning for the retail, office, and light industrial growth that is anticipated in Hancock County based on development patterns and population trends. The district is intended to create a vibrant public realm with a mix of uses to include retail, office, civic, and residential uses, and a bustling active environment. To guide the future development in the South Madison district, the plan establishes the following goals.

Foster a diverse business climate

Interconnected Circulation Network

Pedestrian- Oriented Environment

Encourage Balanced and Phased Development

Create a Strong Visual Appearance and Sense of Place

DEVELOPMENT CONCEPT SCENARIOS

Using the Town's current future land use plan and the district goals as a foundation, a series of three conceptual development plans were created with varying intensities and mixes of land use as well as varying road alignments. The land use alternatives each centered on a unique set of opportunities to meet the outlined district goals. The concepts were presented and discussed as a part of the December 6, 2016 project steering committee meeting. The group discussion included identifying elements from each concept that aligned with the district goals and identifying any elements that varied from the primary goals for the area.

CURRENT GROWTH SCENARIO

The Current Growth Scenario explored the development patterns currently shown as part of the Town's comprehensive plan. The plan accounts for business industrial growth to the south of their existing business industrial park. The large area of business industrial growth provides flexibility for development size and would allow for phased development given the barriers the existing east-west roads create.

The concept also accounts for the incorporation of a commercial/retail node south of CR 950 N and provides ample room for expansion to the south. This commercial/retail node would be used to transition the scale and character of the more intense, business industrial development down to complement the rural and natural character currently evident south of CR 900 N.

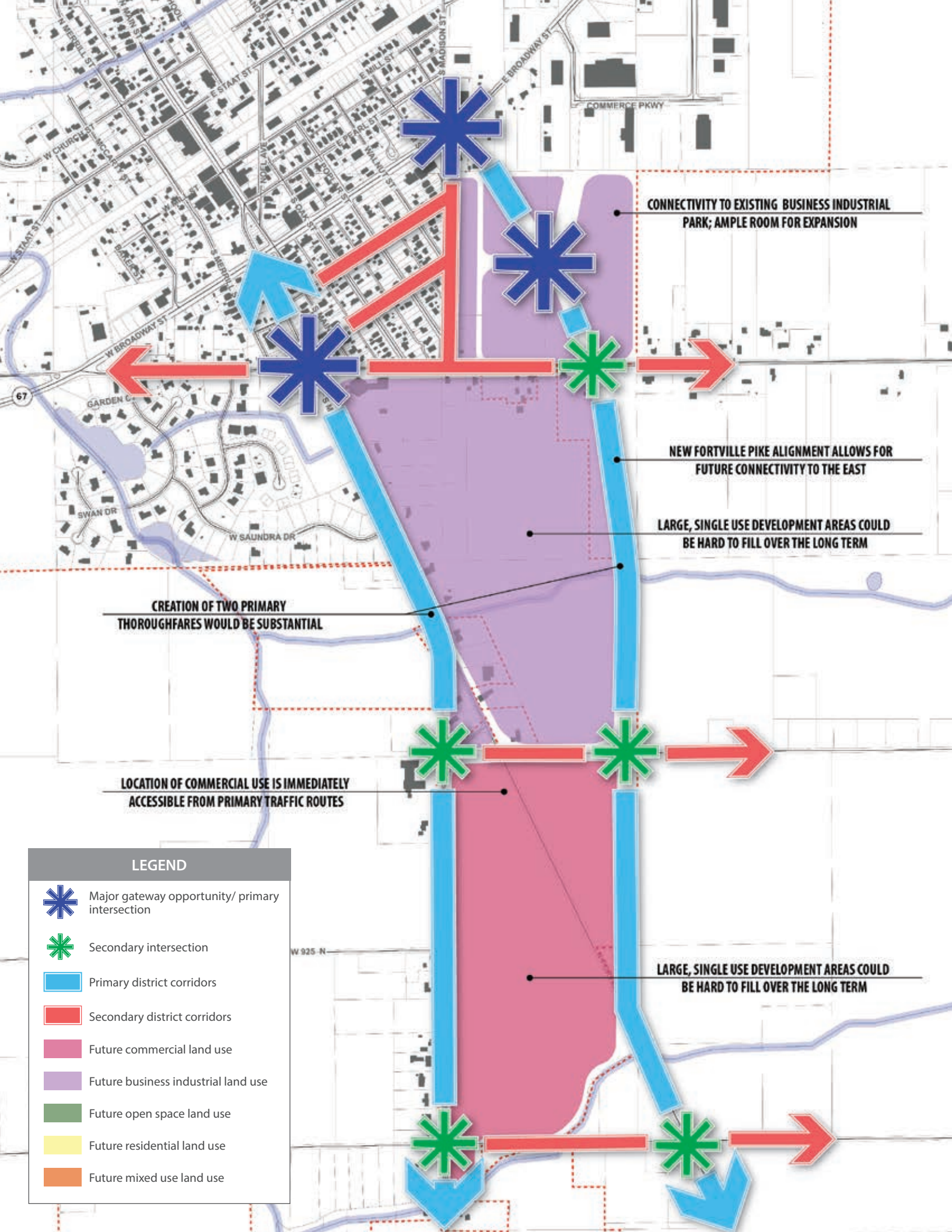
Access through the area was provided by realigning Fortville Pike to follow the eastern edge of the TIF district boundary. This would allow for CR 200 W to extend into Maple Street, providing a local thoroughfare. The location of the new Fortville Pike would allow for a more direct truck route and would minimize the traffic along Broadway Street adjacent to downtown.

CONCEPT OPPORTUNITIES

- The concept aligns with the Town's current land use and growth plan.
- Larger area of business industrial and office space allows for a variety of development sizes.
- Location of commercial/retail node is immediately accessible from primary traffic routes.
- New Fortville Pike alignment allows for direct connectivity to SR 13, which reduces the amount of traffic traveling through to downtown on Broadway Avenue.
- New Fortville Pike alignment allows for connectivity to existing business industrial park.
- Location of New Fortville Pike along TIF district' eastern edge allows for future business industrial expansion to the east.

CONCEPT CONSTRAINTS

- Large, single-use development areas could be hard to fill over the long term. Identifying a broader mix of uses could provide more flexibility, which would allow the Town to respond to market changes easily.
- The creation of two primary thoroughfares (New Fortville Pike and CR 200 W/Maple Street) would be substantial.


CONNECTIVITY TO EXISTING BUSINESS INDUSTRIAL PARK; AMPLE ROOM FOR EXPANSION
NEW FORTVILLE PIKE ALIGNMENT ALLOWS FOR FUTURE CONNECTIVITY TO THE EAST
LARGE, SINGLE USE DEVELOPMENT AREAS COULD BE HARD TO FILL OVER THE LONG TERM
CREATION OF TWO PRIMARY THOROUGHFARES WOULD BE SUBSTANTIAL
LOCATION OF COMMERCIAL USE IS IMMEDIATELY ACCESSIBLE FROM PRIMARY TRAFFIC ROUTES
LARGE, SINGLE USE DEVELOPMENT AREAS COULD BE HARD TO FILL OVER THE LONG TERM
LEGEND
Major gateway opportunity/ primary intersection
Secondary intersection
Primary district corridors
Secondary district corridors
Future commercial land use
Future business industrial land use
Future open space land use
Future residential land use
Future mixed use land use
E BROADWAY ST
COMMERCE PKWY
W BROADWAY ST
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W CHURCH ST
E MILL ST
E PEARL ST
S MADISON ST
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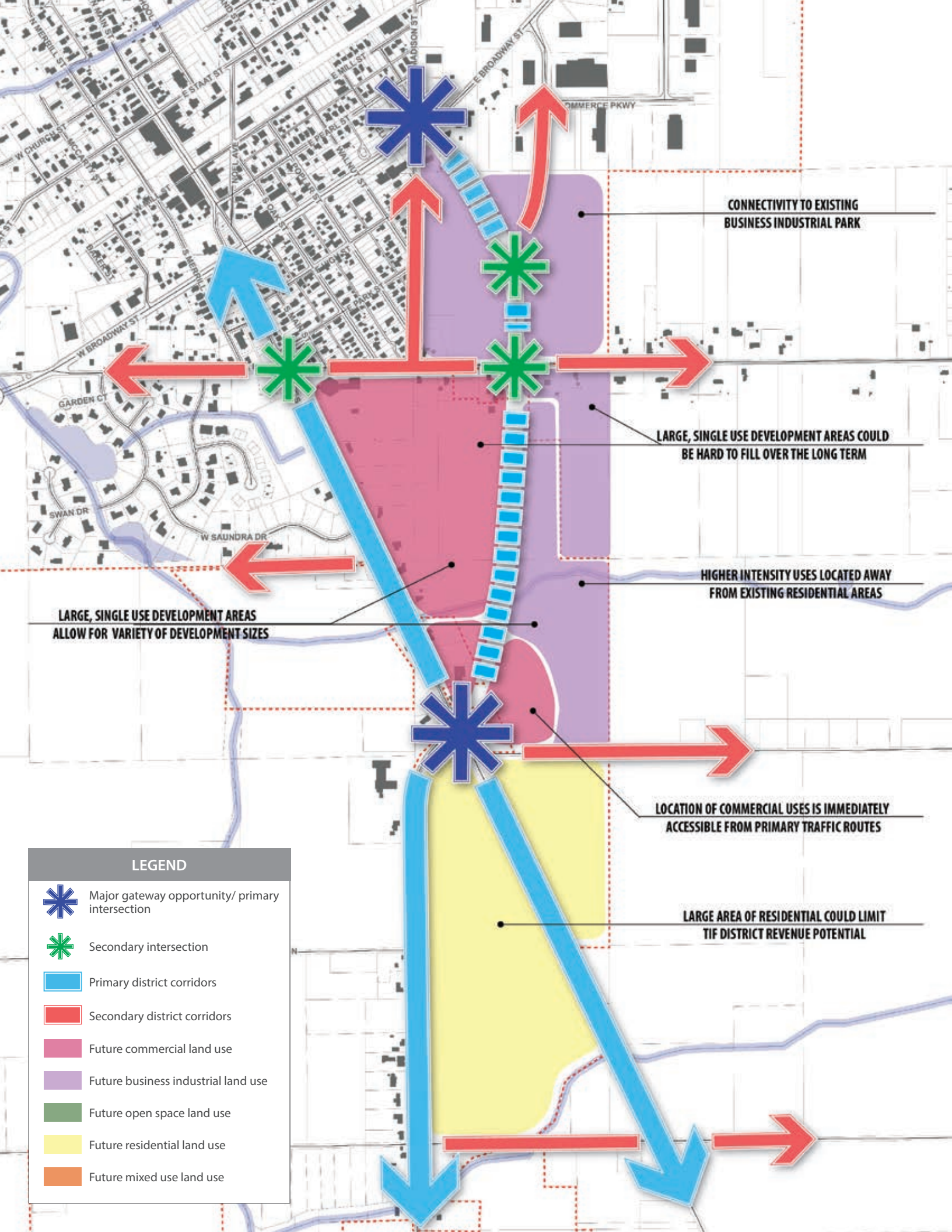
CONNECTIVITY TO EXISTING BUSINESS INDUSTRIAL PARK
LARGE, SINGLE USE DEVELOPMENT AREAS COULD BE HARD TO FILL OVER THE LONG TERM
HIGHER INTENSITY USES LOCATED AWAY FROM EXISTING RESIDENTIAL AREAS
LARGE, SINGLE USE DEVELOPMENT AREAS ALLOW FOR VARIETY OF DEVELOPMENT SIZES
LOCATION OF COMMERCIAL USES IS IMMEDIATELY ACCESSIBLE FROM PRIMARY TRAFFIC ROUTES
LARGE AREA OF RESIDENTIAL COULD LIMIT TIF DISTRICT REVENUE POTENTIAL
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GARDEN CT
SWAN DR
W SAUNDRA DR
COMMERCE PKWY

CONCEPT OPPORTUNITIES

- Diversified land uses allow for flexibility in an ever-changing economic market.
- Larger area of commercial and office space allows for a variety of development sizes.
- Location of commercial/retail node is immediately adjacent to primary traffic routes.
- Higher-intensity uses are located away from existing residential areas.
- New CR N 200 W alignment allows for direct connectivity to SR 13, which reduces the amount of traffic adjacent to downtown on Broadway Avenue.

CONCEPT CONSTRAINTS

- Large, commercial and business industrial development areas could be hard to fill over the long term.
- Large area reserved for residential development could limit the revenue potential of the TIF district.
- Additional properties would need to be incorporated into the TIF district to allow for maximum development potential.
- Location of N CR 200 W expansion would not easily allow for business industrial expansion outside of the TIF, to the east. Additional infrastructure would be necessary to provide access.

MIXED-DEVELOPMENT SCENARIO

The Mixed-Development Scenario explored the opportunity to create a diversified land use and development pattern within the district. The concept accounts for an emphasis on light business industrial but introduces a less intensive manufacturing development block to transition the scale and intensity of development down when adjacent to the existing residential neighborhoods. Office and retail development was placed adjacent to Maple Street to provide for a small-town character along the primary roadway corridors, and a large area of residential expansion claimed the southern half of the district.

The concept is organized around a central transportation spine that allows for CR N 200 W to be realigned and connected to Broadway Avenue and SR 13. The roadway would allow for efficient regional connectivity through Fortville and Hancock County.

The concept does minimize the growth of job creating districts such as business industrial, light industrial, and manufacturing development. Additionally, the incorporation of a large component of residential would diminish the revenue potential for the district.

HIGH-DEMAND SCENARIO

The High-Demand Scenario explored the opportunity to allocate varying intensities of industrial development within the district and reserve minimal amounts of land to commercial, office, or residential uses. The concept includes both light and traditional industrial uses in all areas of the district and places a small node of commercial development near the proposed intersection of Fortville Pike and CR N 200 W. Multifamily residential and an existing area of residential development lines Maple Street heading into the center of Fortville. In an effort to buffer the proposed and existing residential areas, community open space is used to not only allow for the growth of Fortville's open space network, but to also create a physical divide between the conflicting proposed uses.

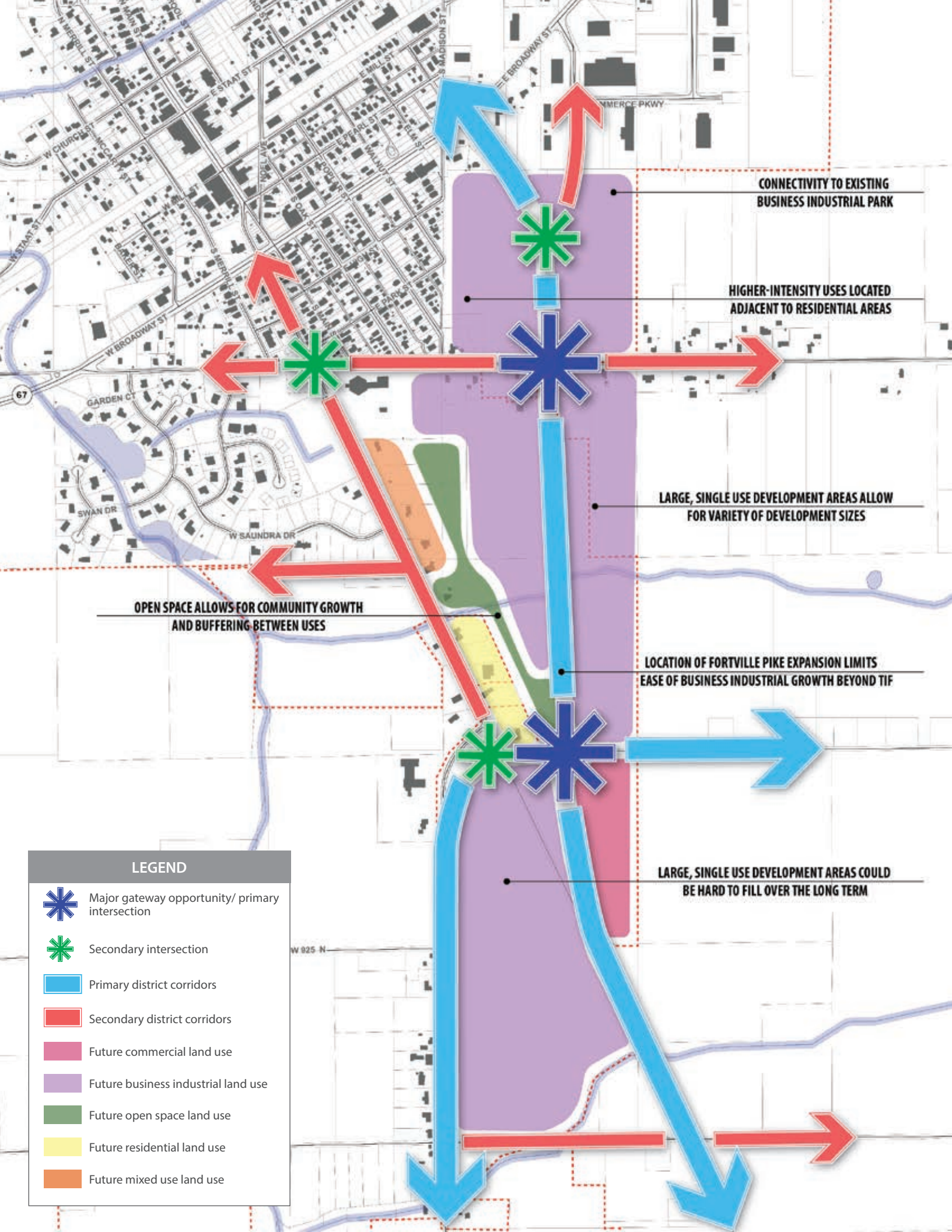
Access through the area is provided by realigning Fortville Pike to provide access through the center of the TIF district. This would allow for CR 200 W to remain in its current configuration and for Maple Street to become a primarily local thoroughfare with no direct interaction with Fortville Pike. The location of the new Fortville Pike would allow for a direct route and would minimize the traffic along Broadway Street adjacent to downtown. Traffic traveling north on CR N 200 W would need to make a turn onto Fortville Pike, possibly decreasing the efficiencies of the transportation network.

CONCEPT OPPORTUNITIES

- The concept provides for maximum business industrial growth.
- Larger area of business industrial space allows for a variety of development sizes.
- Location of commercial/retail node is immediately adjacent to a primary intersection and proposed traffic routes.
- Open space allows for community growth and buffering between uses.
- New Fortville Pike alignment allows for direct connectivity to SR 13, which reduces the amount of traffic adjacent to downtown on Broadway Avenue.
- New Fortville Pike alignment allows for connectivity to existing business industrial park.

CONCEPT CONSTRAINTS

- Large business industrial development areas could be hard to fill over the long term.
- Higher-intensity uses are located adjacent to residential areas.
- Additional properties would need to be incorporated into the TIF district to allow for maximum tax increment potential.
- Location of Fortville Pike expansion would not easily allow for business industrial expansion outside of the TIF, to the east.


CONNECTIVITY TO EXISTING BUSINESS INDUSTRIAL PARK
HIGHER-INTENSITY USES LOCATED ADJACENT TO RESIDENTIAL AREAS
LARGE, SINGLE USE DEVELOPMENT AREAS ALLOW FOR VARIETY OF DEVELOPMENT SIZES
OPEN SPACE ALLOWS FOR COMMUNITY GROWTH AND BUFFERING BETWEEN USES
LOCATION OF FORTVILLE PIKE EXPANSION LIMITS EASE OF BUSINESS INDUSTRIAL GROWTH BEYOND TIF
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FINAL DEVELOPMENT SCENARIO

The recommended district master plan combines the successful elements of the previous concepts into a plan that maximizes the potential for economic growth, provides the opportunity to create a strong sense of place within the Town of Fortville, while also providing public and private strategies to incorporate vehicular, pedestrian, and bicycle connectivity through town.

The Final Development Scenario features a range of catalytic project sites with varying spatial scales anchored along a new central transportation spine. The South Madison Boulevard extends southward from Broadway Avenue and provides north-south connectivity through the site. While the corridor is designed to maintain efficient vehicular access for the approximately 7,000 cars and trucks anticipated to use the route, the amenities along the corridor will keep a consistent pedestrian-focused scale to encourage activity within the district. This wide boulevard is lush with vegetated tree lawns, sustainable infrastructure, and wide multi-use paths on either side that encourage pedestrian and bicycle activity and connectivity throughout the area.

Based on ongoing conversations among community leaders, Steering Committee members, and project consultants, it became apparent the community had a unique opportunity to create a mix of land uses for the area. Focusing on a mixed-use strategy would not only provide for flexibility during downward trends in the economy, but also create a vibrant focal point for the community.

Future development within this district will focus on light Industrial uses, where companies can provide competitive wages to employees, as well as products and services that can compete and succeed in relation to surrounding communities. Office facilities are also to be encouraged where professionals can collaborate to provide top-level services and creative, inventive thinking. Buildings will generally be low- to mid-rise buildings, rarely exceeding three stories in height, and facades should be predominantly a mixture of brick, stone, and glass, with some potential for pre-cast paneling to add interest and variety.

Where necessary, buildings would be screened from adjacent lots via landscaping, mounding, and decorative fencing. New development would include facilities to accommodate both pedestrians and cyclists alike by utilizing multi-use trails, sidewalks, seating, and open space. Appropriate planning and design will also provide traffic controls to minimize the conflicts that may arise between pedestrians and vehicular use. This will help not only to enhance this district, but will also provide an opportunity to complement the look of this district to downtown and connect to the schools to the south, as was determined through various previous plans.

Neighboring residences will also be buffered from the new development in accordance with standards created by the Town of Fortville and recommended in this plan. This screening will minimize the visual impacts that business might cause to existing and future homeowners. Parking lots will be designed to minimize headlight intrusion, and loading areas will be screened to reduce any disturbances that may be caused. While the county standards are very minimal in scope, the new developers will be responsible to uphold the character that Fortville wishes to maintain and to minimize the negative impacts on all adjacent properties that are dissimilar in use.

At the center of the district is an area dedicated and preserved for community open space. This area, while used to buffer districts of conflicting intensity,

will serve as an opportunity for growth for Fortville's parks system and will be linked to the downtown core and surrounding neighborhoods by a series of sidewalks and trails. This open area will not only allow for community gathering and recreation space, but will serve as the primary area for stormwater management. In an effort to maximize development potential, the district will utilize a regional approach to stormwater management and incorporate detention areas within the community open space. These areas will serve the functional needs of the district and will be designed to also serve as a community amenity.


CR 1000N
CR 950N
CR 900N
FORTVILLE PIKE
SOUTH MADISON BOULEVARD
N CR 200 W
BROADWAY AVENUE
POPLAR STREET
HIGH STREET
PARK STREET
MAIN STREET
MAPLE STREET
GARDEN STREET
CR 925N
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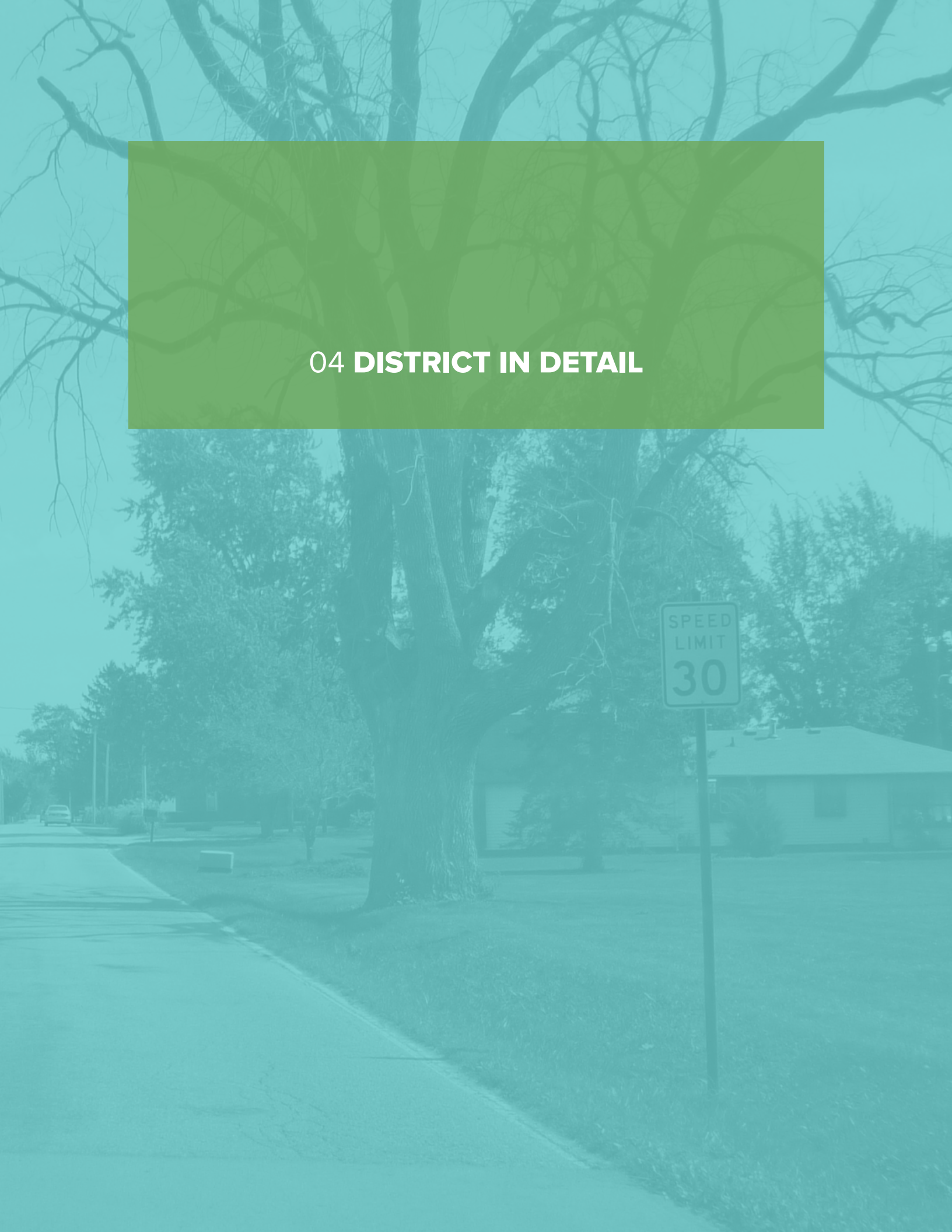
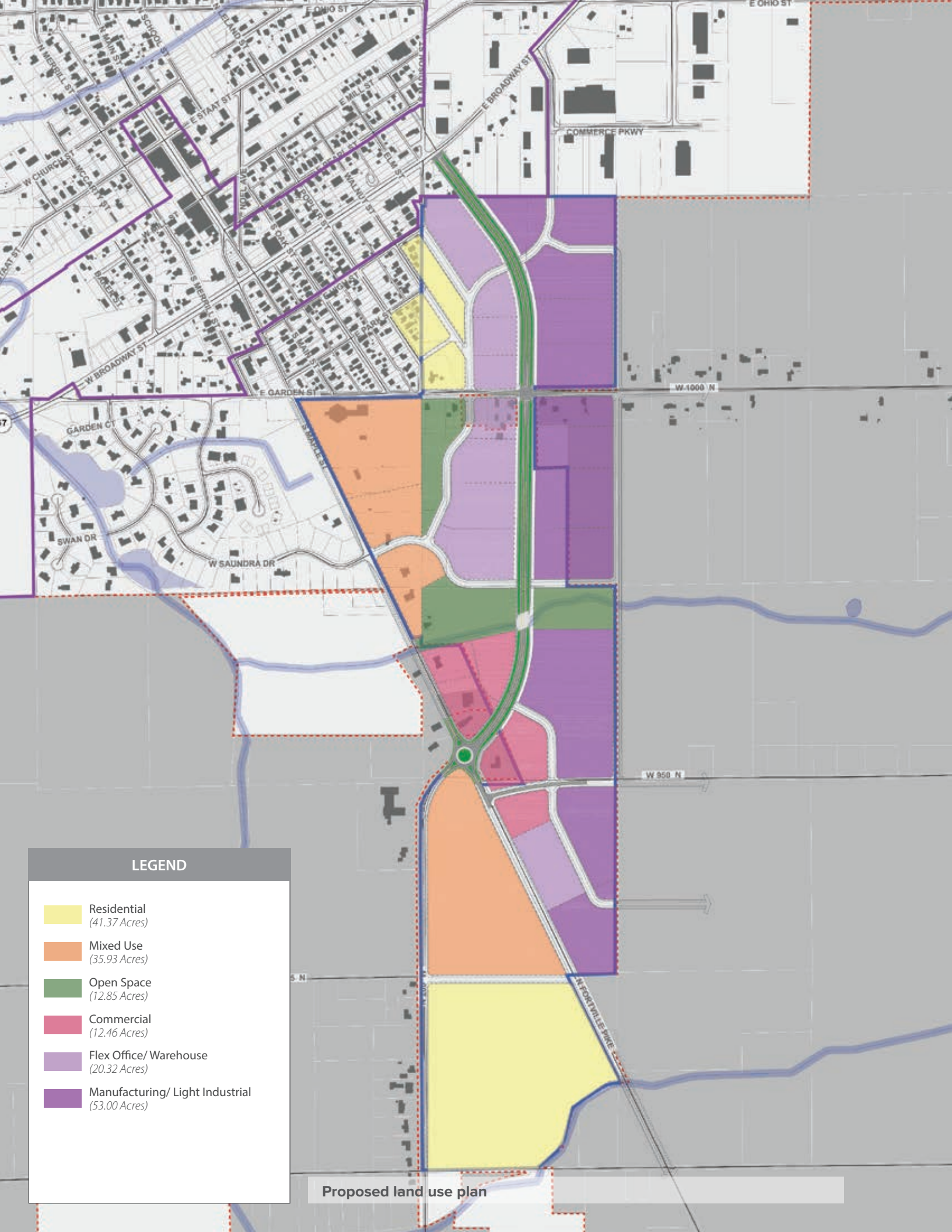


04 **DISTRICT IN DETAIL**



Proposed land use plan

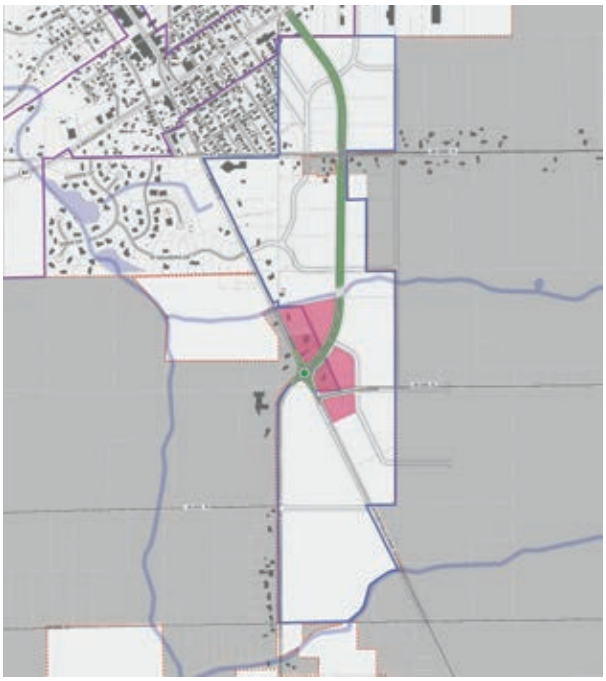
The South Madison District will foster a diverse business climate.

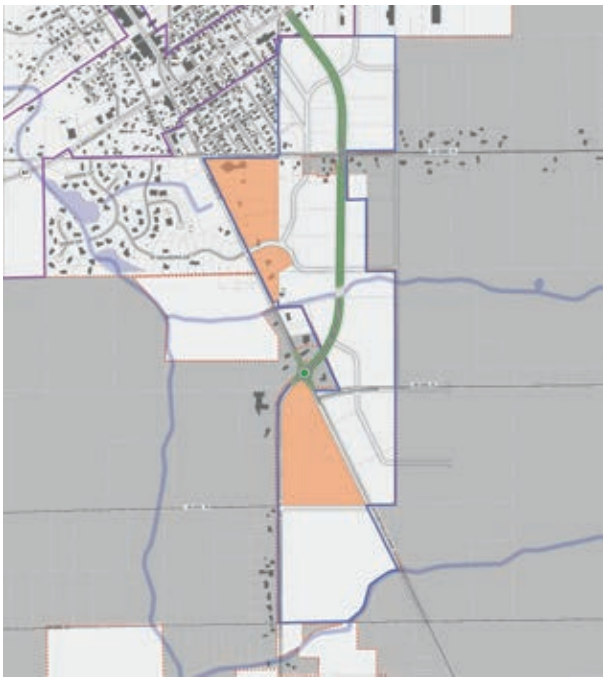
The proposed district land use plan focuses on creating a mix of diverse uses that provide catalytic development opportunities for the Town, but are also flexible and can be adjusted to respond to changing market conditions. This section of the plan sets forth the overall framework and use of land within the study area. The proposed land uses outlined on the following pages establish a series of land use categories that, when combined with improvements to the transportation network and emphasis on the character of future built development, will create an environment and sense of place that Fortville leadership and residents are seeking.

The future land use plan for the district is the map to guide future development. It graphically represents the vision and guiding principles as established during the planning process and provides the context for future decision-making in regard to development, redevelopment, and changes in zoning. During the planning process, it was determined that development character was just as important, if not more important, than individual land use. For this reason, the future land use designations aim to include descriptions of desired character and intensity. More so than specific use, character creates the overall image of the community and influences the attitudes of residents, visitors, and the business community.

COMMERCIAL

The commercial developments provide for a concentration of locally oriented retail, office, and service uses. Commercial developments are traditionally located adjacent to primary roadway corridors with a high level of vehicular access and visibility with buildings prominently located directly adjacent to rights-of-way. Commercial developments can be used to transition between existing development and more intense development blocks.



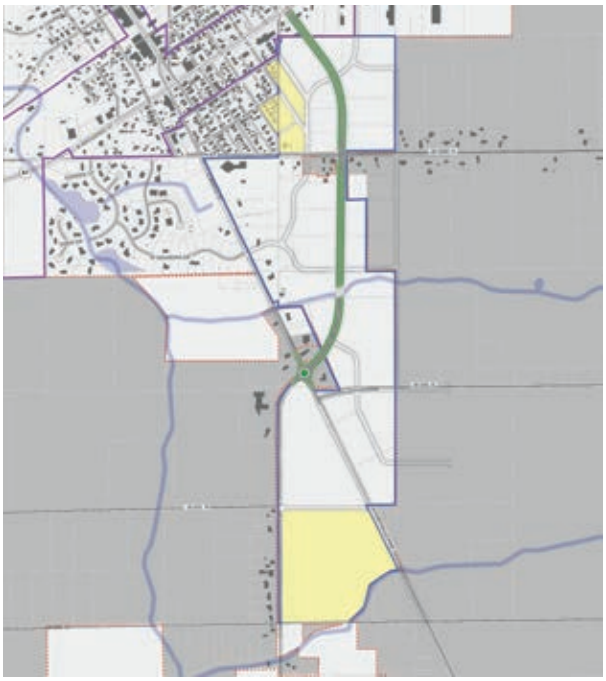


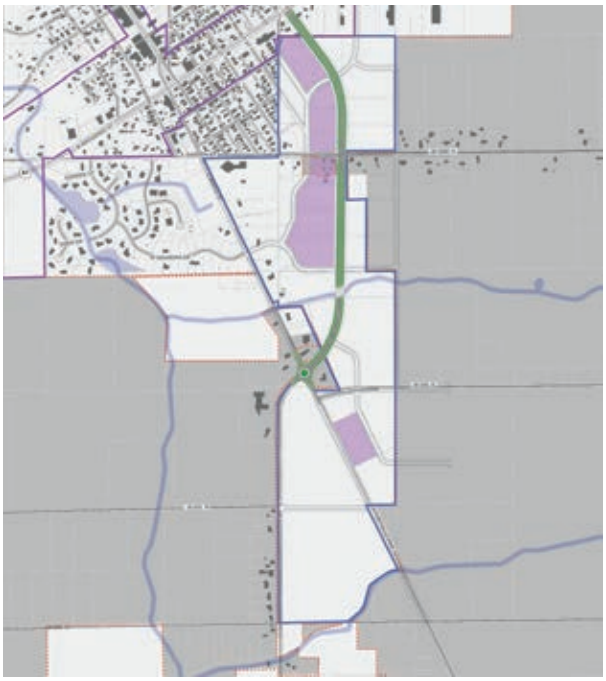
MIXED USE

The mixed-use developments are traditional commercial centers primarily serving the surrounding neighborhoods and provide for a diverse mix of high-activity uses. They provide locations for people to shop, eat, socialize, and take care of daily activities. Single and multi-family residential and office uses should be integrated to diversify the mix of uses and create job opportunities, respectively. Mixed-use developments within the South Madison district allow for both a vertical mix (residential uses over first-floor retail space) and a mix of primary uses within a designated area. These areas can feature a central concentration of buildings that open to a common open space or plaza.

RESIDENTIAL

This residential development area will include single-family homes similar to existing residences within the area and may include medium-density residential for efficiency of services and infrastructure. It is preferred that residences would be master planned as neighborhoods rather than developed as single units in order to create unique identities and character desired by potential residents. These uses, like the other uses in the study area, are expected to be high quality and mid to high end to diversify the single-family residential market in Fortville. These new neighborhoods are also expected to meet the current residential needs of the community and serve potential new employees and employers of the immediate vicinity.





FLEX OFFICE

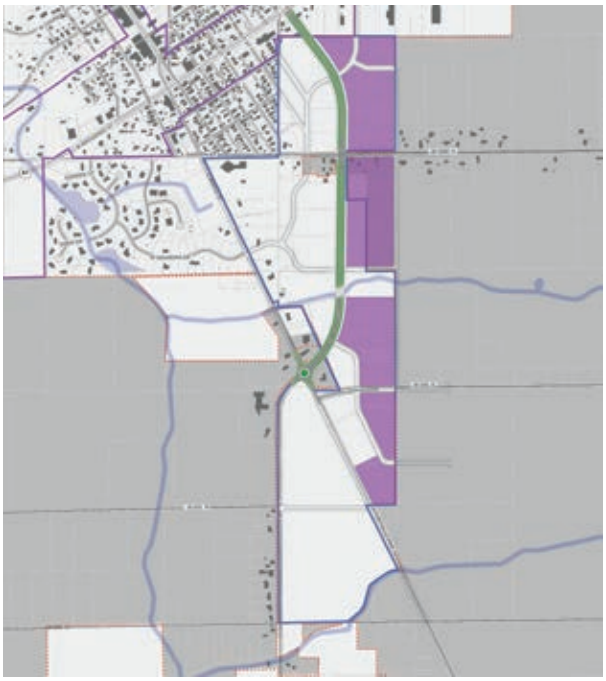
Flex office developments serve as employment and production hubs and provide for a broad range of uses that include office, research, assembly, clean manufacturing, and warehousing space. Flex office developments are buffered from surrounding development by transitional uses or landscape areas that shield the view of structures, loading docks or parking areas.

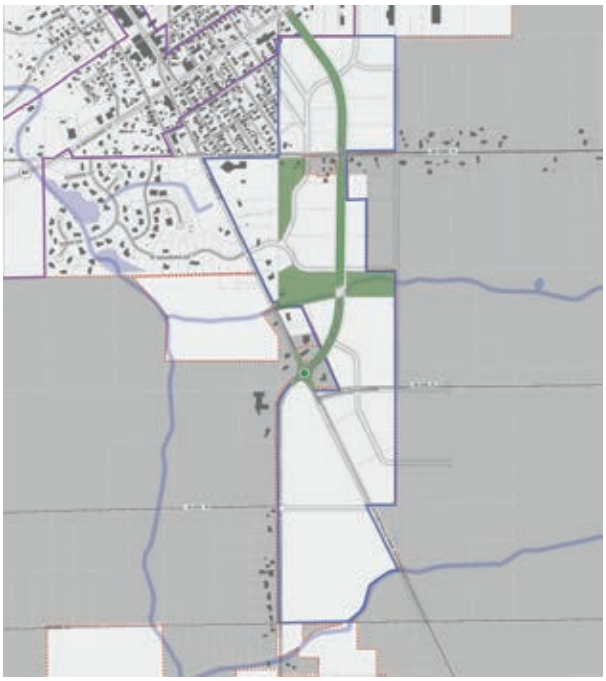
Buildings are 1 to 2 stories and have large footprints, with large surface parking and drives adjacent to the building. Buildings are clustered so that uses that support or serve one another are located in the same areas.

Flex office spaces should support and complement both the office and industrial districts nearby.

MANUFACTURING/ LIGHT INDUSTRIAL

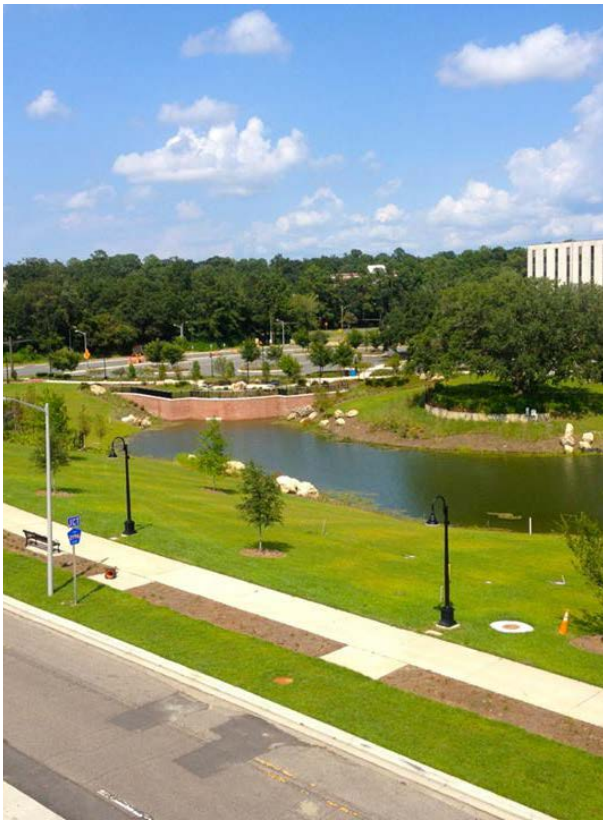
This district focuses on a mix of uses (including light/advanced manufacturing, assembly, service, agribusiness distribution, warehouse, and wholesale establishments) that are clean, quiet, enclosed, and free of hazardous or objectionable elements. With transportation access to SR 13 and SR 67, a large industrial user or collection of users would be likely and most suitable to the area. Given the higher impact of all industrial uses, effective screening and buffering is essential in this district.

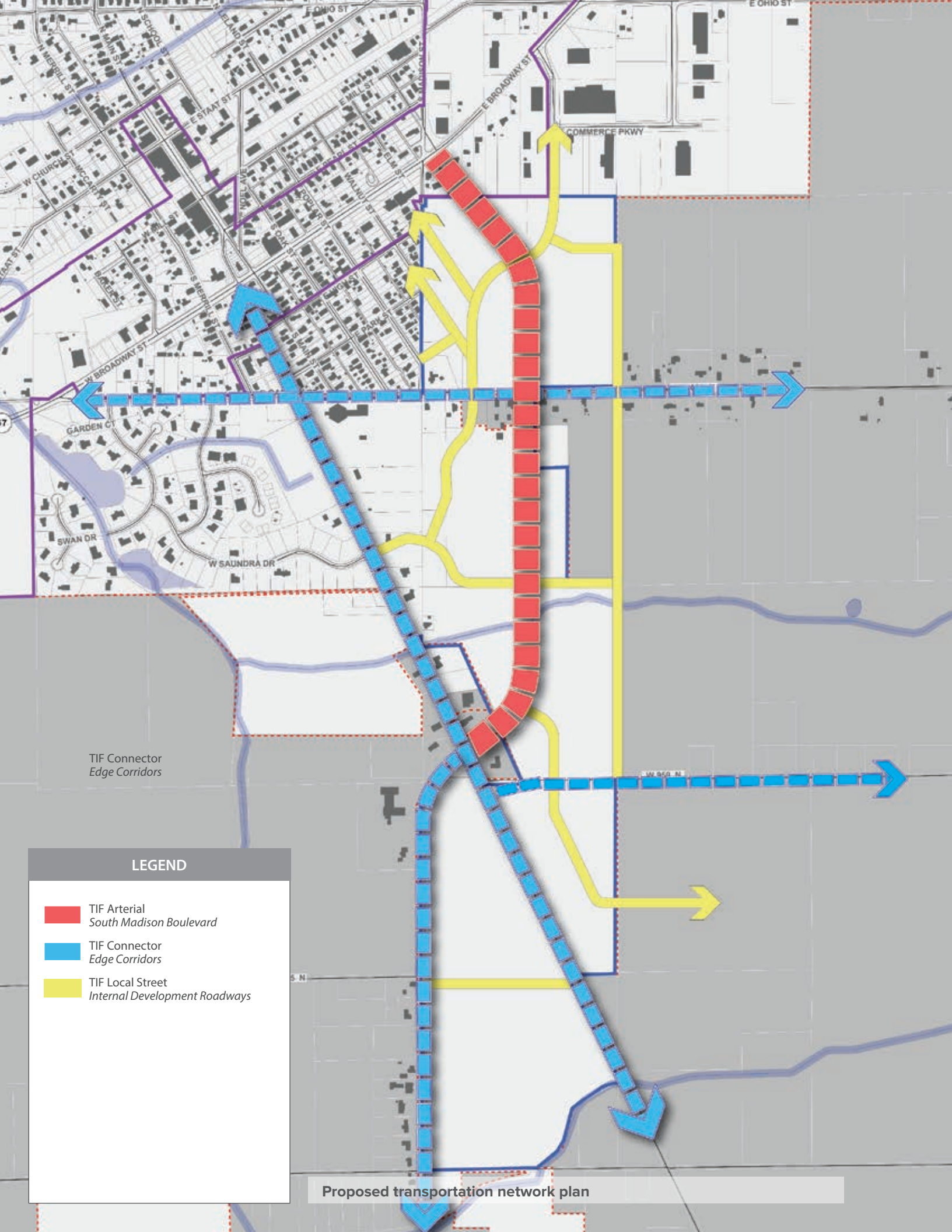




CONSERVATION AND OPEN SPACE

This district is land used for public-owned parks, plazas, and/or recreational uses and is intended to provide recreation opportunities for the Fortville community and the development within the South Madison district. Much of the area recommended for conservation/open space is currently wetland, floodplain, wooded area, drainage way, or water body. There should be an effort to use the conservation areas and areas within other districts to provide a continuous linear greenspace for users of the buildings in the districts, as well as communitywide and to connect to the larger open space network through the use of paths and connection of spaces. Passive recreation examples include undeveloped space for gardens, hiking trails, nature observation, etc.





Proposed transportation network plan

Vehicular circulation through town and access to downtown Fortville will be balanced with other modes of travel.

TRANSPORTATION NETWORK

The proposed transportation network will provide efficient access to the proposed development sites, to downtown Fortville, and to the nearby neighborhoods by creating a series of interconnected and well-managed right-of-way corridors. The proposed street network provides vehicular circulation through the South Madison TIF district, provides access to downtown Fortville, and provides efficient regional routes that connect to SR 234, SR 67, and SR 13. The hierarchy of street types provides for a multi-layered network of connectivity that features bicycle and pedestrian facilities, as well as opportunities for enhanced landscaping along key corridors.

This Plan provides a hierarchy of street types that create distinct environments. The typologies have been developed to supplement the functional street classifications at a County level and are intended to guide the development of future road infrastructure projects within the South Madison TIF District. Different street typologies serve different functions; every street is unique and each typology plays an important role in the surrounding neighborhood. The proposed transportation network will support the growth and development in the South Madison district and will provide safe access throughout the district while keeping all users in mind including local and regional drivers, pedestrians, and bicyclists, as well as older people, children, and those with disabilities. The proposed network of street types provides for a safer, more livable, and welcoming environment for everyone.

STREET TYPOLOGIES

Functional street classification systems use a hierarchy to group classes of streets based on the relative emphasis of vehicle mobility versus property access. The system is used to design roads that support different speeds, volumes, and types of traffic. On one end of the spectrum are arterial roadways, which facilitate higher vehicle speeds and longer trips and accommodate the greatest number of trips for all modes of travel. At the other end of the spectrum are local streets, which provide easy access to individual residences or businesses at slower speeds. In between arterial and local streets are collectors, streets characterized by a balance between access and mobility. The functional classification system is the basis for most local and state agencies and are used to recommend values for elements such as lane widths, speeds, geometry, and intersection design.

The traditional classifications by themselves, however, are not sufficient when designing a street that incorporates multiple user types, visual character, and adjacent development. The proposed street typologies incorporate the needs of the traditional classifications while providing recommendations for pedestrians, bicyclists, street trees, vegetation, and development screening. The South Madison district typologies offer a balance between functional classification, access to and proximity to adjacent land uses, and the competing needs of all transportation modes.

TIF ARTERIAL: SOUTH MADISON BOULEVARD

Madison Street, which currently terminates at Broadway Avenue, will be extended south to the intersection of Fortville Pike, CR 950 N, and CR 200 W. The new South Madison Boulevard will form a central spine and provide limited access to private development on either side. The corridor cross section identified below was determined following a traffic sensitivity analysis that encompassed both the South Madison and Broadway Avenue TIF districts. The full methodology and trip generation output and recommendations are further outlined in Appendix 01.

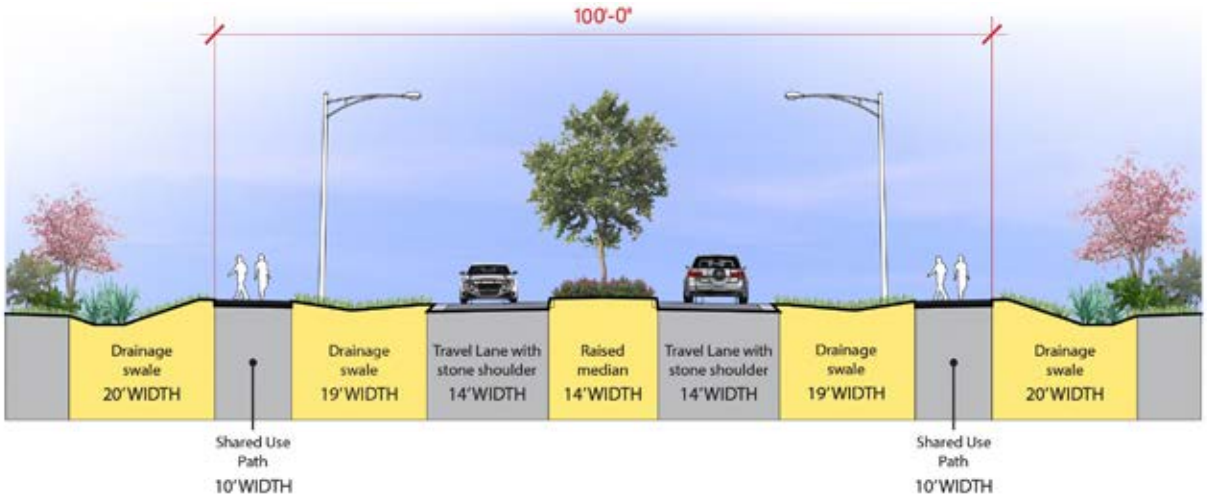
South Madison Boulevard features 2 14-foot-wide wide travel lanes bounded on either side by a varying width drainage swale. The swale allows for stormwater to be managed naturally and reduces the needed for stormwater infrastructure in the initial phases of the roadway construction. The swale will be planted with native plantings to enhance not only the functionality of the drainage area, but to also provide an enhanced visual character year round.

The New South Madison Boulevard is intended to provide limited access points to future private development. A wide central median divides the travel lanes and serves as a protected left-turn lane along the corridor. The median acts as a natural barrier along the corridor and provides additional space to integrate ornamental plantings and shade trees.

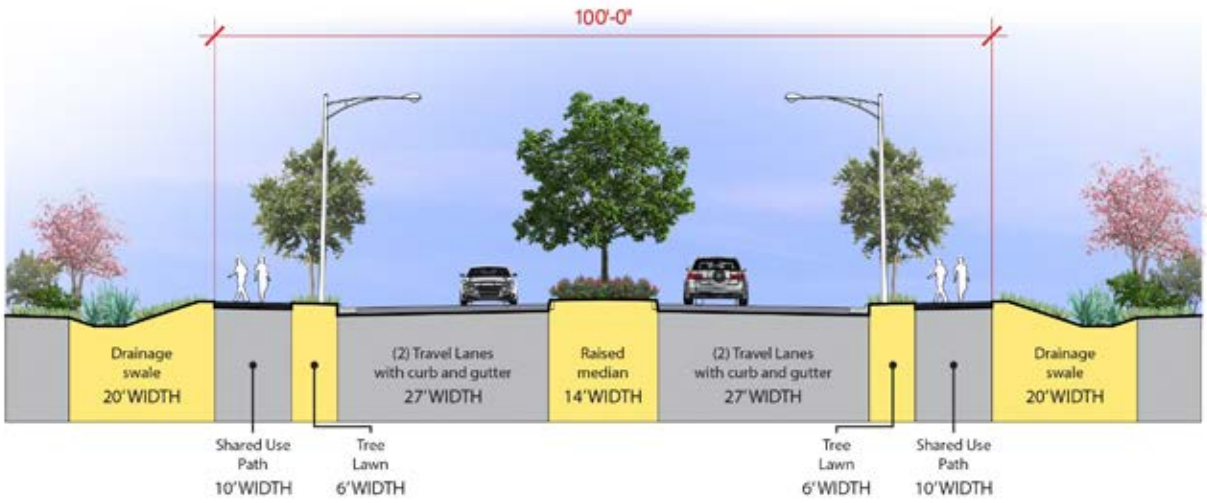
The boulevard includes wide multi-use paths on either side of the roadway and will be separated from the road by a drainage swale. When complete, the paths will provide connectivity throughout the district and connect to the broader Fortville connectivity system.

An additional wide drainage swale is also located on the outer edges of the right-of-way to provide interim drainage for the adjacent development. This area will be planted with native plantings to enhance not only the functionality of the drainage area, but to also provide vegetated buffer between the roadway and adjacent development. The ownership and maintenance of this area would be transitioned back to the private property owner following the construction of the roadway.

The proposed district arterial is flexible in its design and can be phased in both length and cross section. The proposed 100-foot right-of-way includes the amenities outlined above and also allows for future expansion to a 4-lane corridor without the need for additional right-of- way acquisition.



SOUTH MADISON BOULEVARD PHASE ONE CONFIGURATION



SOUTH MADISON BOULEVARD PHASE TWO CONFIGURATION

TIF COLLECTOR: EDGE CORRIDORS

The roadway corridors that define the South Madison TIF District will see increased vehicular traffic as development increases in the area. While the New South Madison Boulevard will serve as the central organizing feature for new development, the edge corridors of CR N 200 W, Fortville Pike/ Maple Street, CR W 950 N, and Garden Street play an important role in the vehicular and pedestrian access for the district.

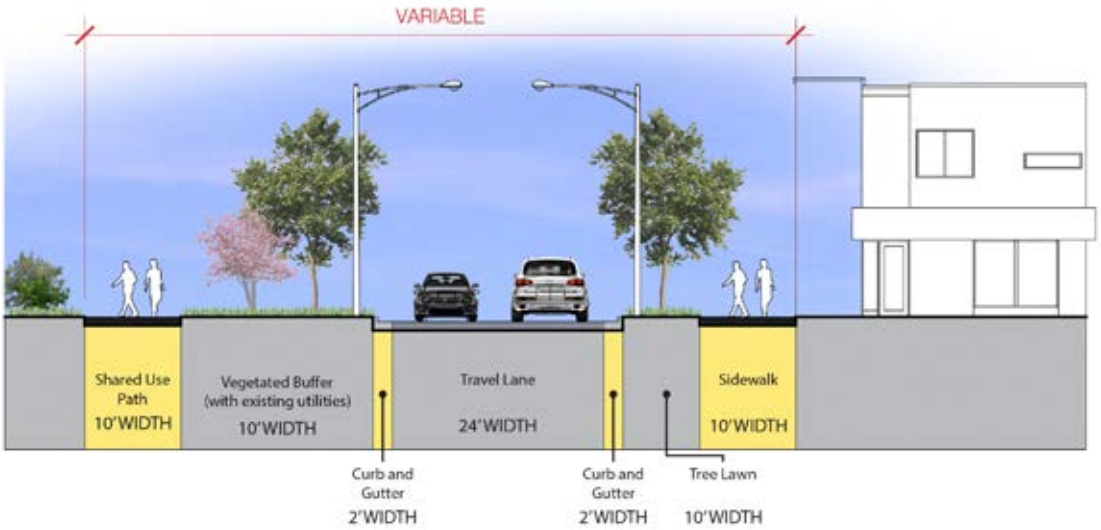
The edge corridors are intended to act as transitional elements in the transportation network allowing for a change in character and overall roadway capacity. With the creation of the South Madison Boulevard, the edge streets will primarily serve as local routes for traffic to move in and around Fortville. The proposed design of these corridors preserves that rural character of the roadway by accommodating 2 travel lanes and optional curb and gutters. The vehicular facilities along each roadway are complemented by a series of multi-use paths that will provide both north-south and east-west connectivity to and through the South Madison district.

Wide tree lawns separate the multi-use paths from the roadway to allow for a comfortable pedestrian environment.

Note: The final right of way widths of the Edge Corridors should align with the right of way recommendations in the future Fortville Thoroughfare Plan.

Proposed cross section recommendations reflect the burial of existing utilities along the roadway corridor. Future roadway projects will need to bury all existing utilities lines per local Town Ordinance.

EDGE CORRIDORS NOT ADJACENT TO NEW DEVELOPMENT



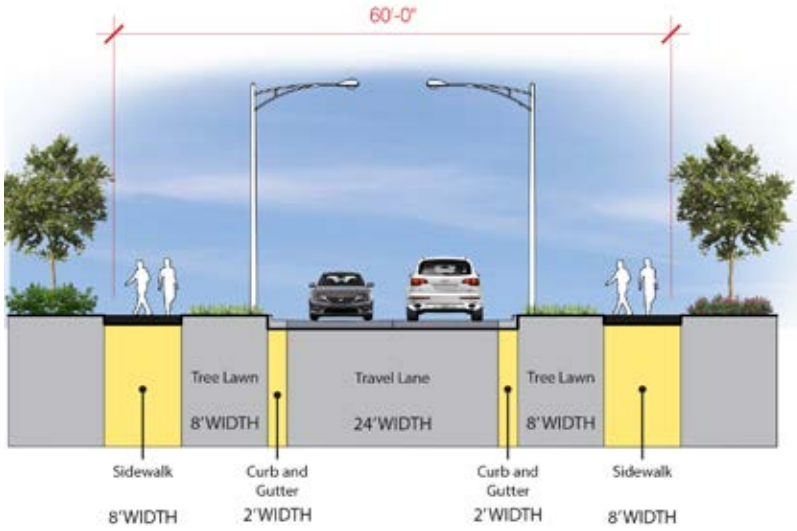
EDGE CORRIDORS ADJACENT TO NEW DEVELOPMENT

TIF LOCAL STREET: INTERNAL DEVELOPMENT ROADWAYS

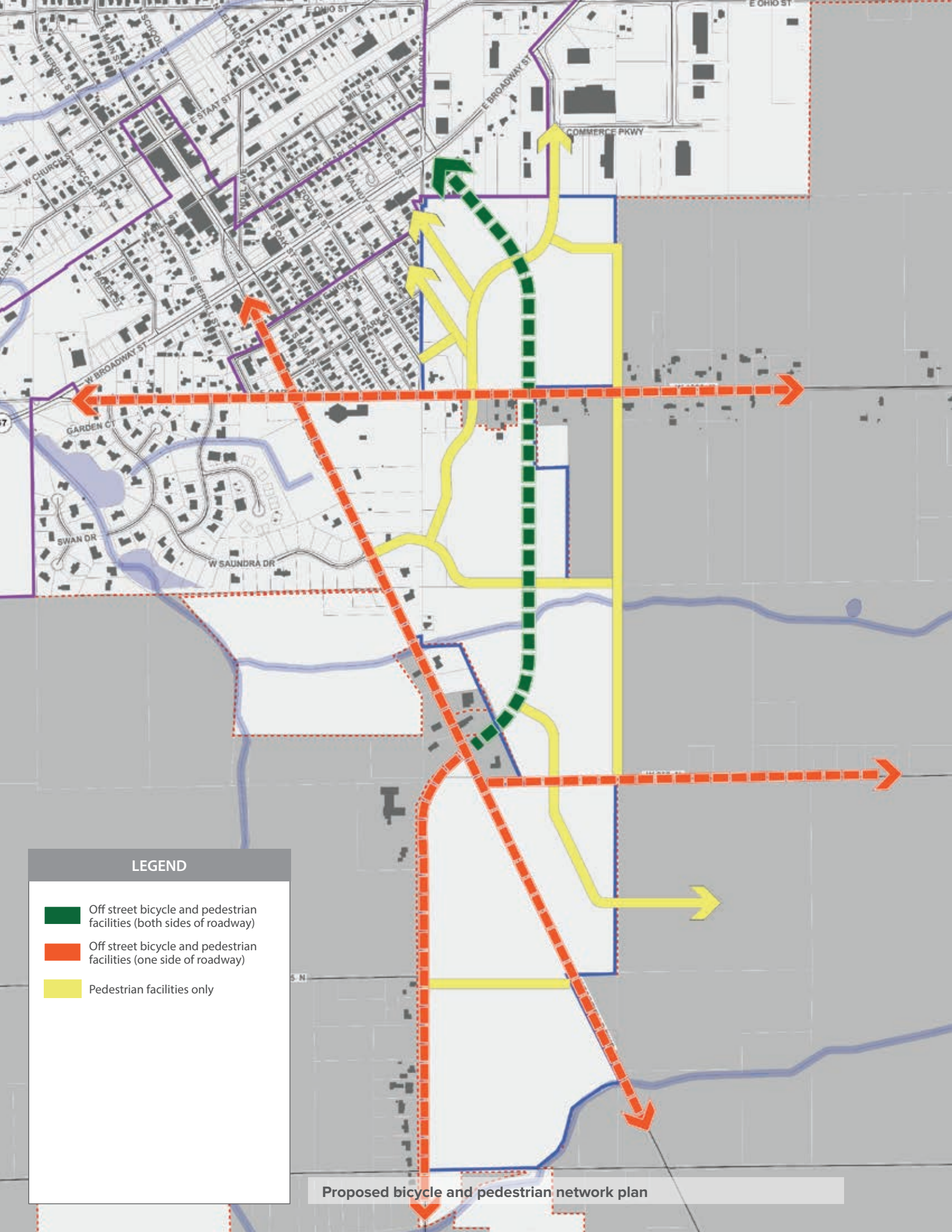
In an effort to provide minimal turning movements along South Madison Boulevard, a secondary set of roadways is necessary to provide ingress and egress to the future development sites. These corridors are designed to provide access for employees, visitors, and deliveries, but also serve as a critical component of the pedestrian and bicycle connectivity plan for the area.

The secondary internal roadway system is comprised of 60-foot right-of-way corridors that accommodate 2 travel lanes, wide tree lawns, and pedestrian sidewalks on either side. These roadways and character amenities should be constructed as a part of future development so that the location matches the needs of the developer.

Note: The final right of way widths of the Internal Development Roadways should align with the right of way recommendations in the future Fortville Thoroughfare Plan.



INTERNAL DEVELOPMENT ROADWAYS



Proposed bicycle and pedestrian network plan

Bicycle and pedestrian movement will be emphasized, as well as opportunities for enhanced landscaping along key corridors.

PEDESTRIAN AND BICYCLE NETWORK

Pedestrian circulation is provided by using both multi-use paths and traditional sidewalks throughout the district. To further enhance the pedestrian network, all internal walks and paths are proposed to connect to communitywide routes. The routes along Fortville Pike, currently under design, will provide South Madison district visitors a direct connection to downtown Fortville and the Mt. Vernon High School campus.

Bicycle circulation is provided along the South Madison Boulevard by way of a multi-use path. This proposed pathway will link to the proposed facilities along Fortville Pike and will accommodate bicycle users who are uncomfortable riding in the road. The roadways both in and around the district will also accommodate bicycle users, but are not proposed to have lane markings and dedicated on-street facilities at this time.

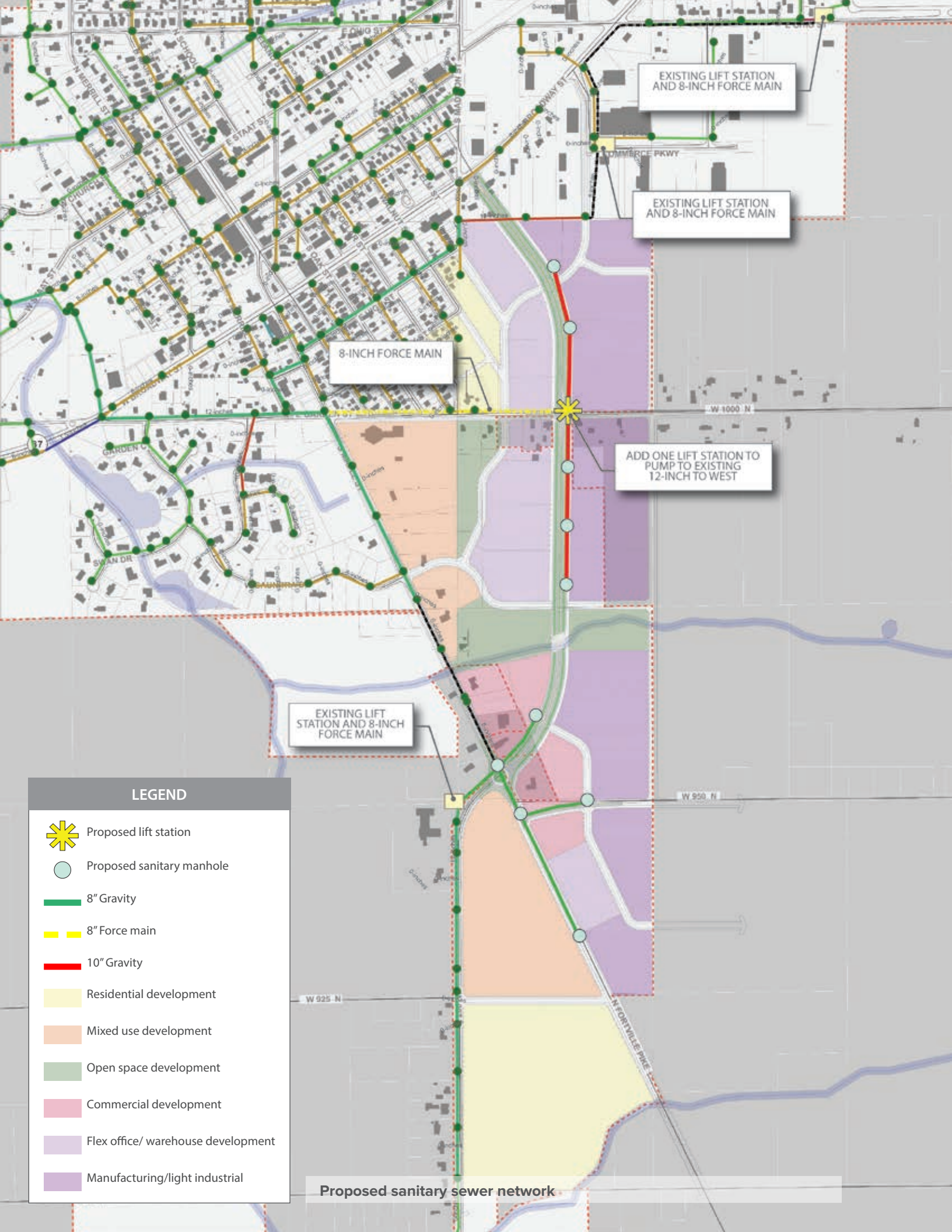
Beyond the facilities incorporated into the proposed right-of-way corridors, intersection and crosswalk design will play an important role in making the crossing of travel lanes safe. Intersection crossing design within the district should consider visibility, sight lines, and marked crosswalks at all proposed intersections. In an effort to reduce the block length along South Madison Boulevard, mid-block crossings at strategic locations will also be incorporated into the design as appropriate.

Growth within the district is dependent on many different factors including need for utilities and other infrastructure. Because of these factors, development is encouraged to be phased, balanced, and mindful of natural areas.

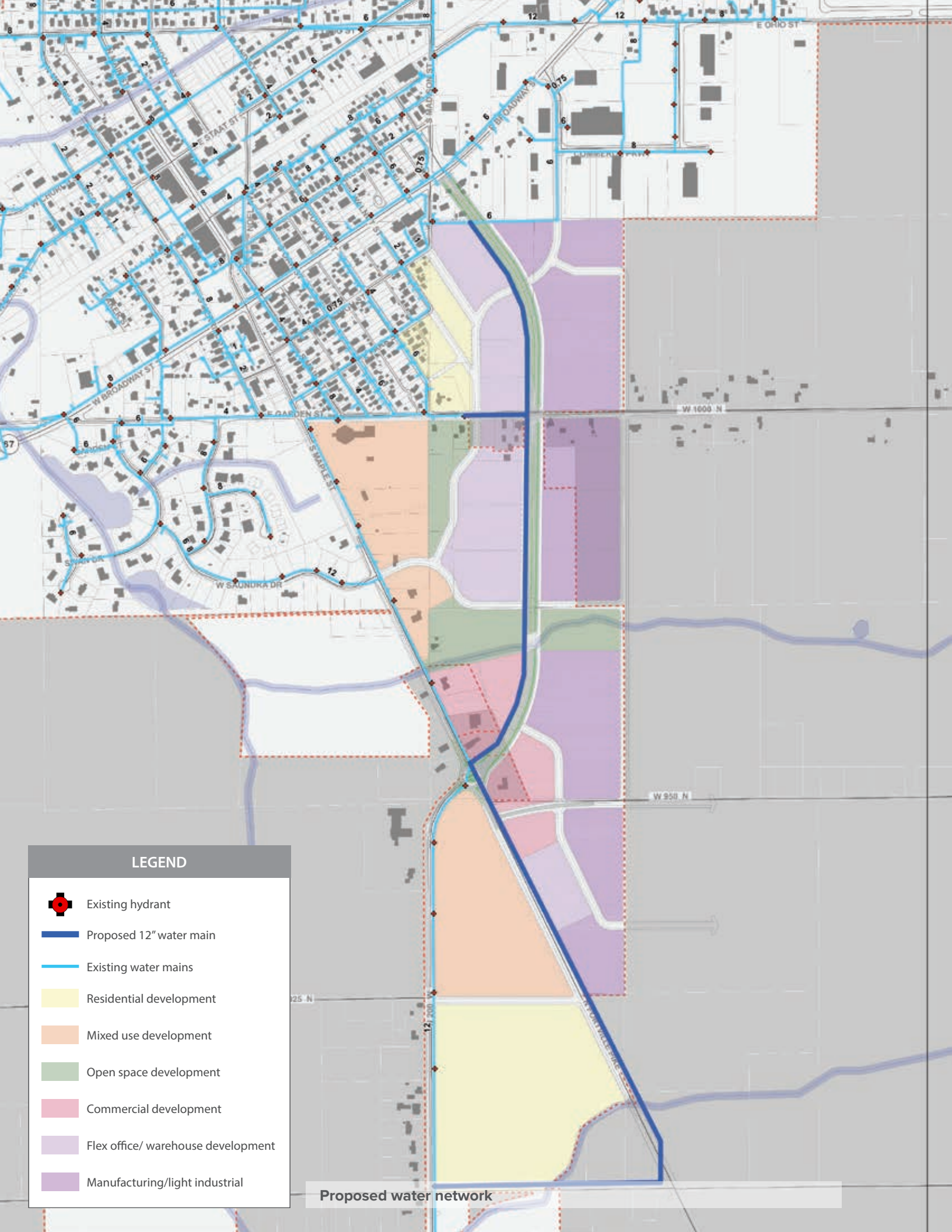
SANITARY SEWER SYSTEMS

Based on existing topography and planned land usage, it is recommended that a 10-inch gravity trunk line sewer be installed in the right-of-way of North Fortville Pike as well as along the proposed major roadway through the South Madison development area. The sewer is sized to carry all of the flow from the South Madison study area. This major sewer is expected to cross North Fortville Pike and W 1000 N to tie in to the closest existing sanitary sewer manhole. One lift station will be needed at the intersection of the proposed South Madison Boulevard and W 1000 N to serve the developments to the north and south along the proposed highway. Sewers at this location should also consist of 10-inch diameter pipe. The nearest adjacent, existing sewer is a 12-inch pipe. Based on the proposed land uses for the South Madison area, the pipe at the downstream end needs to be a 10-inch pipe. Therefore, the sanitary sewer flow from the South Madison study area will be able to flow into the existing Fortville sewer network.

The Town of Fortville Wastewater Treatment Plant has recently been updated to increase its capacity to its current 0.95 million gallons per day (MGD). Average daily flows for 2016 were 0.45 MGD. Once estimated flows from the South Madison and Broadway study area, 0.16 MGD and 0.23 MGD respectively, are added to the existing flow to the plant, the plant will be near 90-percent capacity. At that time, the Town of Fortville will need to begin facility planning to expand their wastewater treatment capacity.



Proposed sanitary sewer network



Proposed water network

Growth within the district is dependent on many different factors including need for utilities and other infrastructure. Because of these factors, development is encouraged to be phased, balanced, and mindful of natural areas.

WATER SYSTEMS

The Town of Fortville Groundwater Treatment Plant has been recently updated and expanded, with a current capacity of 1.4 MGD. The town's utility department has reported that there are no areas with water pressure concerns. In addition, the existing 12-inch water main running along North Fortville Pike will have ample capacity to serve the South Madison study area. The water demand for the South Madison area is 251,000 gpd.

The potable water transmission main will need to be extended into the South Madison study area east along W 1000 N and then north and south along the proposed highway. It should also be extended from the intersection of N 200 W and North Fortville Pike to the northeast along the proposed highway and southeast along North Fortville Pike. Both existing mains are 12-inch and that size should be maintained for the transmission main throughout the development. The proposed 12-inch water main will be looped to the west around the proposed development at 900 N and connect into the existing 12-inch water main on N 200 W.

Additional information on the water and wastewater planning assumptions can be found in Appendix '02.'

STORMWATER

As development and growth occur, it is recommended that regional detention ponds or facilities be created to accommodate stormwater runoff in the district. Both small-scale residential and large-scale commercial and industrial ponds and facilities will be necessary to prevent flooding and capture the untreated water from driveways, gutters, streets, parking lots, and building roofs. Regional detention creates efficiency by not requiring each individual user to meet detention requirements on their property. It is recommended that the existing drainage channel and associated floodplain be used to help mitigate the overall district stormwater needs. The detention ponds or facilities can be integrated into the community open space and celebrated as an amenity.

The South Madison district will establish a strong relationship with the Fortville community, by creating a well-defined public realm, pleasant and appropriate development edges, inviting gateways, and provision of key public amenities.

GATEWAY AND WAYFINDING

A key component to creating a powerful sense of place for residents and visitors alike, is a town's approach to gateway and wayfinding. A strong gateway and wayfinding package for Fortville achieves the following.

- Creates a unique identity and presence along regional transportation corridors
- Aides in the navigation to destinations within the town for visitors
- Projects a unified image and reputation
- Clearly identifies major districts and spaces within the town
- Facilitates economic development through an enhanced sense of community

There are several key components that are critical to implementing these objectives. In addition to the components outlined in the Broadway TIF District Master Plan, the following are recommendations for the South Madison TIF District.

Approach Experience and Corridor Treatments

Deliberate landscape treatment of important transportation corridors enhances the sense of arrival in addition to providing an aesthetic appeal.

Utilization of standard street furnishings such as benches, litter receptacles, and light poles create a uniformity throughout town that subconsciously contributes to a sense of place and awareness of an individual's surroundings. The intensity/frequency at which these components are present informs an individual's comfort level and sense of security within that setting.

Appropriately scaled wayfinding signage shall be present at key locations throughout town, but it is especially important in the "Approach Experience" zones as they are the first opportunity to properly navigate visitors to major attractions and destinations within Fortville. It is important to provide both vehicular and pedestrian scale signage to allow for proper visibility for users of all transportation types.

The "Transitional Zone" and "Approach Experience" sequence from SR 13 (from the north) and the "Approach Experience" along N 200 W and Fortville Pike (from the south) are intended to gradually welcome users into the South Madison TIF District by utilizing the aforementioned strategies. The South Madison Corridor then intensifies these treatments into a formal, vehicular scaled setting along the boulevard.

The intensity/frequency at which these gateway components are present informs an individual's comfort level and sense of security within that setting. Appropriately scaled wayfinding signage shall be present at key locations throughout town, but it is especially important in the "Approach Experience" zones as they are the first opportunity to properly navigate visitors to major attractions and destinations within Fortville. The images shown here reflect the desired character, materials and style associated with the South Madison district.

Gateway Features

Gateway features serve to mark or punctuate arrival points and to define boundaries of special districts.

Moderately scaled monument signage markers located in the median of the boulevard will designate a sense of place for businesses and other development looking to move to the area. This definition will aid in creating the notion of a special district, separate from the Broadway corridor and the Main Street corridor and will allow it to become an identifiable destination.

For recommended Gateway features for the Broadway and Main Street areas, refer to the Broadway TIF District Master Plan.

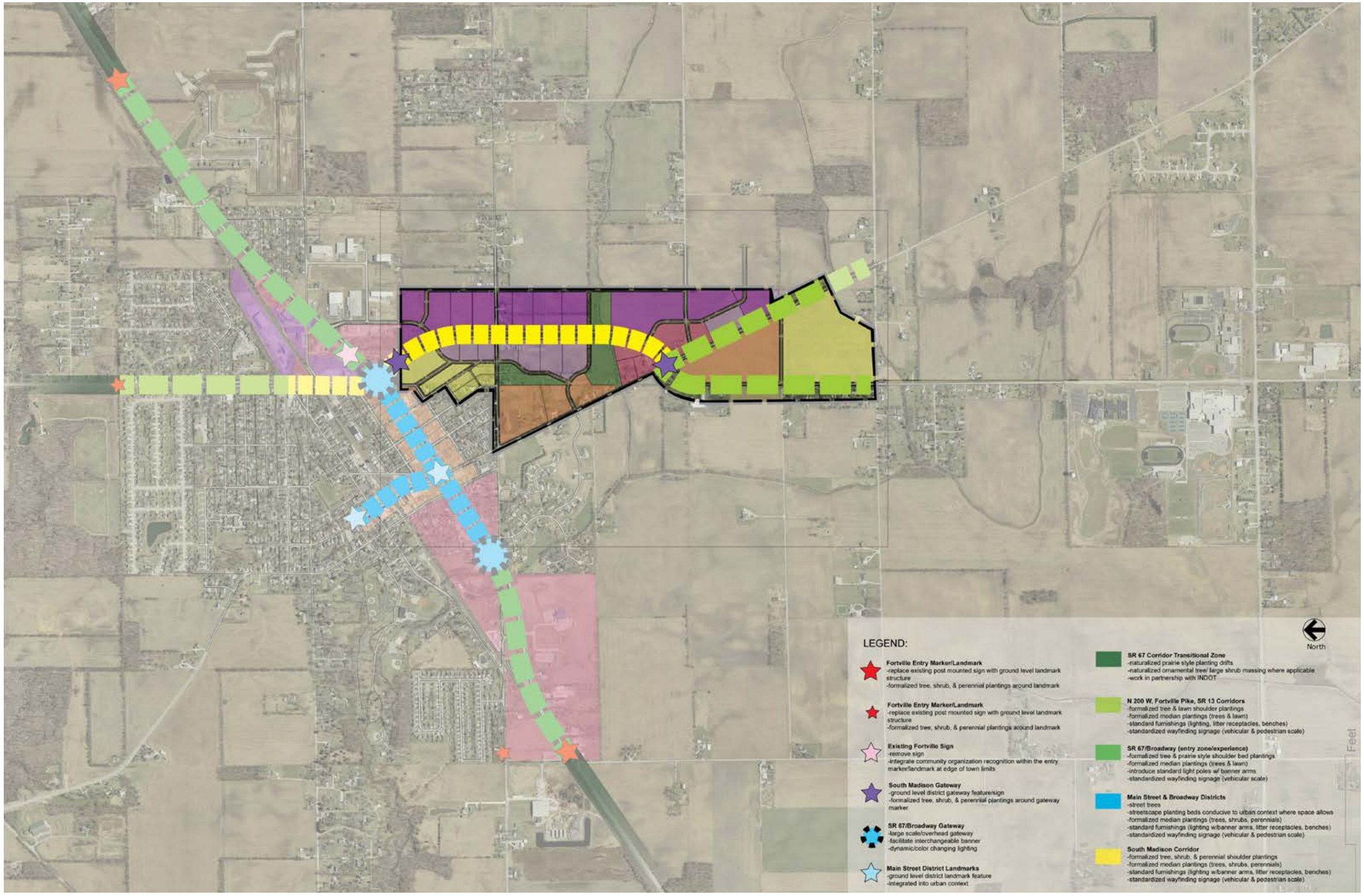
Character of Components

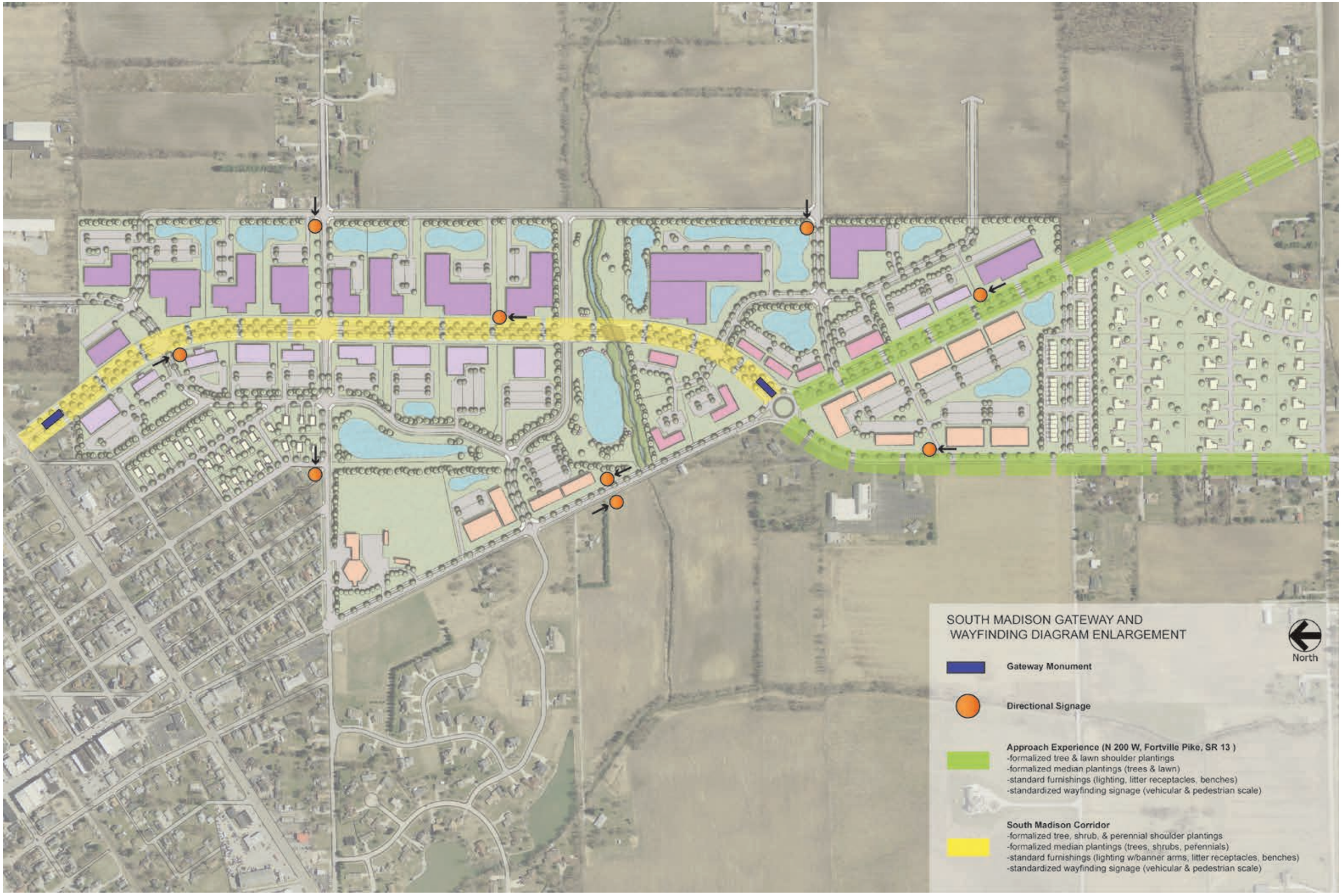
Material vocabulary & form language speak to the identity & character of a community. In taking inventory of the most desirable parts of Fortville's existing built environment and the input from the Stakeholder Committee, the design aesthetic of streetscape furnishings, wayfinding signage, and gateway features should exhibit the following characteristics.

- Components should be timeless and able to relate well to a variety of design styles without appearing dated and out of place.
- Consideration should be given to Industrial/ Railroad themed materiality and form language.
- Wayfinding Signage and Gateway elements should be visible night and day.
- Special event banners associated with light poles are appropriate along the South Madison Corridor.

Material vocabulary & form language speak to the identity & character of a community. Components should be timeless and able to relate well to a variety of design styles without appearing dated and out of place.

Material vocabulary & form language speak to the identity & character of a community and should relate to the historic/classic character and materials of Main Street. Wayfinding Signage and Gateway elements should be visible night and day. Additionally special event banners associated with light poles are appropriate along the South Madison Corridor.


LEGEND:
Fortville Entry Marker/Landmark
-replace existing post mounted sign with ground level landmark structure
-formalized tree, shrub, & perennial plantings around landmark
Fortville Entry Marker/Landmark
-replace existing post mounted sign with ground level landmark structure
-formalized tree, shrub, & perennial plantings around landmark
Existing Fortville Sign
-remove sign
-integrate community organization recognition within the entry marker/landmark at edge of town limits
South Madison Gateway
-ground level district gateway feature/sign
-formalized tree, shrub, & perennial plantings around gateway marker
SR 67/Broadway Gateway
-large scale/overhead gateway
-facilitate interchangeable banner
-dynamic/color changing lighting
Main Street District Landmarks
-ground level district landmark feature
-integrated into urban context
SR 67 Corridor Transitional Zone
-naturalized prairie style planting drifts
-naturalized ornamental tree/ large shrub massing where applicable
-work in partnership with INDOT
N 200 W, Fortville Pike, SR 13 Corridors
-formalized tree & lawn shoulder plantings
-formalized median plantings (trees & lawn)
-standard furnishings (lighting, litter receptacles, benches)
-standardized wayfinding signage (vehicular & pedestrian scale)
SR 67/Broadway (entry zone/experience)
-formalized tree & prairie style shoulder bed plantings
-formalized median plantings (trees & lawn)
-introduce standard light poles w/ banner arms
-standardized wayfinding signage (vehicular scale)
Main Street & Broadway Districts
-street trees
-streetscape planting beds conducive to urban context where space allows
-formalized median plantings (trees, shrubs, perennials)
-standard furnishings (lighting w/banner arms, litter receptacles, benches)
-standardized wayfinding signage (vehicular & pedestrian scale)
South Madison Corridor
-formalized tree, shrub, & perennial shoulder plantings
-formalized median plantings (trees, shrubs, perennials)
-standard furnishings (lighting w/banner arms, litter receptacles, benches)
-standardized wayfinding signage (vehicular & pedestrian scale)
North
Feet


SOUTH MADISON GATEWAY AND
WAYFINDING DIAGRAM ENLARGEMENT
North
Gateway Monument
Directional Signage
Approach Experience (N 200 W, Fortville Pike, SR 13)
-formalized tree & lawn shoulder plantings
-formalized median plantings (trees & lawn)
-standard furnishings (lighting, litter receptacles, benches)
-standardized wayfinding signage (vehicular & pedestrian scale)
South Madison Corridor
-formalized tree, shrub, & perennial shoulder plantings
-formalized median plantings (trees, shrubs, perennials)
-standard furnishings (lighting w/banner arms, litter receptacles, benches)
-standardized wayfinding signage (vehicular & pedestrian scale)

Urban form, streetscape design, and development standards will define the site's visual and physical prominence within the Town.

DEVELOPMENT STANDARDS

Developing regulations and architectural standards are fundamental for ensuring the desired quality and character of development within the South Madison TIF District. In developing districts, private-investment decisions account for the more substantive aspects of any community's physical form. Consequently, zoning and subdivision regulations and associated development criteria and technical engineering standards are the basic keys to ensuring that the form, character, and quality of development reflect the Town of Fortville's planning objectives.

The design standards used within the South Madison TIF District should be unique to this area and should reflect the community's desire for quality development outcomes while recognizing economic factors. They should not delay or interfere unnecessarily with appropriate new development or redevelopment that is consistent with plan goals and policies.

The recommended land use plan outlined on page 42 can be looked at as a graphic summary of the vision, principles, and opportunities and constraints generated as a part of this planning process. It is an advisory document to guide overall development but is not prescriptive in nature to control the regulatory development on individual lots. Zoning, on the other hand, is adopted as legal ordinance and provides the specific standards for the development of individual or groups of parcels. Zoning typically addresses specific uses allowed in each zone, minimum and maximum densities, lot sizes, setbacks, and other development standards that help create a well-defined sense of place.

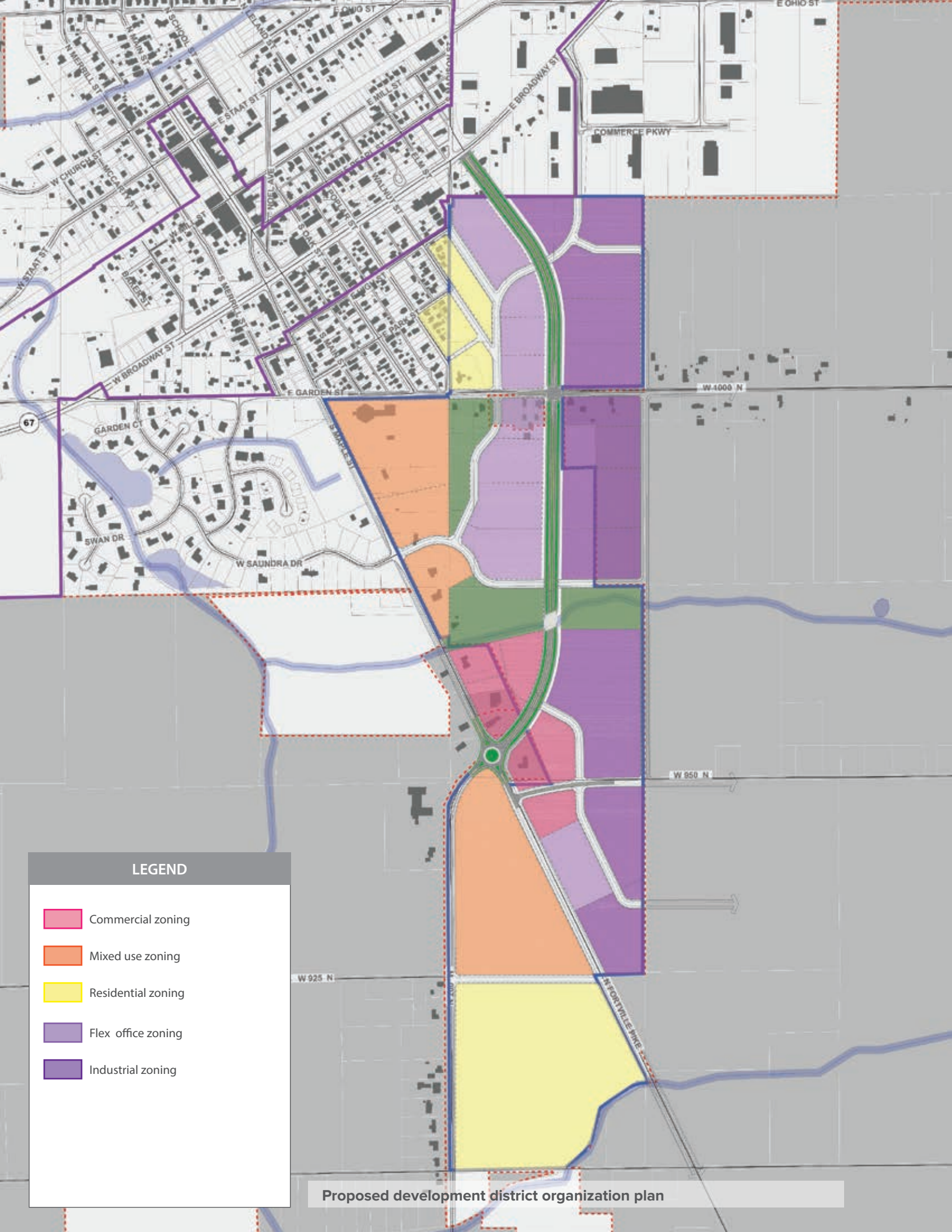
The development recommendations included in this section are not intended to be used as zoning policy, but instead should guide the Town's decision-making process in terms of future property rezoning, lot standards, building form, site parking and access, site design, and site landscaping. Furthermore, the development recommendations should be used as a foundation for the creation of district specific zoning and regulating tools.

DEVELOPMENT STANDARD ORGANIZATION

The recommended land use categories outlined on pages 44-49 identify a series of high-level, development, and character-based categories designed to provide for economic growth and job creation. The current property zoning in the South Madison district would not allow for the development outlined and would necessitate a rezoning as development occurs. The development recommendations are organized around providing base zoning recommendations that best align with each recommended future land use.

Each Hancock County base zoning district has a set of approved primary and special exception uses. These uses define the type of businesses and development allowed in each zoning district. During the development of the plan, the steering committee identified a series of uses they felt did not meet the needs or intended character of the area. Additionally, the current County zoning ordinance and associated development standards do not always require a site configuration, level of design, and/or detail that is in line with the desires the community has for the district. To provide guidance on development standard enhancements, the plan outlines recommendations for primary uses, lot standards, building form, site design and landscaping for all use types in the South Madison district.

The recommended development standards are intended to be applied to all new residential, mixed use, commercial, and industrial uses within the South Madison district. A variety of tools, policies, and strategies can be used to enforce these recommendations and are outlined in Section 05, Critical Path Strategies.



Proposed development district organization plan

COMMERCIAL/ RETAIL ZONING DISTRICT

DEVELOPMENT STANDARDS RECOMMENDATION

A. LOT STANDARDS

Minimum Lot Area:
1 acre

Maximum Lot Area:
N/A

Minimum Lot Width:
125 ft

Maximum Lot Coverage (including all hard surfaces):
75%

Minimum front yard setback:
Provide for a 15' build to line along South Madison Boulevard in an effort to create a strong building edge along the districts primary corridor. Provide a 25' front yard setback along edge and internal roadways.

Minimum side yard setback:
20 ft

Minimum rear yard setback:
10 ft

Minimum living area per dwelling:
N/A

Minimum ground floor living area:
N/A

Maximum primary structures per lot:
N/A

Maximum height:
45 ft Primary Structure / 26 ft Accessory Structure

Density (residential):
N/A

B. BUILDING FORM

Building placement:
Site planning which encourages compatibility between the site and the buildings and between all buildings on the site is encouraged. The orientation of buildings shall promote interaction with the street and provide a pedestrian friendly environment. The front façade of the primary structure shall be oriented toward the public right-of-way that provides access.

Primary building materials:
Appropriate building finish materials include: brick (clay), natural stone, simulated cut stone, finished (textured and painted) concrete, finished (textured and painted) pre-cast concrete panels, tile (ceramic or porcelain), masonry composite wall systems, glass (clear or lightly tinted), EIFS wall systems only if at least 8' above grade, and painted concrete masonry units at rear facades only. Inappropriate, prohibited building finish materials include: wood, plywood, unfinished concrete or concrete panels, steel or aluminum curtain wall systems, plastics, and reflective glass.

All accessory buildings shall be constructed with materials that are similar and compatible with materials used in the principal structure.

A minimum of three materials shall be used for building exteriors, from the following list of approved materials.

Façade:
All structures shall be evaluated in terms of scale, mass, color, proportion, and compatibility with adjoining developments. Colors shall be subtle, harmonious and non-reflective. Accents shall be compatible.

Window and Door openings:
N/A

Roof materials (roof mounted equipment):
Tile, slate, cedar shake, three dimensional asphalt, fiberglass shingles, standing seam metal, or other approved metal shall be used on all structures. Roof mounted equipment on exposed roofs shall be screened from view. Modulation of the roof and/or roof line will be required in order to eliminate box-shaped buildings.

Parapets must be fully integrated into the architectural design of the building and provide seamless design transitions, including exterior materials, between the main building mass, mechanical penthouses and other roof
structures.

COMMERCIAL/ RETAIL ZONING DISTRICT

C. SITE PARKING AND ACCESS

Commercial vehicular storage:
No vehicle shall be parked, stored, or allowed to remain on a lot or parcel of land that does not contain a primary structure. Commercial vehicles shall be stored only in side or rear yards.

Off-street vehicular parking:
No off-street parking spaces may be fully or partially located in a public right-of-way of a district arterial, required landscape area, or buffer yard. Drive-thru facilities can not be located on a frontage adjacent to a roadway.

Off-site/ Remote vehicular parking and shared parking:
Off-site and shared parking may be allowed on another lot that is within 500 feet under certain circumstances. When two or more uses have normal hours that do not overlap, the Planning Administrator may grant a maximum of 20% reduction in required parking as shared parking. Two or more uses may collectively provide off-site parking on one lot with Planning Administrator approval; however 80% of spaces shall be provided on-site.

Bicycle parking:
One bike space parking for every 30 vehicle parking spaces, with a minimum of 2 spaces.

On-street parking:
All parking spaces shall be located on the lot with the use(s) for which they are required.

Pedestrian Connectivity:
The installation of sidewalks shall be required adjacent to all public rights-of-way. See district street typologies for sidewalk/ shared use path placement. All sidewalk design and construction shall comply with the Americans with Disabilities Act (ADA), as amended.

Vehicular Access Management:
Shared access shall be coordinated with contiguous lots to preserve the aesthetic benefits. Curb cuts shall be no closer than one for every 400 feet of frontage. No curb cuts within 200 feet of any intersection. Opposing curb cuts shall align squarely or be offset no less than 200 feet. Recommend limiting or eliminating curb cuts for individual lots on arterial roadways.

D. SITE DESIGN

Loading/ Unloading Area Location:
Loading berths required. Need to face the side or rear yards. Not permitted in front yards or required buffer yard.

Outdoor Storage:
Prohibited

Fences and Walls:
Fences and walls shall be used to screen trash enclosures and service yards. Areas shall be screened on three sides using fences, split faced block or brick walls. Chainlink, electric, barbed wire, razor wire, and stockade fences are prohibited.

E. LANDSCAPING

Buffer Yards:
When commercial/ retail uses are adjacent to residential or industrial districts: Buffer yard shall include a minimum setback of 20' and broadleaf/deciduous canopy tree and evergreen trees planted parallel to the property line.

Shrubs shall be planted along 30% of the property line and may be clustered. All required shrubs shall be minimum 24 inches tall as measured from grade at time of planting. The minimum height of the buffer shall not be less than eight in height at any point where the buffer is required.

The plantings shall be supplemented by one or more of the following:

- An undulating mound a minimum of three feet in height or a 6-foot tall opaque fence wall of wood, brick or stone. Seventy-five percent of the plant material shall be located outside of the fence/wall.

Where a buffer yard landscaping AND perimeter parking lot landscaping and/or foundation landscaping are both required, only the buffer yard landscaping needs to be installed.

Earthen Berms:
Earth mounds and berms shall be constructed with proper and adequate plant material to prevent erosion. If they are to be mowed, maximum permitted slope is 3:1. A berm that is a minimum of 3' in height is required to screen parking lots, interior drives, and loading/unloading areas if not screened by landscape plantings.

Foundation Plantings:
Foundation planting shall be required on facades adjacent to a public right-of-way. Foundation planting beds should include both ornamental trees and shrubs and should be placed within 10 feet of the building facade. On any additional façade where adjacent to parking/loading areas, consider the addition of shrub plantings only.

Parking Lot Interior Plantings:
Landscape islands with a surface area equal to 5% of the area of the paved surface shall be provided in all parking lots. All required landscape areas shall consist of curbed islands or peninsulas a minimum of 5 feet wide and must be a minimum of 200 sf in area. Trees, shrubs, ground cover, and other live plant material shall be used to fill the rest of the island.

COMMERCIAL/ RETAIL ZONING DISTRICT

Parking Lot Perimeter Plantings:
All parking lots, including parking spaces, interior drives, and loading/unloading areas, shall be separated from all street rights-of-way by a landscaping area that is a minimum of 15 ft in width. Adjacent to any other property line, the setback requirement is 10 feet.

Screening may consist of either of the following options or a combination:

- A continuous planting of broad leaf /deciduous and evergreen conifers as well as shrub plantings to form a continuous screen.
- A landscaped berm that is a minimum of three feet in height shall be provided along the length of the landscaped area. Trees shall be provided and shrubs where the berm tapers to less than 36 inches.
- Decorative screening walls or fencing with landscaping shall be included along the perimeter.

Site Open Space Requirements:
N/A

MIXED USE ZONING DISTRICT

DEVELOPMENT STANDARDS RECOMMENDATION

A. LOT STANDARDS

Minimum Lot Area:
1 acre

Maximum Lot Area:
N/A

Minimum Lot Width:
125 ft

Maximum Lot Coverage (including all hard surfaces):
80%

Minimum front yard setback:
Provide for a 0' minimum setback along district Edge corridors (Fortville Pike and Garden Street) to allow for the development of a strong street edge.

Provide a 25' front yard setback along other local roadways.

Minimum side yard setback:
15 ft

Minimum rear yard setback:
20 ft

Minimum living area per dwelling:
500 sf

Minimum ground floor living area:
750 sf

Maximum primary structures per lot:
N/A

Maximum height:
45 ft Primary structure/ 26 ft Accessory structure

Density (residential):
7-20 units/acre

MIXED USE ZONING DISTRICT

B. BUILDING FORM

Building placement:
Site planning which encourages compatibility between the site and the buildings and between all buildings on the site is encouraged. The orientation of buildings shall promote interaction with the street and provide a pedestrian friendly environment. The front façade of the primary structure shall be oriented toward the public right-of-way that provides access.

Primary building materials:
Appropriate building finish materials include: brick (clay), natural stone, simulated cut stone, finished (textured and painted) concrete, finished (textured and painted) pre-cast concrete panels, tile (ceramic or porcelain), masonry composite wall systems, glass (clear or lightly tinted), EIFS wall systems only if at least 8' above grade, and painted concrete masonry units at rear facades only. Inappropriate, prohibited building finish materials include: wood, plywood, unfinished concrete or concrete panels, steel or aluminum curtain wall systems, plastics, and reflective glass.

All accessory buildings shall be constructed with materials that are similar and compatible with materials used in the principal structure.

A minimum of three materials shall be used for building exteriors, from the following list of approved materials.

Façade:
All structures shall be evaluated in terms of scale, mass, color, proportion, and compatibility with adjoining developments. Colors shall be subtle, harmonious and non-reflective. Accents shall be compatible.

Window and Door openings:
N/A

Roof materials (roof mounted equipment):
Tile, slate, cedar shake, three dimensional asphalt, fiberglass shingles, standing seam metal, or other approved metal shall be used on all structures. Roof mounted equipment on exposed roofs shall be screened from view. Modulation of the roof and/or roof line will be required in order to eliminate box-shaped buildings.

Parapets must be fully integrated into the architectural design of the building and provide seamless design transitions, including exterior materials, between the main building mass, mechanical penthouses and other roof
structures.

C. SITE PARKING AND ACCESS

Commercial vehicular storage:
No vehicle shall be parked, stored, or allowed to remain on a lot or parcel of land that does not contain a primary structure. Commercial vehicles shall be stored only in side or rear yards.

Off-street vehicular parking:
No off-street parking spaces may be fully or partially located in a public right-of-way of a district arterial, required landscape area, or buffer yard. Drive-thru facilities can not be located on a frontage adjacent to a roadway.

Off-site/ Remote vehicular parking and shared parking:
Off-site and shared parking may be allowed on another lot that is within 500 feet under certain circumstances. When two or more uses have normal hours that do not overlap, the Planning Administrator may grant a maximum of 20% reduction in required parking as shared parking. Two or more uses may collectively provide off-site parking on one lot with Planning Administrator approval; however 80% of spaces shall be provided on-site.

Bicycle parking:
One bike space parking for every 30 vehicle parking spacs, with a minimum of 2 spaces.

On-street parking:
All parking spaces shall be located on the lot with the use(s) for which they are required.

Pedestrian Connectivity: The installation of sidewalks shall be required adjacent to all public rights-of-way. See district street typologies for sidewalk/ shared use path placement. All sidewalk design and construction shall comply with the Americans with Disabilities Act (ADA), as amended.

Vehicular Access Management:
Shared access shall be coordinated with contiguous lots to preserve the aesthetic benefits. Curb cuts shall be no closer than one for every 400 feet of frontage. No curb cuts within 200 feet of any intersection. Opposing curb cuts shall align squarely or be offset no less than 200 feet. Recommend limiting or eliminating curb cuts for individual lots on arterial roadways.

D. SITE DESIGN

Loading/ Unloading Area Location:
Loading berths required. Need to face the side or rear yards. Not permitted in front yards or required buffer yard.

Outdoor Storage:
Prohibited

Fences and Walls:
Fences and walls shall be used to screen trash enclosures and service yards. Areas shall be screened on three sides using fences, split faced block or brick walls. Chainlink, electric, barbed wire, razor wire, and stockade fences are prohibited.

E. LANDSCAPING

Buffer Yards:
When commercial/ retail uses are adjacent to residential or industrial districts: Buffer yard shall include a minimum setback of 20' and broadleaf/deciduous canopy tree and evergreen trees planted parallel to the property line. Shrubs shall be planted along 30% of the property line and may be clustered. All required shrubs shall be minimum 24 inches tall as measured from grade at time of planting. The minimum height of the buffer shall not be less than eight in height at any point where the buffer is required.

The plantings shall be supplemented by one or more of the following:

- An undulating mound a minimum of three feet in height or a 6-foot tall opaque fence wall of wood, brick or stone. Seventy-five percent of the plant material shall be located outside of the fence/wall.

Where a buffer yard landscaping AND perimeter parking lot landscaping and/or foundation landscaping are both required, only the buffer yard landscaping needs to be installed.
Earthen Berms:

Earth mounds and berms shall be constructed with proper and adequate plant material to prevent erosion. If they are to be mowed, maximum permitted slope is 3:1. A berm that is a minimum of 3' in height is required to screen parking lots, interior drives, and loading/unloading areas if not screened by landscape plantings.

Foundation Plantings:
Foundation planting shall be required on facades adjacent to a public right-of-way. Foundation planting beds should include both ornamental trees and shrubs and should be placed within 10 feet of the building facade. On any additional façade where adjacent to parking/loading areas, consider the addition of shrub plantings only.

Parking Lot Interior Plantings:
Landscape islands with a surface area equal to 5% of the area of the paved surface shall be provided in all parking lots. All required landscape areas shall consist of curbed islands or peninsulas a minimum of 5 feet wide and must be a minimum of 200 sf in area. Trees, shrubs, ground cover, and other live plant material shall be used to fill the rest of the island.

Parking Lot Perimeter Plantings:
All parking lots, including parking spaces, interior drives, and loading/unloading areas, shall be separated from all street rights-of-way by a landscaping area that is a minimum of 15 ft in width. Adjacent to any other property line, the setback requirement is 10 feet. Screening may consist of either of the following options or a combination:

- A continuous planting of broad leaf /deciduous and evergreen conifers as well as shrub plantings to form a continuous screen.
- A landscaped berm that is a minimum of three feet in height shall be provided along the length of the landscaped area. Trees shall be provided and shrubs where the berm tapers to less than 36 inches.
- Decorative screening walls or fencing with landscaping shall be included along the perimeter.

Site Open Space Requirements:
N/A

RESIDENTIAL ZONING DISTRICT

DEVELOPMENT STANDARDS RECOMMENDATION

A. LOT STANDARDS

Minimum Lot Area:
11,000 sf (Single Family); 4,000 SF per one bedroom, 5,000 SF per two bedroom, 6,000 SF per three bedroom

Maximum Lot Area:
N/A

Minimum Lot Width:
80 ft (Single Family); 100 ft (Multi Family)

Maximum Lot Coverage (including all hard surfaces):
40% (Single Family); 75% (Multi Family)

Minimum front yard setback:
35 ft

Minimum side yard setback:
10 ft

Minimum rear yard setback:
15 ft

Minimum living area per dwelling:
1,100 SF

Maximum primary structures per lot:
1 Dwelling

Maximum height:
35 ft (Single Family)

Density (residential):
2 - 10 units/acre

B. BUILDING FORM

Building placement:
N/A

Primary building materials:
Facade/exterior material shall be masonry (brick, stone, textured and colored concrete masonry units), wood, fiber cement board siding, stucco, composite lap siding or decorative precast panels.

Façade:
All houses shall have a minimum of four features from the following list. Porches, sideload or court-entry garages, or full first floor masonry wrap, each count as two features towards the required four. Front porch; veranda/balcony; reverse gable; turrets; two or more roof planes visible from front; decorative garage doors or windows in garage doors; separate overhead door for each single bay garage; side loaded or court entry garage; brick, stone, or textured concrete masonry on 100% of front elevation; minimum four feet relief along front or rear; full first floor masonry wrap; sunroom, screened porch, or breakfast nook; transom windows; bay windows; two or more dormers; decorative geometric front, rear, and side gable roof vents or windows.

Window and Door openings:
Residences built on corner lots shall include a minimum of three windows of minimum size three feet by five feet on the side of the home facing the street.

Roof materials (roof mounted equipment):
Roof materials such as tile, slate, cedar shake with fire protection, three-dimensional asphalt, fiberglass shingles, standing seam metal, or other approved metal that simulates traditional roofing materials shall be used on all structures.

C. SITE PARKING AND ACCESS

Commercial vehicular storage:
N/A

Off-street vehicular parking:
Minimum of two off street spaces are required for each dwelling unit.

Off-site/ Remote vehicular parking and shared parking:
N/A

Bicycle parking:
For multi-family neighborhoods, one bike parking space shall be provided for every 10 units, with a minimum of two required.

Bicycle parking in required residential open spaces should be encouraged in order to promote connectivity.

On-street parking:
On-street parking is prohibited on arterial roadways. On-street parking may be permitted on local roads and may offset off-street parking requirements.

Pedestrian Connectivity:
Sidewalks required by builder/owner at time of construction. Residential zoning districts shall include public sidewalks that shall be constructed by the builder/lot owner at the time of construction of the residence. Minor subdivision plats shall be exempt from the above requirement. All sidewalk design and construction shall comply with the Americans with Disabilities Act (ADA), as amended.

Vehicular Access Management:
In residential zoning districts, the driveway on corner lots shall be handed in the opposite side from the intersection of the street right-of-way lines.

D. SITE DESIGN

Loading/ Unloading Area Location:
Loading berths required. Not permitted in front yards.

Outdoor Storage:
Prohibited

Fences and Walls:
Chainlink, electric, barbed wire, razor wire, and stockade fences are prohibited.

E. LANDSCAPING

Buffer Yards:
20 foot landscaping area adjacent to the road or right-of-way shall be located in an area designated as a common area. Trees and shrubs shall be provided along streetscape frontage. In addition to the plant material, the buffer yard shall also include either a decorative perimeter fence or a minimum three foot mound.

Earthen Berms:
N/A

Foundation Plantings:
Individual lot requirements that include broadleaf/deciduous canopy tree and evergreen trees, shrubs and sod.

Parking Lot Interior Plantings:
For Multi Family - Landscape islands with a surface area equal to 5% of the area of the paved surface shall be provided in all parking lots. All required landscape areas shall consist of curbed islands or peninsulas a minimum of 5 feet wide and must be a minimum of 200 sf in area. Trees, shrubs, ground cover, and other live plant material shall be used to fill the rest of the island.

Parking Lot Perimeter Plantings:
For Multi Family - All parking lots, including parking spaces, interior drives, and loading/unloading areas, shall be separated from all street rights-of-way by a landscaping area that is a minimum of 20 ft in width and may not be located in front of the front facade of the primary structure. Adjacent to any other property line, the setback requirement is 10 feet. Screening may consist of either of the following options or a combination:

- A continuous planting of broad leaf /deciduous and evergreen conifers as well as shrub plantings to form a continuous screen.
- A landscaped berm that is a minimum of three feet in height shall be provided along the length of the landscaped area. Trees shall be provided and shrubs where the berm tapers to less than 36 inches.
- Decorative screening walls or fencing with landscaping shall be included along the perimeter.

Site Open Space Requirements:
Residential zoning districts shall include provisions for recreation preserve areas, which shall be accessible by means of walking, hiking, biking, or automobile, and shall total in acreage, 6% of the gross number of acres. Land designated as floodplain shall not be counted towards required open space unless it is designated as common area and accessible to all owners of the common area.

FLEX/ OFFICE ZONING DISTRICT

DEVELOPMENT STANDARDS RECOMMENDATION

A. LOT STANDARDS

Minimum Lot Area:
1 acres

Maximum Lot Area:
N/A

Minimum Lot Width:
125 ft

Maximum Lot Coverage (including all hard surfaces):
75%

Minimum front yard setback:
Provide for a 15' build to line along South Madison Boulevard in an effort to create a strong building edge along the districts primary corridor.

Provide a 25' front yard setback along edge and internal roadways.

Minimum side yard setback:
10 ft.

Minimum rear yard setback:
10 ft.

Minimum living area per dwelling:
N/A

Minimum ground floor living area:
N/A

Maximum primary structures per lot:
N/A

Maximum height:
45 ft Primary structure; 35 ft Accessory structure

Density (residential):
N/A

B. BUILDING FORM

Building placement:
Site planning which encourages compatibility between the site and the buildings and between all buildings on the site is encouraged. The orientation of buildings shall promote interaction with the street and provide a pedestrian friendly environment. The front façade of the primary structure shall be oriented toward the public right-of-way that provides access.

Primary building materials:
Appropriate building finish materials include: brick (clay), natural stone, simulated cut stone, finished (textured and painted) concrete, finished (textured and painted) pre-cast concrete panels, tile (ceramic or porcelain), masonry composite wall systems, glass (clear or lightly tinted), EIFS wall systems only if at least 8' above grade, and painted concrete masonry units at rear facades only. Inappropriate, prohibited building finish materials include: wood, plywood, unfinished concrete or concrete panels, steel or aluminum curtain wall systems, plastics, and reflective glass.

All accessory buildings shall be constructed with materials that are similar and compatible with materials used in the principal structure.

A minimum of three materials shall be used for building exteriors, from the following list of approved materials.

Façade:
All structures shall be evaluated in terms of scale, mass, color, proportion, and compatibility with adjoining developments. Colors shall be subtle, harmonious and non-reflective.

Window and Door openings:
N/A

Roof materials (roof mounted equipment):
Tile, slate, cedar shake, three dimensional asphalt, fiberglass shingles, standing seam metal, or other approved metal shall be used on all structures. Roof mounted equipment on exposed roofs shall be screened from view. Modulation of the roof and/or roof line will be required in order to eliminate box-shaped buildings.

Parapets must be fully integrated into the architectural design of the building and provide seamless design transitions, including exterior materials, between the main building mass, mechanical penthouses and other roof structures.

FLEX/ OFFICE ZONING DISTRICT

C. SITE PARKING AND ACCESS

Commercial vehicular storage:
No vehicle shall be parked, stored, or allowed to remain on a lot or parcel of land that does not contain a primary structure. Commercial vehicles shall be stored only in side or rear yards.

Off-street vehicular parking:
No off-street parking spaces may be fully or partially located in a public right-of-way of a district arterial, required landscape area, or buffer yard.

Off-site/ Remote vehicular parking and shared parking:
Off-site and shared parking may be allowed on another lot that is within 500 feet under certain circumstances. When two or more uses have normal hours that do not overlap, the Planning Administrator may grant a maximum of 20% reduction in required parking as shared parking. Two or more uses may collectively provide off-site parking on one lot with Planning Administrator approval; however 80% of spaces shall be provided on-site.

Bicycle parking:
One bike space parking for every 30 vehicle parking spaces, with a minimum of 2 spaces.

On-street parking:
All parking spaces shall be located on the lot with the use(s) for which they are required.

Pedestrian Connectivity:
The installation of sidewalks shall be required adjacent to all public rights-of-way. See district street typologies for sidewalk/ shared use path placement. All sidewalk design and construction shall comply with the Americans with Disabilities Act (ADA), as amended.

Vehicular Access Management:
Shared access shall be coordinated with contiguous lots to preserve the aesthetic benefits. Curb cuts shall be no closer than one for every 400 feet of frontage. No curb cuts within 200 feet of any intersection. Opposing curb cuts shall align squarely or be offset no less than 200 feet. No additional curb cuts shall be provided on district arterial or edge street typologies.

D. SITE DESIGN

Loading/ Unloading Area Location:
Loading berths required. Need to face the side or rear yards. Not permitted in front yards or required buffer yard.

Outdoor Storage:
Outdoor storage should only be permitted as an accessory use to the primary use on the same lot and must be screened with a solid, opaque wall or fence not less than 7 feet in height. Chain link is not an acceptable fence screening material.

Fences and Walls:
Chainlink, electric, barbed wire, razor wire, and stockade fences are prohibited.

E. LANDSCAPING

Buffer Yards:
Adjacent to all uses except light and general industrial uses: Buffer yard shall include a minimum setback of 25 feet and include broadleaf/deciduous canopy trees and evergreen trees parallel to the property line. Shrubs shall be planted along 50% of the length of the yard. All required shrubs shall be minimum 24 inches tall as measured from grade at time of planting. The minimum height of the buffer shall not be less than eight in height at any point where the buffer is required. The plantings shall be supplemented by one or more of the following:

- An undulating mound a minimum of three feet in height or a 6-foot tall opaque fence wall of wood, brick or stone. Seventy-five percent of the plant material shall be located outside of the fence/wall.

Where a buffer yard landscaping AND perimeter parking lot landscaping and/or foundation landscaping are both required, only the buffer yard landscaping needs to be installed.

Earthen Berms:
Earth mounds and berms shall be constructed with proper and adequate plant material to prevent erosion. If they are to be mowed, maximum permitted slope is 3:1. A berm that is a minimum of 3' in height is required to screen parking lots, interior drives, and loading/unloading areas if not screened by landscape plantings.

Foundation Plantings:
Foundation planting shall be rquired on facades adjacent to a public right-of-way. Foundaiton planting beds should include both ornamental trees and shrubs and should be placed within 10 feet of the building facade. On any additional façade where adjacent to parking/loading areas, consider the addition of shrub plantings only.

Parking Lot Interior Plantings:
Landscape islands with a surface area equal to 5% of the area of the paved surface shall be provided in all parking lots. All required landscape areas shall consist of curbed islands or peninsulas a minimum of 5 feet wide and must be a minimum of 200 sf in area. Trees, shrubs, ground cover, and other live plant material shall be used to fill the rest of the island.

Parking Lot Perimeter Plantings:
All parking lots, including parking spaces, interior drives, and loading/unloading areas, shall be separated from all street rights-of-way by a landscaping area that is a minimum of 15 ft in width. Adjacent to any other property line, the setback requirement is 10 feet. Screening may consist of either of the following options or a combination:

- A continuous planting of broad leaf /deciduous and evergreen conifers as well as shrub plantings to form a continuous screen.
- A landscaped berm that is a minimum of three feet in height shall be provided along the length of the landscaped area. Trees shall be provided and shrubs where the berm tapers to less than 36 inches.
- Decorative screening walls or fencing with landscaping shall be included along the perimeter.

Site Open Space Requirements:
N/A

INDUSTRIAL/ MANUFACTURING ZONING DISTRICT

DEVELOPMENT STANDARDS RECOMMENDATION

A. LOT STANDARDS

Minimum Lot Area:
2 acres

Maximum Lot Area:
N/A

Minimum Lot Width:
125 ft

Maximum Lot Coverage (including all hard surfaces):
75%

Minimum front yard setback:
Provide for a 15' build to line along South Madison Boulevard in an effort to create a strong building edge along the districts primary corridor. Provide a 25' front yard setback along edge and internal roadways.

Minimum side yard setback:
25 ft.

Minimum rear yard setback:
25 ft.

Minimum living area per dwelling:
N/A

Minimum ground floor living area:
N/A

Maximum primary structures per lot:
N/A

Maximum height:
45 ft Primary structure; 35 ft Accessory structure

Density (residential):
N/A

INDUSTRIAL/ MANUFACTURING ZONING DISTRICT

B. BUILDING FORM

Building placement:
Site planning which encourages compatibility between the site and the buildings and between all buildings on the site is encouraged. The orientation of buildings shall promote interaction with the street and provide a pedestrian friendly environment. The front façade of the primary structure shall be oriented toward the public right-of-way that provides access.

Primary building materials:
Appropriate building finish materials include: brick (clay), natural stone, simulated cut stone, finished (textured and painted) concrete, finished (textured and painted) pre-cast concrete panels, tile (ceramic or porcelain), masonry composite wall systems, glass (clear or lightly tinted), EIFS wall systems only if at least 8' above grade, and painted concrete masonry units at rear facades only. Inappropriate, prohibited building finish materials include: wood, plywood, unfinished concrete or concrete panels, steel or aluminum curtain wall systems, plastics, and reflective glass.

All accessory buildings shall be constructed with materials that are similar and compatible with materials used in the principal structure.

A minimum of three materials shall be used for building exteriors, from the following list of approved materials.

Façade:
All structures shall be evaluated in terms of scale, mass, color, proportion, and compatibility with adjoining developments. Colors shall be subtle, harmonious and non-reflective.

Window and Door openings:
N/A

Roof materials (roof mounted equipment):
Tile, slate, cedar shake, three dimensional asphalt, fiberglass shingles, standing seam metal, or other approved metal shall be used on all structures. Roof mounted equipment on exposed roofs shall be screened from view. Modulation of the roof and/or roof line will be required in order to eliminate box-shaped buildings.

Parapets must be fully integrated into the architectural design of the building and provide seamless design transitions, including exterior materials, between the main building mass, mechanical penthouses and other roof
structures.

C. SITE PARKING AND ACCESS

Commercial vehicular storage:
No vehicle shall be parked, stored, or allowed to remain on a lot or parcel of land that does not contain a primary structure. Commercial vehicles shall be stored only in side or rear yards.

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No off-street parking spaces may be fully or partially located in a public right-of-way of a district arterial, required landscape area, or buffer yard.

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Bicycle parking:
One bike space parking for every 30 vehicle parking spaces, with a minimum of 2 spaces.

On-street parking:
All parking spaces shall be located on the lot with the use(s) for which they are required.

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The installation of sidewalks shall be required adjacent to all public rights-of-way. See district street typologies for sidewalk/ shared use path placement. All sidewalk design and construction shall comply with the Americans with Disabilities Act (ADA), as amended.

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D. SITE DESIGN

Loading/ Unloading Area Location:
Loading berths required. Need to face the side or rear yards. Not permitted in front yards or required buffer yard.

Outdoor Storage:
Outdoor storage should only be permitted as an accessory use to the primary use on the same lot and must be screened with a solid, opaque wall or fence not less than 7 feet in height. Chain link is not an acceptable fence screening material.

Fences and Walls:
Chainlink, electric, barbed wire, razor wire, and stockade fences are prohibited. If located within the front yard setback along a public road frontage they cannot exceed 48" in height, all others no more than 8'.

E. LANDSCAPING

Buffer Yards:
Adjacent to all uses except light and general industrial uses buffer yard shall include a minimum setback of 25 feet and include broadleaf/deciduous canopy trees and evergreen trees parallel to the property line. Shrubs shall be planted along 50% of the length of the yard. All required shrubs shall be minimum 24 inches tall as measured from grade at time of planting. The minimum height of the buffer shall not be less than eight in height at any point where the buffer is required. The plantings shall be supplemented by one or more of the following:

- An undulating mound a minimum of three feet in height or a 6-foot tall opaque fence wall of wood, brick or stone. Seventy-five percent of the plant material shall be located outside of the fence/wall.

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Foundation Plantings:
Foundation planting shall be rquired on facades adjacent to a public right-of-way. Foundaiton planting beds should include both ornamental trees and shrubs and should be placed within 10 feet of the building facade. On any additional façade where adjacent to parking/loading areas, consider the addition of shrub plantings only.

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INDUSTRIAL/ MANUFACTURING ZONING DISTRICT

Parking Lot Perimeter Plantings:
All parking lots, including parking spaces, interior drives, and loading/unloading areas, shall be separated from all street rights-of-way by a landscaping area that is a minimum of 15 ft in width. Adjacent to any other property line, the setback requirement is 10 feet. Screening may consist of either of the following options or a combination:

- A continuous planting of broad leaf /deciduous and evergreen conifers as well as shrub plantings to form a continuous screen.
- A landscaped berm that is a minimum of three feet in height shall be provided along the length of the landscaped area. Trees shall be provided and shrubs where the berm tapers to less than 36 inches.
- Decorative screening walls or fencing with landscaping shall be included along the perimeter.

Site Open Space Requirements:
N/A

LAND USE MATRIX					
PRIMARY LAND USE	ZONING DISTRICT				
P = Permitted Use *S = Special Exception Use*	Residential	Commercial/Retail	Mixed Use	Flex Office/Warehouse	Light Ind/Manufacturing
Agriculture Uses					
Agricultural chemical sales, distribution and storage					
Agribusiness Type 1				P	P
Agribusiness Type 2					
Animal stables (excluding kennels)				P	P
Crop processing and storage				P	P
Crop production		P	P	P	P
Farm (confined feeding)					
Farm co-op facility					
Farm equipment sales and service					
Farmer's market		P	P		
Fertilizer sales, distribution and storage					
Grazing and pasture land		P	P	P	P
Livestock auction/sales facility					
Livestock raising and breeding					
Nursery		P	P	P	P
Seed sales, distribution and storage				P	P
Winery		P	P	P	P
Communications/Utilities Uses					
Communication service exchange				P	P
Meteorological tower				P	P
Public wellfield/water treatment facility					
Sewage treatment plant					
Telecommunications facility/tower					
Utility substation				P	P

LAND USE MATRIX					
PRIMARY LAND USE	ZONING DISTRICT				
P = Permitted Use *S = Special Exception Use*	Residential	Commercial/Retail	Mixed Use	Flex Office/Warehouse	Light Ind/Manufacturing
Water tower				P	P
WECS/Commercial					
WECS/Micro		P	P	P	P
WECS/Non- commercial				P	P
WECS/Small		P	P	P	P
Residential Uses					
Bed and breakfast facility					
Boarding house					
Child care home					
Dwelling, multi-family (more than 2 dwelling units)					
Dwelling, secondary (on upper floors of other use)		P	P		
Dwelling, single-family (includes manuf. homes)	P				
Dwelling, two-family	P				
Group home					
Manufactured home park					
Nursing/assisted living facility					
Residential facility for the developmentally disabled type I	P	P	P		
Residential facility for the developmentally disabled type II					
Residential facility for the mentally ill					
Retirement facility					
Institutional/Public Uses					
Airport					
Airstrip (private)					
Animal shelter					
Cemetery					

LAND USE MATRIX					
PRIMARY LAND USE	ZONING DISTRICT				
P = Permitted Use *S = Special Exception Use*	Residential	Commercial/Retail	Mixed Use	Flex Office/Warehouse	Light Ind/Manufacturing
Church or other place of worship		P	P		
Community center		P	P		
Commercial bus/train terminal					
Fairgrounds					
Funeral home		P	P		
Government facility (non-office)		P	P		
Government office		P	P		
Heliport				P	P
Hospital/medical center		P	P		
Institution for the developmentally disabled/mentally ill					
Library	P	P	P		
Lodge or private club		P	P		
Medical clinic		P	P	P	P
Museum or gallery					
Parking lot or structure (as a primary use)		P	P	P	P
Penal or correctional institution					
Police, fire or rescue station		P	P	P	P
Post office					
Public bus/train terminal					
School (P - 12)					
Trade or business school		P	P	P	P
University or college					
Park Uses					
Campground/RV park					
Driving range (as a primary use)					

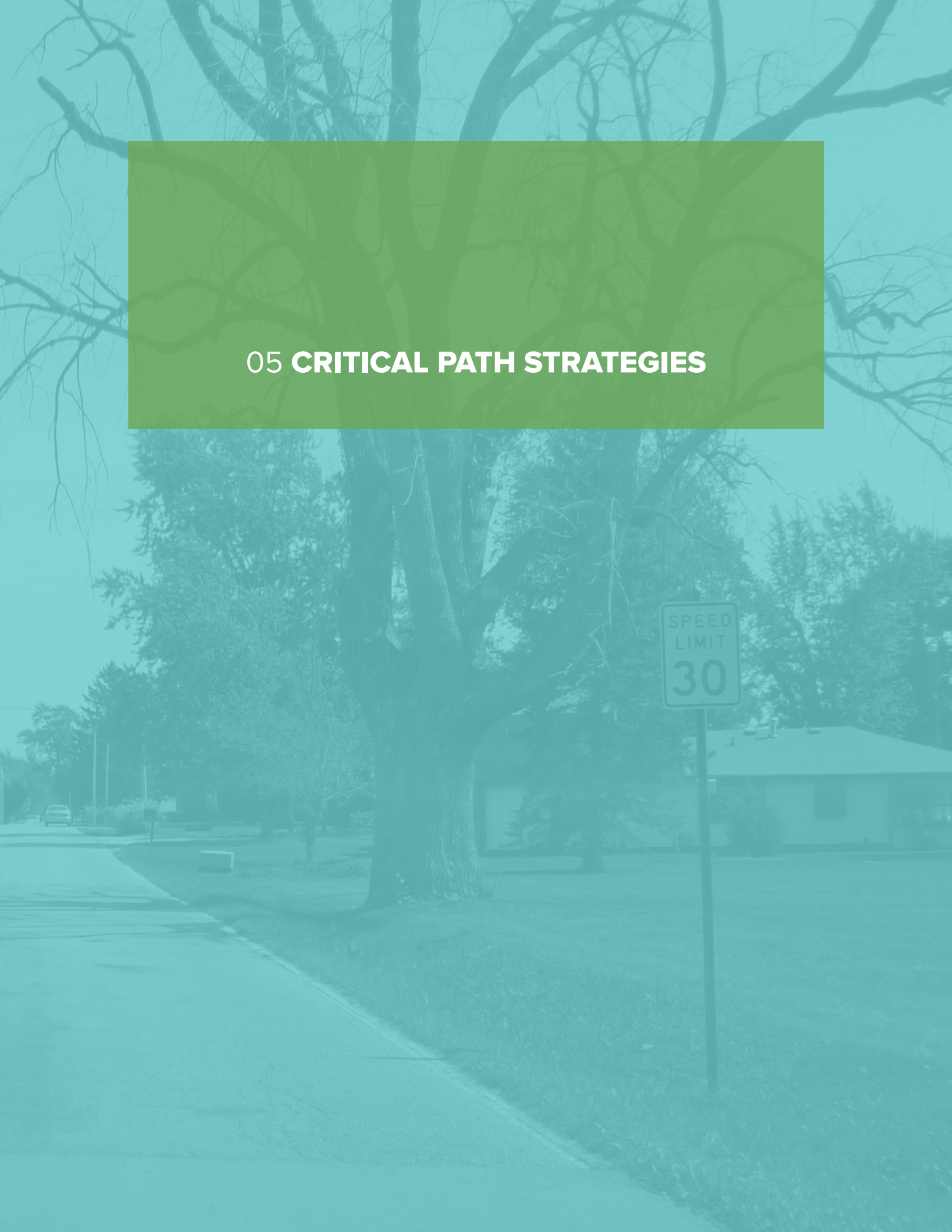
LAND USE MATRIX					
PRIMARY LAND USE	ZONING DISTRICT				
P = Permitted Use *S = Special Exception Use*	Residential	Commercial/Retail	Mixed Use	Flex Office/Warehouse	Light Ind/Manufacturing
Golf course and/or country club (including driving range)	P	P	P		
Nature preserve/center	P	P	P	P	P
Park and Recreation Facility				P	P
Commercial Uses					
Administrative/professional office		P	P	P	P
Adult uses					
Antique shop		P	P		
Apparel/footwear store		P	P		
Art or photo gallery		P	P		
Auction facility (excluding livestock)					
Auto parts sales (without on-site repair)		P	P		
Auto repair and body shop		P	P		
Automobile/motorcycle sales, lease, service		P	P		
Bakery (retail)		P	P		
Bank/financial institution		P	P		
Banquet or assembly hall		P	P		
Bar					
Barber/beauty shop		P	P		
Billiard room or arcade					
Bowling alley		P	P		
Building finishes shop (paint, carpet, wallpaper, etc.)		P	P		
Building supply store					
Business/financial services office		P	P		
Car wash		P	P		
Child care center		P	P		

LAND USE MATRIX					
PRIMARY LAND USE	ZONING DISTRICT				
P = Permitted Use *S = Special Exception Use*	Residential	Commercial/Retail	Mixed Use	Flex Office/Warehouse	Light Ind/Manufacturing
Conference center		P	P	P	P
Convenient store (without gas station)		P	P		
Craft/fabric store		P	P		
Dance or martial arts studio		P	P		
Data processing/call center		P	P	P	P
Deli		P	P		
Department store		P	P		
Dry cleaners, retail		P	P		
Equipment sales and rental				P	P
Fireworks sales (permanent)					
Fitness center		P	P		
Flower shop		P	P		
Garden shop		P	P		
Gas station		P	P		
Gift shop		P	P		
Greenhouse (commercial)		P	P	P	P
Grocery store		P	P		
Gymnastics center		P	P		
Hardware store		P	P		
Health spa		P	P		
Home electronics/ appliance store					
Home occupations					
Hotel/motel		P	P		
Ice cream shop		P	P		
Investment firm		P	P		

LAND USE MATRIX					
PRIMARY LAND USE	ZONING DISTRICT				
P = Permitted Use *S = Special Exception Use*	Residential	Commercial/Retail	Mixed Use	Flex Office/Warehouse	Light Ind/Manufacturing
Jewelry store		P	P		
Kennel					
Liquor store		P	P		
Manufactured home sales					
Meat market		P	P		
Medical/dental office		P	P		
Microbrewery/brew- pub		P	P		
Miniature golf course		P	P		
Motocross facility					
News dealer/bookstore		P	P		
Night club		P	P		
Office supply store		P	P		
Oil change shop		P	P		
Pet grooming establishment		P	P	P	P
Pet store		P	P		
Pharmacy		P	P		
Photographic studio		P	P		
Print shop/copy center		P	P		
Radio/TV station		P	P	P	P
Record/CD/musical instrument shop		P	P		
Recreational vehicle sales and service					
Repair services (small appliances, jewelry, alterations, etc.)		P	P		
Restaurant		P	P		
Retreat center					
Riding stables					

LAND USE MATRIX					
PRIMARY LAND USE	ZONING DISTRICT				
P = Permitted Use *S = Special Exception Use*	Residential	Commercial/Retail	Mixed Use	Flex Office/Warehouse	Light Ind/Manufacturing
Seasonal hunting or fishing facility					
Self-service laundry		P	P		
Shoe repair/tailor shop		P	P		
Shooting range (outdoor)					
Shooting/archery range (indoor)					
Shopping mall					
Skating rink/swimming pool		P	P		
Sporting goods shop		P	P		
Stationary store		P	P		
Supermarket					
Tanning salon		P	P		
Tattooing/body piercing establishment					
Theater		P	P		
Truck stop/travel center					
Variety store		P	P		
Vehicle detailing/ accessory shop		P	P		
Veterinary office/ animal clinic (without outdoor kennels)		P	P		
Video/music store		P	P		
Industrial Uses					
Agricultural products terminal				P	P
Animal and animal products processing					
Assembly facility				P	P
Boat/RV storage facility (outdoor)					
Bottle gas storage and distribution					
Concrete/asphalt production facility					

LAND USE MATRIX					
PRIMARY LAND USE	ZONING DISTRICT				
P = Permitted Use *S = Special Exception Use*	Residential	Commercial/Retail	Mixed Use	Flex Office/Warehouse	Light Ind/Manufacturing
Contractor's storage yard				P	P
Contractor's warehouse				P	P
Explosive manufacturing and storage					
Fabrication facility				P	P
Food and beverage production				P	P
Inoperable vehicle storage					
Junk/scrap metal yard					
Lumber yard				P	P
Manufacturing facility				P	P
Mineral extraction and processing					
Mini-warehouse self- storage facility				P	P
Packaging facility				P	P
Petroleum and chemical processing and storage					
Power generation facility (commercial)					
Printing/publishing facility				P	P
Refuse dump/transfer station					
Research and development facility				P	P
Sanitary landfill					
Semi-tractor/trailer storage					
Tool and die shop				P	P
Truck freight terminal				P	P
Truck sales and service center					
Warehouse and distribution facility				P	P
Waste incinerator					
Wholesale distribution facility				P	P



05 **CRITICAL PATH STRATEGIES**

CRITICAL PATH STRATEGIES

Change within the South Madison district will be an incremental process of both planning policy and capital improvements subject to the annual budget process and associated funding as well as market and developer interest in the area. The strategies outlined on the following pages are essential to achieving the vision and goals set forth by this plan.

All of the recommendations included in this master plan document are important, but the strategies outlined here are actions that should be initiated and completed first. Completing these first will allow for further growth and opportunities to arise.

STRATEGY MATRIX

STRATEGY		PRIORITY (NOW--SOON--DOWN-THE-ROAD)	RESPONSIBILITY		RESOURCE	TRIGGERS
			PRIMARY	SECONDARY		
1. Future Planning Efforts						
1A	**Comprehensive Plan Update:** Amend the 2014 Envision Fortville Comprehensive Plan to include future land uses and strategies identified in the South Madison district area.					
		Immediate	Town	Hancock County		
1B	**Thoroughfare Plan Update:** Incorporate future transportation network and streetscape typologies identified in this plan in the Fortville Thoroughfare Plan.					
		Immediate	Town	Hancock County	MCCOG	
1D	**Stormwater Management Plan:** Create a Stormwater Management Plan to ensure that stormwater quality and quantity control for the district is handled regionally, rather than on-site, incorporating additional stormwater measures to improve the stormwater management infrastructure outside of the TIF district where necessary.					
		Immediate	Town		MCCOG	

STRATEGY MATRIX

	STRATEGY	PRIORITY (NOW--SOON--DOWN-THE-ROAD)	RESPONSIBILITY: PRIMARY	RESPONSIBILITY: SECONDARY	RESOURCE	TRIGGERS
2. Future Zoning Efforts						
2A	**Standards vs. Regulations:** Determine if there are design elements that the Town of Fortville is willing to enforce separately from the regulations contained within a subsequent PUD Ordinance that would then be administered and enforced by the Town of Fortville and Hancock County Area Plan Commission.					
		Immediate	Town			
2B	**Design Guidelines:** Using the contents of this South Madison TIF District Master Plan as a guide, develop, publish and share any design guidelines that may be in addition to the regulations of the PUD Ordinance.					
		Immediate	Town	Hancock County		
2C	**PUD Ordinance:** Draft, vet, and then adopt a PUD Ordinance for the South Madison TIF District Master Plan pursuant to the 1500 Series of IC 36-7-4, using the contents provided within this master plan as a guide for the types of standards that need to be included.					
		Immediate	Town	Hancock County		
2D	**Map Revisions (Rezoning):** Upon adoption or with the adoption of the PUD Ordinance, revise the Hancock County zoning map pursuant to the 1500 Series of IC 36-7-4.					
		Immediate	Hancock County			Development application

STRATEGY MATRIX

STRATEGY		PRIORITY (NOW--SOON--DOWN-THE-ROAD)	RESPONSIBILITY: PRIMARY	RESPONSIBILITY: SECONDARY	RESOURCE	TRIGGERS
3. Infrastructure Improvements						
3A	**Design, Permit and Construct South Madison Boulevard from Broadway Avenue to CR W 1000 N:** Project to include intersection upgrades at Broadway Avenue, two travel lanes with stone shoulders, raised central median with concrete curbs and drainage swales on either side of the roadway.					
		Short term (0-5 years)	Town	Hancock County	Design Consultant	Proposed development
3B	**Design, Permit and Construct South Madison Boulevard from CR W 1000 N to Fortville Pike** Project to include a single lane roundabout at Fortville Pike, two travel lanes with stone shoulders, raised central median with concrete curbs and drainage swales on either side of the roadway.					
		Mid term (5-10 years)	Town	Hancock County	Design Consultant	Proposed development
3C	**Water infrastructure upgrades:** Improve water infrastructure within the South Madison district to accommodate the needs of new development.					
		Mid term (5-10 years)	Town	Private development	Design Consultant	Proposed development
3D	**Sanitary sewer infrastructure upgrades:** Improve sanitary sewer infrastructure within the South Madison district to accommodate the needs of new development.					
		Mid term (5-10 years)	Town	Private development	Design Consultant	Proposed development

01 **APPENDIX**

SOUTH MADISON STREET TRAFFIC SENSITIVITY ANALYSIS METHODOLOGY AND RESULTS

An extension of Madison Street from Broadway Street to Fortville Pike would provide a link for traffic traveling north/south on SR 13 and Fortville Pike. This traffic currently must utilize Broadway Street through Fortville to make the connection between SR 13 north of Broadway Street and Fortville Pike south of Broadway Street. Extending Madison Street south to Fortville Pike would effectively reduce traffic, especially truck traffic, on Broadway Street, creating a more walkable Broadway Street corridor. Additionally, it would provide access to a significant amount of undeveloped area south of Fortville by providing direct access to US 36 (Broadway Street) and SR 13.

The purpose of this cursory analysis was to provide recommendations for the lane configurations on the Madison Street extension, as well as the intersection traffic control at the southern terminus intersection of Madison Street with Fortville Pike at CR 200 W.

Background Traffic Counts

Existing MCCOG traffic counts within the study area were obtained from the online INDOT traffic count database. These included the following:

- Maple Street between Broadway Street and Garden Street: 4,403 vehicles per day
- Garden Street (CR 1000 N) east of Fortville Pike: 1,497 vehicles per day

Supplemental traffic count data was collected in January 2017 at the following locations:

- Garden Street west of Fortville Pike: 1,600 vehicles per day
- Fortville Pike south of Garden Street: 6,900 vehicles per day

Description of Development

The analysis took into account a developing TIF Master Plan to determine the magnitude of new daily traffic that is anticipated to be generated along Fortville Pike and the proposed Madison Street extension south of Broadway Street. The master plan iteration that was used for the purposes of this analysis has been included in the Appendix. This master plan included the following land uses and sizes:

- Residential: 30.45 acres
- Retail/Commercial: 13.08 acres
- Mixed Use Residential: 26.10 acres
- Flex Office/Warehouse: 34.55 acres
- Manufacturing/Light Industrial: 51.43 acres
- Parks/Open Space: 15.95 acres

Trip Generation

The Institute of Transportation Engineers (ITE) Trip Generation Manual was used to determine the trips that would be generated by a master plan of this size and land use. The trip generation calculations are shown in the Appendix. The new development is expected to generate approximately 11,340 trips per day, with 1,010 in the AM peak hour and 1,280 in the PM peak hour.

Trip Distribution and Assignment Methodology

The existing daily traffic volume on each of the major routes into and out of Fortville were evaluated in order to determine where to assign the new trips. The complete calculations are provided in the Appendix, and the following table summarizes the findings of this exercise.

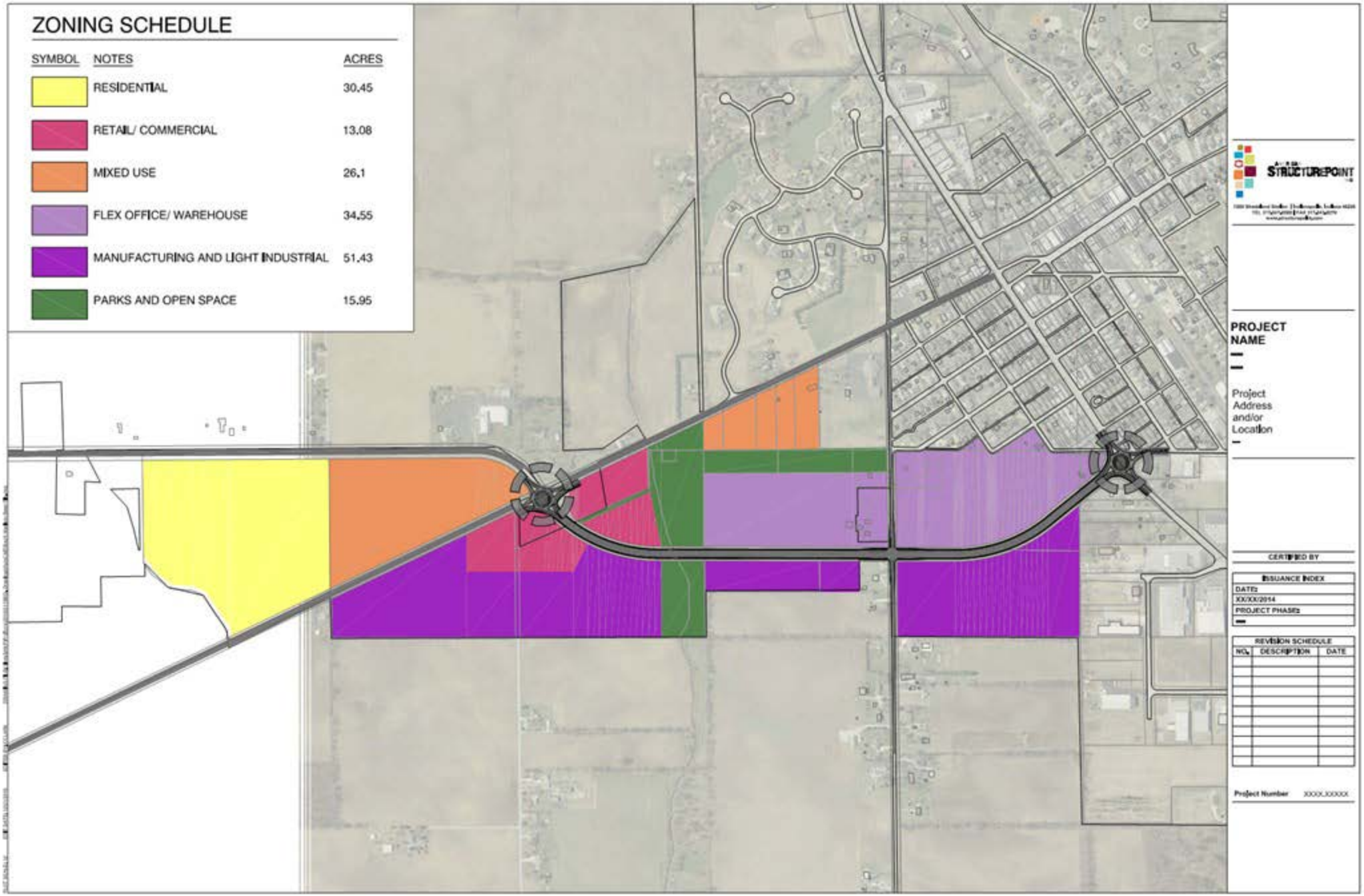
Trip Distribution for Newly Generated Trips

Road	Direction	%
Southeastern Pkwy	N	11.2%
N Fortville Pike	S	9.8%
N 200 W	S	6.0%
SR 13	N	14.4%
US 36	E	22.4%
US 36	W	31.8%
CR 1000 N	E	4.3%
Total		100%

Recommendation of Lane Configurations

According to the trip generation, distribution, and assignment, the extension of Madison Street is conservatively expected to carry 13,400 vehicles per day in the year 2035. A typical two-lane roadway is capable of handling up to, and sometimes over, 18,000 vehicles per day, so this level of traffic is within the operational parameters of a two-lane roadway with dedicated left turn lanes provided where required.

In regard to the southern terminus intersection with CR 200 W, a roundabout would be well-suited for traffic control. Roundabouts are considerably more efficient than stop or signal controlled intersections, and they have been proven to be much safer for both vehicular traffic and pedestrians. A single-lane roundabout can typically accommodate up to 25,000 vehicles per day, and this intersection is expected to be well under that level of traffic through the year 2035, and thus a single lane roundabout is recommended for control at this location.



South Madison Street TIF Utilized for Traffic Analysis

Trip Generation Calculations

Land Use	ITE Land Use Code	Units	Size	Weekday Trips / Unit	Weekday Trips	AM Peak Trips/ Unit	AM Peak Trips	AM Enter %	AM Exit %	AM Peak Enter	AM Peak Exit	PM Peak Trips/ Unit	PM Peak Trips	PM Enter %	PM Exit %	PM Peak Enter	PM Peak Exit
Single Family Detached Housing	210	Acres	30.45	26.04	793	2.06	63	31%	69%	19	43	2.74	83	66%	34%	55	28
Shopping Center	820	1,000 sft	104.6	42.94	4,493	1	105	61%	39%	64	41	3.73	390	49%	51%	191	199
Single Family Detached Housing	210	Acres	19.58	26.04	510	2.06	40	31%	69%	13	28	2.74	54	66%	34%	35	18
Apartment	220	Dwelling Units	131	6.65	868	0.51	67	20%	80%	13	53	0.62	81	65%	35%	53	28
Flex Office / Warehouse	150	Acres	34.55	57.23	1,977	10.03	347	72%	28%	250	97	8.69	300	35%	65%	105	195
General Light Industrial	110	Acres	51.43	51.8	2,664	7.51	386	83%	17%	321	66	7.26	373	22%	78%	82	291
County Park	412	Acres	15.95	2.28	36	0.01	0	80%	20%	0	0	0.06	1	41%	59%	0	1
TOTALS					11,341					679	328					522	761

Trip Distribution Calculations

Road	Direction	Traffic Count	%	Weekday	AM Peak Enter	AM Peak Exit	PM Peak Enter	PM Peak Exit
Southeastern Pkwy	N	3857	11.2%	1275	76	37	59	86
N Fortville Pike	S	3367	9.8%	1113	67	32	51	75
N 200 W	S	2061	6.0%	681	41	20	31	46
SR 13	N	4944	14.4%	1634	98	47	75	110
US 36	E	7689	22.4%	2542	152	73	117	171
US 36	W	10905	31.8%	3605	216	104	166	242
CR 1000 N	E	1487	4.3%	492	29	14	23	33
Total			100%	11341	679	328	522	761

02 **APPENDIX**

SEWER PLANNING ASSUMPTIONS:

1. That there is adequate public right-of–way available for the installation of the sewer.
2. That 1/3 of the sewer will need to be installed under existing pavement, with the remaining 2/3 installed in native soil.
3. That the major trunkline sewer will, in general, follow North Fortville Pike and East Garden Street/ W 1000 N.
4. That manholes will be installed every 400 feet along the route.
5. That the flow factors listed below represent the wastewater generated from each type of land use:

Land Use	Flow Rate (gallons per day/acre)
Commercial	750
Flex Space	1,440
Light Industrial	1,000
Institution/Office/Campus	930
Park	80
High-Density Residential (3 homes per acre)	465

No restoration of existing infrastructure (pavement, sidewalks, curb and gutter, etc.) is included.

1. Individual development projects will add branch sewers, manholes, and if necessary, small lift stations.
2. Based on the profile of the trunkline sewer, one lift station will be needed at the intersection of the proposed highway and W 1000 N.
3. A casing pipe is included for all railroad and highway crossings.

WATER MAIN PLANNING ASSUMPTIONS:

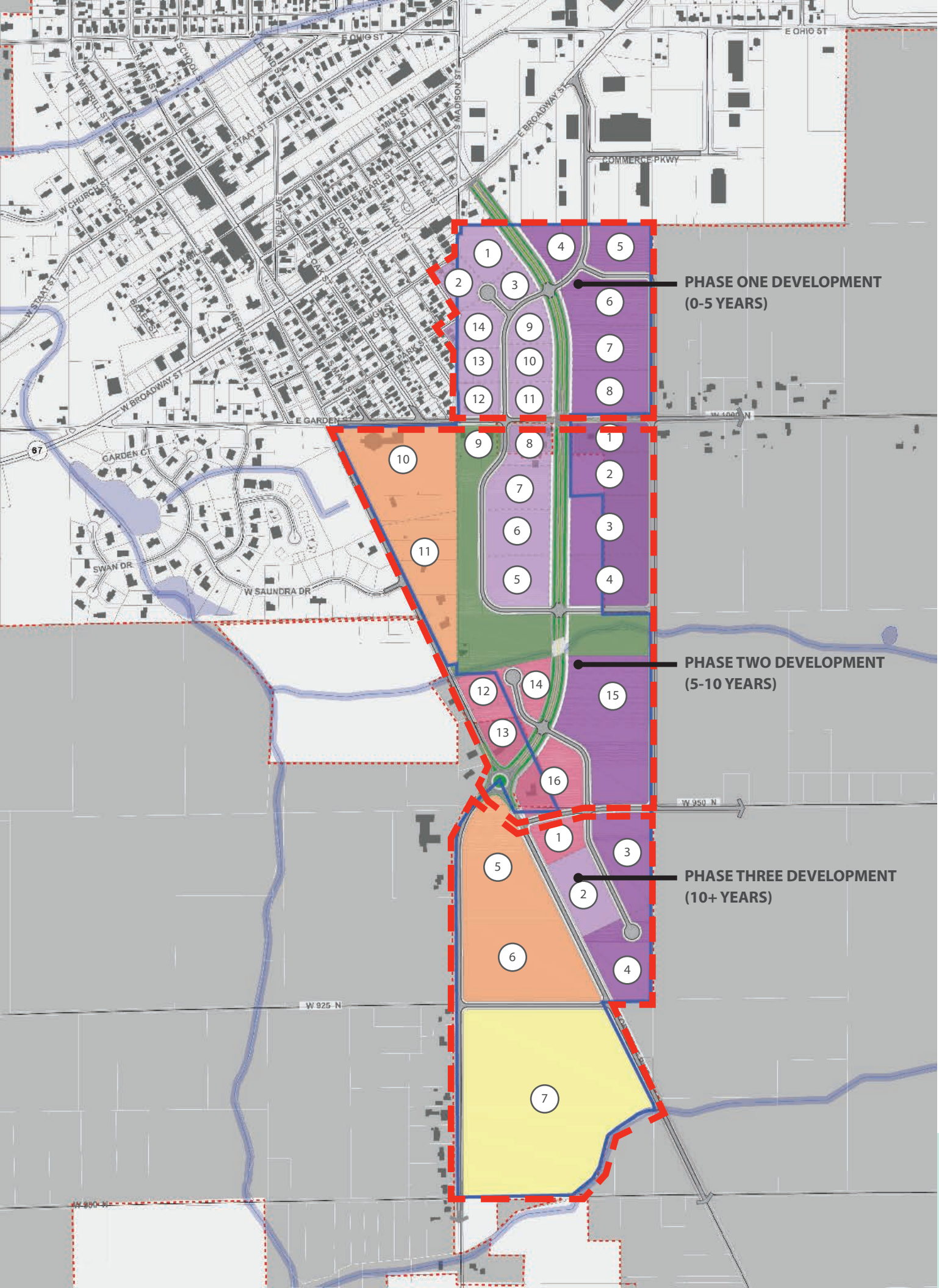
1. There is 5-feet of cover over the pipe.
2. Valves will be installed every 1,500 feet.
3. Hydrants will be installed every 300 feet.
4. That connection can be made to the existing 12-inch water main on North Fortville Pike.
5. That the water demand was calculated using a flow factor of 500 gpd per Equivalent Dwelling Unit (EDU). EDU's were calculated based on projected wastewater flow for the proposed development divided by 310.
6. That individual developers will add hydrants and loops to the system off of the transmission main.

03 **APPENDIX**

DEVELOPMENT COST METHODOLOGY

In order to generate development square footage and associated development costs the planning team utilized the following methodology and historical data.

- The proposed land uses outlined in Section 04 were finalized.
- The proposed land uses were broken down into realistic and useable parcels. Parcel size was determined by the proposed land use.
- Site calculations were provided. Numbered sites and overall project phasing was applied.
- In order to determine site and building costs, the design team used a paid subscription to Design Cost Data. Design Cost Data is the cost estimating magazine for design and construction, and is the largest provider of historical construction cost for the purpose of preliminary cost estimating and cost modeling in America. Established in 1958, DCD is unique among publications servicing the construction marketplace as architects, specifiers, builders, and developers use DCD and the actual construction costs it publishes as benchmarks for preliminary cost estimating.
- DCD subscribers can access over 1,500 actual projects, as seen in DCD, in the DCD Archives™ for early construction budgets, cost modeling, estimate validation and more. Subscribers select a similar project to the one they are building and retarget to their new bid date and location. A new cost model is created reflecting an updated square foot cost.
- For each land use a series of archived projects were identified through the DCD files. Using the samples selected a blended costs was created for both buildings and site infrastructure costs.
- In addition to building a site development costs, roadway infrastructure and utility costs were identified and added to the costs data for the district.


PHASE ONE DEVELOPMENT
(0-5 YEARS)
PHASE TWO DEVELOPMENT
(5-10 YEARS)
PHASE THREE DEVELOPMENT
(10+ YEARS)
E OHIO ST
E BROADWAY ST
COMMERCE PKWY
W BROADWAY ST
E GARDEN ST
GARDEN CT
SWAN DR
W SAUNDRA DR
W 950 N
W 925 N
W 850 N
67

SITE COST SUMMARY

Use Classification	Cost Examples	Average Building SF	Average Building Costs	Building Costs / SF*	Building Costs/ SF	Average Site Area	Average Site Costs	Site Costs/ Acre	Site Costs/ Acre*
Mixed Use	3	35,462.00	$6,459,202	$182	$200	326,813.71	$492,451	$1	$2
Commercial	5	15,419.60	$3,400,312	$221	$243	86,427.04	$561,966	$7	$10
Flex Office	4	38,563.50	$3,999,532	$104	$114	393,586.80	$414,371	$1	$2
Industrial	5	77,698.40	$6,036,094	$78	$85	583,268.40	$439,834	$1	$1

** Final summarized costs include a 10% contingency on building costs and a 50% contingency on site costs to account for potential differences in methods and site environments.*

04 **APPENDIX**

Fortville South Madison TIF District Master Plan

ong Term TIF Revenue Projection

pril 20, 2017

olicyAnalytics, LLC

SEARCH. ANALYSIS. RESULTS.

Scope and Overview

The purpose of this analysis is to estimate the revenue producing potential of the Fortville South Madison TIF allocation area as envisioned in the South Madison TIF Master Plan. This analysis is a component of the TIF Master Plan, which defines the size, scale and type of illustrative development within the TIF area.

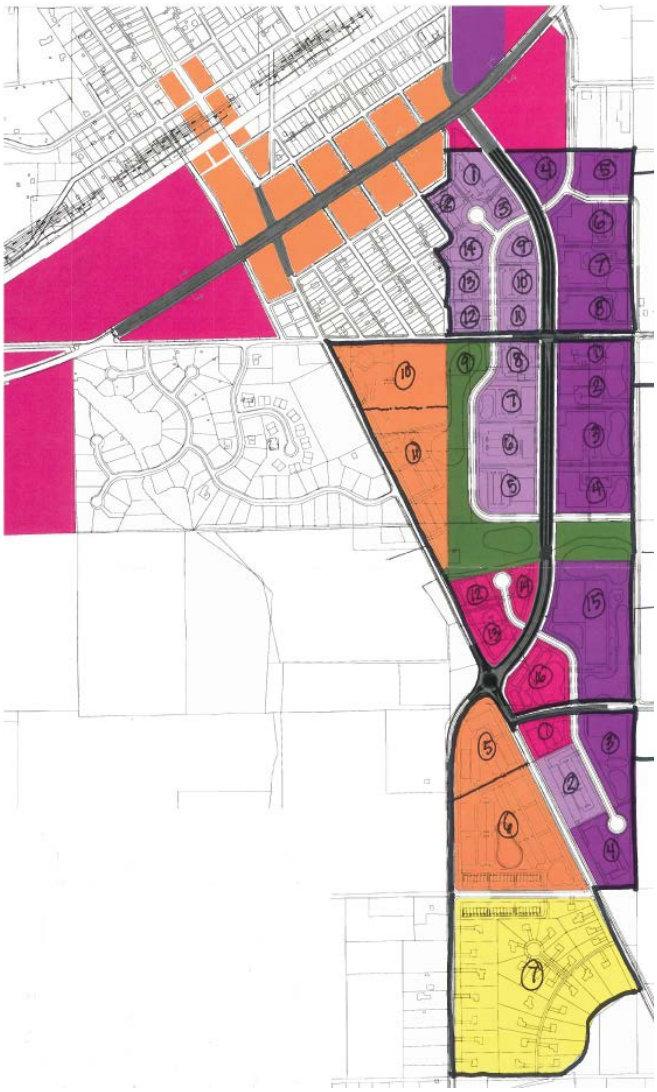
Information from trade databases and the assessment of local comparable property was used to convert investment parameters (square footage, investment type) into estimates of taxable assessed value. Incremental property tax revenues were then estimated from these projections of assessed value under current property tax statutes.

This analysis is intended as a capacity analysis to estimate the total revenue potential of the South Madison TIF if it is developed to the scale and composition described in the TIF master plan.

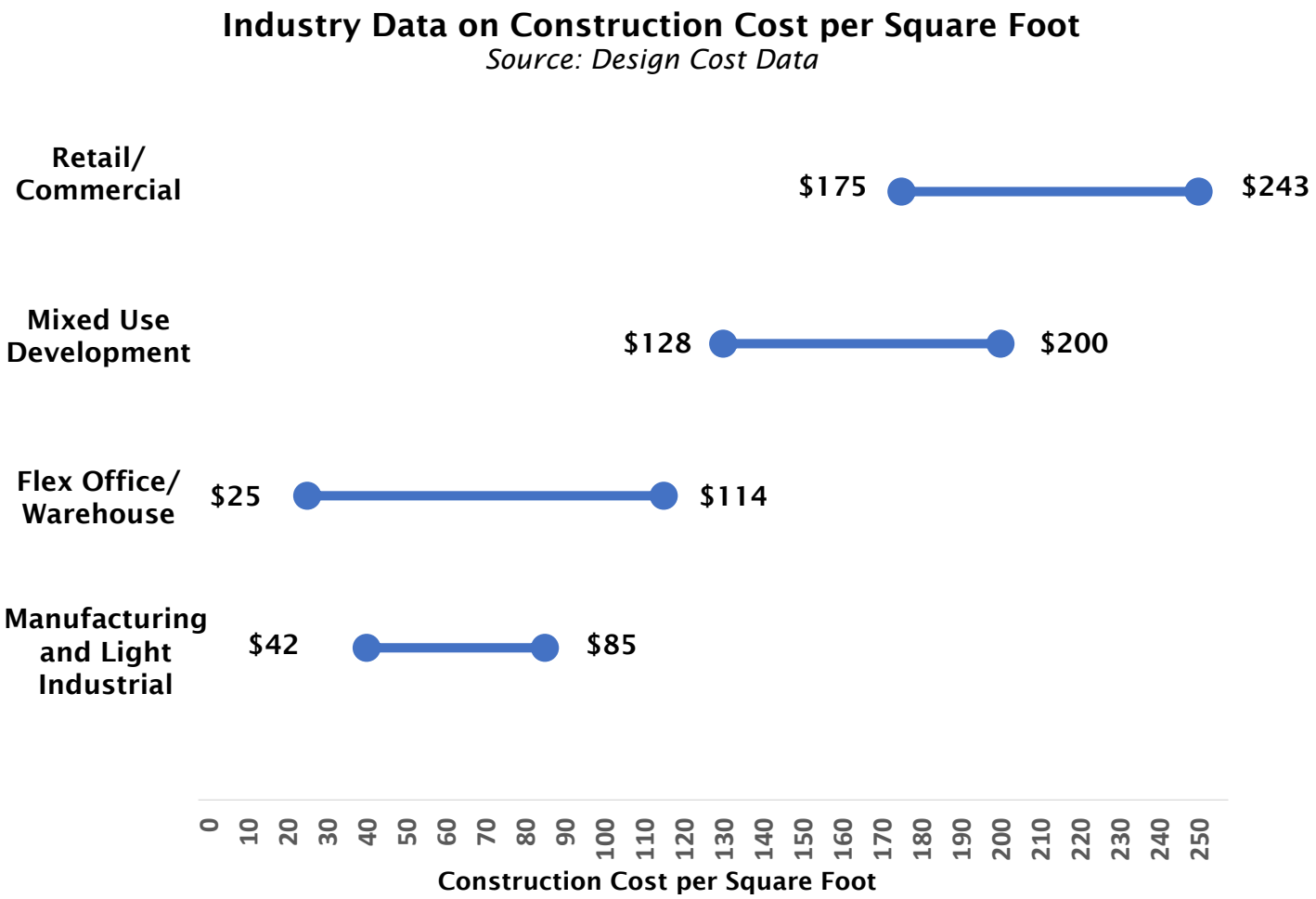
This analysis is not a market demand analysis intended to estimate the level of market demand for future development or the magnitude or timing of potential investments. The development timelines used herein are for illustrative purposes only and have not been market tested.

The outcomes of this analysis will allow Fortville officials and stakeholders to gauge the potential revenues of TIF development against the cost of public infrastructure and economic development expenditures.

South Madison TIF Concept Map



CONSTRUCTION COST ESTIMATES



The South Madison TIF Master Plan defines the envisioned land use typologies within the South Madison TIF and includes a development scenario that specifies possible building sizes and development densities. Industry database information was used to estimate the cost of construction from the development envisioned in the Strategic Plan.

The cost per square foot estimates were differentiated into four property types: Retail/ Commercial, Mixed Use Development, Flex Office/ Warehouse and Manufacturing/Light Industrial.

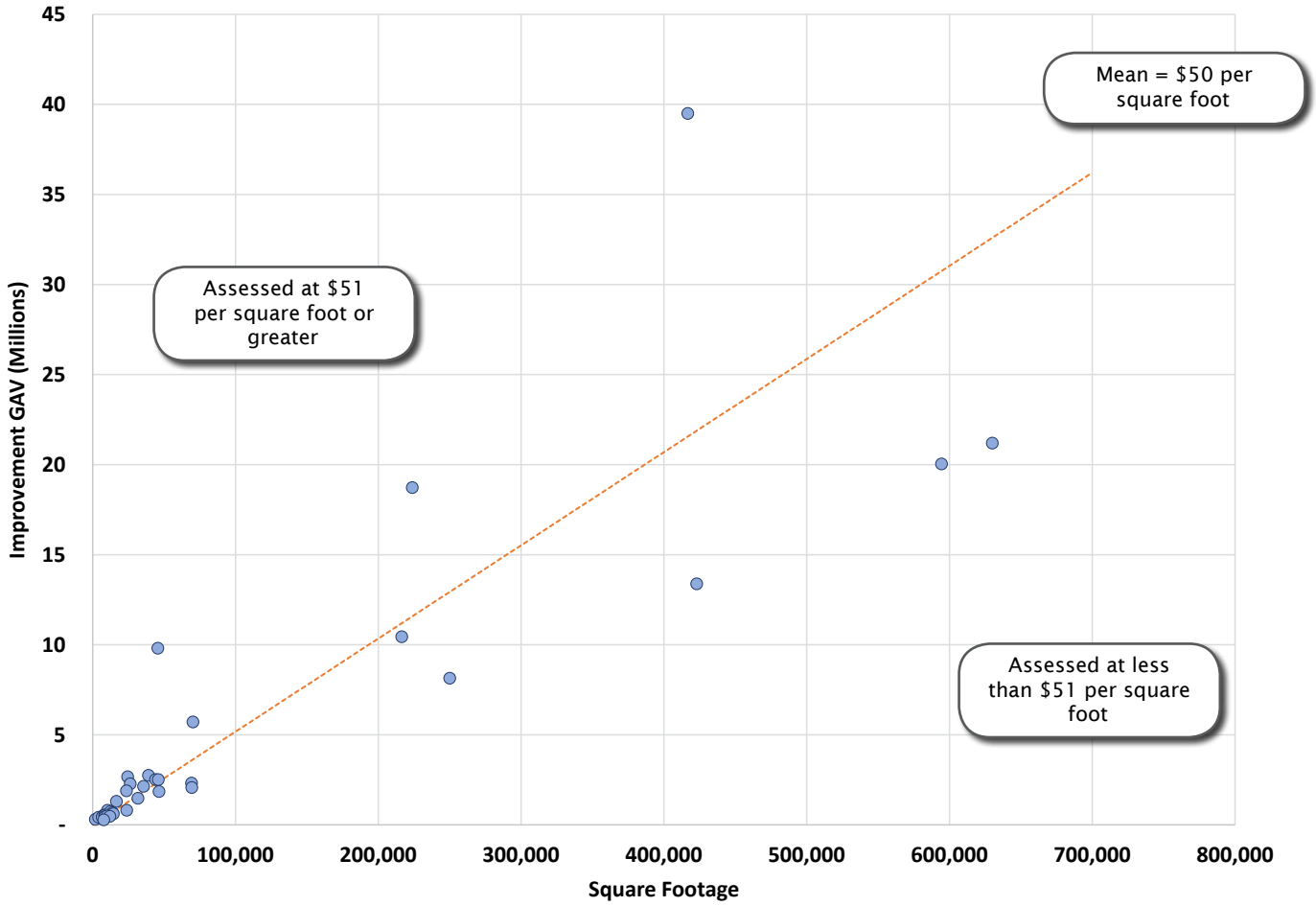
The cost per square foot estimates ranged from $25 on the low end for Flex Office and Warehouse to $243 for higher-end retail/commercial structures.

Property tax assessments in Indiana are based on market value in use and are not equal to constructed cost. Based on assessment data throughout Indiana, Policy Analytics estimates that commercial and industrial properties are assessed at 60% to 70% of constructed cost.

ASSESSED VALUE COMPARISONS

Improvement Gross AV per Square foot for Comparable Properties

Hancock and Hamilton Counties (Delaware and Fall Creek Twp.); 2015 pay 2016
n = 35



In order to further inform the assessed value projections for this analysis, Policy Analytics gathered assessment data on comparable properties within Hancock and Hamilton Counties.

A sample was compiled which included a variety of industrial and commercial uses, and the gross assessed value per square foot of each parcel within the sample was computed.

The mean assessed value per square foot of the sample was found to be $50. Commercial facilities that incorporated more expensive materials or located in high traffic areas were generally assessed at a higher level. Larger industrial facilities and warehouses were assessed at lower levels.

Examples of the differing levels of property tax assessment are shown on the following page.

COMPARABLE PROPERTY EXAMPLES

Examples of Comparable Properties
(Improvement Assessed Value per Square Foot)

Greater than $100 per sq. ft.

Between $70 and $80 per sq. ft.

Between $50 and $60 per sq. ft.

Image Source: Google

ASSESSED VALUE ASSUMPTIONS

Gross Assessed Value Assumptions for South Madison Development

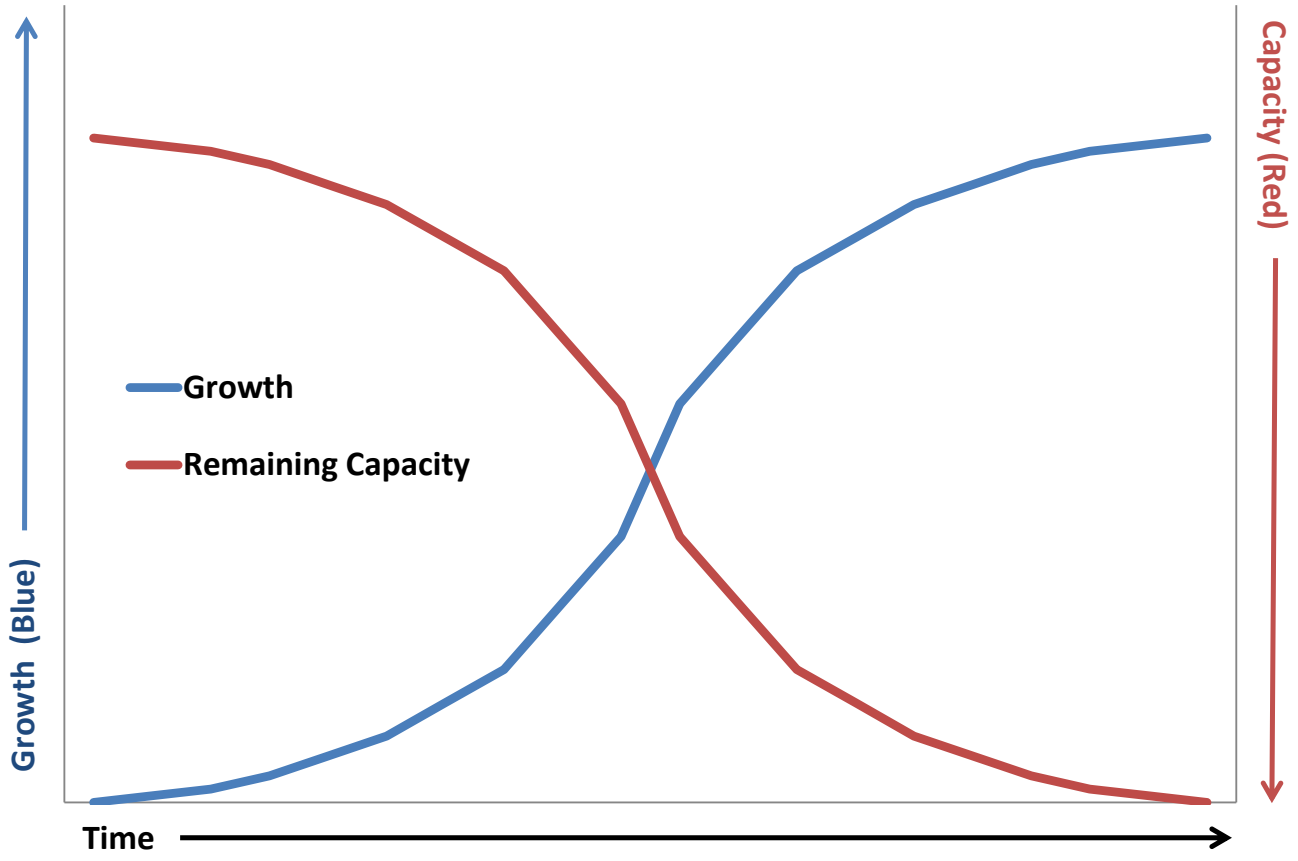
		Development Details				AV per Sq. Ft			Total GAV		
Site	Class	Site Size	Bldg Size	Stories	Building SF	Low	Mid	High	Low	Mid	High
PHASE 1											
1	Flex Office/Warehouse	106,813	28,000	1.5	42,000	35.00	64.82	64.82	1,469,998	2,722,520	2,722,520
2	Flex Office/Warehouse	71,380	12,000	1.0	12,000	35.00	60.00	121.45	420,000	720,000	1,457,423
3	Flex Office/Warehouse	54,597	8,300	1.5	12,450	35.00	60.00	118.59	435,750	747,000	1,476,400
4	Manufacturing and Light Industrial	97,515	22,000	1.0	22,000	40.00	55.55	85.41	880,000	1,222,004	1,879,123
5	Manufacturing and Light Industrial	134,366	32,000	1.0	32,000	40.00	55.55	71.90	1,280,000	1,777,460	2,300,823
6	Manufacturing and Light Industrial	178,203	56,000	1.0	56,000	40.00	55.55	59.16	2,240,000	3,110,556	3,312,903
7	Manufacturing and Light Industrial	159,964	44,993	1.0	44,993	40.00	55.55	63.32	1,799,720	2,499,165	2,848,738
8	Manufacturing and Light Industrial	160,451	47,500	1.0	47,500	40.00	55.55	62.20	1,900,000	2,638,418	2,954,458
9	Flex Office/Warehouse	67,624	8,300	1.5	12,450	35.00	60.00	118.59	435,750	747,000	1,476,400
10	Flex Office/Warehouse	77,160	18,000	1.5	27,000	35.00	60.00	77.41	945,000	1,620,000	2,089,973
11	Flex Office/Warehouse	66,280	12,000	1.5	18,000	35.00	60.00	95.02	630,000	1,080,000	1,710,443
12	Flex Office/Warehouse	65,980	9,800	1.5	14,700	35.00	60.00	106.89	514,500	882,000	1,571,282
13	Flex Office/Warehouse	67,765	10,500	1.5	15,750	35.00	60.00	102.58	551,250	945,000	1,615,561
14	Flex Office/Warehouse	95,941	15,000	1.5	22,500	35.00	60.00	84.45	787,500	1,350,000	1,900,208
	Total Phase 1	**1,404,036**	**324,393**		**379,343**				**14,289,468**	**22,061,124**	**29,316,254**
PHASE 2											
1	Manufacturing and Light Industrial	107,333	28,981	1.0	28,981	40.00	55.55	75.00	1,159,245	1,609,775	2,173,517
2	Manufacturing and Light Industrial	151,075	42,000	1.0	42,000	40.00	55.55	64.82	1,680,000	2,332,917	2,722,523
3	Manufacturing and Light Industrial	216,796	75,300	1.0	75,300	40.00	54.80	54.80	3,012,000	4,126,784	4,126,784
4	Manufacturing and Light Industrial	186,001	55,300	1.0	55,300	40.00	55.55	59.37	2,212,000	3,071,674	3,283,384
5	Flex Office/Warehouse	144,610	26,400	1.5	39,600	35.00	60.00	66.19	1,386,000	2,376,000	2,621,315
6	Flex Office/Warehouse	135,616	25,200	1.5	37,800	35.00	60.00	67.34	1,323,000	2,268,000	2,545,409
7	Flex Office/Warehouse	125,686	20,000	1.5	30,000	35.00	60.00	73.88	1,050,000	1,800,000	2,216,483
8	Flex Office/Warehouse	81,684	17,000	1.5	25,500	35.00	60.00	79.48	892,500	1,530,000	2,026,718
9	Parks and Open Space	624,363			-	-	-	-	-	-	-
10	Mixed Use	427,898			-	-	-	-	-	-	-
11	Mixed Use	293,783	53,800	3.0	161,400	83.07	83.07	83.07	13,408,301	13,408,301	13,408,301
12	Retail/Commercial	74,598	11,000	2.0	22,000	113.50	85.41	113.50	2,496,961	1,879,123	2,496,961
13	Retail/Commercial	105,968	12,500	2.0	25,000	113.50	80.23	113.50	2,837,456	2,005,633	2,837,456
14	Retail/Commercial	67,158	9,000	2.0	18,000	113.50	95.02	113.50	2,042,968	1,710,443	2,042,968
15	Manufacturing and Light Industrial	507,226	153,107	1.0	153,107	40.00	55.55	48.38	6,124,289	8,504,439	7,407,915
16	Retail/Commercial	176,000	22,500	2.0	45,000	113.50	63.31	113.50	5,107,420	2,849,033	5,107,420
	Total Phase II	**3,425,794**	**552,088**		**758,988**				**44,732,139**	**49,472,121**	**55,017,153**
PHASE 3											
1	Retail/Commercial	84,634	16,000	2.0	32,000	113.50	71.90	113.50	3,631,943	2,300,823	3,631,943
2	Flex Office/Warehouse	160,467	24,000	2.0	48,000	35.00	61.99	61.99	1,680,000	2,975,543	2,975,543
3	Manufacturing and Light Industrial	210,677	61,500	1.5	92,250	40.00	52.48	52.48	3,690,000	4,841,566	4,841,566
4	Manufacturing and Light Industrial	195,142	41,500	1.5	62,250	40.00	55.55	57.45	2,490,000	3,457,716	3,576,466
5	Mixed Use	239,439	47,651	3.0	142,953	83.07	83.07	83.07	11,875,777	11,875,777	11,875,777
6	Mixed Use	593,281	120,268	3.0	360,804	83.07	83.07	83.07	29,973,783	29,973,783	29,973,783
	Total Phase II	**1,483,641**	**310,919**		**738,257**				**53,341,503**	**55,425,207**	**56,875,077**
	TOTAL - ALL PHASES	**6,313,471**	**1,187,400**		**1,876,588**				**112,363,110**	**126,958,452**	**141,208,483**

Inputs from the industry database and the assessed value comparable analysis were combined to generate estimates of gross assessed value per square foot for the potential South Madison TIF investments.

To illustrate a variety of outcomes, three AV scenarios were developed. The "Low" scenario assumes a build-out of $112M in AV over 25 years. The "Mid" scenario assumes $126 million and the "High" scenario assumes $141 million.

DEVELOPMENT TIMELINE ASSUMPTIONS

Illustration of a Logistics Curve



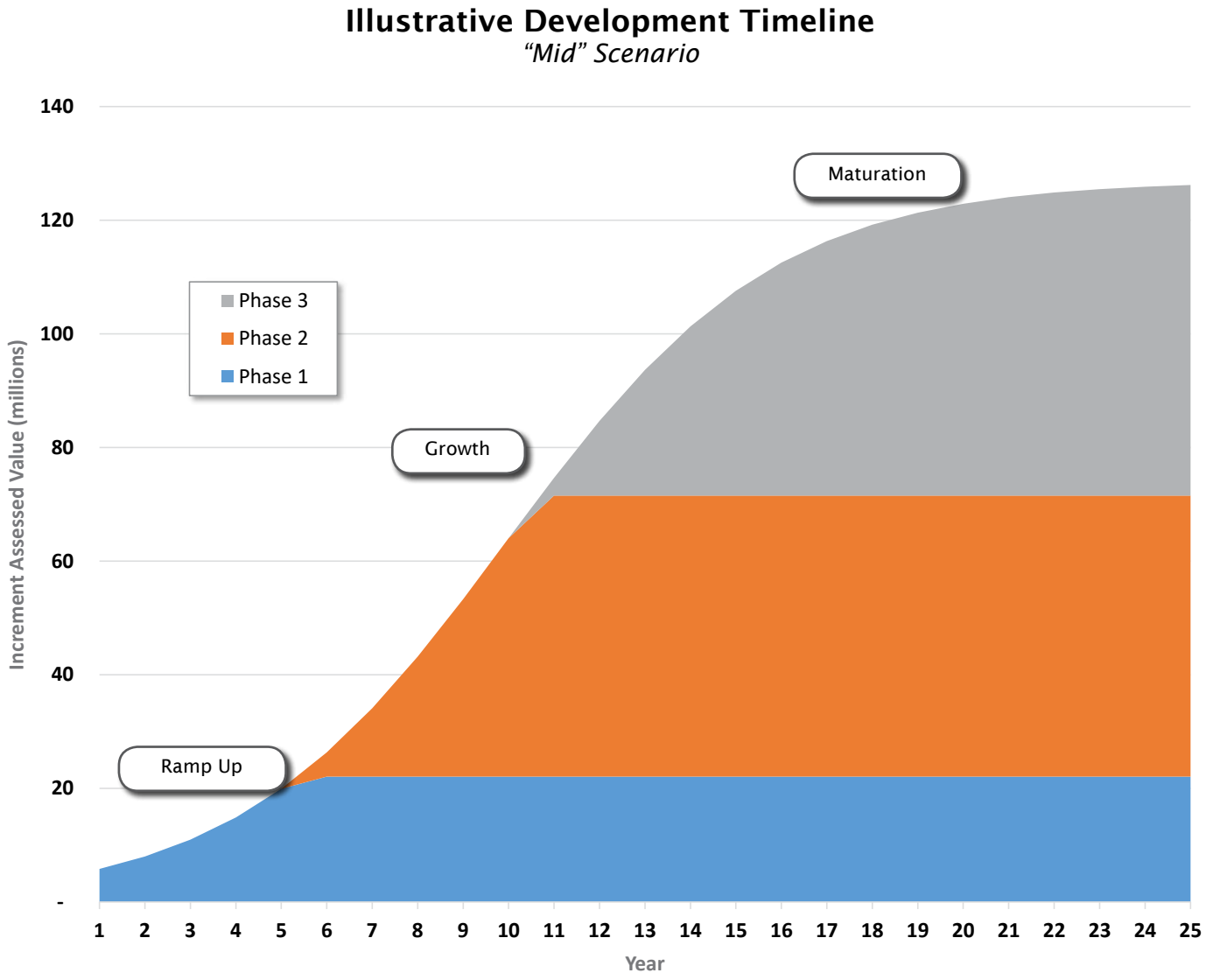
A logistics model is a mathematical function that relates the rate of growth of a specific variable to the amount of remaining capacity. It forms a distinctive "S" curve that includes an introductory period, a period of growth and a period of maturity as the amount of available capacity diminishes.

Logistics curves are used in a variety of formats, and are useful in land use planning to estimate the pace of potential development.

In this context, the rate of development growth within the South Madison TIF is shown as an inverse function of the amount of undeveloped land.

The estimated development curve begins with relatively slow growth that accelerates in years 5-15 before tapering off again.

ILLUSTRATIVE DEVELOPMENT TIMELINE



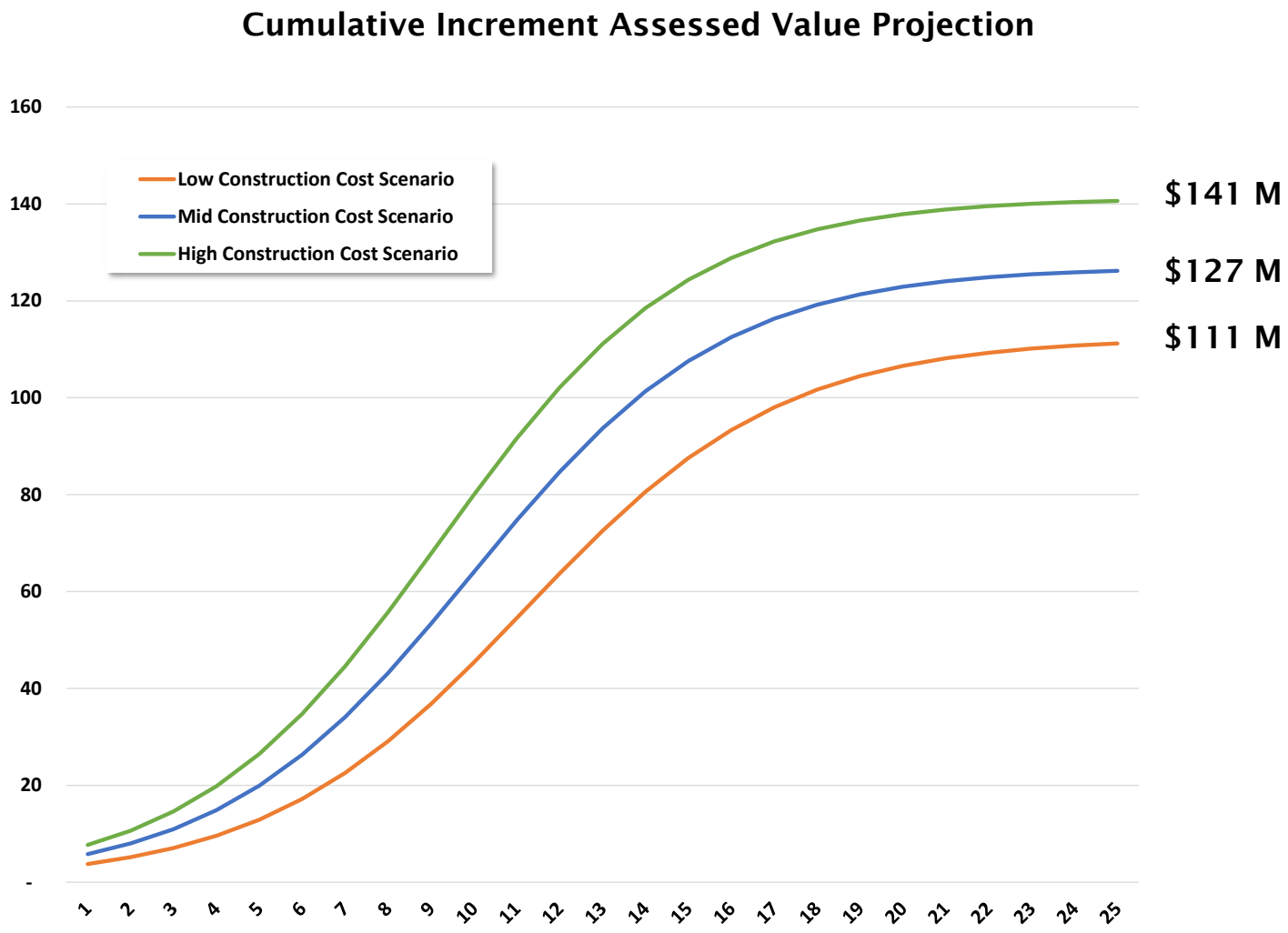
The South Madison TIF Master Plan is segmented into three phases. Applying the illustrative development timeline to the planned investments in each phase yields the investment growth pattern shown above.

Under this scenario, Phase 1 of the master plan builds out over a 4 to 5 year timeframe. Phase 2 builds out during the subsequent seven years and concludes in Year 12.

The Phase 3 development begins in the growth stage of the development curve and continues through the maturity phase.

While the development timeline is "smooth" for illustrative purposes, it is likely to be "lumpy" in reality as development projects tend to be clustered together.

ASSESSED VALUE PROJECTION



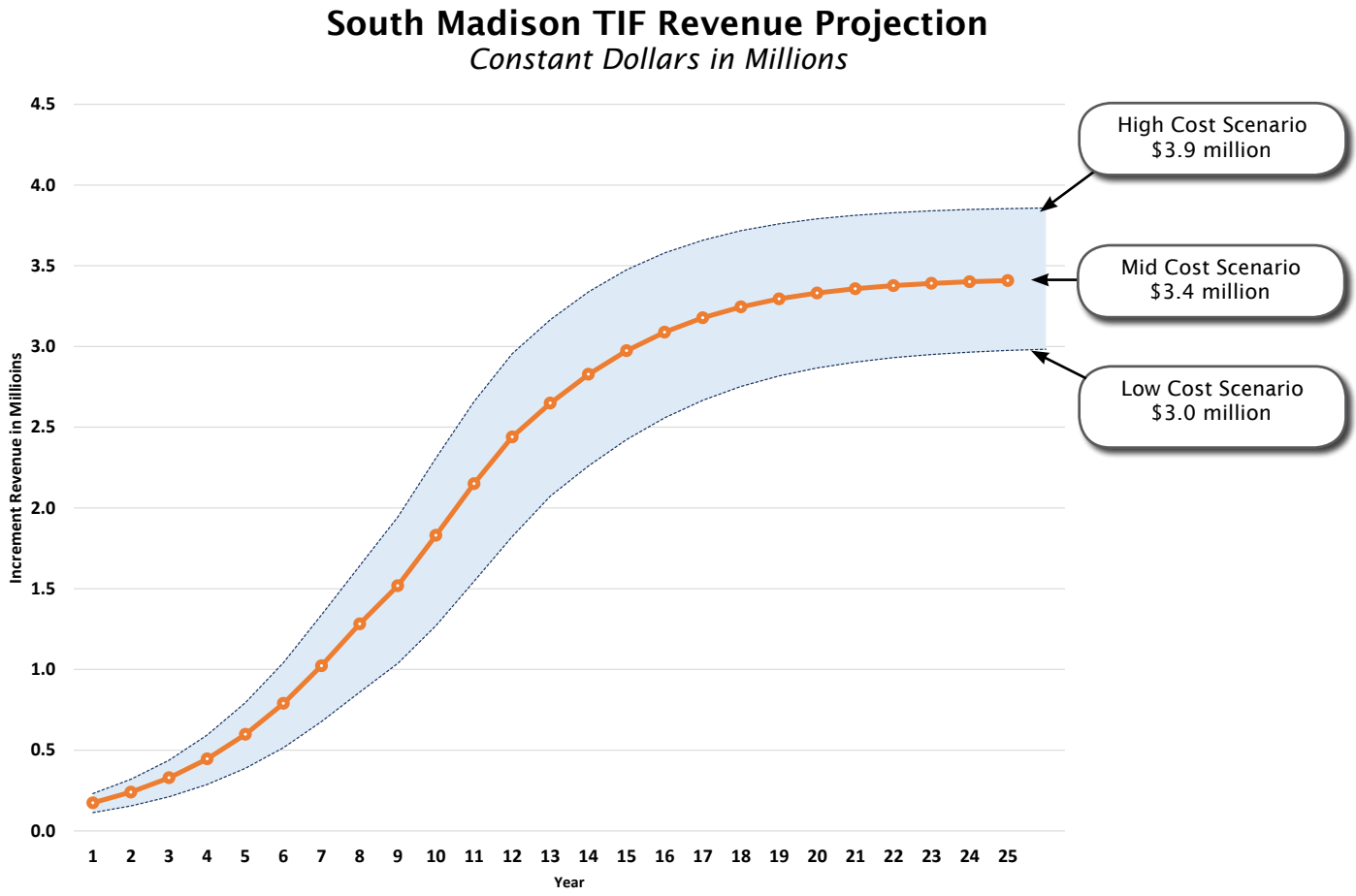
The chart above shows the total increment assessed value projection for each of the three cost scenarios over a 25 year time horizon.

These estimates are the outcome of applying the assessed value assumptions detailed in page 7 to the development timeline described in page 9.

This methodology yields an estimate of $141 million in total increment assessed value in the High cost scenario, $127 million in increment assessed value in the Mid cost scenario, and $111 million in increment assessed value in the Low cost scenario.

The High and Low cost scenario assessed values vary by 11%-12% from the Mid cost scenario

TIF REVENUE ESTIMATES



The estimated level of assessed value will generate a projected $3.4 million in incremental revenue in the "Mid" cost scenario by the end of the forecast period (constant dollars).

The "Low" and "High" cost scenarios generate $3.0 and $3.9 million respectively.

Timing factors are important when considering fiscal options for the TIF. By statute, Indiana TIF districts expire 25 years after the first bond payment is due and payable.

If bond financing is required at the outset of the development to fund infrastructure, then delays in the development timeline have a significant, negative impact on the overall bonding capacity of the TIF.

CUMULATIVE REVENUE PROJECTIONS

South Madison TIF: Cumulative Revenues by Phase

Current Dollars in Millions

	Low Scenario				Mid Scenario				High Scenario			
Phase	**1-5**	**6-10**	**11-25**	**Total**	**1-5**	**6-10**	**11-25**	**Total**	**1-5**	**6-10**	**11-25**	**Total**
Phase 1	$1.2	$2.1	$6.4	$9.7	$1.8	$3.3	$9.9	$15.0	$2.4	$4.4	$13.2	$20.0
Phase 2		$2.2	$18.7	$20.9		$3.1	$20.9	$24.1		$3.9	$23.4	$27.3
Phase 3			$13.4	$13.4			$15.3	$15.3			$16.7	$16.7
	$1.2	**$4.4**	**$38.5**	**$44.0**	**$1.8**	**$6.4**	**$46.1**	**$54.3**	**$2.4**	**$8.3**	**$53.3**	**$63.9**

The above table shows the cumulative revenues produces in each cost scenario, and allows for a comparison of the total revenues generated under each cost scenario.

Over the 25 year forecast period, the "Low" cost scenario generates 18% less revenue than the "Mid" cost scenario, while the "High" cost scenario produces 16% more revenue.

The difference in revenues is magnified in the early years of the forecast, as the "Low" cost scenario produces half as much revenue in years 1-5 as the "High" cost scenario.

This difference emphasis the need for high quality development at the front end of the TIF build out.

South Madison TIF: Annual Projected Revenues

Current Dollars in Millions

	Forecast Year					
	1	5	10	15	20	25
Low Cost Scenario						
Increment Assessed Value	$3.8	$12.9	$45.4	$87.5	$106.6	$111.2
Increment Revenue	$0.1	$0.4	$1.3	$2.4	$2.9	$3.0
Mid Cost Scenario						
Increment Assessed Value	$5.8	$19.9	$64.0	$107.6	$122.9	$126.2
Increment Revenue	$0.2	$0.6	$1.8	$3.0	$3.3	$3.4
High Cost Scenario						
Increment Assessed Value	$7.7	$26.5	$80.0	$124.4	$137.9	$140.6
Increment Revenue	$0.2	$0.8	$2.3	$3.5	$3.8	$3.9

Policy Considerations

Strategic issues that carry long term implications for TIF revenues

- **Capture of Residential Parcels** - Growth from residential parcels cannot be captured in the TIF increment, so there is no upside revenue potential to including residential areas. However, the inclusion of residential parcels can negatively affect the TIF increment if assessed values decrease.
- **TIF Sunset Dates** - TIF allocation areas expire 25 years after the first bond payment is due and payable. Areas of the TIF may need to be reestablished to maximize the potential for revenue capture.
- **"Dark" Store Assessments and Property Tax Appeals** -There is a trend to use the sales price of vacant structures when assessing occupied commercial and industrial buildings. Recent changes in state statue allow protections against property tax appeals to be written in to economic development agreements.
- **Abatements and Economic Development Incentives** -The use of property tax abatements (at least initially) may be necessary to incentivize investment. Property tax abatements will defer the capture of TIF revenue until property becomes taxable.
- **Optimal Level of TIF Capture** -Capturing the growth of commercial and industrial investment limits the "real" (non-inflationary) increase in the existing tax base. In areas affected by circuit breaker losses, this may reduce a taxing unit's ability to provide increased levels of service. A "pass-through" mechanism allows excess increment assessed value to be released to the tax base.

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