

Town of Fortville, Indiana

# **Envision Fortville Comprehensive Plan**

# ACKNOWLEDGEMENTS

This publication has been prepared in partnership with the Town of Fortville, IN. For clarification or any additional information, please contact the following:



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## CHAPTER 1

### Creating a Roadmap to our Future

This chapter outlines the need for a comprehensive plan that will develop the framework used to guide future decisions for the Town of Fortville. It highlights the core issues facing the community as well as proposed goals and objectives to address those issues. It also contains an “Action Checklist” that is the foundation of the implementation strategy.

This chapter can be viewed as a “cliff-notes” version of the Envision Fortville Comprehensive Plan and may be used as an outline for those who do not wish to read the entire document.

## CHAPTER 2

### Who we are

This chapter contains basic information on the current state of Fortville. This includes demographic information, current housing information, existing economic conditions, current transportation information, existing land-use, current environmental conditions, existing utility capacities and locations, current public facility information, existing parks, recreation, & open space conditions, and any historical and cultural resources.

This chapter is integral to understanding where the community could be heading in the future. This allows the Town to make planned decisions to prepare for future growth and development.

# R V I E W

## CHAPTER 4

### Shaping our Future

This chapter contains the Future Growth Map (Concept Map) illustrating where the community would like to see growth occur. The map also specifies what types of growth should occur in each area.

Additionally, this chapter contains the Action / Implementation Strategy that is organized by four (4) building blocks (Growth & Community Development, Economic Growth & Stability, Public Facilities & Government Services, Quality of Life & Community Character).

## CHAPTER 3

### A Cohesive Vision

This chapter contains the vision of where the community would like to be in the future. Utilizing the information in Chapter 2, as well as the results of the public survey and public meetings, this chapter outlines a set of goals and objectives that reflects the needs and wants of the community.

#### Vision Statement:

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.

## CHAPTER 5

### Measuring Success

This chapter identifies the strategy for monitoring and documenting the progress of the plan. Essentially, this chapter answers the following questions: How are we going to measure the success of the plan? And, how are we going to evaluate how well the Town of Fortville has accomplished the goals and objectives of the plan?

This chapter also addresses the need to review and update the plan on a regular basis in order to ensure that the goals and objectives reflect the needs and wants of residents over time.



Photo By: Amanda Peskin

# WHAT'S IN THE PLAN?

## **CHAPTER ONE:**

### **Creating a Roadmap to our Future**

This chapter outlines the need for a comprehensive plan that will develop the framework used to guide future decisions for the Town of Fortville. It highlights the core issues facing the community as well as proposed goals and objectives to address those issues. It also contains an “Action Checklist” that is the foundation of the implementation strategy. This chapter can be viewed as a “cliff-notes” version of the Envision Fortville Comprehensive Plan and may be used as an outline for those who do not wish to read the entire document.

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*Vision Statement: 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.*

## **CHAPTER FOUR:**

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This chapter contains the Future Growth Map (Concept Map) illustrating where the community would like to see growth occur. The map also specifies what types of growth should occur in each area.

Additionally, this chapter contains the Action / Implementation Strategy that is organized by four (4) building blocks (Growth & Community Development, Economic Growth & Stability, Public Facilities & Government Services, Quality of Life & Community Character).

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An aerial photograph of a residential neighborhood in winter. The ground is covered in snow, and the roofs of houses are visible. A semi-transparent dark grey box is overlaid on the top half of the image, containing white text. The text is a quote about comprehensive planning for communities, comparing it to career or retirement planning for individuals. The quote is attributed to 'Creating a Wise Economy 2010'.

“Comprehensive planning for communities is like career planning or retirement planning for individuals: if you don’t set goals for your future and develop a pathway to get from where you are today to where you want to be, you are most-certainly setting yourself up for failure...”

(Creating a Wise Economy 2010)

Photo By: Ryan Schmidt

# 1

## CHAPTER 1 Creating a Roadmap to our Future

### A Comprehensive Plan for our Community

An integral factor in determining the success of a community is whether or not it has a comprehensive plan. Communities may call their plans by many names: a master plan, a general plan, or even a development plan. Regardless of what a community calls its plan, the primary function of the document remains the same... To plan for the future.

**Many communities that have been the generational success story of their region have used a comprehensive plan (or similar guiding document) as a pathway to their success.**

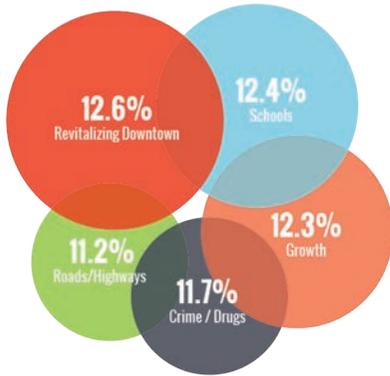
Comprehensive planning for communities is like career planning or retirement planning for individuals: if you don't set goals for your future and develop a pathway to get from

where you are today to where you want to be, you are most-certainly setting yourself up for failure. In order to prevent this potential failure, comprehensive plans address big-issues in a big-picture way. While other town plans may be more focused and deal with specifics such as parks, solid waste, or transportation, only the comprehensive plan fully considers how the whole community's values, needs, wants, residents, and places are interrelated and interdependent. This comprehensive understanding of the Town allows for better preparation and guidance for the future of the community.

Envision Fortville is the comprehensive plan for the future of Fortville. Developed by the ideas and input of residents and organized by a volunteer group of local citizens, business owners, town officials, and community leaders, this document will serve as Fortville's "pathway" to future decisions over the next 20 years.

#### IN THIS CHAPTER

- A Comprehensive Plan for our Community
- Five Key Challenges and Opportunities
- Fortifying our Future
- A Guideline for Action
- Action Checklist



### Top Five Most Important Issues

Based on the results of the public survey, these issues were ranked highest by survey participants.

- Revitalizing Downtown - 12.6%
- Schools - 12.4%
- Growth - 12.3%
- Crime / Drugs - 11.7%
- Roads / Highways - 11.2%

These results were calculated based on a weighted system due to the structure of the question.

Participants were asked to rank a list of issues numerically according to importance. A rank of one (1) meant that the issue was the most-important issue on the list. The numbers were then weighted in the following manner; each “1” response was worth 10, each “2” response was worth 9 and so forth. The following is the weighted calculation for “Revitalizing Downtown”:  
 $(41 \times 10) + (36 \times 9) + (24 \times 8) + (14 \times 7) + (24 \times 6) + (8 \times 5) + (4 \times 4) + (9 \times 3) + (3 \times 2) + (1 \times 1) = 1,258$ . This calculation was done to all ten (including “other”) options on the survey.

## Five Key Challenges and Opportunities

Input, ideas, and discussions during the first public workshop coupled with the input received from the public survey helped to identify the key challenges and potential opportunities facing the Town of Fortville.

### Revitalizing Downtown

In 2005, K. Baker wrote, “We envision the downtown as a vibrant place for entertainment, shopping, dining, and community events. We envision it as a great place to live and do business, to meet people, to walk around, to see art and local history, to hear music and concerts, to enjoy holidays, festivals, and events. The downtown shall be a unique place that draws people to it.” This quote illustrates just how important a downtown is to the success of a community. Given that “Revitalizing Downtown” was the top issue for survey respondents, it is apparent that members of the community find the Downtown important as well.

So what can the Town do to improve Downtown Fortville? How can we ensure that Fortville epitomizes Baker’s view of the downtown?

### Applicable Goals & Objectives

- i. Encourage efficient land use, meet future land use needs for the projected population to the year 2035, and maintain land designations appropriate for the character of the Town of Fortville.

1. Establish a Plan Commission.
2. Establish a Zoning Ordinance.
3. Establish a Board of Zoning Appeals (BZA).
- ii. Maintain and protect the existing high-quality of life and small-town identity of the community while maintaining a proactive approach to future growth and development.
  1. Identify potential areas for future growth and establish standards for the types of development to occur in those areas.
- iii. Increase the recognition of Fortville as a center for arts, entertainment, and festivals.
  1. Develop a marketing campaign/plan for the Town of Fortville.
    - a. Logo, brochures, website, social media, etc.
  2. Apply for “Our Town Grants” through the National Center for Arts.
  3. Work with Fortville Action Inc. and other groups to organize new events and activities.
    - a. Concert in the park series, etc. (Construct a pavilion in the park for performances.)
- iv. Ensure that Fortville has a mix of

spaces for performance and exhibition and that art and entertainment venues are incorporated into the built environment.

1. Complete a Downtown Master Plan that is inclusive of these elements.
  - \*See “Envision Fortville Mainstreet Revitalization Plan” note on right.
2. Work with the Chamber to improve and maintain existing Farmer’s Market.
- v. Preserve and enhance the character of Fortville’s neighborhoods, enable sensitive, economically feasible maintenance and adaptive reuse of historic buildings and respect neighborhood form and patterns.
  1. Develop zoning ordinances that enforce the aforementioned objectives.
  2. Develop a façade improvement program.
  3. Develop an ordinance that prevents razing of pre-1960’s structures before a strict review process.
- vi. Design and maintain a healthy and attractive public realm that fosters community connection.
  1. Establish a Public Improvement Advisory Committee.
  2. Establish a Public Improvement Action Plan.
  3. Secure funding from
    4. Hancock County’s Food and Beverage Tax.
    4. Apply for Hancock County Community Foundation Grants.
  - vii. Facilitate thoughtfully designed, pedestrian-oriented mixed-use development and reuse opportunities in commercial corridors, public plazas, and other areas that are sensitive to neighborhood context.
    1. Establish zoning ordinances that accomplish these objectives.
  - viii. Ensure that the Town of Fortville has a strong, diverse, and connected supply of local businesses to serve the needs of residents and visitors to the community.
    1. Work with the Chamber to establish a “Shop Local” program.
    2. Establish additional TIF / BID Districts in select locations.
      - a. Establish a Downtown TIF or BID District.
    3. Pursue business-friendly grants.
    4. Market and promote the Main Street Business District.
    5. Identify and attract certain businesses to the community.
      - a. Craft Breweries
      - b. Ethnic Restaurants

## Envision Fortville Mainstreet Revitalization Plan

The Envision Fortville Downtown Revitalization Plan was completed during the development of this document. A few key highlights from the Mainstreet Plan can be found on pages 4 and 5. The complete Envision Fortville Mainstreet Revitalization Plan can be found in the Appendices on page 208.

## Photos of Downtown Fortville





Potential Trail Location: Existing



Potential Trail Location: Proposed



Boardwalk Trail: Existing



Boardwalk Trail: Proposed

## Key Components of the Envision Fortville Mainstreet Revitalization Plan

The following information and graphics have been pulled from the Envision Fortville Mainstreet Revitalization Plan. The full plan can be found in the Appendices on page 208.

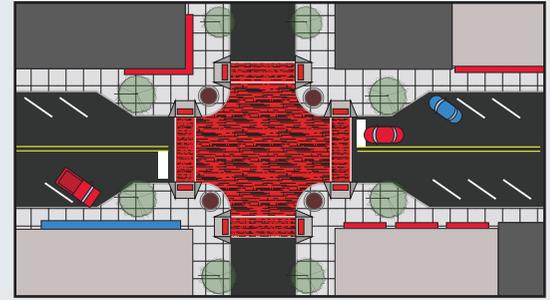
### Purpose of the Plan

The Envision Fortville Mainstreet Revitalization Plan outlines recommended improvements to the central business district, Main Street, of the Town of Fortville, Indiana. Working with a Steering Committee, a series of concepts were identified to preserve and build upon existing assets, and restore the vitality to the heart of the community. Design recommendations are specific to Fortville's existing conditions, but are conceptual in nature.

### Key Highlights from the Mainstreet Plan

Revitalizing downtown has to be a mix of physical improvements couple with fiscal improvements. In the case of Fortville, who does not have local control over planning, zoning and economic development, they need a third component administrative and policy updates. 'Envision Fortville Main Street' consists of three components:

1. Streetscape and infrastructure enhancements calling for sidewalks and curb improvements, paving patterns and textures, street amenities, wayfinding and traffic calming. This includes gateway locations to identify community entrances through signage and continuity of design elements.
2. Policy changes Town Administration can implement.



Graphic illustrating proposed "bump-outs" along MainStreet

3. Strategies and resources for attracting economic development to the downtown area, including demographic information, market analysis and funding sources.

The plan has multiple benefits for the Town of Fortville:

#### Residents

1. a beautiful, vibrant downtown
2. a broader range of local goods and services
3. the convenience of shopping locally
4. employment opportunities
5. safer pedestrian-friendly streets
6. expanded recreational and entertainment opportunities
7. opportunities

#### Local Government

1. increased tax income
2. opportunity for community development

#### Property Owners

1. increased property values and stable rents

- 2. increased occupancy rates in downtown
- 2. Policy Changes; implement tools to foster new investment
- 3. Economic Development/Building Reuse/Retail Changes; expand on current private and public sector partnerships

*Business Owners*

- 1. increased growth and expansion opportunities

To create a high quality and attractive environment throughout the central business district that will evoke a sense of pride and create a safer place for people who live, work and visit the Town of Fortville. To accomplish this there are (3) tactics the Town is pursuing in congruence as a part of their revitalization strategy:

- 1. Streetscape/Street Furniture Changes; encourage and expand pedestrian use of the central business district

The graphics and information on page four (4) and page (5) show just a few of the proposed projects, recommendations, and information for the Envision Fortville Mainstreet Revitalization Plan. The full Mainstreet Plan can be found in the Appendices of this document.



Mainstreet Gateway: Existing



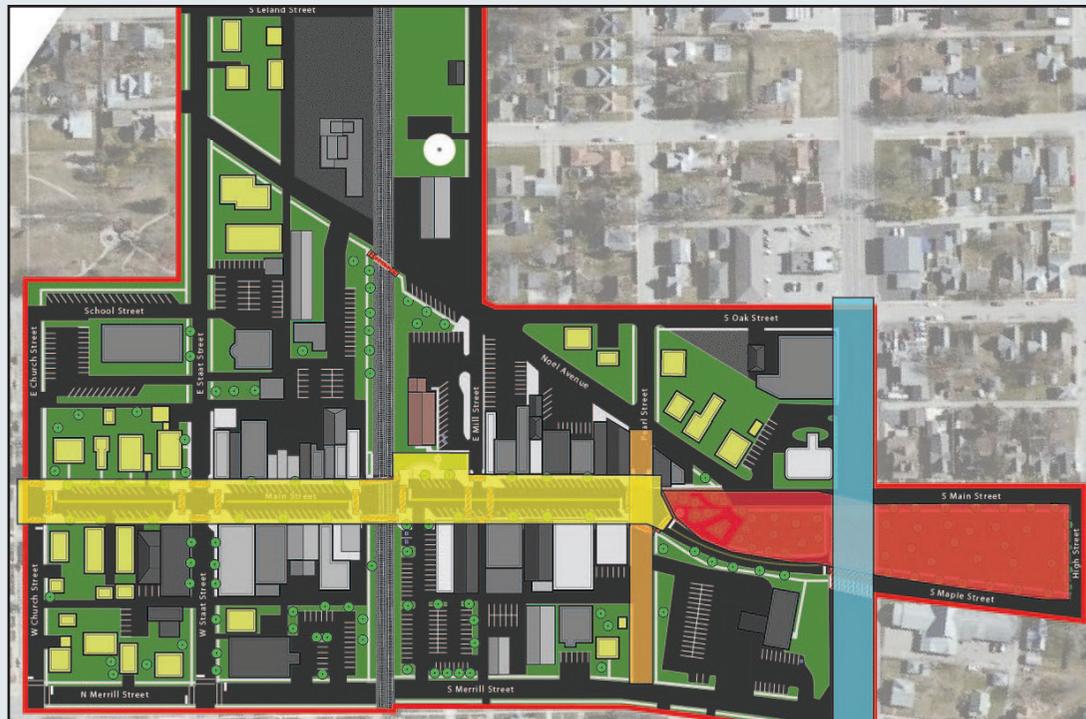
Mainstreet Gateway: Proposed



Potential Trail Location: Existing



Potential Trail Location: Proposed



Proposed Downtown Plan (Option One)



(Mexican, Italian, etc.)

### Schools

Schools play an integral role in the sustainability and success of a community. Not only are they the centers for education and youth development, they help strengthen the bond between families and the community. Many families with children (and or planning to have children) place schools as one of the deciding factors when determining where to purchase a home.

As we continue to grow, how can we ensure that residents (and future residents) of Fortville have access to a high quality education system? How can the Town build on the success of the schools to attract quality residents and businesses?

### Applicable Goals and Objectives

- i. Provide for and encourage a safe, convenient, and economic transportation system inclusive of adequate accessibility to all planned land uses, alternative transportation options, and good infrastructure maintenance.
  1. Identify and prioritize sidewalk and trail construction that connects the community to local schools: 1 – 2 years.
  2. Install high-grade / highly visible crosswalks around schools and other public facilities: 1 – 2 years.
  3. Install sidewalks throughout

- ii. Maintain and enhance a strong collaboration between the community and school district.
  1. Include school ratings and information in Fortville marketing materials: 1 – 5 years.
  2. Set-up regular meetings with the School Board / Superintendent and the Town Council: Ongoing.
  3. Utilize Fortville Elementary for public events and other activities: Ongoing.
- iii. Collaborate and coordinate with the Mt. Vernon School Board to provide and maintain a public education system which meets the needs of Fortville’s current and future population.
  1. Coordinate with the school board on growth and development trends and population & student projections to ensure that the plans of the School Board and the Town of Fortville are based on consistent data: Ongoing.
  2. Schedule annual meetings with School District representatives and other local governments in Vernon Township to review any Public School Facility elements, including enrollment projections:

- 3. Ongoing. Develop capital improvement plans that consider required infrastructure to service existing and proposed schools: Ongoing.
- iv. Connect the schools to the Town through the installation of trails and other multi-modal thoroughfares.
  - 1. Apply for Transportation Alternative Funds (formerly Safe Routes to School): Ongoing.

### Growth

Over the past 30 years, the growth dynamic in Fortville and the surrounding region has been characterized by increasing population, rapid development, and outward expansion. Much of this growth has been caused by the rising popularity of successful bedroom communities serving the Indianapolis Metropolitan Area.

Between 2000 and 2010, Fortville’s land area grew by more than 145 percent. This percent change was higher than any other neighboring community. Fortville’s growth in land area also outpaced it’s population growth during that timeframe, reducing the overall density of the Town.

Utilizing the growth rate of the Town over the 2000 - 2010 period, it is possible to calculate future population estimates for the Town of Fortville. Based on the following equation:

$$POP_{Future} = POP_{Present} \times (1 + i)^n$$

it is estimated that Fortville will have a total population of 4,720 residents by the year 2025 and 5,334 residents by the year 2035. Of course, this is a rough estimate and actual population numbers will depend on economic climate/conditions, development, as well as other factors.

As we continue to grow in both population and land area, how do we ensure that we retain our small town charm? Is it possible to be proactive to development while keeping those things that make us a small-town community?

### Applicable Goals and Objectives

- i. Encourage efficient land use, meet future land use needs for the projected population to the year 2035, and maintain land designations appropriate for the character of the Town of Fortville.
  - 1. Establish a Plan Commission.
  - 2. Establish a Zoning Ordinance.
  - 3. Establish a Board of Zoning Appeals (BZA).
- ii. Maintain and protect the existing high-quality of life and small-town identity of the community while maintaining a proactive approach to future growth and development.
  - 1. Identify potential areas for future growth and establish standards for the types of

### Suburban Growth Over Time

The following images show growth around the Town of Fortville over the last 30 years.



(Time, Timelapse - Powered by Google)



- development to occur in those areas.
- iii. Preserve and enhance the character of Fortville’s neighborhoods, enable sensitive, economically feasible maintenance and adaptive reuse of historic buildings and respect neighborhood form and patterns.
  - 1. Develop zoning ordinances that enforce the aforementioned objectives.
  - 2. Develop a façade improvement program.
  - 3. Develop an ordinance that prevents razing of pre-1960’s structures before a strict review process.
- iv. Preserve and expand an integrated mix of safe, affordable, and environmentally sound housing options for households of all types and from diverse social and economic groups.
  - 1. Encourage the development of housing in a manner that discourages sprawl and enables residents to use existing services and infrastructure efficiently: 1 – 5 years.
- v. Preserve and enhance the character of Fortville’s neighborhoods, enable sensitive, economically feasible maintenance and adaptive reuse of historic buildings and respect neighborhood form and patterns.
  - 1. Develop zoning ordinances that enforce the aforementioned objectives: 1 – 2 years.
- vi. Ensure the continued stewardship of Fortville’s natural environment.
  - 1. Identify any environmental assets that need to be protected within the existing jurisdiction and any future areas for growth: Ongoing.
  - 4. Protect and promote the preservation of important prime farmland soils in the community: Ongoing.
  - 5. Minimize negative impacts of erosion, sedimentation, and storm drainage on natural resources through the development of legislation and proper infrastructure solutions: Ongoing.
- i. Ensure that Fortville residents, business owners, and visitors have an adequate supply of properly-equipped emergency personnel to maintain a safe, crime-free, and well-protected community.
  - 1. Evaluate the impact of future expansions and developments on the level of protection and coverage provided by emergency personnel: 1 – 3 years / Ongoing.

## Crime / Drugs

Crime and fear of crime can have an incredibly corrosive effect on individuals and a community. Not only does crime impact the lives of the victims, it impacts quality of life factors for the entire community. This can lead to fewer businesses and residents moving into Town which harms the economic stability of Fortville. And while Fortville's low crime rate is comparable to the rate of surrounding communities, according to the survey, there are some areas in which we need to improve.

In 2013, Fortville Police responded to 6,191 calls - a 17.5% increase over 2012 (5,269). Of those incidents, three (3) were categorized as "Violent Crimes," 18 were batteries, and 46 resulted in drug-related arrests.

As we continue to grow, how can we ensure that we maintain a safe, crime, and drug-free community? How can we ensure that our Police Department has the proper equipment and support they need to meet the demands of the community?

### Applicable Goals and Objectives

- i. Ensure that Fortville residents, business owners, and visitors have an adequate supply of properly-equipped emergency personnel to maintain a safe, crime-free, and well-protected community.
  1. Evaluate the impact of future expansions and developments on the level of protection and coverage provided by

- emergency personnel:  
1 – 3 years / Ongoing.
2. Develop a plan to inspect / upgrade outdated emergency equipment on a regular basis: 1 – 2 years.
3. Develop / strengthen community policing initiatives: Ongoing.
4. Install Public Video Surveillance Cameras in strategic locations throughout the community: 2 – 5 years.

- ii. Maintain and build upon the Electronic Notification System (Nixle) that allows residents to sign up for text and email alerts from the Town: 1 – 2 years.

## Roads / Highways

Roads and Highways are an integral part of Fortville's transportation network. Fortville is in a unique position in that it is situated between two major interstates (Interstate 69 and Interstate 70) and along two state road (SR 36/67 and SR 13). In addition to shaping the growth of the region over the past 30 years, these roadways have and continue to shape the growth and development patterns of the Town of Fortville.

As we continue to grow as a community, how can we ensure that we maintain a safe, convenient, and economic transportation system inclusive of multiple modes of transportation? How can we ensure that we are getting the most efficient use of our transportation dollars while maintaining a





well-maintained transportation network?

### Applicable Goals and Objectives

- i. Design and maintain a healthy and attractive public realm that fosters community connection.
  1. Establish a Public Improvement Advisory Committee: 1 – 3 years.
  2. Establish a Public Improvement Action Plan: 1 – 3 years.
- ii. Provide for and encourage a safe, convenient, and economic transportation system inclusive of adequate accessibility to all planned land uses, alternative transportation options, and good infrastructure maintenance.
  1. Develop and maintain a transportation system plan that encourages alternatives to, and reduces dependency on the automobile: 5 – 10 years.
  2. Develop land use regulations and subdivision ordinances that allow needed transportation facilities and improvements and encourage development patterns that enhance opportunities for pedestrian travel, bicycle travel, and forms of public transportation: 1 – 5 years.
  3. Strive to coordinate planning actions, provide transportation services, and implement the INDOT State Transportation Improvement Program (STIP) with affected jurisdiction in order to best serve Fortville’s residents: Ongoing.
  4. Identify and prioritize sidewalk and trail construction that connects the community to local schools: 1 – 2 years.
  5. Install high-grade / highly visible crosswalks around schools and other public facilities: 1 – 2 years.
  6. Install sidewalks throughout parks and along Broadway Street: 5 – 10 years.
  7. Build a commuter lot – or find existing town-owned properties that may serve to fill this need: 1 – 3 years.
  8. Maintain and enhance commuter bus routes to Downtown Indianapolis (existing provider Miller Trailways): 1 – 3 years.
  9. Install sidewalks or other multi-modal trails along the corridor (101st St. / County Rd. 1050 N. East to Cyntheanne Road) that connects Fortville to the Town to Fisher’s new Four Season Park: 2 – 3 years.



## ENVISION FORTVILLE VISION STATEMENT

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.

### Fortifying our Future

#### Vision Statement

Over the past 20 years, the rapid northeast expansion of Indianapolis has led to the creation of several bedroom communities that serve the metropolitan area. Many of these communities grew so quickly that they were unable to properly plan for such massive levels of growth and lost the very thing that attracted so many from the beginning – their unique small-town charm and character. Fortunately, Fortville has been able to observe the changes, both good and bad, in those communities so that a plan can be developed to guide growth in a manner fitting the vision of the community.

The process to develop a vision for Fortville engaged hundreds of residents over a 12-month period beginning with the kick-off of the Envision Fortville planning process in April of 2013. Through workshops, socials, social media, surveys, special events, and a steering committee, residents, business owners, and town officials described their ideas for the Town's future. These ideas led to the creation of the Envision Fortville Vision Statement.

The Envision Fortville Vision Statement embodies our commitment to preserving Fortville's unique characteristics while identifying things that we can do to improve our community. The vision statement answers the question, "What kind of town do we want Fortville to be?"

### A Guide for Action

#### Action Policy Building Blocks

The Action Policy Building Blocks serve as the support structures of Envision Fortville. Each building block is used to organize broad-range elements (Planning Topics) that embody the community ideated in the Vision Statement. The structure of the Building Blocks and Goals and Objectives can be seen in Chapter Three. (They are also included in this Chapter organized by the "Five Key Challenges and Opportunities" established by the Envision Fortville Public Survey".)

While Chapter Three provides us with the Goals and Objectives, it does not provide us with a means to accomplish the Objectives. We need Action Steps that not only direct action to the appropriate responsible party, but outline a step by step task list to accomplish each Objective. This is the stage at which the Action Checklist comes into play.

The Action Checklist will serve as our "Guide for Action."

# Action Checklist

The following Action Checklist contains all of the Action Steps for each Goal and Objective. The Actions Steps break down each Objective into an organized task list of what needs to be completed in a set timeframe in order to accomplish the stated Objective. Essentially, the Action Steps constitute the Implementation Strategy.

The Action Checklist is organized by priority and includes each objective, the responsible party(ies), the anticipated timeline, and the Action Steps. The full Action Matrix (which is the Action Checklist) organized by Goal and containing additional information for each Objective can be found on page 92.

HIGH PRIORITY OBJECTIVES				
Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Establish a Plan Commission	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 3 years	<p>Step 1: Summer 2014 - Notify the County that we intend to establish our own Plan Commission and extend the contract for permitting. This will begin the two-year notice period.</p> <p>Step 2: Summer 2014 through Summer 2016 – Begin finding candidates to sit on the Fortville Plan Commission.</p> <p>Step 3: Summer 2016 - Appoint seven (7) members to sit on the Fortville Plan Commission.</p>
Establish a Zoning Ordinance	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 5 years	<p>Step 1: Summer 2014 - Complete and adopt Comprehensive Plan.</p> <p>Step 2: Summer 2016 — Establish the Fortville Plan Commission.</p> <p>Step 3: Fall 2016 - Plan Commission should begin Zoning Ordinance according to specifications in IC 36-7-4-600.</p> <p>Step 4: Fall 2017 - Fortville Town Council adopts Zoning Ordinance according to guidelines in IC 36-7-4-602.</p>

Establish a Board of Zoning Appeals (BZA)	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 5 years	<p>Step 1: Summer 2014 – Summer 2016 - Begin finding candidates to sit on the Fortville Board of Zoning Appeals.</p> <p>Step 2: Summer 2016 - Appoint five (5) members to sit on the Fortville Board of Zoning Appeals.</p>
Identify potential areas for future growth and establish standards for the types of development to occur in those areas.	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 5 years	<p>Step 1: Summer 2014 - Pass the Envisions Fortville Comprehensive Plan which contains the Future Growth Concept Map and the Phased Growth Map.</p> <p>Step 2: Continue to utilize the maps to direct and prioritize development.</p> <p>Step 3: Revisit the maps during Five Year Evaluation Reports to ensure they reflect the needs of the community over time.</p>
Establish Overlay District Standards along the Broadway Street corridor.	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	2 - 5 years	<p>Step 1: Fall 2016 – Plan Commission should begin Zoning Ordinance according to specifications in IC 36-7-4-600.</p> <p>Step 2: Winter 2016 – A report should be compiled that details the purpose and goal of the overlay district. The boundary should be simply and clearly defined.</p> <p>Step 3: Spring 2017 – The Plan Commission should evaluate the overlay district for compliance with current standards.</p> <p>Step 4: Fall 2017 – Fortville Town Council adopts Zoning Ordinance, including Overlay District, according to guidelines in IC 36-7-4-602.</p>
Encourage the maintenance, conservation, and enhancement of existing residential areas and housing stock.	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 5 years	<p>Step 1: Summer 2014 – Review and update the Property Maintenance Ordinance (PMO) as needed.</p> <p>Step 2: Fall 2014 - Identify or hire a part-time employee that can travel the community to find properties that are in violation of the PMO and work with the owner to find a way to bring them to code.</p> <p><b>This will require the Town to fund a new position. However, fines collected from violations may be used to fund the position in the future.</b></p>

Develop a marketing campaign / plan for the Town of Fortville.	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	1 - 5 years	<p>Step 1: Spring 2015 – Establish a Fortville marketing committee consisting of members from the Town Council, Chamber of Commerce, Fortville Action Inc. and the general public. The committee should be tasked with working with a private consultant to complete the following tasks:</p> <ul style="list-style-type: none"> <li>Development of a strategic marketing plan</li> <li>Developing a new logo</li> <li>Designing and printing a new brochure</li> <li>Designing and printing new business cards</li> <li>Designing and printing new letterhead</li> <li>Designing and developing a new website</li> </ul> <p>Step 2: Spring 2016 – Roll out of the new marketing plan and materials begins. This includes updating the Town’s social media pages to reflect the new image.</p>
Complete a Downtown Master Plan that is inclusive of the elements of the Goal on page 100. <b>See Plan - page 208</b>	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Redevelopment Commission</li> </ul>	1 year (under development)	<p>Step 1: Summer 2014 - Approve the Envision Main Street Plan.</p> <p>Step 2: Fall 2014 – Begin implementation of the Envision Main Street Plan.</p>
Develop zoning ordinances that enforce the objectives listed in the Goal on page 101.	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	2 - 3 years	<p>Step 1: Fall 2016 through Fall 2017 – Develop zoning ordinances that are inclusive of architectural and design standards.</p> <p>Step 2: Fall 2017 – The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.</p>
Develop zoning ordinances that enforce the Goal on page 105.	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	2 - 3 years	<p>Step 1: Fall 2016 through Fall 2017 – Develop zoning ordinances that are inclusive of architectural and design standards.</p> <p>Step 2: Fall 2017 – The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.</p>

Market and promote the Main Street Business District.	High	<ul style="list-style-type: none"> <li>• Fortville Town Council</li> <li>• Fortville Redevelopment Commission</li> <li>• Fortville / McCordsville Chamber of Commerce</li> </ul>	Ongoing	<p>Step 1: Spring 2015 – Establish a Fortville Main Street marketing committee consisting of members from the Town Council, Chamber of Commerce, Fortville Action Inc. and the general public. The committee should be tasked with working with a private consultant to complete the following tasks:</p> <ul style="list-style-type: none"> <li>• Development of a strategic marketing plan</li> <li>• Developing a new logo</li> <li>• Designing and printing a new brochure</li> <li>• Designing and printing new business cards</li> <li>• Designing and printing new letterhead</li> <li>• Designing and developing a new website</li> </ul> <p>Step 2: Spring 2016 – Roll out of the new marketing plan and materials should now occur. This includes updating the Main Street’s social media pages to reflect the new image.</p> <p>The Main Street marketing campaign can and should be developed in conjunction with the Town of Fortville marketing campaign.</p>
Develop a marketing campaign / plan for the Town of Fortville.	High	<ul style="list-style-type: none"> <li>• Fortville Town Council</li> <li>• Fortville / McCordsville Chamber of Commerce</li> </ul>	1 - 5 years	<p>Step 1: Spring 2015 – Establish a Fortville marketing committee consisting of members from the Town Council, Chamber of Commerce, Fortville Action Inc. and the general public.</p> <p>Step 2: Spring 2015 - Work with the committee to develop a strategic marketing plan. This plan should detail every component needed to market the community.</p> <p>Step 2: Spring 2016 – Roll out of the new marketing plan and materials begins. This includes updating the Town’s social media pages to reflect the new brand.</p>

Include school ratings and information in Fortville marketing materials.	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Mt. Vernon Community School Corporation</li> </ul>	1 - 2 years	<p>Step 1: Spring 2015- Work with the Fortville Marketing Committee to promote Mt. Vernon Community Schools.</p> <p>Step 2: Summer 2016 – Highlight the success of our school system with the rollout of the new Fortville marketing materials.</p>
Evaluate the impact of future expansions and development on the level of protection and coverage provided by emergency personnel.	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Emergency Personnel</li> <li>Fortville Plan Commission</li> <li>Township Trustee's Office</li> </ul>	1 - 2 years / Ongoing	<p>Step 1: Summer 2014 – Map existing response times for emergency personnel in the Town of Fortville.</p> <p>Step 2: Any new development should not increase the response times mapped in Step 1. If it does, we should consider the addition of new stations or patrols to cover the new development.</p> <p>Once the Town has an official Plan Commission, they should ensure proper response times before approving any new development.</p>
Ensure that the water system is of an adequate amount to supply water for the projected population.	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	Ongoing	<p>Step 1: Summer 2014 – Calculate the current water usage per person. (<math>325,000/3,929 = 83</math> gallons per person, per day) If we estimate the population to be around 4,720 in 2025, then we can expect the anticipated water usage to go up to 391,760 gallons per day by 2025 and 442,722 gallons per day by the year 2035.</p> <p>With a current distribution capacity of 1.2 million gallons per day, the Town has sufficient capacity to supply water beyond the year 2035. (Given a steady growth rate)</p>
Ensure that areas for planned expansion have access to the proper infrastructure necessary for future development.	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	Ongoing	<p>Step 1: Summer 2016 – Work with the Plan Commission to decide the impact of future development on the existing water supply.</p> <p>Step 2: Summer 2016 – Utilizing the Existing Utilities Map, determine if water service will need to be expanded to reach any new development.</p> <p>The developer should be encouraged to cover the costs of service expansion to their development.</p>

Provide and maintain a separate wastewater and storm water system with sufficient capacity to serve future development while eliminating combined sewer overflow into public waterways.	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	Ongoing	<p>Step 1: Summer 2014 – Pass the Envision Fortville Comprehensive Plan which contains the future growth Concept Map and lists existing utility capacities and locations.</p> <p>Step 2: During the review of the improvement location permit – Use the information in the Comprehensive Plan to decide whether or not existing storm water and waste water utilities can handle the development.</p> <p>The developer should be responsible for covering the costs of all improvements and capacity expansions required for their development.</p>
Identify areas for future growth and develop a plan to ensure those areas have the access and quantity of infrastructure need to support development.	High	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	Ongoing	<p>Step 1: Summer 2014 – Pass the Envision Fortville Comprehensive Plan which contains the future growth Concept Map and lists existing utility capacities and locations.</p> <p>Step 2: During the review of the improvement location permit – Use the information in the Comprehensive Plan to decide whether or not existing utilities can handle the development.</p> <p>The developer should be responsible for covering the costs of all improvements and capacity expansions required for their development.</p>

#### MODERATE PRIORITY OBJECTIVES

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Develop a Business Registration Form/ Process (Commercial Compliance Form) that helps the Town identify local businesses and ensure proper zoning and use.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 2 years	<p>Step 1: Summer 2014 – Develop a Business Registration Form.</p> <p>Step 2: Fall 2014 – Fortville Town Council should adopt and administer the Business Registration Form.</p> <p>Step 3: Summer 2016 – Transfer responsibility of Business Registration Form administration to Fortville Plan Commission from Fortville Town Council.</p>

Set policies that encourage the development of high-quality, mixed-use, and mixed-income housing.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 5 years	<p>Step 1: Summer 2014 – Research and identify policies that can be changed and standards that can be increased. Note: Architectural standards, subdivision standards, environmental sustainability standards.</p> <p>Step 2: Fall 2014 – Begin adopting development standards that will provide a positive benefit to the overall identity and appeal of Fortville.</p>
Develop policies that allow for the use of new development techniques to encourage a variety of living areas and housing types in all residential districts.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 5 years	See “Explanation and Pertinent Information for the Previous Objective(s):” on page 96.
Encourage the development of housing in a manner that discourages sprawl and enables residents to use existing services and infrastructure efficiently.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 5 years / Ongoing	<p>Step 1: Summer 2014 - Pass the Envisions Fortville Comprehensive Plan which contains the Future Growth Concept Map and the Phased Growth Map.</p> <p>Step 2: Continue to utilize the maps to direct and prioritize development.</p> <p>Step 3: Revisit the maps during Five Year Evaluation Reports to ensure they reflect the needs of the community over time.</p>
Apply for “Our Town Grants” through the National Endowment for the Arts (NEA).	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 2 years	<p>Step 1: Summer 2014 – Identify a cultural (arts or design) nonprofit organization to partner with for the application.</p> <p>Step 2: Summer 2014 – Determine funding available to be used for matching; these matching funds may be all cash or a combination of cash and in-kind contributions.</p> <p>Step 3: Fall 2014 through Winter 2014 – Prepare and submit application according to updated deadline.</p> <p>See <a href="http://arts.gov/grants-organizations/our-town">http://arts.gov/grants-organizations/our-town</a> for additional information.</p>

Encourage Fortville residents to get involved with / sit on the Hancock County Tourism Board.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Hancock County Tourism Commission</li> </ul>	Ongoing	<p>Step 1: Fall 2014 - Engage community members / Town officials / organization leaders to begin attending Tourism Commission meetings on a regular basis to highlight and coordinate Fortville events and festivals.</p> <p>Step 2: Fall 2014 - Talk to the Hancock County Board of Commissioners to inquire about having a representative from Fortville sit on the Tourism Commission Board.</p> <p>Seven appointees make up the board. Two (2) are appointed by the Mayor of Greenfield and five (5) are appointed by the Board of Commissioners of Hancock County.</p>
Work with Fortville Action Inc. and other groups to organize new events and activities.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Chamber of Commerce</li> </ul>	Ongoing	See "Explanation and Pertinent Information for the Previous Objective(s):" on page 99.
Develop a façade improvement program.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Redevelopment Commission</li> </ul>	1 - 2 years / Ongoing	<p>Step 1: Summer 2014 – Begin identifying funding sources. The Redevelopment Commission can add the downtown as a Business Improvement District (BID) to begin attaining funding for the grant program.</p> <p>Step 2: Summer 2014 through Summer 2016 – Apply for grants as identified, such as Community Focus Funds (CFF) or Community Economic Development Funds (CEDF).</p> <p>Step 3: Summer 2016 – Develop an application process.</p> <p>Step 4: Summer 2016 – Begin accepting and reviewing applications as grant funding becomes available.</p>

<p>Develop an ordinance that prevents razing of pre-1960's structures before a strict review process.</p>	<p>Moderate</p>	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	<p>2 - 3 years</p>	<p>Step 1: Summer 2016 – Establish the Fortville Plan Commission</p> <p>Step 2: Fall 2016 – Plan Commission should begin drafting Zoning Ordinance that is inclusive of a caveat requiring that pre-1960s structures undergo an additional review process to establish the validity (and explore alternatives) for any improvement location permit requesting the razing of the structure.</p> <p>Step 3: Fall 2017 – Fortville Town Council adopts Zoning Ordinance according to guidelines in IC 36-7-4-602</p>
<p>Establish a Public Improvement Advisory Committee.</p>	<p>Moderate</p>	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	<p>1 - 3 years</p>	<p>Step 1: Summer 2014 – Begin finding candidates to sit on the Fortville Public Improvement Advisory Committee.</p> <p>The PIAC should be made up of no less than five (5) members and no more than ten (10). The Town Council shall appoint the Chairperson. Other members should be made up of the following: One member from the Plan Commission, one Town employee, one member from the Redevelopment Commission, and one member of the general public.</p> <p>Step 2: Spring 2015 – the PIAC shall have its first meeting. Public outreach and input will be an integral component in the PIAC's recommendations to the Town Council.</p>

Establish a Public Improvement Action Plan.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Public Improvement Advisory Committee (PIAC)</li> </ul>		<p>Step 1: Spring 2015 – The PIAC shall have its first meeting. Public outreach and input will be an integral component in PIAC’s recommendations to the Town Council.</p> <p>Step 2: Summer 2015 through Summer 2016 – Begin soliciting for resident input and recommendations for public improvement projects and develop a scoring methodology for prioritization.</p> <p>Step 3: Summer 2016 – Produce a draft document to be continually updated as projects are completed and new projects are added. The PIAC should reassess the prioritization methodology and project list on a regular basis to reflect changes in the community vision.</p>
Establish a Parks Plan	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Township Trustee’s Office</li> </ul>	1 - 10 years	See “Explanation and Pertinent Information for the Previous Objective(s):” on page 105.
Establish a Park Committee that helps to ensure the Park Plan is being implemented	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Township Trustee’s Office</li> </ul>	1 - 5 years	<p>See “Explanation and Pertinent Information for the Previous Objective(s):” below</p> <p><b>The Park Committee should eventually lead to the development of a Park Board.</b></p>
Identify any environmental assets that need to be protected within the existing jurisdiction and any future areas for growth.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	See “Explanation and Pertinent Information for the Previous Objective(s):” on page 106.
Maximize environmental sustainability in design and implementation of all infrastructure systems and public facilities.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	<p>Step 1: Spring 2015 - Work with the PIAC to ensure that all public improvement projects utilize best practices in environmental sustainability.</p> <p><b>The Public Improvement Action Plan should identify best practices in environmental sustainability for various project types.</b></p>

<p>Protect and promote the preservation of important prime farmland soils in the community.</p>	<p>Moderate</p>	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	<p>Ongoing</p>	<p>Step 1: Fall 2016 through Fall 2017 – Develop zoning districts that preserve agricultural land uses in prime agricultural areas (as identified in the Future Growth Concept Map)</p> <p>Step 2: Fall 2017 – The Fortville Town Council adopts Official Zoning Map in accordance with IC 36-7-4-600 series.</p>
<p>Utilize the Wellhead Protection Plan to establish strict development regulations within the 5-year “Time-of-Travel Boundary.”</p>	<p>Moderate</p>	<ul style="list-style-type: none"> <li>Fortville Water Works</li> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	<p>2 - 3 years</p>	<p>Step 1: Spring 2016 – Consult the existing Fortville Wellhead Protection Plan to determine the 5-year TOT Boundary.</p> <p>Step 2: Summer 2016 – Identify development issues that threaten the Wellhead Protection Plan as determined within the Fortville Wellhead Protection Plan.</p> <p>Step 3: Fall 2016 through Fall 2017 – Establish regulations within the updated Zoning Ordinance to protect the WHPA.</p> <p>The Indiana Department of Environmental Management lists the 5-year update for the Fortville Wellhead Protection Plan due 10/14/2016.</p>
<p>Invest in renewable alternative energy sources.</p>	<p>Moderate</p>	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	<p>Ongoing</p>	<p>Step 1: Summer 2014 - In order to make a concerted effort to invest in renewable alternative energy, we can pass a resolution that states our intentions and directs future efforts.</p> <p>Step 2: Summer 2014 through Summer 2016 – Begin researching Indiana law regulating local use of renewable alternative energy sources and opportunities for funding through the Indiana Renewable Energy Association (InREA).</p> <p>Step 3: Fall 2016 through Fall 2017 – Develop zoning ordinances that are inclusive of renewable alternative energy requirements.</p>

<p>Work with the Chamber to establish a “Shop Local” program.</p>	<p>Moderate</p>	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	<p>1 - 2 years</p>	<p>Step 1: Summer 2014 – Contact the Fortville / McCordsville Chamber of Commerce to discuss a “shop local” program and establish a list of local businesses that may be interested in participating.</p> <p>Step 2: Summer 2014 through Spring 2015 – Determine the benefit structure for the program and contact local businesses for a commitment to the program.</p> <p>Step 3: Spring 2015 through Summer 2015 – Develop a “Shop Local” program identity and begin active promotion.</p>
<p>Establish additional TIF Districts or BIDs/EIDs in select location.</p>	<p>Moderate</p>	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Redevelopment Commission</li> </ul>	<p>2 - 3 years</p>	<p>Step 1: Summer 2014 – Conduct a feasibility study to determine which district will be more beneficial, or if either will benefit the Town.</p> <p>Step 2: Spring 2015 – Develop a business plan that defines the district boundary, identifies stakeholders, and establishes a staff organization.</p> <p>The controlling organization varies between the district types and additional research will determine how to proceed beyond the business plan.</p> <p>The Indiana Code discusses Tax Increment Financing (TIF) Districts in IC 36-7-14; see the legislation for the guiding principles at: <a href="http://www.in.gov/legislative/ic/code/title36/ar7/ch14.html">www.in.gov/legislative/ic/code/title36/ar7/ch14.html</a></p> <p>The Indiana Code establishes Economic Improvement Districts (EIDs) in IC 36-7-22; see the legislation for the guiding principles at: <a href="http://www.in.gov/legislative/ic/code/title36/ar7/ch22.html">www.in.gov/legislative/ic/code/title36/ar7/ch22.html</a></p>

Pursue business-friendly grants.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Redevelopment Commission</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	Ongoing	See "Explanation and Pertinent Information for the Previous Objective(s):" on page 113.
Identify and attract certain businesses to the community.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	Ongoing	<p>Step 1: Summer 2015 – Utilize the Envision Fortville Comprehensive Plan and public survey to identify the types of businesses residents said they wanted to see in our community.</p> <p>Step 2: Summer 2015 - Develop a list of business names that fit the types of businesses identified in Step 1 and begin a recruitment plan to bring those business into the community.</p> <p>Step 3: Spring 2016 – Begin active recruitment of wanted businesses.</p> <p>The Town can offer tax-based or utility-based incentives in order to encourage certain types of businesses to locate into the community.</p>
Develop a financial incentive program that business owners can use to "jump start" a business located in specified districts (downtown, business park).	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	<p>Step 1: Summer 2014 – Meet with local businesses and property owners to identify incentives that would provide the most benefit to the Town.</p> <p>Step 2: Summer 2014 through Spring 2015 – Identify and begin obtaining funding for an incentives package that focuses on drawing businesses to the downtown and business park.</p> <p>Step 3: Summer 2015 – Define eligibility requirements and begin accepting applications for incentives funding.</p>

Develop financial incentives for businesses that create jobs in the Town of Fortville.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	See "Explanation and Pertinent Information for the Previous Objective(s):" on page 116.
Develop and maintain an inventory of industrial / business sites throughout the community.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> <li>Fortville Redevelopment Commission</li> </ul>	Ongoing	<p>Step 1: Fall 2014 - Schedule a meeting with Town Council, Chamber of Commerce, and RDC to discuss the creation of the inventory, gather existing information, and identify who will maintain/update the list on a regular basis.</p> <p>Step 2: Summer 2015 - Advertise available industrial / business properties on the Town's website and the Fortville McCordsville Chamber's website.</p>
Work with the RDC to develop a marketing plan for the Business Park.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Business Park Association</li> <li>Fortville Redevelopment Commission</li> </ul>	1 - 2 years	<p>Step 1: Spring 2015 – Establish a Fortville Business Park marketing committee consisting of members from the Fortville Redevelopment Commission, Fortville Business Park Association, Town Council and the general public. The committee should be tasked with working with a private consultant to complete the following tasks:</p> <ul style="list-style-type: none"> <li>Development of a strategic marketing plan</li> <li>Developing a new logo</li> <li>Designing and printing a new brochure</li> <li>Designing and printing new letterhead</li> <li>Designing and developing a new website</li> </ul> <p>Step 2: Spring 2016 – Roll out of the new marketing plan an materials should now occur. This includes updating the Business Park's social media pages to reflect the new image.</p> <p>The Fortville Business Park marketing campaign can and should be developed in conjunction with the Town of Fortville marketing campaign.</p>

Develop a Business Park Plan to identify facility improvements, potential programs, and any planned future expansions.	Moderate	<ul style="list-style-type: none"> <li>Fortville Business Park Association</li> <li>Fortville Redevelopment Commission</li> </ul>	3 - 5 years	<p>Step 1: Spring 2017 – Work with the RDC and Business Park Association to begin work on a plan outlining the future vision for the Fortville Business Park. The plan should include concepts for expansion and infill, as well as identify any additional ideas for the future of the park.</p> <p>Step 2: Spring 2019 – Finish the updated Fortville Business Park Plan</p>
Develop and maintain a transportation system plan that encourages alternatives to, and reduces dependency on, the automobile.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	5 - 10 years	See “Explanation and Pertinent Information for the Previous Objective(s):” on page 119.
Develop land use regulations and subdivision ordinances that allow needed transportation facilities and improvements and encourage development patterns that enhance opportunities for pedestrian travel, bicycle travel, and forms of public transportation.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 5 years	<p>Step 1: Fall 2016 through Fall 2017 – Develop zoning ordinances that encourage development patterns to enhance opportunities for alternative transportation.</p> <p>Step 2: Fall 2017 – The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.</p> <p>Step 3: The Fortville Plan Commission should continue to promote land use regulations that support alternative transportation options.</p>
Strive to coordinate planning actions, provide transportation services, and implement the INDOT State Transportation Improvement Program (STIP) with affected jurisdiction in order to best serve Fortville’s residents.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	See “Explanation and Pertinent Information for the Previous Objective(s):” on page 120.

Identify and prioritize sidewalk and trail construction that connects the community to local schools.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 2 years	<p>See “Explanation and Pertinent Information for the Previous Objective(s):” on page 120.</p> <p>The Safe Routes to School Program (through the Transportation Alternatives Program) may be used to provide funding for School sidewalks and trails.</p>
Install sidewalks throughout parks and along Broadway Street.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	5 - 10 years	See “Explanation and Pertinent Information for the Previous Objective(s):” on page 121.
Install sidewalks or other multi-modal trails along the corridor (101st St. / County Rd. 1050 N. East to Cyntheanne Rd.) that connects Fortville to the City of Fisher’s new Four Season Park.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Township Trustee’s Office</li> </ul>	2 - 3 years	<p>Step 1: Summer 2014 - Notify the Hancock County Plan Commission and Fishers Department of Development that we intend to connect to the new Park.</p> <p>Step 2: Summer 2014 through Summer 2016 – Begin working with the Fishers Department of Development to create a plan for connections and identify funding mechanisms.</p>
Coordinate with the school board on growth and development trends and population and student projections to ensure that the plans of the School Board and the Town of Fortville are based on consistent data.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Mt. Vernon Community School Board / Superintendent</li> </ul>	Ongoing	<p>Step 1: Summer 2014 – Work with the Mt. Vernon Community School Board / Superintendent to set up regularly scheduled meetings with the Town Council. This should be an in-depth conversation covering future development, population growth, and student growth.</p> <p>Step 2: Spring 2015 – First regularly scheduled meeting begins.</p>

Develop a plan to inspect / upgrade outdated emergency equipment on a regular basis.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Emergency Personnel</li> <li>Township Trustee's Office</li> </ul>	1 - 2 years	<p>Step 1: Spring 2015 – Work with Emergency Personnel to develop a list of equipment and the year it was purchased/ made. Research the expected lifetime for each piece of equipment and match it against the current age/purchase year.</p> <p>Step 2: Fall 2015 – Prioritize equipment replacement by the age and expected lifecycle based on the funding available each year.</p> <p>If a piece of equipment breaks that is necessary to the function of emergency personnel, it should be moved to the top of the list. If it is not necessary, it should wait until it's regularly scheduled time for replacement.</p>
Revitalize existing Community Center so that it continues to meet the needs of the Town.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 5 years / Ongoing	<p>Step 1: Summer 2014 – Revisit the Fortville Community Center Feasibility Study completed in 2011.</p> <p>Step 2: Summer 2015 – Begin looking and applying for available grants or other funds to help the Town pay for the construction of the new facility.</p> <ul style="list-style-type: none"> <li>Hancock County Food and Beverage Funds</li> <li>Hancock County Community Foundation Grants (Community Vitality Fund, Hancock County Enrichment Fund)</li> <li>Indiana Office of Community &amp; Rural Affairs (OCRA) Community Development Block Grant (CDBG) (Public Facilities Program)</li> </ul> <p>Step 3: Spring 2016 – Begin construction on the new facility.</p> <p>This date will be dependent upon how and when the funds are made available.</p>

## LOW PRIORITY OBJECTIVES

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Work with the Chamber to improve and maintain existing Farmer's Market	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	1 - 3 years	<p>Step 1: Summer 2014 – Survey existing market attendees to find out any issues or concerns and to gather ideas to help improve the existing market.</p> <p>Step 2: Winter 2014 – Evaluate the surveys and develop a plan to address any issues, concerns, or ideas that were gathered during the survey process.</p> <p>Step 3: Spring 2015 – Implement the necessary actions outlined in the plan to improve the Farmer's Market.</p>
Develop an incentive-based home improvement program for homeowners.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Redevelopment Commission</li> </ul>	1 - 5 years	<p>Step 1: Summer 2014 – Define who will oversee the program and what the return will be.</p> <p>Step 2: Summer 2014 through Summer 2016 – Begin finding funding to dedicate to the program.</p> <p>Step 3: Summer 2016 – Finalize program logistics &amp; funding and begin accepting applications</p>
Secure funding from Hancock County's Food and Beverage Tax.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Redevelopment Commission</li> </ul>	Ongoing	See "Explanation and Pertinent Information for the Previous Objective(s):" on page 104.
Apply for Hancock County Community Foundation Grants.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	<p>Step 1: Summer 2014 –The Fortville Town Council should begin determining projects that align with the HCCF goals and identifying possible organizations to partner with. Note: Applications are accepted in two grant cycles: Spring, typically in June and Fall, typically in August.</p> <p>Step 2: Spring 2015 – Submit application for Spring grant opportunities if they are applicable to the previously identified projects.</p> <p>It is recommended that we contact and work closely with the HCCF when applying for a grant opportunity. Additional information is available at <a href="http://givehcgrowthc.org">http://givehcgrowthc.org</a>.</p>

<p>Educate the public on the importance of preserving the Town’s natural environment.</p>	<p>Low</p>	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	<p>Ongoing</p>	<p>Step 1: Fall 2014 - Include links to EPA, DNR, and other environmental organization resources on the Town’s website.</p> <p>Step 2: Fall 2014 - Work with the electric and water utilities to develop informational flyers on energy efficiency, water conservation, and other related sustainability topics.</p>
<p>Minimize negative impacts of erosion, sedimentation, and storm drainage on natural resources through the development of legislation and proper infrastructure solutions.</p>	<p>Low</p>	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	<p>1 - 3 years / Ongoing</p>	<p>Step 1: Fall 2014 – The Fortville Town Council adopts an ordinance to encourage environmentally sustainable design principles, especially for public facility and infrastructure projects.</p> <p>Step 2: Fall 2016 through Fall 2017 – Develop zoning ordinances that are inclusive of erosion control requirements, especially for construction mitigation.</p> <p>Step 3: Fall 2017 – The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.</p>
<p>Establish a Town-provided, community-wide curbside recycling program.</p>	<p>Low</p>	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	<p>1 - 2 years</p>	<p>Step 1: Summer 2014 – Identify a source of funding and program to provide a free curbside recycling service to each household in our community. Some options may include:</p> <ul style="list-style-type: none"> <li>Pay as you throw program – Fees collected for trash service offset the costs for recycling program. Usually, this type of program increases fees based on the amount of trash that is collected from a household.</li> <li>Use a third-party recycle program like Recyclebank.</li> </ul> <p>Step 2: Summer 2014 through Winter 2014 – Begin marketing and distribution of containers for new curbside recycling program.</p> <p>Step 3: Spring 2015 – Community-wide curbside recycling program begins.</p>

<p>Work with the RDC and Chamber to establish a business incubator or co-working facility for entrepreneurs and small business start-ups.</p>	<p>Low</p>	<ul style="list-style-type: none"> <li>• Fortville Town Council</li> <li>• Fortville Redevelopment Commission</li> <li>• Fortville / McCordsville Chamber of Commerce</li> </ul>	<p>5 - 10 years</p>	<p>Step 1: Summer 2016 – Conduct a feasibility study for a proposed incubator, including identification of funding sources that will support the operation with at least one (1) full-time staff member, building maintenance/renovation, upgraded office requirements, and professional support.</p> <p>Step 2: Spring 2017 – Develop a business plan that identifies stakeholders, classifies a market niche, and establishes a staff organization.</p> <p>Step 3: Summer 2018 – Attain funding, a staff, and a location for operating.</p> <p>One current idea is to include a business incubator into the new community center facility.</p> <p>Step 4: Spring 2019 – Begin business outreach and recruiting efforts.</p>
<p>Embrace and market the opportunity for rail spur development.</p>	<p>Low</p>	<ul style="list-style-type: none"> <li>• Fortville Town Council</li> <li>• Fortville Redevelopment Commission</li> <li>• Fortville / McCordsville Chamber of Commerce</li> <li>• Hancock Economic Development Council</li> </ul>	<p>Ongoing</p>	<p>Step 1: Summer 2014 – Set up a meeting with representatives from each of the responsible parties listed above, as well as CSX, to begin coordinating efforts.</p> <p>Step 2: Summer 2014 through Summer 2015 – Develop marketing materials and market research to identify industry opportunities for targeted development and outreach efforts.</p> <p>Step 3: Summer 2015 – Begin business outreach and recruiting efforts.</p>

Strengthen the relationship between the Town and economic and tourism groups in the County.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Hancock Economic Development Council</li> <li>Hancock County Visitors Bureau</li> <li>Hancock County Tourism Commission</li> </ul>	Ongoing	See "Explanation and Pertinent Information for the Previous Objective(s):" on page 113.
Market and expand fiber-optic infrastructure.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	Ongoing	See "Explanation and Pertinent Information for the Previous Objective(s):" on pages 116 and 117.
Install high-grade / highly visible crosswalks around schools and other public facilities.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 2 years	See "Explanation and Pertinent Information for the Previous Objective(s):" on pages 120 and 121.
Build a commuter lot – or find existing town-owned properties that may serve to fill this need.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 3 years	<p>Step 1: Summer 2014 – Begin feasibility analysis to identify usage and hours.</p> <p>Step 2: Spring 2015 – Identify properties for use.</p> <p><b>There may be opportunities to utilize existing properties and shared-use parking to lower the project cost.</b></p> <p>Step 3: Summer 2015 – Town Council allocates funding to purchase and construct commuter lot.</p>
Maintain and enhance commuter bus routes to Downtown Indianapolis (existing provider Miller Trailways).	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 3 years	See "Explanation and Pertinent Information for the Previous Objective(s):" on pages 121 and 122.

Set-up regular meetings with the School Board / Superintendent and the Town Council.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Mt. Vernon Community School Board / Superintendent</li> </ul>	Ongoing	<p>Step 1: Summer 2014 – Work with the Mt. Vernon Community School Board / Superintendent to set up regularly scheduled meetings with the Town Council. This can be simply a School Board update at the Town Council meetings or a more involved discussion between the two groups.</p> <p>Step 2: Spring 2015 – First regularly scheduled meeting begins.</p> <p><b>This will allow for an end-of-the-year summary and can proceed to discussions for the 2015 – 2016 school year.</b></p>
Develop capital improvement plans that consider required infrastructure to service existing and proposed schools.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> <li>Fortville Public Improvement Advisory Committee (PIAC)</li> </ul>	Ongoing	<p>Step 1: Summer 2015 – Work with the PIAC to discuss the need for infrastructure to service existing (sidewalks, crosswalks, etc.) and proposed schools (electrical, water, sewage, stormwater, etc.).</p> <p>Step 2: Winter 2015 – Include any needed infrastructure into the Capital Improvement Plan.</p>
Develop / strengthen community policing initiatives.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Police Department</li> </ul>	Ongoing	<p>Step 1: Spring 2015 – Work with the Fortville Police Department and existing Neighborhood Watch participants to discuss any support our supplies (signage) we can offer to improve the program.</p> <p>Step 2: Explore other community policing initiatives that could work in Fortville. Identify key players for those initiatives and bring everyone to the table to discuss what it would take to get them up and running.</p>
Encourage the use of the library and its facilities.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Action Inc.</li> <li>Fortville / Mt. Vernon Township Public Library</li> </ul>	Ongoing	<p>Step 1: Spring 2015 - Work with Fortville Action Inc. to develop a public event that can be incorporated into the Library.</p> <p>Step 2: Summer 2015 – Hold the public event in the Library. Ensure that the event showcases all of the services and resources available to residents.</p>

Develop an education and outreach plan that encourages water conservation techniques and best practices.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	<p>Step 1: Fall 2014 - Include links to EPA's Water Sense and other water conservation resources on the Town's website.</p> <p>Step 2: Fall 2014 - Work with the water utility to develop informational flyers on water conservation.</p> <p>Step 3 Ongoing – Work with the water utility to provide home-owners with low-flow aerators for sinks, showerheads, and other home faucets.</p>
Develop a Town-wide public Wi-Fi system.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	2 - 3 years	<p>Step 1: Summer 2015 – Town Council allocates funding to purchase and install a public Wi-Fi system.</p> <p>The Town Council may choose to start with a small, demonstration area (Downtown area and/or parks) before moving on to the full community.</p>
Maintain and build upon the Electronic Notification System (Nixle) that allows residents to sign up for text and email alerts from the Town.	Low	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Emergency Personnel</li> </ul>	1 - 2 years	<p>Step 1: Winter 2014 – Begin a marketing campaign to advertise the Town's use of Nixle. This can include:</p> <ul style="list-style-type: none"> <li>Utility mailers</li> <li>Social media mentions</li> <li>Flyers</li> <li>Information and registration posted to the Town's website</li> </ul> <p>Step 2: Summer 2015 – Evaluate the effect of the marketing campaign. What worked? What didn't work? Where are we with total participation?</p> <p>Step 3: Develop a marketing plan that addresses the evaluation in Step 2.</p>



2

BRUNSON  
BLOCK

LIVERY

Photo By: Bruce Wicks

# 2

## CHAPTER 2 Who We Are...

### A Snapshot of Today

Sitting in the path of Indianapolis’s continued northeast expansion, the Town of Fortville is sure to face challenges and key decisions in the coming years. It is imperative that we define and measure current successes and deficiencies as to better prepare the Town for future growth and development.

Through a detailed look at the town as it exists today, we can make decisions on what we are getting right, and where we are falling short. This analysis will identify gaps and lead to questions that will result in new solutions and ideas which will serve as the baseline in forming our goals and objectives.

The following analysis, organized by “Planning Topics” will be used to identify any issues or concerns not highlighted in the Envision Fortville Public Survey.

### Demographics

#### Population

The Town of Fortville has achieved a steady growth rate over the last 100 years, rising during every decade with the exception of the 1980’s. However, the residential decline of the 1980’s was not due to people leaving the community. Rather, the decline was due to the US Census no longer including the residents of Colonial Village in with the count for the Town of Fortville. And even though this caused the appearance of a decline in population, the Town more than recovered by the time of the next Census count. By growing steadily nearly every decade, never more than 21.9 percent, the overall population has remained under 4,000 persons.

In 2010, the population of Fortville was estimated at 3,929 persons, a 12.3 percent increase in population from 2000.

### IN THIS CHAPTER

- A Snapshot of Today

### Planning Topics

- Demographics
- Housing
- Economic Development
- Transportation
- Land Use
- Environment
- Utilities
- Public Facilities
- Parks, Recreation, & Open Space
- Historical & Cultural Resources

**Table 2.1: Fortville Population**

Year	Population	% Change
1910	1,174	
1920	1,213	3.20%
1930	1,289	5.90%
1940	1,463	11.90%
1950	1,786	18.10%
1960	2,209	19.10%
1970	2,460	10.20%
1980	2,787	11.70%
1990	2,690	-3.60%
2000	3,444	21.90%
2010	3,929	12.30%

Source: US Census Bureau

**Table 2.2: Fortville Age**

Age	%(2010)	%(2000)
Under 5	7.6	7.8
5 to 9	8.1	7.9
10 to 14	7.8	7.4
15 to 19	6.9	7
20 to 24	5.3	5.6
25 to 29	6.7	7.9
30 to 34	6.4	8.5
35 to 39	7.8	8.5
40 to 44	7.5	8.1
45 to 49	6.9	5.5
50 to 54	6.5	6.2
55 to 59	5.2	4.4
60 to 64	5.5	3.3
65 to 69	3.6	3
70 to 74	3.1	2.4

\*This table is continued on the following page.

During the same time, Hancock County's population grew at a 20.9 percent rate from 55,391 persons to 70,002 persons. Much of this growth can be attributed to Fortville and Hancock County's increasing role as a bedroom community for Indianapolis and its northeastern Metro area.

### Age

The median age in Fortville is 35.7 years, a 2 year increase from the 2000 Census, but lower than Hancock County as a whole. With the exception of the 5 to 9 and 10 to 14 age groups, all other age groups under 44 years declined from 2000 to 2010 while every age group between 45 and 74 increased. This indicates that age of Fortville's population is rising, consistent with the Hancock County trend, but is still younger than many other areas in the County. Fortville's rising population in the 5 to 9 and 10 to 14 age groups is promising, indicating that younger families may be starting to settle in Fortville rather than move out.

From 2000 to 2010, Hancock County's median age rose from 37.4 to 39.1 while the percentage of adults aged 65+ rose 1.6 percent and the percentage of persons under the age of 18 declined 0.7 percent. In addition to an aging population, outmigration of younger persons for college and work are possible explanations for this trend.

The aging population will have an effect on the types of housing and jobs needed for the Town of Fortville. An increase in assisted housing options as well as housing options for fixed incomes may be necessary.

The aging population may also require that additional jobs oriented toward older individuals become available.

### Race/Ethnicity

Fortville's demographics are similar to many small towns in Indiana. While Fortville's population is mostly white (96.2 percent), minority populations are growing. Black/African American individuals now make up 1.3 percent of the population, a 1.2 percent increase from 2000 while persons of two or more races also make up 1.3 percent of the population, a 0.5 percent increase. The percentage of individuals of "Other" races (0.9 percent) and American Indian/Alaskan Natives (0.3 percent) also increased from 2000 to 2010. The only race/ethnicity that saw a reduction in population was the Asian group, which fell from 0.2 percent to 0.1 percent.

Hancock County's demographics are very similar to Fortville's. While Hancock County remains predominately white (95.2 percent), its minority populations are growing as well. Its Black/African American population has increased from 0.1 percent in 2000 to 2.1 percent in 2010.

### Households

From 2000 to 2007, the average size of a Fortville household increased from 2.46 persons to 2.92 persons. This large jump can likely be attributed to both Fortville's aging population, increase in younger age groups, and the U.S. economic recession. Families are more likely to take in elderly relatives and recent high school graduates having

difficulty finding employment. Hancock County's household size stayed nearly the same from 2000 (2.65 persons) to 2010 (2.64 persons).

### Industry

Despite Fortville's population increasing 12.3 percent from 2000 to 2007, Fortville's labor force decreased from 1,724 persons to 1,541 persons or 4.1 percent. This is largely due to the fact that the population that increased during this time were of older, retired persons and persons too young to gain employment.

According to the 2007 ACS Survey, the industry employing the largest number of people (268 persons or 19.1 percent of the laborforce) in Fortville is the Education, Health Care, and Social Assistance industry. The percentage of Fortville residents employed in this industry rose by 10.1 percent from 2000 to 2007. Manufacturing is the second most common industry (14.5 percent) while Finance/Insurance/Real Estate industry is third (11.1 percent). While the education, health care, and social assistance industry has risen significantly in recent years, both the manufacturing and finance/insurance/real estate industries have dropped 3.3 percent and 1.6 percent respectively. The top three industries for Fortville were the same as the top three for Hancock County as a whole.

Both retail and construction industries employ 10.8 percent of Fortville's population while other industries make up smaller proportions of employment. However, both the "wholesale trade" and "information"

industries were no longer options to select on the 2007 ACS Survey. These industries accounted for 9.2 percent of the population according to the 2000 Census.

Table 2.4: Fortville Industry			
Industry	'07 ACS	'00 USC	% Change
Education, Health Care, Social Assistance	19.1	9	21.1
Manufacturing	14.5	17.8	14.8
Finance/Insurance/Real Estate	11.1	12.7	7.6
Retail	10.8	16.5	11.2
Construction	10.8	12.4	8.5
Arts/Entertainment/Recreation/Food Services	9	3.9	6.1
Professional, Scientific, Management, Administrative	7.1	6.9	9.2
Other, Except Public Administration	6.6	3	5.2
Transportation and Warehousing, Utilities	6.4	5.2	4.1
Public Administration	3.2	2.7	5.1

\*This table is continued on the following page.

Table 2.2: Fortville Age (Continued)		
Age	% (2010)	% (2000)
75 to 79	2.5	3
80 to 84	1.2	2
85+	1.2	1.5
Median Age	35.7	33.7
Under 18	28.3	27.8
65+	11.6	11.9

Source: US Census Bureau

Table 2.3: Fortville Race/Ethnicity		
Race	% (2010)	%(2000)
White	96.2	98.1
Black/African American	1.3	0.1
Two/More Races	1.3	0.8
Other	0.9	0.7
American Indian/Alaska Native	0.3	0.1
Asian	0.1	0.2

Source: US Census Bureau

**Table 2.5: Fortville Education Attainment (25 years or older)**

	2007 ACS	2000 Census
Less than 9th Grade	1.2	9.1
9th to 12th Grade, No Diploma	11.8	11.4
High School Grad	48.2	44.2
Some College, No Degree	16.2	13.8
Associate's Degree	6.9	5.9
Bachelor's Degree	11	15.1
Graduate/ Professional Degree	4.7	0.5
<i>High School Grad or Higher</i>	<i>87</i>	<i>79.5</i>

Source: US Census Bureau

**Table 2.4: Fortville Industry (Continued)**

Industry	'07 ACS	'00 USC	% Change
Agriculture, Forestry, Fishing/ Hunting, Mining	1.4	0.8	1.3
Wholesale Trade	N/A	5.7	3.3
Information	N/A	3.5	2.4

Source: US Census Bureau

### Educational Attainment

The percentage of Fortville residents with high school diplomas (87.5 percent) is lower than Hancock County as a whole (91.7 percent), but higher than the average for the State of Indiana (86.7 percent). The number of Fortville residents with an Associate's Degree or higher (30.2 percent) is the same as the State of Indiana but lower than Hancock County (33.6 percent). One reason for Fortville having a low percentage of highly educated residents is that a majority of employed Fortville residents work in jobs that do not require obtaining a professional degree. In addition, a variety of jobs ensures the successful growth and development of the Town that will prevent loss in one sector from having negative effects on the entire community.

### Educational Enrollment

According to the 2007 ACS, there are 1,053 persons (three years of age and older) enrolled in school. This represents 26.8% of the total population. The largest cohort of those enrolled are in grades 1-8 (619 students or 58.8% of total persons enrolled). There are 72 persons enrolled in nursery

school / preschool, 48 persons enrolled in kindergarten, and 196 persons enrolled in grades 9-12. Additionally, there is a total of 118 Fortville residents enrolled in college or graduate school.

### Income

According to the 2007 ACS Survey, the median household income in Fortville was \$43,158. Although this is an increase from the median income found during the 2000 Census (\$42,642), it is significantly lower than the Hancock County median household income of \$62,184. Over 60 percent (61.2 percent) of Fortville's population has a household income of \$35,000 or more while 12.4 percent have a household income of \$14,999 or less.

### Travel to Work

From 2000 to 2007, the mean travel time to work for Fortville residents increased to 29.7 minutes, a 1.3 minute increase. This likely indicates that an extensive amount of Fortville's employed residents travel to surrounding counties and the City of Greenfield in Central Hancock County for work. By comparison, the mean travel time to work for Hancock County as a whole increased from 25.9 minutes to 27.4 minutes.

### Housing Tenure

In 2007, approximately 62.1 percent of all homes in Fortville were owner occupied, a significant decrease from the 2000 census when 68 percent of all homes were owner operated. Hancock County as a whole had a home ownership rate of 81.4 percent in 2000; this number increased to 83.6 percent

in 2007. In addition, the number of vacant homes in Fortville has risen from 4.1 percent in 2000 to 11.1 percent in 2007, similar to Hancock County whose vacancy rate has risen from 4.7 percent in 2000 to 9.5 percent in 2007.

### Housing Stock

The age of Fortville’s housing stock is varied. While exactly one-third of the homes were built before 1960, a significant percentage (36.5 percent) have been built since 1990. Hancock County has a larger percentage of houses built since 1990 (43.3 percent) and a smaller percentage of houses built before 1960 (23.8 percent).

Table 2.6: Household Income		
	2007 ACS	2000 Census
Less than \$10,000	5%	9%
\$10,000 to \$14,999	9.6%	3.4%
\$15,000 to \$24,999	9.6%	17.9%
\$25,000 to \$34,999	13.2%	8.3%
\$35,000 to \$49,999	19.8%	22.2%
\$50,000 to \$74,999	23.7%	22%
\$75,000 to \$99,999	12.2%	9.3%
\$100,000 to \$149,999	5%	5.8%

\$150,000 to \$199,999	0%	2.1%
\$200,000 or More	1.9%	0%
<b>Median Household Income</b>	\$43,158	\$42,642

Source: US Census Bureau

## Housing

### Owner-occupied vs Renter-occupied Housing Units

In 2010, the Town of Fortville had 992 total home owners and 561 total renters. Of the 992 home owners: 1% were ages 15-24, 14% were ages 25-34, 22% were ages 35-44, 22% were ages 45 to 54, 18% were ages 55-64, and 24% were 65 years or older. Of the 561 renters: 7% were ages 15-24, 23% were ages 25-34, 23% were ages 35-44, 17% were ages 45-54, 14% were ages 55-64, and 15% were 65 years or older.

The owner-occupied housing units and renter-occupied housing units were also classified by household size. Of the 992 owner occupied housing units: 21% (208 units) were 1-person households, 35.7% (354 units) were 2-person households, 17.8% (177 units) were 3-person households, 15.4% (153 units) were 4-person households, 7.3% (72 units) were 5-person households, 1.9% (19 units) were 6-person households, and 0.9%

Table 2.7: Owner-occupied Housing Units		
Age Cohort	2010	% of Total
15 to 24	12	1%
25 to 34	134	14%
35 to 44	215	22%
45 to 54	215	22%
55 to 64	181	18%
65 years and over	235	24%

Source: US Census Bureau

Table 2.8: Renter-occupied Housing Units		
Age Cohort	2010	% of Total
15 to 24	42	7%
25 to 34	129	23%
35 to 44	127	23%
45 to 54	97	17%
55 to 64	81	14%
65 years and over	85	15%

Source: US Census Bureau

Table 2.9: Owner-occupied Housing Units		
	Number	Percent
<b>Total Units</b>	992	100
1-person household	208	21
2-person household	354	35.7
3-person household	177	17.8
4-person household	153	15.4
5-person household	72	7.3
6-person household	19	1.9
7 + person household	9	0.9

▲ Source: US Census Bureau ▼

Table 2.10: Renter-occupied Housing Units		
	Number	Percent
<b>Total Units</b>	561	100
1-person household	208	37.1
2-person household	138	24.6
3-person household	85	15.2
4-person household	86	15.3
5-person household	29	5.2
6-person household	12	2.1
7 + person household	3	0.5

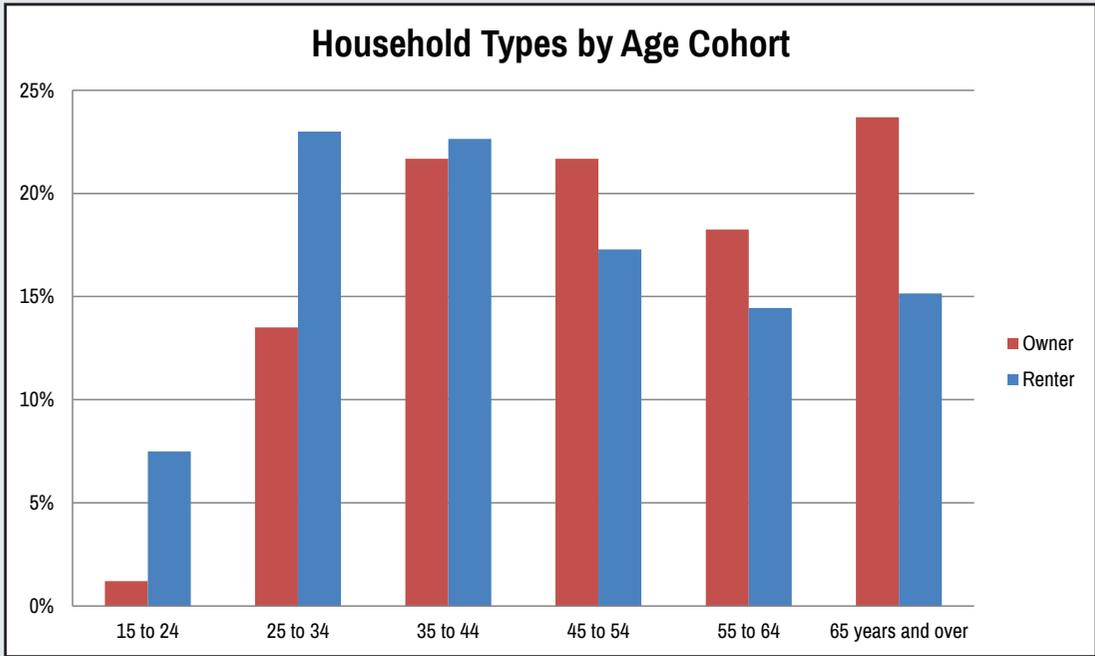


Figure 2.1: Source: US Census Bureau

(9 units) were 7-or-more-person households. Of the 561 renter occupied housing units: 37.1% (208 units) were 1-person households, 24.6% (138 units) were 2-person households, 15.2% (85 units) were 3-person households, 15.3% (86 units) were 4-person households, 5.2% (29 units) were 5-person households, 2.1% (12 units) were 6-person households, 0.5% (3 units) were 7-or-more-person households.

In 2000, Fortville had 948 owner occupied housing units, which then increased to 992 owner occupied units in 2010. This is equivalent to a 5% increase in owner occupied housing. In 2000, Fortville had 446 renter occupied housing units, which then increased to 561 renter occupied units in

2010. This is equivalent to a 26% increase in renter occupied housing, which is a significant increase.

### Family vs Non-family Housing Units

The Town of Fortville designates their housing units between family and non-family households. Family households are divided among married couples without children, married couples with at least one child, and single females with at least one child. In 2000, there were 375 married couples without children, which saw a 10% increase to 414 households by 2010. In 2000, there were 356 married couples with at least one child, which saw an 8% decrease to 326 households by 2010. Fortville considers this decrease as significant. In 2000, there were

113 single females with at least one child, which saw a 33% increase to 150 households by 2010.

Non-family households are categorized as individuals who live alone and are divided between those under age 65 and those above age 65. In 2000, there were 387 individuals who lived alone, which saw a 7% increase to 416 by 2010. Among the 387 total non-family households, 222 individuals were under age 65 in 2000. By 2010 this increased by 24% to 275 individuals. This is a significant increase for Fortville. Among the 387 total non-family households, 165 individuals were over age 65 in 2000. By 2010 this decreased by 15% to 141 individuals.

The contribution of each household type to the total number of households was also monitored in 2000 and 2010 with only slight changes over the ten year span. In 2000, married couples without children made up 23% of total households, married couples with at least one child made up 22% of total households, single females with at least one child made up 7% of total households, single individuals under 65 made up 14% of total households, and single individuals over 65 made up 10% of total households. By 2010, married couples without children increased to 24% of total households, married couples with at least one child decreased to 19% of total households, single females with children increased to 9% of total households, single individuals under 65 increased to 16% of total households, and single individuals over 65 decreased to 8% of total households. There were no significant changes to total

overall contributions by each household type between 2000 and 2010.

In 2000, there were 951 “family” households. By 2010, this number had increased by 11% to 1060 households. In 2000, there were 443 “non-family” households. By 2010, this number also increased by 11% up to 493 households. There were also changes to the number of households with children between 2000 and 2010. In 2000, there were 505 households with children. By 2010, this saw a 6% increase, making a total of 536 households with children.

In 2010, The Town of Fortville had an average household size of 2.92 people. This is a 19% increase from 2000, when the average household size was 2.46. Owner occupied households had an average size of 2.83 people in 2010. This is a 7% increase from 2000’s average household size of 2.64 people. Renter occupied households saw the largest change in size. In 2010, the average size was 3.08 people, up 48% from 2000 when the average size was 2.08 people.

The Town of Fortville saw significant changes in housing affordability between 2000 and 2010. For residents who own houses, there were decreases in each category except one. The number of residents who paid less than 20% of their income on housing decreased by 22%, the number of residents who paid 20-24.9% of their income on housing decreased by 27%, the number of residents who paid 25-29.9% of their income on housing decreased by 9%, and the number of residents who paid 30-34.9% of their income

**Table 2.11: Household Types: Non-Family Households**

	2000	2010	Percent Change
One person living alone	387	416	7%
Total			
Under 65	222	275	24%
Over 65	165	141	-15%

Source: US Census Bureau

**Table 2.12: Households By Type: Non-Family Households**

Household Type	% of Total ('00)	% of Total ('10)	Difference
Married couple without child	23%	24%	1%
Married couple with child	22%	19%	-3%
Female, single, with child	7%	9%	2%
One person living alone	24%	24%	0%
Under 65 (living alone)	14%	16%	2%
65 + (living alone)	10%	8%	-2%

Source: US Census Bureau

Table 2.13: Average Household Size			
	2000	2010	% Change
Occupied Units	2.46	2.92	19%
Owner - Occupied	2.64	2.83	7%
Renter - Occupied	2.08	3.08	48%

Source: US Census Bureau

Table 2.14: Housing Affordability: Median Mortgage			
	2000	2010	% Change
Median Housing Costs	\$933	\$1,161	24%

Source: US Census Bureau

Table 2.15: Housing Affordability: Median Rent			
	2000	2010	% Change
Median Housing Costs	\$492	\$793	24%

Source: US Census Bureau

Table 2.16: Housing Affordability: Median Home Value			
	2000	2010	% Change
Value	\$98,200	\$112,700	24%

Source: US Census Bureau

Table 2.17: Housing Vacancy		
	2000	2010
Total Vacant Units	60	168

Source: US Census Bureau

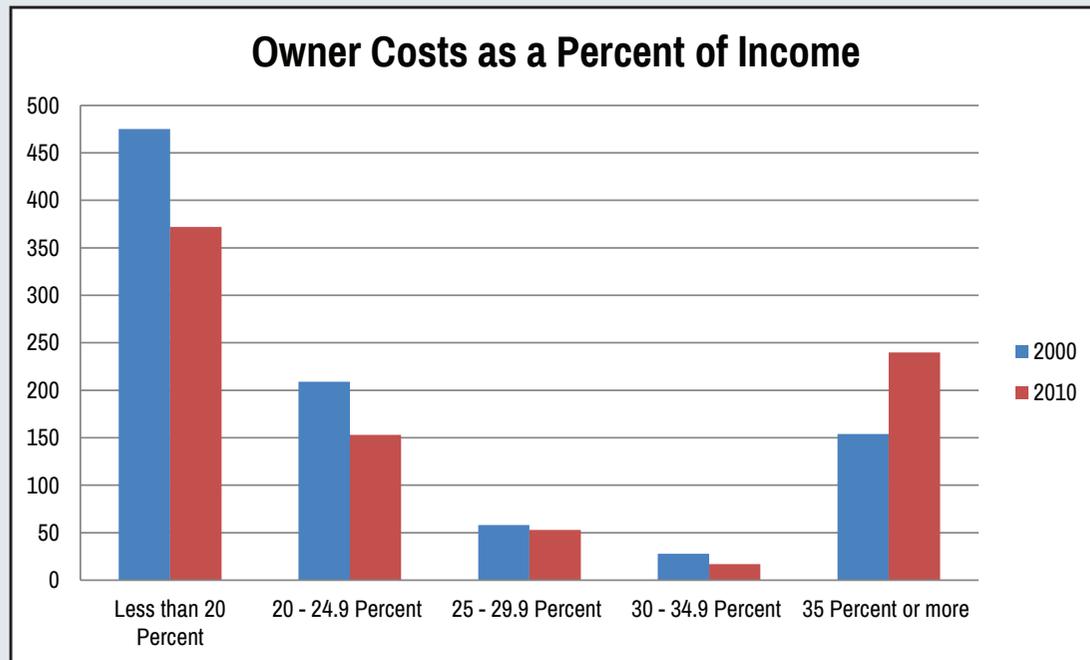


Figure 2.2: Source: US Census Bureau

on housing decreased by 39%. However, the number of residents who paid 35% or more of their income on housing increased by 56% from 2000 to 2010. This was a significant change in expenses.

For residents who rent their housing, there were more increases in the number of individuals who pay higher percentages of their income towards housing costs between 2000 and 2010. The number of residents who paid less than 20% of their income on rent decreased by 40% and the number of residents who paid 20-24.9% of their income on rent decreased by 91%. However, the following groups all saw increases. The number of residents who paid 25-29.9% of their income on rent increased by 246%,

the number of residents who paid 30-34.9% of their income on rent increased by 137%, and the number of residents who paid 35% or more of their income on rent increased by 174%.

Fortville's median mortgage costs for home owners saw an increase of 24%, from \$933 in 2000 to \$1,161 in 2010. The median rent costs saw an increase of 61%, from \$492 in 2000 to \$793 in 2010. Fortville's median home value also increased between 2000 and 2010. In 2000, the median value of owner occupied units was \$98,200. This increased by 15% in 2010 to \$112,700. Between 2000 and 2010, The Town of Fortville increased their total housing units by 4%. There were 1454 total housing units

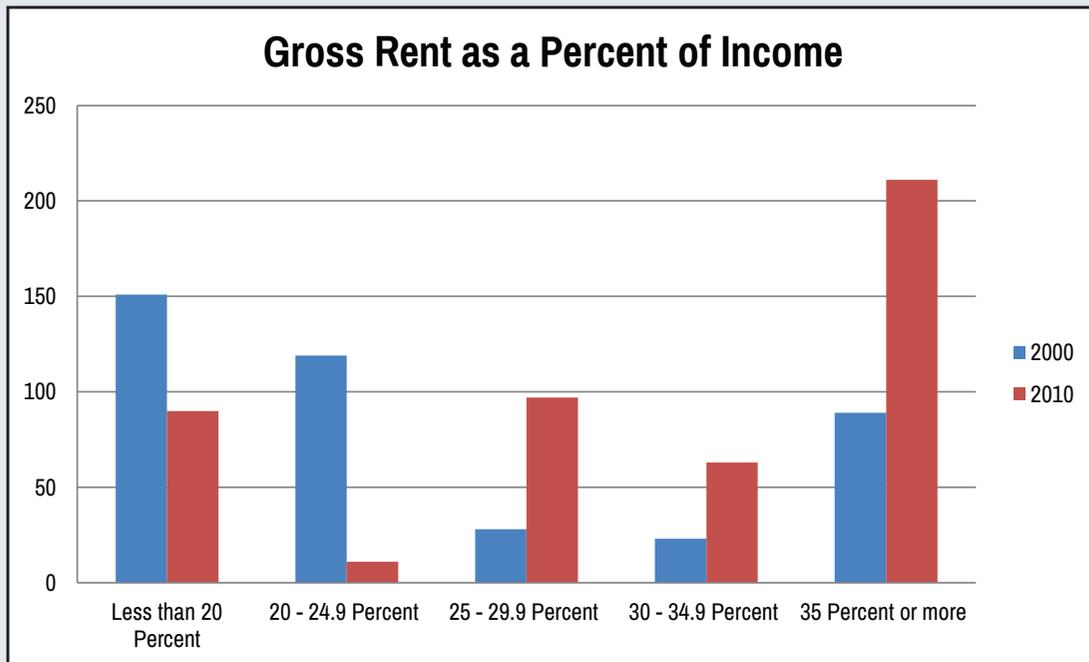


Figure 2.3: Source: US Census Bureau

in 2000 which increased to 1512 total units by 2010. Occupied housing units decreased by 4%, with 1394 units in 2000 which decreased to 1344 units by 2010. Owner occupied units increased by 5%, with 948 units in 2000 which increased to 992 units by 2010. Renter occupied units saw the largest increase, totaling 26%. There were 446 renter occupied units in 2000 which increased to 561 units by 2010.

In 2000, Fortville had 60 vacant housing units. By 2010, the number of vacant units increased to 168. Homeowners had a 0.7% vacancy rate in 2000, whereas rentals had a 3.9% vacancy rate. By 2010, homeowners had a reduction in vacancy rate, down to 0%.

On the other hand, rentals increased their vacancy rate to 15.6%.

The Town of Fortville has a fairly even distribution of housing stock ages. As of 2012, 4.4% of total housing units were built during 2005 or later, 12.6% were built between 2000 and 2004, 19.5% were built between 1990 and 1999, 11.6% were built between 1980 and 1989, 9.7% were built between 1970 and 1979, 8.9% were built between 1960 and 1969, 11.8% were built between 1950 and 1959, 8.7% were built between 1940 and 1949, and 12.8% were built during 1939 or earlier.

	2000	2010
Homeowner Vacancy Rate	0.7	0
Rental Vacancy Rate	3.9	15.6

Source: US Census Bureau

	2000	2010	% Change
Total Units	1454	1512	4%
Total Occupied Units	1394	1344	-4%
Owner Occupied Units	948	992	5%
Renter Occupied Units	446	561	26%

Source: US Census Bureau

	Total	Percent of Total
2005 or later	67	4.4%
2000 to 2004	190	12.6%
1990 to 1999	295	19.5%
1980 to 1989	175	11.6%
1970 to 1979	147	9.7%
1960 to 1969	135	8.9%
1950 to 1959	178	11.8%
1940 to 1949	131	8.7%
1939 or earlier	194	12.8%

Source: US Census Bureau

**Table 2.21: Labor force & Unemployment (UE) Comparison**

	Labor Force	UE.	UE. Rate
<b>2000</b>			
Fortville	1,724	82	4.76%
4 County Region	649,371	31,417	4.84%
Indiana	3,120,903	152,723	4.89%
<b>2010</b>			
Fortville	1,673	109	6.52%
4 County Region	717,515	61,750	8.61%
Indiana	3,274,429	274,859	8.39%

Source: US Census Bureau

**Table 2.22: Occupational Breakdown 2000**

Occupation	Total Number	% of Total
Civilian employed population 16 years and over	1,642	
Management, business, science, and arts	330	20.10%
Service	190	11.57%
Sales and office	608	37.03%
Natural resources, construction, & maintenance	179	10.90%

Table is continued on following page.

## Economic Development

### Fortville's Economic Characteristics

In researching the significant aspects of the Town of Fortville's economic characteristics, each aspect was compared with a four-county region, consisting of Hamilton, Hancock, Madison, and Marion counties, and the state of Indiana as a whole. In addition, 2000 is used as the base year and 2010 the current year. This grants better access to the necessary data and provides a broader picture of how the Town is performing compared to the surrounding region.

Between 2000 and 2010 the United States as a whole went through a recession and as a result the unemployment rate drastically increased. Comparing the labor force and unemployment for Fortville, the four-county region, and Indiana from 2000 and 2010, it is apparent that each was affected by the recession. Although the region and state saw an increase in the unemployment rate between 3.50 and 3.77 percent, the unemployment rate in Fortville only increased 1.76 percent.

The Town saw a shift from sales and office occupations to service, management, business, science, and arts occupations over the ten year period of research. Also during this time, the rank of educational attainment at each of the three economic levels has increased. Fortville has increased at a significantly higher rate than the region and state; with a 7.67 percent increase compared to approximately 4 percent increase in those with at least a high school diploma. Although

the percentage of students graduating high school remained the same, the percentage of the population attaining some college and even graduate or professional degrees drastically increased.

Median income data for Fortville was compared with the State of Indiana and each of the 4-counties in the region individually to avoid issues caused by aggregating previously averaged data. The median household income for Fortville in 2010 was \$50,396 and the median income per capita was \$19,583. Although the median income per capita is slightly lower than the surrounding areas, the median household income is slightly higher than Madison County, Marion County, and the State of Indiana. Comparing the 2010 and 2000 data shows that the change in income for these areas was similar with Hamilton County growing the most in both categories.

### Industry breakdown

In 2000, the largest industry in Fortville was manufacturing, followed by retail trade; controlling 17.78 percent and 16.50 percent of the industry distribution respectively. Although retail trade remained second it lost 3 percent and manufacturing fell to third with only 13.2 percent of the industry. By 2010 the largest industry in Fortville was the educational services, health care, and social assistance industry, which gained 10.79 percent in the industry distribution to control 19.8 percent of the total industry.

During this period, the information, wholesale trade, and construction industries also

significantly decreased in percentage control of total industry. The arts, entertainment, recreation, accommodation, and food services industry increased at a rapid rate; moving from the eighth largest industry at 3.90 percent to the fifth largest industry at 8.30 percent.

### Consumer Expenditures

The average annual expenditures for the Town of Fortville total \$43,902.02. 60 percent of the total is spent on the home, food, and transportation; individually 30.47, 14.89, 14.64 percent respectively. Other significant expenditures include financial, insurance, and entertainment. Less than 1 percent of expenditures are used for alcoholic beverages, smoking products, nonalcoholic beverages at home, personal care products, computers, or school books and supplies.

The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Fortville households spend slightly less than the national average in a majority of the categories, but significantly less on apparel and services (55 out of 100) including men's apparel (54), women's apparel (48), children's apparel (62), and footwear (40). The only categories that Fortville households spend more than the national average are apparel products and services (117), satellite dishes (104), and pets (102).

### Economic Base Analysis

Economic base industries are those within the local scale that command a significant portion of the jobs as compared with a larger, reference economy. The most common analysis to determine the basic industries is location quotient. Location quotient analysis is a simple ratio that is most often used to compare the number of jobs by industry within the locality to the number of jobs by those same industries for a larger reference economy. The economic base industries for Fortville compared to the 4-county region include: manufacturing; retail trade; construction; finance, insurance, real estate; transportation and warehousing; agriculture, forestry; and other services. The economic base industries for Fortville compared to Indiana include: retail trade; construction; finance, insurance, real estate; transportation and warehousing; public administration; and other services.

Economic base analysis is grounded on the premise that basic industries satisfy local demand and export outside the locality. Through non-local market sales, basic industries bring money to the local economy and drive economic growth. Changes in the composition or performance of the basic sector usually impact the non-basic sector and overall trends in the local economy.

Utilizing economic base analysis provides a simple snapshot of an area's industrial composition. The weaknesses of this analysis is that it does not offer a comprehensive look at how the industrial composition is changing,

Table 2.22 Continued		
Production, transportation, and material moving	335	20.40%

Source: US Census Bureau

Table 2.23: Occupational Breakdown 2010		
Occupation	Total Number	% of Total
Civilian employed population 16 years and over	1,564	
Management, business, science, and arts	520	33.25%
Service	279	17.84%
Sales and office	348	22.25%
Natural resources, construction, & maintenance	124	7.93%
Production, transportation, and material moving	293	18.73%

Source: US Census Bureau

it assumes uniform labor productivity, and places a preference on quantity rather than quality of employment opportunities. In order to make these results usable, it can be compared to previous year location quotients and combined with a shift-share analysis. Shift-share analysis answers two questions:

- (1) Is the mix of local industries a rapid or slow growth mix compared to the total mix of industries?
- (2) Is the local area getting an increasing or decreasing share of each industry?

The intent of shift-share analysis is to measure the residual component of economic growth not attributable to growth in the base economy or differences in industrial mix between the base economy and region. Economic growth (or decline) can be attributed to three components: regional growth, industrial mix, and the competitive share. Regional growth represents the increase in employment that would have occurred if the local industry grew at the same rate as the regional employment grew across all industries. The industrial mix component indicates the change in employment in an industry that occurred because of the difference between the growth rate for this industry and the regional growth rate for all industries. Finally, the competitive share component indicates the contribution of growth due to the special dynamism of the sector in that region compared with the average

**Table 2.24: Consumer Expenditures**

	Spending Potential Index	Average Amount Spent	% of Total	Total Spent in Industry
Average Annual Expenditures		\$43,902.02		\$69,716,382.00
Apparel and Services	55	\$1,188.65	2.71%	\$1,887,575.00
Computer		\$191.49	0.44%	\$304,090.00
Entertainment & Recreation	87	\$2,673.45	6.09%	\$4,245,442.00
Food	84	\$6,535.83	14.89%	\$10,378,901.00
Alcoholic Beverages	80	\$405.38	0.92%	\$643,737.00
Nonalcoholic Beverages at Home	85	\$382.48	0.87%	\$607,373.00
Financial		\$4,218.17	9.61%	\$6,698,456.00
Health		\$573.23	1.31%	\$910,291.00
Home		\$13,376.16	30.47%	\$21,241,332.00
Household Furnishings and Equipment		\$847.14	1.93%	\$1,345,264.00
Household Operations		\$728.89	1.66%	\$1,157,473.00
Housekeeping Supplies (17)	86	\$583.79	1.33%	\$927,053.00
Insurance		\$3,818.57	8.70%	\$6,063,890.00
Personal Care Products (18)	82	\$347.90	0.79%	\$552,462.00
School Books and Supplies (19)	89	\$158.17	0.36%	\$251,167.00
Smoking Products	87	\$399.87	0.91%	\$634,991.00
Transportation		\$6,427.07	14.64%	\$10,206,192.00
Travel		\$1,045.78	2.38%	\$1,660,693.00

Source: ESRI Dun & Bradstreet

**Table 2.25: Shift-share Analysis**

Industry	Fortville				4-County Region				Regional Growth	Industry Mixture	Comp. Effect	Total
	2000	2010	Absolute Change	Relative Change	2000	2010	Absolute Change	Relative Change				
Agriculture, Forestry	13	21	8	61.5%	2,222	2,724	502	22.6%	0.8	2.1	5.1	8.0
Construction	203	113	-90	-44.3%	39,283	40,175	892	2.3%	12.3	-7.7	-94.6	-90.0
Education, Healthcare	148	309	161	108.8%	115,065	138,502	23,437	20.4%	9.0	21.1	130.9	161.0
Entertainment and Accommodations	64	130	66	103.1%	48,246	61,159	12,913	26.8%	3.9	13.2	48.9	66.0
Finance, Insurance, Real Estate	208	186	-22	-10.6%	54,988	53,100	-1,888	-3.4%	12.7	-19.8	-14.9	-22.0
Information	57	12	-45	-78.9%	17,312	14,785	-2,527	-14.6%	3.5	-11.8	-36.7	-45.0
Manufacturing	292	206	-86	-29.5%	92,137	80,791	-11,346	-12.3%	17.8	-53.7	-50.0	-86.0
Professional, Management	113	113	0	0.0%	57,071	73,825	16,754	29.4%	6.9	26.3	-33.2	0.0
Public Administration	44	57	13	29.5%	25,132	25,976	844	3.4%	2.7	-1.2	11.5	13.0
Retail Trade	271	211	-60	-22.1%	74,610	74,151	-459	-0.6%	16.5	-18.2	-58.3	-60.0
Transportation and Warehousing	85	108	23	27.1%	33,305	33,449	144	0.4%	5.2	-4.8	22.6	23.0
Wholesale Trade	94	15	-79	-84.0%	27,364	24,546	-2,818	-10.3%	5.7	-15.4	-69.3	-79.0
Other services	50	83	33	66.0%	30,349	31,437	1,088	3.6%	3.0	-1.2	31.2	33.0
<b>Total</b>	<b>1,642</b>	<b>1,564</b>	<b>-78</b>	<b>-4.8%</b>	<b>617,084</b>	<b>654,620</b>	<b>37,536</b>	<b>6.1%</b>	<b>99.9</b>	<b>-71.0</b>	<b>-106.9</b>	<b>-78.0</b>

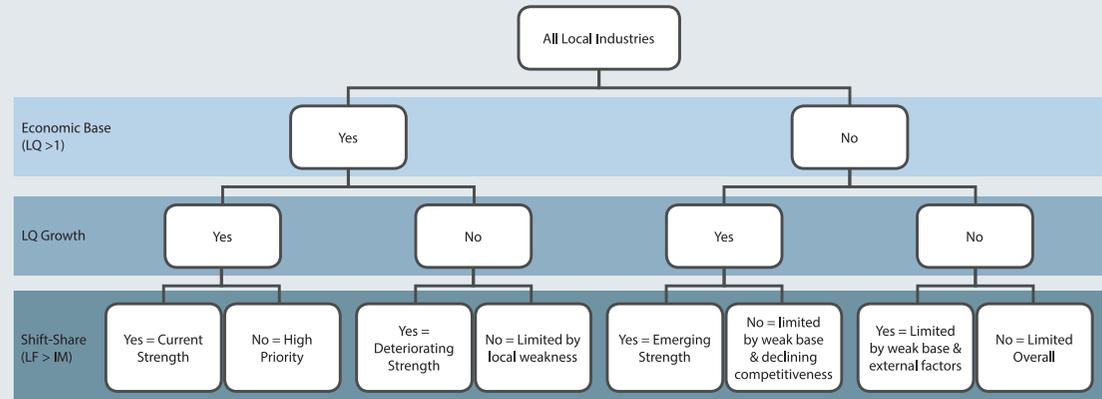
Source: US Census Bureau

growth that such a sector has at the national level.

The shift-share analysis to compare Fortville with both the 4-county region and the state of Indiana uses the year 2000 as a base year and 2010 as the current year. During that 10 year period, employment in Fortville decreased by 4.8 percent, while the region and state increased by 6.1 and 1.2 percent respectively. Since the region and state increased in employment, Fortville's decrease in employment is attributed to a decrease in industrial mix and competitive share. In other words, the industries in Fortville are losing employment at a faster

rate than the national average due to a lack of industrial specialization.

Separate, the location quotient and shift-share analyses provide information that is important, but not usable. Combined, the analyses allow a determination of each industry's overall performance and offer guidelines for which industries to focus on and how to increase the effectiveness of each industry. By assessing each industry on a set of three criteria, the industries can be categorized into eight classes. The criteria and classes are defined in the following decision table:



The results for both the comparison of Fortville to the 4-county region and to Indiana are shown in Table 2.26. The current and emerging strengths include the transportation and warehousing; other services; education and healthcare; entertainment; public administration; and agriculture industries. The professional,

management; wholesale; and information industries are limited overall.

**Table 2.26: Industry Performance**

	<b>4-County Region</b>	<b>Indiana</b>
<b><i>Current Strength</i></b>	<ul style="list-style-type: none"> <li>• Transportation</li> <li>• Other Services</li> <li>• Agriculture</li> </ul>	<ul style="list-style-type: none"> <li>• Transportation</li> <li>• Other Services</li> </ul>
<b><i>High Priority</i></b>	<ul style="list-style-type: none"> <li>• Finance</li> </ul>	
<b><i>Deteriorating Strength</i></b>		
<b><i>Local Weakness</i></b>	<ul style="list-style-type: none"> <li>• Manufacturing</li> <li>• Retail Trade</li> <li>• Construction</li> </ul>	<ul style="list-style-type: none"> <li>• Retail Trade</li> <li>• Construction</li> <li>• Finance</li> </ul>
<b><i>Emerging Strength</i></b>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Entertainment</li> <li>• Public Administration</li> </ul>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Entertainment</li> <li>• Public Administration</li> <li>• Agriculture</li> </ul>
<b><i>Declining Competitiveness</i></b>		
<b><i>Weak base &amp; External Factors</i></b>		<ul style="list-style-type: none"> <li>• Manufacturing</li> </ul>
<b><i>Limited Overall</i></b>	<ul style="list-style-type: none"> <li>• Professional</li> <li>• Wholesale Trade</li> <li>• Information</li> </ul>	<ul style="list-style-type: none"> <li>• Professional</li> <li>• Wholesale Trade</li> <li>• Information</li> </ul>

Source: ESRI Dun & Bradstreet

## State Road 13 Improvements (Madison Street)



SR 13 (Madison Street) as of October 2008.  
Source: Google Maps



SR 13 (Madison Street) as of September 2013.  
Source: Google Maps

In an effort to improve pedestrian access and mobility, the Town of Fortville developed sidewalks along Madison Street (SR 13) connecting the north side residential areas to the Town's grocery store and downtown neighborhood.

## Transportation

### Transportation Costs

In 2010, the average household in the Town of Fortville spent 28.55 percent of income on transportation costs. This equates to a total cost of 48.22 percent of income spent on housing and transportation combined. This is lower than Hancock County as a whole (54.03 percent) but is still greater than the Center for Neighborhood Technology's (CNT) recommendation of keeping total housing and transportation costs below 45 percent. See the Methodoloy for CNT's H+T Affordability Index in the Appedices on Page XX.

### Transportation Modes and Travel Times

In 2010, 83 percent of Fortville's workforce drove alone to work. In the same year, 10.3 percent of workers carpooled to work with the vast majority (7.7 percent) being two-person carpools. That same year, 3.2 percent of the workforce walked to work, 0.8 percent of the workforce biked to work, and 0.1 percent of the workforce took public transportation (excluding taxicab). In 2010, the majority of Fortville's workforce had commute times of

35 minutes or less, with only 25.3 percent of the workforce commuting more than 35 minutes to work. The mean travel time to work was 24.9 minutes in 2010.

### Roads & Highways

Fortville is in a unique position in that it is situated between two major interstates (Interstate 69 and Interstate 70) and along two state road (SR 36/67 and SR 13). In addition to shaping the growth of the region over the past 30 years, these roadways have and continue to shape the growth and development patterns of the Town of Fortville.

### Functional Classification

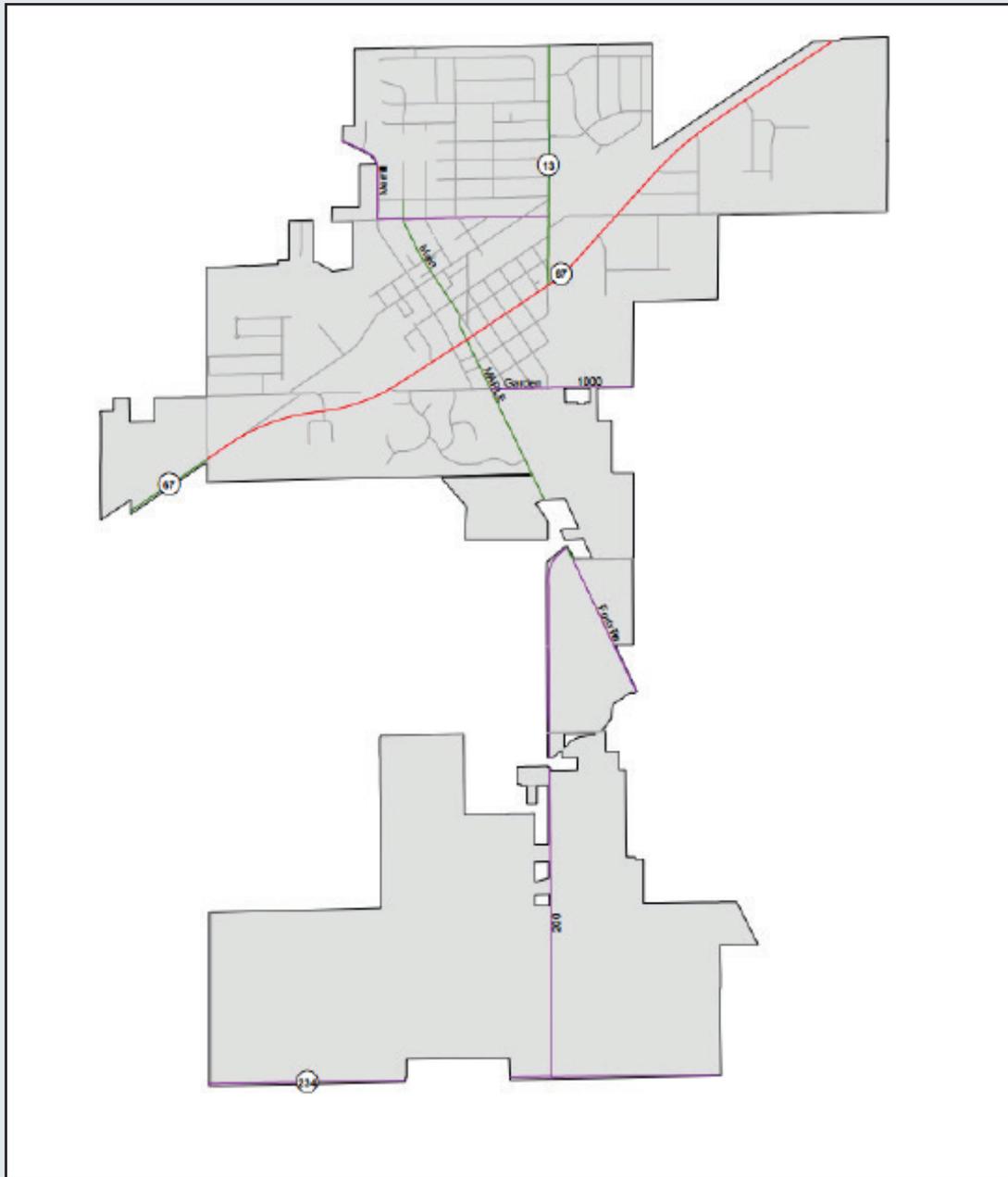
Functional classification is the process of grouping streets and highways into classes according to the character of service they are intended to provide. Functional classification carries with it expectations about roadway design, including its speeds, capacity, and relationship to existing and future land use development.

It is important to have an identified functional classification system as Federal legislation

**Table 2.27: Travel Time to Work, 2010**

Commute Time	Percentage of Workers			
	Fortville	Noblesville	McCordsville	Pendleton
Minutes				
< 35	74.7	68.7	77.1	74.3
35 - 60	21.3	24.5	19.8	19.6
> 60	4	6.7	3.1	6.1

Source: US Census Bureau



continues to use functional classification in determining eligibility for funding under the Federal-aid program. As transportation agencies continue to move towards a more performance-based management approach, functional classification will be an increasingly important consideration in setting expectations and measuring outcomes for preservation, mobility, and safety. **Figure 2.4** contains a map showing the existing functional classification for Fortville’s thoroughfares. The legend labeled “Functional Class”, below, identifies the individual functional classifications for **Figure 2.4**.

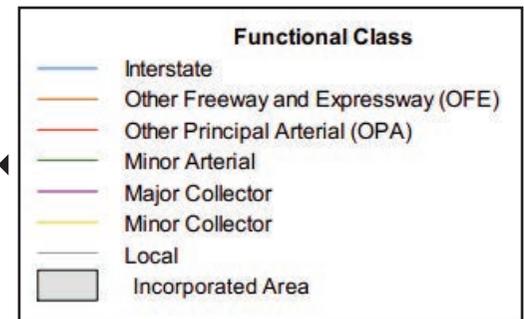


Figure 2.4: Fortville, IN Federal Functional Classification

## Suburban Growth Over Time

The following images show growth around the Town of Fortville over the last 30 years.



(Time, Timelapse - Powered by Google)

## Land Use

### Growth Trends

Over the past 30 years, the growth dynamic in Fortville and the surrounding region has been characterized by increasing population, rapid development, and outward expansion. Much of this growth has been caused by the rising popularity of successful bedroom communities serving the Indianapolis Metropolitan Area.

Between 2000 and 2010, Fortville's land area grew by more than 145 percent. This percent change was higher than any other neighboring community.

**Table 2.28: Land Area Growth**

	Land Area 2010 (Sq. Miles)	Land Area 2000 (Sq. Miles)	Percent Change
Fortville	2.976	1.216	145%
McCordsville	4.701	3.203	47%
Noblesville	31.374	17.916	75%
Fishers	33.585	21.69	55%
Pendleton	11.166	6.705	67%

Source: US Census Bureau

### Population Density

In 2010, the Town of Fortville was less dense (1,320 persons per square mile) than it was in 2000 (2,832 persons per square mile). However, Fortville's 2010 density level is comparable to those in neighboring communities. The decrease in density comes as no surprise considering the growth in land area over the ten (10) year period outpaced the growth in population.

**Table 2.29: Average Density (2010)**

	Density (people per square mile) in 2010
Fortville	1,320
McCordsville	1,022
Noblesville	1,673
Fishers	2,306
Pendleton	378

Source: US Census Bureau

### Land Use Distribution

In 2010, Agricultural and Open Space made up the largest land use with over 41,877,721 square feet. Of the developed land use categories, Residential made up the largest land use with over 17,863,611 square feet, or roughly 46% of all developed area in the Town.

**Table 2.30** breaks down each of the developed area land uses along with their square footage and percent total (excluding agriculture and open space).

**Table 2.30: Developed Area Land Use**

	Total Sq.Ft.	% Total
Commercial	8,009,434	20.6
Industrial	3,594,200	9.2
Institutional	2,128,477	5.5
PUD	7,376,181	18.9
Residential	38,971,904	45.8

Source: US Census Bureau

### Available Structural Square Footage

Currently, there is 1,045,823 square feet of available structural square footage in the Commercial area and 313,753 square feet of available structural square footage in the Industrial area.

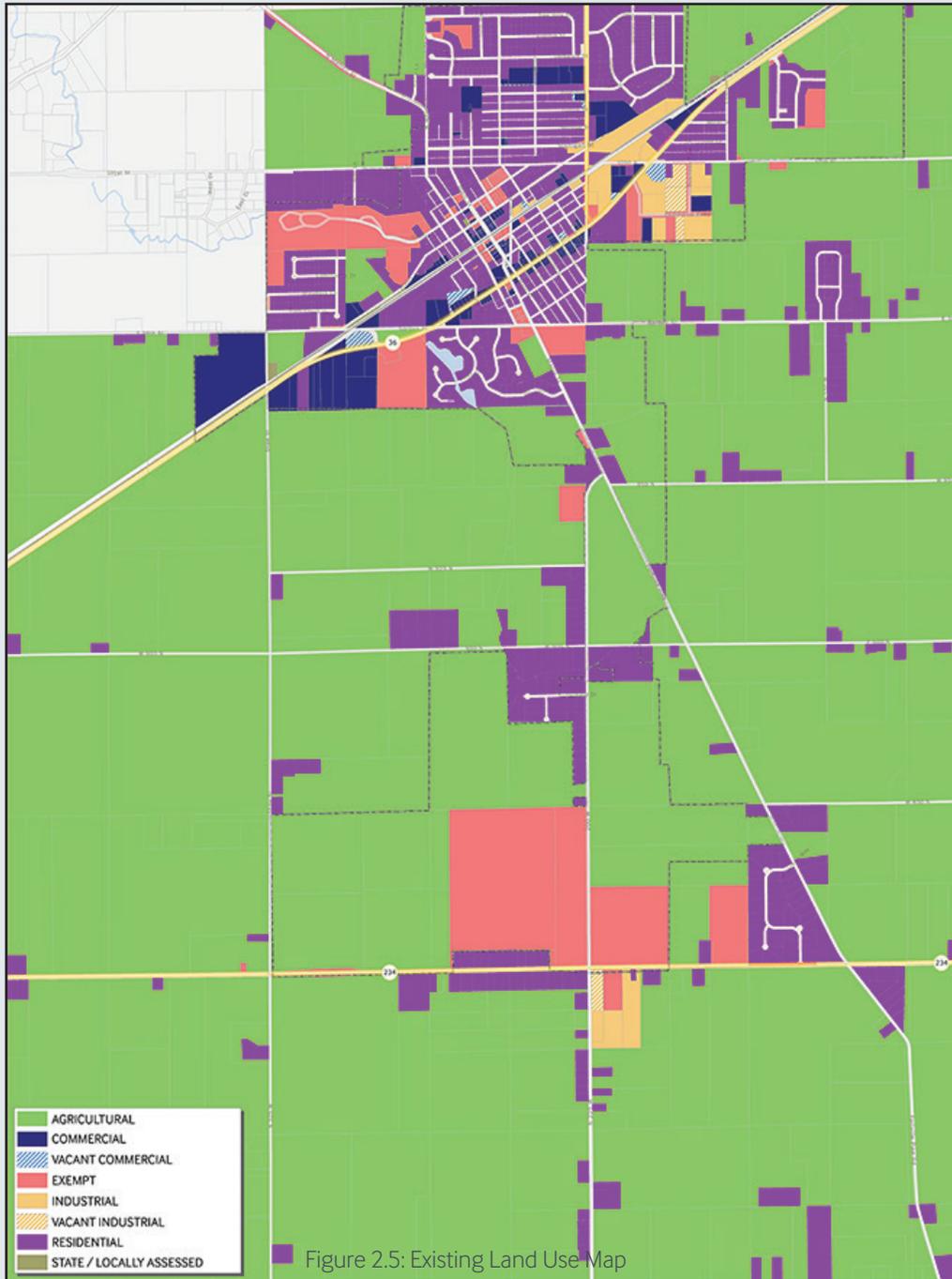


Figure 2.5: Existing Land Use Map

### Existing Land Use

Figure 2.5 shows existing land uses within the Town of Fortville and the surrounding areas (within Hancock County). The Town boundaries are marked by the hashed/dotted line.

## Current Zoning Districts

The Town of Fortville uses the following Zoning Districts:

-  Community (CC)
-  Community Neighborhood (CN)
-  General Industrial (IG)
-  Light Industrial (IL)
-  Institutional (IN)
-  Planned Unit Development (PUD)
-  Residential 1.0 (R1.0)
-  Residential 2.5 (R2.5)
-  Residential 3.5 (R3.5)
-  Multi-family Residential (RM)

## Existing Zoning

Currently, the Town of Fortville uses Hancock County's zoning districts. The districts, their intent, and descriptions are as follows:

### Commercial: Community (CC)

The "CC", Community Commercial zoning district is intended to provide locations for a variety of small to mid-sized business and institutional facilities that serve a wide area of the community. This district can be used alone and in combination with other zoning districts to create areas for community shopping, entertainment, services, and public gatherings. This district is intended to permit a mixture of compatible land uses in close proximity to transportation routes and other necessary infrastructure and utilities.

### Commercial: Neighborhood (CN)

The "CN" Neighborhood Commercial zoning district is intended to provide convenience goods, services, and amenities within close proximity to residential areas. This district is further intended to permit the development of traditional mixed-use neighborhood centers which would include second story residential above commercial. This district should be protected from non-neighborhood serving land uses such as "big box" or other more regional retail uses.

### Industry: General (IG)

The "IG", Industrial: General zoning district is intended to provide locations for general industrial manufacturing, production, assembly, warehousing, research and development facilities, and similar land uses. This district is intended to accommodate a variety of industrial uses in locations and under conditions that minimize land use conflicts. This district should be used to support industrial retention and expansion in Hancock County.

### Industry: Light (IL)

The "IL", Light Industrial zoning district is intended

to provide locations for production, assembly, warehousing, research and development facilities, and similar land uses. This district is intended to accommodate only industrial uses that are completely contained within structures and do not involve the outdoor storage of materials or the release of potential environmental pollutants. This district should be used to support industrial retention and expansion in Hancock County.

### Institutional (IN)

The "IN", Institutional zoning district is intended to provide locations for large-scale public facilities, educational facilities, religious centers, and other institutions. This district provides development standards that are responsive to the unique scale and other considerations common to these types of uses. This district is further intended to reduce land use conflicts and to ensure that institutions are appropriately integrated into the community and well-served by transportation routes and other necessary infrastructure and utilities.

### Planned Unit Development (PUD)

Planned unit development regulations are intended to encourage innovations in land development techniques so that unique opportunities and circumstances may be met with greater flexibility. Planned unit developments should be used to address unique environmental concerns, provide a unique mix of land uses, and implement the Comprehensive Plan in ways not considered by the established zoning districts. A planned unit development should not be used if the proposed development can be created using established zoning districts.

### Residential: 1.0 (R1.0)

The "R1.0", Residential: 1.0 zoning district is intended to provide areas for single-family residential land uses developed in suburban-style subdivisions. These areas should be located adjacent to existing

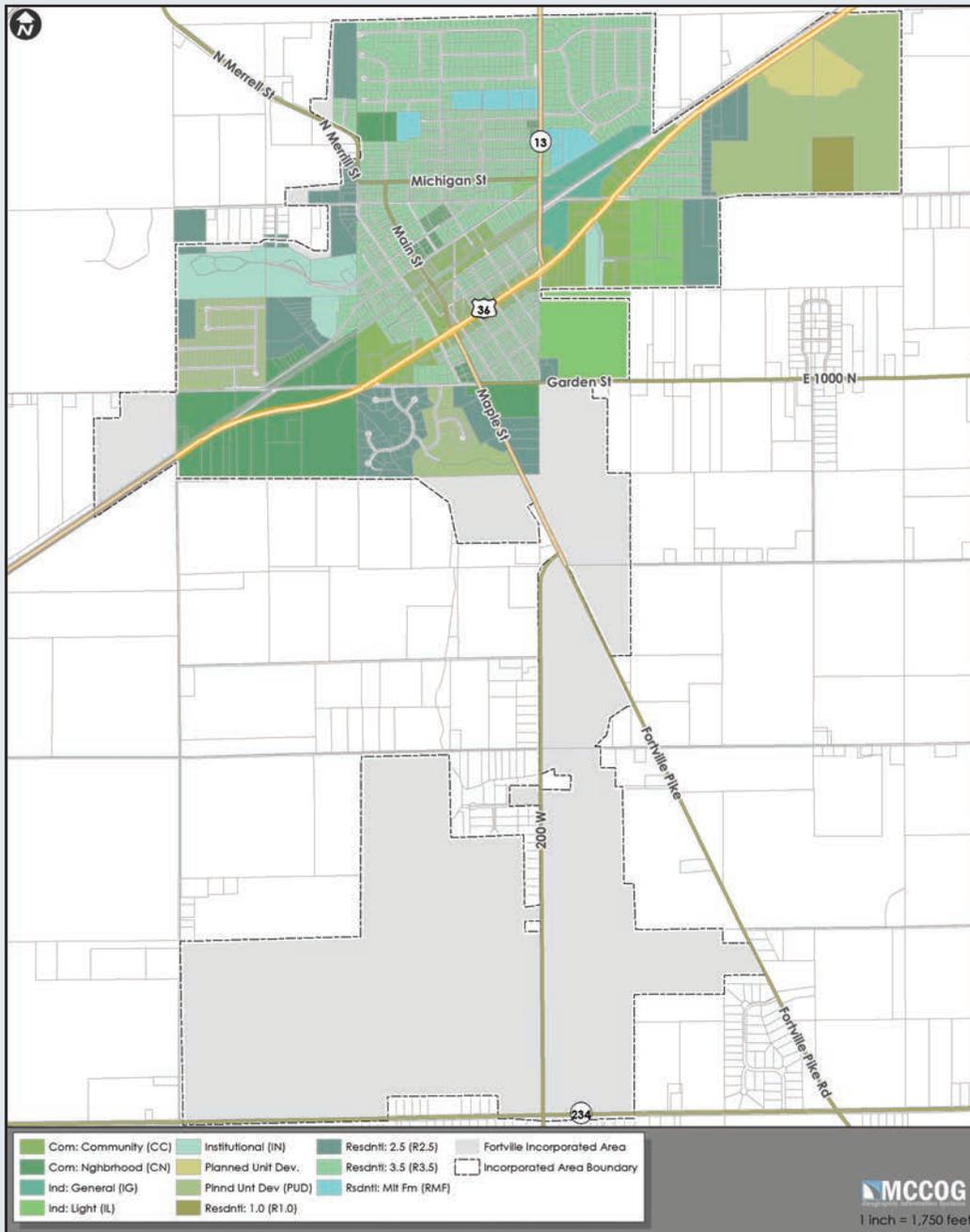


Figure 2.6: Existing Zoning Map

developed areas and should be connected to available infrastructure. This district should be used to provide unique, rural housing options and a transition between rural areas and higher density residential development.

### Residential 2.5 (R2.5)

The “R2.5”, Residential: 2.5 zoning district is intended to provide areas for single-family residential land uses developed in suburban-style subdivisions. These areas should be located adjacent to existing developed areas and should be connected to available infrastructure (roads and utilities). This district should be used to provide unique housing options.

### Residential: 3.5 (R3.5)

The “R3.5”, Residential: 3.5 zoning district is intended to provide areas for single-family residential land uses developed in suburban-style subdivisions. There is also the opportunity for two-family dwelling developments in some cases. These areas should be located adjacent to existing development and near infrastructure (streets and utilities) for ease of connection..

### Residential: Multi-family (RM)

The “RM”, Residential: Multi-family zoning district is intended to provide areas for multi-family residences such as two-family dwellings, townhomes, apartment homes, and condominiums. These are generally high density areas and should be located in areas that have or will have access to compatible infrastructure (streets and utilities).



Figure 2.7: Fortville, IN Average Temperatures  
Source: Weather.com

## Environment

### Climate and Weather

The climate of Fortville can vary greatly throughout the year; typically, January is the coldest month and July the warmest month of the year. The average temperature varies from a low of 17 degrees in January to a high of 85 degrees in July. The average annual precipitation is 41.5 inches. May is the wettest month of the year with an average rainfall of 4.86. January is the driest month of the year with an average precipitation of only 2.42 inches. December typically sees the most snow, with an average of 11 inches, accounting for nearly half of the average 22.4 inches of annual snowfall.

Similar to the rest of the state, Fortville is threatened by tornadoes and severe storms most often in the transition from winter months to spring months. Prevailing winds average nearly 10 miles per hour and travel generally from the southwest during most of the year; with the exception of the winter months when winds prevail from the northwest.

### Environmental Factors

As a small town in rural Indiana, Fortville is largely surrounded by agricultural uses due to the fertile soil and flat land. The two major soils that represent 85 percent of Fortville are Brookston silty clay loam and Crosby silt loam; both of which are classified as prime farmland if drained. The slope for these soils is considered zero to three percent. The Fortville Fault is one of three faults in the state of Indiana. It is an inactive normal fault that

spans 40 miles from Anderson to Indianapolis. Normal faults form when the crust is being extended instead of being compressed. The fault has seen displacement as much as 60 feet. Across Fortville the elevation only varies ten feet, with the exception of Flatfork and Buck Creeks. Flatfork and Buck Creeks contribute a portion of the groundwater in Fortville with natural aquifers contributing the most. Combined, the Creeks total approximately 4.25 miles in length. Multiple small ponds total approximately 0.04 square miles of groundwater.

The Town of Fortville is approximately 2.90 square miles, but only the 1.40 square miles surrounding the downtown core are recorded in the zoning ordinance; the remaining 1.50 square miles consist of agricultural properties and the Fortville Elementary, Mount Vernon Middle, and Mount Vernon High Schools. Table 1 below provides the approximate distribution of zones in Fortville.

Although the area surrounding Fortville is largely agricultural, none of the 17 permitted Confined Feeding Operations (CFO) within Hancock County are near the Town of Fortville. Confined feeding is the raising of animals for food, fur, or recreation in lots, pens, ponds, sheds, or buildings where they are confined, fed, and maintained for at least 45 days during any year, and where there is no ground cover or vegetation present over at least half of the animals' confinement area. In order to become a CFO, the Indiana Department of Environmental Management (IDEM) must review and approve a request for a permit. IDEM maintains a close watch

on the number and concentration of CFOs across the state to prevent degradation of air, water, and land quality. IDEM has not designated any CFOs near Fortville, but there are four IDEM designated cleanup sites:

Garner’s Towing  
2006 - IDEM ID: 200506161

Vaughn  
2006 - IDEM ID: 200409058

The Town of Fortville is working has made progress in improving overall environmental stewardship, beyond working to remediate the cleanup sites. In October 2007, the Environmental Protection Agency approved the re-designation of Boone, Hamilton, Hancock, Hendricks, Johnson, Madison, Marion, Morgan, and Shelby Counties to attainment of the 8-hour ozone National Ambient Air Quality Standard (NAAQS). With regard to the fine particulate matter (PM2.5) four of the nine counties (Boone, Hancock, Madison, Shelby) are designated Attainment and the remaining five (Hamilton, Hendricks, Johnson, Marion, Morgan) are designated Nonattainment.

The Town of Fortville has been named a Tree City USA community since 2005, totaling 8 years in a row. Communities achieve Tree City USA status by meeting four core standards of sound urban forestry management: maintaining a tree board or department, having a community tree ordinance, spending at least \$2 per capita on urban forestry and celebrating Arbor Day. In addition to being recognized as a Tree

City, the Town of Fortville received Growth awards from the Arbor Day Foundation in 2008, 2010, and 2012. One of the outcomes of these awards was the development of an Annual Benefit and Cost Report for trees in the Town. The annual benefits are listed below:

<b>Table 2.31: Annual Benefits of Public Trees</b>			
<b>Factors</b>	<b>Total \$</b>	<b>\$ per Tree</b>	<b>\$ per capita</b>
Air quality	\$560	\$1.63	\$0.14
Energy	\$1,689	\$4.91	\$0.42
Storm Water	\$5,015	\$14.58	\$1.25
Aesthetic	\$7,167	\$20.83	\$1.79
C02	\$217	\$0.63/	\$0.05

**Separation of Fortville’s Storm Water and Wastewater System**

Beginning in 1980s, Town officials began the process of separating the sanitary sewer and the storm sewer as time and funding permitted. In the early 1990s, Fortville received a grant to install storm sewers on the south side of State Road 67. At that time, that area of Fortville fell into a “low income” level and was the only portion of the Town that qualified for state funding.

A few years later, the Town obtained a low-interest loan from the State Revolving Loan Fund (SRF) to install new sanitary sewers on the south side State Road 67. In 2000, Fortville borrowed additional funds from the SRF to replace most of the sanitary sewer

lines between State Road 67 and the railroad. During that time the Town also received funds from Mt. Vernon Schools and Fortville Christian Church to help run water and sewer lines to the school. All of these improvements combined with the foresight of town officials allowed the Town to come out ahead in meeting the requirements of the Environmental Protection Agency's (EPA) Clean Water Act.

As of 2013, the Town of Fortville is one of the few communities in the State of Indiana with completely separate storm water and wastewater systems. Not only does this aid in lowering the burden on the treatment facility, it helps to protect the natural environment as well.

### Wellhead Protection Plan

In January of 2004, the Indiana Department of Environmental Management (IDEM) approved Phase I of the Town's Wellhead Protection Plan. The purpose of the plan is to protect the Town's drinking water from potential contaminants. Phase II of the plan, which is seen as the implementation of the Phase I management plan, was approved by IDEM in October of 2011. **Figure 2.8** shows the Wellhead Protection Areas for the Town of Fortville.

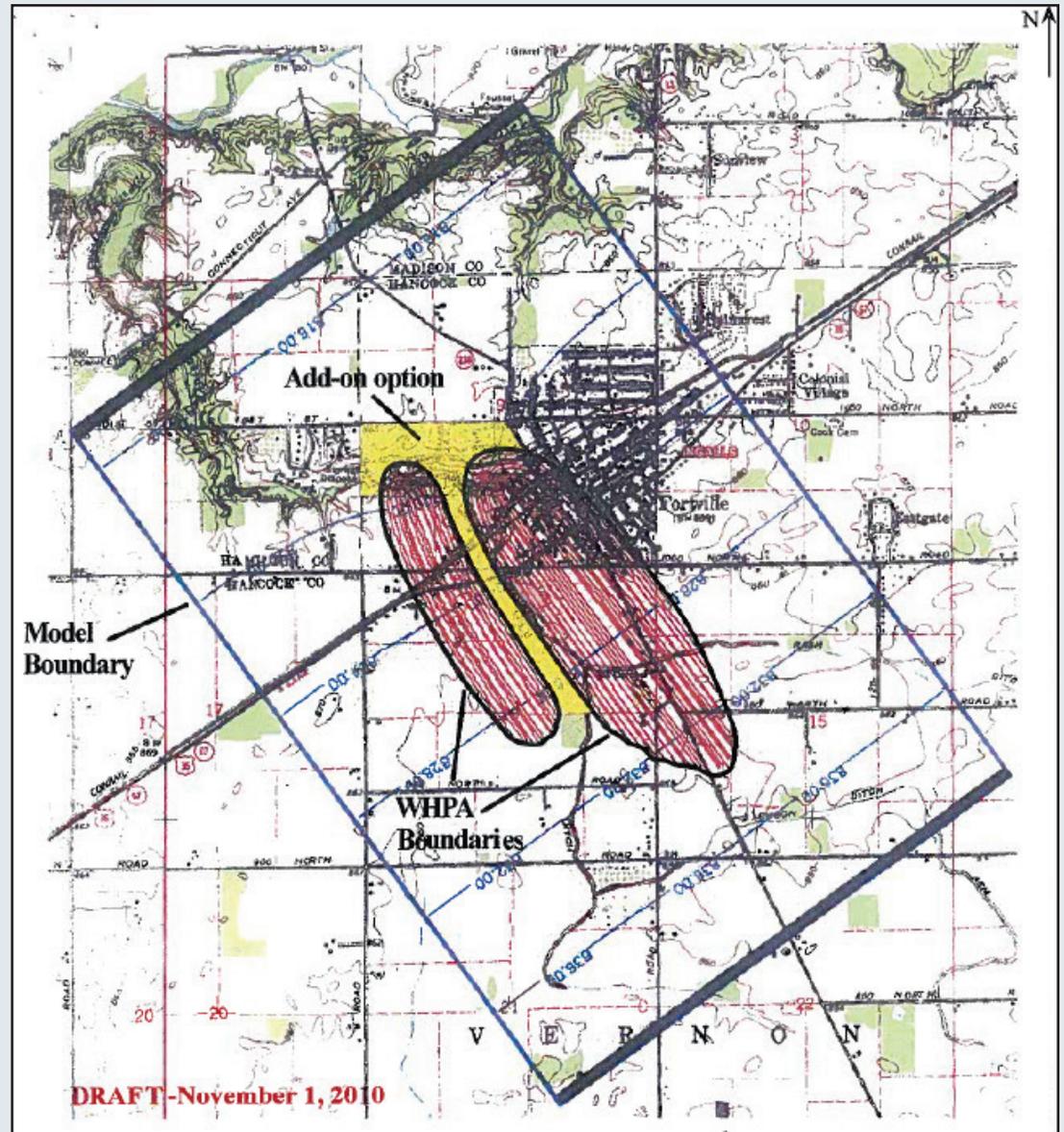


Figure 2.8: Fortville, IN Wellhead Protection Area Map

# Utilities

## Overview

The Town of Fortville's water, storm sewer, and waste water are all handled through the Street and Distribution Department and Sewer Maintenance Division. Funding for water, storm sewer, and waste water is comprised of user fees based on usage. The Utility office is responsible for billing the customers for their usage and processing payments.

The Utility Office is located at 714 E. Broadway, Fortville, IN 46040.

## Water

In 2012, the Town of Fortville received \$853,162.52 in payments from residents for water usage. Existing water usage in Fortville is around 325,000 gallon per day. The town has the capacity to distribute up to 1.2 million gallons a day. Additionally, the Town has two water towers currently holding a combined total of 800,000 gallons of water.

## Waste Water / Storm Water

The Town of Fortville is one of the few Indiana communities to have completed the separation of their storm water and waste water systems. In 2012, the Town of Fortville received \$279,541.35 from storm water billings and \$1,120,051.79 from waste water billings.

Currently, the Town of Fortville has one waste water treatment facility responsible for treating the 300,000 gallons of waste water produced by consumers every day. The

treatment facility was recently renovated to accommodate 920,000 gallons of waste water per day. However, it is expected that the overall capacity for the treatment facility to be 2.5 million gallons per day.

## Solid Waste & Recycling

Solid waste pickup for the Town of Fortville is handled through CGS Services, Inc. Curbside trash removal is provided on Tuesdays and Wednesdays. Large recycling receptacles located at the Municipal Building and Memorial Park may be used by residents to recycle paper, plastic, glass, and other recyclable goods.

## Electricity

Electricity is provided to the Town of Fortville by Duke Energy.

Duke Energy  
P.O. Box 1326  
Charlotte, NC 282201  
Contact Number: 1-800-343-3525

## Natural Gas

Natural Gas is provided to the Town of Fortville through Vectren.

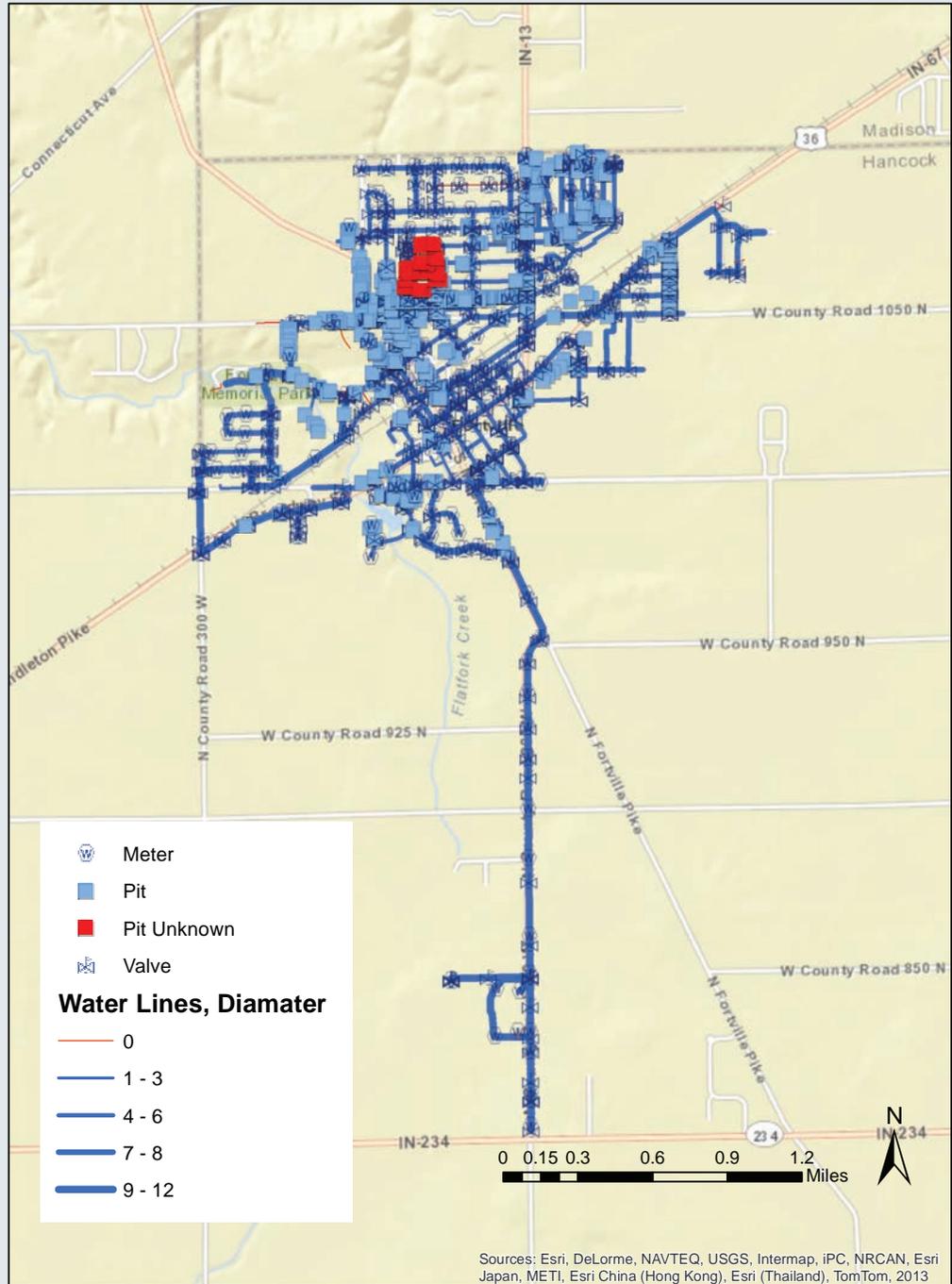
Vectren  
P.O. Box 209  
Evansville, IN 47702  
Contact Number: 1-800-227-1376

## Utility Maps

The maps on the following pages illustrate water infrastructure, sanitary infrastructure, storm water infrastructure, and street lights.

**Figure 2.9: Fortville Water**

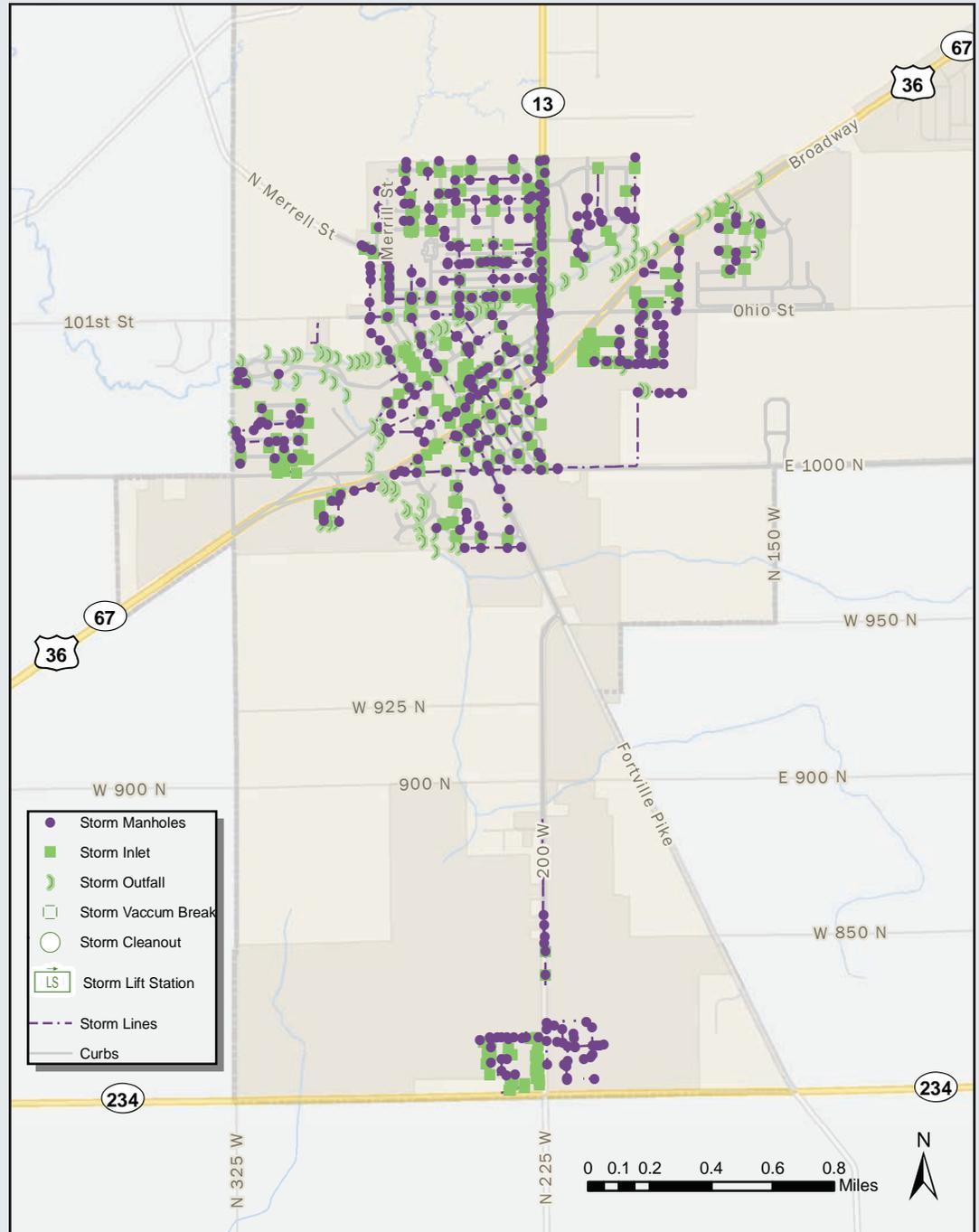
Figure 2.9 shows existing water infrastructure for the Town of Fortville.

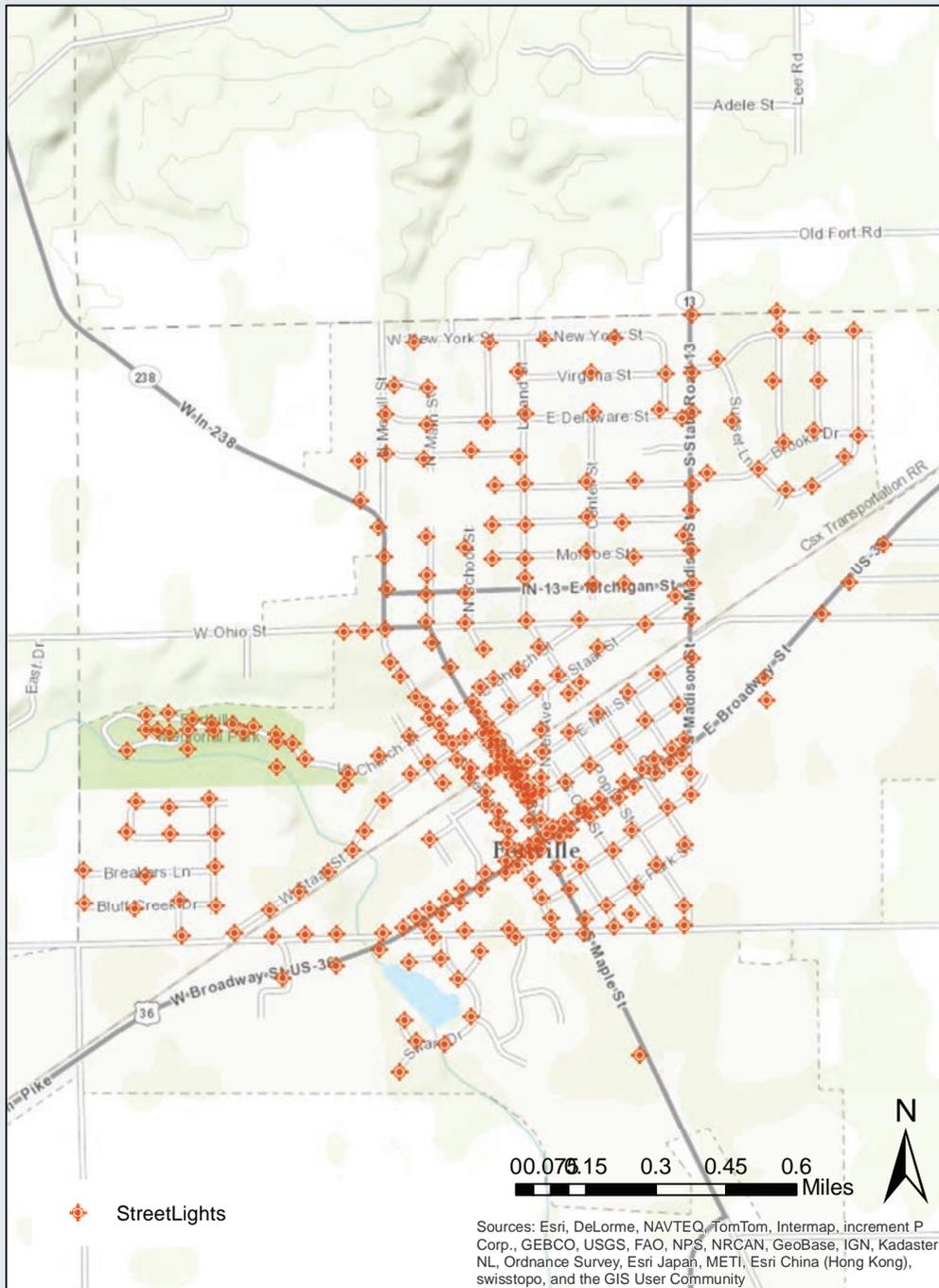




◀ **Figure 2.10:**  
**Fortville Sanitary Infrastructure**  
 Figure 2.10 shows existing sanitary infrastructure (wastewater) for the Town of Fortville.

**Figure 2.11:**  
**Fortville Storm Water Infrastructure**  
 Figure 2.11 shows existing storm water infrastructure for the Town of Fortville.





◀ **Figure 2.12: Fortville Street Lights**  
 Figure 2.12 shows existing street lights within the Town of Fortville.



Figure 2.13: Forville Municipal Building



Figure 2.14: Forville Fire Department



Figure 2.15:  
Fortville - Vernon Township Public Library

## Public Facilities

### Government Facilities

Most of the public facilities were quite small and centralized within the downtown as well as a facility off of Broadway. This houses a majority of their public buildings within these lots. The Town of Fortville has four (4) major departments: Town managers office with four (4) employees, the water treatment plant with two (2) employees, the street department with seven (7) employees, and the police department with nine (9) full time employees.

The Vernon Township Trustee office is located within Fortville as well. They have a building of approximately 1,000 sq. ft. and two (2) major employees.

### Fire Protection & Emergency Medical

Fortville's fire and protection service is run through the Vernon Township Fire Department. The Vernon Township fire department currently rents the space in Fortville in order to provide services to the Town. Including the McCordsville station, the fire department has a total of 38 volunteer firemen and nine (9) emergency vehicles. Additionally, Seals Ambulance provides 24-hour Basic Life Support (BLS) and Advanced Life Support (ALS) services and has a fully equipped staff inclusive of Paramedics and EMT's.

### Police Services

The police department is located within the city and has a station approximately 500 sq.

ft. in size. They employ a force of nine (9) full time officers and seven (7) reserve-duty officers. The department has eleven police vehicles and one drug dog present to assist them in their efforts.

### Public Library

Established in 1918 as the Fortville Carnegie Public Library (at its former location), the Fortville - Vernon Township Public Library has served the Towns of Fortville and McCordsville as well as Vernon Township residents since 1986 at its location on Broadway and Madison Streets. It has an operating income of \$282,672 and contains 37,058 books, 2,427 audio materials, 7,129 video materials, 37 state-licensed databases, and 282 print serial subscriptions.

### Public Schools

The public school system for Fortville is associated with the township of Vernon rather than the city(s)/town(s) themselves. The schools are located just south of Fortville and have the Mt. Vernon Middle School, High School and Fortville Elementary School. Other schools that are associated with them but not located there are Mt. Comfort and McCordsville Elementary. The max capacity the three schools servicing Fortville is 2,950 students.

The Fortville Elementary School has been closed down and moved to the Mt. Vernon Intermediate School. The three schools for Fortville have a faculty of 183 teachers and other support staff, with an additional 71 for the other two elementary schools.

The schools receive money from two sources: Property Taxes and a State allocation based on enrollment. Property taxes pay for transportation, pension services, debt service, and capital projects. The allocation from the State can only be used for the general fund which pays for teacher salaries, classroom supplies, utility bills and miscellaneous expenses. The per student allocation from the State considers school performance, the economic status of the students and other economic factors in the community. The schools also receive grants on occasion for specific programs such as free and reduced lunches for students.

The schools have, on average, gained a number of students over a ten (10) year period. The total student enrollment was at 3,020 in 2003 and grew to approximately 3,500 students in 2013. The growth rate averages to be about 15 percent over the ten-year period. This is fairly consistent with change in population over the 2000 - 2010 time-frame. The census data showed a 12 percent increase in population between 2000 and 2010, which is relatively close to the same growth rate of student enrollment. Fortville however only accounts for a fraction of the students enrolled according to the census data with 863 enrolled students in the Mt. Vernon School system. The rest of the students are from the other municipalities around Vernon Township.

### Healthcare Facilities

The Town of Fortville is home to two (2) medical facilities: the Hancock Physicians Network and Fortville Community Medicine.

Both of these facilities primarily work as local pediatricians and practitioners. Their services are quite limited and only offer a small range of treatment and care options. All other services must be outsourced to the Hancock Hospital in Greenfield to the south. Combined, the two medical facilities house 17 employees and likely only service the local population.

### Cemeteries

There are nine (9) cemeteries which are located around Fortville and many are quite small with the exception of Gravel Lawn cemetery which has around 15 acres of land. There are two funeral homes (Erlewein Mortuary and Seals Mortuary) servicing the community with a total of 16 full time employees.



Figure 2.16: Gravel Lawn Cemetery

### Public Facilities Map

Figure 2.20 shows the location of the public facilities throughout the Town of Fortville.



Figure 2.17:  
Fortville Elementary School



Figure 2.18:  
Mount Vernon Middle School



Figure 2.19:  
Mount Vernon High School

## MAP LEGEND

- 1** **Municipal Building / Police / Fire**  
714 E Broadway Street  
Fortville, IN 46040
- 2** **Fortville - Vernon Township Library**  
625 E Broadway Street  
Fortville, IN 46040
- 3** **Fortville Elementary School**  
8414 N. 200 W.  
Fortville, IN 46040
- 4** **Mount Vernon Middle School**  
8112 N. 200 W.  
Fortville, IN 46040
- 5** **Mount Vernon High School**  
8112 N. 200 W.  
Fortville, IN 46040
- 6** **Seals Ambulance Services Inc.**  
700 W Broadway Street  
Fortville, IN 46040
- 7** **Hancock County Physician Network**  
600 Vitality Drive  
Fortville, IN 46040
- 8** **Fortville Community Medicine**  
717 E Broadway Street  
Fortville, IN 46040
- 9** **Gravel Lawn Cemetery**  
9088 W 1025 S.  
Fortville, IN 46040
- 10** **Erlwein Mortuary**  
124 E Staat Street  
Fortville, IN 46040
- 11** **Seals Funeral Home**  
122 W Staat Street  
Fortville, IN 46040

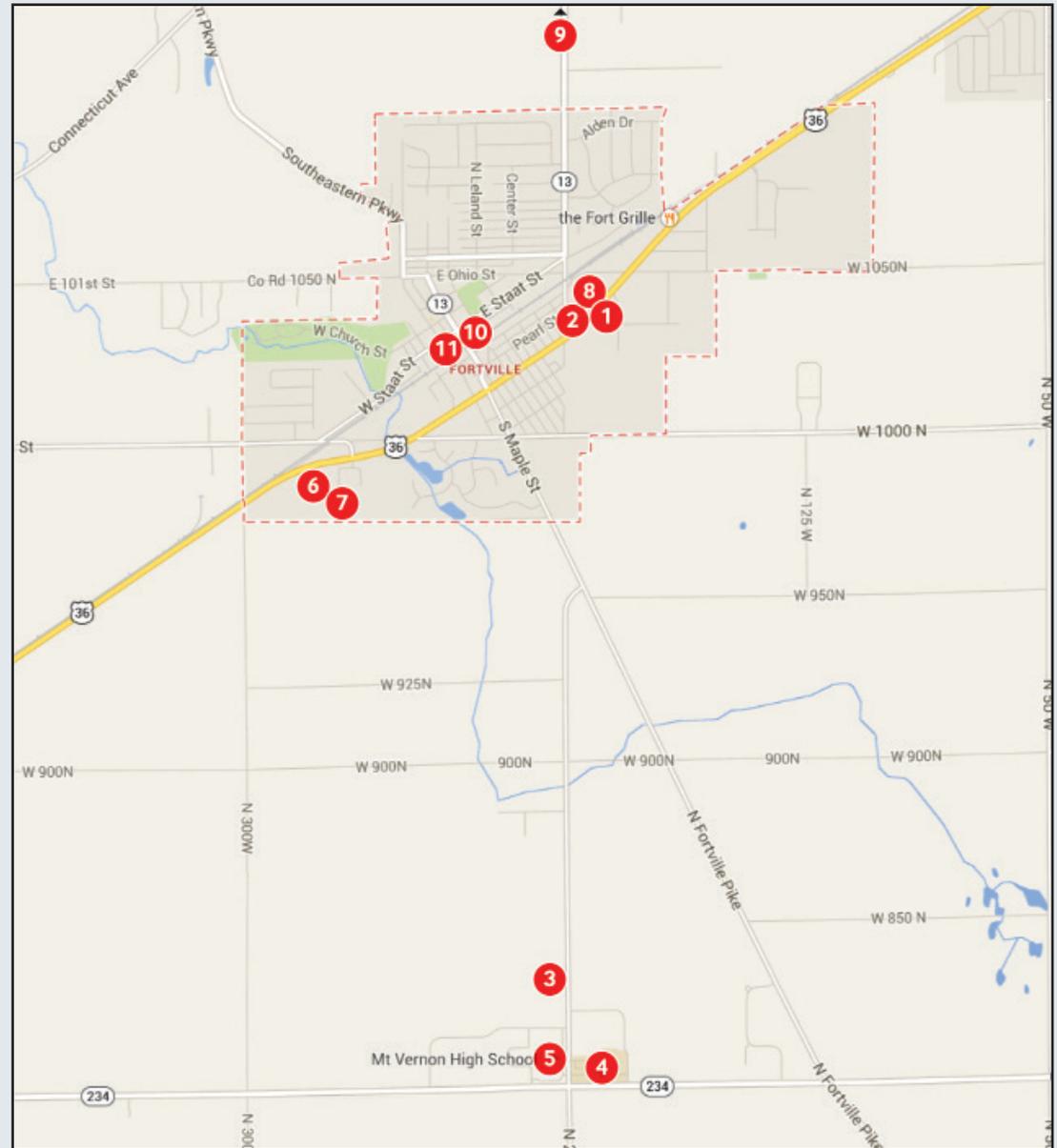


Figure 2.20: Fortville Public Facilities

# Parks, Recreation, & Open Space

## History of the Fortville Parks and Recreation System

The Fortville Parks and Recreation System is composed of two park sites: Fortville Memorial Park and Landmark Park. Combined, the two parks contribute over 40 acres of outdoor public recreation lands to the Town of Fortville.

One of the earliest parks to be established in the Town is Fortville Memorial Park. In 1920, the Town purchased 33 acres from Thomas Noel, a local business man, with the intention of developing a park for the residents of Fortville. Fortville Memorial Park has grown to 38 acres and is still reminiscent of the picturesque park designs characteristic of the 1920's and 1930's.

Today, the park system is managed directly by the Fortville Town Council. There is neither an official park board nor an advisory park board. The Town Council employs three part-time park staff to maintain the parks. The part-time staff and park maintenance equipment is housed in a maintenance building located on the north side of West Church Street, at the entrance of Fortville Memorial Park.

Each year, the Fortville Town Council prepares an annual budget specifically for the parks department. The parks department only generates funds through rental of the community center and the enclosed shelter house in Fortville Community Park. Listed

below is the annual park budget for the past four years.

2010: \$162,463  
2011: \$167,337  
2012: \$192,099  
2013: \$192,099

The Town does not have any formal agreements with the local organizations that use the park facilities. Informal agreements exist with the American Legion and the Veterans of Foreign Wars (VFW) to care for parts of Landmark Park. The

## Existing Parks and Open Space

Overall, the parks department manages two Town parks in Fortville. The total acreage of managed land is 42 acres, or 0.07 square miles. Approximately 94 acres of parks, recreational, and open space land is owned by other local entities, such as public schools and the township. Although not managed by the Fortville Parks and Recreation Department, these lands are important when considering outdoor amenities available to the residents of Fortville.

## Fortville Memorial Park – 38.34 acres

The largest and oldest town park, Fortville Memorial Park, is located on the west side of Fortville. The park was established in 1920 when the town purchased the land from a local businessman. As the most widely used park in the Fortville Parks and Recreation System, the park offers a wide variety of recreational facilities, including a skate park, softball diamonds, baseball diamonds, and basketball courts. The park also offers



Figure 2.21: Landmark Park Sign



Figure 2.22: Landmark Park Gazebo



Figure 2.23: Memorial Park Trail



Figure 2.24: Memorial Park Playground



Figure 2.25: Memorial Park Baseball Field



Figure 2.26: Memorial Park Shelter

playgrounds, picnic areas, shelter houses, and walking trails. The park also houses the Fortville Community Building, which offers an indoor basketball court, meeting rooms, and classrooms.

### Memorial Park: Events and Programs

The Mount Vernon Optimist Club uses the recreation facilities located in Fortville Memorial Park to operate their youth baseball and softball programs. The seasons typically run from April through June of each year. During the winter months, the Optimist Club uses the indoor basketball facilities in the Fortville Community Building to run their youth basketball program. The season begins in November and end in December. The Interlocal Community Action Program (ICAP) runs a Head Start program out of the Community Building. Head Start is a federal program for preschool children from low-income families. Children who attend Head Start participate in a variety of educational activities, receive health meals and snacks, and enjoy playing outdoors and indoors in a safe setting.

The annual Ball Day Festival is held each year in Fortville Memorial Park. This event is hosted by the Mt. Vernon Optimist and kicks off baseball and softball season each year.

### Landmark Park – 3.67 acres

Landmark Park is a small neighborhood park located one block east of Downtown Fortville. The park lies on the site of the old Fortville High School, which was originally built in 1857. The park was formally dedicated on July 4, 1988. The southern end of the site

focuses on passive recreation and has a gazebo, several benches, a war memorial, and a memorial tree. The northern end of the site focuses on active recreation with a soccer field and playground equipment.

### Landmark Park: Events and Programs

The annual Indiana Bastille Day is held in Landmark Park each July. This is a free family event for those interested in experiencing French culture. The Mt. Vernon Optimist Club uses the soccer field for their youth soccer programs, which run from September through October of each year.

Table 2.32: Park Summary Chart

	Fortville Memorial Park	Landmark Park
Acres	38.34	3.67
Baseball Field	X	
Basketball Court	X	
Benches	X	X
Bench Swings	X	
Bicycle Racks		X
Community Building	X	
Concession Stand	X	
Gazebo		X
Grills	X	
Memorial Tree		X
Playground	X	X
Picnic Tables	X	X
Restrooms	X	

Shelter	X	
Skate Park	X	
Sledding Hills	X	
Soccer Field		X
Softball Field	X	
War Memorial		X

### Bikeways and Trails

The Town of Fortville does not have any dedicated bikeways or trails, nor does the town have a bikeways or trails plan. According to the 2012 Hancock County Comprehensive Plan, there are several planned trails that will connect the Town of Fortville to other communities in Hancock County. The planned trails are as follows:

- An on-road trail along State Road 67 that connects the Town of Fortville to the Town of McCordsville.
- An on-road trail along State Road 234 that connects the Town of Fortville to the Town of McCordsville.
- An off-road trail that follows Buck Creek to County Road 600 North and connects the Town of Fortville to a commercial node south of McCordsville.
- An on-road trail that follows County Road 200 West and connects the Town of Fortville to the unincorporated towns of Mohawk and Spring Lake.

### Other Recreational Opportunities

Township Parks: Hampton Field – 4.39 acres Hampton Field is owned by Vernon Township. This facility is adjacent to Fortville Memorial Park and houses three baseball fields, one playground, two tennis courts, and a

concession stand facility.

Town Plaza: Located between Main Street and Maple Street at the entrance to Downtown, Town Plaza is a small, privately owned pocket-park.

### Hampton Field: Events and Programs

The Mt. Vernon/Fortville Optimist Club uses the recreation facilities located in Hampton Field to operate their youth baseball program. The season typically runs from May through June of each year.

### Public School Lands – 90 acres

The Mount Vernon Community School Corporation has three schools in the Town of Fortville that offer outdoor recreational facilities. Generally, the walking trails and open space areas are open to the public during non-school hours. However, there is not a written agreement of any kind between the school and the Town that allows use of school facilities by the public during non-school hours. The Fortville Elementary School has a range of outdoor recreational facilities, including half-court basketball, playgrounds, practice fields, an amphitheater, and walking trails. The Mount Vernon Middle School has baseball and softball facilities, a football field and track, a soccer facility, and half-court basketball facilities. The Mount Vernon High School offers football fields, soccer fields, baseball and softball facilities, tennis courts, and a track. In total, the schools in Fortville have approximately 42 acres of open space and woodlands with walking trails and approximately 48 acres of recreational space.



Figure 2.27: Hampton Field Park Sign



Figure 2.28: Hampton Field Shelter



Figure 2.29: Hampton Field Playground

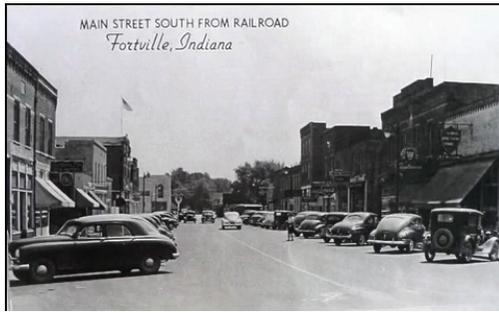


Figure 2.30:  
Mainstreet - South View from Railroad



Figure 2.31:  
Mainstreet - Aerial View



Figure 2.32:  
Mainstreet - South View from Railroad

## Historical & Cultural Resources

### History of Fortville

Although the Miami and Potawatomi Native American Tribes were the first to inhabit the land in north Hancock County, the first recorded white settler was as early as the 1820s. Francis Kincade filed a plat of 24 lots in 1834, but had roadways throughout the area as early as 1826. His property was known as “the Crossroads” as it was adjacent to the Greenfield-Noblesville Pike (now SR 238) and Main Street (now SR 36/67). The town was originally laid out approximately one mile northwest of the present location.

In the 1840s, John K. Rash, Milas Walker, J.H. Hoppes, Lawson Fuqua, and Alfred Shortridge cleared the area where the town would eventually shift, of trees. Settlers focused on harvesting lumber for the construction of homes, businesses, churches, and a school. Once cleared, the land was used for farming, grazing, and orchards; the first major crop was flax. Helms Mill, the first flour mill, was built in 1844. It was considered the largest flour mill in the US with a 100-barrel capacity, but it burned in both 1865 and 1915. The first business house was built in 1849 where Thomas R. Noel had a general store.

Cephas Fort made the original plat survey of Fortville in 1849. Anticipating the arrival of the railroad, Cephas began planning for settlement growth. In 1852 the “Bee Line” Railroad (later the New York Central) was built and as Cephas had predicted ran through his

property. The general store and Walpole post office were moved to the town shortly after.

In honor of Cephas Fort, the railroad station was named Fortville. With the construction of the railroad, the town center shifted to meet it. New grain elevators, gristmills, sawmills, craftsmen, merchants, doctors, and druggists continued to move into the area and Fortville was officially incorporated in 1865 with a population of 240, passing by a vote of 36 to 19.

The first church in Fortville was the Methodist Episcopal Church, later changed to St. Thomas. Established in 1856, the Methodist Episcopal Church began meeting in a barn owned by Peter Staats. It was not until 1859 that the congregation was able to erect a new building for their services. The first school was built in 1857, but burned down between 1875 and 1876. Classes were conducted in various locations around town until a new building was finally constructed in 1878, thanks to a partnership between the Town and Stokes Jackson, a Vernon Township Trustee. When the school reopened, 176 students were in attendance.

Fortville saw vast improvements between 1880 and 1910 as streets were laid with brick and concrete and the town continued to grow. The saw mills, blacksmiths, and stables flourished on what eventually became Mill Street. The first fire engine was purchased in the 1880s and was hand-operated by volunteers. In 1887 natural gas was discovered in Hancock County and street lamps shifted from coal-oil to natural

gas. Between 1901 and 1908 Fortville gained electric service and by 1913, Main Street was lit by electric street lights. The Fortville water tower was constructed in 1913 with a 50,000 gallon capacity. The Fortville Carnegie Public Library was established in 1916. The building, which was completed in 1918, held 15,000 volumes and circulated 37,938 books per year. Fortville Memorial Park was established in 1920 when the Town purchased 33 acres from Thomas Noel. A shelter house was erected in 1933 and a Scout Cabin in 1936.

Five local newspapers have been published in Fortville. The Fortville Journal was printed for a few months in 1879. The Fortville Journal began being published again in September 1883, but burned down in December 1883. The paper was re-established in 1884. Although the name changed to the Fortville Sun in 1886, it ran into more problems. The paper was destroyed by fire in 1893, re-established in 1894, and suspended printing in 1895. The Fortville Tribune began printing in 1893 and was published by different editors until 1909 when Gus Stewart purchased it and the paper was able to remain in print. Fortville had its first telephone switchboard in 1899 where the operator's pay was only \$2 and she served 30 subscribers.

Since the early years, Fortville has seen a steadily increasing population. Although beginning as a modest town of 240 people, the 2010 Census listed the population at 3,929. With its proximity to the Indiana State Capitol, Indianapolis, Fortville has become a community that thrives on readily available entertainment and job opportunities, while

maintaining the impression of a small town.

Cephas Fort made the original survey of the town, or 33 lots. Lot additions included:

- Micajah C. Shull, January 20, 1857 – 5 lots
- Samuel V.B. Noel and Thomas R. Noel, December 16, 1856
- L.H. Vanvelzer, December 17, 1856 – 12 lots
- James S. Merrill – 12 lots
- Asbury, August 19, 1872 – 9 lots
- Samuel Record and Oliver W. Voorhis, February 17, 1873
- Larkin W. Crouch, May 1, 1875 – 9 lots
- Samuel Arnett, March 6, 1884 – 10 lots
- Anna Chodrick, July 24, 1891 - 33 lots
- William Lindamood, May 3, 1892 – 7 lots

The Fortville, Sol D. Kempton Post #228 was established in 1883 and lasted until 1930. The Grand Army of the Republic (GAR) was an organization that brought together veterans of the Civil War to relive the comradeship with their fellow soldiers. There were 81 members from the Fortville post.

### Things to Do in Fortville

**Fortville Memorial Park** – the major recreational facility for the town of Fortville, this 25 acre park has multiple baseball fields, tennis courts, basketball courts, numerous locations with playground equipment, a rentable shelter house, a community center, the Fortville Skatepark, and walking trails.

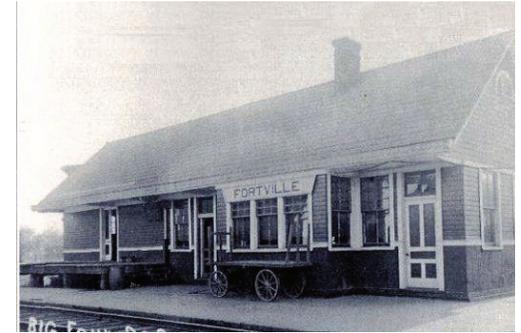


Figure 2.33: Fortville Depot

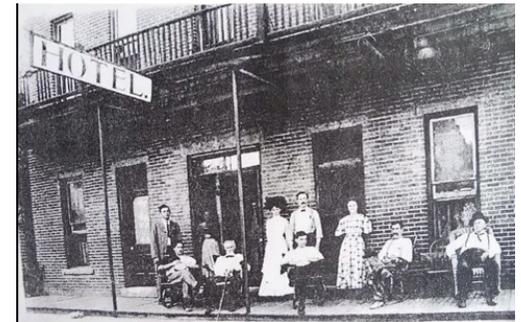


Figure 2.34: Historic Hotel

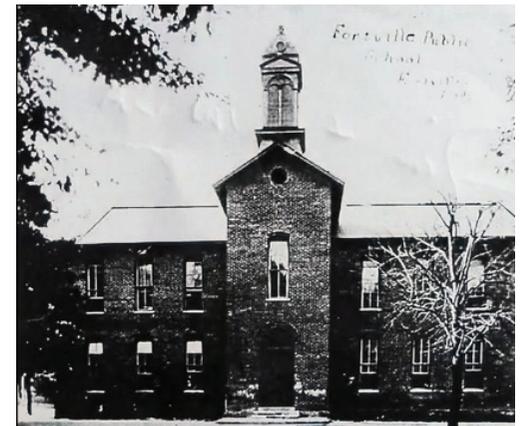


Figure 2.35: Early Fortville School c. 1882



Figure 2.36: Indiana Bastille Day  
Image Source: jscottphotography.com



Figure 2.37: St. Thomas Festival



Figure 2.38: Winter Festival

**Landmark Park** – this 3.2 acre park features a football/soccer field for recreational use.

**Fort Harrison** – only ten miles from Fortville, this historic Indiana State Park has much to offer, including the Fort Golf Course, a major entry on the list of great Indiana golf courses.

**Fortville Skatepark** – concrete disciples come from all around Fortville to test themselves on this challenging, professional skateboarding practice course.

**Post Road Recreation Center** – only about a fifteen-minute drive to Lawrence, Indiana, this place has everything locals need to occupy the entire family all day, from go-karts to mini-golf and everything in between.

With its convenient location just outside of Indianapolis, Fortville is also just a quick half hour drive to the heart of downtown Indianapolis.

### Events/Festivals

**Classic Car Cruise-In** - Summer, Wednesday evenings (weather permitted), classic cars line main street for a free and exciting event throughout the summer.

**Mt. Vernon Optimist Ball Day** - June, Memorial Park Parade, baseball/softball games, Ball Day Blood drive, kids games, dunk tank, moonwalk, Fortville Lions Club annual breakfast.

**Indiana Bastille Day** -- July, Landmark Park Arts and crafts, bounce houses, marionettes, “jeu de l’ole”, French music, multiple live

bands, petanque tournament, historical interpreters, unique food and treats, wine and beer tasting, lantern parade, laser light show.

**St. Thomas Festival** – Early August summer festival, presented by St. Thomas the Apostle Catholic Church. Food, drinks, casino type games, teen games, kids games, corn maze, bingo, raffles, blood drive, live music, silent auction, karaoke, farmers market.

**Septabulous Saturday** – September, presented by Fortville Church of the Nazarene. Fireworks, vendors, giant inflatables, door prizes, petting zoo, car show, cake walk, video game truck, concessions, corn hole tournament, horse drawn carriage rides, blood drive, music, outdoor movie, carnival style games.

**Fortville Winter Festival** – December, downtown Fortville, presented by Fortville Action, Inc. an Indiana Main Street Organization. Lighting of Main Street, Horse-drawn wagon rides, Costumed characters, Holiday music, Choirs and carols, A Christmas market, Snowflake Princess and Jack Frost crowning, Pictures with Santa, Hot cocoa and food, Crafts

# 3

## CHAPTER 3 A Cohesive Vision

### Envision Fortville: Our Vision for the Future

#### Vision Statement

Over the past 20 years, the rapid northeast expansion of Indianapolis has led to the creation of several bedroom communities that serve the metropolitan area. Many of these communities grew so quickly that they were unable to properly plan for such massive levels of growth and lost the very thing that attracted so many from the beginning – their unique small-town charm and character. Fortunately, Fortville has been able to observe the changes, both good and bad, in those communities so that a plan can be developed to guide growth in a manner fitting the vision of the community.

The process to develop a vision for Fortville engaged hundreds of residents over a 12-month period beginning with the kick-off

of the Envision Fortville planning process in April of 2013. Through workshops, socials, social media, surveys, special events, and a steering committee, residents, business owners, and town officials described their ideas for the Town’s future. These ideas led to the creation of the Envision Fortville Vision Statement.

The Envision Fortville Vision Statement embodies our commitment to preserving Fortville’s unique characteristics while identifying things that we can do to improve our community. The vision statement answers the question, “What kind of town do we want Fortville to be?”

#### IN THIS CHAPTER

- Vision Statement
- Goals & Objectives



## ENVISION FORTVILLE VISION STATEMENT

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.



DEDICATED TO THE  
HONOR AND SACRIFICE  
OF THE MEN AND WOMEN  
OF THE FORTVILLE AREA  
WHO SERVED OUR COUNTRY  
IN ALL WARS  
★ ★ ★ ★



# Goals and Objectives

## Achieving our Vision

Achieving our vision for the future of Fortville requires more than just a statement – it requires concrete goals and objectives. These goals and objectives are used to not only guide Fortville towards its vision, they will also aid in addressing the “Five Key Challenges and Opportunities” identified in Chapter One as well as issues and concerns uncovered during other public participation opportunities.

## Organizing our Goals & Objectives

The following goals and objectives have been organized into four (4) “Action Policy Building Blocks” (Growth and Community Development, Quality of Life and Community Character, Economic Growth & Stability, and Public Facilities and Government Services) which were developed to include each section in Chapter Two (Housing, Economic Development, Transportation, Land Use, Environment, Utilities, Public Facilities, Parks, Recreation, & Open Space, and Historic & Cultural Resources).

The figure below, illustrates how the goals and objectives are organized:

### Action Policy Building Block

#### Applicable Section from Chapter Two

- | i. | Goal                     |
|----|--------------------------|
| 1. | Objective One: Timeframe |
| 2. | Objective Two: Timeframe |

*\*The “Timeframe” is an estimate as to when the listed objective should be completed.*

## Growth and Community Development

### Land Use

- i. Encourage efficient land use, meet future land use needs for the projected population to the year 2035, and maintain land designations appropriate for the character of the Town of Fortville.
  - 1. Establish a Plan Commission: 1 – 5 years.
  - 2. Establish a Zoning Ordinance: 1 – 5 years.
  - 3. Establish a Board of Zoning Appeals (BZA): 1 – 5 years.
- ii. Maintain and protect the existing high-quality of life and small-town identity of the community while maintaining a proactive approach to future growth and development.
  - 1. Identify potential areas for future growth and establish standards for the types of development to occur in those areas: 1 – 5 years.
- iii. Control and improve the aesthetic character of the Broadway Street corridor (SR 67) with appropriate architectural, landscaping, and setback standards and manage the size and scale of commercial development in a manner that in context with the character of the community.
  - 1. Establish Overlay District Standards along the Broadway Street corridor: 2 – 5 years.





- iv. Develop a Business Registration Form / Process (Commercial Compliance Form) that helps the town identify local businesses and ensure proper zoning and use: 1 – 2 years. 1 – 5 years / Ongoing.

### Housing

- i. Preserve and expand an integrated mix of safe, affordable, and environmentally sound housing options for households of all types and from diverse social and economic groups.
  - 1. Set policies that encourage the development of high-quality, mixed-use, and mixed-income housing: 1 – 5 years.
  - 2. Develop policies that allow for the use of new development techniques to encourage a variety of living areas and housing types in all residential districts: 1 – 5 years.
  - 3. Encourage the maintenance, conservation, and enhancement of existing residential areas and housing stock: 1 – 5 years.
  - 4. Encourage the development of housing in a manner that discourages sprawl and enables residents to use existing services and infrastructure efficiently:

### Quality of Life and Community Character Historical & Cultural

- i. Increase the recognition of Fortville as a center for arts, entertainment, and festivals.
  - 1. Develop a marketing campaign/plan for the Town of Fortville.
  - 2. Apply for “Our Town Grants” through the National Center for Arts: 1 – 2 years.
  - 3. Encourage Fortville residents to get involved with / sit on the Hancock County Tourism Board: Ongoing.
  - 4. Work with Fortville Action Inc. and other groups to organize new events and activities: Ongoing.
- ii. Ensure that Fortville has a mix of spaces for performance and exhibition and that art and entertainment venues are incorporated into the built environment.
  - 1. Complete a Downtown Master Plan that is inclusive of these elements: 1 year – under development.
  - 2. Work with the Chamber to improve and maintain existing Farmer’s Market: 1 – 3 years.
- iii. Preserve and enhance the character of Fortville’s

neighborhoods, enable sensitive, economically feasible maintenance and adaptive reuse of historic buildings and respect neighborhood form and patterns.

1. Develop zoning ordinances that enforce the aforementioned objectives: 2 – 3 years.
  2. Develop a façade improvement program: 1 – 2 years / Ongoing.
  3. Develop an ordinance that prevents razing of pre-1960's structures before a strict review process: 2 – 3 years.
  4. Develop an incentive-based home improvement program for homeowners: 1 – 5 years.
- iv. Design and maintain a healthy and attractive public realm that fosters community connection.
1. Establish a Public Improvement Advisory Committee: 1 – 3 years.
  2. Establish a Public Improvement Action Plan: 1 – 3 years.
  3. Secure funding from Hancock County's Food and Beverage Tax: Ongoing.
  4. Apply for Hancock County Community Foundation Grants: Ongoing.
- v. Facilitate thoughtfully designed, pedestrian-oriented mixed-use development and reuse

opportunities in commercial corridors, public plazas, and other areas that are sensitive to neighborhood context.

1. Establish zoning ordinances that accomplish these objectives: 1 – 5 years.

### Parks & Recreation

Create and program a network of vibrant public open spaces and shared use paths throughout the town that are multi-purpose, promote a healthy and walkable community, and reflect changing recreational interests and cultural opportunities.

1. Establish a Parks Plan: 1 – 3 years.
2. Establish a Parks Committee that helps to ensure the Plan is being implemented: 2 – 5 years.

### Environment

- i. Ensure the continued stewardship of Fortville's natural environment.
  1. Identify any environmental assets that need to be protected within the existing jurisdiction and any future areas for growth: Ongoing.
  2. Educate the public on the importance of preserving the Town's natural environment: Ongoing.
  3. Maximize environmental sustainability in design and





- 4. implementation of all infrastructure systems and public facilities: Ongoing. Protect and promote the preservation of important prime farmland soils in the community: Ongoing.
- 5. Minimize negative impacts of erosion, sedimentation, and storm drainage on natural resources through the development of legislation and proper infrastructure solutions: 1 - 3 years / Ongoing.

- ii. Increase the recognition of Fortville as an environmentally-conscious community that utilizes best-practices in environmental stewardship.
  - 1. Utilize the Wellhead Protection Plan to establish strict development regulations within the 5-year “Time-of-Travel Boundary.” 2 - 3 years
  - 2. Invest in renewable alternative energy sources: Ongoing.
  - 3. Establish a Town-provided community-wide curbside recycling program: 1 – 2 years.

### **Economic Growth & Stability**

#### **Economic**

- i. Ensure that the Town of Fortville has a strong, diverse, and connected supply of local businesses to serve

the needs of residents and visitors to the community.

- 1. Work with the Chamber to establish a “Shop Local” program: 1 – 2 years.
- 2. Work with the RDC and Chamber to establish a business incubator or co-working facility for entrepreneurs and small business start-ups: 5 - 10 years.
- 3. Establish additional TIF Districts or BIDs / EIDs in select locations: 2 – 3 years
- 4. Embrace and market the opportunity for rail spur development: Ongoing.
- 5. Strengthen the relationship between the Town and economic and tourism groups in the County: Ongoing.
- 6. Pursue business-friendly grants: Ongoing.
- 7. Market and promote the Main Street Business District: Ongoing.
- 8. Develop a marketing campaign/plan for the Town of Fortville: 1 – 5 years.
- 9. Identify and attract certain businesses to the community: Ongoing.

- ii. Ensure that prospective entrepreneurs have the appropriate resources to start and maintain successful businesses in Fortville.
  - 1. Develop a financial

incentive program that business owners can use to “jump start” a business located in specified districts (downtown, business park): Ongoing.

2. Develop financial incentives for businesses who create jobs in the Town of Fortville: Ongoing.
3. Market and expand fiber-optic infrastructure: 1 – 5 years / Ongoing.
4. Develop and maintain an inventory of industrial / business sites throughout the community: Ongoing.

iii. Ensure the ongoing success and potential expansion of the Industrial Park (Business Park).

1. Work with the RDC to develop a marketing plan for the Business Park.
2. Develop a Business Park Plan to identify facility improvements, potential programs, and any planned future expansions: 3 – 5 years.

## Public Facilities and Government Services

### Transportation

- i. Provide for and encourage a safe, convenient, and economic transportation system inclusive of adequate accessibility to all planned land uses, alternative transportation options, and good infrastructure

maintenance.

1. Develop and maintain a transportation system plan that encourages alternatives to, and reduces dependency on the automobile: 5 – 10 years.
2. Develop land use regulations and subdivision ordinances that allow needed transportation facilities and improvements and encourage development patterns that enhance opportunities for pedestrian travel, bicycle travel, and forms of public transportation: 1 – 5 years.
3. Strive to coordinate planning actions, provide transportation services, and implement the INDOT State Transportation Improvement Program (STIP) with affected jurisdiction in order to best serve Fortville’s residents: Ongoing.
4. Identify and prioritize sidewalk and trail construction that connects the community to local schools: 1 – 2 years.
5. Install high-grade / highly visible crosswalks around schools and other public facilities: 1 – 2 years.
6. Install sidewalks throughout parks and along Broadway





7. Street: 5 – 10 years.  
Build a commuter lot – or find existing town-owned properties that may serve to fill this need: 1 – 3 years.
8. Maintain and enhance commuter bus routes to Downtown Indianapolis (existing provider Miller Trailways): 1 – 3 years.
9. Install sidewalks or other multi-modal trails along the corridor (101st St. / County Rd. 1050 N. East to Cyntheanne Road) that connects Fortville to the Town to Fisher’s new Four Season Park: 2 – 3 years.

### Public Facilities

#### Schools

- i. Maintain and enhance a strong collaboration between the community and school district.
  1. Include school ratings and information in Fortville marketing materials: 1 – 2 years.
  2. Set-up regular meetings with the School Board / Superintendent and the Town Council: Ongoing.
- ii. Collaborate and coordinate with the Mt. Vernon School Board to provide and maintain a public education system which meets the needs of Fortville’s current and future population.
  1. Coordinate with the school

3. board on growth and development trends and population & student projections to ensure that the plans of the School Board and the Town of Fortville are based on consistent data: Ongoing.
3. Develop capital improvement plans that consider required infrastructure to service existing and proposed schools: Ongoing.

#### Police, Fire, & Emergency Services

- i. Ensure that Fortville residents, business owners, and visitors have an adequate supply of properly-equipped emergency personnel to maintain a safe, crime-free, and well-protected community.
  1. Evaluate the impact of future expansions and developments on the level of protection and coverage provided by emergency personnel: 1 – 3 years / Ongoing.
  2. Develop a plan to inspect / upgrade outdated emergency equipment on a regular basis: 1 – 2 years.
  3. Develop / strengthen community policing initiatives: Ongoing.
  4. Install Public Video Surveillance Cameras in strategic locations

throughout the community:  
2 – 5 years.

### *Library*

- i. Ensure that Fortville residents have easy access to reading materials, educational materials, and other library-related services.
  - 1. Encourage the use of the library and its facilities: Ongoing.

### *Utilities*

#### *Water*

- i. Provide a safe, high quality, potable water system that is well maintained and financially solvent.
  - 1. Ensure that the water system is of an adequate amount to supply water for the projected population: Ongoing.
  - 2. Ensure that areas for planned expansion have access to the proper infrastructure necessary for future development: Ongoing.
  - 3. Develop and education and outreach plan that encourages water conservation techniques and best practices: Ongoing.

#### *Wastewater*

- i. Provide and maintain a separate wastewater and storm water system with sufficient

capacity to serve future development while eliminating combined sewer overflow into public waterways: Ongoing.

#### *Storm Water*

- i. Provide and maintain a separate wastewater and storm water system with sufficient capacity to serve future development while limiting the amount of runoff entering the wastewater system: Ongoing.

#### *Other Utilities*

- i. Ensure the infrastructure for all utilizes is of sufficient capacity and quality, is of the best available technologies, has redundancy, and supports the desired level of future growth.
  - 1. Identify areas for future growth and develop a plan to ensure those areas have the access and quantity of infrastructure need to support development: Ongoing
  - 2. Develop a Town-wide public Wi-Fi system: 3 – 5 years.

### **Other Public Facilities & Government Services**

#### *Community Center*

- i. Provide and maintain a sufficient indoor recreational facility for Town residents.
  - 1. Revitalize existing Community Center or

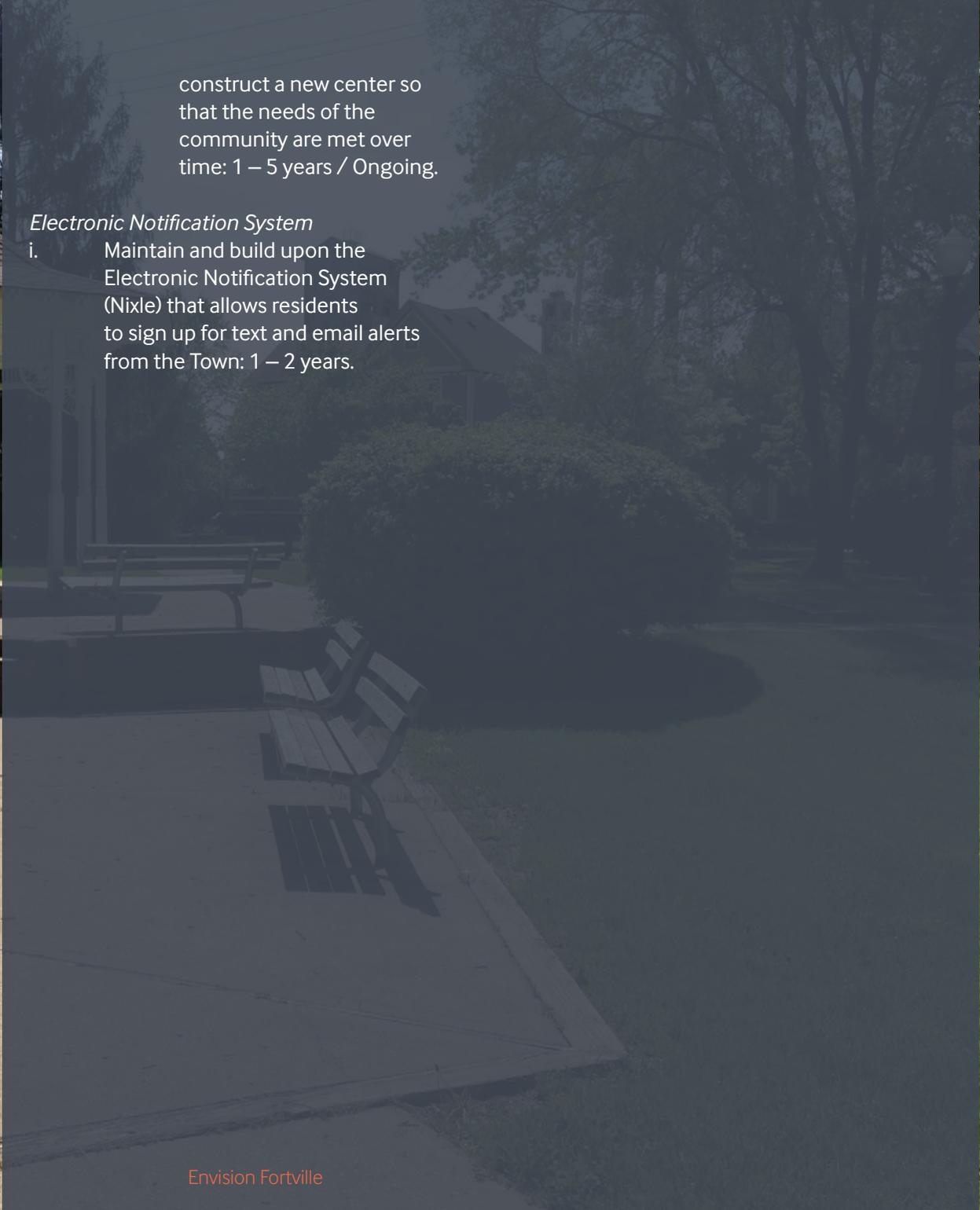




construct a new center so that the needs of the community are met over time: 1 – 5 years / Ongoing.

*Electronic Notification System*

- i. Maintain and build upon the Electronic Notification System (Nixle) that allows residents to sign up for text and email alerts from the Town: 1 – 2 years.



# 4

## CHAPTER 4 Shaping our Future

### Future Growth

#### Concept Map

While the vision statement sets forth an idea of where we want Fortville to be in the future, the growth concept map illustrates those ideas through a series of maps. Utilizing existing development patterns, planned projects, planning documents, environmental features, and existing and planned transportation networks, the Future Growth Concept Map (Figure 4.1) applies the vision statement to how the town should grow and evolve over the next 20 years.

The Future Growth Concept Map was developed based on the input collected in the public survey, public workshops, and a strategic planning session with the Steering Committee. Input from the aforementioned sources led to the identification of areas for business growth and development, areas for single-family housing construction, areas

for multi-family housing development, and areas for the preservation of agricultural land. Proposed growth was then prioritized into two (2), growth phases for the Town of Fortville (Figure 4.2: Phased Growth Map).

Taking into consideration that the Town's growth in area far outpaced its growth in population, phasing was used in an effort to retain higher population densities and reduce sprawl. By phasing growth, Fortville is able to retain its small town charm and unique characteristics while still being proactive to development. Phasing growth in this manner helps to promote a compact and connected community and focus development into areas and centers that are more accessible to a plurality of the population. Additional benefits to phasing growth include: protecting existing open space and natural resources, improving air quality and reducing greenhouse gas emissions, and reducing

#### IN THIS CHAPTER

- Future Growth Concept Map: Figure 4.1
- Phased Growth Map: Figure 4.2
- Actions / Implementation Strategy
  - Action Policy Building Blocks
  - Action Matrix (Checklist)

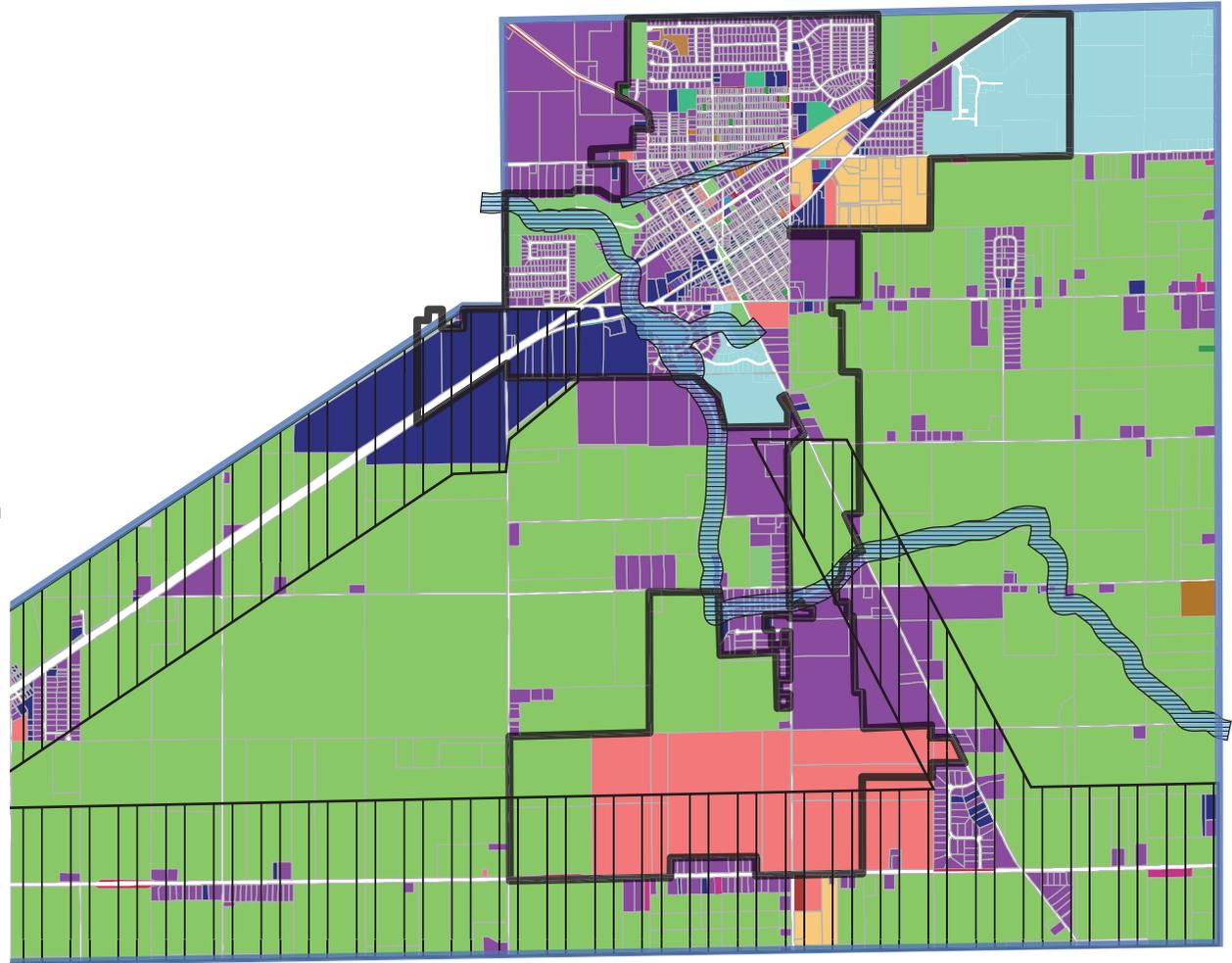
**Figure 4.1:**  
**Future Growth Concept Map**

Figure 4.1 shows future growth and ideal land uses for the Town of Fortville .

vehicle miles traveled.

**FIGURE 4.1 LEGEND**

-  Residential
-  Commercial
-  Institutional / Social
-  Industrial
-  Park / Open Space
-  Agricultural
-  PUD
-  Waterway Buffer Area
-  Limited Commercial Corridor



**PLEASE NOTE:**

This map is **conceptual** and indicates **proposed** land uses. All proposed line work is subject to change.

### Phased Growth Map

Figure 4.2 shows the proposed phasing of growth over the course of this Plan. The priorities for each phase are as follows:

#### Phase I Priorities

Phase I growth really is not “growth” in the sense of expanding land area. Rather, Phase I growth prioritizes land management within the existing Town Boundaries.

The primary focus points of this phase include:

- Infill
- Redevelopment
- Land Preservation

#### Phase II Priorities

Assuming that Fortville has maximized the use of all potential infill and redevelopment areas, Phase II begins to look at areas in which strategic growth / land expansion can occur.

The primary focus points of this phase include:

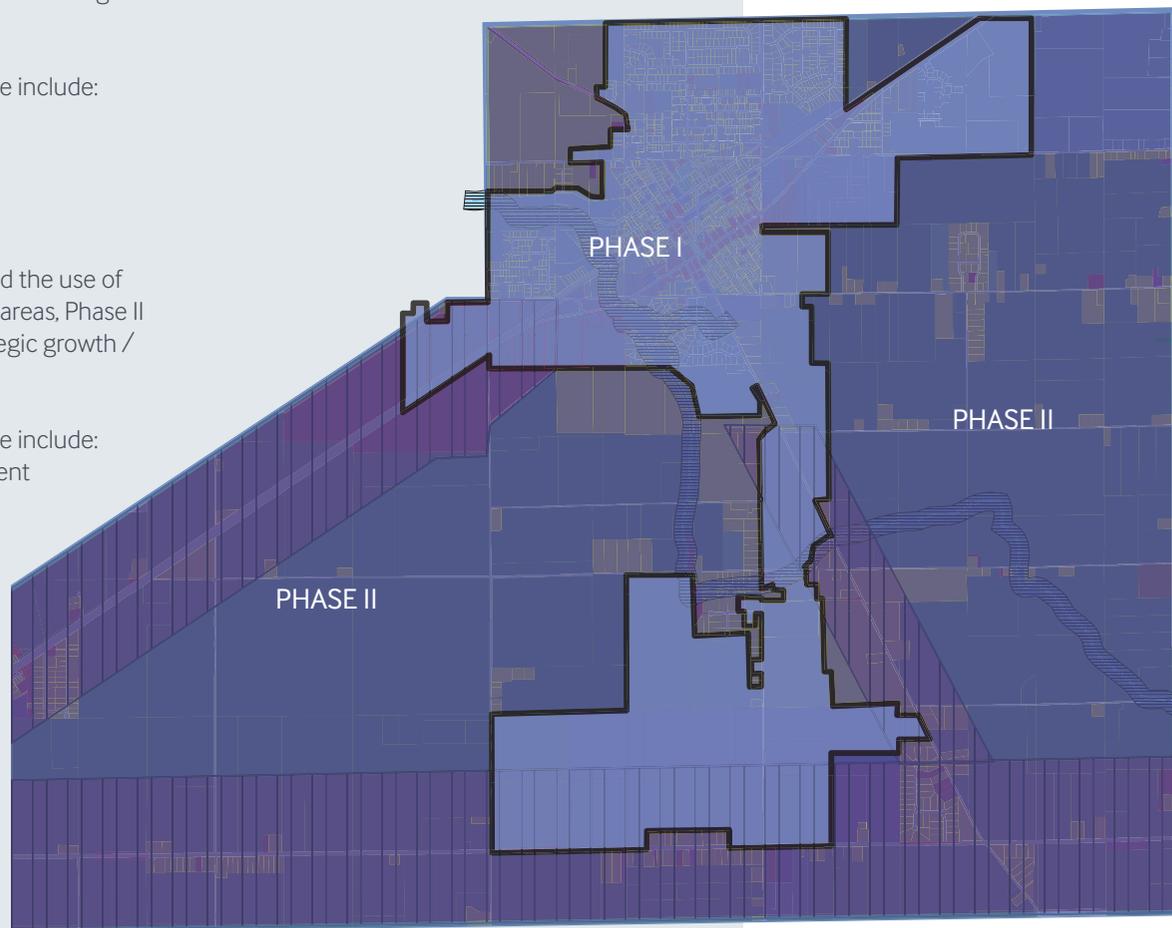
- Commercial Corridor Development
- Agricultural Preservation
- Residential Expansion

#### PLEASE NOTE:

This map is **conceptual** and indicates **proposed** phases for growth. All proposed line work is subject to change.

**Figure 4.2:**  
**Phased Growth Map**

This map sets priority phases for growth over the course of this Plan.



## Action Policy Building Blocks



Growth & Community Development



Quality of Life & Community Character



Economic Growth & Stability



Public Facilities & Government Services

# Actions / Implementation Strategy

## Action Policy Building Blocks

The Action Policy Building Blocks are the support structures of Envision Fortville. Each building block is used to organize broad-range elements (Planning Topics) that embody the community ideated in the Vision Statement. This structure can be seen in Chapter Three: Goals and Objectives.

Each “Planning Issue” is derived from the sections in Chapter Two (Housing, Economic

Development, Transportation, Land Use, Environment, Utilities, Public Facilities, Parks, Recreation, & Open Space, and Historic & Cultural Resources) and organized into four Action Policy Building Blocks.

The table below shows each Planning Issue and its corresponding Action Policy Building Block.

	Action Policy Building Block	Planning Issue
	Growth & Community Development	<ul style="list-style-type: none"> <li>• Land Use</li> <li>• Housing</li> </ul>
	Quality of Life & Community Character	<ul style="list-style-type: none"> <li>• Historical &amp; Cultural</li> <li>• Parks &amp; Recreation Environment</li> </ul>
	Economic Growth & Stability	<ul style="list-style-type: none"> <li>• Economic</li> </ul>
	Public Facilities & Government Services	<ul style="list-style-type: none"> <li>• Transportation</li> <li>• Public Facilities</li> <li>• Other Public Facilities &amp; Government Services</li> </ul>

## Implementation Strategy

“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.”

- *Envision Fortville Vision Statement*

This vision embodies what we aspire to become as a community. However, realizing this future will require directed action. As a part of the planning process, we have identified a set of Goals and Objectives in Chapter Three that serve to address the top five concerns expressed by residents in the Envision Fortville Public Survey as well as any concerns identified in the Planning Issues uncovered in Chapter Two.

While we identified our Goals and Objectives in Chapter Three, we have not yet established a method to accomplishing our stated Objectives. We need a set of Action Steps that not only direct action to the appropriate responsible party, but outline a step by step task list so that we may accomplish each Objective. This is the stage in which the Action Matrix comes into play.

## Action Matrix

The following Action Matrix contains all of the Action Steps for each Goal and Objective. The Action Steps break down each Objective into an organized task list of what needs to be completed in a set timeframe in order to accomplish the said Objective. Essentially, the Action Steps constitute the Implementation Strategy.



## HOW THE ACTION MATRIX IS ORGANIZED

This Action Matrix is organized by the Action Policy Building Blocks and then by Goal. Essentially, this matrix follows the listing of Goals & Objectives in Chapter Three. The following graphic illustrates how the Action Matrix is organized.

\*A Matrix organized by Priority is provided in Chapter One, (Action Checklist). Essentially it is the Action Matrix without the “Goals” and additional information in the grey box.

GOAL				
Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Objective Statement	High, Moderate, or Low & Building Block Icon	<ul style="list-style-type: none"><li>List of Responsible Parties</li></ul>	Window for completion	Task list of steps needed to accomplish Objective.
Any additional information that is pertinent to the Objective. In some instances this will take the place of the “Action Steps” listed above.				

**GOAL**

Encourage efficient land use, meet future land use needs for the projected population to the year 2035, and maintain land designations appropriate for the character of the Town of Fortville.

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Establish a Plan Commission	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 3 years	<p>Step 1: Summer 2014 - Notify the County that we intend to establish our own Plan Commission and extend the contract for permitting. This will begin the two-year notice period.</p> <p>Step 2: Summer 2014 through Summer 2016 – Begin finding candidates to sit on the Fortville Plan Commission.</p> <p>Step 3: Summer 2016 - Appoint seven (7) members to sit on the Fortville Plan Commission.</p>
Establish a Zoning Ordinance	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 5 years	<p>Step 1: Summer 2014 - Complete and adopt Comprehensive Plan.</p> <p>Step 2: Summer 2016 — Establish the Fortville Plan Commission.</p> <p>Step 3: Fall 2016 - Plan Commission should begin Zoning Ordinance according to specifications in IC 36-7-4-600.</p> <p>Step 4: Fall 2017 - Fortville Town Council adopts Zoning Ordinance according to guidelines in IC 36-7-4-602.</p>
Establish a Board of Zoning Appeals (BZA)	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 5 years	<p>Step 1: Summer 2014 – Summer 2016 - Begin finding candidates to sit on the Fortville Board of Zoning Appeals.</p> <p>Step 2: Summer 2016 - Appoint five (5) members to sit on the Fortville Board of Zoning Appeals.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

Currently, we (the Town of Fortville) are contracted with Hancock County to utilize their Plan Commission for zoning and permitting. While we plan to continue to utilize the County for permitting purposes, we would like to create our own Plan Commission, Zoning Ordinances, and BZA. This will allow us greater flexibility, oversight, and control when it comes to the implementation and enforcement of zoning ordinances and future development. In order for us to establish our own Plan Commission, we must first give Hancock County a two-year notice.

**GOAL**

**Maintain and protect the existing high-quality of life and small-town identity of the community while maintaining a proactive approach to future growth and development.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Identify potential areas for future growth and establish standards for the types of development to occur in those areas.	High  	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 5 years	<p>Step 1: Summer 2014 - Pass the Envisions Fortville Comprehensive Plan which contains the Future Growth Concept Map and the Phased Growth Map.</p> <p>Step 2: Continue to utilize the maps to direct and prioritize development.</p> <p>Step 3: Revisit the maps every 3 – 5 years to ensure they reflect the needs of the community over time.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

The Fortville Town Council and The Fortville Plan Commission will be charged with determining areas for potential future growth and development. Utilizing the results of the public survey and sound planning principals, the Town Council and Plan Commission shall maintain the Future Growth Map developed for this plan. The Future Growth Map in collaboration with the Phased Growth Map shall be used to prioritize development and identify areas in which different land uses shall occur.

**GOAL**

**Control and improve the aesthetic character of the Broadway Street corridor (SR 67) with appropriate architectural, landscaping, and setback standards and manage the size and scale of commercial development in a manner that in context with the character of the community.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Establish Overlay District Standards along the Broadway Street corridor.	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	2 - 5 years	<p>Step 1: Fall 2016 – Plan Commission should begin Zoning Ordinance according to specifications in IC 36-7-4-600.</p> <p>Step 2: Winter 2016 – A report should be compiled that details the purpose and goal of the overlay district. The boundary should be simply and clearly defined.</p> <p>Step 3: Spring 2017 – The Plan Commission should evaluate the overlay district for compliance with current standards.</p> <p>Step 4: Fall 2017 – Fortville Town Council adopts Zoning Ordinance, including Overlay District, according to guidelines in IC 36-7-4-602.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

We (the Town of Fortville) would like to see higher standards for development along the Broadway Street corridor (SR 67). In order to provide better access management and increase overall safety along the Broadway Street corridor, we plan to establish an overlay district. Overlay districts provide a means to incorporate various development regulations across a specified area that supplement or supersede existing zoning regulations. Either after or as part of developing a zoning ordinance, the Town of Fortville Plan Commission can designate an overlay district

**GOAL**

**Develop a Business Registration Form / Process (Commercial Compliance Form) that helps the town identify local businesses and ensure proper zoning and use.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
See Goal	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 2 years	<p>Step 1: Summer 2014 – Develop a Business Registration Form.</p> <p>Step 2: Fall 2014 – Fortville Town Council should adopt and administer the Business Registration Form.</p> <p>Step 3: Summer 2016 – Transfer responsibility of Business Registration Form administration to Fortville Plan Commission from Fortville Town Council.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

A business registration form can be developed so that the town can keep an updated list of local businesses, while ensuring compliance with zoning codes. The Plan Commission will be required to approve site plans; paving, grading, and drainage plans; landscaping plans; and building plans. Having a business registration form in place will help to expedite the review process for the Plan Commission and smooth the transition of responsibility from the Town Council to the Plan Commission.

**GOAL**

**Preserve and expand an integrated mix of safe, affordable, and environmentally sound housing options for households of all types and from diverse social and economic groups.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Set policies that encourage the development of high-quality, mixed-use, and mixed-income housing.	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 5 years	<p>Step 1: Summer 2014 – Research and identify policies that can be changed and standards that can be increased. Note: Architectural standards, subdivision standards, environmental sustainability standards.</p> <p>Step 2: Fall 2014 – Begin adopting development standards that will provide a positive benefit to the overall identity and appeal of Fortville.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

Increased development standards will result in a coherent community aesthetic and high quality construction that will separate Fortville from franchise architecture that discourages diverse uses. Policy changes can also be made to encourage environmental stewardship to increase our community amenities.

Develop policies that allow for the use of new development techniques to encourage a variety of living areas and housing types in all residential districts.	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 5 years	See "Explanation and Pertinent Information for the Previous Objective(s):" below
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**Explanation and Pertinent Information for the Previous Objective(s):**

Although a majority of housing in Fortville is single-family, it is important to provide a variety of housing options to promote diversity. This includes mixed-use housing above commercial and retail establishments, higher quality multi-family residential development, as well as the incorporation of mixed-income development. We plan to maintain policies that will support diverse housing options and encourage community growth. Policies and policy recommendations will be made by the Town Council and Plan Commission.

<p>Encourage the maintenance, conservation, and enhancement of existing residential areas and housing stock.</p>	<p>High</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	<p>1 - 5 years</p>	<p>Step 1: Summer 2014 – Review and update the Property Maintenance Ordinance (PMO) as needed.</p> <p>Step 2: Fall 2014 - Identify or hire a part-time employee that can travel the community to find properties that are in violation of the PMO and work with the owner to find a way to bring them to code.</p> <p><b>This will require the Town to fund a new position. However, fines collected from violations may be used to fund the position in the future.</b></p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

Currently, we consider the existing housing stock an asset. If we are to maintain our residential assets, we must enforce the Property Maintenance Ordinance and identify Federal and State funding opportunities that are available to rehabilitate homes.

<p>Encourage the development of housing in a manner that discourages sprawl and enables residents to use existing services and infrastructure efficiently.</p>	<p>Moderate</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	<p>1 - 5 years / Ongoing</p>	<p>Step 1: Summer 2014 - Pass the Envisions Fortville Comprehensive Plan which contains the Future Growth Concept Map and the Phased Growth Map.</p> <p>Step 2: Continue to utilize the maps to direct and prioritize development.</p> <p>Step 3: Revisit the maps every 3 – 5 years to ensure they reflect the needs of the community over time.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

A recurring comment throughout the public input sessions identified that we (the Town of Fortville) do not want to develop in the sprawling manner of nearby communities. We plan to encourage housing developments that reflect traditional urban form and build on the existing grid pattern to efficiently utilize existing infrastructure and facilities. We can discourage sprawl by developing policies that establish growth boundaries and identify areas for agricultural preservation.

GOAL				
Increase the recognition of Fortville as a center for arts, entertainment, and festivals.				
Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Develop a marketing campaign / plan for the Town of Fortville.	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	1 - 5 years	<p>Step 1: Spring 2015 – Establish a Fortville marketing committee consisting of members from the Town Council, Chamber of Commerce, Fortville Action Inc. and the general public. The committee should be tasked with working with a private consultant to complete the following tasks:</p> <ul style="list-style-type: none"> <li>Development of a strategic marketing plan</li> <li>Developing a new logo</li> <li>Designing and printing a new brochure</li> <li>Designing and printing new business cards</li> <li>Designing and printing new letterhead</li> <li>Designing and developing a new website</li> </ul> <p>Step 2: Spring 2016 – Roll out of the new marketing plan and materials should now occur. This includes updating the Town’s social media pages to reflect the new image.</p>
<p><b>Explanation and Pertinent Information for the Previous Objective(s):</b>            Currently, we lack an overarching brand or identity that can be utilized to cohesively promote our community. We can develop a new branding package for marketing and outreach including an updated Town logo, brochures, website, and social media program. If used correctly, this will allow us to establish a unified community identity for promotion and marketing both the Town and events.</p>				
Apply for “Our Town Grants” through the National Endowment for the Arts (NEA).	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 2 years	<p>Step 1: Summer 2014 – Identify a cultural (arts or design) nonprofit organization to partner with for the application.</p> <p>Step 2: Summer 2014 – Determine funding available to be used for matching; these matching funds may be all cash or a combination of cash and in-kind contributions.</p> <p>Step 3: Fall 2014 through Winter 2014 – Prepare and submit application according to updated deadline.</p> <p>See <a href="http://arts.gov/grants-organizations/our-town">http://arts.gov/grants-organizations/our-town</a> for additional information.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

The NEA provides a limited number of grants for creative placemaking projects that contribute toward the livability of communities and help transform them into lively, beautiful, and sustainable places with the arts at their core. We can leverage the arts and engaging design to enhance the quality of life, creative activity, and sense of place within our community.

<p>Encourage Fortville residents to get involved with / sit on the Hancock County Tourism Board.</p>	<p>Moderate</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Hancock County Tourism Commission</li> </ul>	<p>Ongoing</p>	<p>Step 1: Fall 2014 - Engage community members / Town officials / organization leaders to begin attending Tourism Commission meetings on a regular basis to highlight and coordinate Fortville events and festivals.</p> <p>Step 2: Fall 2014 - Talk to the Hancock County Board of Commissioners to inquire about having a representative from Fortville sit on the Tourism Commission Board.</p> <p>Seven appointees make up the board. Two (2) are appointed by the Mayor of Greenfield and five (5) are appointed by the Board of Commissioners of Hancock County.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

Currently, we are missing an opportunity for active participation on the Hancock County Tourism Commission. The Commission is charged to promote the development and growth of the convention, visitor, and tourism industry throughout the County. The Town of Fortville could benefit from active community engagement with the Commission to highlight and coordinate the promotion of Fortville. We should encourage community members to participate by attending Commission meetings and / or by looking to be appointed to the Commission by the Board of Commissioners of Hancock County.

<p>Work with Fortville Action Inc. and other groups to organize new events and activities.</p>	<p>Moderate</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Chamber of Commerce</li> </ul>	<p>Ongoing</p>	<p>See "Explanation and Pertinent Information for the Previous Objective(s):" below</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

We (the Town of Fortville) have had a great deal of success with encouraging both community members and visitors to attend events. We would like to expand our efforts for community events to provide more opportunities for community members and visitors to see our community. Additional events will increase the overall sense of community and provide residents with new opportunities for activity. We need to identify possible events and activities such as a concert in the park series and provide the Town with direction for infrastructure needs to support these efforts.

**GOAL**

Ensure that Fortville has a mix of spaces for performance and exhibition and that art and entertainment venues are incorporated into the built environment.

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Complete a Downtown Master Plan that is inclusive of these elements.	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Redevelopment Commission</li> </ul>	1 year (under development)	<p>Step 1: Summer 2014 - Approve the Envision Fortville Main Street Revitalization Plan.</p> <p>Step 2: Fall 2014 – Begin implementation of the Envision Fortville Main Street Revitalization Plan.</p> <p>The full Mainstreet Plan can be found on page 208.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

A downtown master plan establishes a planning and design framework to heighten the vitality, functionality, and beauty of the Town’s downtown in accordance with the forces of the free market and community’s vision. Research shows that a healthy and vibrant downtown boosts the economic health and quality of life in a community. Specifically, it creates jobs, incubates small businesses, reduces sprawl, protects property values, and increases the community’s options for goods and services. A healthy downtown is a symbol of community pride and history. We are already in the process of developing the Envision Main Street Plan to act as the master plan for our downtown.

Work with the Chamber to improve and maintain existing Farmer’s Market	Low 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	1 - 3 years	<p>Step 1: Summer 2014 – Survey existing market attendees to find out any issues or concerns and to gather ideas to help improve the existing market.</p> <p>Step 2: Winter 2014 – Evaluate the surveys and develop a plan to address any issues, concerns, or ideas that were gathered during the survey process.</p> <p>Step 3: Spring 2015 – Implement the necessary actions outlined in the plan to improve the Farmer’s Market.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

Public markets encourage social and economic activity within communities. We would like to build upon the success of the existing Farmer’s Market by finding ways expand or improve.

**GOAL**

Preserve and enhance the character of Fortville’s neighborhoods, enable sensitive, economically feasible maintenance and adaptive reuse of historic buildings and respect neighborhood form and patterns.

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Develop zoning ordinances that enforce the aforementioned objectives.	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	2 - 3 years	<p>Step 1: Fall 2016 through Fall 2017 – Develop zoning ordinances that are inclusive of architectural and design standards.</p> <p>Step 2: Fall 2017 – The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

Proper zoning ordinances can assure that construction and renovation activities align with design and material guidelines and in general conform to the style of surrounding structures. In order to preserve and enhance the character of Fortville’s neighborhoods, we would like to develop zoning ordinances that focus on the form and design of structures in addition to the use. The Plan Commission will be responsible for considering the design and material reviews for additions, alterations and improvements to existing structures, buildings, and properties and review the design, material, and compatibility of new construction.

Develop a façade improvement program.	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Redevelopment Commission</li> </ul>	1 - 2 years / Ongoing	<p>Step 1: Summer 2014 – Begin identifying funding sources. <b>The Redevelopment Commission can add the downtown as a Business Improvement District (BID) to begin attaining funding for the grant program.</b></p> <p>Step 2: Summer 2014 through Summer 2016 – Apply for grants as identified, such as Community Focus Funds (CFF) or Community Economic Development Funds (CEDF).</p> <p>Step 3: Summer 2016 – Develop an application process.</p> <p>Step 4: Summer 2016 – Begin accepting and reviewing applications as grant funding becomes available.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

We are interested in stimulating economic development, especially within the downtown along Main Street. The Town of Fortville Redevelopment Commission has the power to develop a grant program to provide business owners, within a defined district, funding to improve their building facades. A façade improvement program will assist building owners in rehabilitating their historic storefronts and reinvigorating some of the downtown’s unique features.

<p>Develop an ordinance that prevents razing of pre-1960's structures before a strict review process.</p>	<p>Moderate</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	<p>2 - 3 years</p>	<p>Step 1: Summer 2016 – Establish the Fortville Plan Commission</p> <p>Step 2: Fall 2016 – Plan Commission should begin drafting Zoning Ordinance that is inclusive of a caveat requiring that pre-1960s structures undergo an additional review process to establish the validity (and explore alternatives) for any improvement location permit requesting the razing of the structure.</p> <p>Step 3: Fall 2017 – Fortville Town Council adopts Zoning Ordinance according to guidelines in IC 36-7-4-602</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**  
 In order to preserve pre-1960s structures that will continue to be an asset and protect the historic character of the community, we would like to develop and adopt an ordinance that develops a review process for razing pre-1960s structures.

<p>Develop an incentive-based home improvement program for homeowners.</p>	<p>Low</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Redevelopment Commission</li> </ul>	<p>1 - 5 years</p>	<p>Step 1: Summer 2014 – Define who will oversee the program and what the return will be.</p> <p>Step 2: Summer 2014 through Summer 2016 – Begin finding funding to dedicate to the program.</p> <p>Step 3: Summer 2016 – Finalize program logistics &amp; funding and begin accepting applications</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**  
 Home improvement programs encourage reinvestment in residential neighborhoods that will ultimately impact the property values throughout the Town. The housing stock within Fortville has been identified as an asset and we will benefit from demonstrating a commitment to reinvest in residential neighborhoods. All homeowners that are not delinquent in taxes or other fees will be eligible to apply for the program. An incentive-based program is structured to reimburse homeowners for a portion of their project based on the increase in city taxes resulting from the difference in pre- and post-construction appraised value.

Example: If the property taxes increase \$300 due to an eligible home improvement project and the incentive is for 10 times the amount of the increase, then the homeowner would receive a reimbursement of \$3,000.

**GOAL****Design and maintain a healthy and attractive public realm that fosters community connection.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Establish a Public Improvement Advisory Committee.	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 3 years	<p>Step 1: Summer 2014 – Begin finding candidates to sit on the Fortville Public Improvement Advisory Committee.</p> <p>The PIAC should be made up of no less than five (5) members and no more than ten (10). The Town Council shall appoint the Chairperson. Other members should be made up of the following: One member from the Plan Commission, one Town employee, one member from the Redevelopment Commission, and one member of the general public.</p> <p>Step 2: Spring 2015 – the PIAC shall have its first meeting. Public outreach and input will be an integral component in the PIAC’s recommendations to the Town Council.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

The primary function of a Public Improvement Advisory Committee (PIAC) is to solicit resident input and make recommendations to the Town Council on public improvement needs. We would like to establish a PIAC to provide greater oversight for public improvement projects. Typical PIAC projects include, but are not limited to: storm water drainage, bridge, street, public property, municipal building, community center, street light, traffic light, curb, park facility, and monument improvements. Community members will be able to provide direct input for public improvement project prioritization. In order to accomplish this objective, we must complete the following actions:

Establish a Public Improvement Action Plan.	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Public Improvement Advisory Committee (PIAC)</li> </ul>		<p>Step 1: Spring 2015 – The PIAC shall have its first meeting. Public outreach and input will be an integral component in PIAC’s recommendations to the Town Council.</p> <p>Step 2: Summer 2015 through Summer 2016 – Begin soliciting for resident input and recommendations for public improvement projects and develop a scoring methodology for prioritization.</p> <p>Step 3: Summer 2016 – Produce a draft document to be continually updated as projects are completed and new projects are added. The PIAC should reassess the prioritization methodology and project list on a regular basis to reflect changes in the community vision.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

Once the Fortville Town Council officially establishes a PIAC, the PIAC will be charged with developing a Public Improvement Action Plan. The Public Improvement Action Plan will outline the type of projects that will be considered for implementation, create a prioritization schedule, and identify implementation funding options. Public engagement will be required throughout the development of the PIAC's Public Improvements Action Plan.

Secure funding from Hancock County's Food and Beverage Tax.	Low 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Redevelopment Commission</li> </ul>	Ongoing	See "Explanation and Pertinent Information for the Previous Objective(s):" below
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**Explanation and Pertinent Information for the Previous Objective(s):**

The passage of HEA 1120-2005 permitted several counties and municipalities in Indiana to enact an ordinance that imposes a one percent (1%) food and beverage tax on any transaction in which food or beverage is furnished, prepared, or served for consumption at a location or on equipment provided by a retail merchant. This funding can then be used by the county for approved projects and other services. While Hancock County does collect the 1% tax, the County Council does not advertise the funds as being available to local municipalities. However, at the discretion of the Hancock County Council, they may issue funding from the Food and Beverage Tax to local municipalities. It is recommended that requests for this funding be well-organized, have a high level of impact, and be used periodically. The Town should be able to show the County Council how well the funds were spent and how much of an impact the project has had on the community.

Apply for Hancock County Community Foundation Grants.	Low 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	<p>Step 1: Summer 2014 –The Fortville Town Council should begin determining projects that align with the HCCF goals and identifying possible organizations to partner with. Note: Applications are accepted in two grant cycles: Spring, typically in June and Fall, typically in August.</p> <p>Step 2: Spring 2015 – Submit application for Spring grant opportunities if they are applicable to the previously identified projects.</p> <p><i>It is recommended that we contact and work closely with the HCCF when applying for a grant opportunity. Additional information is available at <a href="http://givehcgrowthc.org">http://givehcgrowthc.org</a>.</i></p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

The Hancock County Community Foundation (HCCF) is a nonprofit, public charity that promotes local philanthropy, convenes community initiatives, and supports nonprofit organizations. The HCCF provides a variety of grant opportunities that we could apply for, provided we partner with a 501(c)(3) organization. Funding can be utilized in a number of ways to strengthen local communities. Applying for HCCF grant funds is an important option for the implementation stage. Additionally, the Town will benefit from partnering with strong local organizations when applying for grants.

**GOAL**

**Facilitate thoughtfully designed, pedestrian-oriented mixed-use development and reuse opportunities in commercial corridors, public plazas, and other areas that are sensitive to neighborhood context.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Develop zoning ordinances that enforce the aforementioned goal.	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	2 - 3 years	<p>Step 1: Fall 2016 through Fall 2017 – Develop zoning ordinances that are inclusive of architectural and design standards.</p> <p>Step 2: Fall 2017 – The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

Proper zoning ordinances can assure that construction and renovation activities align with design and material guidelines and, in general, conform to the style of surrounding structures. Zoning ordinances that facilitate thoughtfully designed, pedestrian-oriented mixed-use development can be developed by focusing on the form and design of structures, in addition to the use. The Plan Commission will be responsible for considering the design and material reviews for additions, alterations and improvements to existing structures, buildings, and properties and reviews the design, material, and compatibility of new construction.

**GOAL**

**Facilitate thoughtfully designed, pedestrian-oriented mixed-use development and reuse opportunities in commercial corridors, public plazas, and other areas that are sensitive to neighborhood context.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Establish a Parks Plan	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Township Trustee's Office</li> </ul>	1 - 10 years	See "Explanation and Pertinent Information for the Previous Objective(s):" below
Establish a Park Committee that helps to ensure the Park Plan is being implemented	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Township Trustee's Office</li> </ul>	1 - 5 years	<p>See "Explanation and Pertinent Information for the Previous Objective(s):" below</p> <p><b>The Park Committee should eventually lead to the development of a Park Board.</b></p>

**Explanation and Pertinent Information for the Previous Objective(s):**

We (the Town of Fortville) want to build on existing access to park and recreation opportunities. Although the existing network of parks offers substantial access to recreation space, in order to be competitive with surrounding communities we have to continue creating diverse and accessible recreational facilities. Developing a Park Plan will provide steps for what the Town needs to do to continue providing the open space and shared use paths that improve the quality of life for the Town and attract young professionals.

For additional information on Indiana Park Plan guidelines see: Indiana Department of Natural Resources Park Plan Guidelines – <http://www.in.gov/dnr/outdoor/files/or-planningguidelines.pdf> or Indiana Department of Natural Resources Park Plan Sample – [http://www.in.gov/dnr/outdoor/files/or-Anytown\\_2008.pdf](http://www.in.gov/dnr/outdoor/files/or-Anytown_2008.pdf)

GOAL				
Ensure the continued stewardship of Fortville's natural environment.				
Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Identify any environmental assets that need to be protected within the existing jurisdiction and any future areas for growth.	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	See "Explanation and Pertinent Information for the Previous Objective(s):" below
<b>Explanation and Pertinent Information for the Previous Objective(s):</b> We believe that the natural environment is important for the health of the community and must be protected for future generations. Identifying environmental assets will provide the Town with a way to target protection efforts. As the Town continues to expand, it will be vital for the list of environmental assets to be updated and possible negative impacts from encroaching development accounted for.				
Educate the public on the importance of preserving the Town's natural environment.	Low 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	Step 1: Fall 2014 - Include links to EPA, DNR, and other environmental organization resources on the Town's website.  Step 2: Fall 2014 - Work with the electric and water utilities to develop informational flyers on energy efficiency, water conservation, and other related sustainability topics.
<b>Explanation and Pertinent Information for the Previous Objective(s):</b> Preserving the natural environment can increase local property values, provide tourism opportunities, and prevent local tax increases from avoided construction of new infrastructure. There are many benefits of a thriving natural environment, such as: protection of animal and plant habitat, flood damage prevention, combating air pollution, erosion control, and water-resource protection. Promoting political efforts to protect the natural environment will require public education of the benefits of preservation. We will have to educate the public to advance a general understanding of why it is important to protect the natural environment.				
Maximize environmental sustainability in design and implementation of all infrastructure systems and public facilities.	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	Step 1: Spring 2015 - Work with the PIAC to ensure that all public improvement projects utilize best practices in environmental sustainability.  <b>The Public Improvement Action Plan should identify best practices in environmental sustainability for various project types.</b>

**Explanation and Pertinent Information for the Previous Objective(s):**

Sustainable design incorporates improvements that attempt to work with the natural environmental system rather than engineering a solution that simply overcomes nature. For example, stormwater is drained through engineered collection systems and discharged into nearby waterbodies. The stormwater carries trash, bacteria, heavy metals, and other pollutants from the urban area, degrading the quality of the receiving waters. Sustainable infrastructure design mimics nature by instead providing natural collection areas such as bioswales that collect, absorb, and filter rain water directly into the groundwater so that it is clean and safe. Sustainable design provides an opportunity to mitigate environmental damage while decreasing infrastructure and facility costs. We (the Town of Fortville) would like to take advantage of this opportunity and lead the push for transitioning to sustainable design.

<p>Protect and promote the preservation of important prime farmland soils in the community.</p>	<p>Moderate</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	<p>Ongoing</p>	<p>Step 1: Fall 2016 through Fall 2017 – Develop zoning districts that preserve agricultural land uses in prime agricultural areas (as identified in the Future Growth Concept Map)</p> <p>Step 2: Fall 2017 – The Fortville Town Council adopts Official Zoning Map in accordance with IC 36-7-4-600 series.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

There are four major benefits to preserving farmland: food security, environmental protection, fiscal stability, and agriculture economic impact. Agriculture is one of the major industry sectors in the Midwest and has a significant impact on direct and indirect job growth. Protecting prime farmland will support economic interests while providing a secure source for food production and protecting the environment from new development. Farmland preservation also has a direct impact on the fiscal requirements for communities since farmland requires fewer services than developed areas. We see the surrounding farmland as an asset that not only provides direct benefit to the economy and environment, but also supports the small town sense of community that we want to protect. In order to preserve prime farmland soils, we will restrict destructive development patterns and create a local zoning ordinance that supports preservation.

<p>Minimize negative impacts of erosion, sedimentation, and storm drainage on natural resources through the development of legislation and proper infrastructure solutions.</p>	<p>Low</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	<p>1 - 3 years / Ongoing</p>	<p>Step 1: Fall 2014 – The Fortville Town Council adopts an ordinance to encourage environmentally sustainable design principles, especially for public facility and infrastructure projects.</p> <p>Step 2: Fall 2016 through Fall 2017 – Develop zoning ordinances that are inclusive of erosion control requirements, especially for construction mitigation.</p> <p>Step 3: Fall 2017 – The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

Erosion, sedimentation, and storm drainage can have significant negative effects on an area’s natural environment. Although some erosion, sedimentation, and drainage impacts are naturally occurring, improper development practices can increase the damage. We (the Town of Fortville) would like to increase standards for development practices and utilize alternative infrastructure options to mitigate the negative impacts of erosion, sedimentation, and storm drainage.

**GOAL**

**Increase the recognition of Fortville as an environmentally-conscious community that utilizes best-practices in environmental stewardship.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Utilize the Wellhead Protection Plan to establish strict development regulations within the 5-year “Time-of-Travel Boundary.”	Moderate  	<ul style="list-style-type: none"> <li>Fortville Water Works</li> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	2 - 3 years	<p>Step 1: Spring 2016 – Consult the existing Fortville Wellhead Protection Plan to determine the 5-year TOT Boundary.</p> <p>Step 2: Summer 2016 – Identify development issues that threaten the Wellhead Protection Plan as determined within the Fortville Wellhead Protection Plan.</p> <p>Step 3: Fall 2016 through Fall 2017 – Establish regulations within the updated Zoning Ordinance to protect the WHPA.</p> <p>The Indiana Department of Environmental Management lists the 5-year update for the Fortville Wellhead Protection Plan due 10/14/2016.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

We (the Town of Fortville) and the Fortville Water Department fulfill the State of Indiana’s Wellhead Protection Rule by providing an updated Wellhead Protection Plan. The plan involves sharing information with local residents and government, mapping the wellhead protection area, and identifying potential sources of contamination. The plan provides a 5-year Time of Travel (TOT) boundary that estimates the travel path of a hypothetical particle of water traveling through the aquifer to the pumping well that defines the Wellhead Protection Area (WHPA). In order to alleviate issues that may arise within the WHPA, it is important for us to establish strict development regulations that will protect the community water source.

Invest in renewable alternative energy sources.	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	Ongoing	<p>Step 1: Summer 2014 - In order to make a concerted effort to invest in renewable alternative energy, we can pass a resolution that states our intentions and directs future efforts.</p> <p>Step 2: Summer 2014 through Summer 2016 – Begin researching Indiana law regulating local use of renewable alternative energy sources and opportunities for funding through the Indiana Renewable Energy Association (InREA).</p> <p>Step 3: Fall 2016 through Fall 2017 – Develop zoning ordinances that are inclusive of renewable alternative energy requirements.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

Renewable energy sources, such as wind, solar, geothermal, hydroelectric, and biomass, provide substantial benefits for our health, economy, and climate. Utilizing renewable energy will allow us to decrease reliance on traditional energy sources and reduce energy costs, while increasing the reliability of the local energy network. We would like to invest in renewable alternative energy sources to shift the community to an environmentally and economically sustainable future.

Establish a Town-provided, community-wide curbside recycling program.	Low 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 2 years	<p>Step 1: Summer 2014 – Identify a source of funding and program to provide a free curbside recycling service to each household in our community. Some options may include:</p> <ul style="list-style-type: none"> <li>Pay as you throw program – Fees collected for trash service offset the costs for recycling program. Usually, this type of program increases fees based on the amount of trash that is collected from a household.</li> <li>Use a third-party recycle program like Recyclebank.</li> </ul> <p>Step 2: Summer 2014 through Winter 2014 – Begin marketing and distribution of containers for new curbside recycling program.</p> <p>Step 3: Spring 2015 – Community-wide curbside recycling program begins.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

Establishing a community recycling program is a wise investment in the local economy, a strong commitment to reducing energy needs, and an effective way of preserving our environment. In addition to the paid curbside recycling program, we would like to offer all Fortville residents with a free curbside recycling program. Implementing a free recycling program will increase the total number of participants and reduce solid waste collection, save landfill space, preserve resources, and reduce air pollution.

**GOAL**

**Ensure that the Town of Fortville has a strong, diverse, and connected supply of local businesses to serve the needs of residents and visitors to the community.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Work with the Chamber to establish a “Shop Local” program.	Moderate  	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	1 - 2 years	<p>Step 1: Summer 2014 – Contact the Fortville / McCordsville Chamber of Commerce to discuss a “shop local” program and establish a list of local businesses that may be interested in participating.</p> <p>Step 2: Summer 2014 through Spring 2015 – Determine the benefit structure for the program and contact local businesses for a commitment to the program.</p> <p>Step 3: Spring 2015 through Summer 2015 – Develop a “Shop Local” program identity and begin active promotion.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

Shopping locally can stimulate economic activity, promote local entrepreneurship development, create jobs, and generate tax dollars for municipal services. We would like to establish a “shop local” program that promotes community businesses in order to strengthen the local economy and create an atmosphere that encourages entrepreneurial activity.

<p>Work with the RDC and Chamber to establish a business incubator or co-working facility for entrepreneurs and small business start-ups.</p>	<p>Low</p> 	<ul style="list-style-type: none"> <li>• Fortville Town Council</li> <li>• Fortville Redevelopment Commission</li> <li>• Fortville / McCordsville Chamber of Commerce</li> </ul>	<p>5 - 10 years</p>	<p>Step 1: Summer 2016 – Conduct a feasibility study for a proposed incubator, including identification of funding sources that will support the operation with at least one (1) full-time staff member, building maintenance/ renovation, upgraded office requirements, and professional support.</p> <p>Step 2: Spring 2017 – Develop a business plan that identifies stakeholders, classifies a market niche, and establishes a staff organization.</p> <p>Step 3: Summer 2018 – Attain funding, a staff, and a location for operating.</p> <p><b>One current idea is to include a business incubator into the new community center facility.</b></p> <p>Step 4: Spring 2019 – Begin business outreach and recruiting efforts.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

We are in a prime location to target small business start-ups that are looking to take advantage of the Indianapolis market and networking opportunities. We would like to develop a business incubator space that highlights the downtown to encourage industries to move into vacant downtown space. The business incubator will encourage a connection with small business owners to promote business retention within Fortville.

<p>Establish additional TIF Districts or BIDs/EIDs in select location.</p>	<p>Moderate</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Redevelopment Commission</li> </ul>	<p>2 - 3 years</p>	<p>Step 1: Summer 2014 – Conduct a feasibility study to determine which district will be more beneficial, or if either will benefit the Town.</p> <p>Step 2: Spring 2015 – Develop a business plan that defines the district boundary, identifies stakeholders, and establishes a staff organization.</p> <p>The controlling organization varies between the district types and additional research will determine how to proceed beyond the business plan.</p> <p>The Indiana Code discusses Tax Increment Financing (TIF) Districts in IC 36-7-14; see the legislation for the guiding principles at: <a href="http://www.in.gov/legislative/ic/code/title36/ar7/ch14.html">www.in.gov/legislative/ic/code/title36/ar7/ch14.html</a></p> <p>The Indiana Code establishes Economic Improvement Districts (EIDs) in IC 36-7-22; see the legislation for the guiding principles at: <a href="http://www.in.gov/legislative/ic/code/title36/ar7/ch22.html">www.in.gov/legislative/ic/code/title36/ar7/ch22.html</a></p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

The tax increment finance (TIF) mechanism in Indiana permits a town, city or county, through a local redevelopment commission, to designate targeted areas for redevelopment or economic development. TIF districts fund improvements through property taxes generated from new construction within the district. Alternatively, we (the Town of Fortville) could create an Economic Improvement District (EID), a public-private partnership in which taxpayers in the defined area pay an additional assessment or fee in order to fund improvements within the district’s boundaries beyond what the municipality already provides.

<p>Embrace and market the opportunity for rail spur development.</p>	<p>Low</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Redevelopment Commission</li> <li>Fortville / McCordsville Chamber of Commerce</li> <li>Hancock Economic Development Council</li> </ul>	<p>Ongoing</p>	<p>Step 1: Summer 2014 – Set up a meeting with representatives from each of the responsible parties listed above, as well as CSX, to begin coordinating efforts.</p> <p>Step 2: Summer 2014 through Summer 2015 – Develop marketing materials and market research to identify industry opportunities for targeted development and outreach efforts.</p> <p>Step 3: Summer 2015 – Begin business outreach and recruiting efforts.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

We understand that our proximity to a major railroad is an asset for economic development opportunities. We would like to promote the diverse transportation opportunities that our community has to encourage new business development that will create jobs and economic growth. Promotion will require a strong coordinated marketing effort from the Fortville Town Council, Redevelopment Commission, Fortville / McCordsville Chamber of Commerce, and Hancock Economic Development Council.

Strengthen the relationship between the Town and economic and tourism groups in the County.	Low 	<ul style="list-style-type: none"><li>• Fortville Town Council</li><li>• Hancock Economic Development Council</li><li>• Hancock County Visitors Bureau</li><li>• Hancock County Tourism Commission</li></ul>	Ongoing	See "Explanation and Pertinent Information for the Previous Objective(s):" below
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**Explanation and Pertinent Information for the Previous Objective(s):**

We offer unique opportunities for Hancock County and should strive to actively coordinate with groups that support Hancock County, such as the Hancock Economic Development Council, Hancock County Visitors Bureau, and Hancock County Tourism Commission. We can encourage community member participation within County groups to promote Fortville. Currently, the Visitors Bureau has two (2) board member seats available that could provide a voice for Fortville and strengthen the Town and County relationship.

Pursue business-friendly grants.	Moderate 	<ul style="list-style-type: none"><li>• Fortville Town Council</li><li>• Fortville Redevelopment Commission</li><li>• Fortville / McCordsville Chamber of Commerce</li></ul>	Ongoing	See "Explanation and Pertinent Information for the Previous Objective(s):" below
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**Explanation and Pertinent Information for the Previous Objective(s):**

In order to accomplish a large amount of the objectives outlined within these action steps, funding will have to be attained. We (the Town of Fortville) would like to target grant programs that focus on developing and supporting local business. Programs such as the Economic Development for a Growing Economy (EDGE), Industrial Development Grant Fund, and/or Community Development Block Grant are available to assist communities similar to Fortville in developing and retaining businesses.

<p>Market and promote the Main Street Business District.</p>	<p>High</p> 	<ul style="list-style-type: none"> <li>• Fortville Town Council</li> <li>• Fortville Redevelopment Commission</li> <li>• Fortville / McCordsville Chamber of Commerce</li> </ul>	<p>Ongoing</p>	<p>Step 1: Spring 2015 – Establish a Fortville Main Street marketing committee consisting of members from the Town Council, Chamber of Commerce, Fortville Action Inc. and the general public. The committee should be tasked with working with a private consultant to complete the following tasks:</p> <ul style="list-style-type: none"> <li>• Development of a strategic marketing plan</li> <li>• Developing a new logo</li> <li>• Designing and printing a new brochure</li> <li>• Designing and printing new business cards</li> <li>• Designing and printing new letterhead</li> <li>• Designing and developing a new website</li> </ul> <p>Step 2: Spring 2016 – Roll out of the new marketing plan an materials should now occur. This includes updating the Main Street’s social media pages to reflect the new image.</p> <p>The Main Street marketing campaign can and should be developed in conjunction with the Town of Fortville marketing campaign.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**  
 We lack an overarching or district brand or identity that can be utilized to cohesively promote our community and districts within it. The Main Street Business District is a distinct area within Fortville that should have a unique identifier in addition to the overarching brand for the Town. We would like to encourage a marketing campaign for Main Street that can go hand in hand with several of the other economic objectives.

<p>Develop a marketing campaign / plan for the Town of Fortville.</p>	<p>High</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	<p>1 - 5 years</p>	<p>Step 1: Spring 2015 – Establish a Fortville marketing committee consisting of members from the Town Council, Chamber of Commerce, Fortville Action Inc. and the general public.</p> <p>Step 2: Spring 2015 - Work with the committee to develop a strategic marketing plan. This plan should detail every component needed to market the community.</p> <p>Step 2: Spring 2016 – Roll out of the new marketing plan and materials begins. This includes updating the Town’s social media pages to reflect the new brand.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**  
 Currently, we lack an overarching brand or identity that can be utilized to cohesively promote our community. We can develop a new branding package for marketing and outreach including an updated Town logo, brochures, website, and social media program. If used correctly, this will allow us to establish a unified community identity for promotion and marketing both the Town and events.

<p>Identify and attract certain businesses to the community.</p>	<p>Moderate</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	<p>Ongoing</p>	<p>Step 1: Summer 2015 – Utilize the Envision Fortville Comprehensive Plan and public survey to identify the types of businesses residents said they wanted to see in our community.</p> <p>Step 2: Summer 2015 - Develop a list of business names that fit the types of businesses identified in Step 1 and begin a recruitment plan to bring those business into the community.</p> <p>Step 3: Spring 2016 – Begin active recruitment of wanted businesses.</p> <p>The Town can offer tax-based or utility-based incentives in order to encourage certain types of businesses to locate into the community.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**  
 We recognize the need for unique businesses to serve residents and visitors of our community. We also recognize the need for us to take a more pro-active approach to attracting businesses we feel fit with the overall character of Fortville. By taking a more pro-active approach to identifying and attracting businesses to our community, we can help to improve the longevity of the business and its success in Fortville.

**GOAL****Ensure that prospective entrepreneurs have the appropriate resources to start and maintain successful businesses in Fortville.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Develop a financial incentive program that business owners can use to “jump start” a business located in specified districts (downtown, business park).	Moderate  	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	<p>Step 1: Summer 2014 – Meet with local businesses and property owners to identify incentives that would provide the most benefit to the Town.</p> <p>Step 2: Summer 2014 through Spring 2015 – Identify and begin obtaining funding for an incentives package that focuses on drawing businesses to the downtown and business park.</p> <p>Step 3: Summer 2015 – Define eligibility requirements and begin accepting applications for incentives funding.</p>
<b>Explanation and Pertinent Information for the Previous Objective(s):</b> We would like to develop incentives that offer businesses support depending on where they locate. A “jump start” incentive program can promote the entrepreneurial culture that we want to support and attract new businesses. Incentives can provide start-up or expansion funding, encourage property owners to make improvements that update and enhance properties for business, and provide funding for business retention.				
Develop financial incentives for businesses that create jobs in the Town of Fortville.	Moderate  	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	See “Explanation and Pertinent Information for the Previous Objective(s):” below
<b>Explanation and Pertinent Information for the Previous Objective(s):</b> In addition to incentives that promote start-up business, we (the Town of Fortville) would like to promote job growth within existing local businesses. We can offer additional tax credits based on the number of jobs created during a specified time period. Financial incentives for job creation will help retain businesses as they grow in Fortville.				
Market and expand fiber-optic infrastructure.	Low  	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	Ongoing	See “Explanation and Pertinent Information for the Previous Objective(s):” below

**Explanation and Pertinent Information for the Previous Objective(s):**

Infrastructure is one of the primary ways that towns, cities, and states can make themselves more competitive. Many municipalities offer public utility service for water and power. Publicly-owned utilities provide municipalities with funding and drive prices down for residents by creating competition with private companies. With the importance of the internet today, it is vital that communities are also able to provide access to high-speed internet. We can install fiber-optic infrastructure to deliver internet service cheaply and comprehensively throughout the community. Marketing and expanding this asset will spark new business ventures and support the growing demand for fast and cheap internet.

Require fiber-optic infrastructure to be installed during any major projects that expose utilities, such as road projects.

<p>Develop and maintain an inventory of industrial / business sites throughout the community.</p>	<p>Moderate</p> 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> <li>Fortville Redevelopment Commission</li> </ul>	<p>Ongoing</p>	<p>Step 1: Fall 2014 - Schedule a meeting with Town Council, Chamber of Commerce and RDC to discuss the creation of the inventory, gather existing information, and identify who will maintain/update the list on a regular basis.</p> <p>Step 2: Summer 2015 - Advertise available industrial / business properties on the Town’s website and the Fortville McCordsville Chamber’s website.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

In order to better market to businesses, we (the Town of Fortville) need to know what business and industrial sites we have available. We currently maintain a database of businesses within the community, but we would like to develop an inventory that focuses specifically on business and industrial sites, both occupied and vacant. This will provide the opportunity to market specific sites and attract businesses. As we update the inventory, it will also provide insight into which sites work best for different uses over time.

**GOAL**

**Ensure the ongoing success and potential expansion of the Industrial Park (Business Park).**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Work with the RDC to develop a marketing plan for the Business Park.	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Business Park Association</li> <li>Fortville Redevelopment Commission</li> </ul>	1 - 2 years	<p>Step 1: Spring 2015 – Establish a Fortville Business Park marketing committee consisting of members from the Fortville Redevelopment Commission, Fortville Business Park Association, Town Council and the general public. The committee should be tasked with working with a private consultant to complete the following tasks:</p> <ul style="list-style-type: none"> <li>Development of a strategic marketing plan</li> <li>Developing a new logo</li> <li>Designing and printing a new brochure</li> <li>Designing and printing new letterhead</li> <li>Designing and developing a new website</li> </ul> <p>Step 2: Spring 2016 – Roll out of the new marketing plan an materials begins. This includes updating the Business Park’s social media pages to reflect the new image.</p> <p>The Fortville Business Park marketing campaign can and should be developed in conjunction with the Town of Fortville marketing campaign.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

We lack an overarching or district brand or identity that can be utilized to cohesively promote our community and districts within it. The Business Park is a distinct area within Fortville that should have a unique identifier in addition to the overarching brand for the Town. We would like to encourage a marketing campaign for the Business Park that can go hand in hand with several of the other economic objectives.

Develop a Business Park Plan to identify facility improvements, potential programs, and any planned future expansions.	Moderate 	<ul style="list-style-type: none"> <li>Fortville Business Park Association</li> <li>Fortville Redevelopment Commission</li> </ul>	3 - 5 years	<p>Step 1: Spring 2017 – Work with the RDC and Business Park Association to begin work on a plan outlining the future vision for the Fortville Business Park. The plan should include concepts for expansion and infill, as well as identify any additional ideas for the future of the park.</p> <p>Step 2: Spring 2019 – Finish the updated Fortville Business Park Plan</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

In 2003, we signed a Declaration of Covenants, Conditions, and Restrictions for the Fortville Business Park. Although the document provides a guide for every day operations of the Business Park, it does not provide a vision for the future of the Business Park and how it should develop. We would like to develop a Business Park Plan that will define the vision for the Business Park and outline the steps to accomplish that vision. This will allow us to develop, market, and expand the Business Park in a coordinated manner that provides economic growth opportunities for the Town.

**GOAL**

**Provide for and encourage a safe, convenient, and economic transportation system inclusive of adequate accessibility to all planned land uses, alternative transportation options, and good infrastructure maintenance.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Develop and maintain a transportation system plan that encourages alternatives to, and reduces dependency on, the automobile.	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	5 - 10 years	See "Explanation and Pertinent Information for the Previous Objective(s):" below

**Explanation and Pertinent Information for the Previous Objective(s):**

The automobile has dominated transportation since its invention, but not without its problems; there is a declining supply of fossil fuels, escalating cost of maintaining and expanding roadway infrastructure, increasing air pollution, and decentralizing urban areas. We want to provide a diverse transportation network that offers a choice of integrated transportation modes to transition use away from the automobile and foster innovation and interaction. A transportation system plan will provide guidelines for the development of new facilities, programs, and policies that will support safe and efficient alternative transportation options.

Develop land use regulations and subdivision ordinances that allow needed transportation facilities and improvements and encourage development patterns that enhance opportunities for pedestrian travel, bicycle travel, and forms of public transportation.	Moderate 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	1 - 5 years	<p>Step 1: Fall 2016 through Fall 2017 – Develop zoning ordinances that encourage development patterns to enhance opportunities for alternative transportation.</p> <p>Step 2: Fall 2017 – The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.</p> <p>Step 3: The Fortville Plan Commission should continue to promote land use regulations that support alternative transportation options.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

We would like to continue improving options for alternative transportation. Land use regulations and development patterns are tied directly into transportation facilities. By developing new land use regulations and subdivision ordinances in conjunction with updated zoning ordinances, the Plan Commission will be able to promote the installation of alternative transportation options. These ordinances along with a transportation system plan will provide guidelines for the development of new facilities, programs, and policies that will support safe and efficient alternative transportation options.

Strive to coordinate planning actions, provide transportation services, and implement the INDOT State Transportation Improvement Program (STIP) with affected jurisdiction in order to best serve Fortville’s residents.	Moderate 	<ul style="list-style-type: none"><li>Fortville Town Council</li></ul>	Ongoing	See “Explanation and Pertinent Information for the Previous Objective(s):” below
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**Explanation and Pertinent Information for the Previous Objective(s):**

Our location along two state roads, between two major interstates, and at the border of the Indianapolis and Anderson Metropolitan Planning Areas places us in a unique situation for transportation planning. It is vital that we ensure coordination with State, Federal, and adjacent local planning organizations and their actions.

Identify and prioritize sidewalk and trail construction that connects the community to local schools.	Moderate 	<ul style="list-style-type: none"><li>Fortville Town Council</li></ul>	1 - 2 years	See “Explanation and Pertinent Information for the Previous Objective(s):” below  The Safe Routes to School Program (through the Transportation Alternatives Program) may be used to provide funding for School sidewalks and trails.
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**Explanation and Pertinent Information for the Previous Objective(s):**

We would like to promote an active lifestyle in our children and community. Bicycling and walking to school helps establish a healthy, active lifestyle from an early age as a viable alternative to driving and busing. In addition to the health benefits, walking and bicycling to school can reduce automobile traffic, fuel consumption, busing costs, and air pollution. We would like to offer sidewalk and trail connections between the schools and community to encourage and increase the feasibility of safely bicycling and walking to school. We must begin the process by identifying and prioritizing connections that will be the safest and most accessible so that the trails are convenient to use.

Install high-grade / highly visible crosswalks around schools and other public facilities.	Low 	<ul style="list-style-type: none"><li>Fortville Town Council</li></ul>	1 - 2 years	See “Explanation and Pertinent Information for the Previous Objective(s):” below
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**Explanation and Pertinent Information for the Previous Objective(s):**

Pedestrian safety is a major concern around public facilities and schools due to the high volume of pedestrians and children. We would like to increase the visibility of crosswalks near these facilities to improve safety and reduce the chance of accidents. Marked crosswalks guide pedestrians and alert drivers to a crossing location, so it is important that both drivers and pedestrians clearly see the crossings. Crosswalks can be marked with paint or a longer-lasting plastic material embedded with reflective glass beads that significantly improve the visibility.

Install sidewalks throughout parks and along Broadway Street.	Moderate	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	5 - 10 years	See "Explanation and Pertinent Information for the Previous Objective(s):" below
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**Explanation and Pertinent Information for the Previous Objective(s):**

We would like to promote an active lifestyle throughout our community. Increasing connections to parks and along Broadway Street provides an opportunity for us to increase pedestrian access to promote healthy living and creating a pedestrian environment along Broadway will link the currently disjointed north and south sides. Providing pedestrian connections will enhance the overall quality of life by improving the health and accessibility of our community.

Build a commuter lot – or find existing town-owned properties that may serve to fill this need.	Low 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 3 years	<p>Step 1: Summer 2014 – Begin feasibility analysis to identify usage and hours.</p> <p>Step 2: Spring 2015 – Identify properties for use.</p> <p><i>There may be opportunities to utilize existing properties and shared-use parking to lower the project cost.</i></p> <p>Step 3: Summer 2015 – Town Council allocates funding to purchase and construct commuter lot.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

A significant portion of the working population in Fortville commutes to work in the Indianapolis area. Commuters can lower their transportation costs by joining a carpool. In order to promote carpooling, we would like to identify or build a commuter designated parking lot that provides commuters a specific location to meet. Commuter lots provide a safe and convenient location for commuters to park their cars throughout the day and encourage commuters to carpool.

Maintain and enhance commuter bus routes to Downtown Indianapolis (existing provider Miller Trailways).	Low 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 3 years	See "Explanation and Pertinent Information for the Previous Objective(s):" below
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**Explanation and Pertinent Information for the Previous Objective(s):**

A significant portion of the population in Fortville commutes for work and entertainment, especially to the Indianapolis area, on a regular basis. We would like to encourage members of our community to utilize such commuter services as Miller Trailways (Hoosier Ride Program) to lower transportation costs, traffic congestion, and air pollution. Higher utilization of such services may lead to an expansion in service and better access times.

Currently, the bus does not stop in Fortville until after 2:00PM on weekdays – which is not a feasible option for commuters.

Install sidewalks or other multi-modal trails along the corridor (101st St. / County Rd. 1050 N. East to Cyntheanne Rd.) that connects Fortville to the City of Fisher’s new Four Season Park.	Moderate  	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Township Trustee’s Office</li> </ul>	2 - 3 years	Step 1: Summer 2014 - Notify the Hancock County Plan Commission and Fishers Department of Development that we intend to connect to the new Park.  Step 2: Summer 2014 through Summer 2016 – Begin working with the Fishers Department of Development to create a plan for connections and identify funding mechanisms.
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**Explanation and Pertinent Information for the Previous Objective(s):**

The City of Fishers is constructing a new park within two (2) miles of us that will provide numerous opportunities for recreation throughout the year. Once complete, the new park will have hills for sledding, trails for walking, a mountain bike course, fishing, tree houses, and nearly 60 acres of green space. Although it is located in our neighboring City, it is in close proximity to our community and will be a great asset us as well. In order to utilize it however, it is vital that we provide connections to it. Installing sidewalks or multi-use trails to the facility will offer our residents a direct connection to it.

**GOAL**  
**Maintain and enhance a strong collaboration between the community and school district.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Include school ratings and information in Fortville marketing materials.	High  	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Mt. Vernon Community School Corporation</li> </ul>	1 - 2 years	Step 1: Spring 2015- Work with the Fortville Marketing Committee to promote Mt. Vernon Community Schools.  Step 2: Summer 2016 – Highlight the success of our school system with the rollout of the new Fortville marketing materials.

**Explanation and Pertinent Information for the Previous Objective(s):**

We recognize the importance families place on quality education. And while there are many factors that go into a family’s decision to move to one location over another, the quality of the school systems ranks among the highest. With a four star high school (2012 & 2013), a four star middle school (1996, 1997, 2002, 2004, 2005, 2006, 2009, & 2010), and a four star elementary school (1993, 1999, 2000, 2001), we know that our school system is top notch. However, many people do not give the school system the credit it has and continues to deserve. We feel this is simply a marketing failure on our part. We would like to showcase our school system when we market our community so that every potential resident can see how great it truly is.

Set-up regular meetings with the School Board / Superintendent and the Town Council.	Low  	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Mt. Vernon Community School Board / Superintendent</li> </ul>	Ongoing	<p>Step 1: Summer 2014 – Work with the Mt. Vernon Community School Board / Superintendent to set up regularly scheduled meetings with the Town Council. This can be simply a School Board update at the Town Council meetings or a more involved discussion between the two groups.</p> <p>Step 2: Spring 2015 – First regularly scheduled meeting begins.</p> <p><i>This will allow for an end-of-the-year summary and can proceed to discussions for the 2015 – 2016 school year.</i></p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

In order for the us to remain informed and connected with our school system, it will be necessary for us to set up regular meetings with Mount Vernon Community School Board / Superintendent to discuss any ideas, issues, concerns that we may have. This should include discussion on the impact of any potential development, population and student projections, and any other topics that may be of mutual concern.

**GOAL**

**Collaborate and coordinate with the Mt. Vernon School Board to provide and maintain a public education system which meets the needs of Fortville’s current and future population.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Coordinate with the school board on growth and development trends and population and student projections to ensure that the plans of the School Board and the Town of Fortville are based on consistent data.	Moderate  	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Mt. Vernon Community School Board / Superintendent</li> </ul>	Ongoing	<p>Step 1: Summer 2014 – Work with the Mt. Vernon Community School Board / Superintendent to set up regularly scheduled meetings with the Town Council. This should be an in-depth conversation covering future development, population growth, and student growth.</p> <p>Step 2: Spring 2015 – First regularly scheduled meeting begins.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

In order for us to effectively communicate with our school board, it will be necessary for us to set up regular meetings to discuss any potential development that are scheduled to be built as well as population and student projections. This will allow us to better understand what types of growth we can incur given the existing capacities for each of our schools. This will also allow us to coordinate future school expansions and construction with any growth that is occurring in our community.

Develop capital improvement plans that consider required infrastructure to service existing and proposed schools.	Low 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> <li>Fortville Public Improvement Advisory Committee (PIAC)</li> </ul>	Ongoing	<p>Step 1: Summer 2015 – Work with the PIAC to discuss the need for infrastructure to service existing (sidewalks, crosswalks, etc.) and proposed schools (electrical, water, sewage, stormwater, etc.).</p> <p>Step 2: Winter 2015 – Include any needed infrastructure into the Capital Improvement Plan.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

We recognize the need for a well-connected school system in our community. In order to work together to ensure that we can provide our residents with a high-quality, highly-connected, and highly-efficient school system, it is necessary that we work together to address the needs of a growing community. Over time, this may include additional sidewalks, trails, water lines, waste water lines, etc. In order for us to plan these needs into our budget, they will need to be incorporated into our Capital Improvement Plan developed by the Fortville PIAC.

**GOAL**

**Ensure that Fortville residents, business owners, and visitors have an adequate supply of emergency personnel to maintain a safe, crime-free, and well-protected community.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Evaluate the impact of future expansions and development on the level of protection and coverage provided by emergency personnel.	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Emergency Personnel</li> <li>Fortville Plan Commission</li> <li>Township Trustee's Office</li> </ul>	1 - 2 years / Ongoing	<p>Step 1: Summer 2014 – Map existing response times for emergency personnel in the Town of Fortville.</p> <p>Step 2: Any new development should not increase the response times mapped in Step 1. If it does, we should consider the addition of new stations or patrols to cover the new development.</p> <p>Once the Town has an official Plan Commission, they should ensure proper response times before approving any new development.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

We recognize that planned growth in our community can have an array of benefits. We also know that planned growth in our community means ensuring that we have a sufficient supply of emergency personnel to continue meet the needs of existing and future residents. In order for this to remain true, we must ensure that any new development not increase the response times or impact the existing services provided by our emergency response teams (fire, police, medical, etc.).

<p>Develop a plan to inspect / upgrade outdated emergency equipment on a regular basis.</p>	<p>Moderate</p> 	<ul style="list-style-type: none"> <li>• Fortville Town Council</li> <li>• Fortville Emergency Personnel</li> <li>• Township Trustee's Office</li> </ul>	<p>1 - 2 years</p>	<p>Step 1: Spring 2015 – Work with Emergency Personnel to develop a list of equipment and the year it was purchased/ made. Research the expected lifetime for each piece of equipment and match it against the current age/purchase year.</p> <p>Step 2: Fall 2015 – Prioritize equipment replacement by the age and expected lifecycle based on the funding available each year.</p> <p>If a piece of equipment breaks that is necessary to the function of emergency personnel, it should be moved to the top of the list. If it is not necessary, it should wait until it's regularly scheduled time for replacement.</p>
<p><b>Explanation and Pertinent Information for the Previous Objective(s):</b>          With the rapidly increasing advances in technology, there are more tools and equipment available to emergency personnel than ever before. We recognize the need for a having a properly equipped emergency response team to serve our community. However, with most of the new equipment comes a heavy price tag. In order for us to ensure that we are getting the most efficient use out of existing equipment while providing emergency personnel with the tools they need to protect residents, we must develop a system to inspect, upgrade, and replace equipment on a regularly, planned basis.</p>				
<p>Develop / strengthen community policing initiatives.</p>	<p>Low</p> 	<ul style="list-style-type: none"> <li>• Fortville Town Council</li> <li>• Fortville Police Department</li> </ul>	<p>Ongoing</p>	<p>Step 1: Spring 2015 – Work with the Fortville Police Department and existing Neighborhood Watch participants to discuss any support our supplies (signage) we can offer to improve the program.</p> <p>Step 2: Explore other community policing initiatives that could work in Fortville. Identify key players for those initiatives and bring everyone to the table to discuss what it would take to get them up and running.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

With crime and drugs ranking as one of the top five (5) concerns for residents in the Envision Fortville Public Survey, we recognize the importance that residents place on public safety. Currently, the Town has nine (9) full-time officers and seven (7) reserve-duty officers. Even in a Town the size of ours, they cannot be everywhere at any given time. In order to address this issue, we would like to expand and support our existing Neighborhood Watch Program.

Launched in 1972, Neighborhood Watch counts on citizens to organize themselves and work with law enforcement to keep a trained eye and ear on their communities, while demonstrating their presence at all times of day and night. Neighborhood Watch works because it reduces opportunities for crime to occur; it doesn't rely on altering or changing the criminal's behavior or motivation.

**GOAL**  
**Ensure that Fortville Residents have easy access to reading materials and other library-related services.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Encourage the use of the library and its facilities.	Low 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Action Inc.</li> <li>Fortville / Mt. Vernon Township Public Library</li> </ul>	Ongoing	<p>Step 1: Spring 2015 - Work with Fortville Action Inc. to develop a public event that can be incorporated into the Library.</p> <p>Step 2: Summer 2015 – Hold the public event in the Library. Ensure that the event showcases all of the services and resources available to residents.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

We recognize the importance of our Library to our community. Not only does the library provide residents with a place to obtain reading materials, access the internet, and obtain digital materials. Our library provides residents with a place to socialize and get to know their community. We understand that many residents may not know about the resources, programs, and events that take place in the Fortville / Mt. Vernon Public Library. For this reason, we feel that it is necessary for us to better incorporate the Library into Town-sponsored events. If we provide residents with additional opportunities to visit and explore the Library, the more likely they will be to familiarize themselves with the services and materials available to them.

**GOAL****Provide a safe, high quality, potable water system that is well maintained and financially solvent.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Ensure that the water system is of an adequate amount to supply water for the projected population.	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	Ongoing	<p>Step 1: Summer 2014 – Calculate the current water usage per person. (<math>325,000/3,929 = 83</math> gallons per person, per day) If we estimate the population to be around 4,720 in 2025, then we can expect the anticipated water usage to go up to 391,760 gallons per day by 2025 and 442,722 gallons per day by the year 2035.</p> <p><i>With a current distribution capacity of 1.2 million gallons per day, the Town has sufficient capacity to supply water beyond the year 2035. (Given a steady growth rate)</i></p>

**Explanation and Pertinent Information for the Previous Objective(s):**

We realize that water plays an integral role in our local community. Without it our local business, industries, parks, emergency personnel, and residents would all be significantly impacted. Water Sense estimates that the average American family uses more than 300 gallons of water each day (in their household). Using this information combined with the estimated population projections, we can get an idea of when we would need to prepare for improvements and expansions in the water supply.

Ensure that areas for planned expansion have access to the proper infrastructure necessary for future development.	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	Ongoing	<p>Step 1: Summer 2016 – Work with the Plan Commission to decide the impact of future development on the existing water supply.</p> <p>Step 2: Summer 2016 – Utilizing the Existing Utilities Map, determine if water service will need to be expanded to reach any new development.</p> <p><i>The developer should be encouraged to cover the costs of service expansion to their development.</i></p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

We realize that water plays an integral role in our local community. Without it our local business, industries, parks, emergency personnel, and residents would all be significantly impacted. Water Sense estimates that the average American family uses more than 300 gallons of water each day (in their household). Using this information, we can estimate the potential impact of future developments on our existing water supply.

Develop an education and outreach plan that encourages water conservation techniques and best practices.	Low 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	Ongoing	<p>Step 1: Fall 2014 - Include links to EPA's Water Sense and other water conservation resources on the Town's website.</p> <p>Step 2: Fall 2014 - Work with the water utility to develop informational flyers on water conservation.</p> <p>Step: 3 Ongoing – Work with the water utility to provide home-owners with low-flow aerators for sinks, showerheads, and other home faucets.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

We realize that water plays an integral role in our local community. Without it our local business, industries, parks, emergency personnel, and residents would all be significantly impacted. Water Sense estimates that the average American family uses more than 300 gallons of water each day (in their household). It is imperative that we work to educate our residence on the importance of water conservation so that we may get the most efficient use out of our existing facilities. This will also ensure that we can accommodate additional future growth without spending significant amounts of money on facility improvements and expansions.

**GOAL**  
Provide and maintain a separate wastewater and storm water system with sufficient capacity to serve future development while eliminating combined sewer overflow into public waterways.

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
See Goal	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	Ongoing	<p>Step 1: Summer 2014 – Pass the Envision Fortville Comprehensive Plan which contains the future growth Concept Map and lists existing utility capacities and locations.</p> <p>Step 2: During the review of the improvement location permit – Use the information in the Comprehensive Plan to decide whether or not existing storm water and waste water utilities can handle the development.</p> <p>The developer should be responsible for covering the costs of all improvements and capacity expansions required for their development.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

With all of the work that has gone into the separation of the waste water and storm water systems, the Town should continue to build separate systems when expanding infrastructure for new development.

**GOAL**

Ensure the infrastructure for all utilities is of sufficient capacity and quality, is of the best available technologies, has redundancy, and supports the desired level of future growth.

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Identify areas for future growth and develop a plan to ensure those areas have the access and quantity of infrastructure need to support development.	High 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Plan Commission</li> </ul>	Ongoing	<p>Step 1: Summer 2014 – Pass the Envision Fortville Comprehensive Plan which contains the future growth Concept Map and lists existing utility capacities and locations.</p> <p>Step 2: During the review of the improvement location permit – Use the information in the Comprehensive Plan to decide whether or not existing utilities can handle the development.</p> <p>The developer should be responsible for covering the costs of all improvements and capacity expansions required for their development.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

In order for growth to occur in an organized and logical manner, it is imperative that we know exactly how much growth can be sustained utilizing existing infrastructure and where capacity increases and improvements would be needed.

Develop a Town-wide public Wi-Fi system.	Low 	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville / McCordsville Chamber of Commerce</li> </ul>	2 - 3 years	<p>Step 1: Summer 2015 – Town Council allocates funding to purchase and install a public Wi-Fi system.</p> <p>The Town Council may choose to start with a small, demonstration area (Downtown area and/or parks) before moving on to the full community.</p>
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**Explanation and Pertinent Information for the Previous Objective(s):**

There are many benefits to having a community provided Wi-Fi system. A Town-wide public Wi-Fi system connects the community, attracts younger generations, and offers another promotional tool for the town. Public Wi-Fi systems also help to address the issue of the 'Digital Divide' in which some members of the community are being left behind simply because they lack access to the internet. With all of the benefits to having a public Wi-Fi system, it is necessary that Fortville begin taking the steps to secure their own.

**GOAL****Provide and maintain a sufficient indoor recreational facility for Town residents.**

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
Revitalize existing Community Center so that it continues to meet the needs of the Town.	Moderate  	<ul style="list-style-type: none"> <li>Fortville Town Council</li> </ul>	1 - 5 years / Ongoing	<p>Step 1: Summer 2014 – Revisit the Fortville Community Center Feasibility Study completed in 2011.</p> <p>Step 2: Summer 2015 – Begin looking and applying for available grants or other funds to help the Town pay for the construction of the new facility.</p> <ul style="list-style-type: none"> <li>Hancock County Food and Beverage Funds</li> <li>Hancock County Community Foundation Grants (Community Vitality Fund, Hancock County Enrichment Fund)</li> <li>Indiana Office of Community &amp; Rural Affairs (OCRA) Community Development Block Grant (CDBG) (Public Facilities Program)</li> </ul> <p>Step 3: Spring 2016 – Begin construction on the new facility.</p> <p><i>This date will be dependent upon how and when the funds are made available.</i></p>

**Explanation and Pertinent Information for the Previous Objective(s):**

A recent nation-wide survey completed by the non-partisan organization, Public Agenda, found that 79% of America’s middle and high school students regularly participate in activities both after school and on weekends and 57% have some kind of non-school activity nearly every day. Additionally, a study in the Archives of Pediatric and Adolescent Medicine showed, “A survey of more than 14,000 teenagers found that those who participated in team sports were less likely to use drugs, smoke, have sex, carry weapons or have unhealthy eating habits.” Given this information, it is easy to see why having proper facilities for extracurricular activities is in the best interest of the Town. And while the existing facility already has an indoor basketball court, a Head Start program, kitchen, and other meeting rooms, it is important that the facility be able to accommodate additional needs and activities currently and into the future.

**GOAL**

Maintain and build upon the Electronic Notification System (Nixle) that allows residents to sign up for text and email alerts from the Town.

Objective	Priority	Responsible Party(ies)	Timeline	Action Steps
See Goal	Low  	<ul style="list-style-type: none"> <li>Fortville Town Council</li> <li>Fortville Emergency Personnel</li> </ul>	1 - 2 years	<p>Step 1: Winter 2014 – Begin a marketing campaign to advertise the Town’s use of Nixle. This can include:</p> <ul style="list-style-type: none"> <li>Utility mailers</li> <li>Social media mentions</li> <li>Flyers</li> <li>Information and registration posted to the Town’s website</li> </ul> <p>Step 2: Summer 2015 – Evaluate the effect of the marketing campaign. What worked? What didn’t work? Where are we with total participation?</p> <p>Step 3: Develop a marketing plan that addresses the evaluation in Step 2.</p>

**Explanation and Pertinent Information for the Previous Objective(s):**

In February of 2014, the Town of Fortville began to use an Emergency Notification System called Nixle. This resource connects residents with the agencies that serve to protect them. Residents can use Nixle to receive information ranging from critical alerts to community news. Residents also have a choice in how they receive these alerts (SMS / text message, email, web / mobile application). This tool plays an integral role in public safety and awareness so it is important that the Town work to ensure that all residents are participating in this program.



# 5

## CHAPTER 5 Measuring Success

### Documenting Progress

Regular evaluation and monitoring of the Envision Fortville Comprehensive Plan is key to ensuring the success of the Plan. If the plan is to remain useful and effective over time, we must establish a method to measure the successes and challenges in achieving our vision, Goals, Objectives, and completing the Action Steps for each Building Block.

Continuous monitoring will inform the Town Council, future Plan Commission, Redevelopment Commission, partner organizations, and the public about the effectiveness of the Plan. Continuous monitoring will also allow us to identify those aspects of the Plan that are working and those aspects of the Plan that need improvement or adjustment. This will also allow us to keep the Plan current, continuously reflecting the needs and wants of the community over time.

### Plan Monitoring & Review

In order to document the progress of the Plan, we must establish a sound method for monitoring and reviewing the progress that has been made. Plan monitoring will include two components: Annual Progress Updates and Five Year Evaluation Reports. These components will be documented accordingly:

#### Annual Progress Updates

The Annual Progress Update assesses the Town's progress in accomplishing the Objectives and Action Steps outlined in this Plan. The report should include:

- Itemized list of completed Objectives (organized by "Priority") including each completed Action Step. If an additional Action Step was needed to complete the Objective or not all Action Steps were needed, this should be noted in the report.

### IN THIS CHAPTER

- Documenting Progress
- Plan Monitoring & Review



- Objectives to be completed in the coming year.
- Suggestions for updates to the Envision Fortville Comprehensive Plan needed to respond to new issues or changing conditions for consideration by the Town Council.

The Annual Report will be submitted to the Town Council by the Town Manager until a Fortville Plan Commission is established. Once the Fortville Plan Commission is established, the Annual Report will be submitted by the Plan Commission to the Town Council at the end of each fiscal year.

### **Five Year Evaluation Report (Performance Monitoring)**

Performance monitoring provides an assessment of whether objectives that have been accomplished in previous years are achieving the Goals outlined in this Plan. Essentially, we are asking the question, are our completed Objectives having the desired result needed for us to become the community we ideated in our Vision Statement? Once a specific Objective has been completed, as documented in the Annual Report, performance monitoring will assess whether that Objective is working to accomplish its corresponding Goal.

Performance monitoring will be documented every five (5) years in the Five Year Evaluation Report. This will equate to an assessment of the overall progress and effectiveness of the plan at least once every five years. The report should include:

- An itemized list of completed Objectives

(organized by “Goal” and then “Priority”).

- Information detailing how the completed Objectives are working or not working to accomplish their Goal. This should include any recommended changes to the Goals and Objectives so that they reflect any changes in the wants and needs of the community.
- Description of any significant changes locally, regionally, state-wide, or nationally that have occurred since the adoption of the Plan (economic trends, national or state laws, annexation, rapid population growth, etc.).
- Suggestions for updates to the Envision Fortville Comprehensive Plan needed to respond to new issues or changing conditions for consideration by the Town Council.

If the Five Year Evaluation Report finds that a major update to the Envision Fortville Comprehensive Plan is warranted, a new public participation plan (meetings, survey, etc.) should be prepared to ensure that the plan continues to reflect the needs and wants of the community.

# A ppendices

## Steering Committee

### Handbook

The Steering Committee Handbook was developed as a tool to inform and guide the Steering Committee throughout the development of the Comprehensive Plan. It provided an overview of the Comprehensive Plan. The handbook also provided the roles, responsibilities, time commitments, and general rules for Steering Committee members.

The following ten images make up **Figure A.1** which is the Steering Committee Handbook. For the purpose of this plan, blank pages and design-only pages were removed from Figure A.1.

### IN THIS CHAPTER

- Steering Committee
  - Handbook
  - Sign-in Sheets
- Community Involvement
  - Public Meetings
  - Public Survey / Results
- Envision Fortville Mainstreet Revitalization Plan
- The Fortville Redevelopment Commission
- Glossary

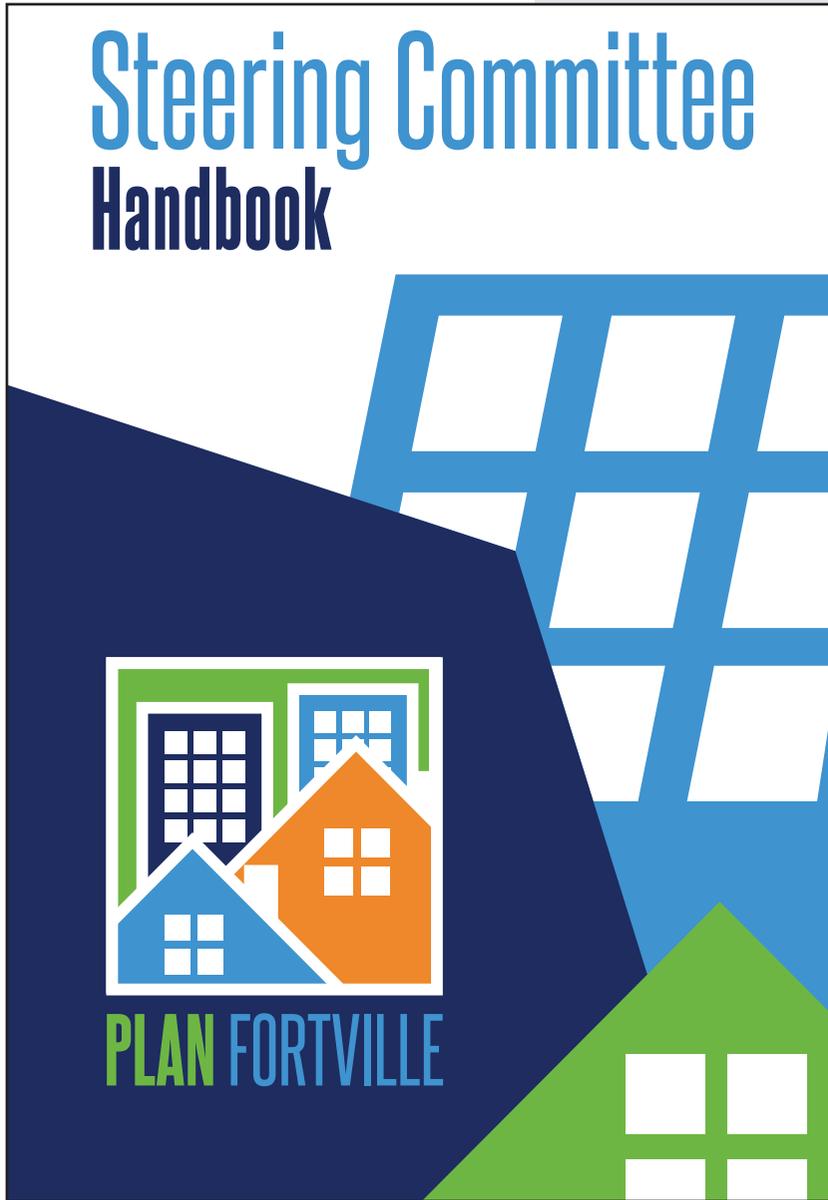


Figure A.1:  
Steering Committee Handbook

Figure A.1 shows the Steering Committee Handbook

<b>Contents</b>
<b>Overview of the Comprehensive Plan...4</b> Why prepare a Comprehensive Plan?...4 Who will be responsible for preparing the Comprehensive Plan?...5 How will the community be involved?...5
<b>Your Role as a Steering Committee Member...6</b> Who will you invite to the public meetings?...7
<b>Steering Committee Time Commitments...8</b>
<b>Steering Committee General Rules...9</b>
<b>MCCOG Contacts...10</b>

Figure A.1:  
Steering Committee Handbook Continued

## Who will be responsible for preparing the Comprehensive Plan?

A Town Council-appointed Steering Committee made up of 15 - 25 interested citizens who will work in collaboration with the Madison County Council of Governments (MCCOG) to complete the plan. Other appointed boards, including notably, the Redevelopment Commission, will be invited to provide input to the Steering Committee as the plan is developed. MCCOG will be responsible for providing the Steering Committee with technical and administrative assistance as well as leadership and direction throughout the process of the plan's development.

## How will the community be involved?

A critical part of plan development will be the involvement of property owners, residents, business owners, and other stakeholders in the community. The development of the Comprehensive Plan will start 'from the ground up'; i.e., community involvement will be the foundation of the plan. Starting early in the process, and continuing throughout the development of the plan, the Steering Committee will host a series of town meetings. Public input gleaned from these meetings will be reviewed during committee work sessions over a period of several months. Public involvement will also include an "open house" format near the end of the planning process in which the draft plan will be presented for public comment. In general, the plan process will proceed from the broad to the specific, and from objectives to actions. Approval of the plan will conclude with a formal public hearing and adoption by the Town Council.

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Figure A.1:  
Steering Committee Handbook Continued

## Overview of the Comprehensive Plan

### Why prepare a Comprehensive Plan?

Communities seldom stand still; they are continually growing, changing, and evolving as places of human interchange and capital investment. Fortville is no exception. The Comprehensive Plan will address a number of pressing issues facing the Town that require considerable attention and concerted action. Among these issues are:

- Dealing with traffic issues on major streets.
- Improving neighborhood areas hampered by limited investment, and associated housing, economic, and social challenges.
- Encouraging mixed use development and housing densities that allow residents to live close to services and jobs, thereby reducing dependence on the automobile.
- Providing for the expansion of walking and biking facilities, and exploring opportunities for additional transportation services.
- Continuing central business district area revitalization and reinvestment, while preserving the historic and cultural character of the community.
- Addressing stormwater and drainage issues that are exacerbated by increased development and sprawl.
- Creating new parks, recreation and open space facilities to promote the health and well-being of our citizens.
- Supporting the creation of commercial and economic development that offers greater prosperity to our citizens while complementing the Town's unique sense of place.

The Town Council must make difficult decisions about how to manage growth and about how to allocate resources to deal with these issues. The Comprehensive Plan helps guide those difficult decisions—about future development and redevelopment, and about priorities for Town government in response to the demands brought about by constant change. The Comprehensive Plan presents an opportunity to demonstrate that Fortville residents, businesses, and elected officials are committed to working together for the best possible future of the community.

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Figure A.1:  
Steering Committee Handbook Continued

## Your Role as a Steering Committee Member

Your role as a Steering Committee member is critically important to the success of the Comprehensive Plan:

### Unique Perspective:

You hold a unique viewpoint within the the Town of Fortville. You have been selected as a steering committee member because of your knowledge of the community, your interest in its future, and your willingness to help create a new vision for the Town in the 21st century.

### Plan Development:

You should provide perspective and insight on information gathered as well as feedback on draft policies and implementation actions. In doing so, you will play an important role in shaping goals and objectives for growth over the next twenty years or more. At the same time, you are not being asked to be a planner or writer; rather, you are to be a sounding board for the citizens of Fortville.

### Learning And Sharing Information:

Over the course of the plan's preparation you may be introduced to new ideas about urban development, demographic trends, new technologies, and other information. You may also come across other ideas that you want to share with your fellow committee members and staff support team—ideas that you believe may have merit for Fortville.

### Networking And Recruitment:

You know others in the area that have a keen interest in the way in which the Town should grow. These others may include friends, neighbors, business associates, or others vitally interested in the future of Fortville. By inviting these individuals to participate in the planning process, you can help make sure that all important viewpoints within the community are heard. On the next page, write down five (5) people you will personally invite to the public meeting. You may also be asked to invite others during your attendance at public events, festivals, etc.

### Public Meetings Facilitation And Support:

During the course of the plan's development, you may be asked to take a leadership role in facilitating public meetings. Specific roles will be discussed before each meeting and may include: greeting/ signing people in, working with small groups, promoting discussion, summarizing meeting

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input and interpreting meeting results.

### Plan Presentation And Recommendation:

At the conclusion of the planning process, you may be asked to participate in the presentation of the Comprehensive Plan to the Town Council for their consideration of adoption.

## Who will you invite to the public meeting(s)?

*Please write down the names of the five (5) individuals you will personally invite to the public meetings.*

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

It will be your responsibility to personally contact each of these individuals and invite them to all of the public meetings and events. You should encourage each of them to invite at least five (5) of their friends, relatives, neighbors, or co-workers to attend the meeting as well. With a little work, we should have a great turnout for each event.

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Figure A.1:  
Steering Committee Handbook Continued

Figure A.1:  
Steering Committee Handbook Continued

## Steering Committee Time Commitment

Participation of all committee members in meetings is important and members should make every effort to attend each meeting. If committee members cannot attend, they should inform MCCOG staff before the meeting is conducted. If a member misses two (2) meetings without an explanation, the committee may choose to write a letter to the member to confirm interest and may ultimately seek to replace the member.

As a member of the Steering Committee, you should be willing to commit to the following schedule over the course of the plan's preparation.

### Project Duration (18 months)

The plan process should run about 18 months from the date of the "kick-off meeting" until the draft plan is presented to the Town Council.

### Monthly Committee Meetings (2 hours)

One two-hour meeting per month on the 4th Tuesday of every month, between 7:00 pm and 9:00 pm. While meetings may not take the entire two-hour window, they should never go over the allotted time.

### Monthly Review of Draft Materials (2 hour)

Committee members will receive draft sections (hard-copy or digital) of the plan the month before they will be reviewed by the committee. This will allow committee members an entire month to review the draft section of the plan. This review should take place before the meeting and is critical to the efficient work of the committee during monthly meetings.

### Special Town Meetings (3-4 hours)

Special public meetings held during the plan process may take up to four (4) hours.

### Other (3-4 hours)

Committee members are encouraged to make special appearances at civic club meetings, neighborhood meetings, focus group meetings, public festivals or other events during the course of the plan's preparation.

## Steering Committee General Rules

### Courtesy

Committee members should treat each other with respect, listen to each other, work cooperatively, and allow all members to voice their opinions. Committee members should also respect the amount of time allotted to the meeting by starting and finishing on time, staying on the topic/issue, staying open minded, coming prepared, avoiding acronyms, avoiding politics, and being solution and win-win oriented. Also, cell phones/PDAs, etc. should be kept on vibrate mode.

### Chairperson

During the "kick-off meeting," the Steering Committee shall select a Chairperson. The role of the chair is to:

1. Lead meetings so that agendas are followed and meetings adjourn on time.
2. Allow all members to be heard during discussions.
3. Moderate discussions between members with differing points of view.
4. Be a sounding board for staff in the preparation of agendas and how best to involve the full committee in work plan tasks.
5. Act as spokesperson during public involvement processes and other public events.

Chairpersons: Linda, Linzey, Bob

### Quorum

A simple majority of those present during the meeting shall represent a quorum.

### Decision-Making

The committee will reach its recommendations through 1) consensus, or 2) voting. Consensus is defined as a recommendation that may not be ideal for each Committee member, but that every member can live with. If a consensus cannot be made, then the decision will be put to a vote. A simple majority will carry the recommendation / decision.

### Recommendations

The committee's recommendations will be recorded in the meeting summaries and reflected in the plan as appropriate. The committee may also assist in the presentation of the plan to the elected bodies of participating organizations.

Figure A.1:  
Steering Committee Handbook Continued

Figure A.1:  
Steering Committee Handbook Continued

## MCCOG Contacts

Please do not hesitate to contact us at any time with any questions or comments you may have. Staff may be reached at the following:

### **MCCOG General Office Information**

16 East 9th Street, Room 100  
Anderson, IN 46016  
Tele: 765.641.9482  
Fax: 765.641.9486  
www.mccog.net

### **Staff Information**

Neil Stevenson, AICP  
Senior Planner  
Tele: 765.635.2010  
Email: nstevenson@mccog.net

Allan Henderson, AICP  
Chief Planner  
Tele: 765.635.2011  
Email: ahenderson@mccog.net

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Figure A.1:  
Steering Committee Handbook Continued



Figure A.1:  
Steering Committee Handbook Continued

### **Sign-In Sheets**

Figure A.2 through Figure A.12 consists of the Steering Committee sign-in sheets for each meeting throughout the comprehensive planning process - excluding the sign-in sheets for the public meetings.

There were a total of eleven (11) Steering Committee meetings:

- April 23, 2013
- May 28, 2013
- June 25, 2013
- July 23, 2013
- August 27, 2013
- October 22, 2013
- November 26, 2013
- December 17, 2013
- March 25, 2014
- April 22, 2014
- May 27, 2014

Figure A.2  
April 24, 2013 Sign-In Sheet

Email addresses have been removed for privacy purposes.



TUESDAY, APRIL 24TH, 2013 | PLEASE PRINT YOUR NAME BELOW

*Ang Klene*  
Jonathan Andrew Hendrix  
Wes Rich  
JEFF RAHIFF  
Joe Renner  
Jim + Linda Nolte  
LINDA BAXTER  
ALLAN HENDERSON  
NEIL STEVENSON  
Bob Hickey  
Fred Fentz  
Milda Sterrett  
Bob Smith  
Sharon Beatson  
Dave Beatson  
DEACON Frank Klender  
David Working  
GREG STANLEY  
Robert Holland  
HENRY HEARST







# SIGN IN SHEET

TUESDAY, JULY 23TH, 2013 | PLEASE PRINT YOUR NAME BELOW

Bob Stewart  
 JOE RENNER  
 Amy Klein  
 M. Lisa Stewart  
 HENRY HEADRY  
 GREG MANKEY  
 LINDA MANKEY  
 Ellen Rich  
 LINDA BAXTER  
 Linda Nolte  
 Jim Nolte  
 JEFF RATHIFF  
 Tony May  
 Pat May  
 Theresa Jones  
 David Weisberg

◀ **Figure A.5**  
July 23, 2013 Sign-In Sheet

Email addresses have been removed for privacy purposes.









# SIGN IN SHEET

TUESDAY, DECEMBER 17TH, 2013 | PLEASE PRINT YOUR NAME BELOW

Bob & Milda Sterett

Robert Holland

Bob Hedy  
KINDA BAXTER

Joe Renner

Kim Hedy

David Werking  
Ellen Rich

Henry Howard

Sharon Beatson

Dave Beatson

◀ Figure A.9  
December 17, 2013 Sign-In Sheet

Figure A.10  
March 25, 2014 Sign-In Sheet



# SIGN IN SHEET

ENVISION FORTVILLE 3/25/14  
SIGN-IN SHEET

---

Bob Hidy  
Amy Klueh  
Joe Ranner  
Robert Holland  
Bob Sterrett  
Theresa Worling  
David Worling  
Dy...



# Envision SIGN IN SHEET

FORTVILLE

TUESDAY, APRIL 22ND, 2014 | PLEASE PRINT YOUR NAME BELOW

Ellen Rich  
Bob & Milda Steerrett  
Bob Hiday  
HENRY HENDRIX  
Tom May  
Amy Klein  
Joel  
Robert Holland

◀ **Figure A.11**  
April 22, 2014 Sign-In Sheet



# Community Involvement

The process to develop a vision for Fortville Engaged hundreds of residents over a 12-month period beginning with the kick-off of the Envision Fortville planning process in April of 2013. Through workshops, public socials, social media, surveys, and special events, residents, business owners, and Town Officials described their ideas for the future of Fortville.

The following is a list of public events, a description of the event, and a copy of the sign-in sheet.

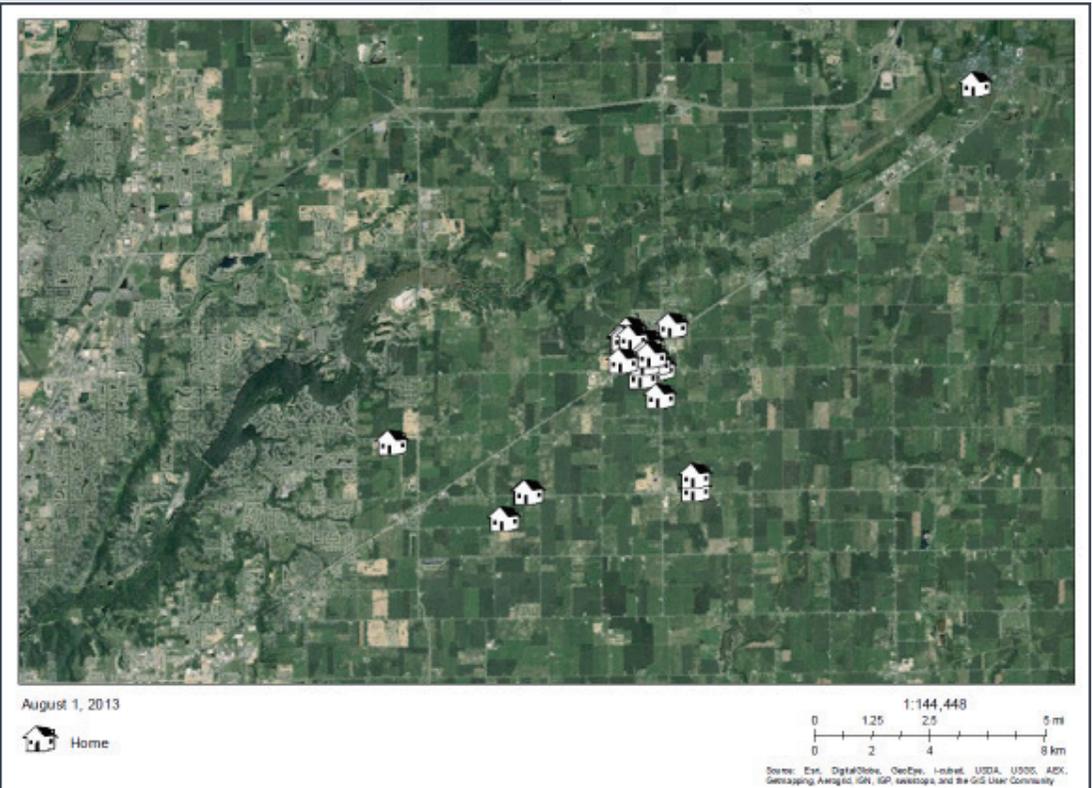
## Public Workshop #1 Description

This event was located at the Plaza Pavilion on Saturday, July 27, 2013 from 10:00AM - 2:00PM. Around fifty members of the public participated in the event.

Participants were asked to identify where they live, identify areas they would take a visiting relative, identify areas they would avoid taking a visiting relative, identify and prioritize potential projects / issues with the community, list an unwanted future for the Town, and list a desired future for the Town.

The following maps and tables show the results for Public Workshop #1:

Where do you live? - Result Map



Where Would You Take a Visiting Relative?	
Name of Location / Area	Mentions
Memorial Park	17
Indulge	16
Fort Grill	14
Java Junction	7
The Georgetown Bar	7
Landmark Park	5
Main Street/Downtown	4
Fortville United Methodist Church	2
Fortville Public Library	2
Dairy Queen	1
Strough's Supermarket	1
New Life Christian Church	1
St. Thomas Catholic Church	1
Mt. Vernon School (sporting event)	1
Ten West Center for the Arts	1
Ellen's House	1
Pink Elephant	1
Ivy House Bed and Breakfast	1
Horse Farm	1
Bastille Day/Winter Fest	1

Where Would You Not Take A Visting Relative?	
Location / Area	Mentions
Colonial Motel	10
Broadway/67 Corridor	6
CLM Recycling	5
Tattoo Parlor	5
Broadway Pub/Restaurant	3
Apt. behind subway	2
Place next to Pink Elephant (CLM?)	2
Strip Mall	2

Neighborhoods between Michigan and Ohio St.	2
Junk Cars on Broadway	2
Ditch	2
Mt. Vernon school	1
High and Main St.	1
Southern Shaw St. property	1
Georgetown	1
Legion	1
VFW	1
Skate Park	1
Old Checker Gas Station Area	1
Church at Maple & Broadway	1
Buildings on Main that need repair	1
Dairy Queen	1
Basketball Courts/Memorial Park	1
Industrial Park	1
Abandoned shelter/Memorial Park	1
Leland & Staat Street Run Down House	1
Landmark Park	1
Neighborhood North of Library	1
Monore/Madison Neighborhood	1
Old Mill	1
Waste Water Treatment Plant	1

Color Dot Survey					
Comment / Issue / Action	Priority				
	Low	Medium	High	Total	Weighted
Lack of P.R. and Vision	0	2	6	8	22
St Rd 67 Identifiable Improvements - Sidewalks - Greenspace	0	4	3	7	17
Enforce Unsightly Property Ordinance	3	2	3	8	16
Bike Trails Needed	4	1	3	8	15
Continue to Improve Appearance of Main Street - Hwy 67	0	3	3	6	15
People to Help with Vision and Make a Reality	4	1	3	8	15
Increase Positive Youth Activity	2	2	2	6	12
Developing a Sense of Community	1	1	2	4	9
Decrease Number of Rental Units / Increase Ownership	1	1	2	4	9
Different Style Restaurants	2	2	0	4	6
Continue Festivals	1	1	1	3	6
Increase Lighting/Security on Trails, Recreation Areas, Alleys, and streets	0	0	2	2	6
Commitment by Elected Officials	1	1	1	3	6
Ownership of Main Street	0	1	1	2	5
Cooperation amongst Business Groups/Owners	2	0	1	3	5
Outreach for Needy (Education, Food, etc.)	0	1	1	2	5
Other Streets having same look as Main Street (Lighting and Signage on Merrell... Decorative)	0	2	0	2	4
Take Care of What is Already Owned	0	2	0	2	4
Retail Est. Antique Shop	0	1	0	1	2
Train Noise/Speed	0	0	0	0	0
<b>Total</b>	21	28	34	83	

The "Color Dot Survey" shows responses for any projects, issues, or concerns expressed at this station. Each respondent was also given a red, yellow, and green sticker (red = high priority, yellow = medium priority, green = low priority). After each participant gave their response, they were asked to prioritize existing responses by placing their stickers on the list.

Unwanted Future	
Avoid Wall Posters	Avoid Index Cards
Selective enforcement and favoritism by town officials	Unplanned - all over the place
Additional alcohol permits	Franchise retail meca
Large big block business near downtown	All renters no owners
Poorly planned housing additions, etc.	Large big box business near downtown area
Franchise retail meca	Poorly planned housing additions
Keep rental units to a minimum	Trashy house fronts on Garden Street
Manufactured housing units	Less Rentals
Low end / production housing	
Trashy properties	
Too many used car lots	
Declining quality of school system	
Declining quality of fire protection	
Declining quality of Police protection and take home cars	
Unilateral decision making in the town	
Communication breakdowns between business owners	
Additional apartmants, garage/housing conversions	

Desired Future	
Concept	Frequency
Improve walkability (sidewalks/multi-use trails)	14
More businesses	5
(small/non-chain)	8
(professional/office)	0
(light manufacturing)	0
Improve "curb appeal" along SR 67	15
(tidy fronts/clean up junk)	
Improve "curb appeal" in rest of town	2
Educate impacts on property values	0
More inter-organizational cooperation and support	5
(civic/churches/business owners)	

Infrastructure improvements (safety/appeal/event hosting/convenience)	3
Ordinances that present what we want to become (signs/façade/buildings)	4
Make Fortville a “desireable” place to own a home	3
Safer pedestrian access/crossings of SR 67	5
Get a “comprehensive/long range” plan	2
More marketing of Fortville (main street businesses)	7
(parks)	2
(events/festivals/activities:cultural/farmers markets)	3
More entertainment (dinner theatres/comedy clubs/”pub” atmosphere places)	7
Slow down trains	4
Dog park	2
Engage children (reduce vandalism) (outdoor movies/indoor theatres/parenting classes)	3
Music in the park	4
Small bowling alley	1
Apprenticeship programs to teach (skills or trade: education and responsibility) [carpenter/painter/electrician/plumbing/ guttering] (engage local contractors)	5
Horse shoe/Bocce fields/tournaments	1
Improve appearance by enforcing/strengthening:	4
(anti-litter ordinances)	
(abandoned/rental houses)	
(add surveillance cameras to assist)	

In addition to the group activities during Public Workshop #1, each participant received a short, five-question survey they could complete on their own. The following tables show the responses for each survey that was collected.

Q1 - DO YOU LIVE IN FORTVILLE?	
Yes:	9
No:	3
No response:	5

Q2 - WHAT DO YOU LIKE ABOUT THE TOWN OF FORTVILLE?
Community atmosphere
Parks/playgrounds
Convenience of location to Indy/Fishers/Greenfield
Main St. and walking the town
Small
People
Historical element
Main St.
The energy of the people, friendliness and helpfulness
Small Town
great people
small town atmosphere
friendly people
small pleasant community
people are generally amicable
walkability
safety
friendliness
locations to Indy and major shopping events
great potential
small town atmosphere
low crime
identifiable downtown
small community feel
atmosphere
people
walkability
small town feel
meets majority of needs
walkability
I like how I can walk to downtown and have coffee or something to eat
friendly small town

community feel
main street development
walking opportunities to amenities
quaint, restored old village atmosphere
traditional values yet vision for sensible growth that benefits citizens
friendly people and neighbors
small town feel
broadening of festivals/arts community
ability to have growth that is shaped towards a better town

<b>Q3 - WHAT DO YOU DISLIKE ABOUT THE TOWN OF FORTVILLE?</b>
Some properties are unattractive along 67 (car lots/towing)
Some houses need to remove junk
Run down houses
too many car lots
the town council doesn't actively attend local events
Main St. properties that need rehabilitation and other eye sore properties
needs more businesses in town
buildings need to be refaced
lack of variety
uncooperative attitude among public/elected groups
concept that everyone sees their considerations as the most important, and tend to discredit opposing views.
motel
west entrance on 67
Michigan St. property clean up
lack of community
Hancock county as a whole is not progressive
appearance needs improvement
need foot traffic during day to support businesses and restaurants
lack of vision and action to move forward
negative brand held by some local and some surrounding
broadway needs to be slowed down or more cross walks so its safer

conflicted politics
properties on Broadway need attention
more restaurants, although this is being addressed
safe crossings on 67 for pedestrians
stubborn views that violate the old village feel and traditional values
mindless remodeling
walmart thinking
67 looks trashy
too many used car lots
not a 'destination', no reason to come here, nothing to do, nowhere to go
Garden St. houses trashy looking
too many rental houses
there are groups of people that fight each other

**Q4 - WHAT ARE A FEW AMMENITIES/OPPORTUNITIES DO YOU THINK FORTVILLE SHOULD TAKE ADVANTAGE OF OR BUILD UPON?**

Building up the beauty, potential of 67 to lead into Main St.
Continue with the festivals and community events
Parks, add features such as splash pad, nature preserve
Main St. festivals
Becoming a destination place as well as a pass through town
try to draw in more youth
good place to grow a family
show off history of area
Main St./Broadway
Drainage ditch as a pedestrian only route
Traffic along Broadway, get them to stop and spend money
bike traffic that goes through Fortville
safe place to raise a family
affordable option for empty nesters
walk trails connecting parks and schools
new curbs and sidewalks
low crime

school system (elementary)
events seem to draw interest from outside
excellent opportunity to develop main street
bike/trail connectivity
two beautiful parks
school system
downtown
walkability, more walks, improved walk paths
I would like to see the downtown grow a bigger farmer's market
main street shops and restaurants
67 corridor, direct route from Anderson to Indy and a good place to attract new business
main street growth with smart businesses who are 100% on board with vision for a 'destination place'
we should offer small business assistance to help guide them with business planning
more retail establishments on Main Street, entertainment, theatre
walking/biking trail
love the festivals, keep promoting in IndyStar
our unique businesses like Ten West

**Q5 - IN TERMS OF GROWTH AND DEVELOPMENT, WHAT DO YOU BELIEVE WILL BE THE GREATEST THREATS/CHALLENGES FACING FORTVILLE IN THE FUTURE?**

Competing with the bigger towns, losing good people to these areas so they can make more money
Drawing in families due to schools
Its hard to grow a family with the state of schools, makes people not want to move here
Big business
Too many restaurant chains
cookie cutter housing developments
establishing the right unique shops and restaurants on main street
Offer more walking and bike trails and make the best use of parks to bring families to Fortville.
business
Sprawl, poor planning

losing the agricultural feel just outside of town borders, Fortville will become like every other suburb of Indianapolis
giving up or giving way to multifaceted distribution of power in the community
number of rental units needs to decrease
F.A.F.A. and groups with similar small thinking
lack of progressive mindset
need stronger, more diverse tax base
need to entice small business development
need more cooperative and visionary elected bodies
lack of confidence that change could be implemented by town officials
funding
visionary approach
open mindedness
we need to define who and what Fortville is so that growing communities around us do not over run Fortville
attracting new business, business is going up all around us, why not here?
powers to be must do vast research to witness other successful town's success
vision takes extremely open minded thinking, not stubborn attitudes about keeping the status quo
differing visions of the people and nothing gets done
keep Walmart out
would like more housing developments but not low end
breakdown of communication between leadership, business owners, and citizens

Figure A.13

July 27, 2013 Public Workshop #1  
Sign-In Sheet (Page 1)

Emails and addresses have been removed for  
privacy purposes.

 <b>SIGN IN SHEET</b>		
ENVISION FORTVILLE PUBLIC WORKSHOP #1 - PLEASE PRINT		
NAME	EMAIL	ADDRESS (OPTIONAL)
Nilda Sterrett		
LEUZY HENDRIX		
NEIL STEVENSON	NSTEVENSON@HCCOH.NET	
Ellen Rich		
WINDA BAXTER		
Amy Kleire		
Eschary Lutz		
Patrick Working		
Mike Mowers		
Greg Strout		
Sherley Jacobi		
Jade		
Kathryn May		
Elizabeth May		
Ten Tran		
Richard Bell		
Shavin Bergin		
David Raab		
Bin Hing		
Mike Oliver		
Joanna Berger		
GREG MANKEY		
Stephanie Coffman		
Chris Ready		
Jim Ready		



# SIGN IN SHEET

ENVISION FORTVILLE PUBLIC WORKSHOP #1 - PLEASE PRINT

NAME / EMAIL / ADDRESS (OPTIONAL)

Timothy S. HEXAMER  
 Denise A. Hexamer  
 Nancy Fentz  
 DALE BERTELSON  
 MARILYN BERTELSON  
 Tony May  
 Madonna Baker  
 Joe Hornady  
 Karen Powell  
 Riley Miller  
~~Jane Skates~~  
 Dave Beatson  
 Alyssa Prazeau  
 Fred Prazeau  
 Debbie McEvers  
 Jenny Lear  
 DEACON FRANK KLAUON  
 Andrew Williams  
 Shawn K. Beatson  
 Nicole Williams  
 Miracle Williams  
 Jason Ratliff

(46)

◀ Figure A.14

July 27, 2013 Public Workshop #1  
Sign-In Sheet (Page 2)

Emails and addresses have been removed for privacy purposes.

Figure A.14  
July 27, 2013 Public Workshop #1  
Marketing Flyer



# ENVISION FORTVILLE PUBLIC WORKSHOP

**Children  
Welcome**

Be a part of planning Fortville's future by sharing your thoughts & ideas.  
This is your chance to help make an impact in your community.

**FIND US ON FACEBOOK - "ENVISION FORTVILLE"**



**LIGHT REFRESHMENTS**

**SATURDAY, JULY 27TH**  
**PLAZA PAVILION**  
**101 WEST BROADWAY**  
**10:00AM - 2:00PM**  
(Open House - Come and go as you please)



# GOAL FORMATION SOCIAL

SATURDAY, FEBRUARY 22ND  
9:00AM - 2:00PM

COMMUNITY CENTER - LION'S ROOM



Entrance is on the back side of the building

400 WEST CHURCH STREET

## Public Workshop #2 (Goal Formation Social)

This event was originally held on Saturday, January 25, 2014. However, due to weather-related issues we held a second event on Saturday, February 22nd.

The purpose of this event was to review and edit the proposed goals and objective that were developed based on the outcome of the Envision Fortville Public Survey and Public Workshop #1. Attendees were also encouraged to make any suggestions for additional goals and objectives they may have missed.

### ◀ Figure A.15

February 22, 2014 Goal Formation Social Marketing Flyer





## Figure A.18

February 22, 2014 Goal Formation Social:

*Goal & Objective Boards - Growth & Community Development*

Figures A.18 - A.23 show the proposed Goals & Objectives organized by Action Building Block and Planning Topic.



# GROWTH & COMMUNITY DEVELOPMENT

## GOALS & OBJECTIVES

### A. LAND USE

#### Goal 1:

Encourage efficient land use, meet future land use needs for the projected population to the year 2035, and maintain land designations appropriate for the character of the Town of Fortville.

#### Objective(s):

1. Establish a Plan Commission: 1 - 2 years
2. Establish a Zoning Ordinance: 1 - 2 years
3. Establish a Board of Zoning Appeals (BZA): 1 - 2 years

#### Goal 2:

Maintain and protect the existing high-quality of life and small-town identity of the community while maintaining a proactive approach to future growth and development.

#### Objective(s):

1. Develop a future Land Use Map: 1 year
2. Identify potential areas for future growth and establish standards for the types of development to occur in those areas: 1 - 5 years

#### Goal 3:

Control and improve the aesthetic character of Broadway (SR 67) with appropriate architectural, landscaping, and setback standards and manage the size and scale of commercial development in a manner that is in keeping with the character of the community.

#### Objective(s):

1. Establish Overlay District Standards along the Broadway Street corridor: 1 - 5 years

### B. HOUSING

#### Goal:

Preserve and expand an integrated mix of safe, affordable, and environmentally sound housing options for households of all types and from diverse social and economic groups.

#### Objective(s):

1. Establish policies that encourage the development of high-quality, mixed-use, and mixed-income housing: 1 - 5 years
  - Architectural Standards, Subdivision Standards, Sustainability Standards
2. Develop policies that allow for the use of new development techniques to encourage a variety of living areas and housing types in all residential districts.
3. Encourage the maintenance, conservation, and enhancement of existing residential areas and housing stock: Ongoing
  - Stronger enforcement of Property Maintenance Ordinance.
  - Apply to receive Federal and State funding for low-interest home rehabilitation loans and grants for low-moderate income households.
4. Encourage the development of housing in a manner that discourages sprawl and enables residents to use existing services and infrastructure efficiently: 1 - 5 years
  - Develop policies that establish growth boundaries and identify areas for agricultural preservation.



## ECONOMIC GROWTH & STABILITY

### GOALS & OBJECTIVES

#### A. ECONOMY

##### Goal 1:

Ensure that the Town of Fortville has a strong, diverse, and connected supply of local businesses to serve the needs of residents and visitors to the community.

##### Objective(s):

1. Work with the Chamber to establish a "Shop Local" program: 1 - 2 years
2. Work with the RDC and Chamber to establish a business Incubator or co-working facility for entrepreneurs and small business start-ups: 3 - 5 years
3. Establish additional TIF Districts in select locations: 3 - 5 years
4. Embrace and market the opportunity for rail spur development: Ongoing
5. Strengthen the relationship between the Town and economic and tourism groups in the County: Ongoing
6. Pursue business-friendly grants: Ongoing
7. Market and Promote the Main Street Business District: Ongoing
8. Develop a marketing campaign/plan for the Town of Fortville: 1 - 5 years
  - Logo, brochures, website, social media, etc.
9. Identify and attract certain businesses to the community: Ongoing
  - Craft Breweries
  - Mexican Restaurants

##### Goal 2:

Ensure that prospective entrepreneurs have the appropriate resources to start and maintain successful businesses in Fortville.

##### Objective(s):

1. Develop a financial incentive program that business owners can use to "jump start" a business located in specified districts (downtown, business park): Ongoing
2. Develop tax incentives for businesses who create jobs in the Town of Fortville: Ongoing
  - Tax Incentives
  - Utility Incentives
3. Market and expand fiber-optic infrastructure: 1 - 5 years / Ongoing
4. Develop and maintain an inventory of industrial / business sites throughout the community: Ongoing
  - Ensure that the list is easy to access, reliable, and updated regularly

##### Goal 3:

Ensure the ongoing success and potential expansion of the Industrial / Business Park.

##### Objective(s):

1. Work with the RDC to develop a marketing plan for the Business Park: 1 - 5 years
  - Logo, website, brochure, etc.
2. Identify areas for potential infill: 1 - 3 years
3. Develop a Business Park Plan to identify facility improvements, potential programs, and any planned future expansions: 3 - 5 years
4. Establish a plan and invest in transforming the business park into an eco-industrial business / technology park: 5 - 15 years

#### ◀ Figure A.19

February 22, 2014 Goal Formation Social:  
Goal & Objective Boards - Economic Growth &  
Stability

**Figure A.20**

February 22, 2014 Goal Formation Social:  
*Goal & Objective Boards - Public Facilities &  
Government Services*



## **PUBLIC FACILITIES & GOVERNMENT SERVICES**

### **GOALS & OBJECTIVES**

#### **A. TRANSPORTATION**

**Goal:**

**Provide for and encourage a safe, convenient, and economic transportation system inclusive of adequate accessibility to all planned land uses, alternative transportation options, and good infrastructure maintenance.**

**Objective(s):**

1. Develop and maintain a transportation system plan that encourages alternatives to, and reduces dependency on the automobile: 5 - 10 years
2. Develop land use regulations and subdivision ordinances that allow needed transportation facilities and improvements and encourage development patterns that enhance opportunities for pedestrian travel, bicycle travel, and forms of public transportation: 1 - 5 years
3. Strive to coordinate planning actions, provide transportation services, and implement the INDOT State Transportation Improvement Program (STIP) with affected jurisdiction in order to best serve Fortville's residents: Ongoing.
4. Identify and prioritize sidewalk and trail construction that connects the community to local schools: 1 - 2 years
5. Install high-grade / highly visible crosswalks around schools and other public facilities.  
- HAWK crosswalks
5. Install sidewalks throughout parks and along Broadway Street: 5 - 10 years
6. Inquire and develop a commuter bus line to Downtown Indianapolis: 1 - 3 years

#### **B. SCHOOLS / PUBLIC EDUCATION**

**Goal 1:**

**Maintain and enhance a strong collaboration between the community and school district.**

**Objective(s):**

1. Include school ratings and information in Fortville marketing materials: 1 - 5 years
2. Set-up regular meetings with the school board / superintendent and the Town Council: Ongoing
3. Utilize Fortville Elementary for public events and other activities: Ongoing

**Goal 2:**

**Collaborate and coordinate with the Mt Vernon Township School Board to provide and maintain a public education system which meets the needs of Fortville's current and future population.**

**Objective(s):**

1. Coordinate with the school board on growth and development trends and population & student projections to ensure that the plans of the School Board and the Town of Fortville are based on consistent data: Ongoing
2. Schedule annual meetings with School District representatives and other local governments in Mt. Vernon Township to review any Public School Facility elements, including enrollment projections: Ongoing
3. Develop capital improvement plans that consider required infrastructure to service existing and proposed schools: Ongoing



## PUBLIC FACILITIES & GOVERNMENT SERVICES

### GOALS & OBJECTIVES

#### C. POLICE, FIRE, AND EMERGENCY SERVICES

**Goal:**

Ensure that Fortville residents, business owners, and visitors have an adequate supply of properly-equipped emergency personnel to maintain a safe, crime-free, and well-protected community.

**Objective(s):**

1. Evaluate the impact of future expansions and developments on the level of protection and coverage provided by emergency personnel. 1 - 5 years
2. Develop a plan to inspect / upgrade out-dated emergency equipment on a regular basis: 1 - 2 years
3. Develop / strengthen community policing initiatives: Ongoing
  - Neighborhood Crime Watch
4. Install Public Video Surveillance Cameras in strategic locations throughout the Community.
  - Downtown, Parks, Potential high-crime areas

#### D. LIBRARY

**Goal:**

Ensure that Fortville residents have easy access to reading materials, educational materials, and other library-related services.

**Objective(s):**

1. Encourage the use of the library and its facilities through events and programs. Ongoing

#### E. UTILITIES

**Potable Water Goal:**

Provide a safe, high quality, potable water system that is well maintained and financially solvent.

**Objective(s):**

1. Ensure that the water system is of an adequate amount to supply water for the projected population: Ongoing
2. Ensure that areas for planned expansion have access to the proper infrastructure necessary for future development: Ongoing
3. Develop and education and outreach plan that encourages water conservation techniques and best practices. 1 - 5 years

**Wastewater / Storm Water Goal:**

Provide and maintain a separate wastewater and storm water system with sufficient capacity to serve future development while eliminating combined sewer overflow into public waterways: Ongoing

**Other Utilities Goal:**

Ensure the infrastructure for all utilities is of sufficient capacity and quality, is of the best available technologies, has redundancy, and supports the desired level of future growth.

**Objective(s):**

1. Identify areas for future growth and develop a plan to ensure those areas have the access and quantity of infrastructure need to support development. Ongoing
2. Develop a Town-wide public wifi system: 3 - 5 years.

#### ◀ Figure A.21

February 22, 2014 Goal Formation Social:  
Goal & Objective Boards - Public Facilities &  
Government Services

**Figure A.22**

February 22, 2014 Goal Formation Social:  
*Goal & Objective Boards - Quality of Life &  
Community Character*



## QUALITY OF LIFE & COMMUNITY CHARACTER

### GOALS & OBJECTIVES

#### A. HISTORICAL & CULTURAL

##### Goal 1:

**Increase the recognition of Fortville as a center for arts, entertainment, and festivals.**

##### Objective(s):

1. Develop a marketing campaign/plan for the Town of Fortville: 1 - 5 years
  - Logo, brochures, website, social media, etc.
2. Apply for "Our Town Grants" through the National Center for Arts: 1 - 2 years
3. Encourage Fortville residents to get involved / sit on the Hancock County Tourism Board: Ongoing
4. Work with Fortville Action Inc. and other groups to organize new events and activities.
  - Concert in the park series

##### Goal 2:

**Ensure that Fortville has a mix of spaces for performance and exhibition and that art and entertainment venues are incorporated into the built environment.**

##### Objective(s):

1. Complete a Downtown Master Plan that is inclusive of these elements: 1 year (under development)

##### Goal 3:

**Preserve and enhance the character of Fortville's neighborhoods, enable sensitive, economically feasible maintenance and adaptive reuse of historic buildings and respect neighborhood form and patterns.**

##### Objective(s):

1. Establish an Architectural Review Board / Committee: 1 - 2 years
2. Develop a facade improvement program: 1 - 10 years / ongoing
3. Develop an ordinance that prevents razing of pre-1960's structure before strict review process: 1 - 2 years
4. Develop an incentive-based home improvement program for homeowners: 1 - 5 years

##### Goal 4:

**Design and maintain a healthy and attractive public realm that fosters community connection.**

##### Objective(s):

1. Establish a Public Improvement Advisory Committee: 1 - 3 years
2. Establish a Public Improvement Action Plan: 1 - 3 years
3. Secure funding from Hancock County's Food and Beverage Tax: Ongoing

##### Goal 5:

**Facilitate thoughtfully designed, pedestrian-oriented mixed-use development and reuse opportunities in commercial corridors, public plazas, and other areas that are sensitive to neighborhood context.**

##### Objective(s):

1. Establish an Architectural Review Board / Committee: 1 - 2 years



## QUALITY OF LIFE & COMMUNITY CHARACTER

### GOALS & OBJECTIVES

#### B. PARKS & RECREATION

**Goal:**

Create and program a network of vibrant public open spaces and shared use paths throughout the town that are multi-purpose, promote a healthy and walkable community, and reflect changing recreational interests and cultural opportunities.

**Objective(s):**

1. Establish a Parks Department: 1 - 10 years
2. Establish a Parks Plan: 1 - 10 years
  - Apply for Land and Water Funds (IDNR)
  - Apply for Recreational Trails Program Funds

#### C. ENVIRONMENT

**Goal 1:**

Create and program a network of vibrant public open spaces and shared use paths throughout the town that are multi-purpose, promote a healthy and walkable community, and reflect changing recreational interests and cultural opportunities.

**Objective(s):**

1. Identify any environmental assets that need to be protected within the existing jurisdiction and any future areas for growth: Ongoing
2. Educate the public on the importance of preserving the Town's natural environment. Ongoing
3. Maximize environmental sustainability in design and implementation of all infrastructure systems and public facilities: Ongoing.
4. Protect and promote the preservation of important prime farmland soils in the community. Ongoing.
5. Minimize negative impacts of erosion, sedimentation, and storm drainage on natural resources through the development of legislation and proper infrastructure solutions: Ongoing

**Goal 2:**

Increase the recognition of Fortville as an environmentally-conscious community that utilizes best-practices in environmental stewardship.

**Objective(s):**

1. Develop a program focused on detoxification / clean-up of agricultural land and other land uses which may have resulted in pollutant / chemical contamination of the natural environment: 3 - 5 years / Ongoing
  - Utilize resources from the Indiana Brownfields Program
  - Utilize resources from the Environmental Protection Agency (EPA)
2. Establish a Lick Creek / Fall Creek Conservation Corridor: 1 - 2 years.
  - Set strict development regulations that serve to protect water quality and the natural environment
3. Invest in renewable alternative energy sources: Ongoing
  - Solar, Wind, Geothermal, etc.
4. Redevelop and rebrand the Industrial / Business Park as an Eco-Industrial Business Park: 5 - 15 years
5. Establish a community-wide curb-side recycling program: 1 - 3 years.
  - Incentivize recycling over trash waste collection - "Pay-As-You-Throw" Program

◀ **Figure A.23**

February 22, 2014 Goal Formation Social:  
Goal & Objective Boards - Quality of Life &  
Community Character

### Public Review of Draft Plan #1

This meeting took place June 24, 2014. The purpose of the meeting was to allow the public to review and comment on the final draft of the Envision Fortville Comprehensive Plan. The draft version of the plan was made available in the following locations:

- Digital Copy - Online @ <http://www.envisionfortville.com/our-plan.html>
- Fortville - Vernon Township Public Library - 625 East Broadway Street - Fortville, IN 46040

### Figure A.24

Public Review of Draft Plan Marketing Flyer  
June 24, 2014.

ENVISION FORTVILLE  
**PUBLIC  
REVIEW**  
OF THE  
**DRAFT PLAN**

Be a part of planning Fortville's future by reviewing the  
Draft Comprehensive Plan!  
Your comments & input will help shape the  
final version of the document.

FIND US ON FACEBOOK - "ENVISION FORTVILLE"

## EVENT INFORMATION



TUESDAY, JUNE 24TH  
MUNICIPAL BUILDING  
714 EAST BROADWAY  
7:00PM - 9:00PM

CHECK OUT THE WEBSITE: [ENVISIONFORTVILLE.COM](http://ENVISIONFORTVILLE.COM)



**Public Review of Draft Plan #2  
Official Public Hearing**

This meeting took place on July 22, 2014 at 6:30 P.M. in the Courthouse Annex at 111 Legion Place, Greenfield, IN. The purpose of the meeting was to allow the public an additional chance to voice any concerns or ideas for the Envision Fortville Comprehensive Plan. This Official Public Hearing serves to meet the requirements of IC 36-7-4-507 & IC 36-7-4-508 in adopting a comprehensive plan.

- Digital Copy - Online @ <http://www.envisionfortville.com/our-plan.html>
- Fortville - Vernon Township Public Library - 625 East Broadway Street - Fortville, IN 46040

**Figure A.26**

Public Review of Draft Plan Copy of Legal Notice. This notice serves to meet the requirements of IC 36-7-4-507 and IC 5-3-1 in adopting a comprehensive plan.



**The Hancock County Area Plan Commission**  
111 American Legion Place, Ste. 146  
Greenfield, IN 46140  
Plan Department (317) 477-1134  
Building Department (317) 477-1133  
Fax (317) 477-1184

July 2, 2014

Daily Reporter  
22 West New Road  
Greenfield, Indiana 46140

Reference: Notice of Public Hearing

**NEWS RELEASE**

Notice is hereby given that on July 22, 2014 at 6:30 P.M., a public hearing will held by the Hancock County Plan Commission located in the Courthouse Annex at 111 American Legion Place, Greenfield IN for the purpose of reviewing The Town of Fortville's proposed Comprehensive Plan (Envision Fortville Comprehensive Plan).

All interested persons desiring to present their views will be given an opportunity to be heard. Pursuant to the Americans with Disabilities Act, any individual interested in attending the hearing should contact the Hancock County Area Plan Commission at (317) 462-1134 to advise what, if any, accommodations are needed to enable an interested person to attend the meeting. Said hearing may be continued from time to time as necessary.

For further information please call (317) 462-1134.

Sincerely,

Michael Dale, Executive Director  
Hancock County Area Plan Commission

## Envision Fortville Public Survey

The Envision Fortville Public Survey was opened to public on September 6th, 2013 and accepted responses until October 25th, 2013. In addition to the survey being available online, each household was mailed a hard-copy version that was included with the household's utility bill.

## Quick Overview of Survey Results

Total Returned Surveys: 210

Total Population: 3,929

Total Households: 1344

Return Rate by Population: 5.3%

Return Rate by Household: 15.6%

## General Trends of Survey Results

1. Highest and Lowest areas provided by Fortville: Parks and Recreational Services scored as the highest service provided by the Town. Arts and Entertainment scored the lowest as services provided by the Town.
2. Commercial Establishments desired: The most desired establishments were: sit-down dining, local retailers, and grocery stores. The least desired establishments were: large box retail stores and fast food dining.
3. Spending Location Habits: Indianapolis and Fishers had the highest percentage of spending, closely followed by the Town of Fortville itself. Greenfield and Noblesville were also indicated in a high percentage of surveys. Greenfield was indicated on a significant portion of the 'Other' responses.
4. Important Issues: The highest scoring issues overall (weighted) were Revitalizing Downtown, followed closely

by Schools. Over 25 percent of responses indicated that each of these issues was of 'highest' concern. Although none of the issues was considered significantly lower than others, fewer seemed concerned with utilities and senior services issues.

5. Locating New Development: Near Existing Residential Areas: Over 75 percent of respondents would like to see Single Family Homes located near existing residential areas. In the Downtown District: 62.5 percent indicated that they would like to see mixed-use development patterns. There were also 24.3 percent of respondents that indicated a preference for no new development in the downtown district. In Open Agricultural Areas: There were no outstanding scores for development in agricultural areas. Although 46.6 percent indicated Single Family Housing for these areas, 39.1 percent indicated a preference for no development at all.

## Public Survey Questions

The Envision Fortville Public Survey was comprised of 24 questions. Figures A.27 - A.30 show the complete survey.



# ENVISION FORTVILLE

## PUBLIC INPUT SURVEY

Dear Fortville / Fortville-area Resident,

The Town of Fortville is in the process of developing a Comprehensive Plan. This Plan is an advisory document that analyzes the needs and wishes of Fortville and Fortville-area residents. The Plan will also suggest specific policies and strategies to help direct the Town towards a realization of its future goals.

Now we need to hear from **YOU!** A plan is not meaningful unless it reflects the needs and desires of ALL constituents of the Town. Therefore, it is critical that we get as many community members as possible involved in this process. To achieve this goal, we are asking you to please respond to the enclosed survey. Here's how you can help:

1. Please fill out this copy of the survey and return it with your utility bill.
2. If you would like to complete the survey online, visit our Facebook page, "Envision Fortville" and click the link on our post about the survey.
3. You can also visit the Town of Fortville's website for a link to the survey: [www.townoffortville.org](http://www.townoffortville.org) - Look for "Envision Fortville Public Input Survey"
4. You may also pick up a hard copy of the survey at the Municipal Building.

If multiple members of your family (any age) would like to respond individually, we strongly encourage them to either photocopy the enclosed survey, print out the survey from the internet and submit their input by mail, or complete the survey and submit it online.

**Thank you for helping us identify Fortville's needs today so we can build the framework for a better tomorrow!**

If you have any questions regarding this survey, please do not hesitate to contact:

**Neil Stevenson, AICP**  
**Senior Planner**  
Madison County Council of Governments  
16 E. 9th Street, Room 100  
Anderson, IN 46016  
765.641.9482  
[nstevenson@mccog.net](mailto:nstevenson@mccog.net)

## ENVISION FORTVILLE PUBLIC INPUT SURVEY

Please answer the questions to the best of your ability / knowledge. All answers are confidential, anonymous, and will only be used for statistical purposes. Thank you for participating in this survey!

**1. On a scale of 1-5 (1 being the highest and 5 being the lowest) rate how well the Town of Fortville provides for the following aspects of the community.**

	Highest				Lowest
History / Culture / Diversity	<input type="checkbox"/>				
Arts & Entertainment	<input type="checkbox"/>				
Economic Stability	<input type="checkbox"/>				
Quality of Life	<input type="checkbox"/>				
Municipal Services	<input type="checkbox"/>				
Streets	<input type="checkbox"/>				
Housing	<input type="checkbox"/>				
Parks & Recreational Services	<input type="checkbox"/>				
Commercial & Retail Services	<input type="checkbox"/>				
Other _____	<input type="checkbox"/>				

**2. Using the same scale, please rank which types of commercial establishments you desire the most in Fortville (Examples are provided).**

	Most Desired				Least Desired
Large-box Retail Stores (Lowe's)	<input type="checkbox"/>				
Small National Retailers (Whole Foods)	<input type="checkbox"/>				
Local Retailers	<input type="checkbox"/>				
Professional Office Space	<input type="checkbox"/>				
Fast Food Dining	<input type="checkbox"/>				
Sit-down Dining (Fort Grille)	<input type="checkbox"/>				
Grocery Stores	<input type="checkbox"/>				
Specialty Stores (Butcher Shop)	<input type="checkbox"/>				
Other _____	<input type="checkbox"/>				

**3. Please indicate, to the best of your ability, what percentage of your spending dollars go to the following locations in a typical month (Percent total for all 9 locations should add up to 100%).**

LOCATION	PERCENT	LOCATION	PERCENT
Fortville		Noblesville	
McCordsville		Fishers	
Anderson		Internet	
Pendleton		Other _____	
Indianapolis			

**4. On a scale of 1-5 (1 being the highest and 5 being the lowest), please rank the surrounding parks and recreational facilities.**

	Highest				Lowest
Memorial Park / Hampton Field	<input type="checkbox"/>				
Landmark Park	<input type="checkbox"/>				
Baseball / Softball Fields	<input type="checkbox"/>				
Soccer Fields	<input type="checkbox"/>				
Tennis Courts	<input type="checkbox"/>				
Basketball Courts	<input type="checkbox"/>				
Skate Park	<input type="checkbox"/>				
Horseshoe Pits	<input type="checkbox"/>				
Multi-use Paths (Solid surface)	<input type="checkbox"/>				
Nature Trails (Gravel / dirt surface)	<input type="checkbox"/>				
Playgrounds	<input type="checkbox"/>				

**5. Please rank the following three statements numerically according to importance (A rank of 1 means it is the most important issue on the list).**

**(a) The most important issue or problem facing Fortville is:**

ISSUE	RANK
Growth	
Senior Services	
Revitalizing Downtown	
Schools	
Roads / Highways	
Crime / Drugs	
Employment	
Utilities	
Property Maintenance	
Other _____	

**(b) What do you think most defines the Town of Fortville?**

FORTVILLE IS	RANK
Railroad	
Historic Downtown	
Parks	
Pink Elephant	
Bedroom Community (to Indianapolis)	
Festivals	
Churches	
Other _____	

**(c) The industries that Fortville needs the most are:**

INDUSTRY	RANK
Entertainment	
Manufacturing	
Distribution Warehousing	
Travel / Tourism	
Healthcare	
Government	
Professional Facilities	
Education	
Agriculture	
Technology	
Other _____	

Figure A.28 - Envision Fortville Public Survey Page 2

## ENVISION FORTVILLE PUBLIC INPUT SURVEY

Please answer the questions to the best of your ability / knowledge. All answers are confidential, anonymous, and will only be used for statistical purposes. Thank you for participating in this survey!

**6. If you were a town leader, what are three things you would do to help improve the community?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**7. Would you be willing to provide any of the following goods, services, or finances to accomplish the things you would do as town leader (Please check all that apply)?**

- Volunteer Time - If checked, how much time? \_\_\_\_\_ hours / per \_\_\_\_\_
- Donate Money
- Tax Increase - if checked, what would be acceptable? \_\_\_\_\_
- Civic Involvement (Organizations, Special Service Groups, etc.)
- Other - Please elaborate \_\_\_\_\_

**8. For the following statements, please indicate whether you strongly disagree, disagree, agree, or strongly agree.**

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Strongly Agree</i>
a. Fortville should be a quiet retirement community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Fortville should be a thriving commercial center.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Fortville's rural character should be preserved.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Protecting environmental quality and and natural resources in Fortville is important.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Fortville has an adequate supply of well-maintained sidewalks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Fortville has an adequate number of parks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Fortville is headed in the right direction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Fortville spends enough resources on infrastructure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Population growth is good for the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Fortville has a clear, organized plan for future growth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. I have access to quality healthcare.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Fortville's water quality is sufficient.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Fortville needs more walking and biking trails.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Fortville has a shortage of quality dining.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Fortville has a shortage of quality retail business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- p. Murals (paintings) on the side of select downtown buildings will make Fortville more attractive.
- q. Most of my healthcare needs are served in Fortville.
- r. I would support new, locally-owned retail business with my shopping dollars.
- s. Civic involvement and charitable contributions are a significant part of the Town's fabric.
- t. Fortville has become a better place to live over the past ten (10) years.
- u. The Mount Vernon Community School Corporation is a great school system.
- v. Fortville has adequate leisure and recreational options.
- w. There are good employment options in Fortville.
- x. Fortville has an adequate supply of religious institutions.
- y. Fortville has an adequate supply of art and entertainment venues.

**9. I live in Fortville rather than another town because... (please check all that apply)**

- I was raised here.  I go / went to school here.  A job brought me here.
- Affordable housing  It's a great place for seniors.  Close access to parks
- Little traffic congestion  Quality of life  Close to family  Low crime

**10. Please check which types of new development you would like to see in the following areas...**

	(a) Near existing residential areas...	(b) In the downtown district...	(c) In open agricultural areas...
Single-family Homes (One family, no apts.)			
Multi-family Units (Apartments, condos, etc.)			
Mixed-use Development (Residential on upper floors with retail commercial on main floor)			
Mixed Residential (A mix of two or more types)			
None			

Figure A.29 - Envision Fortville Public Survey Page 2

## ENVISION FORTVILLE PUBLIC INPUT SURVEY

Please answer the questions to the best of your ability / knowledge. All answers are confidential, anonymous, and will only be used for statistical purposes. Thank you for participating in this survey!

**Please check your responses for questions 11 - 16.**

**11. How old are you?**

- 20 or under
- 21 - 40
- 41 - 60
- 61 - 80
- Over 80

**13. Where do you work?**

- Fortville
- McCordsville
- Noblesville
- Indianapolis
- Other \_\_\_\_\_
- Not Employed
- Retired

**14. What is your approximate annual household income?**

- Under \$15,000
- \$15,000 - \$30,000
- \$31,000 - \$50,000
- \$51,000 - \$100,000
- Over \$100,000

**12. Do you own or rent your home?**

- Own
- Rent

**15. How many adults (21 or older) live in your household?**  1  2  3  4+

**16. How many individuals under 21 live in your household?**  0  1  2  3+

**17. How many years have you lived in Fortville?** \_\_\_\_\_ years

**Use the map on the right for the following six (6) questions:**  
(You may check more than one for each question.)

**18. In which area of Fortville do you live?**

- 1  2  3  4  5  None

**19. In which area(s) do you believe future business growth should occur?**

- 1  2  3  4  5  None

**20. In which area(s) should more single-family residential homes be constructed?**

- 1  2  3  4  5  None

**21. In which area(s) should more multi-family residential homes be constructed?**

- 1  2  3  4  5  None

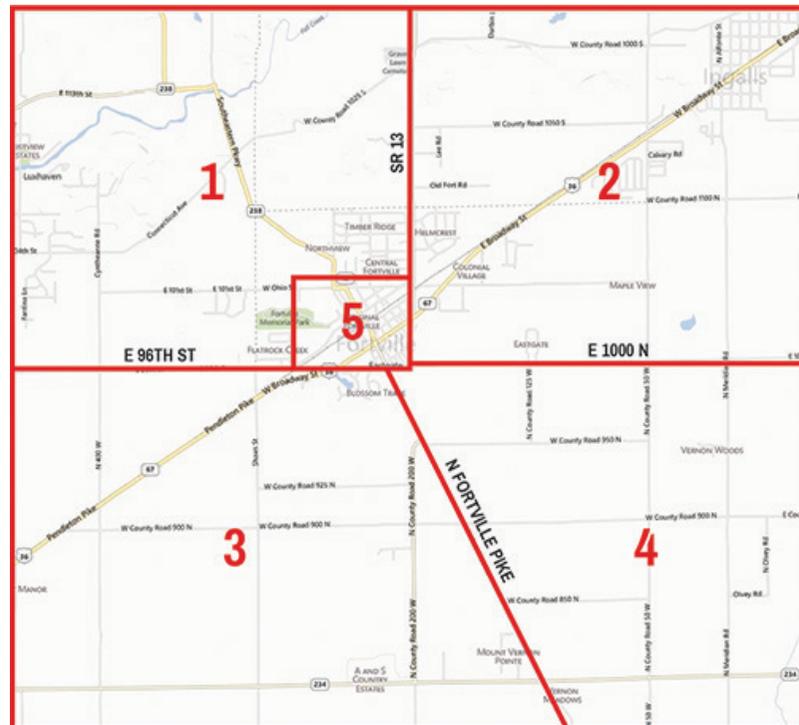
**22. A new playground park should be constructed in which area(s) of the town?**

- 1  2  3  4  5  None

4

**23. In which area(s) should the town preserve agricultural land uses?**

- 1  2  3  4  5  None



**24. Please write down any additional comments or ideas you may have for the community.**

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Figure A.30 - Envision Fortville Public Survey Page 2

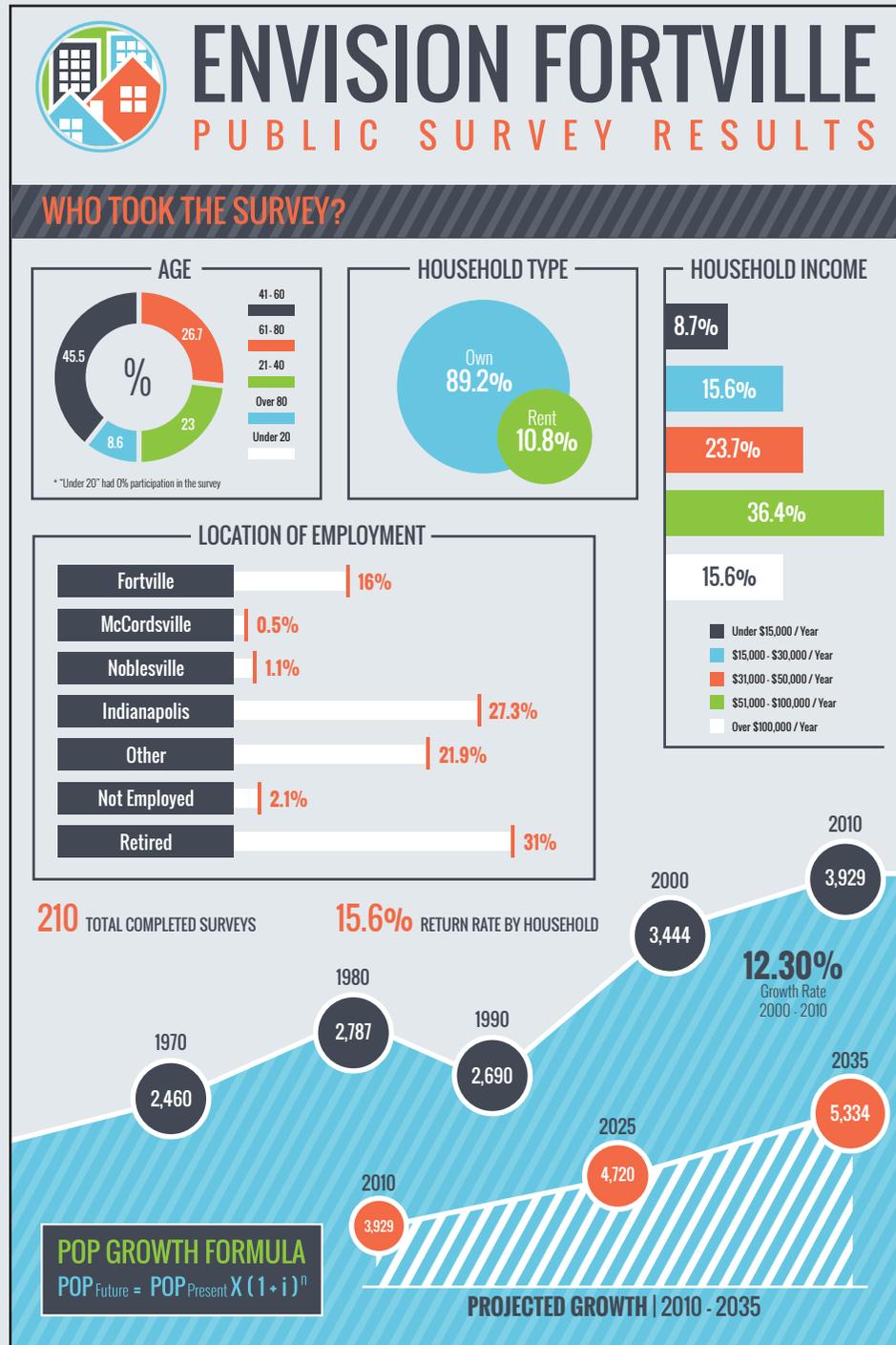
## Public Survey: Results Boards

The following graphics illustrate key results from the Envision Fortville Public Survey.

**Figure A.31**

Envision Fortville Public Survey Results:  
*Board 1 - Who Took the Survey?*

This board shows demographic information for survey respondents. It also shows historic population growth and growth projections to the year 2035.



# SURVEY RESPONSES 1

## Desired Commercial Establishments

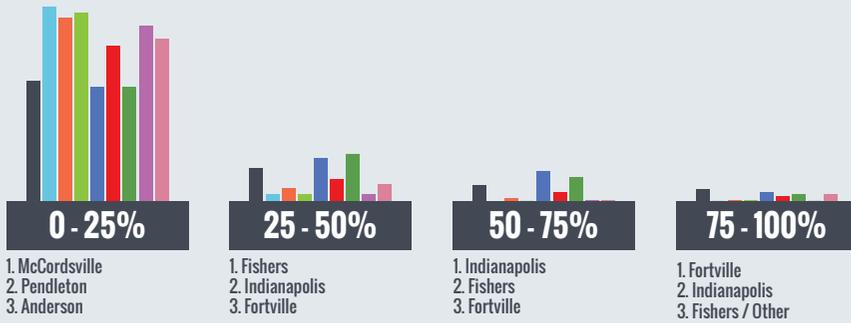


## Least-Desired Commercial Establishments



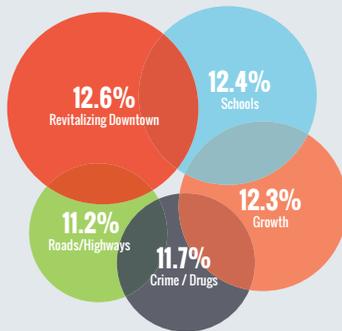
## WHERE DO RESIDENTS SPEND THEIR MONEY?

Legend: Fortville, McCordsville, Anderson, Pendleton, Indianapolis, Noblesville, Fishers, Internet, Other



## WHAT ISSUES ARE MOST IMPORTANT?

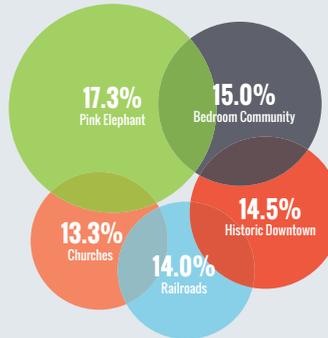
TOP 5 ISSUES FACING FORTVILLE



\* Percentages were calculated based on a weighted ranking system.

## WHAT MOST DEFINES FORTVILLE?

TOP 5 ITEMS



\* Percentages were calculated based on a weighted ranking system.

◀ **Figure A.32**

Envision Fortville Public Survey Results:  
*Board 2*

This board charts the results for the following:

- Top 3 Desired Commercial Establishments
- Top 3 Least-Desired Commercial Establishments
- Where Residents Spend Money
- Top 5 Most Important Issues
- Top 5 Items that Most Define Fortville

**Figure A.33**

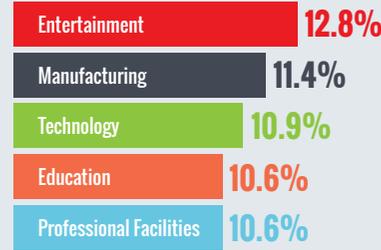
Envision Fortville Public Survey Results:  
Board 3

This board charts the results for the following:

- Top 5 Needed Industries
- Commitments of Respondants to Improve Fortville
- What Respondents Think About Fortville
- Why Respondents Live in Fortville

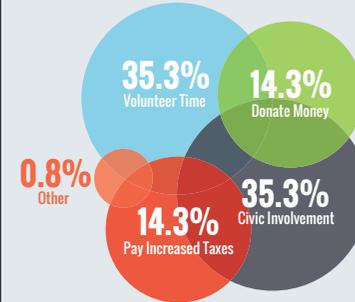
## SURVEY RESPONSES 2

### WHICH INDUSTRY DOES FORTVILLE NEED MOST? TOP 5 INDUSTRIES



\* Percentages were calculated based on a weighted ranking system.

### COMMITMENTS TO IMPROVE FORTVILLE WHAT WOULD YOU PROVIDE / DO?



### WHAT DO RESPONDENTS THINK ABOUT FORTVILLE?

#### THEY STRONGLY AGREE THAT...

1. Fortville has a shortage of quality retail business.
2. Fortville has a shortage of quality dining.
3. The Town should protect its natural resources.
4. There are adequate religious institutions.
5. The Town should preserve its rural character.

#### THEY AGREE THAT...

1. The water quality is sufficient.
2. They would shop at locally-owned retail, if available.
3. There is an adequate number of parks.
4. They have access to quality healthcare.
5. Civic Involvement & charitable contributions are a significant part of the Town's fabric.

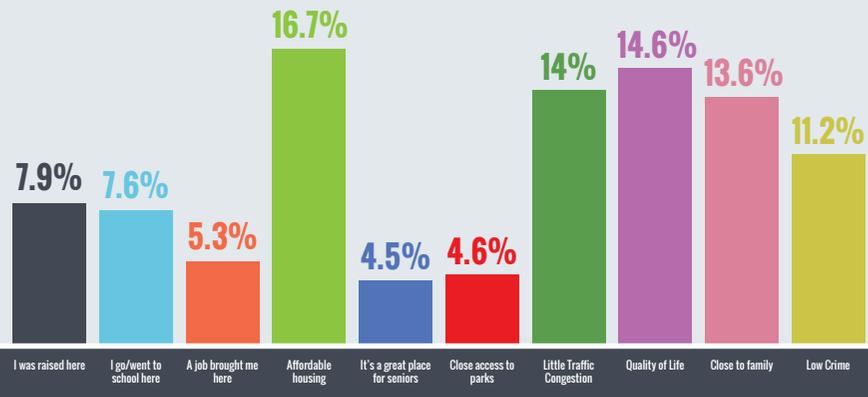
#### THEY DISAGREE THAT...

1. There are adequate arts & entertainment venues.
2. There are adequate leisure and recreational venues.
3. Fortville should be a quiet retirement community.
4. There are good employment options.
5. Their healthcare needs are met in Fortville.

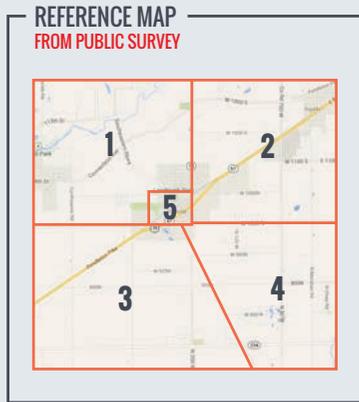
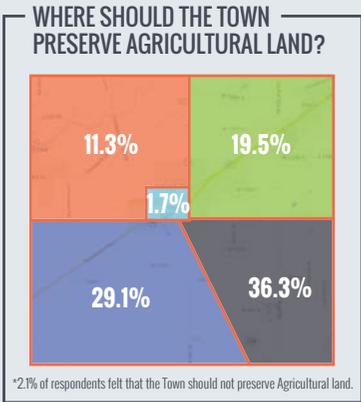
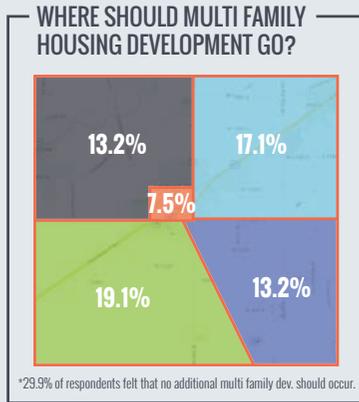
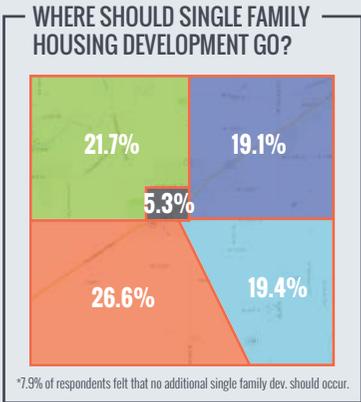
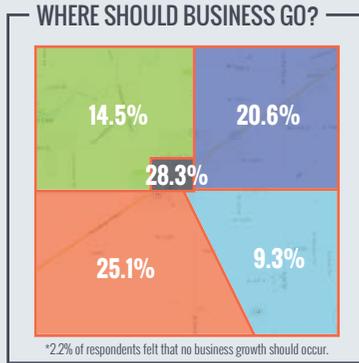
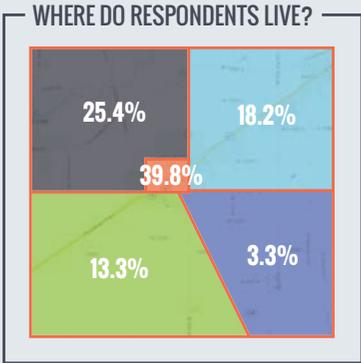
#### THEY STRONGLY DISAGREE THAT...

1. Fortville has a clear plan for future development.
2. Fortville should be a thriving commercial center.
3. Sidewalks are well-maintained.
4. Enough money is spent on infrastructure.
5. Murals on downtown buildings are attractive.

### WHY DO RESIDENTS LIVE IN FORTVILLE?



# SURVEY RESPONSES 3



◀ **Figure A.34**

Envision Fortville Public Survey Results:  
Board 4

This board maps the results for the following:

- Where Respondents Live
- Where Single-Family Development Should Go
- Where the Town Should Preserve Agricultural Land
- Where Business Should Go
- Where Multi-Family Housing Should Go

## Public Survey: Complete Results

The following tables show the tabulations for all collected surveys. The tables are organized by question number.

1. On a scale of 1-5 rate how well the Town of Fortville provides for the following aspects of the community:																		
	History / Culture / Diversity		Arts and Entertainment		Economic Stability		Quality of Life		Municipal Services		Streets		Housing		Parks and Recreational Services		Commercial and Retail Services	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Highest 1	12	6.0%	5	2.5%	4	2.0%	23	11.6%	19	9.5%	14	6.9%	10	5.0%	38	18.8%	6	3.0%
2	21	10.5%	26	13.1%	30	15.1%	67	33.8%	66	33.2%	45	22.2%	48	24.0%	81	40.1%	22	10.9%
Neutral 3	75	37.5%	65	32.7%	87	43.7%	73	36.9%	72	36.2%	86	42.4%	90	45.0%	62	30.7%	74	36.6%
4	65	32.5%	73	36.7%	54	27.1%	26	13.1%	28	14.1%	39	19.2%	41	20.5%	20	9.9%	71	35.1%
Lowest 5	27	13.5%	30	15.1%	24	12.1%	9	4.5%	14	7.0%	19	9.4%	11	5.5%	1	0.5%	29	14.4%
Total	200	100%	199	100%	199	100%	198	100%	199	100%	203	100%	200	100%	202	100%	202	100%

2. On a scale from 1-5 rank which commercial establishments you desire the most in Fortville:																
	Large Box Retail Stores (Lowes, etc.)		Small National Retailers (Whole Foods, etc.)		Local Retailers (Mom & Pop Shops, etc.)		Professional Office Space		Fast Food Dining (McDonald's)		Sit-down Dining (Fort Grille)		Grocery Stores		Specialty Stores (Butcher Shop)	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Most Desired 1	32	16.2%	44	22.8%	83	41.3%	25	13.2%	49	24.6%	92	46.2%	77	38.9%	52	27.1%
2	38	19.2%	56	29.0%	61	30.3%	45	23.7%	45	22.6%	66	33.2%	61	30.8%	52	27.1%
Neutral 3	33	16.7%	45	23.3%	43	21.4%	67	35.3%	39	19.6%	29	14.6%	36	18.2%	55	28.6%
4	35	17.7%	31	16.1%	9	4.5%	34	17.9%	45	22.6%	11	5.5%	13	6.6%	18	9.4%
Least Desired 5	60	30.3%	17	8.8%	5	2.5%	19	10.0%	21	10.6%	1	0.5%	11	5.6%	15	7.8%
Total	198	100%	193	100%	201	100%	190	100%	199	100%	199	100%	198	100%	192	100%

3. Please indicate to the best of your ability, what percentage of your spending dollars go to the following locations in a typical month:									
	Fortville	McCordsville	Anderson	Pendleton	Indianapolis	Noblesville	Fishers	Internet	Other
0-25%	134	194	189	192	124	162	126	186	170
25-50%	37	1	5	3	41	24	45	7	12
50-75%	14	1	2	1	23	6	20	2	9
75-100%	11	0	0	0	8	4	5	1	5

\* Other Responses: Greenfield, Lawrence, Oaklandon, Carmel, Muncie, Geist

\*\*Most Common: Greenfield (37 indicated spending in Greenfield)

4. On a scale of 1-5 rank the surrounding parks and recreational facilities:																		
	Memorial Park / Hampton Field		Landmark Park		Baseball / Softball Fields		Soccer Fields		Tennis Courts		Basketball Courts		Skate Park		Horseshoe Pits		Multi-use Paths (solid surface)	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Highest 1	54	29.0%	34	18.5%	40	22.2%	20	11.6%	26	14.9%	15	8.6%	21	12.6%	6	3.9%	15	8.5%
2	75	40.3%	65	35.3%	71	39.4%	58	33.7%	55	31.6%	44	25.3%	54	32.3%	22	14.2%	29	16.5%
Neutral 3	46	24.7%	63	34.2%	53	29.4%	59	34.3%	60	34.5%	71	40.8%	59	35.3%	61	39.4%	53	30.1%
4	11	5.9%	19	10.3%	11	6.1%	28	16.3%	27	15.5%	35	20.1%	17	10.2%	34	21.9%	53	30.1%
Lowest 5	0	0.0%	3	1.6%	5	2.8%	7	4.1%	6	3.4%	9	5.2%	16	9.6%	32	20.6%	26	14.8%
Total	186	100%	184	100%	180	100%	172	100%	174	100%	174	100%	167	100%	155	100%	176	100%

▼ Table Continued

Nature Trails (gravel / dirt surface)		Playgrounds	
#	%	#	%
14	8.1%	26	14.6%
28	16.2%	53	29.8%
52	30.1%	65	36.5%
49	28.3%	25	14.0%
30	17.3%	9	5.1%
173	100%	178	100%

**5a. The most important issue or problem facing Fortville is:**

	Growth		Senior Services		Revitalizing Downtown		Schools		Roads/ Highways		Crime/ Drugs		Employment		Utilities		Property Maintenance	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Highest 1	51	30.9%	10	6.4%	41	25.0%	55	33.7%	23	14.3%	39	23.8%	25	15.7%	21	13.1%	35	21.7%
2	22	13.3%	22	14.1%	36	22.0%	27	16.6%	20	12.4%	22	13.4%	27	17.0%	21	13.1%	21	13.0%
3	31	18.8%	21	13.5%	24	14.6%	19	11.7%	33	20.5%	17	10.4%	19	11.9%	19	11.9%	14	8.7%
4	10	6.1%	11	7.1%	14	8.5%	11	6.7%	25	15.5%	25	15.2%	19	11.9%	20	12.5%	16	9.9%
5	15	9.1%	14	9.0%	24	14.6%	16	9.8%	18	11.2%	18	11.0%	17	10.7%	11	6.9%	17	10.6%
6	7	4.2%	14	9.0%	8	4.9%	9	5.5%	12	7.5%	16	9.8%	15	9.4%	16	10.0%	14	8.7%
7	10	6.1%	11	7.1%	4	2.4%	7	4.3%	16	9.9%	11	6.7%	15	9.4%	13	8.1%	17	10.6%
8	7	4.2%	22	14.1%	9	5.5%	8	4.9%	6	3.7%	9	5.5%	6	3.8%	28	17.5%	10	6.2%
9	7	4.2%	24	15.4%	3	1.8%	8	4.9%	7	4.3%	6	3.7%	10	6.3%	9	5.6%	15	9.3%
Lowest 10	5	3.0%	7	4.5%	1	0.6%	3	1.8%	1	0.6%	1	0.6%	6	3.8%	2	1.3%	2	1.2%
Total	165		156		164		163		161		164		159		160		161	

**5b. What do you think most defines the Town of Fortville:**

	Railroad		Historic Downtown		Parks		Pink Elephant		Bedroom Community		Festivals		Churches	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Highest 1	28	18.1%	30	19.5%	15	10.4%	65	39.6%	48	31.0%	9	6.0%	19	12.3%
2	21	13.5%	25	16.2%	22	15.3%	36	22.0%	24	15.5%	21	14.0%	24	15.5%
3	28	18.1%	24	15.6%	32	22.2%	23	14.0%	17	11.0%	28	18.7%	21	13.5%
4	19	12.3%	27	17.5%	27	18.8%	9	5.5%	19	12.3%	19	12.7%	21	13.5%
5	22	14.2%	24	15.6%	21	14.6%	9	5.5%	19	12.3%	32	21.3%	15	9.7%
6	15	9.7%	10	6.5%	14	9.7%	7	4.3%	9	5.8%	21	14.0%	25	16.1%
7	14	9.0%	6	3.9%	10	6.9%	10	6.1%	9	5.8%	16	10.7%	26	16.8%
8	7	4.5%	7	4.5%	3	2.1%	5	3.0%	9	5.8%	4	2.7%	4	2.6%
9	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lowest 10	1	0.6%	1	0.6%	0	0.0%	0	0.0%	1	0.6%	0	0.0%	0	0.0%
Total	155		154		144		164		155		150		155	

**5c. The industries that Fortville needs most are:**

	Entertainment		Manufacturing		Distribution Warehousing		Travel/ Tourism		Healthcare		Government		Professional Facilities		Education	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Highest 1	48	31.6%	35	22.6%	14	9.3%	9	6.5%	14	9.4%	13	10.2%	18	12.4%	33	23.1%
2	29	19.1%	23	14.8%	23	15.3%	10	7.2%	25	16.8%	12	9.4%	27	18.6%	17	11.9%
3	24	15.8%	20	12.9%	18	12.0%	25	18.0%	23	15.4%	11	8.7%	17	11.7%	19	13.3%
4	12	7.9%	18	11.6%	16	10.7%	14	10.1%	21	14.1%	9	7.1%	18	12.4%	14	9.8%
5	9	5.9%	14	9.0%	17	11.3%	16	11.5%	15	10.1%	15	11.8%	20	13.8%	17	11.9%
6	11	7.2%	6	3.9%	9	6.0%	10	7.2%	12	8.1%	8	6.3%	17	11.7%	13	9.1%
7	5	3.3%	12	7.7%	15	10.0%	13	9.4%	14	9.4%	10	7.9%	15	10.3%	7	4.9%
8	8	5.3%	4	2.6%	17	11.3%	18	12.9%	7	4.7%	11	8.7%	4	2.8%	11	7.7%
9	3	2.0%	10	6.5%	9	6.0%	11	7.9%	9	6.0%	14	11.0%	4	2.8%	6	4.2%
10	3	2.0%	10	6.5%	9	6.0%	11	7.9%	9	6.0%	14	11.0%	4	2.8%	6	4.2%
Lowest 11	0	0.0%	3	1.9%	3	2.0%	2	1.4%	0	0.0%	10	7.9%	1	0.7%	0	0.0%
Total	152		155		150		139		149		127		145		143	

▼ Table Continued

Agriculture		Technology	
#	%	#	%
14	9.9%	24	16.6%
13	9.2%	25	17.2%
14	9.9%	20	13.8%
15	10.6%	20	13.8%
21	14.8%	21	14.5%
16	11.3%	8	5.5%
11	7.7%	9	6.2%
7	4.9%	9	6.2%
14	9.9%	4	2.8%
14	9.9%	4	2.8%
3	2.1%	1	0.7%
142		145	

**6. If you were a town leader, what are three things you would do to help improve the community?**

There were several of various suggestions for this question - many of which helped to create the Goals & Objectives in Chapter Three.

For the purpose of this document, the comments will not be listed.

**7. Would you be willing to provide any of the following goods and services to accomplish items listed in Question 6:**

Resident Commitments	Total Responses		
	#	%	% of Total Overall Responses
Volunteer time	79	63.7%	38.9%
Donate money	32	25.8%	15.8%
Tax increase	32	25.8%	15.8%
Civic involvement	79	63.7%	38.9%
Other	2	1.6%	1.0%
Total	124		
Total Overall Responses	203	*This row represents those respondents who didn't answer the question completely	

**8. For the following statements, please indicate whether you strongly agree (4), agree (3), disagree(2), or strongly disagree (1):**

	Quiet Retirement Community		Thriving Commercial Center		Preserve Rural Character		Protect Natural Resources		Sidewalks well-maintained		Adequate Parks		Right Direction	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Strongly disagree	30	16.2%	32	17.5%	5	2.6%	2	1.1%	32	16.9%	1	0.5%	17	9.8%
Disagree	98	53.0%	59	32.2%	23	12.2%	10	5.3%	78	41.3%	26	13.9%	69	39.9%
Agree	39	21.1%	83	45.4%	89	47.1%	101	53.7%	68	36.0%	108	57.8%	75	43.4%
Strongly agree	18	9.7%	9	4.9%	72	38.1%	75	39.9%	11	5.8%	52	27.8%	12	6.9%
Total	185	100.0%	183	100.0%	189	100.0%	188	100.0%	189	100.0%	187	100.0%	173	100.0%

▼ Table Continued

Enough spent on Infrastructure		Growth is Good		Clear Plan for Future Growth		Quality Healthcare		Sufficient Water Quality		More walking/biking Trails	
#	%	#	%	#	%	#	%	#	%	#	%
26	15.6%	5	2.7%	44	25.7%	10	5.4%	3	1.6%	8	4.4%
68	40.7%	29	15.8%	85	49.7%	33	17.8%	22	11.9%	45	24.9%
64	38.3%	92	50.0%	38	22.2%	106	57.3%	114	61.6%	81	44.8%
9	5.4%	58	31.5%	4	2.3%	36	19.5%	46	24.9%	47	26.0%
167	100.0%	184	100.0%	171	100.0%	185	100.0%	185	100.0%	181	100.0%

**8 (Continued). For the following statements, please indicate whether you strongly agree (4), agree (3), disagree(2), or strongly disagree (1):**

	Shortage of Quality Dining		Shortage of Quality Retail Businesses		Downtown Murals are Attractive		Healthcare needs met in Fortville		Shop at Locally-owned Retail		Civic Involvement and Charitable Contributions		Fortville better than 10 years ago	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Strongly disagree	5	2.7%	6	3.2%	26	14.1%	67	35.8%	1	0.5%	7	4.1%	15	8.6%
Disagree	20	10.6%	15	8.0%	47	25.4%	87	46.5%	5	2.7%	41	24.0%	54	31.0%
Agree	76	40.4%	74	39.4%	77	41.6%	29	15.5%	111	59.0%	102	59.6%	83	47.7%
Strongly agree	87	46.3%	93	49.5%	35	18.9%	4	2.1%	71	37.8%	21	12.3%	22	12.6%
Total	188	100.0%	188	100.0%	185	100.0%	187	100.0%	188	100.0%	171	100.0%	174	100.0%

▼ Table Continued

Mt. Vernon great school system		Adequate leisure and recreation		Good employment options		Adequate religious institutions		Adequate art and entertainment	
#	%	#	%	#	%	#	%	#	%
18	10.2%	21	11.5%	79	43.4%	3	1.6%	41	22.8%
35	19.8%	100	54.9%	91	50.0%	9	4.8%	101	56.1%
86	48.6%	54	29.7%	11	6.0%	100	53.5%	33	18.3%
38	21.5%	7	3.8%	1	0.5%	75	40.1%	5	2.8%
177	100.0%	182	100.0%	182	100.0%	187	100.0%	180	100.0%

**9. I live in Fortville rather than another town because...**

Reason for living in Fortville	Total Responses	
	#	%
Raised here	46	24.6%
School	44	23.5%
Job	31	16.6%
Housing	97	51.9%
Seniors	26	13.9%
Park access	27	14.4%
Little traffic	81	43.3%
Quality of life	85	45.5%
Family	79	42.2%
Low crime	65	34.8%
Total	187	

### 10. Which Type of Development would you like to see in each area?

	Near existing residential areas		In the downtown district		In open agricultural areas	
	#	%	#	%	#	%
Single Family	129	75.9%	20	13.2%	62	46.6%
Multi-family	35	20.6%	24	15.8%	18	13.5%
Mixed-use	20	11.8%	95	62.5%	11	8.3%
Mixed Residential	25	14.7%	27	17.8%	21	15.8%
None	17	10.0%	37	24.3%	52	39.1%
Total	170		152		133	

### 11. How old are you?

Age	Responses	
	#	%
20 or under	0	0.0%
21 to 40	43	23.0%
41 to 60	85	45.5%
61 to 80	50	26.7%
Over 80	16	8.6%
Total	194	

### 12. Do you own or rent your home?

Household Type	Responses	
	#	%
Own	148	89.2%
Rent	18	10.8%
Total	166	

### 13. Where do you work?

Location	Responses	
	#	%
Fortville	30	16.0%
McCordsville	1	0.5%
Noblesville	2	1.1%
Indianapolis	51	27.3%
Other	41	21.9%
Not Employed	4	2.1%
Retired	58	31.0%
Total	187	

\* Notable Others: Carmel (8 or 4.1%), Fishers (10 or 5.1%), Greenfield (10 or 5.1%)

### 14. What is your approximate annual household income?

Income Level	Total Responses	
	#	%
Under \$15,000	15	8.7%
\$15,000 to \$30,000	27	15.6%
\$31,000 to \$50,000	41	23.7%
\$51,000 to \$100,000	63	36.4%
Over \$100,000	27	15.6%
Total	173	

**15. How many adults (21 or older) live in your household?**

	Household Adults (21 or older)	
	#	%
1	54	28.1%
2	123	64.1%
3	12	6.3%
4+	3	1.6%
Total	192	

**16. How many individuals under 21 live in your household?**

	Household Youth (Under 21)	
	#	%
0	113	62.1%
1	26	14.3%
2	28	15.4%
3+	15	8.2%
Total	182	

**17. How many years have you lived in Fortville?**

Years	Total Responses	
	#	%
Less than 10	66	34.4%
10 to 20	45	23.4%
20 to 50	52	27.1%
More than 50	29	15.1%
Total	192	

Average of 22.4 years

The responses for questions 18 through 23 were based on a map that was included with the survey. Figure A.23 shows the map that was used in the survey.

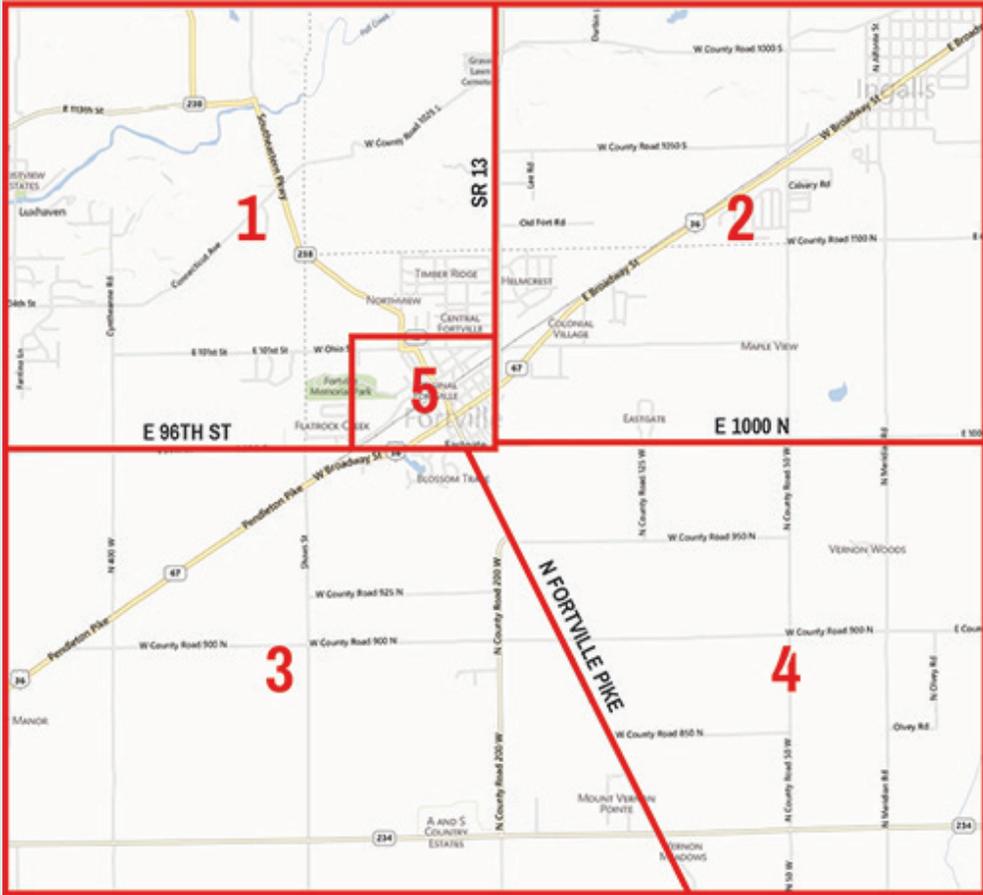


Figure A.35: Survey Map

**18. In which area of Fortville do you live?**

Area	Responses	
	#	%
1	46	25.4%
2	33	18.2%
3	24	13.3%
4	6	3.3%
5	72	39.8%
Total	181	

**19. In which area(s) do you believe future business growth should occur?**

	Business Growth Location	
	#	%
1	45	25.4%
2	64	36.2%
3	78	44.1%
4	29	16.4%
5	88	49.7%
None	7	4.0%
Total	177	

**20. In which area(s) should more single-family residential homes be constructed?**

Area	Responses	
	#	%
1	66	39.3%
2	58	34.5%
3	81	48.2%
4	59	35.1%
5	16	9.5%
None	24	14.3%
Total	168	

**21. In which area(s) should more multi-family residential homes be constructed?**

Area	Responses	
	#	%
1	32	18.9%
2	41	24.3%
3	46	27.2%
4	32	18.9%
5	18	10.7%
None	72	42.6%
Total	169	

**22. A new playground park should be constructed in which area(s) of the Town?**

Area	Responses	
	#	%
1	27	15.8%
2	31	18.1%
3	35	20.5%
4	23	13.5%
5	32	18.7%
None	64	37.4%
Total	171	

**23. In which area(s) should the Town preserve agricultural land uses?**

Area	Responses	
	#	%
1	33	23.4%
2	57	40.4%
3	85	60.3%
4	106	75.2%
5	5	3.5%
None	6	4.3%
Total	141	

**24. Please write down any additional comments or ideas you may have for the community.**

There were several of various suggestions for this question - many of which helped to create the Goals & Objectives in Chapter Three.

For the purpose of this document, the comments will not be listed.

## H+T INDEX

The Center for Neighborhood Technology's Housing + Transportation (H+T<sup>®</sup>) Affordability Index is an innovative tool that measures the true affordability of housing by calculating the transportation costs associated with a home's location. Planners, lenders, and most consumers traditionally measure housing affordability as 30 percent or less of income. The H+T Index proposes expanding the definition of housing affordability to include transportation costs to better reflect the true cost of households' location choices. Based on research in metro areas ranging from large cities with extensive transit to small metro areas with extremely limited transit options, CNT has found 15 percent of income to be an attainable goal for transportation affordability. By combining this 15 percent level with the 30 percent housing affordability standard, the H+T Index recommends a new view of affordability, one defined as combined housing and transportation costs consuming no more than 45 percent of household income.

The H+T Index was constructed to estimate three dependent variables (auto ownership, auto use, and transit use) as functions of 11 independent variables (median income, per capita income, average household size, average commuters per household, residential density, gross density, average block size, intersection density, transit connectivity, transit access shed, and employment access). To hone in on the built environment's influence on transportation costs, the independent household variables (income, household size, and commuters per household) are set at fixed values to control for any variation they might cause. By establishing and running the model for a "typical household," (one defined as earning the regional area median income, having the regional average household size, and having the regional average number of commuters per household) any variation observed in transportation costs is due to place and location, not household characteristics.

See below for detailed information on the H+T Index methods.

### GEOGRAPHIC LEVEL AND DATA AVAILABILITY

The H+T Index was constructed at the Census block group level. The H+T Index currently covers the Metropolitan and Micropolitan Areas in the United States, or the Core Based Statistical Areas (CBSAs), as defined by the Office of Management and Budget (OMB). The 2009 American Community Survey 5-year estimates serve as the primary dataset, thereby dictating the use of the 953 CBSAs as defined in 2008.

However, due to data limitations, multiple CBSAs were excluded from the Index. Due to incompatible and insufficient data, all regions in Puerto Rico (13) were excluded. Also, in 19 counties in eight states, the Census identified geographic code and definition problems, making block groups within these counties unusable ([http://www.census.gov/acs/www/data\\_documentation/2009\\_geography\\_release\\_notes/](http://www.census.gov/acs/www/data_documentation/2009_geography_release_notes/)). This resulted in the exclusion of four CBSAs where no usable data were available.

Data availability due to data suppression also presented difficulties. Regions where necessary variables were available for less than 80 percent of the regional households were also excluded. This resulted in the exclusion of 59 CBSAs.



### ◀ Figure A.36

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#### **About the Index**

The Center for Neighborhood Technology's Housing and Transportation (H+T<sup>®</sup>) Affordability Index provides a more comprehensive way of thinking about the cost of housing and true affordability. The Index is the only tool of its kind that examines transportation costs at a neighborhood level. It allows users to view housing and transportation data as maps, charts, and statistics for nearly 900 metropolitan and micropolitan areas—covering 89 percent of the US population.

For additional information about the index, please visit the website @ <http://htaindex.cnt.org/about.php>  
Here you can also view the interactive map.

In total, 76 regions were excluded due to data limitations, bringing the total Index coverage from 953 to 877 regions.

### HOUSING COSTS

To calculate the H in the H+T Index, housing costs are derived directly from nationally available datasets. Median Selected Monthly Owner Costs and Median Gross Rent, both from the 2009 American Community Survey 5-year Estimates (ACS), are averaged and weighted by the ratio of owner- to renter-occupied housing units from the Tenure variable for every block group in the 877 CBSAs.

### TRANSPORTATION COST MODEL

While housing costs are derived directly from ACS data, transportation costs, the T in the H+T Index, are modeled as three components of transportation behavior—auto ownership, auto use, and transit use—which are combined to estimate the cost of transportation.

#### BASIC STRUCTURE

The household transportation model is based on a multidimensional regression analysis, in which formulae describe the relationships between three dependent variables (auto ownership, auto use, and transit use) and independent household and local environment variables. Neighborhood level (Census block group) data on household income (both median and per capita), household size, commuters per household, household density (both residential and gross), street connectivity (as measured using average block size and intersection density), transit access, and employment access were utilized as the independent or predictor variables.

To construct the regression equations, each predictor variable was tested separately; first to determine the distribution of the sample and second to test the strength of the relationship to the criterion variables. For this research, the regression analysis was conducted in a comprehensive way, thus ignoring the distinction between the local environment variables and the household variables in order to obtain the best fit possible from all of the independent variables. The predicted result from each model was multiplied by the appropriate price for each unit—autos, miles, and transit trips—to obtain the cost of that aspect of transportation. Total transportation costs were calculated as the sum of the three cost components as follows:

$$\text{Household T Costs} = [C_{AO} * F_{AO}(X)] + [C_{AU} * F_{AU}(X)] + [C_{TU} * F_{TU}(X)]$$

Where

C = cost factor (i.e. dollars per mile)

F = function of the independent variables ( $F_{AO}$  is auto ownership,  $F_{AU}$  is auto use, and  $F_{TU}$  is transit use)

**INDEPENDENT VARIABLES: NEIGHBORHOOD CHARACTERISTICS**

The 2009 American Community Survey 5-year estimates (ACS) at the block group level serve as the primary data source for the independent variables.

*Household Density*

Household density has been found to be one of the largest factors in explaining the variation in all three dependent variables. Various definitions of density have been constructed and tested, and the following two are utilized in the final transportation models.

*Residential Density:*

Residential Density represents household density of residential areas, in contrast to population density on land area. Total households are obtained at the block level from the 2010 US Census, and TIGER/Line files are used to define blocks. Blocks are selected on the criteria that gross density (households per land acre) must be greater than one. From these selected blocks, land acres are aggregated to calculate the total acres of residential blocks at the block group level. The count of households from the ACS is then scaled by the ratio of households in residential blocks to total households, and is then divided by the residential land area to calculate the block group level residential density.

*Gross Density:*

Gross Density is calculated as total households (from the ACS) divided by total land acres (as calculated using TIGER/Line files).

*Street Connectivity and Walkability*

Measures of street connectivity have been found to be good proxies for pedestrian friendliness and walkability. Greater connectivity created from numerous streets and intersections creates smaller blocks and tends to lead to more frequent walking and biking trips, as well as shorter average trips. While other factors clearly have an impact on the pedestrian environment (e.g., crime), two measures of street connectivity have been found to be important drivers of auto ownership, auto use, and transit use.

*Average Block Size:*

Census TIGER/Line files are used to calculate average block size (in acres) as the total block group land area divided by the number of blocks within the block group.

*Intersection Density:*

To determine intersection density, Census TIGER/Line files are used to identify every street intersection. All streets in the TIGER/Line files are included (e.g., alleys, interstates, etc.). For each block group, the sum of all intersections (including those on the borders) is calculated and divided by the total land area of the block group.

◀ **Figure A.38**

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#### *Transit Access*

Transit access is measured through General Transit Feed Specification (GTFS) data collected and created by CNT. In addition to the publicly available GTFS data provided by a small number of transit agencies, CNT has created GTFS structured datasets utilizing online transit maps and schedules. In many cases, CNT has directly contacted transit agencies to obtain more specific information on stop locations and schedules. All GTFS data is merged into a proprietary dataset known as AllTransit™. AllTransit is an online tool that facilitates the collection, normalization, aggregation, and analysis of GTFS data to determine fixed-route transit service. To date, CNT has compiled station and stop data for bus, rail, and ferry service for more than 75 percent of all metropolitan and micropolitan areas in the country.

#### Transit Connectivity Index:

The Transit Connectivity Index (TCI) is a measure of transit access that CNT has developed specifically for use in this household transportation cost model.

To calculate this measure, a buffer was constructed around each transit access point (¼ mile radius for bus stops and ½ mile radius for rail stations and all other access points). Next, five concentric annuluses were constructed, each with the width of the initial buffer. These six access areas were then assigned a service frequency value (total trips per week) for the transit access point they surround.

Next, at the block group level, six access values were calculated. These were calculated as:

$$\frac{\text{land area of the access area intersecting the block group} * \text{service frequency value} * \text{weighting multiplier}}{\text{total block group land area}}$$

The weighting multiplier identified in the above equation is calculated using regression analysis. Measured values of autos per household and percent journey to work by transit were each regressed against the six access values as defined above to obtain the optimal weighting multiplier for each. Therefore, two weighting multipliers are identified for each access area (one from the autos per household regression and one from the percent journey to work by transit regression). The rounded average of the two is used, and the six access values are summed for each block group in the final TCI calculation.

#### Transit Access Shed:

The Transit Access Shed is defined as the optimal accessible area from any block group within 30 minutes by public transportation scaled by the frequency of service. This measure was derived from the GTFS schedules discussed above. For each transit stop, all stops that can be reached within 30 minutes were identified. One transfer within 600 meters of a stop was allowed, and all transfers were padded with 10 minutes of walking and/or waiting. The stops reachable within 30 minutes were all based on the minimum travel time between the two stops, allowing the inclusion of more distant stops that are reachable within 30 minutes via express service. For each origination stop, a quarter mile buffer was created around the destination stops. Based on the location of the originating stop, the access shed was then aggregated for each stop to the block group and multiplied by the frequency of service (trips per week). Finally, the accessible area was derived and called the Transit Access Shed.

**Employment Access Index**

Employment numbers are calculated using OnTheMap Version 5 which provides Local Employment Dynamics (LED) data at the Census block level. These data are currently unavailable in New Hampshire, Massachusetts, and the District of Columbia. CNT created an alternative dataset for these areas using 2000 Census tract level data from the Census Transportation Planning Package (CTPP), scaled to 2007 using county level employment estimates from the Bureau of Labor Statistics (BLS). Utilizing a constant share method, the tract level variation from the 2000 CTPP data is preserved, while the 2007 county level BLS data enables updating to the appropriate time period. The estimates for New Hampshire, Massachusetts, and the District of Columbia are then combined with the more comprehensive LED data available for all other states.

The Employment Access Index was determined using a gravity model, which considered both the quantity of and distance to all employment destinations, relative to any given block group. Using an inverse-square law, an employment index was calculated by summing the total number of jobs divided by the square of the distance to those jobs. This quantity allows us to examine both the existence of jobs and the accessibility of these jobs for a given census block group. Because a gravity model enables consideration of jobs both directly and not directly in a given block group, the employment access index gives a better measure of job opportunity, and thus a better understanding of job access than a simple employment density measure.

The Employment Access Index is calculated as:

$$E \equiv \sum_{i=1}^n \frac{p_i}{r_i^2}$$

Where E is the Employment Access for a given Census block group, n is the total number of Census blocks,  $p_i$  is the number of jobs in the  $i^{\text{th}}$  Census block, and  $r_i$  is the distance (in miles) from the center of the given Census block group to the center of the  $i^{\text{th}}$  Census block.

Because it was not feasible to include *all* jobs nationally in the calculation of employment access, jobs within 63 mile radius of a given block group were included. This cutoff was used as it represents the 90<sup>th</sup> percentile of commute distances nationally in the LED data.

◀ **Figure A.40**

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**INDEPENDENT VARIABLES: HOUSEHOLD CHARACTERISTICS**

The 2009 American Community Survey 5-year estimates (ACS) at the block group level serve as the primary data source for the independent variables pertaining to household characteristics.

*Household Income*

Median Income:

Median household income is obtained directly from the ACS.

Per Capita Income:

Per capita income was calculated as median household income divided by average household size.

*Average Household Size*

Average household size was calculated using Total Population in Occupied Housing Units by Tenure and Tenure to define the universe of Occupied Housing Units.

*Average Commuters per Household*

Average commuters per household was calculated using the total workers 16 years and over who do not work at home from Means of Transportation to Work and Tenure to define Occupied Housing Units. Because Means of Transportation to Work includes workers not living in occupied housing units (i.e. those living in group quarters), the ratio of Total Population in Occupied Housing Units to Total Population was used to scale the count of commuters to better represent those living in households.

**DEPENDENT VARIABLES**

*Auto Ownership*

For the dependent variable of auto ownership, the regression analysis was fit using measured data on auto ownership obtained from the ACS. Aggregate Number of Vehicles Available by Tenure defined the total number of vehicles, and Tenure defined the universe of Occupied Housing Units. Average vehicles per occupied housing unit were calculated at the block group level.

*Auto Use*

For the dependent variable of auto use, the regression analysis was fit using measured data representing the total amount that households drive their autos, or vehicle miles traveled (VMT) per automobile. In order to determine the amount that households drive their autos, odometer readings were used. Odometer readings for 2005 through 2007 were obtained from the Massachusetts Department of Transportation for the entire state at a 250 meter grid cell level. A similar dataset for the greater Chicago area was analyzed at the zip code level and compared with the Massachusetts dataset, resulting in similar findings. Due to the finer geographic scale of the Massachusetts dataset, the regression analysis is fit using these data.

*Transit Use*

Because no direct measure of transit use was available at the block group level, a proxy was utilized for the measured data representing the dependent variable of transit use. From the ACS, Means of Transportation to Work was used to calculate a percent of commuters utilizing public transit.



### REGRESSION ANALYSIS

A rational function, a ratio of third order polynomials, was utilized as the functional form to regress each dependent variable:

$$R(x) \equiv \frac{a_1 \times x + a_3 \times x^2 + a_5 \times x^3}{1 + a_2 \times x + a_4 \times x^2 + a_6 \times x^3}$$

Because the GTFS data used to calculate the independent variables of transit access were not available in all regions, two regressions were fit and two models constructed for each dependent variable: one for regions with transit data (669 regions) and one for all regions excluding transit data to be used in regions without data available (208 regions).

Due to small samples sizes in the ACS, many block groups have missing data for various variables. The regressions were fit only where all independent and the given dependent variable were available. The models were ultimately run everywhere all independent variables were available.

For the vehicle miles traveled regressions, due to limitations in measured data, the analyses were only conducted for the state of Massachusetts. The resulting coefficients or models were then run for all regions in the country.

### TRANSPORTATION COST CALCULATION

As discussed, the transportation model in the H+T<sup>®</sup> Affordability Index estimates three components of travel behavior: auto ownership, auto use, and transit use. To calculate total transportation costs, each of these modeled outputs is multiplied by a cost per unit (e.g., cost per mile) and then summed to provide average values for each block group.

#### *Auto Ownership Costs*

The 2007 edition of the America Automobile Association's (AAA) Your Driving Costs report serves as the basis for the auto ownership cost component. AAA reports an average ownership cost per year composed of full-coverage insurance, license, registration and taxes, depreciation, and finance charges.

#### *Auto Use Costs*

The 2007 Your Driving Costs report also serves as the basis for the auto use cost component. AAA reports an average operating cost per mile (composed of gas, maintenance, and tires). The gas component of AAA's operating costs is subtracted and replaced with regional fuel costs from the Energy Information Administration (EIA) to account for regional variation in gas prices.

#### *Transit Use Costs*

The 2007 National Transit Database (NTD) served as the source for transit cost data. Specifically, directly operated and purchased transportation revenue were used (demand response revenue was not factored into this analysis). The transit revenue was assigned to each of the transit agencies where GTFS data were collected. The allocation of transit revenue to the metropolitan level was then based on the percentage of each transit agencies' bus and rail stations within the primary versus surrounding metropolitan areas. For example, if a transit agency had a total of 500 bus stops and

### ◀ Figure A.42

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425 of those stops were located in the primary metropolitan area and 75 stops extended into a neighboring metropolitan area, the primary metropolitan area received 85 percent of the transit revenue and the neighboring metropolitan area received 15 percent. The allocation of the transit revenue was then applied to the block group level based on the percentage of transit commutes and household commuter counts within each block group from the ACS, to estimate the average household transit costs.

There were a number of metropolitan areas for which GTFS data were not available and/or there was no revenue listed in the NTD. In these cases, the national transit cost average from the allocation calculation described in the previous paragraph was used for these metropolitan areas. The average transit costs were then allocated to the block group level based on the percentage of transit commutes and household commuter counts. The end result was an average household transit cost at the block group level.

### **CONSTRUCTING AN INDEX**

Because the H+T Index was constructed to estimate the three dependent variables (auto ownership, auto use, and transit use) as functions of independent variables, any set of independent variables can be altered to see how the outputs are affected. As a way to focus on the built environment, the independent household variables (income, household size, and commuters per household) were set at fixed values. This controls for any variation in the dependent variables that is a function of household characteristics, leaving the remaining variation a sole function of the built environment. In other words, by establishing and running the model for a "typical household," (one defined as earning the regional area median income, having the regional average household size, and having the regional average number of commuters per household) any variation observed in transportation costs is due to place and location, not household characteristics.

### **MODEL FINDINGS**

As discussed above, a rational function, a ratio of third order polynomials, was utilized as the functional form to regress each dependent variable:

$$R(x) \equiv \frac{a_1 \times x + a_3 \times x^2 + a_5 \times x^3}{1 + a_2 \times x + a_4 \times x^2 + a_6 \times x^3}$$

Each independent variable was normalized by a factor of 10 to eliminate very large and small values, and Table 1 below shows the coefficients, normalization values, and resulting R-squared values from each of the six regression analyses.

**Table 1: Regression Values**

Variable	Coefficient Number	Autos per Household Coefficient Value (fit including transit data)	Autos per Household Coefficient Value (fit without transit data)	Percent Transit Commutes Coefficient Value (fit including transit data)	Percent Transit Commutes Coefficient Value (fit without transit data)	Vehicle Miles Traveled Coefficient Value (fit including transit data, Massachusetts only)	Vehicle Miles Traveled Coefficient Value (fit without transit data, Massachusetts only)
<b>R-Squared from Model Calibrations</b>		<b>75.47</b>	<b>73.87</b>	<b>64.45</b>	<b>59.23</b>	<b>85.47</b>	<b>84.54</b>
Intercept		1.4660764	1.349353	-56.40717	-40.09149	23401.69	23997.11
Residential Density	1	-5.4738952	-5.052669	0	-2.893668	-130.856	-130.8118
Residential Density	2	6.8237047	5.675477	-0.5219411	-1.355332	0.02501024	0.02280295
Residential Density	3	2.6532847	2.547592	3.893845	7.123298	0	0
Residential Density	4	0	0	1.052659	1.51367	0	0
Residential Density	5	0	0	0	0	0	0
Residential Density	6	0	0	0	0	0	0
Residential Density	normalization factor	100	100	10	10	0.1	0.1
Gross Density	1	0	-0.3454122	-2.49025	-48.33241	-131.6083	-864.1148
Gross Density	2	-6.803308	-5.698139	-0.2374369	-1.655946	0.03806962	0.2740112
Gross Density	3	0	0	3.529339	681.3694	0	0
Gross Density	4	24.6855328	20.52815	0.1327721	18.93957	-1.48731E06	0
Gross Density	5	-9.4396605	-9.384797	0	0	0	0
Gross Density	6	0	0	0	0	0	0
Gross Density	normalization factor	100	100	0	0	0.01	0.1
Average Block Size	1	2.9072841	30.46616	0.262153	1.700488	-45.55681	-135.9115
Average Block Size	2	10.5907258	96.9525	-3.55869	-3.633985	0.03678932	0.05546433
Average Block Size	3	-10.8347903	-915.2429	-1.230399	-3.752054	0	0
Average Block Size	4	0	0	3.662222	4.154782	0	0
Average Block Size	5	16.0964159	14630.45	0	0	0	0
Average Block Size	6	84.6369817	61235	0	0	0	0
Average Block Size	normalization factor	100	1000	10	10	1	1
Intersection Density	1	-0.2864678	-0.2008111	0	0	-87.06228	-70.02523
Intersection Density	2	0.9004982	0.6449414	-1.603193	-1.596036	0.01842052	0.0126545
Intersection Density	3	0.1880435	0.1147726	1.814633	2.762635	0	0
Intersection Density	4	-1.0335921	-0.6298485	0.9404599	0.9063232	0	0
Intersection Density	5	-0.0341667	-0.01749542	-1.34745	-1.7778	0	0
Intersection Density	6	0.2277998	0.1202559	-0.1104761	-0.104493	0	0
Intersection Density	normalization factor	0.1	0.1	1	1	0.001	0.001
Transit Connectivity Index	1	-5.995027	0	2.52674	0	-48.78317	0
Transit Connectivity Index	2	5.8450932	0	-0.008461656	0	0.008943517	0
Transit Connectivity Index	3	9.3473677	0	0	0	0	0
Transit Connectivity Index	4	0	0	0.002467271	0	0	0
Transit Connectivity Index	5	0	0	-0.000691139	0	0	0
Transit Connectivity Index	6	0	0	0	0	0	0
Transit Connectivity Index	normalization factor	1000000	0	10000	0	1000	0
Transit Access Shed	1	1.4745019	0	0	0	-5717.154	0
Transit Access Shed	2	0	0	0	0	8.82083	0
Transit Access Shed	3	-4.6931381	0	-452.7011	0	0	0
Transit Access Shed	4	0	0	586.6337	0	0	0
Transit Access Shed	5	0	0	0	0	0	0
Transit Access Shed	6	0	0	0	0	0	0
Transit Access Shed	normalization factor	100000	0	1000	0	100	0



◀ **Figure A.44**  
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**Figure A.45**  
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Variable	Coefficient Number	Autos per Household Coefficient Value (fit including transit data)	Autos per Household Coefficient Value (fit without transit data)	Percent Transit Commutes Coefficient Value (fit including transit data)	Percent Transit Commutes Coefficient Value (fit without transit data)	Vehicle Miles Traveled Coefficient Value (fit including transit data, Massachusetts only)	Vehicle Miles Traveled Coefficient Value (fit without transit data, Massachusetts only)
Employment Access Index	1	-5.3800408	-49.73568	10.87058	18.72995	-319.4769	-244.3334
Employment Access Index	2	16.1861347	173.5768	0	0	0.04637265	0.01781107
Employment Access Index	3		-349.9081	-13.26482	-19.47793	0	0
Employment Access Index	4	18.7974897	1685.528	-0.893284	-0.7312959	0	0
Employment Access Index	5	-7.2068803	-9396.106	6.417751	13.09095	0	0
Employment Access Index	6	7.9443305	8944.917	0.5060273	0.5557823	0	0
Employment Access Index	normalization factor	100000	1000000	1000000	1000000	1000	1000
Median Income	1	2.8786255	2.908192	-7.371959	-1340.128	92.23459	976.7931
Median Income	2	0	0	0.377375	58.47163	0	0
Median Income	3	-1.3919682	-1.42451	0.2252382	1818.356	0	0
Median Income	4	0	0	0	0	0	0
Median Income	5	0.2575025	0.2680974	0.005094786	9822.212	0.01197749	14.95457
Median Income	6	0	0	0	0	8.44072E-07	0.000921382
Median Income	normalization factor	100000	100000	10000	1000000	1000	10000
Per Capita Income	1	-2.2211358	-1.592631	27.70707	3.205253	0	0
Per Capita Income	2	-3.9718119	-3.784952	0	0	-0.2918251	-0.2925078
Per Capita Income	3	10.5323502	5.841094	-54.45442	-0.616514	-115.62	-159.6319
Per Capita Income	4	4.1396764	5.951166	0	0	0.03815448	0.04133914
Per Capita Income	5	-19.1974001	-12.28724	18.4447	0.02396275	0	0
Per Capita Income	6	6.9683552	3.038182	0	0	0	0
Per Capita Income	normalization factor	100000	100000	100000	10000	10000	10000
Average Household Size	1	-2.6769785	-2.826085	146.6398	87.81782	4.365273	0
Average Household Size	2	0	0	1.406862	0.7773877	0	0
Average Household Size	3	5.4241776	5.88273	-10.69847	-9.216354	0	0
Average Household Size	4	0	0	0	0	0	0
Average Household Size	5	-2.591825	-3.118892	0.8544851	0.7235091	0	0
Average Household Size	6	0	0	0	0	0	0
Average Household Size	normalization factor	10	10	1	1	0.01	0.01
Average Commuters per Household	1	3.5537644	3.683064	-7.935773	-9.610823	1043.959	1317.64
Average Commuters per Household	2	0	0	0	0	-0.920146	-0.8620288
Average Commuters per Household	3	0	0	3.291286	3.830308	0	0
Average Commuters per Household	4	0	0	0	0	0.3342468	0.3282515
Average Commuters per Household	5	-23.5518832	-23.72627	-0.3255109	-0.3747563	0	0
Average Commuters per Household	6	0	0	0	0	0	0
Average Commuters per Household	normalization factor	10	10	1	1	1	1



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The Envision Fortville Main Street  
To be added up



# envision

FORTVILLE MAIN STREET

prepared for the :

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“Fortville’s Main Street is the heart of the community. If we fail to connect the south part of the Town with Main Street, if we fail to create a safe pedestrian environment on Main Street, then this plan will not accomplish it’s goal”. - Steering Committee Member



# PLAN OVERVIEW

The Envision Main Street plan's final recommendations are focused on three key areas; physical infrastructure improvements, administrative updates, and economic development programs. Working together these key areas will begin the revitalization process.

## PHYSICAL/INFRASTRUCTURE IMPROVEMENTS

- Streetscape, Furnishings
- Sidewalks/Trails
- ADA Accessibility
- Public Spaces
- Traffic Patterns
- Parking
- Current Economic Conditions
- Wayfinding
- Issues & Challenges

## ADMINISTRATIVE UPDATES

- Planning; Land Use Zoning
- Design Review Board
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- Staffing
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## ECONOMIC DEVELOPMENT/ PROGRAMS

- Grants
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- Business Improvement District
- Revolving Loan Fund
- Marketing
- Business Retention/Recruitment
- Business Incubator



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Fortville Central Business District: Project Limits

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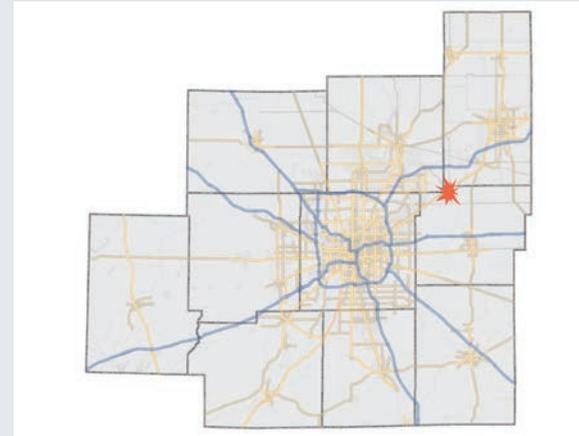
ENVISION FORTVILLE MAIN STREET

# CHAPTER 1: INTRODUCTION

From its early beginning as 'The Crossroads' of the Greenfield-Noblesville Pike (now SR 238) and Main Street (now SR 67/36) to its prominent location on the New York Central railroad, the Town of Fortville has been a regional draw for Hancock County, Hamilton County and Marion County. The 'Bee-Line' railroad connected Fortville to Indianapolis in 1852 and in 1865 the Town was officially incorporated. Today sitting in the path of Indianapolis's metropolitan growth, Fortville is ready to face the challenges associated with development pressure and out-migration of people. Growth on the northeast side of Indianapolis and along the State Road 67/State Road 36 corridor has returned an interest to small towns; the ability to live and raise a family in a small town, but have fast, convenient access to the amenities of a larger city. The Town of Fortville is preparing for this growth as well as reinventing itself to become a destination – not only a bedroom community, but a place residents and visitors celebrate, a place responsive to resident's needs, and a place visitors come to spend money. The Town of Fortville's Main Street can serve that role – the identity and character of the Town.

## Purpose of the Plan

This document outlines recommendations for improvements to the central business district, Main Street, of the Town of Fortville, Indiana. The recommendations identified, build upon the Town's existing assets and strive to preserve the uniqueness of the Town while restoring vitality to the heart of the community – Main Street. Recommendations are specific to Fortville's existing conditions, but are conceptual in nature. Recommendations have been divided into phases to spread costs out over a reasonable time frame and to respond to market forces; development demands and changes in existing land use. The recommendations are a guiding vision for the Town Council, Fortville Action Inc., business owners, etc. to bring this plan's vision to reality. Each phase of recommendations will require more detailed architectural and engineering documents for actual construction.



Indianapolis Metro Area: location of Fortville, IN



State of Indiana: location of Hancock County

### Site Location

The Town of Fortville is located in central Indiana, in Hancock County. Fortville sits at the crossroads of two State highways, State Road 13 and State Road 36/67. Fortville has a population of 3,956 (2012 ACS estimate) and covers a total area of approximately 3 square miles. State Road 36/67 provides direct access to Indianapolis. Downtown Indianapolis is approximately 25 miles from Fortville. This proximity provides numerous opportunities for the Town; residents living in Fortville while working in Indianapolis and the attraction of visitors from the Indianapolis metropolitan area for the small town characteristics Fortville has to offer.

### Plan Limits

The plan area includes roughly 10 blocks of the central business district; an area of 8.5 acres. The northern boundary is Church Street. The southern boundary is East High Street. The eastern boundary is South Merrill Street and the western is North Leland Street. The plan limits includes 40 buildings and 11 single family homes.

### Planning Process

The Town of Fortville is currently preparing a comprehensive plan in order to direct development efforts over the next twenty years, ensure fiscal responsibility when evaluating development efforts, and to position the community to take advantage of the expanding Indianapolis metropolitan area. 'Envision Fortville Main Street' is intended to support, not replace these on-going planning efforts; it is a sub-plan of the larger comprehensive plan aimed at increasing the vitality of the Town's central business district (CBD); incentivizing new businesses to locate in the central business district and creating a central business district residents want to support. While the Town of Fortville boasts low vacancy rates in both storefronts and residential units, there is also great potential; potential to increase the mix of businesses, potential to convert underutilized buildings, potential to create a Main Street where residents come to live, work and play.

'Envision Fortville Main Street' was developed by MCCOG working in conjunction with a Steering Committee. The Steering Committee was comprised of business owners, property owners, Town Council members, Redevelopment Commission members, Fortville Action Inc. members and town staff. The Steering Committee members were tasked with bringing the information from the plan development back to their respective groups. The Steering Committee design an open and inclusive planning process and over a 12-month period, sought to understand the range of issues, come to a consensus on the vision and develop concepts to articulate and share that vision. In addition to input from the Steering Committee, main street revitalization was a key topic of conversation at the public workshops, public social events, social media discussion groups, and surveys used to gather information for the Comprehensive Plan.

The plan follows a five-step planning process:

1. Gather and analyze data (including existing conditions, plan limits, etc.)
2. Identify constraints, problems, deficiencies, issues, and opportunities
3. Develop a vision for the plan (including goals, plan concepts, etc.)
4. Select and develop plan concepts (including priorities, phasing, etc.)
5. Create an action plan

The first step in the process 'Gather and Analyze data' saw MCCOG visiting the Town to gather physical data; width of sidewalks and streets, number of parking spaces, building use, hours of operation,

The second step in the process 'Identify constraints, problems, deficiencies, issues, and opportunities' was a series of meetings between MCCOG and the Steering Committee. During the meetings MCCOG presented the information gathered during step one in a discussion topic format to generate dialogue with and among the Steering Committee. Discussion topics included 1) building use (under-utilization) and hours of operation, 2) parking availability, 3) pedestrian access and connectivity, etc. The discussions allowed MCCOG and the Steering Committee to identify what elements of Main Street were working well and could be enhanced and what elements of Main Street were not working well and needed to be addressed.



ENVISION MAIN STREET PLANNING PROCESS

The third step in the process 'Develop a vision for the plan' involved MCCOG working with the Steering Committee on specific ways to address the issues identified in step two. Multiple concepts for each issue were discussed and sketches were produced to visually articulate how to address the issues. The Steering Committee was also provided the opportunity to express their vision and organize the issues around achieving their desired vision. Information gathered from this step of the process was used for the basis of the plan.

The fourth step in the process 'Select and develop preferred plan concepts' required the Steering Committee to evaluate the concepts with respect to the issue it was trying to address. This required the Steering Committee to come to build a consensus on the best solution to address the issue. Once the plan concepts were agreed upon, they were prioritized using feasibility, complexity, cost, length of time required, land acquisition requirements, and cost for implementation.

The fifth step in the process 'Create an action plan' involved MCCOG taking the concepts, priorities, and suggested phases identified in step four and creating a table that identified the specific task that needed to be accomplished, the specific party responsible for accomplishing the task and the a specific time table to accomplish the task.

This plan includes recommendations for the Town of Fortville to transform the central business district into a vital and successful draw for the Town's retail, commercial, and community activities. The preferred plan concepts that shape 'Envision Fortville Main Street' focus on three key areas:

1. Physical and infrastructure improvements; sidewalks, curb ramps, street lights, street furniture, paving patterns and textures, wayfinding and traffic calming.
2. Administrative updates; policies focused on Main Street, branding, zoning, etc.
3. Economic development/programs; strategies focused on





Main Street, east side, from railroad tracks to W. Staat Street



Main Street, west side, from railroad tracks to W. Staat Street

TOWN OF FORTVILLE

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attracting economic development to Main Street, market analysis and business development and recruitment programs.

### Vision

The vision for the plan can be summarized as:

“Create a Main Street that enables residents and visitors alike to live, work, shop, and play.....all within a short walk of each other. Main Street celebrates Fortville’s rich history and expanding future by inviting people to explore its sense of community”.

Principals for achieving the vision:

1. Increase walkability and connectivity to surrounding neighborhoods and parks.
2. Expose Fortville to a broader customer base and regional market.
3. Expand retail, commercial and business uses on Main Street.
4. Create a realistic, implementable plan.
5. Improve parking on Main Street.

### The Future: How to use this Plan

This plan charts a course for Fortville Main Street. The plan is intended to provide guidance to property owners, business owners, elected officials, town staff, residents, and the general public. The document contains the vision and specific projects, programs, and policies that should be implemented to achieve the vision. Following the vision will ensure Main Street becomes a place of pride for the Town of Fortville; a place residents come to gather, a place visitors come to shop and spend money. Accomplishing the vision will have numerous benefits including:

Residents

1. A beautiful, vibrant central business district
2. A broader range of local goods and services
3. The convenience of shopping locally
4. Employment opportunities
5. Safer pedestrian-friendly streets
6. Expanded recreational and entertainment





Main Street, east side, from railroad tracks to Pearl Street



Main Street, west side, from railroad tracks to Maple Street

TOWN OF FORTVILLE

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#### Local Government

1. Increased tax income
2. Opportunity for community development

#### Property Owners

1. Increased property values and stable rents
2. Increased occupancy rates in central business district

#### Business Owners

1. Increased growth and expansion opportunities
2. Increased customer base

But the desire to accomplish the vision requires a long-term commitment and support from all the stake holders. The Town Council, the Redevelopment Commission, and Fortville Action Inc. need to commit to implementing the plan; they need to institutionalize the commitment to ensure that it is consistent and continual and that as key figures and people transition over time the vision remains the same. This plan is practical and achievable.

## CHAPTER 2: EXISTING CONDITIONS

The foundation of all plans is based on data – for Envision Fortville Main Street – the data is the existing condition of Main Street, the existing assets, the existing businesses, etc. This chapter provides an overview of how Main Street is currently functioning.

### Street and Sidewalks

Main Street has played a critical role in the development of Fortville over the years; it literally was the crossroads of the Town with the railroad and later the north-south State Road that ran through the community. Today it serves a different transportation function, but is still identified as the heart of the community. A general description of Main Street is:

1. Width: fifty-six feet wide from curb to curb; from Pearl Street to Staat Street
2. Travel lanes: two vehicular travel lanes at fourteen feet wide
3. Parking: fourteen feet of angled parking adjacent to the curb

The roadway surface itself is in passable condition. Resurfacing projects over the years have addressed deterioration issues, but reduce the height of the curbs in some areas. This has led to some drainage and runoff issues (further discussed under utilities). Resurfacing has also left the roadway with a substantial crown. Heading north-west at the intersection of Staat Street, the physical nature of Main Street changes; it transitions from the central business district to a more residential street. The angled parking changes to parallel parking and the roadway begins to narrow.

The sidewalks along Main Street are eleven feet wide; building to curb. The sidewalks are generally in poor condition as a result of disrepair and neglect. Patch work, uneven surfaces and gravel sections make traversing the sidewalks difficult. As the sidewalks approach the railway, they abruptly end. This is no doubt due to railroad right-of-way issues,



STREET LIGHTS & STREET TREES



STREET FURNITURE & SIGNAGE



but serves as a major barrier between the two sections of Main Street. North of the railroad, substantial elevation changes exist. Also, there are no marked pedestrian crossings from the east-side of Main Street to the west-side of Main Street.

#### Sidewalk issues:

1. Current condition
2. ADA Accessibility
3. Pedestrian safety
4. Width of road
5. Parking; large truck parking

#### ADA Accessibility

Main Street meets very few of the ADA accessibility requirements. There are designated ADA parking places on each of the blocks in the central business district, however:

1. There are no curb ramps at the intersections
2. There are no dateable warning in transition zones on the sidewalk
3. There are no pedestrian detectable warnings

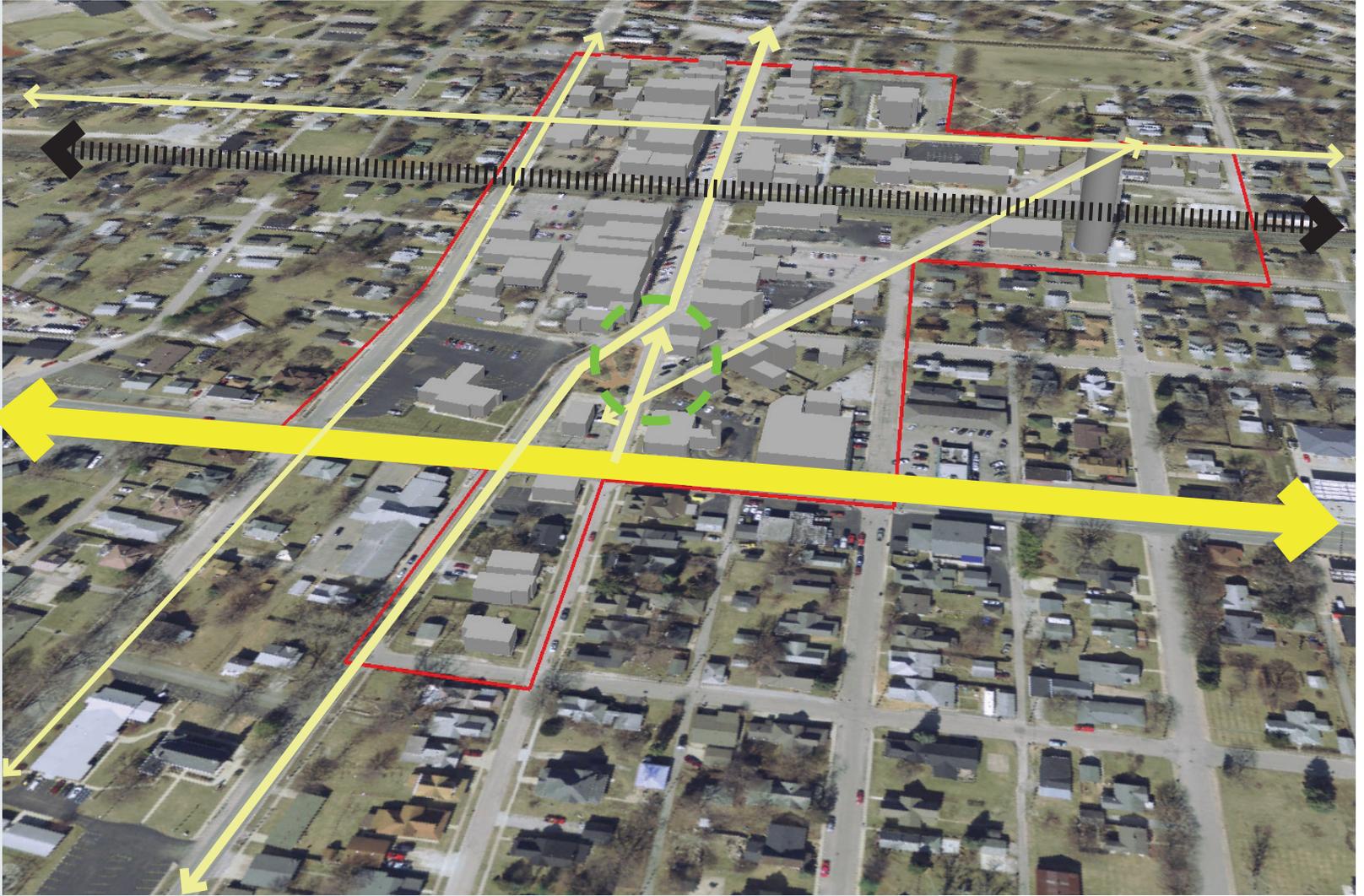
There are no tree grates or level surfaces for street trees

#### Street Furniture Zone

Eleven feet in width is plenty of room to provide a Street Furniture Zone on the curb-side of the sidewalk. Fortville Main Street maintains the following in the street furniture zone:

1. Street trees
2. Street lights
3. Street signs
4. Mailbox
5. Newspaper stands
6. Trash receptacles
7. Planters

The street furniture zone is functioning exceptionally well. The lilac trees have established a great canopy and provide interesting color in the spring and early summer. The street lights are pedestrian scaled with flag and banner holders currently attached. The street lights are



Fortville Central Business District, traffic patterns

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ENVISION FORTVILLE MAIN STREET

lease to the Town of Fortville by Duke Energy. Two of the restaurants on Main Street utilize the furniture zone for outdoor seating. Aside from the street trees, street lights, and trash receptacles most of the street furniture items appeared to have been placed by building or businesses owners; they represent a piecemeal of styles, colors, and materials.

### Traffic Patterns

The street network in Fortville is a grid that runs either north and south or northwest to southeast; perpendicular to State Road 36/67, known locally as West Broadway Street. State Road 36/67 runs northeast to southwest and serves as the major north-south divider of the Town. Indianapolis is located roughly twenty-five miles to the southwest of Fortville. State Road 13 is another major roadway in the Town and defines the eastern edge of the Town. Main Street serves as the geographic center of the Town at its intersection with State Road 36/67. Main Street is classified as a minor arterial and has an annual average daily traffic count of 3103 vehicles per day. The roads are a mixture of asphalt, concrete and brick. Streets follow Fortville's original layout with alleyways dividing the majority of the central business district blocks. A CSX rail line bisects the central business district, the north part stretching to West Staat Street and the south part stretching to Maple Street. State Road 36/67 serves as the southern terminus of the central business district. West Staat Street is another major roadway that runs northeast to southwest.

#### Traffic Pattern issues:

1. State Road 36/67 serves as a major barrier for pedestrian access to Main Street
2. CSX rail line serves as a major pedestrian barrier along Main Street
3. Convergence of Maple Street and Main Street serves as a conflict point in the central business district

### Parking

The availability of parking is always a concern in central business districts because of their compact nature and the distance from parking to businesses, amenities, etc. Fortville's central business district has on-street parking available along both the east and west side of Main Street and along the east side of South Merrill Street. In addition, there is a

public parking lot located at the railroad tracks along Main Street and there are parking areas behind several buildings/businesses along Main Street.

The on-street parking along Main Street is angled parking. When measured, the width of each angled parking spot averaged eighteen feet wide and fourteen feet long. There are approximately 68 parking spaces of which 3 are designated as handicap parking. There is a 2-hour time limit for these parking spaces. There are approximately 56 parking spaces in the public parking area west of Main Street along the railroad track and 10 parking spaces in the public parking area behind the buildings (behind Ladybugs & Lollipops) on the east side



Fortville Central Business District, parking

of Main Street. This brings the total number of public parking spots to 134 spaces. Angled parking provides a fair amount of parking for the businesses along Main Street. Most parking spaces are signed as two hour parking. Parking hours are between the hours of eight am and six pm, except Sundays and holidays. Parking is prohibited between four in the morning and six in the morning.

### Downtown Building Stock

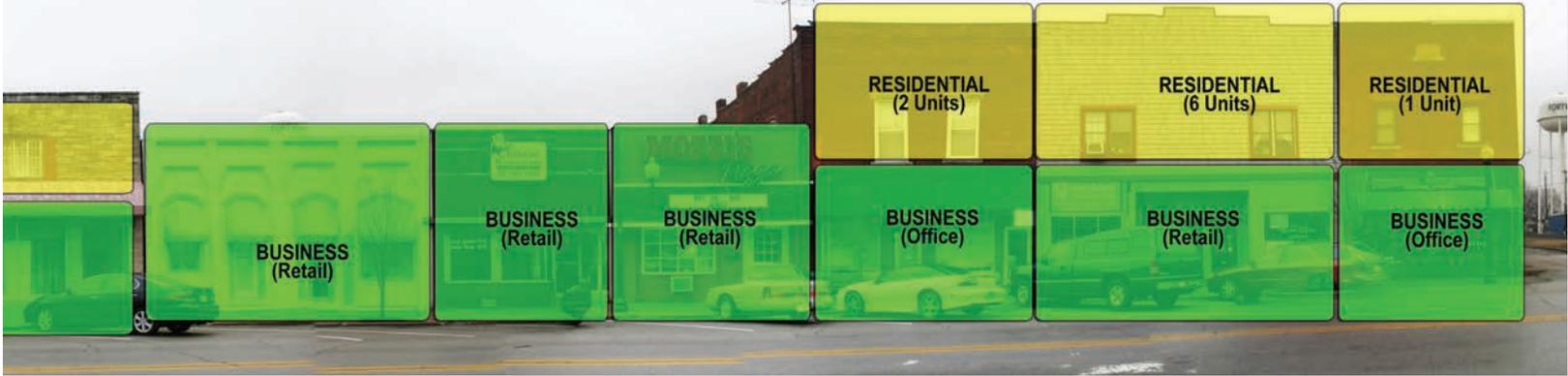
The buildings along Main Street are a mix of turn of the century to modern and even modern buildings made to look historic. Turn of the century buildings tend to be Victorian, Twentieth Century Functional, and Italianate. These buildings are often constructed of brick and contain classic building elements like the street level storefront of cast iron with large display windows, transom windows, bulkheads and upper facades with belt course and cornices. Some historic buildings have been covered with modern materials including glass, vinyl siding, aluminum siding, and limestone siding. A new building was constructed at the southeast corner of Main Street next to the Brunson Block. The new building mimics the material and massing of the adjacent buildings. From the outside appearance the buildings appear to be in good structural condition; neglect and outdated interiors may require major upgrades and modifications on the interior of the buildings.

Most of the buildings have been altered in some form, whether the brick has been painted or modern windows installed or original storefronts have been covered. Often times, the old storefronts can be discovered underneath the later modifications. Some buildings still maintain awnings and canopies over the storefront and upper story windows and signs that protrude perpendicular to the building façade.

### Existing Downtown Uses

The central business district runs north to south along Main Street stretching from West Staat Street (north) to West Broadway Street (south). West Broadway Street is also State Road 36/67. A second section of the central business district extends along South Merrill





Main Street, east side, from railroad tracks to Pearl Street



Main Street, west side, from railroad tracks to Maple Street

TOWN OF FORTVILLE

Legend for zoning colors: a dark grey square, a light blue square, an orange square, and a green square with the number 21.

Street, one block west of Main Street. The central business district maintains a compact, high quality building stock with many buildings; located in this central business district are approximately forty-four buildings and four homes that contain thirty-two businesses. These buildings are some of the Town's greatest assets and can add to a thriving central business district. Within the footprint of the forty-four buildings there is approximately 100,000 square feet of space. The businesses vary from retail to restaurants from construction services to dental services.

Existing businesses in the central business district include:

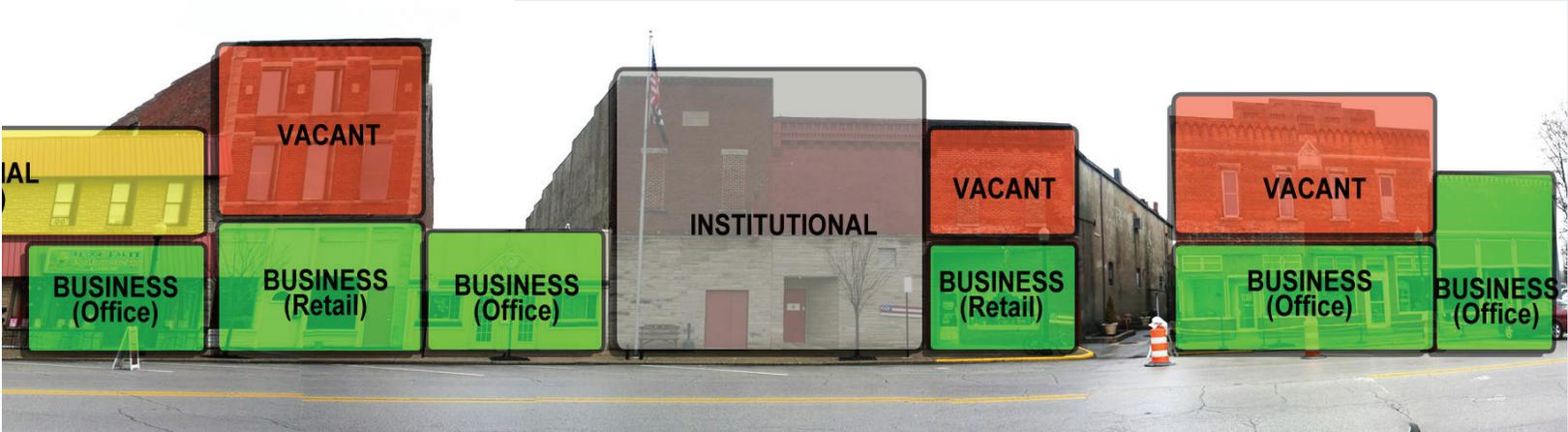
1. Vernon Township Trustee Office
2. Jennifer's Flower Boutique
3. Indulge Ice Cream Shop
4. Context Landscape Architecture
5. M&J Firearms
6. H&R Block
7. Vendors Village
8. Block Party Amusements
9. Java Junction
10. Chinese Restaurant
11. Mozzi's Pizza
12. Edward Jones
13. Personal Impressions
14. US Post Office
15. Cinco de Mayo Mexican Restaurant
16. Aircraft Manufacturing
17. Dixon Construction
18. Photo Studio
19. Waggin Tails Dog Grooming
20. Geortowner

In addition to the first floor office and retail use, several of the buildings have second floor residential units. Discussions with the Steering Committee indicated that most of the units were occupied. These rooftops combined with the surrounding residential neighborhoods provide a customer base for the central business district if they respond to the customer's needs/wants.





Main Street, east side, from railroad tracks to Pearl Street



Main Street, west side, from railroad tracks to Maple Street

TOWN OF FORTVILLE

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Existing Central Business District Building Uses issues:

1. Lack of wayfinding and gateways leading to Main Street/ Businesses.
2. Lack of identity/disconnect/isolation from State Road 36/67.
3. Underutilization of buildings.
4. Perception of vacancy

### Economic Development Conditions

Developing Main Street as a business district with a variety of jobs ensures successful growth for the entire community. The availability to lessen commute times from home to work is ideal for those with limited means of transportation and provides opportunity for infill business on Main Street.

The Town of Fortville must understand the market in order to take advantage of opportunities in the marketplace. At the same businesses need to understand their clients. Fortville needs major attractors of customers within the central business district to draw customers from broad geographic areas, such as, a unique restaurant, store or specialty shop. Fortville retail markets with a significant Retail Gap / Leakage (not necessarily in any order) include:

1. Electronics and appliance stores
2. Clothing and clothing accessories stores
3. Book, periodical, and music stores
4. Department stores excluding leaded depts.
5. Full-service restaurants
6. Limited-service eating places

These businesses present opportunities to capture dollars that are currently leaving Fortville. The complete GAP Analysis is included in the appendix. Another goal for the central business district should be to attract spenders. Spenders create the demand for services. Spenders could include:

1. Shoppers
2. Professional Services
3. Diners
4. Entertainment
5. Residences



Fortville Central Business District, hours of operation



The map to the right shows the current vitality of the central business district. The buildings shown in green are occupied with businesses or residences, the buildings shown in red or vacant or under utilized buildings.

Fortville Central Business District, occupancy vs. vacancy

TOWN OF FORTVILLE





Fortville Central Business District, assessed value

Assessed Building Value	
Dark Green	\$22,300.00 - \$37,900.00
Light Green	\$37,900.01 - \$52,600.00
Yellow	\$52,600.01 - \$67,300.00
Orange	\$67,300.01 - \$98,100.00
Red	\$98,100.01 - \$410,300.00

### Hours of Operation

The central business district serves different clientele depending upon the time of day. During working hours retail sales and service oriented businesses conduct a majority of their sales. Some retail stores stay open later to accommodate clientele stopping by on their way home from work. Restaurants and entertainment venues are often open later and rely on a good mix of businesses to attract people to the central business district. Hours of operation were visible on some window signs while other businesses did not indicate their hours. There are currently very few businesses that are open past 5pm, Monday through Friday. This causes issues and difficulty for residents to visit stores after they get off work and does not provide any incentive for visiting Main Street unless it is a specialized visit or a special event.

### Assessed Value

Property taxes are the primary source of revenue for the Town of Fortville. Property tax bills are based on the assessed value of a property. Lower assessed values of properties means less financial resources for the Town. Assessed value is balancing act between the property owners and the local government; property owners do not want to pay any more taxes than is reasonable and local governments would like more property tax revenue to assist with providing services. One caveat being, property owners tolerate higher taxes if they directly see how their money is being spent. Higher assessed values benefit both the property owner and the local government when it coincides with improvements made to the property and improvements made in the area in which the property is located. Properties in thriving central business districts will be easier to rent, will demand higher rents and will ultimately sell for a profit. The increased assessed value allows the local government to make improvements and upgrades in public areas of the central business district. The total assessed value for all properties within the central business district is \$6,378,200.

During a public open house held for the Fortville Comprehensive Plan, business owners indicated they would like to see an increase in value and maintenance of buildings. Business owners want to encourage new businesses to move to Main Street instead of locating along Broadway

or major thoroughfares. Doing so will increase popularity and restore Main Street's reputation. A good mix of pedestrian oriented businesses, especially on the first floor of buildings, will increase activity on Main Street and ultimately lead to success for all businesses.

### **Organizations**

#### ***Fortville Action, Inc.***

Fortville Action, Inc. is an Indiana Main Street designated organization that focuses on the betterment of the entire Fortville. Their mission is to 'foster a spirit of community teamwork and to strengthen, revitalize, and broaden the economic base of the community area, while improving the appearance of the Town, and promoting and marketing Fortville as a vibrant place to visit, work, shop, play and live'. Fortville Action, Inc. is a volunteer based organization.

#### ***Chamber of Commerce***

The Fortville-McCordsville Chamber of Commerce provides support for businesses located in the central business district. The chamber is a member based service that works with local and state governments and agencies to protect the interest of their members and keep the local economy strong and thriving. The chamber provides networking opportunities, ribbon cuttings/grand openings, professional development programs and other special events for their members.

#### ***Town of Fortville***

The Town is overseen by a Town Manager and the Town Council. The Town Council has ultimate executive control over the Town. Because the Town of Fortville does not have a Plan Commission, the Hancock County Area Plan Commission oversees building and zoning within the Town. However, the Town does have an overlay district ordinance to provide a specific control within the old town boundaries.

#### ***Redevelopment Commission***

The Town has an established Redevelopment Commission. The Redevelopment Commission is responsible for the development of the

industrial base within the Town. The Redevelopment Commission established a TIF District to create a business park on the south east side of Town. According to Indiana statutes governing TIF Districts, TIF funds can be used outside of the district as long as the funds are used to attract business to the district.

### **Public Space/Open Space/Gather Space**

The central business district has a small gathering space located at the point Main Street and Maple Street converge. It is a small passive recreation space with a plaza, benches and a clock. The space is privately owned and maintained. The gathering space is not big enough to host central business district events.

A more formal park, Landmark Park is located one block east of the central business district Fortville at the intersection of Church Street and School Street. The park lies on the site of the old Fortville High School, which was originally built in 1857. The park was formally dedicated on July 4, 1988. The southern end of the site focuses on passive recreation and has a gazebo, several benches, a war memorial, and a memorial tree. The northern end of the site focuses on active recreation with a soccer field and playground equipment.

In addition to the aforementioned gathering space and park, Fortville Memorial Park is located west of central business district on Church Street. Church Street connects Fortville Memorial Park with Landmark Park. Fortville Memorial Park is 38 acres and is the most widely used park in the recreation system. It includes a skate park, softball diamonds, baseball diamonds, and basketball courts, playground, picnic areas, shelter houses, and walking trails. The park also houses the Fortville Community Building, which offers an indoor basketball court, meeting rooms, and classrooms.

#### **Parks and Open Space issues:**

1. Limited gathering spaces in the central business district
2. Connectivity to Fortville Memorial Park

## Events

Bastille Day is celebrated the second week in July at Landmark Park. Bastille Day in Fortville is the largest in the State and celebrates French independence from the monarchy. The day is filled with arts and crafts, bounce houses, French music, live bands, petanque tournament, historical interpreters, unique food and treats, wine and beer tasting, lantern parade, and a laser light show.

**Winter Festival** is held in December on the streets of the central business district and is hosted by Fortville Action, Inc. The festival celebrates the winter and Christmas season. The day is filled with the lighting of Main Street, Horse drawn wagon rides, Costumed characters, Holiday music, Choirs and carols, A Christmas market, Snowflake Princess and Jack Frost crowning, Pictures with Santa, Hot cocoa and food.

**Classic Car Cruise-In** are held Wednesday evenings throughout the summer. The cruise-in brings classic cars to line the streets of the central business district for show and discussions on vintage cars.

## Utilities

Electricity and water are both available throughout the central business district. The existing streetlights do not support additional electrical outlets, but an electrical connection box has been located in the public parking lot to support festivals and events in the central business district. The amount of connections this box is able to supply is still inadequate for all festival needs. While water is available, it is not conveniently available to support vendors and water needs for festivals. Fortville benefits from having their storm water and sewer lines separated, but there are a limited number of storm water inlets in the central business district. This needs to be taken into consideration when making any improvements or adjustments to the streetscape.

## CHAPTER 3: ENVISION MAIN STREET

Successful and implementable plans build upon existing assets; the plan provides suggestions on how to address parts of Main Street that are not functioning properly or are not functioning at full capacity; the plan enhances the existing built environment and builds on the existing business base. This chapter provides a description of the enhancements and modifications required to make Main Street successful.

### Envision Fortville Main Street Concept

'Envision Fortville Main Street' builds on existing assets and blends those assets with the desired future. The focus is on Main Street; from Church Street to West Broadway Street, but also the transportation connections across West Broadway Street – bring people into the central business district; both residents and potential customers travelling along the State Road 67/State Road 36 corridor. The plan addresses this disconnection by enhancing the entire street, not just the roadway. The plan reclaims Main Street for the pedestrian, while preserving Main Street's ability to safely and efficiently handle traffic. Staat Street and West Broadway Street will serve as gateways into the central business district. Connections to the Town's parks will be through enhancements to the existing sidewalk network as well as a proposed multi use trail that parallels the railroad; providing active transportation and connecting residents west and east through Town.

### Streetscape Plan Elements

Improvements to the physical infrastructure of the streetscape include:

1. Sidewalks, crosswalks, etc.
2. Bump-outs
3. ADA accessibility

### Streets and Sidewalks

Central Business District enhancement is economic development. The

Town of Fortville will “revitalize” the streetscape on South Main Street and explore different ways to organize the street to better serve the needs of businesses and their patrons. Along with addressing pedestrian scale enhancements, the plan must address the safety issues surrounding traffic and transportation; addressing only one realm of the roadway will not create a cohesive revitalization plan. One component of the plan is to reclaim Main Street for the pedestrian, while preserving Main Street's ability to safely and efficiently handle vehicular traffic that use Main Street as a travel corridor. The relationship between an attractive, well maintained streetscape and a competitive business environment are well documented.

Quality sidewalks and public spaces, bright pedestrian lighting, and an abundance of trees, seasonal flowers and green space all enable and encourage people to take advantage of what the central business district has to offer. An aesthetically appealing streetscape provides an inviting place that can attract new businesses as it enhances the quality of the environment for people to live, work, and play. These concepts represent physical alterations to the roadway and to the pedestrian environment along the roadway.

Modifications to the roadway include:

1. Building bump-outs at the corners of South Main Street and Staat Street, Mill Street, Pearl Street as well as enhancements at the railroad crossing.
2. Reconfiguring the parking along South Main Street; parking would still be angled, but the width of the parking spaces would be reduced.
3. Closing South Main Street between Noel Street and Pearl Street; Maple Street on the North side of West Broadway Street would then become the new Main Street (Phase II).
4. Extending Pearl Street to Merrill Street (Phase III).
5. Building additional Parking Lots along Merrill Street (Phase III)

### ***Bump-outs***

Bumps-outs reduce the distance that pedestrians must cross to get from one side of South Main Street to the other, and provide more area for softening the pedestrian realm through landscaping. Bump-outs also improve the visibility between pedestrians and motorists, help to slow traffic and increase safety of a heavy pedestrian use area. Angled parking can easily be incorporated into the bump-out design and bump-outs will minimally impact parking spaces. Having parking spaces too close to corners obstructs motorist-pedestrian sight-lines.

### ***ADA Accessibility***

The design of sidewalk environments is important to all pedestrians, but is particularly important to those with disabilities who have limited travel choices and rely most on the pedestrian environment. For example, older adults, persons with vision impairments, and children frequently rely on the sidewalk to travel independently within their community for shopping, recreation, exercise, and walking to school. All sidewalk improvements need to meet the minimum standards set forth in the Public Rights-of-Way Accessibility Guidelines (PROWAG). This includes level walking surfaces, street furniture mounted on concrete blocks, actuated and audible pedestrian crossing signals, curb ramps with tactile bumps, etc.

### ***Future Phases: Closing South Main Street and Extending Pearl Street***

The intersection of Main Street with South Maple Street, Pearl Street and the alleyway accessing the parking lot of the Greenfield Banking Co. is a dangerous 5-way intersection. There are visual clearance issues for motorists exiting the bank parking lot and vehicles traveling south on South Main Street. In addition, limited turning movements from South Main Street to West Broadway Street and the signalized intersection at South Maple Street reduce the need to have two through streets from West Broadway Street converging at this intersection.

To address the safety concerns and increase accessibility and circulation South Main Street from West Broadway Street to Pearl



Improved ADA Accessibility

Street should be closed and Pearl Street should be extended to South Merrill Street. Closing South Main Street would not affect any property owner's site access as all properties currently have secondary access. Closing South Main Street would also allow the expansion of the green space currently located in this area, and through future property acquisition allow this green to continue south across West Broadway Street. This would truly allow the Town to create a unique gateway into the central business district. Several properties would need to be acquired so completing this is recommendation is suggested in a future development phase. Extending Pearl Street would also require property acquisition, but would provide additional entry and exit points for the central business district. Through the acquisition of the properties for the extension, the Town could also plan to provide an additional public parking lot in this area. Again, completing this is recommendation is suggested in a future development phase.

### **Street Furniture Zone**

In order to create a unified streetscape image, standardization of the pedestrian design elements is required. While the sidewalk is often the priority, special consideration must be given to the appropriateness of all street furniture because of its impact on the sidewalk. The primary goal of street furniture is to add functional and aesthetic enhancement without creating visual clutter. The following are the streetscape/street furniture changes that have been considered to create a comfortable, attractive and safe pedestrian environment:

### **Street Trees**

The Town of Fortville currently has street trees in excellent condition along South Main Street. Should the trees need to be replaced, new trees should be selected in consideration of the following:

1. Avoid mono cultures (use of a single tree specimen); there should be enough variety in the sizes and species throughout the central business, but also cohesiveness through repetition of plant material
2. Vary selection of street trees to avoid impacts from disease eliminating all of the trees
3. Integrate (smaller) ornamental trees into overall plantings
4. Consider micro-climates (shade, winds, space limitations, etc.), of the area/blocks when locating new tree plantings

Healthy existing trees should be saved during new streetscape improvement or construction. These existing trees may not be the same species as the new street tree plantings; however, preservation of existing trees is encouraged. Factors to consider when evaluating whether existing trees should remain in the new streetscape include:

1. Integration with proposed improvements
2. Size (caliper and height)
3. Tree form/canopy
4. Health
5. Age

### **Street Lighting**

All streetlights should be located in the curb zone of the sidewalks. Where wider sidewalks and plazas exist, additional lights may be located in the building zone as long as a 6' pedestrian zone is maintained. The height of the street light is often determined by the required luminosity for vehicular traffic; however, there is flexibility in height and wattage/type of lights used in the streetlight. Thought should be given to how the streetlights work within the pedestrian zone as well. Typical spacing of pedestrian streetlights is 40' - 60' on center, paired across the street or, 80' - 120' on center in a staggered pattern. Mature tree canopy size should also be considered when spacing streetlights which should be centered between trees whenever feasible. Streetlight spacing may also need to be adjusted to relate to the design of building entryways. To achieve a consistent look and avoid spottiness of pedestrian lights, a minimum of four streetlights is recommended on a block face.

### **Benches**

Benches are important public resources that contribute to making the central business district an enjoyable space for pedestrians who live, work and visit. All benches shall be permanently mounted to the sidewalk with tamper-proof bolts. 72" long, 28" deep, and 34" high. The Town should use a standard black, powder-coated finished bench. Benches should be (most of the time) oriented away from the street.

### Trash Receptacles

Trash receptacles are among the most ever-present elements of street furniture; they are a necessity, but also can serve as a detractor. The number of trash receptacles should be based on the specific pedestrian use and reviewed on a block-by-block basis. New trash receptacles places along South Main Street should incorporate recycling options.

### Bike Racks

Bike racks should be used frequently throughout the corridor; the provision of bike racks encourages less vehicular traffic, traffic congestion and demand for parking. Bike racks can be located at the edge of parking lots or in gathering spaces. Bike racks should be safe, secured and if possible protected from weather.

### Parking

In order to maximize the amount of parking available, angled parking stalls should be reduced, nearly doubling the existing parking. By doing so, it allows the Town to add more parking and specify the location for particular vehicle types based on the width and location of the parking spots. Compact cars and motor bikes could be parked by the corners of crosswalks and intersections, allowing drivers to see oncoming traffic easier. This would also accommodate bump-outs and traffic calming solutions. A public parking lot is located on the west side of Main Street between Mill Street and the rail road tracks. This parking is available for the public without parking restrictions.

Based on Hancock County's Zoning Ordinance, small and medium sized retail stores require 1 parking space to every 300 square feet. Professional offices require 1 parking space to every 300 square

feet. And for every unit in a multi-family dwelling there should be 2.5 parking spaces.

The following table shows the parking needs for the central business district:

		Required Parking
Total CBD Sq. Ft.	214, 905	472
Total CBD Sq. Ft. (excluding vacant sq. ft.)	132,702	231

\*Note: this does not include multi-family dwellings as the data is not currently available.

### Parking Reconfiguration

Based on stalls that are 12'-9" along curb with a stall depth of 14' Church Street to Staat Street

Distance of 220'

Total = 17 parking spaces, total of 34 for east & west side

Staat Street to Railroad

Distance of 206'

Total = 16 parking spaces, total of 32 for east & west side

Parking Entrance to Mill Street (west side)

Distance of 53'

Total = 4 parking spaces

Railroad to Mill Street (east side)

Distance of 130'

Total = 10 parking spaces

Mill Street to Pearl Street (east side)

Distance of 195'

Total = 15 parking spaces

Mill Street to Pearl Street (west side)

Distance of 216'



Looking South on Main Street

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Total = 16 parking spaces

Total Existing On-Street Parking = 68

Total New On-Street Parking = 128

#### Existing Parking

Parking required by residential = 65

Parking required by business = 472

Total Required Parking = 537

Existing Parking = 134

Total Parking Deficit = 403

#### New Parking

Total New On-Street Parking = 128

Total Public Parking Lot = 77

Total New Parking = 205

**Total Parking Deficit = 332**

Even with reconfiguring the angled parking stalls there will still be a parking deficit given the zoning ordinances requirements and creating the 'ideal' situation. In later phases of 'Envision Fortville Main Street' plan, additional public parking should be built on Merrill Street. This requires the Town to acquire property when it becomes available on the market. Additional parking should be located on the periphery of the central business district with easy connections to Main Street and allowing the focus of Main Street to be a pedestrian experience. Ideal parking expansion areas have been identified in the phases map at the end of this chapter.

In addition to these public parking areas there are several private parking areas in the central business district. These include:

1. United States Post Office
2. First United Methodist Church
3. Greenfield Bank
4. Erlewein Mortuary

While the use of these parking areas is going to vary by the business, there is opportunity to utilize these parking areas to further supplement the need for parking in the central business district. Several additional parking concepts need to be explored:

1. Enforcement of Parking Regulations
2. Wayfinding and Signage
3. Employee Parking
4. Event Parking
5. Residential Parking Permit Program
6. Private/Public Parking Agreements

#### *Enforcement of Parking Regulations*

The Town needs to explore the means to increase enforcement resources, employ the most effective enforcement tools available and ensure that enforcement is friendly and fair. As development and activity increases in the central business district, the Town should periodically evaluate the effectiveness of the existing time limits and determine whether changes are needed.

#### *Wayfinding and Signage*

The Town needs to incorporate parking signs into their over-all wayfinding program. Such a program might include additional signage and web resources that show motorists where they may park and guide drivers to key destinations once they have parked.

#### *Employee Parking*

The Town needs to work with business owners to broker shared parking arrangements between businesses and private parking lot owners to create a dedicated and convenient parking supply for employees in the Central Business District. The parking areas should be within a 400-foot walking radius (a 2-3 minute walk on average) in order to ensure that the most convenient spaces will be available for customers and visitors.

#### *Event Parking Plan*

The Town needs to establish an overflow parking plan for special events (parades, car shows, festivals, etc.) that impact available parking on South Main Street during these events. The plan should include

a coordinated effort between businesses and the Town to minimize conflicts (deliveries, etc.), encourage the utilization of public and private facilities that are typically utilized on weekdays, and disseminate parking information, particularly during large scheduled events.

#### ***Residential Parking Permit Program***

The Town needs to evaluate a residential parking permit program to address potential spillover parking in the residential areas or residents parking multiple vehicles on-street instead of in driveways or off-street.

#### ***Private/Public Parking Agreements***

The Town needs to create a program to convert as much of the existing private parking supply for retail and office uses in the central business district into publicly accessible parking lots. In order to create incentives for private lot owners to open their private parking lots to the public the Town may explore the use of a potential lease and/or purchase agreement.

#### **Public Space/Open Space/Gathering Spaces**

Public space, open space, parks and green space add value to a central business district. They provide opportunities to create a small micro-climate different than the rest of the Central business district, they provide opportunities to enhance the tree canopy and create natural gathering and meeting spaces.

There is privately owned gathering space at the confluence of Main Street and Maple Street that provides seating and the iconic 'Town Clock'. This is a small gathering space. Another larger gathering space exists in Landmark Park which sits on the north-east edge of the central business district. The park is just far enough from the central business district to not be a full asset, but any pedestrian improvements should enhance the connections to the park.

There are currently under-utilized and "left over" areas within the central business district. Converting these areas into gathering spaces will help increase pedestrian traffic in the central business district and provide areas for the Town to host activities and events. One such area is in front of the post office.



Gateway into Central Business District

In addition the Town should explore the concept of mixed used or shared gathering spaces. For example, the Town currently uses the public parking lot for concerts and movies. Main Street itself should serve as another gathering space by closing connections to West Broadway Street and Staat Street during special events.

### Gateways and Wayfinding

The strength of the Fortville Envision Main Street plan lies in its ability to build upon existing amenities, connect to the community, and create future assets. The central business district is located adjacent to a major thoroughfare, State Road 36/67, and maintains an excellent stock of historic buildings. Main Street's intersection with State Road 36/67 is a logical location to establish the gateway into the central business district. On the north end of the central business district a planned trail will connect Landmark Park with Fortville Park. The trail will serve as a linear green space as well as link into the central business district.

Upon entering Main Street from Broadway/36, a gateway or directional signs indicating the entrance of the Main Street district would establish a sense of place and create a landmark in which Main Street is the main focus. Unique gateway designs could generate a unique theme or character for Main Street.

Without apparent pedestrian crosswalks, it could be difficult to cross Main Street or adjoining streets. Textured or colored crosswalks create safer ways to cross streets since vehicular traffic is able to see and slow down around these areas. Crosswalks would be beneficial along Staat Street, Broadway, and at intersections on Main Street. These areas show ample amount of vehicular traffic and crosswalks will ensure pedestrian and vehicular safety.

The central business district, being a unique asset to the Town of Fortville, should be identified by gateways that acknowledge you are entering a 'special' place. Gateways serve as thresholds, as transition areas that elicit responses of pride from residents and curiosity

### Items for Special Consideration

Awnings & Signage: are both items that require special attention and consideration. Awnings were quite common in the 19<sup>th</sup> Century business district, providing protection from the elements and blocking the damaging rays of the sun from penetrating storefronts, they are less essential as they once were. However, awnings evoke the nostalgia of bustling, historic central business districts. The use of awnings should be further explored when the Town assumes administrative control of the central business district, but generally should:

1. Awnings should fit within the enframed storefront.
2. Awnings shape, size material and color should be consistent with the style and character of the building.
3. Awnings should be compatible with other nearby awnings, particularly on the same building.
4. Awning height should provide pedestrian scale to the building and meet code requirements. Locate the structural components of awnings at least 8 feet above the sidewalk.
5. Awning shape, size, and height should be proportional to building façade. Awnings should not dominate or overwhelm other elements.

Signage size, requirements, style, material, etc. is another complex issue to tackle when revitalizing central business districts. The permitting of store/building signs should also be further explored when the Town assumes administrative control of the central business district, however, generally should:

1. Signs should reflect the character of the building and its use. When the building has little or no architectural character, it is important that the sign add interest and focus to the façade. Roof signs extending above the parapet line of a façade should not be allowed. The architecture of the building often identifies specific locations for signs; these locations should be used. All signage should relate to the architectural characteristics of the building.

from visitors. Critical gateways for the central business district include South Main Street and West Staat Street as land use transitions from residential to commercial and South Main Street/ Maple Street and East Broadway/State Road 36/67, a transportation corridor connecting other

regional centers. Other areas that can be considered as gateways to the central business district include North Madison Street and East Staat Street and South Merrill Street and West Broadway Street.

Wayfinding is important to direct visitors to parking and attractions. The Town of Fortville should develop a wayfinding system that is unique for their Town. The way finding system should have a hierarchy based on location of the sign. A typical approach includes different sizes of signs based on:

1. Arterial Roads
2. Collector Roads
3. Local Roads

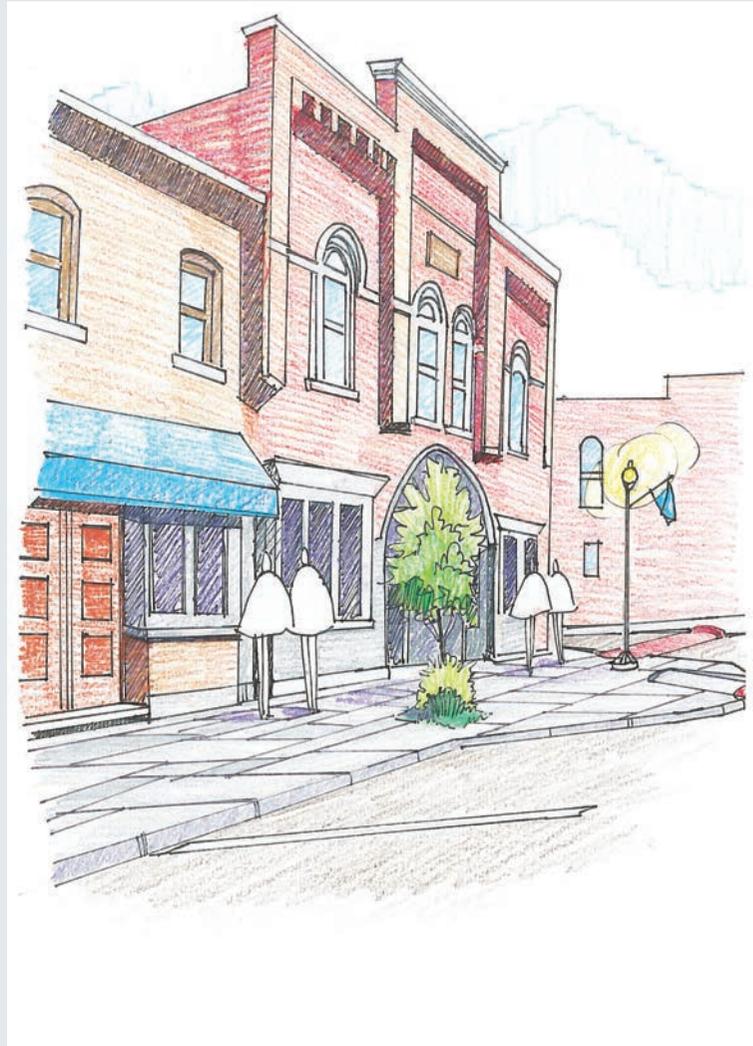
For Arterial and Collector roads wayfinding typically stands on its own and can be incorporated in streetlights for local roads.

**Utilities: Electricity and Water**

The availability of electricity and water along South Main Street would greatly enhance the Town’s abilities to host festivals and community events. Electrical outlets can be incorporated into streetlights or ground mounted receptacles can be installed during sidewalk replacement. This also requires support panels to be installed at multiple places throughout Main Street; ideally in publicly owned spaces, parking lots, behind buildings or on side streets. Water is also available through the Town utility. Additional spigots should be installed when the sidewalks are replaced as well. Again these should be located in publicly owned gathering spaces, alleyways and along Main Street to provide easy vendor set up during festivals.

Details for the provision of electricity include:

1. Locate electrical conduit in a utility trench along the backside of the curb when sidewalks are replaced. Ideally the utility trench is covered with paving stones to allow for ease of access for repair and upgrades. Anytime sidewalks are replaced the utility trench should be a component of the upgrade.
2. Services should be 240/120VAC - 50Amp with access points at 50 feet to 100 feet intervals.
3. Streetlights and trees should include receptacles with 120VAC - 20Amp service.



Sidewalk Enhancements on Main Street



Gathering Space at Post Office

2. Signs should be an integral part of the design of storefront alterations and new construction. Signs should not obscure architectural elements such as transoms or columns.
  3. The size of signs and sign letters should be in scale and proportion to their context, with letters between 6 and 16 inches high.
  4. Primary signs should contain only the name of the business and its logo. The use of business logos, symbols, and icons should be encouraged.
  5. Signs on the upper façade should be building identifications signs only. Locate signs for ground floor tenants at storefront level.
  6. Construct signs using high quality materials such as metal, stone, wood, gold leaf, and exposed neon. Internally lit plastic letters or signs should be discouraged.
  7. Firmly anchor the sign to the building in a way that does not damage the surface, and allows for easy removal to accommodate changing tenants.
  8. Coordinate the design and alignment of signs on multiple buildings in order to achieve a unified appearance rather than visual clutter.
4. Utility trench should accommodate current power needs, audio cabling for PA system, and excess capacity for future needs.

Short term improvements to the electrical system include:

1. Complete installation of 120/240VAC Event Power Points (EPPs) at the locations listed below. The design of the EPPs is capable of supplying 40kW @ 240VAC. This includes: (2) at the Main and Staat Street Intersection - SE & SW corners, (2) at the Main and Mill Street Intersection - NE & NW corners (NW one Completed) and (4) at Landmark Park - East and West end of Soccer Field (East end completed); East and West side of main section of the Park (East side completed).
2. Design EPPs to:
  - Be unobtrusive, low cost, vandal resistant and able to supply the power to all the above listed 'longer term' services;
  - Present a minimal 'fixed cost' investment while requiring very little maintenance and repair; and
  - Maximize flexibility through the ability to integrate (using quick-disconnect devices and no tools) with commonly available rental electrical distribution equipment for use during short-term events or the needs of the town's municipal service and repair crews.

## Items for Special Consideration

'Maintaining the Frame': like many central business districts, Fortville's central business district has incorporated the design concepts and materials of the decade in which renovations or alterations have taken place; for example covering historic facades with new glass facades, faux stone or aluminum slipcovers. When these alternations begin to break down the 'frame' of the street, the no setback requirement for buildings, we begin to lose the pedestrian scale of the streetscape environment. This happened when the Post Office was constructed on Main Street – it was constructed to suburban design standards. However, further south on Main Street when Aircraft Manufacturing constructed an infill building, it recreated the historic feel of the pedestrian environment. Any future alterations should follow the latter; build-to lines that require the building to be close to the right of way maintaining a continuous edge or 'frame' of the street. If the Post Office should ever transition, the site should be redeveloped to incorporate this principal.

Details for water include:

1. Water spigots should be located every 50 feet for tree/flower watering and vendor access.
2. Water lines should be located in a separate utility trench for electrical service.
3. Water lines should be based on the existing network, but accommodate freeze proof hose bibs and at ground level service with removable covers.

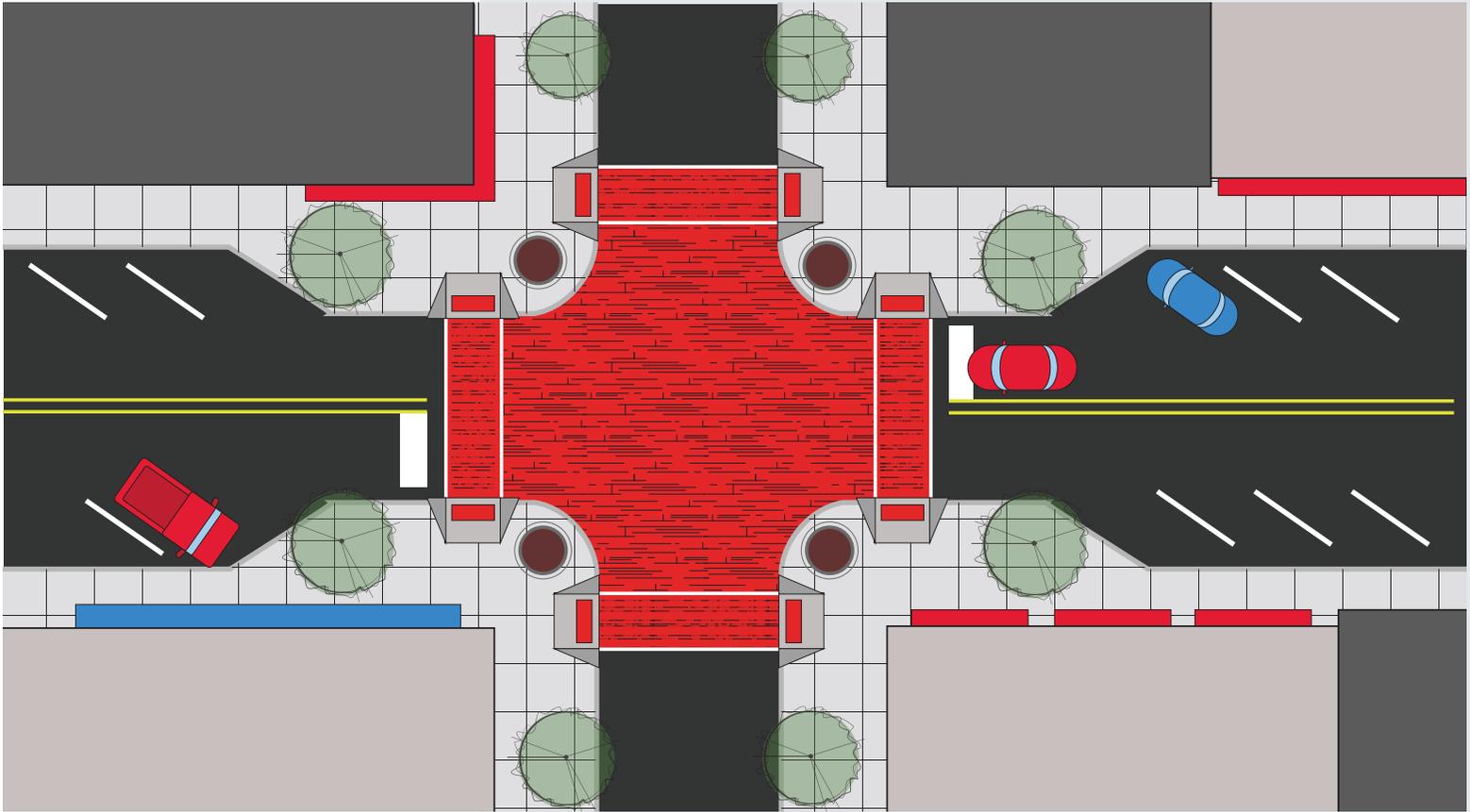


Envision Main Street Plan; Phase 1

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ENVISION FORTVILLE MAIN STREET



Detail of Intersection Enhancements



Linear Greenway Along Railroad Tracks

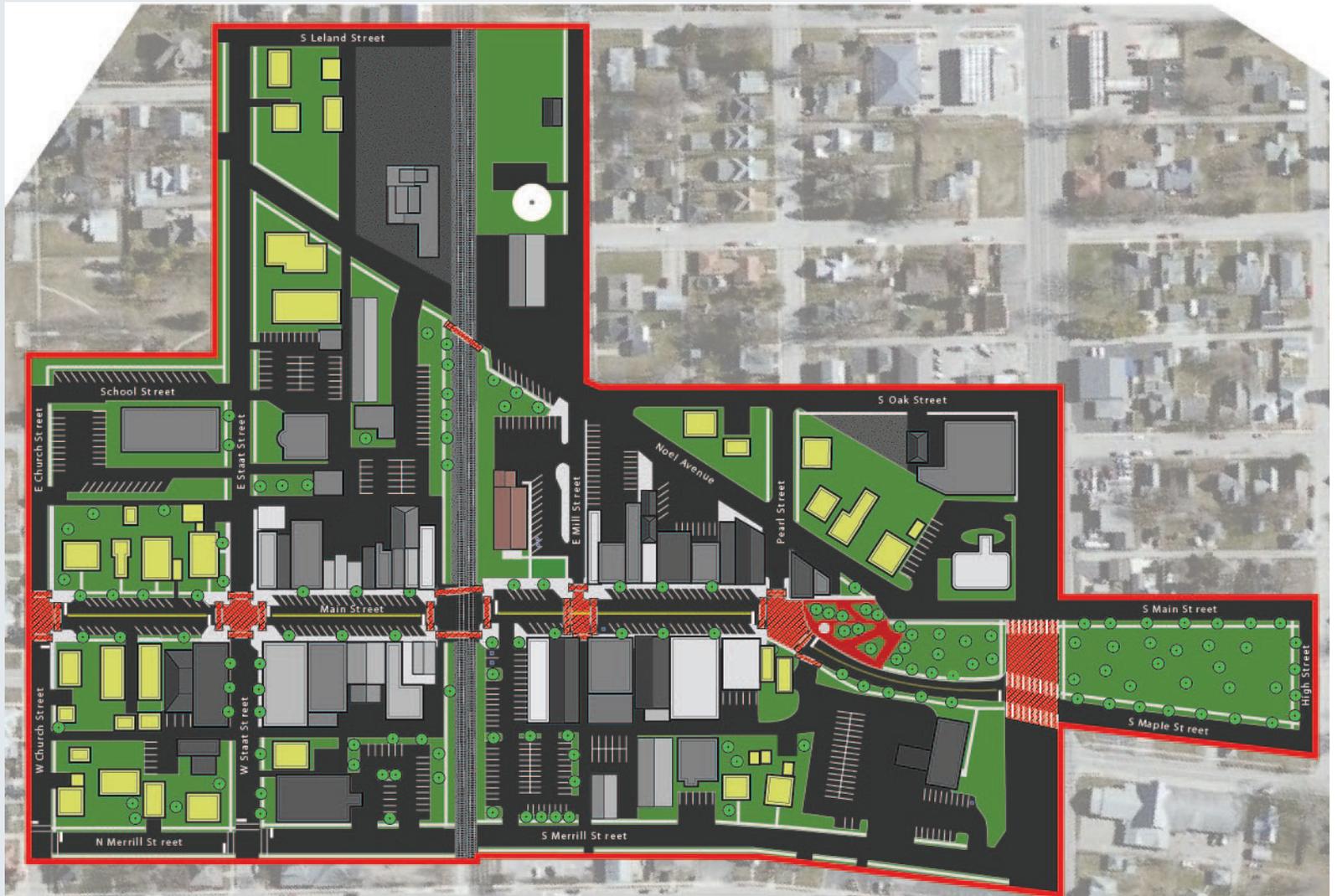


ADA Enhancements at Railroad Tracks

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Envision Main Street Plan; Phase 2

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ENVISION FORTVILLE MAIN STREET



Envision Main Street: Phase 3

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Enhancements Along West Broadway Street

ENVISION FORTVILLE MAIN STREET

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Enhancements Along West Broadway Street

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Envision Main Street Plan: All Phases

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ENVISION FORTVILLE MAIN STREET

# CHAPTER 4: ACTION PLAN

## TAKING THE PLAN AND MAKING IT A REALITY

The success of any plans is in its implementation – how do you go from concepts on paper to reality on the ground? Who is responsible for completing which projects? Where is the funding coming from? How long will it take us to get where we want to be? This chapter provides action steps to execute ‘Envision Fortville Main Street’.

### Infrastructure Projects

Required infrastructure projects to accomplish the Envision Fortville Main Street plan include:

1. Build Bump-outs (for traffic calming and pedestrian safety) at all intersections; Main Street, Maple Street, Pearl Street, Mill Street, Staat Street, & Church Street
2. Build ADA Accessible Ramps into Bump-outs at all at all intersections; Main Street, Maple Street, Pearl Street, Mill Street, Staat Street, & Church Street
3. Restripe crosswalks at all intersections; Main Street, Maple Street, Pearl Street, Mill Street, Staat Street, & Church Street
4. Install paving pattern on interior of striped crosswalks at all intersections; Main Street, Maple Street, Pearl Street, Mill Street, Staat Street, & Church Street
5. Rebuild curb and sidewalks along Main Street from West Broadway Street to Staat Street; use paving stones in the reconstruction of the sidewalks and create a utility strip along the curb edge
6. Install a sound system along Main Street utilizing the utility strip along the sidewalk and new decorative poles
7. Install decorative poles along streetscape (intermittent between existing lights and trees) to hang flower baskets and banners
8. Install tree grates along Main Street from West Broadway Street to Staat Street
9. Mill and repave Main Street from West Broadway Street to Flatfork Creek

10. Restripe parking on Main Street; parking should be at a 45 degree angle with a maximum curb length of 12’9”, stall width of 9’ and stall depth of 18’
11. Install water spigots along streetscape; minimum of 3 per block each side of street
12. Install electrical hook-up along streetscape; (GET INFO FROM GREG MACKEY)
13. Build a multi-use path along the railroad easement from Noel Street to West Staat Street
14. Address ADA access on Main Street at railroad track; make north-east side of Main Street accessible with a ramp that ties into the multi-use path

### Quick Start Projects

Everyone is ready to see something happen. After going through a yearlong planning process; the Steering Committee members, the town staff, the Town Council and residents who participated in the public meetings are ready to complete every recommendation in the plan. They are ready to capitalize on the excitement of the plan and make it a reality. Implementing the entire plan at once is financially unfeasible for the Town of Fortville. The physical infrastructure projects have been divided into phases to align with available funding and growth in the community and a short list of quick start projects have been developed to continue to build the excitement and gather support for the plan while the financing is put in place.

### Create QR Code Walking Tour

The goal of the plan is to bring more people into the central business district; residents from Town and tourists from out of Town. The goal is to get customers into shops to support businesses and people to attend festivals and events to continue to build a customer base for existing businesses and create a demand for additional businesses.

A QR Code Walking Tour of the historic buildings in the central business district of Fortville is a low cost option to give customers an activity to complete either while they are shopping (it keeps them in the central business longer increasing the possibility of food and drink purchases) or it brings customers into the central business district to explore and learn about the history of the Town of Fortville. The walking tour can highlight all of the buildings (and even locations of previous buildings) or only a handful of the most significant buildings. The buildings do not even have to be occupied or in good condition. Including a vacant building can serve to bring attention to the building owners vision and future plans for the building by including drawings or renovation plans along with the QR Code or can serve to inspire an entrepreneur to envision what the building could be, thus leading towards revitalization and business creation. And lastly, the research for the QR Code Walking Tour can be the foundation of investigating whether the central business district would qualify and/or benefit from a listing on the National Register of Historic Places; if there is interest in pursuing that designation. To create the walking tour place, a QR Code (there are free QR Code generators available on the web) that is linked to a web-based description of the history of the building in each of the selected building windows.

Recommendations for creating a QR Code Walking Tour include:  
*Responsible Organization:* Fortville Action Inc. & Building Owners  
*Steps:*

1. Develop a logo that will be placed along with the QR Code on the card that will be placed in the window. This starts to build a brand and common identifiable feature for the Walking Tour.
2. Work with Building Owners to identify the desire to be included in the Walking Tour.
3. Research buildings to include in the Walking Tour. The initial recommendation is to pick ten buildings as not to be overwhelmed at the start. Buildings can always be added to the Tour. Fortville Action Inc. should work with County Historians, Local Historians, and Building Owners on the research. Research should include old photographs and images. The more engaging the Walking

Tour is, the longer the customer will stay in the central business district.

4. Work with a web-developer to build a simple website or use an existing website to host the building descriptions (i.e. Fortville Action Inc. or Town of Fortville). Using an existing website provides an opportunity to engage the customer in other activities, promotions and sales as well. Link individual QR Codes to a single building description.
5. Print logo and QR codes on a single piece of card stock.
6. Place cards in building windows.
7. Continue to research additional buildings to add to the Walking Tour or rotate buildings in and out of the Walking Tour to keep the Tour new and engaging.

#### **Host a Paving Stone Sale**

The goal of the plan is to get Fortville residents (and former residents) engaged and involved in the revitalization of the central business district. Chances are Fortville residents have an emotional connection to the central business district; whether they remember how active it used to be or understand the connection between the vitality of the central business district to the success of the Town. Organizing the sale of engraved paving stones to be used in streetscape revitalization is one way to evoke the emotional connection of existing and former residents to the central business district. Paving Stones should be available in up to three sizes to accommodate varying levels of donation. The purchase of a paving stone allows the customer to get an engraved message on the stone; the size of stone dictating the length of the message.

The money raised should be used to help offset the cost of over-all streetscape infrastructure improvements or to create a legacy project; a plaza, a sculpture, or unique feature of the over-all plan. The most important aspect of a Paving Stone Sale Program is the time between the purchase of the paving stone and the construction of the streetscape; residents may lose faith in the over-all process of the sale of paving stones lingers and construction is delayed. Ideally, the sale of the paving stones would begin six months before construction starts and last two months into construction. Sales during construction give naysayers the opportunity to realize the plan is going to happen. The schedule

should be adjusted depending based on the construction schedule that is finalized for the Town's revitalization efforts.

Recommendations for Hosting a Paving Stone sale include:

*Responsible Organization:* Fortville Action Inc. & Town of Fortville

*Steps:*

1. Work together to determine the levels of sponsorship for the size of paving stones required in the infrastructure plans – generally three levels works best.
2. Secure a retailer/contractor to supply the engraved stones.
3. Develop a marketing campaign for the paving stones; include direct marketing to memorial, business, and individual customers.
4. Start sale of paving stones at least six months prior to construction date.
5. Coordinate with the general contractor completing the infrastructure work on the placement of the paving stones.

***Create 'Show me Fortville' Marketing Campaign; place 'main street' properties in real estate investment magazines, websites, listservs and local magazines (Geist magazine), market the Town***

The goal of the plan is to attract investors, businesses and customers into the central businesses district. There are already a lot of great events and businesses located in the central business district; the town staff, Business Owners, Building Owners, Fortville Action Inc. and the Fortville/McCordsville Area Chamber of Commerce need to work together to capitalize on what is currently happening and work to attract additional businesses and events. The collaboration should be a multi-faceted marketing campaign focused on showcasing what the Town, central businesses district, and individual properties have to offer. Festivals and events should be advertised in Statewide publication (tourism brochures, websites, etc.), Countywide publications, hotel/bed and breakfast websites (special weekend trips), and of course all of the partners websites. Fortville Action Inc. and the Fortville/McCordsville Area Chamber of Commerce should be focused on advertising the value and opportunities of locating in the central business district as well as working with existing businesses to ensure the continued success of their business. Building owners should focus on renovating their

properties and listing the availability of the property in real estate, business, investment listservs and magazines. Instead of focusing on attracting one type of business, market the property as 'build to suit' to attract a wide a variety of businesses and entrepreneurs.

Recommendations to Create a Marketing Campaign include:

*Responsible Organization:* (multiple organizations with multiple responsibilities)

*Steps:*

1. Town Staff – focus on the maintaining and upgrading infrastructure and accomplishing the infrastructure improvements outlined in the plan. Continue working on improvements that make the central business district attractive to all sorts of desirable businesses. Business owners can't be expected to pour their livelihoods into a struggling central business district unless they see that the Town is backing them up. Are the streets clean and policed? Is the Town's own property well maintained? In most cases, public investment must come before private investment.
2. Fortville Action Inc./ Fortville/McCordsville Area Chamber of Commerce – develop a multi-faceted 'Show me Fortville' Marketing Campaign that includes a logo, a brand, a website, radio ads, tv ads, magazine articles, newspaper articles, business and customer interviews, etc. – get people interested and engaged in Fortville.
3. Business Owners – advertise the availability of any vacant or underutilized properties in trade magazines (real estate, business, Geist magazine, etc.). Market properties as 'build to suit' and roll the cost of improvements or upgrades into the cost of rent. Host 'open houses' during Town events and festivals to provide potential businesses or entrepreneurs the opportunity to see the space in a 'no pressure atmosphere'. Any initial renovations or improvements to the building should focus on the exterior of the property. A great looking building on the outside will go a long way in convincing a potential business you share the same vision for the interior of the building.

**Work with Redevelopment Commission to spend money to 'attract businesses to Town/Business Park**

The goal of the plan is to realize physical infrastructure improvements; both in the central business district as well as areas outside of the central business district; gateways, wayfinding, West Broadway Street, etc. According to IC 36-7-14.5-12 the power and duties of authority allow a Redevelopment Commission to 'finance, improve, construct, reconstruct, renovate, purchase, lease, acquire, or equip local public improvements'. These activities must take place within the allocation area (TIF District) established by the Redevelopment Commission or 'serving or benefiting the allocation area' according to IC 36-7-14.5-12. The gateways, wayfinding and West Broadway Street improvements suggested in Chapter 4 would fit within the parameters of the Indiana Code.

Several members of the Redevelopment Commission were active on the Envision Fortville Main Street steering committee. The Redevelopment Commission is currently developing their own plan to continue to develop and expand the Fortville I-1 Industrial Park located adjacent to Town Hall, south of West Broadway Street.

Recommendations for working with the Redevelopment Commission include:

*Responsible Organization:* Fortville Action Inc., Town of Fortville & Redevelopment Commission

*Steps:*

1. Attend meetings of Redevelopment Commission
2. Share Envision Fortville Main Street with Redevelopment Commission
3. Work with Redevelopment Commission to get ideas from Envision Fortville Main Street Included in the Redevelopment Commission plan.

**Administrative Updates**

'Envision Fortville Main Street' is only the framework for elected officials to continue to invest in the central business district. It starts to frame the interconnectedness of their responsibilities as the

Town Council with the needed guidance for economic development in the central business district. The Town Council plays a key role, even if they do not own property in the central business district; the Town Council's support of infrastructure investment is a signal to property and business owners the Town is committed to seeing the central business district succeed. In addition, there are administrative responsibilities and economic development programs (most required to be administered by the Town Council) the Town Council can undertake to start to accomplish the goals of 'Envision Fortville Main Street'.

**Recommendations for the Town Council to (immediately) undertake to implement 'Envision Fortville Main Street':**

1. Planning and Permitting
2. Establish a Plan Commission and Board of Zoning Appeals
3. Update Policies, Ordinances, Development Requirements, etc. for the CBD

**Planning and Permitting**

1. Expedite project approvals for economically important projects that cannot afford lengthy permit procedures. Expediting can include assigning specific staff to guide applications through the process and cutting red tape in both requirements and procedures.
2. Improve permitting processes to cut development costs by reducing the length and complexity of the permitting process; make it easy to develop.

**Establish a Plan Commission and Board of Zoning Appeals**

Currently the Town of Fortville relies on Hancock County to handle zoning and building standards. By establishing a Plan Commission and Board of Zoning Appeals, the Town would regain local control over land uses decisions happening in the central business district. Maintaining local control over zoning and building standards would allow the Town of Fortville to create special programs, like fee waivers or streamlined permitting, that allow them to focus revitalization efforts in the central business district.

1. Build on existing strengths and assets of your business and labor force. In many communities, expansion of existing businesses and



industries is proportionally more important than bringing in new industries. Work with local business community to identify needs for expansion that could be aided by public actions such as assembling suitable sites, making infrastructure improvements, and sponsoring training program to support greater economic activity.

2. Adopt tax and other incentives for building and renovating buildings to attract developers by lowering development costs. Tax abatements, waiving or deferring fees, etc. make it financially feasible to invest in central business district buildings as the market continues to rebound.
3. Allowed shared parking to reduce demands requirements for large parking lots that get double duty from parking areas for daytime and nighttime activities.

At this time the Town of Fortville does not wish to pursue strict rehabilitation guidelines. However, it is important, as related to branding that the Town of Fortville have building renovation and maintenance standards. Central Business District property owners have the responsibility of improving and maintaining their property to basic standards of cleanliness and structural soundness. Every failure to do so perpetuates a negative identity of the central business district and therefore, has a negative effect on value of that property and on the economic health of the area as whole. In doing so, a checklist of building improvement standards should be prepared which addresses the appropriate maintenance and renovation of all existing buildings throughout the area. For enforcement and review of building improvements a Design Review Board can be established.

Update Policies, Ordinances, Development Requirements, etc. for the CBD

Town Hall; elected officials and policies need to be pro-central business district, pro-business and pro-quality. More often than not an array of municipal policies and procedures affect the success of the central business district. The following strategies can be used to ensure current policies are reviewed and future policies reflect the Town of Fortville's vision for a strong central business district:

1. Review existing planning policies.

2. Create new planning policies that focus on the central business district.
3. Reserving First Floors for Non-Office Uses: efforts should be made to reserve the first floors of buildings along Main Street for retail uses. As a first step, building owners are being encouraged to voluntarily honor this policy – since it is really in their best economic interest. As the planning and development process is being revised and updated, a policy should be formally adopted as a stipulation in the local zoning ordinance.
4. Keeping Public Uses Downtown: most central business district are and should remain the center for a multitude of public uses, including general governmental uses, utility systems and companies, library facilities, post office, and public gathering spaces. Each of these uses brings people downtown and helps the central business district to maintain its position as the center of the community – center of business and center of social interaction.
5. Managing and containing development – as the central business district becomes healthier through these planning efforts, pressure will surface to expand the boundaries of the central business district to accommodate growth. This may require the demolition of housing or other non-commercial uses adjacent to the central business district. While this plan has identified areas for growth (parking), maintaining the current limits of the downtown maintains its compactness (and walkability) and its critical mass (fewer buildings, infrastructure, etc. for upkeep) and at the same time protect the surrounding neighborhoods which house a critical customer base for the central business district.
6. Streamline Government Process – the Town should streamline their project development and review process especially for small business owners and investors focusing on central business district redevelopment to get them into their businesses as quickly as possible.

As the Town of Fortville continues to address the parking challenges they are currently facing, it is important to keep the following in mind:

1. Maintain and use what you currently have to its maximum benefit. Central Business District enhancement efforts often find that it is much more productive and cost-effective to improve the management of existing parking spaces, first, before constructing additional parking. At the very minimum it is important to address parking management and enforcement issues first. The goal should be to ensure that parking is convenient and available.
2. Expand demand, build additional parking lots, as activities in the central business district increase demand on parking spaces. This can often be described as the proverbial chicken and the egg – which came first – but, the perception that the central business district has a parking problem can be dispelled by marketing efforts that include:
  - a. Wayfinding – make sure all public parking areas are clearly identified and easy to navigate to.
  - b. Downtown brochures – make sure parking is identified on any central business district marketing brochure.
3. Start a professional marketing campaign – the customers the Town is trying to attract to central business district are sophisticated and smart; they have a multitude of shopping options. In order to compete on the same level as the larger companies, the central business district needs to implement a formal marketing campaign.
4. Clearly stress the image you are trying to portray. Every facet of the campaign (including accompanying wayfinding signs) should reinforce the image of the central business district as a whole and the economic identity of the central business district.
5. Partner with local businesses for cross advertising
6. Increase exposure of existing events; Fortville Winter Fest and Bastille Day. These are the signature events that capture the image of the central business district and keep people coming back. Keep them manageable and high quality.
7. Increase exposure of the central business district on the web – the internet has become the first place many people look to when planning a shopping experience or visit. This is an inexpensive opportunity to reinforce the Town’s brand and increase exposure to a whole new audience. Take advantage of social media sites like Facebook, Twitter, FourSquare, EventBrite, etc. to increase reach and ease of participating in the central business district experience. The website should also be utilized to attract potential investors and real estate developers. To take the most advantage of the web, it is not enough to simply have a website. It has to be attractive, up to date and easy to navigate.

### **Economic Development/Programs**

1. Start a ‘Show Me’ Fortville Marketing Campaign
2. Work with Fortville Action Inc. and the Fortville/McCordsville Area Chamber of Commerce on business attraction, business retention, and business development.

#### ***Start a ‘Show Me’ Fortville Marketing Campaign (additional information to complement ‘Quick Start Project’)***

For the central business district to be economically successful, it is often critical to improve its image and to attract users to the area. The following strategies can be used to build upon and enhance the Town of Fortville’s current brand:

1. Start a public relations campaign; issue frequent press releases to surrounding media, create a Fortville resident mailing list and distribute a monthly newsletter
2. Create a central business district enhancement brochure that discusses the revitalization plan and on-going efforts. When the revitalization project is complete, the brochure should transition into a ‘visitor’s guide’.

#### ***Work with Fortville Action Inc. and the Fortville/McCordsville Area Chamber of Commerce on business attraction, business retention, and business development.***

A town of the size of Fortville needs every advantage to build its economy. Below is a list of proven retail revitalization strategies; including business attraction, retention and development, etc. In addition to these strategies, different funding programs and grants are discussed in Appendix A.

#### **Local Investment**

Like many small towns, it is tough for Fortville to recruit and keep new

small businesses. There just isn't the density of shops to attract much local or out-of-town traffic. Additionally, local shoppers have come to realize that not much is going on in the central business district at nights or weekends. Many communities have tried unsuccessfully to attract one type of business, say a family restaurant, only to land – out of the blue – a bakery or some other type of business. For these reasons the community - in the short term – should probably not focus as much on recruiting a particular shop or service. Instead, town staff should continue working on improvements that make the central business district attractive to all sorts of desirable businesses. Business owners can't be expected to pour their livelihoods into a struggling central business district unless they see that the Town is backing them up. Are the streets clean and policed? Is the Town going to do anything about empty, crumbling buildings on the main road? Is the Town's own property well maintained? In most cases, public investment must come before private investment.

#### Local Money or Out-of-Town Money

A key decision in marketing strategies is picking who the new business will serve. Will it: Make life easier for residents by providing the goods and services they now must leave Town for? Or will it lure out-of-town shoppers with specialty stores or regional attractions, thus creating new consumer traffic in the central business district? If a business serves mostly residents it means that local dollars are just circulating from business owner to business owner; there is little outside money. Fortunately, new businesses or services can revive even a jaded resident's interest in revisiting the central business district.

#### Locally Grown

National chains have a proven location identification strategy. Because of their large scale, it often does not include small central business districts. Smaller regional chains, independent businesses and entrepreneurs are prime candidates for recruitment. Regional chains are the hardest to attract because they have the biggest investments to protect. Independent business owners, in order to move, would have to increase the size of their business or relocate the whole operation to the new location. Entrepreneurs can be the most flexible and ready to go, but often carry the risk of having unproven business skills.

This can work especially well during the Christmas season. If building owners are having a hard time leasing their building, the Town should work with them to provide rent for the holiday season to a niche business that is not located in the central business district. If the Town has other activities happening during that holiday season, driving people into the central business district, the business owner may see the value of having their business permanently located in the central business district.

#### *Think Outside the Box/Get Community Involved*

The Town, building owners, and Fortville Action Inc. can engage the public by placing blank sticky notes on the outside windows of vacant buildings. The sticky note should say 'I wish this was' inviting the community to provide ideas about type of business that should locate in the building or what the building should become. Engaging the public in the revitalization process builds a coalition of supporters for a revitalized central business district.

#### Business Incubator vs. Business Park

Fortville is in a prime location to target small business start-ups that are looking to take advantage of the Indianapolis market and networking opportunities. By developing both a revolving fund and a business incubator space that highlight the central business district, employment industries are more likely to move into vacant central business district space. The business incubator will encourage a connection with small business owners to promote business retention within Fortville. Business incubator success is more likely given it is set up to include:

1. A mandatory business plan before consideration of occupancy
2. Someone or a group of professionals to review the business plan before lease
3. A lease agreement based on a sliding scale fees that increase with time
4. The ability to find or assist with start-up financing (see revolving loan options)
5. Proper liability insurance
6. A mentor
7. Someone or a group of professionals to review P&L/financials

and overall business operations of occupants on a monthly basis for a minimum of 6 months (then transitioning to semi-annual reviews)

Additionally, business incubators can be established as for-profit ventures by groups of investors. These incubator facilities are generally not eligible for government grants, but they represent a business venture for the investment group and can generate revenue in the form of monthly rent from participating businesses and often, from owning a stake in the start-ups that use the facilities. This benefits small businesses as well as the incubator investors, since it represents a source of funding in addition to ready-made incubator facilities.

Another strategy in revitalizing the central business district is the need to strengthen and retain existing businesses. The existing businesses are the foundation of the central business district; they have maintained their investment and commitment to the central business district and if treated fairly in the revitalization process will continue to be anchors.

1. Conduct a comprehensive market analysis – it is important to start your revitalization efforts by understanding exactly what you have. The central business district should be considered a business, a commercial center and an investment; it is important to know the market potential of the central business district.

Specific programs to offer existing businesses include:

1. One-on-one economic counseling – this should focus on helping them better serve and understand their market.
2. Merchandise testing, expansion, and contraction
3. Business plans
4. Market driven business hours – central business district businesses must strive to maintain hours which are convenient for their customers. Rather than attempt to operate all central business district businesses during the same hours, it has been found to be much more productive and profitable to keep hours that mirror their customer's available shopping times.

5. In store diversification – based on market analysis, business owners can consider strengthening their business through diversification – experimenting with new products and services within the walls of their existing business.

The last strategy in revitalizing the central business district is the need to attract additional businesses. There is always a need to develop additional businesses to complement the existing businesses, improve the business mix, and increase the attractiveness of the central business district. The following resources should be used for a business recruitment program:

1. Investment opportunities packet – a packet of information should be created that can be provided to existing business owners and prospects. At a minimum the packet should contain a summary of the market analysis findings, an overview of enhancement efforts being undertaken, financial incentives and programs being offered and a listing of available properties.
2. Networking – this should include getting the word out about the types of businesses being sought by:
  - a. Keeping in touch with area realtors, brokers, etc.
  - b. Talking with lenders
  - c. Creating businesses – entrepreneurs and new businesses are important to the on-going vitality of the central business district. This includes identifying talent from the pool of local residents whose hobby may turn into a business to linking the community with universities and technical trade schools. It is important to keep in mind that these new businesses and entrepreneurs will have specific needs. This may be in the form of training, mentoring, book-keeping, management, and access to capital and/or marketing. A successful model might include starting a business incubator. An incubator provides entrepreneurs and new businesses with affordable space and a wide range of services.

# APPENDIX A

Appendix A contains:

Business Attraction Programs

Economic Development Programs (in Indiana)

Grant Programs (in Indiana)

Economic Development Programs (in other States, other Communities)

## Business Attraction Programs

### *Marketing (Internal and External)*

Marketing is defined by the American Marketing Association (AMA) as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” It is the process that we use to compete with other cities to satisfy the needs of the consumer. We must become as attractive as possible with regard to a series of issues: residence (especially for highly educated personnel), locations for business establishment, incentives for investment, and places where visitors would like to stay.

### *Quality of life (QOL)*

Quality of Life is a subjective measurement used to evaluate the general well-being of individuals and societies based on intangible aspects that make up human life; such as leisure, safety, cultural resources, social life, physical health, and environmental quality issues. Businesses tend to research the quality of life aspects of an area prior to relocation to ensure that the area will be attractive to high-quality employees. A rich and diverse quality of life is also increasingly important as competition for residents has increased substantially among cities. This is in part because globalization and technology have given society the choice of living in one place and working in another. Marion has many things to offer that contribute to a high quality of life, including the River, vast parks and trails systems, cultural resource, etc. Also in our favor, Indiana has one of the shortest commuting times in the nation, allowing workers to spend with their families, hobbies and other interests.

### *Site Preparation*

“Shovel ready” is used to describe an area that is prime for expedient development; including the presence of available utilities, infrastructure, clean title and clearance from environmental issues. It is beneficial to help create or retain ownership of several “shovel ready” sites throughout the city. There is a new state program to help communities certify sites as ready for development, known as Shovel Ready. It was ultimately designed to help companies locate properties and develop a site quickly. This provides a competitive advantage for Indiana communities that register sites through this program.

### *New Business Start-Ups*

New business start-ups provide the largest potential returns, but require risk capital, business counseling, a range of support services and a tolerance to failure.

### *Building Space*

Entrepreneurs commonly face concerns about the overhead costs of running a startup business. While Marion has the available business stock and low purchase prices, the spaces are often too large and daunting for a new small business. Efforts should be made to encourage small, mixed use commercial spaces in which new businesses can thrive. Many of the historic Downtown businesses that once housed department stores could also be parceled into smaller, more manageable spaces. Diversifying their users could also provide a higher rate of return for business owners that are struggling to rent or lease large spaces to individual clients.

### *Home Businesses*

Several successful businesses were started out of homes and garages. Our codes are often inflexible in accommodating newer types of companies, such as the technology fields and home businesses. There are different levels of impacts of home businesses, including foot traffic, parking needs, signage and outside storage. An audit of the zoning code and streets should determine appropriate areas for development of this type.

### ***Foster Entrepreneurial Spirit***

It is important that the different development organizations work together to create an environment that is entrepreneur-friendly. This includes helping to create infrastructure and business space sized to serve small business and identifying and/or organizing a recognizable network of support. This can also be done through the creation of a business development and solutions center or business incubator. An incubator may be created to provide access to funding and marketing, a shared space and resources to foster several start-up businesses. There are currently 28 incubators recognized by the Indiana Economic Development Corporation (IEDC). This process would begin with an organization identifying the types of businesses to attract to the incubator, securing funding and finding a suitable location.

### **Economic Development Programs (Indiana)**

#### ***Revolving Loan Fund***

A revolving loan fund (RLF) is a source of money used to provide loans for projects. Federal and local governments most commonly utilize RLFs to catalyze 1) business development and job creation, 2) residential and local business energy efficiency improvements, 3) brownfield redevelopment, and 4) water purification projects.

The name Revolving Loan Fund is derived from the fact that as loans for projects are repaid, new projects are funded, revolving from one borrower to the next. RLFs are often capitalized with grant funds that do not have to be repaid. As long as grantees are open to receivers utilizing funds to set up revolving loan funds, start-up funding can come from any source.

#### **Benefits**

1. Spurring economic growth by reducing the cost of loans
2. Reducing the first-cost of investments that pay off over the long term
3. Providing stable financing sources for long-term economic development

4. Filling a credit gap for business start-up, expansion, and retention
5. Creating new markets for goods and services
6. Promoting activities that offer social goods
7. Mitigating risk for private lenders

Setting up an RLF is a significant financial and legal undertaking. As a result, a preliminary analysis of key issues and market conditions must be undertaken. First and foremost, it should be established that there is market demand not being satisfied by existing loan programs. In addition, regulatory barriers should be addressed and programs designed to increase market demand. Depending on location and market demand, each RLF program will be different. This section offers some initial questions of issues that will need to be addressed to move forward:

1. Is there a market demand that is not satisfied by existing loan programs?
2. What are the objectives the RLF is designed to meet?
3. Is there an opportunity to partner or work with an existing fund or lending entity?
4. Does legal authority exist at the state level to set up an RLF?

Some operational considerations can help residents begin thinking about setting up an RLF:

1. How will the fund be capitalized (sources of funding)?
2. How much funding will the RLF need and at what times to accomplish the Town's goals?
3. Who will administer the fund? In-house or outsourced?
4. Who will the eligible applicants be?
5. What projects will be eligible (activity, ownership, geographic area, payback period)?
6. What measures will be included (equipment, soft costs, technical assistance)?
7. What will the underwriting criteria be?
8. How will the fund be advertised and marketed?
9. What administrative costs are anticipated?
10. How long will the fund be available for?

**Economic Improvement District (EID)**

Economic Improvement Districts, also known as business improvement districts (EIDs), are public-private partnerships in which local property and business owners elect to make a collective contribution to the maintenance, development and promotion of their property.

EIDs are created by property owners who want to self-fund and control the development of projects serving and surrounding their property, e.g., replacement of sidewalks, revitalizing neighborhoods, promoting and marketing of businesses, building public infrastructure. Property owners establish an EID by petitioning their taxing unit's legislative body for approval of an EID. When owners representing 60 percent of the front footage along public streets within the proposed district have petitioned to create a BID to provide services, then all owners within the district are required to contribute their proportionate share of the cost.

The BID provides a mechanism for property owners to commit resources for a collective effort to provide services beyond those provided by the municipality. The proposed plan allows owners to contract for management and services similar to those found in shopping centers and office parks.

**Fee Waivers**

The Town has the option to partially or fully waive development, utility connection, building permit and any impact fees (if impact fees exist) based upon desirable economic impact to the Town. This allows the developer to reinvest these fees in the development of their project. The degree and amount of waiver is solely up to the direction of the Town.

**Historic Preservation Tax Credits**

The HTC encourages the preservation and reuse of the nation's built environment by offering federal tax credits to the owners of historic properties. The tax credits represent a dollar-for-dollar reduction of federal taxes owed. Certified historic structures are eligible for a credit equal to 20 percent of the cost of rehabilitation. Properties built before 1936 that are not eligible for individual listing on the National Register of Historic Places, nor eligible for inclusion in a certified historic district

(considered non-historic, non-contributing structures) are eligible for a credit equal to 10 percent of the cost of rehabilitation.

**Tax Abatement**

Tax abatement is a possibility when there is value added to the tax roll either by new construction or by the addition of machinery and equipment. A common abatement is 50 percent over five years on the real estate portion of qualified projects. Major projects may warrant special abatement conditions beyond the standard. All abatement projects must meet a minimum threshold point total based on full-time jobs, annual payroll, value of new facilities, value of machinery and equipment, value of inventory, and annual sales tax generated or electric usage. All abatements and other incentives must be approved on a case-by-case basis negotiated by the Town of Fortville Staff.

**New Market Tax Credits**

This program is encouraged to encourage investments in low-income communities that traditionally have had poor access to debt and equity capital. The New Markets Tax Credit (NMTC) is a 39 percent federal credit that is earned on a Qualified Equity Investment (QEI) into a certified Community Development Entity (CDE). It is claimed over a 7-year compliance period (5 percent over the first 3 years and 6 percent over the last 4 years). The CDE must make a Qualified Low-Income Community Investment (QLICI) in the form of equity or a loan to a Qualified Active Low-Income Business (QALICB) within a 12-month period. All NMTC investments must be made to entities located in qualified low-income census tracts.

**Food and Beverage Tax**

A County may elect to impose a local sales tax on the sales of restaurant meals originating within the county, city or town by a vendor. The food and beverage tax is imposed, paid, and collected in the same manner as the sales tax. Most Counties in Indiana, including Hancock County, have a 1 percent Food and Beverage Tax. The return for the food and beverage tax is a separate return from the sales tax. The County then elects how to disperse the income

generated from the Food and Beverage tax. Currently, all of Hancock County's Food and Beverage Tax remains at the County level.

#### ***Historic Tax Freeze Incentive***

This incentive offers a tax freeze on the Town portion of property taxes for up to five years for locally designated historic properties via approval from the Town Council

#### ***Housing Tax Increment Financing (HoTIF)***

A Redevelopment Commission can designate a HOTIF, where property taxes—generated by development within the area—are used to pay for improvements in or near the HOTIF area. HOTIF was created as a provision of Indiana to benefit residential development for low and moderate income households. Funds available in a HOTIF are used for public improvements or a housing program. The benefit of HOTIF is that the increment includes both the base assessed value and improvement assessed value. A HOTIF can only be created in a Redevelopment Area. A housing program consists of any of the following eligible HOTIF uses:

1. Construction, rehabilitation, or repair of residential units within the allocation area;
2. Acquisition of real property and interests in real property within the allocation area;
3. Demolition of real property within the allocation area;
4. Financial assistance to enable individuals and families to purchase or lease residential units within the allocation area;
5. Financial assistance to neighborhood development corporations to be used for the purpose of enabling individuals and families to purchase or lease within the allocation area.

#### ***Economic Development for a Growing Economy (EDGE) Tax Credit***

EDGE is a refundable tax credit program that rewards companies creating jobs and contributing to the growth of Indiana's economy. EDGE credits are calculated as a percentage of payroll tax withholding for net new Indiana jobs and may be awarded for a period of up to 10 years.

#### ***Headquarters Relocation Tax Credit***

When a business relocates its corporate headquarters to Indiana, it

is entitled to a credit against its state tax liability equal to half of the costs incurred in relocating the headquarters. A company must have worldwide annual revenue of at least \$100 million to qualify.

#### ***Hoosier Business Investment Tax Credit (HBITC)***

The Hoosier Business Investment (HBI) Tax Credit provides incentive to businesses to support jobs creation, capital investment and to improve the standard of living for Indiana residents. The non-refundable corporate income tax credits are calculated as a percentage of the eligible capital investment to support the project. The credit may be certified annually, based on the phase-in of eligible capital investment, over a period of two full calendar years from the commencement of the project. To be eligible for the tax credit:

1. Project will result in net new jobs that were not previously performed by employees of the applicant.
2. Project is economically sound and will benefit the people of Indiana by increasing opportunities for employment and strengthening the economy of Indiana.
3. Receiving the tax credit is a major factor in the applicant's decision to go forward with the project and not receiving the tax credit will result in the applicant not creating new jobs in Indiana.
4. Political subdivisions/municipalities affected by the project have offered significant incentives to the business.

#### ***Indiana 21st Century Research and Technology Fund***

This Fund is another incentive created to stimulate the diversification of the state economy by developing and commercializing advanced technologies in Indiana. Grant funds are available. This program operates under the leadership of the Indiana Economic Development Corporation.

#### ***Industrial Recovery Tax Credit***

The Industrial Recovery tax credit provides an incentive for companies to invest in facilities requiring significant rehabilitation or remodeling expense. After a building has been designated as an industrial recovery site, companies may be eligible for a tax credit calculated as a percentage of qualified rehabilitation expense.

***Venture Capital Investment Tax Credit***

This credit was established to improve access to capital to fast growing Indiana companies by providing individual and corporate investors an additional incentive to invest in early stage firms. Investors who provide qualified debt or equity capital to Indiana companies receive a credit against their Indiana income tax liability.

***Media Production Sales Tax Exemption (MPETC)***

The MPETC was established to further grow the Indiana production industry by providing individuals and companies a refundable tax credit of up to 15 percent of the amount spent in Indiana for qualified production expenditures.

**Grants**

Several State and Federal grant funding programs exist. Several of the more popular State programs are listed below. Town staff needs to monitor the availability of State and Federal grants that match the objectives of 'Envision Fortville Main Street'. The best part of seeking grants is that the Town of Fortville already has a clear and concise plan for what they want to accomplish – it is outlined in this plan. The information contained in this plan is easily transferred into any grant application. Other points to consider when applying for grants are 1) matching fund requirements and 2) timeline for receiving funds, and 3) requirements associated with grant funds (federal aid projects require the Town to design everything to federal aid standards – there may be instances where this does not align with the Town and/or the plan's needs).

***OCRA Community Development Block Grants (CDBG)***

A variety of grants are competitively awarded to assist eligible small cities, towns, and counties with revitalizing downtowns by either meeting one of two goals; benefit of 51 percent of more persons of low and moderate income or eliminate slum and blight. Eliminating slum and blight requires the Town Council to pass a blight ordinance.

Community Focus Fund (CFF) grants are available for up to a maximum of

\$600,000 with a minimum 10 percent local match. These \$600,000 CFF grants may only be used to construct infrastructure improvements such as sewers, drinking water, and storm water projects.

Non-Infrastructure CFF grants are available for up to a maximum of \$500,000 with a minimum 10 percent local match. These CFF grants may be used for the following community development needs:

1. Infrastructure in support of housing project
2. Senior centers
3. Day care centers
4. Community centers
5. Downtown revitalization
6. Historic preservation
7. Libraries
8. Healthcare centers
9. Special needs buildings
10. Fire stations/ fire trucks

Community Planning Fund grants are available to assist eligible small cities, towns, and counties for up to a maximum of \$50,000 may be received for a more comprehensive planning project, but less grant would be likely awarded for a single project or site planning grant. Similar to the CFF grant requirements, the community planning fund grant must serve at least 51 percent persons of low to moderate income or target

***Economic Adjustment Assistance***

Economic Adjustment Assistance – this program, through the Economic Development Association, provides investments that support a wide range of construction and non-construction activities (including infrastructure, design and engineering, technical assistance, economic recovery strategies, and capitalization or re-capitalization of Revolving Loan Fund (RLF) projects). EAA investments provide resources that help communities plan and implement solutions to economic dislocations by leveraging existing economic advantages to support economic development.

Awards: \$100,000 to \$1.25 million

Eligibility: district organization, Indiana tribe(s), state/county/city/other political subdivision of a State, higher education institutions, public/private non-profit organizations acting in cooperation with subdivision officials

Match: 50 percent

Applications:

March 14, 2014 – funding cycle 3 of FY 2014

June 13, 2014 – funding cycle 4 of FY 2014

October 17, 2014 – funding cycle 1 of FY 2015

Priorities: collaborative regional innovation, public/private partnerships, national strategic priorities, global competitiveness, environmentally-sustainable development, and economically distressed and underserved communities.

### ***Strong Local Economies***

The goal of the Strong Local Economies Program is to support the development of robust and sustainable economies that include a wide range of businesses and access to quality jobs. It aims to capitalize on the collaboration of government, private sector, organized labor, worker centers, and community-based organizations to improve the quality of jobs in the lower wage sectors of our economy while at the same time creating access to career pathways to good jobs in emerging industries.

Awards: no defined amount

Eligibility: Nonprofit organizations (501(c)(3))

Match: no defined match (project by project basis)

Applications: accepted on a rolling basis

### **Economic Development Programs (other States, other Communities)**

#### ***Evanston, Illinois***

The City of Evanston's Façade Improvement Program aims to improve the appearance of commercial buildings as they relate to the public right-of-way. The program also seeks to encourage business in the commercial areas of Evanston by addressing deteriorating property conditions. Owners of commercial buildings within Evanston and business owners on the ground floor of a commercial building are eligible to apply to the program. If a business owner applies to the program, he or she must

obtain written permission from their respective property owner. They must also have a current lease with at least 5 years remaining on it or provide evidence that their business has been operating in Evanston for at least 5 years.

Examples of eligible improvements include:

1. Awnings
2. Canopies
3. Doors
4. Windows
5. Fascia
6. Historic restoration
7. Lighting
8. Metal work
9. Tile
10. Trim
11. Tainting
12. Decorative elements

The Façade Improvement Program offers to fund up to 50 percent of a total qualifying project's cost to successful applicants. The first 35 linear feet of public right-of-way facing frontage (or less) is eligible for up to \$10,000 on a 50/50 cost-sharing basis. Each linear foot of frontage beyond 35 feet is eligible for an additional \$100 per foot.

The Program provides participants the opportunity to receive a rebate upon the completion of their approved façade project, up to an approved amount, based the maximum amounts set forth in the sections below.

Funding Source(s): Projects will be funded through: tax increment financing (TIF) within applicable TIF Districts, Community Development Block Grants, and/or Economic Development Funds.

Rebate/Forgivable Loan: The Program provides participants the opportunity to receive a rebate upon the completion of their approved façade project up to the maximum amounts set forth below. The rebate is in the form of loan, forgivable over a five (5) year

(60 month) period as illustrated in the box to the right. Participants can receive a rebate for up to half of the total project cost, based on the “total eligible cost” for their specific building façade.

Note: if the agreement is terminated prior to the completion of the five-year (60-month) forgivable loan period, the Participant will be responsible for repayment of the balance of rebate (“loan”) on a prorated basis. The prorated amount due will be determined by multiplying the original rebate amount times the percentage obtained by dividing the number of months remaining in the five (5) year period by 60 (the total number of months in the loan period). The commencement date of the 60 month forgivable period starts on the month that the project agreement is recorded at the Cook County Recorder of Deeds and ends on the 5th anniversary date.

Total Eligible Project Cost: To determine “total eligible cost,” rebates are based on a formula whereby the first thirty-five (35) linear feet of public right-of-way facing frontage (or less) is eligible for up to \$10,000 on a 50/50 cost-sharing basis. Each linear foot of frontage greater than thirty-five (35) is eligible for an additional \$100 per foot toward the “total eligible cost”. In order to apply to the City of Evanston -- Façade Improvement Program calculate the “total eligible cost,” measurements of the façade should be taken from one end of a structure to another end of the structure that includes only the portion(s) of the storefront for which funds are being requested for assistance.

For example, if the public right-of-way facing portion of a storefront is seventy (70) linear feet, the first thirty-five (35) linear feet of the façade would be eligible for up to \$10,000 in funding, based on the 50/50 cost sharing provision. The remaining thirty-five linear feet qualify the applicant for an additional \$3,500 in assistance. In total, this façade would qualify for up to \$13,500 in assistance.

For approved projects for which a rebate of \$10,000 or more is awarded (i.e. projects with eligible total improvement costs of \$20,000 or more), an applicant may request up to two payments

for the project. In such cases, a schedule for the partial payment and a timeline with benchmarks for completion for each project phase must be submitted and approved by Economic Development Staff. In each case, the reimbursement shall only be made after the defined work has been completed and payment has been made by the business/property owner.

#### FIVE (5) YEAR FORGIVEABLE LOAN

Example Improvement:

Total Project Cost: \$ 50,000

Eligible Rebate: \$ 13,500

Owner/Tenant Funds: \$ 36,500

Total Forgivable Loan from the City: \$ 13,500

Month 0-12 Loan (\$2,700): \$ 10,800

Month 13-24 Loan (\$2,700): \$ 8,100

Month 25-36 Loan (\$2,700): \$ 5,400

Month 37-48 Loan (\$2,700): \$ 2,700

Month 49-60 Loan (\$2,700): \$ 0

#### *Modesto, California*

Incentives include a City mill tax refund, sales tax refund, and cash for new businesses or those relocating to downtown, based on the number of full-time equivalent jobs created

Less than 5 jobs \$1,000

5 to 10 jobs \$2,000

More than 10 jobs \$2,500

Physical improvements up to \$10,000 as a matching grant for façade improvements

Permit fee waivers will be provided

The City expects to bear a cost of \$100,000 for providing the incentives and the grants, not including the reduced revenues from the waived fees and tax reimbursements.

#### *Tucson, Arizona*

Downtown Area Infill Incentive District

The Infill Incentive District (IID) is an overlay district that provides incentives for development. Infill incentives make redevelopment

of urban core parcels more attractive and affordable to developers. Some jurisdictions designate specific districts as priorities for infill development and grant incentives for projects only in those districts.

Infill incentives can provide a strategy for reinvestment in the urban core or to combat sprawl and protect open space on the urban fringe. IID's can be more attractive when complemented by tools such as transportation upgrades and low-interest business loans. Infrastructure-related incentives:

Upgrading infrastructure and amenities – a key strategy is a focused public investment to improve antiquated infrastructure and add public amenities such as parks, libraries, and streetscapes.

Lowering of impact fees – local governments can also waive infrastructure hookup fees.

Zoning and development process-related incentives:

Fast track and streamlined permitting

Reduce lot sizes, setbacks, and parking requirements

Zone for mixed-use development

Increase density allowances

### ***Pendleton, Oregon***

Jump Start Business Incentive Program

Purpose:

1. To develop a financial incentive program and funding sources that can be used to “jump start” businesses that wish to locate or expand in downtown Pendleton.
2. To develop a financial incentive program that encourages property owners to make improvements that update and enhance the lease ability of downtown properties.
3. To develop a financial incentive program and funding sources that can be used to support business sustainability and retention.

Urban Renewal Funds for property enhancements. Funds must be used on permanent improvements or fixed assets that will result in increased property values. Loans are low interest.

Downtown Revitalization Funds (DRF) for businesses looking to start or expand in the downtown. DRF will be funded by the pay-back of Community Development Block Grant (CDBG) loans. Loans are low interest.

Specifics for these programs and applicant criteria can be found at: <http://www.pendleton.or.us/pendleton-development-commission/jump-start-program>

### ***Columbus, Ohio***

Mile on High Incentives

Downtown Office – payment equal to 50 percent of local income tax withholdings for a period equal to a lease term minus 2 years not to exceed a maximum of 5 years

Must lease or purchase retail space

Must create or relocate 10 new full-time jobs

Jobs Growth Retail – payment equal to 25 percent of local income tax withholdings for a period equal to a lease term minus 2 years not to exceed a maximum of 5 years

Must lease or purchase retail space

Must create or relocate 2 new full-time jobs

Retail Façade Renovation – grant up to \$5,000 match for storefront exterior renovation.

Must lease or purchase retail space

Must provide design proposal

Only one grant per storefront

### ***Genoa, Illinois***

A local nonprofit for downtown preservation and improvement created a small business incubator to encourage start-up businesses. The incubator offers quality, affordable space downtown and the guidance of a panel of business professionals. Genoa's image is now focused on being entrepreneur-friendly and they offer technical assistance that promotes business retention.

# APPENDIX B

Appendix B contains a Retail Market Profile



## Retail MarketPlace Profile

135 S Main St, Fortville, IN, 46040  
Drive Time: 15 minutes

Latitude: 39.93333  
Longitude: -85.8491

### Summary Demographics

2012 Population	103,299
2012 Households	34,959
2012 Median Disposable Income	\$57,020
2012 Per Capita Income	\$32,180

### Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,320,031,720	\$391,463,945	\$928,567,775	54.3	435
Total Retail Trade	44-45	\$1,187,512,050	\$356,674,038	\$830,838,011	53.8	379
Total Food & Drink	722	\$132,519,670	\$34,789,906	\$97,729,764	58.4	56

### Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$231,158,196	\$38,237,837	\$192,920,359	71.6	23
Automobile Dealers	4411	\$198,874,237	\$35,045,111	\$163,829,126	70.0	11
Other Motor Vehicle Dealers	4412	\$13,992,158	\$461,675	\$13,530,484	93.6	3
Auto Parts, Accessories & Tire Stores	4413	\$18,291,801	\$2,731,052	\$15,560,749	74.0	9
Furniture & Home Furnishings Stores	442	\$25,309,969	\$7,106,816	\$18,203,153	56.2	30
Furniture Stores	4421	\$15,354,564	\$2,143,800	\$13,210,764	75.5	6
Home Furnishings Stores	4422	\$9,955,405	\$4,963,016	\$4,992,389	33.5	24
Electronics & Appliance Stores	4431	\$39,878,233	\$4,679,510	\$35,198,723	79.0	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$43,518,499	\$11,487,933	\$32,030,566	58.2	27
Bldg Material & Supplies Dealers	4441	\$36,701,044	\$5,015,833	\$31,685,212	76.0	18
Lawn & Garden Equip & Supply Stores	4442	\$6,817,455	\$6,472,100	\$345,355	2.6	9
Food & Beverage Stores	445	\$175,180,572	\$119,100,611	\$56,079,961	19.1	36
Grocery Stores	4451	\$158,108,092	\$114,140,102	\$43,967,990	16.1	21
Specialty Food Stores	4452	\$3,078,651	\$585,055	\$2,493,596	68.1	9
Beer, Wine & Liquor Stores	4453	\$13,993,828	\$4,375,454	\$9,618,374	52.4	6
Health & Personal Care Stores	446,4461	\$111,149,418	\$70,155,678	\$40,993,741	22.6	35
Gasoline Stations	447,4471	\$130,542,454	\$38,271,785	\$92,270,669	54.7	11
Clothing & Clothing Accessories Stores	448	\$72,123,011	\$20,328,608	\$51,794,403	56.0	43
Clothing Stores	4481	\$50,268,939	\$15,484,373	\$34,784,565	52.9	33
Shoe Stores	4482	\$10,596,529	\$3,967,819	\$6,628,710	45.5	2
Jewelry, Luggage & Leather Goods Stores	4483	\$11,257,543	\$876,415	\$10,381,128	85.6	8
Sporting Goods, Hobby, Book & Music Stores	451	\$33,835,221	\$8,823,334	\$25,011,887	58.6	32
Sporting Goods/Hobby/Musical Instr Stores	4511	\$26,277,729	\$8,248,292	\$18,029,438	52.2	27
Book, Periodical & Music Stores	4512	\$7,557,492	\$575,042	\$6,982,449	85.9	6
General Merchandise Stores	452	\$251,713,690	\$18,923,090	\$232,790,600	86.0	6
Department Stores (Excluding Leased Depts.)	4521	\$70,581,819	\$10,740,374	\$59,841,445	76.0	4
Other General Merchandise Stores	4529	\$173,131,871	\$8,182,716	\$164,949,156	91.0	3
Miscellaneous Store Retailers	453	\$36,591,431	\$12,851,774	\$23,739,657	48.0	83
Florists	4531	\$1,244,378	\$417,901	\$826,477	49.7	6
Office Supplies, Stationery & Gift Stores	4532	\$11,835,106	\$883,281	\$10,951,825	86.1	16
Used Merchandise Stores	4533	\$3,764,341	\$1,482,496	\$2,281,845	43.5	11
Other Miscellaneous Store Retailers	4539	\$19,747,605	\$10,068,095	\$9,679,510	32.5	50
Nonstore Retailers	454	\$36,511,355	\$6,707,062	\$29,804,292	69.0	41
Electronic Shopping & Mail-Order Houses	4541	\$25,745,446	\$495,206	\$25,250,240	96.2	2
Vending Machine Operators	4542	\$2,819,147	\$2,158,739	\$660,408	13.3	10
Direct Selling Establishments	4543	\$7,946,762	\$4,053,118	\$3,893,644	32.4	29
Food Services & Drinking Places	722	\$132,519,670	\$34,789,906	\$97,729,764	58.4	56
Full-Service Restaurants	7221	\$46,083,243	\$12,577,057	\$33,506,185	57.1	25
Limited-Service Eating Places	7222	\$68,087,682	\$20,663,482	\$47,424,200	53.4	23
Special Food Services	7223	\$6,986,331	\$387,311	\$6,599,020	89.5	2
Drinking Places - Alcoholic Beverages	7224	\$11,362,415	\$1,162,056	\$10,200,359	81.4	6

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor represents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/lib/esri/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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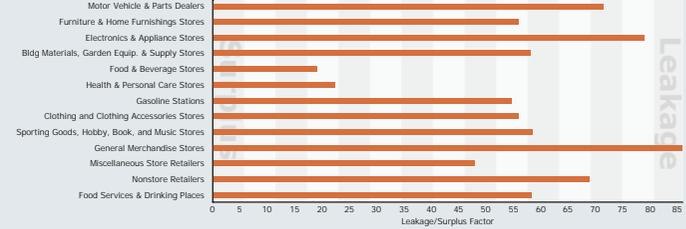


## Retail MarketPlace Profile

135 S Main St, Fortville, IN, 46040  
Drive Time: 15 minutes

Latitude: 39.93333  
Longitude: -85.8491

### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group



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TOWN OF FORTVILLE

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# Retail MarketPlace Profile

135 S Main St, Fortville, IN, 46040  
Drive Time: 30 minutes

Latitude: 39.93333  
Longitude: -85.8491

### Summary Demographics

2012 Population	726,278
2012 Households	288,525
2012 Median Disposable Income	\$42,423
2012 Per Capita Income	\$28,544

### Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$8,414,094,437	\$9,198,179,971	-\$784,085,533	-4.5	5,179
Total Retail Trade	44-45	\$7,577,878,453	\$8,293,759,908	-\$715,881,455	-4.5	4,223
Total Food & Drink	722	\$836,215,985	\$904,420,063	-\$68,204,078	-3.9	956

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,450,321,525	\$1,319,596,441	\$130,725,084	4.7	339
Automobile Dealers	4411	\$1,249,001,782	\$1,159,826,226	\$89,175,556	3.7	126
Other Motor Vehicle Dealers	4412	\$85,210,576	\$55,870,008	\$29,340,568	20.8	71
Auto Parts, Accessories & Tire Stores	4413	\$116,109,167	\$103,900,207	\$12,208,960	5.5	142
Furniture & Home Furnishings Stores	442	\$157,189,206	\$181,471,616	-\$24,282,410	-7.2	287
Furniture Stores	4421	\$95,520,157	\$98,161,318	-\$2,641,161	-1.4	113
Home Furnishings Stores	4422	\$61,669,049	\$83,310,299	-\$21,641,250	-14.9	174
Electronics & Appliance Stores	4431	\$250,263,274	\$217,375,954	\$32,887,320	7.0	200
Bldg Materials, Garden Equip. & Supply Stores	444	\$263,735,268	\$280,271,928	-\$16,536,661	-3.0	245
Bldg Material & Supplies Dealers	4441	\$219,295,206	\$249,515,302	-\$30,220,096	-6.4	198
Lawn & Garden Equip & Supply Stores	4442	\$44,440,062	\$30,756,627	\$13,683,435	18.2	47
Food & Beverage Stores	445	\$1,138,001,308	\$1,361,018,363	-\$222,417,056	-8.9	431
Grocery Stores	4451	\$1,030,000,981	\$1,269,373,705	-\$239,372,723	-10.4	223
Specialty Food Stores	4452	\$19,990,066	\$19,931,138	\$58,729	0.1	120
Beer, Wine & Liquor Stores	4453	\$88,610,260	\$71,713,321	\$16,896,939	10.5	89
Health & Personal Care Stores	446,4461	\$718,248,534	\$884,850,771	-\$166,602,237	-10.4	356
Gasoline Stations	447,4471	\$846,175,261	\$606,736,031	\$239,439,230	16.5	131
Clothing & Clothing Accessories Stores	448	\$453,669,009	\$547,769,832	-\$94,100,823	-9.4	554
Clothing Stores	4481	\$318,003,719	\$349,281,467	-\$31,277,748	-4.7	398
Shoe Stores	4482	\$67,941,886	\$106,932,427	-\$38,990,541	-22.3	64
Jewelry, Luggage & Leather Goods Stores	4483	\$67,723,404	\$91,555,937	-\$23,832,533	-15.0	91
Sporting Goods, Hobby, Book & Music Stores	451	\$212,260,382	\$253,206,487	-\$40,946,105	-8.8	379
Sporting Goods/Hobby/Musical Instr Stores	4511	\$164,079,634	\$211,778,858	-\$47,699,223	-12.7	292
Book, Periodical & Music Stores	4512	\$48,180,748	\$41,427,629	\$6,753,119	7.5	87
General Merchandise Stores	452	\$1,612,556,878	\$1,901,918,267	-\$289,361,389	-8.2	157
Department Stores Excluding Leased Depts.	4521	\$494,583,722	\$419,892,679	\$74,691,043	8.2	73
Other General Merchandise Stores	4529	\$1,117,973,156	\$1,482,025,588	-\$364,052,432	-14.0	84
Miscellaneous Store Retailers	453	\$236,459,450	\$239,309,836	-\$2,850,386	-0.6	883
Florists	4531	\$7,938,409	\$5,855,038	\$2,083,371	15.1	55
Office Supplies, Stationery & Gift Stores	4532	\$74,422,483	\$60,466,950	\$13,955,534	10.3	214
Used Merchandise Stores	4533	\$23,940,118	\$19,253,536	\$4,686,581	10.9	109
Other Miscellaneous Store Retailers	4539	\$130,158,440	\$153,734,312	-\$23,575,872	-8.3	505
Nonstore Retailers	454	\$238,398,359	\$500,234,381	-\$261,836,022	-35.4	261
Electronic Shopping & Mail-Order Houses	4541	\$161,680,492	\$460,927,770	-\$299,247,278	-48.1	35
Vending Machine Operators	4542	\$18,206,033	\$12,369,009	\$5,837,024	19.1	60
Direct Selling Establishments	4543	\$58,511,834	\$26,937,602	\$31,574,231	37.0	166
Food Services & Drinking Places	722	\$836,215,985	\$904,420,063	-\$68,204,078	-3.9	956
Full-Service Restaurants	7221	\$292,877,683	\$391,854,732	-\$98,977,049	-14.5	381
Limited-Service Eating Places	7222	\$431,198,545	\$445,458,693	-\$14,260,148	-1.6	411
Special Food Services	7223	\$43,352,819	\$38,341,121	\$5,011,698	6.1	48
Drinking Places - Alcoholic Beverages	7224	\$68,786,939	\$28,765,518	\$40,021,421	41.0	116

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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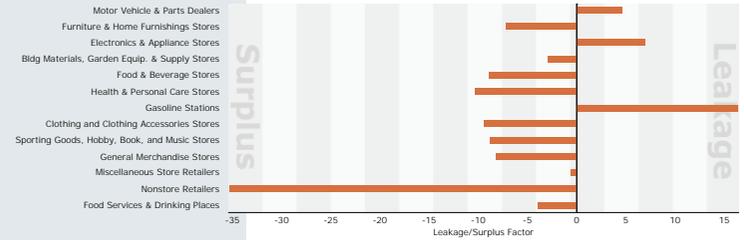


# Retail MarketPlace Profile

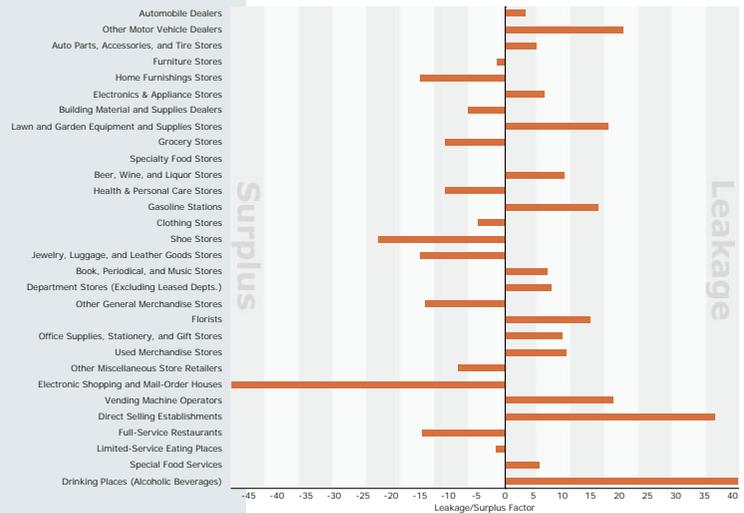
135 S Main St, Fortville, IN, 46040  
Drive Time: 30 minutes

Latitude: 39.93333  
Longitude: -85.8491

### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group



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Page 4 of 6



# Retail MarketPlace Profile

135 S Main St, Fortville, IN, 46040  
Drive Time: 60 minutes

Latitude: 39.93333  
Longitude: -85.8491



# Retail MarketPlace Profile

135 S Main St, Fortville, IN, 46040  
Drive Time: 60 minutes

Latitude: 39.93333  
Longitude: -85.8491

### Summary Demographics

2012 Population	2,103,204
2012 Households	821,570
2012 Median Disposable Income	\$38,951
2012 Per Capita Income	\$25,521

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$21,833,945,217	\$22,713,435,079	-\$879,489,861	-2.0	13,998
Total Retail Trade	44-45	\$19,683,720,241	\$20,205,805,695	-\$522,085,454	-1.3	11,358
Total Food & Drink	722	\$2,150,224,976	\$2,507,629,383	-\$357,404,407	-7.7	2,639

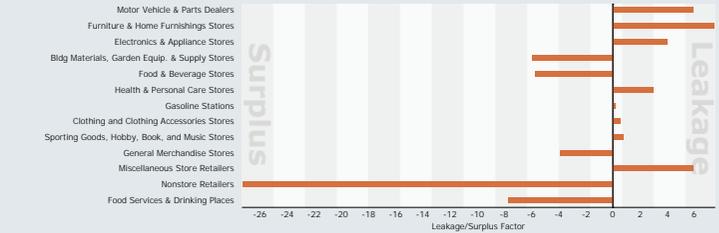
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,761,697,516	\$3,337,323,433	\$424,374,082	6.0	1,157
Automobile Dealers	4411	\$3,243,359,349	\$2,836,395,985	\$406,963,364	6.7	505
Other Motor Vehicle Dealers	4412	\$219,306,224	\$196,416,091	\$22,890,133	5.5	205
Auto Parts, Accessories & Tire Stores	4413	\$299,031,942	\$304,511,357	-\$5,479,415	-0.9	447
Furniture & Home Furnishings Stores	442	\$402,977,641	\$346,917,331	\$56,060,310	7.5	642
Furniture Stores	4421	\$245,522,558	\$197,400,642	\$48,121,916	10.9	250
Home Furnishings Stores	4422	\$157,455,083	\$149,516,689	\$7,938,394	2.6	393
Electronics & Appliance Stores	4431	\$645,990,232	\$596,635,470	\$49,354,762	4.0	543
Bldg Materials, Garden Equip. & Supply Stores	444	\$679,875,838	\$766,068,555	-\$86,192,717	-6.0	712
Bldg Material & Supplies Dealers	4441	\$561,607,698	\$679,951,501	-\$118,343,802	-9.5	583
Lawn & Garden Equip & Supply Stores	4442	\$118,268,140	\$86,117,054	\$32,151,085	15.7	129
Food & Beverage Stores	445	\$2,965,054,424	\$3,331,307,592	-\$366,253,168	-5.8	1,305
Grocery Stores	4451	\$2,685,053,136	\$3,068,767,079	-\$383,713,943	-6.7	703
Specialty Food Stores	4452	\$52,025,533	\$47,344,246	\$4,681,288	4.7	349
Beer, Wine & Liquor Stores	4453	\$227,975,755	\$215,196,268	\$12,779,487	2.9	254
Health & Personal Care Stores	446,4461	\$1,872,874,126	\$1,764,921,457	\$107,952,669	3.0	810
Gasoline Stations	447,4471	\$2,220,594,881	\$2,211,922,285	-\$8,672,596	0.2	419
Clothing & Clothing Accessories Stores	448	\$1,162,339,687	\$1,149,562,035	\$12,777,652	0.6	1,296
Clothing Stores	4481	\$815,621,718	\$814,918,309	\$703,410	0.0	912
Shoe Stores	4482	\$175,359,913	\$190,929,103	-\$15,569,190	-4.3	157
Jewelry, Luggage & Leather Goods Stores	4483	\$171,358,055	\$143,714,623	\$27,643,432	8.8	227
Sporting Goods, Hobby, Book & Music Stores	451	\$548,952,208	\$540,063,121	\$8,889,087	0.8	941
Sporting Goods/Hobby/Musical Instr Stores	4511	\$424,287,930	\$446,989,461	-\$22,701,531	-2.6	709
Book, Periodical & Music Stores	4512	\$124,664,278	\$93,073,660	\$31,590,618	14.5	232
General Merchandise Stores	452	\$4,185,915,803	\$4,529,161,735	-\$343,245,931	-3.9	403
Department Stores Excluding Leased Depts.	4521	\$1,275,383,162	\$1,013,189,283	\$262,193,879	11.5	192
Other General Merchandise Stores	4529	\$2,910,532,641	\$3,515,972,452	-\$605,439,811	-9.4	211
Miscellaneous Store Retailers	453	\$618,512,657	\$548,484,747	\$70,027,910	6.0	2,432
Florists	4531	\$20,754,569	\$22,820,188	-\$2,065,619	-4.7	168
Office Supplies, Stationery & Gift Stores	4532	\$192,524,237	\$118,140,627	\$74,383,610	23.9	574
Used Merchandise Stores	4533	\$61,870,301	\$57,265,671	\$4,604,630	3.9	327
Other Miscellaneous Store Retailers	4539	\$343,363,550	\$350,258,262	-\$6,894,711	-1.0	1,364
Nonstore Retailers	454	\$618,935,228	\$1,083,437,934	-\$464,502,705	-27.3	695
Electronic Shopping & Mail-Order Houses	4541	\$415,734,934	\$921,377,951	-\$505,643,017	-37.8	79
Vending Machine Operators	4542	\$47,272,615	\$48,229,062	-\$956,447	-1.0	167
Direct Selling Establishments	4543	\$155,927,579	\$113,830,921	\$42,096,758	15.6	449
Food Services & Drinking Places	722	\$2,150,224,976	\$2,507,629,383	-\$357,404,407	-7.7	2,639
Full-Service Restaurants	7221	\$754,253,388	\$960,696,960	-\$206,443,572	-12.0	946
Limited-Service Eating Places	7222	\$1,111,145,846	\$1,335,963,416	-\$224,817,570	-9.2	1,138
Special Food Services	7223	\$111,226,289	\$112,102,894	-\$876,605	-0.4	133
Drinking Places - Alcoholic Beverages	7224	\$173,599,453	\$98,866,114	\$74,733,339	27.4	422

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

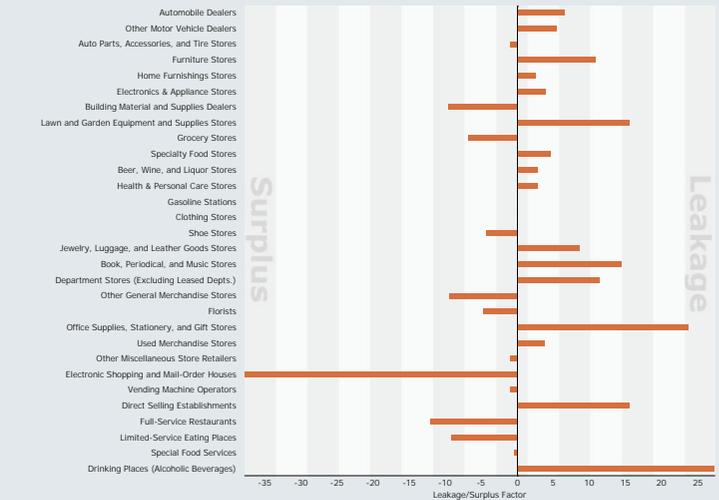
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### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group



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# APPENDIX C

Appendix C contains Sign-in Sheets from Steering Committee Meetings



**Fortville  
Main Street Revitalization Plan**

Public Hearing  
April 09, 2013 7:00pm  
Fortville, Indiana

317-755-16

Name	Affiliation	Contact E-mail/ Phone Number
Chris Eck	blg owner	cecko@finishline.com 919-8408
MATT DIXON	blg owner	mdixon@thedixonconstructiongroup.com
LEWZY HENDRIX	BLG OWNER	LHENDRIX@INDY.IR.COM
JAMES NOLTE	Business + TRUSTEE	vernantownshiptrustee@yahoo.com
Sharon Seaton	Business	sseatson@yahoo.com
David Beatzari	Business OWNER	
David Working	Fortville Action, RDC	workingd@syathinc.com
<del>Bob Seaton</del>		
Bob & Milda Seaton	Fortville Action	RSTARRER@INDY.IR.COM
Hyla Hazzan	business owner	ahazzan@context-design.com
Joe Renner	Town of Fortville	jrenner@fortvilleindiana.org



**Fortville  
Main Street Revitalization**

June 11th, 2013 7:00pm  
Fortville, Indiana

Name	Affiliation	Contact E-mail/ Phone Number
Lewzy Hendrix	RDC	LHENDRIX@INDY.IR.COM
Bob Seaton		RSTARRER@INDY.IR.COM
Milda Seaton		" "
James NOLTE	TRUSTEE	
Sharon Seaton		sseatson@yahoo.com
Kevin Seaton		kevin.seaton@tcf.com
Eric Kammerer		KDENRALOFFICE@INDY.IR.COM (office)
"		ag.kamm@comcast.net (home)
MATT DIXON		mdixon@thedixonconstructiongroup.com
Joe Renner	T.O.F.	jrenner@fortvilleindiana.org
Kevin Gutzwiller		kgutzwiller@gmail.com
Frederick Fentz		rudry@hotmail.com
DWE BEATZARI	FAT	sbeatson@yahoo.com



**Fortville  
Main Street Revitalization**

July 17th, 2013 7:00pm  
Fortville, Indiana

Name	Affiliation	Contact E-mail/ Phone Number
Linzy Hendrix	RDC	L.HENDRIX@INDY.RR.COM 317415956
Theresa Wierking	FAI	TWERKING@indy.rr.com
David Wierking	RDC/FAI	dwierking@ermco.com 495-7947 496-8165
Andrew Hendrix	FAI	jonathan@hendrix@gmail.com
Milda Sterrett	FAI	sterrett2@indy.rr.com 317-514-516
Bob Sterrett	FAI	" " " " 317-514-513
Joe Renner	Town of Fortville	jrenner@fortvilleindiano.org 317 485 73
JAMES NOBLE	TRUSTEE	vermontownshiptrustee@yahoo.com
Bob Ferrell	Friend	bob@indianaaircraft.com 317-314-37
Dave Beatson	FAI	sdbeatson@yahoo.com 485 5359
Fred Fort		fu.dry@hotmail.com



**Fortville  
Main Street Revitalization**  
August 13, 2013 7:00pm  
Fortville, Indiana

Name	Affiliation	Contact E-mail/ Phone Number
Linzy Hendrix	RDC	L.HENDRIX@INDY.RR.COM 3174139506
JAMES NOBLE	Township Trustee	VERMONTOWNSHIPTRUSTEE@
Mitt Dixon		mdixon@theixancontracting.com
Alyssa Prazzau	business owner	aprazzau@contact-design.com 495 6900





# APPENDIX D

Appendix D is a copy of the Resolution Adopting the Plan

Resolution No: 2014-10B

**A Resolution of the Town Council of Fortville, Indiana  
Adopting the "Envision: Fortville Main Street"**

WHEREAS, the Town Council of the Town of Fortville recognizes the importance of planning for the future growth and development of the Town of Fortville; and,

WHEREAS, the Town of Fortville solicited input from the public, and from that input developed a vision for the Town's central business district,

WHEREAS, the Town Council of the Town of Fortville, working in concert with Town staff, other stakeholders, and a steering committee developed Envision: Fortville Main Street, as a guide for the revitalization and development, of the central business district,

WHEREAS, Envision: Fortville Main Street contains recommendations and action steps as well as the Main Street Concept; and,

WHEREAS, achieving the Town's vision for the future will be accomplished through the implementation of Envision: Fortville Main Street; and,

WHEREAS, Envision: Fortville Main Street will be used as a guide for revitalization and redevelopment decisions in the central business district,

WHEREAS, Town staff has recommended adoption of Envision: Fortville Main Street to Town Council; and,

Now, therefore be it resolved by the Town Council of Fortville, as follows:

1. Final Action: "Envision Fortville Main Street" is adopted by the Town Council of Fortville, Indiana.
2. Effective Date: "Envision Fortville Main Street" shall be effective immediately upon passage.

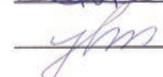
Introduced & Approved by the Town Council of Fortville, Hancock County, Indiana, this 20th day of October, 2014.

This Ordinance shall take effect upon its passage, as provided by law.

TOWN COUNCIL OF FORTVILLE  
HANCOCK COUNTY, INDIANA

  
\_\_\_\_\_  
Bill Hiday

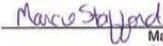
  
\_\_\_\_\_  
Robert Holland

  
\_\_\_\_\_  
Janet Manship

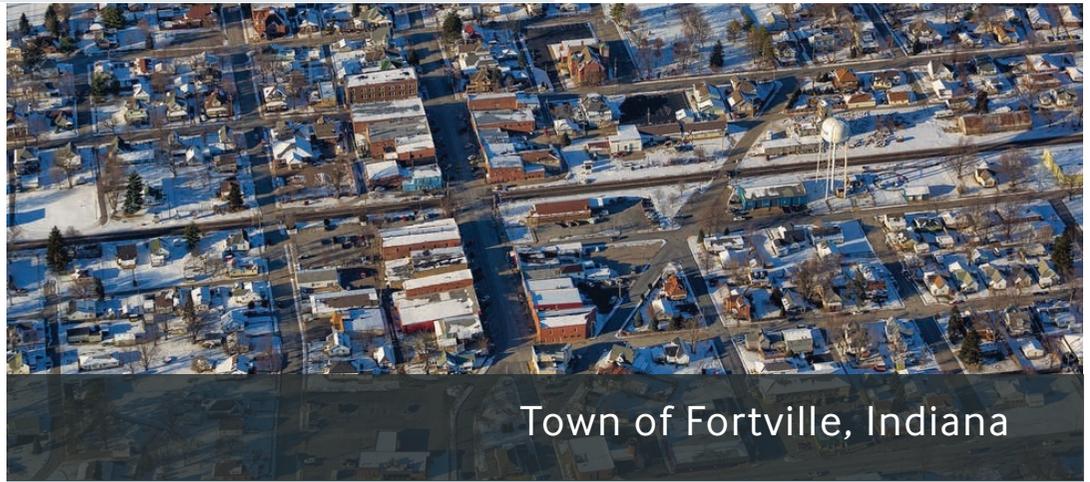
  
\_\_\_\_\_  
Nancy Sizemore

  
\_\_\_\_\_  
Ron Stafford

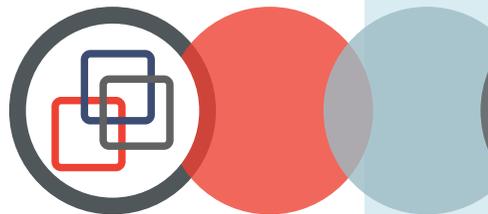
ATTEST:

  
\_\_\_\_\_  
Marcie Stafford, Clerk  
Approved as to Form:

  
\_\_\_\_\_  
Town Attorney



Town of Fortville, Indiana



# FORTVILLE

## REDEVELOPMENT COMMISSION

# 2014 PLAN

Adopted by the Redevelopment Commission:  
**December 18, 2014**

Prepared by the  
Madison County Council of Governments

# ACKNOWLEDGEMENTS

This publication has been prepared in partnership with the Town of Fortville, IN. For clarification or any additional information, please contact the following:



## **Jerrold Bridges, AICP**

Executive Director

Madison County Council of Governments  
16 E. 9th Street, Room 100  
Anderson, IN 46016  
(765) 641.9482

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## **Project Staff**

Neil Stevenson, AICP, Project Manager  
Allan Henderson, AICP, Chief Planner  
Ryan Phelps, Project Planner  
Paul McBride, GIS Manager

Special thanks to the Town of Fortville, Redevelopment Commission and existing partners in the Industrial / Business Park.

## **Fortville Redevelopment Commission**

David Werking, President  
Burns Gutzwiller, Vice President  
Sean Simmons, Secretary  
Lenzy Hendrix  
Mike Frischkorn

## **Non-Voting Members**

Joe Renner, Town Manager  
Tony May, Mt. Vernon Community School Corporation

## **Town Council**

Bill Hiday, Council President  
Janet Manship, Council Vice-President  
Ron Stafford, Council Member  
Nancy Sizemore, Council Member  
Robert Holland, Council Member

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Photo By: Bruce Wicks

# 1

## CHAPTER 1 Introduction

### History of the Fortville Redevelopment Commission

The Fortville Redevelopment Commission (RDC) was established in December of 2002. The purpose of the RDC is to foster economic development in the community by forging partnerships with private development to address issues of blight and underutilized land of economic significance. The RDC strives to remove barriers to economic growth by capturing business personal and real property taxes from redevelopment areas so they can reinvest those dollars into new development.

On April 8th, 2003, the Fortville Town Council approved a resolution establishing approximately 26 acres of I1 – Industrial property into a TIF District. Tax Increment Financing (TIF) allows incremental taxes to

be collected from a designated area while maintaining a certain base value for the term of the area. This allows all existing taxing agencies to maintain that base value for the collection of property taxes, while allowing the Town to use the incremental taxes for economic development.

### Commission Members

David Werking, President  
Burns Gutzwiller, Vice President  
Sean Simmons, Secretary  
Lenzy Hendrix  
Mike Frischkorn

#### **Non-voting Members:**

Tony May, Mt. Vernon Community School Corporation  
Joe Renner, Fortville Town Manager

Redevelopment Commission Plan

### Member Contact Information

**David Werking**  
President  
dwerking@ermco.com

**Burns Gutzwiller**  
Vice President  
burnsgutzwiller@gmail.com

**Sean Simmons**  
Secretary  
sean@focusrightproductions.com

**Lenzy Hendrix**  
Member  
lhendrix@indy.rr.com

**Mike Frischkorn**  
Member  
mfrischk@gmail.com

### **Creation of a Redevelopment Commission**

The guidelines for establishing a Redevelopment Commission are in I.C. 36-7-14. Any city, town, or county may establish a Department of Redevelopment controlled by a board of five (5) members.

Three of the members of a municipal Redevelopment Commission are appointed by the municipal executive (Town Council President), and two are appointed by the municipal legislative body (Town Council).

Members of the Redevelopment Commission must be at least eighteen (18) years of age and must be a resident of the governmental unit they serve.

## **Purpose and Mission of the Redevelopment Commission**

Redevelopment commissions are responsible for developing plans and managing tools used to improve an “area needing redevelopment” (a new term that replaces “blighted area” in the statute). The work of the redevelopment commission involves identifying areas needing redevelopment and developing plans to improve the area by working in partnership with private developers to generate new economic development with increased tax base and new jobs.

### **Definition of “Area Needing Redevelopment”**

Indiana Code defines an area needing redevelopment as an area in which normal development and occupancy are undesirable or impossible because of any of the following:

1. Lack of development
2. Cessation of growth
3. Deterioration or deteriorating improvements
4. Environmental contamination
5. Character of occupancy
6. Age
7. Obsolescence
8. Substandard buildings
9. Other factors that impair values or prevent a normal use or development of property

### **Mission of the Redevelopment Commission**

The primary mission of the Redevelopment Commission is to address issues associated with blight by creating redevelopment areas and to remove barriers to economic growth. In order to accomplish these missions the redevelopment commission may:

- Utilize eminent domain (except in an “economic development area” as established by IC 36-7-14-43);
- Purchase land and property;
- Hold, sell, or lease property;
- Clear property for redevelopment purposes;
- Repair, maintain, and make major structural improvement to property for redevelopment purposes;
- Survey and examine land to be acquired for redevelopment purposes;
- Appoint an executive director and other staff;
- Accept loans, grants, and other financial assistance from Federal and State government and other sources.

# 2

## CHAPTER 2 Existing Redevelopment Area

### A Brief Introduction

Fortville's first Redevelopment Area was established as such on April 8th, 2003. The 26 acres of Industrial property was designated as a TIF district to provide a source of funding for area projects and redevelopment. Currently, there are seven (7) partners operating within this Redevelopment Area.

### Existing Partners

#### Thursday Pools LLC

840 Commerce Parkway  
Fortville, IN 46040-1279  
Phone: (317) 973-0200

Website: [www.thursdaypools.com](http://www.thursdaypools.com)

Thursday Pools designs and manufactures fiberglass pool shells that are hand-crafted with the highest standards of craftsmanship. With over 26 years experience in fiberglass

pools and spas design and manufacturing throughout multiple industries, Thursday Pools has the experience to bring cutting edge innovations to the pool world.

#### Stage Tech Inc.

299 Business Park Drive  
Fortville, IN 46040-1279  
Phone: (317) 485.4981

Website: [www.stagetechinc.com](http://www.stagetechinc.com)

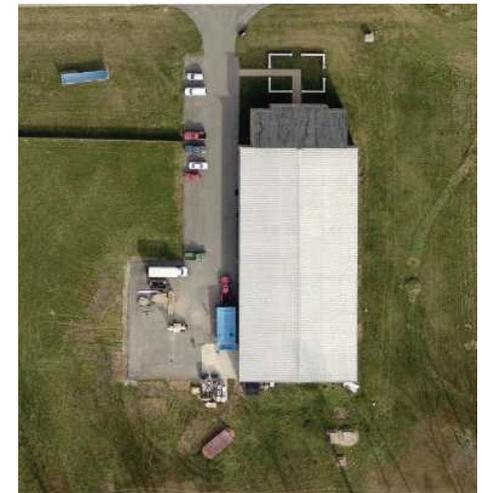
Stage Tech, Inc. is an audio, lighting, & staging production company providing equipment and services for concerts, conventions, special events, theatre & trade shows.

#### Genesis Plastics Welding Inc.

720 E Broadway Street  
Fortville, IN 46040-1279  
Phone: (317) 485.7887

Website: [www.genesisplasticswelding.com](http://www.genesisplasticswelding.com)  
Genesis Plastics Welding Inc. is an ISO 13485:2003 certified contract manufacturer providing radio frequency (RF) welding and

Redevelopment Commission Plan



Aerial view of Thursday Pools LLC  
(Hancock County GIS, 2013 Ortho Photos)



Aerial view of Genesis Plastics Welding Inc.  
(Hancock County GIS, 2013 Ortho Photos)



Aerial view of Fortville Feeders Inc.  
(Hancock County GIS, 2013 Ortho Photos)

heat sealing applications of plastic products for medical, military, and other industries. Over nearly three decades of growth, Genesis has consistently invested in the people, technology, equipment, and facilities to meet the needs of their customers.

#### **Crown Coatings, LLC**

770 E. Broadway Street  
Fortville, IN 46040-1279  
Phone: (317) 482.2766

Website: [www.crowncoatingsco.com](http://www.crowncoatingsco.com)

Crown Coatings, LLC is a custom coater providing powder and wet coating finishes to a variety of industries. Crown Coatings, LLC offers one of the fastest turn-around times in the industry, while maintaining an excellent quality finish. Crown Coatings' mission is to add value to their customers' products by delivering the highest quality and foremost cost-effective finishes in the marketplace.

#### **Plaque Maker**

289 Business Park Drive  
Fortville, IN 46040-1279  
Phone: (866) 880.9617

Website: [www.plaquemaker.com](http://www.plaquemaker.com)

PlaqueMaker began in 1999, and has been a family-owned and operated business ever since. Their team consists of professionally-trained graphic designers, craftsman, and customer service representatives who personally manage every aspect of the customer's design. Because they're an online-only operation with a single, locally-owned facility, They can offer lower prices with a faster turn-around time. Plaque Maker has worked with major organizations and companies such as NASA and Home Depot.

#### **Holloway House**

309 Business Park Drive  
Fortville, IN 46040-1279  
Phone: (317) 485.4272

Website: [www.hollowayhouse.net](http://www.hollowayhouse.net)

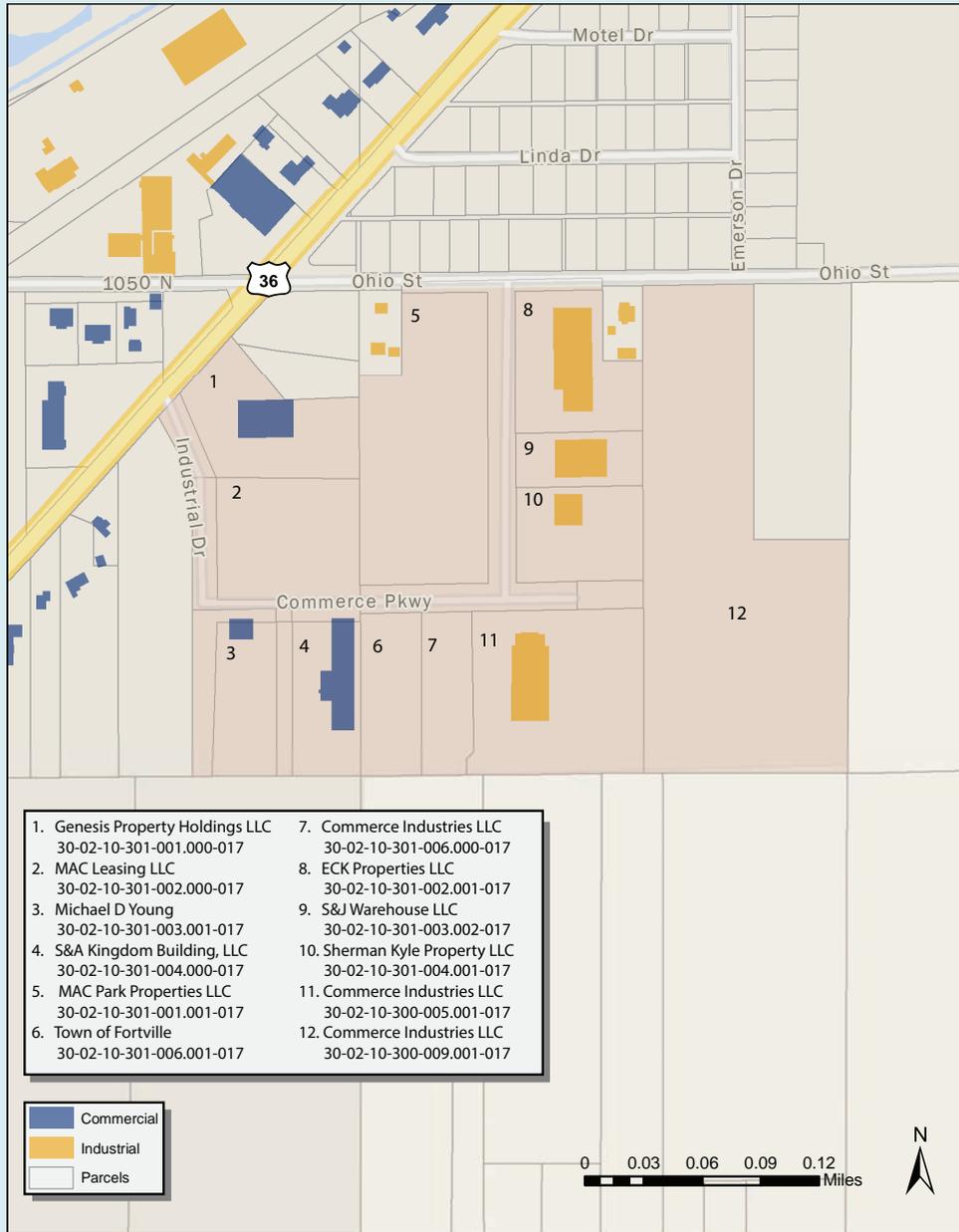
Holloway House is a family-owned business headquartered in Fortville, Indiana. Robert and Jeanne Eck began Holloway House in 1962 with the charter of formulating quick, easy-to-use and superior quality solutions for hard surface floor care and fine wood and cabinet care. Their world-class, in-house chemists have been formulating superior floor care finishes and cleaners since the company's inception. To this day, Holloway House continues to be dedicated to the goal of providing the world consumer with products that enhance their ability to care for their hardwood floors, laminate, marble, stone, tile and vinyl flooring and also their fine wood cabinets, accoutrements and wood furniture.

#### **Fortville Feeders, Inc.**

750 E. Broadway Street  
Fortville, IN 46040-1279  
Phone: (317) 485.5195

Website: [www.fortvillefeeders.com](http://www.fortvillefeeders.com)

Founded in 1979 by Michael A Crouse, Fortville Feeders, Inc. has become an industry leader in the parts handling business. Fortville Feeders has more than 60 employees housed in a spacious, 60,000 square foot, multi-million dollar, state-of-the-art manufacturing facility.



◀ **Figure 2.1**

Existing Geographic Area

This map also shows each parcel within the existing Redevelopment Area and the corresponding owner of each parcel.

## Redevelopment Area Funds

Tax Increment from the Redevelopment Area				
Business Name	Sq.ft.	2003 Tax Payment	2014 Tax Payment	Estimated TIF Revenue
Thursday Pools*	24,978	\$681.60	\$25,515.00	\$24,833.40
Stage Tech, Inc.*	14,000	\$681.60	\$13,947.00	\$13,265.40
Genesis Plastics Welding Inc.	41,690	\$8,892.00	\$10,520.00**	\$1,628.00
Crown Coatings, LLC	19,000 +	\$13,770.00	\$13,275.00	\$0
Plaque Maker*	6,500	Information is not available for this parcel		
Holloway House*	26,000 +	\$681.60	\$47,931.00	\$47,249.40
Fortville Feeders, Inc.	60,000	\$13,770.00	\$41,928.00	\$28,158.00
<b>Total Estimated TIF Revenue for 2014</b>				<b>\$115,134.2</b>

\*These parcels were not subdivided until after the development of the TIF District.

\*\*These payments include an abatement.

The figures in this table were provided by Hancock County's Geographic Information System, the Hancock County Assessor's Office, and the Hancock County Auditor's Office and shall only be used in a manner consistent with the Disclaimers for each of the aforementioned departments.

Note: These figures are rough estimates and shall not be used on legal documents.

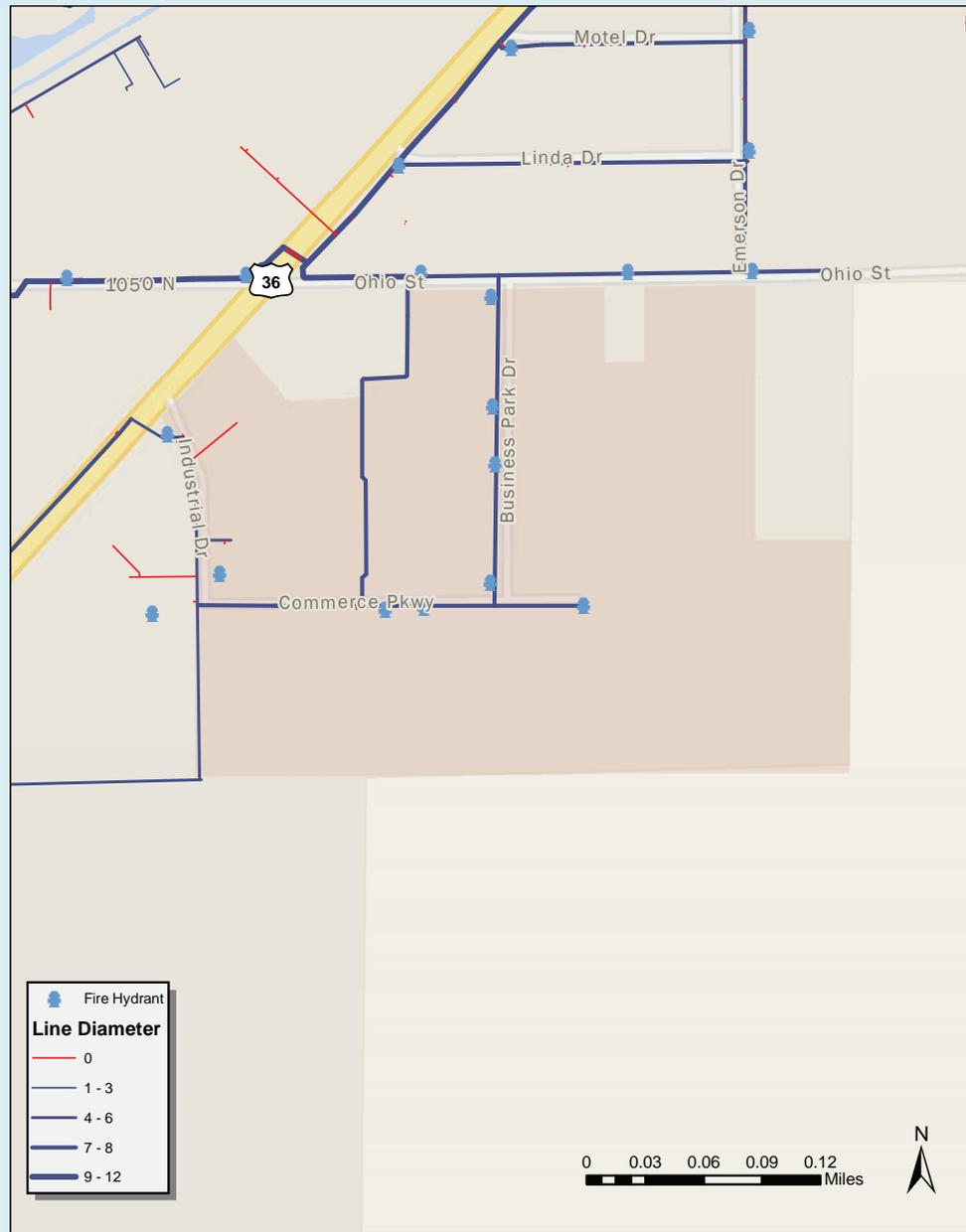


◀ **Figure 2.2**  
Existing Zoning  
This map shows existing zoning for the parcels located in the Redevelopment Area.

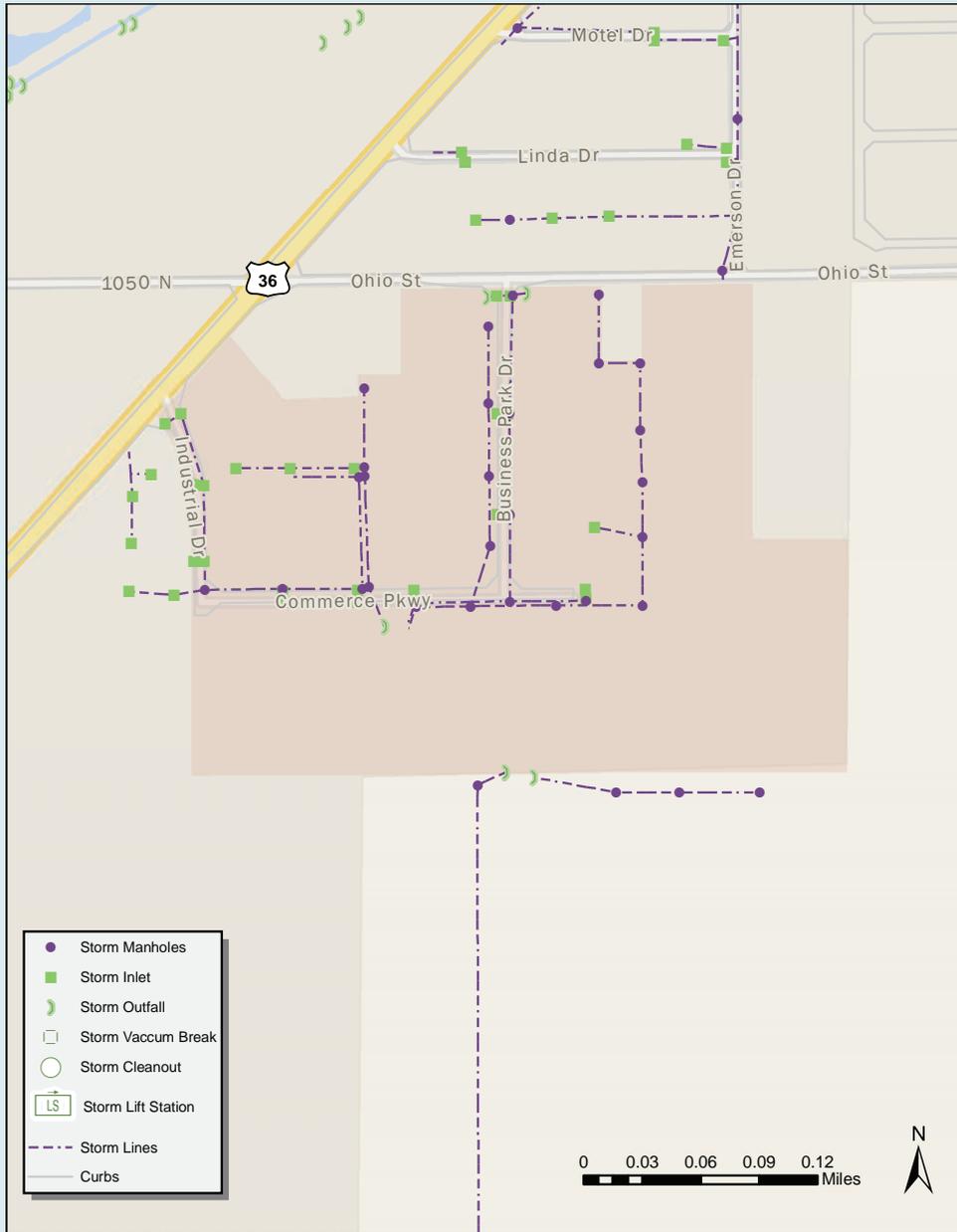
**Figure 2.3**

Water Infrastructure

This map shows existing water lines and facilities within and around the Redevelopment Area.



Town of Fortville

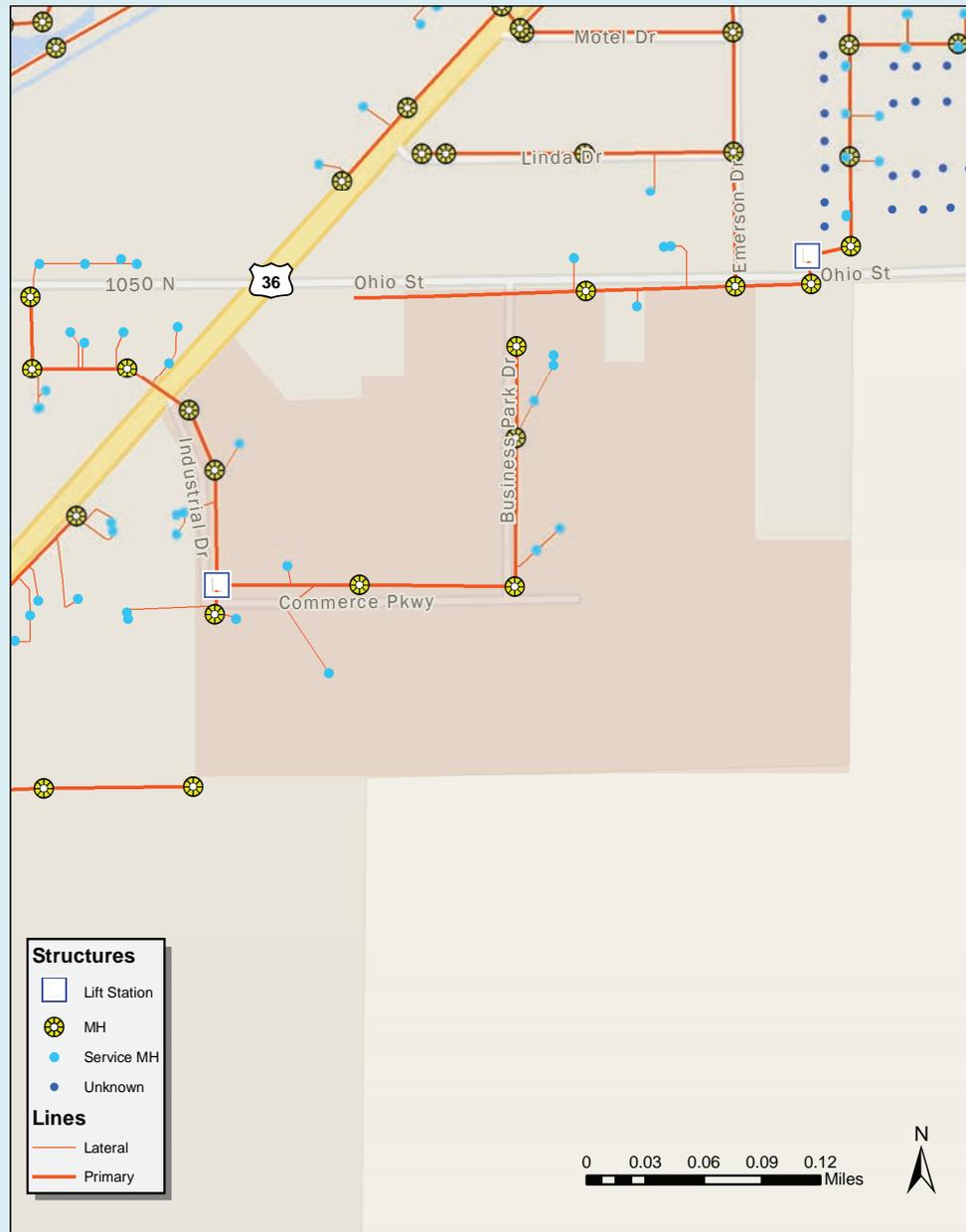


**Figure 2.4**  
**Storm Water Infrastructure**  
 This map shows existing storm water lines and facilities within and around the Redevelopment Area.

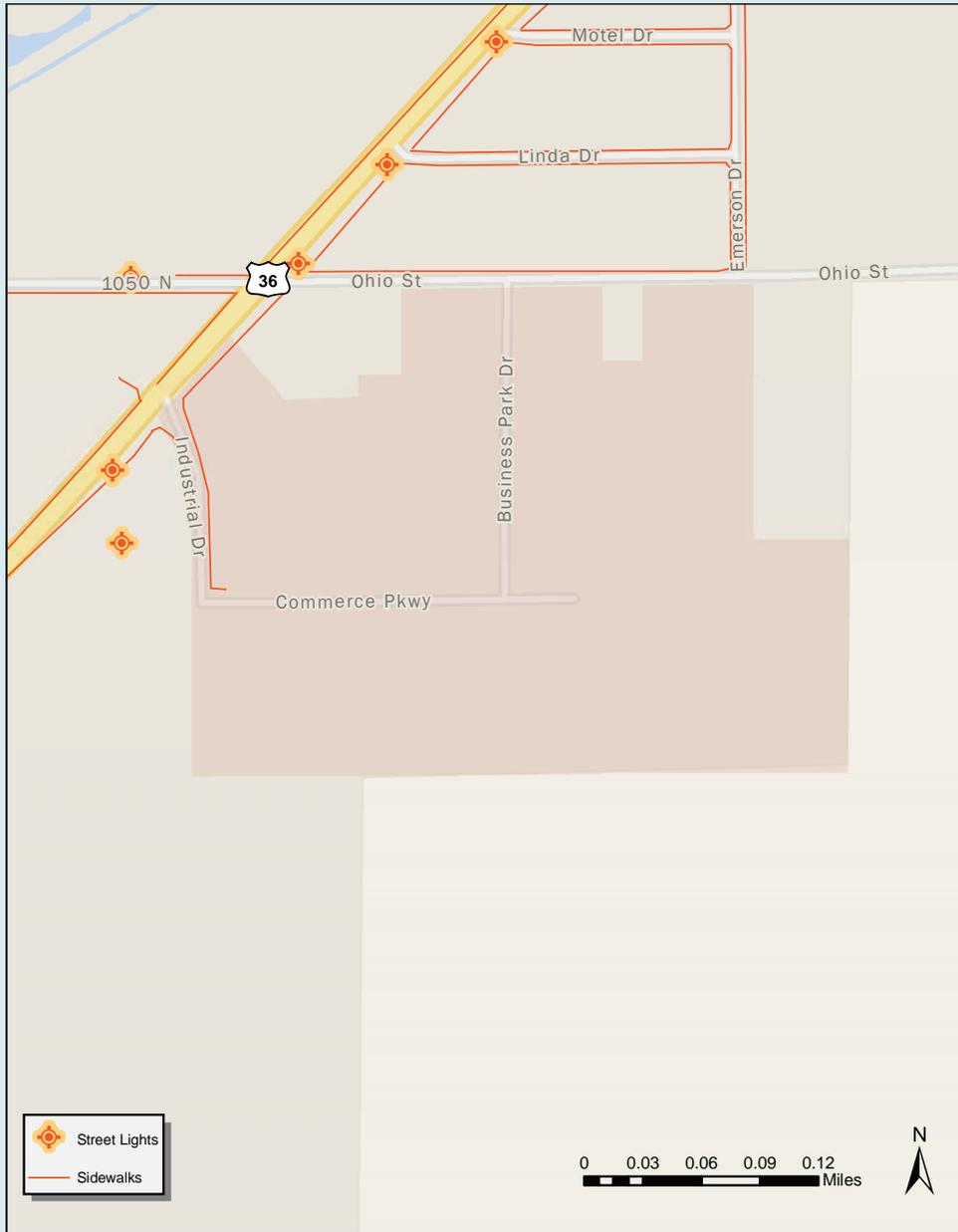
**Figure 2.5**

Wastewater Infrastructure

This map shows existing wastewater lines and facilities within and around the Redevelopment Area.



Town of Fortville



◀ **Figure 2.6**

**Sidewalks & Street Lights**

This map shows existing sidewalks and street lights within and around the Redevelopment Area.

**Energy Providers**

**Natural Gas**

Vectren  
 P.O. Box 209  
 Evansville, IN 47702  
 Contact Number: 1-800-227-1376

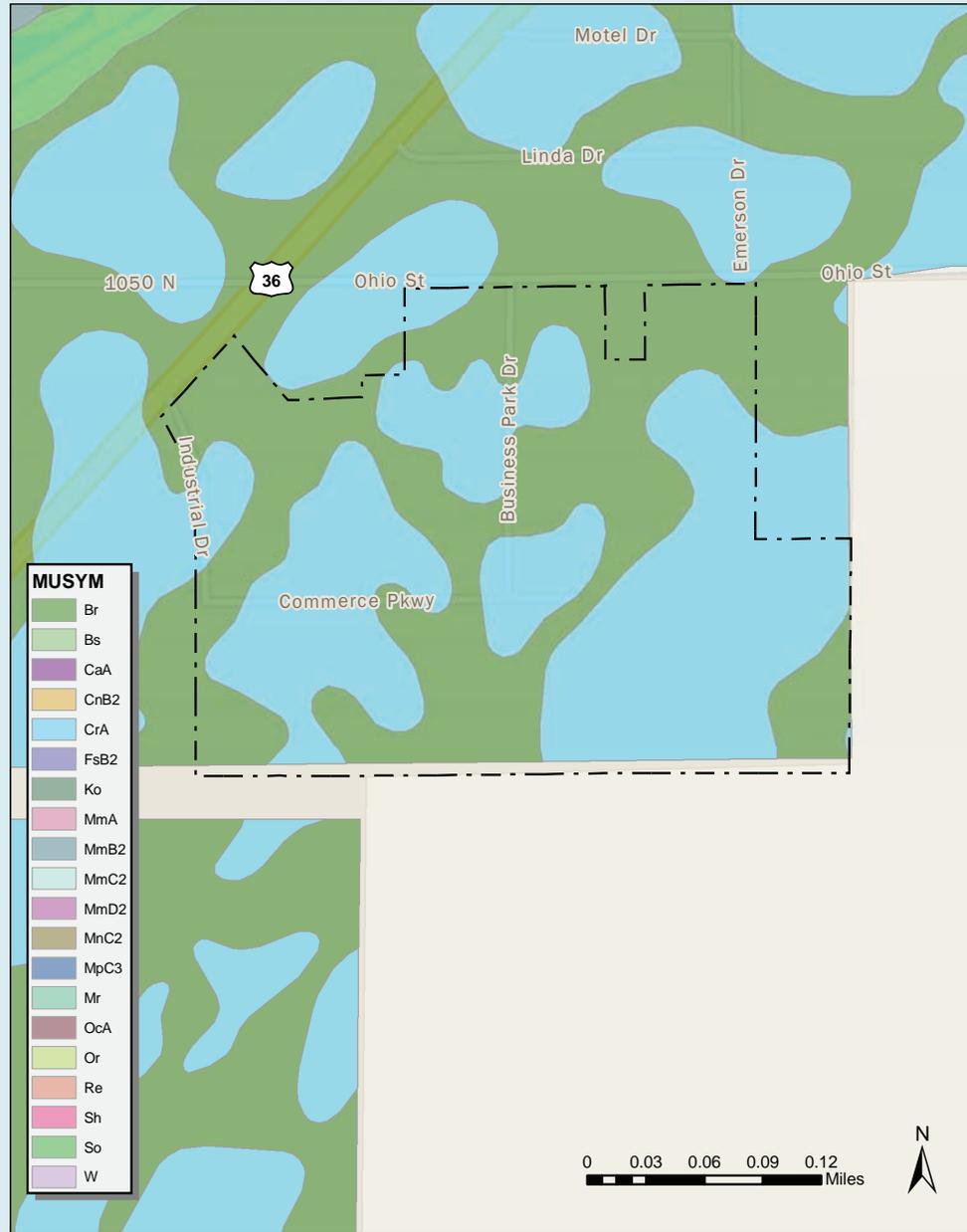
**Electric**

Duke Energy  
 P.O. Box 1326  
 Charlotte, NC 28201  
 Contact Number: 1-800-343-3525

**Figure 2.7**

Soils

This map shows existing soils within and around the Redevelopment Area.



Town of Fortville

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## Existing Covenants

### DECLARATION OF COVENANTS, CONDITIONS, AND RESTRICTIONS FOR THE FORTVILLE BUSINESS PARK

THIS DECLARATION OF COVENANTS, CONDITIONS, AND RESTRICTIONS FOR THE FORTVILLE BUSINESS PARK (“Declaration”) is made this 23rd day of September, 2003, by M.A.C. Park Properties, LLC (“M.A.C.”), an Indiana limited liability company, and the Town of Fortville, Indiana, by its Redevelopment Commission (“Fortville”).

#### WITNESSETH:

WHEREAS, M.A.C. is the owner of certain real property located in Hancock County, Indiana, legally described on Exhibit A, attached hereto and incorporated herein by reference, and Fortville has certain rights and obligations relating to the same real property pursuant to the terms and conditions of that certain Option to Purchase Real Estate dated the 17th day of April, 2003 (“Option Agreement”), and Developer (as that term is hereinafter defined) desires to subject such property to the provisions of this Declaration and to develop such property for office, warehouse and commercial use in a development to be known as The Fortville Business Park (“Development.”); and

WHEREAS, as hereinafter provided in this Declaration, Developer desires to provide for the reasonable use of the property in the Development and create a method to provide for necessary services in

the Development and maintenance of properties beneficial to or used in common by all owners in the Development.

NOW, THEREFORE, Developer hereby declares that all the property legally described in Exhibit A attached hereto is hereby subjected to this Declaration and shall be held, transferred, sold, conveyed, leased, occupied and used subject to the easements, restrictions, covenants, charges, liens, and conditions hereinafter set forth, all of which are for the purpose of protecting the value and desirability of the Property and which shall touch and concern and run with the title to the property subjected to this Declaration, and which shall be binding on all parties (including any mortgagees or lienholders having any right, title, or interest in the described properties or any portion thereof, and their respective tenants, occupants, invitees, heirs, successors, successors-in-title, and assigns, and shall insure to the benefit of each owner thereof.

## ARTICLE I DEFINITIONS

The following words, when used in this Declaration, unless the context shall prohibit or otherwise require, shall have all the following meanings. All definitions shall be applicable to the singular and plural forms of such terms:

**Section 1.1. “Additional Land”** Additional Land shall mean and refer to additional real property now owned or which may

in the future be owned by Fortville or any other property owner subject to Fortville's unilateral right to annex the same within and subject to this Declaration as provided elsewhere herein.

**Section 1.2. "Articles of Incorporation"** shall mean and refer to the Articles of Incorporation of The Fortville Business Park Association, Inc. as filed with the Secretary of State of the State of Indiana.

**Section 1.3. "Assessment Percentage"** shall mean and refer to the proportion of the acreage of each Owner's Lot compared to the sum of the acreage of all Owners' Lots in the Development. In the formulation of the Assessment Percentage, the acreage of an individual Owner's Lot shall be the numerator and the sum of the acreage of all Owners' Lots in the Development shall be the denominator. When determining the figure for acreage, such figure shall be rounded to the nearest one hundredth of an acre.

**Section 1.4. "Association"** shall mean and refer to an Indiana not-for-profit corporation to be known as The Fortville Business Park Association, Inc. or FBPA created by the Redevelopment Commission of the Town of Fortville to manage the Development pursuant to the terms and conditions of this Declaration.

**Section 1.5. "Base Assessment"** shall mean and refer to assessments levied by the Association against each Lot in the Development to fund Common Expenses

in the manner herein provided.

**Section 1.6. "Board of Directors" or "Board"** shall mean and refer to the board of directors of The Fortville Business Park Association, Inc.

**Section 1.7. "Business"** shall mean and refer to any improved property designed or intended for the allowed uses within the Development.

**Section 1.8. "Common Expenses"** shall mean the actual and estimated expenses incurred for the general benefit of the Development, including any reasonable reserve, as all may be found to be necessary and appropriate pursuant to the provisions contained herein. Common Expenses shall not include costs associated with Fortville's original capital improvements, including, without limitation, the original construction of the roads, utilities, and original construction of the storm water drainage system, maintenance of the pump for the storm water drainage system and retention ponds, if any. Common Expenses may include, to the extent such are installed, the costs of installation and maintenance of landscaping and lighting associated with the roads and Open Space Easement Areas (except when such Open Space Easement Area is on a Lot), whether such area is purchased or leased.

**Section 1.9. "Common Properties"** shall mean and refer to all properties, whether real or personal, which are owned in common by the Owners or owned by

the Association (or are to be owned by the Association) as shown pursuant to any recorded plat of the Development or as shown by the terms and conditions in this Declaration. The designation of any land and/or improvements as Common Properties shall not mean or imply that the public at large acquires any easement of use or enjoyment thereon.

**Section 1.10. “Community-Wide Standard”** shall mean the standard of conduct, maintenance, or other activity generally prevailing throughout the Development (but which will not be allowed to contradict the specific standards set forth in this Declaration). The Board and the FBPA may more specifically determine such standard.

**Section 1.11. “Declaration”** shall mean and refer to this Declaration of Covenants, Conditions, and Restrictions for The Fortville Business Park and all amendments thereof filed for record in the public records of Hancock County, Indiana.

**Section 1.12. “Developer”** shall mean and refer to the Redevelopment Commission of the Town of Fortville, Indiana, an Indiana municipality, and their successors or assigns. When this Declaration refers to a right, duty, obligation or covenant of the Developer, then such right, duty, obligation or covenant shall belong to the Redevelopment Commission of the Town of Fortville, Indiana, except as otherwise may be provided for herein.

**Section 1.13. “Development Control Committee” (“DCC”)** shall mean and refer to the committee which shall be responsible for the approval of all Development improvements, additions, and changes, including, without limitation, landscaping, exterior and structural improvements. The DCC shall be formed simultaneously with the Association.

**Section 1.14. “Development”** shall mean and refer to those tracts or Lots of real estate described in Exhibit A and any Additional Land or property annexed in to the Development pursuant to Article 14, which real estate may be platted from time to time as part of The Fortville Business Park, together with all improvements thereon.

**Section 1.15. “Drip Line”** shall mean and refer to the outermost extent of the branches of a tree, defining a circular area within which development is prohibited.

**Section 1.16. “Greenbelt”** shall mean and refer to those open space or landscape easements or areas along the perimeter of a Lot, parking, loading or storage area within the development. Greenbelts must be located and landscaped in accordance with the standards set forth in this Declaration.

**Section 1.17. “Landscape Plan”** shall mean and refer to the plan of proposed improvements required to be submitted for review and approval by the DCC in accordance with the terms of Article 9 and Section 10.2 of this Declaration.

**Section 1.18. “Lot”** Shall mean and refer to each plot of land either (i) included in the Development identified as a lot on any recorded plat of the Development , or (ii) any subdivision of a platted lot upon which it is intended that a building or buildings shall be constructed.

**Section 1.19. “Open Space Easement Areas”** shall mean and refer to those areas identified on any recorded plat of the Development as “open space easement” or “landscape easement areas”. Original landscaping of a Lot and its maintenance and repair shall be at the individual Owner’s expense. The Association shall maintain the landscaping located within the Open Space Easement Areas outside of any Lot of the Development. The landscaping and other improvements planted or installed by an Owner or the Association within the Open Space Easement Areas may not be removed and additional landscaping or improvements in such area are subject to the Association’s approval.

**Section 1.20. “Open Space”** shall mean and refer to that land within an individual Lot or common area of the development permanently set aside as lawn or landscaped area in lieu of structures, parking and loading areas, or vehicular access ways in accordance with the standards outlined herein, including any landscape easement. Open space shall be undivided by streets or entrance drives, except where necessary for proper traffic circulation.

**Section 1.21. “Owner”** shall mean and

refer to the record owner, whether one or more Persons, with fee simple title to any real property which is part of the Development, but excluding in all cases any party holding an interest merely as security for the performance of an obligation. If any real property within the Development is sold under a recorded contract of sale, the purchaser (rather than the fee owner) will be considered the Owner.

**Section 1.22. “Percentage Interest”** shall mean and refer to the amount of acreage owned by each Owner as compared to the sum of all acreage in the Development. In the formulation of the Percentage Interest, the acreage owned by the individual Owner shall be the numerator, while the sum of all acreage in the Development shall be the denominator. When determining the figure for acreage, such figure shall be rounded to the nearest one hundredth of an acre. When determining the overall acreage for the Development, there shall be excluded from the calculation the amount of acreage, if any that constitutes Common Properties or property that has been dedicated to the public, including any easements or rights of way owned by Fortville.

**Section 1.23. “Person”** means a natural person, municipality, corporation limited liability company, partnership, trustee, or any other legal entity.

**Section 1.24. “Rules,”** shall collectively mean the bylaws of the Association and this Declaration.

**Section 1.25. “Sign Easement Areas”** shall mean and refer to those areas identified on any recorded plat of the Development as “Sign Easement” or the area to which the main sign of the Development shall be located. The signs located within the easement area shall be constructed by Fortville but maintained by the Association and the Association shall have an easement of ingress and egress on and over the areas adjacent thereto for purposes of this maintenance obligation. The signage installed by the Association within the Sign Easement Areas may not be removed by an Owner, nor may an owner add any improvements in such area without the approval of Fortville and/or the Association.

**Section 1.26. “Special Assessment”** shall mean and refer to the assessments levied in accordance with Article VIII of this Declaration.

**Section 1.27. “Vehicular Use Area”** shall mean and refer to any paved area within a given Lot dedicated to vehicular use, including parking, loading and staging areas.

## **ARTICLE II NATURE OF DEVELOPMENT AND BUSINESS USAGE**

**Section 2.1.** Development of Property. All property within the Development shall be subject to the existing zoning restrictions with regard to the Development and to the standards and restrictions set forth in

this Declaration. All Lots and real property within the are restricted exclusively to those uses authorized under the 1-1 zoning classification in the Hancock County Zoning Ordinance, as amended. Until the conditions of Section 4.2(b) have been satisfied, Developer shall have the right, but not the obligation, to maintain and make improvements, repairs, and changes to property within the Development, including, without limitation, (i) installation and maintenance of any improvements in the Common Properties, Greenbelts, Open Space Easement Areas; and Sign Easement Areas; (ii) changes in the location of the boundaries of any Lots owned by property owners or the Common Properties or Open Space Easement Areas, and (iii) installation and maintenance of any water, sewer, and other utility systems and facilities (except as required by this Declaration or by separate agreement). Notwithstanding the foregoing, however, no Lot will be adversely affected by a plat amendment without the prior written consent of the Owner of the Lot adversely affected.

**Section 2.2.** Zoning Restrictions. In addition to all other restrictions set forth in this Declaration, all uses of and all improvements made in the Development shall be in compliance with the zoning ordinances of all governmental authorities having zoning jurisdiction over the Development and the zoning commitments recorded with respect thereto, if any.

## **ARTICLE III PROPERTY RIGHTS**

**Section 3.1.** General. Each Lot shall for all purposes constitute real property which shall be owned in fee simple and which, subject to the provisions of this Declaration, may be conveyed, transferred, and encumbered the same as any other real property. Each Owner shall be entitled to the exclusive ownership and possession of its Lot subject to the provisions of this Declaration. The ownership of each Lot shall include, and there shall pass with each Lot as an appurtenance thereto, whether or not separately described, the right of enjoyment in and to the easements described herein for the benefit of all Owners and their tenants, licensees, guests and invitees as established hereunder. Each Owner shall automatically become a member of the Association and shall remain a member thereof until such time as its ownership ceases for any reason, at which time its membership in the Association shall automatically pass to its successor in-title to its Lot, and upon such transfer, such former Owner shall simultaneously transfer and endorse to his successor-in-title any certificates or other evidences of its membership in the Association, if any.

**Section 3.2.** Utility and Public Service Easements.

(a) There is hereby reserved to Developer for the benefit of Developer, the Association, and their respective successors and assigns, the perpetual right and easement,

as well as the power to grant and accept easements to and from Hancock County, Indiana, or any other public authority or agency, public service district, public or private utility or other person, upon, over, under, and across (i) all of the Common Properties; and (ii) those portions of all Lots as are reasonably necessary for the purpose of installing, replacing, repairing, maintaining, and using all utilities, including, without limitation, storm sewers, drainage systems and retention ponds and facilities developability, marketability, or value of any Lot. To the extent possible, all utility lines and facilities serving the Development and located therein shall be located underground. By virtue of any such easement and facilities, it shall be expressly permissible for the providing utility company or other supplier or service provider, with respect to the portions of the Development so encumbered, (i) to erect and maintain pipes, lines, manholes, pumps, and other necessary equipment and facilities, (ii) to cut and remove any trees, bushes, or shrubbery, (iii) to grade, excavate, or fill, or (iv) to take any other similar action reasonably necessary to provide economical and safe installation, maintenance, repair, replacement, and use of such utilities; provided, however, that such utility company or other supplier or service provider shall take all reasonable action to repair any damage caused by such utility company or other supplier or service provider during the exercise of any rights conveyed under any easement granted hereunder.

(b) Fortville shall have jurisdiction over the Development with respect to law enforcement and fire protection, the perpetual, non-exclusive right and easement upon, over, and across all Lots and throughout the Development for purposes of performing such duties and activities related to law enforcement and fire protection in the Development as shall be required or appropriate from time to time by Fortville under applicable law.

(c) There shall also exist utility easements reserved in favor of Developer, the Association, and their respective successors and assigns, as well as any public or private utility as such may be necessary in accordance with the terms of Section 3.2(a) above in such areas as may be designed on any Plat of the Development as a utility easement. The Owner of any Lot subject to a utility easement shall be required to maintain that area to the extent it is not in an Open Space Easement Area and shall be required to keep such area free from obstructions which have not been approved by the DCC or the Association and any affected utility.

(d) Neither Fortville nor any of its political subdivisions, agencies, departments or subsidiaries shall utilize its power of eminent domain under any state or federal law to take control or title to the portion of the Development schematically illustrated on Exhibit E and described in the Plat as M.A.C. Property To Be Withheld from Development Use.

(e) If approved by the DCC or the Association, a Lot Owner may use an Open Space Easement Area for utility purposes; provided, however, such utilities shall be located underground.

**Section 3.3. Drainage Easements.** There is hereby reserved an easement for Developer, the Association, and their successors and assigns, for access to and installation, repair, or removal of the storm water drainage system, either by surface drainage or appropriate underground installations, throughout the Development. Drainage Easements shall be twenty (20) feet wide, unless otherwise indicated on the plat of the Development. Additionally, there shall exist designated drainage easements with respect to those areas as shown on any recorded plat and the Owner of any Lot subject to a drainage easement shall be required to maintain the portion of said drainage easement on his Lot as required by Developer and free from obstructions so that the surface water drainage easement area by an Owner without the written consent of the Association. No permanent structures shall be erected or maintained upon said drainage easements.

**Section 3.4. Open Space Easement Areas.** Open Space Easement Areas shall consist of a twenty (20) foot area surrounding each Lot starting at the interior edge of the required Drainage Easement. Open Space Easement Areas, as designated on a plat of all or any part of the Development, are hereby created and reserved for the use of Developer and the Association for access to

and installation, maintenance, repair, and replacement of walls, earth mounds, trees, landscaping, and other improvements, provided, however, a Lot Owner shall only be responsible for repairing and maintaining improvements in the Open Space Easement Areas located on its Lot and the Association shall repair and maintain the Open Space Easement Areas located outside a Lot. Except as installed by Developer or the Association, or installed pursuant to the Lot Owner's required plans and specifications approved by the DCC prior to construction on a Lot, no improvements or permanent structures, including, without limitation, fences, shall be erected or maintained in or upon said Open Space Easement Areas. Open Space Easement Areas set forth on a plat of the Development shall conform with the terms of this Declaration.

**Amendment:**

*While the Open Space Easement Areas consists of twenty (20) feet as described herein, if two (2) Lots in the Development abut each other with no obstructions. Streets or other interruptions of Open Space (excluding landscaping), instead of forty (40) feet of total Open Space resulting from the combined Open Space Easement Areas of the abutting lots, the Open Space Easement Area shall be a ten (10) foot area surrounding the abutting lots (only where they abut) starting at the interior edge of the required Drainage Easements creating twenty (20) feet of Open Space Easement Area between the two (2) abutting Lots. It is the intent of this paragraph that a total of twenty (20) feet of Open Space surround*

*each lot, but for abutting Lots (where they abut), ten (10) feet of the twenty (20) required feet of Open Space Easement Area may include ten (10) feet of the Open Space Easement Area of the abutting lot.*

**Section 3.5.** Sign Easement Areas. Sign Easement Areas, as designated on a plat of all or any part of the Development or the area where the main entrance sign of the Development is located, are hereby created and reserved for the use of Developer and the Association, for access to and installation, construction, maintenance, repair, and replacement of signs and other informational devices in the Development. Except as installed by Fortville, Developer or the Association, no improvements or permanent structures shall be erected or maintained in or upon said Sign Easement Areas. In addition, no free standing signs (except for the main entrance sign) shall be allowed in the Development.

**Section 3.6.** Street Easement Areas. "Streets" shall mean and refer to all driveways, walkways, roadways, streets and similar areas, designated as such on the plat of the Development, which have been or hereafter are constructed for the purpose of providing common access for Owners, occupants, their guests and invitees to any or all Lots, and which are to be dedicated to the public and accepted for maintenance by the appropriate public agency, including, without limitation, Fortville. "Street Easement Areas" or "Street Right-of-Ways" shall be designated on a plat of all or part of the Development (even if such area is

not specifically labeled as such). Except for the Street, the Street Easement Area or Right-of-Way shall be treated as Open Space, except that such Street Easement Areas or right-of-ways may be used by all utilities providing utility services to the Development.

**Section 3.7.** Property Owner Plat approval. Any proposed plat of all or any part of the Development created by Fortville or the Association shall be subject to the prior written approval of the property owner prior to its recordation with the Hancock County, Indiana Recorder's Office. Fortville or the Association shall allow the property owners and their legal counsel, engineers or other agents ten (10) business days to review the plat and the initial location of any drainage easements, Open Space Easement Areas and Sign Easement Areas. In addition, property owners shall have the right to approve of the location of drainage easements, Open Space Easement Areas, Greenbelts and Sign Easement Areas and the content of particular signage to be placed in the Sign Easement Areas.

## **ARTICLE IV MEMBERSHIP AND VOTING RIGHTS**

**Section 4.1.** Membership. Membership in the Association shall be governed by the following rules:

- (a) Every Owner shall be a member of the Association.
- (b) The Town of Fortville Redevelopment

Commission or its duly appointed representative shall be member of the Association.

(c) The Association shall have only one class of membership.

(d) M.A.C. shall allow Fortville to establish the Association, at Fortville's own cost and expense, to manage the Development as set forth in these Covenants, within forty-five (45) days of the date hereof.

(e) In the event the Owner of a Lot is more than one (1) Person, votes and rights of use and enjoyment shall be as provided herein. The rights of a Lot owned by a corporation, partnership or limited liability company shall be exercised by one individual designated from time to time by the Owner in a written instrument provided to the Secretary of the Association, subject to the Rules. Each Owner must designate one individual to serve as a member of the Board. In any situation where an Owner is entitled personally to exercise the vote for his Lot and more than one (1) Person holds an interest in such Lot, the vote for such Lot shall be exercised as those Persons determine among themselves and advise the Secretary of the Association in writing prior to any meeting. In the absence of such advice, the Lot's vote shall be suspended if more than one (1) Person seeks to exercise it.

**Section 4.2.** Management. The Association shall be managed according to the following roles:

(a) The Board of Directors will consist of a representative of the Fortville Redevelopment Commission or its duly appointed representation and each Owner shall appoint an individual to serve as a member of the Board. Each Board member will have one (1) vote for each one percent (1%) of the Owner's Percentage Interest, which that Board member represents (rounded to the nearest one hundredth). The Redevelopment Commission of the Town of Fortville shall have equal voting interest to the owner with the highest percentage interest. The FBPA will be managed by the Board except to the extent decisions are expressly reserved to the Owners in this Declaration, the Articles of incorporation, the DCC or Rules.

(b) Except where a different percentage is specified in this Declaration, the Articles of Incorporation or Rules as to any vote requiring the approval of the Board or the Owners, a majority vote of the Board or the Owners shall control for decision making purposes.

## **ARTICLE V MAINTENANCE AND SERVICES**

**Section 5.1.** Mandatory Responsibilities of the Association. The Association shall be required to provide and pay for the following expenses and maintain and keep in good repair the following properties:

(a) The Open Space Easement Areas, Sign Easement Areas, and any other

easement designated on a recorded plat of the Development which establishes a maintenance obligation of the Association. This will occur only if an Owner fails to care for this area;

(b) The cost of maintaining any lighting associated with the Development including the cost of operating and/or leasing the lighting;

(c) The cost of maintaining signage and signage lighting for the Development installed by Fortville but not with respect to any signage or signage lighting for an individual Lot;

(d) Insurance on behalf of the Association, if such is determined to be necessary and as hereinafter provided; and

(e) All Common Expenses not otherwise provided for above and reasonably determined by the Association, including, without limitation, any reasonable management fees of the Association, if required.

All costs associated with the maintenance and above-described services for the Development shall be a Common Expense to be allocated among all Lots as part of the Base Assessment. The mandatory responsibilities of the Owners and the Association referenced in this subsection shall not be changed without (i) the affirmative vote of seventy-five percent (75%) of the Percentage Interests of the Owners voting with respect to the

elimination of such service and (ii) the making of adequate provision for the replacement of such service or maintenance on behalf of the Association.

**Section 5.2.** Optional Responsibilities of the Association. In addition to the mandatory maintenance and services described in Section 5.1, the Association may also provide such additional maintenance or service items as the Owners may request (which shall be provided at the Owner's expense) including, without limitation, snow removal and maintenance of the individual Lots, trash removal from the Lots, security services for the Lots and landscaping of the Lots.

Upon the request of an Owner, and if approved by the Association, the Association shall provide any such maintenance or service on an individual basis to one or more Lots, in which event the costs thereof will be billed directly to the Owner of the Lot receiving said maintenance or service and such shall not be a Common Expense.

**Section 5.3.** Responsibilities of the Owners. Except as otherwise provided herein, each Owner shall maintain and repair the interior and exterior of its Lot and all structures, parking lots, interior sidewalks, lawns, landscaping, grounds, signage, lighting, water service lines, and other improvements comprising the Lot (even if such property is designated as an Open Space Easement Area). Each Owner shall also be responsible for snow removal from

its Lot, including its parking lot and interior sidewalks.

No Owner shall (i) decorate, change, or otherwise alter the appearance of any portion of the exterior of a building or the landscaping, grounds, or other improvements within a Lot unless such decoration, change, or alteration is consistent with the terms and conditions of this Declaration and approved, in writing, by the DCC as provided in Article IX hereof, or (ii) do any work which in the reasonable opinion of the DCC, would jeopardize the soundness and safety of the Development, reduce the value thereof or impair any easement thereto.

Each Owner shall be responsible for the landscaping of its Lot. During any period in which the Lot remains unimproved, the Owner must plant grass seed and maintain the Lot in a neatly trimmed and clean condition. Upon completion of construction of a building, the Owner must sod or hydro-seed all exposed land with an acceptable strain of grass and must maintain its Lot and building in a clean, neat and well maintained condition which shall include, without limitation, fertilization of plants, shrubs and trees and the replacement of any grass, plants, shrubs or trees which have died.

In the event that Developer or the Association determines that: (i) any Owner has failed to discharge properly its obligations with regard to the maintenance, cleaning, repair, or replacement of items for which it is responsible hereunder, or (ii) that

the need for maintenance, cleaning, repair, or replacement which is the responsibility of the Association hereunder is caused through the willful or negligent act of an Owner, its tenants, guests, or invitees, and is not covered or paid for by insurance in whole or in part, then in either event, Developer or the Association, except in the event of an emergency situation, may give such Owner written notice of Developer's or the Association's intent to provide such necessary maintenance, cleaning, repair, or replacement, at the sole cost and expense of such Owner and setting forth with reasonable particularity the maintenance, cleaning, repair, or replacement deemed necessary. Except in the event of an emergency situation, such Owner shall have ten (10) days within which to complete the same, in a good and workman like manner, or in the event that such maintenance, cleaning, repair or replacement is not capable of completion within said ten (10) day period, to commence said maintenance, cleaning, repair or replacement and diligently proceed to complete the same in a good and workmanlike manner. In the event of emergency situations or the failure of any Owner to comply with the provisions hereof after such notice, Developer or the Association may provide (but shall not have the obligation to so provide) any such maintenance, cleaning, repair or replacement at the sole cost and expense of such Owner and such cost shall become a part of the costs of the Association (until such time as reimbursement is received from the individual Lot Owner). In the event that Developer undertakes

such maintenance, cleaning, repair or replacement, the Association shall promptly reimburse Developer for Developer's costs and expenses, including reasonable attorneys' fees. There is hereby reserved and created for the use of Developer and the Association and their respective agents, employees, successors, and assigns, a maintenance easement to enter upon any Lot for the purpose of accomplishing the performance of any maintenance or repair work referenced in this paragraph, provided that such easement shall not impose any duty or obligation upon Developer or the Association to perform any such actions.

## **ARTICLE VI INSURANCE**

**Section 6.1.** Insurance. If reasonably required based upon a determination made by the Association, the Association, or its duly authorized agent, shall obtain a general commercial liability policy covering the Association and the Owners for all damage or injury caused by the negligence of the Association or any of its agents. The general commercial liability policy shall have at a minimum a Five Hundred Thousand Dollar (\$500,000.00) single person limit with respect to bodily injury and property damage, a One Million Dollar (\$1,000,000.00) limit per occurrence, if reasonably available, and Five Hundred Thousand Dollar (\$500,000.00) minimum property damage limit.

Additionally, the Association may, if it

determines such is reasonably necessary, obtain worker's compensation insurance, directors' and officers' liability coverage, and if reasonably available, a fidelity bond or bonds on directors, officers, employees, and other persons handling or responsible for the Association's funds, if reasonably available, and flood insurance, if required. The amount of fidelity coverage shall be determined in the best business judgment of the Association.

The cost of all insurance purchased pursuant to this Section 6.1 shall be a Common Expense of the Association.

**Section 6.2.** Individual Insurance. By virtue of taking title to a Lot subject to the terms of this Declaration, each Owner covenants and agrees with all other Owners and with the Association that each Owner shall carry blanket all-risk casualty insurance and public liability insurance meeting, at a minimum, the same requirements as set forth in Section 6.1. Developer or Association may require all Owners to furnish copies of certificates thereof to Developer or Association. Each Owner further covenants and agrees that in the event of loss or damage to any building by fire, wind, flood, or otherwise, the Owner shall proceed promptly to repair or to reconstruct the damaged building in a manner consistent with the original construction or such other plans and specifications as are approved in accordance with Article IX of this Declaration and all applicable zoning, building and other governmental regulations. No boarded-up

buildings shall be maintained on any Lot.

## **ARTICLE VII RIGHTS AND OBLIGATIONS OF THE ASSOCIATION**

**Section 7.1.** Duties and Powers. The duties and powers of the Corporation shall be those set forth in the provisions of the Indiana Nonprofit Corporation Act of 1991, as limited or supplemented by this Declaration, the Articles of Incorporation and the Rules, together with those rights and privileges reasonably implied to effect the purposes of the Association. The Association may exercise any other right or privilege given to it expressly by this Declaration or by law, together with every other right or privilege reasonably to be implied from the existence of any right or privilege given to it herein or reasonably necessary to effectuate any such right or privilege. Such duties may include, without limitation, arranging with governmental agencies, public service districts, public and private utilities, or others, as a Common Expense or by billing directly to Lots to furnish trash collections, water, sewer, and/or security service for the Common Properties and/or the Lots. The Association shall have the right to own (as a Common Property) any drainage system piping, sewer equipment materials, or any other utility equipment, which Developer or the Association deems to be in the best interests of the Development. Notwithstanding the foregoing provision of the Declaration to the contrary, the

Association shall not, without the consent of Developer, borrow money or pledge, mortgage, or hypothecate all or any portion of the Common Properties. The Association shall act only through its Board and the DCC.

**Section 7.2.** Agreements. All agreements and determinations, lawfully authorized by the Association shall be binding upon all Owners, their heirs, legal representatives, successors and assigns, and all others having an interest in the Development or the privilege of the possession and enjoyment of any part of the Development. In performing its responsibilities hereunder, the Association shall have the authority to delegate to persons of its choice such duties of the Association as may be determined by the Board. In furtherance of the foregoing, and not in limitation thereof, the Association may obtain and pay for the services of any person or entity (including M.A.C. or any affiliate) to manage its affairs or any part thereof, to the extent it deems advisable, as well such other personnel as the Association shall deem necessary or desirable for the proper operation of the Development, whether such personnel are furnished or employed directly by the Association or by any person or entity with whom or with which it contracts. All costs and expenses incident to the employment of a manager shall be a Common Expense. During the term of such management agreement, such manager may, if authorized by the Board, exercise all of the powers and shall be responsible for the performance of all the duties of the Association, excepting any of those powers or duties specifically

and exclusively reserved to the directors, officers, or members of the Association by this Declaration or the Rules. Such manager may be an individual, corporation, or other legal entity, as the Board shall determine, and may be bonded in such a manner as the Board may require with the cost of acquiring any such bond to be a Common Expense. In addition, the Association may pay for as a Common Expense, and the Board may hire or contract for, such legal and accounting services as are necessary or desirable in connection with the operation of the Development or the enforcement of the Rules of the Association.

**Section 7.3.** Personal Property and Real Property for Common Use. The Association, acting through its Board, may acquire and hold tangible and intangible personal property and real property and may dispose of the same by sale or otherwise. All funds received and title to all properties acquired by the Association and the proceeds thereof; after deducting therefrom the costs incurred by the Association in acquiring or selling the same, shall be held by and for the benefit of the Association or Owners. The share of the Owners in the funds and assets of the Association cannot be individually assigned, hypothecated, or transferred in any manner, except to the extent that a transfer of the ownership of a Lot also transfers the membership in the association, which is an appurtenance to such Lot.

The Association shall have the authority to

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have real estate property tax statements issued separately for each easement or property interest in which the Association possess an interest in as a result of this Declaration and to pay the tax generated thereby as a Common Expense of the Association. Each Owner agrees to cooperate in the execution and filing of any documents necessary to accomplish such assessment.

**Section 7.4.** Rules and Regulations. The Association may make and enforce reasonable rules and regulations governing the Development, which rules and regulations shall be consistent with the rights and duties established by this Declaration. The Board shall, in addition, have the power to seek relief in any court for violations or to abate nuisances.

**Section 7.5.** Implied Rights. The Association may exercise any other right or privilege given to it expressly by this Declaration or the Rules, and every other right or privilege given to it herein or reasonably necessary to effectuate any such right or privilege.

## **ARTICLE VIII ASSESSMENTS**

**Section 8.1.** "Creation of Assessments." There are hereby created assessments for Association expenses as may from time to time specifically be authorized by this Declaration or the Board to be commenced at the time and in the manner set forth

in Section 8.6 of this Article. There shall be two (2) types of assessments: (a) Base Assessments; and (b) Special Assessments. Each Owner, by acceptance of a deed or recorded contract of sale for any portion of the Property, is deemed to covenant and agree to pay these assessments. Each Owner's assessment shall be in proportion to such Owner's Assessment Percentage. All assessments, together with interest (at a rate not to exceed the highest rate allowed by Indiana law) as computed from the date the delinquency first occurs, late charges, costs, and reasonable attorneys fees, shall be charged on the land and shall be a continuing lien upon the Lot against which shall also be the personal obligation of the Person who was the Owner of such Lot at the time the assessment arose, and its grantee shall be jointly and severally liable for such portion thereof as may be due and payable at the time of conveyance; provided, however, the lien for unpaid assessments shall not apply to the holder of any first priority institutional mortgage or to the holder of any mortgage securing a loan made by Developer, its affiliates, successors, or assigns, who takes title to a Lot through foreclosure, or to any purchaser of such Lot at such foreclosure sale. In the event of co-ownership of any Lot all of such co-owners shall be jointly and severally liable for the entire amount of such assessments. All assessments are payable without relief from valuation and appraisal laws.

Assessments shall be paid in such manner and on such dates as may be fixed by

the Board. All assessments shall be prorated from the date of closing for each Owner. Each Owner by acceptance of a deed to its Lot, acknowledges that all Base Assessments levied hereunder are annual assessments due and payable in advance on the first day of the fiscal year; provided, however, the Board may permit any assessment to be paid in installments. If any Owner is delinquent in paying any assessments or other charges levied on its Lot, the Board may revoke the privilege of paying in installments and require all annual assessments to be paid in full immediately. Assessments may be charged to Lot Owners as incurred by the Association, provided reasonable notice and/or accounting of such expenses is given to the Lot Owners, but such Base Assessments shall still be prorated according to the Lot Owner's Assessment Percentage.

No Owner may waive or otherwise exempt itself from liability for the assessment provided for herein, including by way of illustration and not limitation, by non-use of Common Properties, non-use of services or abandonment of the Lot. The obligation to pay assessments is a separate and independent covenant on the part of each Owner.

**Section 8.2.** Computation of Base Assessment. Unless the Association elects to charge Base Assessment expenses as incurred by the Association (as set forth in Section 8.1), it shall be the duty of the Board, at least sixty (60) days before the beginning of each fiscal year, to prepare a budget

covering the estimated Common Expenses of the Association during the coming year. The budget for Common Expenses shall include a capital contribution for sustaining a reserve fund for future repairs and replacements in accordance with Section 8.5 below.

The Base Assessment to be levied against each Lot for the coming year shall be set at a level which is reasonably expected to produce total income to the Association equal to the total budgeted Common Expenses, including reserves.

The total annual assessments shall be divided among the Lots based upon the Assessment Percentage of the Owner of each such Lot.

The Board shall cause a copy of the Common Expense budget and notice of the amount of the Base Assessment to be levied against each Lot for the following year to get delivered to each Owner at least thirty (30) days prior to the beginning of the fiscal year. If any budget at any time proves inadequate for any reason, then the Board may call a meeting of the Association for the approval of a Special Assessment as provided in Section 8.3 hereof. The Common Expenses to be funded by the annual assessments may include, without limitation, the following:

(i) management fees and expenses of administration, including legal and accounting fees (excluding expenses incurred prior to the date hereof);

(ii) charges for services provided for the Development, including trash collection, snow removal, security service, if any such services or charges are provided or paid by the Association;

(iii) the cost of any policies of insurance purchased for the benefit of the Association as required or permitted by this Declaration, including general commercial liability coverage, and such other insurance coverage as the Board determines to be in the interests of the Association and the Owners.

(iv) the expenses of maintenance and operation of the Association and its properties as set forth under the provisions of this Declaration;

(v) the expenses of the DCC which are not defrayed by plan review charges;

(vi) real and personal property taxes assessed and levied against the property interests of the Association;

(vii) such other expenses as may be determined from time to time by the Board to be Common Expenses, including, without limitation, taxes and governmental charges not separately assessed against Lots or buildings; and

(viii) the establishment and maintenance of a reasonable reserve fund or funds  
(a) for inspections, maintenance, repair, and replacement of those portions of the Development which are the responsibility

of the Association and which must be inspected, maintained, repaired, or replaced on a periodic basis, (b) to cover emergencies and repairs required as a result of casualties which are not funded by insurance proceeds, and (c) to cover unforeseen operating contingencies or deficiencies arising from unpaid assessments or liens, as well as from emergency expenditures and other matters, all as may be authorized from time to time by the Board.

**Section 8.3.** Special-Assessments.

(a) The Association shall levy Special Assessments against each Lot in proportion to the Assessment Percentage of the Owner of such Lot in the event there exists a deficiency in the fund for Base Assessments to pay for the Common Expenses and the expenses, which are the obligation of the Association.

Additionally, the Association may levy Special Assessments from time to time for purposes other than to cure said deficiency, provided any such assessment receives the affirmative vote of at least seventy-five percent (75%) of the Percentage of Interests of the Owners. Special Assessments pursuant to this paragraph shall be payable in such manner and at such times as determined by the Board, and may be payable in installments extending beyond the fiscal year in which the Special Assessment is approved, if the Board so determines.

(b) The Association may levy a Special Assessment against any Owners individually

and against such Owner's Lot to reimburse the Association for costs incurred in bringing an Owner and its Lot into compliance with the provisions of the Declaration, which Special Assessment may be levied upon the vote of the Board after notice to the Owner and an opportunity for a hearing.

**Section 8.4.** Lien of Assessment. Upon recording a notice of lien on any Lot, there shall exist a perfected lien for unpaid assessments of priority and superior to all other liens, except (1) all taxes, bonds, assessments, and other levies which by law would be superior thereto, and (2) the lien or charge of any first mortgage of record (meaning any recorded mortgage with first priority over other mortgages) made in good faith and for value. Such lien, when delinquent, may be enforced by suit, judgment, and foreclosure.

The Association shall have the power to bid for the Lot at foreclosure sale and to acquire and hold, lease, mortgage, and convey the same. During the period in which a Lot is owned by the Association following foreclosure: (a) no right to vote shall be exercised on its behalf; (b) no assessment shall be levied on it; and (c) each other Lot shall be charged, in addition to its usual assessment, its pro rata share of the assessment that would have been charged to such Lot had it not been acquired by the Association as the result of foreclosure. Suit to recover a money judgment for unpaid Common Expenses and attorney's fees shall be maintainable without foreclosing or

waiving the lien securing the same.

**Section 8.5.** Reserve Budget and Capital Contribution. The Board shall annually prepare a reserve budget to take into account the number and nature of replaceable assets, the expected life of each asset, and the expected repair or replacement cost. The Board shall set the required capital contribution in an amount sufficient to permit meeting the projected needs of the Association, as shown on the budget, with respect both to amount and timing by annual assessments over the period of the budget. The capital contribution required, if any, shall be fixed by the Board and included within and distributed with the applicable budget and notice of assessments, as provided in Sections 8.2 and 8.3 of this Article.

**Section 8.6.** Date of Commencement of Annual Assessments. The Base Assessments provided for herein shall commence as to each Lot on the day on which such Lot is conveyed to a third party by Developer and shall be due and payable in such manner and on such schedule as the Board may provide. Base Assessments charged on an annual basis and any outstanding Special Assessments shall be adjusted on a pro rata basis for such Lot according to the number of months then remaining in the then fiscal year of the Association and the number of days then remaining in the month in which such Lot is first conveyed.

**Section 8.7.** No Abatement of

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Assessments. No diminution or abatement of assessments shall be claimed or allowed by reason of any alleged failure of the Association to take some action or to perform some function required to be taken or performed by the Association under this Declaration, or for inconvenience or discomfort arising from the making of improvements or repairs which are the responsibility of the Association, or from any action taken by the Association to comply with any law, ordinance, or with any order or directive of any municipal or other governmental authority, the obligation to pay such assessments being a separate and independent covenant on the part of each Owner.

## **ARTICLE IX DEVELOPMENT STANDARDS**

**Section 9.1.** Purpose. In order to establish and preserve a harmonious and aesthetically pleasing design for the Development, and to protect and promote the value of the Development, the Lots and all improvements located thereon shall be subject to the restrictions set forth in Articles II, IX and X herein, and, as with all other covenants, easements, restrictions and conditions contained in this Declaration such restrictions shall run with and bind the land and shall inure to the benefit of and be enforceable by the Owners, the Developer, the Association and their respective heirs, successors and assigns.

Nothing shall be erected or constructed

on any Lot, which shall include staking, clearing, landscaping, excavation, grading, and other site work without meeting the requirements of this Article and without the approval of the DCC. The Board may establish reasonable fees to be charged by the DCC on behalf of the Association for reviewing of applications hereunder and may require such fees to be paid in full prior to review of any application.

The Board shall have the authority and standing, on behalf of the Association and Owners, to enforce in courts of competent jurisdiction decisions of the committee established in Section 9.2 of this Article IX.

**Section 9.2.** Development Control Committee. The DCC shall consist of three (3) persons. One member shall be a representative of Fortville (selected by its Redevelopment Commission), one member shall be a representative of M.A.C. and the third member shall be a representative selected by the Fortville Business Park Association. Members of the DCC may include persons who are not Owners. Members of the DCC may or may not be members of the Board.

The regular term of office for each member of the DCC shall be one year, coinciding with the fiscal year of the Association. Any member appointed may be removed with cause by the Board, depending on who appointed the member, at any time by written notice to such appointee, and a successor or successors appointed to fill such vacancy shall serve the remainder of

the term of the former member. The DCC shall elect a Chairman and Vice Chairman. The Chairman, or in his absence, the Vice Chairman, shall be the presiding officer at its meetings. The DCC shall meet upon call of the Chairman, and all meetings shall be held at such places as may be designated by the Chairman. Two (2) members shall constitute a quorum for the transaction of business, and the affirmative vote of a majority of those present in person or by proxy at a meeting of the DCC shall constitute the action of the DCC on any matter before it. The DCC is authorized to retain the services of consulting architects, landscape architects, urban designers, engineers, inspectors, and/or attorneys in order to advise and assist the DCC in performing its functions set forth herein. Costs associated with the use of consultants shall be reasonable and shall be considered a Common Expense. DCC members may be reimbursed by the Board for actual out of pocket expenses documented by the member, but DCC members shall not be paid a salary or stipend.

The DCC shall have exclusive jurisdiction over all exterior construction, modifications, additions, or alterations made on or to existing Lots or structures containing Lots and the open space, if any, appurtenant thereto. The DCC shall promulgate standards or procedures governing its areas of responsibility and practice. In addition thereto, the following shall apply: plans and specifications showing the nature, kind, shape, color, sizes, materials, and

location of such modifications, additions, or alterations shall be submitted to the DCC for approval as to quality of workmanship and design and as to harmony of external design with existing structures and herein shall be construed to limit the right of an Owner to remodel the interior of its building, or to paint the interior of its building any color desired; provided, modifications or alterations to any interior portions of a building which are visible from outside the building shall be subject to approval hereunder. In the event that the DCC fails to approve or to disapprove such plans or to request additional information within thirty (30) days after submission of completed plans, proposals, specifications or drawings and any additional information having been requested by the DCC, the plans shall be deemed approved but only to the extent such plans do not violate express provisions of the Declaration or any plat.

**Section 9.3.** No Waiver of Future Approvals. The approval of the DCC of any proposals or plans and specification or drawings for any work done or proposed, or in connection with any other matter requiring the approval and consent of such Committee, shall not be deemed to constitute a waiver of any right to withhold approval or consent as to any similar proposals, plans and specifications, drawings or matters whatever subsequently or additionally submitted for approval or consent.

**Section 9.4.** Variance. The DCC may authorize variances from compliance

with any of its guidelines and procedures when circumstances such as topography, natural obstructions, or aesthetic or environmental considerations require, but only in accordance with duly adopted rules and regulations set forth by the DCC. Such variance may only be granted, however, when unique circumstances dictate and no variance shall (a) be effective unless in writing, (b) be contrary to the restrictions set forth in this Declaration or a recorded plat, or (c) estop the DCC from denying a variance in other circumstances. For purposes of this Section, the inability to obtain approval of any governmental agency, the issuance of any permit, or the terms of any financing shall not be considered a hardship warranting a variance.

**Section 9.5.** Compliance with Guidelines. The Association may exclude any contractor, agent, employee or other invitee of an Owner from the Development who fails to comply with the terms and provisions of the guidelines and procedures promulgated by the DCC without liability to any person.

**Section 9.6.** Construction of Improvements. A building may not be temporarily or permanently occupied until the exterior thereof has been completed and a certificate of occupancy for such building has been issued.

**Section 9.7.** Responsibilities During Construction. Owners shall take necessary action during construction activities to assure the following occurs:

(a) Construction of a building on a Lot

must be completed within a reasonable time from the date construction is commenced based upon the size and complexity of the building.

(b) Stone shall be installed over the path of the driveway such that it shall be level with curb at the lot line to avoid curb breakup.

(c) No track vehicles or heavy equipment vehicles shall be operated or unloaded on any street in the Development.

(d) During the construction period, the Lot shall be maintained in a clean and orderly manner at all times. All loose shingles, lumber, bricks, blocks, drywall, insulation, or other building material which can blow onto adjacent lots shall not be left lying around. Construction trash shall be contained in a trash fence and shall be removed from the Lot once per week or contained in a dump site provided by a trash disposal service which will empty the container as needed but no less than one time per week.

(e) The Lot Owner shall be responsible for removal of dirt, mud or debris or other foreign material of any kind which may be deposited upon any street in the Development from construction on the Lot if such deposits occur, then the Lot Owner shall make provisions to remove such deposits within five (5) days or the DCC may remove such deposits and charge such cost of removal to the Lot Owner.

(f) All utility services (including, without

limitation, water, power, sanitary sewers, telephone or cable) to the Lot shall be shown on the plot plan and said services shall not undermine the curbs or alter the subsurface or surface drainage system.

(g) Upon completion of construction, each Owner shall cause its contractors to immediately remove all equipment, tools, and construction material and debris from the Lot on which such construction has been completed.

**Section 9.8.** Architectural Approval. To preserve the architectural and aesthetical appearance of the Development, no construction of improvements of any nature whatsoever shall be commenced or maintained by an Owner, other than Fortville, with respect to the construction or affecting the exterior appearance of any building or with respect to any other portion of the Development, including, without limitation, the construction or installation of sidewalks, driveways, parking lots, decks, awnings, walls, fences, exterior lights, loading docks, trash dumpsters and trash removal areas, signs, garages, or other outbuildings, nor shall any exterior addition to or change or alteration therein be made (including, without limitation, painting or staining of any exterior surface), unless and until two (2) copies, and an electronic form in Auto Cad 2000, of the plans and specifications and related data showing the nature, color, type, shape, weight, materials, and location of the same shall have been submitted to and approved in writing by the DCC as to the compliance of such plans

and specification with such standards as may be published by the DCC from time to time including the harmony of external design, location, and appearance in relation to surrounding structures and topography. One copy of the such plans, specifications, and related data so submitted shall be retained in the records of the DCC, and the other copy shall be returned to the Owner marked “approved,” “approved as noted,” or “disapproved.”

**Section 9.9.** Open Space Approval.

To preserve the aesthetic appearance of the Development, no landscaping, grading, excavation, or filling of any nature whatsoever shall be implemented and installed by an Owner other than Fortville, unless and until the plans therefore have been submitted to and approved in writing by the DCC. At a minimum all Lots in the Development developed after the date hereof shall comply with the Open Space requirements set forth in Section 10.9.

The provisions of this Article IX regarding time for approval of plans, right to inspect, right to enjoin and/or require removal. etc. shall also be applicable to any proposed landscaping, clearing, grading, excavation or filling.

**Section 9.10.** Approval Not a Guarantee.

No approval of plans and specifications and no publication of standards shall be construed as representing or implying that such plans, specifications, or standards will, if followed, result in properly designed improvements. Neither M.A.C., the Association, Fortville, nor the DCC shall be

responsible or liable for any defects in any plans or specifications submitted, revised, or approved pursuant to the terms of this Article IX, nor loss or damages to any person arising out of the approval or disapproval of any plans or specifications, any loss or damage arising from the noncompliance of such plans and specifications with any governmental ordinances and regulations, nor any defects in construction undertaken pursuant to such plans and specifications.

**Section 9.11. Building Restrictions.** The exterior walls of all buildings must be constructed of material approved by the DCC, but, at a minimum, building requirements will consist of street side elevations of the building having a minimum of sixty percent (60%) brick, architectural block, stone, precast concrete, lift slab concrete, poured-in-place concrete or exterior insulation and finish system (collectively, “Hard Surface Materials”). Windows, doors and loading docks shall be considered Hard Surface Materials for the purpose of the calculation of said percentage. All other elevations must have Hard Surface Materials to a minimum of forty (40) inches above finished floor, except the windows, doors and loading docks. Subject to the above Hard Surface Material requirements, metal siding buildings are permitted. Buildings must have a foundation minimum of thirty-six (36) inches below finished grade. Pole building structures are not allowed. Office areas of buildings must have a sixteen (16) inch overhang, a facade system or other architectural treatment reasonably satisfactory to the DCC. Building

plans must be submitted to the DCC. All exterior colors, including roof color, must be approved by the DCC.

**Section 9.12. Building Setbacks.** Building setbacks in the Development shall comply with Hancock County standards for I-1 Zoning, or its equivalent, according to its Zoning Ordinance. If an overhead door is utilized on a Lot and the entranceway to such overhead door faces a Street, the building setback shall be a minimum of eighty (80) feet from the building to the curb of the Street as set forth on Exhibit B to this Declaration. If the entranceway to an overhead door does not have direct Street access, the overhead door setback shall be a minimum of one hundred fifteen (115) feet from curb of the Street as also set forth on **Exhibit B** of this Declaration. Access to an overhead door must be at least twenty (20) feet wide and contain a forty (40) foot turning radius as set forth on **Exhibit B**.

**Amendment**

*Access used by trucks for delivery to an overhead door shall not be the same means of access utilized by employees or visitors of the Lot Owner or any business operating on the Lot.*

**ARTICLE X  
LANDSCAPE & OPEN SPACE  
STANDARDS**

**Section 10.1. Purpose.** The purpose of these standards is to establish an orderly, aesthetically pleasing Development, which

promotes individual property values, pleasant work environments, and is an asset to the community. The design, installation and maintenance of all Landscaped Areas and Open Space within the development shall be governed by the standards set forth herein subject to review and approval by the DCC. Therefore, this Article requires open space to be developed between uses, around structures, within and around parking, loading and storage areas, around signs and along street frontages and property boundaries in order to:

- (a) Encourage the preservation of existing trees and replenish trees that are removed;
- (b) Improve the visual quality of the development by minimizing impacts such as parking areas, outside storage, loading docks and structures;
- (c) Reduce environmental impacts, such as noise and air pollution, storm water runoff and soil erosion, improve water quality and reduce heat convection from impervious surfaces; and
- (d) Establish standards for the spacing, quantity, type, size, protection, planting and maintenance of landscape materials in order to accomplish the objectives listed above.

**Section 10.2.** General. A Landscape Plan indicating all proposed improvements shall be submitted for review and approval by the DCC in accordance with Article 9 of this Declaration. Additionally, the following

requirements are agreed to by each Owner:

- (a) The Owner of the Lot is responsible for maintenance of all landscape materials and shall keep all plants in a proper, neat and orderly appearance. All unhealthy or dead plant material shall be replaced by the next planting season, or within six (6) months, whichever comes first.
- (b) All landscaping shall be installed and maintained according to the approved Landscape Plan and specifications contained herein. The minimum size of plant material at planting, by type, shall be as follows: deciduous trees: 2" caliper (dbh); evergreen trees: 6' tall; shrubs: 24" B&B or 3 gallon container; perennials: 1 gallon container. All woody plants shall be balled and burlapped (B&B) unless otherwise approved.
- (c) All plant material must be installed according to the approved Landscape Plan by no later than the next planting season or within three (3) months of the date of building occupancy, season permitting.

**Section 10.3.** Sight Triangles. No landscape materials that impair the visibility of motorists will be placed within the sight triangles of any street and/or entrance drive intersection. Sight triangles are defined as the "triangular areas in each quadrant of an intersection, inscribed by a line connecting points seventy-five feet (75') from the center of the intersection measured along the centerline of any two (2) perpendicular streets or drives. Plant

material taller than 3.5 feet will not be permitted in these areas.

**Section 10.4. Street Frontages.** The designated tree lawn along the street frontage of each Lot shall be planted with deciduous trees at forty feet (40') maximum center-to-center spacing. Alternatively, trees may be grouped at shorter distances provided the same total number of trees is planted along the street. Only approved street trees may be planted in these areas. Outside storage, loading and non-public parking areas shall be located away from street frontages. These uses may only be located adjacent to street frontages when a six-foot (6') minimum height screen is provided. This screen may be continuous architectural or vegetative at the discretion of the DCC based on the intensity of use in the area to be screened.

**Section 10.5. Vehicle Use Areas,** Landscaping shall be provided within any vehicle use area ("VUA") as defined in Section 1.25 in accordance with the following:

(a) A minimum of five percent (5%) of the total VUA shall be landscaped. Landscaped areas shall consist of islands or peninsulas dispersed throughout the paved area, ten feet (10') wide and 200 square feet minimum in size. One (1) tree is required per 200 square feet of landscaped area.

(b) In a VUA of less than 9,000 square feet, landscaped areas may be located at the edges of the paved area provided the same

total landscaped area is installed.

(c) All landscaped areas shall be planted in grass, groundcover, shrubs, perennials, ornamental grasses, mulch, or any combination of these. Gravel is not permitted.

(d) All landscaped areas shall have minimum six-inch (6") curbs to protect plantings from vehicular traffic. .

**Section 10.6. Landscaping Around Buildings.** Any blank building facade or portion of a facade that is not used for outdoor display, storage or loading/unloading shall be landscaped if the facade is visible from the public street right-of-way. The required planting area shall be at least five feet (5') wide and as long as the blank facade. A minimum of one (1) tree and five (5) shrubs shall be planted for every thirty feet (30') of blank facade length. All landscaped areas shall be mulched. Perennials, ornamental grasses and/or groundcover may be installed in lieu of shrubs at the discretion of the DCC.

**Section 10.7. Utilitarian Areas.** Loading/unloading, storage, utility, mechanical and trash collection areas shall be screened from any public street right-of-way or adjoining property. Screening shall be accomplished by continuous closed fence, wall, earthen berm, hedge, plant material or combination thereof that is eight feet (8') minimum in height and effectively screens the above mentioned areas from view. Any fence or wall utilized for screening shall be

compatible in color, texture and quality with the materials of the principle building.

**Section 10.8.** Fences and Walls. All fences and walls shall have the finished side facing out. No structural supports shall be visible from any public street right-of-way or adjoining properties. Fences and wall shall be a minimum of eight feet (8') and a maximum of twelve feet (12') in height. Fences and walls are not permitted in the front yard (public street side) of any Lot. Woven wire, barbed wire and chain link fences are not permitted. Fences and walls shall be maintained in good repair at all times.

**Section 10.9.** Open Space. Open Space Easements shall be granted as indicated on the plat of each Lot and as set forth in this Declaration, and shall be developed as lawn or landscaped area, except sidewalks, within the easement and entrance drives that cross perpendicular to the easement. Additionally, any unpaved area surrounding the building shall be considered open space, and developed and maintained to the same standard as required open space. Except as otherwise set forth on the plat of the Development, Open Space Easements shall at a minimum be twenty (20) feet in width measured from the edge of a Street Easement Area furthest from the Street (or from the edge of the property line when no Street Easement Area is present) as set forth by example on Exhibit B to this Declaration.

**Section 10.10.** Tree Protection. All existing trees to remain within the Development

shall be protected throughout the development process to assure their health and survival. A circular tree protection zone shall be established around each protected tree as follows; (a) If the drip line is less than ten feet (10') in diameter, the protection zone shall be ten feet (10'). (b) If the drip line is more than ten feet (10') in diameter, the protection zone shall match the full drip line of the tree.

**Section 10.11.** Plant Material. All plant material sizes; species and varieties shall be reviewed and approved by the DCC as part of the Site Plan review process. Native plant material is strongly encouraged, and a Recommended Tree and Shrub List is included as **Exhibit C**.

## ARTICLE XI USE RESTRICTIONS

The Association, acting through its Board, shall have the authority to make and to enforce standards and restrictions governing the use of the Development, in addition to those contained herein. Such regulations and use restrictions shall be binding upon all Owners and parties in possession until and unless overruled, added to, canceled or modified in a regular or special meeting of the Association by the vote of at least seventy-five (75%) of the Percentage Interest of the Owners.

In addition to restrictions set forth elsewhere in this Declaration, each Lot shall be subject to the following restrictions on

its use:

**Section 11.1.** Signs. The erection of any and all signs, including signs on any building or the painting of signs upon or on any building, shall be subject to the prior written approval of the DCC, and shall meet the specifications as established from time to time by the DCC. Except for the main entrance sign to the Development, Billboards and free standing signs are not permitted.

**Section 11.2.** Parking. It shall be the responsibility of each Owner to provide and maintain adequate parking facilities on its Lot with sufficient space in which its employees, customers, invitees and tenants may park. All drives and parking lots shall be hard surfaced with either concrete or asphalt. Any major exterior changes and alterations of structures, or drives which affect ingress or egress in the Development, are subject to DCC approval. Employees of Owners and their tenants shall not be permitted to park on public streets or private streets in the Development. Furthermore, public events and overnight parking on public streets in the Development are restricted.

**Section 11.3.** Outdoor storage. Any material, equipment, non-licensed motor vehicles or trailers and finished products must be stored in a fenced storage area. Outside storage area must be screened using a minimum eight (8) foot wood privacy fence, or by fully screened evergreen landscaping. Any such type of screening

must be approved by the DCC. A maximum of forty percent (40%) of building floor space may be fenced for storage. A minimum five (5) foot Greenbelt must be maintained outside the fence of all storage areas, except that a greenbelt shall not be required between the storage area and buildings on the same Lot.

**Section 11.4.** Unsightly or Unkempt Conditions. It shall be the responsibility of each Owner to prevent any unclean, unhealthy, unsightly or unkempt condition on such Owner's Lot. The pursuit of certain activities, specifically, without limiting the generality of the foregoing, the assembly and disassembly of motor vehicles and other mechanical devices, which might tend to cause disorderly, unsightly, or unkempt conditions, shall not be pursued or undertaken on any part of the Development. Nothing which could cause embarrassment, discomfort, annoyance or nuisance to the occupants of other portions of the Development or which result in a cancellation of any insurance for any portion of the Development, or which would be in violation of any law or governmental code or regulation shall be pursued, undertaken or permitted on any Lot. During the construction period on any Lot, the Owner thereof shall be responsible for the removal of all debris, trash and waste materials from the Lot and the Development on a weekly basis. In the event the Owner fails to timely remove such materials, the Association or any Owner may remove such materials and receive reimbursement for the costs thereof from the Owner of the Lot. Owners shall not

permit the growth of weeds and involuntary trees and bushes, and shall keep their Lot clear from unsightly growth at all times.

**Section 11.5.** Hazardous Materials. No hazardous or toxic materials of any kind may be brought, placed on, mixed or created on any Lot in the Development except as may be reasonably necessary for the business conducted on the Lot. Each Owner shall be responsible for the compliance of its tenants, guests and invitees with all applicable health, environmental and hazardous waste management laws, rules and regulations. Hazardous materials shall not include janitorial materials, supplies, cleaning fluids or chemicals necessary for the day-to-day operation or maintenance of the Development nor any other materials which are ancillary to the business conducted on said Lot; provided, however, all such materials must be stored and used in a careful and secure manner. Any Owner (including its employees, agents and assigns) shall notify each owner in the Development and the Town of Fortville Fire Department in writing of any hazardous or toxic materials brought into the Development within forty-eight (48) hours of the arrival of such material in the Development. In addition, no hazardous or toxic material or foreign substances may be disposed of or dumped into any drainage ponds within the Development.

**Section 11.6.** Trash. Owners shall not dump any trash, waste, refuse or other objectionable matter upon any lot, easement or common area within the

Development. There shall be no burning of trash and no open fires. All trash, garbage, and refuse placed or stored on any Lot must be in a trash dumpster. Dumpsters used outside of a building must be contained in a six (6) foot tall masonry enclosure with gates, except those within a fully screened, fenced or landscaped area. Owners of Lots which abut a retention basin or pond are not required to erect masonry enclosures or to otherwise fully screen dumpsters and other trash containers if such dumpsters and containers are placed at the rear of the building and are screened with masonry, fencing or landscaping in a manner sufficient to prevent viewing of the same from all public streets. Masonry must match color and scheme of the building for which it serves.

**Amendment**

*Trash dumpsters shall be located in the rear portion of any Lot in the Development.*

**Section 11.7.** Drainage, Water Wells, and Septic Systems. It shall be the responsibility of the Owner of any Lot within the Development to keep said Lot in compliance at all times with the provisions of the drainage plan as approved for the Development.

Drainage swales (ditches) along dedicated roadways and within the right-of-way, or on dedicated easements, are not to be altered, dug out, filled in, tiled or otherwise changed without the written permission of the Fortville Redevelopment Commission or their successor. Owners must maintain

these swales as sodded grassways, or other non-eroding surfaces on their Lots. Driveways must always be constructed over these swales or ditches only when appropriate sized culverts or other approved structures have been permitted by the Fortville Redevelopment Commission.

Any Owner altering, changing, damaging, or failing to maintain these drainage swales or ditches will be held responsible for such action and will be given ten (10) days notice by certified mail to repair said damage, after which time, if not action is taken, the Fortville Redevelopment Commission, or their successor will cause said repairs to be accomplished and the bill for said repairs will be sent to the affected Owner for immediate payment. Failure to pay will result in a lien against the Lot. Each Lot Owner, at his sole cost and expense, shall make all needed repairs to the improvements located on its lot, keep the same in good order and repair, and maintain landscaping and grass on such Lot.

No private or semi-private water wells may be drilled or maintained and no septic tanks or similar sewage facilities may be installed or maintained on any Lot.

**Section 11.8.** Antennas and Satellite Dishes. All exterior antennas, aerials or satellite dishes shall be subject to the prior written approval of the DCC.

**Section 11.9.** Fences and Walls; Screening. All fences; walls, or barriers of any kind shall be subject to the prior written approval of

the DCC; provided, however, no fence, wall, hedge or shrub planting which obstructs sight lines at elevations between two (2) and eight (8) feet above the street, shall be placed or permitted to remain on any corner lot within the triangular area formed by the street right-of-way lines and a line connecting points twenty-five (25) feet from the intersection of said street lines or in the case of a rounded property corner, from the intersection of the street lines extended. The same sight line limitations shall apply to any lot within ten (10) feet from the intersections unless the foliage line is maintained at sufficient height to prevent obstruction of such sight lines. All fences shall be kept in good repair and erected so as to enclose the property.

**Section 11.10.** Laws and Ordinances. Every Owner and its tenants, guests and invitees, shall comply with all laws, statutes, ordinances and rules of federal, state and municipal governments applicable to the Development and any violation thereof may be considered a violation of this Declaration; provided, however, the Board shall have the right but not the obligation to take action to enforce such laws, statutes, ordinances and rules.

**Section 11.11.** Occupants Bound. All provisions of the Declaration, Rules, and of any other rules and regulations or use restrictions promulgated pursuant thereto which govern the conduct of Owners and which provide for sanctions against Owners shall also apply to all occupants, tenants, guests and invitees of any Lot.

Every Owner shall cause all occupants of its Lot to comply with the Declaration, Rules, and the other rules and regulations adopted pursuant thereto, and shall be responsible for all violations and losses to the Association and other Owners caused by such occupants, notwithstanding the fact that such occupants of a Lot are fully liable and may be sanctioned for any violation of the Declaration, Rules, and other rules and regulations adopted pursuant thereto.

#### **Amendment**

**Parking.** *Each Lot shall set aside one nine (9) foot by twenty (20) foot parking space for each four hundred (400) square feet of floor space.*

**Lighting.** *Each building on a Lot shall have 360 degree lighting sufficient to illuminate the wall on each side of the building.*

## **ARTICLE XII RULEMAKING**

### **Section 12.1.** Rules and Regulations.

Subject to the provisions of this Declaration, the Board may establish reasonable rules and regulations concerning the use of Lots, buildings, and the Common Properties. Copies of such rules and regulations and amendments thereto shall be furnished by the Association to all Owners prior to the effective date of such rules and regulations and amendments thereto. Such rules and regulations shall be binding upon the Owners, their tenants, guests, invitees, servants and agents, until and unless any

such rule or regulation shall be specifically overruled, canceled, or modified by the Board or in a regular or special meeting of the Association by the vote of the Owners, in person or by proxy, holding a majority of the total votes in the Association, provided that in the event of such vote, such action must also be approved by Developer.

### **Section 12.2.** Authority and Enforcement.

Upon the violation of this Declaration, the Rules or any other rules and regulations duly adopted hereunder, including, without limitation, the failure to timely pay any assessments, the Board shall have the power, after fifteen (15) days written notice to the Owner or occupant of said violation, and failure by said Owner or occupant to cure the violation:

- (i) To cause the Association to correct the violation at its own cost and expense, which said cost and expense shall constitute a continuing lien upon the Lot of the Owner or occupant who is guilty of such violation; and
- (ii) To suspend an Owner's right to vote in the Association.

The Board shall have the power to impose one or both of these sanctions. An Owner or occupant shall be subject to the foregoing sanctions in the event of such a violation by it or its tenants or guests. Any such suspension of rights may be for the duration of the infraction and for any additional period thereafter, not to exceed thirty (30) days per violation.

(b) Notwithstanding subsection (a) above, a violation or threatened violation of any of the covenants and restrictions contained in this Declaration and the provisions contained in the Rules or any other rules and regulations adopted hereunder, shall be grounds for an action at law or equity instituted by Developer, the Association, or any Owner against any person violating or threatening to violate any such covenant, restriction, rule, or regulation. Available relief in any such action shall include the recovery of damages; injunctive relief, either to restrain the violation or threatened violation or to compel compliance with the covenants, restrictions, rules or regulations; declaratory relief; the enforcement of any lien created by these covenants, restrictions, rules, or regulations; and the recovery of costs and attorneys' fees incurred by any party successfully enforcing such covenants, restrictions, rules, or regulations. Failure by Developer, the Association, or any Owner to enforce any covenants, restriction, rule, or regulation shall in no event be deemed a waiver of the right to do so thereafter; provided, however, that no action shall be brought against either Developer or the Association for failing to enforce or carry out any such covenants, restrictions, rules, or regulations.

## **ARTICLE XIII GENERAL PROVISIONS**

**Section 13.1.** Term. The covenants, easements and restrictions of this Declaration shall run with and bind the Development, and shall inure to the benefit of and shall be enforceable by the Association or the Owner of any property subject to this Declaration, their respective legal representatives, heirs, successors, and assigns, for a term of thirty (30) years from the date this Declaration is recorded, after which time they shall automatically be extended for successive periods of ten (10) years, unless an instrument in writing, signed by more than eighty percent (80%) of the Percentage Interests of the Owners has been recorded within the year preceding the beginning of each successive period of ten (10) years, agreeing to terminate said covenants and restrictions, in whole or in part, in which case this Declaration shall be modified or terminated as specified therein. The number of ten (10) year renewal periods shall be unlimited.

**Section 13.2.** Amendment. Developer may amend this Declaration at any time and from time to time if such amendment is (a) not material and the impact of such amendment, if any, would not be significant to this Declaration; (b) necessary to bring any provision hereof into compliance with any applicable governmental statutes, rule or regulation, or judicial determination; (c) necessary to enable any reputable title insurance company to issue title insurance coverage on the Lots; (d) required by an

institutional or governmental lender or purchaser of mortgage loans, to enable such lender or purchaser to acquire or purchase mortgage loans on the Lots; (e) necessary to enable any governmental agency or reputable private insurance company to insure mortgage loans on the Lots; or (f) would not have a material adverse impact on any of the Lots sold to date; provided, however, any such amendment shall not adversely affect the title to any Lot or the use of such Lot unless the Owner shall consent thereto in writing.

Thereafter and otherwise, this Declaration may be amended (except where a different voting requirement is specified) only by the affirmative vote or written consent, or any combination thereof, of at least eighty percent (80%) of the Percentage Interests of the Owners; provided, however, no such amendment shall be made without the unanimous consent of the Owners and Developer if such amendment would (i) eliminate or change the easements for access to and throughout the Development contained in Article III above; (ii) would preclude or adversely affect the current or anticipated use of a Lot by an Owner; or (iii) would in any way change the uses and requirements of any property owned by M.A.C. within the Development. Any amendment to be effective must be recorded in the public records of Hancock County, Indiana.

If an Owner consents to any amendment to this Declaration or the Rules, it will be conclusively presumed that such Owner has

the authority to consent and no contrary provision in any mortgage or contract between the Owner and a third party will affect the validity of such amendment.

No amendment may remove, revoke, or modify any right or privilege of M.A.C. without the written consent of M.A.C. or the assignee of such right or privilege.

**Section 13.3.** Interpretation. In all cases, the provisions set forth or provided for in this Declaration shall be construed together and given that interpretation or construction which, in the opinion of Developer or the Board will best effect the intent of the general plan of the Development. The provisions hereof shall be liberally interpreted and, if necessary, they shall be so extended or enlarged by implication as to make them fully effective. The provisions of this Declaration shall be given full force and effect notwithstanding the existence of any zoning ordinance or building codes which are less restrictive. The effective date of this Declaration shall be the date of its filing in the public records of Hancock County, Indiana. The captions of each Article and Section hereof as to the contents of each Article and Sections are inserted for convenience of reference only and shall be of no effect in limiting, extending or otherwise modifying or adding to the particular Article or Section to which they refer. This Declaration shall be construed under and in accordance with the laws of the State of Indiana.

**Section 13.4.** Right of Entry. The Association shall have the right, but not the obligation, to enter onto any Lot for emergency, security and safety reasons, and to inspect for the purpose of ensuring compliance with the Rules, which right may be exercised by the Association's Board, officers, agents, employees, managers, and all policemen, firemen, ambulance personnel, and similar emergency personnel in the performance of their respective duties. Except in an emergency situation, entry shall only be during reasonable hours and after notice to the Owner or occupant directly affected thereby. This right of entry shall include the right of the Association to enter a Lot and building to cure any condition which may increase the possibility of a fire or other hazard in the event an Owner fails or refuses to cure the condition within a reasonable time after request by the Board.

**Section 13.5.** Litigation. No judicial or administrative proceeding shall be commenced or prosecuted by the Association unless approved by a vote of seventy-five percent (75%) of the Percentage Interests of the Owners. However, this Section shall not apply to (a) actions brought by the Association to enforce the provisions of this Declaration (including, without limitation, the foreclosure of liens), (b) the imposition and collection of assessments as provided in Article VIII hereof, (c) proceedings involving challenges to ad valorem taxation, or (d) counterclaims brought by the Association in proceedings instituted

against it. This Section shall not be amended unless such amendment is made by Developer or is approved by the Owners, and pursuant to the same procedures necessary to commence proceedings as provided above.

**Section 13.6.** Developer's Right of Assignment. Any or all of the special rights and obligations of Developer may be transferred to other persons, provided that the transfer shall not reduce an obligation nor enlarge a right beyond that contained herein. No such transfer shall be effective unless it is in a written instrument signed by Developer and duly recorded in the public records of Hancock County, Indiana.

**Section 13.7.** Notice of Sale or Transfer of Title. In the event that any Owner desires to sell or otherwise transfer title to such Owner's Lot, such Owner shall give the Board at least seven (7) days prior written notice of the name and address of the purchaser or transferee, the date of such transfer of title, and such other information as the Board may reasonably require. Until such written notice is received by the Board, the transferor shall continue to be jointly and severally responsible for all obligations of the Owner of the Lot hereunder, including payment of assessments, notwithstanding the transfer of title to the Lot.

In the event an Owner sells, leases, mortgages or otherwise disposes of any Lot or building, the Owner must promptly furnish the Association in writing the name and address of such purchaser, lessee,

mortgagee, or transferee.

**Section 13.8.** Gender and Grammar. The singular wherever used herein shall be construed to mean the plural when applicable, and the necessary grammatical changes required to make the provision hereof apply either to corporations or other entities or to individuals, men or women, shall in all cases be assumed as though in each case fully expressed.

**Section 13.9.** Severability. Whenever possible, each provision of this Declaration shall be interpreted in such manner as to be effective and valid, but if the application of any provision of the Declaration to any person or to any property shall be prohibited or held invalid, such prohibition or invalidity shall not affect any other provision or the application of any provision which can be given effect without the invalid provision or application, and to this end the provisions of this Declaration are declared to be severable.

**Section 13.10.** Rights of Third Parties. This Declaration shall be recorded for the benefit of the Developer and the Owners, and by such recording, no adjoining property owner or third party shall have any right, title or interest whatsoever in the Development, except as provided for herein, or in the operation or continuation thereof or in the enforcement of any of the provisions hereof, and subject to the rights of M.A.C., the Owners shall have the right to extend, modify, amend, or otherwise change the provision of this Declaration

without the consent, permission, or approval of any adjoining owner or third party.

**Section 13.11.** Notices. Notices required hereunder shall be in writing and shall be hand delivered or sent by United States Mail, postage prepaid. All notices to Owners shall be sent or delivered to such addresses as have been designated in writing to the Association, or if no address has been so designated, at the addresses of such Owners' respective Lots or buildings. All notices to the Association shall be delivered or sent in care of M.A.C. and Fortville at the following addresses:

**M.A.C.:**  
M.A.C. Park Properties, LLC  
750 East Broadway Street  
Fortville, Indiana 46040  
Attn: Michael A. Crouse, Sr.

**Fortville:**  
Town of Fortville, Indiana  
Fortville Redevelopment Commission  
714 East Broadway Street  
Fortville, Indiana 46040  
Attn: RDC President

or to such other address as the Association may from time to time notify the Owners. All notices to M.A.C. or Fortville shall be delivered or sent to M.A.C. or Fortville at the above address or such other address as M.A.C. or Fortville may from time to time provide to the Owners.

## **ARTICLE XIV ANNEXATION OF ADDITIONAL PROPERTY**

**Section 14.1.** Annexation without Approval of Owners.

(a) As the owner thereof, or if not the owner, with the consent of the owner thereof, Developer shall have the right, privilege, and option, from time to time at any time, to subject to the provisions of this Declaration and the jurisdiction of the Association all or any portion of the real property adjacent to the Development as the same exists from time to time whether in fee simple or leasehold, by filing in the Recorder's Office of Hancock County, Indiana an amendment annexing such property. Such amendment to this Declaration shall not require the vote or approval of any Owners. Any such annexation shall be effective upon the filing for record of such amendment unless otherwise provided therein.

(b) Developer shall have the right to transfer to any other person the said right, privilege, and option to annex Additional Property which is herein reserved to Developer, provided that such transferee or assignee shall be the developer of at least a portion of said real property to be so annexed and that such transfer is memorialized in a written, recorded instrument.

**Section 14.2.** Acquisition of Additional Common Area. Developer may convey to the Association additional real estate,

improved or unimproved, which upon conveyance or dedication shall be accepted by the Association and thereafter shall be maintained by the Association as a common expense for the benefit of all Owners.

**Section 14.3.** Amendment. This Article shall not be amended without the written consent of Developer, so long as M.A.C. owns any portion of the Development and Fortville has rights under the Option Agreement.

## **ARTICLE XV GRANDFATHERED RIGHTS**

Notwithstanding any of the terms and conditions in this Declaration, (i) M.A.C. or its designee shall have the unilateral right to bring the Grandfathered Property (as that term is hereinafter defined) in to the Development or have Fortville or the Association annex the Grandfathered Property, and (ii) development and improvements by M.A.C. or Fortville Feeders prior to its annexation in to the Development pursuant to Article XIV and located adjacent to the Development on the real property legally described on **Exhibit D** ("Grandfathered Property"), which Grandfathered Property is not currently part of the Development but may be annexed into the Development at a later date, shall be grandfathered from the development and use standards set forth in Article IX and X of this Declaration and not deemed in violation of the terms and conditions of this Declaration or any plat of the

Development Subsequent improvements to the Grandfathered Property after its annexation shall be subject to all the terms and conditions of this Declaration. M.A.C., and its successors and assigns or any party that may purchase the Grandfathered Property shall be subject to Articles IV.V, VI, VII, VITI, XII, XID, XIV and XV. Additionally, the Grandfathered Property shall be subject to Sections 11.4, 11.5, 11.8, 11.10 and 11.11. The intent of this Article XV is that the Grandfathered Property be bound by the specific provisions of this Declaration providing for governance for the Development, but that the Grandfathered Property not be subject to the development standards and uses set forth in this Declaration. Notwithstanding the provisions of this Article XV, M.A.C. covenants and agrees that the grandfathered rights set forth in this Article XV shall not apply to property owned by M.A.C. in the Development as of the date hereof and M.A.C. expressly agrees to be subject to the terms and conditions of this Declaration.

IN WITNESS WHEREOF a duly authorized officer of M.A.C. and Fortville have executed this Declaration this 23rd day of September, 2003.

[Signed by Michael A. Crouse, President  
Fortville Feeders, Inc., Manager

Signed by Shane Fithian, President of  
Fortville Redevelopment Commission]

***Exhibits A, B, C, D, and E are included in the Appendices of this Document. The Amendments have been added into the document after their corresponding Articles.***



# 3

## CHAPTER 3 Planned Improvements

### Completed Projects

The Fortville Redevelopment Commission has completed the following projects:

1. Installed drainage pond
2. Installed storm lift station and a 10" storm force main.
3. Installed storm system within the park.
4. Installed a sanitary sewer system with service laterals to each lot.
5. Installed water mains and hydrants within the park and connected at both ends.
6. Prepared subgrade and underdrains for the roadway.
7. Added curb and gutters along with base and binder layers of asphalt.
8. Installed street signs.
9. Purchased parcel of ground for future extension of roadway.

### Potential Projects

The Fortville Redevelopment Commission have identified the following projects to be completed over the next fiscal year:

1. Extend Industrial Drive to the boarder of the TIF district
2. Extend Commerce Parkway as determined appropriate
3. Retention Pond analysis and plan to accommodate future growth
4. Landscape improvement recommendations
5. Signage recommendations and cost
6. Walks, curbs and lighting connecting S.R. 67 corridor to Business Park
7. Property value analysis and opportunities



# 4

## CHAPTER 4 Future Expansion

### Exploring the Potential for Additional TIF Districts

In an effort to improve the economic stability of the Town and encourage continued redevelopment opportunities, the RDC is pursuing the idea of creating additional Redevelopment Areas (TIF Districts) in select locations in need of redevelopment.

Figures 4.1 through 4.37 show the availability of existing infrastructure and facilities in five (5) potential Redevelopment Areas. The maps included for each section are as follows:

- Existing Businesses & Parcel Owners
- Current Zoning
- Water Infrastructure
- Storm Water Infrastructure
- Wastewater Infrastructure

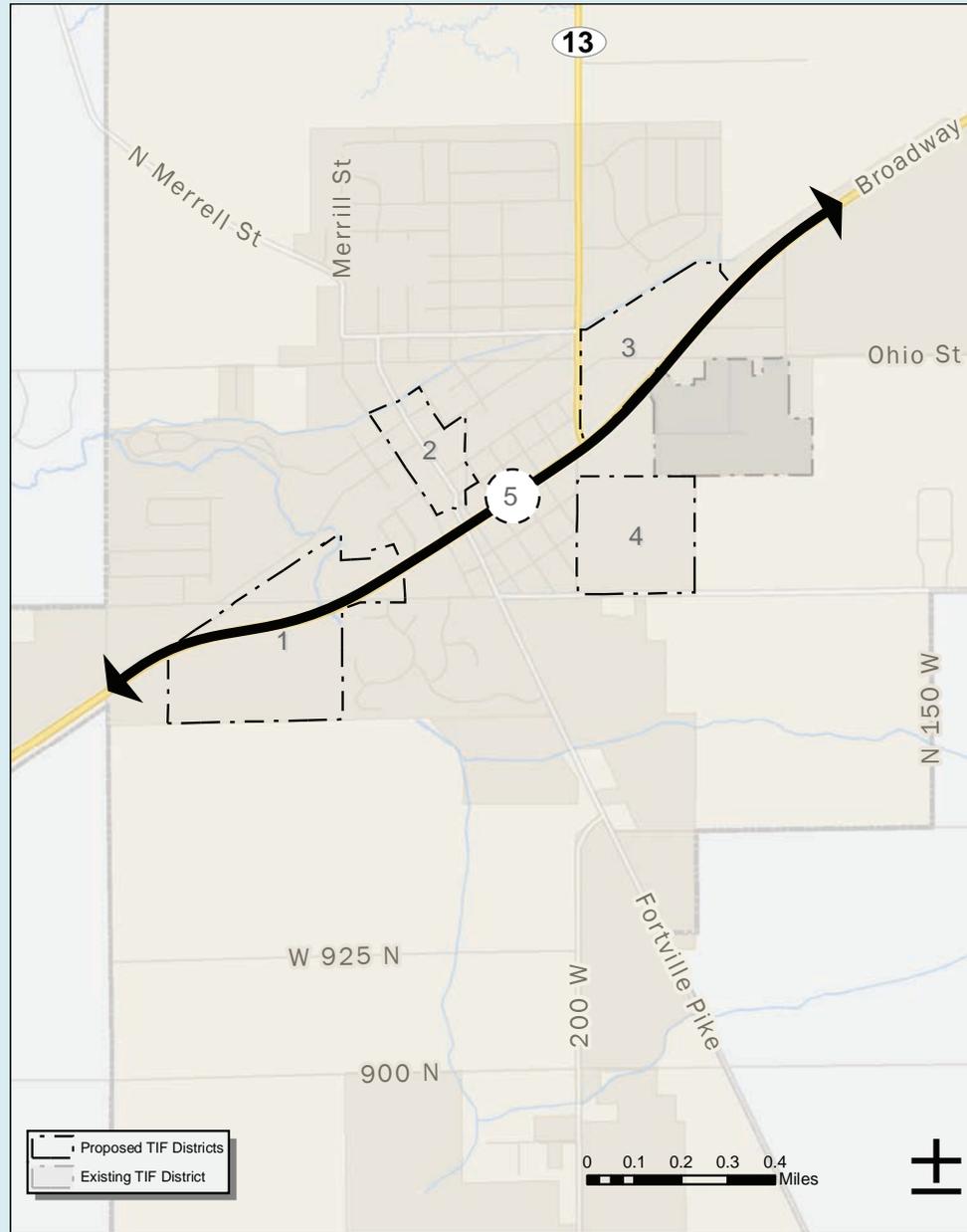
- Sidewalks & Street Lights
- Existing Soils

**Note:** Potential TIF District linework shall be used for informational and analysis purposes only. Linework is not final and is subject to change.

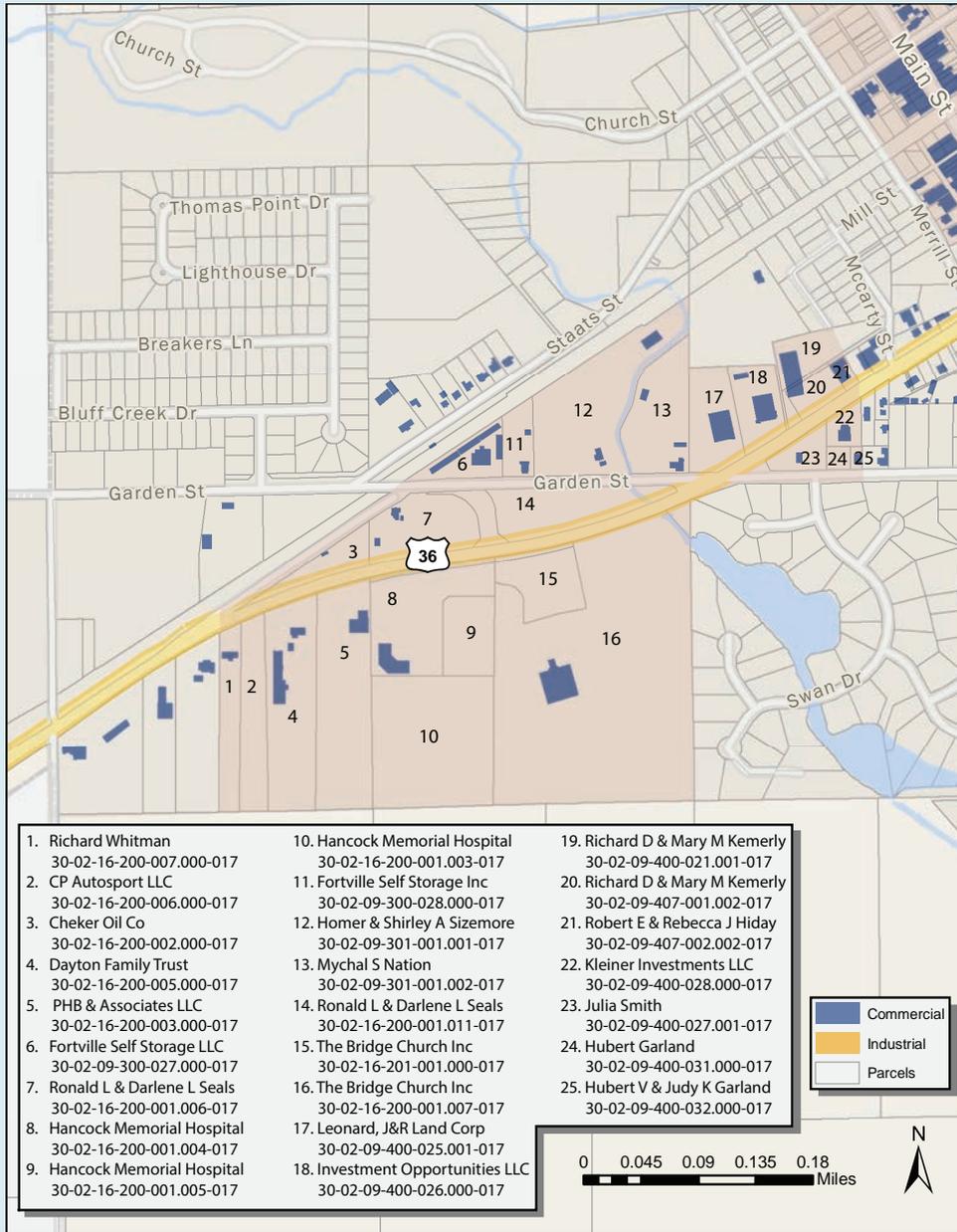
**Figure 4.1**

Proposed Expansion Areas

This map shows the four (4) potential  
Redevelopment Areas (TIF Districts).



Town of Fortville



◀ **Figure 4.2**

Existing Geographic Area

This map also shows each parcel within Proposed Area 1 and the corresponding owner of each parcel.



SR 67 Looking East



SR 67 Looking West



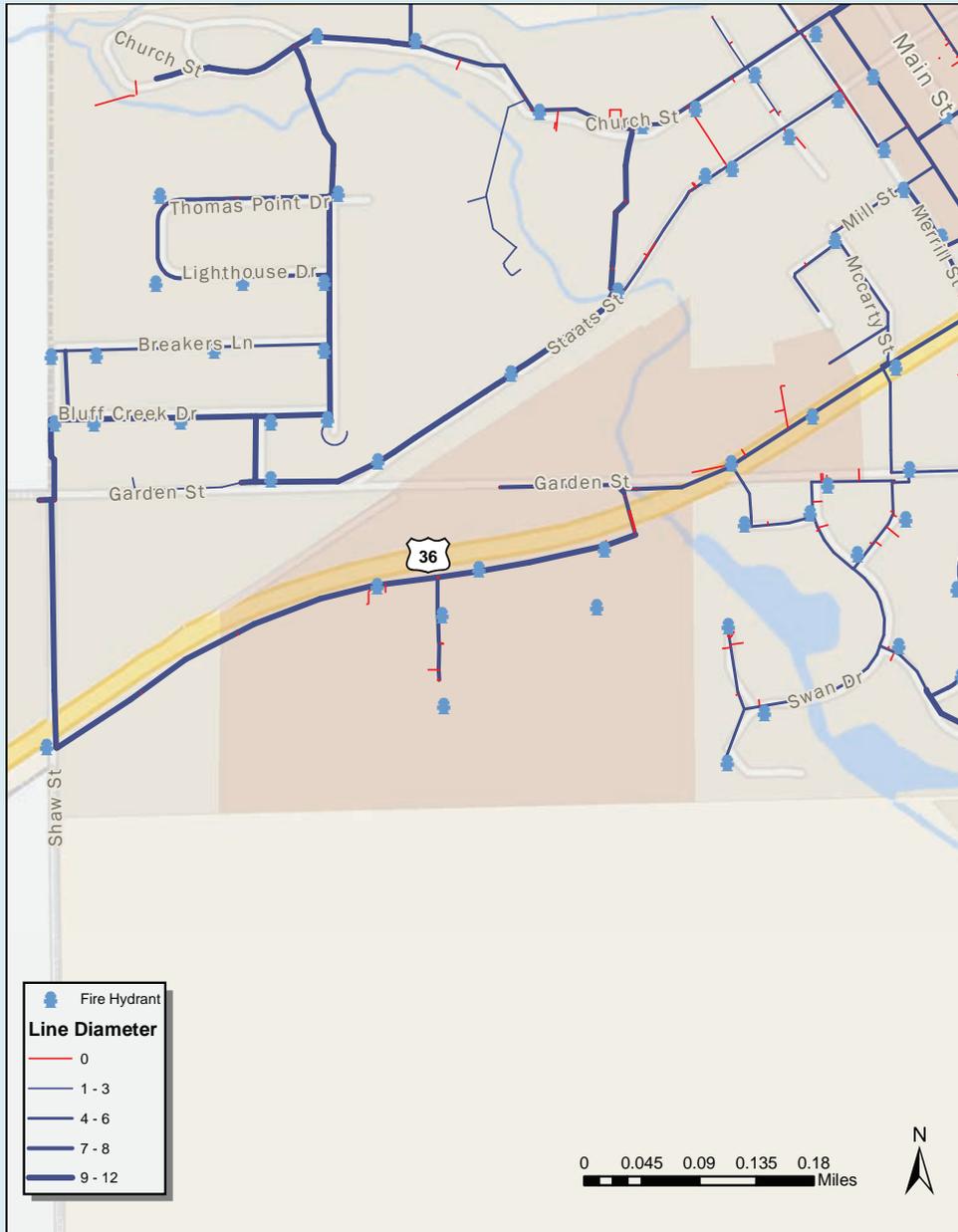
Garden Street at the Railroad Crossing

**Figure 4.3**

Existing Zoning

This map shows existing zoning for the parcels located in Proposed Area 1.





◀ **Figure 4.4**

**Water Infrastructure**

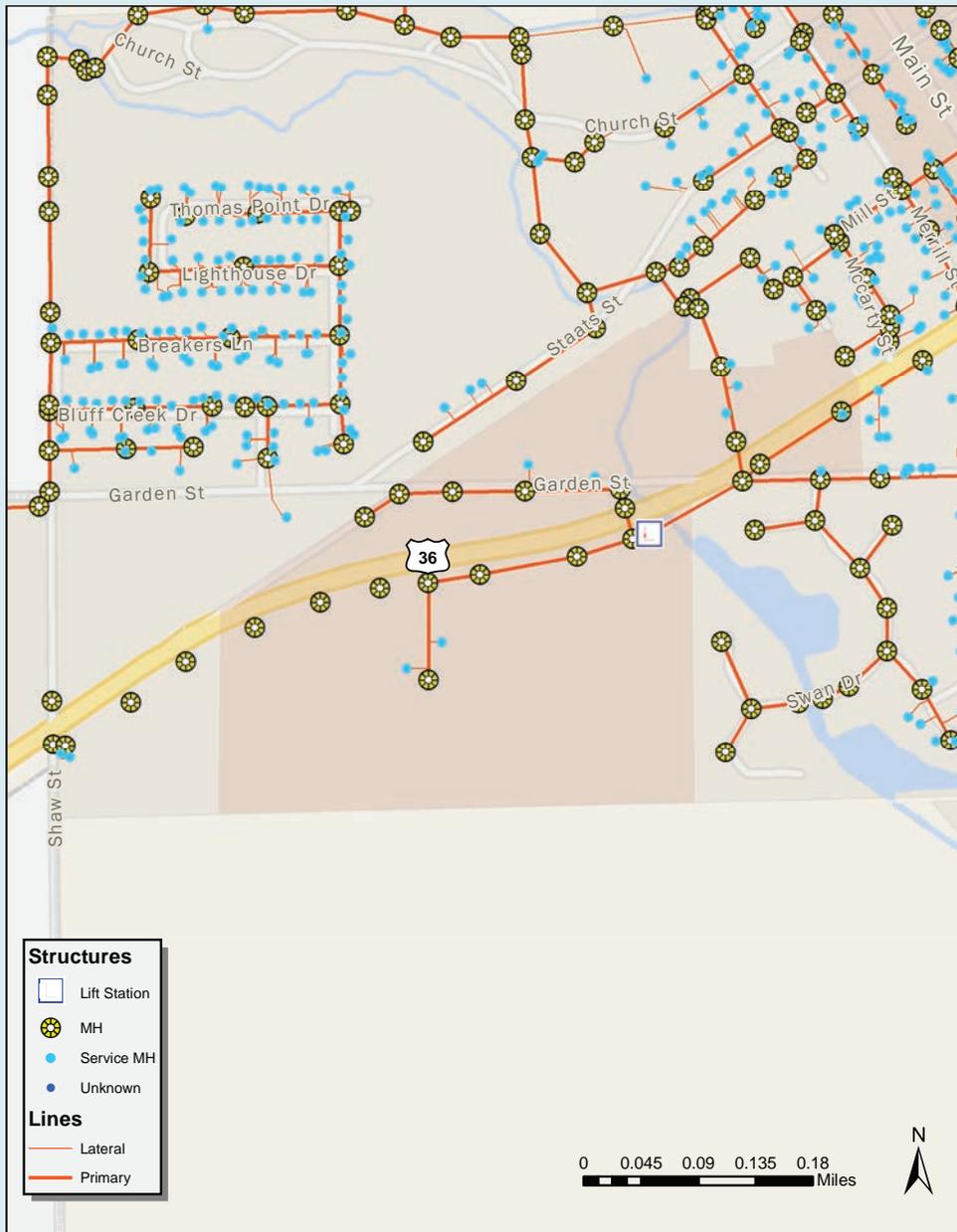
This map shows existing water lines and facilities within and around Proposed Area 1.

**Figure 4.5**

Storm Water Infrastructure

This map shows existing storm water lines and facilities within and around Proposed Area 1.





◀ **Figure 4.6**  
 Wastewater Infrastructure  
 This map shows existing wastewater lines and facilities within and around Proposed Area 1.

**Figure 4.7**

**Sidewalks & Street Lights**

This map shows existing sidewalks and street lights within and around Proposed Area 1.

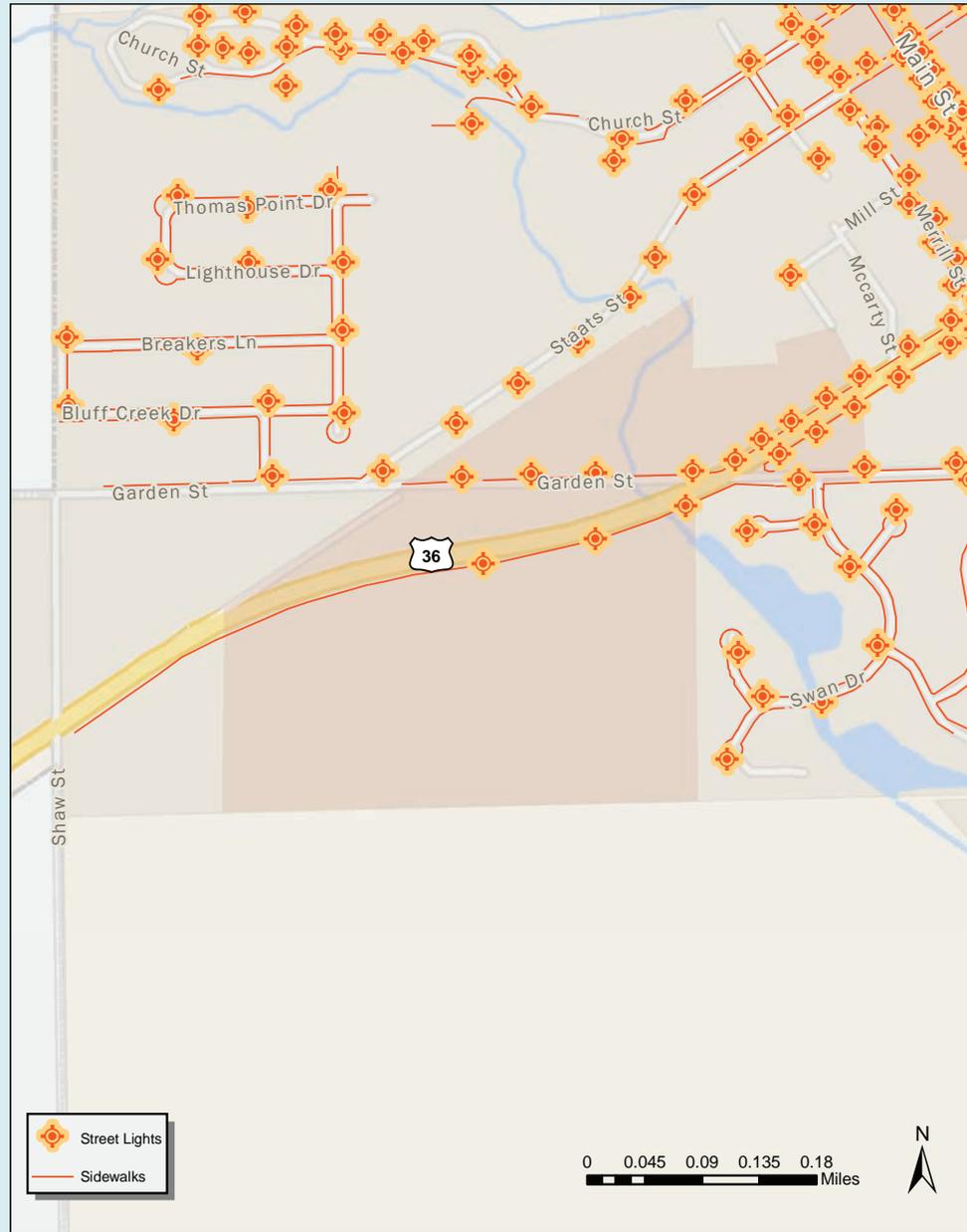
**Energy Providers**

**Natural Gas**

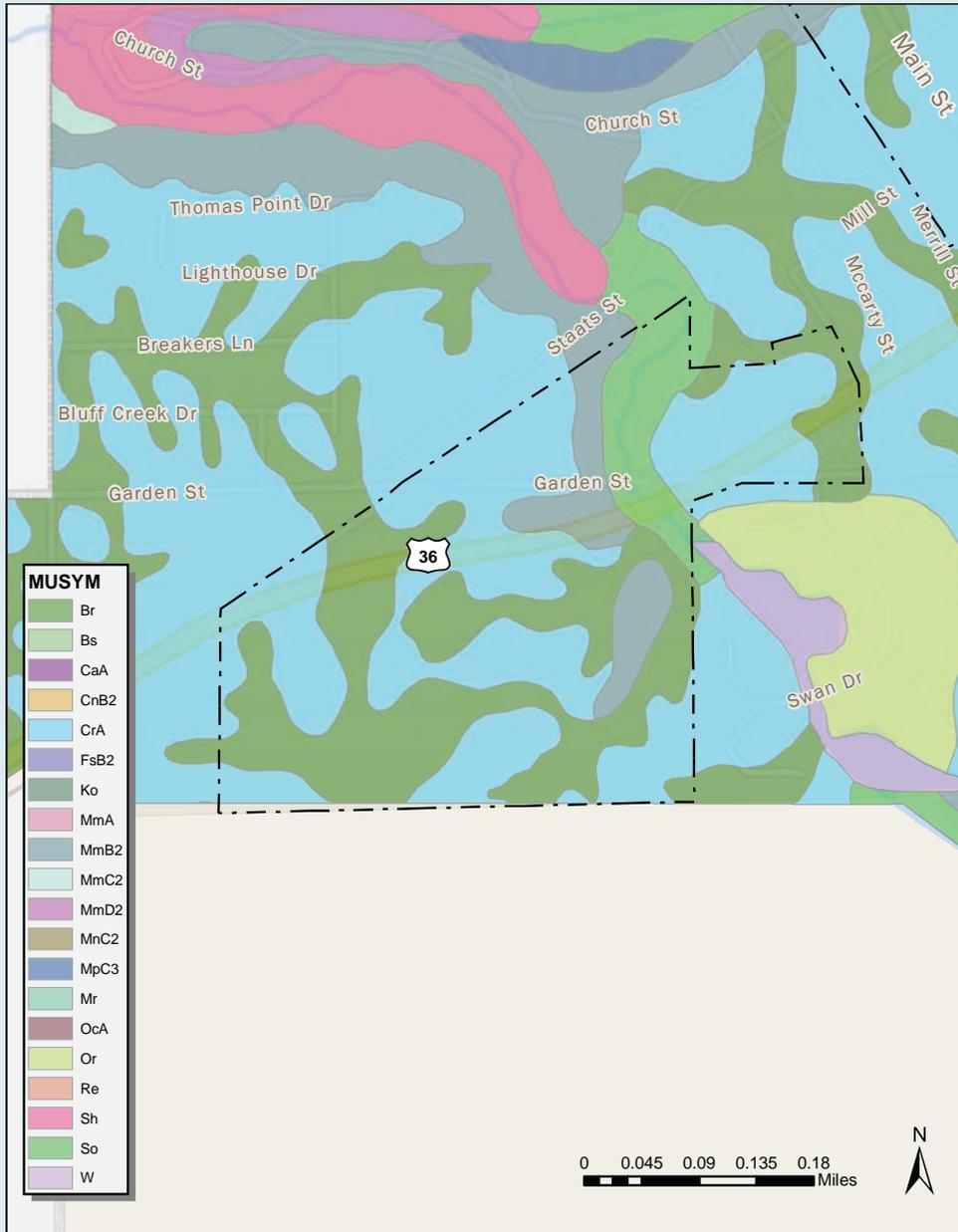
Vectren  
P.O. Box 209  
Evansville, IN 47702  
Contact Number: 1-800-227-1376

**Electric**

Duke Energy  
P.O. Box 1326  
Charlotte, NC 28201  
Contact Number: 1-800-343-3525



Town of Fortville

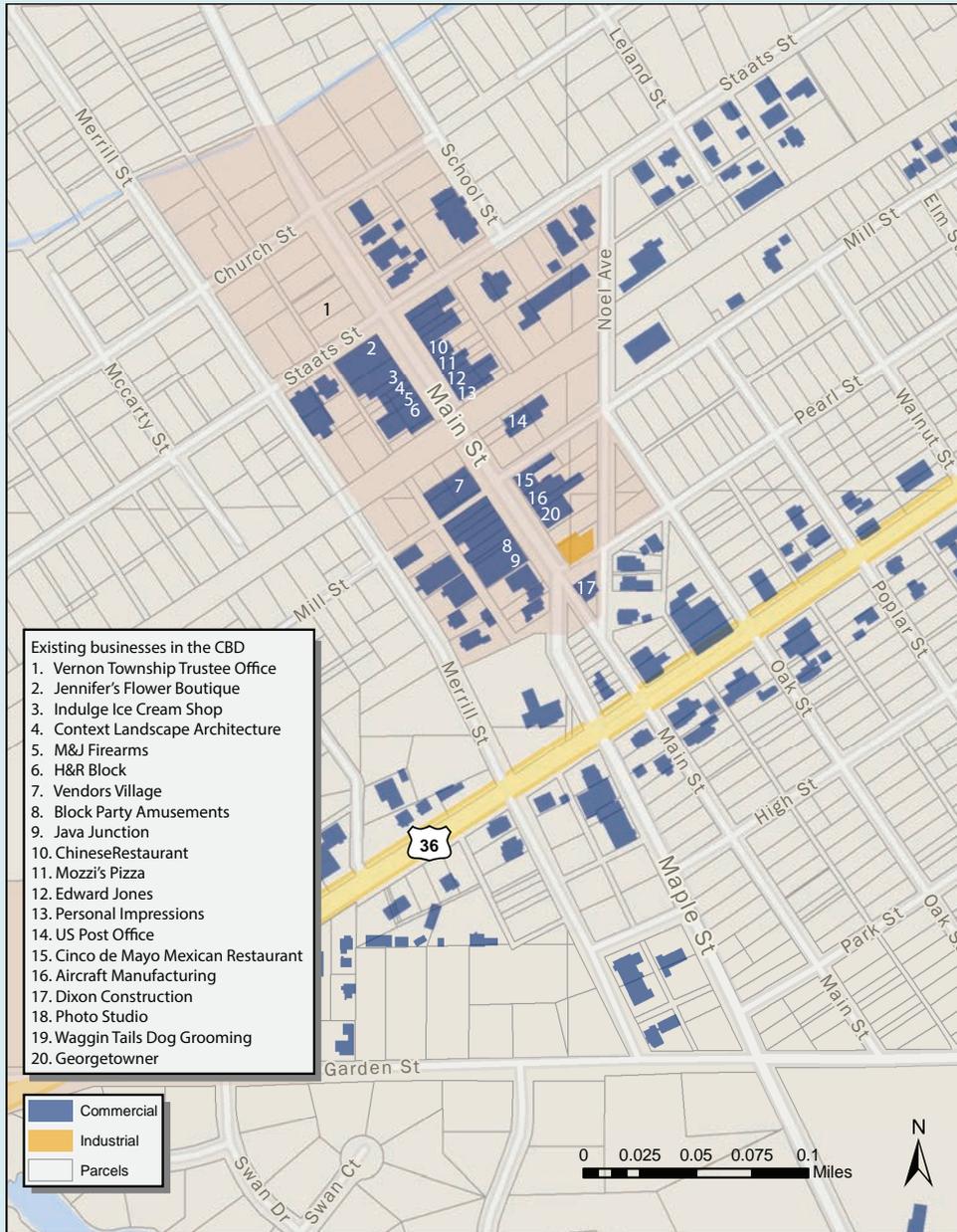


◀ **Figure 4.8**

Soils

This map shows existing soils within and around Proposed Area 1.

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◀ **Figure 4.9**

Existing Geographic Area

This map also shows each parcel within Proposed Area 2 and the corresponding owner of each parcel.



Staat Street facing South



Main Street facing West

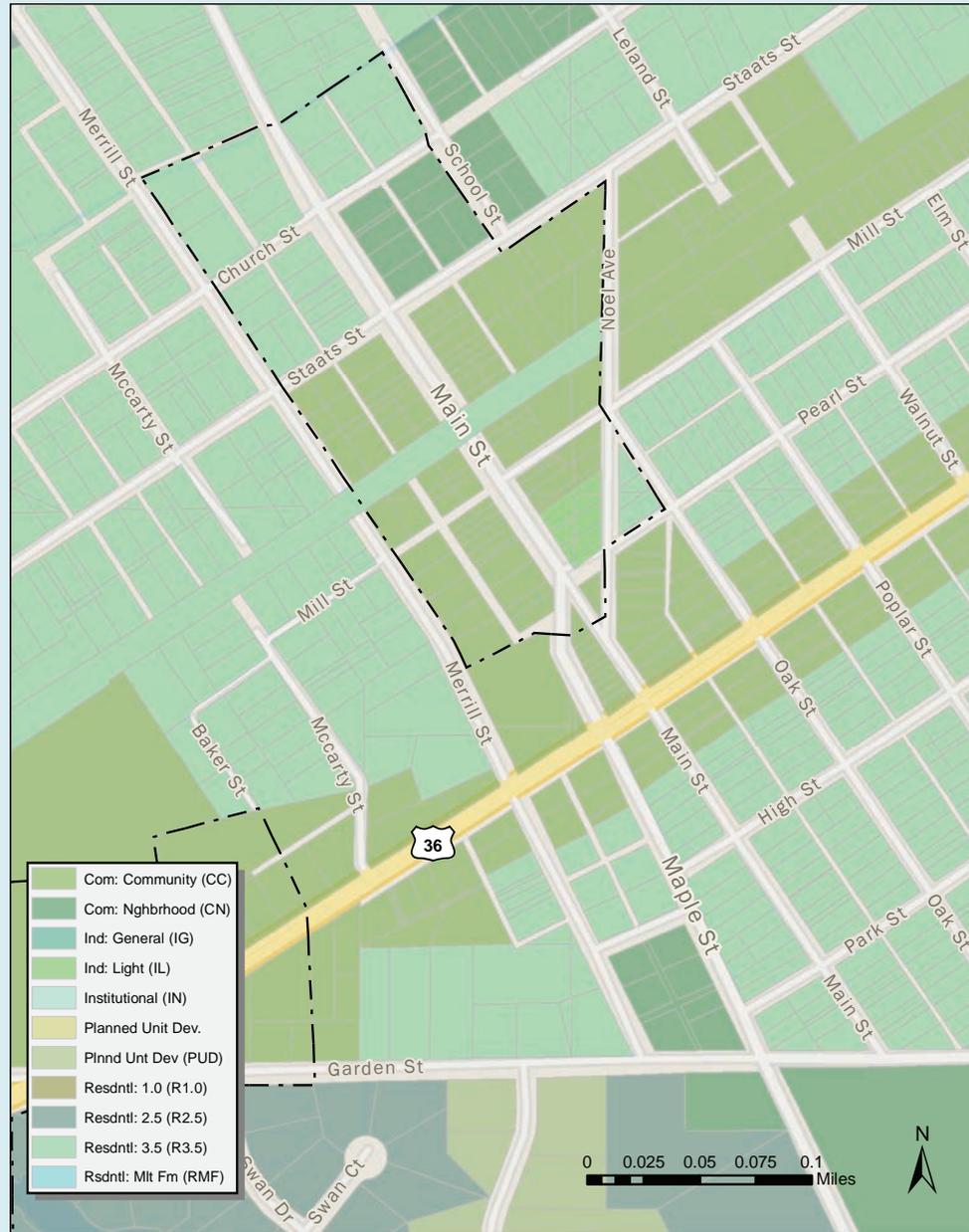


Main Street facing West

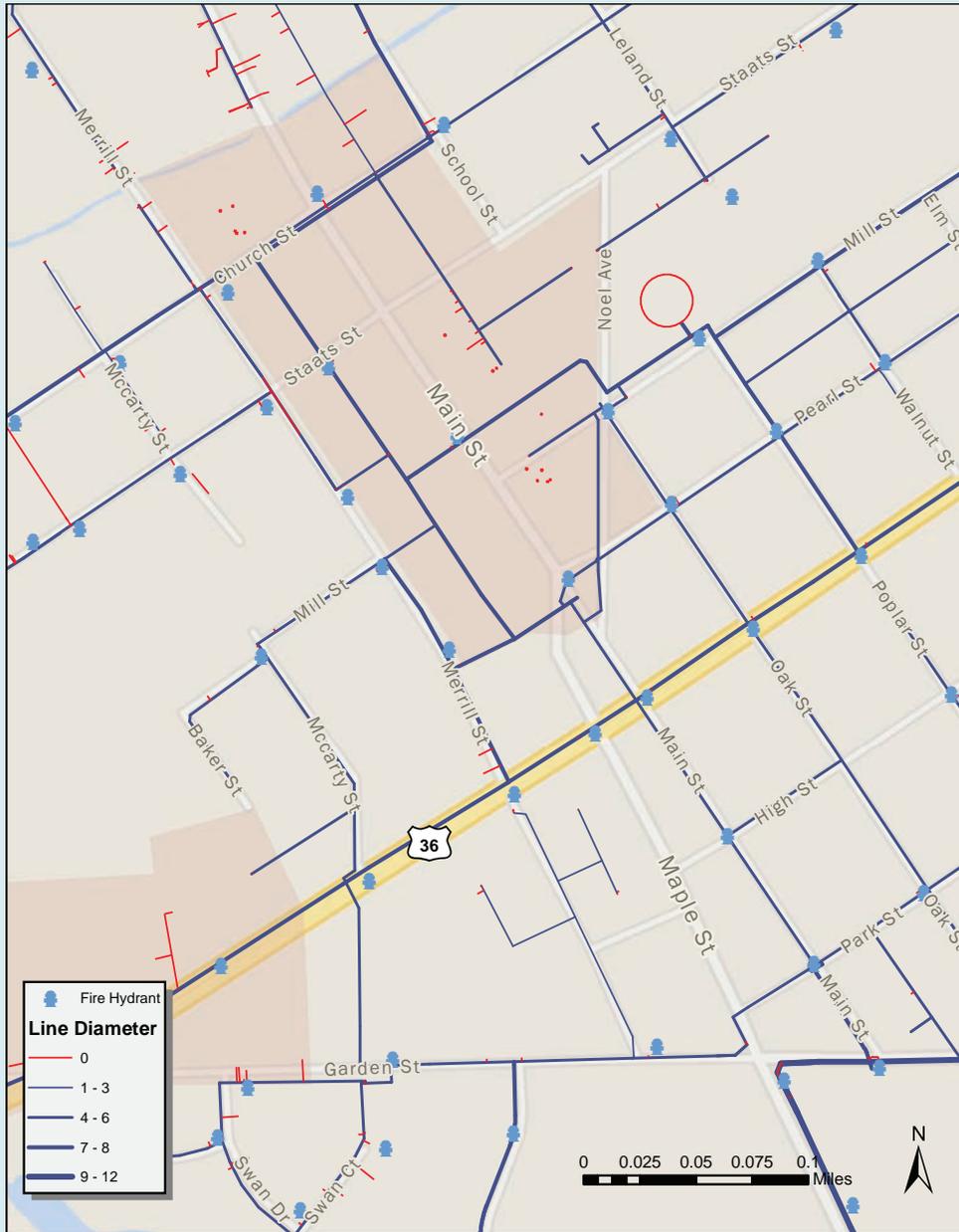
**Figure 4.10**

Existing Zoning

This map shows existing zoning for the parcels located in Proposed Area 2.



Town of Fortville

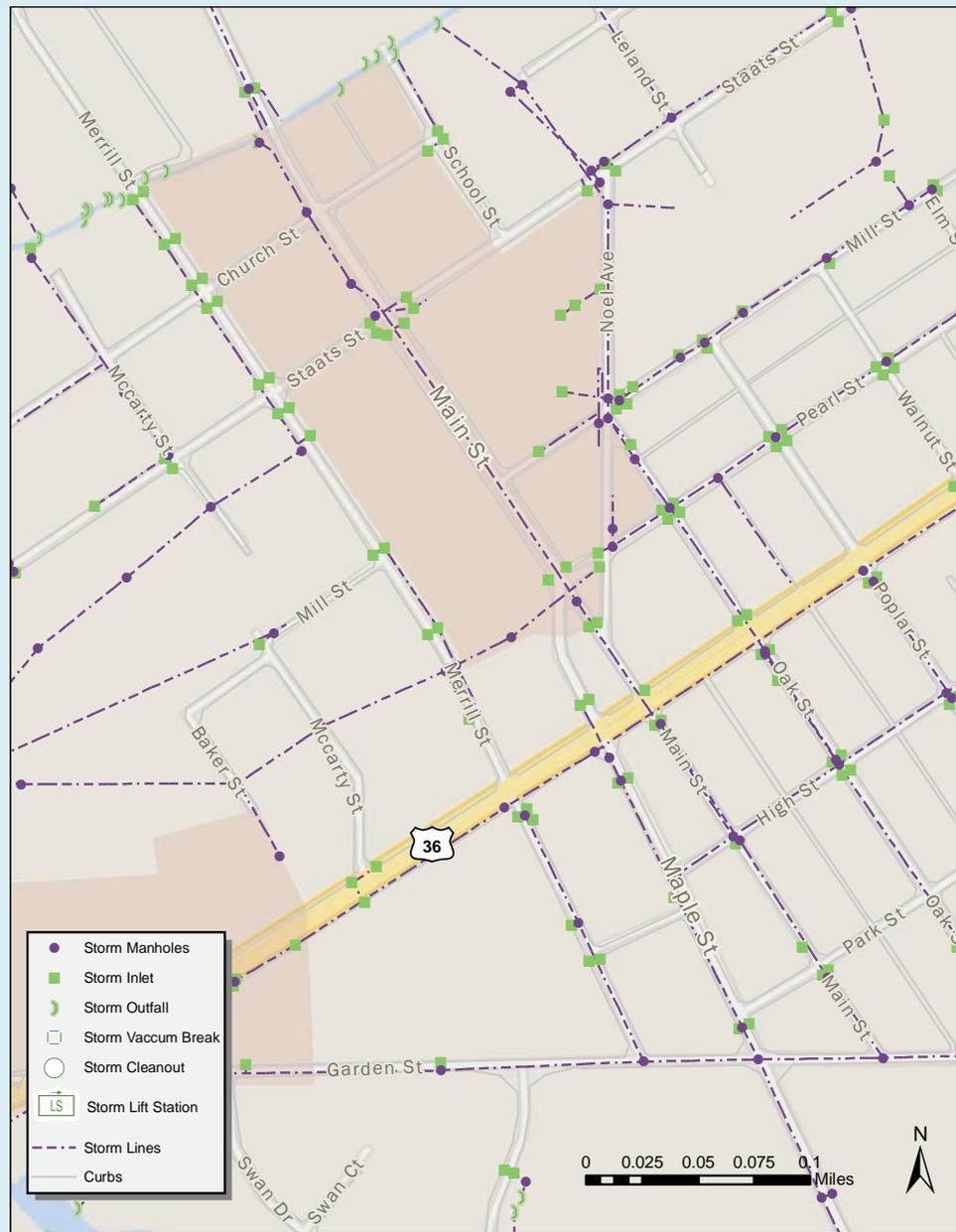


◀ **Figure 4.11**  
 Water Infrastructure  
 This map shows existing water lines and facilities within and around Proposed Area 2.

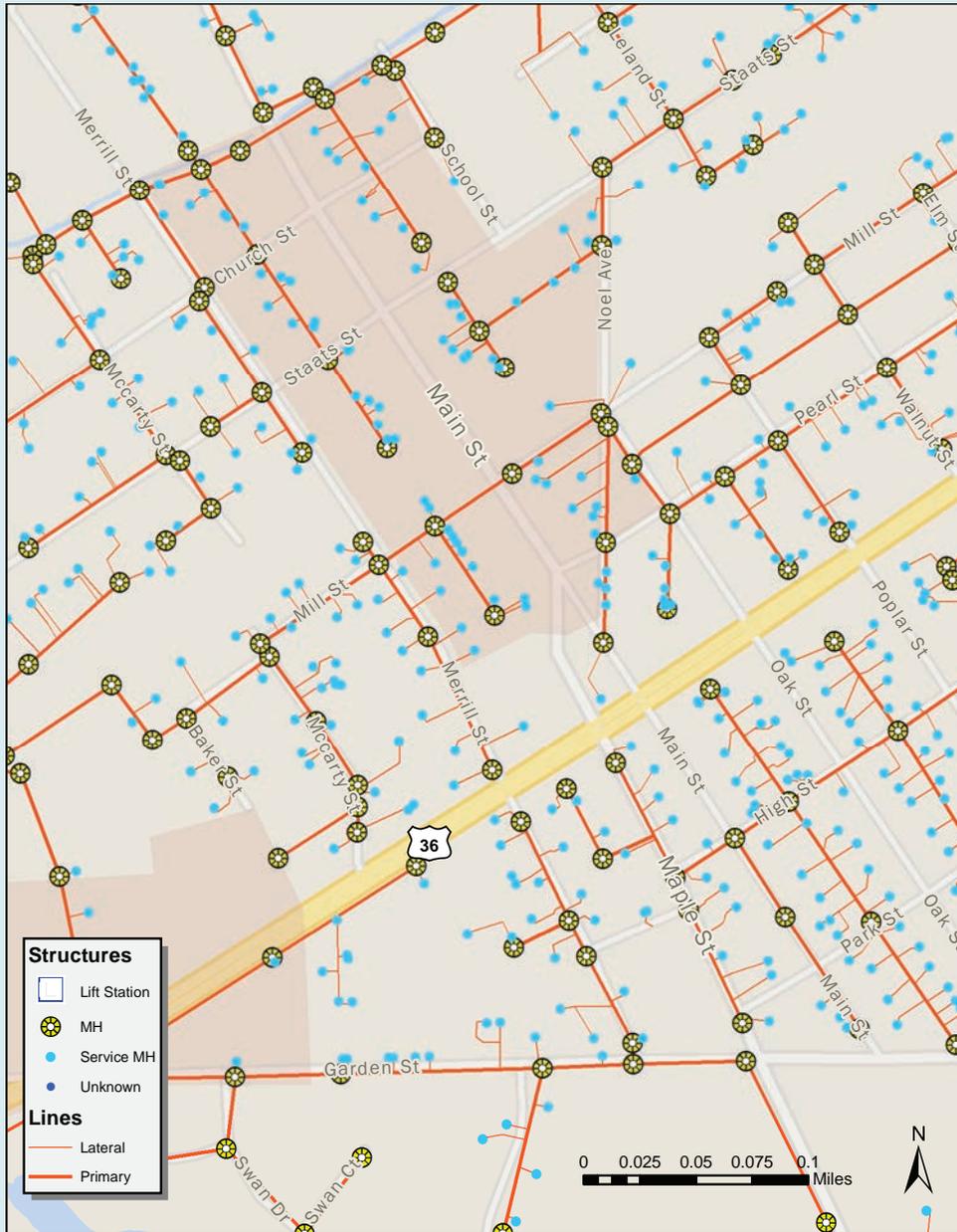
**Figure 4.12**

Storm Water Infrastructure

This map shows existing storm water lines and facilities within and around Proposed Area 2.



Town of Fortville



◀ **Figure 4.13**  
 Wastewater Infrastructure  
 This map shows existing wastewater lines and facilities within and around Proposed Area 2.

**Figure 4.14**

**Sidewalks & Street Lights**

This map shows existing sidewalks and street lights within and around Proposed Area 2.

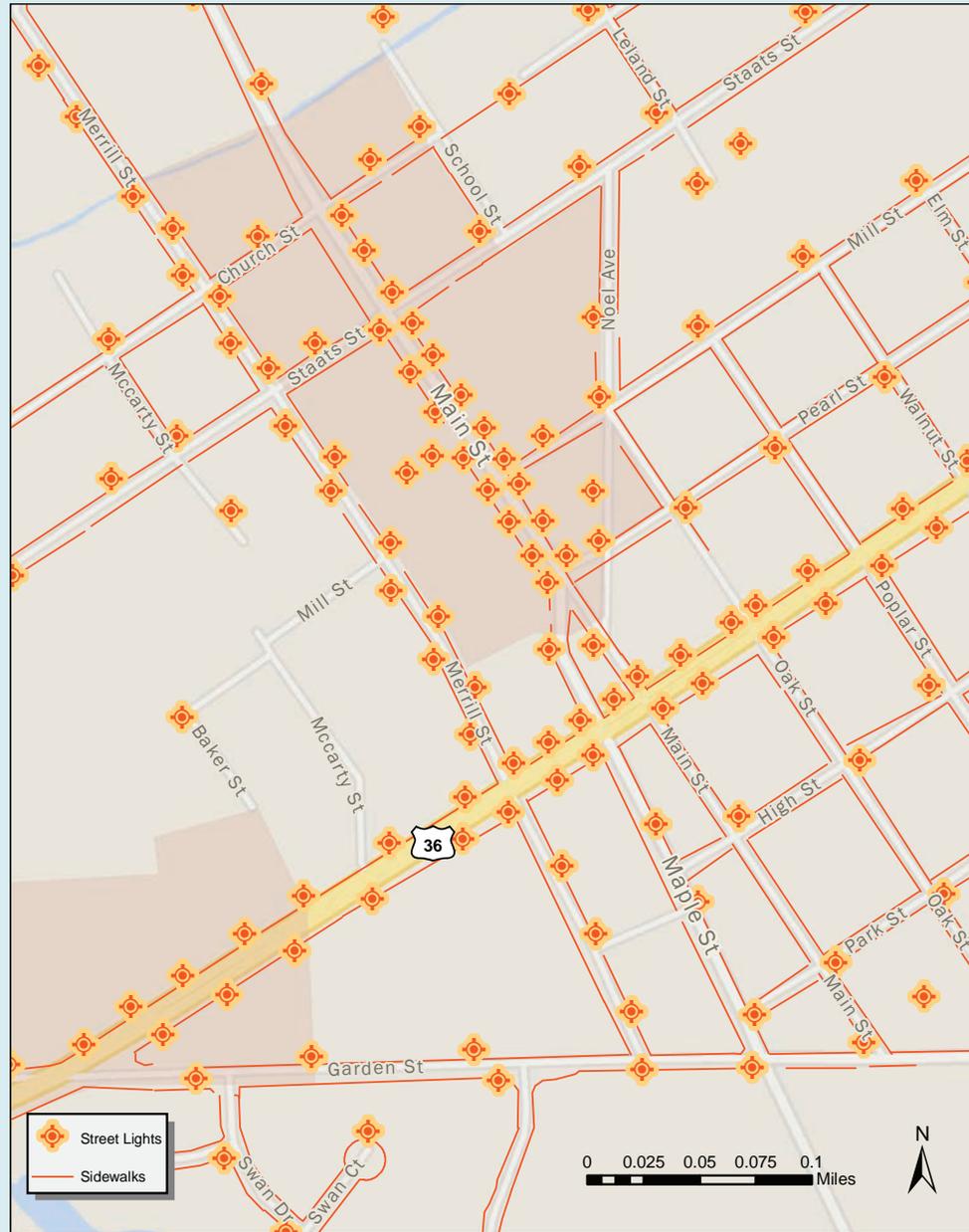
**Energy Providers**

**Natural Gas**

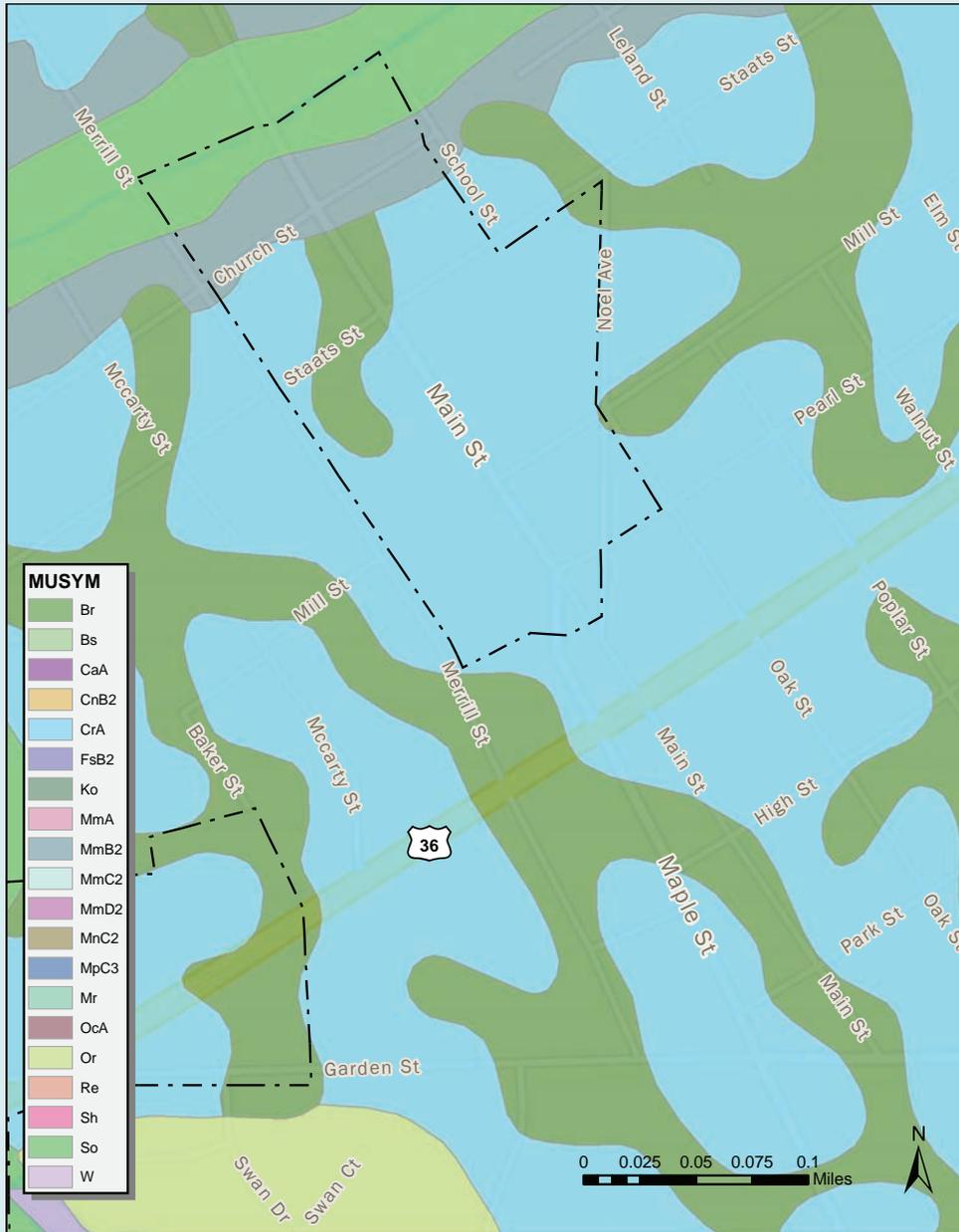
Vectren  
P.O. Box 209  
Evansville, IN 47702  
Contact Number: 1-800-227-1376

**Electric**

Duke Energy  
P.O. Box 1326  
Charlotte, NC 28201  
Contact Number: 1-800-343-3525

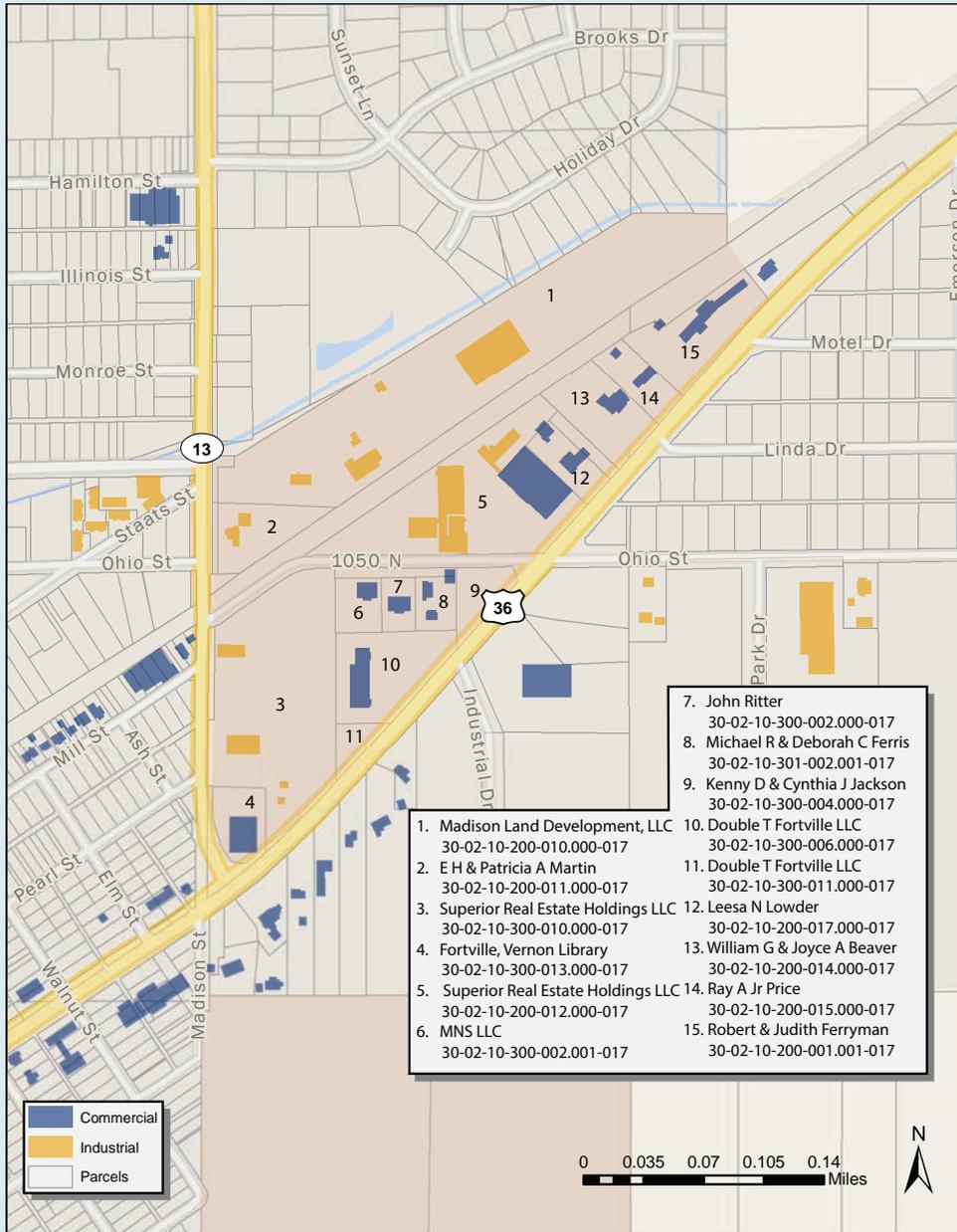


Town of Fortville



◀ **Figure 4.15**  
Soils  
This map shows existing soils within and around Proposed Area 2.

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◀ **Figure 4.16**

Existing Geographic Area

This map also shows each parcel within Proposed Area 3 and the corresponding owner of each parcel.



State Road 13 looking East



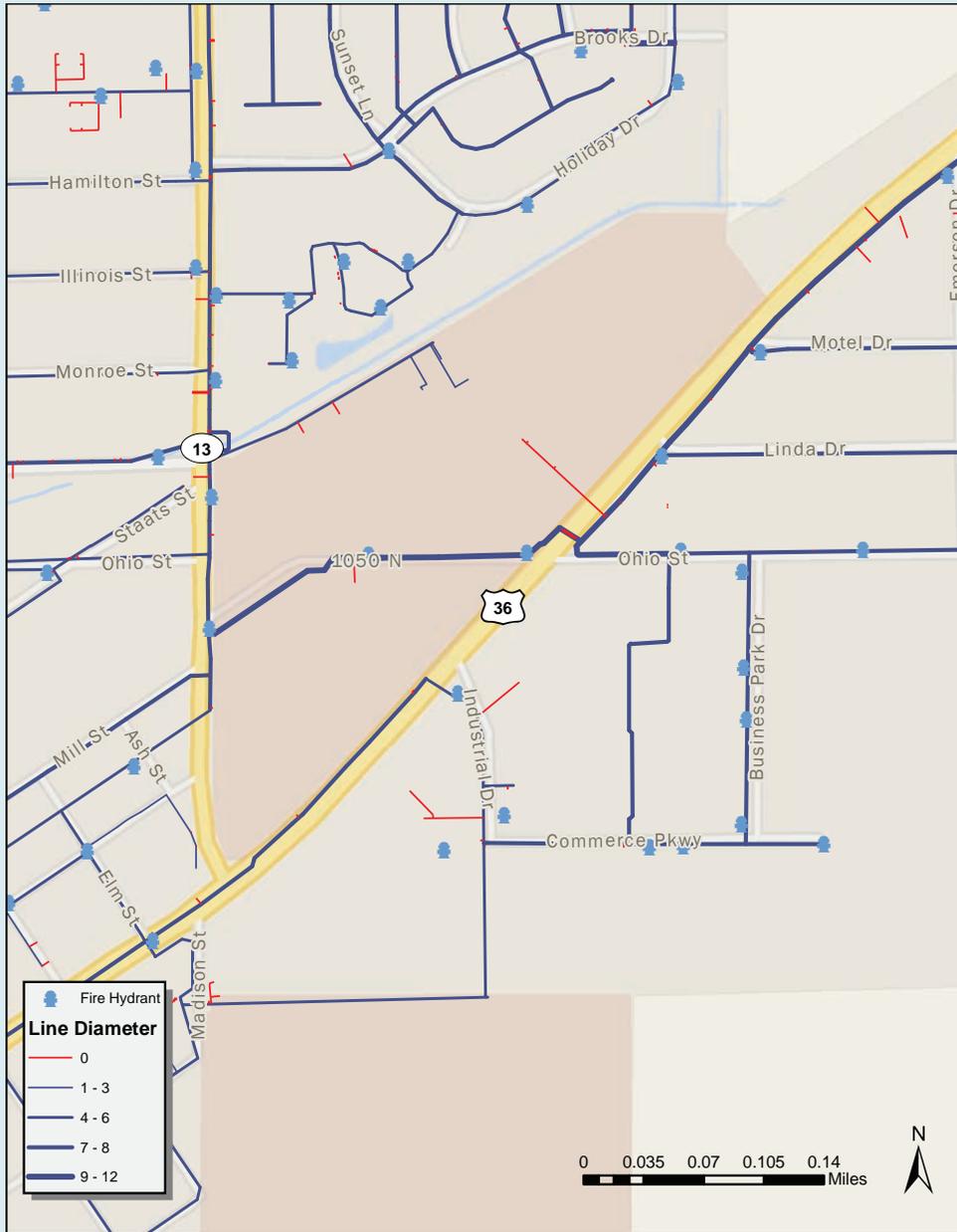
State Road 67 and East Ohio Street looking North

**Figure 4.17**

Existing Zoning

This map shows existing zoning for the parcels located in Proposed Area 3.



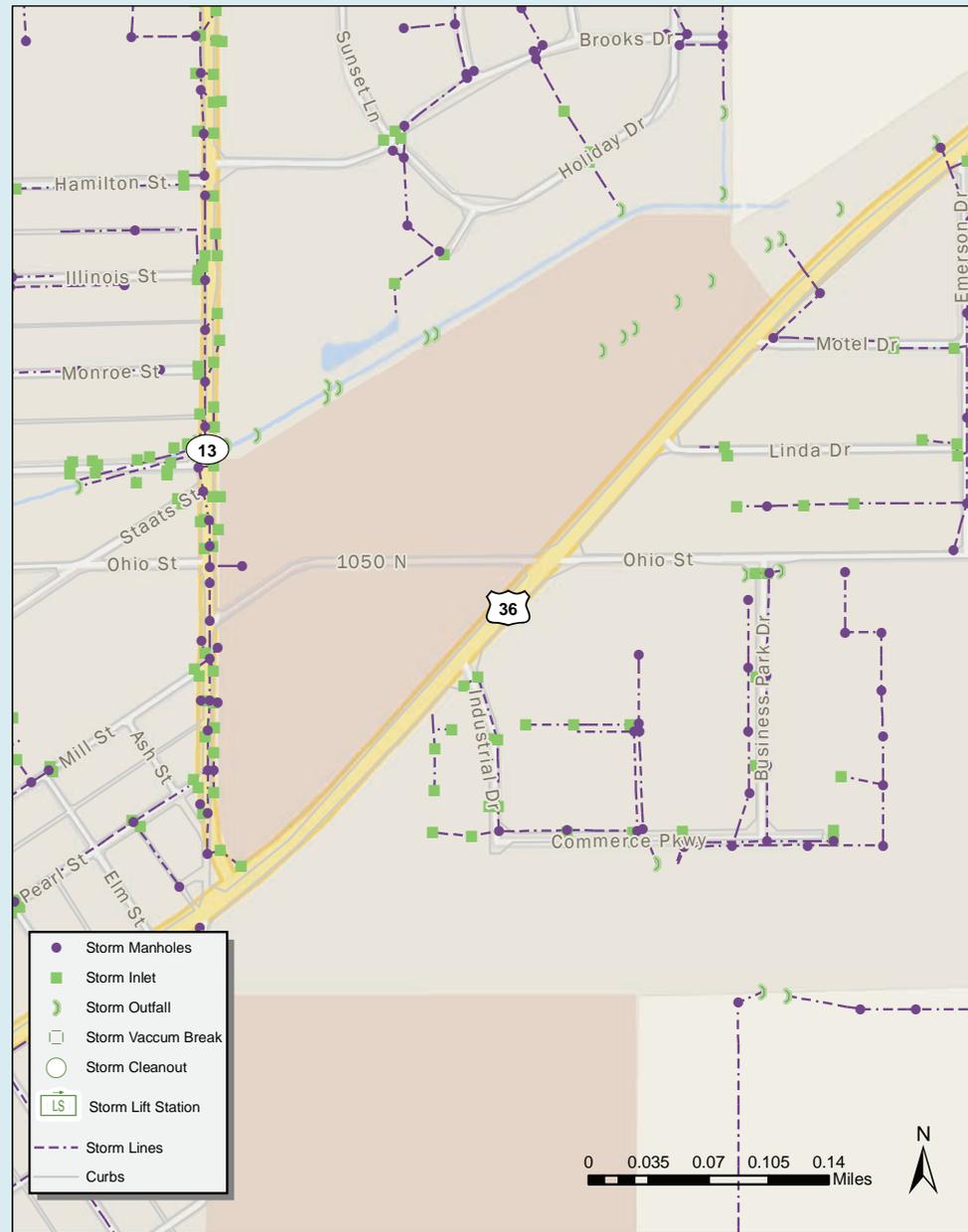


◀ **Figure 4.18**  
 Water Infrastructure  
 This map shows existing water lines and facilities within and around Proposed Area 3.

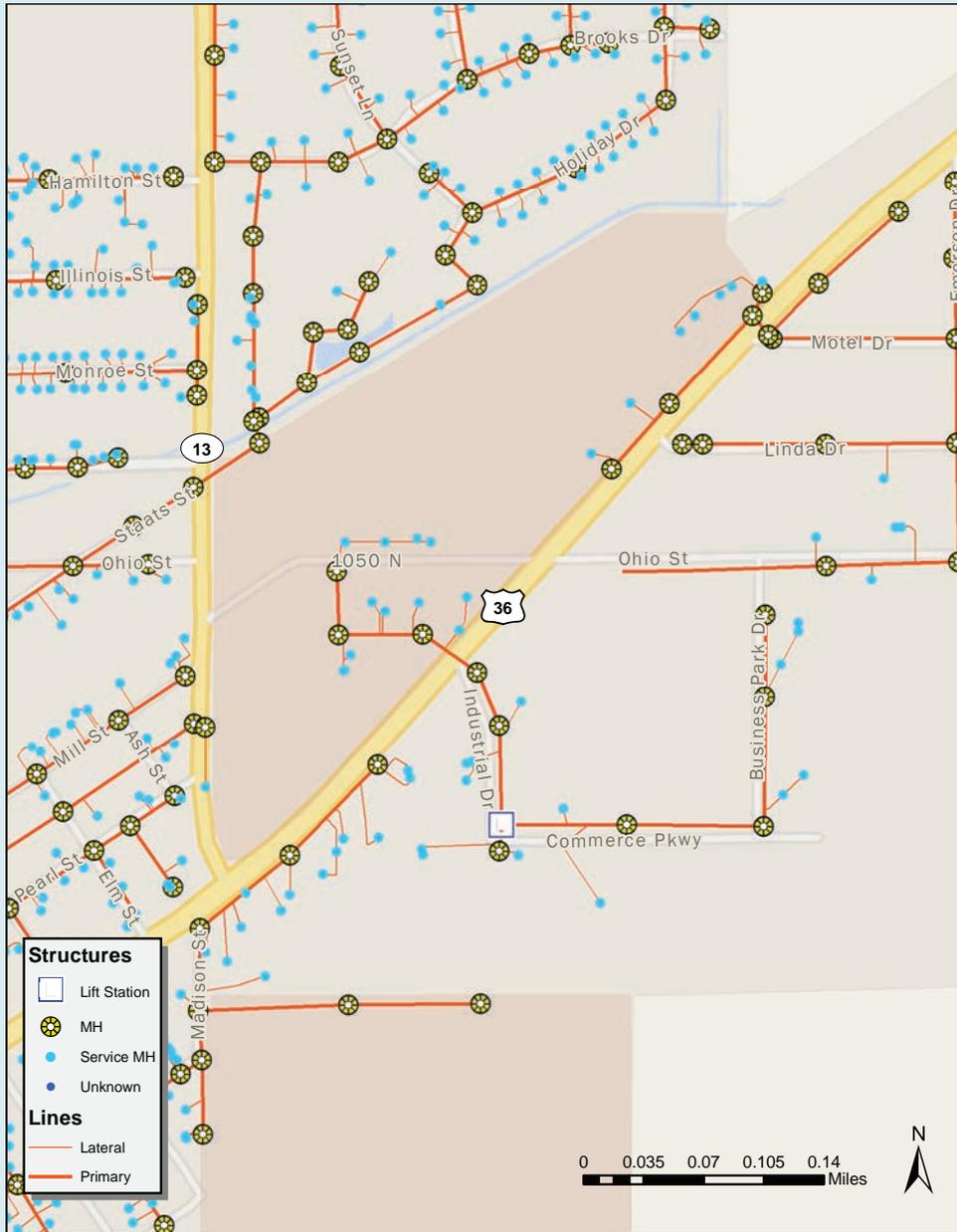
**Figure 4.19**

Storm Water Infrastructure

This map shows existing storm water lines and facilities within and around Proposed Area 3.



Town of Fortville



◀ **Figure 4.20**  
 Wastewater Infrastructure  
 This map shows existing wastewater lines and facilities within and around Proposed Area 3.

**Figure 4.21**

**Sidewalks & Street Lights**

This map shows existing sidewalks and street lights within and around Proposed Area 3.

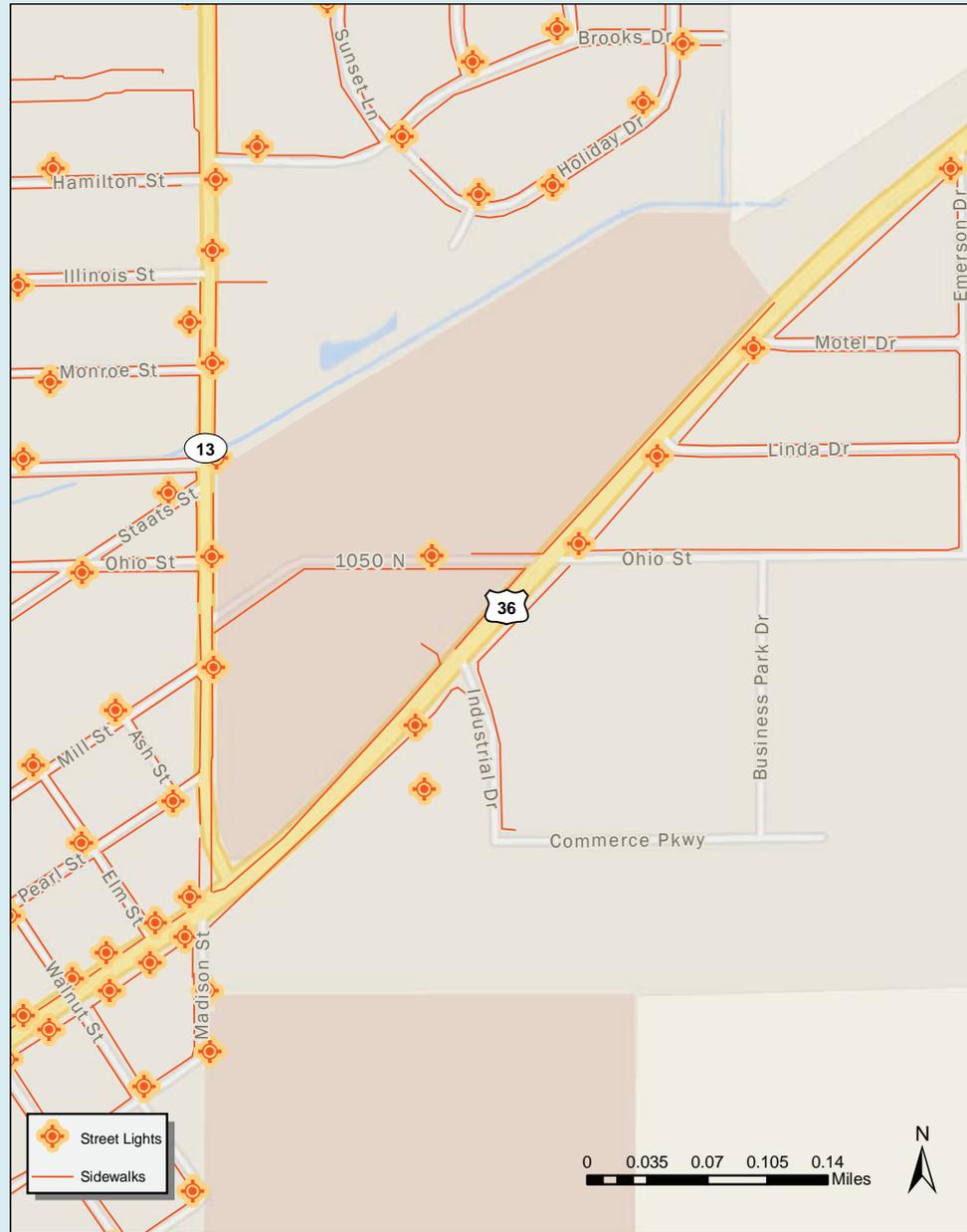
**Energy Providers**

**Natural Gas**

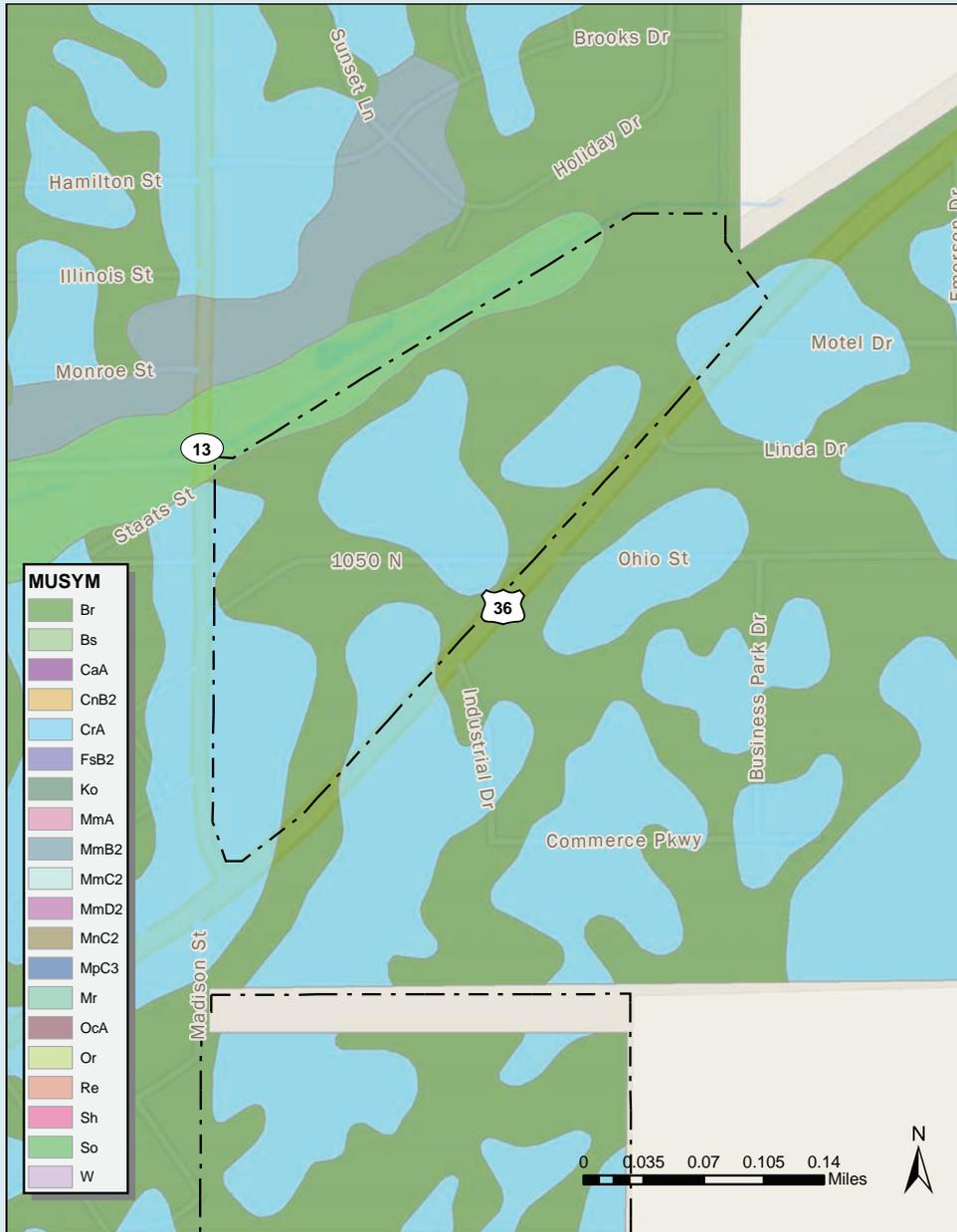
Vectren  
P.O. Box 209  
Evansville, IN 47702  
Contact Number: 1-800-227-1376

**Electric**

Duke Energy  
P.O. Box 1326  
Charlotte, NC 28201  
Contact Number: 1-800-343-3525



Town of Fortville



◀ **Figure 4.22**

**Soils**

This map shows existing soils within and around Proposed Area 3.

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◀ **Figure 4.23**

Existing Geographic Area

This map also shows each parcel within Proposed Area 4 and the corresponding owner of each parcel.



Garden Street looking North

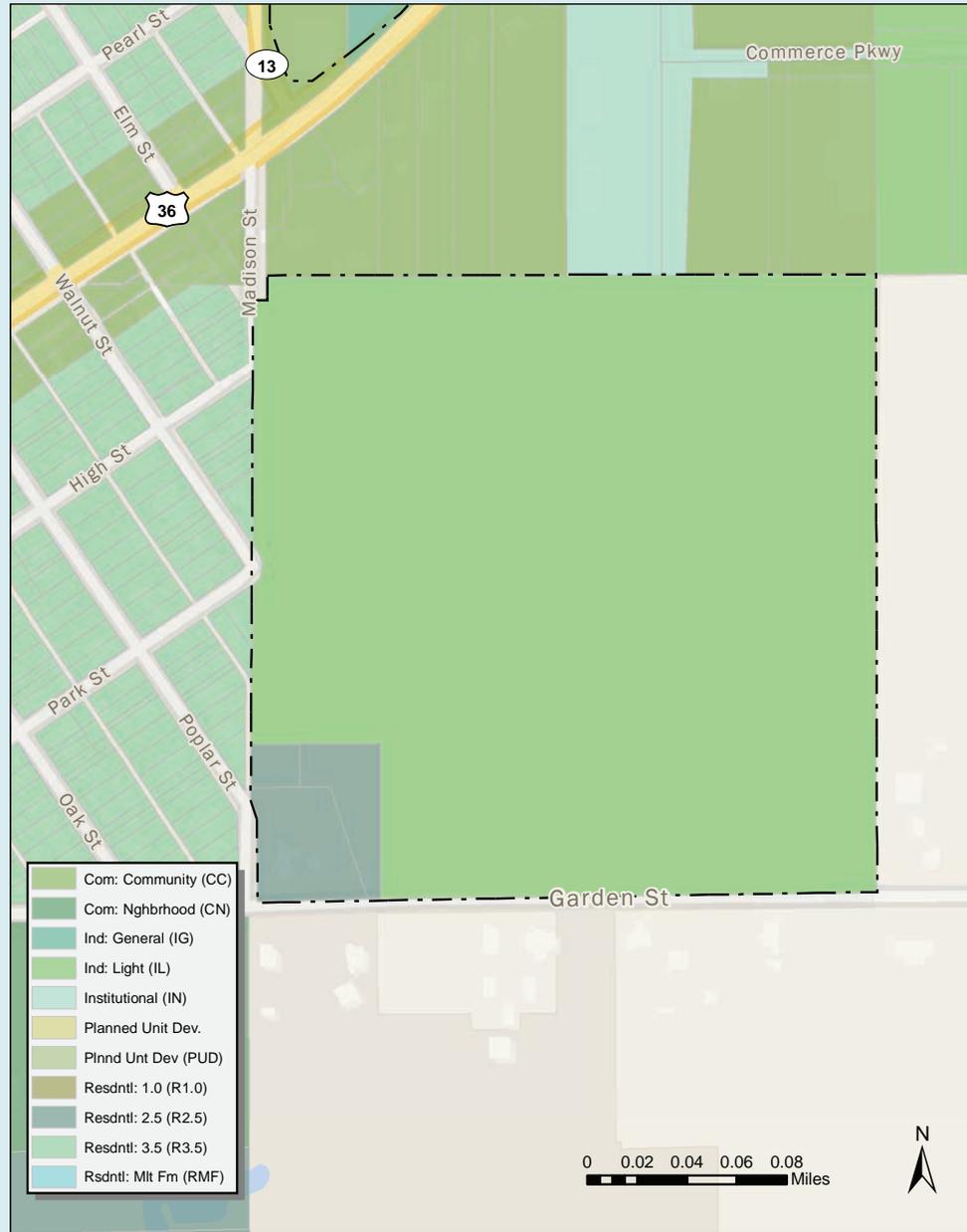


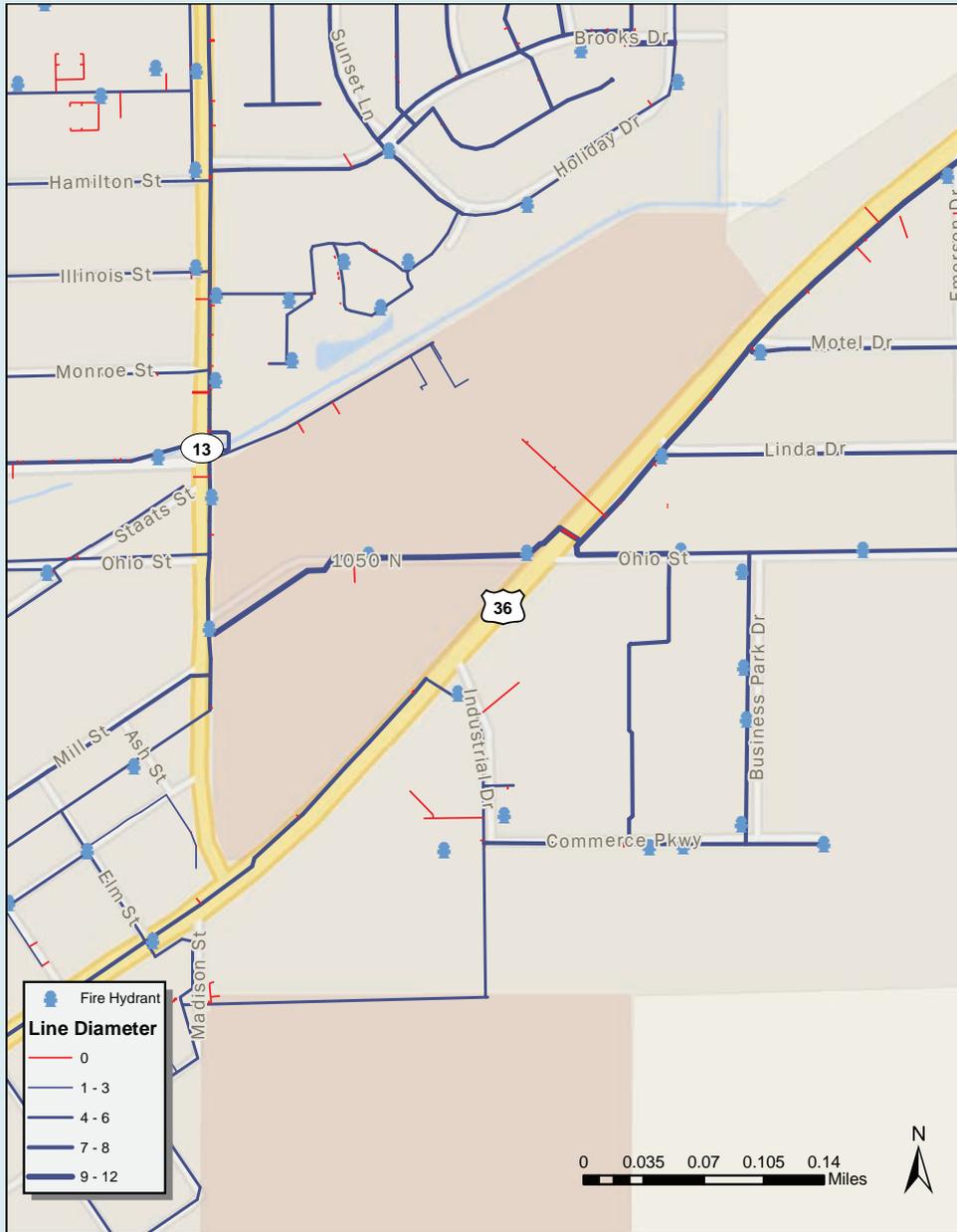
Garden Street and Poplar Street looking Northeast

**Figure 4.24**

Existing Zoning

This map shows existing zoning for the parcels located in Proposed Area 4.



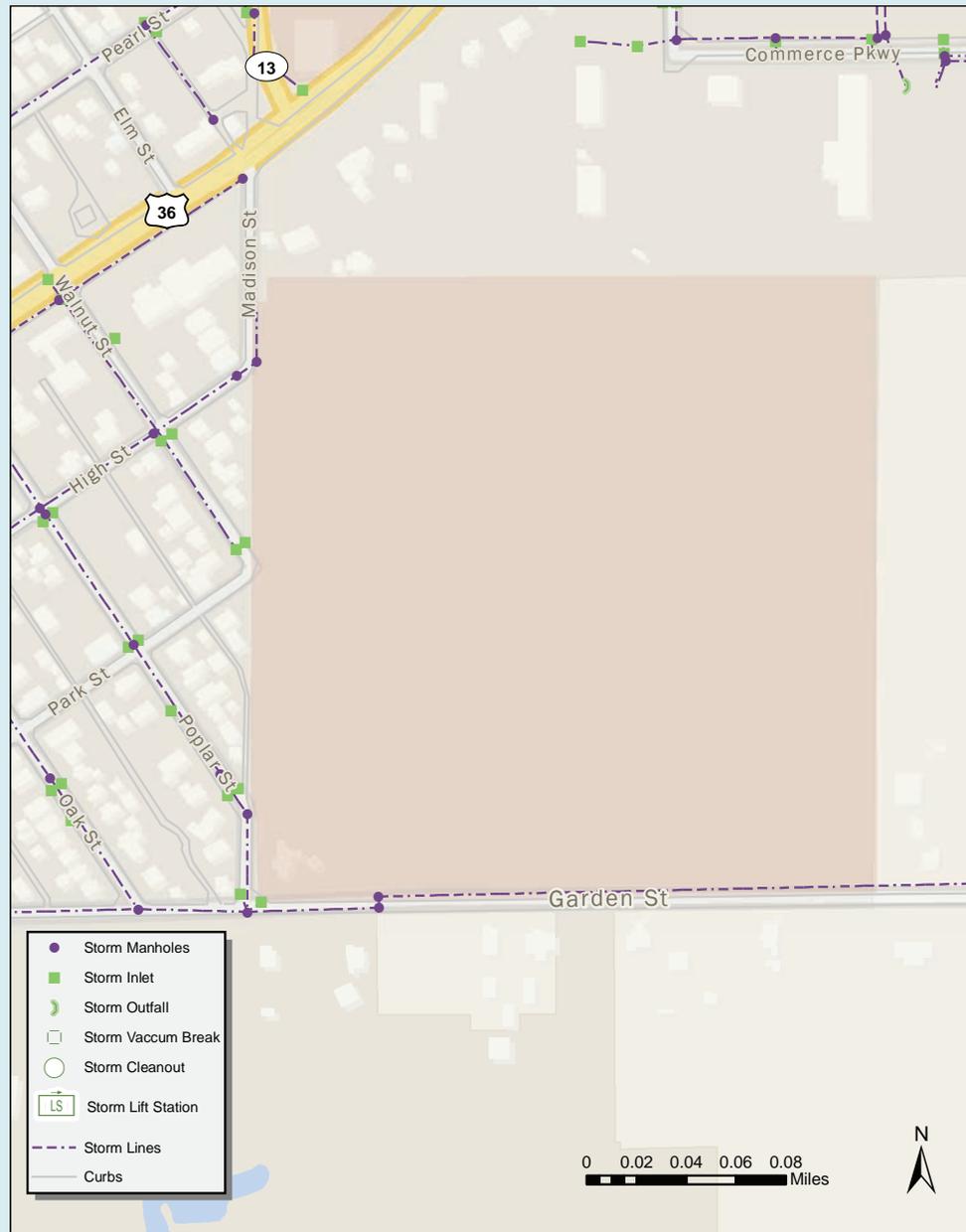


◀ **Figure 4.25**  
 Water Infrastructure  
 This map shows existing water lines and facilities within and around Proposed Area 4.

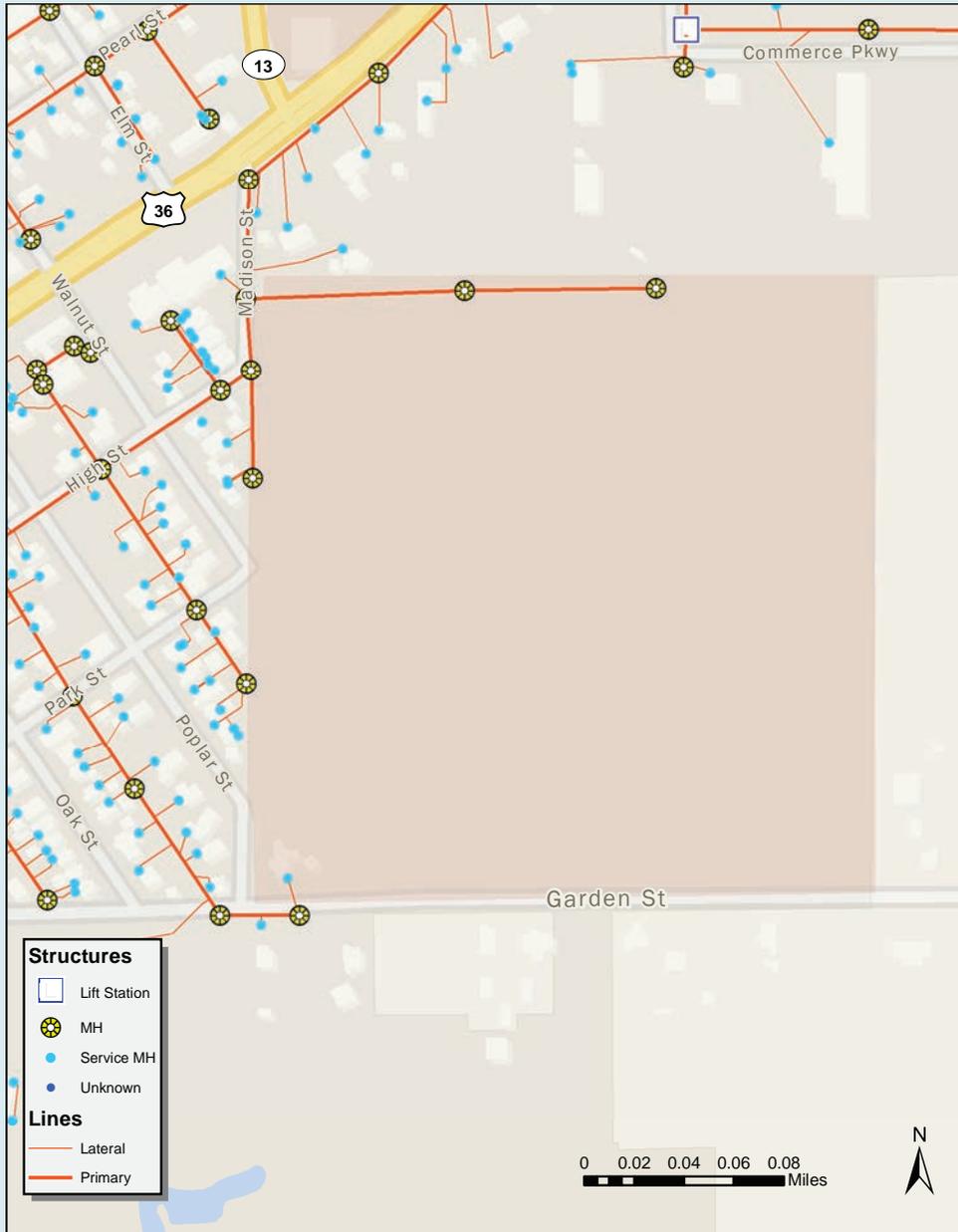
**Figure 4.26**

Storm Water Infrastructure

This map shows existing storm water lines and facilities within and around Proposed Area 4.



Town of Fortville



◀ **Figure 4.27**  
 Wastewater Infrastructure  
 This map shows existing wastewater lines and facilities within and around Proposed Area 4.

**Figure 4.28**

**Sidewalks & Street Lights**

This map shows existing sidewalks and street lights within and around Proposed Area 4.

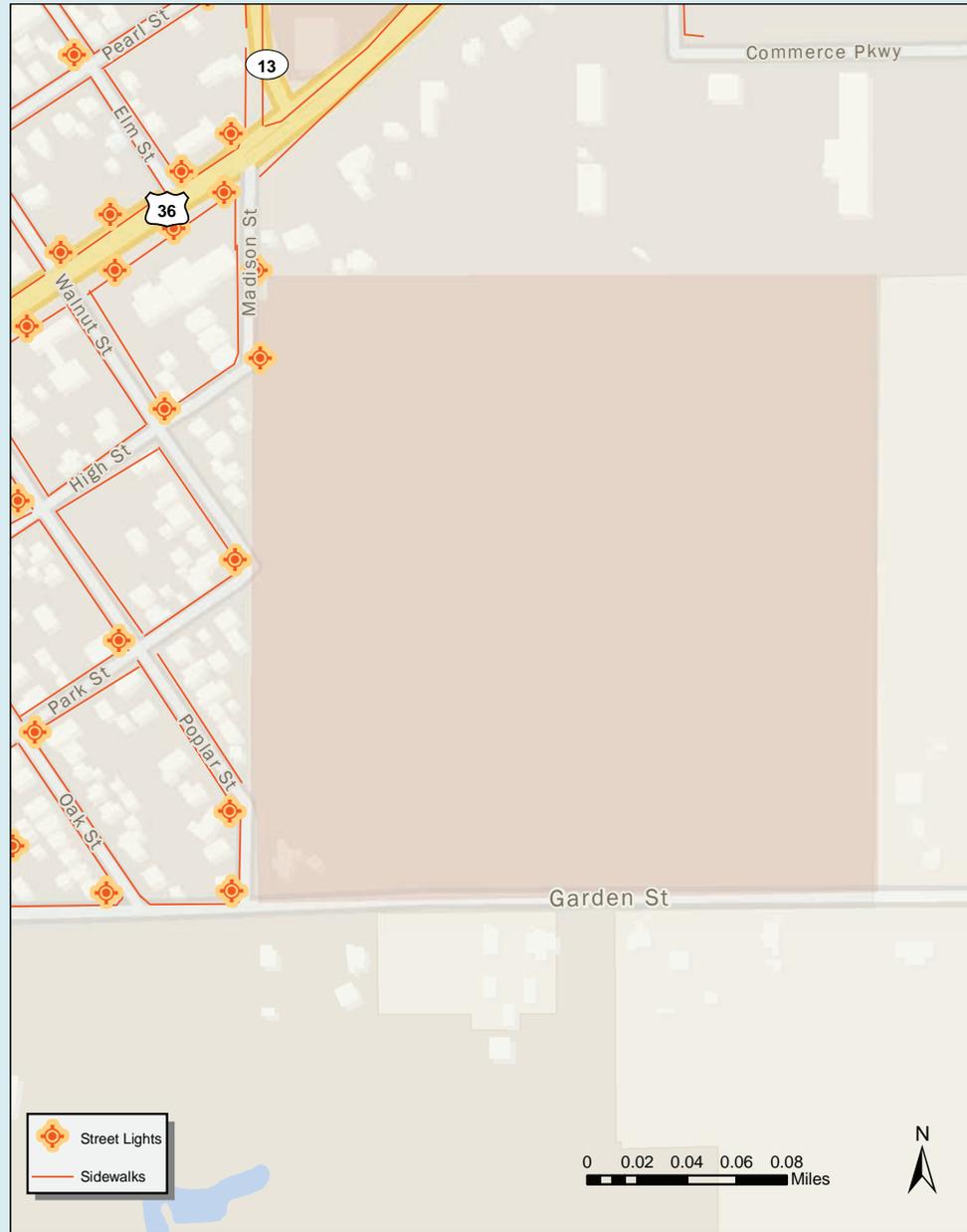
**Energy Providers**

**Natural Gas**

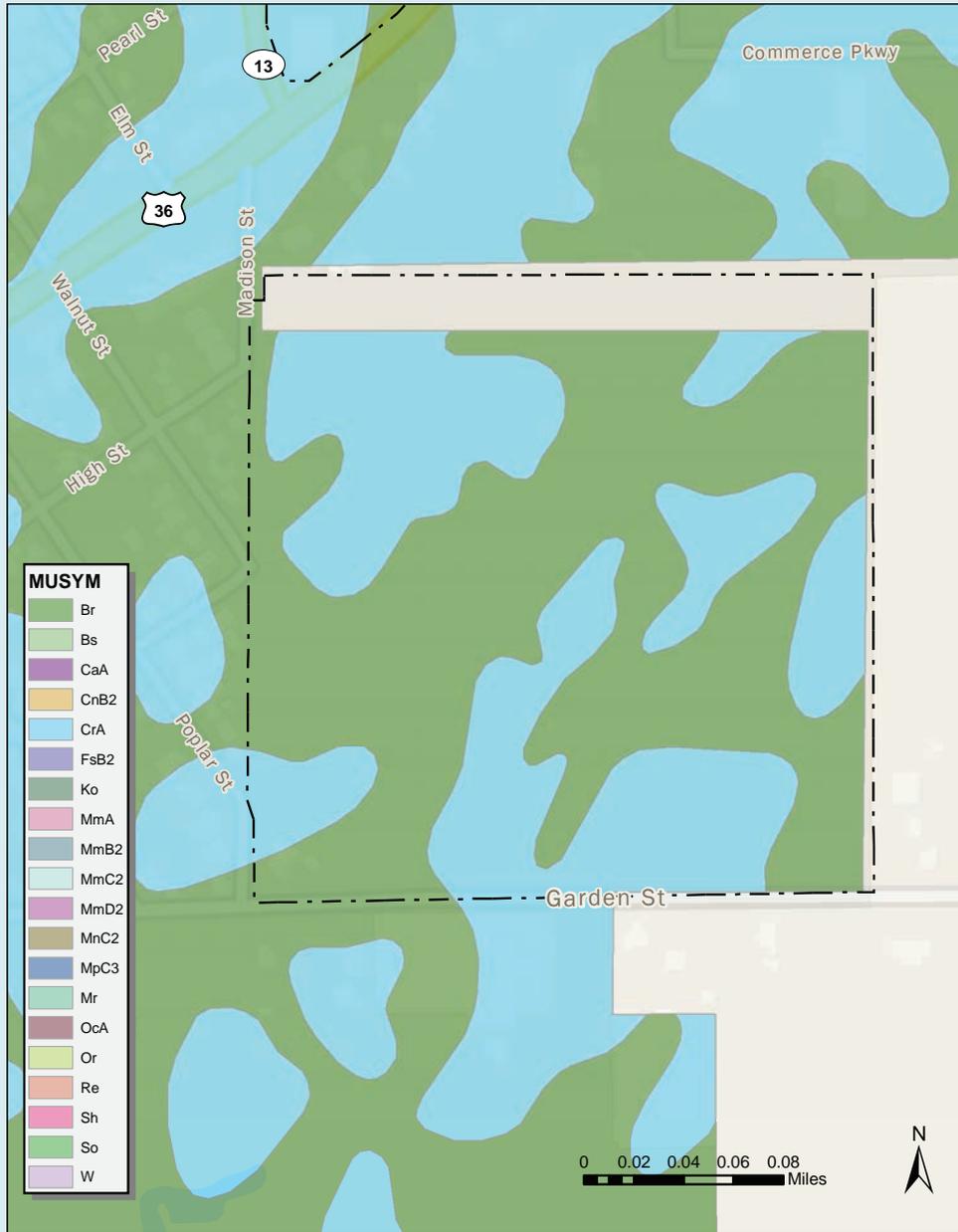
Vectren  
P.O. Box 209  
Evansville, IN 47702  
Contact Number: 1-800-227-1376

**Electric**

Duke Energy  
P.O. Box 1326  
Charlotte, NC 28201  
Contact Number: 1-800-343-3525

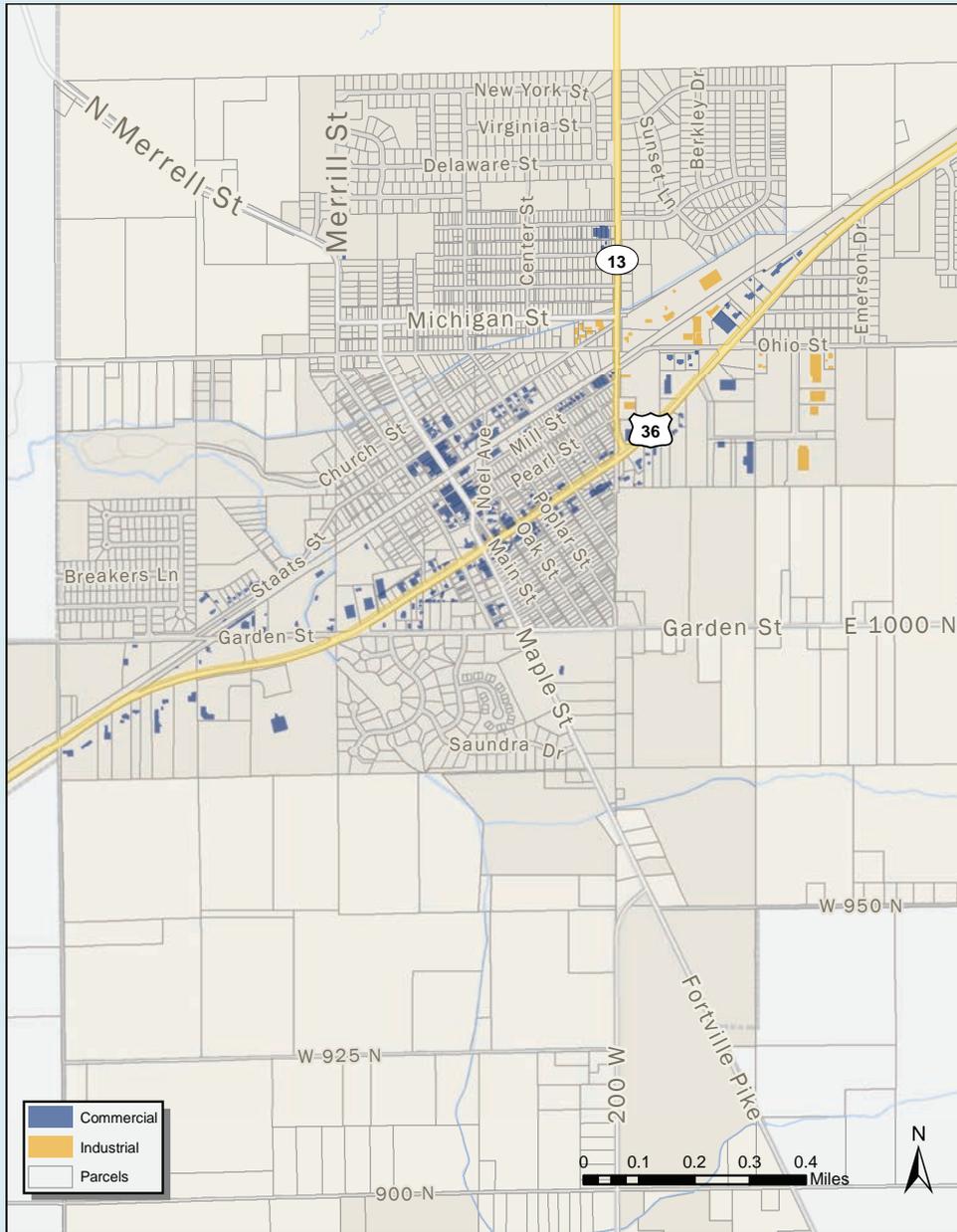


Town of Fortville



◀ **Figure 4.29**  
Soils  
This map shows existing soils within and around Proposed Area 4.

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Redevelopment Commission Plan

**Figure 4.30**

Existing Geographic Area

This map also shows each parcel within Proposed Area 5, the State Road 67 corridor.

Because there are so many parcels along this corridor, each parcel has not been labeled on this map. Instead, the address and owner for each parcel has been listed in the Table 4.1 on pages 92 - 95.



Broadway Street and Main Street looking North



State Road 67 entering town limits (looking Southwest)

**Table 4.1 - State Road 67 Corridor Parcel Addresses & Owners**

ADDRESS	OWNER / BUSINESS NAME
551 EMERSON DR	Dorothy H Brinkely
1020 E BROADWAY ST	Larry T and Sheryl K Bornman
648 E BROADWAY ST	Jeffrey T Pizzano
225 E BROADWAY ST	Evelyn M Dolin
1010 E BROADWAY ST	Samuel Paul and Amanda Jo Bischoff
917 E BROADWAY ST	Charles E and Doris V Gammon Revocable Trust
712 E BROADWAY ST	Bradford Real Estate Holding LLC
407 E BROADWAY ST	Hiday Custom Builders LLC
738 W BROADWAY ST	Judith E (Butcher) Ratliff
660 E BROADWAY ST	Jean P Mercho Living Trust
325 S MAIN ST	Union Bank and Trust Company of Indiana
323 OAK ST	Julia Smith
E BROADWAY ST	Sherly K and Larry T Borman
714 E BROADWAY ST	Town of Fortville
401 POPLAR ST	Wilmer C and Norma J Blair
335 E BROADWAY ST	Speedway, LLC
715 E BROADWAY ST	Double T Fortville LLC
542 EMERSON DR	Emily E Stultz
420 E BROADWAY ST	Samuel Dowden
410 E BROADWAY ST	Taki Enterprises LLC
E BROADWAY ST	State of Indiana
W 1000 N	CLM Pallet Real Estate LLC
406 MAPLE ST	Grace, Baptist Church
100 W BROADWAY ST	Elsbury LLC
415 W BROADWAY ST	Investment Opportunities LLC
401 S MAIN ST	Frederick E and Nancy K Fentz
700 E BROADWAY ST	Tammie E Welker
726 W BROADWAY ST	CP Autosport LLC
410 POPLAR ST	Gregory A and Linda A Mankey Revocable Living Trust
E BROADWAY ST	State of Indiana
425 W BROADWAY ST	J and R Leonard Land Corp

800 W BROADWAY ST	John A Cropper
709 W BROADWAY ST	Cheker Oil Co
421 E BROADWAY ST	Hiday Custom Builders LLC
111 W BROADWAY ST	Greenfield Banking Co
428 GARDEN CT	Thomas P Duffy
420 E BROADWAY ST	Samuel Dowden
300 W	Wabash Valley Power Association Inc
W GARDEN ST	Town of Fortville
700 W BROADWAY ST	PHB and Associates LLC
101 W BROADWAY ST	George Lenzy Hendrix Jr Revocable Trust
110 E BROADWAY ST	Harlin E and A Jean Hughes Demegret
419 GARDEN CT	WM H and Burna G Magby
712 W BROADWAY ST	Dayton Family Trust
950 W BROADWAY ST	Slinkard Revocable Family Trst Ted D and Paula S Slinkard Co-Tr
3103 W 1000 N	CLM Pallet Real Estate LLC
N 300W	Wabash Valley Power Association Inc
912 E BROADWAY ST	Willard D and Jean D Walden
733 E BROADWAY ST	Kenny D and Cynthia J Jackson
E BROADWAY ST	Eleck and Esther Collins
E BROADWAY ST	Strough, Lloyd Mark 1/3INT/LF EST Debbie Lyn Crist 1/3INT R A Gray P E Gray L N Lowder 1/9INT Each
302 W BROADWAY ST	Raymond M Cox
859 E BROADWAY ST	William G and Joyce A Beaver
885 E BROADWAY ST	Robert and Judith Ferryman Family Trust
936 E BROADWAY ST	Grover R and Emerson C Evans LF EST
414 W GARDEN ST	Julia Smith
308 W BROADWAY ST	Raymond M Cox
346 W BROADWAY ST	Kleiner Investments LLC
325 W BROADWAY ST	Robert E and Rebecca J Hiday
222 W BROADWAY ST	Jack L Ratliff
840 MOTEL DR	Virginia Kemerly
203 W BROADWAY ST	William Michael Cook

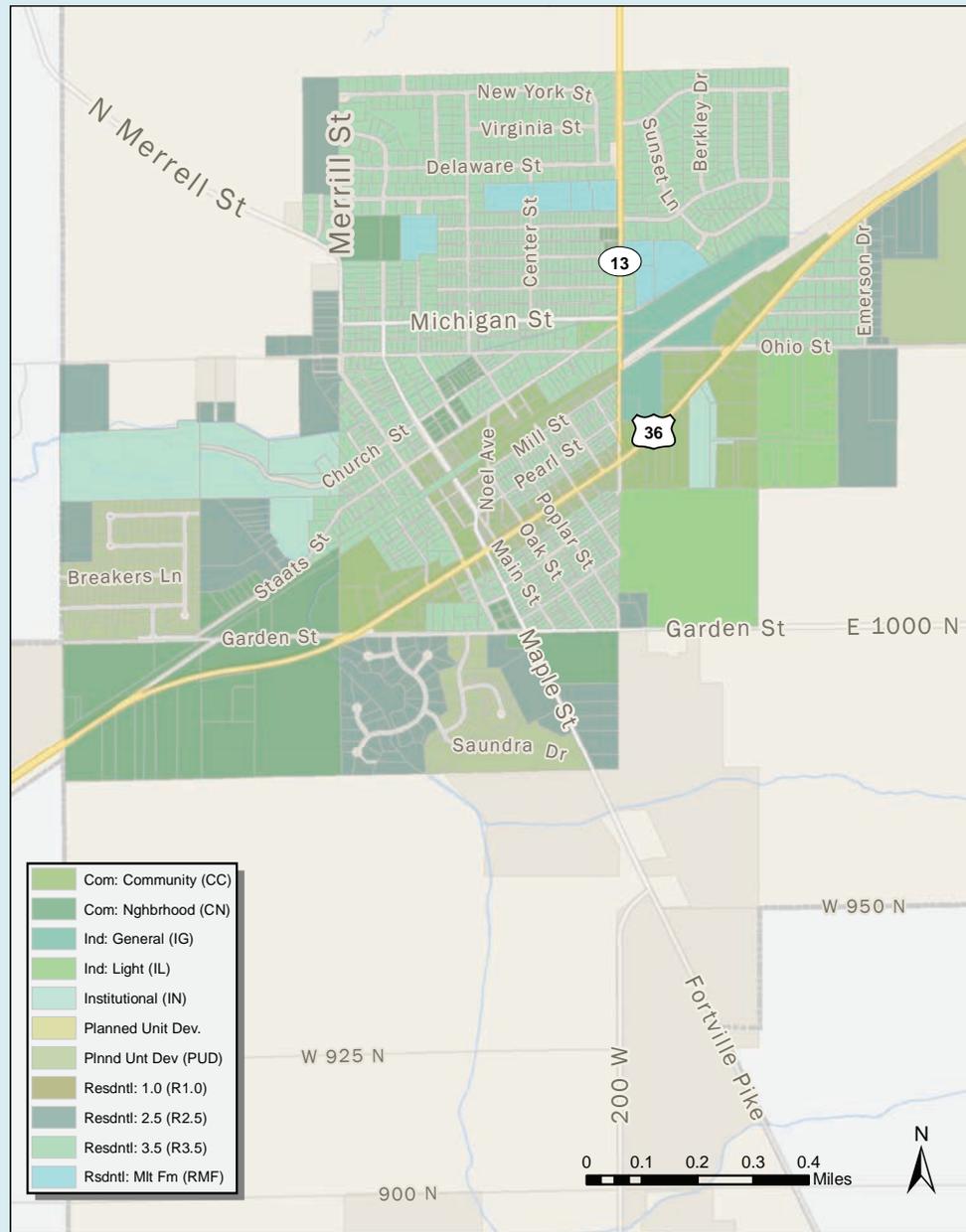
401 S MERRILL ST	William Michael Cook
901 E BROADWAY ST	Dickey Dowless Investments LLC
228 230 W BROADWAY ST	Jack L Ratliff
907 MOTEL DR	Lynn V White
216 W BROADWAY ST	Jack L Ratliff
305 W BROADWAY ST	Aaron C Vail
867 E BROADWAY ST	Ray A Jr Price
215 S MADISON ST	Superior Real Estate Holdings LLC
625 E BROADWAY ST	Fortville, Vernon Library
860 E BROADWAY ST	Cora Marguerite True
835 E BROADWAY ST	Leesa A Lowder
345 W BROADWAY ST	Richard D and Mary M Kemerly Revocable Trust and Life Estate
211 215 W BROADWAY ST	William Michael Cook
720 E BROADWAY ST	Genesis Property Holdings LLC
712 E OHIO ST	Superior Real Estate Holdings LLC
400 S MERRILL ST	William E White
210 E BROADWAY ST	Terry M Hiles LVG Trust
3361 W 1000 N	Gary P and Ruth A Sharrett
710 W GARDEN ST	Windi M Herbert
W GARDEN ST	Josmon George and Dhanashree J Chakola
322 E BROADWAY ST	Eldorado 1995-1 Land Trust MB Properties Trustee
135 E BROADWAY ST	Robert E Langford Sr
E BROADWAY ST	Harvey Construction Company Inc
CA 1	Harvey Construction Company Inc
CA 2	Harvey Construction Company Inc
N MADISON ST	State of Indiana
700 W GARDEN ST	Ronald L and Darlene L Seals
W BROADWAY ST	Ronald L and Darlene L Seals
624 E BROADWAY ST	Eva Lavonne Hopkins
636 E BROADWAY ST	Brendonridge LLC
600 E BROADWAY ST	Vic Holley
612 E BROADWAY ST	Eddie T and Anthony W Long

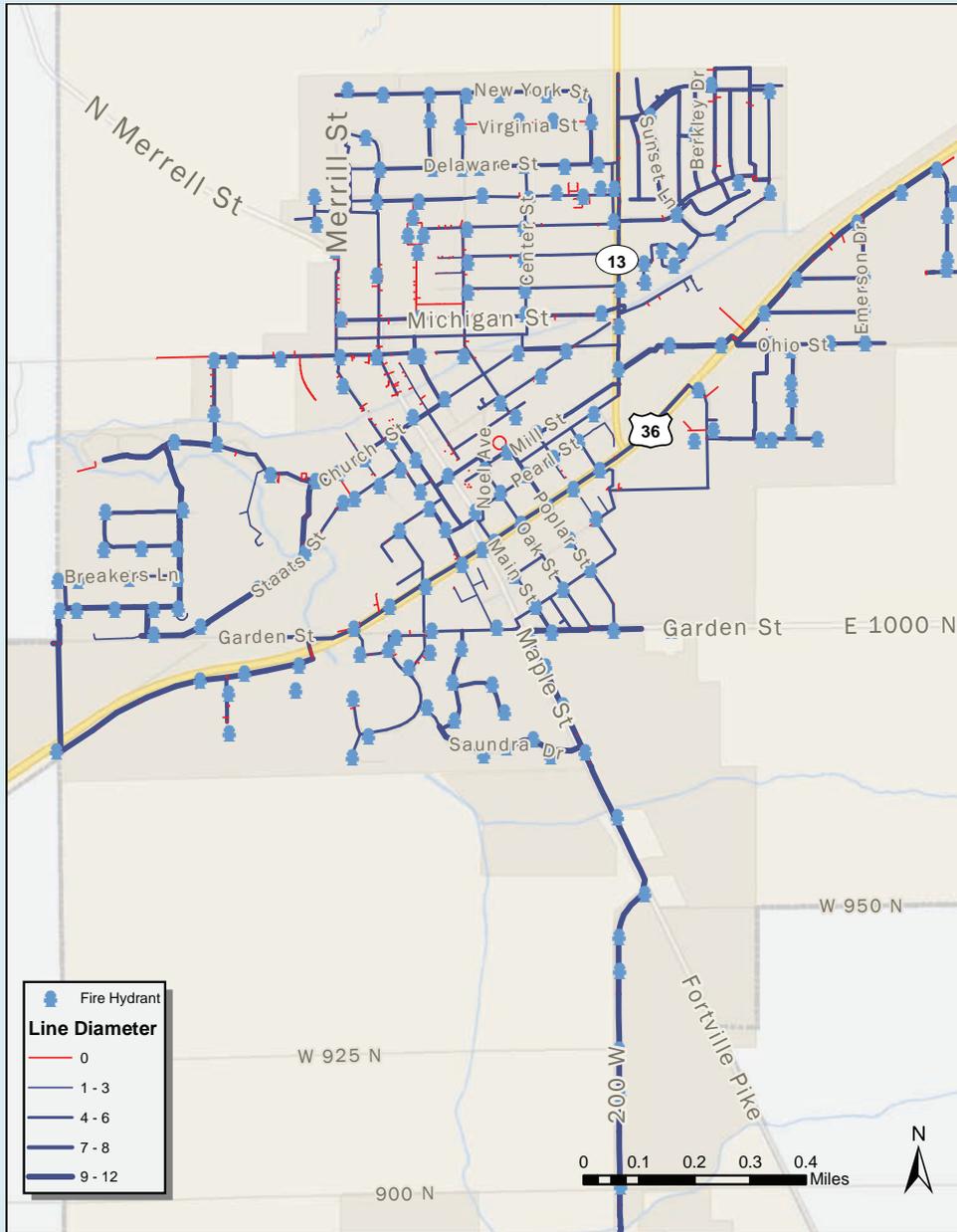
319 POPLAR ST	Speedway, LLC
600 VITALITY DR	Hancock Memorial Hospital and Health Services
611 VITALITY DR	Bridge Church Inc (The)

**Figure 4.31**

Existing Zoning

This map shows existing zoning for the parcels located in Proposed Area 5.



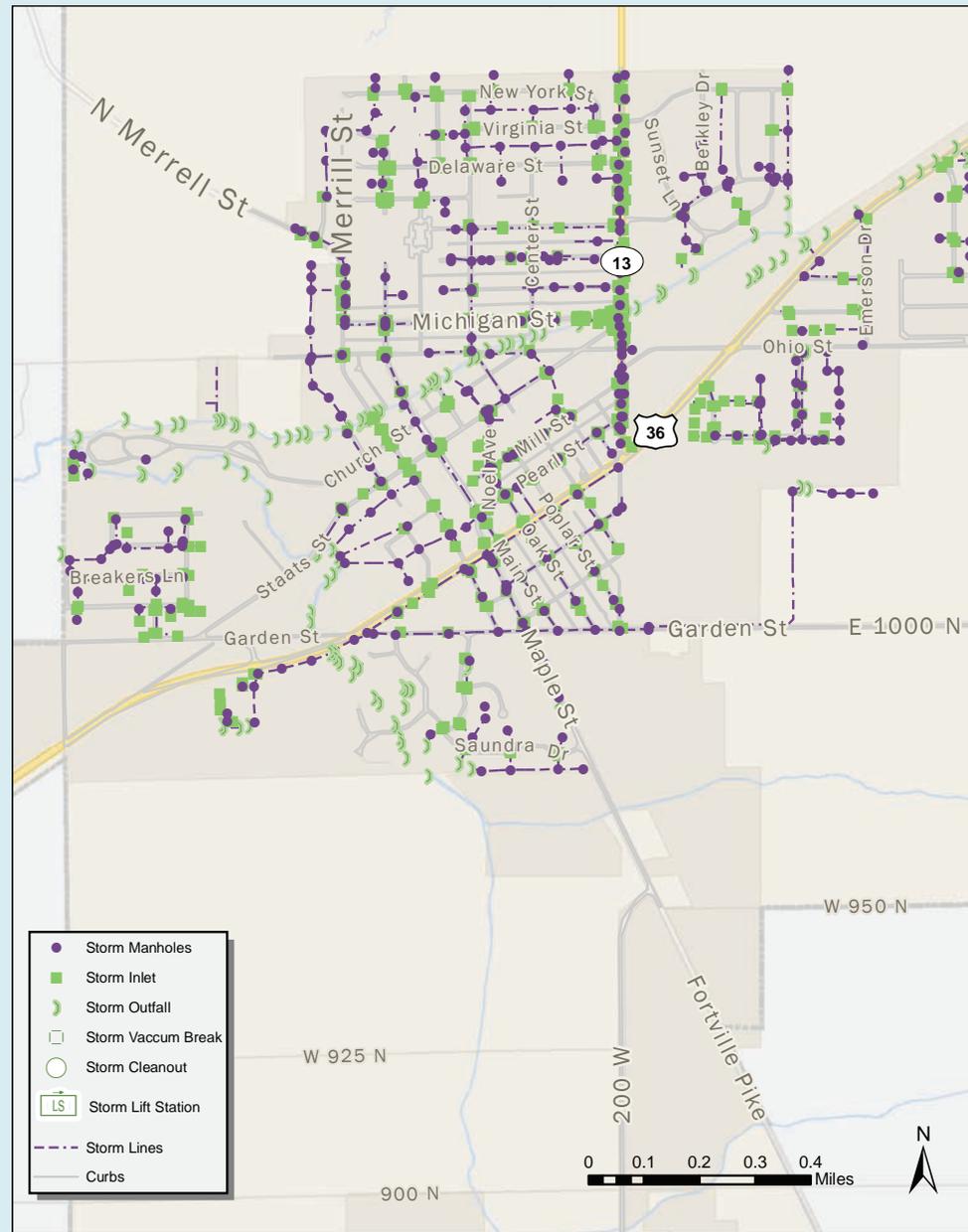


◀ **Figure 4.32**  
 Water Infrastructure  
 This map shows existing water lines and facilities within and around Proposed Area 5.

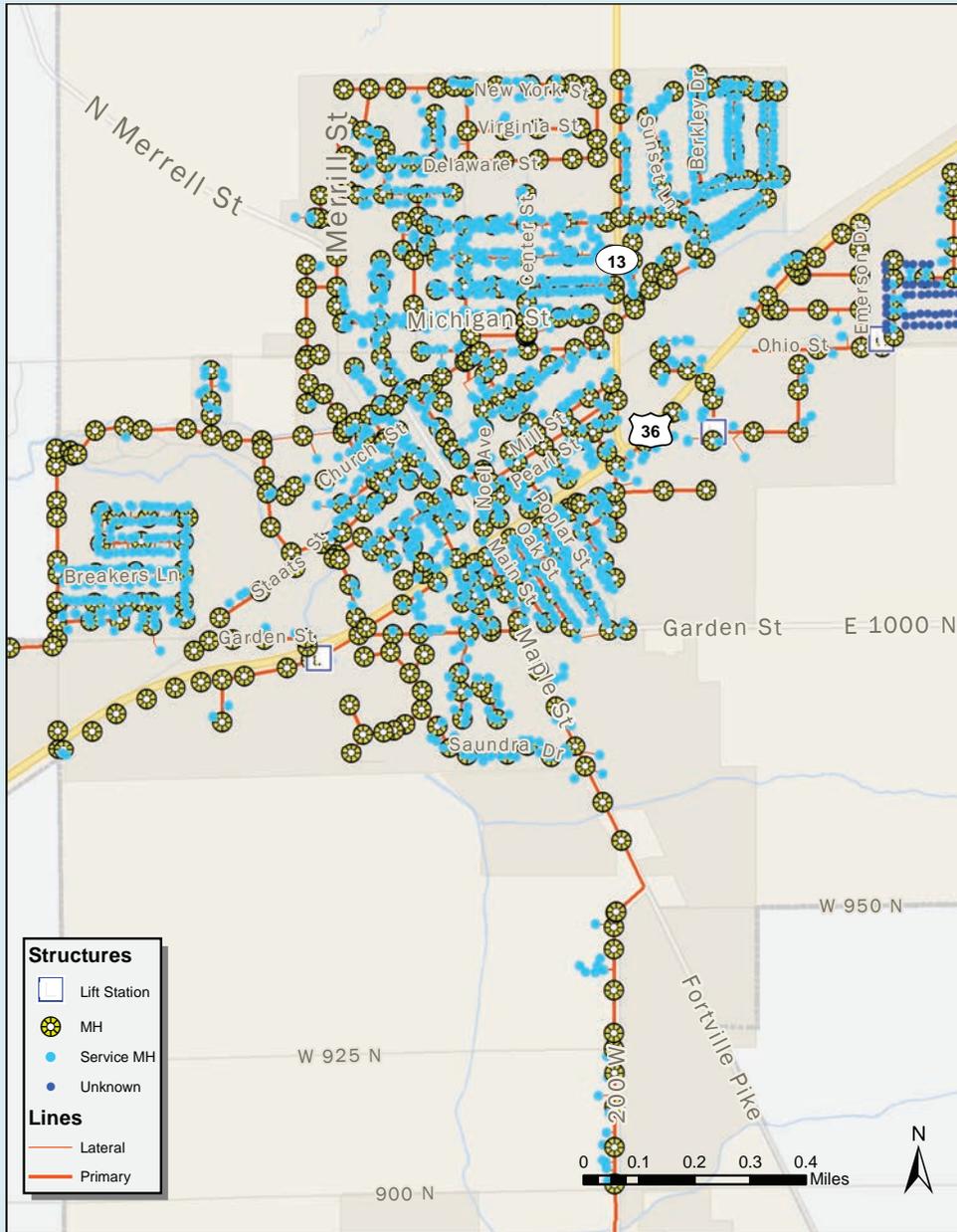
**Figure 4.33**

Storm Water Infrastructure

This map shows existing storm water lines and facilities within and around Proposed Area 5.



Town of Fortville



◀ **Figure 4.34**

Wastewater Infrastructure

This map shows existing wastewater lines and facilities within and around Proposed Area 5.

**Figure 4.35**

**Street Lights**

This map shows existing street lights within and around Proposed Area 5.

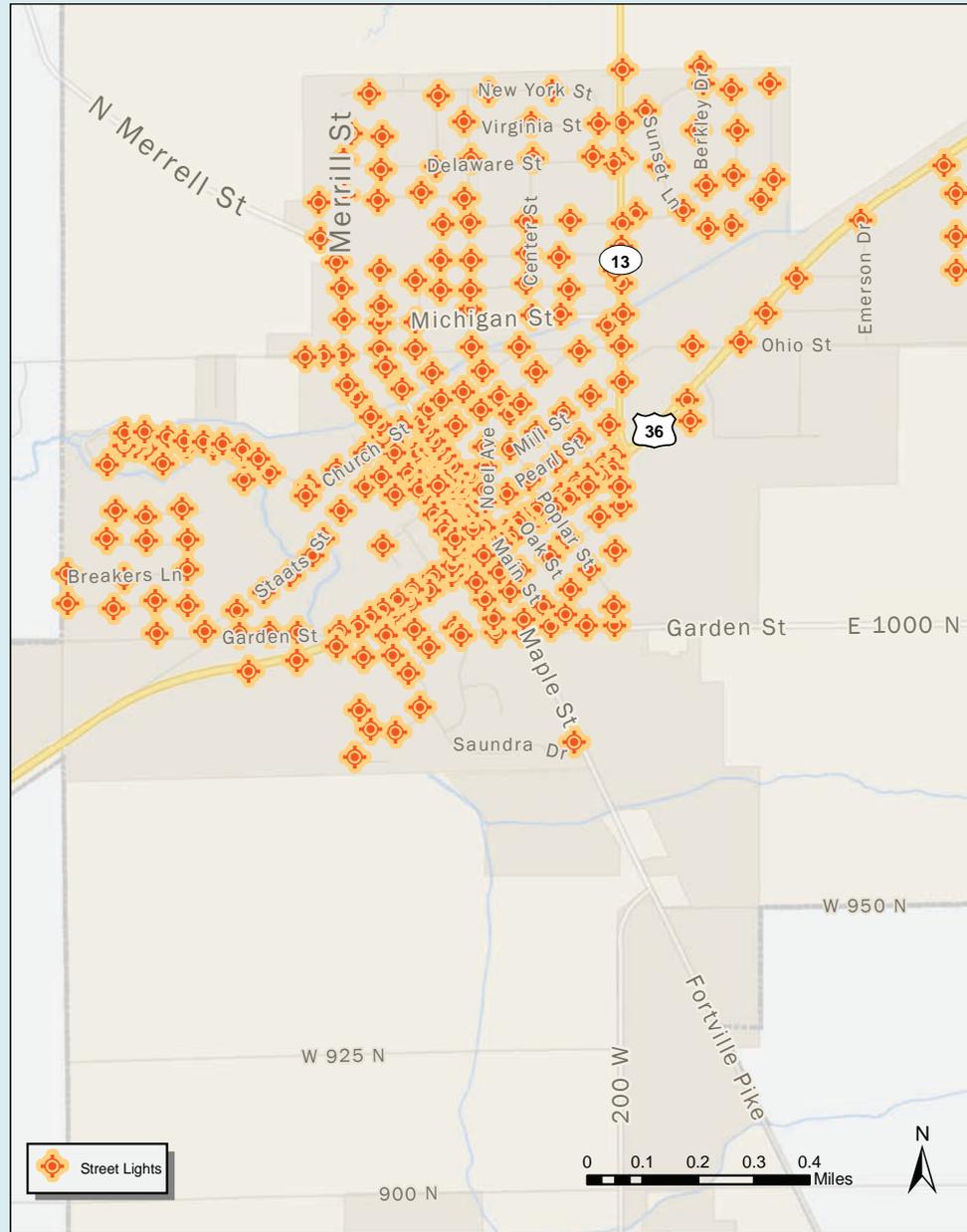
**Energy Providers**

**Natural Gas**

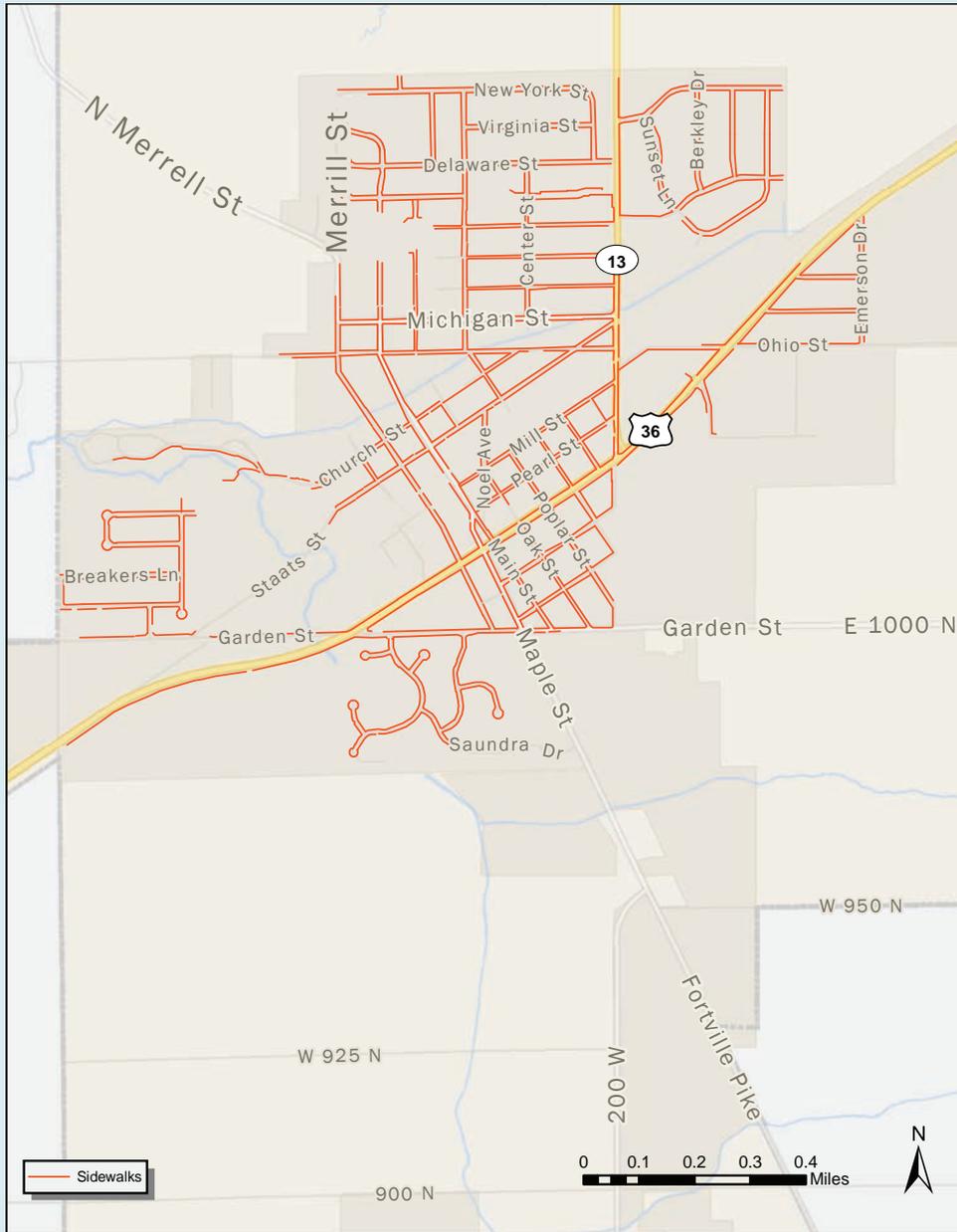
Vectren  
P.O. Box 209  
Evansville, IN 47702  
Contact Number: 1-800-227-1376

**Electric**

Duke Energy  
P.O. Box 1326  
Charlotte, NC 28201  
Contact Number: 1-800-343-3525



Town of Fortville

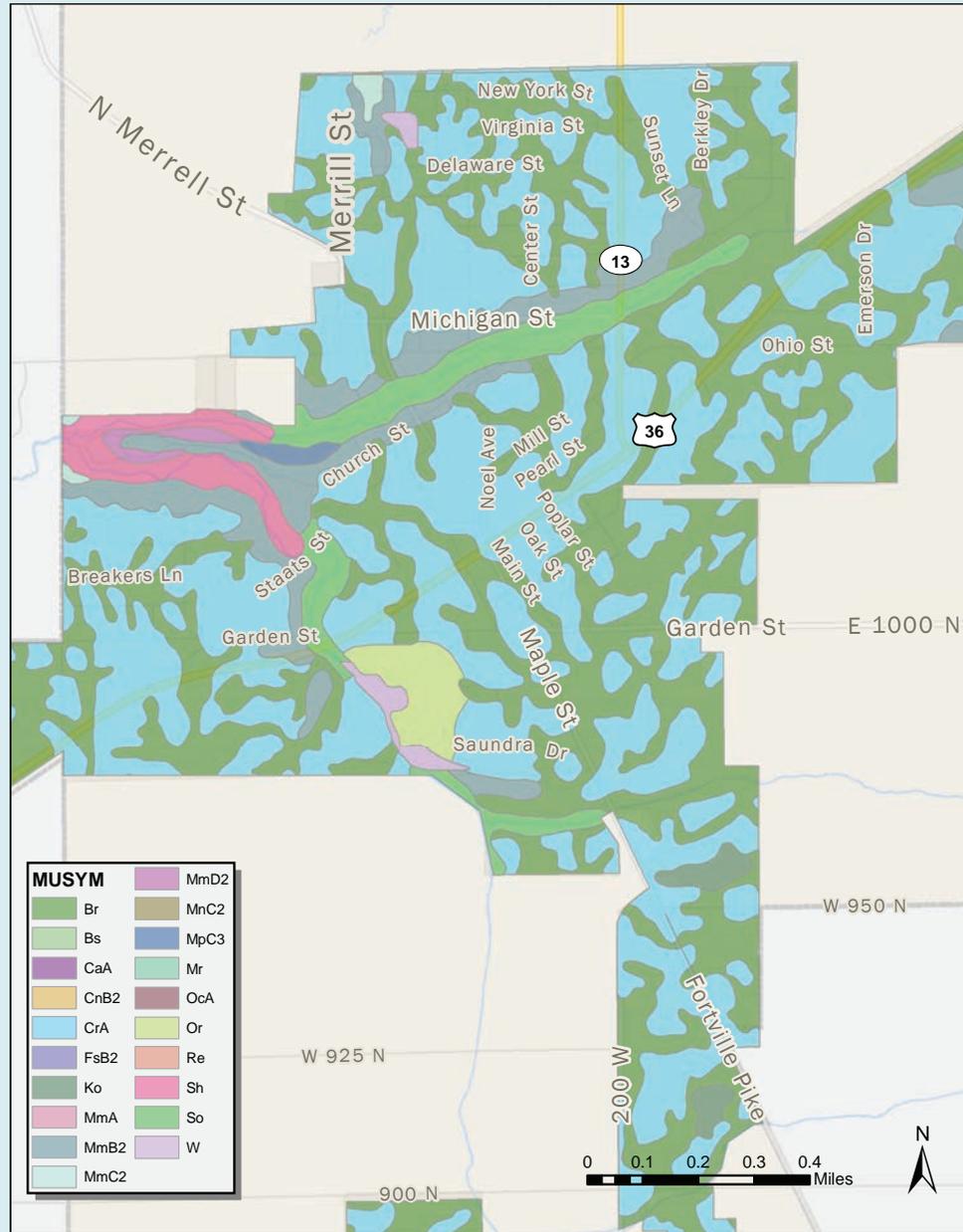


◀ **Figure 4.36**  
 Sidewalk Infrastructure  
 This map shows existing sidewalks within and around Proposed Area 5.

**Figure 4.37**

Soils

This map shows existing soils within and around Proposed Area 5.



# A ppendices

## Consistency in Annual Reporting

Indiana Code stipulates that the Redevelopment Commission's Annual Report must contain the following information:

1. Names of the then qualified and acting commissioners
2. Names of the officers of that body
3. Number of regular employees and their fixed salaries or compensation
4. Amount of the expenditures made during the preceding year and their general purpose
5. An accounting of the tax increment revenues expended by any entity receiving the tax increment
6. revenues as a grant or loan from the commission
7. Amount of funds on hand at the close of the calendar year
8. Other information necessary to disclose the activities of the commissioners and the results obtained

Redevelopment Commission Plan

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**Figure A.1**

Exhibit A

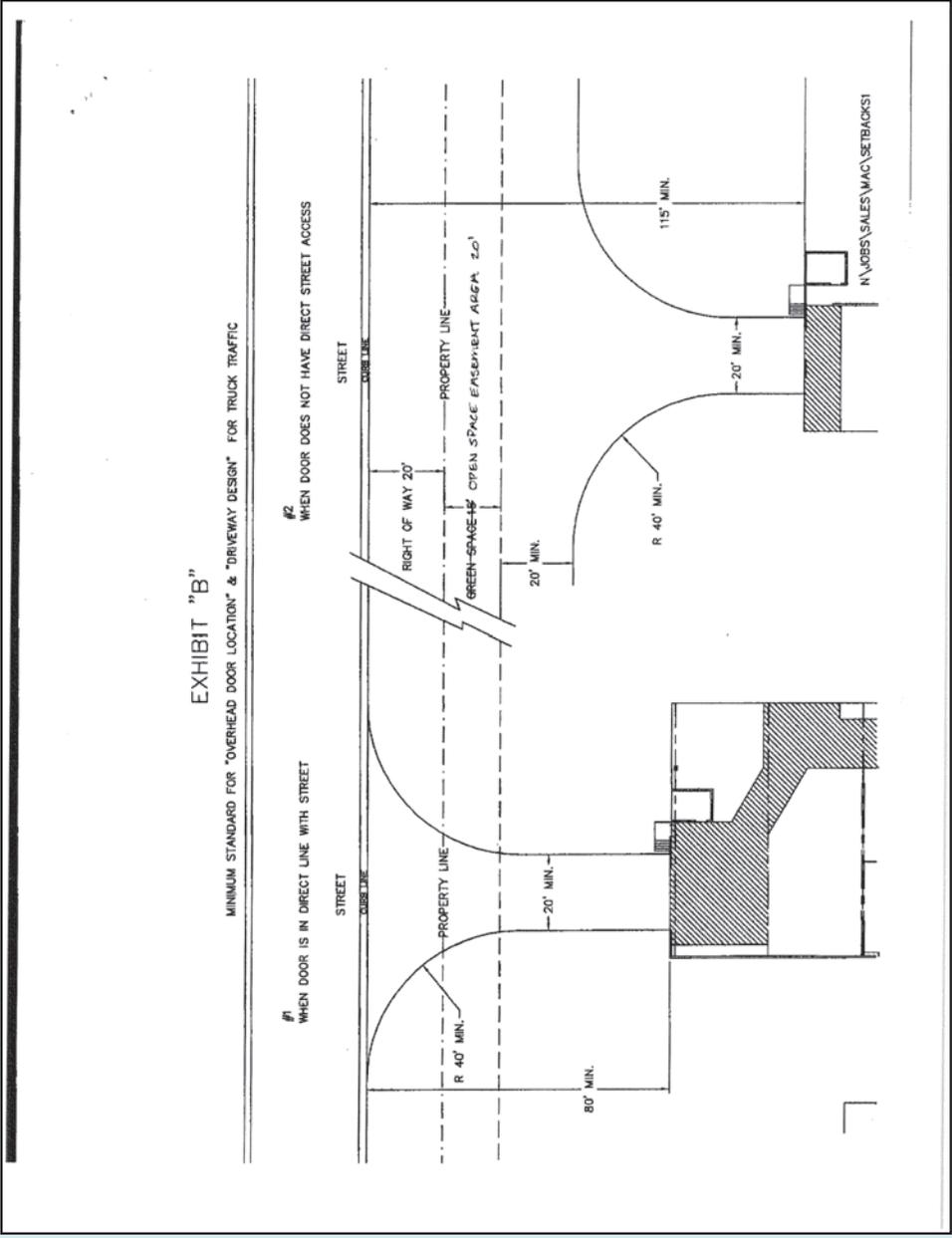
This is Exhibit B included from the Covenants.

**EXHIBIT A**

**Development Legal Description of M.A.C. properties**

A part of the Southwest Quarter of Section 10, Township 17 North, Range 6 East located in Vernon Township, Hancock County, Indiana being described as follows:

Commencing at the brass plug at the Northeast corner of the Southwest Quarter of Section 10, Township 17 North, Range 6 East; thence North 90 degrees 00 minutes 00 seconds West (assumed bearing) 660.69 feet along the North line of said Southwest Quarter to a mag nail at the point of beginning of this description; thence South 00 degrees 58 minutes 20 seconds West 221.74 feet to a 5/8" iron rod with yellow cap stamped Miller Surveying; thence North 90 degrees 00 minutes 00 seconds East 107.53 feet to a 5/8" iron rod with yellow cap stamped Miller Surveying; thence South 00 degrees 58 minutes 20 seconds West 1104.31 feet to a 5/8" iron rod with yellow cap stamped Miller Surveying; thence South 89 degrees 57 minutes 07 seconds West 107.53 feet to a 5/8" iron rod with yellow cap stamped Miller Surveying; thence south 00 degrees 58 minutes 20 seconds West 2.96 feet to a 5/8" iron rod with yellow cap stamped Miller Surveying on the South line of the Northeast Quarter of said Southwest Quarter; thence South 89 degrees 59 minutes 02 seconds West 656.92 feet to a 5/8" iron rod with yellow cap stamped Miller Surveying at the Southwest corner of the Northeast Quarter of said Southwest Quarter (as established by the plat of Nelson Industrial Park recorded as Instrument No. 88-6743 in the Office of the Recorder of Hancock County, Indiana). Said 5/8" iron rod with yellow cap stamped Miller Surveying being North 00 degrees 49 minutes 17 seconds East 1327.32 feet from a brass plug at the Southwest corner of the Southeast Quarter of said Southwest Quarter; thence North 00 degrees 49 minutes 17 seconds East 1079.23 feet, more or less, along the West line of the Northeast Quarter of said Southwest Quarter as established by said plat of Nelson Industrial Park to a 5/8" iron rod with yellow cap stamped Miller Surveying, said 5/8" iron rod with yellow cap stamped Miller Surveying being South 00 degrees 49 minutes 17 seconds West 250.00 feet from the North line of said Southwest Quarter, said 5/8" iron rod with yellow cap stamped Miller Surveying also being north 00 degrees 49 minutes 17 seconds East from a 1/2" iron rod at the Northeast corner of Lot #1 in said Nelson Industrial Park; thence North 90 degrees 00 minutes 00 seconds East 116.63 feet parallel with the North line of said Southwest Quarter; thence North 00 degrees 53 minutes 09 seconds East 250.00 feet to a mag nail on the North line of said Southwest Quarter; thence North 90 degrees 00 minutes 00 seconds East 543.51 feet to the point of beginning containing 22.15 acres, more or less.



◀ **Figure A.2**

Exhibit B  
This is Exhibit B included from the Covenants.

**Figure A.3**

Exhibit C - 1 of 3

This is Exhibit C included from the Covenants.

**EXHIBIT C**

**Tree and Shrub List**

**Recommended Tree and Shrub List**

**TREES**

**BOTANICAL NAME**

**COMMON NAME**

**Deciduous Canopy Trees:**

*Acer rubrum*  
*Acer saccharum*  
*Fraxinus americana*  
*Fraxinus pennsylvanica*  
*Gleditsia triacanthos* var. *inermis*  
*Ginkgo biloba*  
*Gymnocladus dioica*  
*Liquidambar styraciflua*  
*Liriodendron tulipifera*  
*Nyssa sylvatica*  
*Platanus x acerifolia*  
*Quercus acutissima*  
*Quercus alba*  
*Quercus coccinea*  
*Quercus imbricaria*  
*Quercus palustris*  
*Quercus rubra*  
*Taxodium distichum*

Red Maple and cultivars  
Sugar Maple and cultivars  
White Ash – seedless varieties only  
Green Ash – seedless varieties only  
Honeylocust – thornless/fruitless  
Ginkgo, Maidenhair – male only  
Kentucky Coffeetree – fruitless  
Sweetgum – fruitless varieties only  
Yellow Poplar, Tuliptree  
Black Gum, Tupelo  
London Planetree  
Sawtooth Oak  
White Oak  
Scarlet Oak  
Shingle Oak  
Pin Oak  
Red Oak  
Bald Cypress

**Evergreen Trees:**

*Ilex opaca*  
*Juniperus virginiana*  
*Picea abies*  
*Pinus strobus*  
*Tsuga canadensis*

American Holly and cultivars  
Eastern Redcedar  
Norway Spruce  
White Pine  
Canadian (Eastern) Hemlock

**Understory Trees:**

*Acer buergerianum*  
*Acer campestre*  
*Acer ginnala*  
*Acer griseum*

Trident Maple  
Hedge Maple  
Amur Maple and cultivars  
Paper Bark Maple

<u><i>Acer palmatum</i></u>	Japanese Maple and cultivars
<u><i>Aesculus pavia</i></u>	Red Buckeye
<u><i>Amelanchier arborea</i></u>	Downy Serviceberry
<u><i>Amelanchier canadensis</i></u>	Shadblow Serviceberry
<u><i>Betula nigra</i></u>	River Birch
<u><i>Carpinus caroliniana</i></u>	American Hornbeam
<u><i>Cercis canadensis</i></u>	Eastern Redbud and cultivars
<u><i>Chioanthus retusus</i></u>	Chinese Fringetree
<u><i>Chioanthus virginicus</i></u>	White Fringetree
<u><i>Cornus florida</i></u>	Flowering Dogwood and cultivars
<u><i>Cornus kousa</i></u>	Kousa Dogwood and cultivars
<u><i>Cornus mas</i></u>	Corneliancherry Dogwood
<u><i>Crataegus phaenopyrum</i></u>	Washington Hawthorn
<u><i>Crataegus viridis</i></u>	Green Hawthorn
<u><i>Franklinia alatamaha</i></u>	Franklin Tree
<u><i>Magnolia x soulangiana</i></u>	Saucer Magnolia
<u><i>Magnolia stellata</i></u>	Star Magnolia
<u><i>Magnolia virginiana</i></u>	Sweetbay Magnolia
<u><i>Malus</i> cultivars/varieties</u>	Crabapples - disease resistant only
<u><i>Ostrya virginiana</i></u>	American Hophornbeam
<u><i>Oxydendron arboreum</i></u>	Sourwood
<u><i>Prunus serrulata</i></u>	Flowering Cherry
<u><i>Prunus x yedoensis</i></u>	Yoshino Cherry
<u><i>Styrax japonica</i></u>	Japanese Snowbell
<u><i>Syringa reticulata</i></u>	Japanese Tree Lilac

#### SHRUBS

##### BOTANICAL NAME

##### COMMON NAME

##### Deciduous Shrubs:

<u><i>Aronia arbutifolia</i></u> & cultivars	Red Chokeberry
<u><i>Berberis thunbergii</i></u> & cultivars	Japanese Barberry
<u><i>Chaenomeles speciosa</i></u>	Flowering Quince
<u><i>Euonymus alatus</i></u>	Burning Bush
<u><i>Forsythia x intermedia</i></u>	Flowering Forsythia
<u><i>Hibiscus syriacus</i></u>	Shrub Althea
<u><i>Hydrangea quercifolia</i></u> & cultivars	Oakleaf Hydrangea
<u><i>Ilex serrata</i></u>	Finetooth Holly
<u><i>Ilex verticillata</i></u>	Winterberry
<u><i>Ilex virginica</i></u>	Virginia Sweetspire
<u><i>Kolkwitzia amabilis</i></u>	Beautybush
<u><i>Viburnum</i></u> species & cultivars	Viburnum

◀ **Figure A.3**

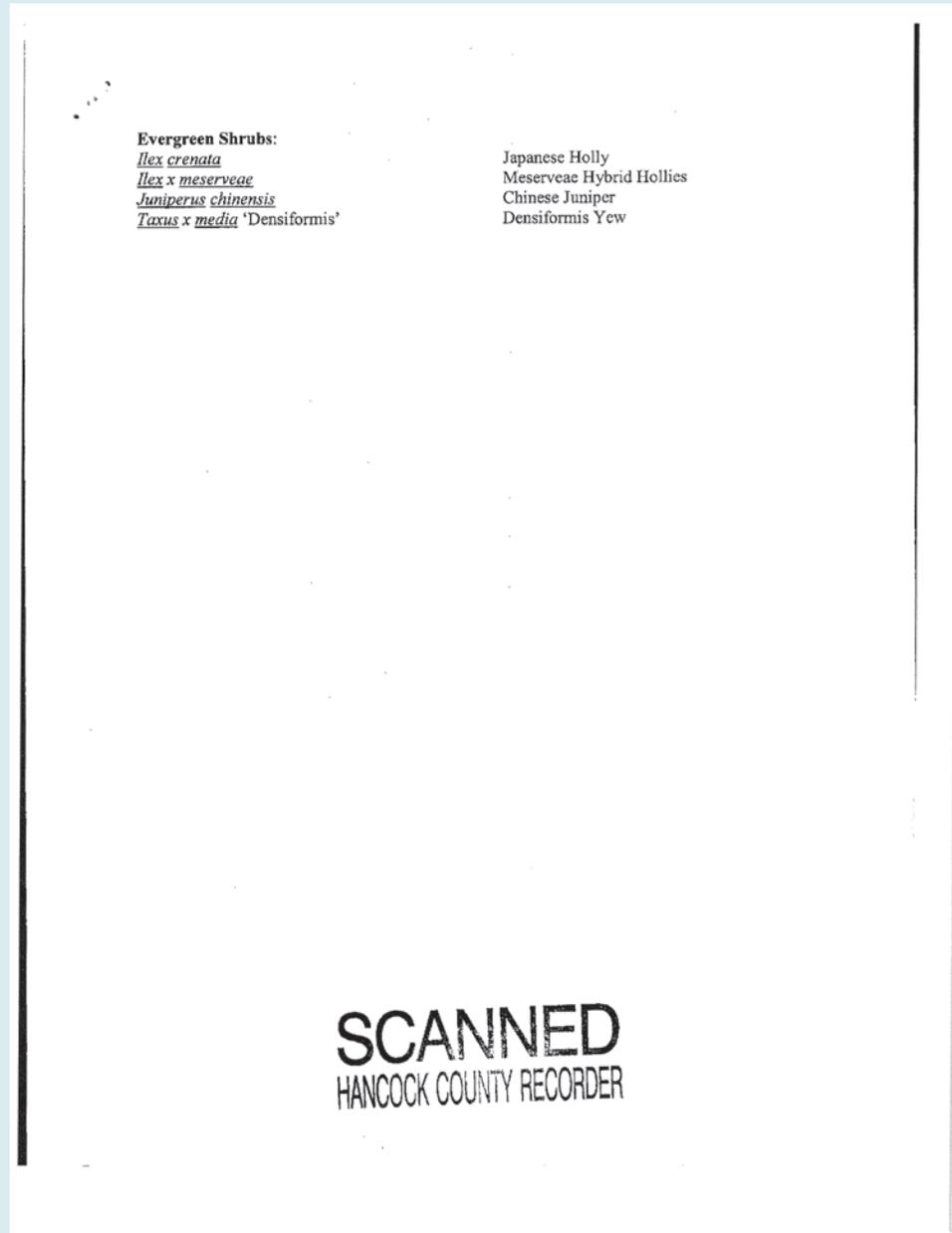
Exhibit C - 2 of 3

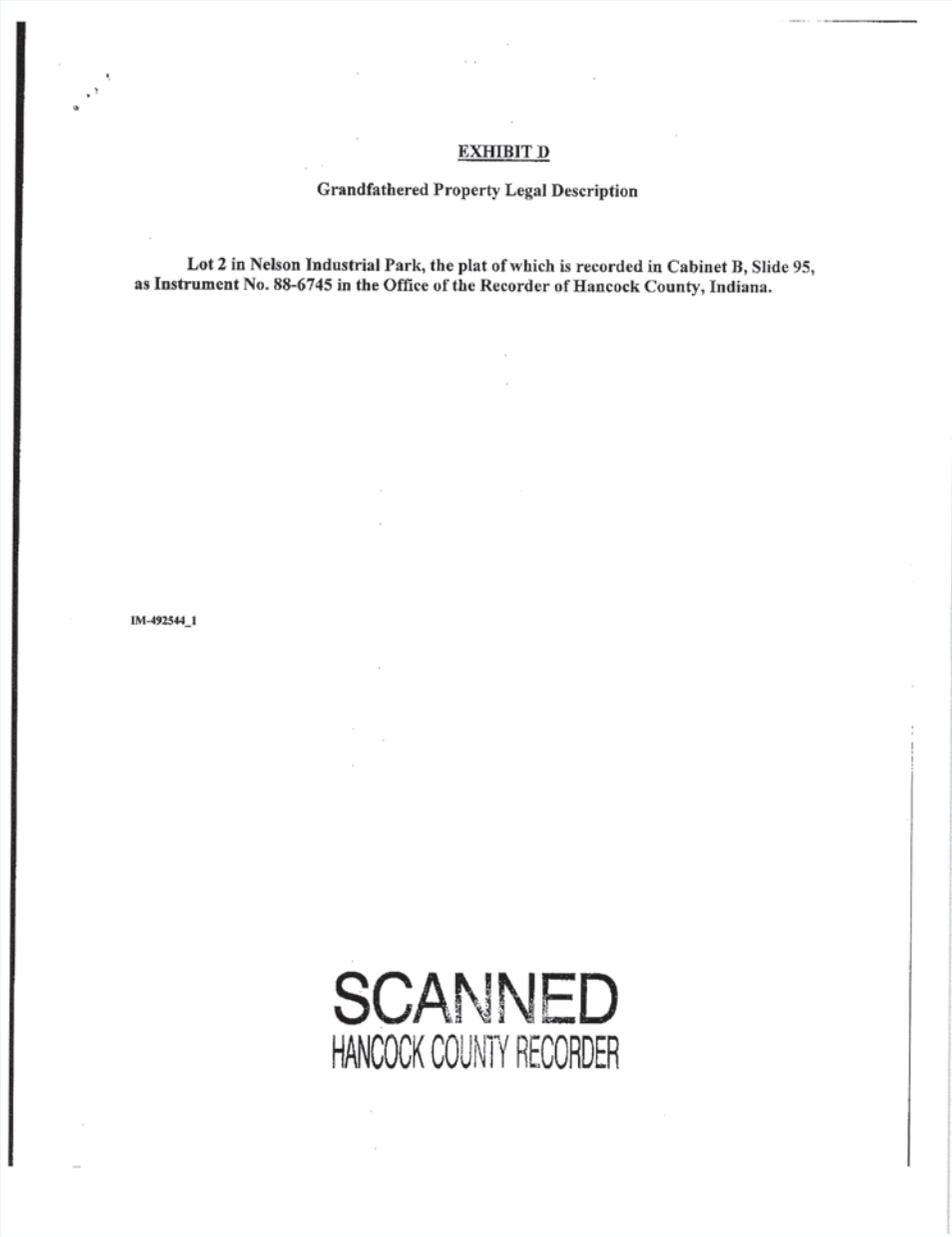
This is Exhibit C included from the Covenants.

**Figure A.3**

Exhibit C - 3 of 3

This is Exhibit C included from the Covenants.





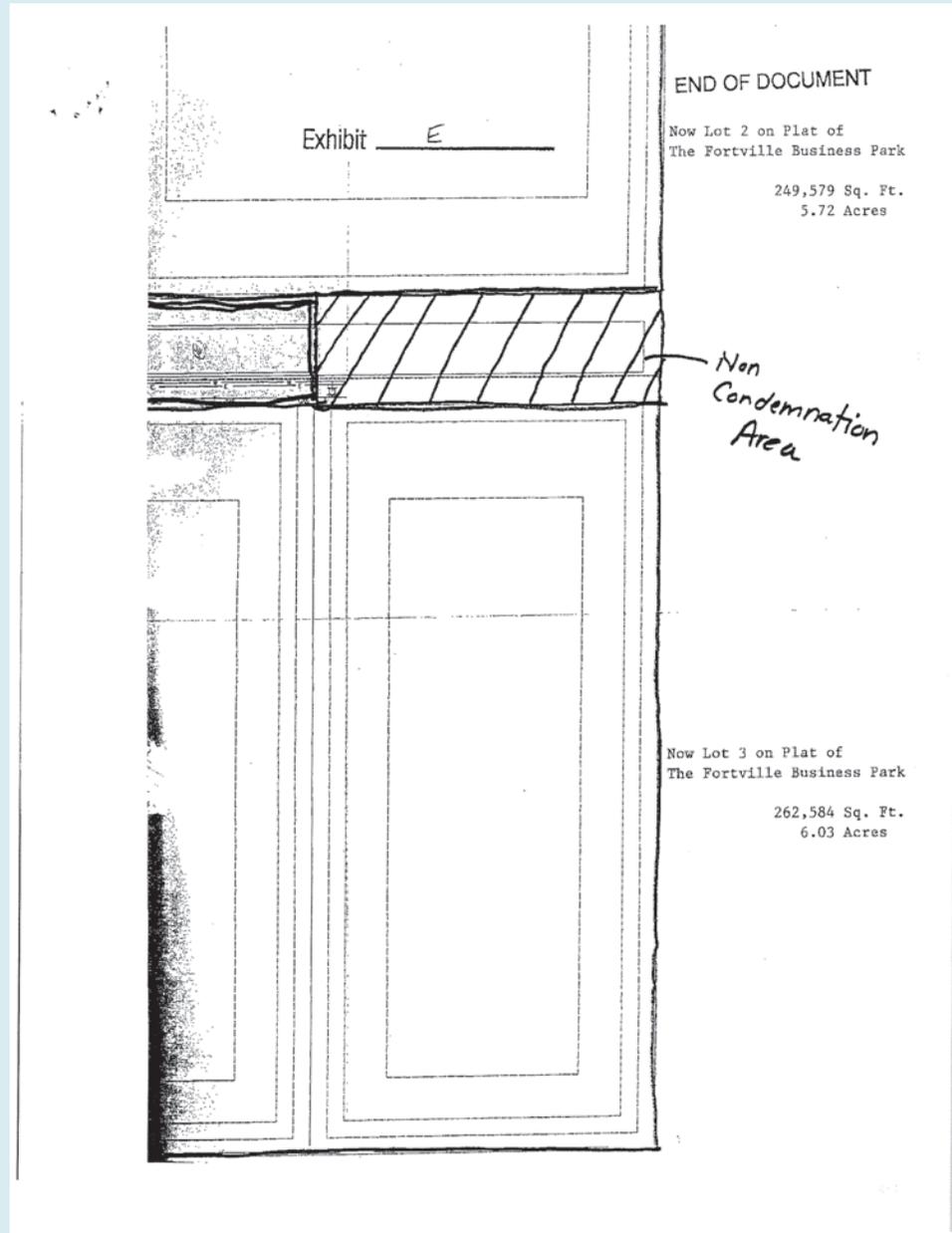
◀ **Figure A.4**

Exhibit D  
This is Exhibit D included from the Covenants.

**Figure A.5**

Exhibit E

This is Exhibit E included from the Covenants.



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# Glossary of Terms

## **Access Management**

the process that manages access to land development while simultaneously preserving the flow of traffic on the surrounding public road system in terms of safety, capacity, and speed.

## **Active Recreation**

recreational activities that require the use of organized play areas, such as playing fields, arenas, or courts.

## **Adaptive Reuse**

the process by which historically important, architecturally distinctive, or underutilized structures are rehabilitated for a purpose other than which it was originally designated.

## **Affordable Housing**

housing that can be rented or purchased by a household with very low, low, or moderate income for less than 30 percent of that household's gross monthly income.

## **Bikeway**

any road, path, or way which, in some manner, is specifically designated as open to bicycle travel, regardless of whether such facilities are designated for the exclusive use of bicycles or are to be shared with other transportation modes.

## **Business Improvement District (BID)**

see Economic Improvement District

## **Business Incubator**

a facility that provides space and support to businesses in order to accelerate the successful development of start-up and fledgling companies by offering entrepreneurs with a variety of targeted resources and services.

## **Capital Improvement Plan**

the major financial planning guide for expenditures towards capital facilities and equipment.

## **Center for Neighborhood Technology (CNT)**

an organization that researches, invents, and tests strategies that address urban problems to build knowledge; change how residents, policymakers, and market actors respond to issues; and design, develop, and operate economic development demonstration projects.

## **Central Business District (CBD)**

the major commercial core within a community.

## **Conservation**

the careful use of something to prevent it from being wasted; most often related to the protection of animals, plants, and natural resources.

## **Corridor**

an area identified by a specific common characteristic or purpose; most often used to describe a major transportation or utility route, or the area along a stream.

**Co-working Facility**

a type of business incubator that involves a shared working environment for multiple organizations, with a social component to encourage innovation across varying business ventures.

**Economic Improvement District (EID)**

a public-private partnership in which taxpayers in a defined area pay an additional assessment or fee (usually an additional property tax) in order to fund improvements within the district's boundaries beyond what the municipality already provides. The creation of an EID requires at least 60 percent of the property/property owners to agree and establish the terms (see also, Business Improvement District).

**Environmental Protection Agency (EPA)**

a regulatory agency of the United States federal government whose mission is to protect human and environmental health.

**Environmentally Sustainable Design**

the philosophy of designing physical objects, the built environment, and services that comply with the principles of social, economic, and ecological sustainability to eliminate negative environmental impact completely through skillful, sensitive design.

**Open Space**

any piece of land that is undeveloped and is accessible to the public, which can include green space: an area of grass, trees, or other vegetation set apart for recreational or aesthetic purposes in an otherwise urban environment.

**Indiana Department of Environmental Management (IDEM)**

the state department charged with providing quality environmental oversight and technical assistance in air, land, pollution prevention, and water quality issues.

**Indiana Department of Natural Resources (DNR or I-DNR)**

The Indiana Department of Natural Resources is a state-wide organization whose mission is to protect, enhance, preserve, and wisely use natural, cultural, and recreational resources for the benefit of Indiana's citizens through professional leadership, management, and education.

**Indiana Department of Transportation (INDOT)**

is a governmental agency of the U.S. state of Indiana charged with maintaining and regulating transportation and transportation related infrastructure such as state owned airports, state highways, and state owned canals or railroads.

**Infill**

The development of vacant or bypassed land within the existing development area. Infill does not include the revision or replacement of an existing building. Most frequently, infill involves small-scale development of scattered vacant or bypassed land, but it can encompass the assemblage and development of larger tracts of land.

**Infrastructure**

The basic facilities, services, and installations needed for the functioning of a community

or society, such as transportation and communications systems, water and power lines, and public institutions including schools, post offices, and prisons.

### **Land Use**

The occupation or utilization of land or water area for any human activity or any purpose defined in this plan.

### **Madison County Council of Governments (MCCOG)**

The Madison County Council of Governments (MCCOG) is a cooperative, county-wide planning organization, funded in part by Alexandria, Anderson, Elwood, Pendleton, and Madison County, Indiana. MCCOG's charter agreement was signed in May 1969 in recognition of the need for cross-community cooperation geared toward the solution of common problems faced throughout the county. MCCOG is also the Metropolitan Planning Organization (MPO) for the City of Anderson / Madison County.

### **Metropolitan Planning Organization (MPO)**

is a federally mandated and federally funded transportation policy-making organization in the United States that is made up of representatives from local government and governmental transportation authorities

### **Multi-modal**

Capable of accommodating multiple modes of transportation, including but not limited to automobile, bicycle facilities, pedestrian, public transit, and rail.

**Overlay District** - is a dedicated district within a local planning area which incorporates additional development regulations above and beyond the restrictions of the underlying zoning.

### **Public Improvement Advisory Committee (PIAC)**

a Town Council appointed committee whose sole purpose is to advise the Council on public improvement needs. Utilizing input and comments from the public, the PAIC advises the Town Council on the best use of funds for improvement projects.

### **Rail Spur Development**

building or aligning development along existing railroad delivery and access points.

### **Redevelopment Commission**

a commission (established in accordance with I.C. 36-7-14) of local individuals whose primary purpose is to allocate the TIF District tax dollars towards development projects within said district.

### **Sprawl**

describes the expansion of human populations away from central urban areas into previously remote and rural areas, particularly resulting in low-density communities reliant upon heavy automobile usage.

### **State Transportation Improvement Program (STIP)**

STIP is a four-year planning document that lists all projects expected to be funded within a four-period with Federal funds and

those state-funded projects that have been deemed as Regionally Significant.

**Tax Increment Finance (TIF) District**

is a specified area of land in which TIF tax dollars may be used for redevelopment, infrastructure, and other community-improvement projects. It also specifies the area of land in which TIF taxes may be levied.

**Wellhead Protection Plan**

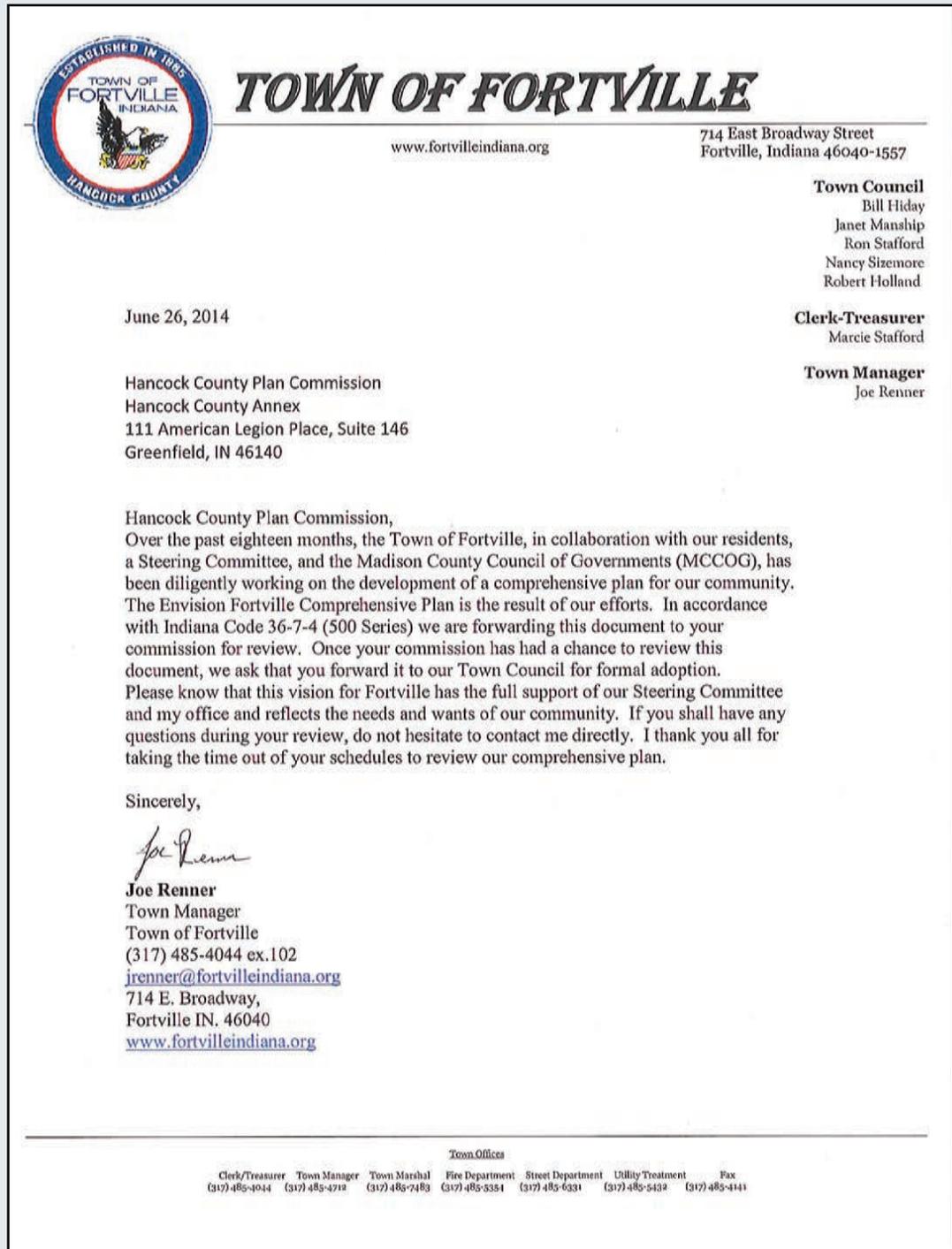
a strategy to protect ground water drinking supplies from pollution.

**Wellhead Protection Area (WHPA)**

an area of land identified in the Wellhead Protection Plan where drinking water supplies are particularly vulnerable to pollution. This does not mean that the WHPA are areas with water pollution, only that they are vulnerable to pollution.

**Figure A.46**

Letter forwarding the Envision Fortville Comprehensive Plan to the Hancock County Plan Commission.





*The Hancock County Area Plan Commission  
Court House Annex  
111 American Legion Place, Suite 146  
Greenfield, IN 46140  
Phone: (317) 477-1134  
Fax: (317) 477-1184*

**CERTIFICATION**

**Hancock County Area Plan Commission**

Project Name: Envision Fortville 2014 Comprehensive Plan  
Petitioner: Fortville Town Council  
Project Location: Town of Fortville and Vicinity  
Township: Vernon

I, Dan Craig, being the Secretary of the Hancock County Area Plan Commission of Hancock County, Indiana, do hereby certify that the attached Resolution is a true and accurate record of the meeting of the Plan Commission on 26 August 2014. The attached Comprehensive Plan received a favorable recommendation by a vote of eight (8) ayes, zero (0) nays, and one (1) absent.

The attached Resolution and Comprehensive Plan are hereby certified to the Town Council of the Town of Fortville, Hancock County, Indiana.

HANCOCK COUNTY AREA PLAN COMMISSION  
HANCOCK COUNTY, INDIANA

\_\_\_\_\_  
Dan Craig, Secretary

◀ **Figure A.47**

Certification of the Comprehensive Plan by the Hancock County Plan Commission.

The “Attached Comprehensive Plan” mentioned in this letter is the Envision Fortville Comprehensive Plan (this document).

**Figure A.48**

Fortville Town Council Resolution Adopting the Envision Fortville 2014 Comprehensive Plan. (Page 1 of 2)

**Resolution No.:** 2014-10A

**A Resolution of the Town Council of Fortville, Indiana  
Adopting the "Envision Fortville" 2014 Comprehensive Plan**

**Whereas**, in order to provide for public health, safety, and general welfare, the ongoing orderly and harmonious growth of the Town of Fortville, and efficiency and economy in the process of development it is necessary from time to time to update the Comprehensive Plan; and

**Whereas**, the Town Council of Fortville, Indiana has determined that the current Comprehensive Plan, amended 7 March 2011, is out of date and should be updated; and

**Whereas**, a steering committee of local residents and property owners, acting as a sub-committee of the Fortville Town Council, (hereafter referred to as "the Council" has conducted a 12 month long process to consider revisions to the Comprehensive Plan that included public workshops, interviews with key stakeholders, and a careful examination of physical conditions, economic conditions, and development trends; and

**Whereas**, the Hancock County Plan Commission held public hearings on 22 July 2014 and 26 August 2014 to provide an opportunity for all public comment and remonstrance concerning the proposed 2014 Fortville Comprehensive Plan to be heard and considered; and

**Whereas**, the Hancock County Plan Commission found that the proposed 2014 Fortville Comprehensive Plan meets the requirements of the Indiana Code 36-7-4-500 series, and that the adoption of the Comprehensive Plan is in the best interest of the Town of Fortville; and

**Whereas**, the Hancock County Plan Commission has forwarded the proposed 2014 Fortville Comprehensive Plan to the Fortville Town Council with a favorable recommendation; and

**Whereas**, the proposed 2014 Fortville Comprehensive Plan is attached as Exhibit "A", and the minutes of the aforementioned Hancock County Plan Commission meetings are attached as Exhibit "B"; and

**Whereas**, the Fortville Town Council finds that it is in the best interest of Town of Fortville to adopt the 2014 Fortville Comprehensive Plan.

**Now, therefore be it resolved by the Town Council of Fortville, as follows:**

1. **Final Action:** The 2014 Fortville Comprehensive Plan is adopted by the Town Council of Fortville, Indiana.
2. **Effective Date:** The 2014 Fortville Comprehensive Plan shall be effective immediately upon passage.

3. Filing with Hancock County Authorities: Upon adoption of this resolution, the Town Clerk of Fortville shall place one (1) copy of the 2014 Fortville Comprehensive Plan on file in the office of the Hancock County Recorder.

**Introduced & Approved** by the Town Council of Fortville, Hancock County, Indiana, this 20<sup>th</sup> day of October, 2014.

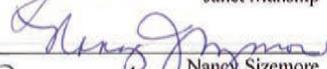
This ~~Ordinance~~ <sup>Resolution</sup> shall take effect upon its passage, as provided by law.

TOWN COUNCIL OF FORTVILLE  
HANCOCK COUNTY, INDIANA

  
\_\_\_\_\_  
Bill Hiday

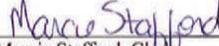
  
\_\_\_\_\_  
Robert Holland

  
\_\_\_\_\_  
Janet Manship

  
\_\_\_\_\_  
Nancy Sizemore

  
\_\_\_\_\_  
Ron Stafford

ATTEST:

  
\_\_\_\_\_  
Marcie Stafford, Clerk

Approved as to Form:

  
\_\_\_\_\_  
County Attorney  
Town

◀ **Figure A.48**

Fortville Town Council Resolution Adopting the Envision Fortville 2014 Comprehensive Plan. (Page 2 of 2)

**HANCOCK COUNTY AREA PLAN COMMISSION  
111 AMERICAN LEGION PLACE, SUITE 146  
GREENFIELD, IN 46140**

**PLAN COMMISSION MINUTES**

**Tuesday, July 22, 2014      TIME: 6:30 PM**

Fortville Comprehensive Plan – Mr. Dale stated this was missed on the agenda however it has been advertised for this meeting. He stated the Town of Fortville hired a consultant to write their proposed Comprehensive Plan. He stated this board is required to hear this item then make recommendations to the Fortville Town Council. Mr. Neil Stevenson, Madison County Council of Government was present and stated the Fortville Town Council created a Steering Committee to help create the proposed Comp Plan. He stated there are 27 members in the Steering Committee and they have had eleven Steering Committee meetings in addition to four public meetings with this being five. He stated a survey was sent out with utility bills and has had a 15.6 % household return rate, that is 210 surveys returned. He stated the surveys were to obtain public input to find out what were the main concerns regarding their town and how they would want to see their town grow over the next 10 – 20 years. Mr. Stevenson stated the top five issues deemed from this survey were: 1) Revitalization of the downtown area 2) Schools 3) Growth 4) Crime and drugs and 5) Roads and highways. He stated they built this document around those issues. He stated the final draft was put on the town’s website as well as at the library for review. Mr. Stevenson stated the proposed document is called Envision Fortville 2014 Comprehensive Plan. Mr. Morelock asked how this document differs from the current Comp Plan. Mr. Stevenson stated it is updated and modernized with what has happened over the past 5 – 10 years considering the growth around Indianapolis and the current plan was done in 2007. Mr. Morelock asked about the land use plan and whether there were any substantial changes done there. Mr. Stevenson stated no substantial changes but some future land use changes were wanted based on the survey results from residents. He stated they wanted to focus more on the commercial corridor connecting Pendleton and McCordsville and they put emphasis on that. Mr. Morelock asked if they were aware of McCordsville downtown overlay district. Mr. Stevenson stated they were and mentioned it in their plan. Mr. David Working, a 14 year resident and president of the Redevelopment Commission was present and stated that group funded the initial consultant fee for this study. He stated the current Comp Plan was done by Ball State and is pretty general but this plan is a lot more comprehensive. The board asked for remonstrators. Ms. Susie Whybrew stated she wanted to commend Fortville for their efforts towards this plan that many issues were addressed and would have a positive impact if implemented correctly within the town limits. Her concern is the scope of work outside the town limits. She stated she believes it is overly ambitious and appears to be a prelude to more annexation. She stated going beyond the town limits is premature and they should wait to see if the annexation has been approved. She stated she doesn’t live in town and has no utility bill so she never received a survey and doubts those along the corridor received a survey either so they too had no input on the proposed Comp Plan. She stated it looks to be an attempt to add more Tiff ground along that corridor. She stated one of the land uses they have is wrong because it is her own property. Ms. Whybrew stated she feels the town officials need to prove that they have the skills and knowledge to implement this within the town limits before exerting themselves on the residents

in the unincorporated areas of the plan. Mr. Nigh asked if she had gone to any of the meetings. Ms. Whybrew stated she had not but was aware of this being done however she was under the impression from their publications that this was being drafted for areas within the town limits. Mr. Paul Whybrew stated he attended one public meeting about a week or so ago with concerns and pointed out that the future growth map had a number of colors on it that didn't match up with the legend. He stated the map shows his property as commercial and he asked about that and was told that was the current land use, which his property is not. He stated there are several land uses that are just wrong. He stated he had concerns about the Tiff area and the town's jurisdiction. Mr. David Huff stated he applauds Fortville for coming up with a plan however last week he pulled the plan up on line and printed out a map but two days later he wanted to print out some more for people but it was a completely different map. He stated he is unsure whether Fortville is ready for this yet. He stated Fortville traditionally keeps everything in house, meaning those living outside the town limits have no say and if this is the case now and they advertised why didn't they put the map in the paper for everyone to see and request input from all the public this affects. He stated most of the people living around Fortville are farmers who don't tweet or facebook or do any of that, they don't know about this. He stated he thinks this should be put on hold in order to put in the paper to let all the citizens around Fortville know what is going on and get their input too. Mr. Craig Glazier asked why there were different maps. Mr. Stevenson stated the first map showed the corridor overlay which skewed the colors plus it showed a larger view area. He stated on the second map the corridor overlay was taken off and it was a closer view that only included the affected area. He stated the land use concept map was based on the community and the survey. Mr. Working stated information was posted all over town and their objective was to look at this as the Fortville community and not just the town of Fortville. Mr. Craig asked if this is sent on to Fortville Town Council, what kind of input are these people here going to have. Mr. Working stated it will be a public meeting and input will be allowed. Mr. Nigh stated it seems there are some problems with fringe area and possible annexation. Mr. Stevenson stated this plan isn't written in stone, it is what the town envisions for the future. He stated the town wanted to be proactive. Mr. Glazier stated our own Comp Plan does the same thing and it is common practice for Comp Plans to show a two mile buffer area. Mr. Morelock asked if any of the Plan Commission board had seen this plan. The board had not. Mr. Morelock stated the PC could send this on to Fortville with 'no recommendation' since no one has seen it. Mr. Bolander made the motion to send it to Fortville with no recommendation. Ms. Gray seconded. Mr. Stevens wanted discussion. He stated he has seen the plan and attended a couple of the meetings and believes it to be a good plan. He stated he did not want it forwarded with no recommendation. Mr. Glazier agreed. Mr. Nigh asked Mr. Stevenson if there would be a problem if the board decided to continue this item to next month in order to look at the plan. Mr. Stevenson stated that would not be a problem. The board voted on the 'no recommendation'. One (1) approved to send with 'no recommendation'. Eight (8) denied. Mr. Stevens made the motion to continue to next month. Mr. Holden seconded. Motion carried. Nine (9) approved the continuance, Zero (0) denied. Mr. Dale stated Envision Fortville 2014 Comprehensive Plan will continue to August 26, 2014 and there will be no new advertising.

◀ **Figure A.49**  
Hancock County Plan Commission Meeting  
Minutes from the July 22nd Meeting.  
(Page 2 of 2)

**HANCOCK COUNTY AREA PLAN COMMISSION  
111 AMERICAN LEGION PLACE, SUITE 146  
GREENFIELD, IN 46140**

**PLAN COMMISSION MINUTES**

**Tuesday, August 26, 2014**

**TIME: 6:30 PM**

Fortville Comprehensive Plan – Mr. Dale stated this proposed comprehensive plan was discussed last month and a copy of the plan was emailed to all members. Mr. Dale stated he believes the proposal is very thorough and a good starting point. He stated the plan promotes improvements for Main Street and identifies plans for revitalization of the downtown, promotes adaptive re-use of existing buildings, promotes Arts/Entertainment and alternative modes of transportation, stronger connections with the local school system, forms local committees for public improvement and programs and identifies funding mechanisms for these, promotes diversifying housing options, preservation/protection of the environment and natural resources and farmland, discusses supply of emergency services and law enforcement, it ranks objectives in terms of high/moderate/low, and shows the implementation of goals/plans. He stated it also talks about transportation but recommends clarification from Mr. Neil Stevenson. Mr. Dale stated he received a letter of concern from Mr. GL Hendrix who is a member of Fortville Redevelopment Commission, Co-Chair of the Comp Plan’s steering committee, a professional architect, and has overseen numerous and various Comp Plans. Mr. Dale stated Mr. Hendrix does not believe the proposed Comp Plan adequately addresses the preservation of open space, prevention of strip commercial development along major thoroughfares, and integration of pedestrian/bicycle oriented neighborhoods into an overall system. Also that it lacks vision, current planning philosophies, and economic development input and is opposed to goals that promote formation of the Town’s own Plan Commission and BZA within 1-3 years. Mr. Dale stated he believes Comp Plans should be revisited every 5 years. He stated Fortville wants to establish their own Plan Commission in 1-3 years, establish their own Zoning Ordinance within 1-5 years and establish their own BZA within 1-5 years. He stated this plan is a good starting point and he supports the town in breaking away however he believes the town may be a little too aggressive in establishing their own PC, BZA, and ZO within the 5 year time frame. He stated he would recommend a favorable recommendation for the proposed Comp Plan. Mr. Neil Stevenson Madison County Council of Governments was present. Mr. Nigh stated last month there were concerns regarding the map and also some people being excluded in the process, he asked if any of this been addressed. Mr. Stevenson stated most of the concern was revolved around the future land use concept map and that the colors didn’t match up with the existing uses. He stated this is a concept map so nothing is set in stone and may change in time but it just gives the town an idea of what type of use should go where if growth were to occur. He stated he added language to the map to assure people that this map is not an annexation map or zoning map. Mr. Glazier stated he understands the confusion because he believes both maps should use the same colors, for example yellow for residential, red for commercial ... etc. Mr. Stevenson stated he believes some of the confusion came because they added an overlay, which changed the colors on the map, but they have since taken that layer off and adding cross lines to show the overlay. He stated the town’s plan is to revisit the Comp Plan every five years and to do an annual report to

determine what was accomplished and what still needs to be addressed. Mr. David Werking, current president of the Fortville Redevelopment Commission was present and stated he understands this is a vision and will be modified as the town grows. The board asked for remonstrators. Mr. Ron Stafford, Fortville Town Council member, stated he was not opposed to the Comp Plan and realizes the town needs a plan, but believes the town is being too aggressive in creating a Plan Commission and Board of Zoning Appeals within the time frame mentioned. He stated Mr. Dale and his staff have years of experience and knowledge and have always been very helpful and available when needed. He stated the town is advancing and are headed in the right direction but at this point there is not enough community interest. He stated he is against the five year break-away plan of the of the Comp Plan. Mr. Robert Holland stated that growth is coming at some point, just looking at McCordsville and Hamilton County annexation attempts and realizes a plan needs to be in place when that growth hits Fortville. He stated there has been some confusion in the community and understanding just what a Comp Plan is about. He stated the plan is a guideline, a living document. Mr. Glazier stated he thought there was a two year transition period required by statute before you can have your own PC/BZA. Mr. Morelock stated that was correct. He stated the town would have to opt out and give the county an eighteen month notice from a budgetary stand point for the county as well as the town. Mr. Glazier stated the town couldn't make that happen any sooner than the two years. Mr. Morelock stated they could, that there is a provision for that, like McCordsville did. They started with their own BZA as a division with the county, for two years before they were completely on their own. Mr. Werking stated the town discussed this and thought they didn't really know the time frame and how the process worked but believed they needed a long term vision that would make sense for them. There was no further discussion. Mr. Nigh stated this board's recommendation would go to Fortville's Town Council. Mr. Glazier made the motion for a favorable recommendation. Mr. Stevens seconded. Motion carried. Eight (8) approved favorable recommendation, Zero (0) denied.

◀ **Figure A.50**  
Hancock County Plan Commission Meeting  
Minutes from the August 26th Meeting.  
(Page 2 of 2)

