

SECTION THREE

MASTER PLAN



MASTER PLAN ORGANIZATION

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

PHYSICAL CONDITIONS COMPARISON | RURAL/SUBURBAN HOUSING

EXISTING



POTENTIAL



KEY ELEMENTS

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

PHYSICAL CONDITIONS COMPARISON | NON-RESIDENTIAL SITES

EXISTING



POTENTIAL



KEY ELEMENTS

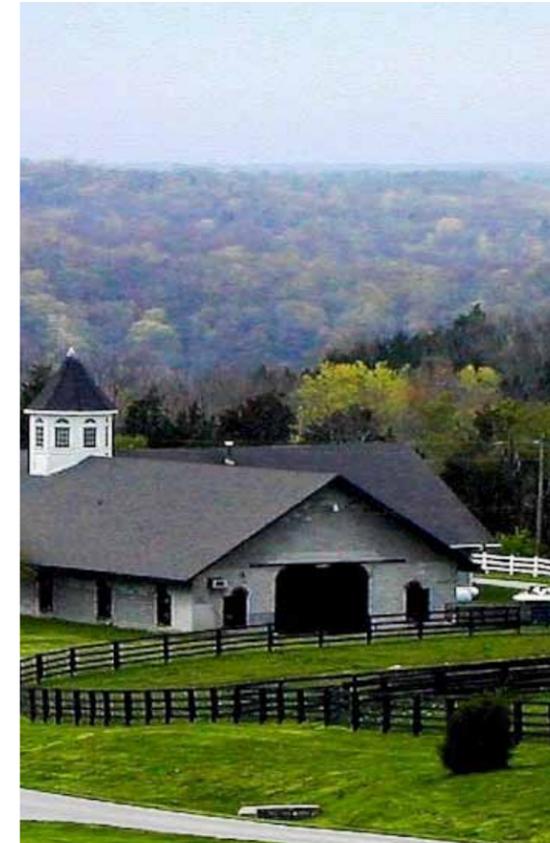
- Higher quality building design
- Higher quality materials (facade, pavements)
- Landscaping, screening
- Parking islands
- Signage, wayfinding and identity elements
- Pedestrian oriented design
 - Sidewalks
 - Tree-lined streets
 - Lighting

PHYSICAL CONDITIONS COMPARISON | GREENWAYS

EXISTING



POTENTIAL



KEY ELEMENTS

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

PHYSICAL CONDITIONS COMPARISON | COMMERCIAL AND MIXED-USE

EXISTING



POTENTIAL



KEY ELEMENTS

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

PHYSICAL CONDITIONS COMPARISON | GATEWAY ELEMENTS

EXISTING



POTENTIAL



KEY ELEMENTS

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

PHYSICAL CONDITIONS COMPARISON | COMMERCIAL ROADWAYS/STREETSCAPE

EXISTING



POTENTIAL



KEY ELEMENTS

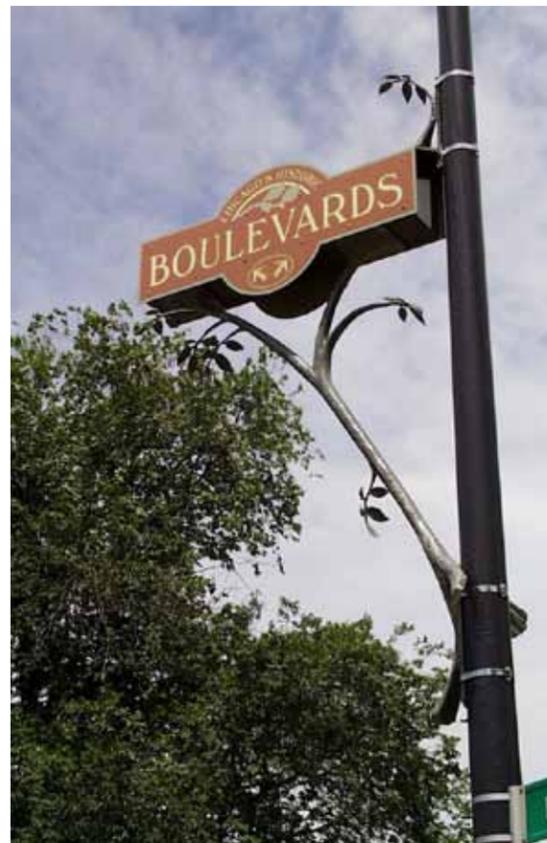
- Maintained landscape, trees, signage and wayfinding
- Landscape buffer along major thoroughfares
- Pedestrian oriented design
 - Sidewalks/paths with buffer from roadways along major roads
 - Sidewalks and
- Signage, wayfinding and identity elements
- Pedestrian oriented design
 - Sidewalks
 - Tree-lined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

PHYSICAL CONDITIONS COMPARISON | COMMERCIAL & WAYFINDING SIGNAGE

EXISTING



POTENTIAL



KEY ELEMENTS

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

PHYSICAL CONDITIONS COMPARISON | SUSTAINABLE LANDSCAPE

EXISTING



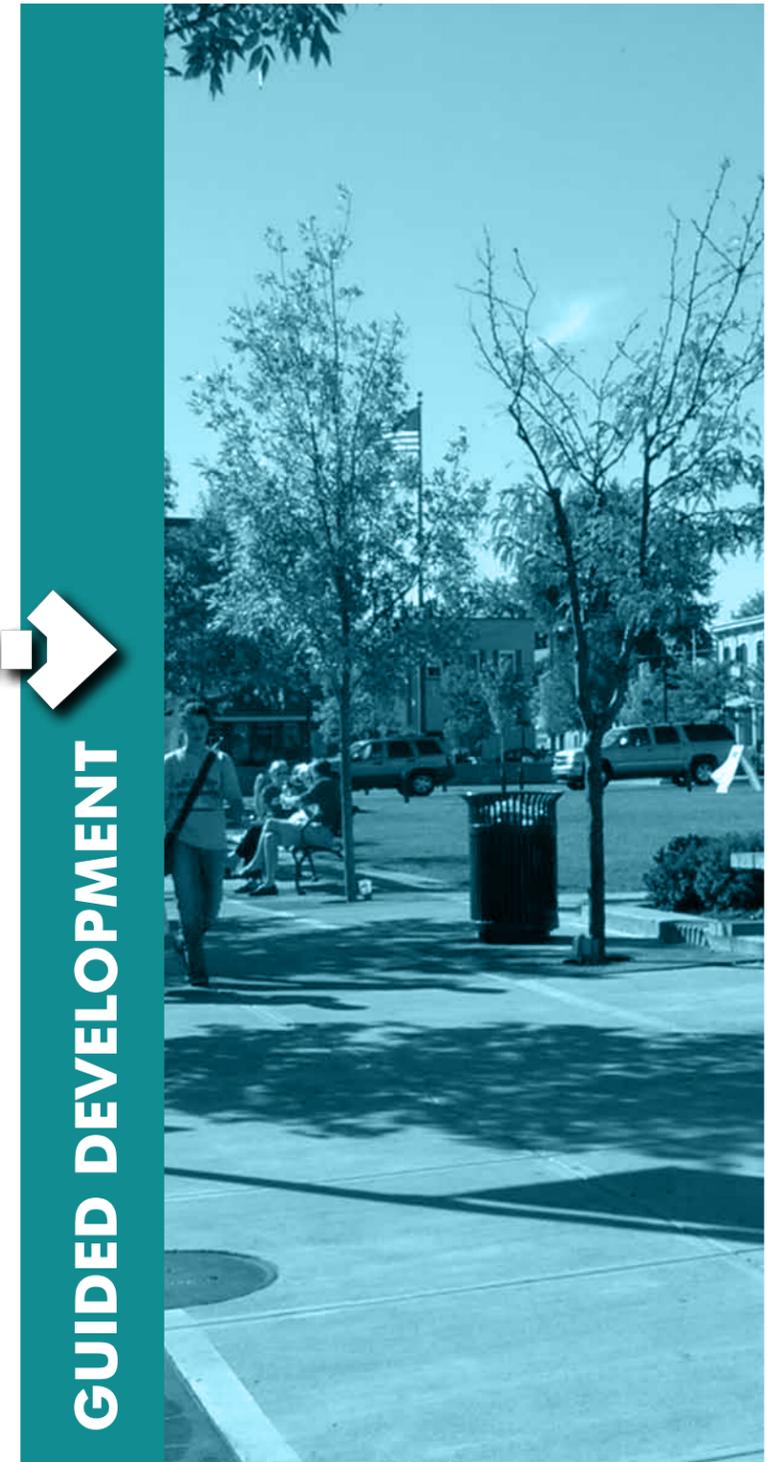
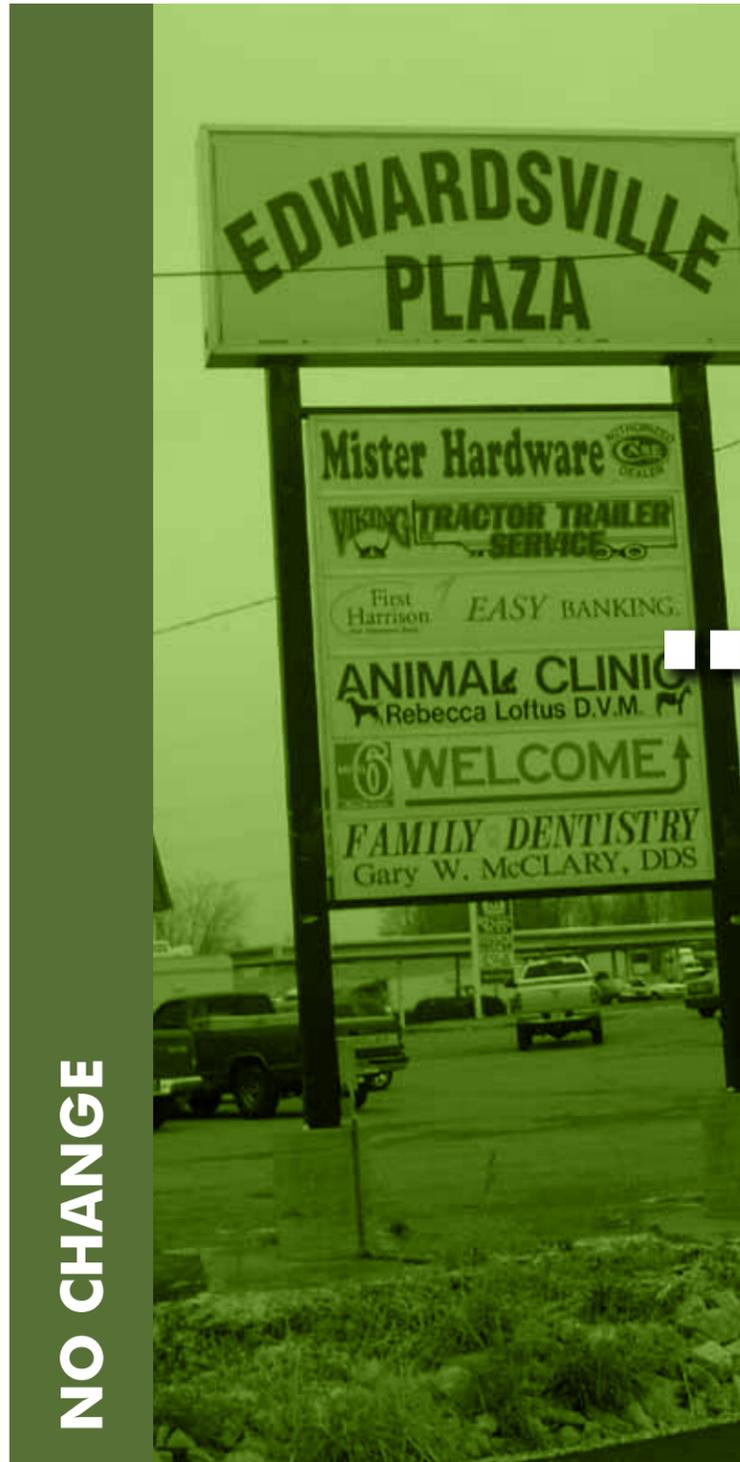
POTENTIAL



KEY ELEMENTS

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

3 DEVELOPMENT SCENARIOS



NO CHANGE DEVELOPMENT SCENARIO

EXISTING



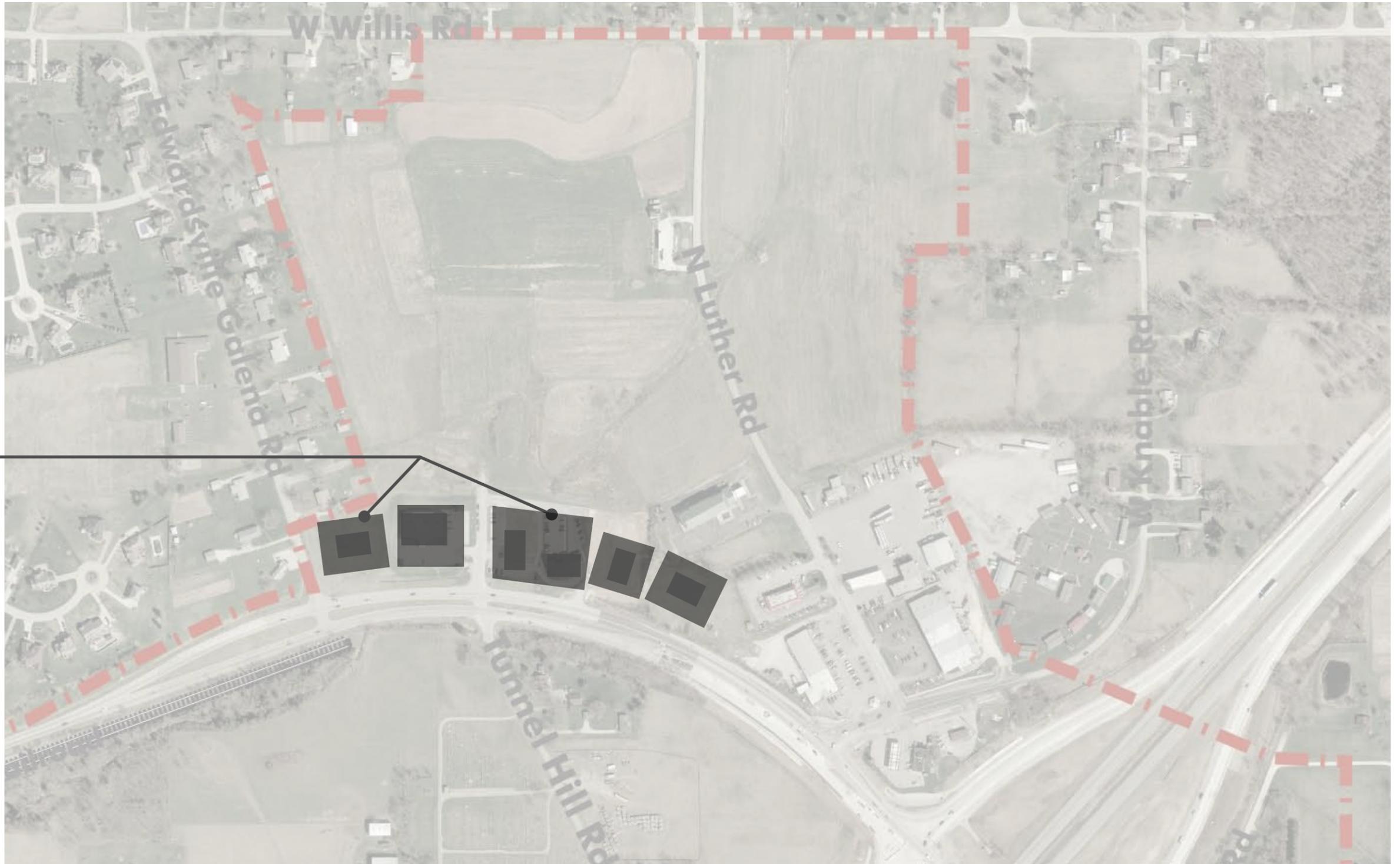
POTENTIAL CONSEQUENCES

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

POTENTIAL



COMMERCIAL DEVELOPMENT UNDER CURRENT STANDARDS



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

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

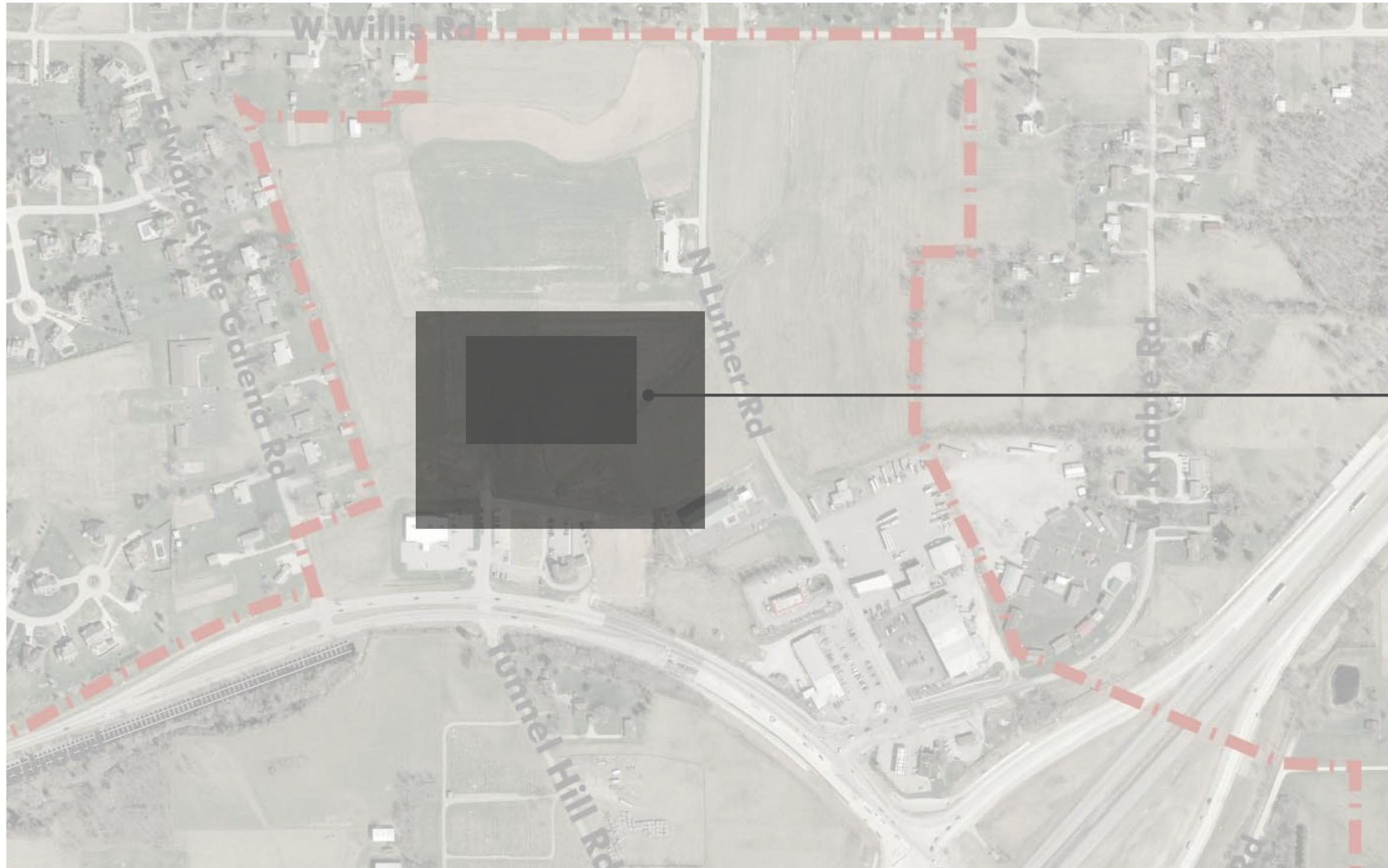
RESULT

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



Data Source: Floyd County, Indiana GIS

COMMERCIAL DEVELOPMENT UNDER CURRENT STANDARDS



TYPICAL GROCERY ANCHOR ACCORDING TO EXISTING ZONING

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

RESULT

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



Data Source: Floyd County, Indiana GIS

EASY MAINTENANCE

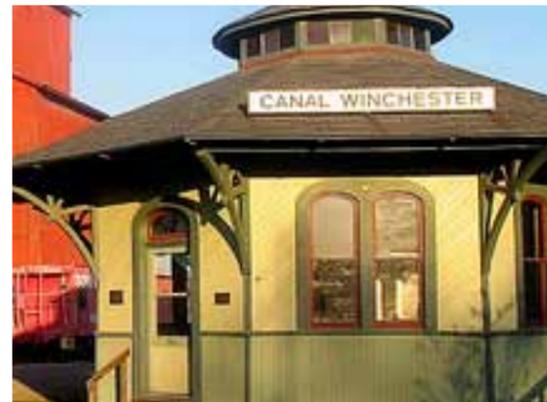
ASPECTS

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



POTENTIAL CONSEQUENCES

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



GUIDED DEVELOPMENT



ADVANTAGES

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

CONCEPTUAL MASTER PLANS

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



GUIDED DEVELOPMENT PARAMETERS

DEVELOPMENT CONCEPTS AND PARAMETERS | INTRODUCTION

INTENT

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

FORMAT OF PRESENTATION OF DEVELOPMENT PARAMETERS IN THIS DOCUMENT

APPLICABILITY & PURPOSE

+

OUTLINE PARAMETERS CONSISTING OF LAND USES & CHARACTER, PUBLIC REALM

+

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

+

GENERAL DEVELOPMENT GUIDELINES FOR INDIVIDUAL TARGET AREAS

APPLICABILITY

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

PURPOSE

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

OUTLINE DEVELOPMENT PARAMETERS | TARGET AREAS



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

OUTLINE DEVELOPMENT PARAMETERS | TARGET AREAS

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



GUIDED DEVELOPMENT CONCEPTS | OVERALL AND TARGET AREAS

GUIDED DEVELOPMENT | CONCEPTUAL MASTER PLAN



LEGEND

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

CONCEPT

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



Data Source: Floyd County, Indiana GIS

TOWN CENTER | CONCEPT



LEGEND

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

CONCEPT

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



Data Source: Floyd County, Indiana GIS



TOWN CENTER | ALTERNATIVE 1



LEGEND

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

CONCEPT

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

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



Data Source: Floyd County, Indiana GIS

TOWN CENTER | ALTERNATIVE 1A



LEGEND

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

CONCEPT

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

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



Data Source: Floyd County, Indiana GIS



TOWN CENTER | CONCEPT IMAGES



TOWN CENTER | AERIAL VIEW





LEGEND

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

TOWN CENTER | IDEA OF APPROXIMATE BUILDING AREAS



+/- 54,000 SF

+/- 57,000 SF



Data Source: Floyd County, Indiana GIS

TOWN CENTER | COMPARISON WITH MALL TO EXHIBIT WALKABILITY



**GREEN TREE MALL
CLARKSVILLE, IN**



Data Source: Floyd County, Indiana GIS

TOWN CENTER | GENERAL DEVELOPMENT GUIDELINES

SITE PLANNING STANDARDS

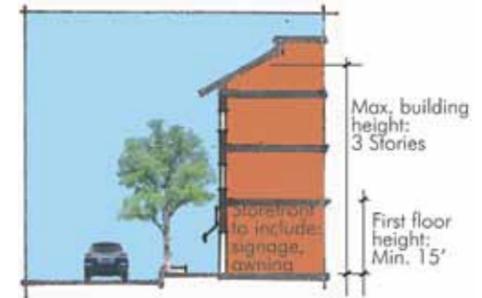
- Encourage mixed-use, pedestrian-friendly development/redevelopment to promote Town Center.
- Provide landscape buffer between residential and commercial areas.
- Provide shared off-street parking behind buildings in commercial areas.
- On-street parking and pedestrian crossings should be used extensively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

BUILDING CHARACTER

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

CONNECTIVITY

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



General Development Standards

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

TOWN CENTER | STRATEGIES AND IMPLEMENTATION FRAMEWORK

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

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

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

CAMPUS AREA | CONCEPT



LEGEND

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

CONCEPT

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



Data Source: Floyd County, Indiana GIS



CAMPUS AREA | CONCEPT IMAGES



CAMPUS AREA | GENERAL DEVELOPMENT GUIDELINES

SITE PLANNING STANDARDS

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

BUILDING CHARACTER

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

CONNECTIVITY

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

General Development Standards

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

CAMPUS AREA | STRATEGIES AND IMPLEMENTATION FRAMEWORK

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

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

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

HISTORIC CORE | CONCEPT



LEGEND

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

CONCEPT

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



Data Source: Floyd County, Indiana GIS



HISTORIC CORE | CONCEPT IMAGES



HISTORIC CORE | GENERAL DEVELOPMENT GUIDELINES

SITE PLANNING STANDARDS

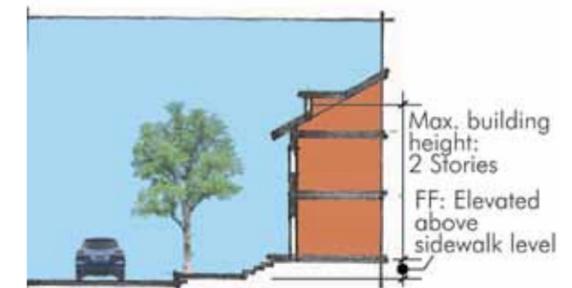
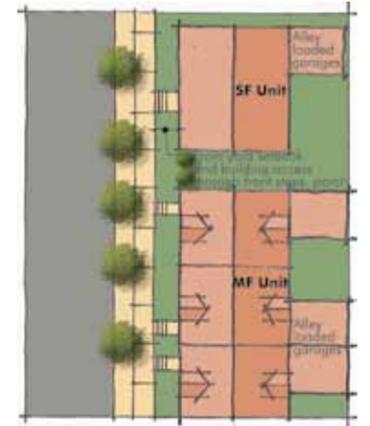
- Encourage mixed-use, pedestrian-friendly development/redevelopment to enhance the historic Edwardsville core.
- Promote neighborhood based retail and commercial opportunities.
- Provide landscape buffer between residential and commercial areas.
- Provide shared off-street parking/garages behind buildings.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

BUILDING CHARACTER

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

CONNECTIVITY

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



General Development Standards

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

HISTORIC CORE | STRATEGIES AND IMPLEMENTATION FRAMEWORK

STRATEGY	PRIMARY RESPONSIBILITY	FUNDING/FINANCING	TIMELINE
1. MAKE NECESSARY REGULATORY MODIFICATIONS - ZONING, GATEWAY OVERLAY DISTRICT, DETAILED DESIGN GUIDELINES	+ County Planning	+ General funds	+ Short Term
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MASTER PLAN | POTENTIAL PHASING



LEGEND

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

PHASING NOTE

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



0 250 500 1000 Feet



Data Source: Floyd County, Indiana GIS

MASTER PLAN | POTENTIAL PHASING

PHASE 1



PHASE 3



PHASE 2



PHASE 4



POTENTIAL PHASING ELEMENTS

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

COMMUNITY WAYFINDING | BEST PRACTICES

WAYFINDING FUNDAMENTALS

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

1. DEFINE KEY DESTINATIONS

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

2. IDENTIFY KEY DECISION POINTS

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

3. ESTABLISH DESIGN STANDARDS

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

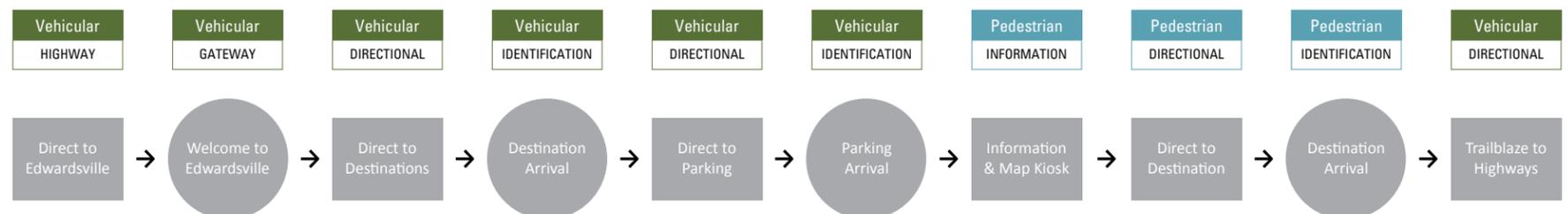
4. UPDATE HIGHWAY SIGNAGE

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

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

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

Sample Arrival Sequence by Sign Type



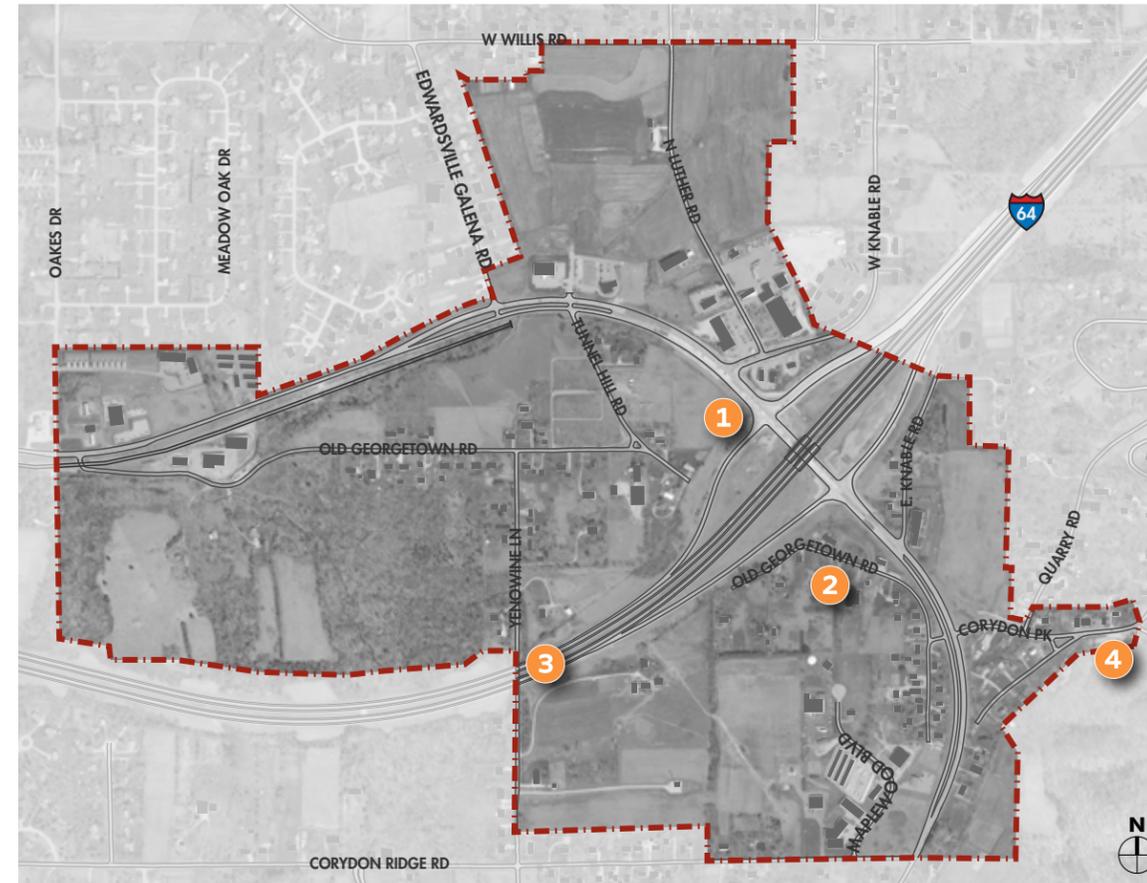
PLACEMAKING RECOMMENDATIONS

ESTABLISH IDENTITY

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

PLACEMAKING OPPORTUNITIES

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



Gateway signage and landscaping



Outdoor gathering space, school interpretive signage



Identity signage and branding



Interpretive signage

SIGNAGE PRECEDENTS

GATEWAY



IDENTITY



SIGNAGE PRECEDENTS

WAYFINDING



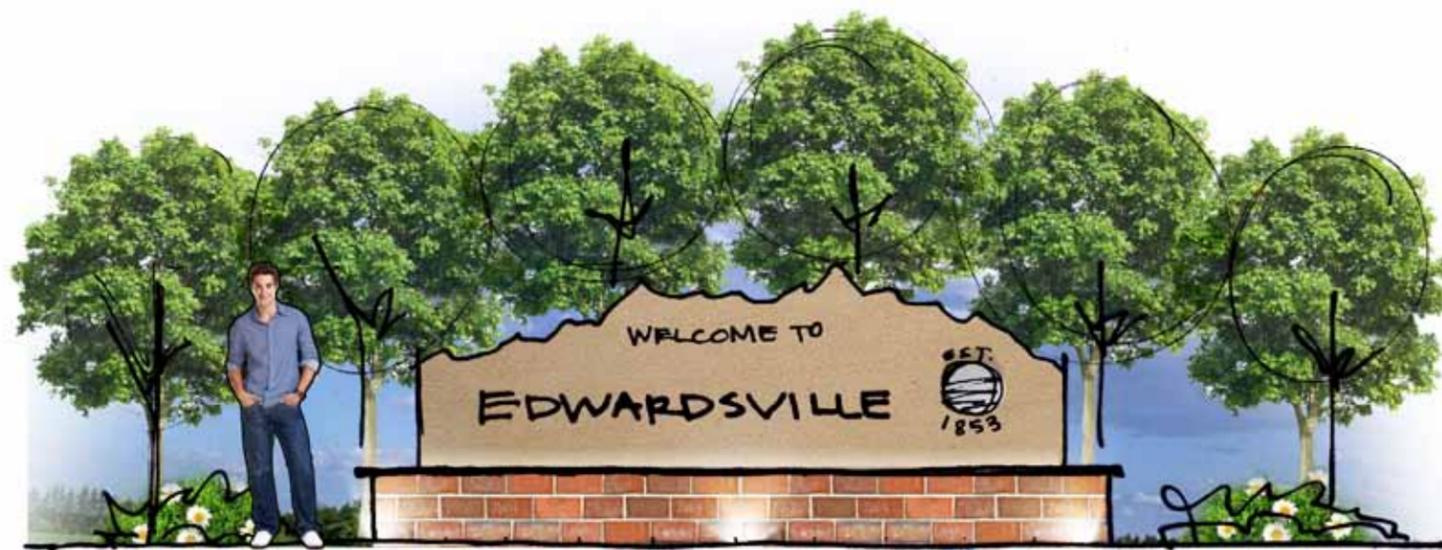
INTERPRETIVE



GATEWAY CONCEPT SKETCHES

CONCEPT NOTES

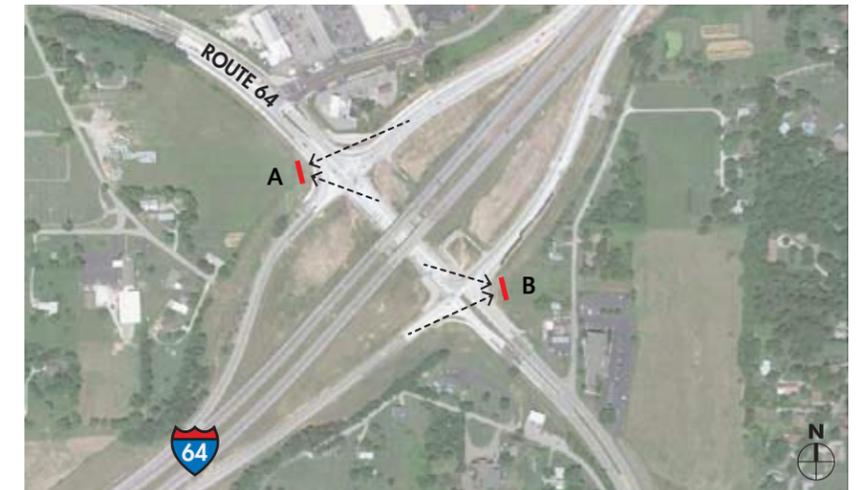
- Primary gateway includes signage and landscaping
- Signage materials may include rough-cut stone and brick
- Large letters pin-mounted to stone
- Identity element applied or sandblasted and paint-filled
- Landscaping surrounds signage without disrupting viewshed
- External lighting illuminates signage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



ELEVATION
no scale



PLAN VIEW
no scale



A



B



GATEWAY CONCEPT SKETCHES



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

TRANSPORTATION & INFRASTRUCTURE RECOMMENDATIONS

FUTURE ROADWAY DESIGN CONSIDERATIONS

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

FUTURE PEDESTRIAN/SHARED USE TRAIL CONSIDERATIONS

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

UTILITY CONSIDERATIONS

WATER

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

SEWER

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

ELECTRIC

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

STORM WATER

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

FUNDING

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

FRAMEWORK COMPARISON | FIGURE GROUND



EXISTING FIGURE - GROUND

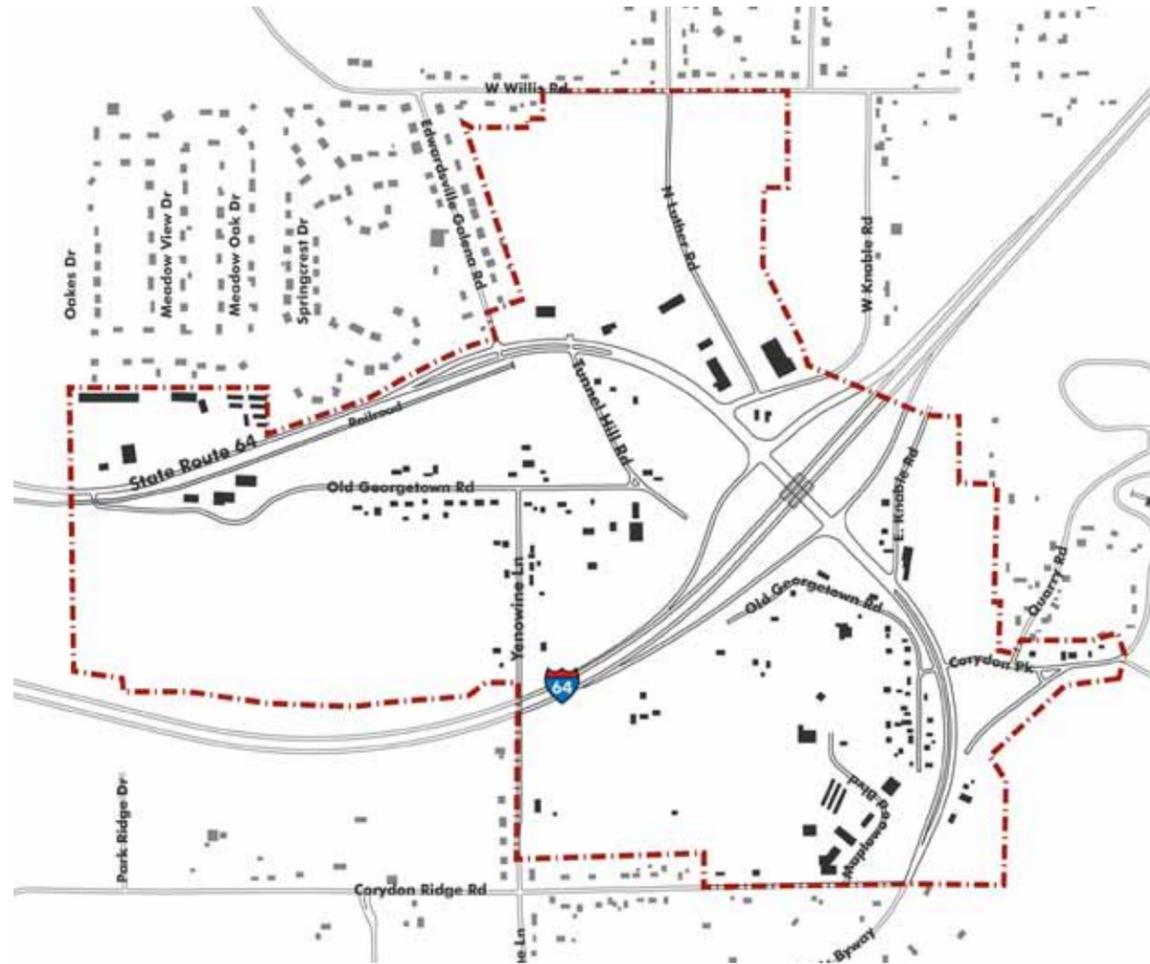
-  Study Boundary
-  Built-Form



POTENTIAL FIGURE - GROUND

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

FRAMEWORK COMPARISON | ROAD NETWORK AND CONNECTIVITY



EXISTING ROAD NETWORK

-  Study Boundary
-  Built-Form



POTENTIAL ROAD NETWORK

-  Study Boundary
-  Road Network
-  Trails/Sidewalks

FRAMEWORK | OPEN SPACES, PARKS



FIGURE - GROUND STUDY

-  Study Boundary
-  Green Spaces, Parks

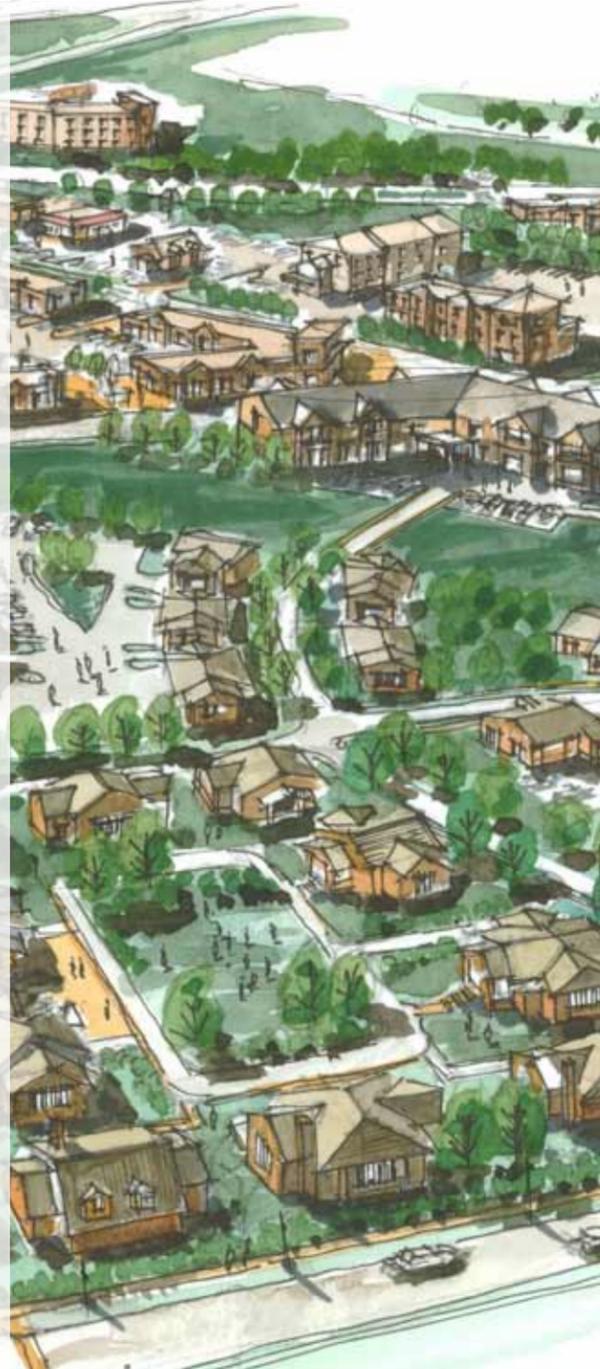
TARGETED STRATEGIES

UNDERSTANDING

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

CONTEXT & CHARACTER

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



NATURAL RESOURCES

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



TARGETED STRATEGIES

AGRICULTURE / FARMING

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



ENERGY

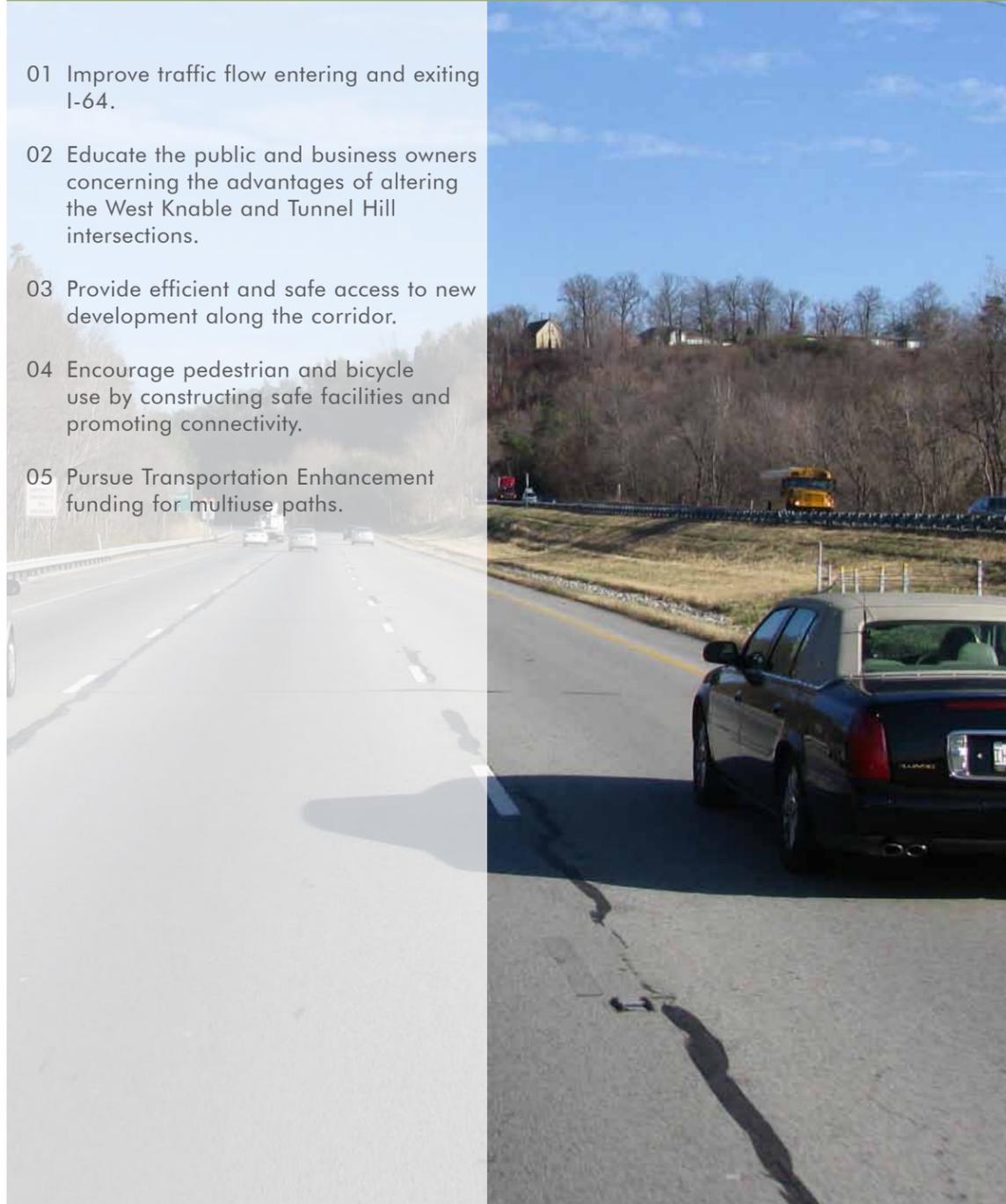
- 01 Utility infrastructure capacity should be optimized for efficient usage; existing capacity in areas served by utility infrastructure should be utilized fully in lieu of extension of services in rural/agricultural areas.
- 02 Sewer and storm water credit systems should be utilized to provide services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



TARGETED STRATEGIES

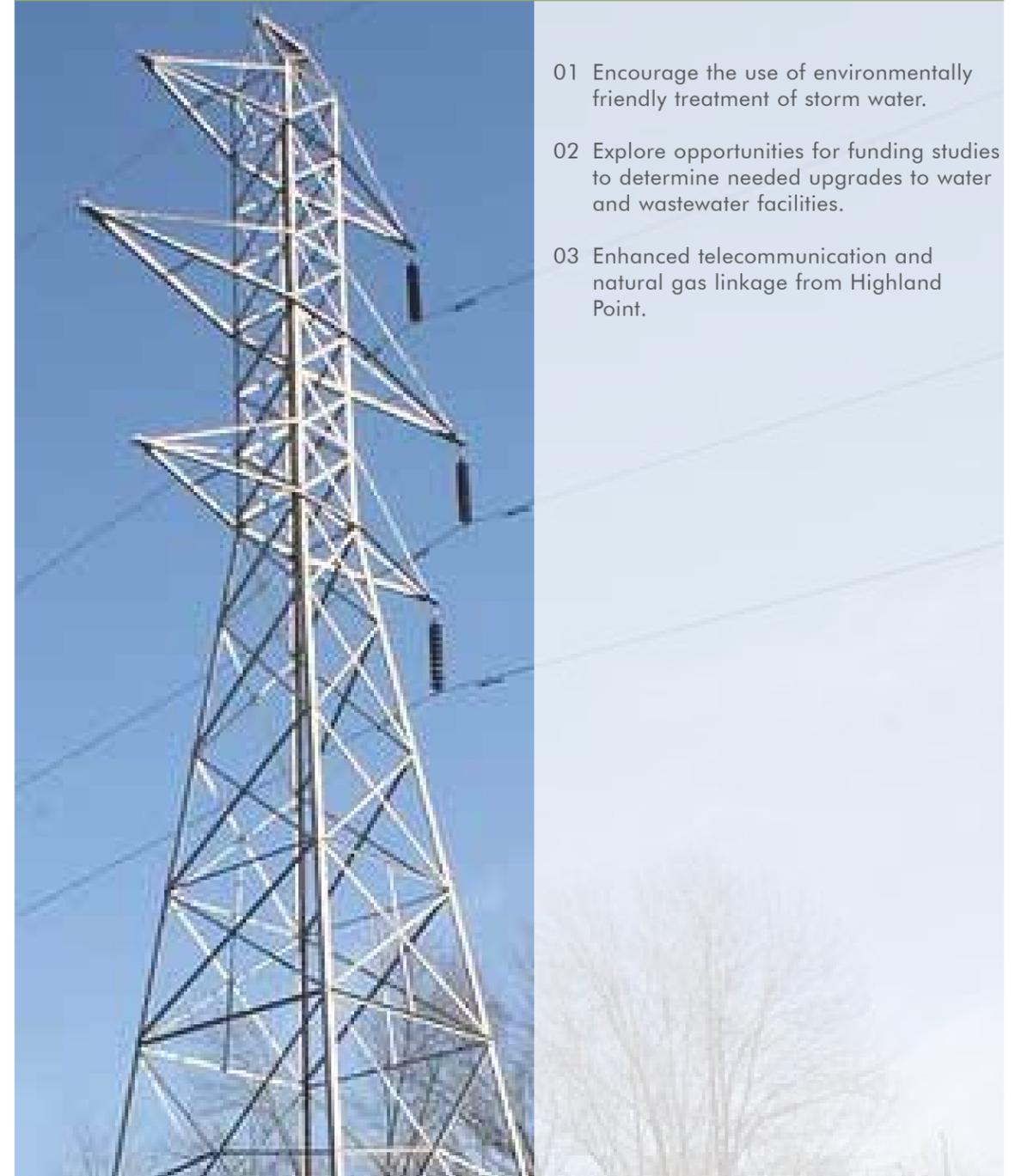
TRANSPORTATION

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



INFRASTRUCTURE

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



SECTION FOUR IMPLEMENTATION



PRIORITY IMPLEMENTATION

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

MASTER PLAN | GUIDANCE MECHANISMS

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

Organizational Approach

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

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

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

Design & Regulatory Approach

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

Additional Regulatory Tools:

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

Promotions and Marketing

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

POTENTIAL REGULATIONS MATRIX

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



Regulations

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

POTENTIAL FUNDING RESOURCES

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

POTENTIAL FUNDING RESOURCES

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

POTENTIAL ECONOMIC DEVELOPMENT MECHANISMS

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

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