City of Martinsville

Comprehensive Plan

DRAFT PLAN 11.1.2017

November 2017

This page intentionally left blank.

DRAFT PLAN 11.1.2017

Executive Summary I

Section 1: Introduction 1

Section 2: Community and Quality of Life..... 7

Section 3: Land Use 19

Section 4: Liberty Church Development Area..... 39

Section 5: Economic Development..... 63

Section 6: Housing 77

Section 7: Utilities and Transportation..... 89

Section 8: Natural Resources and Environment..... 109

Section 9: Implementation Plan..... 121

Appendix A1

Table of Contents

DRAFT PLAN 11.1.2017

This page intentionally left blank.

DRAFT PLAN 11.1.2017

PREPARED FOR

CITY OF MARTINSVILLE, IN
"ARTESIAN MINERAL WATER"
est. 1822
ROOTED IN HISTORY, EMBRACING THE FUTURE

CONTACT INFORMATION

Mayor Shannon Kohl
City of Martinsville
59 S. Jefferson Street
Martinsville, IN 46151

SPECIAL THANKS TO:

COMMON COUNCIL

Terry Buster
Mike Lanam
Phil R. Deckard II
Kristopher Fuller
Ben Merida
Chip Keller
Eric Bowlen

AREA PLAN COMMISSION

Ben Merida
Katie Barnard
Melanie Foley
Marilyn Siderewicz
Cassie Mellady
Sam Reuter
Kim Fishel
Grady Howard
Tom Williams

CITY ATTORNEY

Dale Coffey

STEERING COMMITTEE

Mayor Shannon Kohl
Craig DeMott
Dan Moore
Kenny Hale
Larry Bailey
Ed Kominowski
Julie Carmichael
Troy Swan
Ben Merida
Mike Dellinger
Terry Brock
Jamie Taylor
Rod Stafford

PREPARED BY

HWC ENGINEERING

135 N. Pennsylvania Street, Suite 2800
Indianapolis, IN 46204
(317) 347-3663

*This plan was created as an update to the 2010 Comprehensive Plan for the City of Martinsville, developed by Strategic Development Group, Hannum, Wagle & Cline and The Planning Workshop. Content from the 2010 plan has remained in this update where still relevant and applicable.

APPROVED:

Acknowledgements

DRAFT PLAN 11.1.2017

This page intentionally left blank.

DRAFT PLAN 11.1.2017

EXECUTIVE SUMMARY

DRAFT PLAN 11.1.2017

This page intentionally left blank.

VIBRANT
DIVERSE
THRIVING

These are the words which embody the vision for Martinsville's future.

To realize this vision, Martinsville will be adaptive and embrace change to be a destination and gathering place. The best aspects of Martinsville's heritage have laid the foundation for its future, including friendliness, generous spirit, community pride, optimism and leadership. These virtues will continue to guide the community towards a dynamic future.

DRAFT PLAN 11.1.2017

Martinsville will face many challenges on its way to becoming the sustainable community it desires to be. The Great Recession and the 2008 flood both left lasting impacts on the city. Negative perceptions about the city still exist, not only among outsiders, but permeate conversations with some residents. Like many smaller cities, there is a sense that there is nothing to do, with residents often traveling to nearby larger communities for movies and a night out.

The community is fully aware of these challenges. However, there is a growing sense of optimism and a feeling of momentum in the community that has been absent in years past.

This optimism is apparent in such activities, but not limited to:

- Creation of co-working space
- Improvements to medical and hospital facilities
- Improvements to the high school building
- Redevelopment of downtown structures and businesses
- Grants from OCRA for facade improvements
- Creation of the Tourism Commission and CVB that provides grants to improve visitor-friendly events
- Rehab of historic landmarks like Grassyfork Building, school administration building
- Establishment and growth of a local Main Street Organization named Rediscover Martinsville
- Events such as the Fall Foliage Festival, Artie Fest, Festival of Lights and the Morgan County Fair

The prospect of a completed Interstate 69 from Evansville to Indianapolis brings a huge opportunity for transformation. It is important to note that this plan builds upon the hard work and effort completed by the community in previous planning efforts, particularly the 2010 City of Martinsville Comprehensive Plan, the 2010 Morgan County SR 37 / 144 Corridor Plan and the 2016 Interstate 69 Economic Development Plan.

This plan is not intended to replace these plans, but to be an incremental update and help bring aspects of these plans together. This update is especially critical as the plans for Interstate 69 continue to be refined and the impacts to Martinsville continue to become more clear.

PLAN GOALS

The discussions and recommendations contained within the chapters of this plan are guided by the goals established in the 2010 Comprehensive Plan and refined through this planning process. The plan goals are intentionally broad. However, the implementation plan included in this document expands on the goals and provides concrete strategies with timelines and responsible parties to ensure the community has a pathway forward to realize the identified goals.

COMMUNITY AND QUALITY OF LIFE

- Invest in infrastructure and amenities to make Martinsville a premier location to live, learn, work, dine and shop.

LAND USE

- Encourage an appropriate mix of land uses through targeted new development sites that respond to the future Interstate 69 corridor and includes infill/redevelopment efforts to support the population of Martinsville now and in the future.

ECONOMIC DEVELOPMENT

- Position Martinsville to be more competitive position for economic development opportunities by investing in infrastructure and quality of life improvements.

HOUSING

- Encourage investment and programming to support a diverse housing mix and revitalization of traditional and historic neighborhoods in Martinsville.

UTILITIES AND TRANSPORTATION

- Ensure that adequate infrastructure and facilities, including transportation networks, are provided to all portions of the city to support desired development and quality of life investments.

ENVIRONMENT AND NATURAL RESOURCES

- Preserve and protect Martinsville's environmental assets, especially floodplains and steep slopes.

DRAFT PLAN 11.1.2017

CRITICAL PATH STRATEGIES

From all the goals and strategies identified in this plan, there are some critical path strategies which should be prioritized and applied to make significant progress in achieving the vision and goals set forth in this plan. Each of these critical path strategies create opportunities for other strategies identified within the plan and can serve as catalysts for overall plan implementation.

- Improve local connectivity to the Interstate 69 corridor by increasing new opportunities for access, connectivity and infrastructure investment.
- Develop and proclaim the story of Martinsville by celebrating its successes and advertising its opportunities.
- Encourage and promote residential neighborhood revitalization with a mix of public and private property investments.
- Continue to support downtown redevelopment and revitalization by encouraging new investment from business owners and developers.
- Review and update local ordinances to ensure they are aligned with the current goals and objectives of the plan.
- Update extraterritorial planning jurisdiction based on current annexations

1- INTRODUCTION

DRAFT PLAN 11.1.2017

This page intentionally left blank.

PURPOSE OF THE PLAN

As the plans for Interstate 69 continue to be refined and detailed design for the corridor progresses, the impacts to Martinsville have become more defined and clear than they were when the comprehensive plan for Martinsville was last updated in 2010. With such a transformative project on the horizon, the comprehensive plan is Martinsville's guide to the future. It answers fundamental questions such as: What is the vision for our community and where do we want to go as a community? Another question that often arises during the planning process: Why does the city need this plan?

That question is best answered in reverse: What happens without the plan? Martinsville will still have people wanting to build homes, start businesses and carry on other land uses, but unguided growth can threaten Martinsville's character and leave the community without the ability to control its identity. Decisions made without reference to a plan are frequently reactionary, responding only to specific problems or proposals. Other potential benefits of planning include providing services more efficiently, directing development to areas with sufficient capacity to support it, making sure adjacent uses are compatible and protecting property values.

PLAN INPUT

This document expresses general community aspirations, as interpreted through a nine-month process, including steering committee meetings, interviews, a public survey and public meetings.

STEERING COMMITTEE

A 14-member steering committee served as a sounding board for goals and objectives presented in this plan, and to validate the concerns and ideas received through the public input process.

PUBLIC INPUT

Liberty Church Road is under construction and will become an interchange as part of Section 5 of the Interstate 69 Project. Construction of Section 6 will run through the rest of Martinsville. To gather input from residents in one of the first Martinsville areas impacted by the Interstate 69 Project, an open house was held on February 16, 2017 in the Liberty Church Road area.

As the plan developed, a public meeting was held on June 14, 2017 to solicit further input. At that meeting, a public survey was made available, both online and in hard copy. Through the meeting and online survey, more than 1,050 responses were received, providing insight on community concerns and priorities. The results of the survey will be referenced throughout this plan. A copy of the survey results can be found in the appendix.

February 16, 2017 public meeting

DRAFT PLAN 11.1.2017

2010 COMPREHENSIVE PLAN

As this plan was created as an update to the 2010 comprehensive plan, it is important to understand some of the critical context for that planning effort. The 2010 comprehensive plan was developed during a unique time for the community. In the summer of 2008, Martinsville saw some of its worst flooding in memory. Homes, public infrastructure and businesses (in fact, entire shopping centers) were all damaged or destroyed by the flooding. The aftermath of the flooding continues to affect land use decisions in Martinsville.

The onset of the national housing crisis also started during the planning process. Martinsville saw increased foreclosures on area homes. That crisis triggered a nationwide recession, which did not spare the city.

The development of the 2010 comprehensive plan also occurred at a moment of great collaboration among local government entities. The city of Martinsville, the town of Mooresville and Morgan County all updated their comprehensive plans simultaneously.

The three communities also formed a partnership for the SR 37/SR 144 Corridor Plan, in which representatives from across the county worked on tools to both capitalize on the proposed Interstate 69 expansion and mitigate its impacts on the environment and existing community infrastructure.

This planning and collaboration laid the groundwork for events leading up to and including this update. As INDOT began to refine their plans for Interstate 69, the city completed the Interstate 69 Economic Development Plan in 2016 to better understand economic impacts to the city from the interstate. This allowed the city to recommend to INDOT access and roadway improvements in the best interest of the community, including an interchange at Ohio Street as identified in Section 6 of this plan.

In the first quarter of 2017, INDOT released the preferred alignment for Interstate 69, including many of the improvements and access point requested by the city.

THE PLANNING PROCESS

In Indiana, comprehensive planning is permitted by the 500 Series of Title 36-7-4 of the Indiana Code. This law empowers towns, cities and counties to adopt plans. Any plan adopted in Indiana must contain at least the following three elements:

- A statement of objectives for the future development of the jurisdiction.
- A statement of policy for the land use development of the jurisdiction.
- A statement of policy for the development of public ways, public places, public lands, public structures, and public utilities.

In addition, the law provides for a number of optional elements, including, but not limited to parks and recreation, transportation and natural resource protection. While each planning process should be custom-designed to meet community needs, nearly all contain the same core elements as found in this plan:

- Evaluate existing conditions, including strengths and weaknesses, community character, demographics, natural features, etc.
- Establish goals and objectives for the future
- Identify alternatives for meeting the goals and objectives
- Select the most desirable alternative
- Devise and adopt tools to implement the plan (zoning, subdivision control, capital improvement programming, etc.)
- Evaluate the success of the plan
- Revise the plan

These steps are part of a continuing process. Plans must be evaluated, changed and updated as the community changes. These community changes can be gradual, such as demographic trends, technological change or slow economic growth. Sometimes change is more sudden, such as the location of a large new industry in a small community or the loss of a major employer.

USING THE COMPREHENSIVE PLAN

For the comprehensive plan to produce results, it must be readable, understandable, simple, practical and be able to benchmark progress and hold the community accountable to implementing the plan. We believe this plan meets all of those criteria. The following paragraphs will assist in understanding how to use the plan.

TOPIC CHAPTERS

Topic chapters include: Community and Quality of Life, Land Use, Economic Development, Housing, Utilities and Transportation, and Environment and Natural Resources. The chapters are mostly self-contained examinations of specific issues. They include research, major issues, strategies and recommendations.

TIPS FOR PLAN COMMISSIONERS AND CITY OFFICIALS

When properly applied, a comprehensive plan can make the life of the decision-maker easier. Community leaders can point to content in the plan while explaining how they reached their decision. They can refer to the input of the local leaders and residents whose opinions helped shape the plan's goals. They can also ask themselves how they make decisions without a plan. Certainly their long experience in Martinsville guides their judgment, but a group of people making decisions based on their individual perceptions may not lead to a shared vision of the city's future. The comprehensive plan provides a defensible, unified vision.

TIPS FOR DEVELOPERS

Developers across the country ask for "more predictability" from decision makers in order to maximize their investments. This plan spells out the community's preferred future - where it wants to extend infrastructure and where it wants housing, industrial and commercial development.

TIPS FOR CITIZENS

Use the plan to understand the issues and opportunities facing the community. Future land use, housing, economic development, transportation, utilities and natural resources all have a direct impact on life in Martinsville.

CHANGES TO THE COMPREHENSIVE PLAN

Circumstances change, and the plan should be modified to reflect those changes, just as this comprehensive plan includes updates from the plan that was created in 2010.

This may not mean a complete update, but every year or so the planning commission, city council and others should review the tenets of the plan and make note of possible future changes. It would be a poor use of the resources poured into creating this plan to let it slowly grow outdated, while the need for current planning does not.

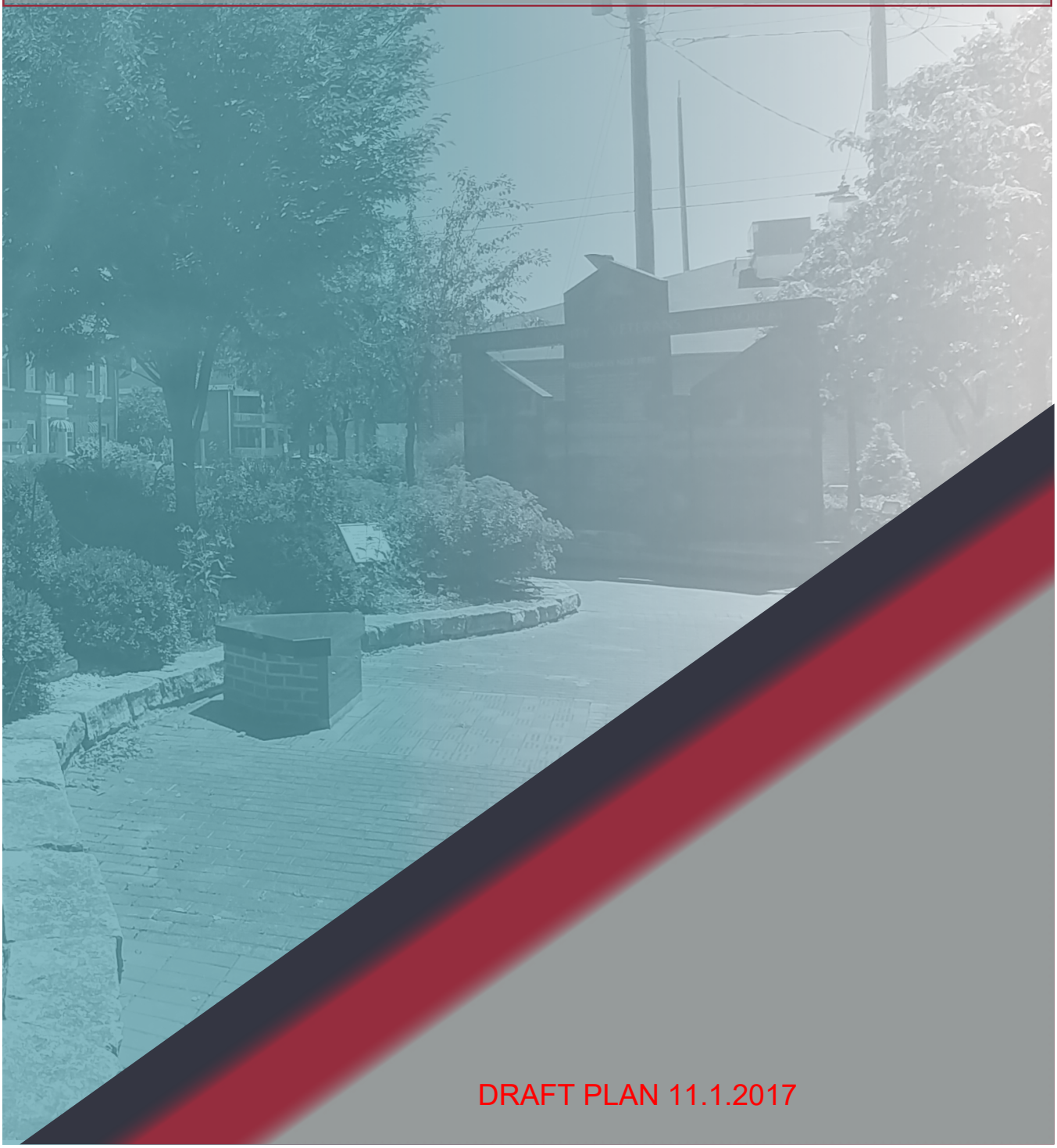
DRAFT PLAN 11.1.2017

This page intentionally left blank.

2- COMMUNITY AND QUALITY OF LIFE

COMMUNITY AND QUALITY OF LIFE OVERARCHING GOAL:

INVEST IN INFRASTRUCTURE AND AMENITIES TO MAKE MARTINSVILLE A PREMIER LOCATION TO LIVE, LEARN, WORK, DINE AND SHOP.



DRAFT PLAN 11.1.2017

This page intentionally left blank.

INTRODUCTION

Martinsville is a community rich in heritage and opportunity. In more than 1,000 community survey responses, residents indicated they are most proud of their tight-knit community with an active culture of voluntarism. Residents are also proud of the surrounding natural environment and unique history of Martinsville, including sanitariums, mineral water, gold fish and the basketball legacy of John Wooden.

Martinsville's education system and high school sports also provide a sense of pride in the community.

Martinsville is fortunate to have many community resources and amenities. Martinsville's community amenities are shown on the Community Resources Map, (Exhibit A) on the next page, and a list of these amenities can be found in the Appendix. This chapter documents the history, community facilities and services available in Martinsville, providing a one stop resource for residents and local officials.

Location map of Martinsville

MARTINSVILLE HISTORY

In addition to being the county seat, Martinsville is the largest city in Morgan County. State Road 37 (soon to be Interstate 69) passes through the east side of Martinsville, providing a direct link to Indianapolis and Bloomington. Other key connectors include State Road 67, State Road 39, State Road 252 and State Road 44.

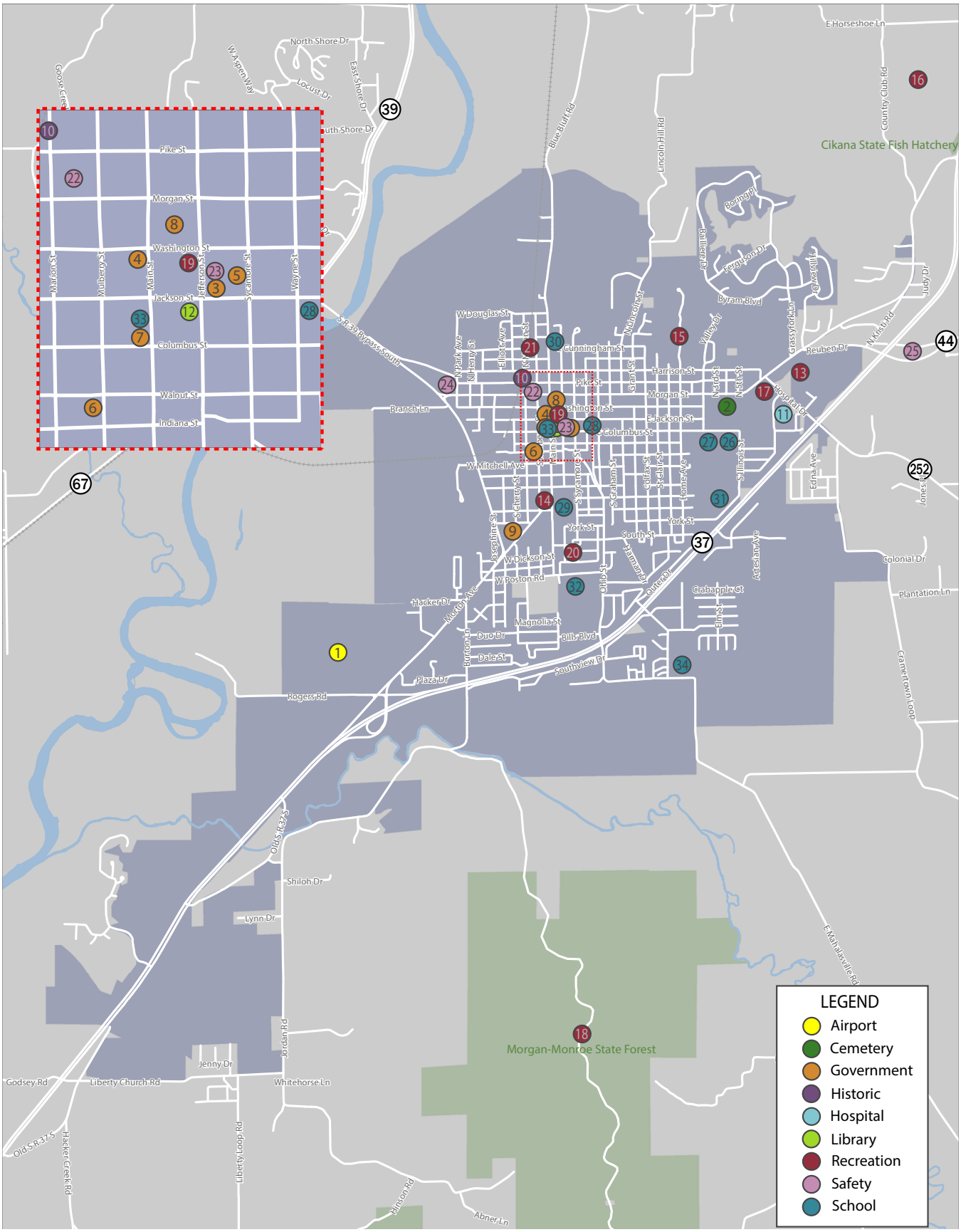
In 1822, Martinsville was platted on the east bank of the White River and incorporated in 1863. The City is thought to have been named in honor of John Martin of Washington County, Indiana, who served as one of the first Morgan County commissioners.

The character of present day Martinsville rests on the traditions of the past. Early settlers traveled north over the Appalachians and across the Ohio River, then through southern Indiana to the area that would become Morgan County. Their cultural heritage is still deeply imprinted in the community.

The city is laid out in an orthogonal grid centered on the courthouse square. In the downtown commercial district, buildings are set on the sidewalk; there is no setback. In the residential areas, setbacks are relatively shallow, with grass plots between the public streets and sidewalks. In later developed residential areas, sidewalks and street curbs are often nonexistent, and houses are set back farther from the public thoroughfare.

DRAFT PLAN 11.1.2017

EXHIBIT A : COMMUNITY RESOURCES MAP



Source: HWC Engineering

DRAFT PLAN 11.1.2017

INDUSTRY

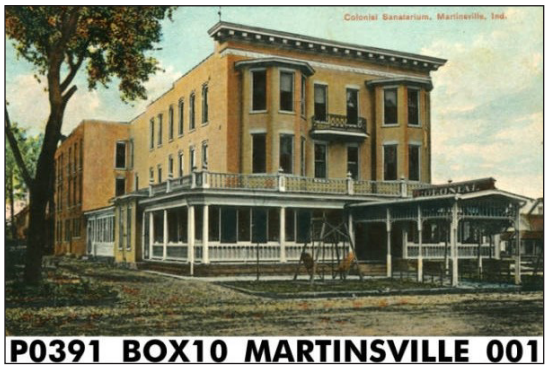
During the 1800s, Martinsville shipped a large volume of pork and grain south to New Orleans and other ports via the White River. The pork trade was the primary reason for the growth of the city. During this growth period, the city grew significantly and included mills, barrel makers, tanneries and distilleries.

Martinsville's industrial boom spanned 1890-1940 and is distinguished by several nationally significant natural resource-based industries. The Old Hickory company, probably the city's largest single employer during this period, produced rustic hickory furniture in such demand that an entire statewide industry developed. Grassyfork Fisheries, established on swampy farmland northeast of the city, grew into the world's largest goldfish hatchery by World War II. In 1970, it was sold to Missouri-based Ozark Fisheries, which continues in operation today. Adams Brick Company and Martinsville Brick Company were established just north of downtown. They utilized the area's abundant clay and shale deposits to produce bricks of many types. The latter company in particular had a great impact on Martinsville. Its Poston Knobstone blocks were used to pave the city's streets and state highways, and its multi-colored, wire-cut brick were used in the construction of many of the city's most significant private houses, civic buildings and commercial and industrial buildings.

It was the discovery of mineral water and the development of associated sanitariums that best defines the industrial history of Martinsville. Mineral water was discovered in 1887 while investors were drilling for natural gas. At one time, Martinsville boasted 12 different sanitariums. Homelawn, the finest of them all, was the last to close in 1968. The city of Martinsville gained two nicknames, the Artesian City and the City of Mineral Water, from the sanitarium industry.

By the 1950s, the sanitarium industry had all but come to an end. No single industry since has had such an impact on the local economy. New industries were technology-based. Twigg Industries, a manufacturer of components for the aerospace industry located in Martinsville in 1957. Harman-Motive, later Harman-Becker, a manufacturer of automotive speakers, came to Martinsville in 1981. Serving as Martinsville's largest industry for many years, it closed its local plant in 2009. Today's important manufacturers include Twigg, Form-Tec Plastic and FBF Originals. Redevelopment of the Harman-Becker plant has been influential to attracting new industry to Martinsville.

Highland Sanitarium
Source: http://images.indianahistory.org



Colonial Sanitarium
Source: http://images.indianahistory.org

TRANSPORTATION

The first railroad reached Martinsville in the 1850s. By the end of the nineteenth century, there were two rail lines through the city. The north-south Indianapolis and Vincennes line crossed through the west end of the city; it later became the Vandalia line of the Pennsylvania Railroad. The east-west CCC & St. Louis line, also known as the Big Four, passed a few blocks south of the courthouse square. The train depots for both lines still exist today. Between 1902 and 1930, the electric railway, or interurban, was a popular choice for travel between Martinsville and Indianapolis. The interurban depot still stands on the west side of North Main Street.

With the advent of the automobile during the early-twentieth century came improvements in the road system. Roads went from narrow dirt paths to gravel and macadam on more heavily-traveled routes, and river crossings went from private ferry operations to publicly funded wood, iron, and concrete bridges. By the 1930s, local roads had been taken into the state highway system, including State Road 37, State Road 39, and State Road 67. Construction is now underway south of Martinsville upgrading State Road 37 into I-69.

TRANSPORTATION ALTERNATIVES

The main form of transportation in Martinsville is by passenger vehicle. According to the 2015 US Census American Community Survey, 75 percent of Martinsville residents drove alone to work, while 15 percent carpooled. It should be noted that this same data set also indicated that nearly eight percent of Martinsville households lack access to a vehicle.

Currently, there is limited public transit systems available in Morgan County. Morgan County Connect is the only transit system available county wide that serves all residents of abilities and ages. See the transportation chapter for further discussion on public transportation options. Greyhound bus service and Amtrak trains are available for Martinsville residents out of Indianapolis. Martinsville has two private airports, Milhon Airport and McDaniel's Field, while the nearest commercial airport is the Indianapolis International Airport.

MARTINSVILLE COMMUNITY FACILITIES AND SERVICES

SCHOOLS

The Metropolitan School District of Martinsville (MSD) has seven elementary schools (five of which are located in Martinsville), two middle schools, one high school, one alternative high school, and night school. Martinsville also has one faith-based school serving pre-kindergarten through high school students. Early education offerings include Head Start, Footsteps Montessori school, Prince of Peace Lutheran School (pre-school through kindergarten) and several private preschools. The community also has a strong home-school interest.

Many post–secondary educational institutions are located within 40 miles of Martinsville. In Bloomington are Indiana University and Ivy Tech Community College. In Indianapolis are the University of Indianapolis, Ivy Tech State College and Indiana University–Purdue University, as well as a number of business schools and private colleges and universities.

HEALTHCARE

Martinsville has several health care providers, the largest being IU Health Morgan. IU Health is partnered with Indiana University School of Medicine, the nation's largest medical school and a leader in medical research and education. The IU Health Cancer Center at Morgan is the only center in south central Indiana to receive the American College of Surgeon's Outstanding Achievement Award (OAA) for excellence in providing quality care to cancer patients. Other large medical facilities within 20 miles of Martinsville are Franciscan Health Mooresville and IU Health Bloomington.

POLICE & FIRE DEPARTMENTS

As of August 2017, the Martinsville Police Department had 20 police officers. The police department operates out of the historic City Hall.

As of August 2017, the Martinsville Fire Department had 20 full-time firefighters and two reserve firefighters. The fire department operates out of the station located on West Morgan Street.

CHURCHES

Martinsville has dozens of churches within the city limits. Many religious denominations are locally represented, such as Apostolic, Catholic, Church of Latter Day Saints, Episcopal, Nazarene, Presbyterian and Seventh Day Adventist, to name just a few. There are many independent and non-denominational churches as well. Several within the city or just outside its limits have large, new facilities with worship space, fellowship hall, classrooms, and indoor and outdoor recreational facilities.

DRAFT PLAN 11.1.2017

LIBRARY

Martinsville is fortunate to have the main branch of the Morgan County Public Library located within its limits. The library was founded in 1906, when Andrew Carnegie donated $12,500 for construction of a building, which still is occupied today. The building has undergone substantial renovations in the past 17 years, resulting in a beautiful civic institution that is a cornerstone of the community.

As of 2015, the library had an operating income of $1,958,436 and holds extensive book, magazine, music, movie, game, and genealogy collections. Access to public computers and online databases are also available at all six library branches throughout the county.

Martinsville Carnegie Library
Source: HWC Engineering

REDISCOVER MARTINSVILLE

Rediscover Martinsville, the city's Main Street program, was chartered in 2008. Rediscover Martinsville partnered with the city of Martinsville to pursue a Disaster Recovery 2 grant from the Indiana Office of Community and Rural Affairs to prepare a downtown revitalization plan, which was completed in 2010. As part of this revitalization effort, the Wisdom of Wooden Public Art Initiative was proposed in 2015 and will consist of a series of four public art installations highlighting the city's association with John Wooden. Preliminary designs were submitted to the city council in early 2017 and completion is expected in 2018.

CULTURAL ARTS

The cultural arts are represented by several not-for-profit organizations. The Martinsville Arts Council promotes, develops, and encourages activities that are concerned with furthering all aspects of the arts. The council owns the historic Vandalia Depot, home to the Merry Mac Players, a community theater group. The Morgan County Community Concerts Association is a non-profit membership organization committed to bringing artists and south central Indiana area audiences together in a high quality, affordable concert series. The Art Sanctuary of Indiana, located in the former Methodist Church in downtown Martinsville, is an artists' facility with studio and exhibit space. Eventually, it will be a 501(c)-3 organization run by a full time director and advised by a board of directors. Several commercial galleries also offer art lessons.

CULTURAL EVENTS

Special community festival-type events held in Martinsville include:

- The Morgan County Fair, where offerings include several days of activities for all ages. Horse shows, 4-H events, talent shows, music concerts and various contests are just a few of the highlights.
- The Fall Foliage Festival has been held annually in Martinsville for over 50 years. The idea originated with J. William Alexander, who proposed the idea of a fall festival to the Martinsville Chamber of Commerce in 1960. The Fall Foliage Festival celebrates the beautiful fall season in the area with a large Sunday parade, craft market, 5K run/ walk and many contests.
- Other events include those sponsored by Rediscover Martinsville and other organizations

Fall Foliage Festival
Source: morgancountyfallfoliagefestival.com

Fall Foliage Festival
Source: morgancountyfallfoliagefestival.com

DRAFT PLAN 11.1.2017

PARKS AND RECREATION

The Martinsville Parks Board oversees four parks: the Doris Daily Park, Victory Park, Walter Martin Park and Jimmy Nash City Park. Occupying a hilly, wooded 40-acre site, Jimmy Nash City Park features the public pool and a popular winter sledding hill and is the site of the city's Fourth of July fireworks show and a large Christmas lights display. All of the parks contain some combination of shelters and grills, playgrounds for children, landscaping and benches.

Located on a downtown corner, Veteran's Memorial Park is a joint effort of the city of Martinsville and the local veterans' organization. The park replaces a building destroyed by fire. Several laser-etched black granite monuments commemorate Morgan County veterans of all major wars.

The greater Martinsville area is known as a destination for hikers. The Morgan–Monroe State Forest on the south side of Martinsville has opportunities for trail hiking. The Tecumseh Trail is a 42 mile long hiking/backpacking trail extending from the Morgan-Monroe State Forest Headquarters (about five miles from Martinsville) to near SR 46 and Crooked Creek Road in Brown County. Plans have been proposed that would connect the Tecumseh Trail to the 48 mile Knobstone Trail in southern Indiana, which would result in a 140 mile route for hiking and backpacking.

Martinsville's City Pool
Source: HWC Engineering

Within the city, Jimmy Nash Park hosts paved loop trails and a two mile natural surface path. Morgan County is also working with regional partners to create a multi-use trail system for bikes and pedestrians that will connect Marion and Johnson counties to Morgan County through a trail network that will extend through Martinsville, including routes along the White River, when complete. Though currently without its own parks master plan, development of a park and recreation master plan is important to make not only as a plan for future parks, but also to make the city eligible for various Indiana Department of Natural Resources grant programs. The importance of a parks and recreation master plan is also noted in Section 8 of this plan.

Citizens have repeatedly requested more public investment in existing and new parks, including during the previous comprehensive plan. Those sentiments have continued with this update. Consider these highlights from the 2017 public survey:

- 76 percent of respondents agree that Martinsville needs additional bicycle and pedestrian trails and routes.
- 77 percent of respondents agree that Martinsville needs additional park spaces and activities.
- 62 percent of respondents disagree that there are ample outdoor recreation opportunities in and around Martinsville.

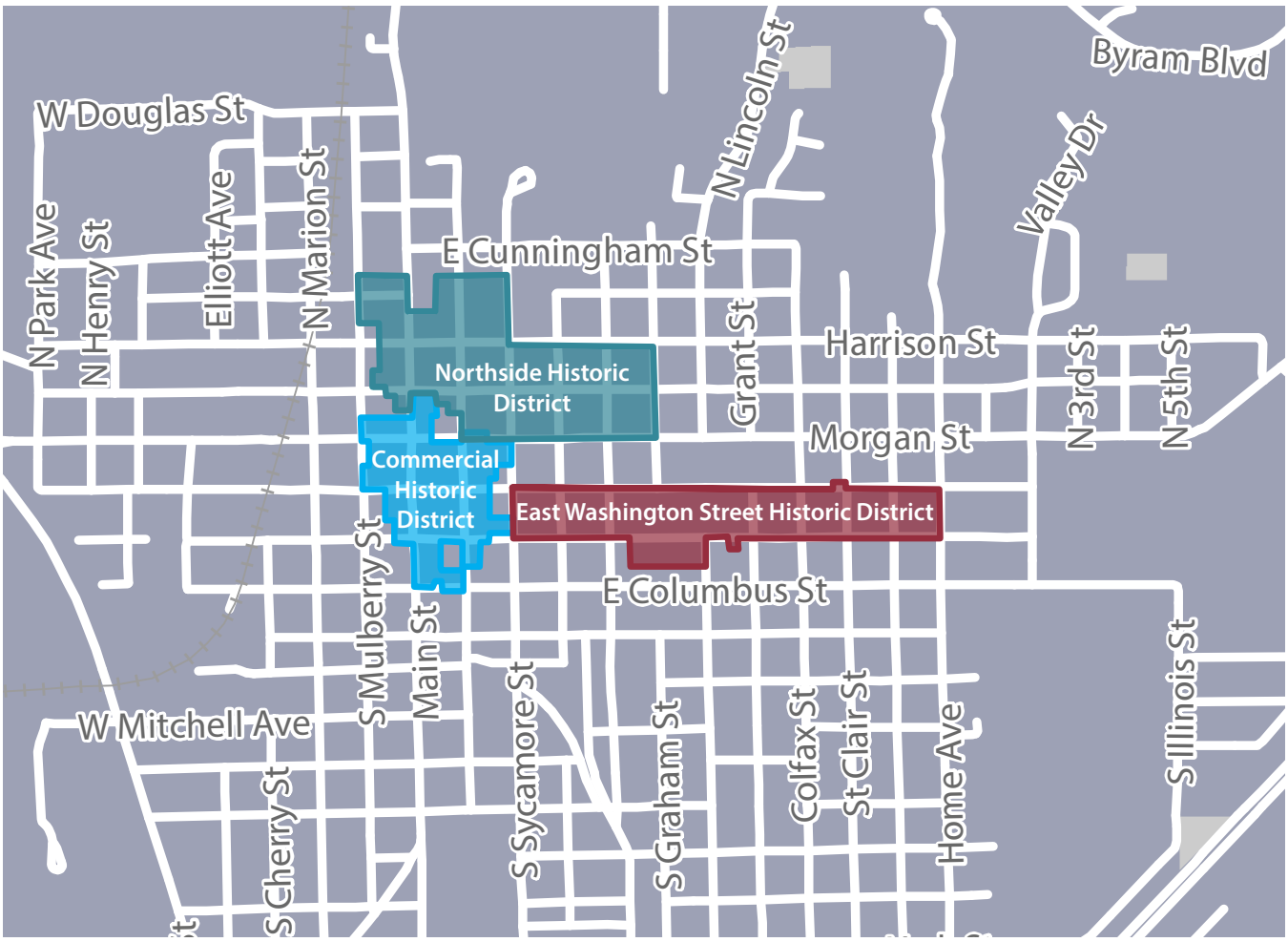
Even though a majority of respondents feel that there are not enough recreational opportunities around Martinsville, there are several amenities which should be recognized. In terms of local recreational offerings, Martinsville has the Morgan County Fair grounds, City Park Pool, Barbara B. Jordan YMCA, and many youth sports leagues, including baseball, basketball, soccer, and football. The Martinsville Golf Club offers a beautiful 18-hole course, with men's and women's leagues available in addition to golf lessons from a course pro. The White River provides canoing and fishing opportunities, with public access at nearby Henderson Ford and an informal access below the White River Bridge. The wooded, rolling rural roads surrounding the city are very popular with area bicyclists and motorcyclists.

HISTORIC RESOURCES

Administered by the National Parks Service, the National Register of Historic Places is the official list of the nation's historic places considered worthy of preservation. There are several criteria that can qualify a resource for inclusion in the register. For example, a resource could be associated with the lives of historically significant people or embody a distinctive type, period or method of construction.

Martinsville's registered resources are part of its cultural assets that help define its character and appearance. The successful preservation of these resources is a critical economic development tool, can rally community pride, and generate tourism. Martinsville currently has 17 listings on the National Register of Historic Places. The Historic Districts within Martinsville are identified in Exhibit B below and the complete list of historic structures can be found on Exhibit C.

EXHIBIT B : HISTORIC DISTRICT MAP



Source: HWC Engineering

DRAFT PLAN 11.1.2017

EXHIBIT C : NATIONAL REGISTER HISTORIC STRUCTURES LIST

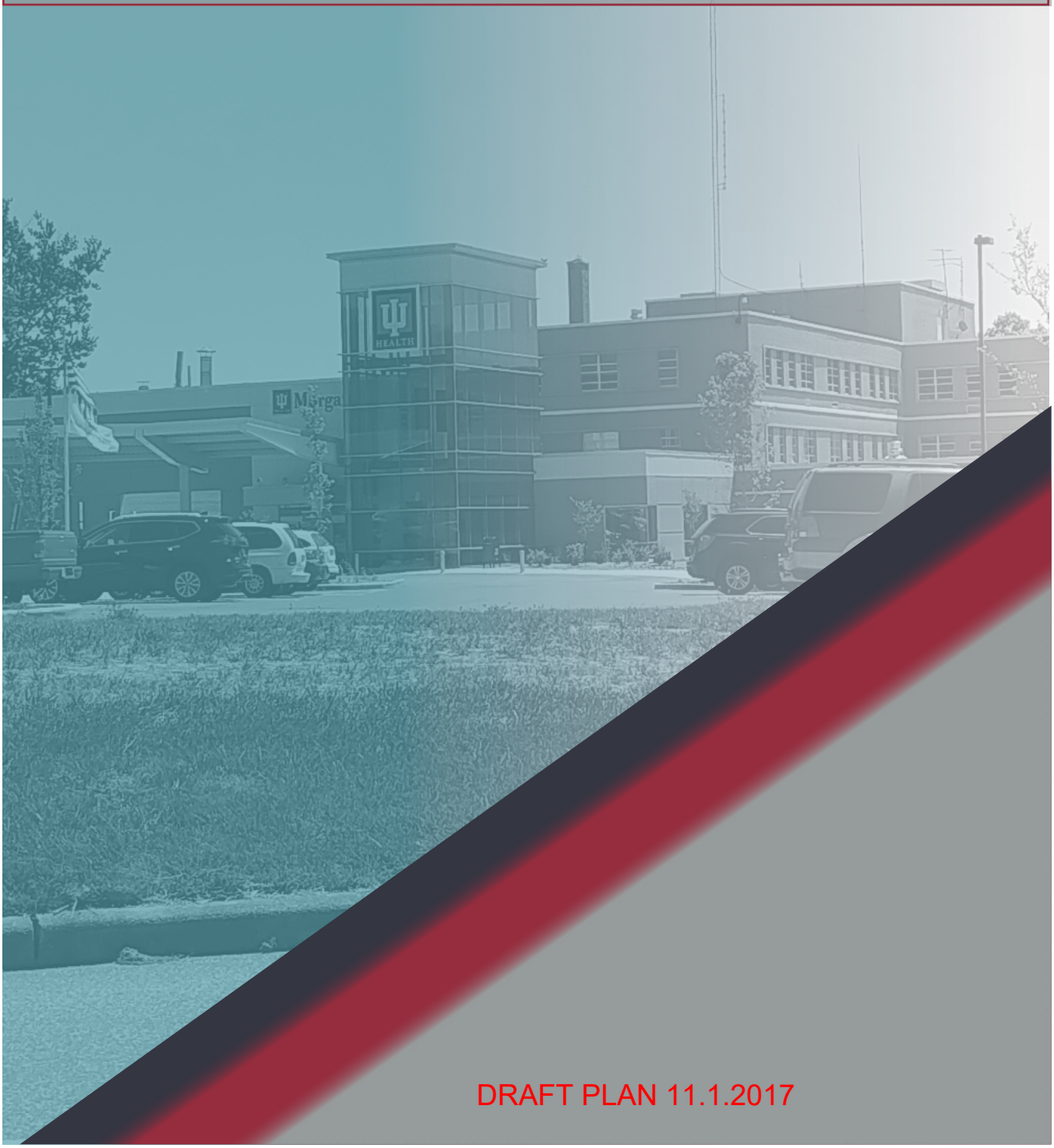
MARTINSVILLE STRUCTURES ON THE NATIONAL REGISTER OF HISTORIC PLACES (2017)			
Resource	Date	Location	National Register Designation
Blackstone House and Martinsville Telephone Company (Cure & Hensley Funeral Home)	c. 1860, 1927	127 S. Main Street	1997
Bradford Estate	c.1850	5040 State Road 67 North	1989
Crawford-Gilpin House	1862	339 S. Ohio Street	2008
Cross School	1856	Southeast intersection of Voiles Road and Townsend Road	1983
East Washington Street Historic District	1869-c.1940	Roughly, E. Washington Street from Sycamore to Crawford Streets	1997
Elm Spring Farm	c.1844-1950	1 mile north of Bain Road on Goose Creek Road	2001
Grassyfork Fisheries Farm No. 1	c.1899, 1936	2902 E. Morgan Street	2012
Lamb's Creek Bridge	1893-1950	Intersection of Lamb's Creek and Old State Road 67 West	2000
Long Schoolhouse	1883-1938	1/2 mile NW of junction of Jordan Road and Hinson Road	1999
Martinsville Commercial Historic District	c.1847-1947	Roughly bounded by Pike, Mulberry, Jackson, and Sycamore Streets	1998
Martinsville High School Gymnasium	1924	759 S. Main Street	1981
Martinsville Northside Historic District	c.1850 - c.1935	Roughly bounded by Cunningham, Mulberry, Pike and Graham Streets	1997
Martinsville Sanitarium	1925	239 W. Harrison Street	2005
Martinsville Vandalia Depot	1911	210 N. Marion Street	1991
Morgan County Courthouse	1859	Courthouse Square	1996
Morgan County Sheriff's House and Jail	1890	110 W . Washington St.	1996
Neely House [1]	1895	739 W. Washington St.	2000

[1] *Also listed as part of the East Washington Street Historic District.*
Source: National Register of Historic Places (http://nrhp.focus.nps.gov); 2017

3- LAND USE

LAND USE OVERARCHING GOAL:

ENCOURAGE AN APPROPRIATE MIX OF LAND USES THROUGH TARGETED NEW DEVELOPMENT SITES THAT RESPOND TO THE FUTURE INTERSTATE 69 CORRIDOR AND INCLUDES INFILL/REDEVELOPMENT EFFORTS TO SUPPORT THE POPULATION OF MARTINSVILLE NOW AND IN THE FUTURE



DRAFT PLAN 11.1.2017

This page intentionally left blank.

INTRODUCTION

Martinsville has a multitude of assets, both natural and man-made, that many communities desire. Hilly terrain provides spectacular vistas, as can be found in Jimmy Nash Park. Open development sites still exist, as can be found around Grand Valley Boulevard. Direct access to an interstate will soon be realized with the completion of I-69. However, these same assets also create barriers to Martinsville's options for planned growth. To the south is the Morgan/Monroe State Forest. To the north and east, hills and ridges present barriers. On the west, flood plains pose a challenge.

These conditions underscore the importance of a closer look at planning for a well-structured future. Even though the city's overall population rate is static, growth is likely in the future if Martinsville invests in itself and capitalizes on the opportunities that Interstate 69 will present.

FACTORS SHAPING CURRENT LAND USE

There are many factors that will frame the future development pattern of Martinsville. Some of these are policy decisions that will establish expectations and focus areas for investment and resource commitments in the future. Other factors include the tools that will assist in delivering successful future development. What follows is a list of some of the factors to be considered.

INFILL AND REDEVELOPMENT FOCUS

Infill and redevelopment of historic neighborhoods, commercial centers and city centers not only protects a community's heritage, but are viable alternatives to traditional suburban sprawl. These efforts can create affordable housing, generate jobs, support independent businesses, increase civic participation, and bolster a community's sense of place. This approach is also extremely cost effective for the community as redevelopment of existing sites means less infrastructure requirements, less operation/maintenance costs and smaller areas for city services, such as police and fire protection, all of which reduce costs to the city.

Demographic shifts, a strong environmental ethic, increased fiscal concerns, and more nuanced views of growth are all contributing to different ways of thinking about infill/redevelopment and what some have coined as 'smart growth'. The result is both a new demand, and a new opportunity for smart growth.

DRAFT PLAN 11.1.2017

The features that distinguish smart growth in a community vary from place to place. In general, smart growth invests time, attention and resources in restoring community vitality to city centers and older suburbs. New smart growth initiates a more core centered, pedestrian oriented mix of housing, commercial and retail uses. It also preserves open space and many other environmental amenities.

Smart Growth America's smart growth principles are outlined below and describe the various aspects of planning and development that make up the smart growth movement. Although the steering committee did not discuss the term "smart growth" during their discussions, many of their goals and strategies are linked to these smart growth principles:

- Encourage a mix of land uses
- Take advantage of compact design
- Create a range of housing opportunities and choices
- Create walkable neighborhoods
- Foster distinctive, attractive communities with a strong sense of place
- Preserve open space, farmland, natural beauty and critical environmental areas
- Direct development towards existing communities
- Provide a variety of transportation choices
- Make development decisions predictable, fair and cost effective
- Encourage community and stakeholder collaboration in development decisions

In addition to developing policies around the principles above, it will be important for the city to have a clear understanding of available development sites in key areas within the city. With this understanding, the city can better promote these areas for redevelopment and reinvest in infrastructure appropriately.

DENSITY

A large part of realizing the benefits of smart growth is allowing for increased density where appropriate. Allowing for more dense, creative, mixed-use development, compatible with surrounding development, can create significant opportunities to enhance the overall quality of place in Martinsville. Allowing appropriate and compatible increases in density also has a positive impact on the fiscal health of the city. More residents within a smaller geographic area puts less strain on city services, such as police and fire protection and on infrastructure, such as water and sanitary systems. It also leads to higher assessed value per acre which increases the tax base while limiting increases to the cost of services.

We recommend the city allow for strategic and appropriate increases in development densities that do not adversely impact the character and relationship with surrounding existing uses. This does not mean the city should focus only on large apartment developments. Instead, the city should allow a mix of housing types, maintaining traditional density in some areas, but allowing slight increases in density where appropriate and compatible.

Changes in density need to be carefully implemented. These developments must be completed with great sensitivity to the impacts of traffic, visibility and the overall character of adjacent neighborhoods. As the city studies changes to preferred density, the following are key strategies to consider:

- Reduce building setbacks and follow existing local standards when feasible
- Encourage mixed use developments, including first floor commercial and upper floor office/residential uses
- Keep standards consistent within an established neighborhood
- Encourage both minimum and maximum parking counts
- Increase the permitted number of units per acre in some residential districts
- Encourage adaptive re-use of existing buildings for residential purposes

ORDINANCES

We recommend the city complete a thorough review and update of current zoning ordinance regulations in order to ensure regulations, encourage infill and redevelopment and reflect the changing focus to more urban design standards, including density and walk ability. The ordinance review should also consider other opportunities, such as safety, cleanliness, and providing a property maintenance code that can be easily enforced. As part of this effort, the city should carefully review the existing residential zoning districts for density requirements and allowances. These standards should also work to ensure that new development within the city also incorporates these smart growth philosophies.

DRAFT PLAN 11.1.2017

FUTURE LAND USE MAP

Future land use maps draw a lot of attention in a comprehensive plan. They're eye-opening because they illustrate – via a map of the city – where community leaders think homes, businesses, industry, office, commercial and other uses should go in the future. By extension, they also specify where they are not desired. The future land use map has this core concept: communities engage in planning to ensure the needs of the whole community are considered, not just benefits to individuals or individual properties.

Community planning is based upon the idea of the "public interest". Some flexibility in the use of individual land is given up in exchange for creating a community in which the interests of all are considered. When communities plan, they establish and implement public policy for decisions on development and redevelopment. Plans help a community achieve a character that residents of the community recognize and support.

A comprehensive plan is not the same as a zoning map. Zoning maps, and their accompanying regulations, are enforceable. Comprehensive plans establish the broad framework for how the community's land use will relate to one another. The comprehensive plan is a policy document to drive development decisions and future land use decisions, however, it is not law. Comprehensive plans specify where potential uses, such as residential, commercial, light industry, heavy industry, open space or transportation infrastructure can be located. Zoning regulations are an important tool to enact policy established in the comprehensive plan.

The future land use map presented in this chapter used the 2010 future land use plan as a starting point and considered land use changes along SR 37 proposed in the 2016 Interstate 69 Economic Development Plan. The land use maps from these plans can be found in the Appendix.

The future land use map also indicates future land uses outside the corporate limits. These land uses are within the fringe planning boundary of the city, sometimes referred to as the two-mile planning area. Indiana statutes give the city the authority to have planning jurisdiction over fringe development, without actually annexing the areas.

However, when the city annexed additional land in early 2013, the city does not appear to have updated its fringe boundary accordingly. The city did draft proposed revisions to this boundary in July 2015, but no record can be found indicating the city formally enacted them. Around the same time, the Morgan County Commissioners voted to eliminate buffer or fringe planning boundaries in the county. However, that vote does not appear to have been formally enacted in the county either. As such, it is critical that the fringe or buffer zone boundary be formally updated to establish Martinsville's legal authority to effect future land uses within the fringe area.

Without exercising its right to have a say in development decisions in the fringe area, the city is forgoing their ability to positively influence land use decisions that will have a direct impact on the city. Lacking fringe area jurisdiction, especially around the Liberty Church Road interchange, the city leaves itself open to undesirable development adjacent to city limits which may run counter to desired development.

It is assumed Martinsville has land management oversight and control of the area south of Liberty Church Road. However, it is imperative the city makes this part of official record.

FUTURE LAND USE

The 2010 future land use map was used as the basis for the future land use map presented in this chapter. Exhibit D represents the proposed future land uses for the city of Martinsville and its planning area. The 2016 Interstate Economic Development Plan also contained current land use considerations based on impacts from the Interstate 69 corridor, which are reflected in the future land use map in this chapter.

Significant changes from the 2010 plan include:

- Redevelopment of industrial northwest of the city
- Changes in land use east of SR 37
- Liberty Church Road

Definitions of Future Land Use Map

The following definitions match the categories given in the legend of the land use map.

Agricultural General

This district is intended for rural areas where, due to topography, crop production is mixed with estate residences, rural home sites, stables, etc. Emphasis is still on agriculture. Residential subdivisions are discouraged. The density is one lot for every five acres.

Commercial

The purpose of this land use category is to provide a full range of commercial, retail, office and service uses for residents, businesses, and visitors. This applies to commercial activities with direct contact with customers ranging from neighborhood convenience stores to regionally oriented specialty stores.

Light Industrial

The purpose of this category to allow for the changing face of industrial development. This category is intended for a variety of small to medium scale clean industrial uses, such as warehousing, wholesaling, distribution, research and development and advanced manufacturing. Emission of fumes, noise, smoke or other pollutants should be discouraged.

Industrial

The purpose of this category is to provide for a full range of light and heavy industrial uses. Types of uses that would be permitted include manufacturing, processing, distribution and storage. The designation will accommodate a variety of industrial establishments which:

- Employ high environmental quality standards
- May function as an integral part of an overall development area;
- Require large tracts of land because of their nature and function; and
- Have minimal impacts on adjacent uses.

DRAFT PLAN 11.1.2017

Institutional

The purpose of this category is to provide land for buildings for government or private institutional use such as schools, churches, hospitals and museums.

Mixed Use

This designation is applied to land that has a combination of commercial and residential uses. It is possible that different uses may remain separate or be combined within the same structure.

Park Open Space

The purpose of this category is to provide public or private land reserved for passive or active recreational activities or permanent preservation of natural open qualities. It may also be used on private lands to maintain natural features within clustered development.

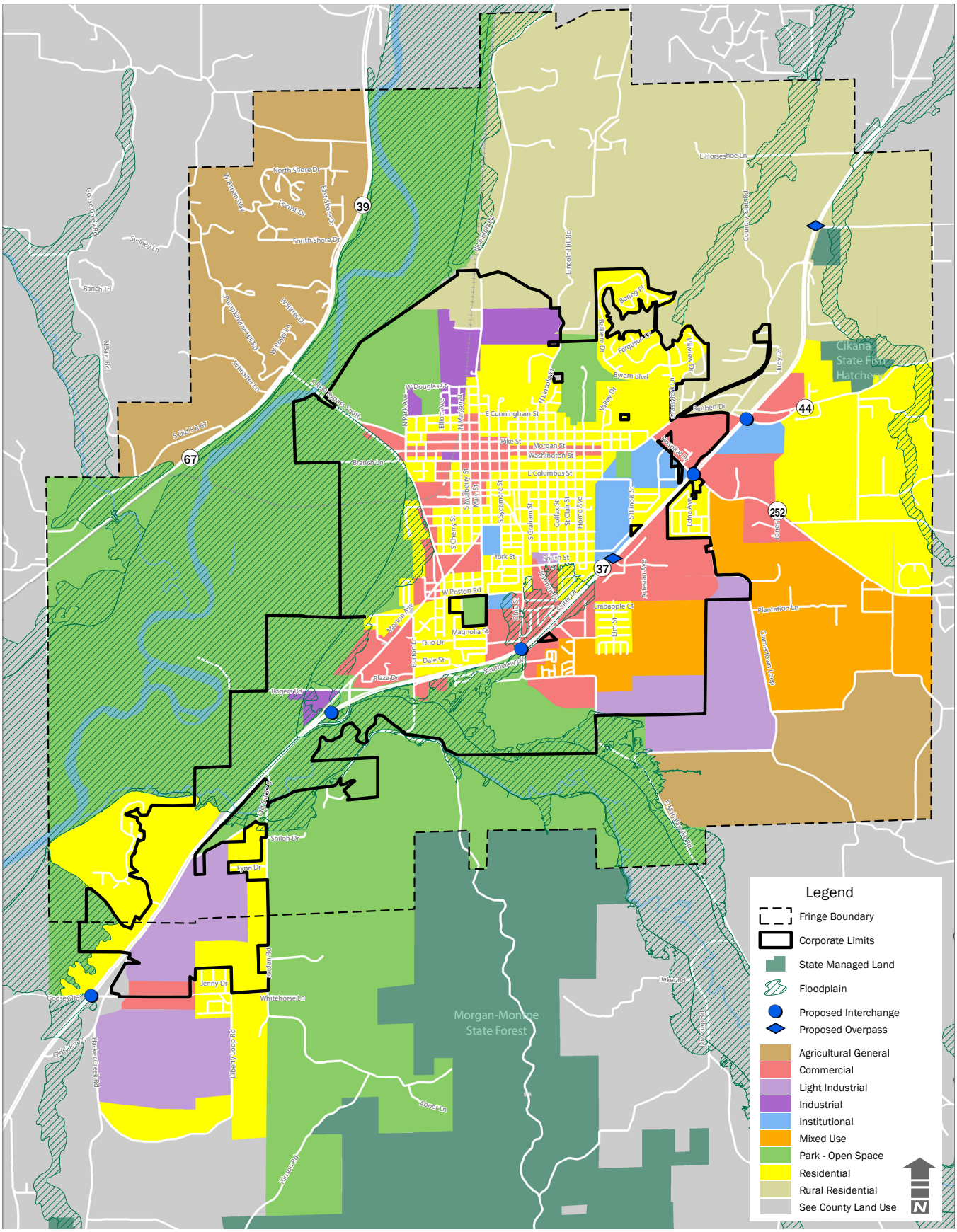
Residential

This district is intended for single-family residential housing where traditional subdivisions of low to medium densities are allowed. Developments must be connected to water and sewer utilities.

Rural Residential

These are areas that are not well suited for agriculture and do have reasonable access to higher functioning roads, utilities, etc. This district is a way to absorb demand for rural housing on properties that would not overly disrupt agricultural operations.

EXHIBIT D: FUTURE LAND USE MAP



Source: HWC Engineering

DRAFT PLAN 11.1.2017

SPECIAL DEVELOPMENT AREAS

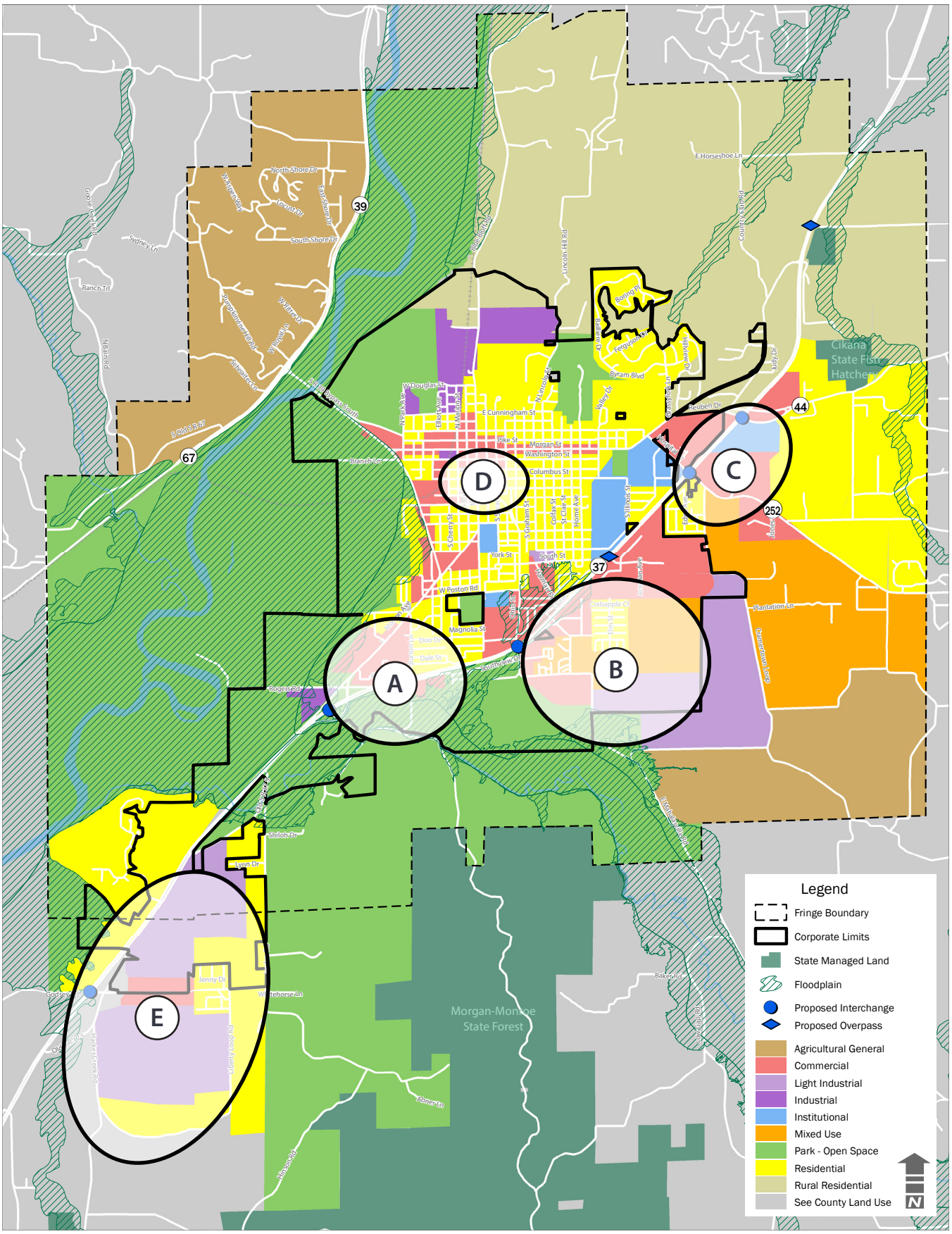
In the course of developing this plan, five key areas within the community were identified as special development areas. The special development areas shown on Exhibit E are an effort to recognize the unique development areas within Martinsville that are likely to face development and redevelopment pressures in the future. Four of these are likely to face unique pressures as Interstate 69 develops through Martinsville. The fifth special development area is the downtown. Each development area will likely include a mix of uses. However, the land use as shown on the Future Land Use Map (Exhibit D) is likely to be the prominent land use.

Because each special development area is in a unique geographic location with a variety of market needs and demands, the mix of uses is expected to vary within each area. Because the districts are expected to be developed based on market forces and demands, flexibility of uses is an important component of each area.

The special development areas identified within this plan (see Exhibit E) include:

- Area A: SR 39/ Morton Avenue/ Burton Lane
- Area B: Ohio Street/Grand Valley Boulevard
- Area C: SR 44/SR 252
- Area D: Downtown
- Area E: Liberty Church Road

EXHIBIT E: SPECIAL DEVELOPMENT AREAS



Source: HWC Engineering

DRAFT PLAN 11.1.2017

SPECIAL DEVELOPMENT AREA A: SR 39/MORTON AVENUE

GEOGRAPHIC LOCATION

Area A includes the SR 39 interchange as well as areas around Morton Avenue, SR 37 and Burton Lane. This area was identified as a special development area because of its relationship to downtown Martinsville and its importance as a southern gateway. INDOT has proposed an underpass interchange to Interstate 69 at this location. As part of the Interstate 69 improvement, INDOT decided to close Burton Lane's access that currently connects the east and west sides of SR 37. This will affect access to the commercial and residential subdivisions in this area. Therefore, this special development area will require strategic planning to address future land uses, traffic and roadways.

CURRENT CONDITIONS

Currently, an older commercial area exists in the area formed by Morton Avenue, Burton Lane, and SR 37. The existing roadway network provides easy access to the major north/south and east/west corridors within Martinsville. Commercial and retail uses have capitalized on this and have been successful in this location. These uses have generally oriented themselves to face toward SR 37. Industrial development has also taken advantage of the ease of access, and are mostly located at the southern end of SR 39 where it connects to SR 37. Single-family residential is located north of this intersection where it blends into the residential grid of downtown Martinsville. Most of this area is nearly fully developed as much of the area is considerably floodplain around the site.

FUTURE VISION

It is envisioned that the area will continue to include a mix of commercial, mixed density residential and industrial uses. Appropriate infill and redevelopment should be encouraged within this area. With the development of Interstate 69, this will likely change the nature of the current development around the interstate.

The closure of Burton Lane will create an opportunity where a mix of neighborhood related commercial development, professional offices and residential redevelopment is expected. With the closure of Burton Lane, access will need to be achieved to the area from SR 39 to the west. This will encourage redevelopment of the area to change the orientation of buildings to the west in the long run. Enhanced visibility to the site from the interchange should increase the opportunity for retail and hotel uses in the future. It is important to use the mixed use commercial area as a buffer between the commercial, retail, and hotel concepts and the single-family residential that currently exists. In the long-term, it would be beneficial to create a connection or access drive south to the Liberty Church interchange to connect uses located at the two interchanges.

PREFERRED LAND USES

Retail uses and businesses that require immediate visibility and access to and from Interstate 69 will not be appropriate at this location as currently oriented, and will likely migrate to Ohio Street, Grand Valley Boulevard and State Road 252 until uses are reoriented toward the SR 39 interchange. Appropriate infill and redevelopment of this site is expected to include a mix of uses including neighborhood related commercial, residential, professional offices and hospitality uses.

Retail and roadside commercial services should be limited to what is necessary to directly support the intended development at this location and the residents of Martinsville west of future Interstate 69. Interstate related commercial/retail services (truck stops, large fuel stations) are not desired at this location. Any future development must take consideration of the limits created by the floodplain in the area.

SPECIAL DEVELOPMENT AREA A: FUTURE LAND USE

SPECIAL DEVELOPMENT AREA A: AERIAL

DRAFT PLAN 11.1.2017

SPECIAL DEVELOPMENT AREA B: OHIO STREET/GRAND VALLEY BOULEVARD

GEOGRAPHIC LOCATION

This special development area is located at Ohio Street and SR 37. This area also incorporates the current Grand Valley Boulevard intersection just north along SR 37. The properties surrounding the Ohio Street intersection represent a mix of commercial, retail, industrial and medium density residential. A local street network has extended from this intersection to better accommodate the higher density residential and elementary school nearby. Grand Valley Boulevard is located north of the Ohio Street intersection and connects to SR 37 on the east side where commercial uses have developed, including a Wal-Mart anchored retail center.

CURRENT CONDITION

Ohio Street is one of many access drives into downtown Martinsville. Commercial and retail uses are located along the SR 37 corridor with a variety of medium density residential and single-family residential off the corridor. An elementary school and community park are located in this area as well. They provide a break between the commercial/retail development and the nearby residential subdivisions. West of the Ohio Street/ SR 37 intersection is a mix of uses including industrial, medium density residential, Martinsville High School and manufactured homes.

While there is not a current road connection from Ohio Street to Grand Valley Boulevard on the east side of SR 37, INDOT has proposed an overpass that will be discussed later. Grand Valley Boulevard currently has one connection to the east side of SR 37. Development on this east side is commercial and retail in nature and lacks connectivity to neighboring developments. If an extension of Grand Valley Boulevard was made west of SR 37, Martinsville High School will have multiple access points for its students, faculty and visitors.

FUTURE VISION

INDOT has proposed an Interstate 69 interchange at Ohio Street. This interchange will connect to Mahalasville Road with connections to Commercial Boulevard and Southview Drive. These connectors provide access to Grand Valley Boulevard and areas at Burton Lane. Ohio Street should be developed as another direct link to Martinsville's historic downtown, while continuing to provide access to surrounding commercial and industrial uses.

An overpass connecting Grand Valley Boulevard and South Street will serve as a critical connection for the city between existing residential areas and the high school on the west to commercial and retail areas on the east of future Interstate 69. South Street intersects with Ohio Street, further reinforcing the connectivity east and west via Ohio Street and Grand Valley Boulevard. Improvements to Grand Valley Boulevard toward Cramertown Loop and improvement of Cramertown Loop north to State Road 252 will support continued commercial growth within this area.

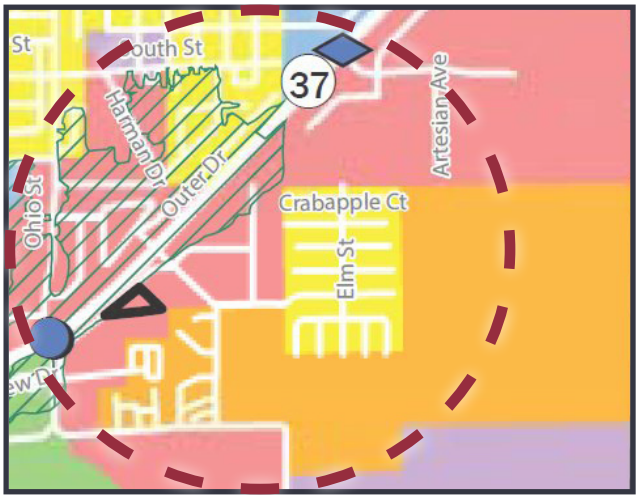
PREFERRED LAND USES

It is envisioned that the area will continue to commercial areas to the east and residential/ institutional areas to the west. Highway/interstate related commercial and retail services (truck stops, large fuel stations) are not desired at this location, however neighborhood commercial uses would be ideal. Connectivity to these locations from new residential subdivisions is needed and would benefit commercial development areas. This area also serves as a gateway to office and advanced manufacturing that is planned east of SR 37.

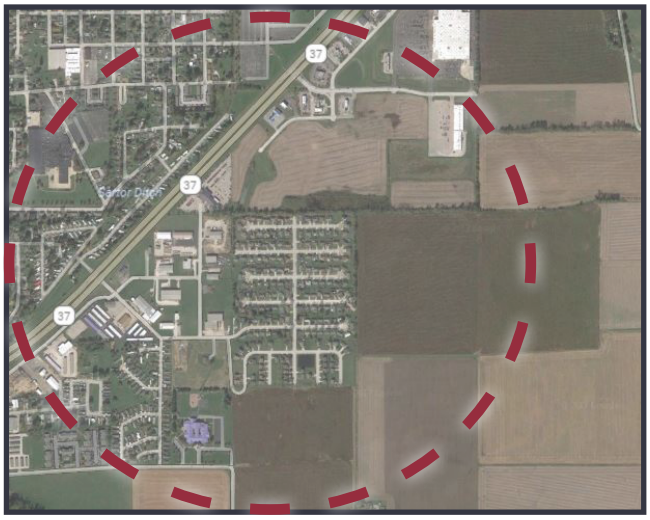
Development along this corridor should be of high quality material and create a thematic architectural approach to design, scale and color.

This location is an ideal relocation opportunity for businesses that will be impacted as part of the Interstate 69 project. Connections between the Ohio Street interchange and SR 252 interchanges provide good access and visibility for relocated businesses. If frontage connector road connections are made to Ohio Street, commercial land uses will be further supported along Commercial Boulevard and Flag Stone Drive being visible to interstate travelers. This area will be highly visible and easily accessible from both the State Road 252 interchange and the Ohio Street interchange. This accessibility will provide the ability to support retail and light manufacturing uses, especially those that are related to research and development and advanced manufacturing. Residential uses would be best located along the fringes of this area, allowing industrial and commercial development to capitalize on this connection.

SPECIAL DEVELOPMENT AREA B: FUTURE LAND USE



SPECIAL DEVELOPMENT AREA B: AERIAL



DRAFT PLAN 11.1.2017

SPECIAL DEVELOPMENT AREA C: SR 44/SR 252

GEOGRAPHIC LOCATION

Area C includes both SR 252 and Hospital Drive as well as SR 44 and Reuben Drive. These segments are the northernmost intersections of this plan. Both SR 44 and SR 252 run east and provide regional connectivity to SR 37.

CURRENT CONDITION

SR 252 and Hospital Drive are critical access points to IU Health Morgan that services this region along SR 37. SR 44 to Reuben Drive also serves as an important connection to downtown Martinsville from the north and provide access to residential areas north of Martinsville.

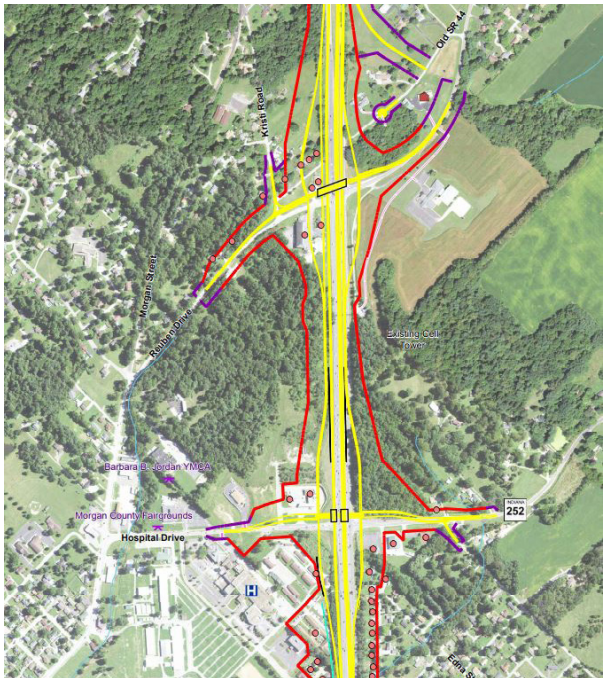
As this location is also a key gateway into the community, the city may consider requiring future developments to meet minimum development standards in this area to ensure a positive impression of the community.

FUTURE VISION

The alignment proposed by INDOT includes a slip ramp configuration between SR 44 and SR 252. This means there will be an interchange at each location, but there will be no access to the interstate between the two interchanges. While this area is expected to experience an influx of traffic with these improvements, it is not expected to promote significant commercially driven development north of SR 252 given the limited direct access to the interstate and topographical constraints. Any available areas on the northwest side are likely to see commercial and retail uses supporting interstate travelers; large truck stop facilities are not encouraged. The combined slip ramp interchanges will provide good access to the hospital as well as a defined northern gateway into the city. The interchange will provide opportunities for additional commercial development along Grand Valley Boulevard as well as residential development nearby SR 252.

PREFERRED LAND USES

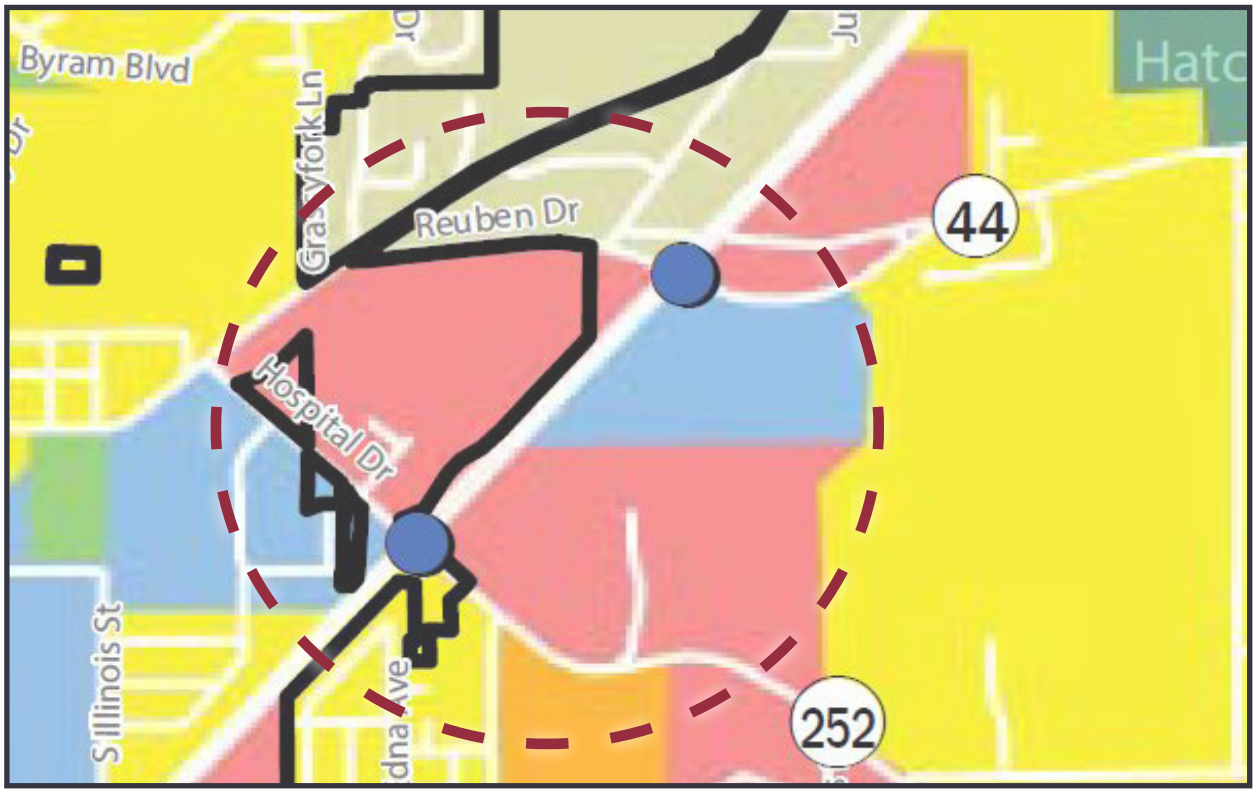
It is anticipated the interchange at SR 252 will increase the commercial and mixed use development south of SR 252 around Grand Valley Road. Hotel and commercial uses are best located at the north west corner of the interchange. Medical, schools, commercial uses and some residential are expected to grow at the southwest corner. The northeast corner of the SR 252 interchange is expected to remain rural residential but residential subdivision development may occur in this area as utility access becomes available.



INDOT proposed interchange configuration
Source: www.in.gov/indot

DRAFT PLAN 11.1.2017

SPECIAL DEVELOPMENT AREA C: FUTURE LAND USE



SPECIAL DEVELOPMENT AREA C: AERIAL

DRAFT PLAN 11.1.2017

SPECIAL DEVELOPMENT AREA D: DOWNTOWN

GEOGRAPHIC LOCATION

A strong downtown core is an essential component of any community's long-term sustainability. It is no surprise that many communities in recent years have focused a great deal of effort and resources to revitalize of the core of their community. In some cases, community commit significant resources on the creation of community cores where they did not previously exist. Whatever the case, a strong and vibrant central business district or downtown is an important factor in supporting a community's quality of place. Quality of place is an increasingly significant component to any community's overall economic development strategy.

CURRENT CONDITIONS

In 2010, a planning study was completed for downtown revitalization in Martinsville. This plan included the following key components:

- Marketing and branding strategies and recommendations
- Street scape and landscape strategies and recommendations
- Selected building facade analysis and recommendations
- Downtown building signage and street signage analysis and recommendations

While a marketing and branding effort should be coordinated with a larger marketing effort for the city as a whole, many of the detailed recommendations presented in the plan regarding streetscape, landscape, building facade and building signage recommendations are still applicable. The implementation plan from this plan has been provided in the Appendix.

FUTURE VISION

As it relates to broader goals for the downtown, future redevelopment is anticipated to focus on increasing the types of spaces available for living and working while encouraging a mix of compatible uses. Encouraging the revitalization of downtown with building improvements and providing a high quality pedestrian-oriented street environment is also a priority. Incompatible uses, such as auto-centric focused uses will be discouraged. Mixed use will be encouraged, and may include multiple permitted activities within the same building or within separate buildings on the same site or on nearby sites.

Downtown Goals:

- Make downtown Martinsville walkable and pedestrian friendly
- Make downtown Martinsville a destination
- Make critical connections to nearby amenities and future Interstate 69
- Support continued recent revitalization efforts
- Compliment existing retail with unique shops, restaurants and attractions
- Encourage local independent business opportunities
- Revitalize and strengthen existing residential neighborhoods and promote increased housing options
- Encourage the use of upper floors of existing buildings

PREFERRED LAND USES

Significant attention must be given to increasing the number of businesses within the downtown area. In addition to growing and diversifying the business base in downtown Martinsville, strategies should be implemented to grow the residential base downtown as well. This will not just deepen the existing downtown available disposable income base, but grow the potential pool for the entire community. Another important consideration in growing the market base for downtown retail is growing the employment base in downtown.

DRAFT PLAN 11.1.2017

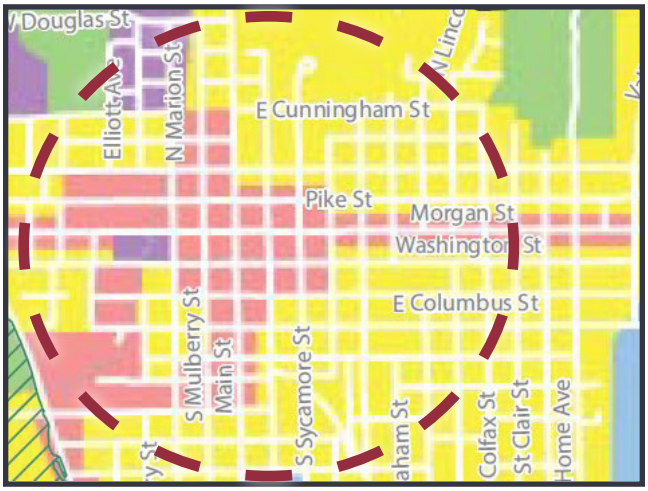
As discussed in the economic development chapter of this plan, rarely does successful economic development occur, especially in downtowns, where there is not a combination of both public and private investment. This type of public/private partnership can take many forms, but is ultimately an effort to successfully implement a common vision, in a more efficient and cost-effective manner than may exist without such coordination. This is done while at the same time attempting, as best as possible, to limit the risk to each party. These partnerships may result in, among other things, the construction of needed infrastructure, rehabilitation and expansion of existing buildings, vertical construction of new buildings for sale or lease, development of public amenities such as parks and open spaces, or in some cases cross marketing and competitive incentivization of targeted business types.

Bringing new jobs to the downtown, and not just in the retail sector, not only brings new potential customers into the downtown, especially for lunch and early evening, but it also creates another incentive to promote residential growth around downtown. The potential of mixing these uses within the same development projects or buildings, can create the unique and vibrant energy that is required to make downtown areas thrive. Non-retail businesses, as well as residential units, are excellent targets for upper floor spaces in the downtown.

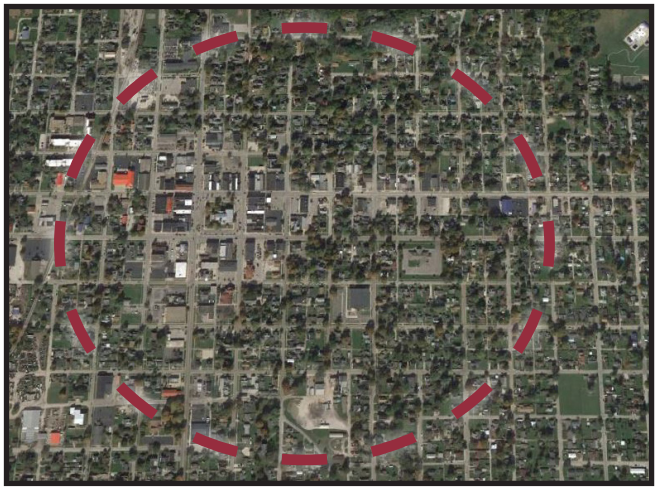
Commercial facilities, office space, and residential uses are appropriate for the downtown district. The downtown area could also contain urban parks, public gathering spaces, cultural attractions, recreational access, and use of the river, local shops, restaurants, and hubs for local entrepreneurs and artisans.

Development in downtown areas is often more challenging from both a physical development and a financial proforma perspective than developing a previously undeveloped site. The process of redeveloping a piece of ground (i.e. working within existing constraints, infrastructure limits and previous development patterns) is often more time consuming, costly and controversial than developing an open greenfield site. For Martinsville's core to succeed, it must continue to create the tools and atmosphere necessary to encourage further investment in its downtown. These tools should include a mix of potential investments. This may include traditional infrastructure investments such as sidewalks, streets, etc. or may include a more creative list of business incentives.

SPECIAL DEVELOPMENT AREA D: FUTURE LAND USE



SPECIAL DEVELOPMENT AREA D: AERIAL



DRAFT PLAN 11.1.2017

SPECIAL DEVELOPMENT AREA E: LIBERTY CHURCH ROAD

GEOGRAPHIC LOCATION

The Liberty Church Road interchange is the southernmost interstate interchange in the city of Martinsville and will be completed as part of the Section 5 part of Interstate 69. While Section 6 of Interstate 69 is expected to begin in 2020 and phase from south to north beginning in Martinsville, the Liberty Church interchange is planned to be completed well ahead of other interstate improvements in Martinsville.

CURRENT CONDITIONS

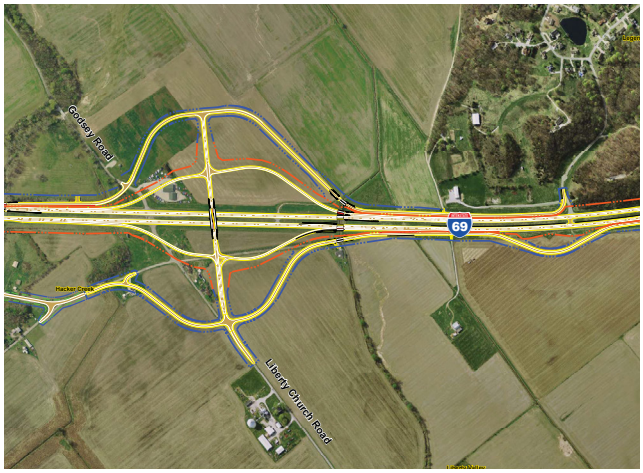
The land at the interchange is primarily agricultural in use currently with some large lot residential uses as well as one institutional use. The topography in this area is fairly flat with few low lying areas that are being utilized for agricultural use.

As this location is a key gateway from the south into the community, the city may consider requiring future developments to meet minimum development standards in this area to ensure a positive impression of the community.

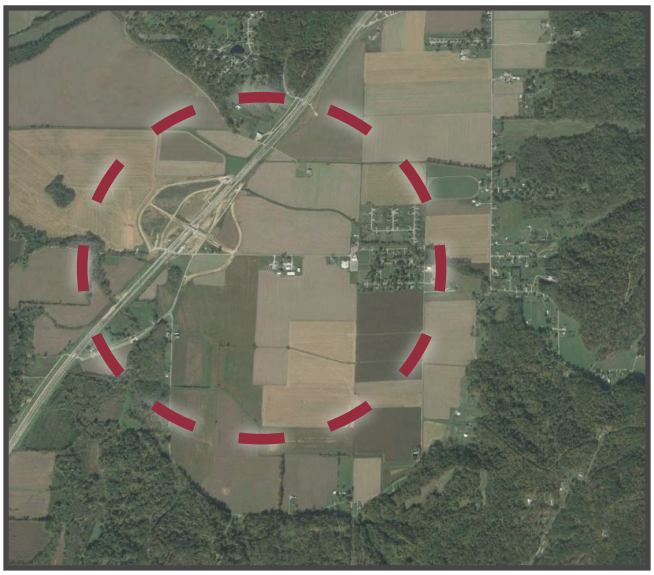
FUTURE CONDITIONS

Future land use and infrastructure development is identified in depth in the following chapter.

SPECIAL DEVELOPMENT AREA E: INDOT PREFERRED ALIGNMENT



SPECIAL DEVELOPMENT AREA E: AERIAL



4- LIBERTY CHURCH DEVELOPMENT AREA

DRAFT PLAN 11.1.2017

This page intentionally left blank.

INTRODUCTION

The Liberty Church Road special development area will be the first interchange to be constructed by INDOT within the city limits. This interchange is the southernmost gateway into the city of Martinsville and offers the most opportunity. The development opportunity would be best captured if the entire Liberty Church Road area is within the city's limits.

In 2015 the city had completed annexations that also included this area. As part of this corridor study, it has been identified that the southern portion of the Liberty Church Road area may not have officially adopted into the city limits. There is no official documentation that this annexation, including the southernmost portion of the Liberty Church Area, was adopted and recorded. It is important that the city establishes whether the south portion of this development area is within or outside the city's jurisdiction. This area, however, is listed as a fringe area where city ordinances and standards still apply, but properties are still identified as within the county.

This chapter will cover this area as if it is annexed and governed by the city of Martinsville. The conceptual development plan and infrastructure plans are conceptual in nature and have been created to show the possibility of development at full build out. It is understood that this area may not fully develop for numerous years, however this chapter is intended to help guide that development by identifying applicable land uses, water and sewer capacities and a roadway network that is expected to look different from these conceptual plans.

PUBLIC INPUT

Public input workshops for residents and property owners within the Liberty Church Road area were held to gage the desires and goals for this area. The conversations were to specifically identify what uses, if and when this interchange develops, would be best fits for the city. Also identified were challenges and concerns that residents and property owners had that will change and affect this area as part of the new INDOT preferred alignment.

KEY GOALS

Three key goals have been identified for the Liberty Church Road area. These include:

- Ensure this interchange functions as an appropriate gateway to the city of Martinsville.
- Provide infrastructure connectivity that allows the area to capitalize on current and future economic development opportunities.
- Coordinate future development opportunities between the Liberty Church Road area and other economic development areas within Martinsville.

DRAFT PLAN 11.1.2017

SPECIAL DEVELOPMENT AREA E: LIBERTY CHURCH ROAD

LIBERTY CHURCH PROPOSED LAND USE PLAN

The interchange provides a significant palette to develop a variety of uses. The key to successful sustainable development is to achieve the right balance of uses to energize the entire interchange. This means the right mix of retail services, primary employers, and potential residential alternatives is critical to the long-term success of the area, as well as the supportive connectivity to the rest of the community. Exhibit F outlines the preferred future land uses for the interchange. These include a mix of future industrial, commercial and residential uses. Significant develop able area exists at the interchange on the east side of future Interstate 69. The west side of the interchange is more limited with a significant amount of floodplain areas.

Industrial

It is anticipated that industrial uses will be contained to the east side of Interstate 69. While the industrial sites may lend themselves to a future mix of facility sizes, it is possible that this area may be more appropriate for larger footprint industrial uses than other areas in Martinsville. Given the direct access to the interstate, those uses will likely include traditional manufacturing or even logistics oriented facilities. It is desired that uses be coordinated in a business park fashion and provide the opportunity for high tech businesses, professional businesses, light manufacturing and other associated business uses throughout. In order to realize the maximum potential of the area, it is essential that a plan be established to support future utility expansion when required. Once infrastructure is in place, there will be more than 400 acres of ground available for industrial development.

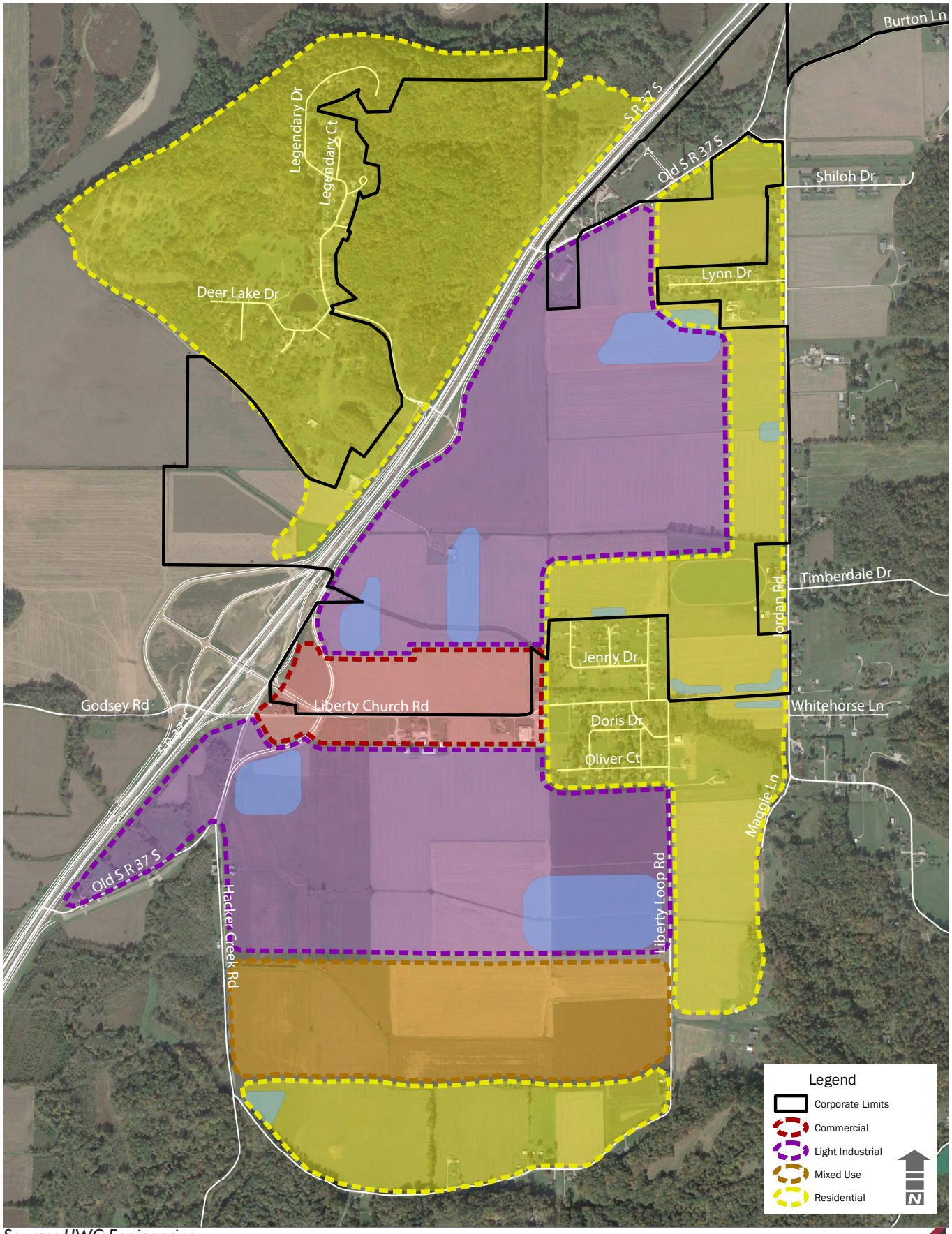
Commercial

Retail and roadside commercial services should be limited to what is necessary to directly support the intended development at this interchange and the current and future residents of Martinsville. Traditional interstate related commercial/retail services (truck stops, large fuel stations) are not desired at this location. It is important to coordinate commercial and the other interchanges in Martinsville. To ensure the long-term vibrancy of all interchanges in Martinsville, it is essential that they all are coordinated to work with one another, and not compete directly for uses. This does not mean that there are not opportunities for a cross-over of uses, but such decisions must be carefully coordinated to ensure success for all areas. In total, there is approximately 60 acres of commercial development opportunity.

Residential

Long-term economic success for Martinsville requires residential growth. Whether it is building workforce, tax base, or supportive disposable income for local businesses, growing the residential base of the community provides an essential asset for long-term success. The interchange presents the opportunity to engage a variety of residential types and densities, as well as promote the continued development of Martinsville as a location for all phases of life. Martinsville must embrace young professionals, growing families, college graduates, and retirees if it is to be a sustainable community. Areas represented in yellow have been identified as the most likely opportunities for residential development around the Liberty Church interchange. These areas may provide for traditional detached single-family development or even a mix that would include the opportunity for higher density market rate residential. One important factor to keep in mind is that whatever develops within the mixed use area must be sensitive to the transition between those uses and the planned adjacent residential uses. It is important to buffer any uses from existing uses in the area. While the development potential is limited on the west side of future Interstate 69, there appears there is availability for residential development that will likely continue the pattern of detached-single family development that already exists in the area.

EXHIBIT F: LIBERTY CHURCH PROPOSED LAND USE PLAN



Source: HWC Engineering

DRAFT PLAN 11.1.2017

PROPOSED LIBERTY CHURCH CONCEPTUAL DEVELOPMENT PLAN

The conceptual development plan in this document is a way to visualize how development could occur in the future and to articulate the concepts that are identified throughout this comprehensive plan. Development of the area is expected to initially be focused on the areas north of Liberty Church Road as that area is closest to the direct access to future Interstate 69 and provide the easiest opportunities to secure utility access. Conceptual development plan included in Exhibit G is only a concept. It does not reflect actual planned development projects. It is also important to note that it is anticipated that this conceptual plan may take decades to fully develop, however, there may be development opportunities in the short-term as well.

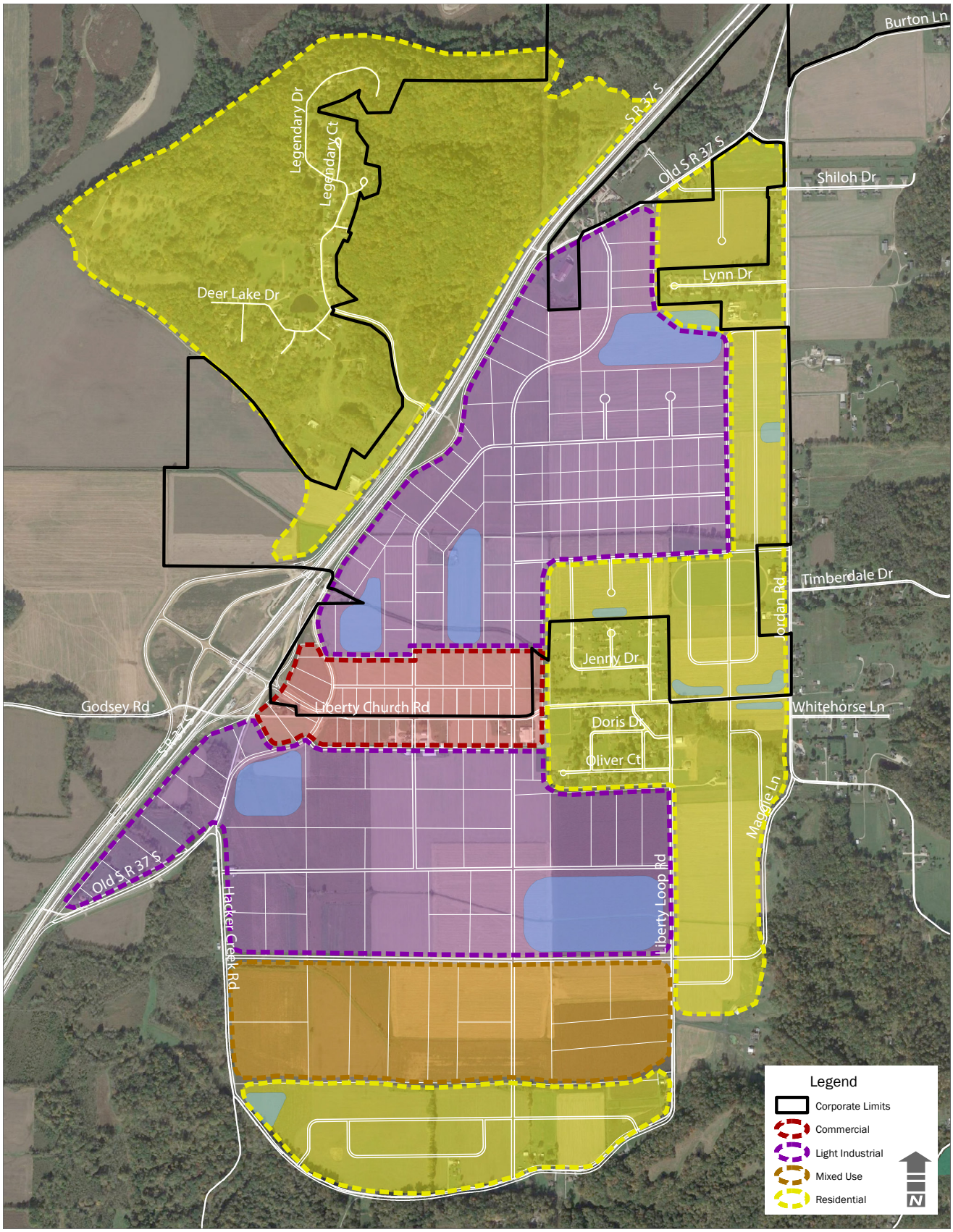
The land use types discussed previously in this document are identified by color in the conceptual plan. The area closest to the interchange is anticipated for commercial uses primarily retail and service oriented facilities. The total acreage identified for these uses within the conceptual plan is approximately 46 acres. North and south of the commercial areas is identified as primarily employment areas that would include a mix of office and light industrial uses (approximately 200 acres south of Liberty Church Road and 230 acres north of Liberty Church Road). These light industrial uses may include light manufacturing, assembly, advanced manufacturing, research and development and other general manufacturing uses. It is important to note that the industrial and office uses located at the Liberty Church Road interchange and intended to work in coordination with those intended around the Ohio Street and SR 37 interchange and not necessarily to compete with one another. While more traditional manufacturing uses are not preferred around the Ohio Street interchange, such uses are an anticipated fit at the Liberty Church Road interchange.

The area south of the identified industrial uses south of Liberty Church Road is planned for potential mixed-use development (approximately 150 acres). This may include an extension of the office and industrial uses to the north or perhaps a blend of moderate to high density residential.

South of the mixed-use area and along the eastern side of the conceptual development plan, residential uses are identified. Approximately 280 acres of residential are identified on the eastern side of the conceptual plan with an approximate 100 acres shown along the south edge of the conceptual plan. These uses may include a mix of densities that would include traditional detached single-family mid density residential townhouses and condos and in some cases maybe include higher density multi-family development. Given the nature of the surrounding vistas and scenic open spaces, it is anticipated primary use of these areas will likely tend to be more rural residential and traditional detached single-family homes.

It is very important that where residential uses abut non-residential uses that appropriate buffering is installed to create an effective transition between the different uses. This is especially true along the eastern areas of Liberty Church Road where existing residential uses may eventually abut commercial or industrial uses to the west and the south. It is anticipated that these existing residential areas will likely have residential uses north and east of them in the future. It is also important to be sensitive to the existing facilities along Liberty Church Road including the Liberty Church facility itself.

EXHIBIT G: LIBERTY CHURCH CONCEPTUAL DEVELOPMENT PLAN



Source: HWC Engineering

DRAFT PLAN 11.1.2017

The conceptual plan also reflects a general organization of future uses built around the concepts developed in the development character portion of the plan. These concepts include having higher traffic uses closer to the interchange and having higher intensity uses oriented closer to major existing thoroughfares. Also, providing good overall connectivity throughout the development and allowing for the maximum assessed value growth by providing regionally detained water that will allow for less on-site detention and more efficient overall development patterns.

In addition, infrastructure improvements have been conceptually shown providing access to properties throughout the plan. These improvements generally include the development of east/west collector roads within the development area and the development of main north/south corridors to connect to these collector roads. As mentioned above, regional retention locations have also been included. These areas have been sized to approximate the potential overall drainage needs of the total area based on a series of assumptions and best practice guidelines. The actual location, sizing, and phasing of these detention facilities may change significantly as development occurs in the area.

As actual development occurs within the area and individual properties are coordinated into a cohesive development pattern, such infrastructure alignment may be altered significantly to accommodate long term development needs within the study area. This conceptual plan also identifies potential lot layouts that may develop at the interchange. Over time, the actual construction of buildings and lots at the interchange may look very different from those proposed in this conceptual plan.

A mix of lot sizes have been shown to display the need for adjusting to market conditions. Flexibility will be a critical strategy to ensure the maximum development success for the area, smaller commercial/industrial lots are shown north of Liberty Church Road, while larger lots are shown south. These lots can be combined or split in the future for individual uses as end user project needs become clear. These decisions can be made on case by case basis.

The long-term success of the area around Liberty Church Road will require allowing flexibility for future development. This does not mean that the concepts established by this plan and the conceptual development plan should not be adhered to in the future, however, they are the framework by which future development decisions should be considered. It is likely as market conditions change and development patterns change over time that opportunities will be presented which cannot be anticipated at the time of this plan. If these opportunities meet with the general goals and objectives of the community and help move the vision forward for the area around the Liberty Church Road interchange, then they should be considered even if they are not exactly consistent with the conceptual development plan.

Ultimately development around the Liberty Church Road interchange will require a marriage of public vision and private development interest. This will also require the participation of the property owners around the interchange itself. It is unlikely that any development will occur without the willing participation and interest of the property owners within the area. Discussions with property owners have made it clear that there is limited interest in the sale of property for development at the time of the writing of this plan. Those concerns must be taken into consideration. Increasing development pressure will occur over time once the interchange itself is completed. For this reason, it is important to have a plan in place if and when property owners decide to sell property to interested developers.

PROPOSED LIBERTY CHURCH PROPOSED INFRASTRUCTURE PLANS

As mentioned previously, this area around the Liberty Church Road interchange is primarily agricultural with limited utilities access. Public utilities such as water, sewer, and stormwater will need to be master planned to attract development and provide efficient service to the area. While the exact development design is not known at this time, conceptual infrastructure plans have been created to help understand what it will take to prepare the area for future development. Ultimately, the final infrastructure layout will be driven by development and developer needs. With this in mind, the ultimate build-out of utilities may look different than these concept plans. The range of infrastructure sizing shown here as well as the general locations identified may likely reflect future construction devisions. These concepts of running utilities along future roadways should also be adhered to in the future.

Overall conceptual master plans for water and sewer development are identified in Exhibit I and Exhibit J. A full explanation of estimate costs can be found in the Appendix.

While providing utilities is an expensive public project for a municipality, developers for residential subdivisions, commercial or light industry oftentimes will provide these utilities to the end of their property line to encourage development to the adjacent property. The municipality needs to ensure the proper capacity and location are being installed as part of their master utilities plan. This area also is alongside a floodplain. Proper detention and drainage from development may help in the event of a historic flood, therefore development should be sensitive to these areas and planned appropriately where possible.

DRAFT PLAN 11.1.2017

PROPOSED LIBERTY CHURCH PROPOSED ROADWAY PLANS

Liberty Church Road should serve as the primary east to west Connection through the development area. A new north-south road will need to be constructed which will open up development both north and south of Liberty Church Road. Each of these will serve as the primary arterial connections throughout the Liberty Church Road development area. Extending from these roads should be a system of collector roads from which primary access should be achieved from each development lot.

The exact location of this network of collector roads is not known at this time, however, the network which is identified within the conceptual plan should serve as a template on how to provide even distribution and connectivity throughout the development area. The arterial roads within the development will likely be four lane roads which may or may not have medians with in them. The collector roads will likely be two lane roads but may have a center turn lane. It is likely that the road network will be constructed as a curb and gutter section and will include trail connectivity throughout the development area.

All roads will need to be constructed from a design criteria to support the heavy traffic anticipated from the non-residential development areas identified in the concept plan. In an effort to limit the total number of access points on the east-west and north-south arterial roads, a series of frontage roads should be constructed, where appropriate, to provide lot-to-lot connectivity as well as connection points to the limited access locations along the arterial roads. This will allow for enhanced traffic flow within the development. It is possible that a road segment may be built in phases. This may mean that a two lane construction may be planned for a four lane expansion in the future. It will be important to secure the required right of way for buildout at the time of initial development.

ESTIMATED CONSTRUCTION COST FOR INFRASTRUCTURE

Roadway Improvements

North	
Construction Subtotal	$6,089,000
Contingency (20%)	$1,217,800
Total	**$7,307,000**
South	
Construction Subtotal	$6,151,000
Contingency (20%)	$1,230,200
Total	**$7,382,000**

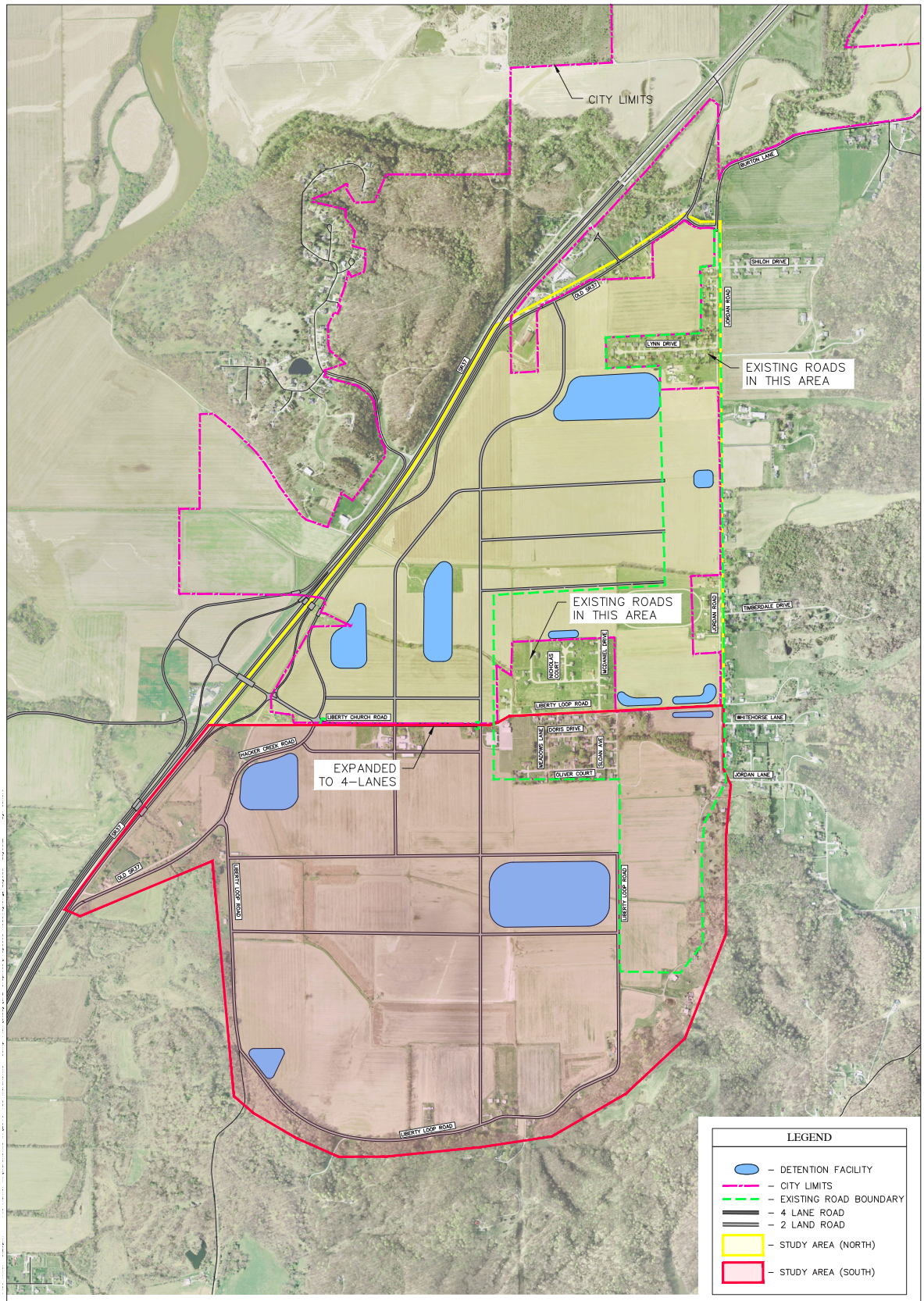
**Note: Liberty Church Road's 4 lane paving has been included in the northern half of development*

The table in this section provides an estimate of the costs that might be associated with the road networks identified in Exhibit H.

Martinsville should also consider providing design standards for newly proposed roadways as part of essential infrastructure for this area. Preserving ROW when development occurs is essential for future expansion planning. Currently, Martinsville has broad street standards that cover residential street design more than alternative collector or arterial thoroughfares.

The road network in the conceptual development plan is intended to connect arterials, collector and residential streets together to provide a framework for development. Access is important, regardless the type of development. Liberty Church Road will hold majority of the traffic moving east/ west. It is important to limit the number of access points and provide alternative access drives to development to keep traffic flowing easily.

EXHIBIT H: LIBERTY CHURCH CONCEPTUAL ROADWAY PLAN



GRAPHIC SCALE
0' 500' 1000' 1500'
(IN FEET)

NOTE:
1. ALL ROADS ARE 2-LANE UNLESS OTHERWISE NOTED.
2. ALL ROADS ARE SUFFICIENTLY DESIGNED TO ACCOMMODATE INDUSTRIAL-LEVEL TRAFFIC LOADING.

ROADWAY MAP
LIBERTY CHURCH
MARTINSVILLE, IN
SEPTEMBER 2017

HWC ENGINEERING

DRAFT PLAN 11.1.2017

PROPOSED LIBERTY CHURCH CONCEPTUAL WATER SERVICE PLAN

Water service is currently available to the area around Liberty Church Road interchange. In order to support the anticipated development identified within the conceptual plan, however, expansion of the existing system will be necessary. This expansion is identified through a series of 8-inch and 12-inch water mains that would run along the road network of the eventual development area. This network is identified in Exhibit I. Water hydrants would be located at key intervals along this water network to provide adequate service and fire protection to the development area.

It is likely that this water system will be built in phases as development occurs. It will be important to coordinate the construction of the system to ensure that every development sizes initial infrastructure to serve later development. It will also be important to make sure that development stops infrastructure at the property line to provide for service to adjacent properties.

Eventually it is recommended that a 1-million gallon elevated water tank will need to be constructed to support pressurization and capacity needs for long-term development. The cost of this tank is included in the column for the south portion of this area.

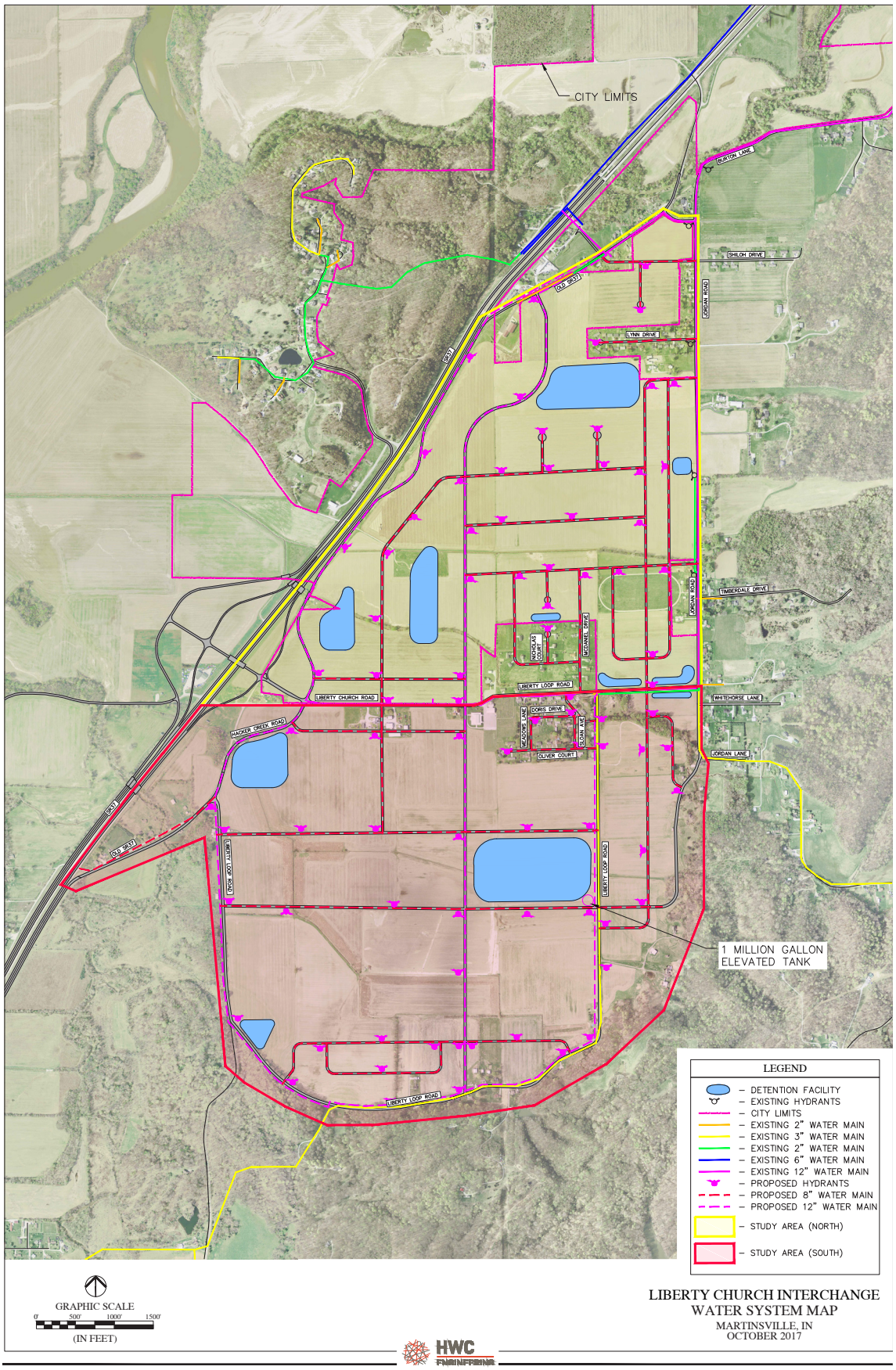
ESTIMATED CONSTRUCTION COST FOR INFRASTRUCTURE

Water Utilities

North	
Construction Subtotal	$4,494,000
Contingency (15%)	$674,100
Total	**$5,169,000**
South	
Construction Subtotal	$12,212,000
Contingency (20%	$2,442,400
Total	**$14,655,000**

**Note: Liberty Church Road has been included in the northern half of development*

EXHIBIT I: LIBERTY CHURCH CONCEPTUAL WATER PLAN



DRAFT PLAN 11.1.2017

PROPOSED LIBERTY CHURCH CONCEPTUAL SANITARY SEWER SERVICE PLAN

Sanitary sewer service is not currently available to the area around the Liberty Church Road interchange other than the residential uses which are located northwest of the interchange. In order to support the anticipated uses within the conceptual plan, a new sewer line will need to be extended from the plant at State Road 39 south along the Interstate 69 corridor to the Liberty Church Road interchange. It is anticipated that to meet the capacity needs for the future development that the main line from the north serving the Interchange would be a 24 inch force main system. While the flows from enough development will likely not be enough to support a 24 inch line, a parallel 6 inch line will need to be installed t support enough flows as long-term capacity is needed, the 24 inch line will be brought on line. With that main Interceptor in place, a series of smaller lines both gravity-fed and Force main systems would extend throughout the development to service eventual lots and buildings. The detail of this conceptual system is identified in Exhibit J. Like the water system it is anticipated that the sanitary sewer system within the development area would likely be built along the road network anticipated for the area.

Much like the water system, it is likely that this sanitary system will be built in phases as development occurs. It will be important to coordinate the construction of the system to ensure that every development sizes initial infrastructure to serve later development. It will also be important to make sure that development stops infrastructure at the property line to provide for service to adjacent properties.

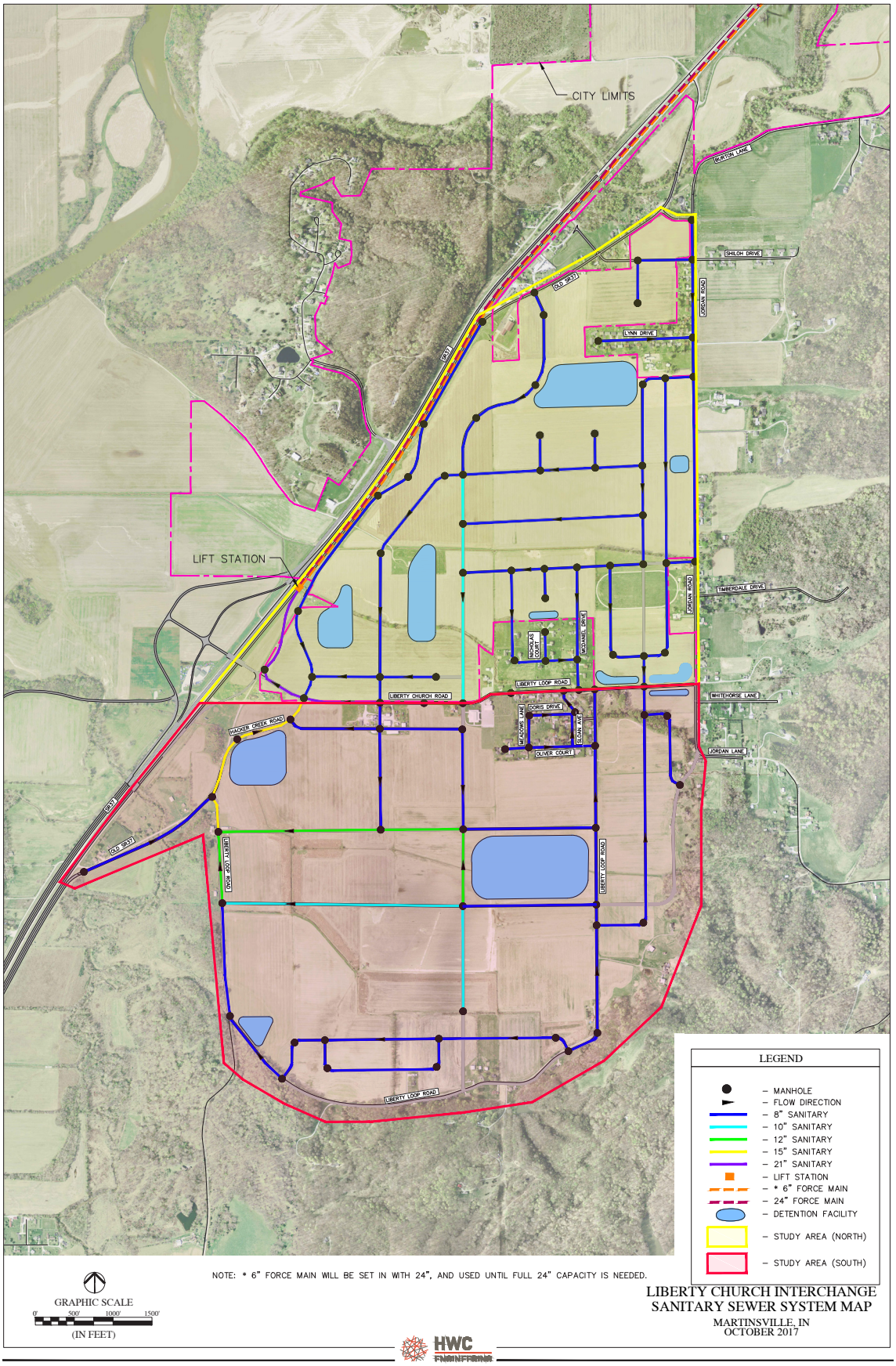
ESTIMATED CONSTRUCTION COST FOR INFRASTRUCTURE

Sewer Utilities

Force Main Extension	
Construction Subtotal	$6,296,000
Contingency (15%)	$944,400
Total	**$7,241,000**
North	
Construction Subtotal	$1,278,000
Contingency (15%)	$191,700
Total	**$1,470,000**
South	
Construction Subtotal	$1,444,000
Contingency (20%	$216,600
Total	**$1,661,000**

**Note: Liberty Church Road has been included in the northern half of development*

EXHIBIT J: LIBERTY CHURCH CONCEPTUAL SANITARY SEWER PLAN



DRAFT PLAN 11.1.2017

DEVELOPMENT IMPACTS

Closely related to the future land use map is the time frame in which certain areas along the corridor are likely to develop following construction of the interstate. It is anticipated that as Interstate 69 is completed in Martinsville, development will occur in phases. These phases are discussed in detail in the Martinsville Interstate 69 Corridor Plan. That plan identified some areas that will be available for development at the time Interstate 69 is completed, while others will need additional road and utility infrastructure in order to maximize the development potential of the area. As the Liberty Church Road interchange was included in the Section 5 project, it was not included in that study. However, the Liberty Church Road area falls into the category of needing infrastructure improvements to support future development opportunities. Details of these improvements are included in this chapter.

While this area will benefit from the upgrade to Interstate 69, the lack of internal road networks and public utilities limit development opportunities today. With proper access to Interstate 69 in place, and improvements locally in infrastructure, this area will provide tremendous long-term development opportunities that will be critical to the economic sustainability of Martinsville.

Given the relative cost to extend sanitary sewer service to the area, short-term development opportunities at the interchange which are in line with the vision of this plan may be limited. This does not mean that there will not be development interest in the short-term. Developers may also seek to development with private sewer service. It is important for the city to ensure that the development controls are in place that will make it difficult for uses to develop which are not consistent with the vision of the city.

In order to evaluate the relative value of the potential infrastructure investment identified in this chapter, it is useful to understand the development potential at the interchange. As stated previously, this area has tremendous long-term development potential and the financial impacts of those developments are potentially significant. Exhibit K indicates a breakdown of those potential impacts. These have been broken down by the areas identified in the phasing plan and reflect the underlying land use of each of those areas. Is important to note that these presume full build out of the area within this study. Given the uncertainty of the exact timeline for development in the area, or within any individual area within the broader study area, it would be inappropriate to approximate a timeline of values based on those future uncertainties. For this reason, all infrastructure cost calculations and economic impact estimates have been done presuming full build-out.

Overall, there is projected to be significant assessed valuation created by potential development at the interchange. This is especially true for non-residential development. It is important to make the distinction between non-residential and residential development regarding valuation growth as only non-residential development can be captured by tax increment financing (TIF) districts. It is likely that TIF will be a significant component of the overall financing structure that will be used to pay for any infrastructure improvements around the Liberty Church Road interchange. Of the overall approximately $620,000,000 of estimated assessed valuation growth at build-out in the area approximately $460,000,000 of that is estimated to be non-residential.

ESTIMATED FISCAL IMPACT

EXHIBIT K: ESTIMATED ASSESSED REAL PROPERTY VALUE PROJECTIONS (AT TOTAL BUILD OUT)					
Growth Area	Primary Land Use	Approximate Acres	Estimated Future Building Square Footage	Estimated Number of Future Units	Estimated Future Real Property Assessed Value
A	Light Industrial	200	3,484,800		156,816,000
B	Light Industrial	230	4,007,520		180,338,400
C	Commercial	46	801,504		64,120,320
D	Mixed Use	150	1,306,800	180	85,806,000
E	Residential	100		240	36,000,000
F	Residential	120		288	43,200,000
G	Residential	160		384	57,600,000
H	Residential	N/A	N/A		N/A
TOTAL		1006	9,600,624	1092	623,880,720

Notes and Assumptions:
Assessed valuation numbers are based on a non-scientific assessment of typical per square foot assessed values of similar existing regional development types.

All numbers are based on projected development at build out based on the assumptions made in the Conceptual Development Plan. Actual development may vary significantly from these estimates based on a variety of factors including, but not limited to, changes in market conditions, development factors in other geographic locations that impact the area of study, the level of aggressiveness of development incentive including the expansion and provision of public utilities, financial incentive packages, etc.

Assessed values for future developed property are estimated using the land use breakdowns identified within this plan, common development percentages for property development and common assessment values for the type of appropriate land use.

These numbers are estimates only and use of grade classifications, depreciation values and other parcel specific assessment tools may alter these estimates over time. These are intended only to provide a snapshot of potential development value for comparative purposes.

These values do not take into consideration an adjustment or valuation of ground values. Assessed value estimates are based only on potential improvements to properties in the future.
Residential assessed valuations were based on an assumption of 2.4 residential units per acre. These densities may vary significantly in the future. Assessed valuations assumed a base assessed value of $150,000 per unit.

Source: HWC Engineering

DEVELOPMENT PHASING

Setting expectations is a critical part of any planning effort. Based on information provided by key stakeholders, it is known that prior to the economic downturn in 2008, there were interested parties investigating the development potential near Liberty Church Road. While those discussions are no guarantee of future opportunities, they are an indicator of potential future opportunity. With the nearing completion of Section 5 of Interstate 69, as well as the Liberty Church Road interchange, it is reasonable to assume that development interest will pick up in the area. With this in mind, it is important to prepare for dealing with short-term prospects while at the same time preparing for long-term opportunities.

What follows is an assessment of anticipated development timing for areas around the Liberty Church Road interchange. While there is no certainty that one property will develop sooner than another, there are certain criteria that make earlier development more likely. Activities such as strategic investment in public infrastructure and the development of public private partnerships can change the market focus in a specific area and enhance the development likelihood of a given property. The following phasing opportunities reference Exhibit L: Proposed Liberty Church Conceptual Development Plan Phasing.

Short-Term Development Opportunities

It is likely that development opportunities will present themselves sooner in areas that have few owners (limiting the requirements for property acquisition), have infrastructure and access in place, and are free of development impediments (including existing buildings that need to be purchased and removed). With these factors, it is anticipated that northern commercial parts and residential areas may develop first as they are closer to existing utilities to the north. Exhibit I represents the proposed water plan for the Liberty Church Area and Exhibit K shows potential sanitary sewer connectivity. The estimated costs associated with these improvements are included in the text associated with the exhibits.

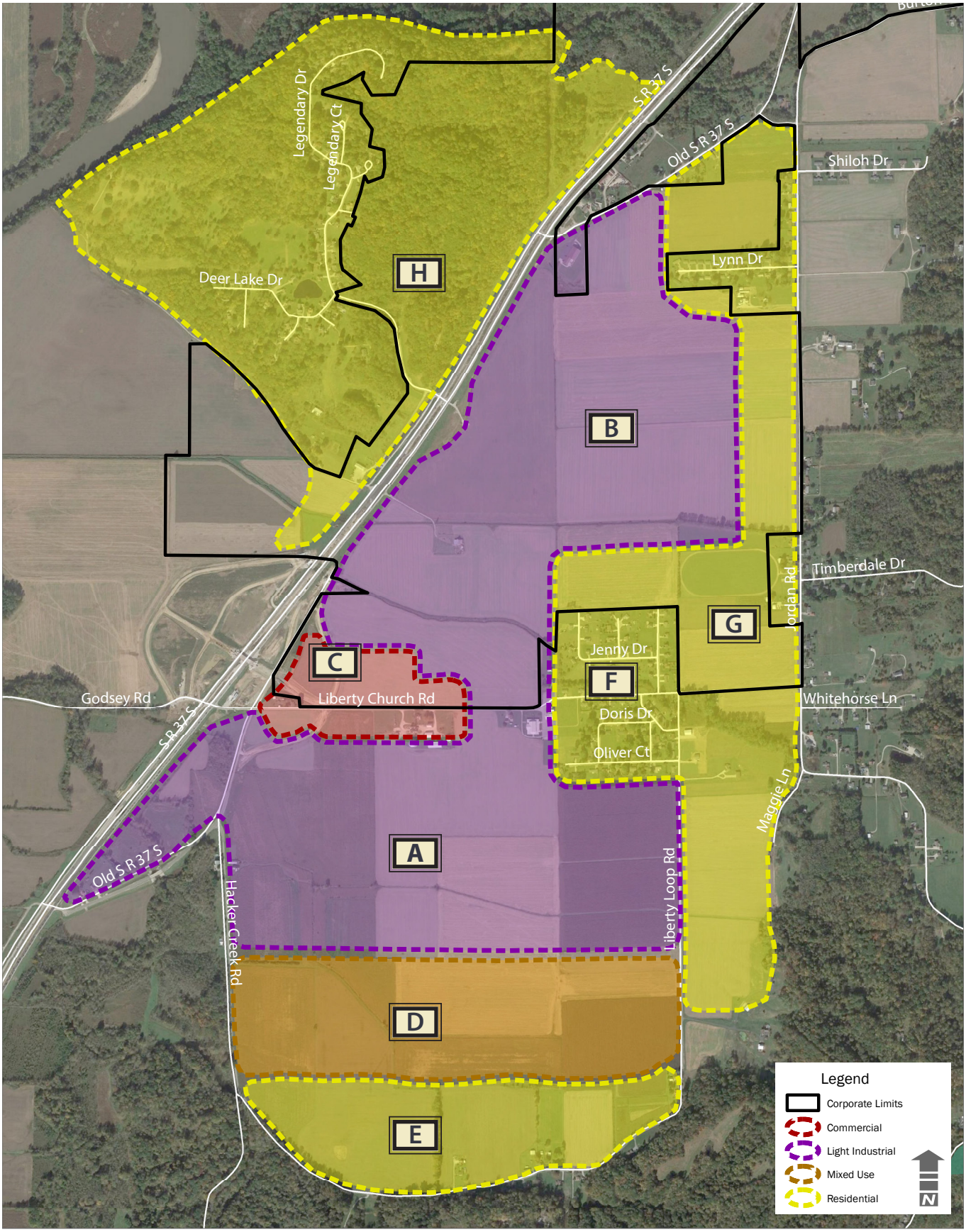
Areas that are currently undeveloped are more likely to develop in the short-term because of the relatively lower cost to development than areas that require the purchase of building or require the assembly of several parcels. Areas that will be serviced soonest by utilities are likely to develop sooner than those without utilities. Areas closer to the interchange will likely experience activity before those further away because of the energy and traffic generated by the interchange itself. With these factors in mind, it is anticipated that commercial activity near the interchange may be among the first things to happen. Industrial development will likely be attractive as well as market conditions dictate on the east side of the interchange. It is important to note that nothing is likely to happen in the short-term with utility improvements and willing property owners. While there may be market interest, these two factors limit development opportunities in the short-term.

Mid-Term Development Opportunities

Like short-term opportunities, Mid-term opportunities tend to have some challenges that need to be overcome in order to facilitate enhanced development of the property. Development interest is small on areas where utility and roadway infrastructure are not established yet. In order to capitalize on development, these factors must be met to keep private sector development and construction costs down. Area B will likely have interest of developing as potential office and light industrial space. Area A is prime for industrial uses with its proximity to the interchange and close proximity to early infrastructure improvements. The residential pieces north of Liberty Church Road are anticipated to develop before the southern sections as growth slowly moves south toward the completed interchange. The greatest mid-term development pressure may occur in Area C. Commercial and retail uses will be attracted to the interchange once it is complete. It will be important for the city to carefully evaluate proposed development projects to ensure their compliance with the vision for the area and to make sure they will not have a negative impact on development potential of the rest of the area around the interchange.

DRAFT PLAN 11.1.2017

EXHIBIT L: LIBERTY CHURCH CONCEPTUAL DEVELOPMENT PLAN PHASING



Source: HWC Engineering

DRAFT PLAN 11.1.2017

Long-Term Development Opportunities

As property assembly is likely a prerequisite to significant redevelopment occurring within the northern parts of Area B, the outlook for change in this area has a greater time horizon than others within the study area. Areas such as A, D and H are indicated as long-term developments because of the cost and development factors discussed earlier. Future decisions in Area D will need to be made with consideration of both the needs of the community as well as prevailing market conditions. The planned flexibility on this area will allow for a potential blend of uses. It is important that the right balance be maintained in this area and, if uses are to be blended in the long-term, that development criteria and appropriate buffers are put in place to maximize the long-term development potential of the area. Within Area F, some areas may continue to exist as they are for the long-term as they have existing development in place.

DEVELOPMENT CHARACTER

Liberty Church Road serves as a primary southern gateway for the City of Martinsville. With this in mind, all development decisions made within this area must be met with a scrutiny towards a higher design standard indicative of the visual appearance and functional efficiency which people have come to expect in high quality communities.

This does not mean that a strict set of design standards must be adhered to in order to meet development requirements. Rather, it suggests that the proposed development should possess an architectural quality which reflects the traditional nature of Martinsville while also exhibiting some unique and attractive design features not typically found in strip type commercial developments or outdated industrial developments. In order to remain regionally competitive and attractive to developers, Martinsville needs to be careful not to place overwhelming design requirements on the area which are not supported by market driven factors. The city needs to make extra efforts to clearly define their visual quality and character expectations when it comes to the following key features of new developments in these areas:

- Architectural style
- Business signage and environmental graphics
- Easy to navigate for visitors
- Fit, finish, and durability of exterior building materials
- Roadside and buffer landscaping
- Parking lot orientation and circulation patterns
- Pedestrian amenities and walkability

Development character should be used to help support the economic development needs of the area but not 'dictate' a unique design character for individual developments within the project area. Following is a brief description of some of the things that may be taken into consideration in the future.

Commercial Buildings

Commercial building character should exhibit an upgraded design character beyond the typical corporate standard used in many commercial areas. This upgraded standard should focus on improved visual quality of both building design and ornamentation. Thought should be given to connecting the character of development of the area to help ensure that design concepts are consistent enough to create a sense of place for the interchange. They should also be varied enough to create a visually interesting reason for businesses and residents to choose interchanges as a destination. Quality, durability, and visual appeal should be the driving factors behind future commercial development in the project area with careful consideration given to the most visually dominant architectural features and most visible facades.

Industrial Buildings

Industrial building character should display high quality building materials and standards that enhance the corridor it occupies, however, not to overly cost the development out of the market. Buildings should orient their entryway to the primary street and include a variety of building facade types that breaks up the wall. The shell of the building should use hard-wall construction and include brick or stone in its design. At key locations and entrances. All loading and docking spaces should be designed to accommodate a variety of trucks for ease of access and re purpose. All utility and systems should be screened.

Residential Buildings

It is important that residential buildings, both single-family and multi-family buildings, meet the appearance expectations that the market demands. It is also important that they meet the character expectations of the community. Encouraging a variety of building styles and materials, both within developments as well as between developments, will help avoid monotony and provide a better overall community character.

DRAFT PLAN 11.1.2017

KEY STRATEGIES

Successful plans are always developed with an eye toward how the plan is ultimately to be implemented. This section of the chapter identifies the broad strategies required to initiate activation of the interchange. These strategies represent a set of key action items to put in place the foundation to facilitate development opportunities at the interchange.

These projects are important because they:

- Represent early critical path activities that will open the potential of activation of other strategies
- Will put in place mechanisms to respond to development opportunities as they arise
- Will help secure both public and private support for continued investment at the interchange

It is important to note that each of these strategies is important to the overall success of the interchange. There is, however, no prescribed prioritization of the strategies as they relate to one another. Some of these may need to proceed others, but many of them can occur in any order or simultaneously. It is also important to note that these strategies are only the beginning for the activation of the Liberty Church Road area.

STRATEGIES

Seek long-term improvements to Jordan Road/Burton Lane to provide alternative connectivity to the Ohio Street interchange.

The primary access to the Liberty Church Road development area will be at the Liberty Church Road interchange. Given the geographic distance of the Liberty Church Road area from the main core of the city of Martinsville, it will be important over time to develop connectivity to the main body of the community. The likely method to create this connectivity is via Jordan Road/Burton Lane. This corridor is currently not designed to support the anticipated traffic flow from the full buildout of the Liberty Church Road area. Significant improvements will need to be made in the long-run to support the anticipated growth. It is anticipated that most non-residential traffic will continue to use the interchange as their primary access, however, residential traffic may choose the Jordan Road/Burton Lane alternative in the future. Having secondary access to the area will be important in the long-run to provide connectivity and effective access in the event of closures or restrictions along the Interstate 69. The anticipated cost of this improvement will be significant given the current condition of the road as well as the need to extend it north to the Ohio Street interchange. With the closure of the access point at Burton Lane, future improvements will likely need to connect into frontage road connections. These are currently planned by INDOT to connect Burton Lane to the Ohio Street interchange.

Investigate with INDOT the possibility of a frontage road that could be constructed on the west side of Interstate 69 that could provide connectivity between Liberty Church Road and SR 39.

Coupled with improvements to Jordan Road/Burton Lane, several farmers in the Liberty Church Road area have noted that they also farm property along State Road 39. Today those farmers can take equipment on State Road 37 because of its classification. With the reclassification of the road to an interstate, they will now need to load equipment and haul it north along Interstate 69. Many have requested that INDOT consider the construction of a frontage road along the west side of Interstate 69 to provide accessibility from the Liberty Church Road interchange to the area around State Road 39. While this connection will be challenging, it is worth investigating from a regional accessibility perspective. This is not an alternative to the improvements to Jordan Road/ Burton Lane, but rather another option that should be considered along with improvements to Jordan Road/Burton Lane. The Jordan Road/Burton Lane alternative is not viable for local farmers needing access to SR 39 as it connects into the Ohio Street interchange which would then force farm traffic through the core of Martinsville. Most of the street network within Martinsville is not wide enough to support agricultural traffic.

Continue discussions with property owners around Liberty Church Road to ensure that future development and property owner wants and desires are as aligned as possible.

As stated previously in the plan, real estate transactions at the Liberty Church Road interchange will only take place with both a willing buyer and a willing seller. It has been noted by many property owners at the interchange that they have no interest in selling their property for development purposes today. Most have expressed the same sentiment for the foreseeable future. Those feelings may or may not change over time. Regardless, however, it is critically important to continue to engage the property owners as market conditions will warrant further discussions and updates in the future. Property owner input, and careful consideration of the impacts that any development may have on those property owners is essential to the successful long-term development of the area.

Resist "low-hanging fruit" if it does not coincide with the economic development plan for the city and be especially vigilant to ensure that the early successes set the proper tone for future development.

There will likely be development interest around the Liberty Church Road interchange soon after it is officially opened for traffic. Development interest may or may not be aligned with the vision created as part of this plan. It is critically important that whatever development decisions are made at this interchange early match the vision of the plan. Allowing the wrong use or allowing the design of wrong development at the interchange could significantly impact the overall development of the interchange in the future. While it is important to create a master plan and orderly development process around the interchange, it is also important to make sure that decisions are made to support the highest and best long-term development of the interchange.

DRAFT PLAN 11.1.2017

Initiate the process to implement a Tax Increment Finance (TIF) district over the area around Liberty Church Road.

Significant infrastructure improvements will be required to prepare the Liberty Church Road area for future development. With this in mind, it will be critically important to establish the funding mechanisms which will support infrastructure construction. One option available to the city is the creation of a Tax Increment Finance (TIF) District around the Liberty Church Road interchange. While not all of the area at the Interchange is within the current corporate limits of the city of Martinsville, the northern area of Liberty Church Road is within the city of Martinsville. While further annexation may not be pursued short-term, it is worth discussing alternatives for a joint TIF district with Morgan County. Absent of such a partnership, infrastructure improvements may need to be limited to areas north of Liberty Church Road. It will be important to time the creation of the TIF district properly so that infrastructure can be supported while also maximizing the potential capture of future increment from development in the area.

Formalize a policy to not extend municipal utilities to areas outside of those annexed to the City of Martinsville.

The northern half of the Liberty Church Road interchange is currently within the planning and zoning jurisdiction of the city of Martinsville. The southern half is within the planning and zoning jurisdiction of Morgan County. While both parties seem to be in alignment with regards to future development interest and opportunities at the interchange, it will be important that any future development take place within the corporate boundaries of the city of Martinsville. In the past, the city has been willing to extend utility service to areas outside of the corporate limits. It will be very important in the future, especially at the Liberty Church Road interchange, to ensure that those services are only provided to those within the corporate limits. This is not only an appropriate fiscal policy decision, but will add an additional layer of land use control at the interchange.

Begin the process to expand the extraterritorial planning jurisdiction of the City of Martinsville south to cover the areas around the Liberty Church Road interchange.

As mentioned previously, only the northern half of Liberty Church Road interchange area is currently within the planning and zoning jurisdiction of the city of Martinsville. After the most recent annexation extending the extraterritorial planning jurisdiction further south, it does not appear that formal steps were ever taken to execute that extension. In order to best facilitate the orderly master-planned development of the interchange, it is in the best interest of the city to seek extension that planning jurisdiction to incorporate all of the area around the Liberty Church Road interchange. As that process is initiated, it will be important to take into consideration the desires of existing land owners and residents at the interchange as part of the transition process. It is worth noting that several individuals have expressed concerns regarding having planning services provided by a government entity to which they have no elected representation. While it is unlikely that additional area will be involuntarily annexed in the Liberty Church Road interchange area in the foreseeable future, it will be important to ensure appropriate representation from areas outside the city on the city Plan Commission. If actions are taken to extend the extraterritorial jurisdiction, it will be very important to make sure that all impacted property owners are engaged in that discussion and, as best as possible, their concerns are taken into consideration.

Create a planning overlay district in the area around the Liberty Church Road interchange to enforce land use controls and desired development standards.

To achieve the most efficient and effective overall development pattern for the interchange, it may be appropriate to create a planned development overlay district for the area. This will allow for development standards and land uses to be clarified and the expectations of the manner by which properties will develop to be outlined. This will also provide a clear set of rules with regards to development of properties in the area. Buffering of existing and future land uses, landscape standards, signage, site access, architectural designs, parking and setbacks are just some of the aspects that would be addressed by the overlay. It is possible to develop the interchange without such an overlay. It is more likely to achieve a truly master-planned look, feel and gateway function at the interchange with an overall overlay district guiding future land use and development decisions.

DRAFT PLAN 11.1.2017

This page intentionally left blank.

5- ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT OVERARCHING GOAL:

POSITION MARTINSVILLE TO BE MORE COMPETITIVE POSITION FOR ECONOMIC DEVELOPMENT OPPORTUNITIES BY INVESTING IN INFRASTRUCTURE AND COMMUNITY AMENITIES

DRAFT PLAN 11.1.2017

This page intentionally left blank.

INTRODUCTION

The focus of economic development has been shifting over the past several years. Historically, economic development has focused on the building of wealth in a community by creating high wage jobs, building infrastructure to support assessed valuation growth and tax base and finding ways to provide support and incentive to local business within the community. More recently, economic development is focusing on the development of quality of place to support traditional economic development efforts. With the state's shift away from a traditional property tax structure to a more income/sales tax based structure, it is becoming increasingly more important where someone chooses to live and shop than where they work. While building quality places has always been an important factor in economic development, the need to attract and retain a talented workforce for your community and region has never been more important than now.

ECONOMIC DEVELOPMENT SECTION GOALS

- Attract new, high-quality business and development to Martinsville in order to provide a diverse and sustainable employment and tax base for the community.
- Implement programs, policies and infrastructure improvements to activate the new development opportunities presented by the Interstate 69 corridor.
- Develop a consistent and clear marketing message and delivery system that establishes the desired perception and identity of Martinsville.
- Utilize strategic incentive programs to support targeted development and redevelopment opportunities in Martinsville.

KEYS TO ECONOMIC DEVELOPMENT SUCCESS

Economic development is a competitive process. Factors such as regional amenities and trade areas certainly impact a community's ability to be successful, but there are fundamental local criteria that must be in place for any community to experience successful economic growth within a very competitive economic development environment.

STRATEGIC INVESTMENT IS ESSENTIAL TO LONG-TERM SUSTAINABILITY

Being ready for development opportunities is a critical part of being successful. While site selection decisions used to be made over several months, they are now made in a few weeks. This means that communities that have not invested in critical infrastructure to open sites for development or are not prepared to do so as part of a public/private partnership, are often left without sites to market and lose the deals before they are ever really considered. Martinsville has limited shovel ready sites for primary employer opportunities.

However, the new interchange at Liberty Church Road, as well as future access points that will be created when State Road 37 is upgraded to Interstate 69 in the next few years, create the ability to identify and activate additional shovel ready sites.

DRAFT PLAN 11.1.2017

A plan is only as good as the best available information at the time the plan is written.

Opportunities for development often occur in the middle of a plan's implementation and in some cases these opportunities, while good and worth pursuing, were never anticipated. Flexibility is essential to ensuring good decisions are made throughout the life of the plan. This flexibility must be tempered, however, by establishing the vision and strategies to provide a decision-making framework that can evaluate future opportunities and ensure the best decisions are made. Establishing the criteria to make these decisions will ensure consistency in the implementation of the plan, maintain the spirit of the plan with future decisions, and allow the required flexibility to deliver the best long-term development within the community.

Decisions must be made for the short-term and the long-term

Short-term success is key to successful plan implementation, but truly sustainable economic success is a long-term proposition often taking years for the complete implementation of plan strategies.

Martinsville is hungry for development to occur and when good opportunities are presented, communities should aggressively pursue them. Sometimes, however, early opportunities may not be in the best long-term interest of the community. In these cases, it is critical for communities to say no, which is very difficult to do as nobody wants to walk away from a potential deal. This is especially true at the Liberty Church Road interchange and along the east side of State Road 37. With this understanding, however, steps must be taken to find short-term redevelopment and development opportunities to build successful momentum within the community.

Be clear, concise, and consistent in decision making

People involved in site selection decisions are looking to mitigate risk. Ways to smooth over the process of site selection includes:

- Responsive to information requests
- Clear in expectations and desires
- Concise in outlining timelines and development standards
- Consistent in applying standards to every project.

This will create trust and confidence in potential development partners that their investment will be protected, as well as mitigate some of the risk inherent to private capital investment decisions. This responsiveness will require coordination and collaboration of local economic development efforts and, as best as possible, the creation of a single point of contact and responsibility for economic development efforts.

Example of a potential open site
Source: HWC Engineering

Local leadership is a key

Another part of mitigating risk is trusting the people with whom you do business. Being able to demonstrate that local entities work together and are interested in common outcomes is one of the first things that site selectors look for in communities.

Being in a position to commit to things such as infrastructure construction and incentives, and then being able to deliver on that commitment, will help secure the current deal. It will also set the tone in the broader development community that it is safe to do business with the community in the future. Martinsville has strong leadership and that leadership will be critically important to driving future economic development success for the city.

DRAFT PLAN 11.1.2017

ECONOMIC DEVELOPMENT PRINCIPLES

Marketing and Branding

Ultimately economic development is the binder in which the various facets of a community are brought together and organized in order to articulate a community's unique story. From an economic development perspective, in order to compete with other areas, it is critical that Martinsville develop, hone and sell their story if they wish to compete regionally and globally. Ways Martinsville can market themselves include:

- Coordinate with Morgan County and other regional partners to create a well-organized martketing strategy.
- Tell the story of growth and their local economy and where they want to go in the future
- Create a well designed website to be the first point of contact for site selection and decision making processes.

Promoting Tourism

To grow and support the local economy, especially retail establishments, it is critically important to infuse as much disposable income into the community as possible. One source of this income can come from local residents and growing the wage levels and residential population within the community. This strategy, while important for developing a sustainable local economy, also requires an increase in costs to local services to support this growth. One strategy that does not require a comparable increase in cost, however, is growing the tourism activity for Martinsville. Martinsville's presence near the Hoosier National Forest, Indiana University, regional parks and trails, as well as the White River provides an abundance of tourism assets that it can promote and increase visitor traffic within and through the community.

Quality of Place

Communities that are experiencing strong economic development success are already implementing strategies to enhance their attractiveness for livability. Numerous metrics are used to gauge relative quality of place, but generally include:

- Quality K-12 education systems
- Higher education opportunities
- Diverse healthcare options
- Diverse neighborhoods
- Strong public safety factors
- Sufficient density to support certain local services
- Specific amenities such as individual sports facilities, trails, public gathering spaces, and recreation areas
- Local and regional shopping and restaurants
- Community activities and culture
- Community heritage

People are choosing to move to cities and towns that offer amenities associated with a high quality of life, where one can live safely and work profitably, with multiple opportunities to entertain themselves during leisure time. Aspects of a desirable community include good schools, nice neighborhoods, and quality design. Other attractive aspects include restaurants, retail, cultural amenities (such as the arts or history) and natural features (such as lakes, rivers, forests, or rolling topography) that enrich one's life.

Businesses and industries are moving to communities that offer these elements because this is where they find their next generation of talented employees. On the other hand, talented employees are moving to communities with an abundance of amenities that fit their individual lifestyles and then searching for a job that is right for them. This is different than the pattern of previous decades where employees found a job and relocated to that place. Communities with a high quality of life are experiencing an economic renaissance more rapidly than other communities across the country.

Small Business Development

Small businesses play a leading role in local economic development across the nation. According to the United States Small Business Administration:

- The 28 million small businesses in America account for 54 percent of all U.S. sales
- Small businesses provide 55 percent of all jobs and 66 percent of all net new jobs since the 1970s
- Small businesses represent 99.7 percent of all employer firms
- Since 1995, small businesses have generated 64 percent of new job growth in the United States

Small businesses are also critically important to connecting to millennials, young professionals and the entrepreneurial / creative class of entrepreneurs that tend to be involved in small businesses. As evidenced by the statistics above, much of local economic growth is connected to the success of small businesses. Most importantly, small business owners tend to live in the community they work in, support the local tax base, are good corporate citizens and volunteers within the community. One of the most important considerations regarding small businesses is that they do not always stay small. Small businesses that grow into large businesses often remain in the community in which the business was first established and grow deep roots there. Especially in rural areas like Martinsville, these types of businesses not only serve the day to day needs of the community, but also represent a good portion of business leadership in the area. While good economic development focuses on an aggressive approach to attracting and retaining a diverse business base in the area, it is unlikely that the county can remain economically sustainable without a strategy to encourage the creation of, and support the growth of, small businesses within the city.

Infrastructure Investment

Infrastructure is a critical component of successful economic development within a community. Increasingly, companies are looking for the sites that are most immediately available for construction. The best case is to have truly shovel ready sites with infrastructure in place that only require permit approval to begin development. The next best scenario, if infrastructure cannot already be in place, is to ensure that capacity exists for future development and a plan is in place to bring infrastructure to the property within a short time span. Developers will be looking for guarantees on the timeline by which infrastructure can be made available and it is essential that Martinsville be in a position to deliver on its promises. In some ways, infrastructure is a distinct advantage for Martinsville as recent improvements have provided significant capacity for water and wastewater to serve future uses.

DRAFT PLAN 11.1.2017

New Business Attraction

Economic development is driven by the amount of attention a community receives from outside businesses that attract new jobs and new investment into the community. To address this critical component, it is important to understand the factors that often influence site selection decisions for potential businesses.

Economic development is a competitive process. Every community must understand that it is competing with other communities, locally and nationally, to sell itself in site selection decisions. Many business location decisions are driven by site selectors, developers and real estate brokers assisting businesses in their decision-making process. This process used to be a process of selection, but has become more of a process of elimination. Often candidate locations are weighed against one another and, one by one, locations are removed from the list because of a failure to reach an assessment metric in the decision process. In some cases, these metrics are physical such as interstate or utility access. In other cases, these metrics are tied to less physical factors such as a community's responsiveness to requests for information or coordinated local leadership.

Inside Indiana Business recently noted a survey conducted by Area Development Magazine of site selection consultants across the country. According to the survey, the top 10 ranked criteria for business and industry location decisions are:

1. Labor costs
2. Highway accessibility
3. Availability of skilled labor
4. Availability of advanced information and communication services
5. Construction costs
6. Energy availability and costs
7. Corporate tax rates
8. Crime rate
9. Available buildings and shovel ready sites
10. Tax exemptions/incentives

Two of the top three criteria are focused on the availability and cost of the community's workforce. This reinforces the need for communities to focus on improving their quality of life to support the attraction and retention of a quality workforce in the community, not just infrastructure and site availability. Real estate brokers that specialize in retail and restaurant development were interviewed as part of this plan and indicated the selection criteria differ significantly from industrial site selectors. They focus on things such as:

- Population within the trade area
- Traffic counts
- Disposable income
- Site visibility and access
- Access to parking
- Competitor's locations
- Future demographic projections
- Building site size and orientation
- Proximity to other franchises
- Availability of signage

Each potential retail use also has specific metrics for each selection criteria covering such topics as population within defined trade areas, average daily traffic count near their facility, signage requirements, disposable incomes, etc. Restaurants and retail chains have complex requirements that are highly varied. Significant research is done before restaurants and retail establishments make a decision to locate in a community.

Money, while not the only factor, plays a major role in decision-making. As point one above demonstrates, many factors go into a site-selection decision. Still, in the end, the unavoidable requirements of business dictate that locating in a particular community must make good, solid economic sense. No matter how alluring your community is, if your tax structure, incentive programs and development costs don't match a business' projected pattern of financial resources, or if locating to your area will impose excessive extra expenses, then site selectors have no choice but to look elsewhere.

Prompt responsiveness may be a vital component of a location decision. Communities must be prepared to act quickly and within the time-frame specified by the business. Usually, these dates are not suggestions; they are deadlines that must be met. This includes information requests, on-site visits, procedural approvals and every other aspect that helps a business make quick location decisions. Time is money, and often a prompt response equals success. Companies are risk averse. Site selectors choose locations that present minimum risk to their clients. In the minds of many business leaders, the least amount of risk translates directly into the greatest chance for success. Be aware of the risks your community may pose to an incoming business, and remove or mitigate as many as you possibly can. Attracting businesses to your community is definitely a competition. Sitting back and waiting for this to happen is typically not the correct approach and usually does not lead to successful economic development. Rather, as in most competitions, the people who do the best job of executing the fundamentals often score the most wins.

Existing Business Retention/ Expansion

While new business attraction often gets the attention in economic development, much more bang for the buck comes when existing businesses choose to grow and expand within the community. Statistics show that up to 70 percent of job growth in a community comes from existing businesses, not new businesses. By helping local businesses grow and expand, these businesses grow deeper roots in the community. This not only helps expand and stabilize the local economy, but also helps foster a sense of community stewardship in the businesses themselves. This will encourage these businesses to invest in the community outside of their current building, increasing the overall quality of life of the community. Communities that understand the important need to "grow their own and keep them at home", and therefore put in place strong programs to engage and support these businesses, are the ones that will achieve long-term economic stability.

Downtown Business
Source: HWC Enginnering

Downtown Business
Source: HWC Engineering

DRAFT PLAN 11.1.2017

Workforce Attraction and Development

Workforce development has always been a critical component of community economic development, but in today's economic climate, having access to an adequate pool of appropriate skilled workers is not just important for supporting current business operations, but it is also essential to new business attraction efforts. Workforce development has come to describe the relatively wide range of activities, policies and programs, and is used locally and regionally to create, sustain, and retain a viable workforce. It is essential to have in place the right relationships with higher education institutions and vocational services in order to offer training and continuing education that will be critical for the community's long-term economic success. Equally important is ensuring that local K-12 educational institutions are promoting preparation to college bound students, (especially in enhanced Science, Technology, Engineering and Mathematics (STEM)), and vocational training opportunities, co-ops, apprenticeships, and internships to those that may not choose the path of a four-year college.

It is not just enough to educate and train your current workforce, however. For long-term sustainability, it is critical that the size of the overall local and regional workforce must grow as well. This means that new residents must be attracted to the area. In order to do this, Martinsville must grow the amenities that are attractive to the type of workforce desired and then provide the types of housing product and options that new residents seek. Focusing on quality of life initiatives, communicating the existing qualities of the area and providing the regulatory environment attractive to new residential developers will all play a key role in growing the area's population.

Internal Processes

Much of a community's success in economic development is how they manage development and redevelopment projects internally. Ways to do this include:

- Efficiently and effectively establishing local policy
- Manage internal reviews
- Manage responses to information requests
- Coordinate local resources and data gathering
- Lead local zoning/development review
- Manage economic development projects

This requires that the correct resources are allocated in the correct manner in order to facilitate successful development management. Pre-zoning properties, developing public private partnerships, establishing economic development/redevelopment areas and developing fast-track internal review processes will go a long way to preparing the community for future success. Some of this work has already been completed in Martinsville, but work remains to position the community to maximize future success. The state of Indiana and private sector site selectors operate on very quick decision timelines and for this reason seek a single point of contact to work with in communities. Continued coordination with the Morgan County Economic Development Corporation will be important to maximize economic success for Martinsville.

Incentives

Incentives are a critical part of both business attraction and business growth activities. While incentives are not usually the most important factor in a business choosing to locate within or expanding within Martinsville, an absence of available incentives may be a factor that precludes Martinsville from even being considered for such opportunities. Developing an available toolbox of incentives for business attraction in Indiana commonly include tax increment financing, real and personal property tax abatement, property acquisition support, utility credits and the provision of infrastructure improvements. Incentives should be considered for both attracting new business opportunities to Martinsville as well as helping existing businesses expand and grow within the community.

In most cases incentives should be used to fill a gap between the desired project and the private market's ability to deliver the project on its own. Ideally, incentives will lead to a tipping point in the market where the financing gap or risk concerns become mitigated by an increase in market demand that negates the need for incentives to justify future projects. Martinsville should develop an internal understanding of the types of criteria they are looking for in a project, including such items as job numbers, wage levels, level of private investment, business type, etc. Not every deal will require incentivization, and those that do will most likely require unique packages that may not be the same as previous deals. Flexibility, a strong understanding of the details of a specific site selection project and a willingness to be strategically creative will usually result in a deal that is mutually beneficial.

LOCAL ISSUES

Public/Private Partnerships

Rarely does successful economic development occur where there is not a combination of both public and private investment. This type of public/private partnership can take many forms, but it is ultimately an effort of successfully implementing a common vision in a more efficient and cost-effective manner than may exist without such coordination. This is done while attempting, as best as possible, to limit the risk to each party.

These partnerships may result in the construction of needed infrastructure, vertical construction of buildings for sale or lease, development of public amenities such as parks and open spaces, or in some cases, cross marketing and competitive incentivization of targeted business types. Whatever approach is chosen, such partnerships will be key in new development areas and the downtown area to ensure the successful development and redevelopment desired within Martinsville.

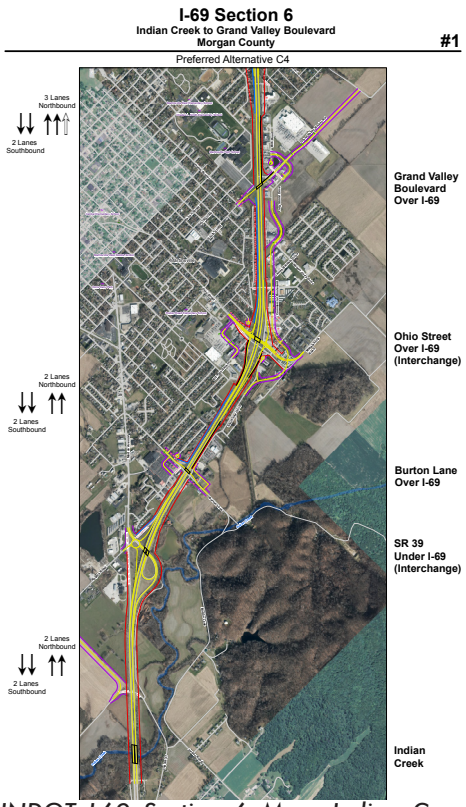
DRAFT PLAN 11.1.2017

Regional Geographic Position

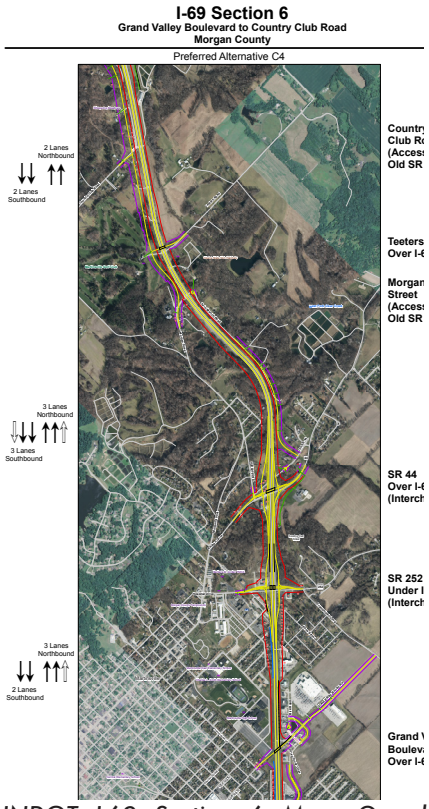
The construction of the Interstate 69 corridor creates a tremendous opportunity for long-term growth for the city of Martinsville. One of the main reasons being this corridor will further strengthen Martinsville's regional position. Already strategically located between Indianapolis to the north and Bloomington/NSA Crane to the south, Martinsville is able to take advantage of being a destination to serve and be served by both metro regions. This expands the potential economic development targets that may find "mid-point" locations attractive. It also enhances Martinsville's potential for new residential development, supporting families that need proximity to both. Based on stakeholder feedback, it was identified that the relatively high housing costs in Bloomington may be a result of demand for housing outpacing supply. This creates an opportunity for surrounding communities to help fill this gap. Martinsville is an attractive alternative for this additional housing growth especially as the time and convenience gap gets narrowed with the completion of the interstate corridor.

Connectivity to Interstate 69

Taking advantage of the connectivity to the new Interstate 69 is going to be critically important to the long-term economic success of Martinsville. In some ways, this interstate becomes a barrier as access will be limited beyond what it is today. As interchanges and overpasses are developed however, and the appropriate frontage and access road connections are put in place, new development opportunities will be presented. This is especially true at the State Road 252, Ohio Street, and Liberty Church Road interchanges. It will be very important for the city to work to enhance whatever connectivity is put in place as part of the interstate project with local road projects that are designed to enhance that access to the rest of the community. This includes improvements to Cramertown Loop, Mahalasville Road, South Street and Ohio Street in order to provide a looped connectivity network around the full access locations on the interstate.



INDOT I-69 Section 6 Map: Indian Creek to Grand Valley Boulevard



INDOT I-69 Section 6 Map: Grand Valley Boulevard to Country Club Road

DRAFT PLAN 11.1.2017

Downtown Development

Having a vibrant downtown is a key to overall community economic development success. Martinsville has a great foundation on which to build a dynamic and sustainable downtown area. Investing in critical infrastructure will be important to help facilitate redevelopment efforts in the downtown. It will also be important to leverage public assets to help facilitate the creation of public private partnerships to drive redevelopment efforts.

Attention should be given to providing active retail space on the first floor of buildings as well as activating the upper floors of buildings for office and residential opportunities. It will also be important to continue to create additional residential development opportunities in the downtown to create the energy necessary to sustain downtown commercial activity.

One additional strategy to consider is enhancing the connectivity between downtown and the proposed Ohio Street interchange along Interstate 69. Leveraging the additional traffic created by the interchange, creating opportunities for travelers to become aware of downtown Martinsville and creating the appropriate gateways to encourage them to visit downtown will be an important part of supporting the local businesses environment. It will also be important to develop the local policies and resources to support business growth in the downtown. This may include the creation of small business tool kits, simple educational documents that outline development and permitting processes and procedures and leveraging resources, like the Chamber of Commerce and SCORE, to help support local business growth.

Balance the Appropriate Mix of Uses

Attracting the right mix of businesses to Martinsville will be important for long-term economic sustainability. Stakeholders identified a strong desire to create a job base that includes high wage jobs and corporate entities that will be good corporate citizens for Martinsville. These types of industries include advanced manufacturing, research and development, light manufacturing and office uses.

As discussed in the Land Use chapter, it will be important to find the appropriate mix of uses for each special development area. The 2016 Interstate 69 Economic Development Plan identified that the area east of Interstate 69 near the Ohio Street interchange should be focused on mixed-use opportunities including office, high-tech industry and life sciences. There will also be an opportunity for supportive retail uses in this area which might include relocated businesses that are impacted by the construction of Interstate 69. It is also important to note that in the area around Grand Valley Boulevard as well as in downtown Martinsville, it is possible that single buildings with a mix of uses may also be appropriate. In the area around the Liberty Church Road interchange, it is anticipated that a more intense industrial use may be included as well as significant opportunities for mixed density residential development.

Fully Integrated Policies

Local coordination and collaboration will be important as overall economic development policy is established in Martinsville. This will include coordination not just among city agencies, but with not-for-profit organizations such as the Martinsville Chamber of Commerce and the Morgan County Economic Development Corporation. It will also require strong coordination between Morgan County and the city of Martinsville. It is essential that a unified economic development policy be created and is recognized amongst all agencies to ensure that the proper messaging, business outreach, business retention and business attraction efforts are implemented throughout all involved stakeholders.

DRAFT PLAN 11.1.2017

Enhanced Internet Connectivity

In today's economic climate, access to high speed internet is as critical to business attraction efforts as is the availability of sewer and water infrastructure. Martinsville has the opportunity to expand these services through partnerships with internet utility providers and regional energy providers. Creating a fiber backbone within the area gives the community the unique opportunity to use broadband connectivity as a strategic advantage and differentiator within the region. Given that Martinsville will be competing with the south side of Indianapolis and Bloomington for regional economic development opportunities, it will be important to ensure the quality of internet connectivity that industries require. This connectivity will also be important for Martinsville to be an attractive destination for future residential growth.

Gateway Interchanges

Developing the correct gateways to a community are key to the long-term economic success of that community. The collection of uses that are present at an interchange are critical to the experience that takes place within these gateways, and ultimately may result in a person choosing to return to the community after a first visit or spending more time in the community with each visit. Furthermore, the look and feel of a gateway often determines whether a consumer makes that first visit at all. The current areas where interchanges are planned do not create the inviting, progressive image desired by the community and they do little to encourage visitors to continue their drive into the community in order to experience other local assets like downtown Martinsville. Future development, and the design of the interchanges themselves, will need to take into consideration the desired character of the city.

Activate Elements of Workforce Attraction and Retention

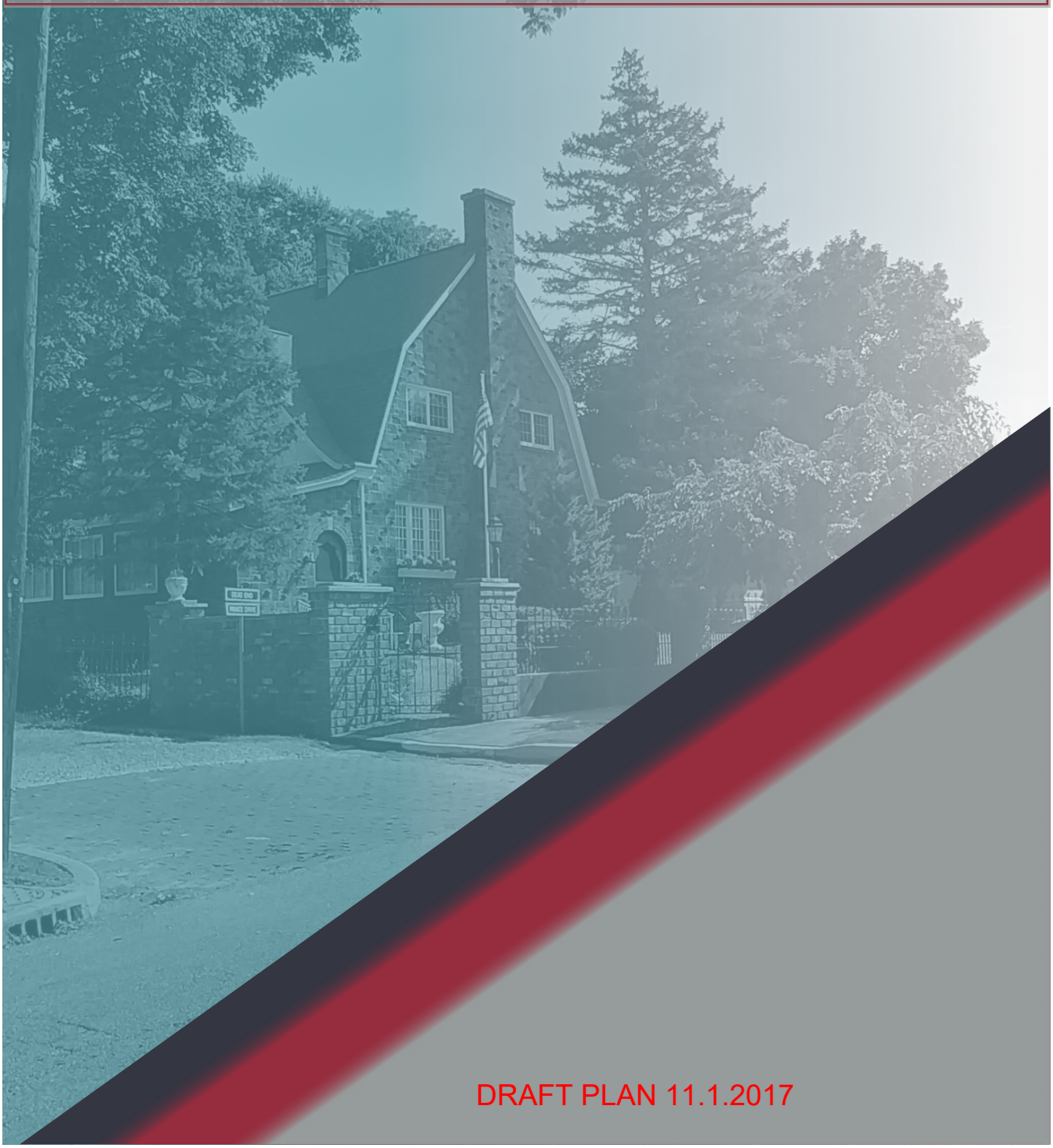
It is the desire of stakeholders for Martinsville to be an attractive location for young professionals, retirees and skilled members of the regional workforce. To accomplish this, it is important that Martinsville focus on the quality of place elements that are important to these demographic groups. Investing in quality of place assets, capitalizing on the area's friendly, safe and welcoming atmosphere and supporting a diverse mix of housing to support appropriately measured growth within city will be important. Moving forward, the city can focus strategies around capitalizing on existing assets such as open spaces and natural resources, areas around downtown, schools, the hospital and existing commercial developments to create anchors for future residential development. Strategies can be created to offer incentive programs to developers and potential homeowners as well as implementing policies that will encourage developers to seek opportunities in Martinsville. New infrastructure investment will be necessary in strategic locations to support additional development.

Signage pomotes unique character

6- HOUSING

HOUSING OVERARCHING GOAL:

ENCOURAGE INVESTMENT AND PROGRAMMING TO SUPPORT A DIVERSE HOUSING MIX AND REVITALIZATION OF TRADITIONAL AND HISTORIC NEIGHBORHOODS IN MARTINSVILLE



DRAFT PLAN 11.1.2017

This page intentionally left blank.

INTRODUCTION

Housing is an important part of Martinsville's land use and economy. The type, location, availability, affordability and quality of housing will determine future growth opportunities for the city.

Dilapidated and deteriorated housing can depress entire neighborhoods. On the other hand, attractive, well-designed neighborhoods can foster strong communities and are an asset to the city.

As evidenced by the differing public survey responses regarding housing in Martinsville, the city has both great strengths and real constraints in its housing stock. There were two points in the survey where the consensus was unanimous:

- Martinsville needs more housing options
- Rental housing is not well maintained by property owners

During the 2010 planning process and again during this update, the importance of "cleaning up" neighborhoods in the city was a key theme. Everyone in the community should have a role in the efforts. Local government can do their part by promoting neighborhood revitalization as a priority.

For example, sidewalk maintenance and construction along with curbing in an older neighborhood can signal the city's intent to restore the image of a housing area. Commercial development generally follows rooftops, and major employers are concerned about having an available workforce which is reasonably close to the employment centers.

This chapter of the comprehensive plan documents the present need for housing, assesses the condition of the local housing stock and develops policies to address the demand for a range of housing options.

GENERAL OVERVIEW

Single Family

According to the 2010 Census, Martinsville had 5,073 total housing units – only a four percent increase in units from 2000. In contrast, the State of Indiana had an increase of 10 percent and Morgan County had a seven percent increase in total housing units between 2000 and 2010.

- 91 percent of Martinsville's total housing units were occupied in 2010. 55 percent of the occupied housing was owner occupied and 45 percent was renter occupied.
- Martinsville had lower median home values in 2010 than the state – the median in the city was $12,100 less than in Indiana.
- Martinsville has slowed in issuing building permits. Monrovia, Mooresville, and unincorporated areas in the county have far outpaced Martinsville in issuing building permits over the past 10 years.

Most of the city-wide data is from the 2010 Census and will not be updated until 2020. In order to get a better idea of the current market, a snapshot was taken to determine the number, price and location of homes for sale in fall of 2017.

Figures were provided by the Metropolitan Indianapolis Board of Realtors' Multiple Listing Service. This data is compiled in Exhibit M. Nearly all listings are single-family homes, with some multi-family units. A few were classified as townhouses or condos.

Real estate listings do not exactly correspond with political boundaries. For example, homes listed as being in Martinsville may be outside the city limits. With this in mind, comparisons between communities will not be exact but should fairly approximate relative relationships. Exhibit M shows that not surprisingly, most of the activity is in Mooresville and Martinsville. Martinsville had the most homes for sale of any Morgan County community during the research period.

DRAFT PLAN 11.1.2017

EXHIBIT M: HOUSING DATA

TABLE 1: MARTINSVILLE HOUSING DATA			
Characteristic	Martinsville 2015	Percent of Total	Percent Change 2000-2015
Population	11,739	-	0.35%
Total Housing Units	4,963	-	1.70%
Occupied Housing	4,441	89.5%	-5.19%
Owner Occupied	2,830	53.6%	-6.47%
Renter Occupied	2,061	46.4%	6.26%
Vacant Housing Units	522	10.5%	5.19%
Median Home Value	$91,600	-	-
Median Year Built	1961	-	-

Source: U.S. Census 2011-2015 American Community Survey

TABLE 2:PRICE RANGE AND NUMBER OF HOMES LISTED FOR SALE BY COMMUNITY							
Municipality	<$100K	$100 -$200K	$200 - $300k	$300 - $500k	$500k - $1m	>$1M	All Housing
Martinsville	20	55	35	27	15	0	152
Mooresville	5	27	31	21	5	3	92
Camby	4	36	11	5	1	0	57
Morgantown	5	10	10	8	3	1	37
Monrovia	2	11	2	5	2	0	22
Paragon	2	2	2	0	0	3	9
Brooklyn	0	0	0	0	0	0	0
Eminence	0	0	0	0	0	0	0
Morgan County	38	141	91	66	26	7	369

Source: Metropolitan Indianapolis Board of REALTORS (www.mibor.com); Fall 2017

Rental Units

According to the 2011-2015 American Community Survey from the US Census, about 46 percent of Martinsville's total housing units were renter occupied, compared to only 31 percent statewide. The percentage of rental units has increased by nearly six percent since 2000. The 2015 rental vacancy rate was 9.5 percent compared to 7.8 percent in Indiana.

Financial Stability

Nearly 30 percent of Martinsville homeowners with a mortgage pay more than 30 percent of their income for housing, significantly higher than the state at 23.5 percent. Of those without a mortgage, six percent pay more than 30 percent of their income toward housing. Over half of renters (53 percent) pay more than 30 percent or more of their income towards rent. Those paying more than 30 percent of their income toward housing are considered cost burdened and in unaffordable housing. According to the U.S. Department of Housing and Urban Development, the 2015 Fair Market Rent (FMR) for Morgan County is $850 for a two bedroom unit, compared to $789 for a two bedroom unit in Indiana. The National Low Income Housing Coalition, at the Morgan County FMR, a worker would need to earn an hourly wage of $16.35 (working 40 hours a week, 52 weeks a year) in order to afford the two bedroom FMR without paying more than 30 percent of their income on housing. At the same FMR, a worker earning the minimum hourly wage of $7.25 must work 90 hours a week in order to afford the two bedroom FMR in Morgan County without paying more than 30 percent of their income on housing.

The lack of affordable housing is a growing crisis nationwide. According to the Urban Institute, only 21 units are available per 100 extremely low income renter households (ELI), which earn less than 30 percent of area median income. Morgan County fairs a little better, but still only has 46 units available for every 100 ELI households.

Morgan County Market Overview

The Indiana Association of Realtors provides monthly housing market updates for Indiana counties, but not for cities, including data comparison between July 2016 and July 2015. For Morgan County, the data is tracking above the state as a whole. Closed sales have increased by 1.7 percent year-to-date compared to last year and the median sales price is up 18.5 percent compared to last year. The median sales price for Morgan County year-to-date is $150,000, up from $144,000 at the same time last year. As of July 2017, there was a 3.8 month supply of homes, down from a 4.8 month supply in July 2016. While these trends can certainly be viewed as favorable in some respects, it also highlights the trend of housing becoming less affordable.

DRAFT PLAN 11.1.2017

EXHIBIT N: AFFORDABLE HOUSING DATA IN MARTINSVILLE

TABLE 3: AFFORDABLE HOUSING IN MARTINSVILLE			
Complex	**Location**	**Subsidy Program**	**Total Units**
Heather Heights Apartments	950 Cloverleaf Court	Section 515 Rural Rental Housing	26
Morgan House I	490 N Main Street	Project-Based Section 8	34
Morgan House II	470 N Main Street	Project-Based Section 8	77
Ken Mar	210 W Pike Street	Section 202 Supportive Housing for the Elderly	101
Pines Apartments	33 Pine Drive	Section 515 Rural Rental Housing	32
308 Rogers Road	308 Rogers Road	None - affordable rentals	10
Country View Apartments - 2	338 Country View Court	None - affordable rentals	92

Source: Affordable Housing Online (www.affordablehousingonline.com); Fall 2017

Subsidized and Public Housing

Martinsville does not offer any public housing. However, the city does have many units available through housing choice vouchers and project-based section 8 housing. Exhibit N provides many of the housing options in Martinsville which offer subsidized housing choices. Table 4 below shows the number of subsidized units within each program type.

TABLE 4: SUBSIDIZED HOUSING PROGRAMS IN MARTINSVILLE		
Subsidy Program Type	**Subsidized Units Available**	**Occupancy Rate**
Housing Choice Vouchers	89	87%
Project-Based Section 8	247	96%
Public Housing	0	n/a

Source: U.S. Dept. of Housing and Urban Development (www.huduser.gov); Fall 2017

Ken-Mar apartments; supportive housing for the elderly
Source: HWC Engineering

MAJOR HOUSING ISSUES

THE NATIONAL CREDIT CRISIS

Starting in 2007 and continuing through 2009, the national housing crisis swept through Indiana and Martinsville. A company called Realty Trac reported home foreclosures at the highest level since the Great Depression and that Indiana ranked 10th among all states in foreclosures filed per household. In January 2009, the state had 4,556 foreclosed properties.

In February 2009, Realty Trac listed 35 properties under Sheriff Sale and 13 bank-owned properties listed for sale in the city. Martinsville was caught in a nationwide crisis. The city is still recovering. Since 2000, the percentage of occupied housing has decreased, while vacant units have increased. The percentage of owner occupied housing units has also decreased while renter occupied units have increased. Housing value still has not recovered either. When adjusted for inflation, the median home value in 2000 was $124,745 in 2015 dollars. In 2015, the median home value was $91,600.

HOUSING ALTERNATIVES

Steering committee members were frank in their admission that the city has its share of lower-income rental units. Such units are frequently not well maintained and contribute to traffic congestion and other problems, they said. They preferred single-family developments to be the predominate housing type for future development.

However, they acknowledged that limited rental opportunities don't leave room for one type of resident they are trying to attract: young professionals who work in Indianapolis or Bloomington. Also, when single-family units are the dominant housing form, there are few options for city residents who want to, or must, live in higher density units.

Additionally, single-family home development in suburban locations instills dependency on cars, which adds costs to both the families and the city who must maintain the roads network.

Finally, the preference for single-family homes also ignores a national shift in demographics. As the city's population ages, different housing types are becoming increasingly popular with the baby boom generation. Downsizing from a single-family home to a patio home, townhouse, condominium, or apartment offers a different lifestyle. Residents who can't find those options locally will move elsewhere.

PERCEPTION ISSUES

The 2010 planning process included interviews with a broad range of people who agreed on this general principle: Martinsville does not have a good mix of homes. That sentiment has continued through the development of this update. A part of this problem is tied to perception. Within city limits, and certainly within the area, surrounding Martinsville there are both beautiful single-homes and upper-income subdivisions. The problem may also be larger than just the availability of nice homes. As detailed elsewhere in this report, downtown Martinsville currently lacks some of the amenities that target potential residents. Fortunately, a downtown revitalization plan was developed in 2010, and work is already underway which could help spur growth in housing.

DRAFT PLAN 11.1.2017

A HOUSING STRATEGY

REINVESTMENT AND REVITALIZATION IN TRADITIONAL NEIGHBORHOODS

There are many important benefits of reinvestment in the core neighborhoods surrounding Martinsville. Without attractive areas within the core of the city, people will oftentimes choose to live in newer developments in the fringe area and outside the city. Development around the perimeter of the city requires extension of new infrastructure that the city is ultimately responsible for upgrading and maintaining. Local services such as fire and police must serve a greater area, meaning higher costs for those services. As the city is burdened to maintain newer areas, they often find there is not sufficient funding to reinvest in existing areas of the community.

In contrast, cities have found that if they reinvest in their traditional neighborhoods first, they will reduce the cost of infrastructure and services, spur private reinvestment in the neighborhoods, reduce crime and ultimately increase the tax base in a sustainable manner. Steps that can be taken to reinvest in traditional neighborhoods and business districts include:

- City sponsored "clean up days" help to reduce the trash and debris in neighborhoods.
- City or Indiana Housing and Community Development Authority (IHCDA) subsidized grant and loan programs for home repairs/ remodeling help spur private reinvestment.
- Street and/or sidewalk reconstruction projects in deteriorated areas have been shown to drive community pride and reinvestment.
- Establishment of neighborhood groups to help coordinate small scale, block-by-block clean up campaigns.
- Public/Private partnerships to drive reinvestment in targeted areas

While this plan does not make recommendations of specific neighborhoods where revitalization is needed, it does recommend that the city complete an evaluation of their core neighborhoods and establish reinvestment priorities.

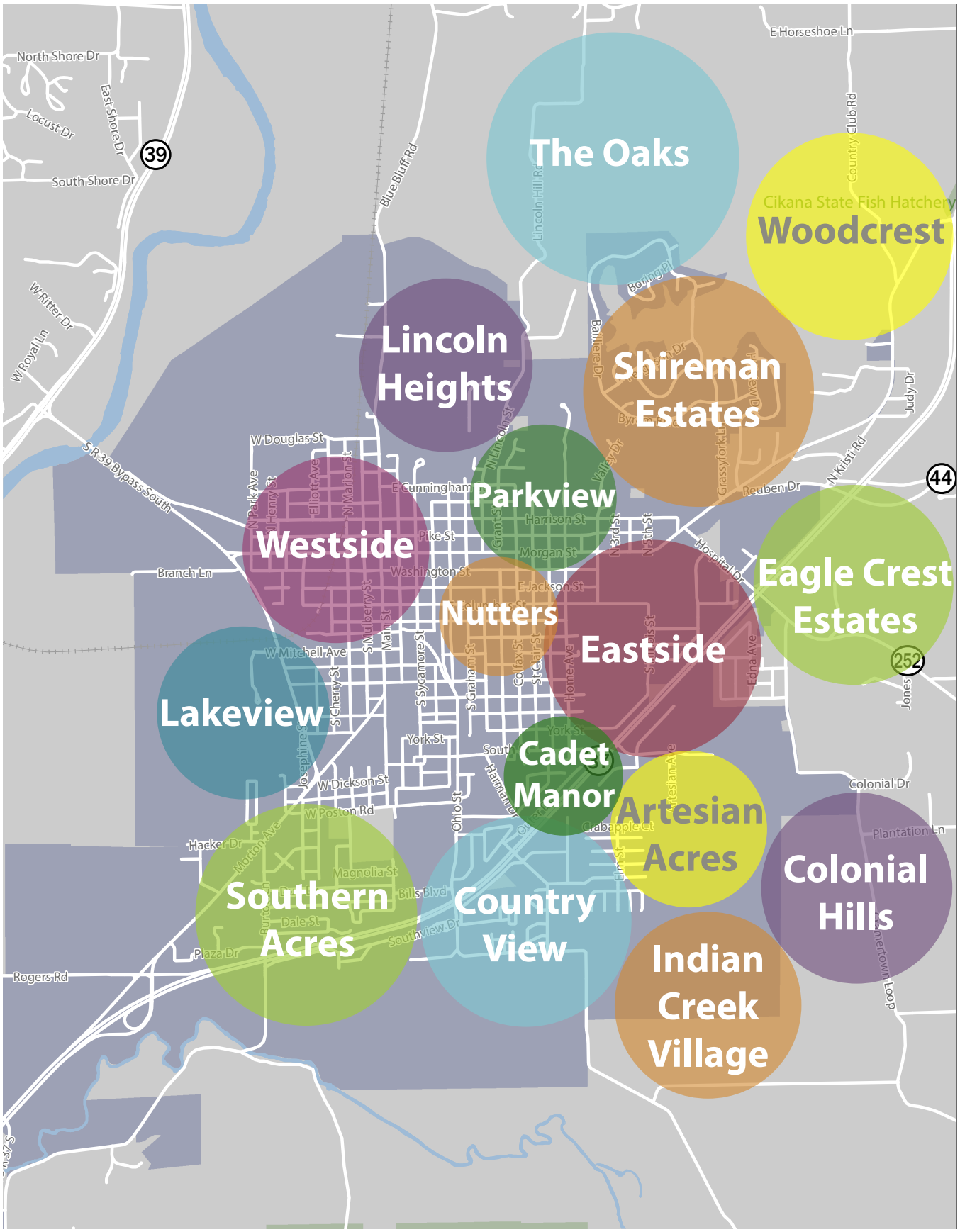
RECOGNIZE AND BUILD UPON MARTINSVILLE'S NEIGHBORHOODS

There are distinct neighborhoods in Martinsville defined by multiple variables, including the age and architectural quality of the homes, historic designations, natural features such as creeks and floodplains and man-made features such as highway and road corridors. Exhibit O shows these existing neighborhoods.

Most of these neighborhoods lack formal boundaries and do not have any organization or association to promote the neighborhood and be a voice in city government. Neighborhood schools and historically significant landmarks are often good anchors upon which to build neighborhood identities. The city also has an opportunity to encourage these types of associations and neighborhood organizations. Once boundaries are defined and neighborhood associations in place, additional efforts including neighborhood identity signage and marketing efforts could be initiated to bolster and strengthen Martinsville's neighborhoods.

While the city can give neighborhoods a boost and a start, the neighborhoods and associations in turn could help strengthen the city as a whole by helping achieve several of the goals and objectives identified in this plan through active participation.

EXHIBIT O: EXISTING MARTINSVILLE NEIGHBORHOODS



Source: HWC Engineering

DRAFT PLAN 11.1.2017

ENCOURAGE DIVERSITY IN THE HOUSING STOCK

As Interstate 69 becomes a reality and the perceived distance to Indianapolis and Bloomington shortens, Martinsville is very likely to see increased housing demand. Martinsville will be unable to support growth strictly with its existing housing stock. Rehabilitation and revitalization efforts are a great avenue for increasing the attractiveness of housing within the core of the city, some homes may be in too poor condition to be rehabilitated. In fact, empty lots exist where homes have already been lost from local neighborhoods. New housing will be needed to fill in these gaps. It is important that new home construction match the local character and architectural qualities of surrounding homes and neighborhoods.

Development and infill in existing neighborhoods should be a priority for residential development. New residential development should also be encouraged in areas where utilities and development conditions support such development. These developments may be primarily residential, however, they should also support a range of densities and product types. Pressure may exist in the future to develop previously undeveloped land, some of which may be on steep slopes or in floodplains. Residential development may be considered for these areas, but only when approached in a manner that protects the surrounding neighborhood. Conservation subdivisions are a potential approach to use in these areas. Conservation subdivisions take an approach to residential development that aims to preserve as much of the building land as possible, including wetlands, steep slopes and floodplains, while also minimizing storm water run-off through development standards.

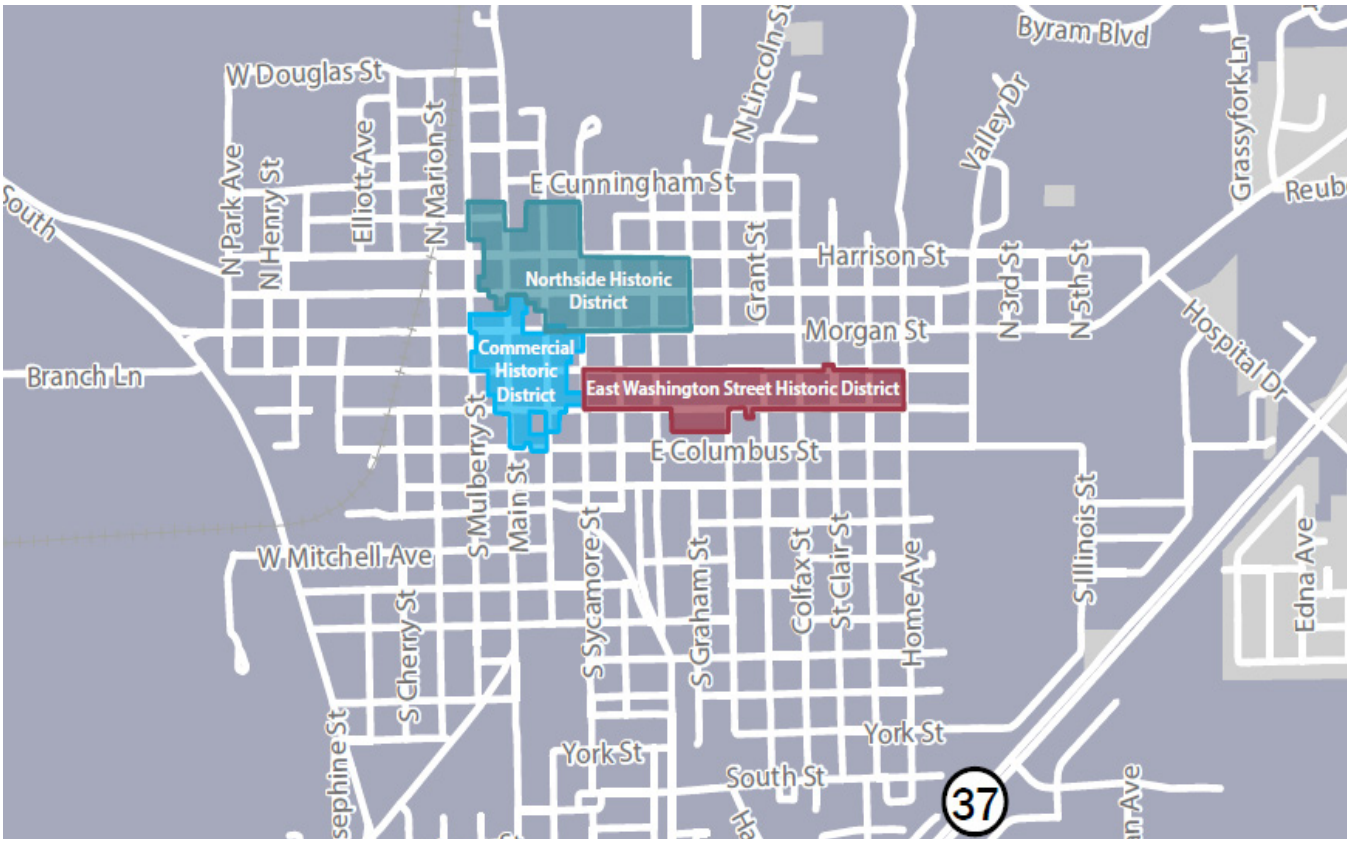
By encouraging diversity in the housing stock, Martinsville is casting a wide net for those who may be thinking of moving to the city. Martinsville can offer the ability for someone to live in the country, in the suburbs, or in historic urban neighborhoods, all while enjoying the benefits of a small city.

Existing residential home

Existing residential home

Existing residential home

EXHIBIT P: MARTINSVILLE DOWNTOWN NEIGHBORHOOD DISTRICTS



Source: HWC Engineering

DOWNTOWN NEIGHBORHOOD DISTRICTS

There are three historic neighborhood districts as shown on Exhibit P within downtown Martinsville, all that provide unique character. All three of these districts house a high degree of integrity and structures that are in good condition.

Northside Historic District This district is mostly single-family residential with some churches and duplex housing. The old queen Anne, bungalow and craftsman architecture provides a unique residential mix to the modern housing developments.

Commercial Historic District- Established in 1857, this district is primarily two and three story commercial and mixed use buildings bounded by Pike, Mulberry, Jackson, and Sycamore Streets.

East Washington Street Historic District- This linear district was established in 1997 as a historic district, which includes a combination of 1870-1940's classical and colonial revival residential and commercial structures.

Continued efforts to support these districts and promote them will be important to supporting housing opportunity in Martinsville and the Community's overall quality of place.

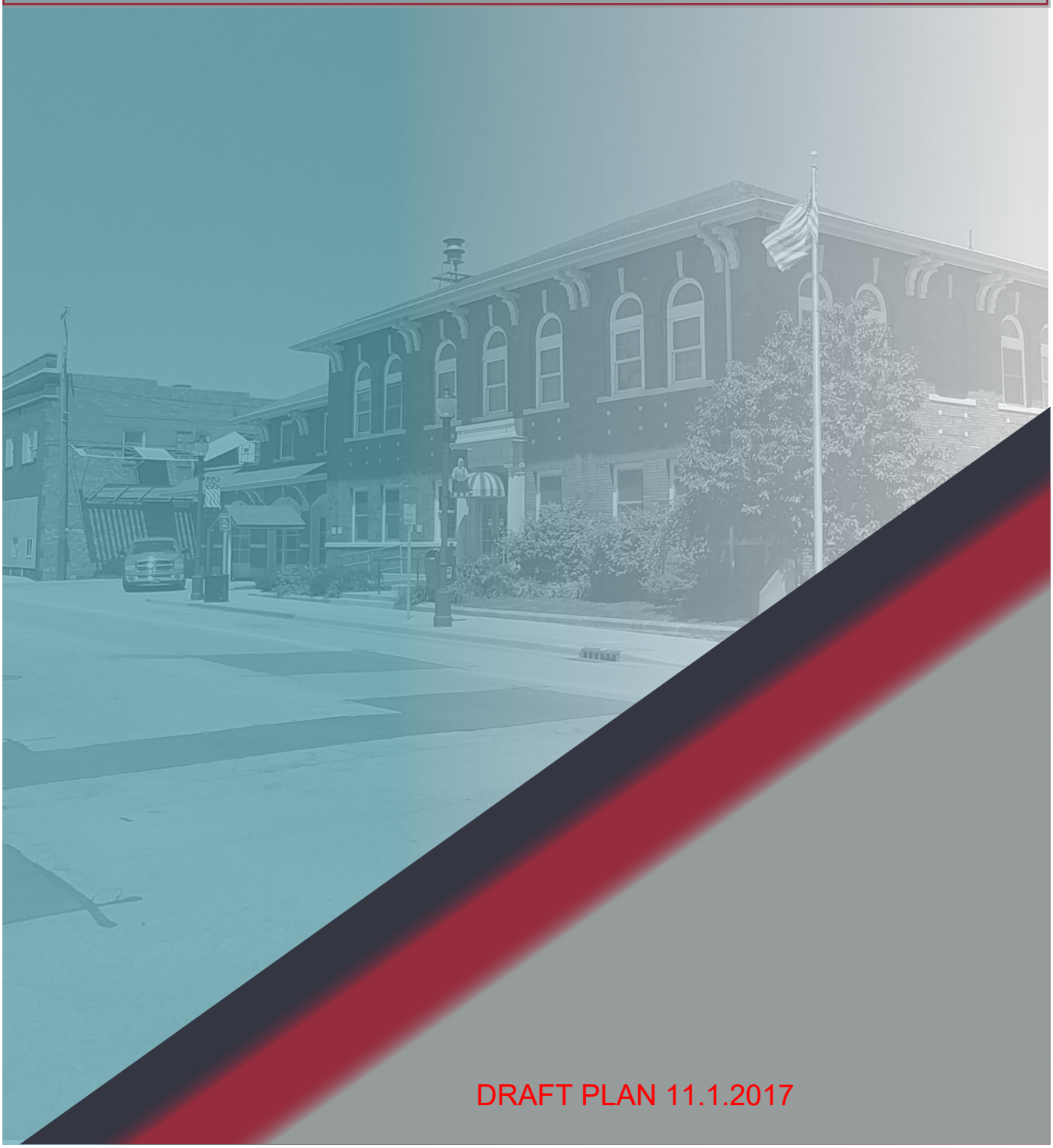
DRAFT PLAN 11.1.2017

This page intentionally left blank.

7- UTILITIES AND TRANSPORTATION

TRANSPORTATION AND UTILITIES OVERARCHING GOAL:

ENSURE THAT ADEQUATE INFRASTRUCTURE AND FACILITIES, INCLUDING TRANSPORTATION NETWORKS, ARE PROVIDED TO ALL PORTIONS OF THE CITY TO SUPPORT DESIRED DEVELOPMENT AND QUALITY OF LIFE INVESTMENTS



DRAFT PLAN 11.1.2017

This page intentionally left blank.

INTRODUCTION

The utilities in the Martinsville area are provided by a mix of public, private, and member-owned entities. In order to focus on the utilities that have the greatest impact on land use, this section has chosen to address the areas of water, wastewater, electricity, natural gas and telecommunications. The purpose of this section is to provide guidance on the expansion of infrastructure to better serve the community's goals and objectives.

DEVELOPMENT PRINCIPLES FOR UTILITIES

Plan for Future Utility Space in New Major Corridors

Major corridors should require a specific width of right-of-way or provide dedicated easement space, that allows for future infrastructure and/or utilities. The right-of-way/easement width will depend on the type of road that is being built, but it should factor in enough room for the road, sidewalk or bicycle facilities, standard utilities, and newer technologies such as fiber optic cable.

Utility Funding

Funding for public utility improvements typically comes from two different sources, user rates or economic development funds. The rehabilitation of existing utilities is normally completed with revenue received from user rates. An example is improvements to the Martinsville wastewater treatment plant, which were financed by sanitary sewer rates. On the other hand, the extension of utilities is often completed with economic development funds.

A common source of economic development funding for municipalities is Tax Increment Financing (TIF) districts. A municipality can designate redevelopment areas as TIF districts, which allows future gains in tax revenue to be used towards payment of the improvements that created the opportunity for those gains in the first place.

Infrastructure Master Plan

Throughout the country, most municipalities have aging infrastructure that is in need of attention. Martinsville is no exception. Flooding during the summer of 2008 exposed the magnitude of these infrastructure concerns. While significant investment has been made related to the community's water supply and wastewater treatment capacity, significant additional infrastructure work is needed on the community's sanitary sewer collection system, streets, sidewalks and related utilities. In order to prioritize the needs and begin to complete improvements in a systematic fashion, it is recommended that the city prepare an infrastructure master plan and associated capital improvements plan. The master plan should include an inventory of existing infrastructure, plans for repair/replacement of existing infrastructure, and a plan for the future extension of utilities.

DRAFT PLAN 11.1.2017

WATER SUPPLY AND TREATMENT

INVENTORY AND ASSESSMENT

Water service is provided in Martinsville by the Martinsville Water Department. In the outer boundaries of the city's two-mile fringe, water service is also provided by Painted Hills Utility Company to the east and south, Mapleturn Utilities to the north, and Morgan County Rural Water to the northwest. Between these four entities, water is served in all areas of the corporate limits and most outlying areas. It appears one area in particular is under served within the two-mile fringe, which is west of the city, between SR-39 and SR-67. This area is located in the 100-year floodplain and may not be ideal for development or practical for water service.

Martinsville Water

Martinsville has a water department that serves approximately 4,500 water customers. These customers are mostly within the city, though water mains do extend considerably north and south of the corporate limits. The city's water comes from three wells that are located to the northwest, near the intersection of Cunningham Street and Elliott Street. The wells are designated as Well #3, Well #4 and Well #5. The pumping capacities of the wells are 1,300 gallons per minute (GPM), 800 GPM and 800 GPM, respectively. Pumps operate to maintain a system-wide pressure of 45-60 psi.

The storage is provided by three structures: a one million gallon elevated tank off Sycamore Street, a 375,000 gallon standpipe on Lincoln Hill Road and a 1.5 million gallon ground storage tank on Burton Lane. The total storage in the system is approximately 2.9 million gallons, with the system pressure expected to be 60 psi.

The city's water treatment plant was constructed in 2006. Prior to this time, the water was treated at the well site using chlorine and fluoride. The current treatment plant includes chlorine, fluoride, phosphate, and granular activated charcoal. The plant's design flow is 2.2 million gallons of water per day, though typical usage is 1.06 million gallons of water per day. The daily usage is approximately 48 percent of the plant's treatment capacity.

Outer Fringe Water Providers

East/South: Painted Hills Utility Company

Painted Hills Utility Company is a water service provider located east of Martinsville. The utility has approximately 600 customers and an annual average demand of 150,000 gallons of water per day. The utility's water comes from two wells off of Cramertown Loop Road, and they have a production capacity of approximately 400,000 gallons of water per day. Storage in the system is 170,000 gallons from three ground storage tanks.

North: Mapleturn Utilities

Mapleturn Utilities is a non-profit company that provides both water and wastewater services to an area north of Martinsville between SR-37 and Blue Bluff Road. The water system consists of three wells that have a total production capacity of 1.08 million gallons of water per day, provided that wells run 24 hours/day. The storage in the system is provided by a 180,000 gallon ground storage tank. The utility has approximately 610 water customers, who use an annual average of 125,000 gallons of water per day. Water usage varies by season.

West: Morgan County Rural Water

Morgan County Rural Water is a non-profit cooperative that has a service area of approximately 148 square miles in western Morgan County. The utility serves west of SR-67, and a portion of the service area is within the two-mile fringe of Martinsville. The system was originally built for rural residential customers, so many of the mains are small in diameter and cannot provide fire flow. In other areas of the system, especially to the north near Interstate 70, there are large diameter mains and an interconnect with Indianapolis Water.

STORMWATER

INVENTORY AND ASSESSMENT

Martinsville collects and conveys stormwater through a collection system that ultimately discharges to local rivers and streams. In recent years, the Environmental Protection Agency (EPA) has worked to improve the quality of stormwater discharged by municipalities by designating and regulating municipal separate storm sewer systems (MS4s). Martinsville is designated as an MS4 entity.

As an MS4 entity, municipalities must create a program that establishes best management practices (BMPs) and measurable goals to meet six "minimum control measures." The minimum control measures are:

- Public education and outreach
- Public participation/involvement
- Illicit discharge detection and elimination
- Construction site runoff control
- Post-construction runoff control
- Pollution prevention/good housekeeping

In order to meet the requirements of the MS4 program, several communities have established stormwater utilities. These utilities typically have rates for the use of the stormwater system, providing revenue to help fund improvements to stormwater systems and for management of the MS4 program.

Martinsville has been permitted under the MS4 program, and therefore has already established its program to meet the minimum control measures. A stormwater utility has been established and is continuing to identify and assess needed stormwater improvements.

WASTEWATER

INVENTORY AND ASSESSMENT

The majority of the properties in the Martinsville corporate limits are served through the city's sanitary sewer system. Sanitary sewers also extend slightly north and south of the corporate limits. Further north of the city, but south of the White River, the non-profit utility Mapleturn Utilities provides sanitary sewer service. The remaining areas outside of the corporate limits are served through individual septic systems.

MARTINSVILLE WASTEWATER

Sanitary Collection System

The sanitary sewer system consists of both gravity sewers and force mains. There are two main lift stations which pump those flows to the plant. The first lift station, Centerfield, collects sewage from the south, east and northeast portions of the city with the main interceptor running along SR-37. The size of this interceptor gets as large as 30-inches. Located on the west part of the city just off SR-39, the second lift station, Mitchell, has two interceptors of 14 and 18-inches in size that collect sewage from the center portions of downtown and also extend to the west and north. There is a third and much smaller lift station which pumps flow to the plant from a subdivision south of the city, Legendary Hills. In all the city has 14 lift stations to serve areas that cannot be served by gravity sewers.

Over the last several years, the sanitary sewer system has had problems of inflow and infiltration (I/I) into the collection system. This results in large flows going to the treatment plant during substantial rain events and sewer backups because the lift stations cannot keep up with the incoming flows. In order to reduce I/I, the city performed a Sanitary Sewer Evaluation Study (SSES) in 2008. Since then, numerous I/I reduction projects have been completed.

DRAFT PLAN 11.1.2017

Wastewater Treatment Plant

The city's wastewater treatment plant (WWTP) was first built on the present site in the late 1950's and has seen two significant upgrades. Most recently, the WWTP was upgraded in early 2007. The project was initiated to meet new ammonia requirements and increase the peak flow capabilities of the plant. The improvements place the WWTP in a good position to serve future development in the city.

The WWTP is rated for an average daily flow design of 2.2 million gallons per day (MGD) and a peak treatment capacity of 6.2 MGD. A new pre-treatment facility was made part of the plant during the expansion that removes trash, sand, gravel and other grit materials prior to biological treatment. The biological process includes an extended aeration activated sludge process with circular clarifiers. The final effluent is treated with UV disinfection. Solids that are removed by clarification are processed with aerobic digesters and then sent to a belt press for further dewatering.

MGD's available from 2016, and the first three months of 2017, indicate that the influent flow averaged 1.06 MGD, operating at 48 percent capacity. The peak flow sent to and handled by the plant during that time was 2.21 MGD.

Mapleturn Utilities

Mapleturn Utilities is a non-profit company that provides water and wastewater services to an area north of Martinsville. In terms of wastewater services, the utility has approximately 600 customers, with a daily production of approximately 140,000 gallons per day. The wastewater treatment process is an extended aeration model, and has a design flow of 250,000 gallons per day.

Septic Systems

Most areas outside the corporate limits are served by individual septic systems. The permitting of new septic systems and investigation of septic system failure is the responsibility of the Morgan County Health Department. Properties along lakes or ponds can be difficult to provide safe septic service. One example of this is at Lake Edgewood, northwest of Martinsville, on the west side of SR-67. This area has small lots sizes and steep slopes. These factors, paired with the close proximity of the lake, make repairs on existing septic systems difficult. Another area with similar issues is Grandview Heights, on the southern corner of SR 37 and SR 252. This housing development does not receive water or sewer utilities from the city, instead relying on private water wells and septic tanks. Both areas could benefit from sanitary sewer service in the future.

ELECTRIC, NATURAL GAS, AND TELECOMMUNICATIONS

INVENTORY AND ASSESSMENT

Electricity

Electric service in Martinsville is provided by Duke Energy. The area outside Martinsville is served by South Central Indiana REMC.

Natural Gas

Vectren Gas Company serves Martinsville and the outlying areas.

Telecommunications

High-speed fiber optic lines are known to run through Martinsville. These lines are primarily used for educational institutions, however could be extended to other commercial uses with investment. The lines are known to also pass through Morgantown to the west and Bloomington to the south. The lines are part of a large network, connecting several cities throughout the Midwest and east coast. Extending the broad uses of these lines would be an asset to Martinsville.

The availability of high-speed telecommunications is an advantage to Martinsville, placing the city in a good position for future development. High-tech businesses require good telecommunications. It is recommended that the city market the potential of this asset to new businesses considering locating in Martinsville.

DRAFT PLAN 11.1.2017

TRANSPORTATION

INTRODUCTION

This section describes Martinsville's existing transportation system and provides an assessment of key issues. The key issues were determined from those priorities identified in the 2010 comprehensive plan and the 2016 Interstate 69 Economic Development Plan. The biggest challenges facing Martinsville currently is determining how to integrate the existing road network into the preferred alignment plans for Interstate 69 presented by INDOT.

Supporting Documents

Several supporting documents were reviewed in the process of creating the 2010 comprehensive plan and the 2016 Interstate 69 Economic Development Plan, including:

- The 2035 Indianapolis Metropolitan Planning Organization (MPO) Long Range Transportation Plan
- 2016 Indianapolis MPO Regional Bikeways Plan
- The 2016 Central Indiana Transit Plan
- 2016-2019 INDOT Statewide Transportation Improvement Plan
- 2015 Central Regional Logistics Council - Strengthening the Crossroads: Driving Central Indiana's Logistics Industry
- 2010 Morgan County Comprehensive Plan
- 2010 Morgan County SR-37 / SR-144 Corridor Plan
- Morgan County Transportation Plan (2007)

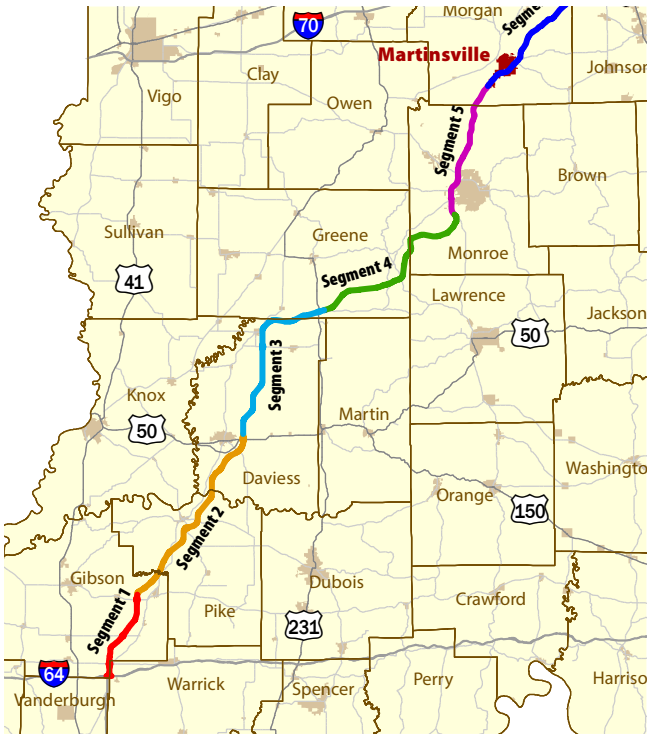
Interstate 69

The biggest impact on transportation systems in Martinsville will be the construction and completion of Interstate 69 through Southern Indiana.

The planning of Interstate 69 was implemented by splitting the corridor into six sections and conducting Tier 2 Environmental Impact Statements (EIS) for each section. The Tier 2 EIS determined the alignment of the roadway, as well as the location of interchanges.

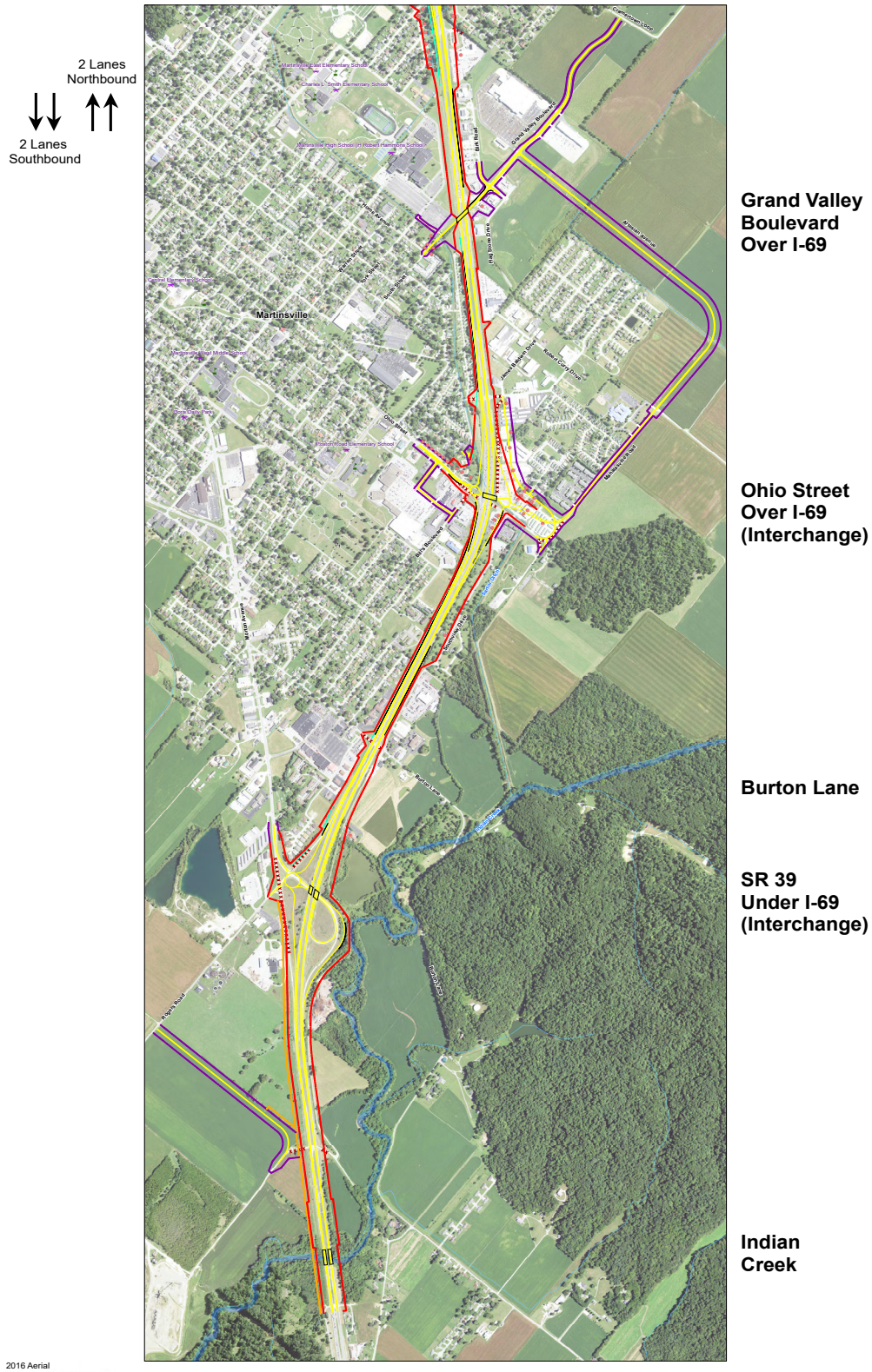
Two of the I-69 planning sections take place in Morgan County. The north section, Section 6, follows SR 37 from near SR 39 to I-465 in Indianapolis and is currently in design. INDOT has released their preferred alternative for this section (see Exhibits Q and R). The final alignment will be announced in the first quarter of 2018. The next section, Section 5, continues south on SR 37 from Martinsville to the south side of Bloomington and is under construction now with a planned completion date of August 2018.

Interstate 69 related impacts and issues are reviewed in detail later in this section.



INDOT proposed interchange sections

EXHIBIT Q: INDOT PREFERRED ALIGNMENT: INDIAN CREEK TO GRAND VALLEY BOULEVARD



2016 Aerial

Roads Closed or Removed
Roads
Driveways
Bridges and Retaining Walls
Proposed Limited Access Right of Way
Proposed Right of Way
Proposed Utility Right of Way
Potential Location of Sound Barriers
Sidewalks
Potential Relocations
County Boundary
Rivers or Streams
Rivers or Streams
Railroad
Hospital
Police Station
Fire Station
Recreational Facility
School
Cemetery
Through Lane
Auxiliary Lanes

@I69Section6 fb.com/I69Section6 www.i69indyevn.org

AS OF 9/12/17

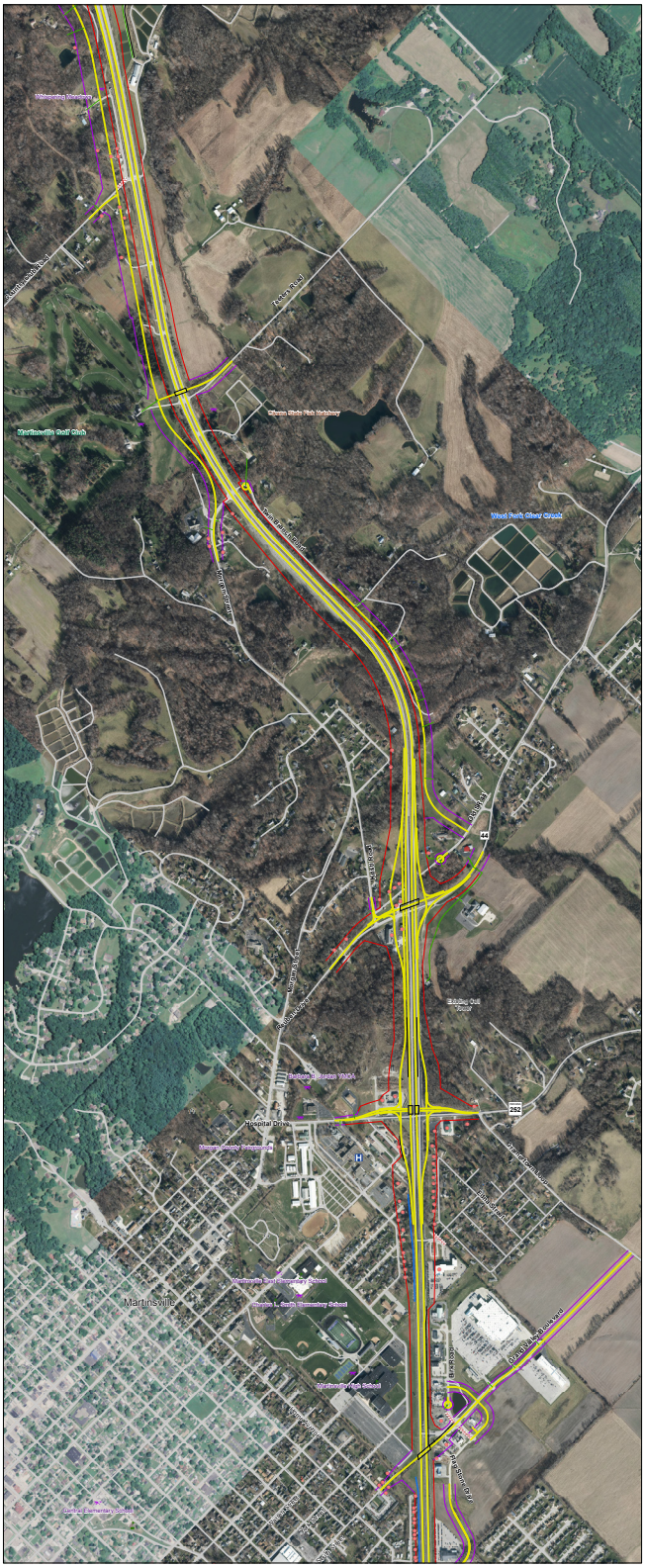
DRAFT PLAN 11.1.2017

EXHIBIT R: INDOT PREFERRED ALIGNMENT: GRAND VALLEY BOULEVARD TO COUNTRY CLUB ROAD

2 Lanes Northbound
2 Lanes Southbound

3 Lanes Northbound
3 Lanes Southbound

3 Lanes Northbound
2 Lanes Southbound



Country Club Road (Access via Old SR 37)

Teeters Road Over I-69

Morgan Street (Access via Old SR 37)

SR 44 Over I-69 (Interchange)

SR 252 Under I-69 (Interchange)

Grand Valley Boulevard Over I-69

2015 Aerial

1 inch = 350 feet
0 500 1,000 2,000 Feet

Roads Closed or Removed
Driveways
Bridges and Retaining Walls
Roads
Proposed Limited Access Right of Way
Proposed Right of Way
Hospital
Police Station
Fire Station
Recreational Facility
School
Cemetery
County Boundary
Railroad
Potential Location of Sound Barriers
Potential Relocations
Existing Roads
Rivers or Streams
Through Lane
Climbing Lane

Hendricks
Marion
Morgan
Johnson

@I69Section6
fb.com/I69Section6
www.i69indyevn.org

Source: HWC Engineering

DRAFT PLAN 11.1.2017

ROAD AND STREET SYSTEM

CLASSIFICATION DEFINITIONS (FHWA)

The Federal Highway Association (FHWA) defines functional classification designations based on the priority of mobility for through-traffic versus access to adjacent land. In other words, streets are designed along opposing continuums to either connect to destinations or to carry through-traffic. Other important factors related to functional classification include access control, speed limit, traffic volume, spacing of routes, number of travel lanes and regional significance.

Interstates such as Interstate 69, are the highest classification of roadway. They prioritize mobility and have extremely limited access. Interstates are high speed, high volume and have statewide or national significance. They are planned and maintained by state authorities with federal oversight.

Other Freeways & Expressways look very similar to interstates, but without the interstate designation. These have regional or statewide significance. SR 37 through Martinsville is an example of this classification.

Principal Arterials carry high volumes of regional traffic. They serve major cities from multiple directions, while in rural areas they provide connectivity between cities such as Martinsville and Indianapolis. Arterials provide direct access to adjacent land, but may limit the number of intersections and driveways in order to give higher priority to through-traffic. Principal arterials are typically spaced at one to five miles in suburban areas, and farther apart in rural areas. SR 37 north of Martinsville is an example of a principal arterial.

Minor Arterials are similar to principal arterials, but are spaced more frequently and serve trips of moderate length. Spacing of minor arterials is one to three miles in suburban areas and less in rural areas. Minor arterials connect most cities and larger towns and provide connectivity between principal arterials. SR 252 east of Martinsville is an example of a minor arterial.

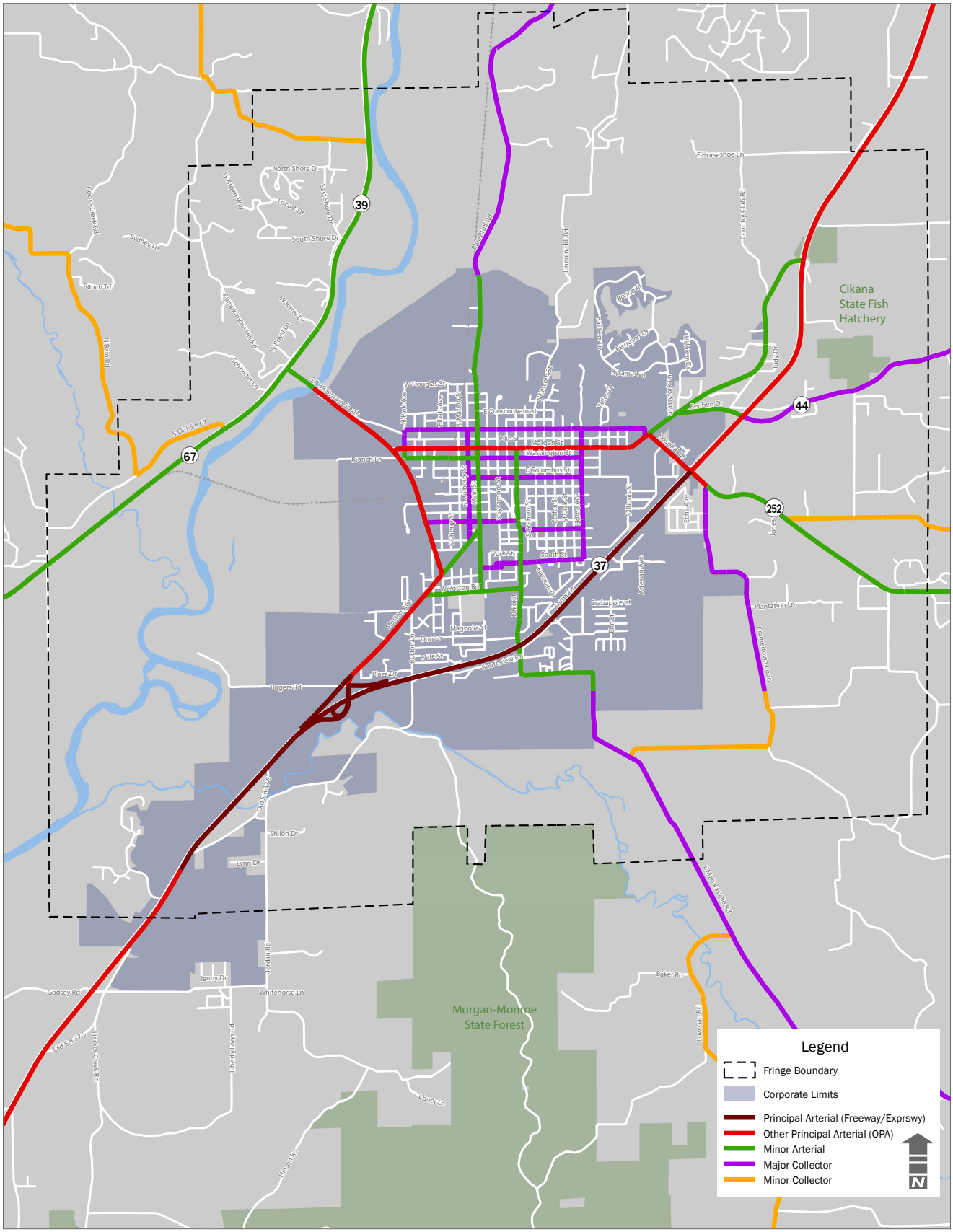
Major Collectors gather traffic from the local roads and connect them to the arterial network. They provide a balance between access to land and corridor mobility. Major collectors provide connectivity to traffic generators not already on the arterial system, such as schools, parks and major employers. Harrison Street is an example of a major collector.

Minor Collectors are similar to major collectors, but are used for shorter trips. They provide traffic circulation in lower-density developed areas and connect rural areas to higher-class roadways. Bain Road west of SR 67 is an example of a minor collector.

Local Roads make up the largest percentage of roadways in most networks. Their primary function is to provide access to land. Trips are short, lower speeds prevail, and cut-through traffic may be discouraged. All remaining roads that are not arterials or collectors are considered local roads. Local roads are not part of the system of roads that is eligible for federal funding, in most cases.

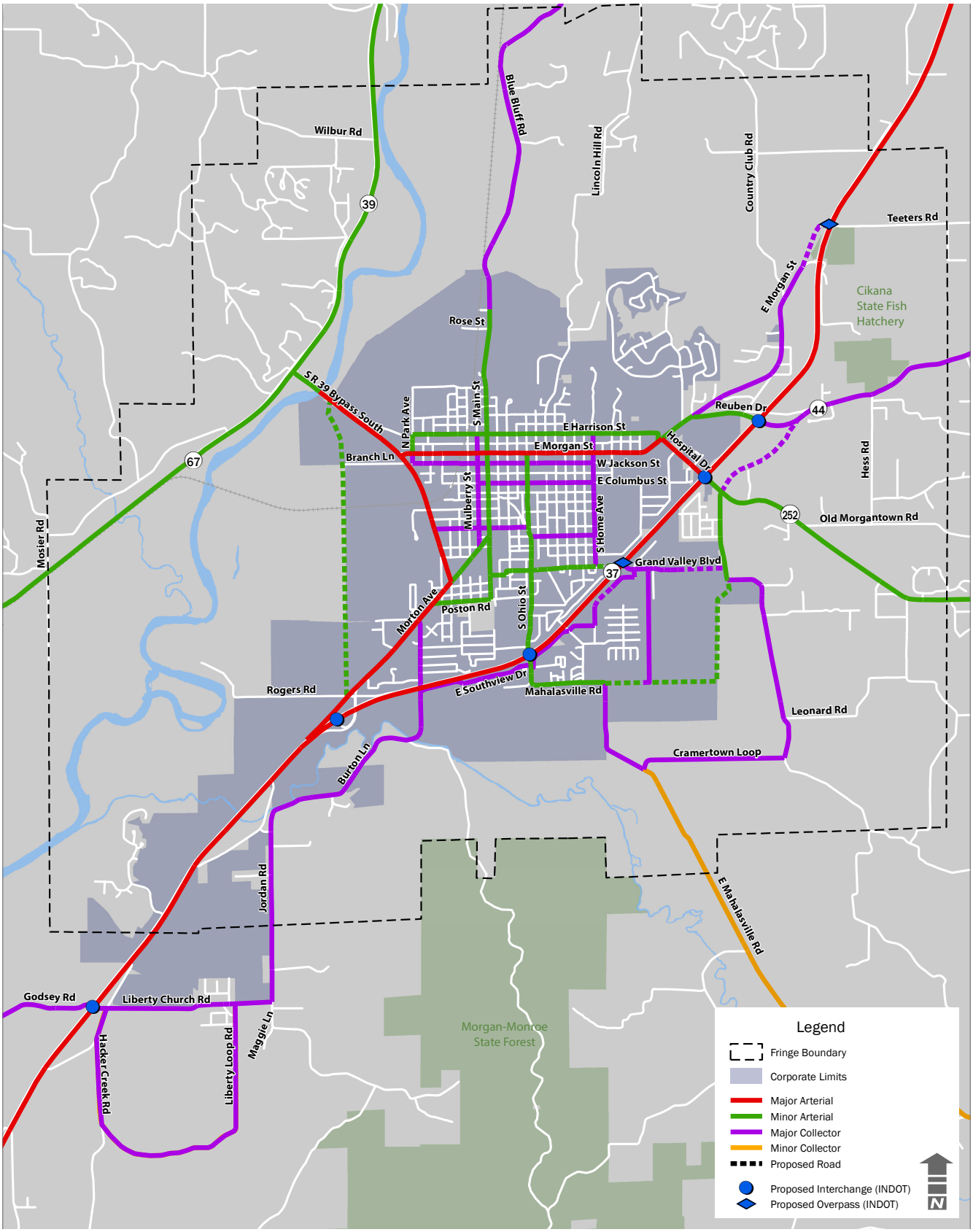
DRAFT PLAN 11.1.2017

EXHIBIT S: EXISTING INDOT FUNCTIONAL CLASSIFICATION MAP



Source: HWC Engineering

EXHIBIT T: FUTURE THOROUGHFARE MAP



Source: HWC Engineering

DRAFT PLAN 11.1.2017

ANALYSIS OF PRIORITY ISSUES

INTERSTATE 69

Deeper understanding of the impacts of Interstate 69 on Martinsville began with the Morgan County SR-37 / SR-144 Corridor Plan in 2010. The Corridor Plan was written concurrently with the 2010 comprehensive plan and provided specific recommendations at a smaller scale level than previous community plans.

As progress intensified on the design and construction of Interstate 69, the city of Martinsville developed the Interstate 69 Economic Development Plan in 2016. The economic development plan utilized the recommendations of the 2010 corridor plan as a starting point, but refined recommendations based on a more detailed economic analysis of how roadway improvements, or lack thereof, would impact Martinsville economically. The economic development plan was used in discussions with INDOT to advocate for the best interests of the city as it pertained to interstate construction and access.

In the first quarter of 2017, INDOT released the Tier 2 Draft Environmental Impact Statement (EIS) which contained the preferred alignment for Interstate 69. INDOT will refine the preferred alignment based on public and agency input and expects the Federal Highway Administration to issue a joint final Environmental impact Statement (EIS) and Record of Decision (ROD) in the first quarter of 2018. The Final EIS will identify refinements to the preferred alignment and the ROD is the federal decision that authorizes INDOT to proceed with final design and construction of the project.

Preferred Alignment

The main components of the Interstate 69 preferred alignment from INDOT include the following and also indicated on Exhibits Q and R.

- Teeters Road: Grade separated crossing over I-69
- SR 44: Interchange over I-69
- Frontage/access road from Old SR 44 to Twin Branch Road
- SR 252: Interchange under I-69
- Grand Valley Boulevard: Grade separated crossing over I-69
- Improvements of Grand Valley Boulevard to Cramertown Loop
- Frontage/access road between Grand Valley Boulevard and Ohio Street
- Ohio Street: Interchange over I-69
- SR 39: Interchange under I-69
- Liberty Church Road: Interchange over I-69 (currently under construction as part of Section 5)

ADDITIONAL IMPROVEMENTS

The Future Thoroughfare Map shwon in Exhibit T reflects improvements to the local roadway network based upon the recommendations of the Interstate 69 Economic Development Plan and the 2017 I-69 Preferred Alignment from INDOT. The main improvements to note include:

Ohio Street:

- Ohio Street improvements between Poston Road and Morgan Street
- Improvements to Mahalasville Road and eastward extension of a new road from the point where Mahalasville Road turns south to the corporate limits.

South Street/Grand Valley Boulevard:

- Improvements to South Street between I-69 and Ohio Street
- Extension of a new roadway south from the intersection of Grand Valley Boulevard and Cramertown Loop
- Extension of Artesian Avenue between Grand Valley Boulevard to proposed new road east of Mahalasville Road

Cramertown Loop Road

- Improvements to Cramertown Loop Road between Grand Valley Boulevard and SR 252

SR 44/SR 252

- A new connecting road between SR 252 and SR 44 east of the interstate

SR 39

- Improvements to SR 39 between I-69 and Morgan Street

With its proximity to major cities such as Bloomington and Indianapolis, Martinsville will gain connectivity regionally. This will open development opportunities and enhance the economic climate. It is important to consider how local roads will be impacted by the INDOT improvements. Some road classifications will change to accommodate the traffic it may have not had before. While the City has minor street standards, it is recommended that the City adopt more detailed standards specifically for ROW acquisition for not just residential roadways, but collector and arterial roadways as well.

Ohio Street

Ohio Street has consistently been a critical thoroughfare throughout multiple planning efforts. With it's direct connection to downtown from Interstate 69, Ohio Street has great potential as a gateway to the city. Improvements to the corridor between Interstate 69 and Morgan Street could include signage, landscaping and urban design features to provide visually appealing corridor as travelers enter the city. The city already reconstructed portions of Ohio Street between SR 37 and Poston Road. While construction of I-69 may impact some of these improvements, additional improvements to the corridor should build upon those left intact.

A gateway along Ohio Street would also provide an opportunity to incorporate a multi-use trail. Parallel to Circle Street, there is an abandoned railroad that continues northwest. The abandoned railroad could be converted to a multi-use trail, improving multi-modal transportation in the city.

West of the proposed interstate corridor, Ohio Street turns into Mahalasville Road. Improvements to Mahalasville Road and a new roadway extension to the city limits would help increase access to large undeveloped areas of the city.

DRAFT PLAN 11.1.2017

South Street/Grand Valley Boulevard

A planned overpass at Grand Valley Boulevard will provide a critical connection between the east and west sides of the city. In order to ensure this connection functions as intended, improvements should be made to South Street between I-69 and Ohio Street.

On the east side of the proposed interstate corridor, two new roadways extending south from Grand Valley Boulevard will further increase access to large undeveloped portions of the city, especially when combined with the proposed new roadway extending east from Mahalasville Road. These new roads would include an extension of Artesian Avenue and a new roadway from the point where Cramertown Loop road turns east.

Cramertown Loop Road

While the new roads described previously would all serve to increase access to undeveloped areas of Martinsville, Cramertown Loop Road is a critical connection to these areas as well. With an interstate interchange at SR 252 and Ohio Street, improvements to Cramertown Loop Road are essential to provide southern access to Grand Valley Boulevard and new development opportunities to the south.

SR 44/SR 252

The preferred alignment for Interstate 69 includes a slip ramp configuration for interchanges at SR 44 and SR 252. What this means is that if a southbound traveler exits the interstate at SR 44, they could not access the interstate again until south of SR 252. Likewise, a northbound traveler exiting the interstate at SR 252 could not re-enter the interstate until north of SR 44. To increase connectivity between these two roadways east of the interstate, a new connecting road is proposed.

State Road 39

SR-39 runs along the western edge of Martinsville's corporate limits, providing access to both the future Interstate 69 corridor and SR 67. In recent years, SR 39 has seen increased traffic. A new bridge over the White River was completed since the completion of the 2010 comprehensive plan, including a sidewalk on the north side of the bridge.

With the completion of Interstate 69, traffic will likely continue to increase between SR 67 and the interstate. Capacity improvements should be considered for this corridor. This corridor also presents a gateway opportunity into the city for travelers coming from Interstate 69 along Morton Avenue and from SR 67. Similar to the recommendations for Ohio Street, improvements including signage, landscaping, urban design features and pedestrian facilities should be considered.

Liberty Church Road

As one of the first interchanges between Bloomington and Indianapolis, Liberty Church Road is likely to see traffic increases in the future as land uses change oer time. This interchange will also provides access to the Morgan/Monroe State Forest via old SR 37 and new frontage roads.

MULTI-MODAL SYSTEM

The existing streets in downtown Martinsville have sidewalks for pedestrian use. Several of these sidewalks are deteriorating due to age, with some dating back to the Work Projects Administration (WPA) of the late 1930s and early 1940s. In addition to the downtown area, there are also sidewalks within recent residential developments. Recreational trails for pedestrian or bicycle uses are not known to exist.

It is recommended that the city conserve, upgrade and extend its pedestrian facilities, while also starting to establish new multi-use trails. The city's first priority should be to improve sidewalks within the corporate limits to connect neighborhoods, parks, downtown, businesses, etc. This includes replacing deteriorated sidewalks and incorporating new sidewalks. A secondary focus should be to establish external pedestrian systems such as multi-use trails located within the road right-of-way or in separate right-of- way.

Concurrent to development of the 2010 comprehensive plan, Morgan County completed a plan for the development of the White River Whetzel Trace Greenway. The vision behind the greenway is to create a multi-use corridor that will parallel the White River, providing a unique recreational facility. The planning has focused on the initial segment which is over 12 miles long. The segment begins at the Morgan-Johnson County line near Waverly and ends at Henderson Ford Road. Long-term extensions of the greenway could extend north towards Mooresville along White Lick Creek and south along the White River or Blue Bluff Road towards Martinsville.

ADA compliant sidewalk.

PUBLIC TRANSPORTATION

In 2014, the Indiana state legislature enabled Marion, Hamilton, Hancock, Johnson, Delaware and Madison counties to certify referendums, to fund public transportation improvements, provided that Marion County first pass a referendum before any other successful referendums can move into implementation. In November 2016, voters in Marion County supported the referendum and in spring 2017, the City-County Council approved a 0.25 percent income tax hike to help finance bus rapid transit lines. However, Morgan County was not authorized by the state legislature to hold their own referendum.

Not withstanding future opportunities to connect to a regional system, public transit for Martinsville is currently limited. Morgan County CONNECT provides transportation services to residents of Morgan County despite their age, handicap or mobility. The service is on-demand and by reservation only. Morgan County and Martinsville are also served by the ride-sharing services such as Lyft and Uber, though drivers for those services are not always available in Martinsville. Martinsville should determine whether there is public interest in expanding public transportation. If there is public support, especially for commuter service to Indianapolis, the city should work to ensure they have a voice in future planning efforts, such as the Central Indiana Transit Plan. Though the city is not yet within the planning boundaries of the Indianapolis Metropolitan Planning Organization (MPO), portions of the county are. As urbanization trends continue, the city is likely to find themselves within the planning boundary in the future. In the interim, the city should look into participation with the MPO as a non-voting, information only member of the Indianapolis Regional Transportation Council, which would allow for the city to learn MPO processes and priorities.

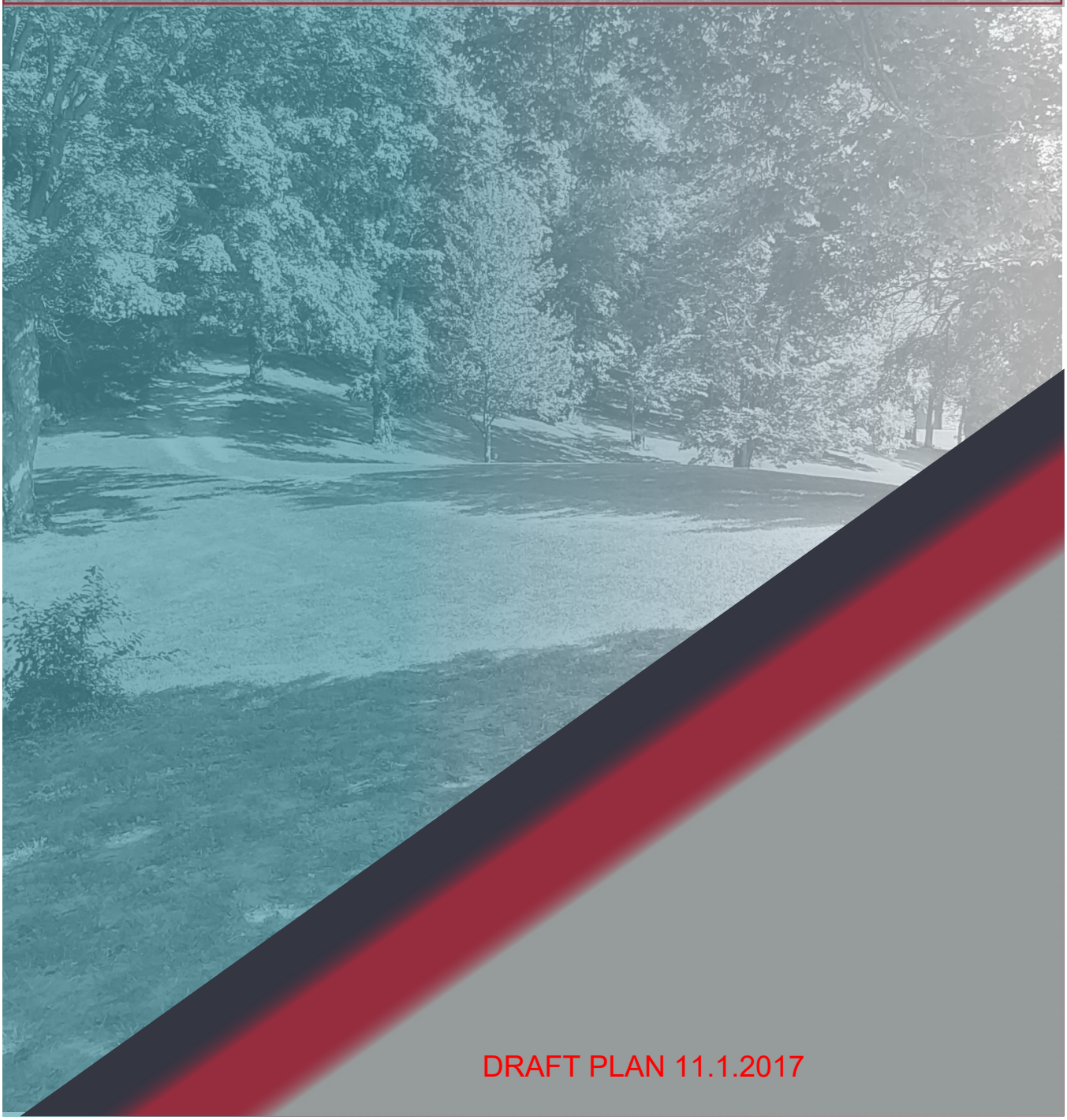
DRAFT PLAN 11.1.2017

This page intentionally left blank.

8- NATURAL RESOURCES AND ENVIRONMENT

NATURAL RESOURCES OVERARCHING GOAL:

PRESERVE AND PROTECT MARTINSVILLE'S ENVIRONMENTAL ASSETS, ESPECIALLY FLOODPLAINS AND STEEP SLOPES.



DRAFT PLAN 11.1.2017

This page intentionally left blank.

INTRODUCTION

Issues of sustainability, livability, walkability, context sensitive design, smart growth and quality of life pervade our conversations about our communities. These terms have become an integral part of our discussion not because it is a trend, but because these issues are valid and important to the way each of us lives, works and plays.

There is a need and a growing public interest in planning, designing and building our communities with a more thoughtful, careful and sustainable approach. The need to re-examine how we approach design and development in our communities is due in large part, to the significant impact of sprawl and disposable development.

This chapter addresses the environmental aspects of sustainability as it relates to Martinsville's natural resources, starting with an inventory of the existing resources available in the city. That is followed by a summary of threats to those resources as a direct result of development. Finally, this chapter includes recommended action steps (best practices) for mitigating impacts of those threats.

PRIORITY ISSUES

Of the issues reviewed in the following pages, the following priorities have been established.

- Protect floodplains from development to preserve these areas and mitigate the impact of flooding on the community.
- Encourage cluster development to allow development to occur in fringe areas in a responsible manner that preserves existing topography, habitat and/or unique features.

DEVELOPMENT PRINCIPLES

Since development in general is one of the largest threats to Martinsville's natural resources, the community needs to make every effort to direct development in a manner that preserves and enhances those resources. In past years, a goal of "do no harm" has been a guiding principle relating to environmental concerns. Today's sustainability movement has established that communities need to go further to repair past damages - and work to help re-build and enhance the natural environment. As a result, development standards are being redefined in communities throughout Indiana, and the nation, to not just protect what exists – but to go a step further and improve the conditions by restoring habitat, reducing volumes of runoff, controlling non-point source pollution on-site and related measures.

Action steps and best practices listed in this chapter of the plan begin to outline some of the basic steps that communities can take to address these issues. They also form the basis for future development ordinances to implement these measures.

However, implementing sustainable practices does not necessarily rely on writing new ordinances. One of the most basic steps a community can take is to be more thorough in development plan reviews. The simple step of reviewing plans before they are built is a first step in identifying potential environmental impacts so that efforts can be made to update plans to meet those requirements. Another approach is to encourage sustainable development by offering reduced permitting fees, faster review times or related incentives for projects that meet a recognized environmental development standard such as LEED (Leadership in Energy & Environmental Design). The community can also demonstrate leadership by following sustainability practices on municipal projects such as streets, utility projects and government buildings.

The LEED Green Building Rating System is a voluntary, consensus-based standard to support and certify successful green building design, construction and operations. LEED was developed by the U.S. Green Building Council.

NATURAL RESOURCES

A map of floodplains and wetlands in the area is provided as Exhibit T.

RIVERS, LAKES AND STREAMS

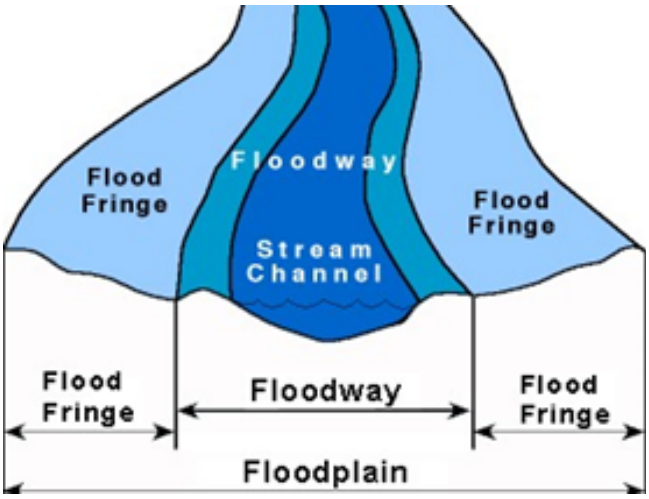
The White River lies west of Martinsville along SR 67. It is listed as an outstanding river by the Indiana Department of Natural Resources Division of Outdoor Recreation and the Natural Resources Commission. An outstanding river is a body of water that has particular environmental or aesthetic interest.

There are also several other lakes and smaller streams throughout Martinsville's fringe area. One of them, Indian Creek, runs south of Martinsville and discharges into the White River at the southwestern area of Martinsville's fringe.

FLOODPLAINS

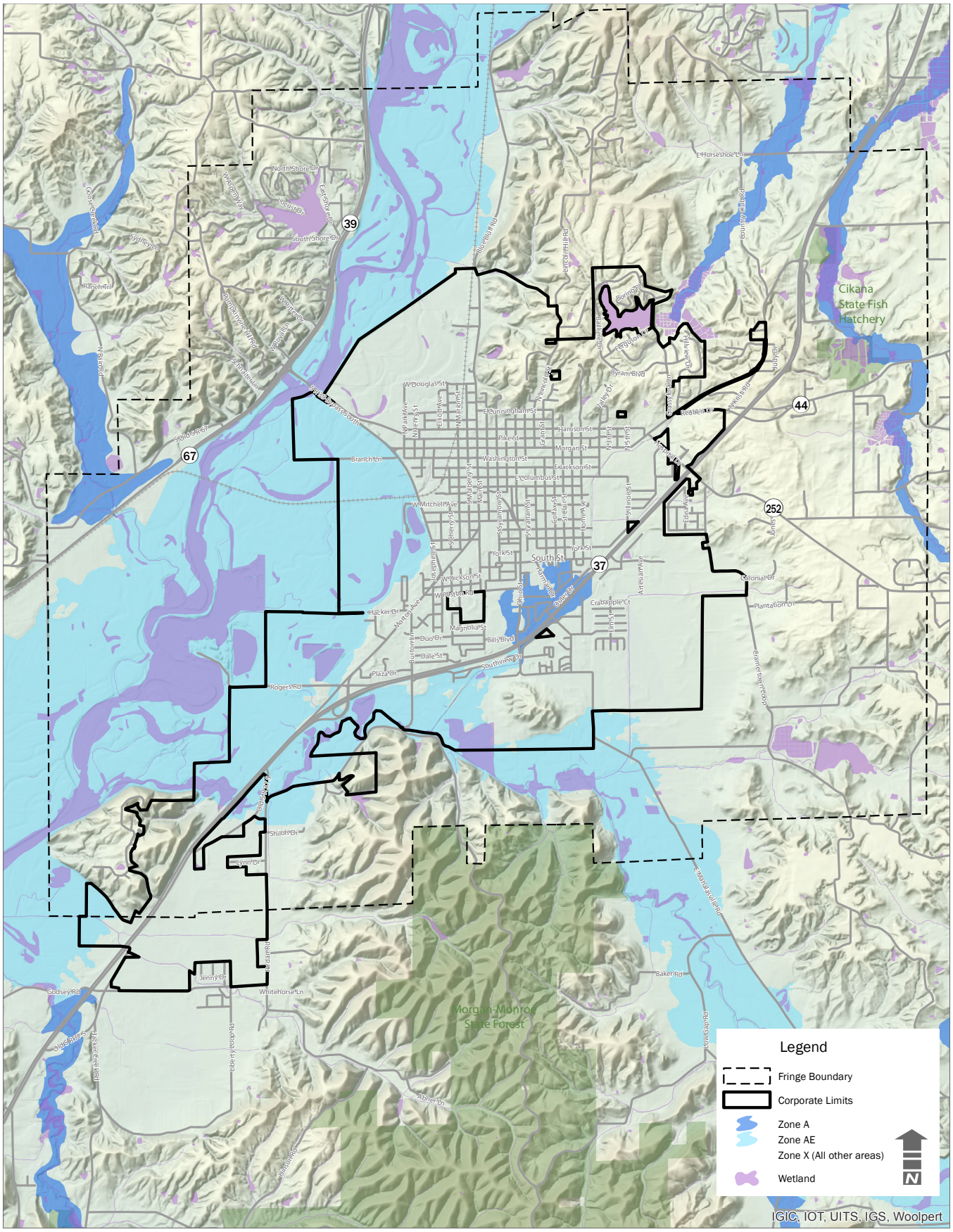
The largest floodplain throughout Martinsville is the White River floodplain. Smaller floodplains surround the many streams that are also located throughout the area, including the Indian Creek floodplain south of the city.

White River
Source: HWC Engineering



Example of Floodplain classifications

EXHIBIT U: WETLANDS, FLOODPLAIN AND TOPOGRAPHY



Source: HWC Engineering

DRAFT PLAN 11.1.2017

Flooding in Martinsville in June of 2008 provides evidence of the need to protect and manage floodplains more effectively. In that period, flooding extended well beyond the 100-year floodplains, and impacted some areas even outside the 500-year floodplain. In the wake of this flooding, parts of Morgan County and communities such as Franklin, Indiana have undergone property buy-back programs to remove structures from floodplains and convert susceptible areas to park spaces. Going forward, Martinsville must be extremely conscious about development near floodplains, even areas outside of the 100 year flood plain. It is noted that maps provided in this document represent the 500-year floodplain boundaries.

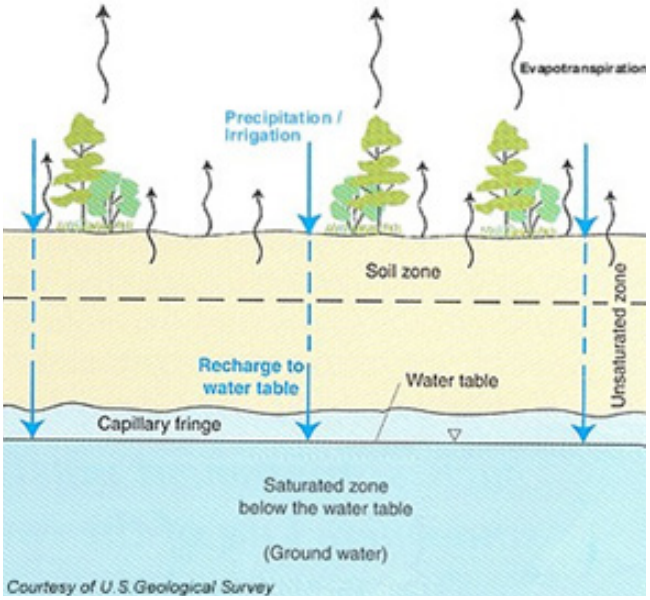
WETLANDS

According to the National Wetland Inventory, a number of wetland areas are located throughout Martinsville, many near streams and lakes. The National Wetland Inventory is a guide that shows where wetlands may occur. If wetlands are suspected in an area to be developed, a wetland delineation must be performed by a wetland consultant to determine the presence of wetlands on the specific site.

Natural wetlands provide a variety of useful functions for the environment. In addition to providing recreational opportunities to people, wetlands also provide essential habitats to many threatened and endangered species. Wetland plants filter pollutants out of the water that flows through them. As a result, our surface and drinking waters are cleaner and safer. Wetlands also protect surrounding areas from floodwaters because they absorb and slowly release the water, prevent erosion of stream banks, and recharge aquifers that provide many peoples' drinking water.

GROUNDWATER

Groundwater is an important source of domestic drinking water in the area. Several public water systems service the Martinsville area, and each has prepared a wellhead protection plan to identify



Courtesy of U.S.Geological Survey

potential contamination sources for the drinking water (groundwater) and to develop a contingency plan if contamination should occur. Each wellhead protection plan designates a Wellhead Protection Area, which is an area surrounding the water system's source wells where certain activities are restricted in order to protect the water supply. Wellhead Protection Areas for smaller water supplies are typically a fixed radius surrounding the source wells. For larger water supplies, the Wellhead Protection Areas are non-uniform shapes that are determined by the groundwater flow in the area.

Martinsville currently maintains a policy that forbids uses within the wellhead protection area that could result in contamination of the water supply. This policy should be continued into the future.

STEEP SLOPES

The area surrounding Martinsville has many areas with steep, forested slopes. In particular, fringe areas outside of the floodplains generally have these features.

These steep, forested slopes are not only an environmental resource, but the hillsides also provide for scenic views that are a key part of the character of the community.

EXHIBIT V: THREATS TO RIVERS, LAKES, STREAMS AND FLOODPLAINS

RIVERS, LAKES AND STREAMS		
THREATS	**THREAT SUMMARY**	**ACTION STEPS (BEST PRACTICES):**
Non-point source pollution (pollution from stormwater runoff)	Non-point source pollution results from stormwater runoff moving over the ground. As this runoff moves along the ground, it collects various pollutants – chemicals, animal waste, trash, sediment – and deposits them into bodies of water.	Preserve natural vegetation to reduce stormwater runoff and protect natural habitats. (IDEM Indiana Stormwater Quality Manual)
		Develop ordinances or regulations that require non-point source pollution treatment, such as water quality swales, sedimentation basins, and vegetated filter strips. (EPA National Management Measures to Control Non-point Pollution from Urban Areas)
		Establish limits on impervious surfaces allowed on newly developed lots. (EPA National Management Measures to Control Non-point Pollution from Urban Areas)
		Revise stormwater ordinances to encourage structural Best Management Practice (BMP) devices to reduce pollutants from being discharged off-site.
Agricultural Runoff (pesticides, herbicides, and sediment from agriculture)	This is non-point source pollution as the direct result of runoff from agricultural lands.	Encourage integrated pest management strategies that require the use of appropriate amounts and types of pesticides at times when runoff will be minimal to reduce the amounts of toxic pesticides that get into streams and lakes. (EPA National Management Measures to Control Non-point Pollution from Agriculture)
FLOODPLAINS		
THREATS	**THREAT SUMMARY**	**ACTION STEPS (BEST PRACTICES):**
Development within the floodplain	Development within the floodplain results in more areas being susceptible to flooding, and flooding is increased downstream because there is less floodplain area for stormwater storage.	Limit development in floodplains to uses devoted to green space preservation and uses that will limit damages and danger to human lives.
		Support and implement recommendations from the Drainage Task Force/Long Term Recovery Committee.

EXHIBIT W: THREATS TO WETLAND AND GROUNDWATER

WETLANDS		
THREATS	**THREAT SUMMARY**	**ACTION STEPS (BEST PRACTICES):**
Development of wetland areas	Development pressures for housing, industrial and commercial growth are eliminating wetland areas at an alarming rate.	Encourage preservation and reconstruction of wetlands along riparian corridors and lakes.
		Designate wetlands to be preserved on the zoning map
Non-point source pollution	While wetlands can naturally filter pollutants to a degree, the volume of pollutants impacting wetlands must be managed	See action steps under Rivers, Lakes and Streams.
GROUNDWATER		
THREATS	**THREAT SUMMARY**	**ACTION STEPS (BEST PRACTICES):**
Contamination of Public Water Supply	There are many potential sources of groundwater contamination. These can be point sources like industrial discharge, or non-point sources like pesticides from agricultural runoff. There are many methods for protecting groundwater, including structural BMP's, regulatory practices, and public education and outreach.	Continue policy to forbid uses within the wellhead protection area that could result in contamination of the water supply
Non-point source pollution	Non-point source pollution impacts areas sensitive to groundwater contamination, including karst areas, and areas with highly permeable soils.	See action steps under Rivers, Lakes and Streams.

EXHIBIT X: THREATS TO STEEP SLOPES

STEEP SLOPES		
THREATS	**THREAT SUMMARY**	**ACTION STEPS (BEST PRACTICES):**
Erosion	Stable slopes help to reduce erosion. When development begins to occur in areas with steep terrain, clearing of vegetation from the slopes can cause extreme erosion to occur. This degrades water quality in surrounding water bodies and further damages surrounding areas.	Enact an ordinance restricting development on terrain determined to be steep.
		Create design standards for developers and property owners to address acceptable land uses for areas with steep slopes.
		Include requirements for preserving existing vegetative cover within steep slopes. The vegetation helps to slow stormwater runoff, minimizing erosion.
Elimination of Scenic Viewsheds	Development on steep slopes threatens to degrade the number and quality of scenic views throughout the county.	Prepare a prioritized inventory of viewsheds within the fringe and the hillsides that are included in each.
		Prepare development standards for priority viewsheds. Development standards should guide and limit development in priority areas. Standards should include development on slopes (regardless of the pitch), development on ridge tops and associated areas that comprise scenic views.

EXHIBIT Y: THREATS TO WILDLIFE HABITATS

WILDLIFE HABITAT		
THREATS	**THREAT SUMMARY**	**ACTION STEPS (BEST PRACTICES):**
Habitat Destruction	As previously undeveloped lands begin to be built up, the natural land cover is cleared, and many wildlife species are displaced.	Utilize cluster development to help keep open space and wooded areas connected to prevent habitat fragmentation.
		Identify environmentally sensitive areas that provide habitat for endangered and threatened species, and avoid extending development in those areas.
		Encourage development on infill areas and redevelopment to prevent the destruction of habitats on undeveloped land. Preserve natural vegetation whenever possible to prevent habitat destruction. Replace native vegetation if preservation is not feasible
Habitat Fragmentation	When development is not continuous, habitats are fragmented, resulting in the relocation or destruction of species.	Utilize cluster development to help keep open space and wooded areas connected to prevent habitat fragmentation.

WILDLIFE HABITAT

Wildlife exists everywhere. Woodlands, caves, agricultural lands, wetlands, lakes and streams are all homes for many different species of animals and plants. When these areas are disturbed by development or other human activities, the animal and plant populations that live there can suffer. Division of Nature Preserves publishes a list of threatened and rare species by county in Indiana. The list for Morgan County includes many mollusk and bird species, as well as some fish, amphibians, reptiles, insects, mammals, and plants. Specific locations of endangered species are kept confidential for the purposes of protecting those species.

White River bank also serves as natural habitats

EXHIBIT Z: ENDANGERED SPECIES LIST

Indiana County Endangered, Threatened and Rare Species List

County: Morgan

Species Name	Common Name	FED	STATE	GRANK	SRANK
Mollusk: Bivalvia (Mussels)					
Cyprogenia stegaria	Eastern Fanshell Pearlymussel	LE	SE	G1Q	S1
Epioblasma propinqua	Tennessee Riffleshell		SX	GX	SX
Epioblasma torulosa rangiana	Northern Riffleshell	LE	SE	G2T2	SX
Epioblasma triquetra	Snuffbox	LE	SE	G3	S1
Fusconaia subrotunda	Longsolid		SE	G3	SX
Hemistena lata	Cracking Pearlymussel	LE	SX	G1	SX
Lampsilis ovata	Pocketbook			G5	S2
Ligumia recta	Black Sandshell			G4G5	S2
Obovaria subrotunda	Round Hickorynut		SE	G4	S1
Plethobasus cyphyus	Sheepnose	LE	SE	G3	S1
Pleurobema clava	Clubshell	LE	SE	G1G2	S1
Pleurobema plenum	Rough Pigtoe	LE	SE	G1	S1
Pleurobema pyramidatum	Pyramid Pigtoe		SE	G2G3	SX
Ptychobranchus fasciolaris	Kidneyshell		SSC	G4G5	S2
Quadrula cylindrica cylindrica	Rabbitsfoot	LT	SE	G3G4T3	S1
Villosa lienosa	Little Spectaclecase		SSC	G5	S3
Insect: Lepidoptera (Butterfly)					
Euphydryas phaeton	Baltimore		SR	G4	S2
Insect: Odonata (Dragonflies)					
Aeshna mutata	Spatterdock Darner		ST	G4	S1S2
Tachopteryx thoreyi	Gray Petaltail		SR	G4	S2S3
Insect: Odonata (Damselflies)					
Enallagma divagans	Turquoise Bluet		SR	G5	S3
Fish					
Percina evides	Gilt Darter		SE	G4	S1
Amphibian					
Hemidactylium scutatum	Four-toed Salamander		SSC	G5	S2
Lithobates areolatus circulosus	Northern Crawfish Frog		SE	G4T4	S2
Reptile					
Clonophis kirtlandii	Kirtland's Snake		SE	G2	S2
Crotalus horridus	Timber Rattlesnake		SE	G4	S2
Macrochelys temminckii	Alligator Snapping Turtle		SE	G3G4	SNA
Opheodrys aestivus	Rough Green Snake		SSC	G5	S3
Terrapene carolina carolina	Eastern Box Turtle		SSC	G5T5	S3
Bird					
Accipiter striatus	Sharp-shinned Hawk	No Status	SSC	G5	S2B
Aimophila aestivalis	Bachman's Sparrow			G3	SXB
Ammodramus henslowii	Henslow's Sparrow		SE	G4	S3B

Indiana Natural Heritage Data Center
Division of Nature Preserves
Indiana Department of Natural Resources
This data is not the result of comprehensive county surveys.

Fed: LE = Endangered; LT = Threatened; C = candidate; PDL = proposed for delisting

State: SE = state endangered; ST = state threatened; SR = state rare; SSC = state species of special concern; SX = state extirpated; SG = state significant; WL = watch list

GRANK: Global Heritage Rank: G1 = critically imperiled globally; G2 = imperiled globally; G3 = rare or uncommon globally; G4 = widespread and abundant globally but with long term concerns; G5 = widespread and abundant globally; G? = unranked; GX = extinct; Q = uncertain rank; T = taxonomic subunit rank

SRANK: State Heritage Rank: S1 = critically imperiled in state; S2 = imperiled in state; S3 = rare or uncommon in state; G4 = widespread and abundant in state but with long term concern; SG = state significant; SH = historical in state; SX = state extirpated; B = breeding status; S? = unranked; SNR = unranked; SNA = nonbreeding status unranked

Indiana County Endangered, Threatened and Rare Species List

County: Morgan

Species Name	Common Name	FED	STATE	GRANK	SRANK
Bartramia longicauda	Upland Sandpiper		SE	G5	S3B
Buteo lineatus	Red-shouldered Hawk		SSC	G5	S3
Buteo platypterus	Broad-winged Hawk		SSC	G5	S3B
Dendroica cerulea	Cerulean Warbler		SE	G4	S3B
Haliaeetus leucocephalus	Bald Eagle		SSC	G5	S2
Helmitheros vermivorus	Worm-eating Warbler		SSC	G5	S3B
Lanius ludovicianus	Loggerhead Shrike		SE	G4	S3B
Mniotilta varia	Black-and-white Warbler		SSC	G5	S1S2B
Pandion haliaetus	Osprey		SE	G5	S1B
Thryomanes bewickii	Bewick's Wren			G5	S1B
Tyto alba	Barn Owl		SE	G5	S2
Wilsonia citrina	Hooded Warbler		SSC	G5	S3B
Mammal					
Lasiurus borealis	Eastern Red Bat		SSC	G5	S4
Lasiurus cinereus	Hoary Bat		SSC	G5	S4
Myotis lucifugus	Little Brown Bat		SSC	G3	S2
Myotis septentrionalis	Northern Myotis		SSC	G1G3	S2S3
Myotis sodalis	Indiana Bat or Social Myotis	LE	SE	G2	S1
Nycticeius humeralis	Evening Bat		SE	G5	S1
Perimyotis subflavus	Eastern Pipistrelle		SSC	G3	S2S3
Taxidea taxus	American Badger		SSC	G5	S2
Vascular Plant					
Epigaea repens	Trailing Arbutus		WL	G5	S3
Eupatorium incarnatum	Pink Thoroughwort		ST	G5	S2
Juglans cinerea	Butternut		WL	G4	S3
Pinus strobus	Eastern White Pine		SR	G5	S2
Rubus odoratus	Purple Flowering Raspberry		ST	G5	S2
High Quality Natural Community					
Forest - upland dry-mesic	Dry-mesic Upland Forest		SG	G4	S4
Forest - upland mesic	Mesic Upland Forest		SG	G3?	S3
Primary - cliff eroding	Eroding Cliff		SG	G4	S1
Wetland - fen	Fen		SG	G3	S3
Wetland - seep circumneutral	Circumneutral Seep		SG	GU	S1
Other Significant Element					
Geomorphic - Nonglacial Erosional Feature - Water Fall and Cascade	Water Fall and Cascade			GNR	SNR

Indiana Natural Heritage Data Center
Division of Nature Preserves
Indiana Department of Natural Resources
This data is not the result of comprehensive county surveys.

Fed: LE = Endangered; LT = Threatened; C = candidate; PDL = proposed for delisting

State: SE = state endangered; ST = state threatened; SR = state rare; SSC = state species of special concern; SX = state extirpated; SG = state significant; WL = watch list

GRANK: Global Heritage Rank: G1 = critically imperiled globally; G2 = imperiled globally; G3 = rare or uncommon globally; G4 = widespread and abundant globally but with long term concerns; G5 = widespread and abundant globally; G? = unranked; GX = extinct; Q = uncertain rank; T = taxonomic subunit rank

SRANK: State Heritage Rank: S1 = critically imperiled in state; S2 = imperiled in state; S3 = rare or uncommon in state; G4 = widespread and abundant in state but with long term concern; SG = state significant; SH = historical in state; SX = state extirpated; B = breeding status; S? = unranked; SNR = unranked; SNA = nonbreeding status unranked

IMPLEMENTATION

DRAFT PLAN 11.1.2017

This page intentionally left blank.

IMPLEMENTING THE PLAN

Completing this plan is not the end of the effort for Martinsville. While a comprehensive plan provides a vision and direction for the community, it must also provide clear strategies on how to make the plan a reality. As a comprehensive plan covers multiple facets of a community, the recommendations and ideas discussed can be overwhelming. This section serves to summarize the goals from each section and identify strategies to support the goals, along with involved parties and short, mid, and long-term time lines. The identified involved parties are generalized and do not include all potential parties, inside or outside the city, who may have some role in implementing the strategy and the plan.

CRITICAL PATH STRATEGIES

From all the goals and strategies identified in this plan, there are some critical path strategies which should be prioritized and applied to make significant progress in achieving the vision and goals set forth in this plan. Each of these critical path strategies create opportunities for other strategies identified within the plan and can serve as catalysts for overall plan implementation.

- Improve local connectivity to the Interstate 69 corridor.
- Develop and proclaim the story of Martinsville by celebrating its successes and advertising its opportunities.
- Encourage and promote residential neighborhood revitalization.
- Continue downtown redevelopment and revitalization.
- Review and update local ordinances.
- Create and identify new shovel-ready, non residential development sites.
- Clarify and update the fringe planning boundary.

Document Review

This plan is not meant to be static. The plan and strategies identified should be periodically reviewed. An annual review of this plan should be coordinated between the city administration, the plan commission, city council and other relevant parties to identify any major community changes that could affect the plan and discuss progress of identified strategies. This review should include an annual report, which can be used to document plan achievements and changes.

INVOLVED PARTY ABBREVIATIONS	
BZ	Board of Zoning Appeals
CC	Common Council
CE	Code Enforcement
CF	Community Foundation of Morgan County
CHC	Martinsville Chamber of Commerce
CVB	Morgan County Convention & Visitors Bureau
FD	Fire Department
PC	Plan Commission
PD	Police Department
PRD	Parks and Recreation Department
PU	Private Utilities
PWB	Board of Public Works
RC	Redevelopment Commission
RM	Rediscover Martinsville
SD	Street Department
UD	Utility Department
MCP	Morgan County Parks and Recreation
AS	Art Sanctuary
MO	Mayor's Office
MSD	Metro School District of Martinsville
MCEDC	Morgan County Economic Development Corporation

DRAFT PLAN 11.1.2017

QUALITY OF LIFE

Invest in infrastructure and amenities to make Martinsville a premier location to live, learn, work, dine and shop.

QUALITY OF LIFE STRATEGIES				
Strategy	Priority			Involved Parties
	Short	Mid	Long	
Encourage and promote local restaurants and retailers in the downtown area.	X			CHC, CVB, RM, MO, CC
Encourage the development of recreational and cultural attractions in the downtown area.	X			CHC, CVB, RM, MO, CC, PRD,
Continue to develop and promote a tourism program for Martinsville.	X			CVB, CC, RM, CHC
Promote the arts as a key asset for the community.		X		PRD, CC, CVB, PC
Maintain an updated 5 year parks and recreation master plan, adopt the plan as a component of the comprehensive plan, and implement the recommendations of the plan.		X		PRD, CC, CVB, PC
Develop and implement a greenways vision plan, including plans for connecting to a regional trail system spearheaded by Morgan County.		X		PRD, MCP, CVB, PC, RC
Develop a plan to increase public access to White River in Martinsville.			X	MCP, PRD
Investigate new ways to provide expanded and improved pedestrian and bicycle connectivity between key destinations and attractions within the city.		X		CF, CVB, PRD, MCP, RC, RM, MCEDC
Investigate new methods and partnerships to expand broadband connectivity and capacity in Martinsville.		X		MCEDC, CHC, PU, UD, CC
Create incentive programs to encourage the use of upper floor spaces in downtown.	X			CC, CE, CHC, MCEDC
Work with INDOT to ensure the aesthetic quality of the interchanges and overpasses on Interstate 69.	X			MO, CC
Develop a gateway plan to enhance the appearance of gateways into Martinsville as part of the Interstate 69 project.	X			RM, CF, VCB, MO, CC

LAND USE

Encourage an appropriate mix of land uses through targeted new development sites that respond to the future Interstate 69 corridor and includes infill/redevelopment efforts to support the population of Martinsville now and in the future.

LAND USE STRATEGIES				
Strategy	Priority			Involved Parties
	Short	Mid	Long	
Ensure the zoning map aligns with the future land use map for locations of commercial and industrial land.	X			BZ, PC, MO, CC, UD, CHC, MCEDC
Update the zoning and subdivision control ordinances to align with the range of land uses outlined in the comprehensive plan and to reflect more favorable infill and redevelopment requirements.	X			PC, MO, CC, RM
Enact land use regulations that allow for appropriate and compatible increased density in developments to accommodate population growth.	X			PC, CF
Enact land use regulations that support appropriate innovative mixed-use development.	X			BZ, MCEDC, PC, CHC,
Identify targeted revitalization areas within the city and clearly identify high potential infill or redevelopment sites.		X		RC, MCEDC, CHC, RM
Adopt and designate development districts where aesthetic characteristics of high importance and develop design standards for these districts.		X		RC, CF
Maintain and consult a capital improvement plan.	X			CC, MO
Adopt architectural design standards for residential, commercial and industrial developments.		X		PC, BZ, RC, RM
Develop an inventory of underutilized buildings and vacant land within the city, including information such as square footage, parking availability, potential retail or service use and any zoning restrictions. Make available online for easy access of community partners.	X			RC, RM
Offer economic incentives to property owners who redevelop vacant buildings.	X			RM, MO, CC, RC
Require connectivity between subdivisions.		X		BZ, PC, SD, PRD
Connect new development to existing development.		X		BZ, PC, SD
Allow for compatible and appropriate increased density for mixed use and infill/redevelopment sites.	X			PC, RM, RC
Encourage adaptive re-use of existing buildings.		X		RM, CE, BZ, CHC, MCEDC
Clarify and update the fringe planning area boundary.	X			CC, MO

DRAFT PLAN 11.1.2017

ECONOMIC DEVELOPMENT

Position Martinsville to be more competitive position for economic development opportunities by investing in infrastructure and quality of life improvements.

ECONOMIC DEVELOPMENT STRATEGIES				
Strategy	Priority			Involved Parties
	Short	Mid	Long	
Focus revitalization efforts in and around Martinsville's downtown to serve as a catalyst to the rest of the community.	X			MO, CC, CHC, RM, RC, PC
Develop programs and policies to support and encourage the continued success and growth of the existing business base within the community.	X			MO, CHC, CC, EDC, PC
Attract industry that delivers higher-wage job opportunities in the community.	X			MO, CHC, CC, EDC, PC
Ensure inter-governmental cooperation throughout the county.	X			All City & Co Entities
Develop a consistent and clear marketing message and delivery system that establishes the desired perception and identity of Martinsville.		X		MO, CC, CHC, CVB, RM, CF, MSD
Facilitate creation of strategic public/private partnerships to support future development activities.		X		MO, CHC, CVB, EDC, CF
Create and identify new shovel-ready, non residential, development sites.	X			EDC, MO, UD, RC
Create and promote the vision, identity, character and brand of Martinsville with a consistent message articulated through strategic and targeted marketing efforts.	X			MO, CC, RM, AS, CVB
Work with county, regional and state economic development partners to develop a tiered marketing and outreach program to local, regional and national site selectors, brokers and targeted industries.	X			MO, CHC, CF, MCEDC, CVB
Maintain the most current and relevant data on the county economic development website and link to the city website.	X			CVB, MO
Work with all relevant community stakeholders (higher education, hospital, local schools, etc.) to develop the message of the quality of place and competitive advantage of Martinsville.	X			MCEDC, CVB, CHC, RM
Create a business toolkit that outlines local permit and business regulations and available resources.		X		CC, MO, CVB, CHC, MCEDC
Develop entrepreneurial programs to support small business development in Martinsville. This may include, but is not limited to, supportive services and training related to business management and business operations and local collaborative financing for startup and expanding businesses.		X		RM, CC, MO, CHC, CF, MCEDC

ECONOMIC DEVELOPMENT STRATEGIES CONT.				
Strategy	Priority			Involved Parties
	Short	Mid	Long	
Incentives should be tied to the performance guarantees of the prospective business (especially assessed valuation development, employment numbers and wage levels).	X			MO, RC, CC
Continue to create the means for developers to be successful in Martinsville through the creative use of incentives and by streamlining/easing the process of permitting and securing development approvals.	X			CC, MO, RC, MCEDC, CHC
Focus business attraction efforts on high wage businesses that do not require disproportionate cost to provide local services.	X			CC, MO, RC, MCEDC, CHC
Work with local schools to develop vocational training opportunities for students not seeking to attend four-year colleges.		X		CC, MO, RC, MCEDC, CHC, MSD
Improve STEM educational opportunities to every student at every school.		X		CC, MO, RC, MCEDC, CHC, MSD

DRAFT PLAN 11.1.2017

HOUSING

Encourage investment and programming to support a diverse housing mix and revitalization of traditional and historic neighborhoods in Martinsville.

HOUSING STRATEGIES				
Strategy	Priority			Involved Parties
	Short	Mid	Long	
Sponsor "clean up days" help to reduce the trash and debris in neighborhoods.		X		RM, MO Engage all
Foster a balance of housing opportunities that are responsive to diverse market preferences and the needs of the entire community.		X		PC, MO, CC, PC, UD, community conversation
Develop a neighborhood revitalization plan to target specific neighborhoods which coordinates critical transportation and utility infrastructure improvements in conjunction with neighborhood redevelopment efforts.			X	PC, MO, CC
Encourage definition of neighborhoods and develop programs to engage neighborhood associations.		X		PC, MO, CC
Encourage homeowner involvement and participation in cleaning up properties and neighborhoods.	X			RM, MO, CC
Enhance and increase code enforcement.	X			CE, MO, CC
Promote the walkability of neighborhoods, especially those adjacent to and near downtown.		X		CE, MO, CC
Promote connectivity between neighborhoods and commercial centers.		X		CE, MO, CC
Develop policies and incentives to help attract new and diverse options to Martinsville.	X			CC, MO, RM

UTILITIES AND TRANSPORTATION

Ensure that adequate infrastructure and facilities, including transportation networks, are provided to all portions of the city to support desired development and quality of life investments.

UTILITY AND TRANSPORTATION STRATEGIES				
Strategy	Priority			Involved Parties
	Short	Mid	Long	
Upgrade small diameter mains in fringe areas as needed to provide fire protection to areas with higher development densities.			X	UD, FD, PWB,
Meet on an annual basis with surrounding water utilities to coordinate service to fringe areas.		X		UD, PWB, PU
Update the Sanitary Sewer Evaluation Study as needed to determine I/I sources that are the highest priority. These priority areas should be rehabilitated.		X		UD, PWB, PU, PC
Update the Mitchell Street lift station.		X		PWB, UD
Regularly review options for extending sanitary sewers to areas with failing septic systems within the fringe..			X	UD, PWB, PU
Implement improvements projects identified in the I-69 Economic Development Plan to support access to the future I-69 corridor	X			PC, PWB, UD, SD
Maintain existing thoroughfares while promoting alternative forms of transportation such as bike lanes, carpooling and buses.		X		MO, CC, RC, SD, PRD, MCP
Roads, sidewalks and stormwater runoff systems are in need of immediate repair and their condition is impeding the city's growth.	X			SD, PWB, PC, CC
Improve and further develop comprehensive pedestrian and bicycle networks which connect to community destinations.		X		MO, CC, RC, PRD, MCP, SD
Implement complete street design practices and extend already completed streetscape projects.		X		PC, CC, SD,
Coordinate improved gateways into Martinsville with city brand and marketing strategy. Gateways should be approached comprehensively.		X		CHC, CFMC, CVB, MO, CC, PC,
Amend functional classification map based on changes identified in the revised thoroughfare plan.	X			UD, PC, CC
Adopt new roadway standards pursuant to the vision created within the comprehensive plan.	X			UD, PC, CC
Utilize existing and future broadband infrastructure as a marketing and economic development tool.		X		MO, CVB, UD, PU

DRAFT PLAN 11.1.2017

ENVIRONMENT AND NATURAL RESOURCES

Preserve and protect Martinsville's environmental assets, especially floodplains and steep slopes.

ENVIRONMENT AND NATURAL RESOURCE STRATEGIES				
Strategy	Priority			Involved Parties
	Short	Mid	Long	
Protect wetlands, woodlands, floodplains, drainage ways, wildlife habitats, steep slopes and other similar environmentally significant areas.	X			PRD, PRD, MCP, PC, CC, MO
Ensure the city becomes more sustainable by meeting the needs of its residents while protecting environmental resources for future generations.			X	PC, PC, CC, MO, PRD, MCP
Encourage responsible development with a primary focus on conservation in the steep slopes and floodplains of the planning area.		X		UD, PC, CC, PRD, MCP, RC,
Preserve natural assets as amenities to support tourism and community growth.	X			CVB, MO, CC, CVB, RM, MCEDC

APPENDIX

DRAFT PLAN 11.1.2017

This page intentionally left blank.

Demographics AV

Community Resources List..... AVI

Liberty Church Sanitary Sewer Cost Estimates..... AVII

Liberty Church Water Cost Estimates..... AIX

Liberty Church Roadway Estimates..... AXI

2010 Future Land Use Map..... AXII

2016 I-69 Economic Development Land Use Map..... AXIV

2010 Downtown Revitalization Map..... AXV

Survey Results..... AXVI

Appendix
Table of Contents

DRAFT PLAN 11.1.2017

This page intentionally left blank.

DEMOGRAPHIC REPORT SNAPSHOT

MARTINSVILLE, INDIANA

MARTINSVILLE		INDIANA
	POPULATION	
11,739		6,483,802
	COMMUNITY DEMOGRAPHICS	
97.7%	White	81.1%
2.4%	Black/African American	9.0%
.2%	Asian	1.6%
1.4%	Hispanic or Latino	6.2%
1.3%	Other race or two or more races	2.1%
	EDUCATIONAL ATTAINMENT	
2.3%	Less than 9th grade	4.2%
14.8%	9th to 12th grade	8.6%
45.4%	High School	35.2%
19.8%	Some College	20.9%
6.5%	Associates Degree	7.9%
7.7%	Bachelors Degree	14.8%
3.4%	Graduate/Professional Degree	8.4%
3.3% (Morgan County)	Unemployment Rate (as of July 2017 per Stats Indiana)	3.1%
	MEDIAN INCOME	
$36,403		$48,248
	MEDIAN HOME VALUE	
$91,600		$122,800

Unless noted otherwise, data above is from the 2011-2015 American Community Survey by the U.S. Census Bureau.

DRAFT PLAN 11.1.2017

COMMUNITY RESOURCES LIST

1. McDaniel's Field
2. Hill Dale Cemetery
3. Martinsville City Court
4. Martinsville Post Office
5. Martinsville Utilities Office
6. Martinsville Water & Sewage
7. Morgan County Administration Building
8. Morgan County Courthouse
9. South Central Indiana REMC
10. Vandalia Depot
11. IU Health Morgan
12. Morgan County Public Library
13. Barbara B. Jordan YMCA
14. Doris Daily Park
15. Jimmy Nash City Park
16. Martinsville Golf Club
17. Morgan County Fairgrounds
18. Morgan-Monroe State Forest
19. Veteran Memorial Park
20. Victory Park
21. Mulberry Street Park
22. Martinsville Fire Department
23. Martinsville Police Department
24. Morgan County Sheriff's Office
25. Washington Township Fire Department
26. Bell Intermediate Academy
27. Charles L. Smith Elementary School
28. Hammons Off-Campus School
29. John R. Wooden Middle School
30. Martinsville Head Start
31. Martinsville High School
32. Poston Road Elementary School
33. Purdue Cooperative Extension
34. South Elementary School

This list corresponds to Exhibit A in Section 2- Quality of Life.

City of Martinsville
Liberty Church Rd. Interchange - Sewers
Construction Cost Estimate - High End - Northern Half of Development

Engineer's Estimate

Item No.	Description	Est. Quantity	Unit	Unit Price	Total Price
1	8" PVC Sanitary Sewer w/native backfill				
	b) 12-16' dp	5,456	LF	$130.00	$709,222.22
2	10" PVC Sanitary Sewer w/native backfill				
	b) 12-16' dp	367	LF	$135.00	$49,500.00
3	21" PVC Sanitary Sewer w/native backfill				
	b) 12-16' dp	211	LF	$190.00	$40,111.11
4	48" Standard Precast Manhole, 8-12' dp	53	EA	$5,500.00	$291,500.00
5	Erosion Control	6,033	LF	$2.00	$12,066.67
6	Seeding and Restoration	1	LS	$20,000.00	$20,000.00
7	Maintenance of Traffic and Detours	1	LS	$30,000.00	$30,000.00
8	Right-of-Way Clearing	2	AC	$15,000.00	$30,000.00
9	Mobilization/Demobilization (5% of Above Costs)	1	LS	$59,200.00	$59,200.00
10	Construction Engineering (3% of Above Costs)	1	LS	$35,500.00	$35,500.00
	SUBTOTAL CONSTRUCTION COST ESTIMATE				$1,278,000.00
	CONTINGENCY (15%)				$191,700.00
	TOTAL CONSTRUCTION COST ESTIMATE (ROUNDED)				$1,470,000.00

* 6" Force Main will be set in with 24", and used until full 24" capacity is needed.

Piping cost estimates are based on the 2016 Greenwood Western Regional Interceptor Project unit Costs

City of Martinsville
Liberty Church Rd. Interchange - Sewers
Construction Cost Estimate - High End - Southern Half of Development

Engineer's Estimate

Item No.	Description	Est. Quantity	Unit	Unit Price	Total Price
1	8" PVC Sanitary Sewer w/native backfill				
	b) 12-16' dp	3,872	LF	$130.00	$503,387.16
2	10" PVC Sanitary Sewer w/native backfill				
	b) 12-16' dp	744	LF	$135.00	$100,500.00
3	12" PVC Sanitary Sewer w/native backfill				
	b) 12-16' dp	500	LF	$140.00	$70,000.00
4	15" PVC Sanitary Sewer w/native backfill				
	b) 12-16' dp	350	LF	$160.00	$56,000.00
5	21" PVC Sanitary Sewer w/native backfill				
	b) 12-16' dp	189	LF	$190.00	$35,888.89
6	48" Standard Precast Manhole, 8-12' dp	38	EA	$5,500.00	$209,000.00
7	Erosion Control	5,656	LF	$2.00	$11,311.08
8	Seeding and Restoration	1	LS	$20,000.00	$20,000.00
9	Maintenance of Traffic and Detours	1	LS	$30,000.00	$30,000.00
10	Right-of-Way Clearing	20	AC	$15,000.00	$300,000.00
11	Mobilization/Demobilization (5% of Above Costs)	1	LS	$66,900.00	$66,900.00
12	Construction Engineering (3% of Above Costs)	1	LS	$40,100.00	$40,100.00
	SUBTOTAL CONSTRUCTION COST ESTIMATE				$1,444,000.00
	CONTINGENCY (15%)				$216,600.00
	TOTAL CONSTRUCTION COST ESTIMATE (ROUNDED)				$1,661,000.00

* 6" Force Main will be set in with 24", and used until full 24" capacity is needed.

Piping cost estimates are based on the 2016 Greenwood Western Regional Interceptor Project unit Costs

City of Martinsville
Liberty Church Rd. Interchange - Water Main
Construction Cost Estimate - Northern Half of Development

Engineer

Item No.	Description	Est. Quantity	Unit	Unit Price
1	8" PVC Water Main	30,599	LF	$65.00
2	8" Gate Valve & Box	62	EA	$3,200.00
3	12" PVC Water Main	13,360	LF	$95.00
4	12" Gate Valve & Box	27	EA	$4,000.00
5	1" Service Replacement Short Side	128	EA	$440.00
6	1" Service Replacement Long Side	128	EA	$1,100.00
7	Fire Hydrant Assembly (At every Intersection)	38	EA	$5,000.00
8	Erosion Control	43,959	LF	$2.00
9	Seeding and Restoration	43,959	LF	$1.50
10	Maintenance of Traffic and Detours	1	LS	$25,000.00
11	Right-of-Way Clearing	2	AC	$15,000.00
12	Mobilization/Demobilization (5% of Above Costs)	1	LS	$208,100.00
13	Construction Engineering (3% of Above Costs)	1	LS	$124,900.00
SUBTOTAL CONSTRUCTION COST ESTIMATE				
CONTINGENCY (15%)				
TOTAL CONSTRUCTION COST ESTIMATE (ROUNDED)				

Piping cost estimates are based on the 2017 Rochester Monroe Street Improvements

City of Martinsville
Liberty Church Rd. Interchange - Water Main
Construction Cost Estimate - Southern Half of Development

Engineer

Item No.	Description	Est. Quantity	Unit	Unit Price
1	8" PVC Water Main	27,663	LF	$65.00
2	8" Gate Valve & Box	56	EA	$3,200.00
3	12" PVC Water Main	19,538	LF	$95.00
4	12" Gate Valve & Box	40	EA	$4,000.00
5	1" Service Replacement Short Side	127	EA	$440.00
6	1" Service Replacement Long Side	127	EA	$1,100.00
7	Fire Hydrant Assembly (At every Intersection)	47	EA	$5,000.00
8	1 Million Gallon Elevated Tank	1	EA	$3,500,000.00
9	Erosion Control	47,200	LF	$2.00
10	Seeding and Restoration	47,200	LF	$1.50
11	Maintenance of Traffic and Detours	1	LS	$25,000.00
12	Right-of-Way Clearing	20	AC	$15,000.00
13	Mobilization/Demobilization (5% of Above Costs)	1	LS	$321,900.00
14	Construction Engineering (3% of Above Costs)	1	LS	$193,200.00
SUBTOTAL CONSTRUCTION COST ESTIMATE				
CONTINGENCY (15%)				
TOTAL CONSTRUCTION COST ESTIMATE (ROUNDED)				

Piping cost estimates are based on the 2017 Rochester Monroe Street Improvements

Elevated tank price taken from 2010 Brazil Project.

City of Martinsville
Liberty Church Rd. Interchange - Roadway
Construction Cost Estimate - Northern Half of Development

Engineer's Estimate

Item No.	Description	Est. Quantity	Unit	Unit Price	Total Price
1	HMA - Base	25,766	TON	$85.00	$2,190,150.00
2	HMA - Intermediate	14,054	TON	$95.00	$1,335,180.00
3	HMA - Surface	7,027	TON	$105.00	$737,860.00
4	Subgrade Treatment	111,593	SYD	$10.00	$1,115,940.00
5	Excavation	5,115	CYD	$30.00	$153,450.00
6	Erosion Control	1	LS	$5,000.00	$5,000.00
7	Seeding and Restoration	29,717	LF	$1.50	$44,580.00
8	Right-of-Way Clearing	2	AC	$15,000.00	$30,000.00
9	Maintenance of Traffic and Detours	1	LS	$25,000.00	$25,000.00
10	Mobilization/Demobilization (5% of Above Costs)	1	LS	$281,900.00	$281,900.00
11	Construction Engineering (3% of Above Costs)	1	LS	$169,200.00	$169,200.00
SUBTOTAL CONSTRUCTION COST ESTIMATE					$6,089,000.00
CONTINGENCY (20%)					$1,217,800.00
TOTAL CONSTRUCTION COST ESTIMATE (ROUNDED)					$7,307,000.00

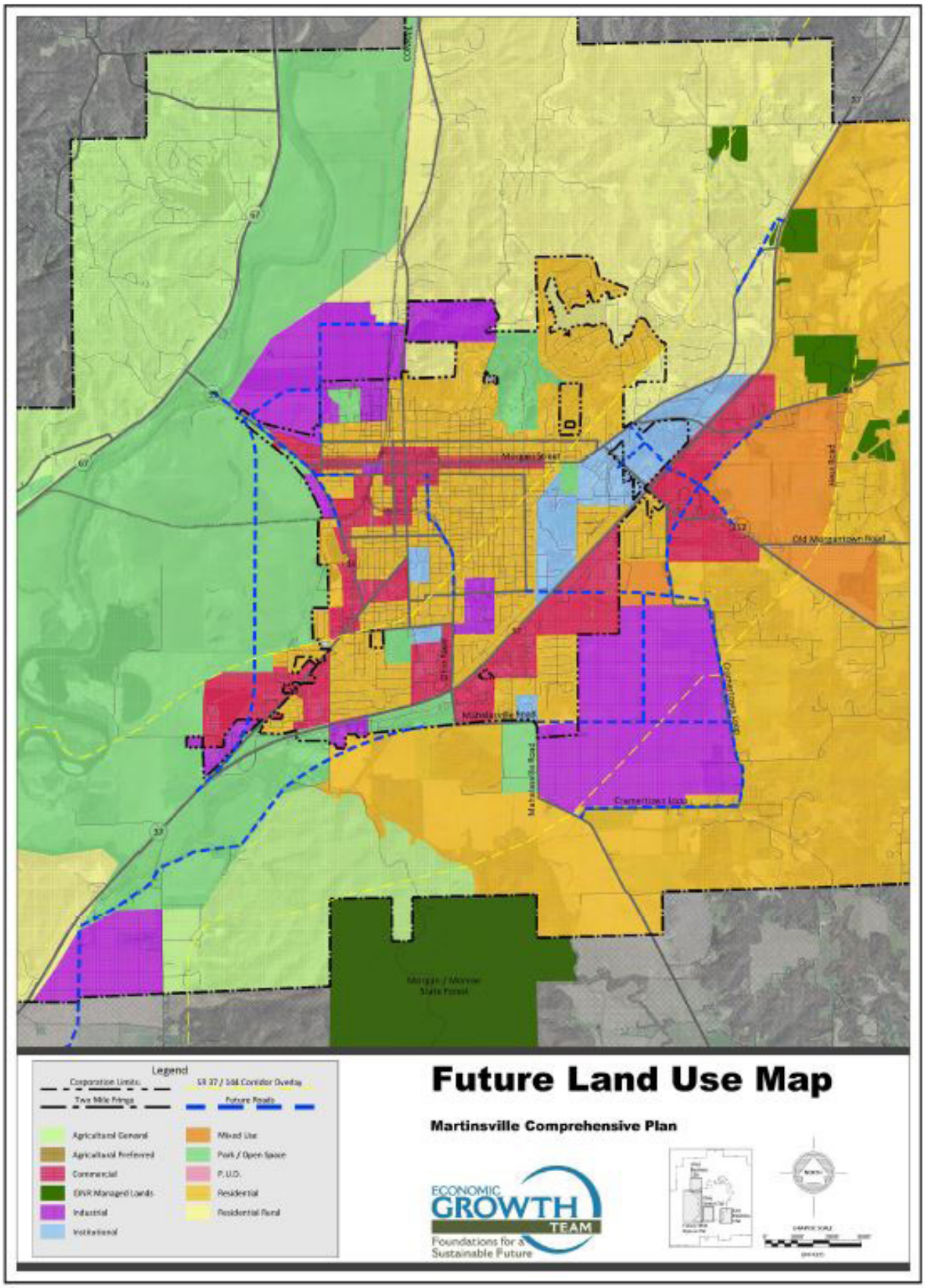
Note: Liberty Church Road's 4 lane paving has been included in the Northen Half of Development.

City of Martinsville
Liberty Church Rd. Interchange - Roadway
Construction Cost Estimate - Southern Half of Development

Engineer's Estimate

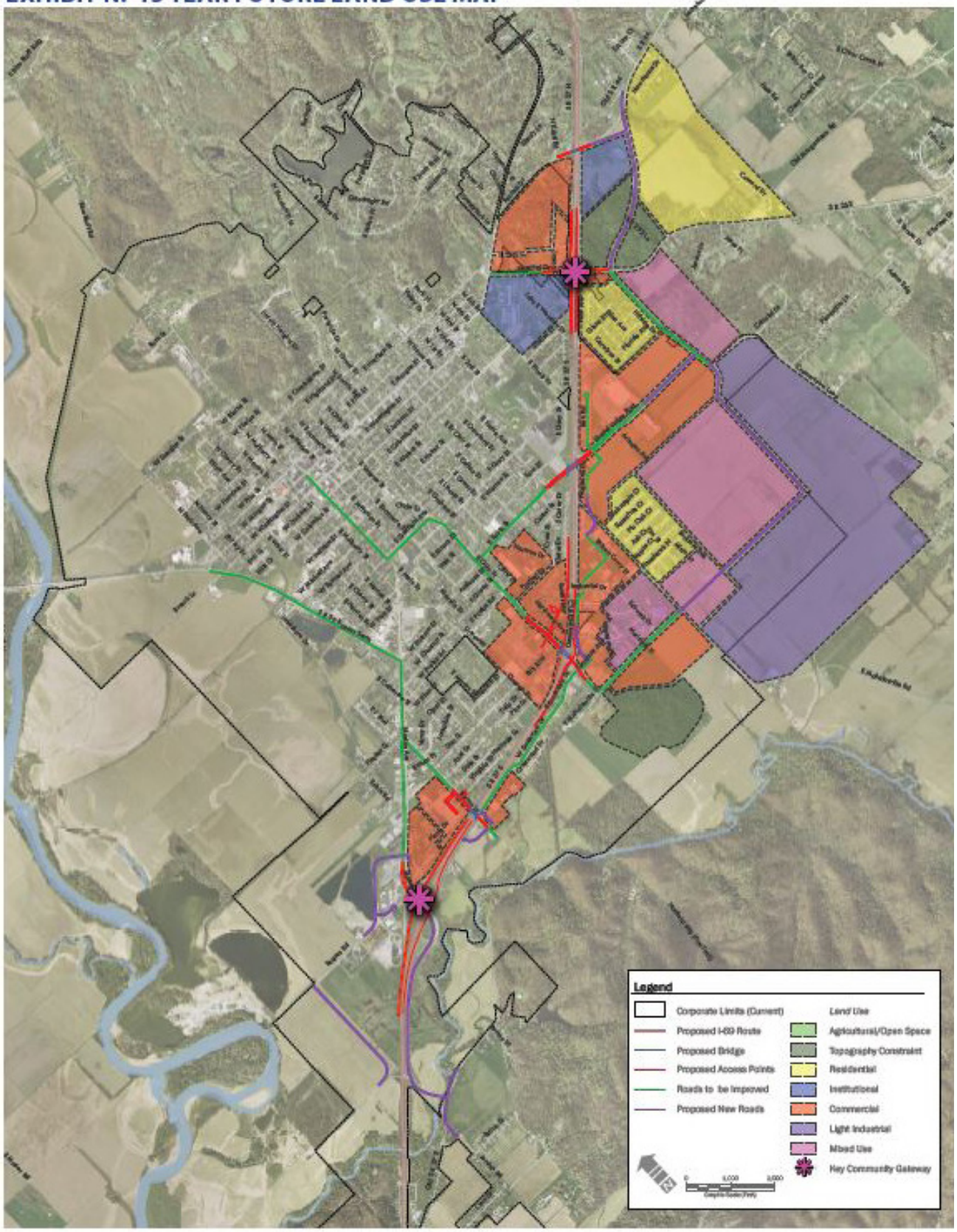
Item No.	Description	Est. Quantity	Unit	Unit Price	Total Price
1	HMA - Base	24,669	TON	$85.00	$2,096,900.00
2	HMA - Intermediate	13,456	TON	$95.00	$1,278,330.00
3	HMA - Surface	6,728	TON	$105.00	$706,450.00
4	Subgrade Treatment	108,736	SYD	$10.00	$1,087,360.00
5	Excavation	4,984	CYD	$30.00	$149,520.00
6	Erosion Control	1	LS	$5,000.00	$5,000.00
7	Seeding and Restoration	30,582	LF	$1.50	$45,880.00
8	Right-of-Way Clearing	20	AC	$15,000.00	$300,000.00
9	Maintenance of Traffic and Detours	1	LS	$25,000.00	$25,000.00
10	Mobilization/Demobilization (5% of Above Costs)	1	LS	$284,800.00	$284,800.00
11	Construction Engineering (3% of Above Costs)	1	LS	$170,900.00	$170,900.00
SUBTOTAL CONSTRUCTION COST ESTIMATE					$6,151,000.00
CONTINGENCY (20%)					$1,230,200.00
TOTAL CONSTRUCTION COST ESTIMATE (ROUNDED)					$7,382,000.00

2010 FUTURE LAND USE MAP

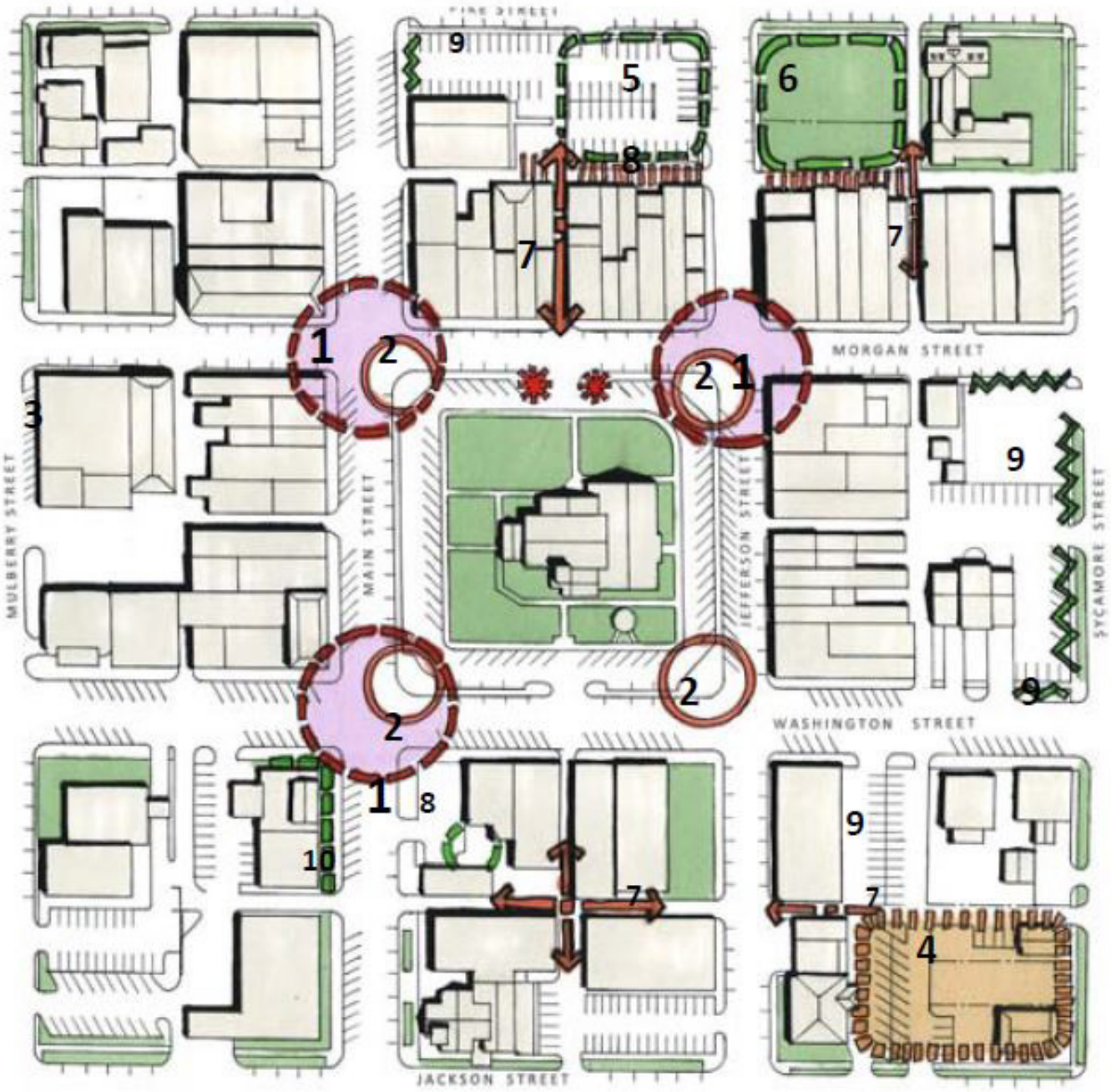


DRAFT PLAN 11.1.2017

EXHIBIT N: 15 YEAR FUTURE LAND USE MAP



2010 DOWNTOWN REVITALIZATION PLAN LANDSCAPE AND STREETSCAPE OPPORTUNITIES MAP



DRAFT PLAN 11.1.2017

SURVEY RESULTS

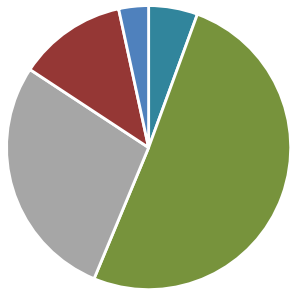
A community survey was conducted to better understand the public's perception of their community based on the following factors:

- Quality of Life Factors
- Economic Development
- Land Use
- Utility and Infrastructure
- Housing
- Transportation
- Natural Resources and Recreation
- What makes them proud of their community?
- What would they change most about their community?
- What makes Martinsville different than other communities?

Of the 1,055 survey respondents, majority were female and between 25-54 years of age. About 80% own a home in Martinsville and have a household income that track higher than the U.S. Census median.

The Quality of Life Factors that were asked primarily focused on the accessibility to good health care, safety, entertainment and shopping opportunities,

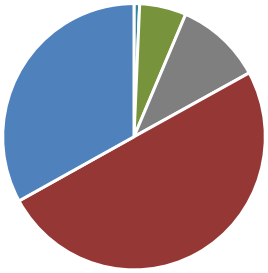
Martinsville is a safe community:



Strongly Agree Agree Neutral Disagree Strongly Disagree

In the open ended statements, respondents voiced that Martinsville is trying to combat their current negative perception that the community is unwelcoming, uneducated and living in poverty. There is also the perception that there is a drug problem that could be combated if there were more family friendly entertainment options both after school and work and on the weekends.

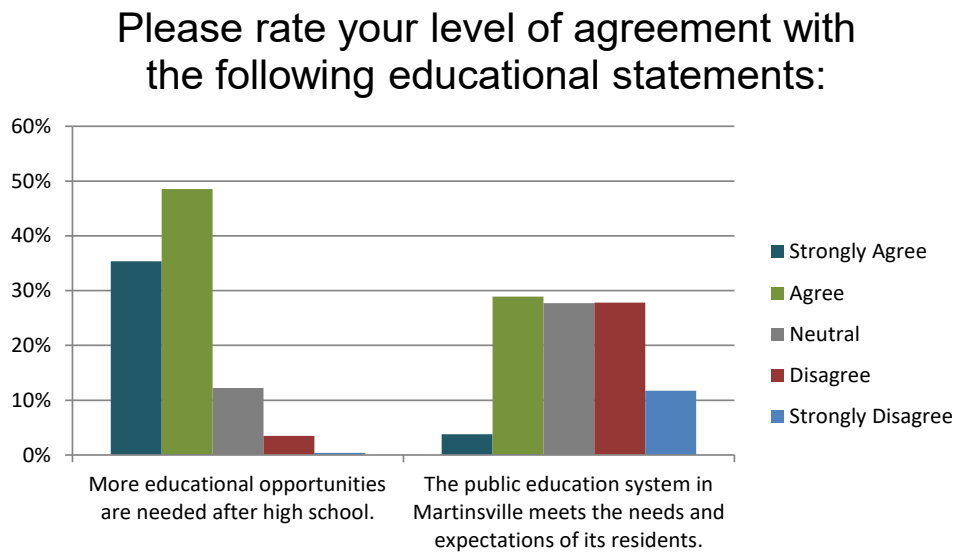
There are plenty of dining, shopping and entertainment options in Martinsville:



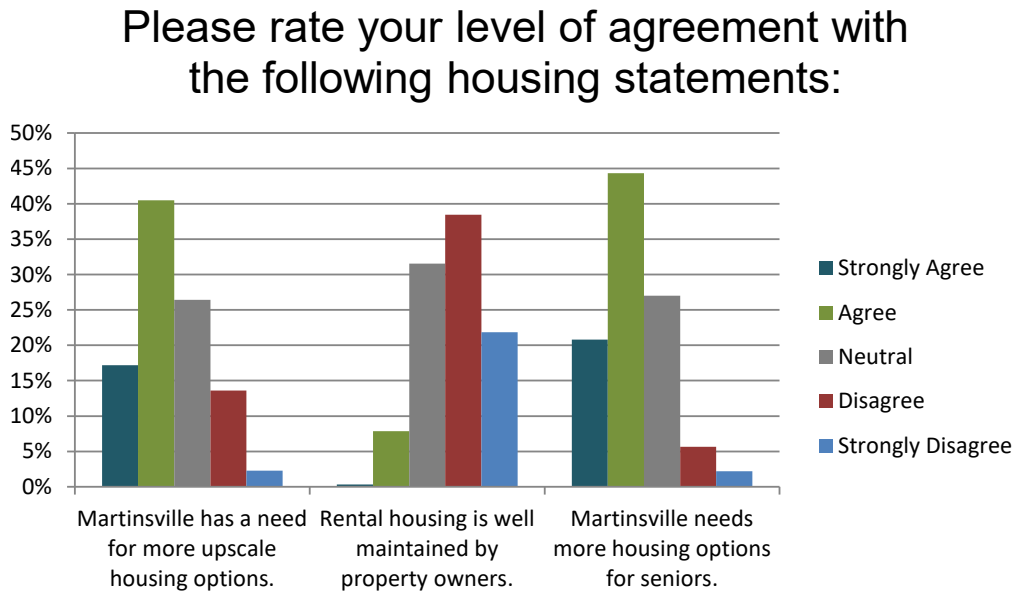
Strongly Agree Agree Neutral Disagree Strongly Disagree

The results show over 50% of the respondents disagree that there are plenty of dining, shopping and entertainment options. The results also showed that there was a desire to be more educational opportunities after high school. Providing additional educational and entertainment options, the negative, uneducated, drug addict and poverty perception may begin to change.

Contrary to this outside belief, respondents had many positive things to say about Martinsville. Most had a high sense of pride, and enjoyed the rich history that continues to be displayed, especially in the historic districts. The sense of community pride and support gives Martinsville the safe, caring, small-town feel with an active volunteerism support system.

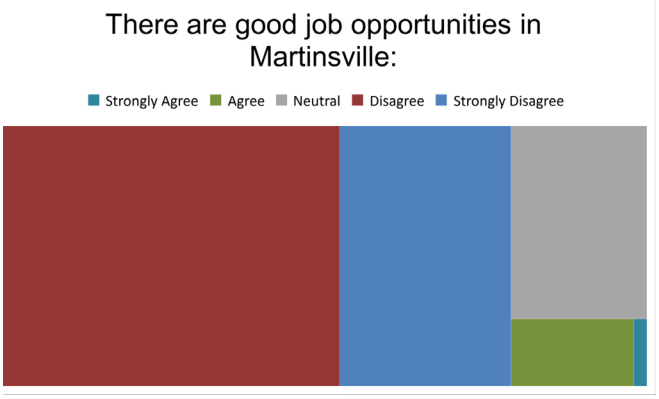


Another positive aspect of Martinsville that was expressed was that most had a high sense of pride, especially in the educational system and high school sports teams. While they wished there were more opportunities after high school, such as job-training programs, there were mixed opinions on the public education system. About 30% agree that the education system meets the needs and expectations of its residents, over 30% believe it falls short, while others felt neutral about it.



Property maintenance needs to be addressed. Respondents expressed that the rental properties within community are not being properly kept up making the town appear run-down. There also needs to be more upscale housing options, as the average household income tracks higher than the U.S. Census median. Also, with the aging of the baby boomers, Martinsville struggles with providing housing options for seniors.

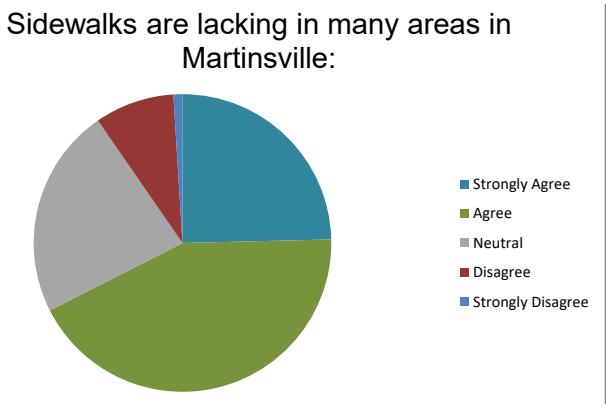
Respondents feel that the current job pool in Martinsville lacks diversity and opportunities. They think there needs to be more and better paying employment opportunities to help combat the poverty issues and stigmas that Martinsville challenges.



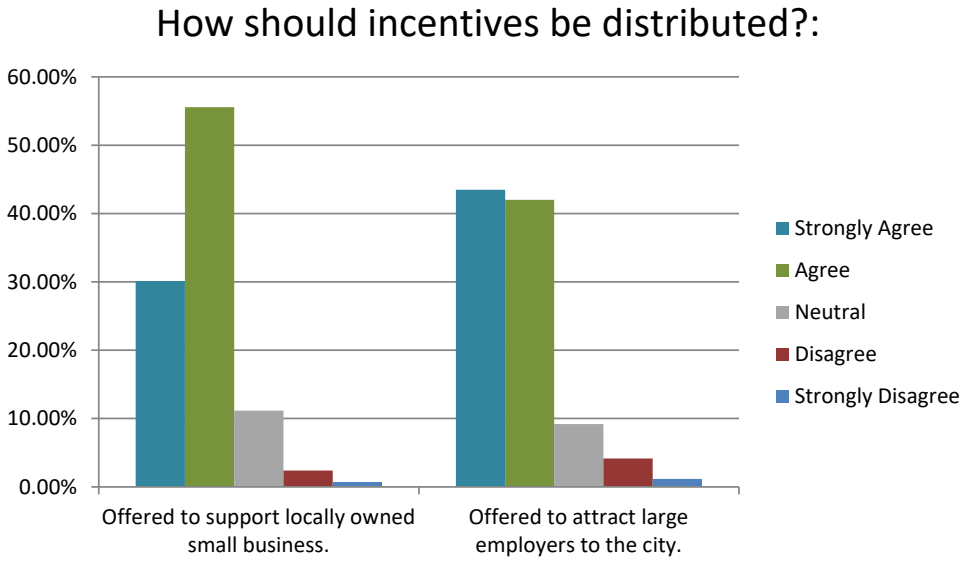
With the opportunity of the 37/I-69 corridor, Martinsville should invest in both small and large businesses. These businesses may offer additional employment that the residents are looking for.

The survey results show that incentives should be allocated to both locally owned small businesses and large employers. While small local businesses enhance the variety of shops; large employers may provide more and higher paid wages, while paying higher taxes that can be allocated back into the community.

Those taxes can be allocated to public works projects such as utilities and streets. The survey showed that it is easy to travel east/west as well as north/south through Martinsville. While it is not determined if respondents were traveling via vehicle or walking/biking, it can be assumed that it may be difficult to travel without a vehicle based on the chart below:

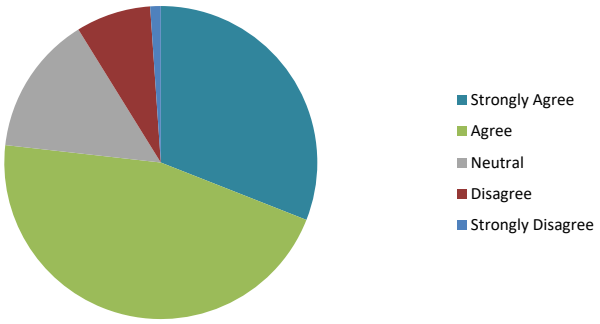


While sidewalks are an important aspect for development and quality of life, it should also be noted that infrastructure in public utilities is essential for economic development growth. Developers want to ensure utility services are adequate and widely available. Respondents responded that Martinsville should invest in new utility infrastructure to encourage new development. This may include sanitary sewer, water, natural gas, and electric services.



It is important to understand that when development occurs, the community should set aside designated space for parks and recreation facilities. Providing these amenities encourages alternatives for after school activities, low-cost family friendly events and encouraging healthy activity. Parks may also help promote higher housing values because of these amenities.

Martinsville needs additional park spaces and activities:



CONCLUSION

The overall survey data expresses the need for jobs and post high school opportunities, additional parks and recreation facilities and sidewalks to get there. Infrastructure projects such as updates to water and sewer should be priorities to help draw new businesses to sites that fit the land use and zoning goals for the community. Incentives to local businesses and large employers should also draw companies to choose Martinsville as their location.

Other incentive programs should be considered, such as housing and beautification projects. Providing local grants to property owners may encourage those who need to rehab or update their structures to comply with building standards and community character. A code enforcement committee or department may be considered to ensure property owners are complying. Martinsville should also seek development that provides a variety of housing types and price points.

While there are many factors that contribute to a community's outside perception, the people of Martinsville are eager to see changes in their community, including the opportunity for more places to eat, shop and play. Investment from the community leadership, boards and commission, as well as its residents will drive the changes that they desire.

DRAFT PLAN 11.1.2017