

What are the big ideas?

## CHAPTER 4

# OUR ACTION PLAN

### Introduction

Using four geographic focus areas as organizational elements, this chapter explores a series of big ideas that originated from community feedback. The big ideas include connectivity, gathering, branding, enhancements and beautification, and growth and development. Each of these big ideas were continuously at the forefront during community conversations and are thought of as things that could have the greatest impact on achieving the vision for the Town of Ellettsville.

The four geographic key focus areas include North Residential, Central Ellettsville, the Westside Business Park, and Southeast SR 46 Commercial Corridor. Each of these focus areas were born out of the 2018 Town of Ellettsville Comprehensive Plan and then refined through the Vision Planning process. Within each focus area, there is a suite of visual and written components that make up the recommendations including:

- **Focus Area Introduction** - Each focus area is introduced with a written overview of the focus area. This overview highlights the geographic boundaries, why it was identified as a focus area, and describes the overall vision for the area. An illustration is used to supplement the narrative and highlight how the various recommendations come together within the built environment.
- **Big Ideas** – Each of the 5 big ideas are accompanied by a short project description and an illustration to depict the big idea concept with a set of corresponding character images. Additionally, a concept diagram highlights the geographic location of each of the recommended improvements.
- **Action Agenda** – At the end of each focus area, there is an action agenda provided in the form of a matrix table. The action agenda identifies action steps related to each big idea. The action agenda also includes more information related to the type of initiative, how it relates to the overall vision, what areas are impacted, and other implementation details.

This organization is repeated for each of the four key focus areas. The Focus Area Overview Map on the following page outlines the geographic boundaries for each focus area.

*Focus Area Overview Map*

**MAP LEGEND**

- - - Town Boundary
- == Roadways
- Waterways
- Light Blue Floodplain

46

Westside Business Park

3

North Residential

1

Central Ellettsville

2

Southeast SR 46 Commercial Corridor

4

46

69

## Foundational Projects

As the Envision Ellettsville planning process evolved, it was evident that six initial projects were needed in order for Ellettsville, and its partners, to move the action items within this Vision Plan forward. These additional planning efforts will play an instrumental role in informing, or making possible, a significant portion of the action agendas identified within the following sections. Because of this, these foundational projects can be thought of as “pre-requisite” planning efforts that should be completed prior to implementation of the projects and programs described in this chapter. Furthermore, the foundational projects are community-wide efforts that would consider all of the Ellettsville rather than just one or two focus areas.

While planning efforts aren’t always the most exciting part of bettering your community, it is vital step in the process to reduce risk. These planning efforts ensure an initiative is well-thought out, has community support, provides a more detailed roadmap for completing that specific project, and ultimately leads to a better end result. For example, the community could go out tomorrow to build several new wayfinding signs throughout the downtown. This reactive approach would likely leave decision-makers unsure about the most logical location for the sign and how the signage should or could look in terms of community branding. If the town completes a Gateway and Wayfinding Plan first, then all those details will be worked out and likely supported by the community.

It is important to note that Ellettsville can work on implementation of other action items while tackling the foundational projects. Not all of the initiatives within this Vision Plan are dependent of these planning efforts. Furthermore, this Vision Plan recognizes that priorities and opportunities can change on a daily basis. The foundational projects were identified to guide short-term efforts, but it is not binding.

### CONNECTIVITY

*Prepare a regional pedestrian and bicycle master plan.*

### GATHERING

*Establish a parks, recreation, and open space master plan.*

### BRANDING

*Develop a gateway and wayfinding plan.*

### ENHANCEMENTS

*Prepare a stormwater management plan.*

### GROWTH & DEVELOPMENT

*Update the comprehensive plan to reflect the vision and goals of this plan.*

### GROWTH & DEVELOPMENT

*Update development standards to reflect the vision and goals of this plan.*

Focus Area #1

# North Residential

## Introduction

Neighborhoods are a source of community pride and represent an essential element of the Town's development pattern and character. The North Residential Focus Area includes mostly undeveloped land just north of the Ellettsville's current town limits. This area is primed for residential growth because of the availability of large, undeveloped tracts of land and much of the surrounding developments are subdivisions. The key to this focus area is ensuring the Town of Ellettsville is annexing future residential development prior to construction. As developers come to the Town asking for extension or use of public utilities and services, it is critical that annexation is occurring in exchange for Ellettsville's services. Furthermore, this focus area encompasses a significant portion of land area to accommodate growth well into the future.

Residential development plays a major role in creating a complete community. Ellettsville is striving to provide safe and convenient access to the goods and services that residents need on a daily basis. This includes a diverse range of things such as housing options, transportation options, grocery stores and other commercial services, educational opportunities, parks and recreation, and opportunities for social interaction. Ellettsville can use the big ideas highlighted on the following pages to take steps to becoming a complete community with neighborhoods that enhances the quality of life for current and future residents.

## Objectives

With the primary goal of promoting safe neighborhoods that contribute to Ellettsville's character and enhance quality of life for residents, the Town of Ellettsville can support this idea by using the following objectives to guide development within the North Residential Focus Area.

- Encourage pedestrian infrastructure within residential neighborhoods.
- Encourage residential development to provide informal parks and open space for residents.
- Provide diverse housing options ranging in type, price point, and size.
- Encourage residential development to incorporate more than one type of housing.
- Ensure future residential development is annexed within the Town limits.
- Allow small clusters of neighborhood services to locate near residential areas.

Envision this...



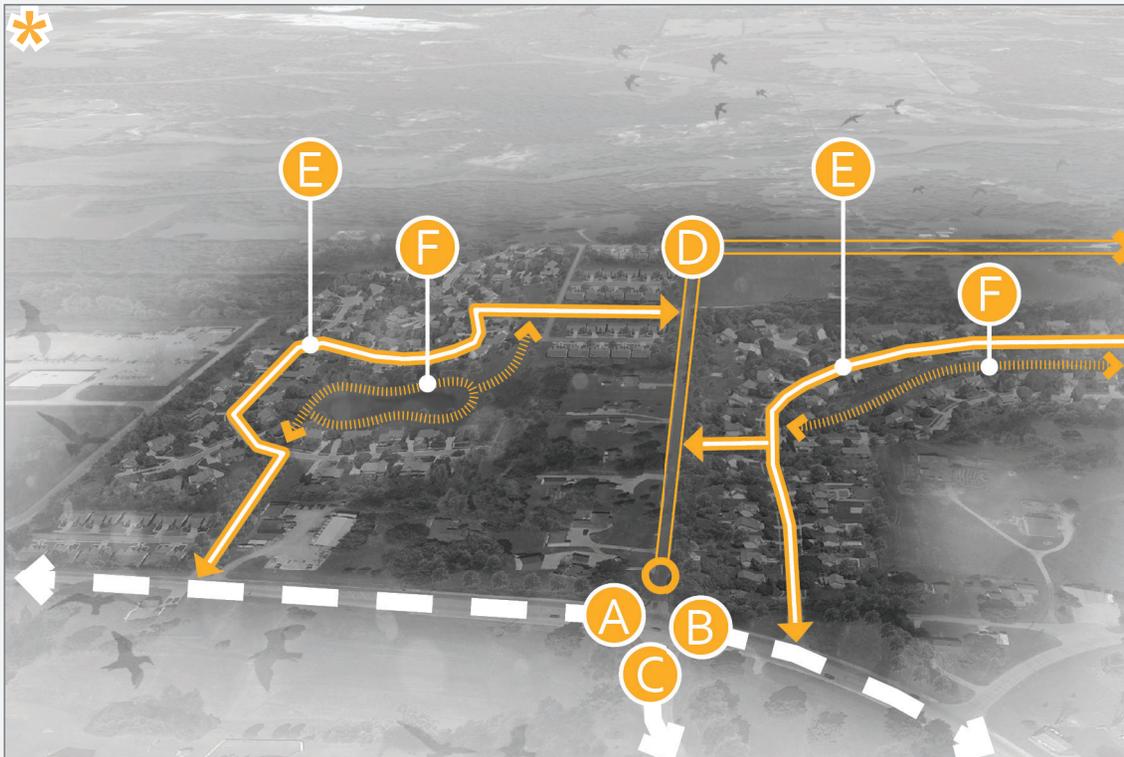
The rendering above envisions new residential development on the north side of Town, across from the Litten Estates subdivision.

# CONNECTIVITY

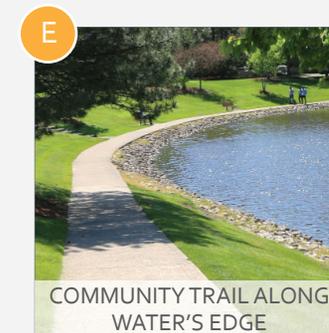
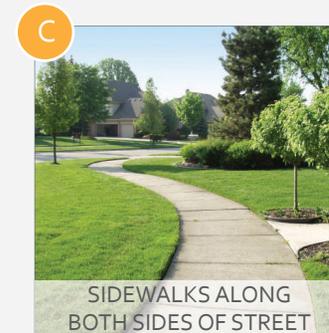
## WHAT IS THE BIG IDEA?

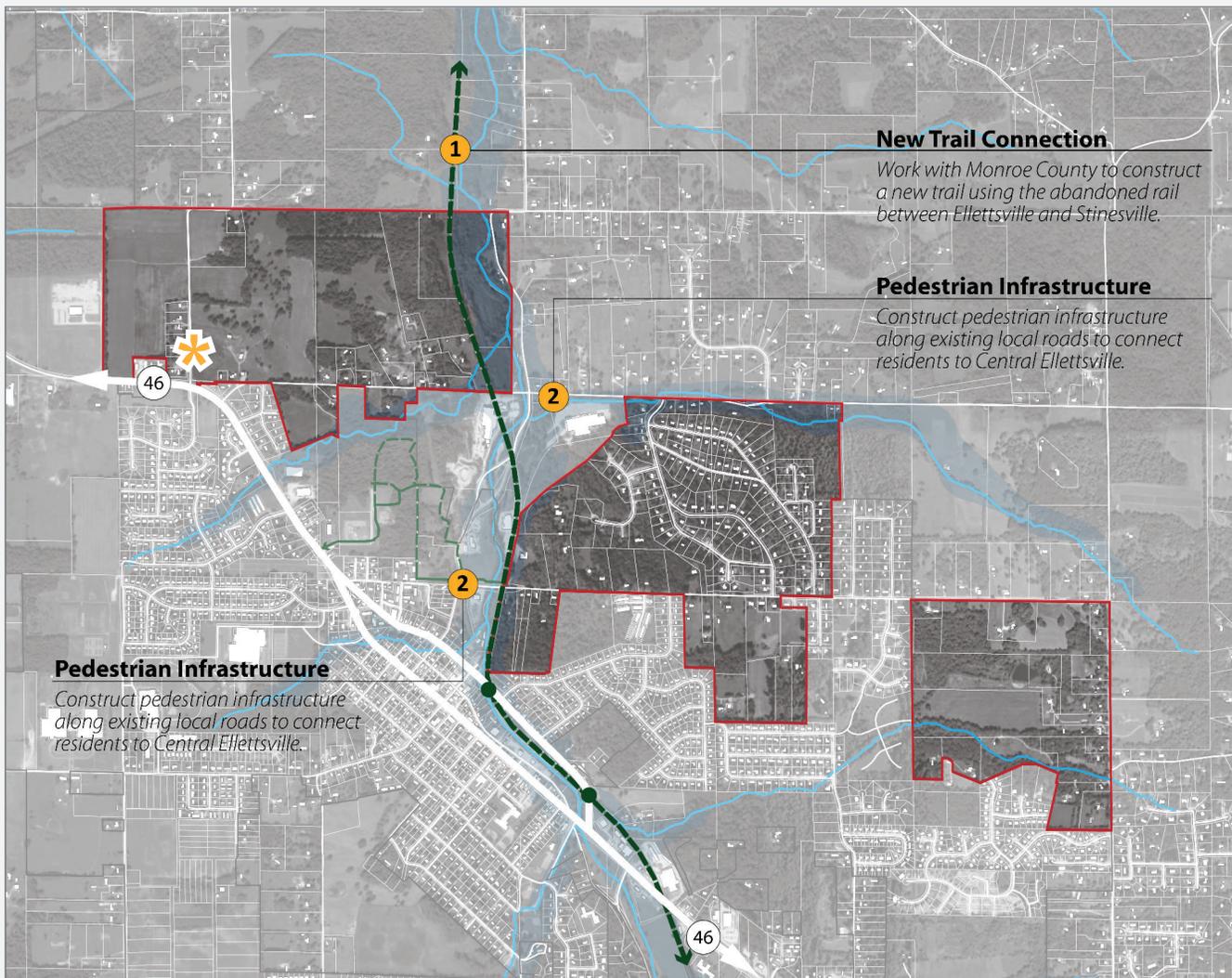
The big idea of **connectivity** creates a relationship between all identified Focus Areas, noting existing and future pedestrian and vehicular networks within and outside Ellettsville.

The North Residential Focus Area takes into consideration the way people want to travel, envisioning internal pedestrian connections for recreational use and external pedestrian connections to major social and professional draws within Ellettsville. SR 46 and the future Stinesville Trail act as major thoroughfares for out-of-town connections for drivers and pedestrians respectfully.



The rendering overlay above shows how pedestrian connections can be incorporated into new residential development.





“Ellettsville needs to focus on connecting the community as more neighborhoods are being developed.”  
- Online Survey Participant

**CONNECTIVITY LEGEND**

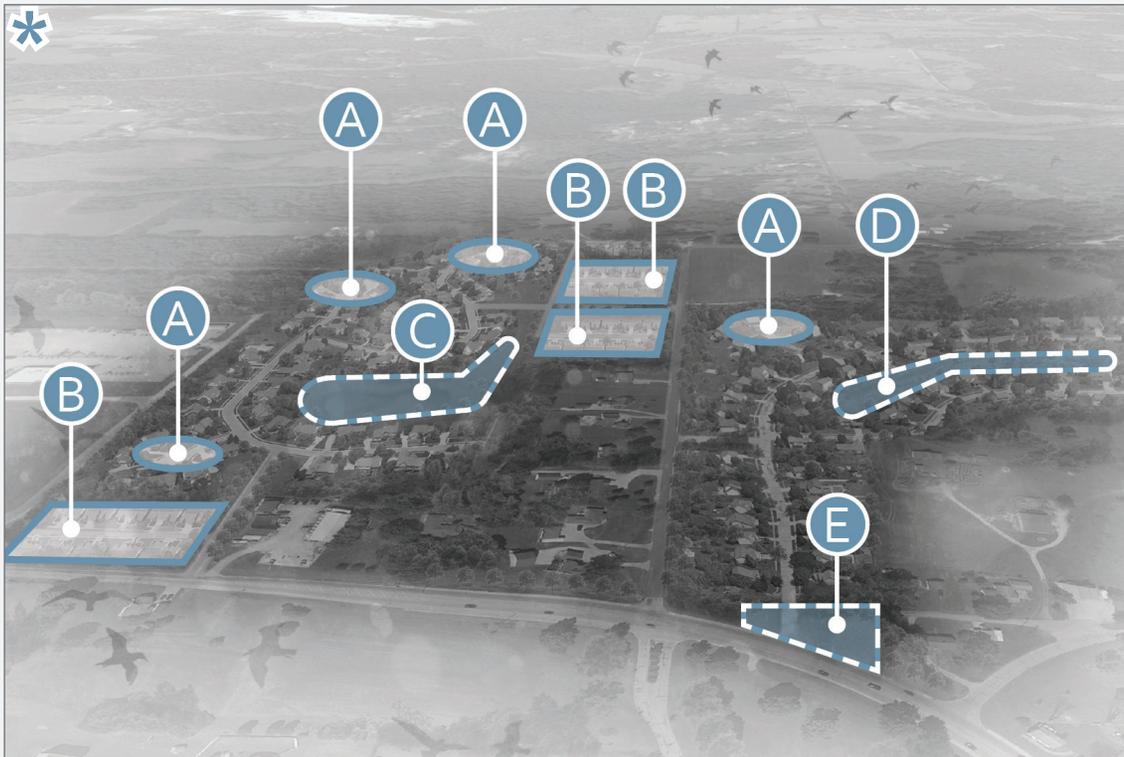
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- Proposed Trail Extensions
- Proposed Pedestrian Infrastructure

# GATHERING

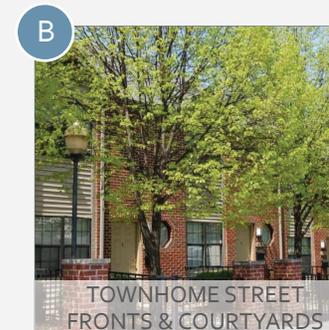
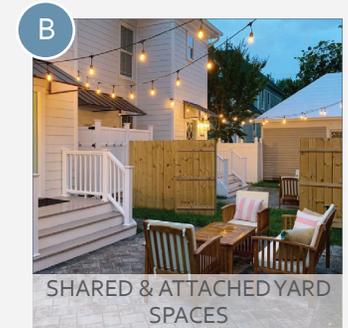
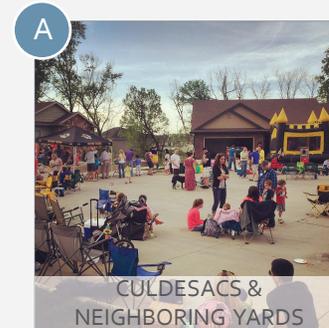
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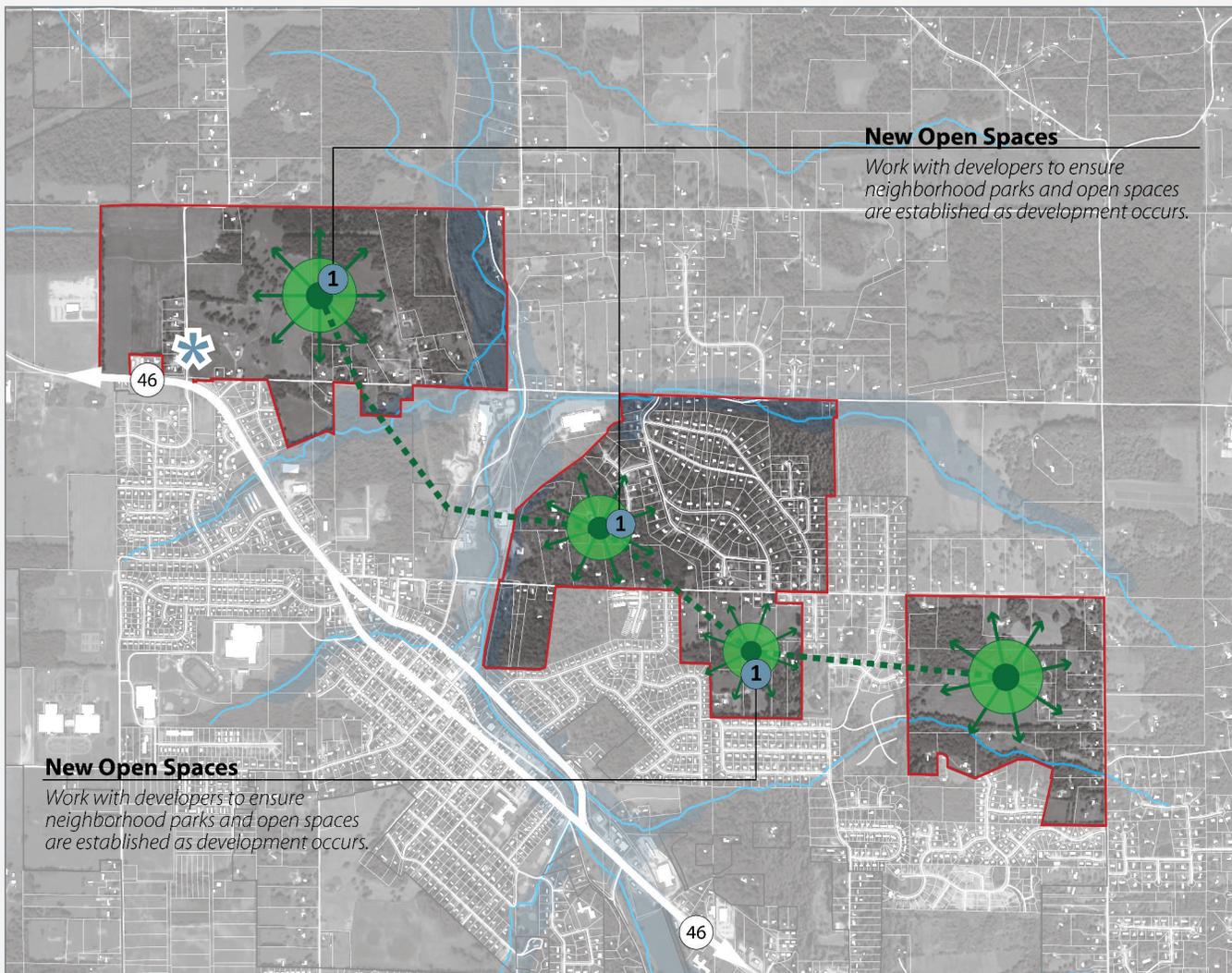
The big idea of **gathering** focuses on providing the community with opportunities for social interaction through placemaking.

The North Residential Focus Area takes into consideration opportunities for gathering and envisions a mix of spaces, both public and private, for the congregation of people. Private spaces would include yards/courtyards that may also exist as shared spaces amongst multiple living units. Public places would include cul-de-sacs, streetscapes, and natural areas acting as amenity spaces.



The rendering overlay above shows how residential areas could include opportunities for gathering.





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“We need more outdoor recreation including parks (with play equipment, water elements, and games/activities), trails and sporting amenities.”

- Vision Wall Participant

”

**GATHERING LEGEND**

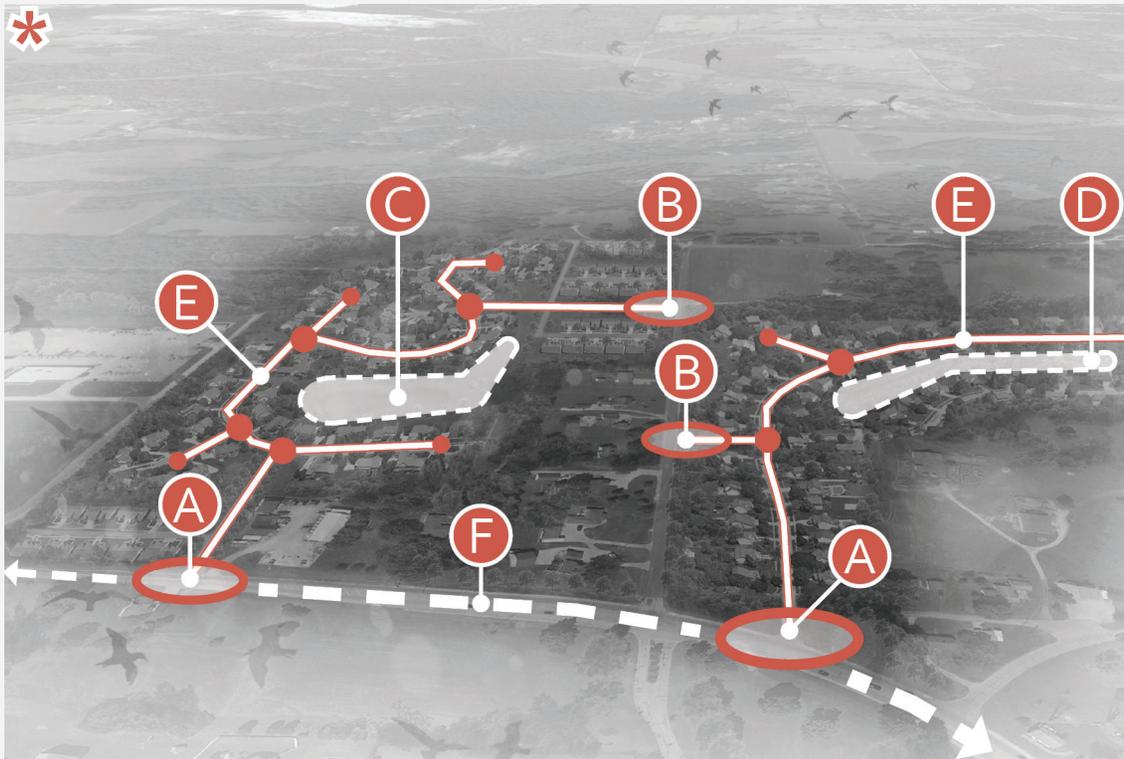
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- Proposed Open Space
- Proposed Linkages

# BRANDING

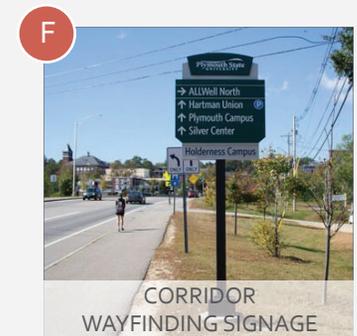
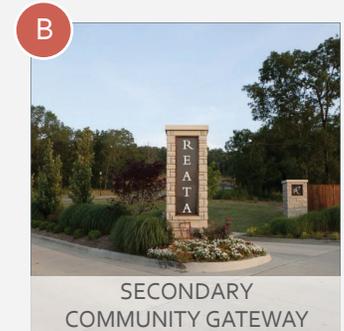
## WHAT IS THE BIG IDEA?

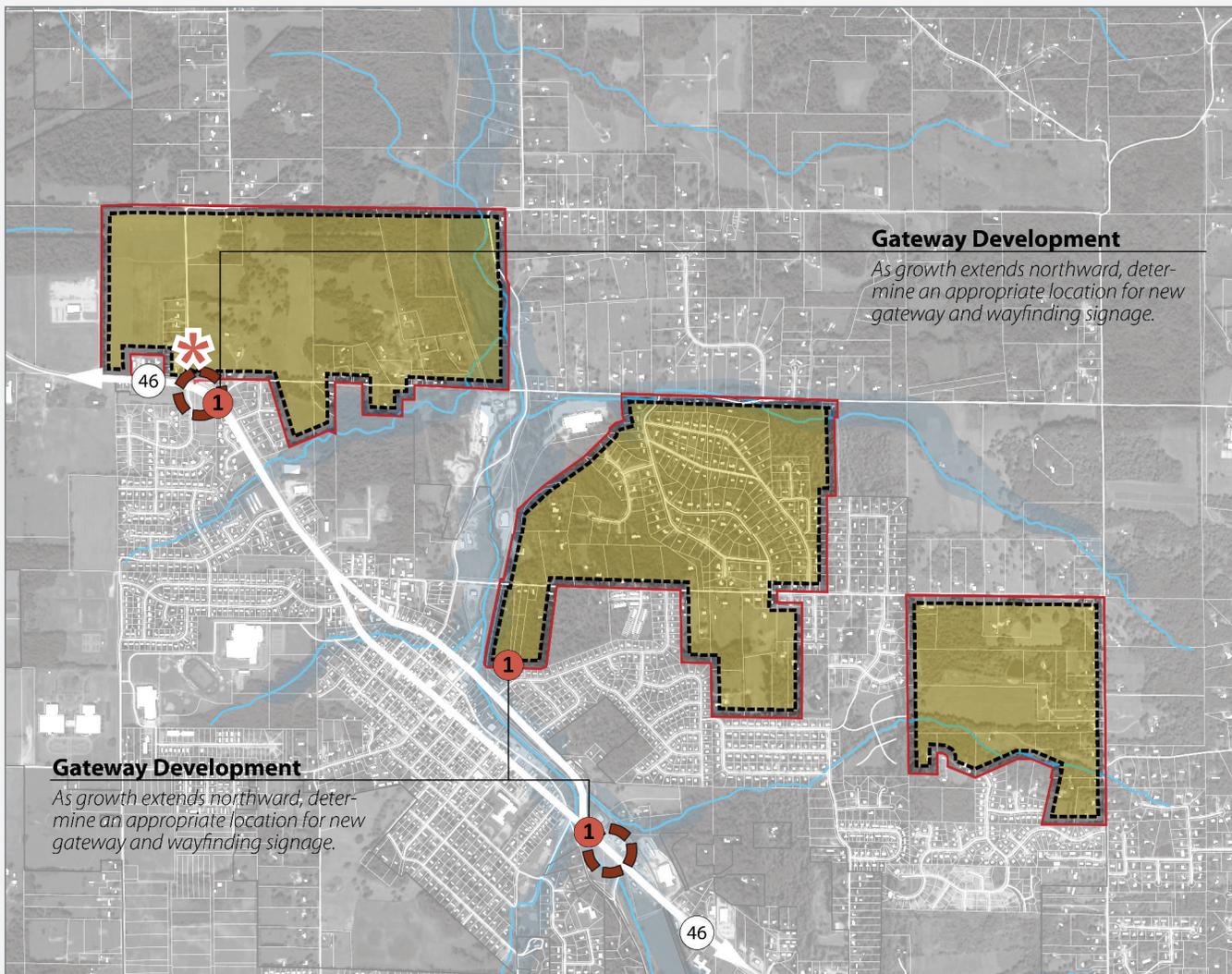
The big idea of *branding* considers the design and appearance of the built environment and corresponding amenities that come together to create an identity unique to Ellettsville.

The North Residential Focus Area takes into consideration the way people want their community to be perceived, evaluating how the use of various forms of signage to inform. Gateway signage is important in the identification of housing developments and provides a hierarchy for entry, while wayfinding/informational signage offers guidance through the area.



The rendering overlay above shows how residential areas could include branding that contributes to Ellettsville identity.





“  
 “Ellettsville needs to focus on building a welcoming identity that’s friendly to growth.”  
 -Online Survey Participant  
 ”

**BRANDING LEGEND**

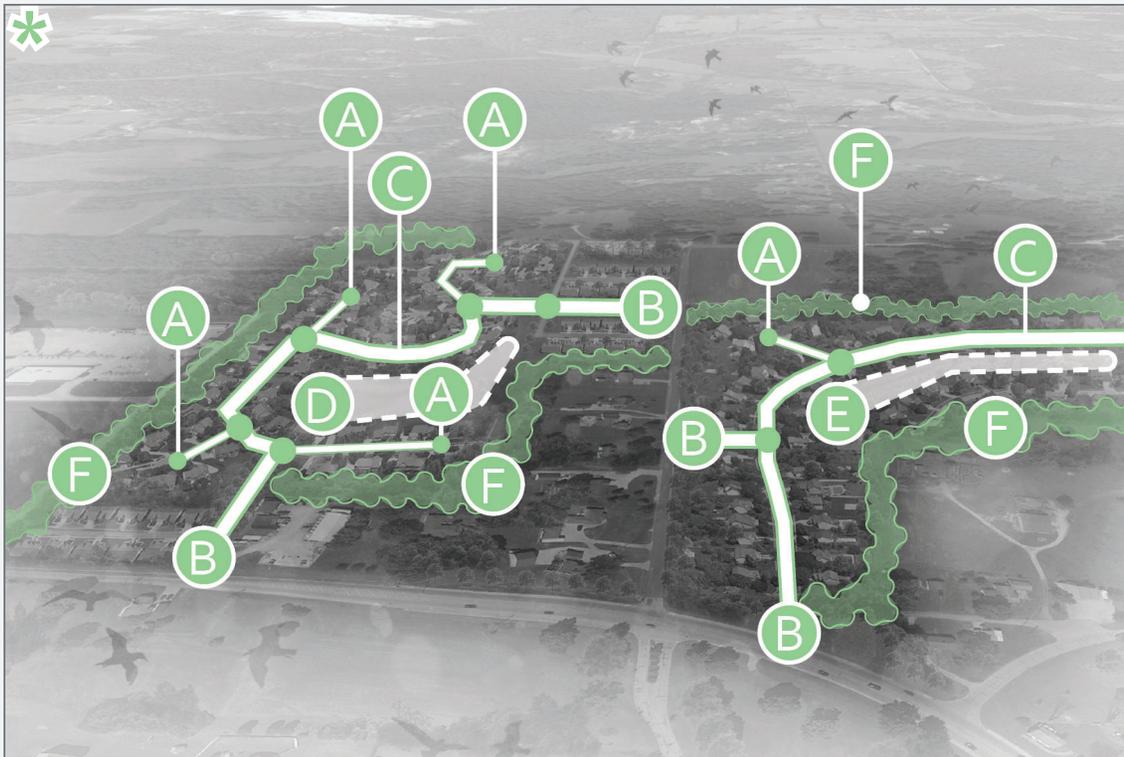
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- SR 46 Corridor
- ⊙ Proposed Gateways
- ▭ Proposed Wayfinding Signage Limits

# ENHANCEMENTS

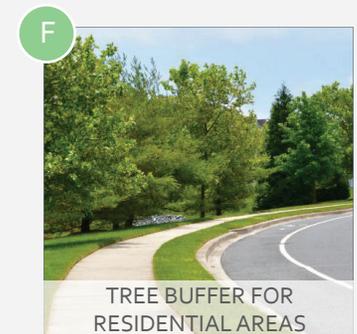
## WHAT IS THE BIG IDEA?

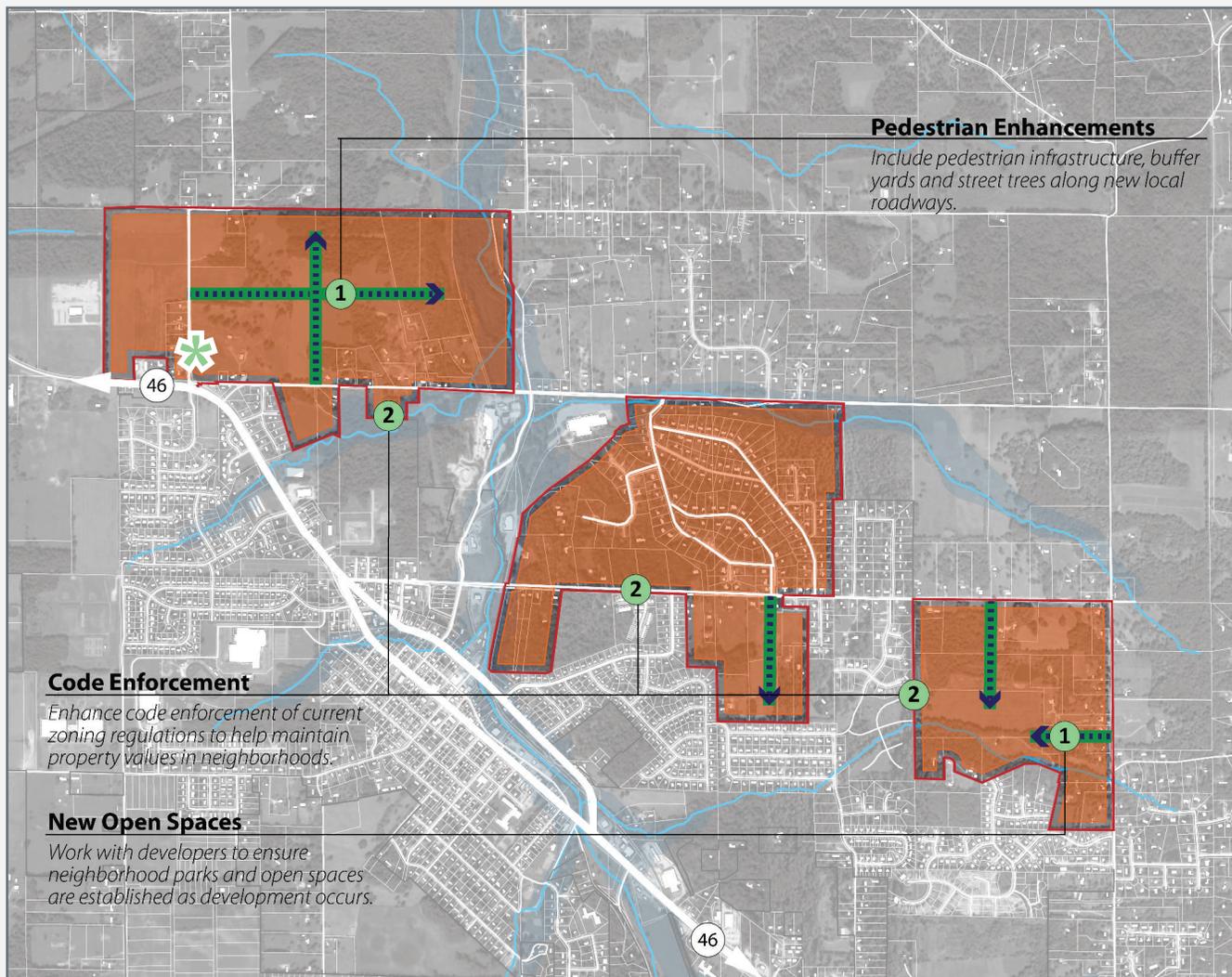
The big idea of *enhancements* deals with elevating the appearance of Ellettsville through beautification efforts that address primarily infrastructural and environmental concerns.

The North Residential Focus Area takes into consideration the way people want public spaces to look, leaning on a certain aesthetic to achieve a desired appearance. The integration of cul-de-sacs, streetscapes with pedestrian amenities, and treeline buffers all create a more suburban feel. The inclusion of enhanced plantings and public artwork strengthens the aesthetic quality.



The rendering overlay above shows how residential areas could include beautification efforts.





“Ellettsville could be a growing family and workforce focused residential community with modern resources, amenities, connectivity and quality of place assets with a small but vibrant downtown.”  
 -Online Survey Participant

**ENHANCEMENT LEGEND**

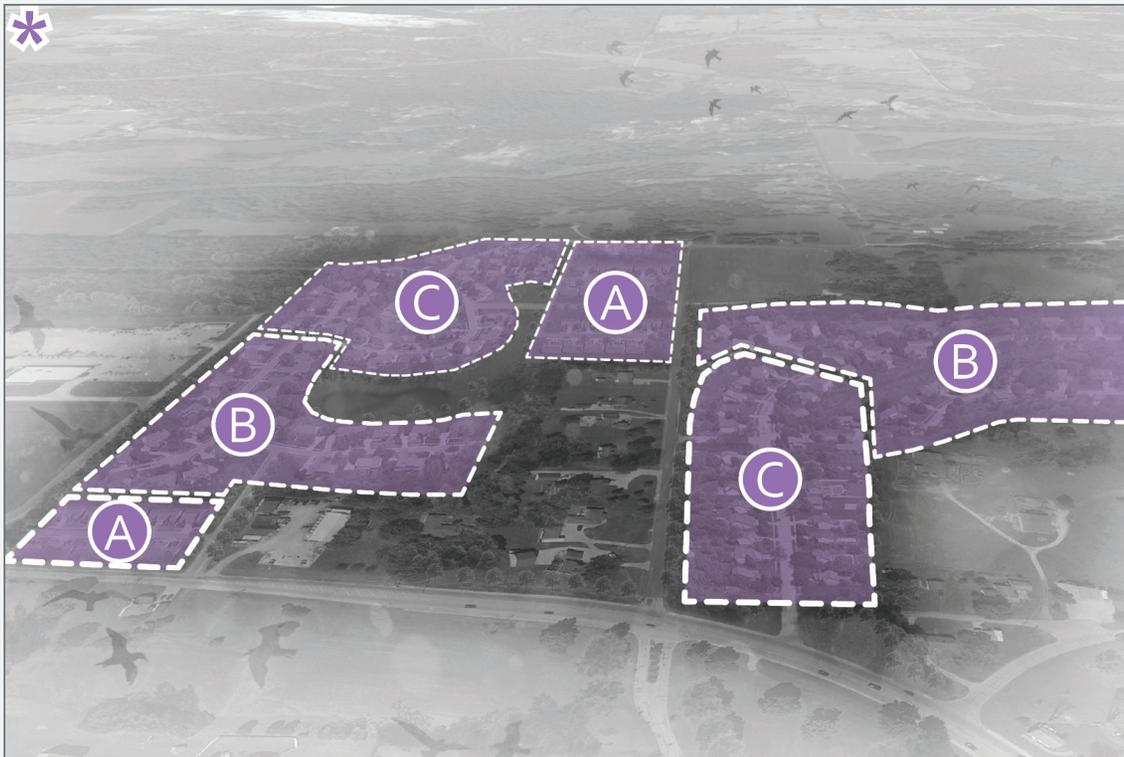
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- Proposed Area for Increased Code Enforcement
- Proposed Pedestrian Treatments Along Streets

# CHARACTER & DEVELOPMENT

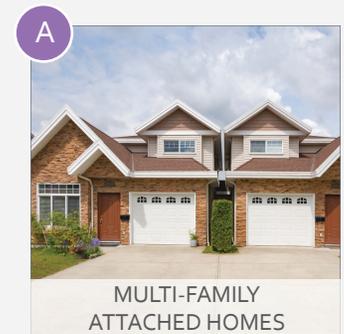
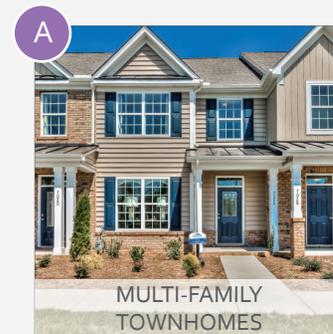
## WHAT IS THE BIG IDEA?

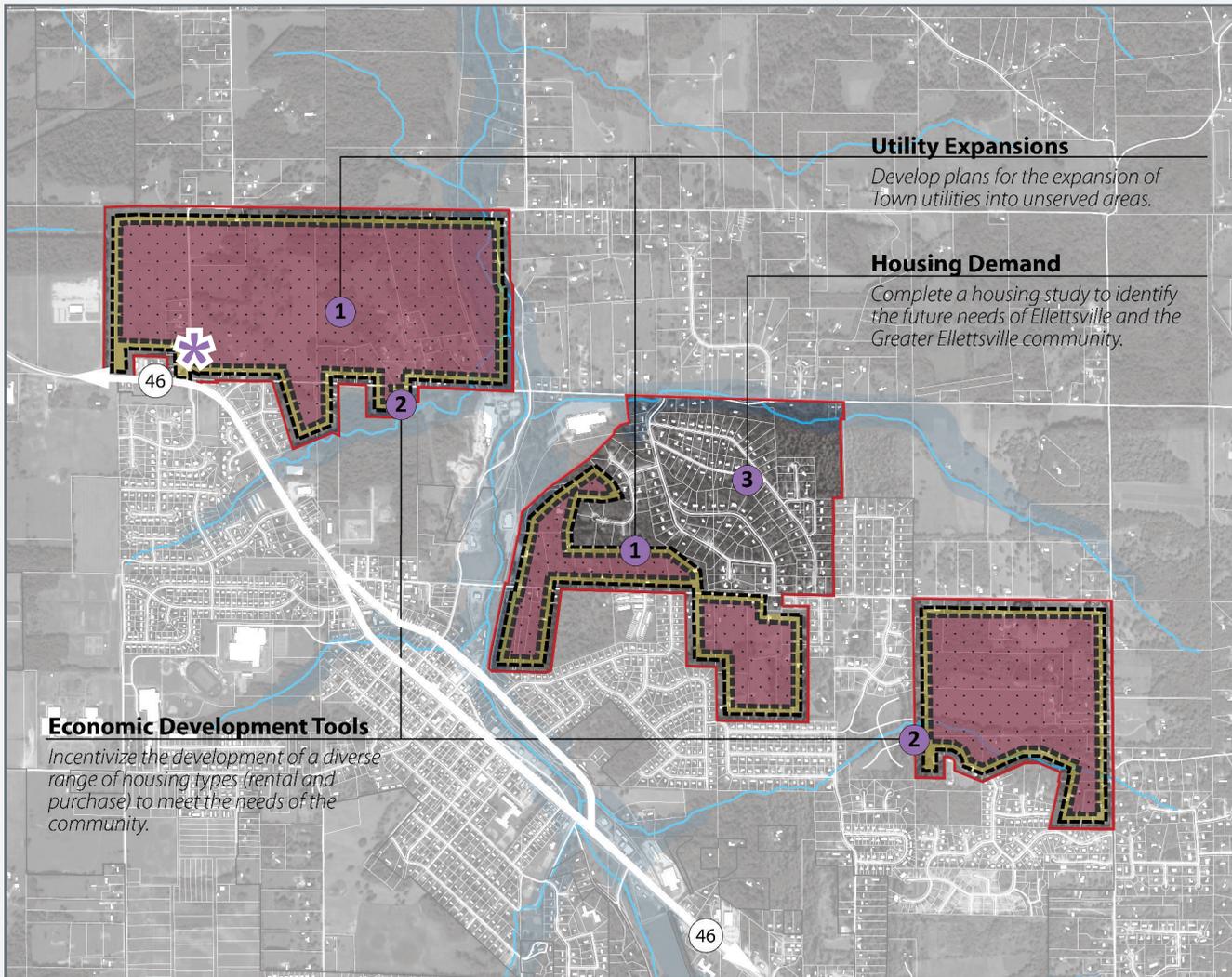
The big idea of *character and development* evaluates the type of development best suited for any given area of Ellettsville, while taking into account context and projected growth.

The North Residential Focus Area takes into consideration the way people want their residential communities to function in response to development trends and population growth. The proposed development includes a mix of suburban development from single-family homes to multi-family attached dwellings that can accommodate families at all financial stages in life.



The rendering overlay above shows how residential areas could include diverse housing options.





“  
 “The housing growth needs to be planned so that utilities, roads, parks and green spaces are all taken into account for successful/ attractive development.”  
 - Vision Wall Participant  
 ”

**CHARACTER AND DEVELOPMENT LEGEND**

- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- Proposed Building Activation Through Redevelopment
- Proposed Specialty Funding and Incentive District

**NORTH RESIDENTIAL ACTION AGENDA**  
**PAGE 1**

Big Idea		Type			Supporting Vision Components					Area Impacted			
		Project	Program / Tool	Policy	Ellettsville is home.	Ellettsville is vibrant.	Ellettsville is connected.	Ellettsville is thriving.	Ellettsville is strategic.	North Residential	Central Ellettsville	Westside Business Park	Southeast 46 Corridor
CONNECTIVITY	Construct pedestrian infrastructure along existing local roads to connect residents to Central Ellettsville.	X			X	X	X			X			
	Work with Monroe County to construct a new trail using the abandoned rail between Ellettsville and Stinesville.	X			X		X			X			
GATHERING	Work with developers to ensure neighborhood parks and open spaces are established as development occurs.	X			X		X			X			
BRANDING	As growth extends northward, determine an appropriate location for new gateway and wayfinding signage.	X			X					X			
ENHANCEMENTS & BEAUTIFICATION	Include pedestrian infrastructure, buffer yards and street trees along new local roadways.	X			X	X	X						
	Enhance code enforcement of current zoning regulations to help maintain property values in neighborhoods.		X		X	X		X	X	X			

Connection to Foundational Projects						Timeline				Implementation	
Comprehensive Plan Update	Updated development standards	Regional Pedestrian and Bicycle Master Plan	Parks and Recreation Master Plan	Gateway and Wayfinding Plan	Stormwater Master Plan	Short-term (0-3 Years)	Mid-term (3-10 Years)	Long-term (10+ Years)	On-going Effort	Project Leader	Supporting Resources / Additional Information
	X	X							X	Town of Ellettsville	By updating the Towns development standards, <b>developers</b> could be required to provide pedestrian infrastructure.
		X	X					X		Monroe County	Since the property is outside the Town limits, the <b>Town of Ellettsville</b> would need to partner with Monroe County.
	X		X						X	Town of Ellettsville	By updating the Towns development standards, <b>developers</b> could be required to provide open space within residential developments.
				X				X		Town of Ellettsville	
	X								X	Town of Ellettsville	
X	X								X	Town of Ellettsville	

**NORTH RESIDENTIAL ACTION AGENDA  
PAGE 2**

Big Idea	Action Item	Type			Supporting Vision Components					Area Impacted			
		Project	Program / Tool	Policy	Ellettsville is home.	Ellettsville is vibrant.	Ellettsville is connected.	Ellettsville is thriving.	Ellettsville is strategic.	North Residential	Central Ellettsville	Westside Business Park	Southeast 46 Corridor
CHARACTER & DEVELOPMENT	Ensure that all new residential development receiving Town services are annexed into Ellettsville prior to development.			X	X	X		X	X	X	X	X	X
	Develop plans for the expansion of town utilities into unserved areas.	X								X	X	X	X
	Complete a housing study to identify the future needs of Ellettsville and the Greater Ellettsville community.	X			X				X	X	X		
	Incentivize the development of a diverse range of housing types (rental and purchase) to meet the needs of the community.		X		X				X	X	X		
	In undeveloped areas, implement a Housing TIF district to fund future infrastructure improvements.		X		X					X			

Connection to Foundational Projects						Timeline				Implementation	
Comprehensive Plan Update	Updated development standards	Regional Pedestrian and Bicycle Master Plan	Parks and Recreation Master Plan	Gateway and Wayfinding Plan	Stormwater Master Plan	Short-term (0-3 Years)	Mid-term (3-10 Years)	Long-term (10+ Years)	On-going Effort	Project Leader	Supporting Resources / Additional Information
	X								X	Town of Ellettsville	In Indiana, annexation is governed by state statutes. <b>Indiana Code 36-4-3</b> contains specific procedures that municipalities must follow when annexing territory.
X							X			Town of Ellettsville	Public and private <b>utility providers</b> should be included in this planning process. Also, the comprehensive plan should inform future growth.
X	X						X			Town of Ellettsville	
X	X								X	Town of Ellettsville	The Town could explore the use of <b>density bonuses, expedited permitting processes, free waivers, tax abatements, and parking reductions</b> as development incentives.
X	X							X		Town of Ellettsville	A <b>housing TIF</b> can be used to fund improvements and serve as an incentive for attracting development.

Focus Area #2

# Central Ellettsville

## Introduction

Central Ellettsville, which includes the downtown, surrounding residential core, and new Town Hall Campus, is the oldest, and in many ways, the most identifiable area of Ellettsville. This is the area where the Town was first platted, developed and populated. This area is home to many historic commercial and residential structures that add to the character of Central Ellettsville.

Jack's Defeat Creek is one of the defining features of this focus area, as its tendency to flood has steadily and negatively impacted development over time. While it's likely that the floodplain can never completely be eliminated, strategic flood mitigation can help reduce the overall extents of the floodplain allowing for more development in the downtown area. The vision for Central Ellettsville includes designing flood mitigation efforts as a central unique water feature at the heart of a new downtown park. The park will serve as both a destination and a centralized hub for new development south of Sale Street. By reducing the extents of the floodplain, more land along Vine and SR 46 becomes viable for development. Tools such as the creation of a Riverfront District or other unique financing options, provide for even greater attraction to this centralized location. The park's design should include a unique landmark or use (such as an amphitheater) to further its objective as a unique regional destination. The park, as envisioned, become the central hub of new downtown development, a regional destination, and the hub for regional multi-modal trail connections to the communities planned trail connections.

When thinking about creating a complete community, a vibrant downtown is a key component. A vibrant downtown provides a mix of opportunities to live, shop, dine, and gather. Strong multi-modal connections play a vital role in creating an active, walkable environment. Ellettsville can use the big ideas highlighted on the following pages to take steps to becoming a complete community with a central core that is well-defined with a strong sense of place evoked through architecture, connectivity, and opportunities to gather and celebrate.

## Objectives

With the primary goal of investing in catalytic projects to enhance walkability, promote community gathering, and prioritize infill and redevelopment in the downtown district, the Town of Ellettsville can support this idea by using the following objectives to guide public and private investment within Central Ellettsville.

- Create a unique and cohesive aesthetic character unique to Central Ellettsville.
- Redevelop underutilized, flood damaged properties into a unique regional public open space with flood mitigation designed as a feature of the park.
- Provide sidewalks along all residential streets within the Central Ellettsville focus area and provide trail connections to the park and across Jack's Defeat Creek.
- Encourage context-sensitive residential infill in the residential core of Ellettsville.
- Allow for multi-family residential opportunities within Central Ellettsville to increase foot traffic within the downtown.
- Encourage upper floors of downtown buildings to be used for residential.

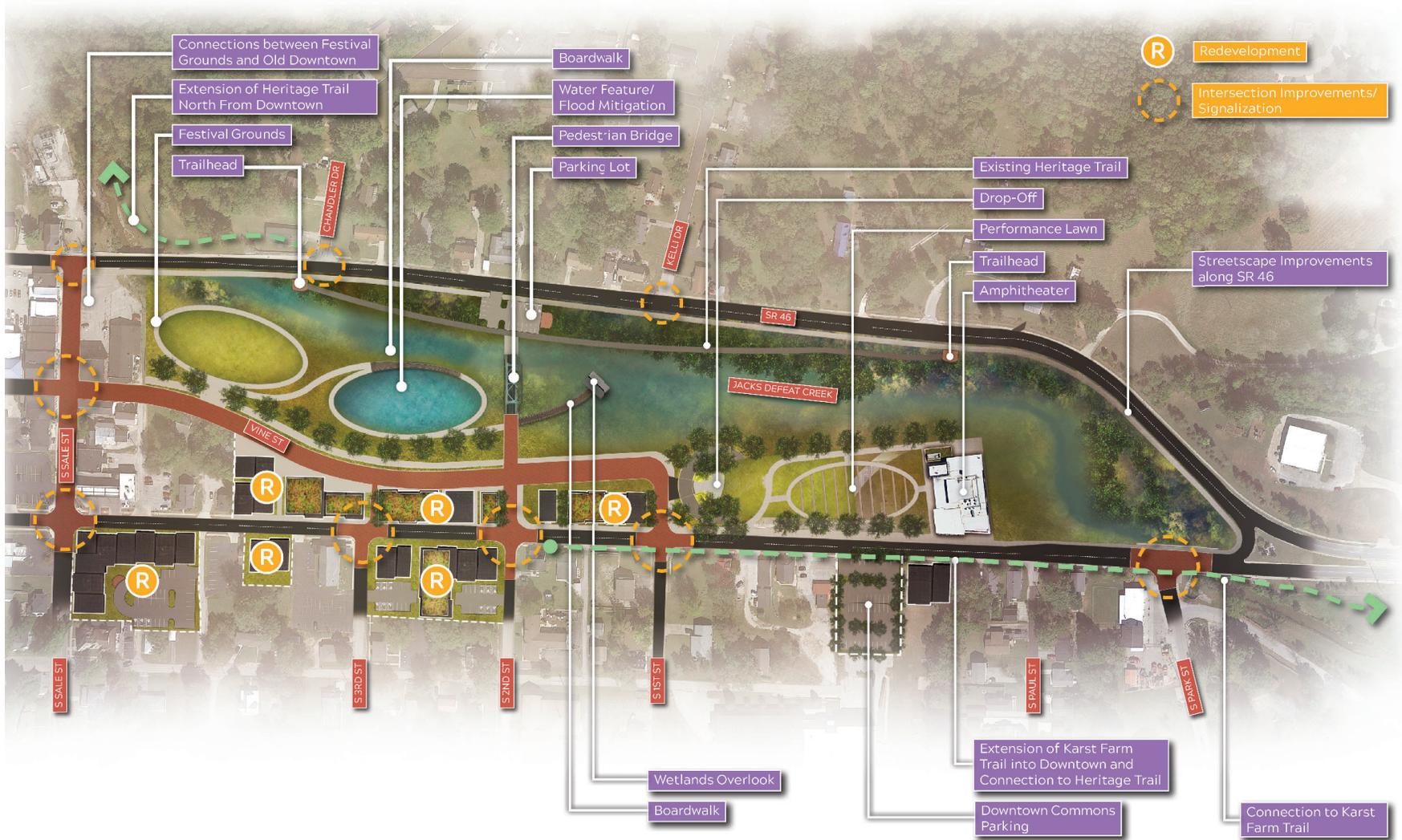
Envision this...

View looking north in Central Ellettsville



The rendering above envisions the expansion of Downtown Ellettsville to include mix-use infill development and the redevelopment of a large portion of the floodplain as a central greenspace to mitigate flooding.

# Envision this...



Plan view of a proposed stormwater park



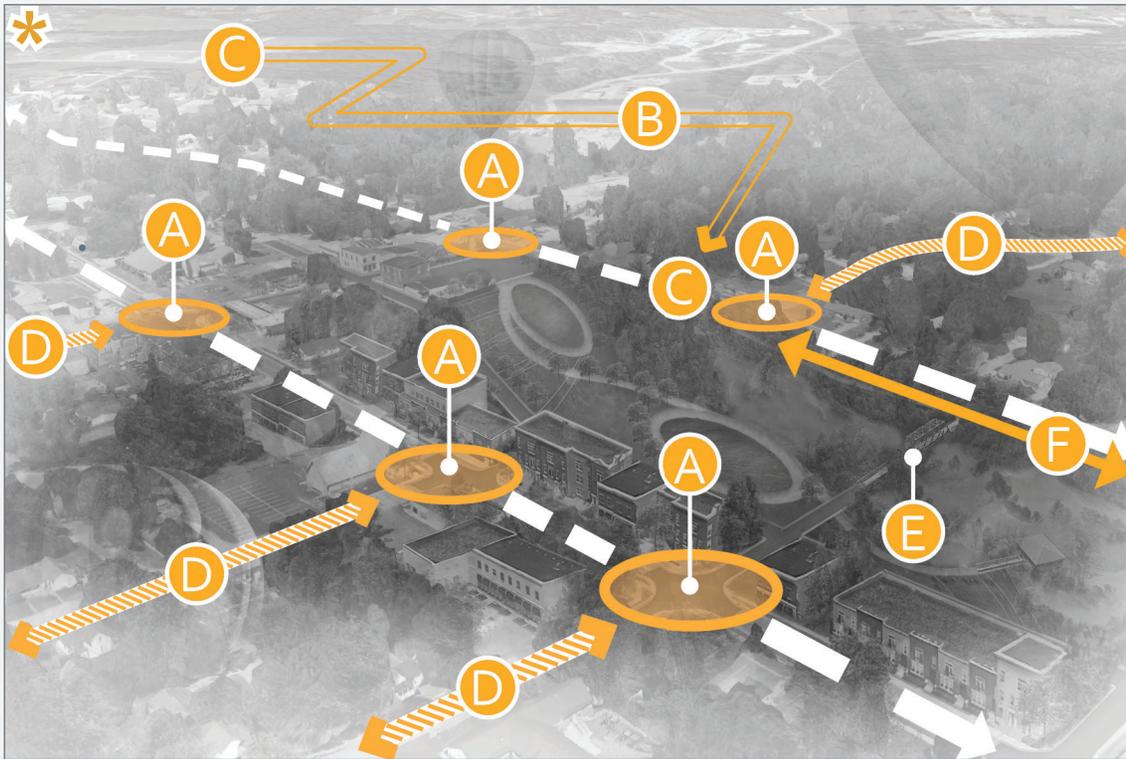
View looking south in Central Ellettsville

# CONNECTIVITY

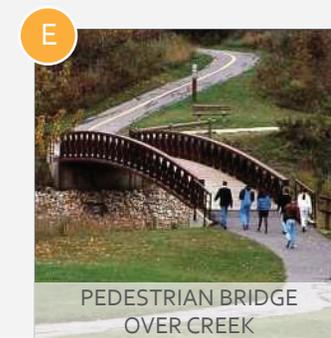
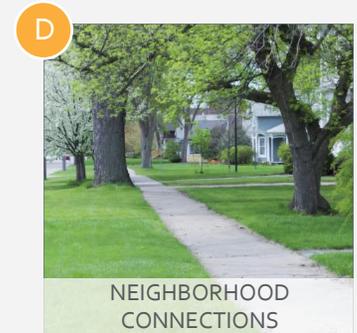
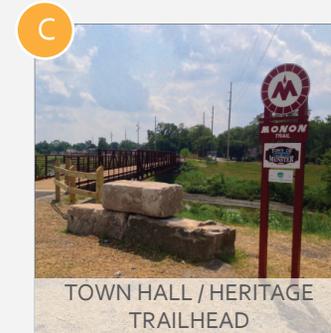
## WHAT IS THE BIG IDEA?

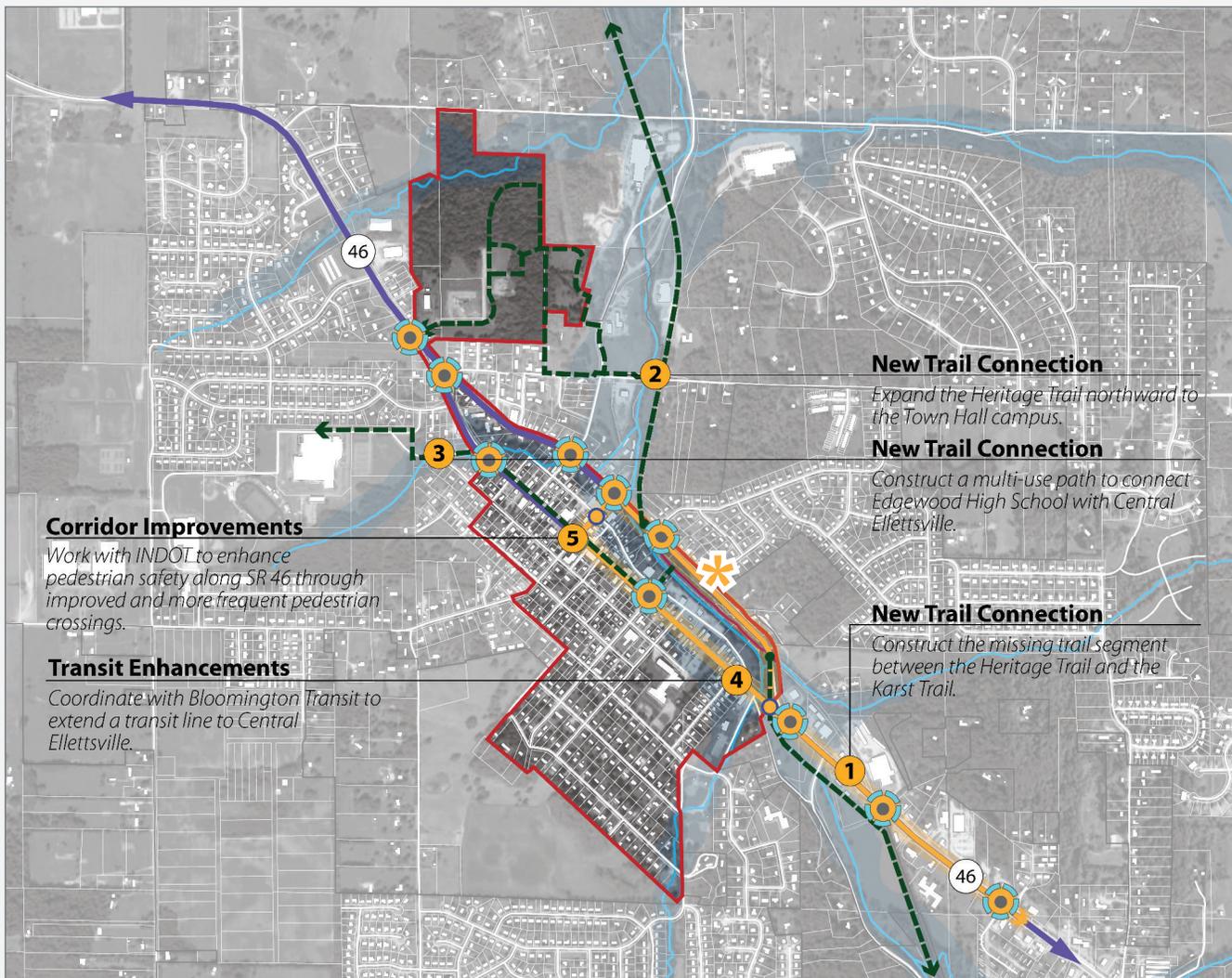
The big idea of **connectivity** creates a relationship between all identified Focus Areas, noting existing and future pedestrian and vehicular networks within and outside Ellettsville.

The Central Ellettsville Focus Area takes into consideration the need to provide several different modes of transportation, envisioning Central Ellettsville as a major destination. The connection of the Heritage Trail to the proposed Town Hall Trail and Karst Trail provides major north/south pedestrian movement and improvements along SR 46 makes vehicular and pedestrian travel through downtown safer.



The rendering overlay above shows how proposed redevelopment could provide connections.





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“Ellettsville could be more inviting, beautified, and connected with sidewalks and paths.”

-Online Survey Participant

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**CONNECTIVITY LEGEND**

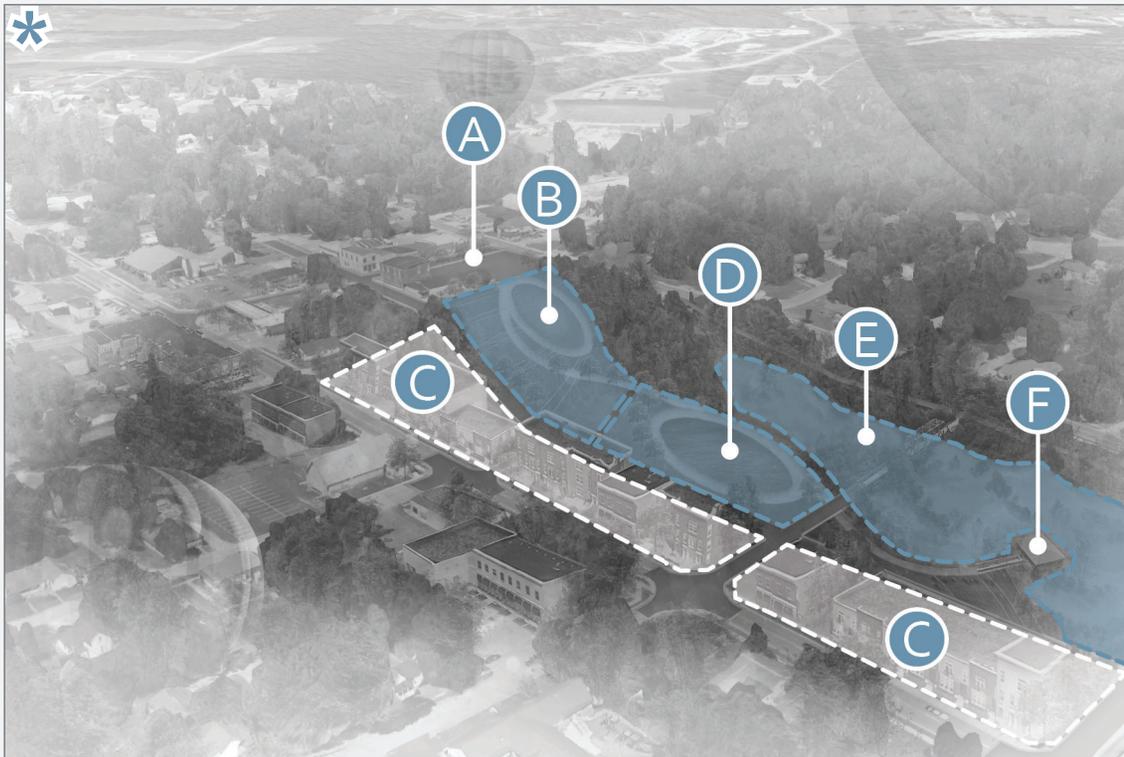
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- SR 46 Corridor
- Proposed Trail Extensions
- Proposed Intersection Improvements
- Proposed Transit Route
- Potential Transit Stops

# GATHERING

## WHAT IS THE BIG IDEA?

The big idea of **gathering** focuses on providing the community with opportunities for social interaction through placemaking.

The Central Ellettsville Focus Area takes into consideration opportunities for gathering and envisions a mix of public spaces for the congregation of people. A designed, constructed-wetland environment along Jack's Defeat Creek would control flood inundation in a manner that would allow for the development of "waterfront" properties and amenity spaces along this stretch of Downtown.



The rendering overlay above shows how proposed redevelopment could opportunities for gathering.



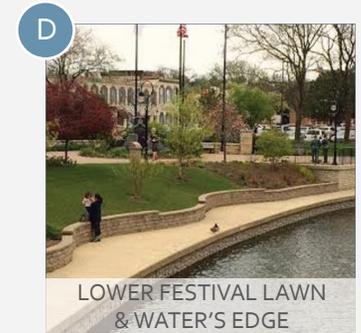
FLEXIBLE PARKING PLAZA SPACE



UPPER FESTIVAL LAWN & PROMENADE WALK



MIX-USE "WATERFRONT" OUTDOOR SPACES



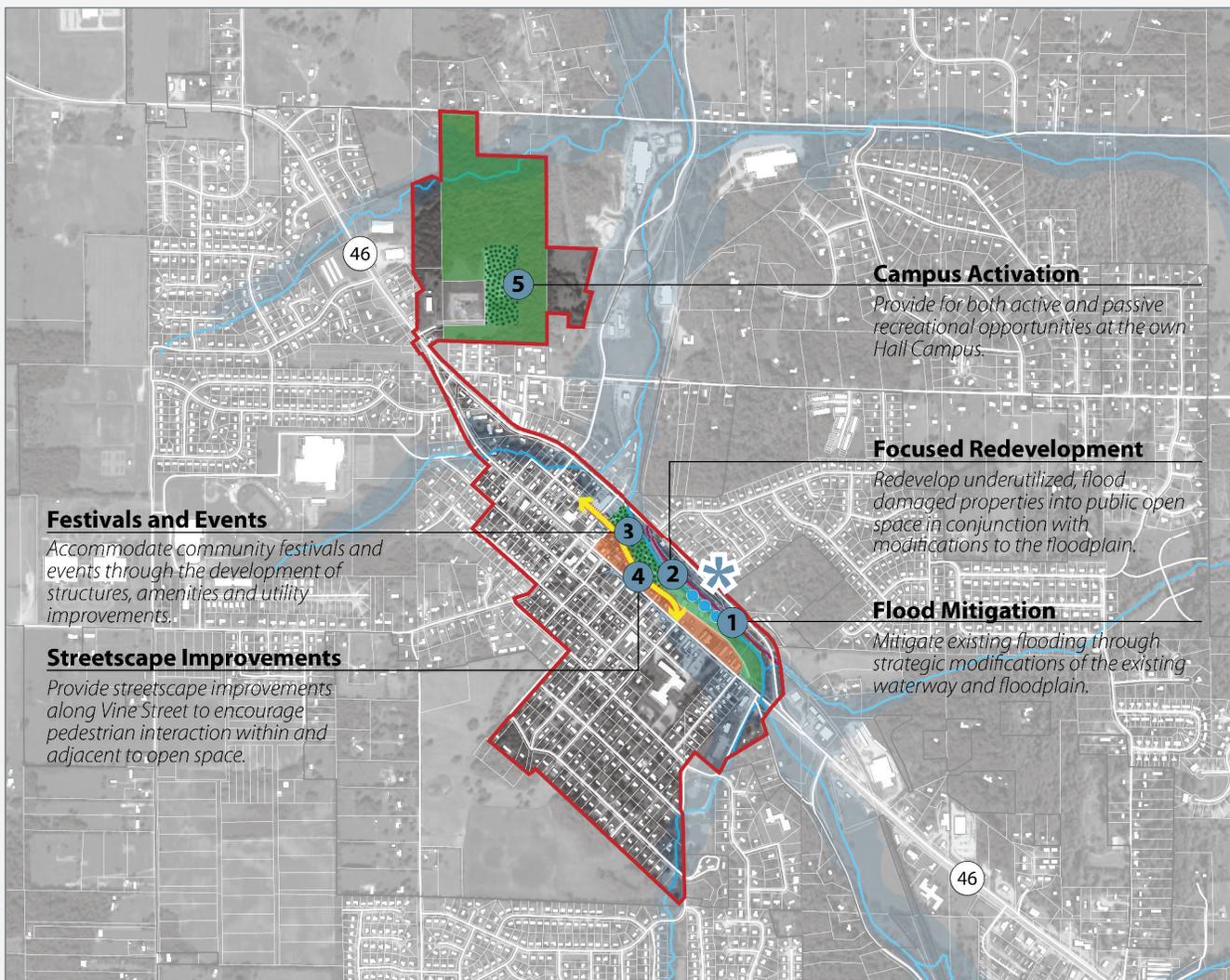
LOWER FESTIVAL LAWN & WATER'S EDGE



CONSTRUCTED WETLANDS



WETLAND BOARDWALK & OVERLOOK



**Festivals and Events**

Accommodate community festivals and events through the development of structures, amenities and utility improvements.

**Streetscape Improvements**

Provide streetscape improvements along Vine Street to encourage pedestrian interaction within and adjacent to open space.

**Campus Activation**

Provide for both active and passive recreational opportunities at the own Hall Campus.

**Focused Redevelopment**

Redevelop underutilized, flood-damaged properties into public open space in conjunction with modifications to the floodplain.

**Flood Mitigation**

Mitigate existing flooding through strategic modifications of the existing waterway and floodplain.

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“Downtown area should act as the community gathering area between growing east and west side of town areas.”

- Vision Wall Participant

”

**GATHERING LEGEND**

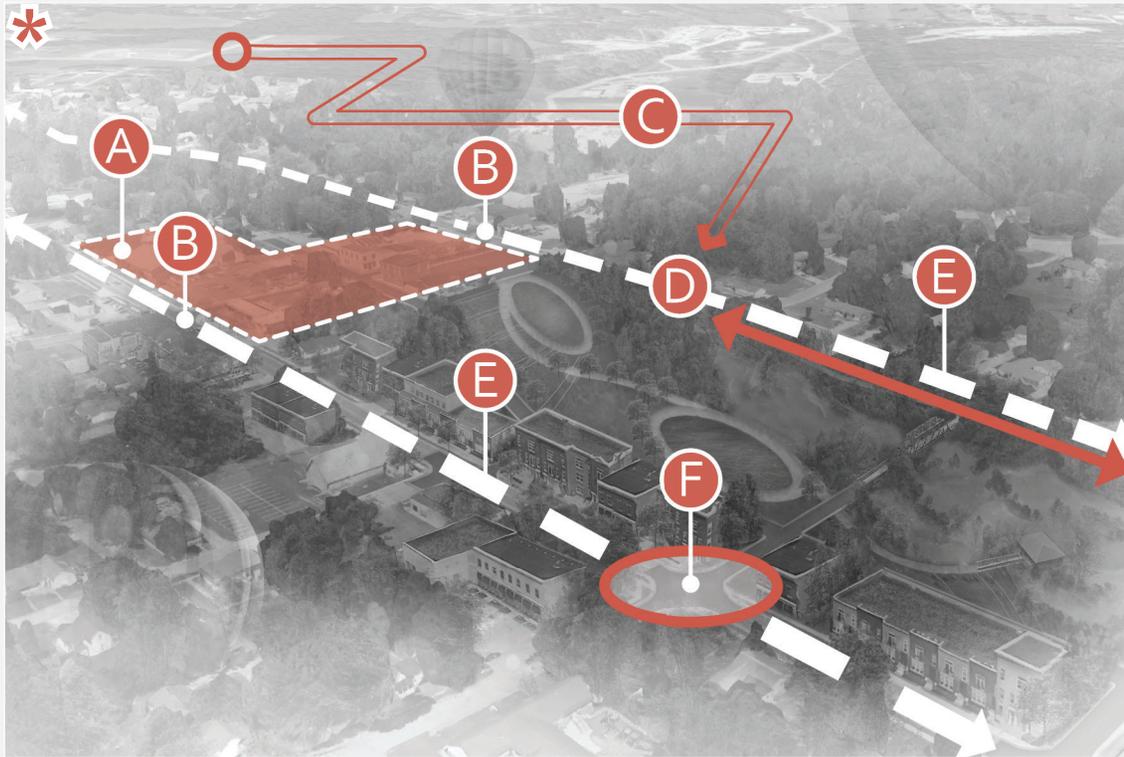
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- Proposed Flood Mitigation Location
- Proposed Open Space
- Proposed Recreation and Event Amenities
- Proposed Streetscape Improvements
- Proposed Redevelopment Area

# BRANDING

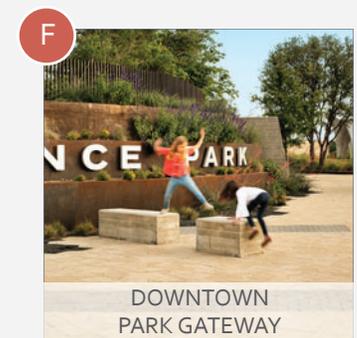
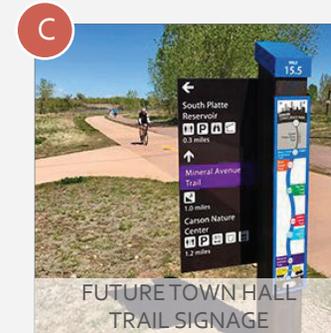
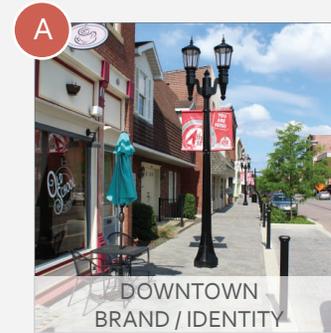
## WHAT IS THE BIG IDEA?

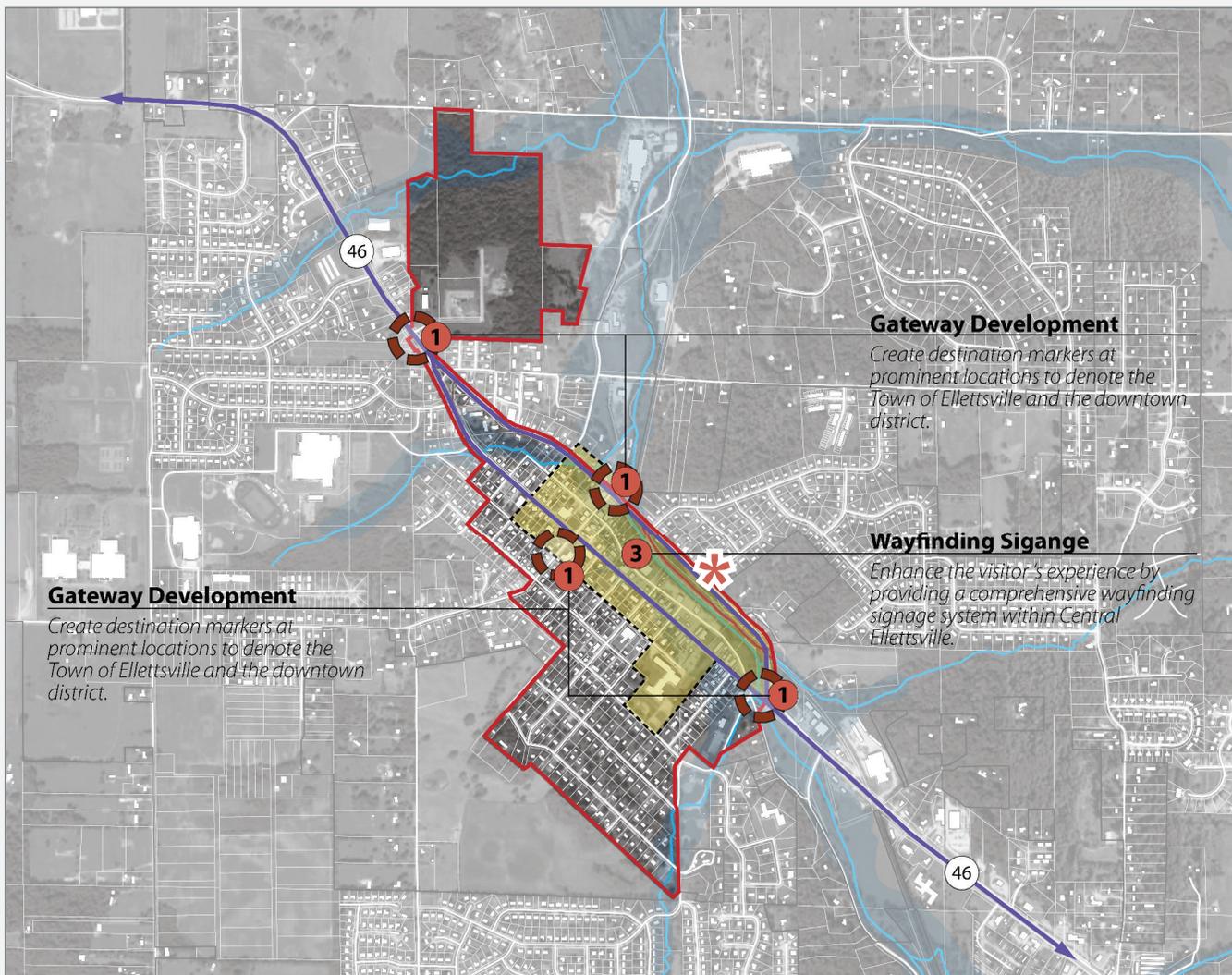
The big idea of *branding* considers the design and appearance of the built environment and corresponding amenities that come together to create an identity unique to Ellettsville.

The Central Ellettsville Focus Area takes into consideration the way people want their community to be perceived, evaluating how the use of various forms of signage can both inform and identify. Gateways at Historic Sale Street and the park can define Town features, wayfinding signage can make businesses more visible, and specialty details can enhance Downtown character.



The rendering overlay above shows how proposed redevelopment could include branding efforts.





“Ellettsville needs to focus on the downtown and the Hwy 46 corridor. It also needs to have a strong, welcoming brand.”  
- Online Survey Participant

**BRANDING LEGEND**

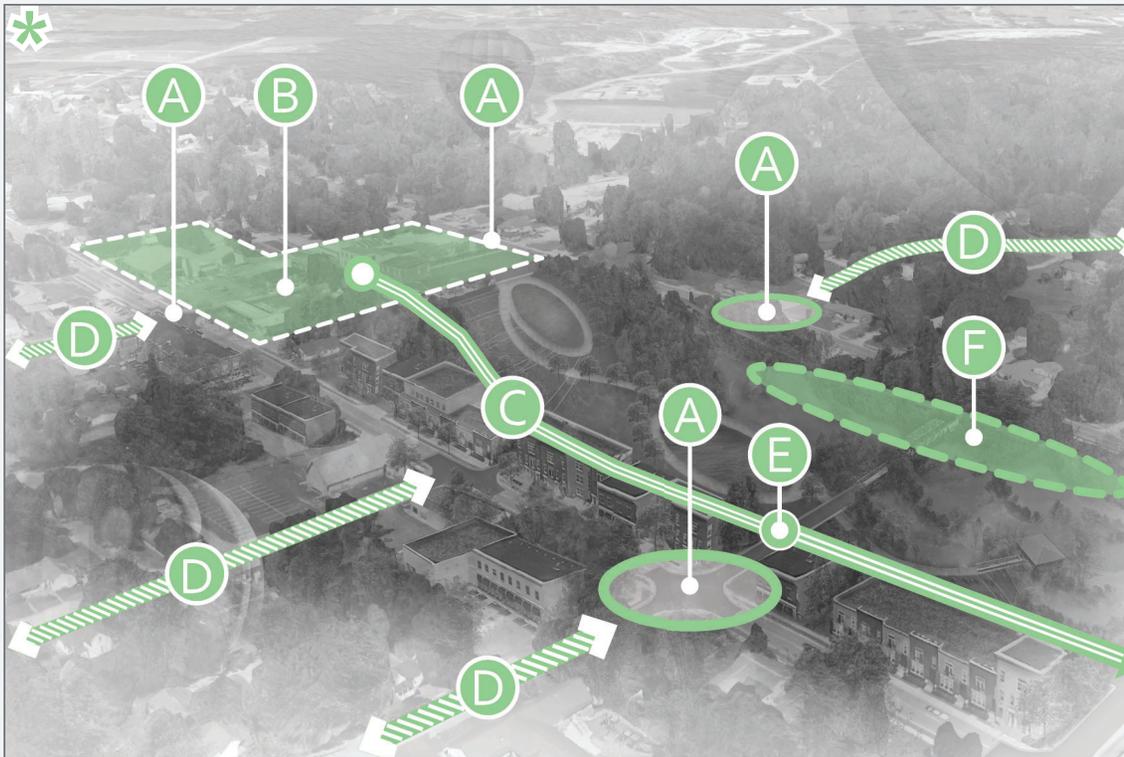
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- SR 46 Corridor
- ⊗ Proposed Gateways
- ⊞ Proposed Wayfinding Signage Limits

# ENHANCEMENTS

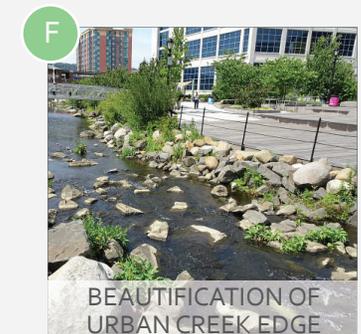
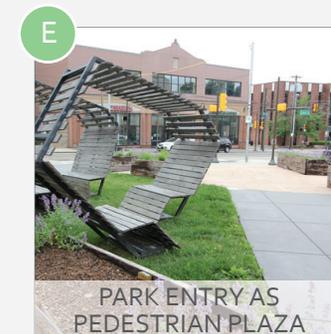
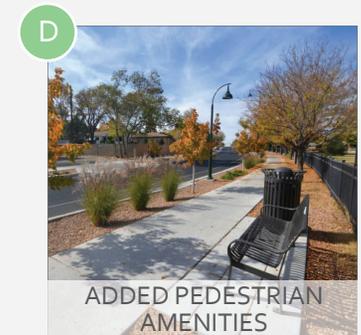
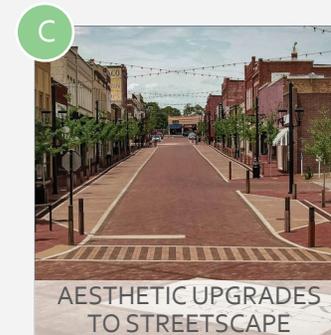
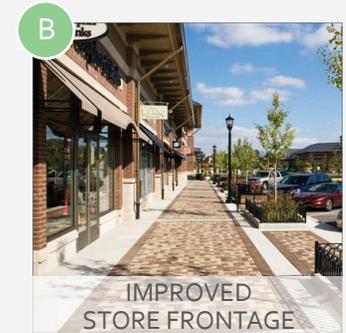
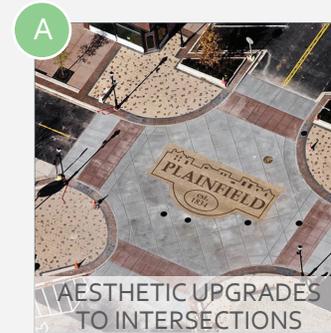
## WHAT IS THE BIG IDEA?

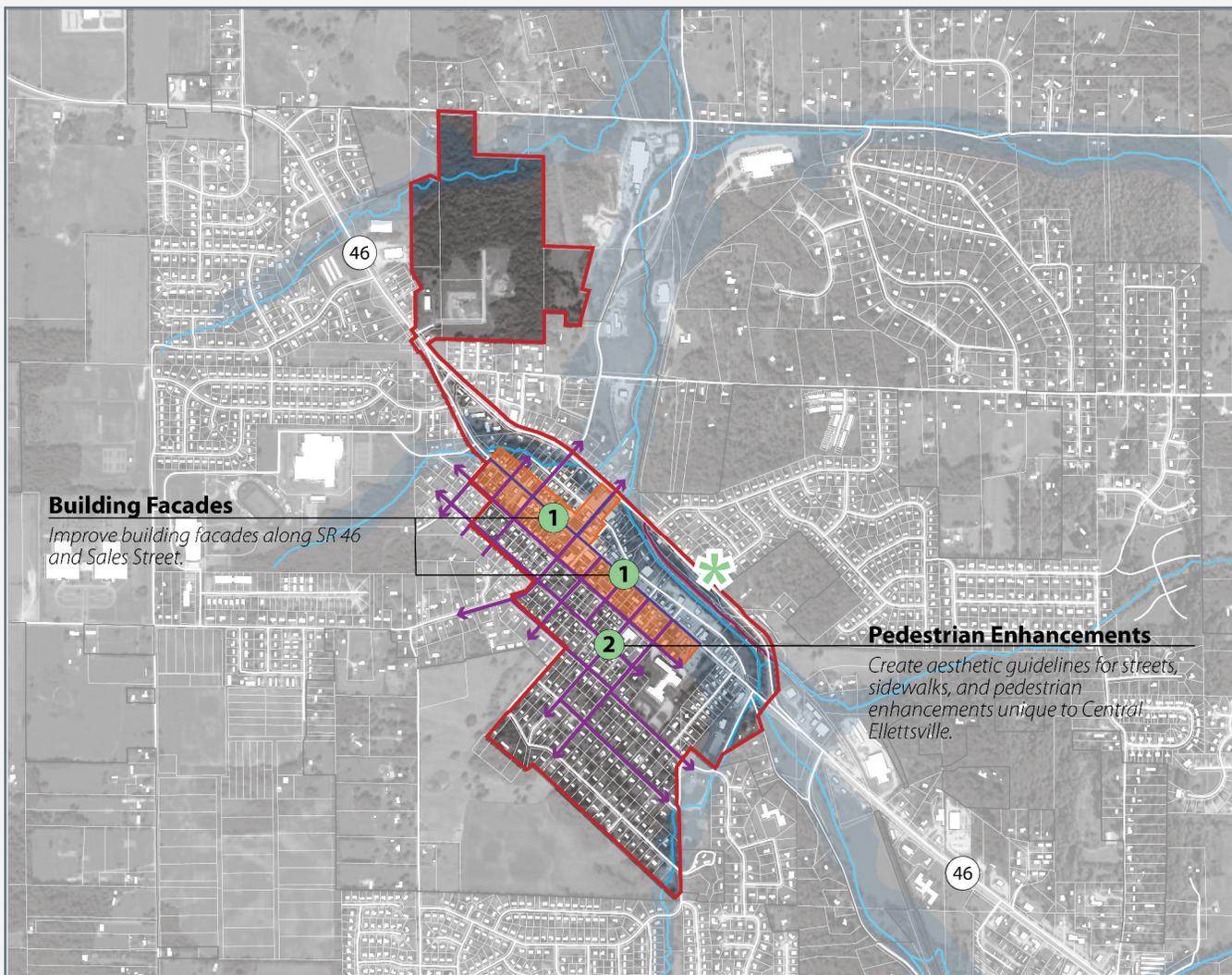
The big idea of *enhancements* deals with elevating the appearance of Ellettsville through beautification efforts that address primarily infrastructural and environmental concerns.

The Central Ellettsville Focus Area takes into consideration the way people want public spaces to look, leaning on a certain aesthetic to achieve a desired appearance. An emphasis on historic downtown design elements, such as paver streetscapes and limestone design features, paired with contemporary furnishings and plantings will link Ellettsville's past with its future.



The rendering overlay above shows how proposed redevelopment could include beautification efforts.





“

"I would like to see increased effort for overall beautification and improvement of the community appearance."

- Digital Map Participants

”

**ENHANCEMENT LEGEND**

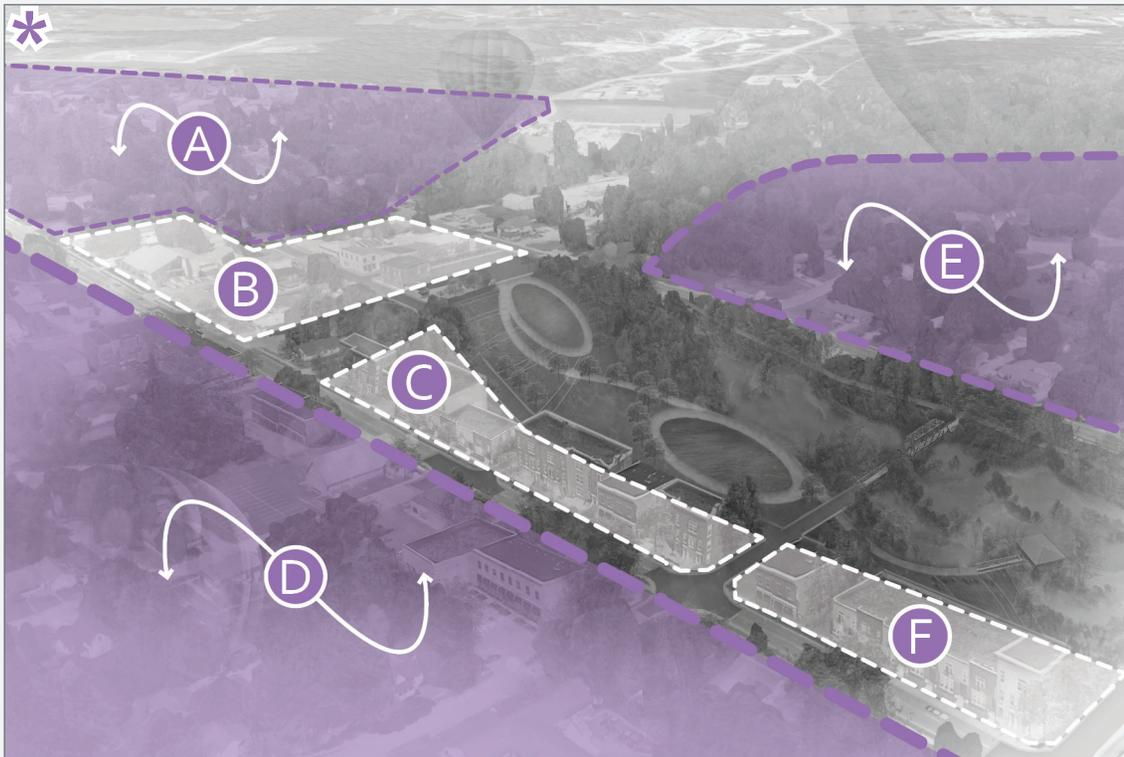
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- Proposed Area for Building Facade Improvements
- Proposed Pedestrian Enhancements

# CHARACTER & DEVELOPMENT

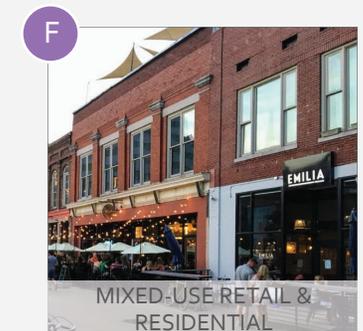
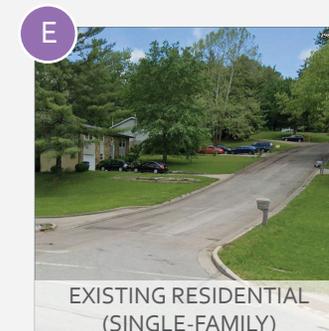
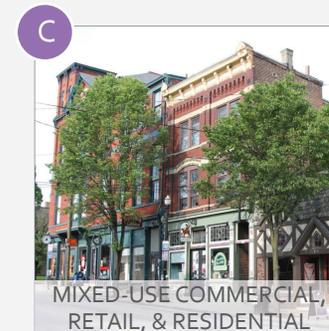
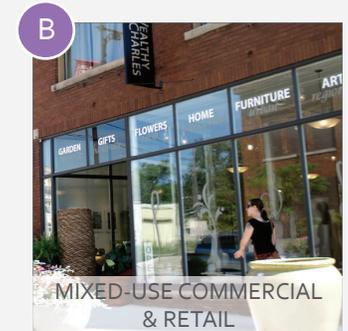
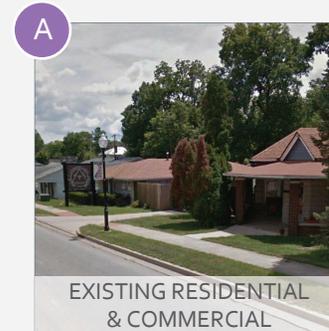
## WHAT IS THE BIG IDEA?

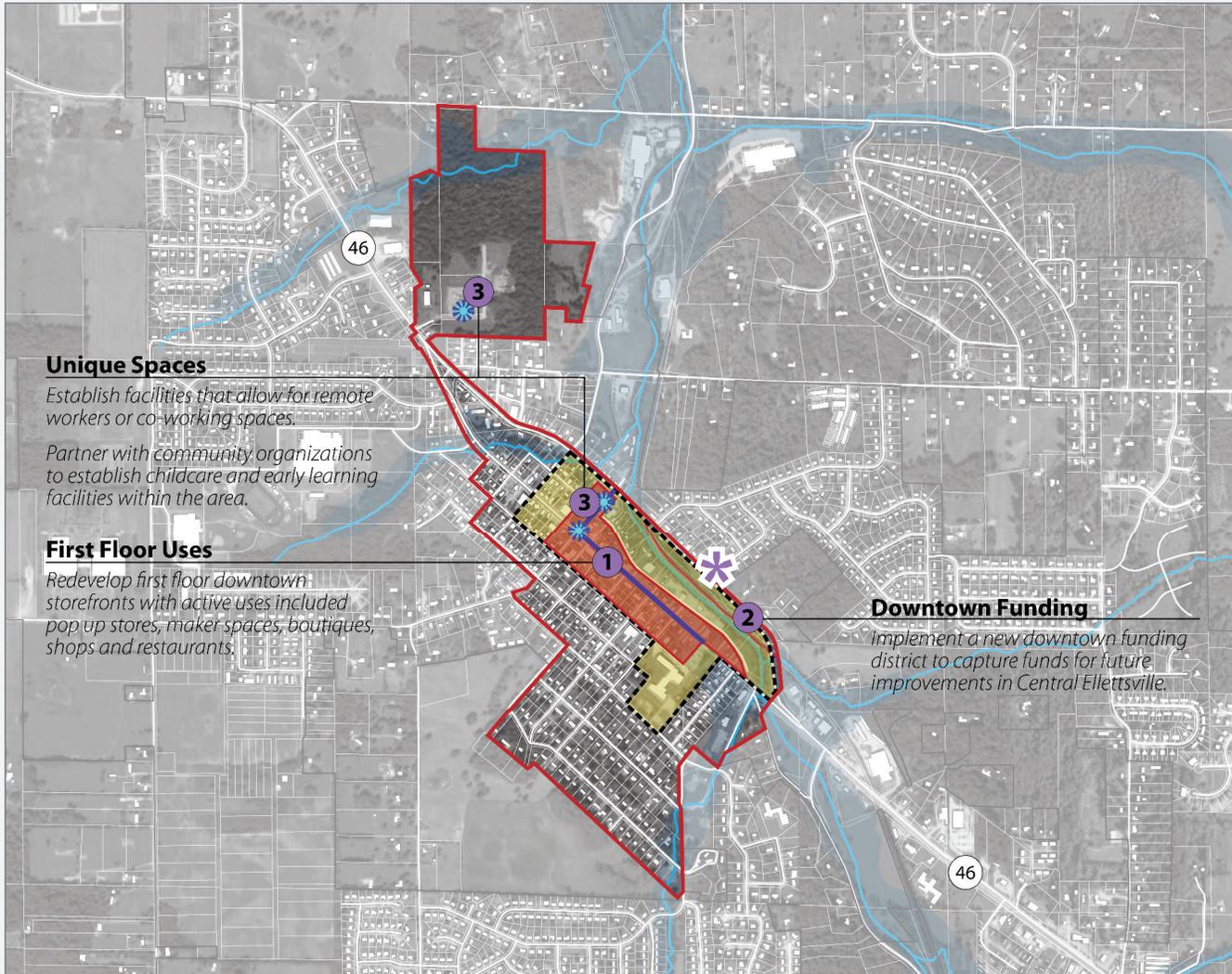
The big idea of *character and development* evaluates the type of development best suited for any given area of Ellettsville, while taking into account context and projected growth.

The Central Ellettsville Focus Area takes into consideration how a downtown can provide for the social, professional, and residential needs of residents. The proposed redevelopment includes the integration of mixed-use infrastructure amongst the existing residential, commercial, and institutional structures and has a “waterfront” connection to the park along Vine Street.



The rendering overlay above shows how proposed redevelopment could include mixed-use facilities.





**Unique Spaces**

Establish facilities that allow for remote workers or co-working spaces.

Partner with community organizations to establish childcare and early learning facilities within the area.

**First Floor Uses**

Redevelop first floor downtown storefronts with active uses included pop up stores, maker spaces, boutiques, shops and restaurants.

**Downtown Funding**

Implement a new downtown funding district to capture funds for future improvements in Central Ellettsville.

“  
 “Ellettsville needs to focus on character. There is very little guidance on appearance, style of development, etc.”  
 - Online Survey Participant  
 ”

**CHARACTER AND DEVELOPMENT LEGEND**

- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- Proposed Building Activation Through Redevelopment
- Proposed Locations for Specialty Uses
- Proposed Specialty Funding District

CENTRAL ELLETTSVILLE ACTION AGENDA PAGE 1		Type			Supporting Vision Components					Area Impacted			
Big Idea	Action Item	Project	Program / Tool	Policy	Ellettsville is home.	Ellettsville is vibrant.	Ellettsville is connected.	Ellettsville is thriving.	.Ellettsville is strategic.	North Residential	Central Ellettsville	Westside Business Park	Southeast 46 Corridor
CONNECTIVITY	Construct the missing trail segment between the Heritage Trail and the Karst Farm Trail.	X				X	X				X		
	Expand the Heritage Trail northward to the Town Hall Campus.	X				X	X				X		
	Construct a path to connect Edgewood High School with Central Ellettsville.	X				X	X				X		X
	Coordinate with Bloomington Transit to extend a transit line from Bloomington to Central Ellettsville.	X				X	X	X			X		X
	Work with INDOT to enhance pedestrian safety along SR 46 through improved and more frequent pedestrian crossings.	X				X	X				X		X
	Work with INDOT to improve access management and speed control along SR 46.	X				X	X				X		X

Connection to Foundational Projects						Timeline				Implementation	
Comprehensive Plan Update	Updated development standards	Regional Pedestrian and Bicycle Master Plan	Parks and Recreation Master Plan	Gateway and Wayfinding Plan	Stormwater Master Plan	Short-term (0-3 Years)	Mid-term (3-10 Years)	Long-term (10+ Years)	On-going Effort	Project Leader	Supporting Resources / Additional Information
		X					X			Town of Ellettsville	As part of a broader Next Level Connections infrastructure program, <b>Next Level Trails (NLT)</b> is designed to incentivize collaborative efforts to accelerate trail connections.
		X					X			Town of Ellettsville	
		X						X		Town of Ellettsville	The Indiana <b>Safe Routes to School Program</b> through INDOT provides funding for infrastructure and non-infrastructure projects.
X								X		Town of Ellettsville	Ellettsville could explore state resources such as the <b>Public Mass Transportation Fund</b> and the <b>Federal Section 5311 Program</b>
X									X	Town of Ellettsville	
X									X	Town of Ellettsville	

CENTRAL ELLETTSVILLE ACTION AGENDA - PAGE 2		Type			Supporting Vision Components					Area Impacted			
Big Idea	Action Item	Project	Program / Tool	Policy	Ellettsville is home.	Ellettsville is vibrant.	Ellettsville is connected.	Ellettsville is thriving.	Ellettsville is strategic.	North Residential	Central Ellettsville	Westside Business Park	Southeast 46 Corridor
GATHERING	Mitigate existing flooding through strategic modifications of waterway and floodplain.	X				X				X	X		
	Redevelop underutilized, flood damaged properties into public open space in conjunction with modifications to floodplain.	X				X	X				X		
	Accommodate community festivals and events through the development of structures, amenities, and utility improvements.	X				X					X		
	Provide streetscape improvements along Vine Street and SR 46 to encourage pedestrian interaction within and adjacent to open space.	X				X	X				X		
	Provide for both active and passive recreational opportunities at the Town Hall Campus.	X				X	X				X		
BRANDING	Enhance the visitors experience by providing a comprehensive wayfinding signage system within Central Ellettsville.	X			X	X	X	X	X		X		X

Connection to Foundational Projects						Timeline				Implementation	
Comprehensive Plan Update	Updated development standards	Regional Pedestrian and Bicycle Master Plan	Parks and Recreation Master Plan	Gateway and Wayfinding Plan	Stormwater Master Plan	Short-term (0-3 Years)	Mid-term (3-10 Years)	Long-term (10+ Years)	On-going Effort	Project Leader	Supporting Resources / Additional Information
X	X				X		X			Town of Ellettsville	Any modifications to the floodplain or waterway should be coordinated and approved by the <b>Army Corps of Engineers</b> .
X			X		X			X		Town of Ellettsville	Utilize the <b>Parks and Recreation Master Plan</b> and <b>Stormwater Master Plan</b> to inform the design of the public open space.
X			X					X		Town of Ellettsville	Work with the <b>local organizations</b> that host public events to ensure the overall design reflects their input.
X	X	X					X			Town of Ellettsville	Ellettsville Main Street could apply for the <b>Main Street Revitalization Program</b> through OCRA.
			X				X			Town of Ellettsville	Utilize the <b>Parks and Recreation Master Plan</b> to inform the design of the recreational areas.
				X			X			Town of Ellettsville	Utilize the <b>Gateway and Wayfinding Plan</b> to complete this action item.

CENTRAL ELLETTSVILLE ACTION AGENDA - PAGE 3		Type			Supporting Vision Components					Area Impacted			
Big Idea	Action Item	Project	Program / Tool	Policy	Ellettsville is home.	Ellettsville is vibrant.	Ellettsville is connected.	Ellettsville is thriving.	Ellettsville is strategic.	North Residential	Central Ellettsville	Westside Business Park	Southeast 46 Corridor
ENHANCEMENTS & BEAUTIFICATION	Improve building facades along SR 46 and Sale Street.	X				X		X			X		X
	Create aesthetic guidelines for streets, sidewalks, and pedestrian enhancements unique to Central Ellettsville.		X			X	X				X		
CHARACTER & DEVELOPMENT	Redevelop first floor downtown storefronts with active uses included pop up stores, maker space, boutiques, shops and restaurants.	X				X		X			X		
	Establish facilities that allow for remote workers or coworking spaces.	X				X		X			X		
	Implement a new downtown funding district to capture funds for future improvements in Central Ellettsville.		X			X			X		X		
	Partner with community organizations to establish childcare and early learning facilities within the area.		X			X	X		X		X	X	X

Connection to Foundational Projects						Timeline				Implementation	
Comprehensive Plan Update	Updated development standards	Regional Pedestrian and Bicycle Master Plan	Parks and Recreation Master Plan	Gateway and Wayfinding Plan	Stormwater Master Plan	Short-term (0-3 Years)	Mid-term (3-10 Years)	Long-term (10+ Years)	On-going Effort	Project Leader	Supporting Resources / Additional Information
X							X			Property Owner	Ellettsville Main Street could apply for the <b>Main Street Revitalization Program</b> through OCRA.
X	X	X					X			Town of Ellettsville	
X									X	Property Owner	The <b>Town of Ellettsville</b> should work with current property owners to understand their desire to develop or sell underutilized properties.
X									X	Interested Business or Property Owner	The <b>Town of Ellettsville</b> should work with current property owners to understand their desire to develop or sell underutilized properties
X							X			Town of Ellettsville	
X							X			Town of Ellettsville	<b>Richland-Bean Blossom School Corporation</b> and Ellettsville's <b>major employers</b> could be project partners.

CENTRAL ELLETTSVILLE ACTION AGENDA - PAGE 4		Type			Supporting Vision Components					Area Impacted			
Big Idea	Action Item	Project	Program / Tool	Policy	Ellettsville is home.	Ellettsville is vibrant.	Ellettsville is connected.	Ellettsville is thriving.	Ellettsville is strategic.	North Residential	Central Ellettsville	Westside Business Park	Southeast 46 Corridor
	Utilize flood mitigation efforts to reduce the extent of the floodplain, opening up new areas for redevelopment.	X				X		X	X		X		
CHARACTER & DEVELOPMENT	Work with OCRA and other state and federal agencies on façade grants and other grant/ loan programs to enhance the character of downtown.		X			X					X		
	Strengthen the existing relationship with Ellettsville Main Street to provide opportunities for growth and development of downtown.		X			X			X		X		
	Create a riverfront district to help fund development opportunities in the downtown along Jack's Defeat Creek.		X			X					X		
	Update the comprehensive plan and development standards to facilitate mixed-use, commercial, and entertainment uses along SR 46 in Central Ellettsville.		X			X			X		X		X

Connection to Foundational Projects						Timeline				Implementation	
Comprehensive Plan Update	Updated development standards	Regional Pedestrian and Bicycle Master Plan	Parks and Recreation Master Plan	Gateway and Wayfinding Plan	Stormwater Master Plan	Short-term (0-3 Years)	Mid-term (3-10 Years)	Long-term (10+ Years)	On-going Effort	Project Leader	Supporting Resources / Additional Information
X					X		X			Town of Ellettsville	
X									X	Ellettsville Main Street	Ellettsville Main Street could apply for the <b>Main Street Revitalization Program</b> through OCRA.
X									X	Town of Ellettsville	
X								X		Town of Ellettsville	In Indiana, riverfront districts are governed by state statutes. The proposed district must be designated by <b>ordinance or resolution</b> by the legislative body.
X							X			Town of Ellettsville	

Focus Area #3

# Westside Business Park

## Introduction

The Westside Business Park Focus Area includes areas of land located within the current Town limits and the area just west of Ellettsville. For the most part, there are very few existing commercial or industrial uses meaning this focus area represents a nearly blank slate to work with. This area is primed for more intense commercial and light industrial uses because of its easy access to SR 46 and there are relatively few residential developments nearby.

Potential challenges to overcome are directly related to utility infrastructure and environmental constraints. The Town of Ellettsville should consider creating a tax incremental financing (TIF) district to fund portions of the transportation and/or utilities improvements needed. Additionally, there are environmental considerations such as soil types, karst areas, flood prone areas that impact the suitability of certain land uses. In some instances, areas within this focus area may need to remain agricultural land.

Access to diverse employment opportunities is another one of the key components for creating a complete community. By identifying shovel ready sites and utilizing development incentives to attract new employers to Ellettsville, the Town will be providing an abundance of jobs for current and future residents. Ellettsville can use the big ideas highlighted on the following pages to take steps to becoming a complete community with an economy that is propelled by a blend of locally owned businesses and advanced and emerging industries.

## Objectives

With a primary goal of creating a growing and diverse business sector, the Town of Ellettsville can support this idea by using the following objectives to guide development within the Westside Business Park Focus Area.

- Limit residential development surrounding the business park to prevent potential conflicting development patterns.
- Allow for a diverse mix of businesses including offices, science and research facilities, and manufacturing.
- Encourage the use of economic development tools (tax increment financing (TIF), tax abatements, and enterprise zones) to incentive development.
- Work with utility providers to ensure adequate infrastructure is in place to support future development.
- Encourage new growth to minimize access points on to high-traffic roads and encourage the development of new collector streets and roads.

Envision this...



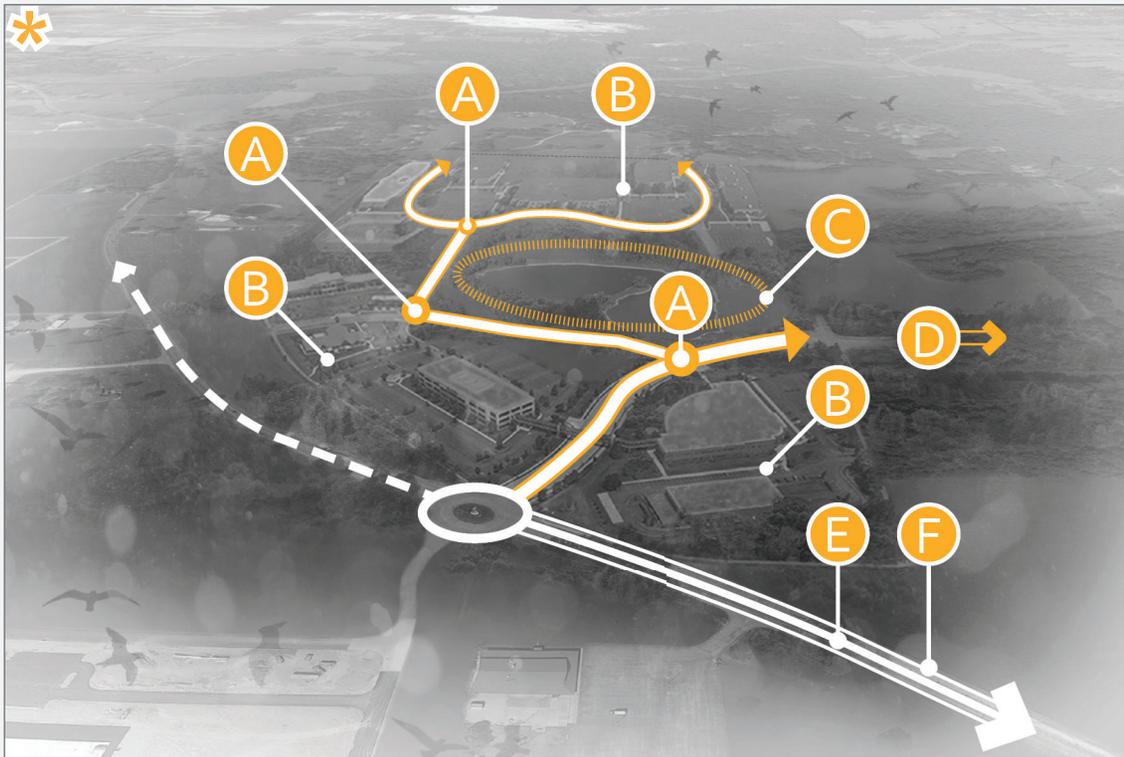
The rendering above envisions the development of a business park on the land north of KeHe Distributors and west of Smithville.

# CONNECTIVITY

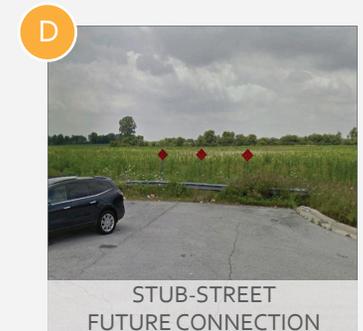
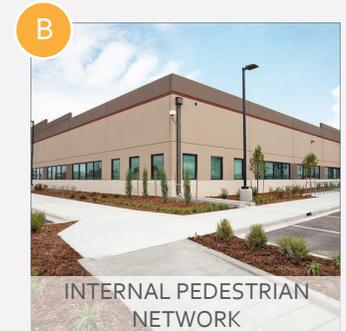
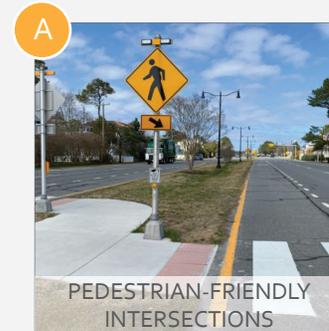
## WHAT IS THE BIG IDEA?

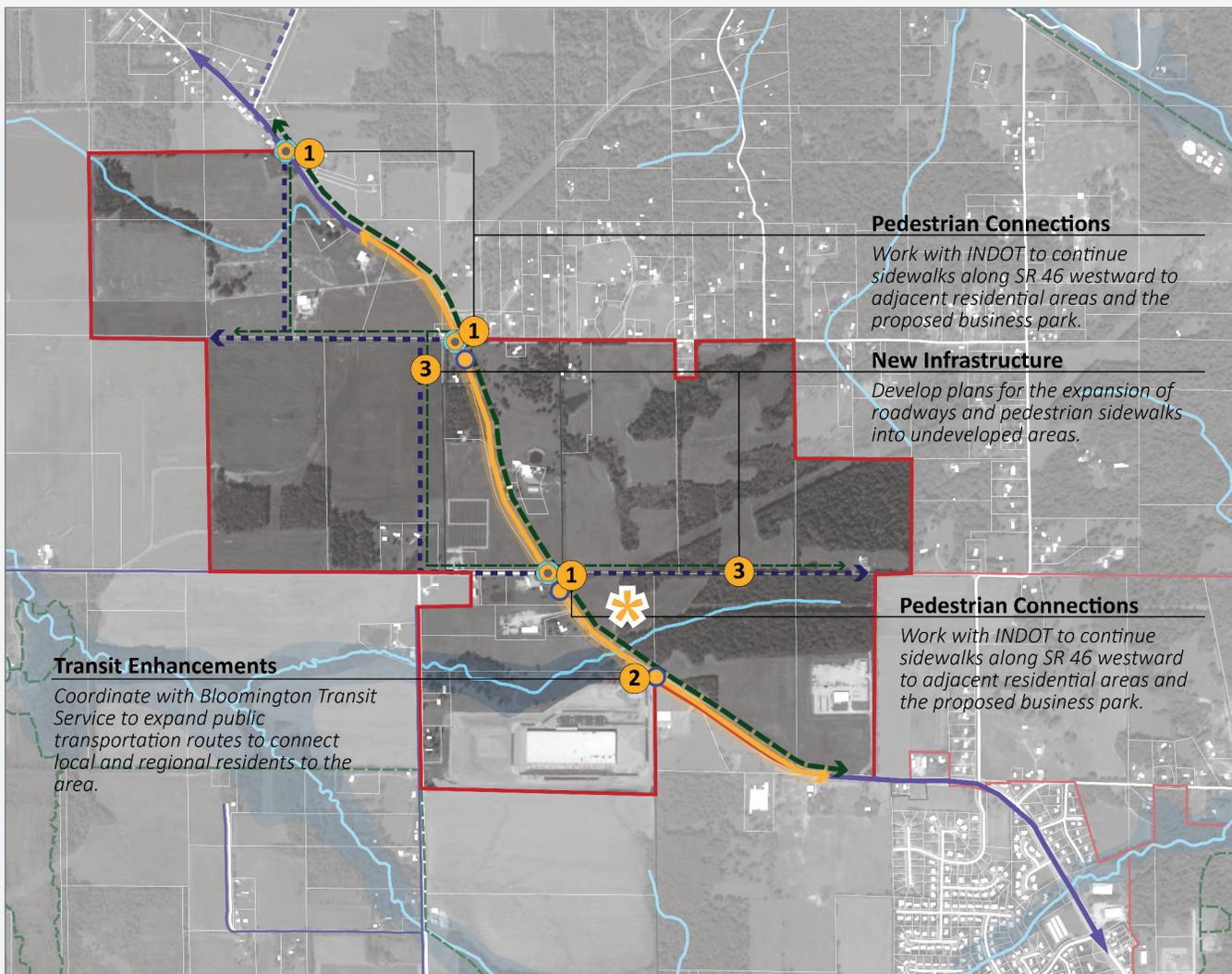
The big idea of **connectivity** creates a relationship between all identified Focus Areas, noting existing and future pedestrian and vehicular networks within and outside Ellettsville.

The Westside Business Park Focus Area takes into consideration the way people want to travel to and from their places of employment. The proposed location of the business park on Sr-46 just west of Downtown positions it between two major vehicular routes - I-69 in the east and HWY 231 in the west. An existing pedestrian network along SR-46 is advantageous to commuters as well.



The rendering overlay above shows how the proposed business park could provide connections.





“  
 “Ellettsville could be better for commuting besides just cars.”  
 - Online Survey Participant  
 ”

**CONNECTIVITY LEGEND**

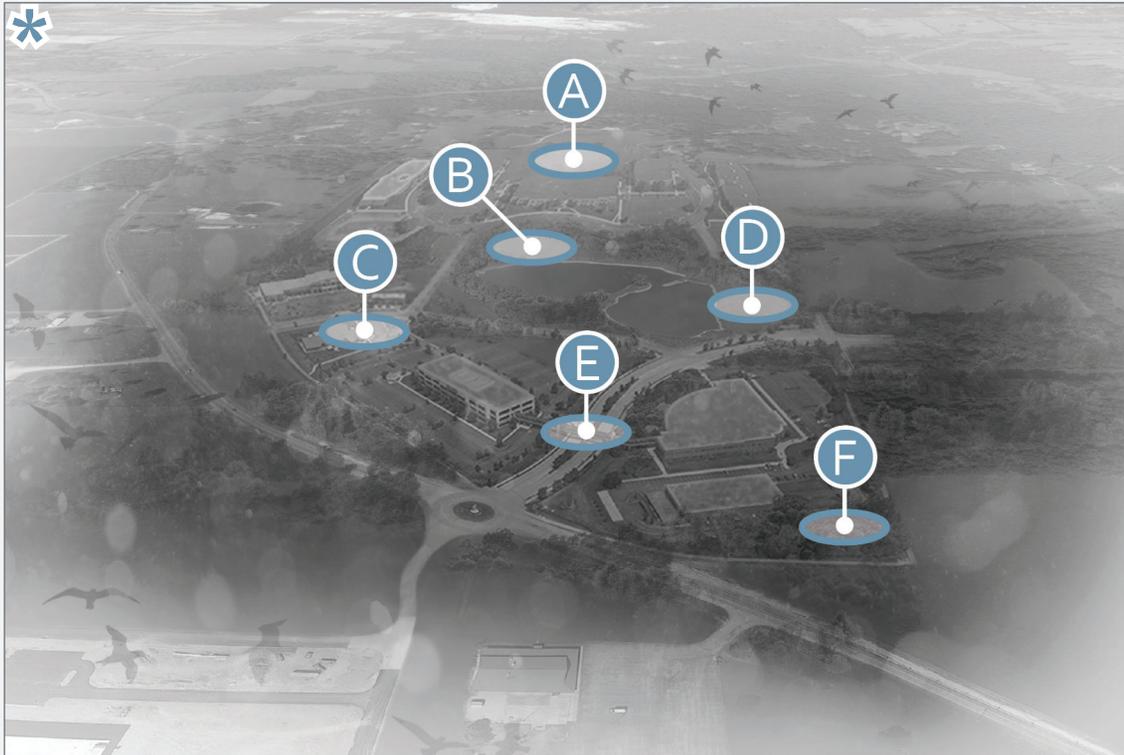
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- Proposed Pedestrian Routes
- Proposed Roadways
- SR 46 Corridor
- Proposed Intersection Improvements
- Proposed Transit Route
- Potential Transit Stops

# GATHERING

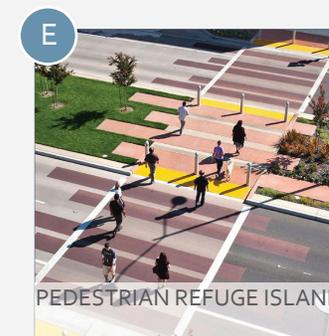
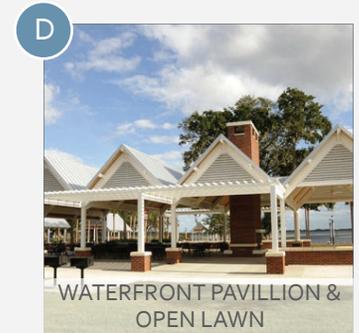
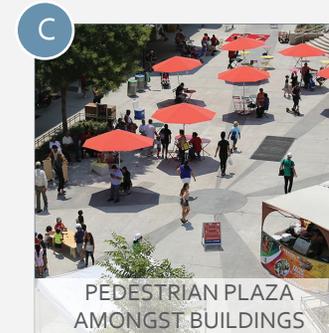
## WHAT IS THE BIG IDEA?

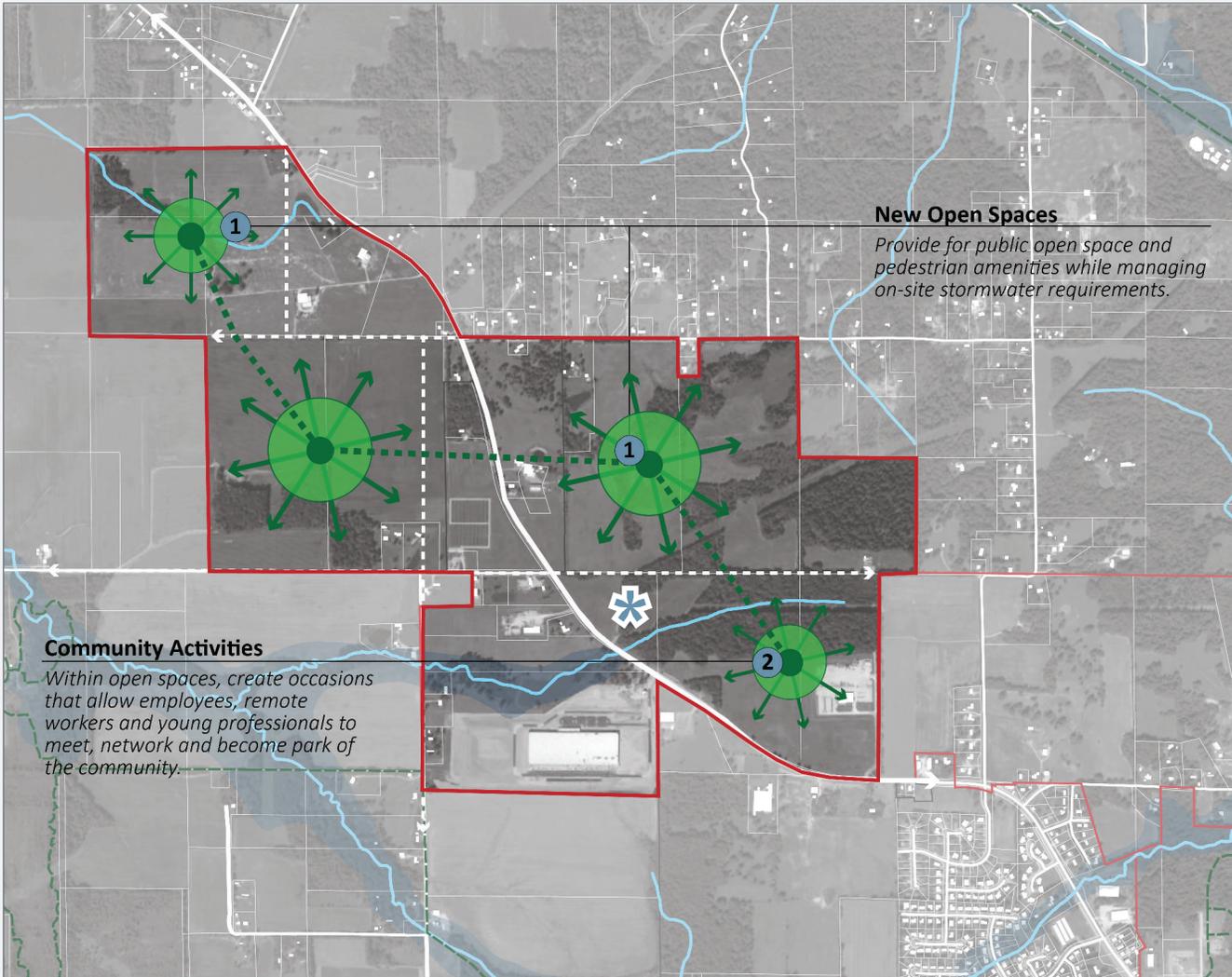
The big idea of **gathering** focuses on providing the community with opportunities for social interaction through placemaking.

The Westside Business Park Focus Area evaluates the opportunities for people to blend their social and professional realms through engaging landscapes and outdoor spaces. The spaces also offer businesses flexibility in their approach to professional events, outside the traditional office space, including outdoor conference rooms, plaza spaces, and waterfront amenities.



The rendering overlay above shows how the proposed business park could include opportunities for gathering.





“  
 “Ellettsville can position itself as one of the areas economic hubs with thoughtful and careful planning to set aside land for industrial development.”  
 - Online Survey Participant  
 ”

**GATHERING LEGEND**

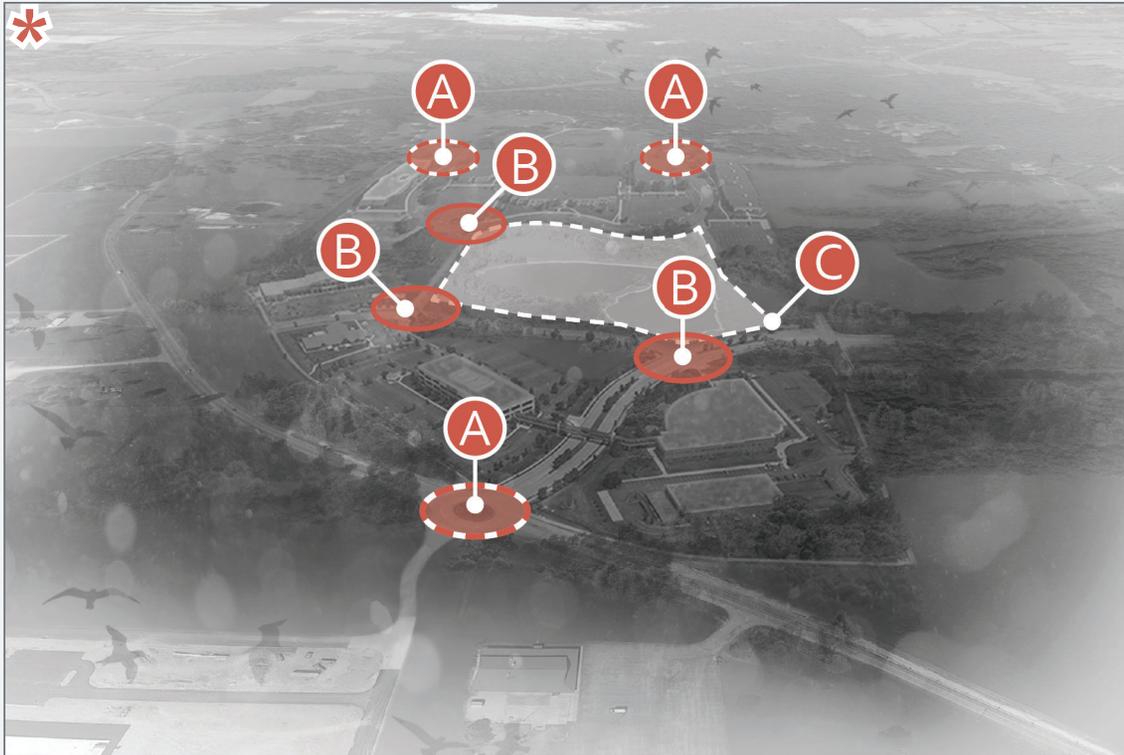
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- Proposed Open Space
- Proposed Linkages

# BRANDING

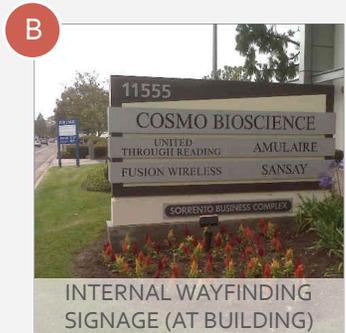
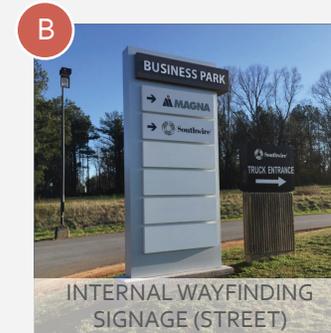
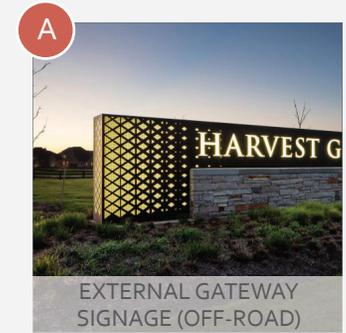
## WHAT IS THE BIG IDEA?

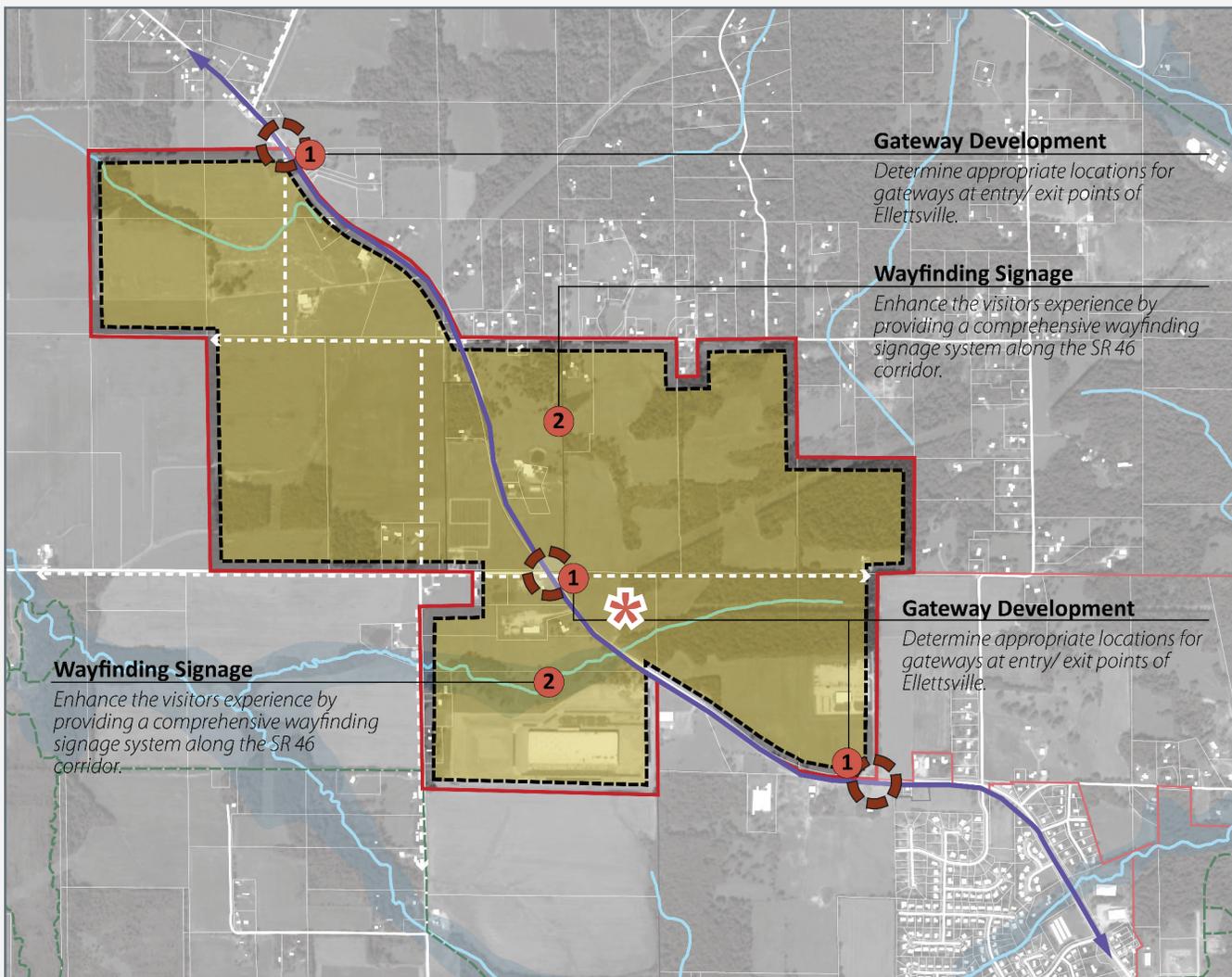
The big idea of *branding* considers the design and appearance of the built environment and corresponding amenities that come together to create an identity unique to Ellettsville.

The Westside Business Park Focus Area takes into consideration the way people want their place of work to be perceived, evaluating how the use of various forms of signage can both inform and identify. Gateway signage is used at the external connection points, while wayfinding signage is used internally either on the street to guide motorists or outside buildings to identify businesses.



The rendering overlay above shows how the proposed business park could include such branding efforts.





“  
 “In the future, Ellettsville will be larger yet more cohesive.”  
 - Online Survey Participant  
 ”

**BRANDING LEGEND**

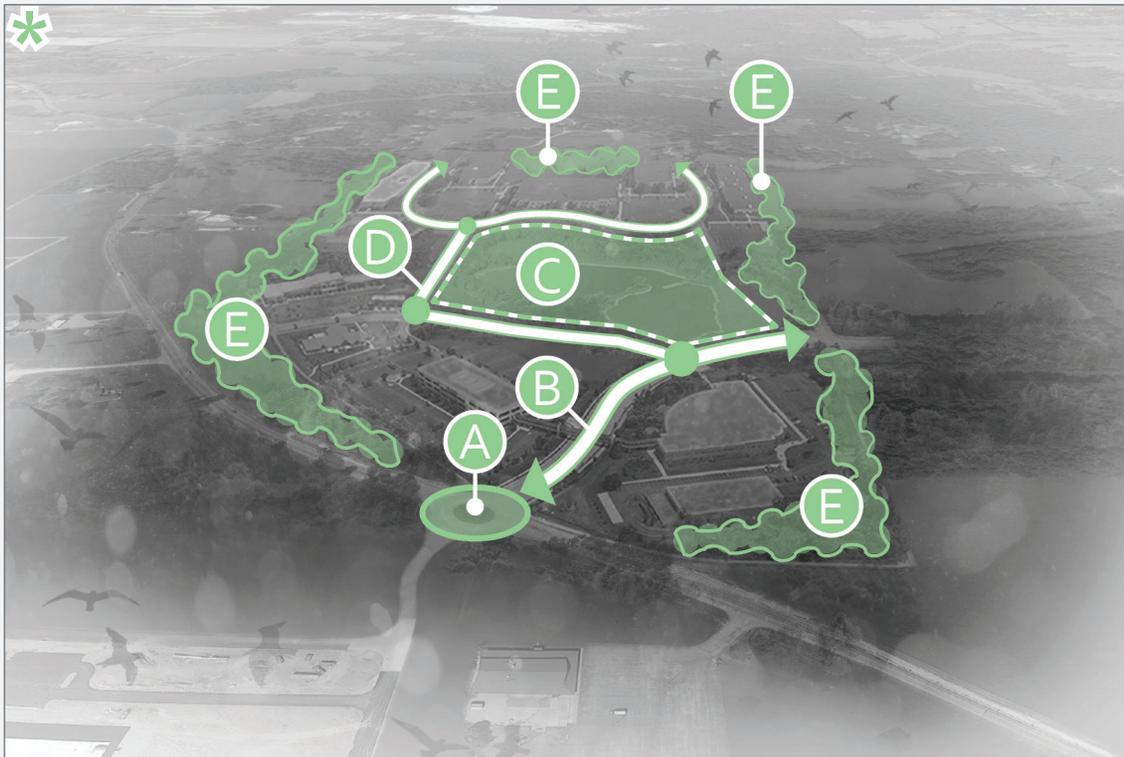
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- SR 46 Corridor
- ⊗ Proposed Gateways
- ▨ Proposed Wayfinding Signage Limits

# ENHANCEMENTS

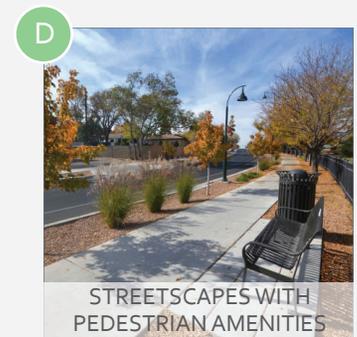
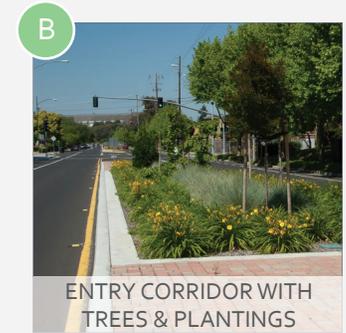
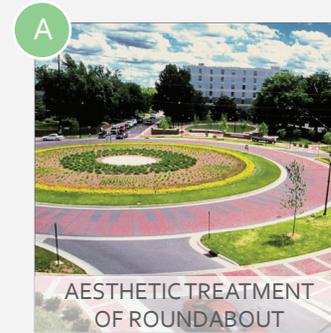
## WHAT IS THE BIG IDEA?

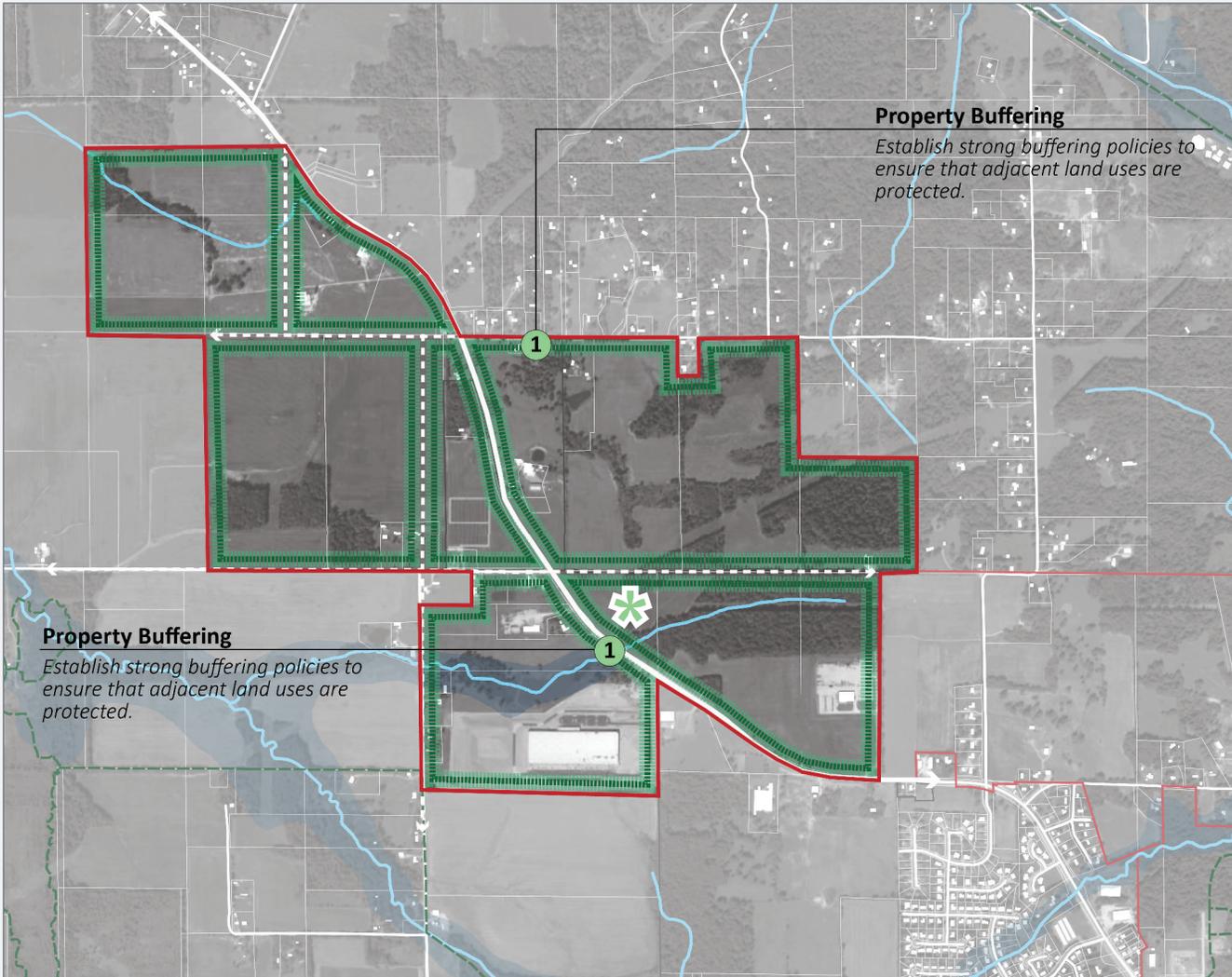
The big idea of *enhancements* deals with elevating the appearance of Ellettsville through beautification efforts that address primarily infrastructural and environmental concerns.

The Westside Business Park Focus Area takes into consideration the way people want their professional spaces to look, leaning on a certain aesthetic to achieve a desired appearance. Since the business park would be a conglomeration of many businesses, a strong design guide will need to be developed that addresses appropriate material/furnishing use, development patterns, and site planning.



The rendering overlay above shows how the proposed business park could include beautification efforts.





“  
*Ellettsville needs to focus on innovation for small businesses and focus on regulations that invite business and residential growth.”*  
 - Online Survey Participants  
 ”

**ENHANCEMENT LEGEND**

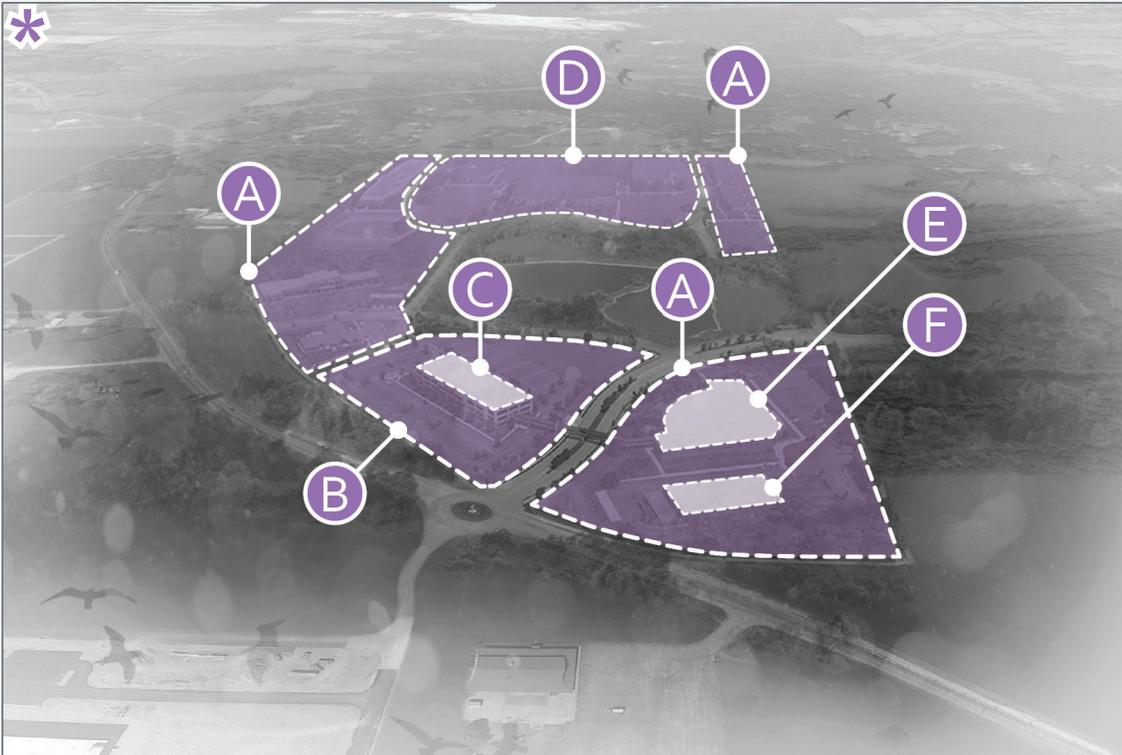
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- Proposed Area for Increased Code Enforcement
- Proposed Property Buffering
- Proposed Roadways

# CHARACTER & DEVELOPMENT

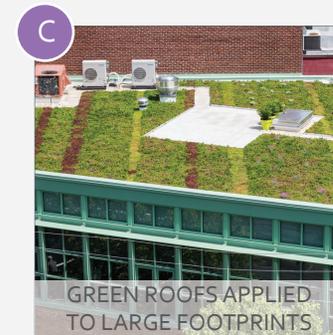
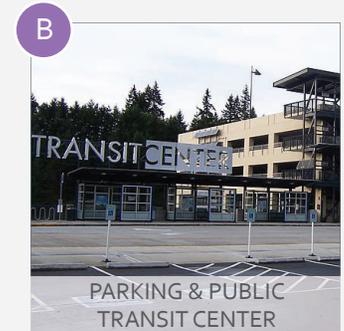
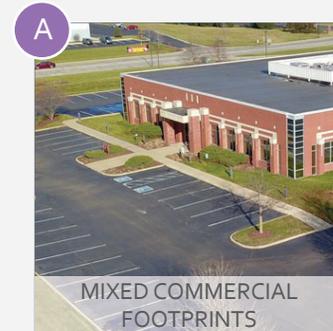
## WHAT IS THE BIG IDEA?

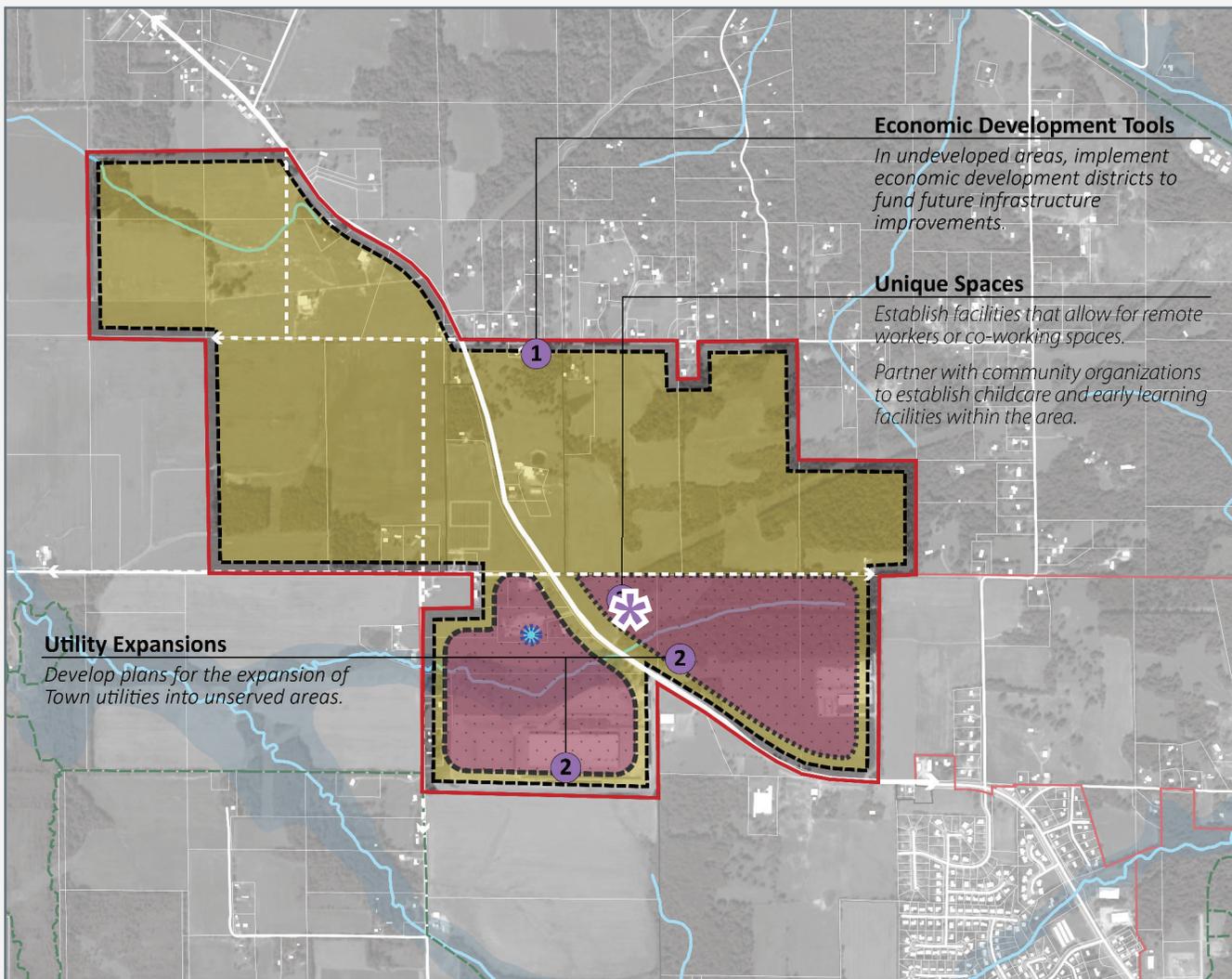
The big idea of *character and development* evaluates the type of development best suited for any given area of Ellettsville, while taking into account context and projected growth.

The Westside Business Park Focus Area takes into consideration how a place of work can provide for the professional needs of residents. The proposed development includes mixed commercial uses as well as the opportunity for integrating larger, business campuses. The inclusion of a co-working space, daycare facility, and transit center also alleviate daily pressures from workers.



The rendering overlay above shows how the proposed business park could diverse uses and structures.





“

“An industrial park on some of the open land on the west side of town would be good for business growth and development.”

- Digital Map Participant

”

**CHARACTER AND DEVELOPMENT LEGEND**

- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- Proposed Utility Expansion Areas
- Proposed Specialty Funding and Incentive District
- Proposed Locations for Specialty Uses
- Proposed Roadways

**WESTSIDE BUSINESS PARK  
PAGE 1**

WESTSIDE BUSINESS PARK PAGE 1		Type			Supporting Vision Components					Area Impacted			
Big Idea	Action Item	Project	Program / Tool	Policy	Ellettsville is home.	Ellettsville is vibrant.	Ellettsville is connected.	Ellettsville is thriving.	Ellettsville is strategic.	North Residential	Central Ellettsville	Westside Business Park	Southeast 46 Corridor
CONNECTIVITY	Work with INDOT to continue sidewalks along SR 46 westward to adjacent residential areas and the proposed business park.	X			X		X	X				X	X
	Coordinate with Bloomington Transit Services to expand public transportation routes to connect local and regional residents to the area.	X			X		X	X				X	X
GATHERING	Provide for public open space and pedestrian amenities while managing on-site stormwater requirements.			X				X				X	
	Create occasions that allow residents, remote workers, and young professionals to meet, network, and become part of the community.	X						X				X	
BRANDING	Establish a signage program that is consistent with the community's brand to promote the business park.	X						X				X	X

Connection to Foundational Projects						Timeline				Implementation	
Comprehensive Plan Update	Updated development standards	Regional Pedestrian and Bicycle Master Plan	Parks and Recreation Master Plan	Gateway and Wayfinding Plan	Stormwater Master Plan	Short-term (0-3 Years)	Mid-term (3-10 Years)	Long-term (10+ Years)	On-going Effort	Project Leader	Supporting Resources / Additional Information
X									X	Town of Ellettsville	
X								X		Town of Ellettsville	Ellettsville could explore state resources such as the <b>Public Mass Transportation Fund</b> and the <b>Federal Section 5311 Program</b>
	X				X				X	Town of Ellettsville	By updating the Towns development standards, <b>developers</b> could be required to incorporate these elements into their development plans.
X									X	Business or Employer	The Town of Ellettsville can encourage <b>future businesses</b> to provide space and facilitate events for gathering.
				X			X			Town of Ellettsville	Utilize the <b>Gateway and Wayfinding Plan</b> to complete this action item.

**WESTSIDE BUSINESS PARK**  
**PAGE 2**

WESTSIDE BUSINESS PARK PAGE 2		Type			Supporting Vision Components					Area Impacted			
		Project	Program / Tool	Policy	Ellettsville is home.	Ellettsville is vibrant.	Ellettsville is connected.	Ellettsville is thriving.	Ellettsville is strategic.	North Residential	Central Ellettsville	Westside Business Park	Southeast 46 Corridor
ENHANCEMENTS	Establish strong buffering policies to ensure that adjacent land uses are protected.			X				X	X			X	
CHARACTER & DEVELOPMENT	Establish facilities that allow for remote workers or coworking spaces.	X						X				X	
	Develop plans for the expansion of Town utilities into unserved areas.	X						X		X	X	X	X
	In undeveloped areas, implement economic development districts to fund future infrastructure improvements.		X					X	X			X	
	Partner with community organizations to establish child care and early learning facilities within the area.		X		X			X		X	X	X	X

Connection to Foundational Projects						Timeline				Implementation	
Comprehensive Plan Update	Updated development standards	Regional Pedestrian and Bicycle Master Plan	Parks and Recreation Master Plan	Gateway and Wayfinding Plan	Stormwater Master Plan	Short-term (0-3 Years)	Mid-term (3-10 Years)	Long-term (10+ Years)	On-going Effort	Project Leader	Supporting Resources / Additional Information
X	X					X				Town of Ellettsville	
X							X			Business or Property Owner	The <b>Town of Ellettsville</b> should work with future businesses to create opportunities for coworking spaces.
X							X			Town of Ellettsville	Public and private <b>utility providers</b> should be included in this planning process. Also, the comprehensive plan should inform future growth.
X							X			Town of Ellettsville	
X							X			Town of Ellettsville	<b>Richland-Bean Blossom School Corporation</b> and Ellettsville's <b>major employers</b> could be project partners.

**WESTSIDE BUSINESS PARK**  
**PAGE 3**

WESTSIDE BUSINESS PARK PAGE 3		Type			Supporting Vision Components					Area Impacted			
Big Idea	Action Item	Project	Program / Tool	Policy	Ellettsville is home.	Ellettsville is vibrant.	Ellettsville is connected.	Ellettsville is thriving.	Ellettsville is strategic.	North Residential	Central Ellettsville	Westside Business Park	Southeast 46 Corridor
CHARACTER & DEVELOPMENT	Create an online dashboard to promote the business park and available development opportunities.	X						X				X	
	Update development standards to ensure future commercial and industrial buildings reflect a desirable product.		X					X	X	X	X	X	X
	Update development processes to ensure the permitting process is easy and convenient for interested parties.		X					X	X	X	X	X	X
	Develop specific plans for areas which would be best served by future development and which should remain agricultural.		X					X				X	
	Develop a targeted annexation plan to obtain control over undeveloped parcels along State Road 46.		X					X	X			X	X
	Create and implement a plan to reduce the amount of stormwater runoff generated by future development		X					X	X	X	X	X	X

Connection to Foundational Projects						Timeline				Implementation	
Comprehensive Plan Update	Updated development standards	Regional Pedestrian and Bicycle Master Plan	Parks and Recreation Master Plan	Gateway and Wayfinding Plan	Stormwater Master Plan	Short-term (0-3 Years)	Mid-term (3-10 Years)	Long-term (10+ Years)	On-going Effort	Project Leader	Supporting Resources / Additional Information
X						X				Town of Ellettsville	The <b>Greater Ellettsville Chamber of Commerce or Bloomington Economic Development Corporation</b> could assist in completing this action item.
X	X					X				Town of Ellettsville	
X	X					X				Town of Ellettsville	
X	X					X				Town of Ellettsville	The <b>future land use map</b> within the comprehensive plan should inform decisions related to future development.
X	X						X			Town of Ellettsville	In Indiana, annexation is governed by state statutes. <b>Indiana Code 36-4-3</b> contains specific procedures that municipalities must follow when annexing territory.
X	X				X	X				Town of Ellettsville	

Focus Area #4

# SOUTHEAST SR 46 COMMERCIAL CORRIDOR

## Introduction

The Southeast SR 46 Commercial Corridor Focus Area is comprised of both sides of SR 46 from the eastern Town limits to just south of the Curry Pike intersection. While portions of this area include commercial development featuring fast food restaurants, high volume retail, banks and other high intensity uses, other areas are predominately natural, wooded areas. In some areas along the corridor, existing development can be described a non-cohesive and auto oriented. Community members have expressed the desire for a more a cohesive aesthetic character with attractive gateways and wayfinding, and enhanced streetscapes. Furthermore, SR 46 corridor should serve multiple modes of transportation and better balance the needs of pedestrians, cyclists, transit patrons, motorists, and freight vehicles.

In terms of future development, similar uses including dining, big box retail establishments, and strip malls will likely continue to occur. Similar to new development in the North Residential Focus Area, as growth extends eastward, it is critical that annexation is occurring in exchange for the Ellettsville's services. Because of the nature of this commercial corridor focus area, it "checks the boxes" of two themes - Ellettsville is connected and Ellettsville is thriving. Efforts within this focus area can strongly promote Ellettsville's desire to create a thriving business sector and balance pedestrian safety with vehicular mobility. Collaboration is a critical component of this focus area. Because this area is currently outside of the Town limits, and along a state route, building strong partnerships with the INDOT and the County will play an instrumental role.

## Objectives

With a primary goal of multi-modal transportation network that enhances local and regional connectivity and development that provides range of services and employment opportunities, the Town of Ellettsville can support this idea by using the following objectives to guide development and streetscape improvements along the SR 46 corridor.

- Ensure future commercial development along SR 46 is annexed within the Town limits.
- Encourage new growth to minimize access points on to high-traffic roads and encourage the development of new collector streets and roads.
- Support a mix of uses that serve the daily needs of surrounding residents and employees.
- Foster a distinct identity and improve corridor aesthetic by increasing the amount of cohesive landscaping and streetscape features.
- Ensure the form, mass, and scale of new development is context-sensitive and strengthens the vitality of the corridor.

Envision this...



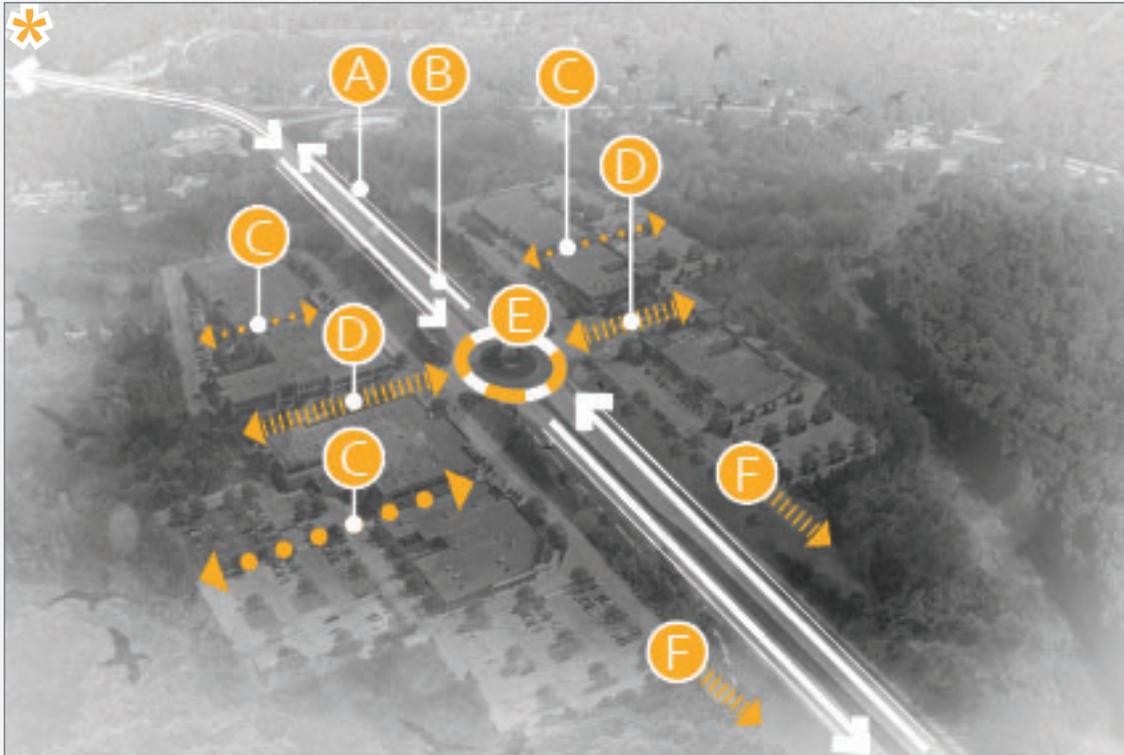
The rendering above envisions the development of a commercial district southeast of the Town along SR 46 at the 2-mile-Bloomington fringe.

# CONNECTIVITY

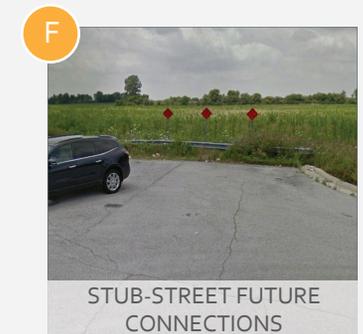
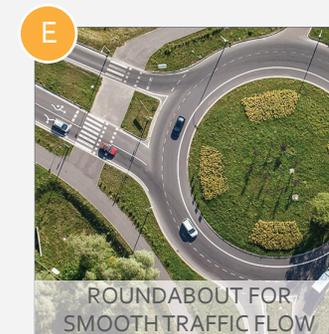
## WHAT IS THE BIG IDEA?

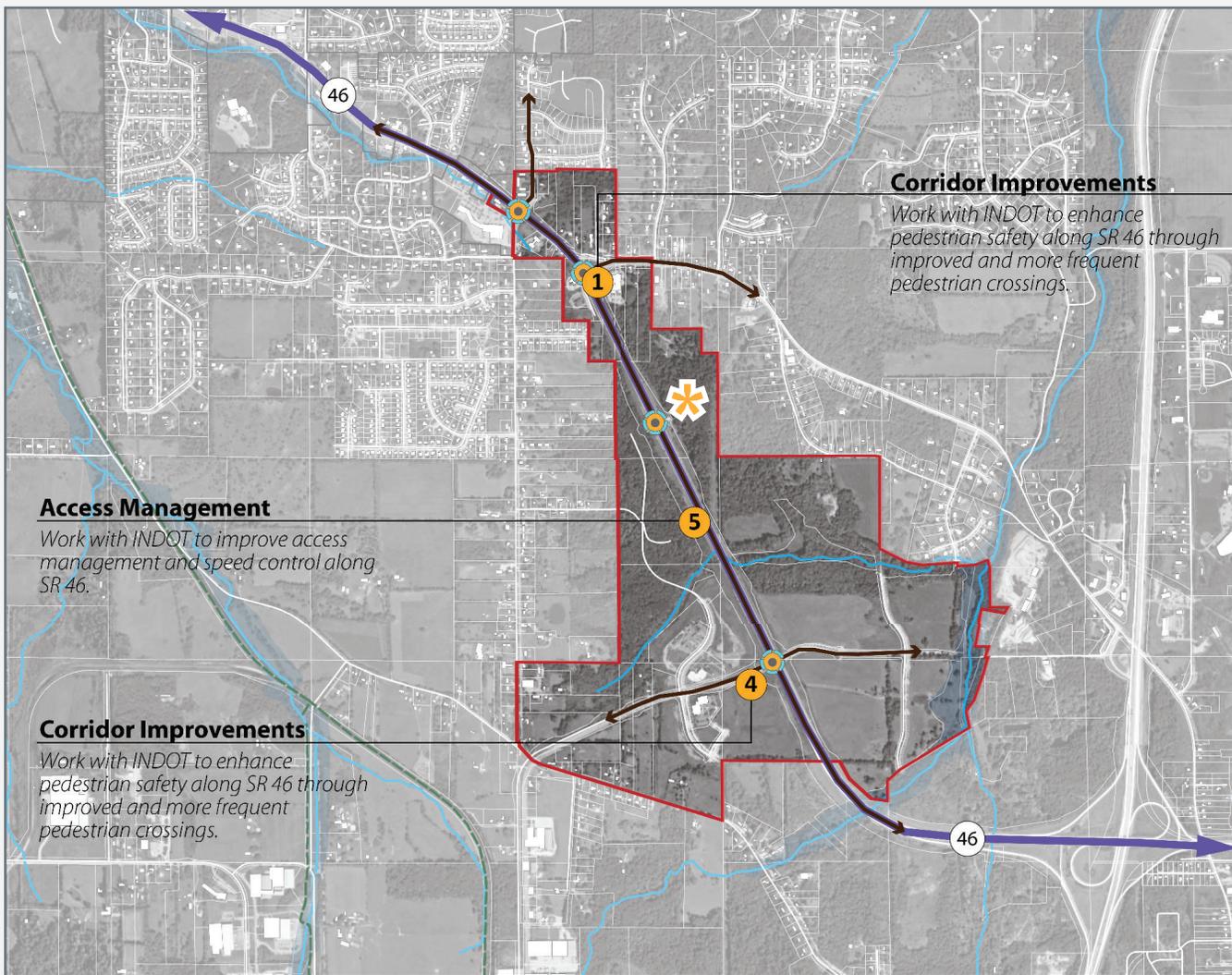
The big idea of **connectivity** creates a relationship between all identified Focus Areas, noting existing and future pedestrian and vehicular networks within and outside Ellettsville.

The Southeast SR 46 Commercial Corridor Focus Area takes into consideration the way people want to access commercial and retail settings. The proposed development is located east of Downtown just west of Bloomington's 2-mile fringe. The placement of this development acts as Ellettsville's most southeastern gateway and attempts to hold off further expansion of Bloomington.



The rendering overlay above shows how the proposed development could provide connections.





“

*"Add stop lights at key intersections for residential and business to slow down traffic on HWY46 and promote better pedestrian and vehicular safety."*

*- Vision Wall Participant*

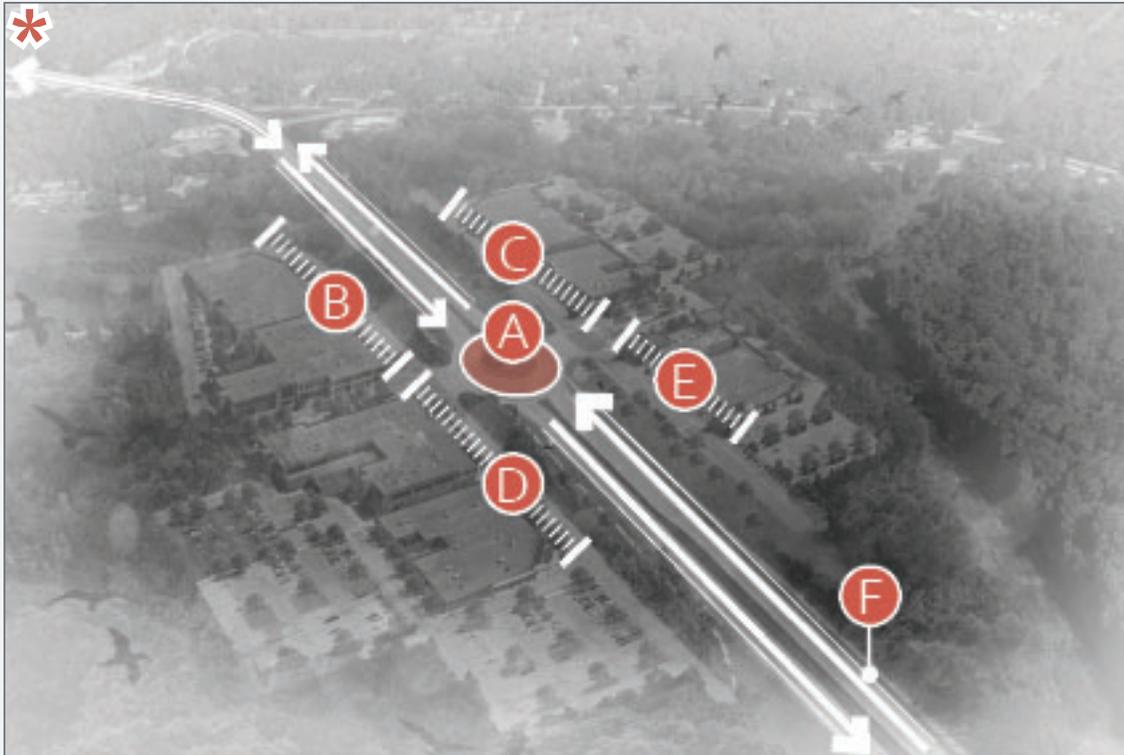
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# BRANDING

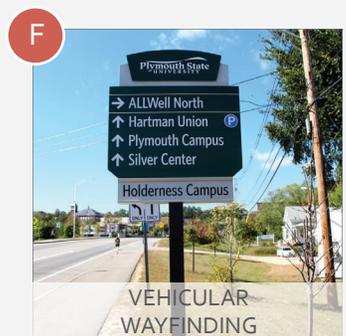
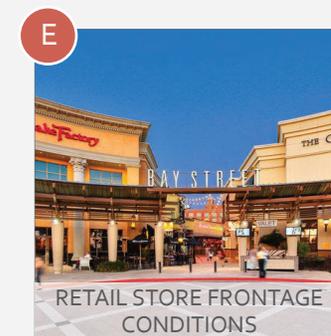
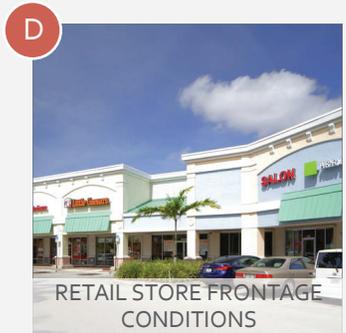
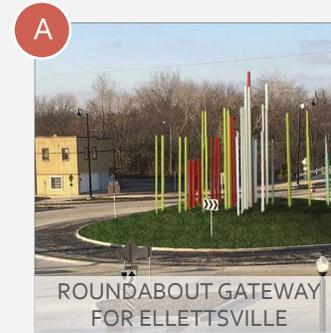
## WHAT IS THE BIG IDEA?

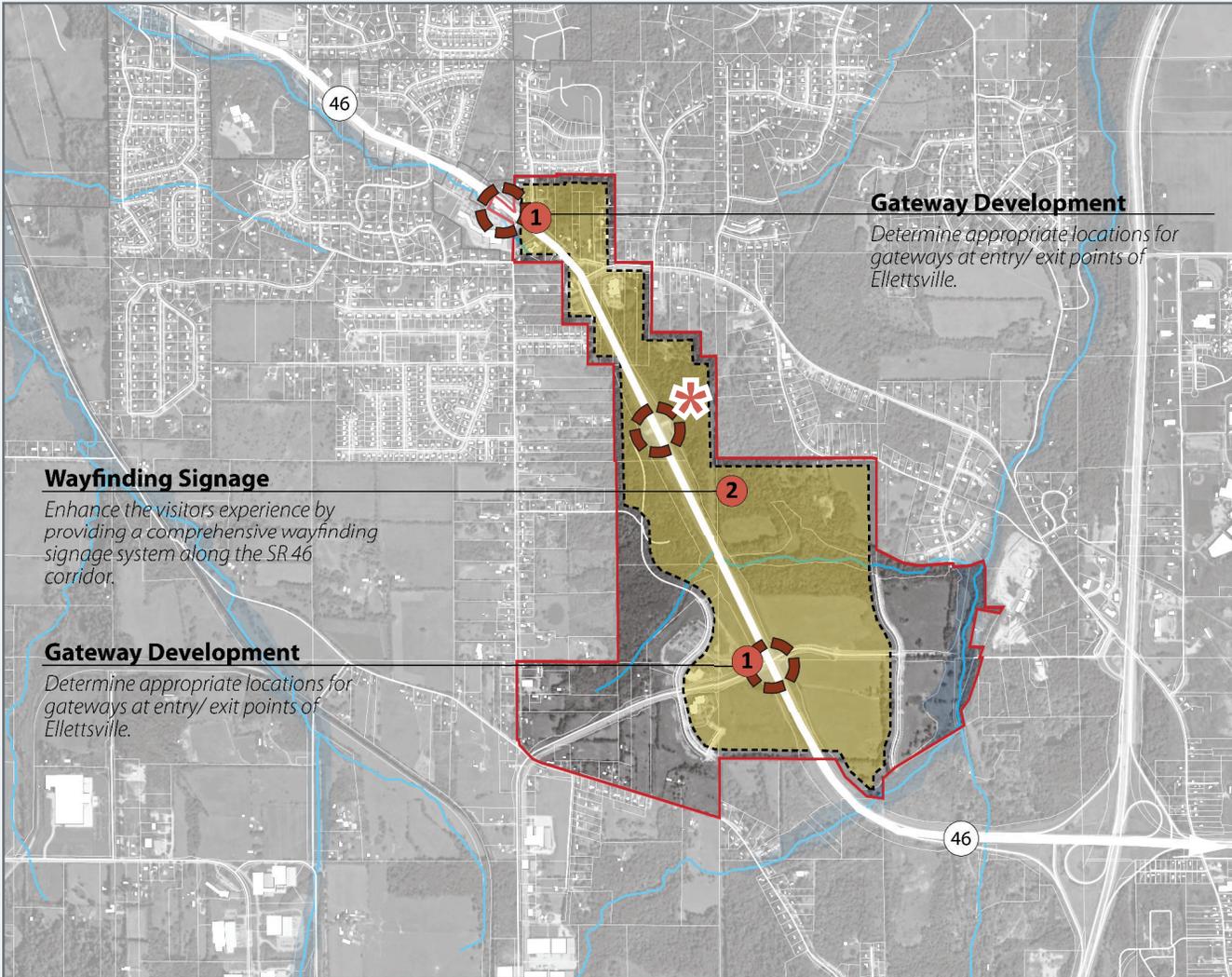
The big idea of **branding** considers the design and appearance of the built environment and corresponding amenities that come together to create an identity unique to Ellettsville.

The Westside Business Park Focus Area takes into consideration the way people want their place of work to be perceived, evaluating how the use of various forms of signage can both inform and identify. Gateway signage is used at the external connection points, while wayfinding signage is used internally either on the street to guide motorists or outside buildings to identify businesses.



The rendering overlay above shows how the proposed development could include branding efforts.





“Businesses should adopt a single style of sign located in predictable and repeatable areas so motorists can find what they are looking for while also adding beauty to the town.”  
- Digital Wall Participant

**BRANDING LEGEND**

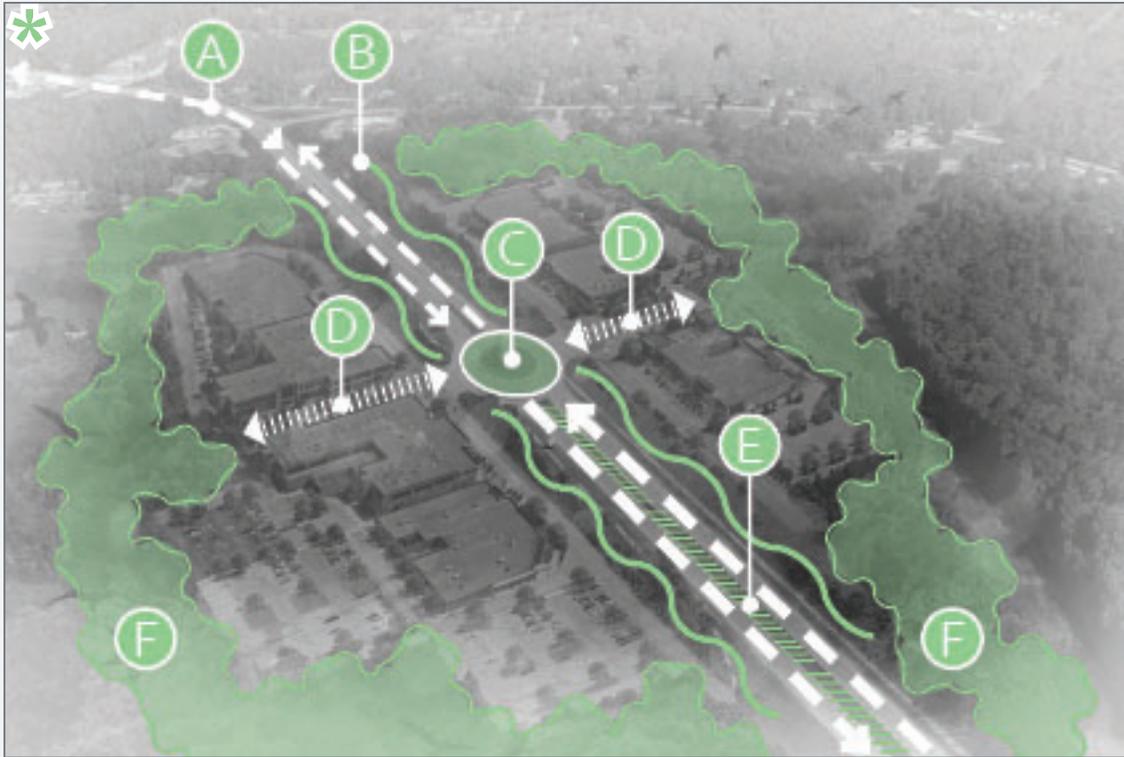
- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- SR 46 Corridor
- ⊗ Proposed Gateways
- ▨ Proposed Wayfinding Signage Limits

# ENHANCEMENTS

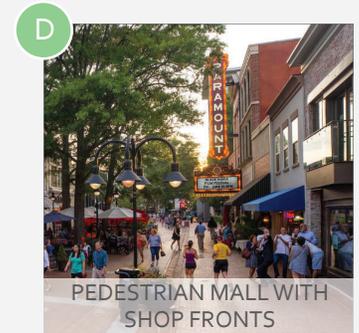
## WHAT IS THE BIG IDEA?

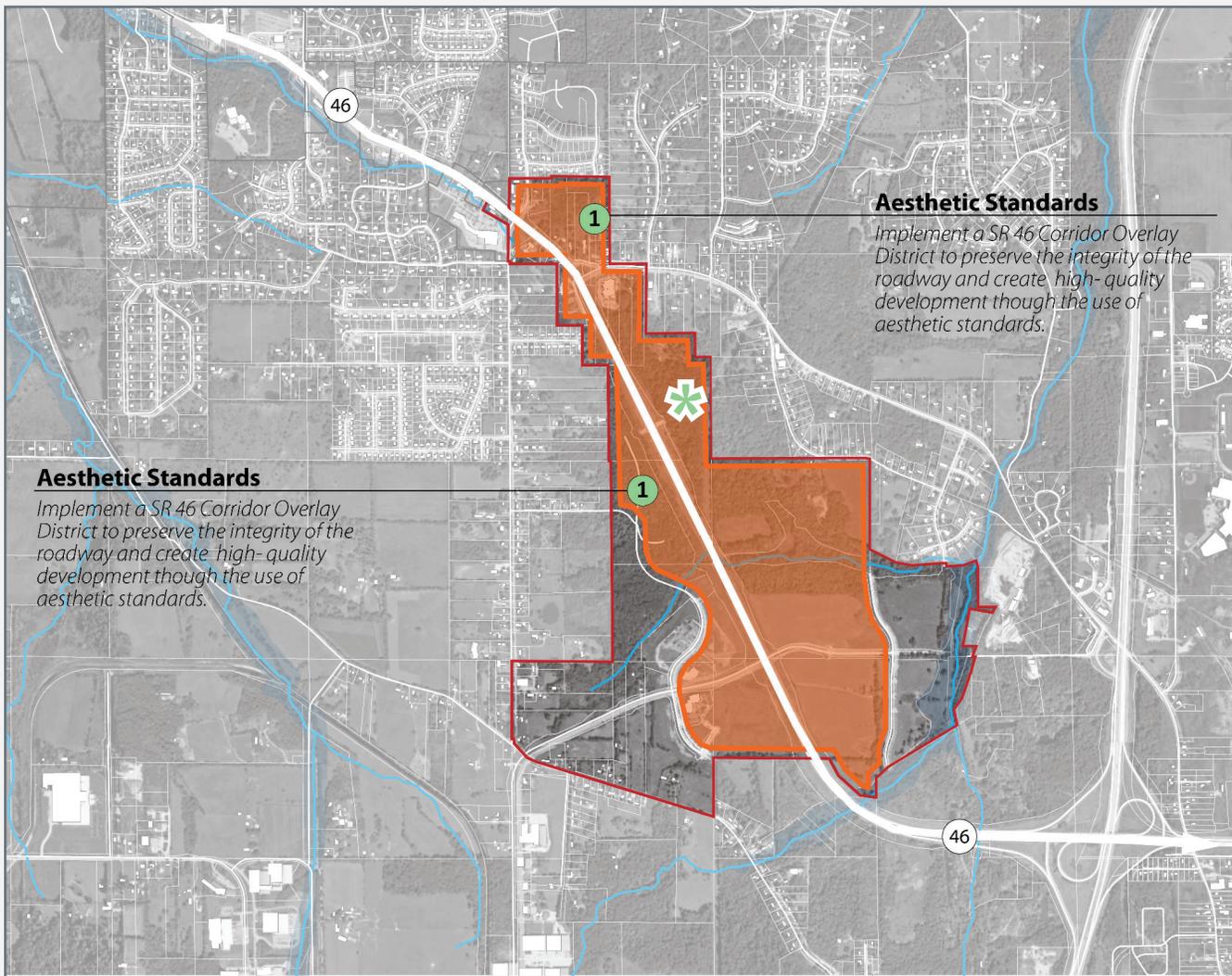
The big idea of *enhancements* deals with elevating the appearance of Ellettsville through beautification efforts that address primarily infrastructural and environmental concerns.

The Southeast SR 46 Commercial Corridor Focus Area takes into consideration the way people want public spaces to look, leaning on a certain aesthetic to achieve a desired appearance. The development emphasizes open-air shopping with expanded storefronts and pedestrian spaces. A variation in materials and store front design provides more character while still keeping cohesion.



The rendering overlay above shows how proposed development could include beautification efforts.





“

*"The SR46 corridor into town needs to be improved - functionally and aesthetically. A gateway off I-69 towards Ellettsville would be nice."*

*- Vision Wall Participant*

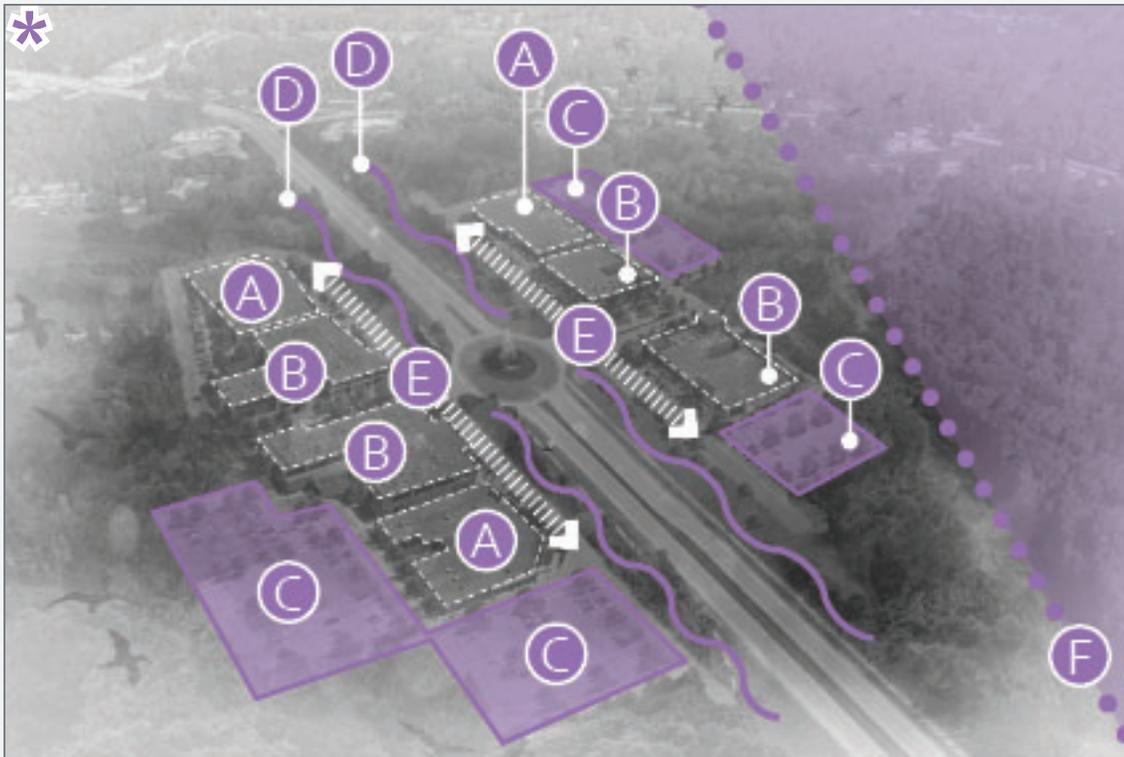
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# CHARACTER & DEVELOPMENT

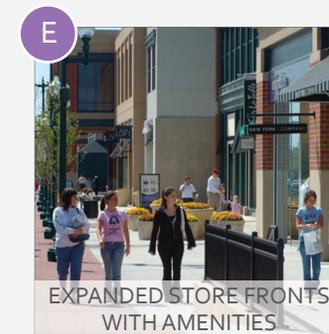
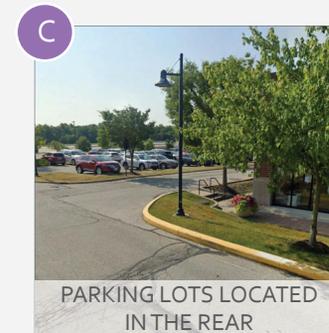
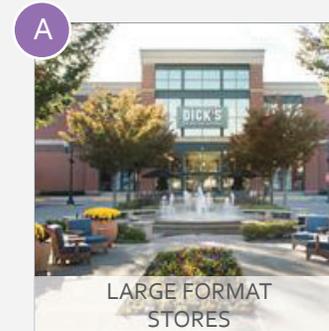
## WHAT IS THE BIG IDEA?

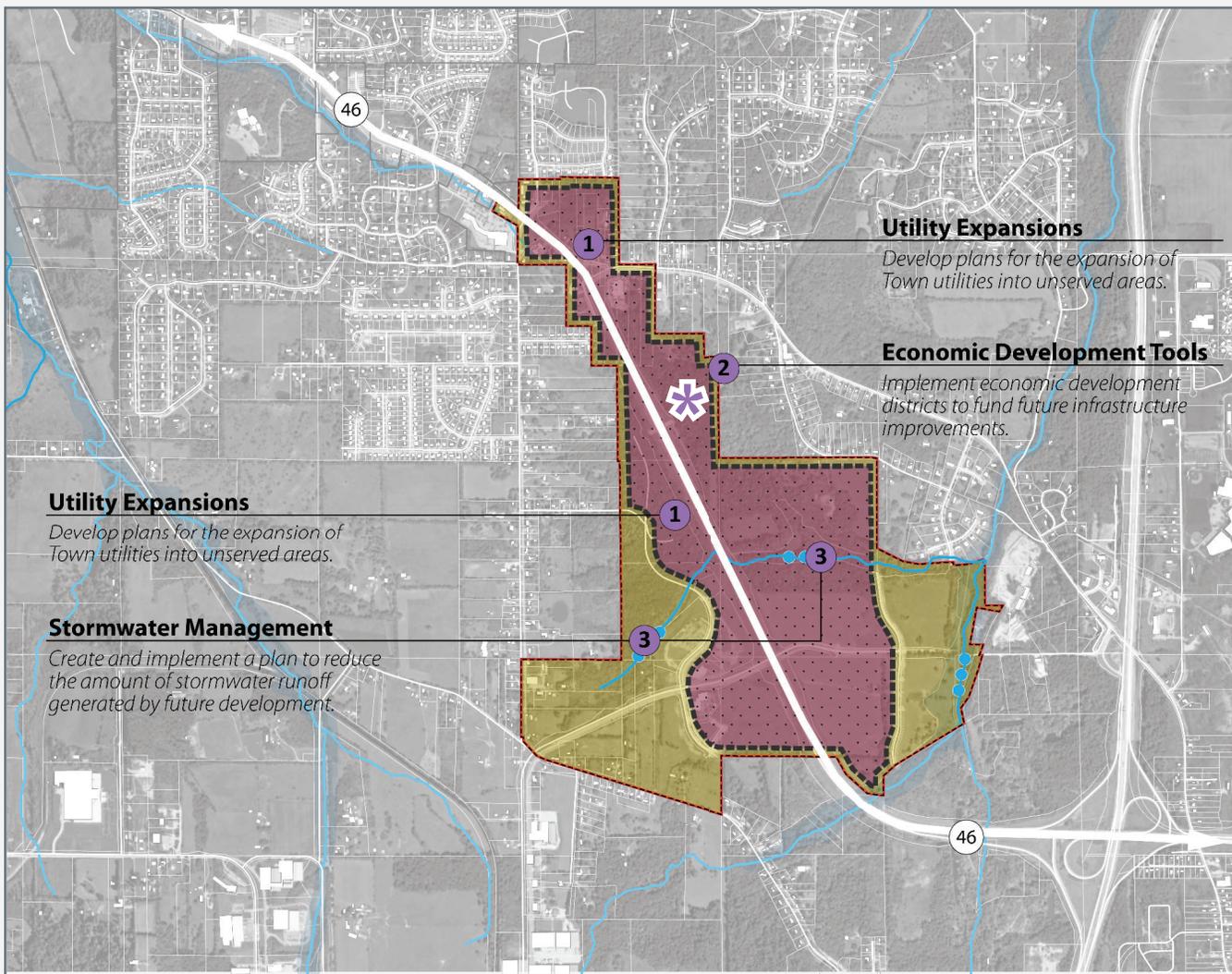
The big idea of *character and development* evaluates the type of development best suited for any given area of Ellettsville, while taking into account context and projected growth.

The Southeast SR 46 Commercial Corridor Focus Area takes into consideration how retail establishments can meet the market needs of residents in a social setting that encourages shopping. The development arranges chain stores in a downtown-like fashion to create expanded street fronts and create an enjoyable environment where pedestrians are places at the forefront.



The rendering overlay above shows how the proposed development could include various development characteristics.





“

*"Annex increasing new residential and commercial development areas within land directly adjacent to town of Ellettsville benefiting from Ellettsville services."*

*- Vision Wall Participants*

”

**CHARACTER AND DEVELOPMENT LEGEND**

- Town Boundary
- Focus Area Boundary
- Waterway
- Floodplain
- Proposed Utility Expansion Areas
- Proposed Specialty Funding and Incentive District

SOUTHEAST SR 46 COMMERCIAL CORRIDOR PAGE 1		Type			Supporting Vision Components					Area Impacted			
Big Idea	Action Item	Project	Program / Tool	Policy	Ellettsville is home.	Ellettsville is vibrant.	Ellettsville is connected.	Ellettsville is thriving.	Ellettsville is strategic.	North Residential	Central Ellettsville	Westside Business Park	Southeast 46 Corridor
CONNECTIVITY	Work with INDOT to enhance pedestrian safety along SR 46 through improved and more frequent pedestrian crossings.	X				X	X				X		X
	Work with INDOT to improve access management and speed control along SR 46.	X				X	X				X		X
BRANDING	Enhance the visitors experience by providing a comprehensive wayfinding signage system along the SR 46 corridor	X					X				X		X
	Determine appropriate locations for gateways at entry/exit points of Ellettsville.	X					X				X		X
ENHANCEMENTS & BEAUTIFICATION	Implement a SR 46 corridor overlay district to preserve the integrity of the roadway function and create high-quality development through the development of aesthetic standards.		X			X	X		X		X		X

Connection to Foundational Projects						Timeline				Implementation	
Comprehensive Plan Update	Updated development standards	Regional Pedestrian and Bicycle Master Plan	Parks and Recreation Master Plan	Gateway and Wayfinding Plan	Stormwater Master Plan	Short-term (0-3 Years)	Mid-term (3-10 Years)	Long-term (10+ Years)	On-going Effort	Project Leader	Supporting Resources / Additional Information
X									X	Town of Ellettsville	
X									X	Town of Ellettsville	
				X		X				Town of Ellettsville	Utilize the <b>Gateway and Wayfinding Plan</b> to complete this action item.
				X		X				Town of Ellettsville	Utilize the <b>Gateway and Wayfinding Plan</b> to complete this action item.
X	X							X		Town of Ellettsville	Overlay zoning is a <b>regulatory tool</b> that creates a special zoning district, placed over an existing base zone(s), which identifies special provisions in addition to the base zoning provisions.

**SOUTHEAST SR 46 COMMERCIAL CORRIDOR  
PAGE 2**

SOUTHEAST SR 46 COMMERCIAL CORRIDOR PAGE 2		Type			Supporting Vision Components					Area Impacted			
		Project	Program / Tool	Policy	Ellettsville is home.	Ellettsville is vibrant.	Ellettsville is connected.	Ellettsville is thriving.	Ellettsville is strategic.	North Residential	Central Ellettsville	Westside Business Park	Southeast 46 Corridor
Big Idea	Action Item												
CHARACTER & DEVELOPMENT	Develop plans for the expansion of Town utilities into unserved areas.	X						X		X	X	X	X
	Implement economic development districts to fund future infrastructure improvements.		X					X	X		X		X
	Incentivize the development of a diverse range of commercial uses to meet the needs of the community.		X					X	X		X		X
	Establish design guidelines to ensure a high standard of development along the SR 46 corridor.		X					X	X				X
	Update development standards to ensure future commercial and industrial buildings reflect a desirable product and promotes the preservation of existing natural features in all new corridor development.		X					X	X	X	X	X	X
	Update development processes to ensure the permitting process is easy and convenient for interested parties.		X					X	X	X	X	X	X

Connection to Foundational Projects						Timeline				Implementation	
Comprehensive Plan Update	Updated development standards	Regional Pedestrian and Bicycle Master Plan	Parks and Recreation Master Plan	Gateway and Wayfinding Plan	Stormwater Master Plan	Short-term (0-3 Years)	Mid-term (3-10 Years)	Long-term (10+ Years)	On-going Effort	Project Leader	Supporting Resources / Additional Information
X							X			Town of Ellettsville	Public and private <b>utility providers</b> should be included in this planning process. Also, the comprehensive plan should inform future growth.
X							X			Town of Ellettsville	
X	X								X	Town of Ellettsville	The Town could explore the use of <b>density bonuses, expedited permitting processes, free waivers, tax abatements, and parking reductions</b> as development incentives.
	X						X			Town of Ellettsville	Design guidelines are used to ensure that development and redevelopment in the study area <b>enhances the areas visual appearance.</b>
X	X					X				Town of Ellettsville	
X	X					X				Town of Ellettsville	

**SOUTHEAST SR 46 COMMERCIAL CORRIDOR**  
**PAGE 3**

SOUTHEAST SR 46 COMMERCIAL CORRIDOR PAGE 3		Type			Supporting Vision Components					Area Impacted			
Big Idea	Action Item	Project	Program / Tool	Policy	Ellettsville is home.	Ellettsville is vibrant.	Ellettsville is connected.	Ellettsville is thriving.	Ellettsville is strategic.	North Residential	Central Ellettsville	Westside Business Park	Southeast 46 Corridor
GROWTH & DEVELOPMENT	Develop a targeted annexation plan to obtain control over undeveloped parcels along State Road 46.		X						X				X
	Create and implement a plan to reduce the amount of stormwater runoff generated by future development.		X					X	X	X	X	X	X

Connection to Foundational Projects						Timeline				Implementation	
Comprehensive Plan Update	Updated development standards	Regional Pedestrian and Bicycle Master Plan	Parks and Recreation Master Plan	Gateway and Wayfinding Plan	Stormwater Master Plan	Short-term (0-3 Years)	Mid-term (3-10 Years)	Long-term (10+ Years)	On-going Effort	Project Leader	Supporting Resources / Additional Information
X	X						X			Town of Ellettsville	In Indiana, annexation is governed by state statutes. <b>Indiana Code 36-4-3</b> contains specific procedures that municipalities must follow when annexing territory.
X	X				X	X				Town of Ellettsville	

# Implementation

## Organizational Structure

As the planning process approached the finish line, the Envision Ellettsville steering committee started asking the question, “how are we going to keep the momentum going?” The organizational structure outlined on the following page is intended to illustrate how the *Envision Ellettsville Vision Plan* can be implemented. The Town of Ellettsville, Envision Ellettsville Board, and six topic-specific task force groups will work together transform the big idea of the vision plan into reality. Additional information of the organizational structure can be found in the appendix.

### TOWN OF ELLETTSVILLE

**Roles and Responsibilities:** The town oversees all administrative and financial functions including annual budget and approval of projects and programs within Ellettsville. They serve as the governing body for the Ellettsville which means most funding opportunities and incentives will have to be approved and facilitated by them.

**Communication:** Ideally, town officials and staff will be involved in the task force groups to help streamline efforts and improve communication between the 3 parties.

### ENVISION ELLETTSVILLE BOARD

**Roles and Responsibilities:** This board will guide the implementation of the Envision Ellettsville Vision Plan and facilitate regular communication with the Town of Ellettsville. They serve as the vision plan expert and convener of people and resources. Their primary role will include coordinating priorities, creating templates for project budgets, meeting agendas and summaries, and approving all grant applications before they are submitted.

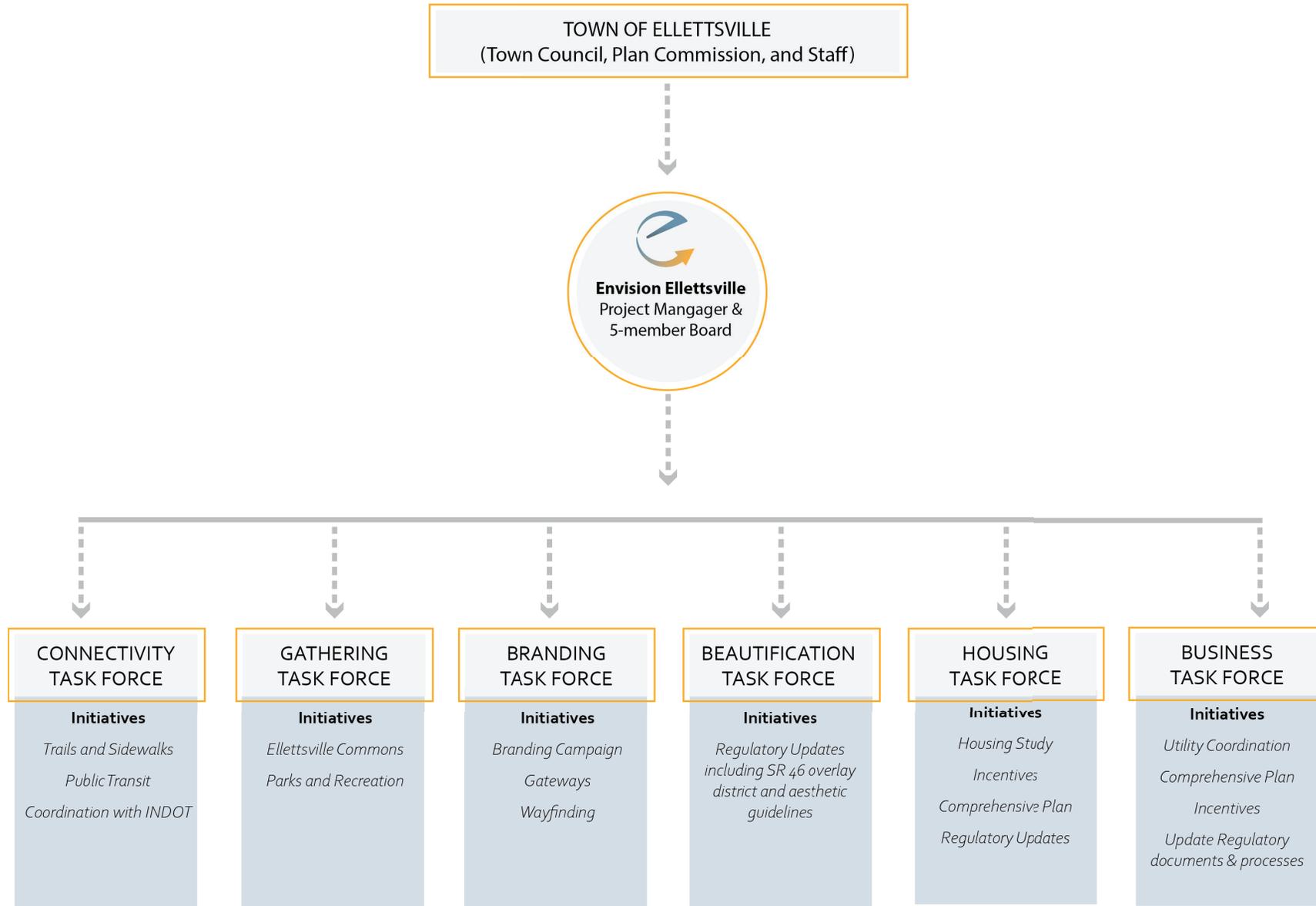
**Communication:** It is anticipated that the board to meet on a quarterly basis. The board should be sending digital progress report to town officials and staff on a quarterly basis, attending town work sessions as needed, and communicating with the general public.

### TASK FORCE GROUPS

**Roles and Responsibilities:** The task force groups will ensure that adequate time and attention is given to a given topic and work to move tasks forward. Their primary roles will include tracking new opportunities, identifying solutions for related barriers, identifying funding resources, and reporting back to the Envision Ellettsville Board. Each task force should have an Envision Ellettsville advisor (someone that participated on the Envision Ellettsville steering committee) and a task force group leader that has a comprehensive understanding of the task at hand.

**Communication:** It is anticipated that the task force groups meet on a monthly basis as needed. Each task force should be sending meeting agendas and summaries to task force members and board members for every meeting. Task force group leaders should attend board meetings on a quarterly basis.

# Organizational Structure



# THANK YOU TO OUR DONORS!

## PROJECT PARTNER:

Monroe County Community Foundation

## PHILANTHROPIST:

Town of Ellettsville, Chandler Funeral Home, Cook Medical, Peoples State Bank, and Smithville Communications

## BENEFACTOR:

Anonymous Donor, Duke Energy, and Hoosier Energy

## VISIONARY:

Bunger & Robertson, Bynum Fanyo, Cassady Electric, Ellettsville Main Street, ISU May Agency, and Tasus

## PATRON:

Edward Jones - Kenny Williams, Funkhouser Real Estate, and Rarey Real Estate

# CHAPTER CONCLUSION

Ellettsville has put forth significant time and dedication to establishing a community identity and building community-consensus around the vision for the future.

Moving forward the *Envision Ellettsville Vision Plan* should serve as the context for evaluating future development, prioritizing investment, and crafting long-range plans. The goal was to facilitate a process that generated excitement and encouraged residents get involved in a meaningful way. Through a robust public engagement plan, the Envision Ellettsville process did just that - got people involved and excited.

## Our Vision

Flash forward 10 years, Ellettsville is a complete community that is diverse in its offerings and ensures everyday services, facilities, and amenities are readily available. The hope is that when a resident is asked, “what is Ellettsville like?” The residents may feel empowered to say Ellettsville is home, Ellettsville is vibrant, Ellettsville is connected, Ellettsville is thriving, Ellettsville is strategic – that is the vision for the future.

By implementing the projects, programs, and policies centered around **connectivity, gathering, branding, enhancements, and character and development**, Ellettsville will be working to achieve the vision and goals of this plan.

## Our Next Steps

Ellettsville will need to prioritize the six foundational projects in order for Ellettsville, and its partners, to move the action items within this Vision Plan forward. These additional planning efforts will play an instrumental role in informing, or making possible, a significant portion of the action agendas identified within the following sections. As immediate, short-term priorities Ellettsville should:

- Prepare a regional pedestrian and bicycle master plan.
- Establish a parks, recreation, and open space master plan.
- Develop a gateway and wayfinding plan.
- Prepare a stormwater management plan.
- Update the comprehensive plan to reflect the vision and goals of this plan.
- Update development standards to reflection the vision and goals of this plan.

Equally as important as these planning efforts is ensuring frequent communication and engagement opportunities for the Greater Ellettsville community. Together, the Town of Ellettsville, its partners, and the Greater Ellettsville neighbors can build a complete community – a place where you don’t have to leave in order to access everyday essentials - a place where residents and businesses thrive.