



Public Review Draft: June 15, 2023

TOWN OF  
**ELLETTSVILLE**  
COMPREHENSIVE PLAN



Reserved for the adoption resolution



# Planning for Tomorrow, Planning for Greater Ellettsville

Vibrant. Connected. Thriving. There is no better time to start planning for tomorrow than now. As the Ellettsville community looks in the proverbial rear-view mirror while driving toward the future, it is evident that the community has experienced highs and lows. Each high ushers a momentum that can either be built upon or burnt out. Each low is an opportunity to either continue forward on the anticipated path or make a detour towards something new.

Starting with the high points, Ellettsville has many things to celebrate. In the last several years, Ellettsville has experienced growth in population leading to new development, new pedestrian connections including the completion of the Heritage Trail, and expansion of local organizations such as the Greater Ellettsville Chamber of Commerce. As of 2020, the Town of Ellettsville is home to just over 6,600 residents. Over the last decade, Ellettsville has grown by 4.3%. While this could indicate that nearly 300 new residents were born into existing Ellettsville families, it is more likely that the influx was spawned by a large number of people choosing to move and make Ellettsville their home. Maybe it was the affordable housing options, strong school system, and/or proximity to larger cities and natural features that drew them here. Whatever the reason, Ellettsville is growing and there is an opportunity to leverage. The *2022 Envision Ellettsville Vision Plan* process and the *2023 Envision Ellettsville Comprehensive Plan* process provided a platform for introducing incremental and transformative ideas that can strengthen Ellettsville's identity and broaden the type of development, amenities, and services offered to support current and future residents.

Looking at the Town's obstacles, Ellettsville has been dealing with a community identity crisis for the better part of the last decade. This predicament stems from several contributing factors - some more deep-rooted than others. Residents, local leaders, and business owners find themselves asking the following questions:

- How does Ellettsville fit into the regional approach for economic development?
- How do we set ourselves apart from Bloomington while still working collaboratively to better both of our communities?
- Why does my next-door neighbor have a Bloomington address, but I have an Ellettsville address?
- How can Ellettsville embrace these residents that call Ellettsville home but do not live within the geographic town limits?

The first step in overcoming a community identity crisis is to consider whom the Town is planning for. When it comes to community identity and establishing a vision for the future, Ellettsville believes the Town boundary is merely a line on the map that separates one jurisdiction from another. A sense of belonging to a particular community transcends geographic bounds. For this reason, the *2023 Envision Ellettsville Comprehensive Plan* considers opportunities beyond the town limits. The Envision Ellettsville process reflects a collection of thoughts and ideas for the Greater Ellettsville area which includes both Richland Township and Bean Blossom Township. It is important to note that these ideas will require communication and collaboration between the Town of Ellettsville and Monroe County.

**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. Welcome to Ellettsville!**



# ACKNOWLEDGMENTS

The *Envision Ellettsville Comprehensive Plan* was initiated by the Greater Ellettsville Area Chamber of Commerce, Ellettsville Main Street Inc, and the Town of Ellettsville. A steering committee of 20 individuals guided the development of the plan with technical assistance of Taylor Siefker Williams Design Group.

A special thanks goes out to the residents, stakeholders, and community leaders for their insight and participation throughout the planning process. The following individuals are recognized for their contribution in the preparation of the plan.

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A photograph of a workspace. In the foreground, there are two black mesh pen holders filled with various pens and markers. To the right, there is a clear plastic container filled with colorful pushpins. In the background, a map is spread out on a table, with several orange and pink sticky notes placed on it. The entire scene is framed by a thin orange border.

“We need to keep revising our thoughts as reality changes around us. The one constant factor that has never changed is our sense of community. This is what defines Ellettsville as our hometown now and forever more.”

- Vision Wall Participant



What is Envision  
Ellettsville?

## CHAPTER 1 INTRODUCTION

### What is Envision Ellettsville?

The Envision Ellettsville initiative was created by the Greater Ellettsville Area Chamber of Commerce and Ellettsville Main Street Inc. and funded through a Community Impact Grant by the Community Foundation of Bloomington and Monroe County (CFBMC). This initiative was born out of the need for a shared vision in order for the community to take thoughtful, community-driven steps forward.

The *2022 Envision Ellettsville Vision Plan* process launched in June of 2021 and was completed in a 6-phase process over the course of 11 months. The Vision Plan served as a guidance document that outlined a community-wide vision for the future. It was a result of a planning process that provided several opportunities for the community to pause, take inventory of how things currently are, and then define what Ellettsville wanted to be in the future. The *2022 Envision Ellettsville Vision Plan* was grounded in the understanding of current conditions and community perceptions.

The community was able to dream about how development in Ellettsville could look, reflect on how they would like residents and visitors to move about the community, and think creatively about addressing a wide range of physical challenges spanning from lack of amenities to flood mitigation.

The Vision Plan defined Ellettsville's vision for the future as a complete community and then identified supporting goals and big ideas for achieving that vision – one step at a time. This planning process was just the beginning of meaningful transformation for Ellettsville.

Something that may have started as a standalone visioning process has turned into a launching pad for taking the big ideas and turning them into reality. The Vision Plan also set the stage for a comprehensive plan update. While the *2018 Town of Ellettsville Comprehensive Plan* served as the foundation for many of the ideas within the Vision Plan, it became evident that the comprehensive plan would need to be updated. In October 2022, the Town of Ellettsville embarked on another Envision Ellettsville process to update the Town's comprehensive plan and Unified Development Ordinance.



## How is this plan related to the 2022 Envision Ellettsville Vision Plan?

Of particular importance is understanding how the *2022 Envision Ellettsville Vision Plan* and the *2023 Envision Ellettsville Comprehensive Plan* have morphed into one guidance document.

A comprehensive plan is a guidance document that provides a roadmap for the next 10-20 years and is formally adopted by the Town Council. Outlined by Indiana Code, comprehensive plans are required to provide statements about future growth in regard to land use, transportation and utilities, and other public services and facilities. The plan is intended to answer three key questions:

- Where are we now?
- Where do we want to go?
- How do we get there?

When it became time to start determining the steps to updating the comprehensive plan, it was very clear to the project team and Town staff that the Vision Plan followed a very similar process and answered these same questions. The Vision Plan also built upon the goals and objectives of the comprehensive plan but provided a more contemporary approach to achieving those objectives. For this reason, and others, the Town of Ellettsville decided to transition the *2022 Envision Ellettsville Vision Plan* into the *2023 Envision Ellettsville Comprehensive Plan*.

This approach was chosen for four primary reasons including:

- Foundation - The *2018 Town of Ellettsville Comprehensive Plan* serves as the foundation of the Vision Plan. Many of the goals, objectives, and geographic focus areas originated from the 2018 plan.
- Requirements - Ultimately, the Vision Plan met all the requirements of a comprehensive plan set forth by the state of Indiana with the exception of one piece – a communitywide future land use map.
- Ease of Use – The project team and town staff felt it would be easier to have one guidance document than two.
- Efficient Use of Resources – Building on something is always easier than starting from scratch. The process to update the comprehensive plan became significantly easier since the Vision Plan was already in place. A year’s worth of engagement and plan development was carried forward, which saved the Town of Ellettsville time and money in hiring a consultant to re-do the work





The 2022 Envision Ellettsville Vision Plan received a Hoosier Planning Award from the Indiana Chapter of the American Planning Association in May 2023.



## The Vision Plan Process

Visioning is a participatory process where stakeholders and residents develop consensus around what a community will look like or be like in the future. The 2022 *Envision Ellettsville Vision Plan* kicked off in June 2021 and wrapped up in May 2022. The project team facilitated a 6-phase process to complete the plan.

**Project Kick-off:** The key tasks completed during phase 1 included meeting with the steering committee, completing a community tour, creating a brand and identity for the project (not a brand and identity for the Town), and establishing the project website.

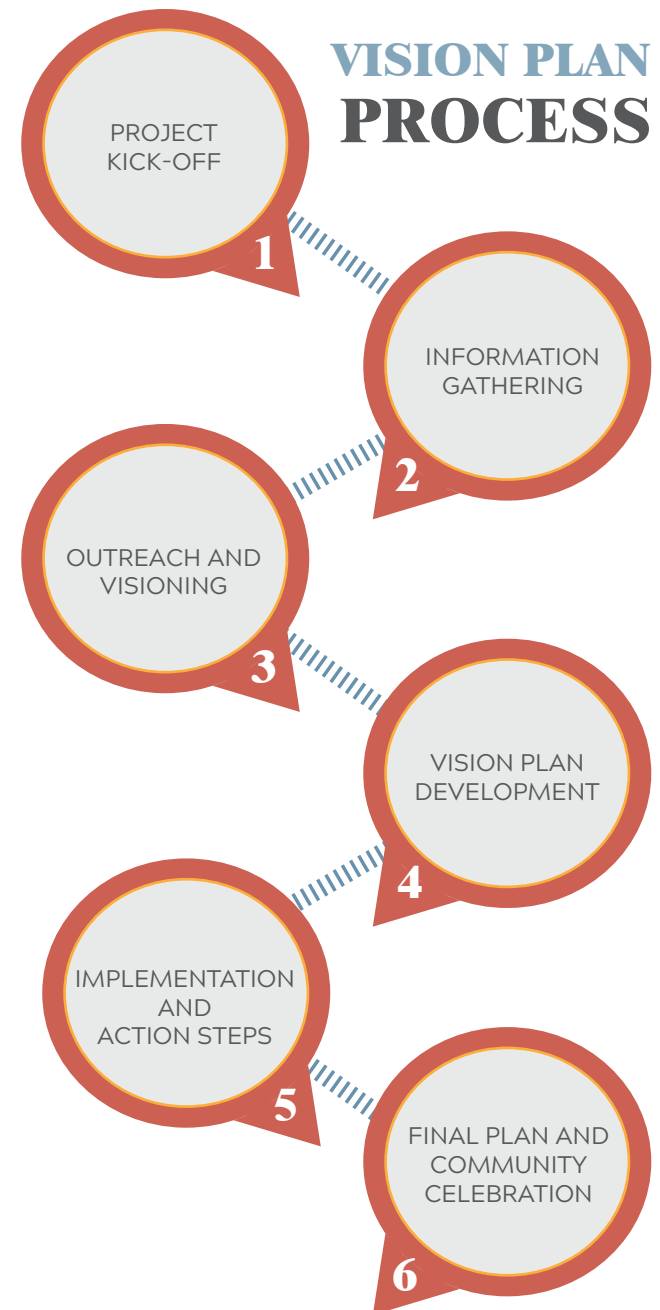
**Information Gathering and Review:** The key tasks completed during phase 2 included collecting data, completing an inventory of the built environment, and facilitating the second steering committee meeting.

**Community Outreach and Visioning:** The key tasks completed during phase 3 were geared toward public engagement. The project team hosted the third steering committee meeting and focus group interviews, facilitated a public visioning workshop, developed a mobile display that traveled around Town, and published an online survey and engagement tool via the project website.

**Vision Plan Development:** The key tasks completed during phase 4 included completing a series of SWOT analysis summaries and drafting a community identity statement, vision statement, and supporting goal statements. The project team presented the draft content at the fourth steering committee meeting and facilitated a work session with the Town Council.

**Implementation & Action Steps:** The key tasks completed during phase 5 included the development of the action agenda (big ideas), hosting the final steering committee meeting, and drafting the final plan document.

**Final Vision Plan & Public Celebration:** The key task completed during phase 6 included finalizing the Vision Plan and facilitating a community celebration.



## COMPREHENSIVE PLAN PROCESS



### The Comprehensive Plan Update Process

In October 2022, the Town of Ellettsville embarked on another Envision Ellettsville process to update the Town’s comprehensive plan. The project team completed six primary tasks over an 8-month period.

**Drafted the Land Use Content:** This task included the development of the future land use map with corresponding category descriptions.

**Facilitated a Land Use Planning Workshop:** The purpose of this workshop was to gather input related to the draft materials, discuss the desired character of future development, and evaluate existing issues and opportunities related to transportation and utility infrastructure.

**Prepared the Future Land Use Plan:** Using the information collected from the previous tasks, the project team prepared a complete draft of the Future Land Use Plan chapter. This draft chapter was distributed to community leaders and posted online for public review.

**Vetted the Future Land Use Plan:** This task included attending a plan commission meeting and facilitating an Envision Ellettsville Community Update meeting to provide local leaders and community members an opportunity to ask questions and share feedback.

**Finalized the Comprehensive Plan:** The project team completed a thorough review of the Vision Plan narrative to make necessary updates related to the transition of the Vision Plan to the Comprehensive Plan. This included rewriting the first chapter of the plan.

**Plan Adoption:** The plan was presented to the Plan Commission and Town Council for a formal adoption process that met the requirements of the Indiana Code.



## Community Engagement

An extensive public and community engagement strategy was utilized to broaden the input of this plan. Its purpose was to cast a wide net with the intent of capturing a broad array of input, direction, and feedback from community leaders, business owners, and residents. Public input is more than just getting ideas, it's about communicating with residents, working with business owners, and bringing the community together. It was understood from the beginning that this plan needs to inform and educate those groups while allowing for input of ideas, suggestions for improvements and a continuous ongoing dialogue in the community. In order to best achieve this, several different input strategies were employed during the Envision Ellettsville process.

### GUIDING GROUPS

The following guiding groups were enlisted between June 2021 and May 2022.

- **Community Steering Committee**

A Steering Committee made up of residents, community leaders, business leaders, and other stakeholders guided the development of the plan. In all, eight meetings were held with the Steering Committee during the planning process.

- **Key Stakeholder Interviews**

The Steering Committee identified five key community stakeholders for a deeper dive on conversations specific to Ellettsville's future. Each of the key stakeholders were identified based upon their community investment and because they or their organizations are integral to the success of the community. One-on-one interviews were conducted with each key stakeholder and the input received was incorporated into the broader perspective being received from other groups. This input allowed a counter check to the broader input being received from residents.

- **Focus Groups**

As a part of Outreach and Visioning phase of the Envision Ellettsville planning process, the project team hosted a series of focus groups and stakeholder interviews. These interviews provided the project team an opportunity to dive deep into specific topics with people that represent certain organizations or backgrounds. This process focused on hearing from individuals that represented the Local Businesses, Public Utilities, Community Service Providers, High School Students, and Young Professionals.

## OPPORTUNITIES FOR ENGAGEMENT

The following opportunities were provided between June 2021 and May 2022.

### Online and Social Media Engagement

One of the first levels of engagement included the development of an online website and social media for the project. Working with the Steering Committee, a project-specific website was created as an online platform for project information and input. Residents could access a public survey for the plan, create ideas for a “vision wall,” and provide community-specific input on a mapping exercise of the Greater Ellettsville area. While this allowed for a more personal interaction with the process, it also provided an additional layer of access important during the pandemic, when not everyone was comfortable participating in in-person sessions. During the Vision Plan process, there were over 1000 unique online sessions on the website with over 812 unique views.

- **Mobile Display**

Another tool used to gather community input was a project mobile display. A portable display unit with information about the Envision Ellettsville project and input questions were included on a display that traveled to different businesses and organizations in the Greater Ellettsville area. The mobile display provided an additional opportunity to reach out to the community and allow residents to provide feedback on the project and its direction.

- **Public Visioning Workshop**

A Public Visioning Workshop was held for the Greater Ellettsville area to gather input and ideas regarding opportunities/challenges, capital improvement projects, community amenities, and programming that need to be addressed. This Visioning Workshop was structured so attendees could interact with the planning team one-on-one and participate in an open-house format to provide ideas or comments. Over 50 residents attended the Visioning Workshop and provided input on the process.

- **Public Online Survey**

In addition to the Public Visioning Workshop, a community survey was facilitated and advertised through social media and the project website. The survey identified strengths, weaknesses, opportunities, and threats within the community as well as provided insight for future projects, programs, and capital investments that will form the community’s vision. Throughout the process, there were 413 people who took the survey and a nearly 81% completion rate.

- **Town Council Working Session**

Members of the Steering Committee and the planning team facilitated a working session with the Town Council. At this meeting, the planning team provided a project update and facilitated a discussion about the vision and potential future needs in Ellettsville. During this session, participants brainstormed ideas on how best to align the plan recommendations with the current priorities of the Town and the financial aspects associated with implementation.

## COMPREHENSIVE PLAN ENGAGEMENT

In addition to the engagement completed as part of the Vision Plan process, the project team continued collecting feedback during the comprehensive planning process. The following engagement opportunities were provided between December 2022 and July 2023.

- **Land Use Planning Public Workshop – December 2022**

The project team facilitated two workshop sessions on December 12, 2022 that provided attendees an opportunity to review the draft future land use map and category descriptions. Nearly 40 people attended and participated in discussion related to future growth.

- **Task Force Meetings – January 2023**

The project team utilized the Business Task Force group (20 participants) to review the draft future land use plan from a business perspective. Ultimately, the group expressed their support in the draft materials. Attendees felt the plan adequately accounted for the various scales of businesses ranging from start-up and main street businesses to larger corporations.

- **Plan Commission Updates – February – June 2023**

Members from the project team attended several monthly meetings with the Plan Commission to provide project updates, answer questions, and collect feedback on the future land use materials. The comprehensive plan was a discussion point for the commission in February – June 2023.

- **Online Public Review – April – June 2023**

A complete draft of Chapter 4: Our Land Use Plan was published on the Envision Ellettsville website from mid-April – July. The public could review the draft chapter and share any questions or input via an online survey.

- **Envision Ellettsville Community Update – May 2023**

Nearly a year after the Vision Plan was completed, the project team hosted a Community Update public event on Tuesday, May 16 to showcase all of the exciting progress that has been made following the planning process. One of the key projects highlighted during this event was the comprehensive planning process. Over 60 people attended the community update and were invited to share input on the future land use plan.

# Engagement by the Numbers

Providing a robust public engagement and communication plan was of the utmost importance to the Envision Ellettsville steering committee. Through various engagement opportunities, both in-person and online, the project team was able to listen and educate a wide cross-section of people who live, work, and/or do business within Greater Ellettsville.

**8** Steering Committee Meetings

**300+** Dot stickers used at various workshops

**200+** Written comments received at various workshops

**3,000+** Project Website Views

**5** Key Stakeholder Interviews

**5** Focus Group Meetings

**200+** People attended the public meetings throughout the process

**110** Comments added to the online Interactive Map

**413** Online Survey Responses

Your Community.

Your Voice

**84** Comments added to the online Vision Wall

**400+** Total visits to the online Vision Wall

**1,100+** Total visits to the online Interactive Map



## ENGAGEMENT KEY TAKEAWAYS - WHERE ARE WE NOW?

A key component to planning for the future is understanding what the community values and what they would like to see improved. The following page outlines key takeaways from the Online Community Survey. The full summary can be found in the appendix.



### COMMUNITY ASSETS

Location | Small Town Charm | Education |  
Quality of Life | Availability of Land

### COMMUNITY-WIDE CHALLENGES

Lack of entertainment options | Lack of cohesive vision |  
Lack of diversity in businesses | Beautification

### COMMUNITY VALUES

Safe neighborhoods | Thriving businesses | Vibrant Downtown | Welcoming Change | Walkability

### DOWNTOWN CHALLENGES

Lack of Retail and Dining Options | Flooding | Beautification and Visual Appearance |  
Ability to Attract Visitors

## WHERE DO WE WANT TO BE?

The Public Visioning Workshop allowed attendees to dream big about the future of Ellettsville. The following page outlines words or phrases that were identified on the vision wall during the Visioning Workshop. The full summary can be found in the appendix.



### ENVISION ELLETTSVILLE AS A PLACE TO LIVE

Destination Restaurants | Public  
Gathering Spaces | Single-family  
Homes with various lot sizes

### ENVISION ELLETTSVILLE AS A PLACE FOR BUSINESSES

Reliable Broadband | Neighborhood Services |  
Employment Opportunities | Coworking Spaces |  
More Young Professionals | Improved Connectivity

### ENVISION ELLETTSVILLE AS A PLACE FOR RECREATION

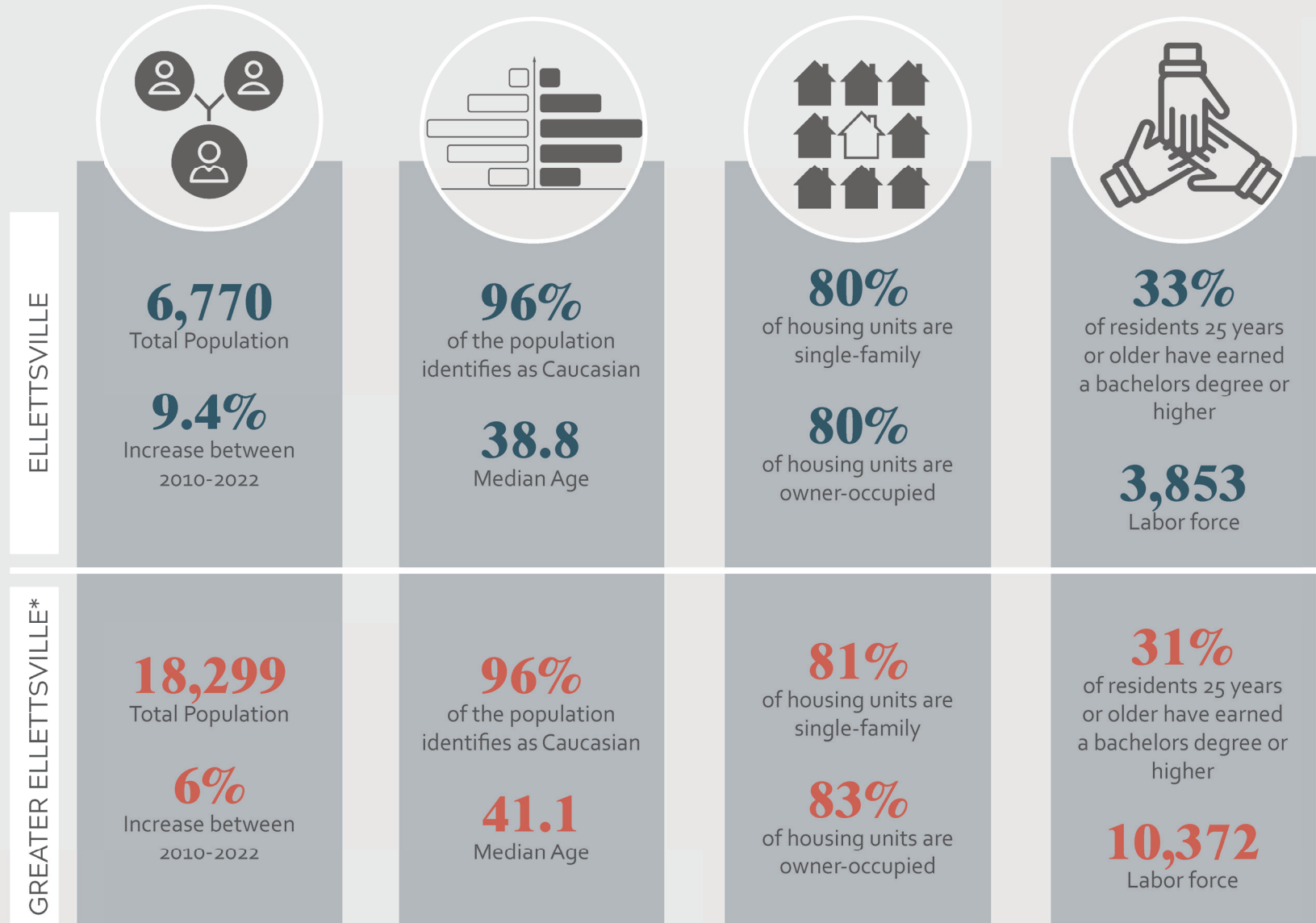
Improved Sidewalks and Trails | Public Gathering  
Space | More Picnic Shelters and Playgrounds

### ENVISION ELLETTSVILLE AS A PLACE FOR ENTERTAINMENT

Vibrant Downtown | Local Shops | Sidewalks  
and Trails | Breweries and wineries

# Community Snapshot

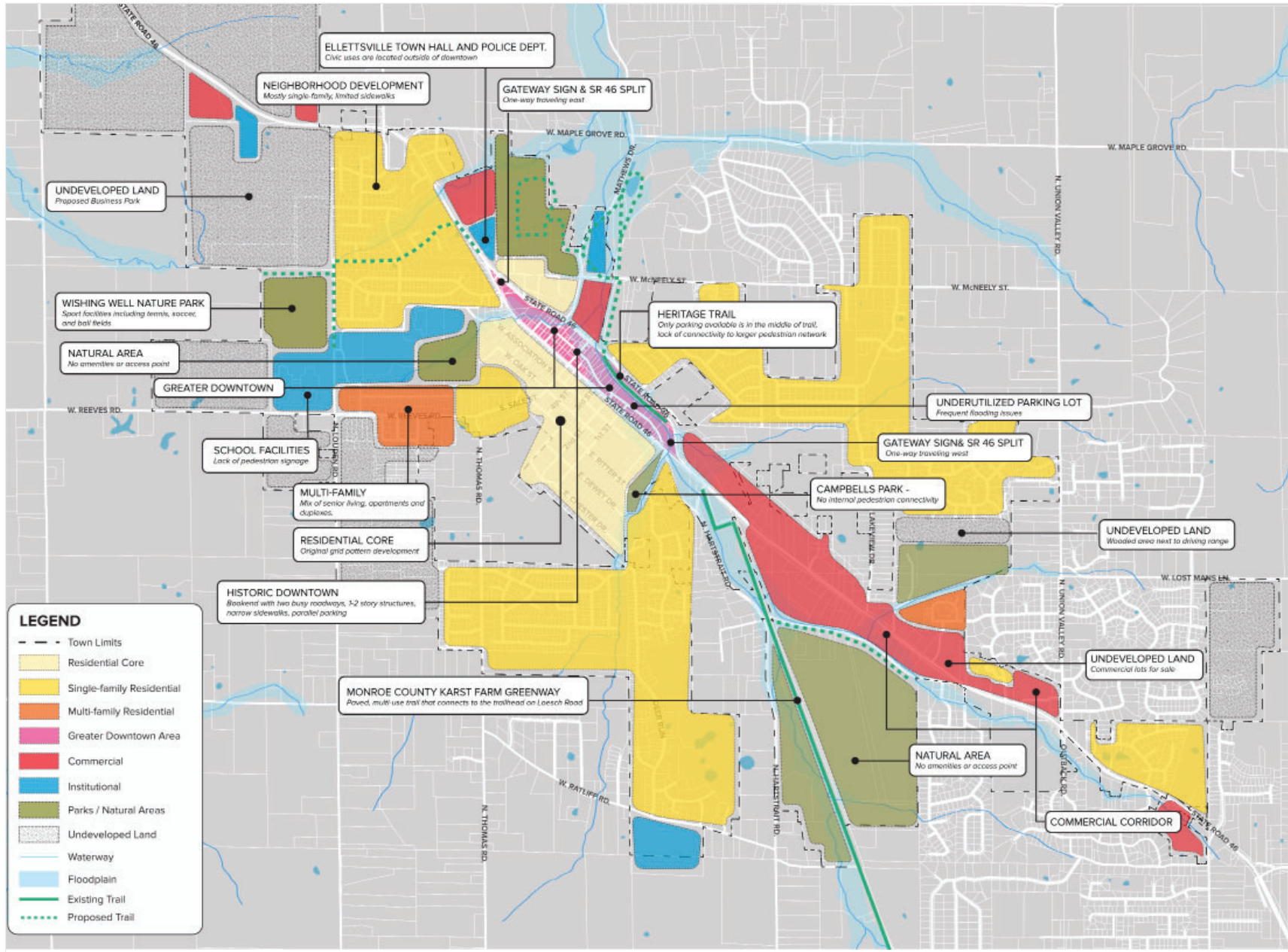
A quick snapshot of Ellettsville's current conditions was collected and analyzed to illustrate some of the data-driven opportunities and challenges. Many of the findings are explained in greater detail in Chapter 3: Our Framework.



\*Greater Ellettsville is comprised of everything within Richland and Bean Blossom Townships, including Ellettsville.



# Existing Physical Conditions Map





# ELLETTSVILLE NEEDS TO FOCUS ON...

CONNECTING THE COMMUNITY AS MORE NEIGHBORHOODS ARE BEING DEVELOPED.

AESTHETICS. A LONG-TERM DEVELOPMENT PLAN COULD POSITIVELY IMPACT "THE LOOK AND FEEL" OF BUSINESSES ALONG SR 46.

ATTRACTING BUSINESSES TO THE DOWNTOWN AREA AND CREATING MORE OPPORTUNITIES FOR FAMILIES TO DO THINGS IN ELLETTSVILLE - SHOPPING AND ENTERTAINMENT.

BUILDING A WELCOMING IDENTITY THAT IS FRIENDLY TO GROWTH.

COMMUNITY ACTIVITIES, NEIGHBORHOOD IDENTITIES, DOWNTOWN UTILIZATION OF SPACE, AND FLOOD MITIGATION.

ANNEXATION EFFORTS TO MAKE MORE LAND AVAILABLE FOR FUTURE EXPANSION PLANS FOR HOUSING AND INDUSTRIAL DEVELOPMENT.

# CHAPTER CONCLUSION

This chapter serves as the foundation for the vision, goals, and recommendations that follows. Both data collection and public input informed the development of the plan in various ways. There are two-sides to every story. While data tells one-side of the story, community perceptions can tell another story.

Trends of demographic and socio-economic data helped to identify opportunities and challenges in terms of people, housing, and economics. Public input helped to identify opportunities and challenges related to the built environment, development policies, and community programs, among other things.

The key conclusions from phase 1 of the planning process were carried forward to draft the identity statement and vision statement in the following chapter.







*Envision  
Ellettsville as...*

## CHAPTER 2

# OUR VISION

A COMPLETE COMMUNITY

For most thriving communities, projected growth is not an issue; primary concerns include the community's ability to influence the nature of growth, maintain their character, and establish/solidify a distinct identity. Through public engagement, the project team confirmed that this is the case for Ellettsville too. Overcoming hesitations related to change of any sort starts with establishing a clear, community-driven vision and setting perimeters for how the community wants to be portrayed through its identity.

### **Establishing an Identity**

Community identity refers to a set of characteristics that allows a community to be uniquely recognizable. Identities are often anchored by the built environment, social connections, and history of place. In some instances, a community may have an identity tied to their history or a natural feature. For example, the City of Charleston, South Carolina capitalizes on the historical and architectural significance of their community to create an identity that is testament to history. In other instances, communities have established their own identity by creating a destination. The City of San Antonio, Texas is a great example of a community that has created the Riverwalk to spur economic development and revitalize the surrounding area. Today, this destination is a significant element of the City's identity.

By looking at the evolution of Ellettsville over the last decade, it can be seen that the Town is transitioning from what it once was to something new that should still be informed by its past. The Comprehensive Plan defines what that "new" Ellettsville could be in light of what it was in the past and is today. Ellettsville has two options: continue along the same path forward or chart a new path forward that creates a strong identity and strategically embraces growth.

## Identity Statement

### WHAT DID THE COMMUNITY SAY?

There are a few specific data points that suggests the community is inclined to embrace the opportunity for growth. The community survey completed in 2021 asked respondents to identify 3 words that related to the future of Ellettsville. Words related to growing or expanding appeared 135 times out of the 339 responses. Words related to opportunity and progress appeared an additional 49 times. Furthermore 57% of survey participants responded that Ellettsville should embrace growth.

Naturally the next key question becomes, “what type of growth?” A survey question regarding community challenges reveals that residents feel there are certain development types and amenities missing. Lack of entertainment destinations, diversity in businesses, and cohesive vision were the top 3 challenges identified. Furthermore, the online survey asked respondents to identify the top 5 most valuable topics in a list of 18 choices. The most valuable elements were identified as:

- safe neighborhoods,
- thriving businesses,
- vibrant downtown,
- welcoming change and desirable growth, and
- walkable, bikeable community.

Applying the community input gathered from the visioning workshop, community survey, and digital engagement tools, the Envision Ellettsville steering committee crafted an identity statement that articulates how the community may be perceived today and how they want to be perceived moving forward.

### Envision Ellettsville as a complete community.

A town in transition – residents, business owners, and local leaders are ready to embrace growth! Today, Ellettsville is a family-oriented, residential community that strives to have its own distinct identity. Opportunity is knocking on our door, and now is the time to be proactive in cultivating a future that is inspired by our current residents and inviting to newcomers.

In the future, Ellettsville will be a **complete community that is diverse in its offerings** and ensures everyday services, facilities, and amenities are readily available. Ellettsville will be a **place where businesses and residents thrive.**

#### A complete community is one that:

- Provides Safe Neighborhoods
- Supports a Vibrant Downtown
- Maintains a Connected System of Parks and Recreation
- Generates a Thriving Business Environment
- Drives Strategic Growth

## Our Next Steps Forward

Community identity is not just one thing, it is countless little things working together to tell the story of the community. It is built over time and capitalizes on the imagery, feelings, and sense of community felt when a place is mentioned. There are 4 vital steps to establishing a community identity. Through the Envision Ellettsville process, the community was able to check-off the first two steps and provide guidance for the remaining steps.

**1. Perceptions of Ellettsville – Understanding how local people and visitors view the community today.**

A critical piece of this planning process included facilitating a robust community engagement plan that provided several opportunities for the community to share their questions, concerns, and big ideas for the future of Ellettsville. Sprinkled throughout the plan, the feedback gathered from the public informed the creation of the vision, goals, and recommendations within the plan.

**2. Aspirations of Ellettsville- Identifying the hopes and dreams for the future.**

Serving as the primary purpose of the planning process, Ellettsville has crafted a vision for the future. The vision builds on the idea of Ellettsville becoming a complete community by describing how our neighborhoods, transportation systems, activity nodes, infrastructure, and approach for growth can work together to create a place where residents and businesses thrive.

**3. Branding – Building recognition through consistency.**

Branding is a set of tools used to better communicate community identify and goals. A logo, color scheme, and/or tagline is a nice starting point but developing a brand or identity is much more than that. A brand can be used town wide on banners, wayfinding signs, and gateways. It can also be used on digital platforms such as web pages and social media accounts. This plan outlines the next steps for creating a brand for Ellettsville in Chapter 5.

**4. Physical Design of a Community – Utilizing the built environment to create a sense of place and enhance community identity.**

It is obvious when a community has a strong identity because they know who they are and the story they are telling is consistent and recognizable. Community identity can be strengthened through the character of development, the opportunities for gathering and celebrating, and types of amenities offered. With a strong identity and vision statement in place, the 2023 *Envision Ellettsville Comprehensive Plan* provides recommendations for how to use the built environment to strengthen the Town's identity in Chapter 5.



## Our Vision for the Future

Spurred by resident voices and building off previous planning efforts, the primary purpose of the 2023 *Envision Ellettsville Comprehensive Plan* is to identify a clear, community-driven vision for the future. Similar to asking a child what they want to be when they grow up, it's not always easy to get all parties to know (and agree on) what a place should be as it grows.

Most of the time, it's easier to start by identifying characteristics. For example, a 10-year-old child may not know what career path they will take or where they will live but they may say, "I want a job that makes me happy" or "I want a house that feels cozy."

The Envision Ellettsville collection of vision statements takes a similar approach by identifying adjectives that spark positive emotion followed by a short statement that helps paint a picture of Ellettsville in the future. A vision statement is not about what Ellettsville is today but what it wants to do or become in the future.

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.

# Our Community Vision



## Envision this...

### **Ellettsville is home.**

Our neighborhoods are developed in a manner that supports a range of lifestyles with associated amenities, prioritizes safety, and provides convenient access to high-quality public facilities and services.

### **Ellettsville is vibrant.**

Our downtown is well-defined with a strong sense of place evoked through architecture, connectivity, and opportunities to gather and celebrate.

### **Ellettsville is connected.**

Our activity nodes are connected by systems of trails that reach effortlessly into local neighborhoods and link regional destinations. Our corridors balance pedestrian safety with vehicular mobility.

### **Ellettsville is thriving.**

Our economy is propelled by a blend of locally-owned businesses and advanced and emerging industries. Our businesses are supported through a network of partnerships working together to ensure they receive the resources and services needed to thrive.

### **Ellettsville is strategic.**

Our infrastructure is designed to support future growth and redevelopment, and mitigate environmental impacts. Our local decision-makers have the regulatory tools in place to realize our vision.



## Organization Themes and Goals Overview

Building off the vision, each of the bold statements are carried forward throughout the document as an organizational theme. These five themes reflect the interests of Ellettsville citizens and showcase critical components to achieving the ultimate vision. They were common topics that were identified by the Ellettsville community as top priorities long before this planning process. These priorities originated in the 2019 Town Hall work session and then were vetted during the 2022 visioning process.

Each theme is deep-rooted with challenges to overcome, opportunities to seize, and big ideas to explore. The following section highlights how the community can be working to address each theme.

### THEME 1

In the future, Ellettsville will provide safe neighborhoods that contribute to Ellettsville’s character and enhance quality of life for our residents.

**Ellettsville is home** means:

- We are providing varied housing options that range in occupancy types, price point, and lot size.
- We have the amenities to support day-to-day living.
- We are welcoming and inclusive to people in all stages of life.
- We have a strong sense of community through shared interests and values.



### THEME 2

In the future, Ellettsville will invest in catalytic projects to enhance walkability, promote community gathering, and prioritize infill and redevelopment in the downtown district.

**Ellettsville is vibrant** means:

- We have a downtown that is an exciting and welcoming “third place” for people to experience when they are not at home or work.
- We have a downtown that has attractive streetscapes and building facades.
- We have a downtown that has a highly programmed community space.
- We have a downtown that celebrates our character and history through the built environment, events, and art.
- We have a downtown that has the systems and infrastructure in place to support businesses owners.





**THEME 3**

In the future, Ellettsville will provide a safe and convenient multi-modal transportation network that enhances local and regional connectivity between residential areas, parks and recreation, community destinations, and employers.

**Ellettsville is connected** means:

- We are prioritizing alternative modes of transportation including walking, biking, and public transit.
- We are partnering with regional agencies to provide regional transit options.
- We have a series of parks and recreational opportunities that are linked through a comprehensive trail network.
- We are working with the county and INDOT to ensure our roadways are adequately serving our population.



**THEME 4**

In the future, Ellettsville will create a growing and diverse business sector that provides residents with a range of services and employment opportunities.

**Ellettsville is thriving** means:

- We are leveraging incentives to attract and retain businesses
- We have the infrastructure, policies, and programs to support businesses.
- We are providing high-quality education, training programs, and childcare services for our workers.
- We have the anchor institutions that provide exceptional job opportunities and contribute to our community.



**THEME 5**

In the future, Ellettsville will promote well-planned growth and development by ensuring an efficient delivery of services, regulatory processes and administration, and regional collaboration.

**Ellettsville is strategic** means:

- We have identified and prioritized specific areas of opportunity for future growth.
- We have maintained an adequate level of service for transportation and utility services as the population and service area continues to grow.
- We have updated our comprehensive plan and regulatory documents to align with the vision and goals of this plan.
- We are implementing the projects and programs identified within this Vision Plan.



# ELLETTSVILLE COULD BE...

MORE DIVERSE  
IN TERMS OF  
PEOPLE AND  
BUSINESSES

AN EASIER AND  
SAFER PLACE FOR  
BICYCLES AND  
PEDESTRIANS

EXPANDED BY  
**ANNEXATION**  
WITH ADDITIONAL  
**UTILITY  
IMPROVEMENTS**

BUSTLING  
WITH **SMALL  
SHOPS AND  
RESTAURANT'S**

A ROBUST  
COMMUNITY WITH  
**MULTIPLE HOUSING  
OPTIONS, STRONG  
INFRASTRUCTURE,  
AND FOCUSED ON  
THE FUTURE.**

A **COMMERCIAL  
HUB** PROVIDING  
GOOD **JOB**S AND  
OPPORTUNITIES

A BETTER PLACE  
FOR **SOCIAL AND  
LEISURE ACTIVITIES,**  
COMMUNITY  
INVOLVEMENT,  
HISTORICAL FEEL

# CHAPTER CONCLUSION

Before diving into goals and objectives, the Greater Ellettsville community had to come to agreement of how they want the community to be perceived and what they want to do or become in the future. The community identity statement and the vision statement starts to paint the big picture of what Greater Ellettsville could be in the future.

Using those statements, the themes were established and then are carried forward into Chapter 3. The themes guide the overall organization by creating a place for the goals, supporting policies and objectives, and strategy recommendations to live.

The following chapter will include a more detailed introduction of the theme, a graphic display of relevant opportunities and challenges, and an outline the overarching goal and supporting objectives.







Realizing the  
Vision

### CHAPTER 3

# OUR FRAMEWORK

The 2023 *Envision Ellettsville Comprehensive Plan* framework, as well as the action agenda in chapter 5, are intended to position the Town of Ellettsville, its partners, and the Greater Ellettsville community to realize the future envisioned within this document. Building off the vision statements, the framework is organized by five themes including:

- Ellettsville is home, (Starting on page 36)
- Ellettsville is vibrant, (Starting on page 42)
- Ellettsville is connected, (Starting on page 48)
- Ellettsville is thriving, and (Starting on page 54)
- Ellettsville is strategic. (Starting on page 60)

These themes create the lens through which opportunities and needs were evaluated to ensure the plan was adequately addressing high priorities and key challenges. Furthermore, the framework establishes how the downtown, neighborhoods, business environment, infrastructure, and local administration impact one-another and come together to create a complete community.

# PLANNING ELEMENTS



## How to Use the Framework

Within each theme, there are three fundamental elements including a Theme Introduction, Opportunities and Needs Assessment, and related Goals and Objectives. This organization ensures that content within each theme is consistent and user-friendly. The following section provides a brief overview of the fundamental elements and how they are used.

- 1. Theme Introduction** – This section reiterates the associated vision statement and provides a more detailed explanation of the theme. More specifically, the narrative identifies the various topics that are covered within the theme and how the theme contributes to Ellettsville becoming a complete community. The topics covered are listed on the theme introduction page to provide a quick reference for users looking for something specific.
- 2. Opportunities and Needs Assessment** - A strengths, weaknesses, opportunities, and threats (SWOT) analysis is an evaluation tool designed to facilitate realistic, fact-based, data-driven look at the strengths and weaknesses of a community. The findings can help raise awareness of the factors that should play into making decisions about future growth and development. Each assessment is intended to highlight the key conclusions from public engagement, demographic and socio-economic data, and professional observations from the planning team. The key conclusions are presented in two ways. Place-based conclusions are highlighted on a map and non-place-based conclusions such as data trends or community perceptions are highlighted as infographics. This assessment is intended to inform the creation of the goals, objectives, and recommendation that follow.
- 3. Goals and Objectives** – Within each organizational theme, there is one overarching goal statement. A goal is a broad statement intended to outline a desired outcome. Then, there are several objectives that support the goal. Objectives provide clear direction on what is needed to achieve the goal. These two plan components work together to chart the path forward. This section is intended to provide a roadmap for Ellettsville and set the stage for the priorities, physical improvements, and action steps that are outlined within Chapter 5.



# Neighborhoods

TOPICS INCLUDE: RESIDENTIAL DEVELOPMENT | COMMUNITY FACILITIES | PUBLIC SERVICES

## Introduction

Home – a word that evokes a unique set of emotions for everyone. When thinking about our home, some might think about the structure where they live or the geographic areas where they grew up. It could be argued that home is a feeling rather than a place. Home can be a sense of belonging or a feeling of being safe and comfortable. This theme, Ellettsville is home, covers more than housing or residential development. Ellettsville is home is about creating neighborhoods.

How can Ellettsville enhance its neighborhoods? Answering this question is more than just a brick-and-mortar solution, it's also a sociological one. There are certain amenities, services, and places that contribute to sense of place of where one calls home. These elements range from attainable housing and convenient schools, shops, and dining options to an attractive public realm, access to cultural, historic, and ecological features, and opportunities to gather and celebrate together.

Providing safe neighborhoods is a critical component of being a complete community. Fortunately, there is already a strong desire to live in Ellettsville which is evident through the town's population growth. Ellettsville has an opportunity to continue building momentum by leveraging its strengths and opportunities to address community challenges or needs.

## Opportunities and Needs Assessment

The next three pages are intended to highlight the key conclusions from public engagement, demographic and socio-economic data, and professional observations from the planning team. The key conclusions are presented in two ways. Place-based conclusions are highlighted on a map and non-place-based conclusions such as data trends or community perceptions are highlighted as infographics. Finally, a collection of community photos illustrates the existing character of Ellettsville neighborhoods.

## Assets & Opportunities



### Local Churches

There are 11 religious institutions in Ellettsville. These institutions act as community centers and often times provide services such as childcare and educational programs.



### Education Institutions

Edgewood Elementary School  
Edgewood Jr. High School  
Edgewood High School  
Seven Oaks Classical School



### Entertainment Destinations

Jiffy Treet  
Hoosier Putt Hole  
Urban Air



### Streetscape Enhancement

SR 46 - Both Directions  
Sale Street

## Challenges & Needs



### Lack of Diverse Housing Options

There are only 3 pockets of multi-family housing options within Ellettsville. These units range from apartments to condos.



### Serviced Development Outside of Town Limits

Development has been approved without annexation meaning they are receiving Ellettsville services without paying taxes to help support the community.

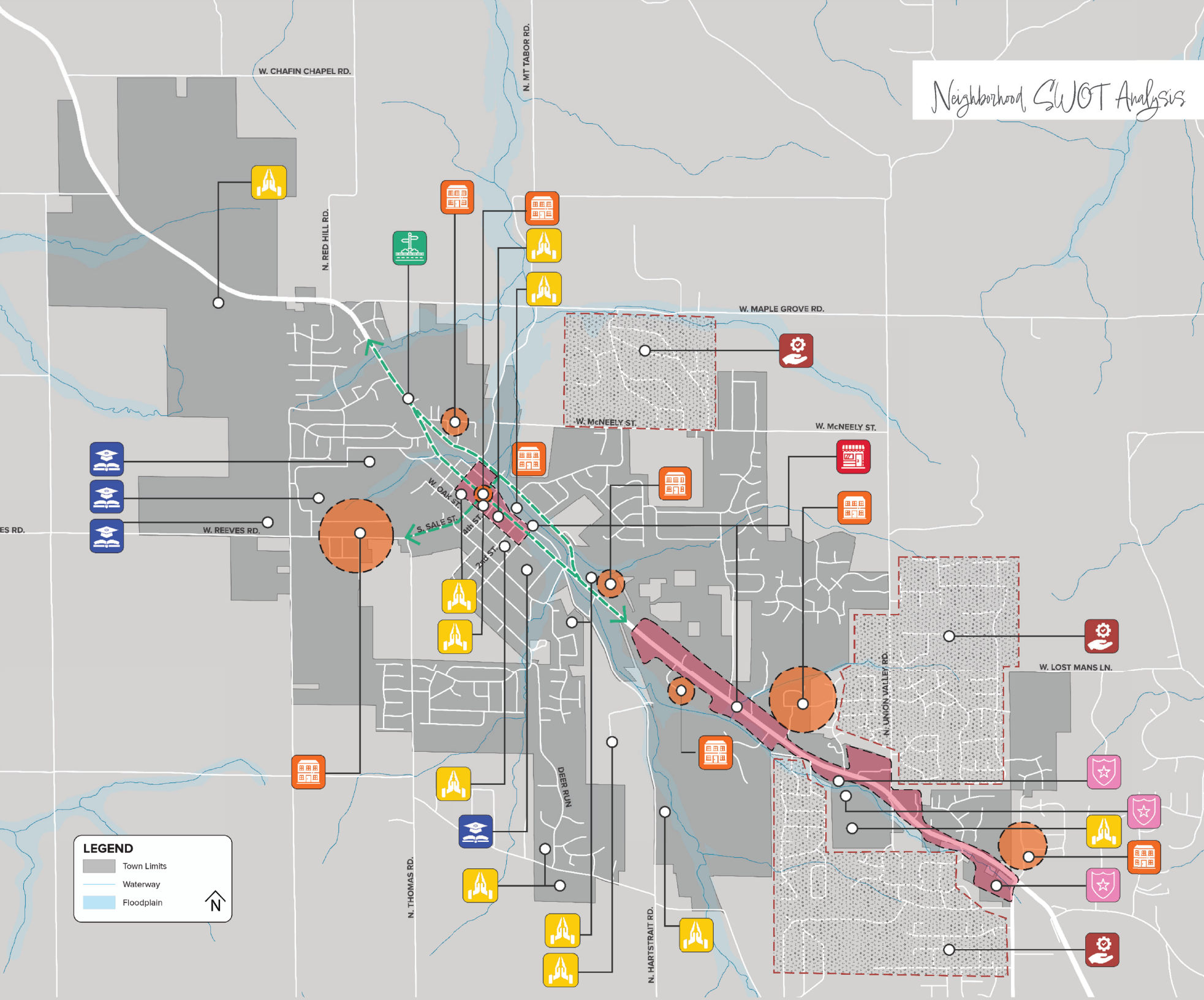


### Limited Retail & Dining Options

Ellettsville only has 1 grocery store and very few sit-down restaurants and specialty retail shops meaning residents have to travel outside of the community to access these services.



Neighborhood SWOT Analysis



**LEGEND**

- Town Limits
- Waterway
- Floodplain

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# Neighborhood SWOT Analysis

## NON-PLACE BASED STRENGTHS AND OPPORTUNITIES



### AFFORDABLE HOUSING

The housing affordability index measures whether or not a typical family earns enough money to qualify for a mortgage. Ellettsville has a **housing affordability index of 220**. Any index rating greater than 100 is considered affordable.



### LOW CRIME

Ellettsville residents **feel safe** within their community. The word “safe” appeared in **over 60** public engagement comments.



### FLEXIBLE LIFESTYLE

Ellettsville offers **small-town living** near **big-city amenities**, resulting in neighborhoods that are rapidly changing as the demand for new single-family homes increases.



### BEAUTIFICATION

Nearly 25% of survey respondents want **more emphasis** placed on **beautification** and **visual appearance** in the greater Ellettsville area.



### ATTRACTING A YOUNGER DEMOGRAPHIC

Only **25%** of the Ellettsville’s population is between the **ages of 15 and 34**. This demographic is critical to the workforce as **15%** of population is **over the age of 65**.

## NON-PLACE BASED WEAKNESSES & THREATS



### LACK OF DIVERSE HOUSING OPTIONS

Just over **80%** of the Town’s housing stock are **single-family units**. The **median year built** for homes in Ellettsville is **1991**.



### LACK OF RETAIL AND DINING OPTIONS

The community survey results revealed that **75%** of respondents identified “lack of retail and dining options” as a **top challenge**.



### LIMITED SIDEWALK CONNECTIVITY

Nearly **5% of households do not own a vehicle** meaning they depend on pedestrian infrastructure and public transit for mobility.



### HOUSING CONDITIONS

Just over **18%** of Ellettsville’s current housing stock was **built prior to 1970**. During this time, modern building codes were not in place meaning the current structure might need significant improvements.



### BLOOMINGTON’S 2 MILE PLANNING & ZONING FRINGE


There is only 1 mile between Ellettsville’s existing town boundary and Bloomington’s 2-mile planning and zoning fringe.



Existing Neighborhood Character







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

- Vision Wall Participant

## Ellettsville is Home - Goal #1

### Promote safe neighborhoods that contribute to Ellettsville's character and enhance quality of life for its residents.

#### Why is it important?

Ellettsville will strengthen the places and characteristics that are valued within the community in a way that affirms the community's character. One of the most common concerns from residents in regard to growth was about maintaining and enhancing community character. Over the last 5 years, Ellettsville has approved over 500 housing permits. With this level of residential growth comes an increase demand on infrastructure, services, and amenities. It is important for Ellettsville to evaluate future development proposals to ensure development is contributing to the vision of a complete community, enhances community character, and improves quality of life.

**In an effort to promote safe neighborhoods that contribute to community character and enhance quality of life, Ellettsville will...**

#### Objectives

##### GENERAL

- Provide diverse housing options ranging in type, price point, and size.
- Preserve and maintain our historic housing stock.

##### GROWTH AND DEVELOPMENT

- Prioritize residential development in areas that aligns with focus areas identified on page 71.
- Encourage context-sensitive residential infill in the residential core of Ellettsville.
- Encourage 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.
- Allow small clusters of neighborhood services to locate near residential areas.
- Encourage pedestrian infrastructure within residential neighborhoods.
- Encourage residential development to provide informal parks and open space for residents.
- Encourage residential development to incorporate more than one type of housing.

##### COMMUNITY AMENITIES & SERVICES

- Provide a comprehensive sidewalks and trail network to improve pedestrian connectivity to other neighborhoods, schools, and nearby destinations.
- Maintain a high level of service for all community services through continuous monitoring and evaluation.
- Provide a collection of public spaces and community facilities for gathering and recreation.
- Ensure the Town's ability to provide adequate public safety services (police, fire, and EMS) as the population and service area continue to grow.





# Downtown

TOPICS INCLUDE: GATHERING SPACES | BEAUTIFICATION | BUILDING CONDITIONS | FLOODING | ACCESSIBILITY | CONNECTIVITY

## Introduction

A successful downtown is more than a place to do business and house civic institutions, it is an activity center that fosters social interaction and serve as a “third place” for residents and visitors. A third place refers to places where people can spend time between home (their first place) and work (their second place) . This theme, Ellettsville is vibrant, focuses on downtown revitalization. Ellettsville is unique in that SR 46 forms an island surrounding the historic downtown area of Sale Street. For the purpose of this Vision Plan, the downtown is defined as the area between the SR 46 eastbound roadway and the SR 46 westbound roadway.

Between building vacancies, limited pedestrian infrastructure, lack of destinations, and flooding, the downtown has experienced some level of disinvestment over the last several years. Even so, downtown is at the forefront of the community’s vision for the future. From beautification and walkability to community destinations and opportunities for gathering, there are no shortage of ideas for reinvestment. The goal is to inspire downtown revitalization by leveraging its strengths and opportunities to address community challenges or needs.

## Opportunities and Needs Assessment

The next three pages are intended to highlight the key conclusions from public engagement, demographic and socio-economic data, and professional observations from the planning team. The key conclusions are presented in two ways. Place-based conclusions are highlighted on a map and non-place-based conclusions such as data trends or community perceptions are highlighted as infographics. Finally, a collection of community photos illustrates the existing character of downtown Ellettsville.

## Assets & Opportunities



### Historic Downtown

Roughly bounded by Main Street, Sale Street, Walnut Street and Association Street.



### Businesses & Organizations

Smithville Charitable Foundation  
Ellettsville Branch Library  
United States Postal Service  
Ellettsville Main Street  
Kenny’s Traven  
Richland-Bean Blossom Family Store  
The Flower Shoppe  
Denise Catalano-Dyche Insurance  
Vine Street BBQ  
The Mimosa Tree - Florist  
Chandler Funeral House  
Ellettsville Masonic Lodge



### Gateway Signage

Limestone monument signs at each end of the downtown.



### Existing and Proposed Trails

Heritage Trail  
Proposed network to the north



### Community Gathering Space

Underutilized area that could be development as an outdoor community gathering space.

## Challenges & Needs



### Pedestrian Crossings

There are only 4 marked pedestrian crossing along SR 46.



### Flooding

A significant portion of the downtown is within the 100-year floodplain.

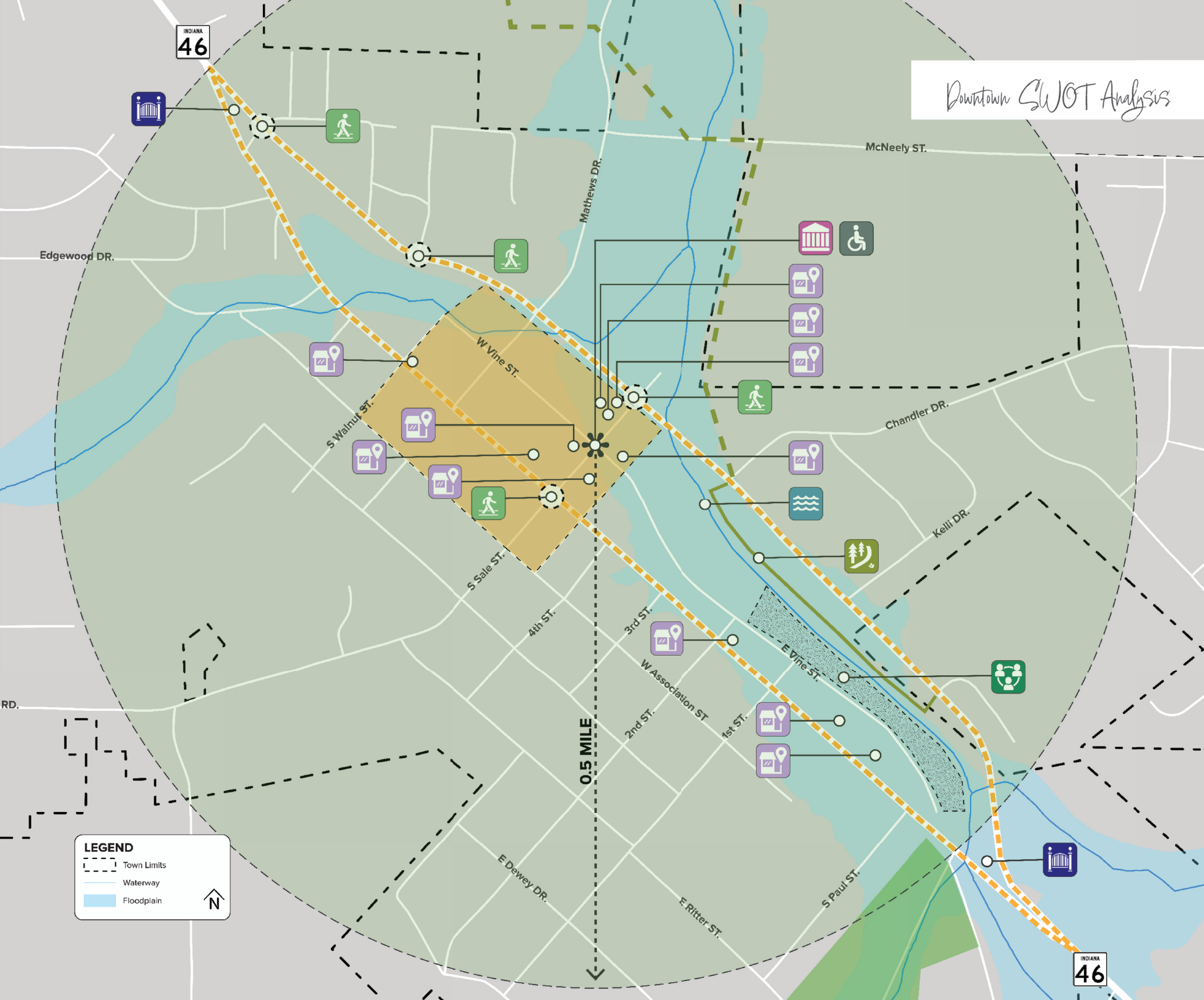


### Accessibility

Most buildings are not handicap accessible and there are not any handicap parking spots along Sale Street.



# Downtown SWOT Analysis



**LEGEND**

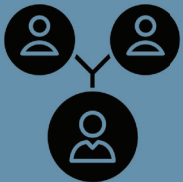
- Town Limits
- Waterway
- Floodplain

## NON-PLACE BASED STRENGTHS AND OPPORTUNITIES



### COOPERATIVE PROPERTY OWNERS

Downtown business owners feel that **building owners are easy to work with**. Less than 2% of survey respondents identified property owner cooperation as a challenge.



### COMMUNITY ORGANIZATIONS

The **Chamber of Commerce** and **Main Street Organization** are key partners in downtown development.



### COMMUNITY EVENTS

Events are a great way to **bring people downtown**. Stakeholders expressed the desire to bring back **Food Truck Wednesday** and continue expanding community events such as **Fall Festival**.



### WAYFINDING SIGNAGE

Stakeholders feel the **SR 46 configuration creates confusion** for visitors. Wayfinding signage could help direct people to local destinations and businesses.



### BEAUTIFICATION

Nearly 45% of survey respondents want **more emphasis** placed on **beautification** and **visual appearance** within downtown.

## NON-PLACE BASED WEAKNESSES & THREATS



### LIMITED ABILITY TO ATTRACT VISITORS

Nearly **35%** of survey respondents identified the **ability to attract visitors** as a top challenge for the downtown.



### DOWNTOWN VACANCY

High vacancy rates - both commercial on lower levels and residential on upper levels - may be attributed to the **financial and physical constraints** associated with **flooding**.



### DOWNTOWN ACCESSIBILITY

Due to their age, many of the buildings in the historic downtown area are not ADA accessible. Business owners have also identified **lack of ADA accessible parking** as a challenge.



### SERVICE DELIVERY CHALLENGES FOR DOWNTOWN BUSINESSES

Downtown business owners have identified truck deliveries as a challenge for businesses. It is **difficult for truck drivers to maneuver through the downtown** area.



### FLOODING

A **significant portion** of the downtown is within the **100-year floodplain**. This limits incentive for new development and redevelopment as flood insurance and maintenance are significant financial challenges.



# Existing Downtown Character







There should be further development in the Downtown Ellettsville area with a focus on community engagement - creating a landscape that supports the continued growth of commerce. We should establish a vital center that will attract more business development in surrounding areas.

- Vision Wall Participant

## Ellettsville is Vibrant - Goal #2

### Invest in catalytic projects to enhance walkability, promote community gathering, and prioritize infill and redevelopment in the downtown district.

#### Why is it important?

Investing in downtown revitalization efforts can lead to several economic benefits such as creating jobs, increasing property values, and attracting tourists. From the very beginning of this planning process, the Ellettsville community has emphasized the importance of creating spaces that provide a reason for people to want to be downtown. Through a combination of public spaces and privately-owned businesses, Ellettsville can enhance the sense of place within the downtown by investing in projects and programs that create unique experiences of residents and visitors.

**In an effort to enhance walkability, promote community gathering, and prioritize redevelopment in the downtown, Ellettsville will...**

#### Objectives

##### *GROWTH AND DEVELOPMENT*

- Encourage context-sensitive residential infill in the residential core of Ellettsville.
- Encourage 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.
- Focus neighborhood-scaled retail and dining within Central Ellettsville.\*

##### *ENVIRONMENTAL*

- Prioritize flood mitigation within the downtown district to reduce floodplain impact areas and spur economic development.

##### *BUSINESSES*

- Support small businesses by encouraging pop-up stores and business incubators in the downtown.
- Build an entrepreneur ecosystem by establishing regional partnerships to offer supportive programs and facilities.

##### *GATHERING & IDENTITY*

- Utilize gateways and wayfinding to create a character for Ellettsville and improve navigation throughout the town.
- Expand community gathering spaces and programming to provide year-around entertainment.

- Partner with local organizations to expand community events.

##### *BEAUTIFICATION*

- Increase enforcement of municipal codes and regulations pertaining to property maintenance, upkeep, and appearance.
- Encourage public/private participation and partnerships in beautification efforts.
- Create a cohesive aesthetic character unique to Central Ellettsville.\*

##### *CONNECTIVITY*

- Ensure pedestrian safety within the downtown district by improving the frequency of cross walks and slowing speeds.
- Improve connectivity and accessibility by providing alternative modes of transportation.
- Provide ADA parking, sidewalks, and building entrances through the Town of Ellettsville.
- Provide sidewalks along all residential streets within the Central Ellettsville focus area.\*

##### *PROGRAMS / RESOURCES*

- Utilize state and federal funding programs to enhance the character of downtown including Indiana Main Street programs and OCRA's facade grant program.

\*The Central Ellettsville boundaries are defined on page 71 and 85.





# Connectivity

TOPICS INCLUDE: ALL MODES OF TRANSPORTATION | PARKS AND RECREATION

## Introduction

With careful investment from a variety of sources, a distinct and activated network of existing and proposed activity nodes and corridors can knit together neighborhoods, strengthen regional connectivity, and promote healthy, active living.

Nodes and corridors come together to form a community. In the simplest form, local activity nodes are central to neighborhoods or areas of business. They are places where people congregate because of access to jobs, services, or amenities. Some examples in Ellettsville include downtown, the Town Hall campus, and Campbells Parks. Corridors are important transportation routes within the community that connect nodes. When thinking about corridors, one may envision a bustling high-traffic roadway, but corridors can also be attractive, walkable environments that balance pedestrian activity with vehicular mobility. A complete community ensures that both activity nodes and corridors are working together to create a safe and convenient network for all – pedestrians and motorists - whether they are residents or visitors.

This theme, Ellettsville is connected, highlights the importance of linking key community destinations or activity nodes by several different modes of transportation. Within this theme, activity nodes are highlighted as recreational opportunities but there are several other activity nodes throughout Ellettsville such as the town hall campus, downtown Ellettsville, and the SR 46 that are addressed in other themes.

## Opportunities and Needs Assessment

The next three pages are intended to highlight the key conclusions from public engagement, demographic and socio-economic data, and professional observations from the planning team. The key conclusions are presented in two ways. Place-based conclusions are highlighted on a map and non-place-based conclusions such as data trends or community perceptions are highlighted as infographics. Finally, a collection of community photos illustrates the existing character of vehicular and non-vehicular infrastructure.

## Assets & Opportunities



### Existing and Proposed Trails

Heritage Trail  
Karst Farm Greenway  
Proposed network to the north



### Existing Parks

Campbells Park  
Wishing Well Nature Park



### Stewart Property

The Stewart property, adjacent to Campbells Park, could be an opportunity to expand recreational activities and/or flood mitigation.

## Challenges & Needs



### Park Level of Service

It is a best practice to provide parks and/or open space within a 0.5 mile of residents. Majority of Ellettsville does not have access to recreational space within walking distance.



### Pedestrian Crossings

There are only 7 marked pedestrian crossings along SR 46 in Ellettsville.



### Neighborhood Connectivity

Very few residential areas have a complete sidewalk network.

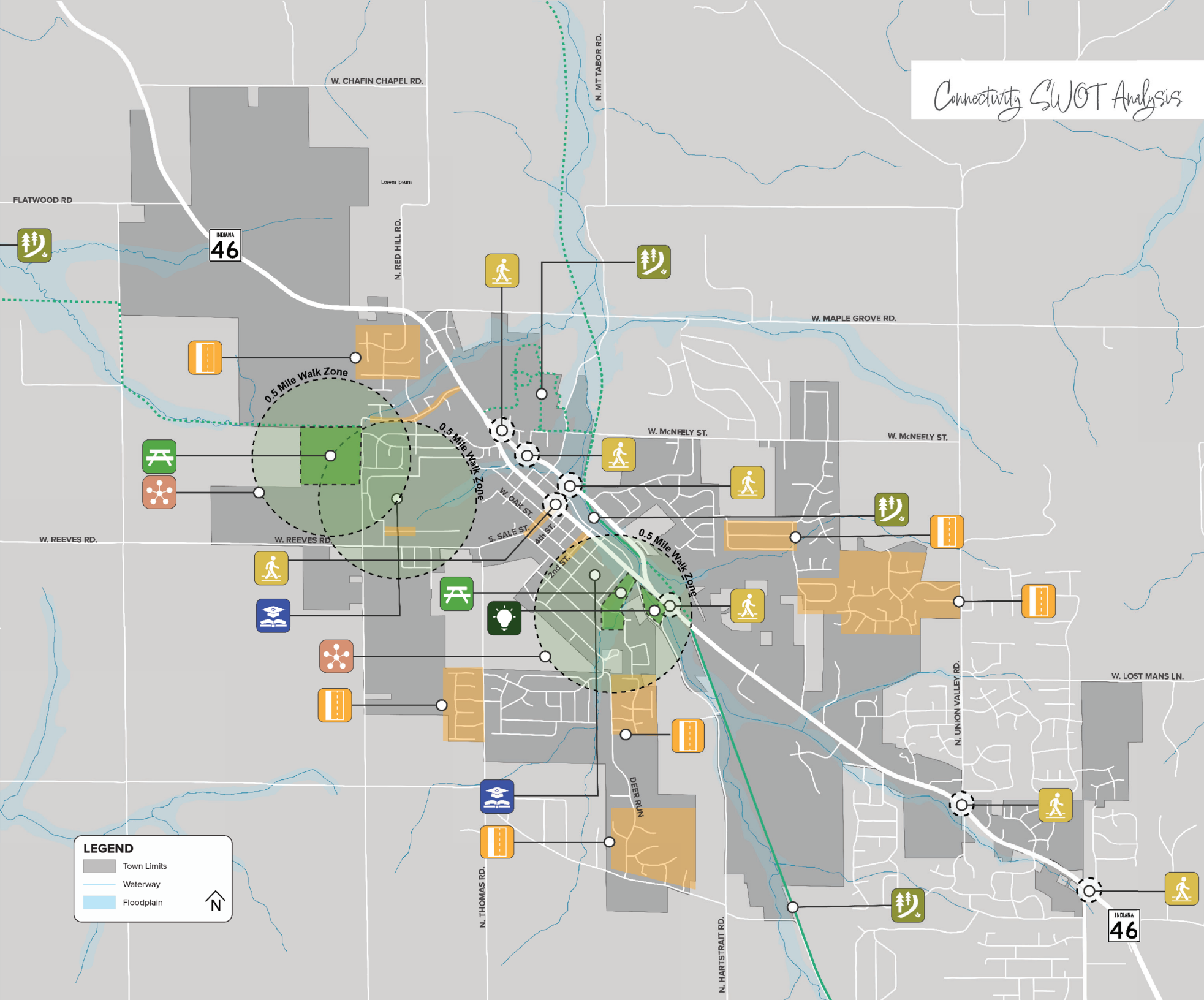


### Education Institutions

Limited pedestrian infrastructure within a 0.5 mile of school facilities.



# Connectivity SWOT Analysis



**LEGEND**

- Town Limits
- Waterway
- Floodplain

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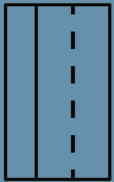
# Connectivity SWOT Analysis

## NON-PLACE BASED STRENGTHS AND OPPORTUNITIES



### REGIONAL RECREATION OPPORTUNITIES

Ellettsville residents have access to over **45,000 acres of county, state, and federal parkland** within Monroe County.



### TOWN-WIDE PEDESTRIAN NETWORK

Stakeholders have expressed the desire for a **pedestrian network** (made up of sidewalks and trails) that **connects the schools, downtown, and neighborhoods**.



### REGIONAL CONNECTIVITY

Ellettsville has the opportunity to **partner with regional entities** to enhance connectivity between Ellettsville and nearby destinations such as **Flatwoods Park and McCormick's Creek State Park**.



### SPORTS COMPLEX

Community engagement revealed that residents are interested in exploring the development of a sport complex to provide a **recreational amenity and attract visitors**.



### STATE FUNDING RESOURCES

There are **several state-funded grant programs** that can assist in funding **sidewalk and trail improvements** including Next Level Trails, Land and Water Conservation Fund, and Outdoor Recreation Grants.

## NON-PLACE BASED WEAKNESSES & THREATS



### LOCAL FUNDING FOR IMPROVEMENTS

According to the Statewide Comprehensive Outdoor Recreation Plan, "The **amount of general fund support from local and state governments for parks and recreation systems across the Country has declined**, and there are no signs that this trend will be reversed."



### LIMITED SIDEWALKS WITHIN NEIGHBORHOODS

Majority of residential areas within Ellettsville do not have sidewalks. Nearly 50% of survey respondents feel providing infrastructure to support a **walkable, bikable community and healthy, active living is valuable**.



### LIMITED PARK SIGNAGE AND AMENITIES

With **only 2 local park facilities**, Ellettsville has a limited supply of park signage and amenities. Outside of **1 playground, 2 shelters, and several sports fields/courts**, residents would have to travel elsewhere for other offerings.



### LIMITED CAPACITY TO PROGRAM RECREATION FACILITIES

Programming park space can **increase park usage, promote physical activity, provide learning opportunities** and more. Aside from community events, **scheduled park programming is limited**.



### PUBLIC TRANSIT

Public transportation options are limited within Ellettsville. This create challenges for **individuals without a vehicle or the inability to drive**.



Existing Connectivity Character







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

- Vision Wall Participant



## Ellettsville is Connected - Goal #3

**Provide a safe and convenient multi-modal transportation network that enhances local and regional connectivity between residential areas, parks and recreation, community destinations, and employers.**

### Why is it important?

A multi-modal transportation network includes various modes (walking, biking, automobiles, and public transit) and creates connections among each of the modes. Planning for these various modes ensure that Ellettsville is creating a system that meets the demand of a diverse population. Traditional transportation networks that only focus on roadways unintentionally prioritize automobiles and high speeds in an effort to improve mobility. This can create an environment that limits or impedes other transportation options such as walking or cycling. Ellettsville values pedestrian connectivity and wants to be more accommodating for individuals that require special transportation needs.

**In an effort to provide a safe and convenient multi-modal transportation network that connects a system of activity nodes, Ellettsville will...**

### Objectives

#### ACCESSIBILITY

- Ensure transportation facilities meet the Americans with Disabilities Act (ADA).
- Ensure park facilities and amenities are welcoming and easy to navigate for all regardless of age, ability or language spoken.

#### SIDEWALKS AND TRAILS

- Support the development and implementation of a pedestrian pathways and trails master plan that identifies the current network of sidewalks and trails, identifies existing gaps in connectivity, and prioritizes future improvements. Include regional connections beyond the Greater Ellettsville area.

#### PUBLIC TRANSIT

- Integrate local transportation facilities and transit services with those of neighboring jurisdictions to enhance regional connections.
- Support programs that emphasize the special transportation needs of children, the elderly and individuals with disabilities.

#### VEHICULAR MOBILITY

- Maintain a transportation network that adequately meets the needs of current and future residents.

- Implement a complete streets policy that ensure all primary roadways be complete streets that accommodate all travel modes.
- Design and operate transportation facilities to be compatible with the adjacent land use.

#### PARKS AND RECREATION

- Promote high quality community recreational facilities and parks that are responsive to recreational needs and trends.
- Update Ellettsville's Park and Recreation Master Plan to make the community eligible for state funding.
- Begin the process of defining a permanent open space network from critical lands and other forms of natural open space.
- Continue to evaluate the need for additional park and recreational programming, facilities, and/or improvements to meet the needs of current and future users.

#### PROGRAMS / RESOURCES

- Identify potential funding opportunities for designing and constructing trails, parks, recreational centers, and green/open space.
- Plan for future improvements by creating a transportation master plan or capital improvements plan.



# Businesses

TOPICS INCLUDE: COMMERCIAL AND INDUSTRIAL DEVELOPMENT | BUSINESS ATTRACTION | WORKFORCE DEVELOPMENT | SUPPORT SERVICES

## Introduction

Ensuring the residents of Ellettsville have the skills and knowledge to access good jobs that pay an adequate income is fundamental to the health and vitality of the community. Equally as important, ensuring the businesses within Ellettsville have access to quality talent, are supported by local policies and programs, and have the necessary infrastructure in place is just as critical to the success of the community. This theme, Ellettsville is thriving, strives to identify the key ingredients needed to create a thriving business environment. It is important to note that the *2018 Ellettsville Comprehensive Plan* does not provide guidance on business attraction or workforce development. In order to develop a more comprehensive strategy, it is crucial the Town dives deeper into these five ingredients.

- 1. Connecting people to jobs and resources** – Challenges around workforce isn't only about having access to the necessary talent. Sometimes the disconnect lies in the lack of awareness about the job opportunities that exist or about training programs that could assist an individual in being qualified for a position or advancing their career.
- 2. Providing high-quality infrastructure** – Infrastructure plays a critical role in business attraction and retention. Depending on the type of industry, accessibility is critical for moving goods and services and high-speed internet is critical for completing everyday tasks.
- 3. Implementing effective development standards and processes** – Regulatory tools and processes can make things easier or more difficult for developers and/or business owners. Ellettsville can update their standards and processes to be flexible while still achieving a cohesive, desirable building type that fits into its surroundings.
- 4. Understanding the market** – By understanding the supply and demand of services and industries within the region, Ellettsville can craft a data-driven economic development strategy.
- 5. Promoting communication and collaboration** – Communication is key. A project or program that may seem impossible to implement will be easier to tackle when individuals, organizations, and agencies are working toward common goals, sharing resources and information, and providing opportunities for community participation.

## Opportunities and Needs Assessment

The next three pages are intended to highlight the key conclusions from public engagement, demographic and socio-economic data, and professional observations from the planning team. The key conclusions are presented in two ways. Place-based conclusions are highlighted on a map and non-place-based conclusions such as data trends or community perceptions are highlighted as infographics. Finally, a collection of community photos illustrates the existing character of business areas.

## Assets & Opportunities



### Major Employers

Smithville  
Cook Group / Cook Medical  
Richland Bean Blossom Schools  
KeHe Distributors



### Existing Gateways

Limestone monument signs at each end of the downtown.



### Commuter Traffic

SR 46 has an Annual Average Daily Traffic (AADT) count ranging from 8,000 (one direction) near Walnut Street to more than 25,000 (both directions) near Smith Pike.



### Development Opportunities

SR 46 Infill  
Downtown Redevelopment  
West-side Business Park

## Challenges & Needs



### Flooding

A significant portion of the Central Ellettsville is within the 100-year floodplain.

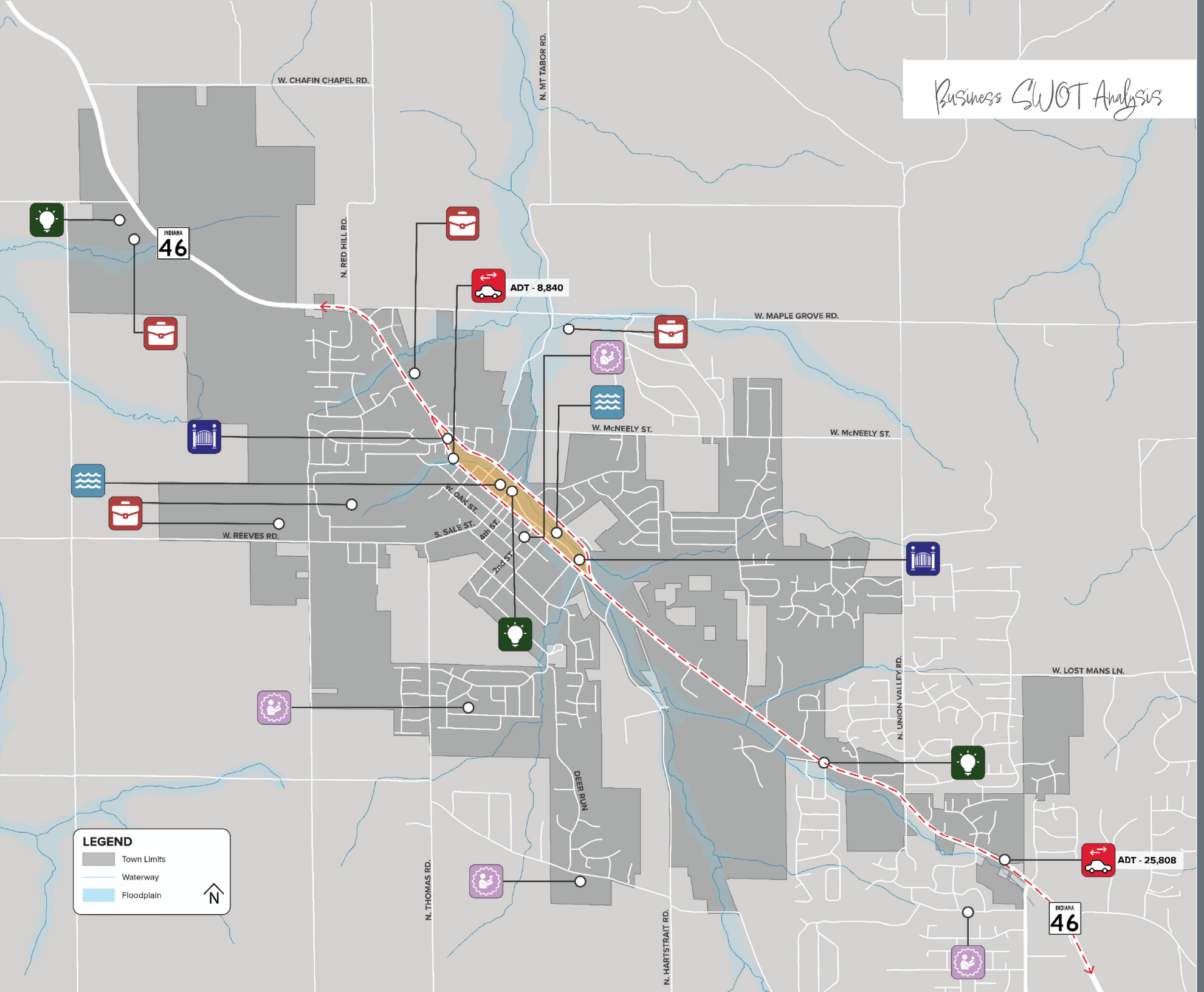


### Limited Daycare Options

There are only 4 daycare providers in close proximity to Ellettsville. This creates challenges for the local workforce.


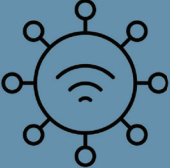





# Business SWOT Analysis



# Business SWOT Analysis

## NON-PLACE BASED STRENGTHS AND OPPORTUNITIES

	<b>LOCAL BUSINESSES</b> With too many to identify on the map, <b>Ellettsville is home to 215 businesses</b> that provide critical goods and services to the community.
	<b>BROADBAND CONNECTIVITY</b> Ellettsville's ability to offer <b>fast and reliable internet connection</b> is a great asset that can be promoted as an incentive for business attraction.
	<b>WEST SIDE BUSINESS PARK</b> Ellettsville has <b>available land</b> and <b>utility capacity</b> to support the development of a business park on the west side of Town.
	<b>CROSS-JURISDICTION PARTNERSHIPS</b> Partnering with outside organizations and entities is a <b>great way to increase capacity</b> . Stakeholders have expressed <b>the need to work collaboratively</b> with the County and City of Bloomington.
	<b>LESS "RED TAPE" COMPARED TO BLOOMINGTON</b> Relaxed development standards <b>make it easier for developers and business owners</b> to go through the planning and zoning process.

## NON-PLACE BASED WEAKNESSES & THREATS

	<b>LIMITED WORKFORCE</b> There are <b>plenty of jobs available</b> but <b>not many qualified, willing individuals</b> to fill the positions. While this problem isn't unique to Ellettsville, it creates challenges for Ellettsville employers.
	<b>NO PLAN FOR WHAT/WHO TO ATTRACT</b> Ellettsville does not have an economic development plan. Understanding <b>which industries to target</b> and <b>where the gaps are in the current workforce</b> can play an instrumental role in economic development.
	<b>ELLETTSVILLE AS A "NON-PLACE"</b> Ellettsville experiences a large amount of commuting each day. This commuting trend contributes to the Town feeling like a <b>"non-place - where people are commuting between destinations."</b> Providing a reason to stop is critical to the success of the community.
	<b>BLOOMINGTON'S 2 MILE PLANNING &amp; ZONING FRINGE</b> There is <b>only 1 mile</b> between Ellettsville's existing town boundary and <b>Bloomington's 2-mile planning and zoning fringe</b> .
	<b>NON-COHESIVE DEVELOPMENT</b> Relaxed development standards have created a <b>built environment that isn't as cohesive or visually appealing</b> as community members would like.

← TRADE OFF →



# Existing Character of Business Areas







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



## Ellettsville is Thriving - Goal #4

### Create a growing and diverse business sector that provides residents with a range of services and employment opportunities

#### Why is it important?

Crafting a business attraction and retention strategy varies depending on the industry and scale of the business. Additionally, these characteristics can impact the desirable location and how strict development standards need to be. Ellettsville values the small businesses, and neighborhood-scaled retail and dining that occupy the downtown area but also has a desire to welcome large industries to the business park on the west side of Town. This diversity is beneficial to the workforce and the Town's tax base.

**In order to create a growing and diverse business sector, Ellettsville will...**

#### Objectives

##### *GROWTH AND DEVELOPMENT*

- Prioritize business (commercial, office, and industrial) development in areas that aligns with the Focus Areas identified on page 68.
- Limit residential development in industrial areas to prevent potential conflicting development patterns.
- Provide viable opportunities for new retail and dining uses that attract local and regional businesses.
- Support a mix of uses that serve the daily needs of surrounding residents and employees.
- Focus neighborhood-scaled retail and dining near the downtown.
- 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.

##### *BUSINESS ATTRACTION AND RETENTION*

- Continue to strengthen partnerships among Chambers of Commerce, Bloomington Economic Development Corporation (BEDC), state and local governments, and major employers.

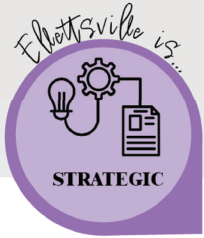
- Leverage incentives to attract and retain businesses.
- Support businesses by providing high-quality infrastructure, maintaining flexible policies and programs, and encouraging redevelopment of underutilized areas.
- Promote the expansion of existing business including small businesses.
- Nurture entrepreneurship by creating a hospitable environment for small businesses, business start-ups, and co-working spacings.

##### *WORKFORCE DEVELOPMENT*

- Partner with educational institutions, local organizations, and employers to better prepare students and young professionals entering into the workforce.
- Support the development of workforce training programs to enhance the competitiveness of Ellettsville's workforce.

##### *PROGRAMS / RESOURCES*

- Partner with the Chamber of Commerce and BEDC to communicate and plan for the business community.
- Explore the creation of an economic development district to fund future infrastructure improvements.
- Coordinate with the Bloomington Economic Development Corporation to develop regional workforce training and business retention and expansion programs.



# Growth & Development

TOPICS INCLUDE: FOCUS AREA IDENTIFICATION | INFRASTRUCTURE | PROCESSES AND ADMINISTRATION | INCENTIVES | COMMUNICATION AND COLLABORATION

## Introduction

The word 'strategic' is defined as carefully designed or planned to serve a particular purpose of advantage. In theory, Ellettsville's strategic approach to achieving the vision is a collective effort of supporting and implementing the objectives, projects, and action agenda within this plan. It is not just about the content within this strategic theme. This section identifies a handful of best practices that the town could be taking or planning for to be best prepared for the future.

This theme, Ellettsville is strategic, provides guidance for targeted growth. In order to strategically plan for growth and development, a community needs a plan for where growth should occur, what types of development are appropriate, and how to adequately provide the infrastructure to support it. Furthermore, there are processes and tools for creating an attractive ecosystem for development.

This theme is unique in that the objectives listed here start to coincide with the purpose of a comprehensive plan. Land use planning is typically covered within the comprehensive plan as a dedicated statement of intention for future growth. Because of this, the Vision Plan suggests areas of targeted growth but does not provide detailed land use recommendations for the entire town. This plan narrows the focus to four key areas for growth and redevelopment including Central Ellettsville, North Residential, the Westside Business Park, and the Southeast SR 46 Commercial Corridor. These four focus areas are carried forward into the following chapter and outlined in more detail.

## Opportunities and Needs Assessment

The next three pages are intended to highlight the key conclusions from public engagement, demographic and socio-economic data, and professional observations from the planning team. The key conclusions are presented in two ways. Place-based conclusions are highlighted on a map and non-place-based conclusions such as data trends or community perceptions are highlighted as infographics. Finally, a collection of community photos illustrates the existing character of development.

## Assets & Opportunities



### Internal Development Opportunities

There are several clusters of undeveloped land within the current Ellettsville boundary that could provide residential, commercial, and industrial development opportunities.



### External Development Opportunities

There is a lot of land surrounding Ellettsville that could be developed in the future. As development opportunities are presented, Ellettsville should require annexation in exchange for town services.

## Challenges & Needs

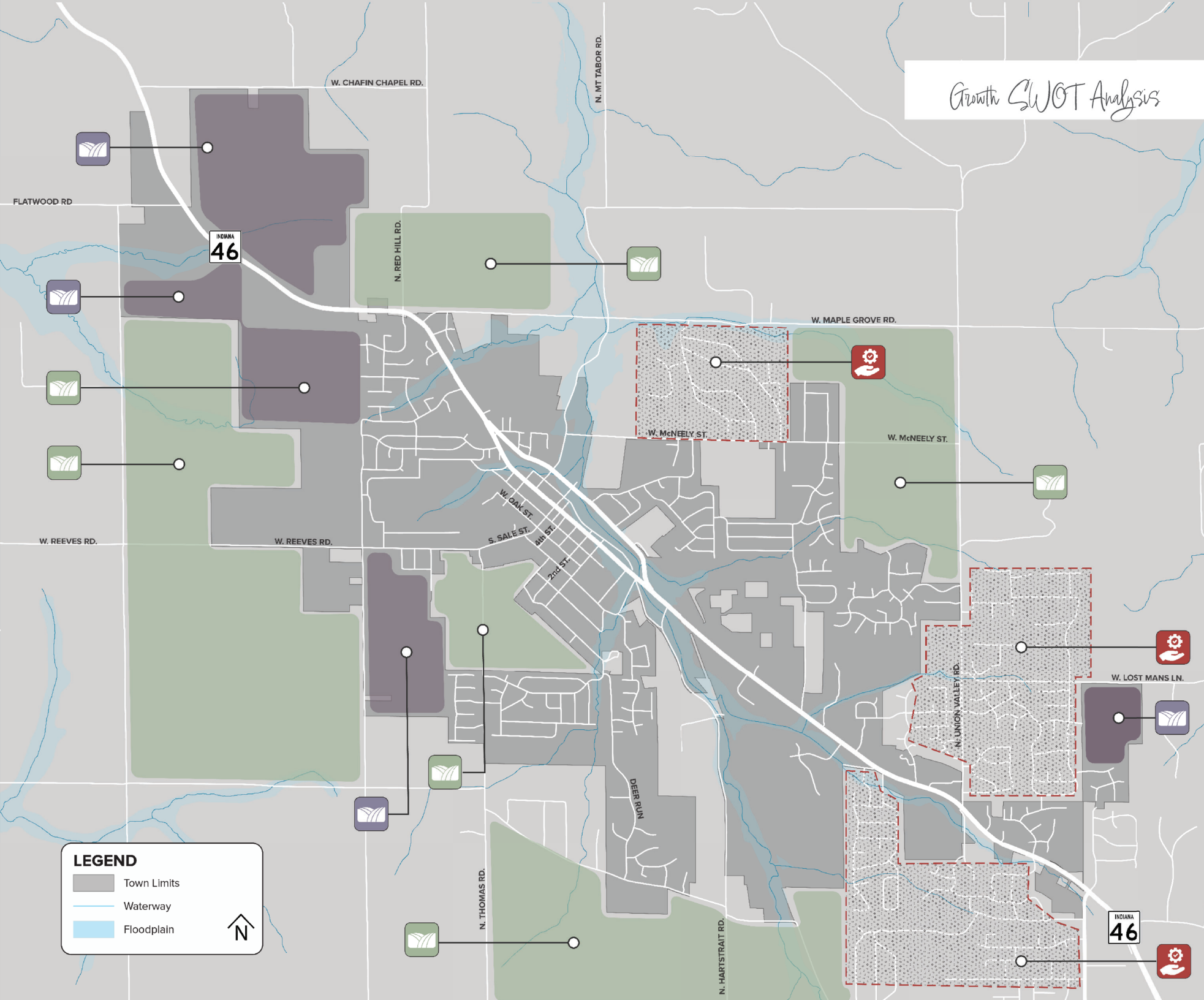


### Serviced Development Outside of Town Limits

Development has been approved without annexation meaning they are receiving Ellettsville services without paying taxes to help support the community.



# Growth SWOT Analysis



**LEGEND**

- Town Limits
- Waterway
- Floodplain

## NON-PLACE BASED STRENGTHS AND OPPORTUNITIES



### AFFORDABLE HOUSING

The housing affordability index measures whether or not a typical family earns enough money to qualify for a mortgage. Ellettsville has a **housing affordability index of 220**. Any index rating greater than 100 is considered affordable.



### LOW CRIME

Ellettsville residents **feel safe** within their community. The word “safe” appeared in **over 60** public engagement comments.



### FLEXIBLE LIFESTYLE

Ellettsville offers **small-town living** near **big-city amenities**, resulting in neighborhoods that are rapidly changing as the demand for new single-family homes increases.



### BEAUTIFICATION

Nearly 25% of survey respondents want **more emphasis** placed on **beautification** and **visual appearance** in the greater Ellettsville area.



### ATTRACTING A YOUNGER DEMOGRAPHIC

Only **25%** of the Ellettsville’s population is between the **ages of 15 and 34**. This demographic is critical to the workforce as **15%** of population is **over the age of 65**.

## NON-PLACE BASED WEAKNESSES & THREATS



### LACK OF DIVERSE HOUSING OPTIONS

Just over **80%** of the Town’s housing stock are **single-family units**. The **median year built** for homes in Ellettsville is **1991**.



### LACK OF RETAIL AND DINING OPTIONS

The community survey results revealed that **75%** of respondents identified “lack of retail and dining options” as a **top challenge**.



### LIMITED SIDEWALK CONNECTIVITY

Nearly **5% of households do not own a vehicle** meaning they depend on pedestrian infrastructure and public transit for mobility.



### HOUSING CONDITIONS

Just over **18%** of Ellettsville’s current housing stock was **built prior to 1970**. During this time, modern building codes were not in place meaning the current structure might need significant improvements.



### BLOOMINGTON’S 2 MILE PLANNING & ZONING FRINGE


There is only 1 mile between Ellettsville’s existing town boundary and Bloomington’s 2-mile planning and zoning fringe.



# Character of New Development







The town needs to invest in improving downtown and incentivizing new development. For example, ensuring pedestrian walkways are in good repair, attractive, and have high connectivity. We should be incentivizing small-scale developments of two to three-story buildings with restaurant/retail on 1st floor and apartments above to help generate foot traffic.

- Vision Wall Participant

## Ellettsville is Strategic - Goal #5

**Promote well-planned growth and development by ensuring an efficient delivery of services, regulatory processes and administration, and regional collaboration.**

### Why is it important?

There are countless public policies and development practices that can be used to guide development in a desirable direction. While land use planning is a critical component, transportation and utilities play a major role in where and how much development should occur within a particular area to maintain adequate levels of service. Furthermore, Ellettsville can update their policies and administrative processes to assist in growth management and create a toolbox for offsetting the financial burden for projects and/or development.

**In order to promote well-planned growth and development, Ellettsville will...**

### Objectives

#### *GROWTH AND DEVELOPMENT*

- Ensure that Ellettsville is prepared for future growth.
- Utilize the Focus Areas outlined in Chapter 4 to guide growth and redevelopment. (See page 71)

#### *INFRASTRUCTURE AND SERVICES*

- Provide the highest quality services for residents.
- Control stormwater and reduce the severity of future flooding.
- Invest in sustainable, affordable utility sources (communications, power, water, wastewater) to meet the needs of increasing population and employment bases.
- Work with utility providers to ensure adequate infrastructure is in place to support future development.

#### *PROCESSES AND ADMINISTRATION*

- Ensure all future development connected to Ellettsville utilities is annexed within the Town limits.
- Evaluate the zoning ordinance and development standards to remove unintended barriers for growth and redevelopment while achieving the desired aesthetics for the community.

- Update the comprehensive plan to align with the vision and goals of this plan.
- Implement the projects and programs identified within this plan.
- Continue to assess regulations and processes to enhance effectiveness, ensure quality service, and establish a competitive edge.

#### *TOWN-WIDE INCENTIVES*

- Pursue an Economic Improvement District such as a downtown investment district, riverfront district, or enterprise zone to assist in (re) development.
- Establish a revolving loan fund improvement and acquisition of land.
- Consider utilizing tax increment financing (TIF) and tax abatements to incentivize development.

#### *COMMUNICATION AND COLLABORATION*

- Ensure interested parties have access to relevant information via the Town website.
- Build a collaborative community by partnering with regional organizations and neighboring municipalities.



# IN THE FUTURE, ELLETTSVILLE WILL HAVE...

BETTER  
CONNECTED  
NEIGHBORHOODS  
WITH ACCESS TO  
MORE RETAIL AND  
RECREATION

THRIVING  
COMMERCE

EXCELLENT  
SCHOOLS AND A  
NICE PARK

SUFFICIENT  
AMOUNT OF  
AFFORDABLE  
HOUSING FOR  
YOUNGER  
FAMILIES

ADDITIONAL  
RECREATIONAL AND  
CULTURAL ACTIVITIES

A CONTROL ON  
FLOODING

A GROWING  
POPULATION AND TAX  
BASE

Ellettsville - needs a sidewalk up Salest. allowing people to walk, bike, run to the school. They go to safely

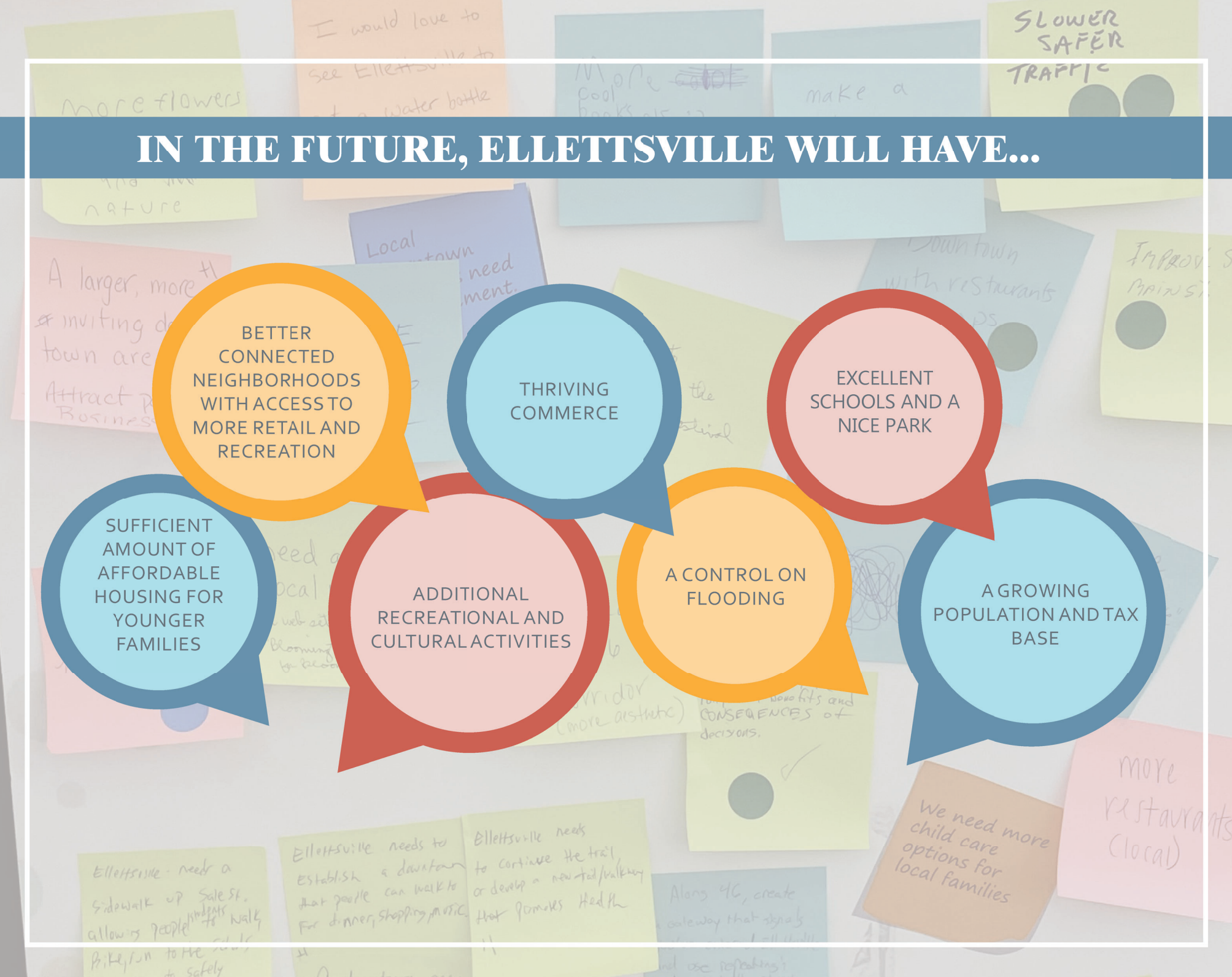
Ellettsville needs to establish a downtown that people can walk to for dinner, shopping, music. A downtown area

Ellettsville needs to continue the trail or develop a new trail/walkway that promotes health

Along 46, create a gateway that stays and authentic, pleasing

We need more child care options for local families

more restaurants (local)





# CHAPTER CONCLUSION

Following the creation of the goals and objectives, the project team started to explore how each of the ideas could be applied to specific geographic areas.

Several of the objectives were carried forward into the following chapters and referenced within each of the focus areas. Chapter 3: Our Framework should be used to guide future growth and development and prioritize improvements and improvement within the community.

By implementing the big ideas and action items within Chapters four and five, the Town of Ellettsville, its partners, and the Greater Ellettsville community will be working to achieve the goals within this chapter.



Guiding future  
growth!

## CHAPTER 4

# OUR LAND USE PLAN

The Ellettsville Future Land Use Plan is a guide to the physical development of the town. It describes how and where future development or redevelopment should occur. The term land use is used to describe the type of activities or uses taking place on a parcel of land or within a structure. The future land use map considers the current uses of the land and determines how the land should be used in the next ten to 20 years. A Future Land Use plan does not change the current zoning or use of land, it only guides decisions on how that land should be used in the land use does change.

The Future Land Use Plan includes two key components: the map and typology descriptions. Collectively these two components should be used to inform land use and infrastructure decisions. **The primary purpose of this chapter is to aid decision-makers and the general public in understanding what the appropriate uses are in each category, where they should be located, and how intensively a parcel of land should be developed.**



Many of the ideas within this Future Land Use Plan originated from the 2018 Town of Ellettsville Comprehensive Plan and were vetted again with the community through the 2022 Envision Ellettsville Vision Plan process. Of particular importance, the future land use map identifies four geographic focus areas. Because the town has a limited amount (about 350 acres) of undeveloped land within town boundaries, this plan considers areas just outside of the town limits as areas primed for growth. As development pressure in these areas increases, it is essential that the town annex any future development that requests to be served by Town utilities. While the geographic focus areas account for 1,500 acres of additional development, it does not guarantee that development will occur or that Ellettsville will annex any additional land. It is simply a vision for the future.

While new development will likely occur on the outskirts of Ellettsville's current town limits, there should also be an emphasis on infill and redevelopment in existing areas. Infill and redevelopment efforts revitalize areas by giving empty buildings, vacant lots, and underutilized properties a new use or purpose. Because these opportunities exist in areas that have already been built out with transportation and utility infrastructure, it is more cost-efficient for the developer and Town.

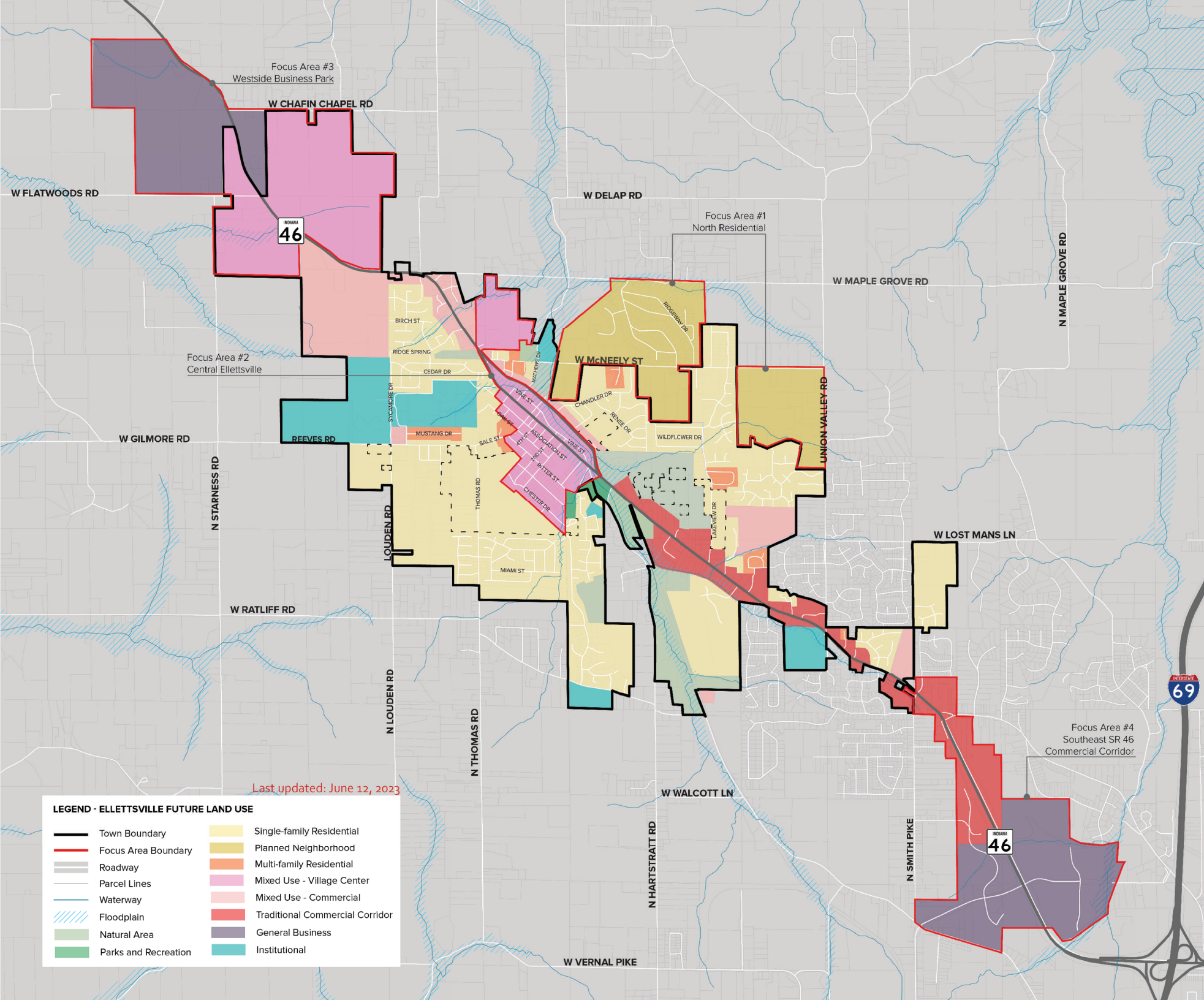
The future land use map identifies 10 land use categories or typologies. Each of these typologies is outlined in the following section with details regarding the primary uses, secondary uses, and character descriptions.

## Growth by the Numbers

The Town of Ellettsville has an estimated 350 acres of undeveloped land remaining within town limits.

The future land use map anticipates growth to occur outside of town limits which accounts for:

- 1,250 acres of industrial/commercial development
- 250 acres of residential development



Last updated: June 12, 2023

**LEGEND - ELLETTSVILLE FUTURE LAND USE**

Town Boundary	Single-family Residential
Focus Area Boundary	Planned Neighborhood
Roadway	Multi-family Residential
Parcel Lines	Mixed Use - Village Center
Waterway	Mixed Use - Commercial
Floodplain	Traditional Commercial Corridor
Natural Area	General Business
Parks and Recreation	Institutional



# Single-family Neighborhood

## Desirable Density:

Two-to-Four Dwelling Units per Acre (DU/A)

## Primary Uses:

Residential uses including single-family detached units.

## Secondary Uses:

Agricultural, stormwater management facilities and infrastructure, and institutional uses such as parks, schools, religious facilities, and community facilities.

## Character Description

Single-family Neighborhoods include single-family detached units. Existing Single-family Neighborhoods have a mix of lot sizes and house sizes on the same block. Homes are oriented toward streets with rear yards larger than front yards.

### Site & Building

- Lot sizes vary from a half-acre to a quarter-acre to provide a range of home choices in the same neighborhood.

### Parking

- Parking is provided through private driveways and short-term on-street parking.

### Connectivity

- Future development should provide pedestrian pathways ranging from sidewalks (5 foot minimum) and/or shared-use paths (10 foot minimum).
- Future development should provide more than one entry/exit point to enhance connectivity between adjacent neighborhoods.

### Amenities

- Future development should be encouraged to preserve open space and accommodate public recreation and community facilities when appropriate.



## LAND USE TYPOLOGY #2

**Planned Neighborhood****Desirable Density:**

Four to Fifteen Dwelling Units per Acre (DU/A)

**Primary Uses:**

Residential uses ranging from single-family detached and attached units including townhomes, condominiums, apartments, and/or senior living.

**Secondary Uses:**

Institutional uses such as parks, schools, religious facilities, and community facilities.

**Character Description**

Planned Neighborhoods include several housing types — single-family detached units, single-family attached units, townhomes, condominiums, apartments, and/or senior living — that provide a range of home choices (lot sizes and home types) in the same neighborhood. This mixed approach accommodates residents at all stages of life. It is recommended that developers work with the Town to understand the most appropriate mix of housing types based on residential demand. For example, 50% single-family detached units, 30% townhomes or condominiums, and 20% apartments.

**Site & Building**

- Lot sizes and intensity of development vary based on housing type. Low-density areas should strive for 4 DU/A for single-family detached units, medium-density areas should strive for 8-10 DU/A, and high-density areas should strive for 10-15 DU/A for multi-family residential.
- Any multi-family development including townhomes and/or apartments should have increased setbacks for taller buildings, architectural designs that are consistent with the neighborhood, and appropriate transitions in density and scale.
- More intense uses should be located near the edge of developments with enhanced landscaping.

**Parking**

- Parking is provided through private driveways and designated on-street or off-street parking areas for multi-family units.
- Off-street parking areas are encouraged to be located at the rear of the building.

**Connectivity**

- Future development should provide pedestrian pathways ranging from sidewalks (5 foot minimum) and/or shared-use paths (10 foot minimum).
- Encourage new developments to provide comfortable, pedestrian-oriented environments utilizing seating areas, shade, and lighting.
- Future development should provide more than one entry/exit to enhance connectivity between adjacent neighborhoods.

**Amenities**

- Future development should be encouraged to provide designated open space that provides gathering space; preservation of large tree stands, and helps manage stormwater runoff.

## Multi-family Residential

### Desirable Density:

Eight to Ten Dwelling Units Per Acre (DU/A)

### Primary Uses:

Residential uses ranging from apartments, townhomes, condos, and/or senior housing.

### Secondary Uses:

Limited neighborhood-scale commercial on-ground floor or adjacent to residential development when appropriate.

### Character Description

Multi-family Residential includes several multi-family housing types ranging from apartments, townhomes, condominiums, or senior housing facilities. Existing multi-family housing options provide limited open space and are designed to be accessible by automobile. It is important to note that the future land use map does not anticipate any future standalone multi-family developments. The areas highlighted on the map are existing developments. Any future multi-family developments should be limited to areas within the Planned Neighborhood or the Mixed-Use Village Center category as a component of the larger development.

### Site & Building

- Lot sizes and intensity of development (8-10 DU/A) vary based on housing type.
- Future multi-family developments should include townhomes and/or apartments should have increased setbacks for taller buildings, architectural designs that are consistent with the neighborhood, and appropriate transitions in density and scale.
- Any multi-family structures should be limited to three stories in height.
- Developments should include ornamental plantings, landscaped parking-lot islands, and street trees as visual features.
- Development access points from main thoroughfare corridors should include enhanced plantings and decorative features.

### Parking

- Parking is provided by private driveways and/or designated on-street or off-street parking areas depending on the housing type.
- Off-street parking areas are encouraged to be located at the rear of the building and appropriately screened.

### Connectivity

- Wide, highly visible crosswalks and sidewalk bulb-outs should be utilized to enhance pedestrian safety.
- Future development should provide pedestrian pathways ranging from sidewalks (5 foot minimum) and/or shared-use paths (10 foot minimum).

### Amenities

- Future development is encouraged to incorporate passive and/or active outdoor spaces that are private to that specific development.

## LAND USE TYPOLOGY #4

**Mixed-Use Village Center****Primary Uses:**

A horizontal or vertical mix of uses ranging from residential, small-scale commercial, and institutional uses such as parks, schools, religious facilities, and community facilities.

**Secondary Uses:**

Not Applicable

**Character Description**

The Mixed-use Village Center is intended to serve as a commercial activity node with residential opportunities. This mixed-use typology will include a horizontal and/or vertical mix of uses ranging from single-family units and multi-family units to retail, dining, and office spaces. The Mixed-use Village Center typology is also home to several institutional uses including parks, schools, religious facilities, and other community facilities. A significant portion of this district is located within the 100-year floodplain. The land within the floodplain is not appropriate for most development and should be limited to providing opportunities for gathering, recreation, and stormwater management.

**Site & Building**

- Future development should fit the character and scale of surrounding areas where structures are typically located on smaller lots.
- Any vertical mixed-use structure should be limited to four stories in height.
- High-quality building architecture, public spaces, and civic destinations promote social interaction and celebrate the town's history and identity.
- Because of its proximity to existing neighborhoods, commercial operations should be low-intensity, unobtrusive, and at a scale and design compatible with nearby residential development.
- Buildings should face the street with prominent entrances into the building. Any buildings on corner lots should be oriented to the corner and public street fronts.

**Parking**

- Parking in designated on-street and/or off-street parking areas.
- Off-street parking areas are encouraged to be located at the rear of the building and appropriately screened. Any future parking structure should be setback from the primary thoroughfares to reserve prime real estate for businesses.

**Connectivity**

- Pedestrian connectivity will be encouraged through compact, walkable development patterns with connected sidewalks (6 foot minimum).
- Access to the Heritage Trail, Karst Greenway, and any future trails should be well-marked and highly visible to users.
- Wide, highly visible crosswalks and sidewalk bulb-outs should be utilized to enhance pedestrian safety.
- Encourage new developments to provide comfortable, pedestrian-oriented environments utilizing seating areas, shade, and lighting.

**Amenities**

- Public streetscape should include consistent use of lighting, signage, banner, planters, benches, and trash receptacles.
- A variety of public spaces should be provided throughout the Mixed-Use Village Center to encourage small and large gatherings.



## Mixed-Use Commercial

### Primary Uses:

A horizontal mix of uses ranging from residential, small-scale commercial, and institutional uses such as parks, schools, religious facilities, and community facilities.

### Secondary Uses:

Not Applicable

### Character Description

The Mixed-use Commercial is intended to serve as a transition between higher-intensity areas and lower-intensity residential areas. This mixed-use typology will include a horizontal mix of uses with an emphasis placed on commercial establishments. In most instances, commercial is the best and highest use for these areas but multi-family units such as apartments could be considered based on the impact it has on vehicular mobility. These properties are scattered along SR 46 in areas that either adjoin the roadway or are setback from the corridor. The primary difference between this typology and the Mixed-Use Village Center is the character of development and the walkability.

### Site & Building

- Future development should fit the character and scale of surrounding areas.
- Any multi-family structures should be limited to three stories in height.
- Because of its proximity to existing neighborhoods, commercial operations should be low-intensity, unobtrusive, and at a scale and design compatible with nearby residential development.
- Developments should include ornamental plantings, landscaped parking-lot islands, and street trees as visual features.
- Development access points from main thoroughfare corridors should include enhanced plantings and decorative features.

### Parking

- Off-street parking areas are encouraged to be located at the rear of the building and appropriately screened.

### Connectivity

- Future development should be encouraged to provide a sidewalk (5-foot minimum) that connects to any nearby sidewalk adjacent to the development.
- Wide, highly visible crosswalks and sidewalk bump-outs should be utilized to enhance pedestrian safety.
- Future development should utilize access management strategies to limit the disruption of mobility along SR 46.

### Amenities

- Future development is encouraged to incorporate outdoor spaces that are private to that specific development

## LAND USE TYPOLOGY #6

**Traditional Commercial Corridor****Primary Uses:**

Moderately sized commercial use such as retail strip centers, big box retail, entertainment establishments, local and/or chain dining establishments, and professional offices.

**Secondary Uses:**

Institutional uses such as parks, schools, religious facilities, and community facilities.

**Character Description**

Traditional Commercial Corridor uses are generally located along a high-volume roadway (SR 46) and are designed to be accessible primarily by automobile. This land use typology includes larger commercial structures such as retail strip centers, entertainment centers, and grocery stores that produce a high level of vehicular traffic. This designation acknowledges existing commercial development that is spread out along SR 46 in a conventional strip pattern or concentrated into smaller clusters of development at key intersections. Over time, new development and redevelopment of the corridor should work to improve the visual aesthetic and pedestrian connectivity, consider access management, and enhance the corridor as the town's primary gateway into Ellettsville.

**Site & Building**

- Future development should fit the character and scale of surrounding areas and work to improve the visual aesthetic of the development.
- Because of its proximity to existing neighborhoods, commercial operations should be low-intensity, unobtrusive, and at a scale and design compatible with nearby residential development.
- Developments should include ornamental plantings, landscaped parking-lot islands, and street trees as visual features.

**Parking**

- Parking is provided in designated off-street parking areas. Future development should consider shared-use parking areas.
- Off-street parking areas are encouraged to be located at the rear of the building and appropriately screened.
- Future development should utilize access management strategies to limit the disruption of mobility along SR 46.

**Connectivity**

- Future development should be encouraged to provide a sidewalk (5-foot minimum) that connects to any nearby sidewalk adjacent to the development.
- The development's primary vehicular access should be from a primary thoroughfare; however, common or shared access points between adjacent developments are encouraged to limit curb cuts along streets.
- Internal drives that service individual development sites or establishments should resemble streets rather than parking lot drive aisles.

**Amenities**

- Not applicable

## LAND USE TYPOLOGY #7

# General Business

### Primary Uses:

Moderate to large-scale business uses such as light industries, warehousing and distribution centers, professional offices, and commercial uses.

### Secondary Uses:

Not applicable

### Character Description

General Businesses include an array of modern, low-impact industrial uses that include assembly and processing, warehousing, distribution, and wholesaling facilities. Desirable uses include businesses with a limited the number of trucks coming in and out of the facility each day. This land use typology can also include supporting or complementary commercial uses. Serving as an employment destination, General Business can have both large-scale isolated buildings with numerous employees as well as areas containing multiple businesses that support and serve one another.

### Site & Building

- Structures should be designed in “business park” settings, typically with surface parking and an adequate amount of landscaping and buffers to serve as a transition between uses.
- The bulk of the General Business uses must be contained within a building or facility.
- If light industrial use requires outside storage, the storage must be limited in area and appropriately screened.

### Parking

- Parking is provided in designated off-street parking areas. Future development should consider shared-use parking areas.
- Off-street parking areas are encouraged to be located at the rear of the building and appropriately screened.

### Connectivity

- Future development should utilize access management strategies to limit the disruption of mobility along SR 46.
- The development’s primary vehicular access should be from a primary thoroughfare; however, common or shared access points between adjacent developments are encouraged to limit curb cuts along streets.
- Internal drives that service individual development sites or establishments should resemble streets rather than parking lot drive aisles. Parking and service docks should be accessed through internal and secondary streets rather than primary thoroughfares.

### Amenities

- Future development should provide active or passive outdoor space for employees.



## LAND USE TYPOLOGY #8

# Institutional

### Primary Uses:

Institutional uses such as municipal buildings, parks, schools, religious facilities, and community facilities.

### Secondary Uses:

Not applicable

### Character Description

Institutional uses are intended to serve a public purpose, including but not limited to, a library, school, church, police station, fire station, public works complex, Town Hall, or other government services. Existing institutional uses are sprinkled throughout Ellettsville and should continue to serve the residents of Ellettsville.

Since the Institutional typology only identifies those developments that exist currently, all future institutional areas are included as secondary uses within previously defined land use categories. In the event, an existing Institutional use ceases operation or if the property owner wishes to redevelop the property, the adjacent future land use designation shown on the future land use map should be utilized to determine the appropriate use of the property.

### Site & Building

- Development should include high-quality building architecture that celebrates the Town's history and identity.
- Future development should fit the character and scale of surrounding areas and work to improve the visual aesthetic of the development.
- Developments should include ornamental plantings, landscaped parking-lot islands, and street trees as visual features.

### Parking

- Off-street parking areas are encouraged to be located at the rear of the building and appropriately screened.

### Connectivity

- Development should provide pedestrian pathways ranging from sidewalks and/or shared-use paths.
- Encourage new developments to provide comfortable, pedestrian-oriented environments utilizing seating areas, shade, and lighting.

### Amenities

- Public outdoor spaces should include consistent use of lighting, signage, banner, planters, benches, and trash receptacles.

## LAND USE TYPOLOGY #9

# Parks and Recreation

### Primary Uses:

Passive or active recreational space including parks facilities, pocket parks, protected open spaces, sports fields, and other recreational facilities.

### Secondary Uses:

Stormwater management infrastructure, cemeteries, and preserved natural area.

### Character Description

Parks and Recreation is land set aside for enjoyment and recreation. Uses could include parks, playgrounds, and ballfields, among others. Existing Parks and Recreational uses include Campbells Park, the Stewart Property, Wells Park, Memorial Park, Town Hall Park, and Presbyterian Cemetery. Since the map only identifies those developments that exist currently, all future parks and recreation areas are included as secondary uses within previously defined land use categories.

### Site & Building

- Existing natural features should be preserved and integrated into the design of the overall property.
- Additional landscape and open space areas should be preserved to further enhance the natural environment and the active/ passive use of the area.

### Parking

- Location of off-street parking will vary based on the activity and use of the parks and recreation area.

### Connectivity

- Constructed amenities should focus on connectivity and should feature sidewalks and/or shared-use paths that link to other local and regional trail systems.

### Amenities

- Parks and recreation areas should focus on providing significant areas of open space, with opportunities for both active and passive recreation facilities.

## LAND USE TYPOLOGY #10

# Natural Area

### Primary Uses:

Passive natural areas that represent undisturbed or undeveloped land and/or green space.

### Secondary Uses:

Agricultural and stormwater management uses.

### Character Description

The Natural Area land use typology includes areas of dense tree canopies and/or land that is adjacent to a waterway and floodplain. The areas should be preserved because of their outstanding natural beauty, environmental sensitivity, stormwater management benefits, viewsheds, and the protection of wildlife.

#### Site & Building

- This area is intended to largely remain undeveloped in the future in order to preserve the natural environment.

#### Parking

- Not applicable

#### Connectivity

- Recreational facilities, such as pedestrian trails, can be used for increased exposure as a natural resource. The design and placement of the built infrastructure should uphold the environmental integrity of the site.

#### Amenities

- Not applicable







What are the big ideas?

## CHAPTER 5

# 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 2022 Vision Plan and 2023 Comprehensive Plan processes. 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

Westside Business Park

46

3

North Residential

1

Central Ellettsville

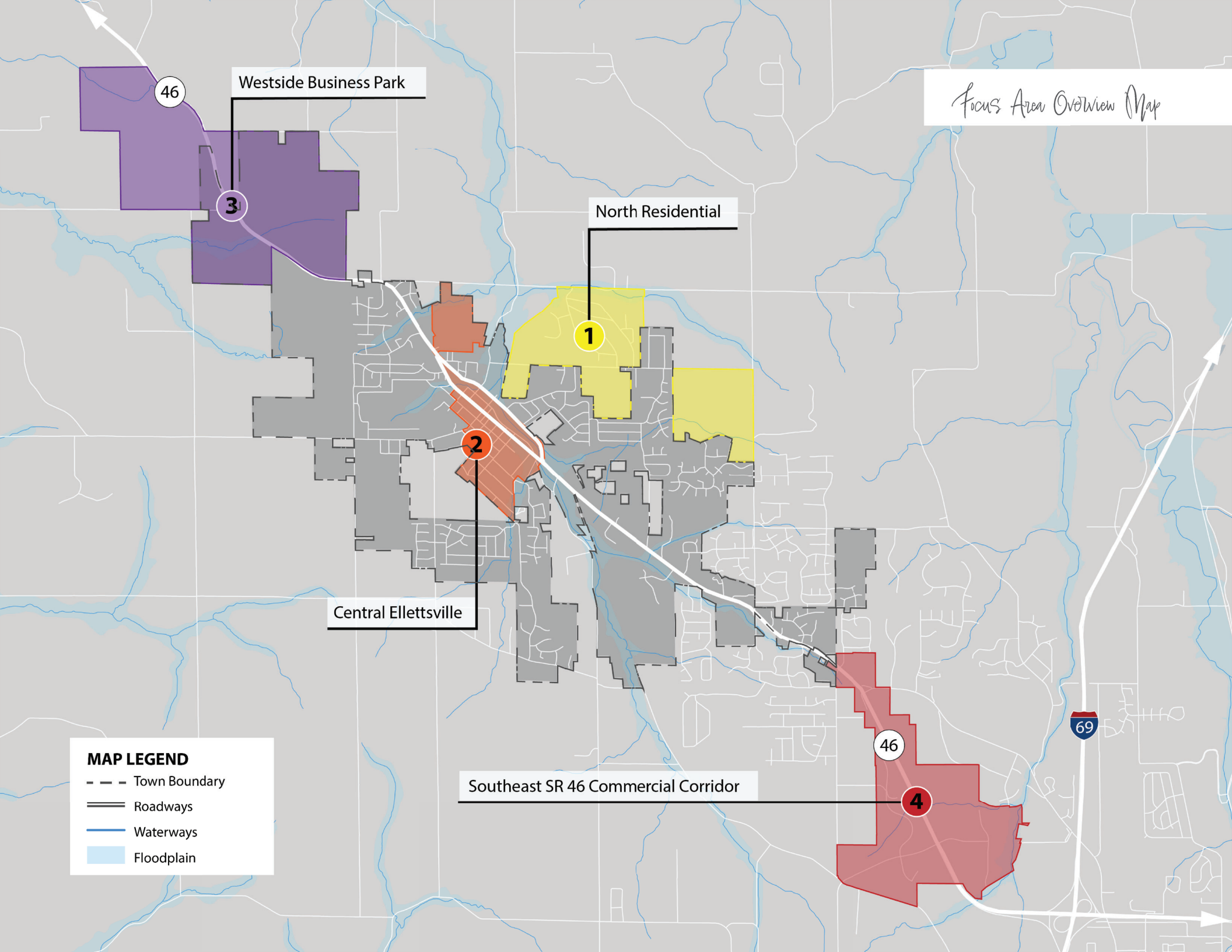
2

Southeast SR 46 Commercial Corridor

46

4

69





## Foundational Projects

As the 2022 *Envision Ellettsville Vision Plan* process evolved, it was evident that six initial projects were needed in order for Ellettsville, and its partners, to move the action items within the Vision Plan forward.

Because of this, six foundational projects were identified. The projects were thought of as “pre-requisite” planning efforts that should be completed prior to implementation of the projects and programs described in this chapter.

While planning efforts aren’t always the most exciting part of bettering your community, it is a 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.

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 plan are dependent of these planning efforts. Furthermore, this plan recognizes that priorities and opportunities can change on a daily basis. The foundational projects were identified to guide short-term efforts, but they are 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.*

*Completed: Summer 2023*

### GROWTH & DEVELOPMENT

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

*Project Kick-off: Summer 2023*

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.

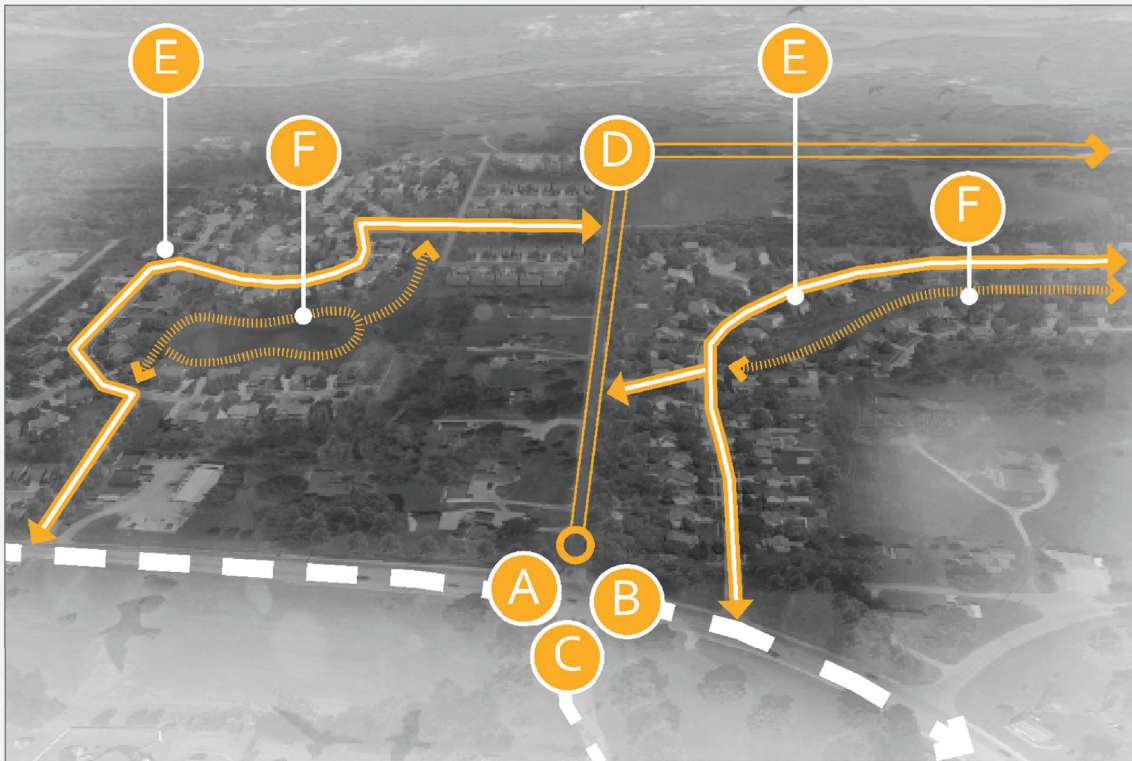


# CONNECTIVITY

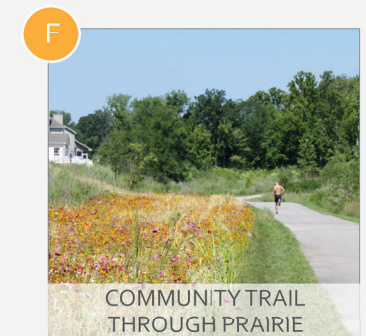
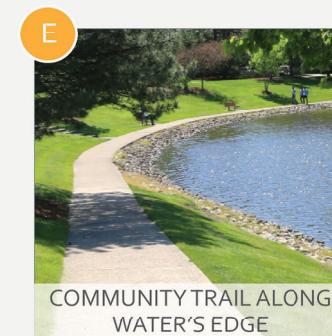
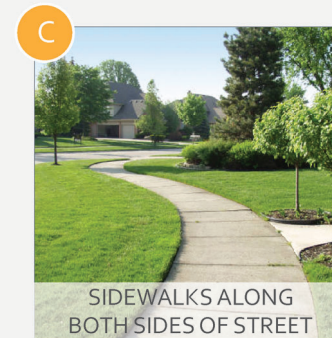
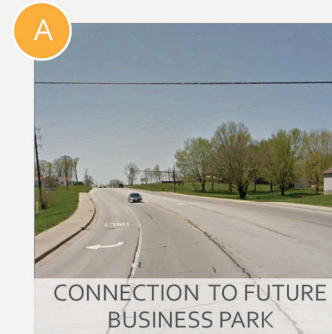
## WHAT IS THE BIG IDEA?

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.

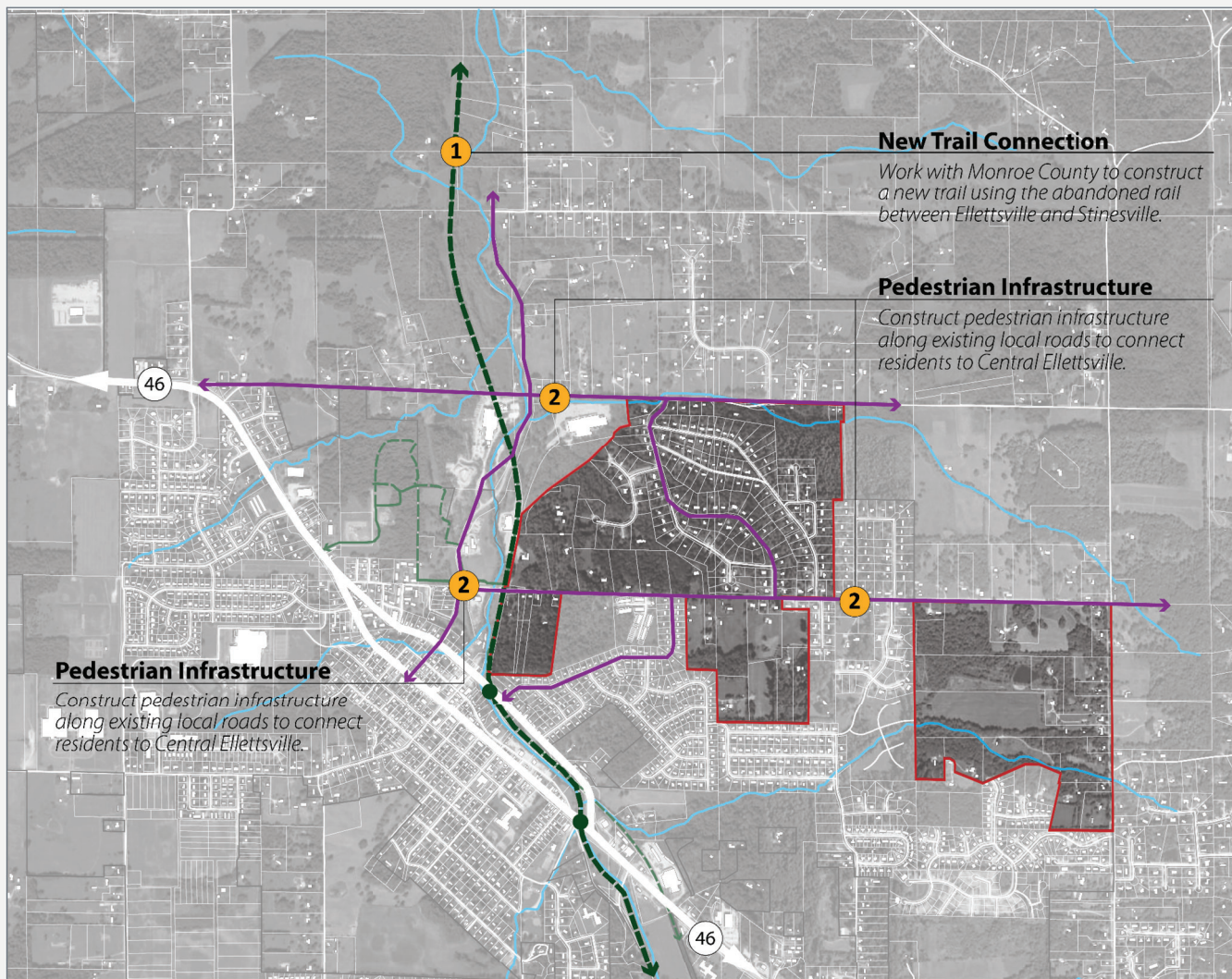
The North Residential Focus Area takes into consideration the way people want to travel, envisioning internal pedestrian connections for recreational use and external pedestrian connections to major social and professional draws within Ellettsville. SR 46 and the future Stinesville Trail act as major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

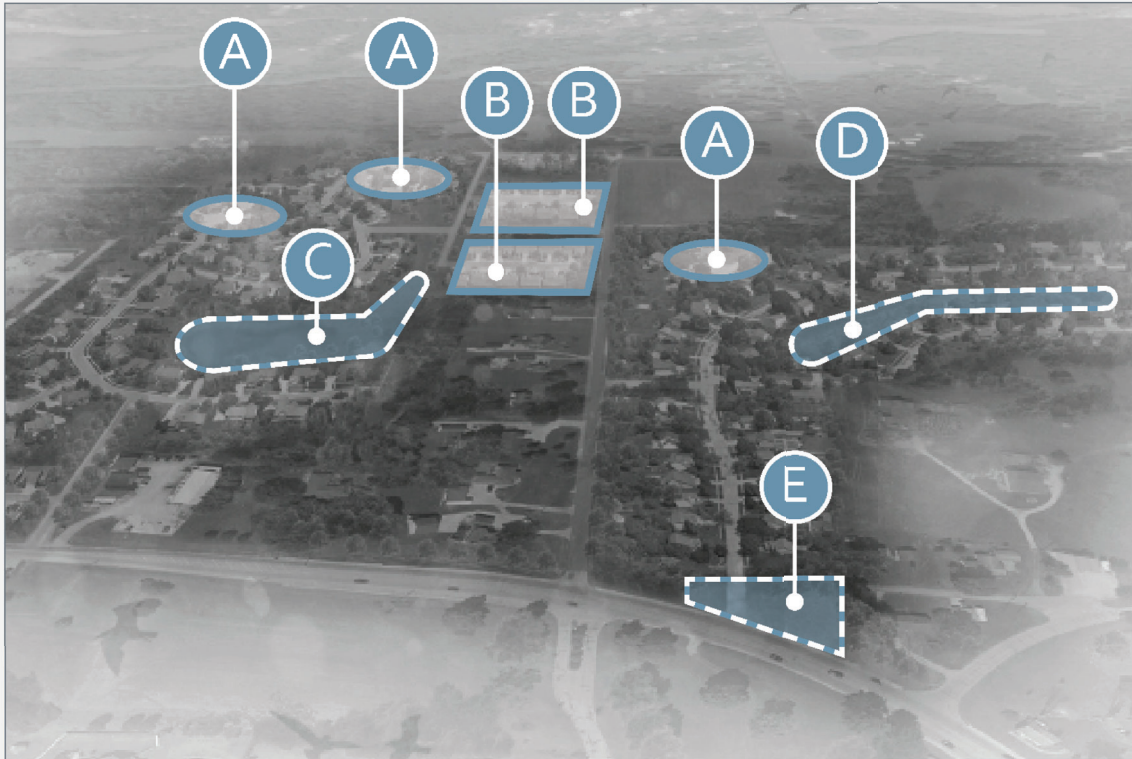


# GATHERING

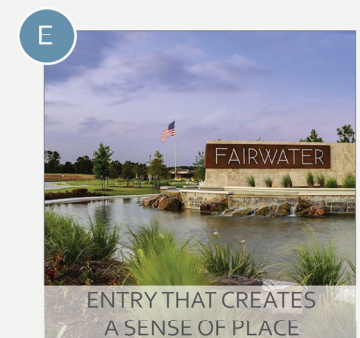
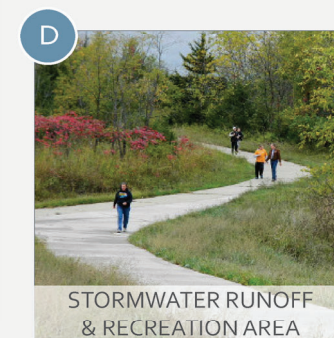
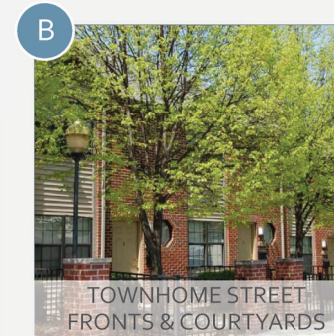
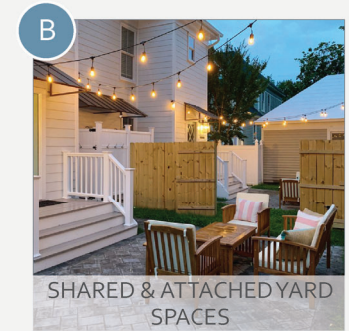
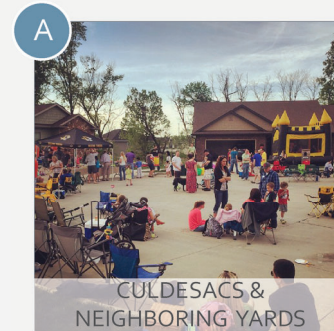
## WHAT IS THE BIG IDEA?

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

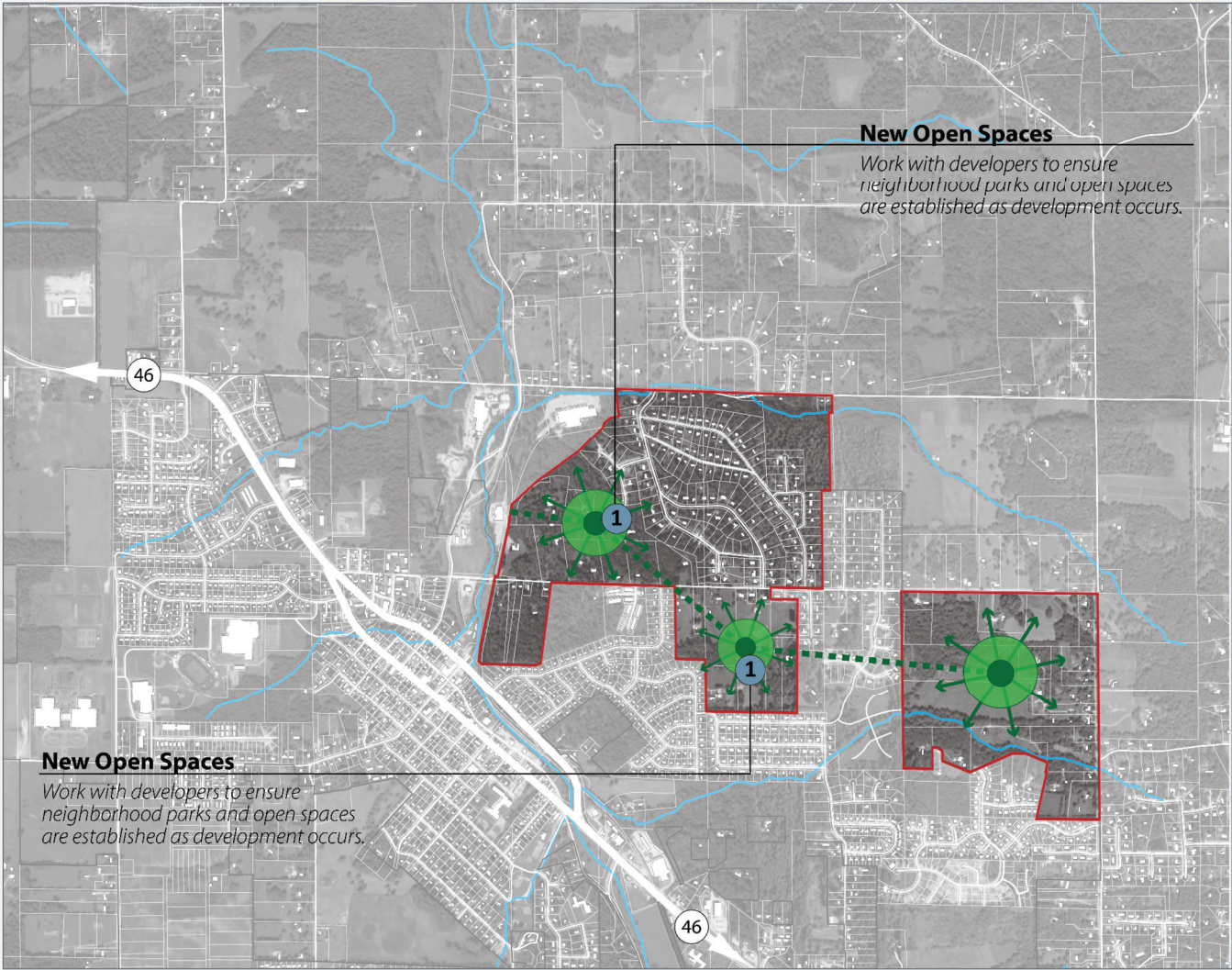
The North Residential Focus Area takes into consideration opportunities for gathering and envisions a mix of spaces, both public and private, for the congregation of people. Private spaces would include yards/courtyards that may also exist as shared spaces amongst multiple living units. Public places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







“  
 “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

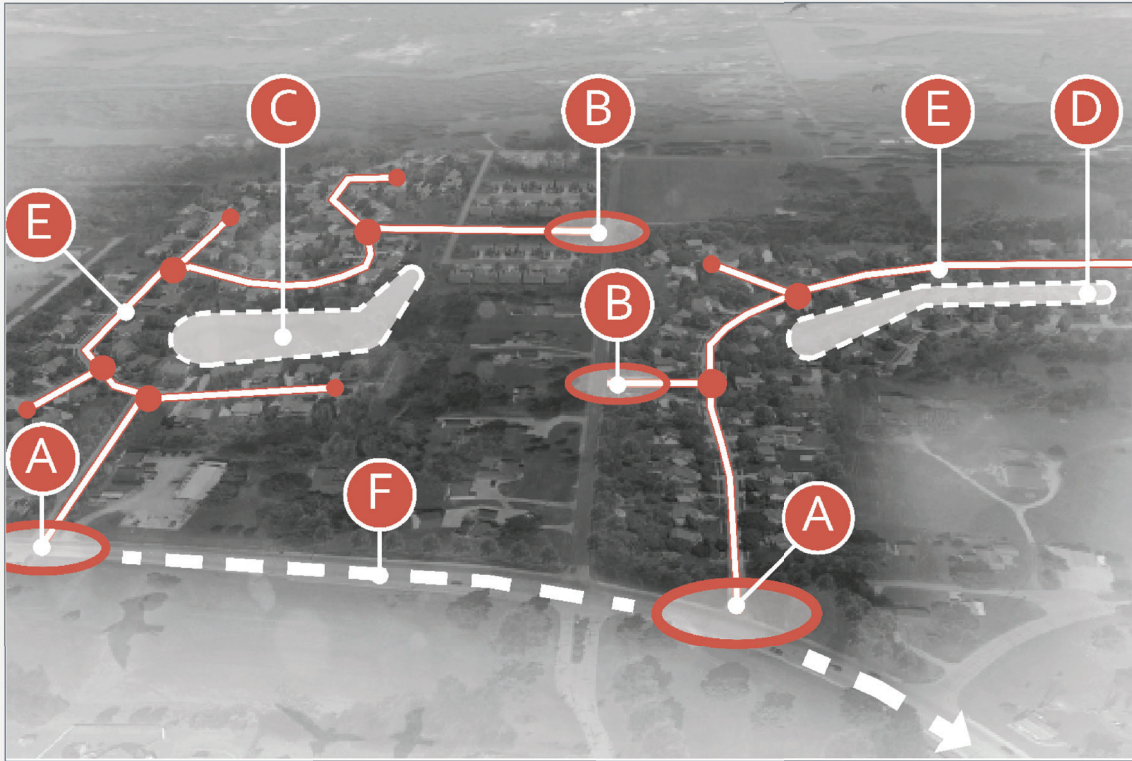


# BRANDING

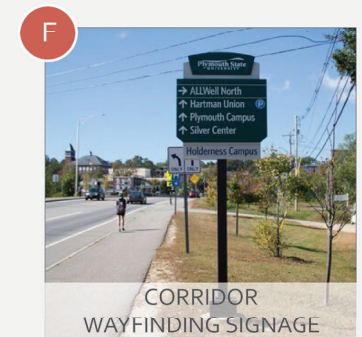
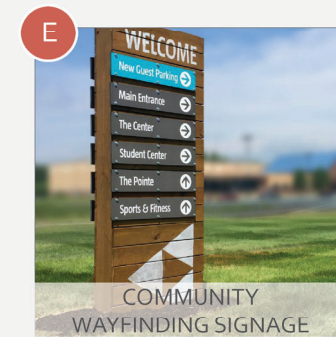
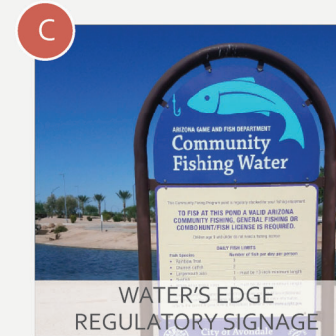
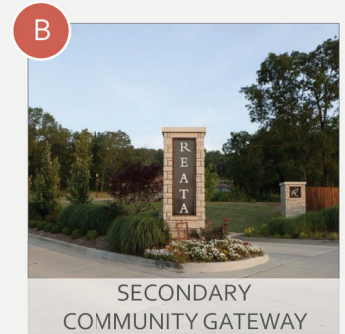
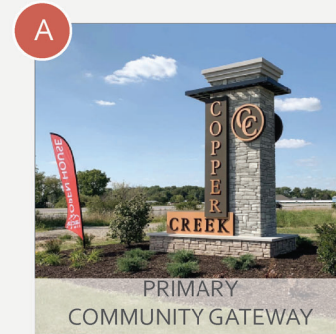
## WHAT IS THE BIG IDEA?

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.

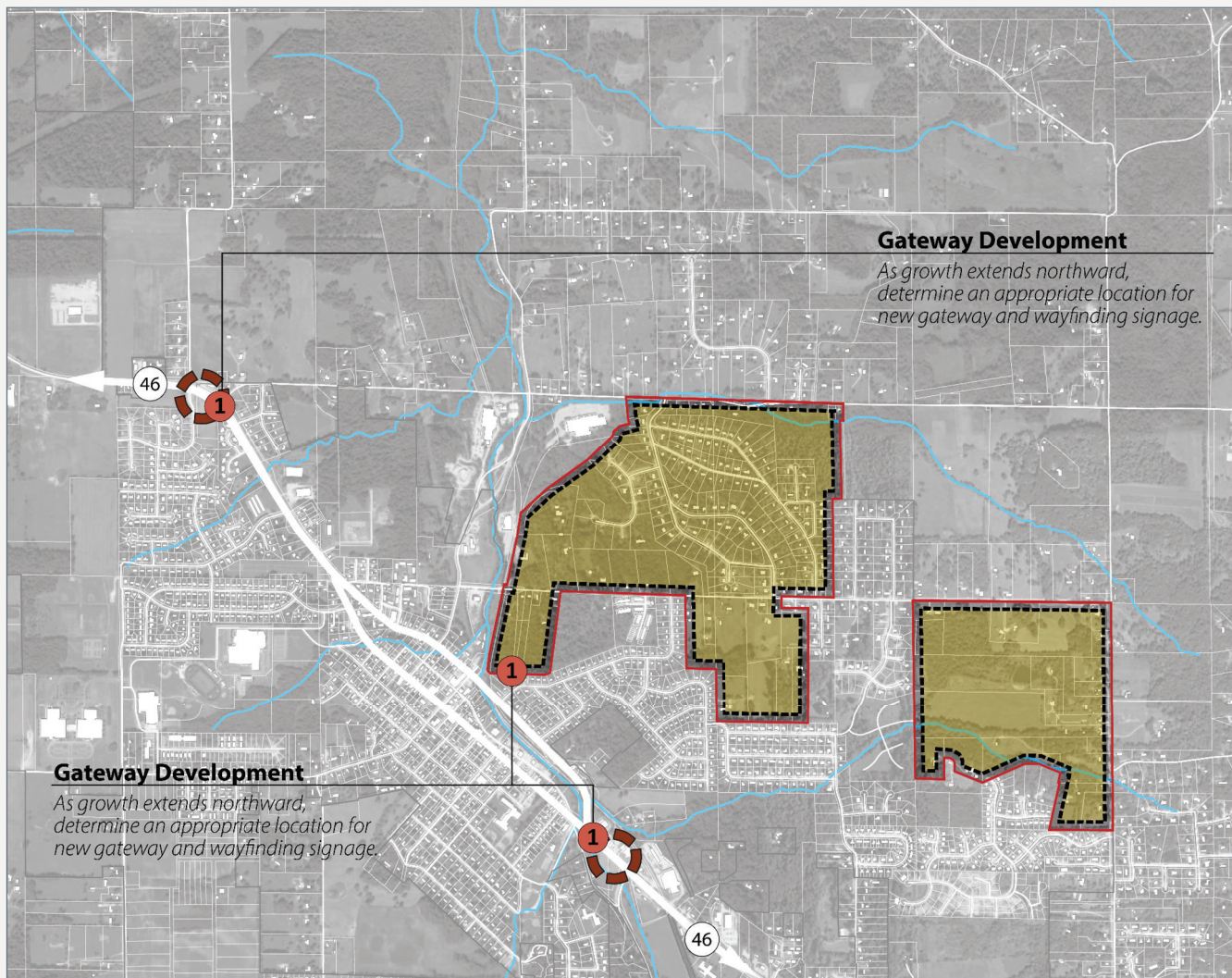
The North Residential Focus Area takes into consideration the way people want their community to be perceived, evaluating how the use of various forms of signage to inform. Gateway signage is important in the identification of housing developments and provides a hierarchy for entry, while wayfinding/informational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

”

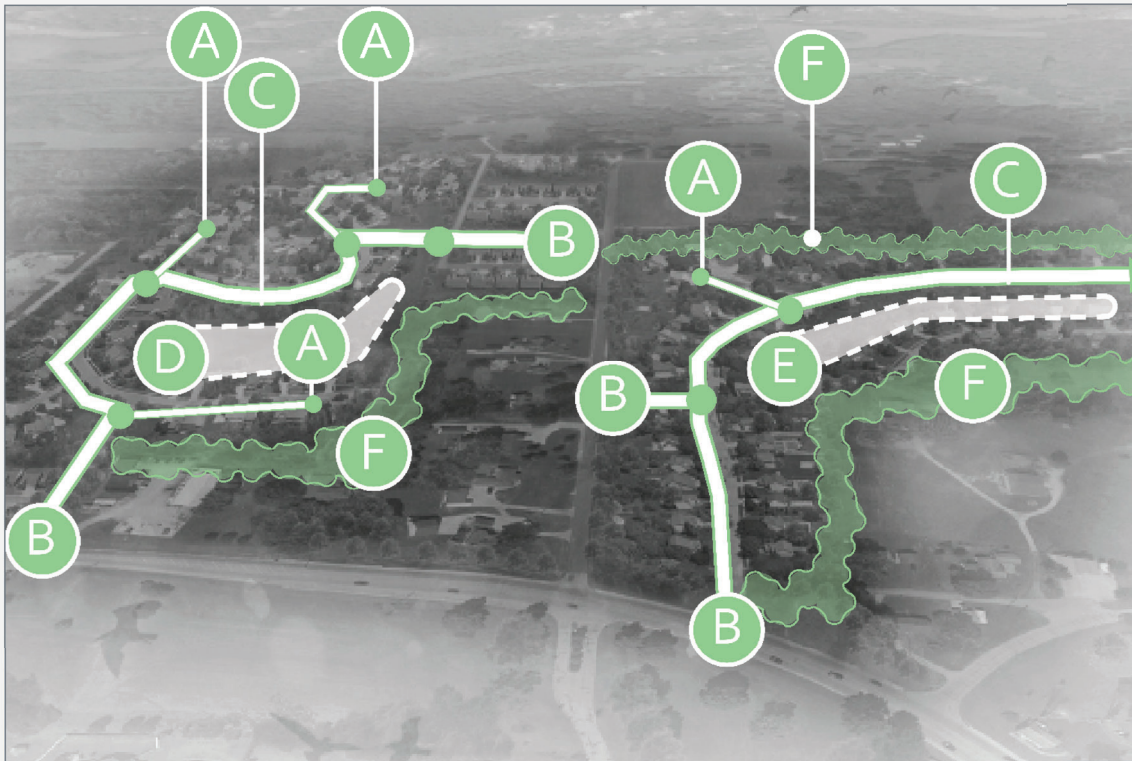


# ENHANCEMENTS

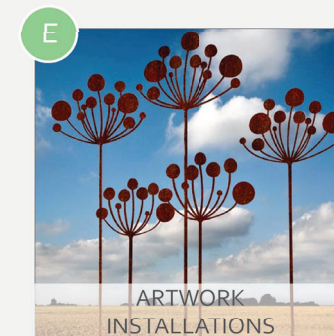
## WHAT IS THE BIG IDEA?

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

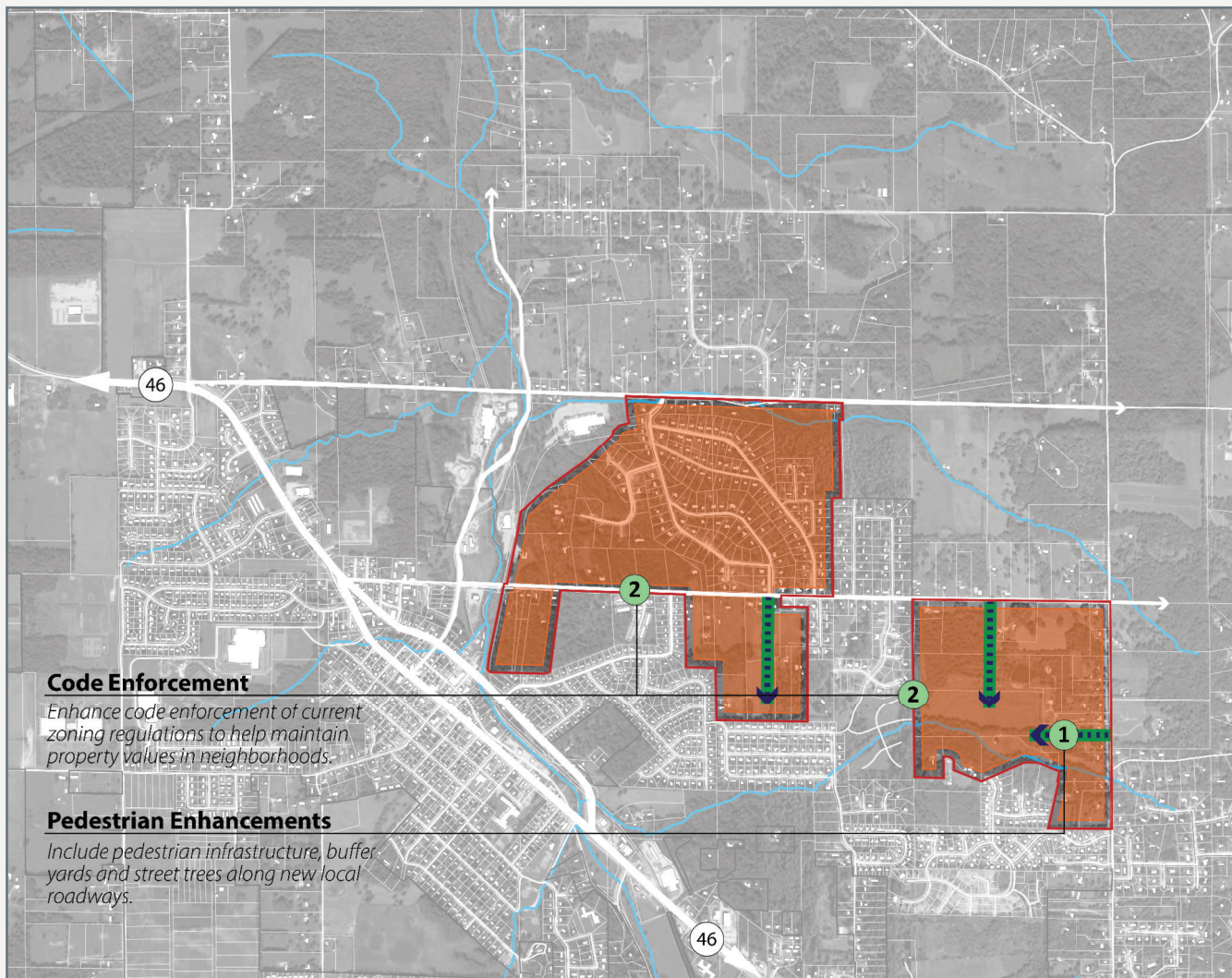
The North Residential Focus Area takes into consideration the way people want public spaces to look, leaning on a certain aesthetic to achieve a desired appearance. The integration of cul-de-sacs, streetscapes with pedestrian amenities, and treeline buffers all create a more suburban feel. The inclusion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

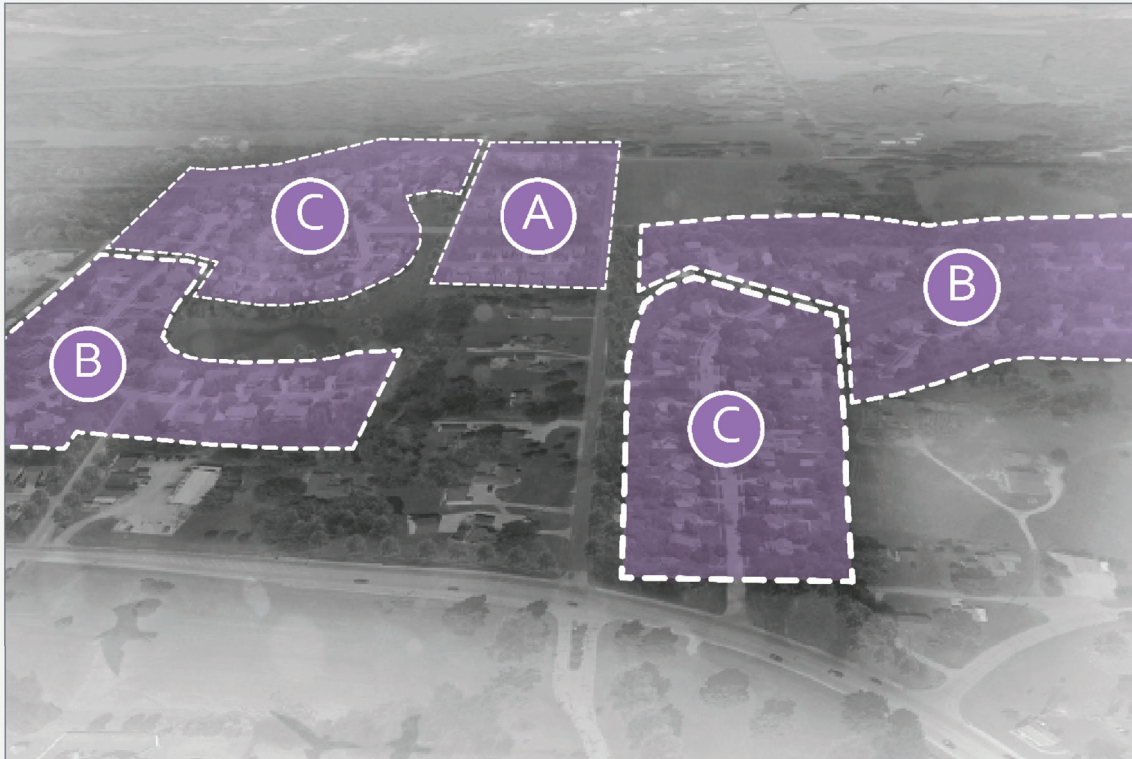


# CHARACTER & DEVELOPMENT

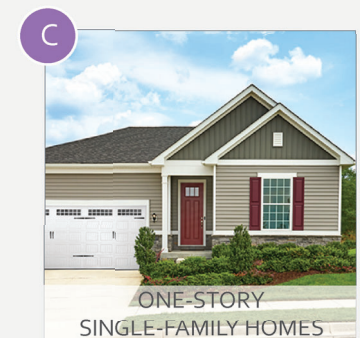
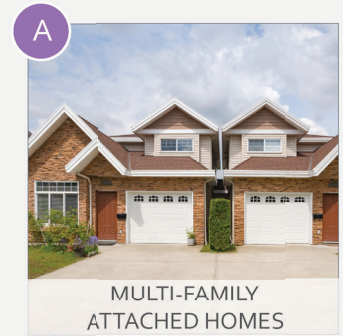
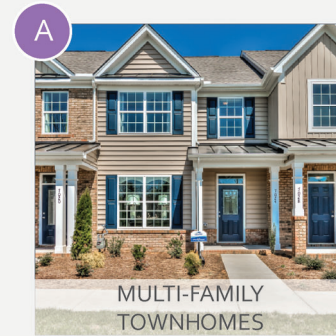
## WHAT IS THE BIG IDEA?

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.

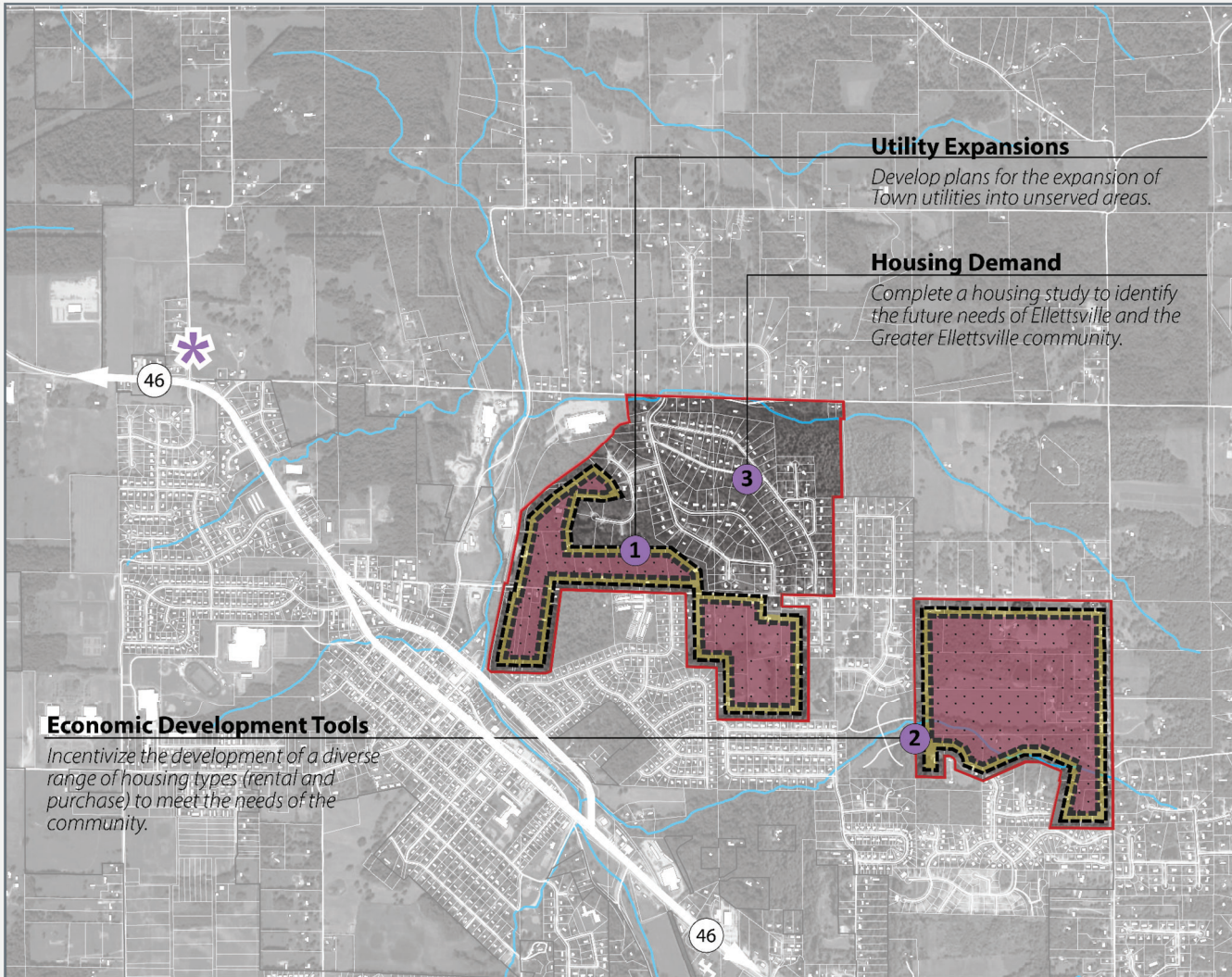
The North Residential Focus Area takes into consideration the way people want their residential communities to function in response to development trends and population growth. The proposed development includes a mix of suburban development from single-family homes to multi-family attached dwellings 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 Utility Expansion Areas
- Proposed Specialty Funding and Incentive District

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

NORTH RESIDENTIAL 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 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		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 its 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...

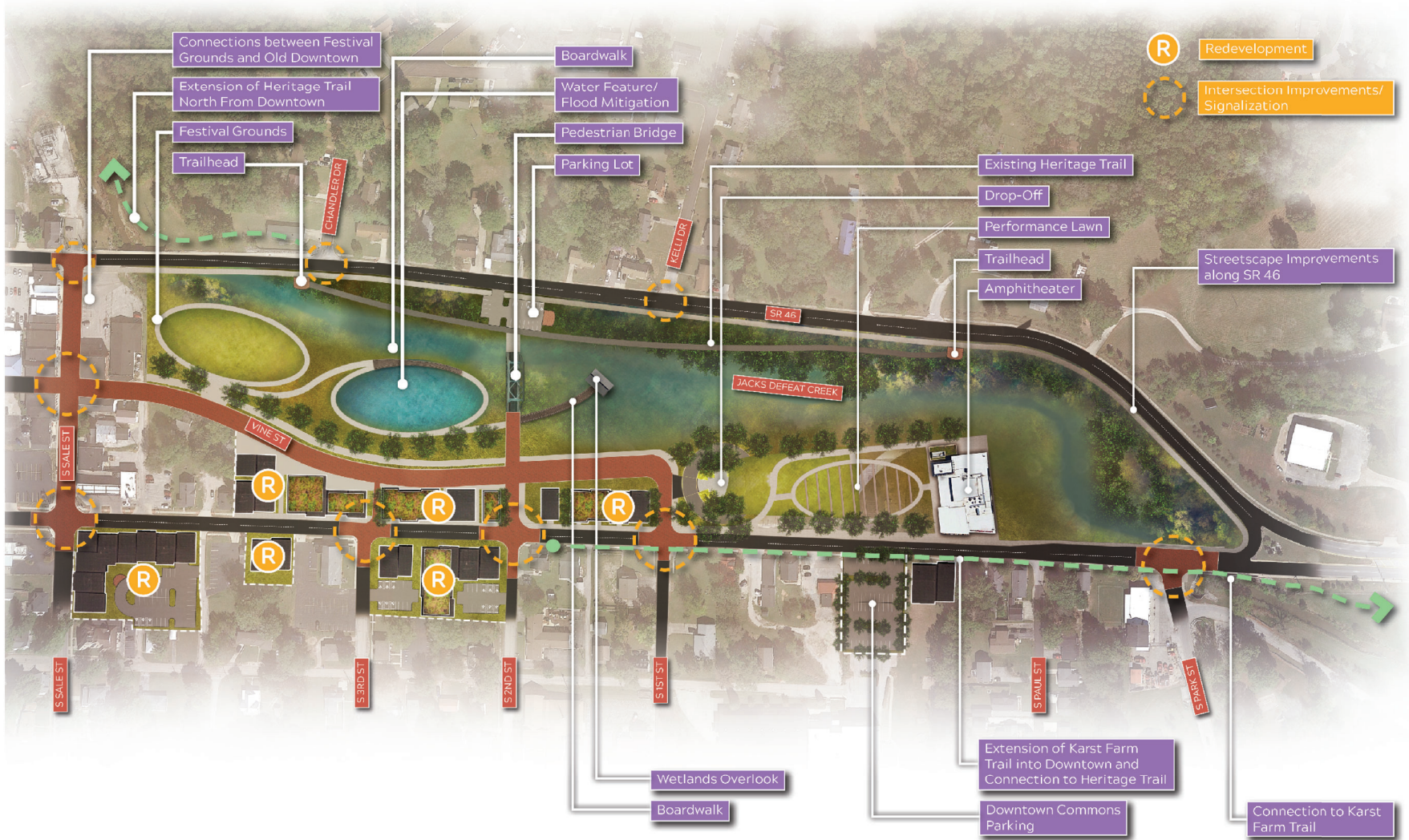
View looking north in Central Ellettsville



*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

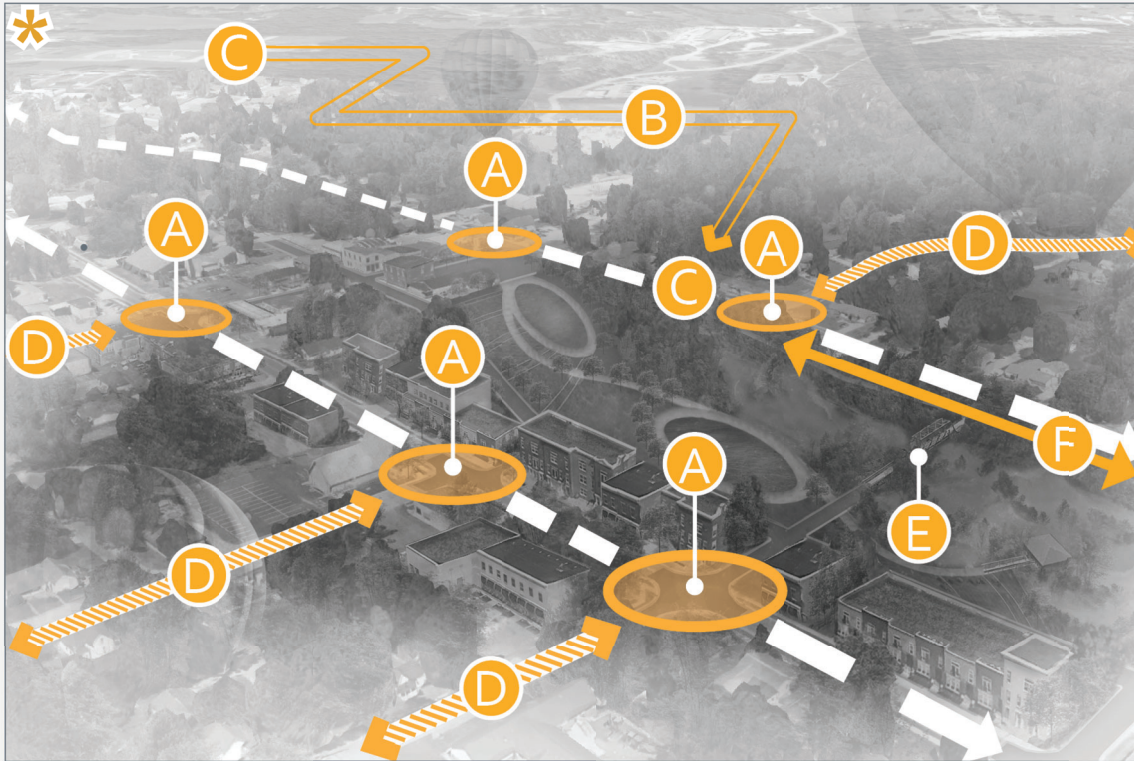


# CONNECTIVITY

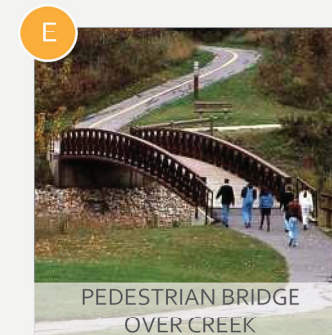
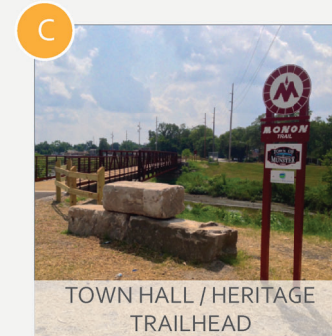
## WHAT IS THE BIG IDEA?

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.

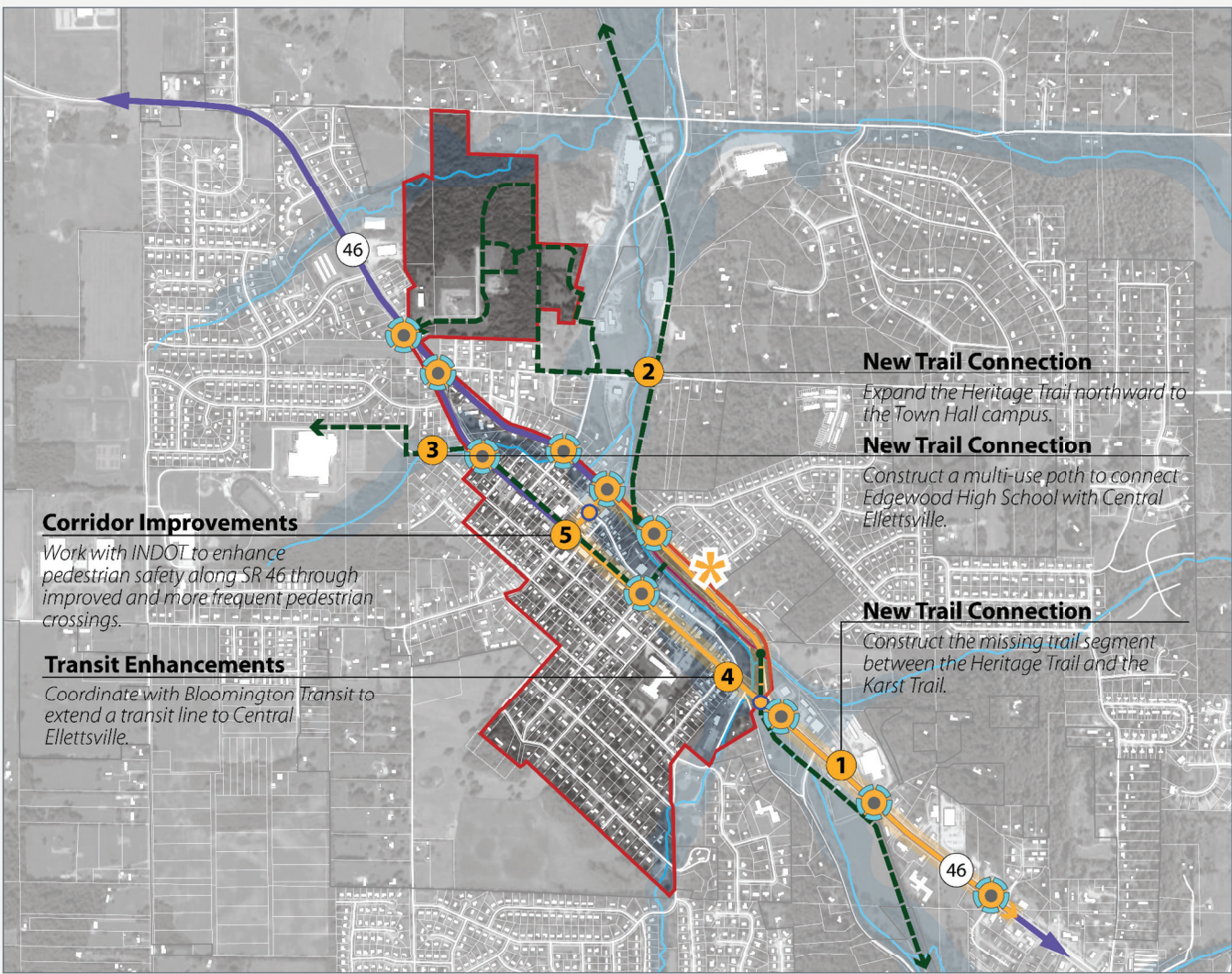
The Central Ellettsville Focus Area takes into consideration the need to provide several different modes of transportation, envisioning Central Ellettsville as a major destination. The connection of the Heritage Trail to the proposed Town Hall Trail and Karst Trail provides major north/south pedestrian 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.







“Ellettsville could be more inviting, beautified, and connected with sidewalks and paths.”  
-Online Survey Participant

**CONNECTIVITY LEGEND**

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

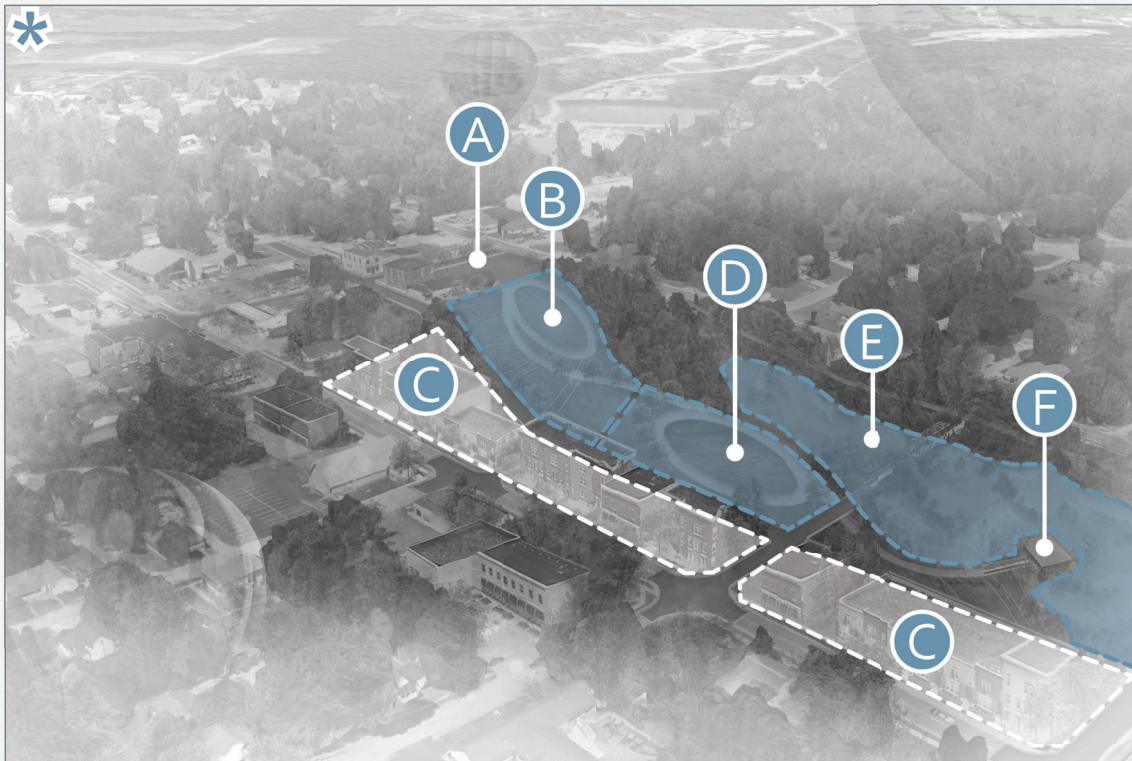


# GATHERING

## 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.



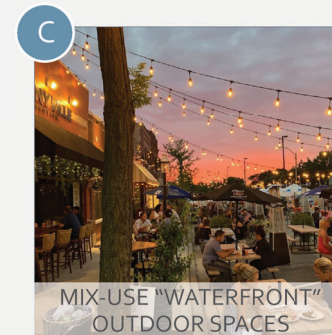
The rendering overlay above shows how proposed redevelopment could opportunities for gathering.



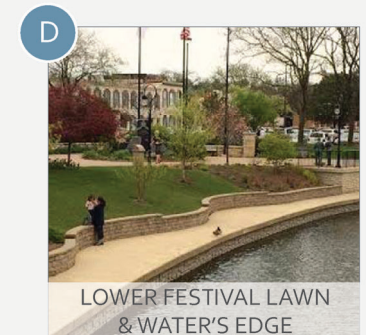
FLEXIBLE PARKING PLAZA SPACE



UPPER FESTIVAL LAWN & PROMENADE WALK



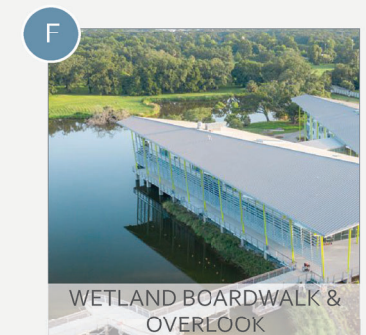
MIX-USE "WATERFRONT" OUTDOOR SPACES



LOWER FESTIVAL LAWN & WATER'S EDGE

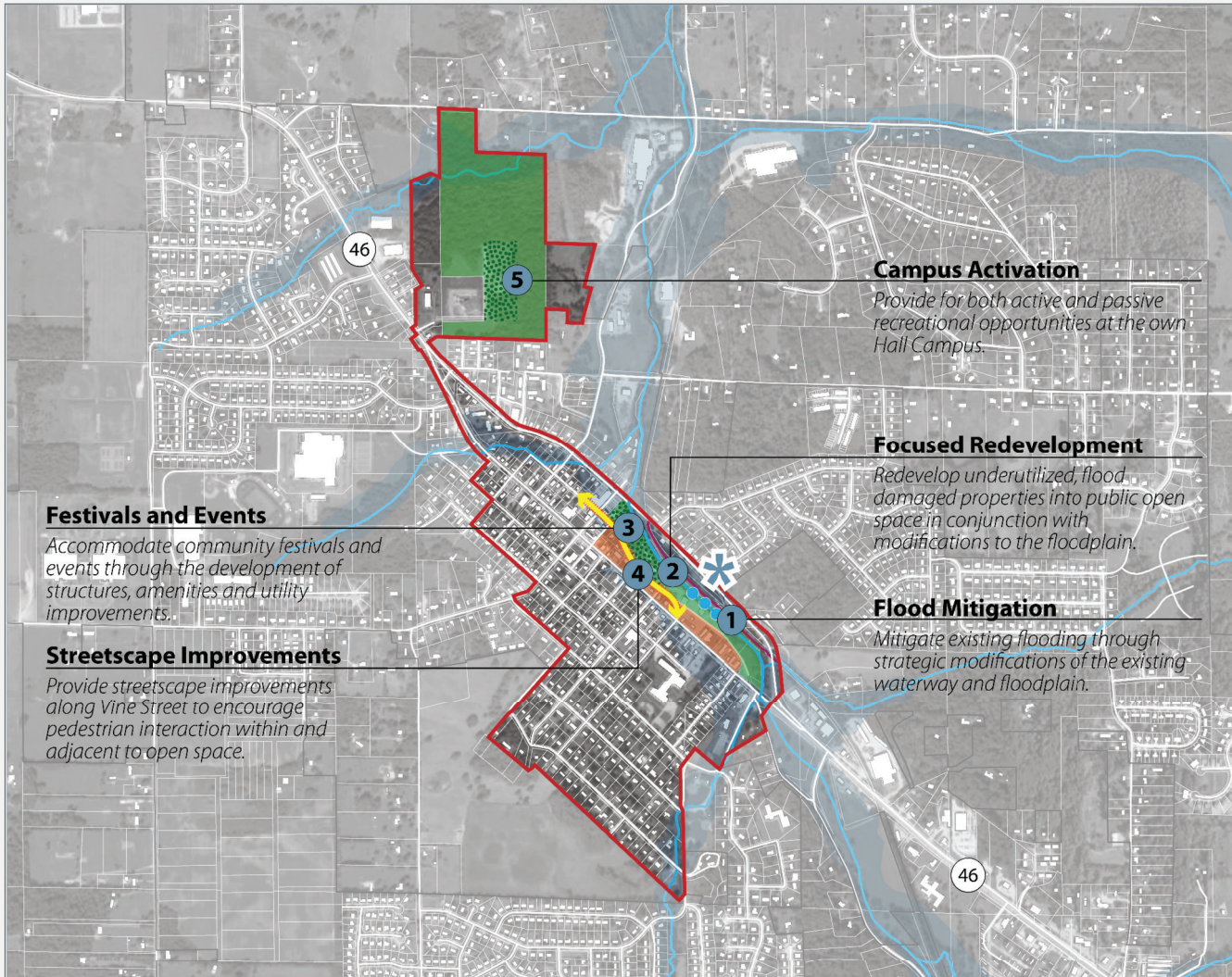


CONSTRUCTED WETLANDS



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.

“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

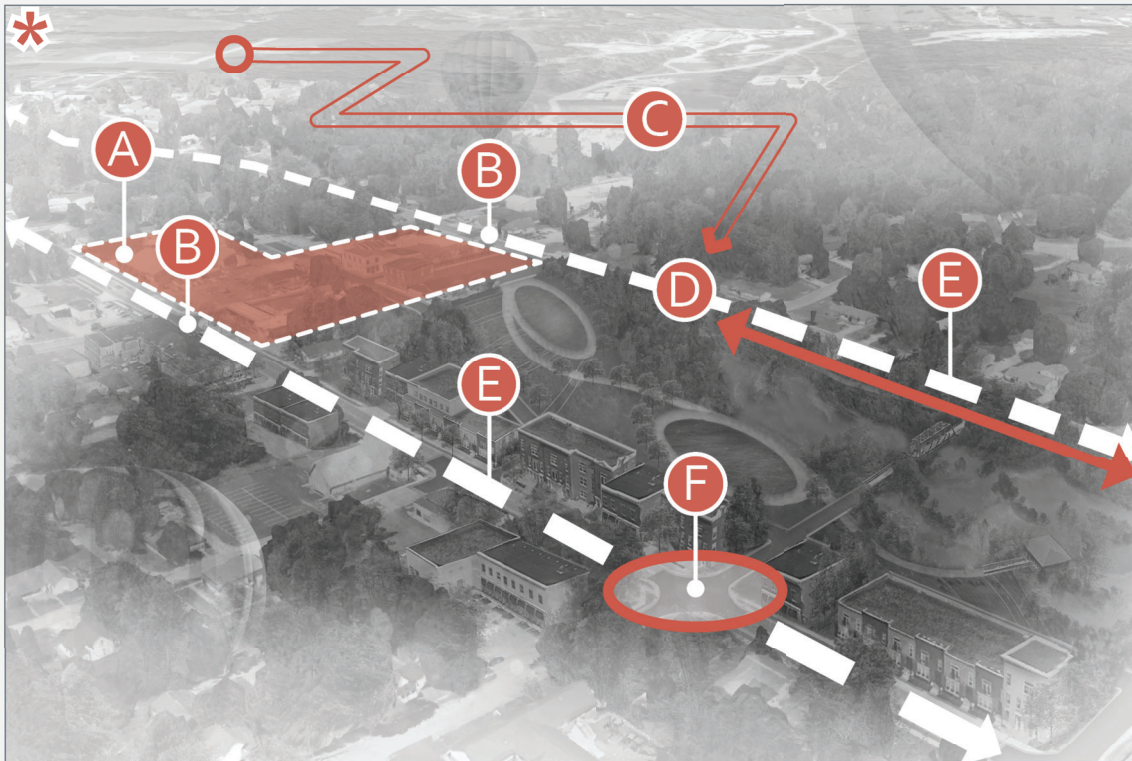


# BRANDING

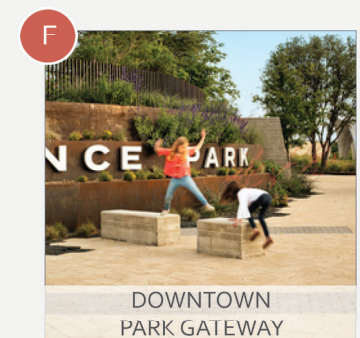
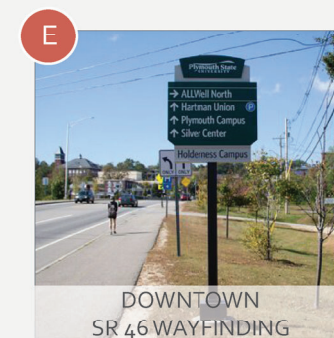
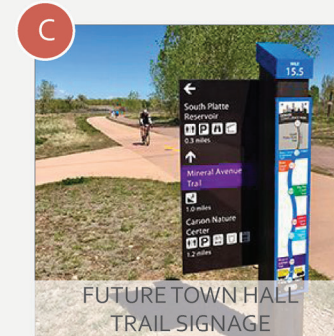
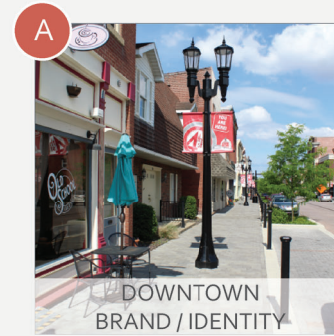
## WHAT IS THE BIG IDEA?

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.

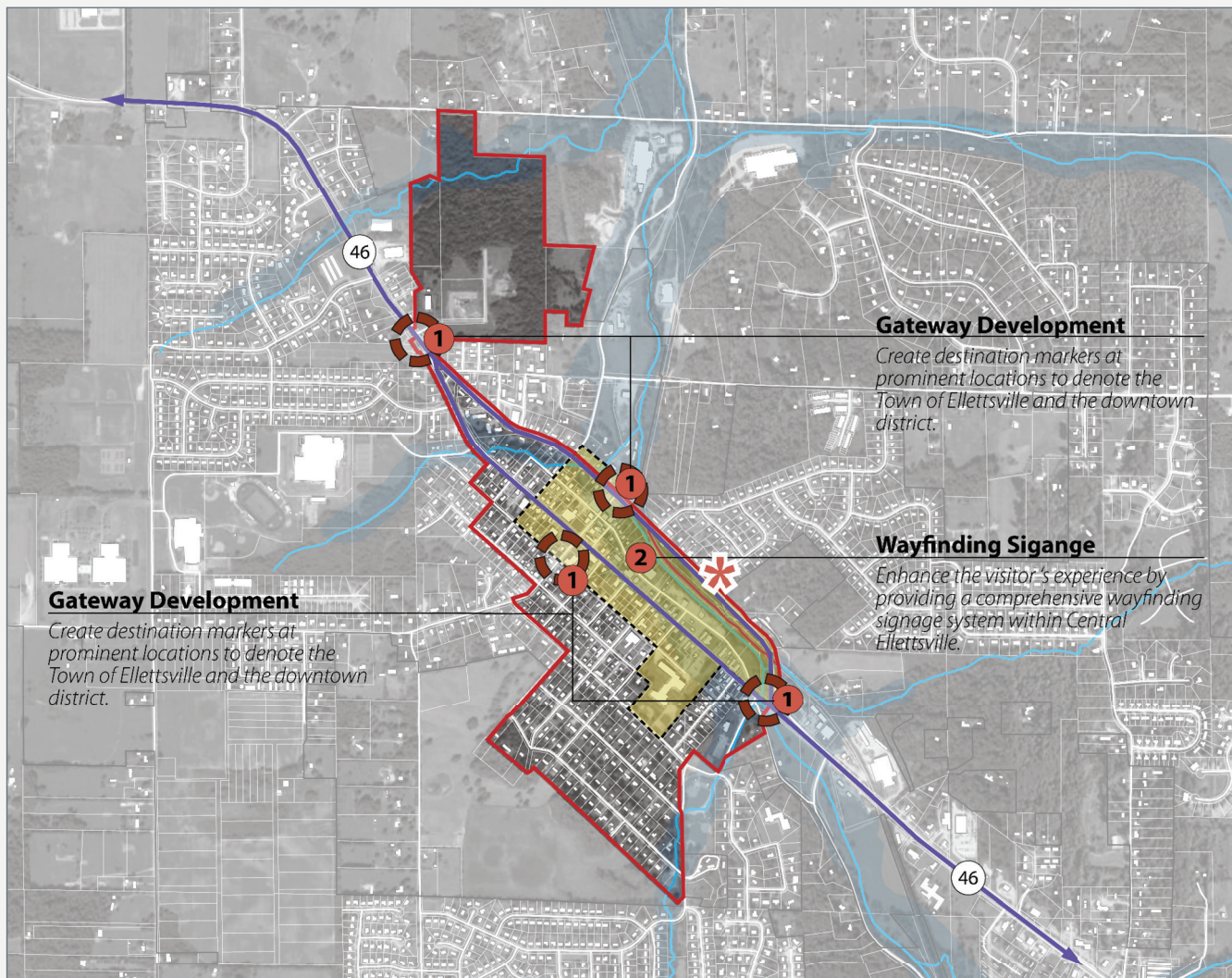
The Central Ellettsville Focus Area takes into consideration the way people want their community to be perceived, evaluating how the use of various forms of signage can both inform and identify. Gateways at Historic Sale Street and the park can define Town features, wayfinding signage can make businesses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

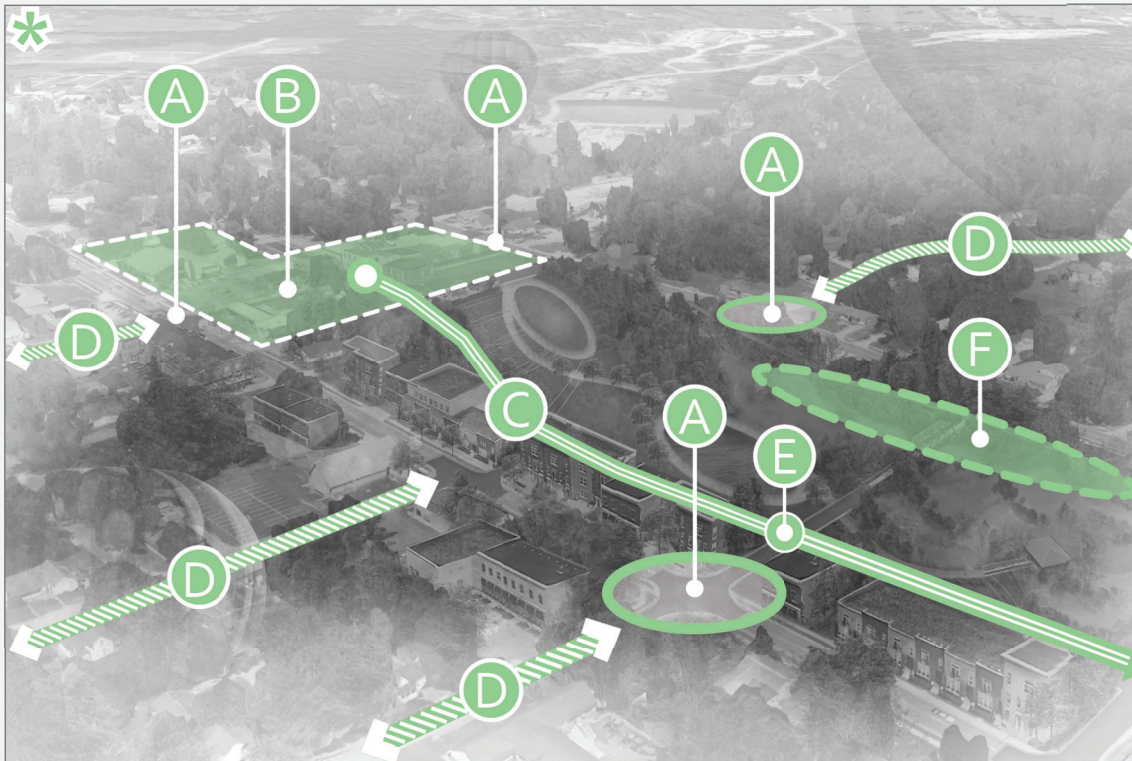


# ENHANCEMENTS

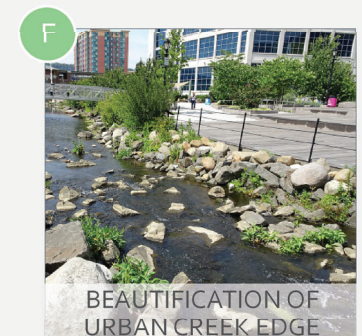
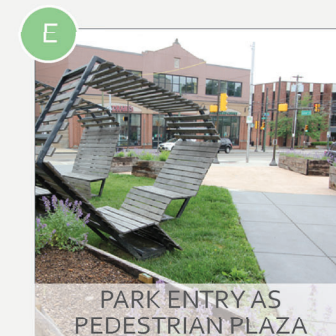
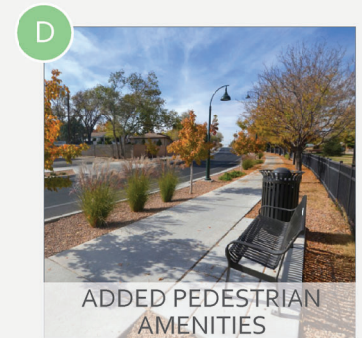
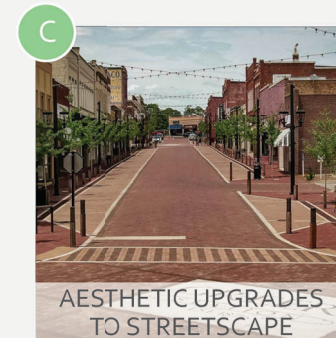
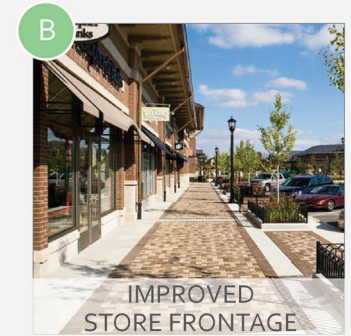
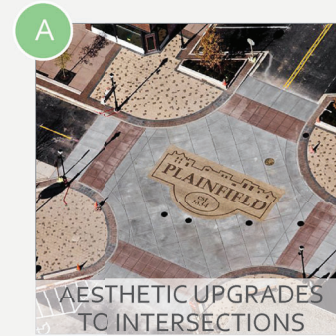
## WHAT IS THE BIG IDEA?

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

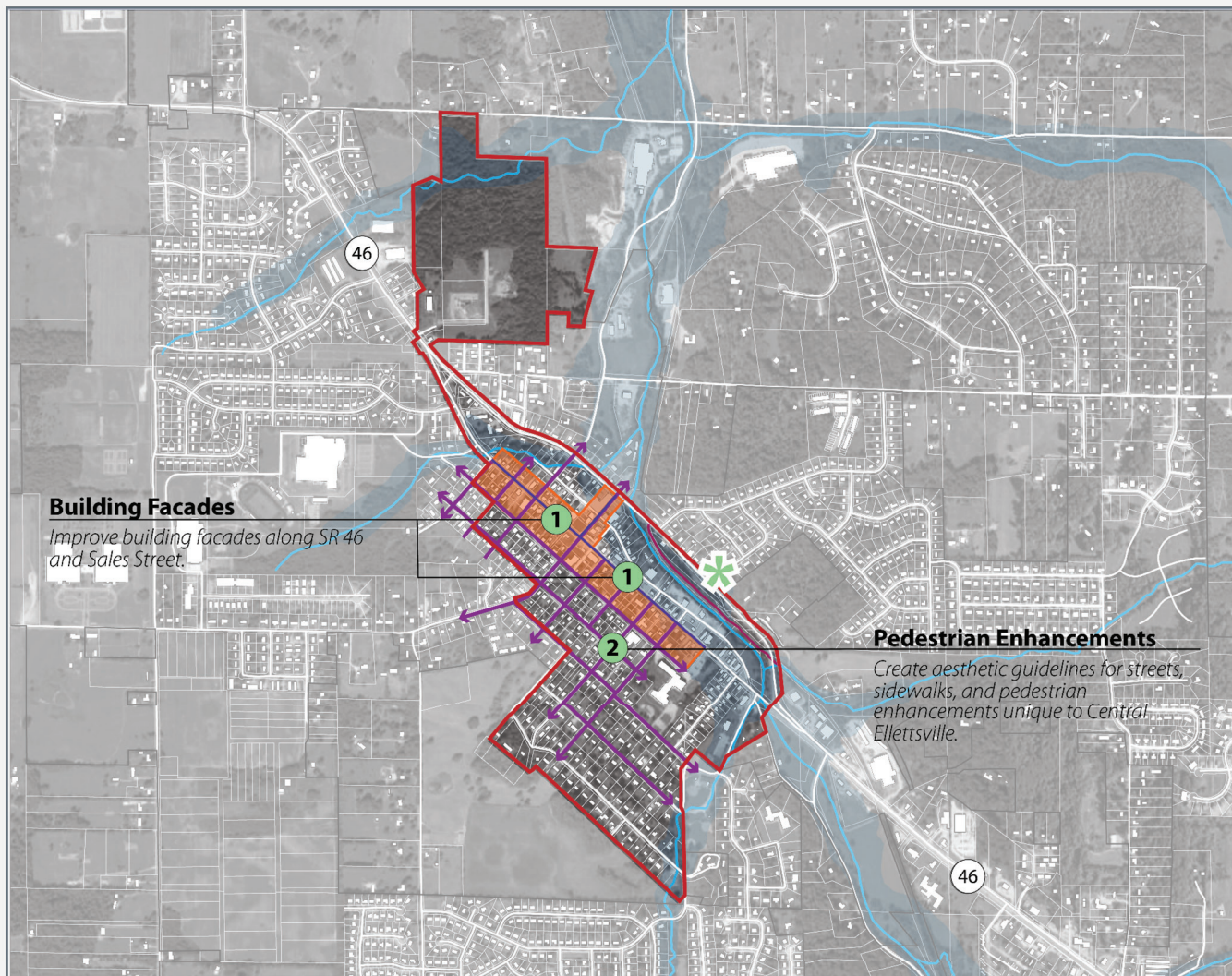
The Central Ellettsville Focus Area takes into consideration the way people want public spaces to look, leaning on a certain aesthetic to achieve a desired appearance. An emphasis on historic downtown design elements, such as paver streetscapes and limestone design features, paired with contemporary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

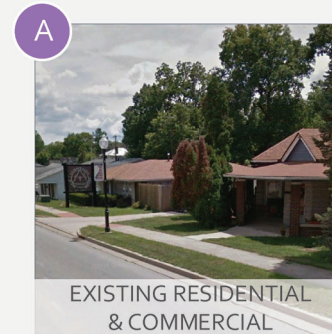
## WHAT IS THE BIG IDEA?

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.



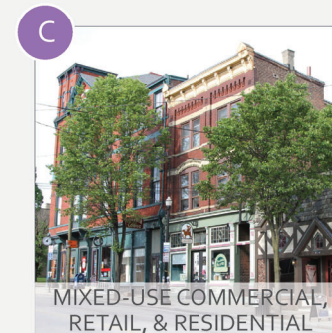
The rendering overlay above shows how proposed redevelopment could include mixed-use facilities.



EXISTING RESIDENTIAL & COMMERCIAL



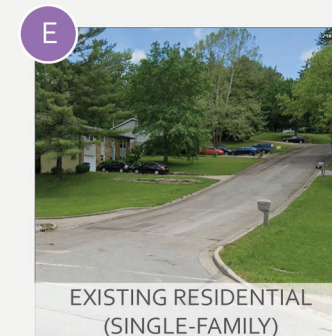
MIXED-USE COMMERCIAL & RETAIL



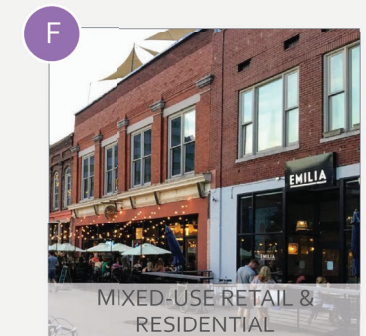
MIXED-USE COMMERCIAL, RETAIL, & RESIDENTIAL



MULTI-FAMILY RESIDENTIAL

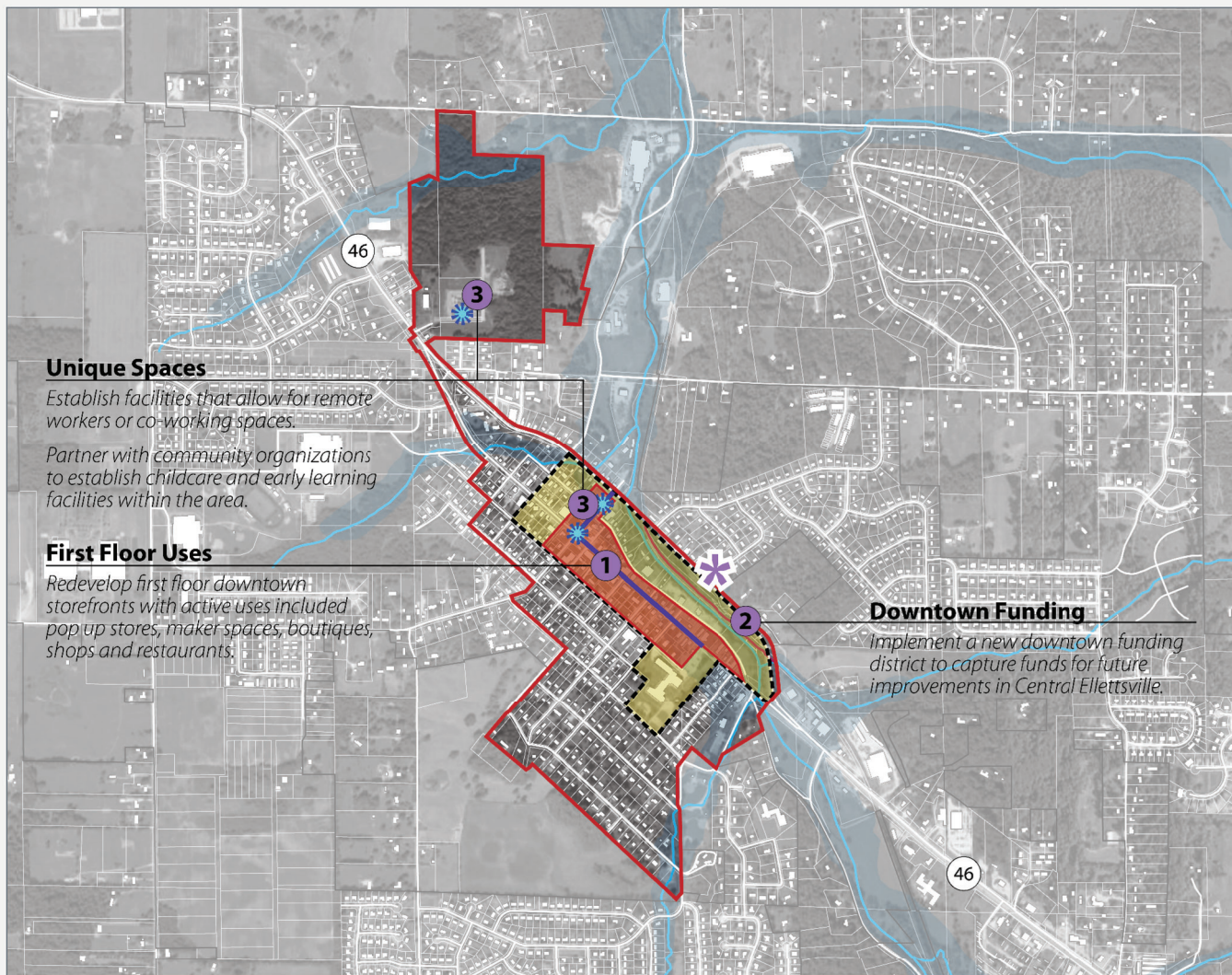


EXISTING RESIDENTIAL (SINGLE-FAMILY)



MIXED-USE RETAIL & RESIDENTIAL





“  
 “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**

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
	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 a mix of residential, commercial, and light industrial uses because of its easy access to SR 46.

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.

- Ensure there is an adequate buffer between residential uses and light industrial 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.

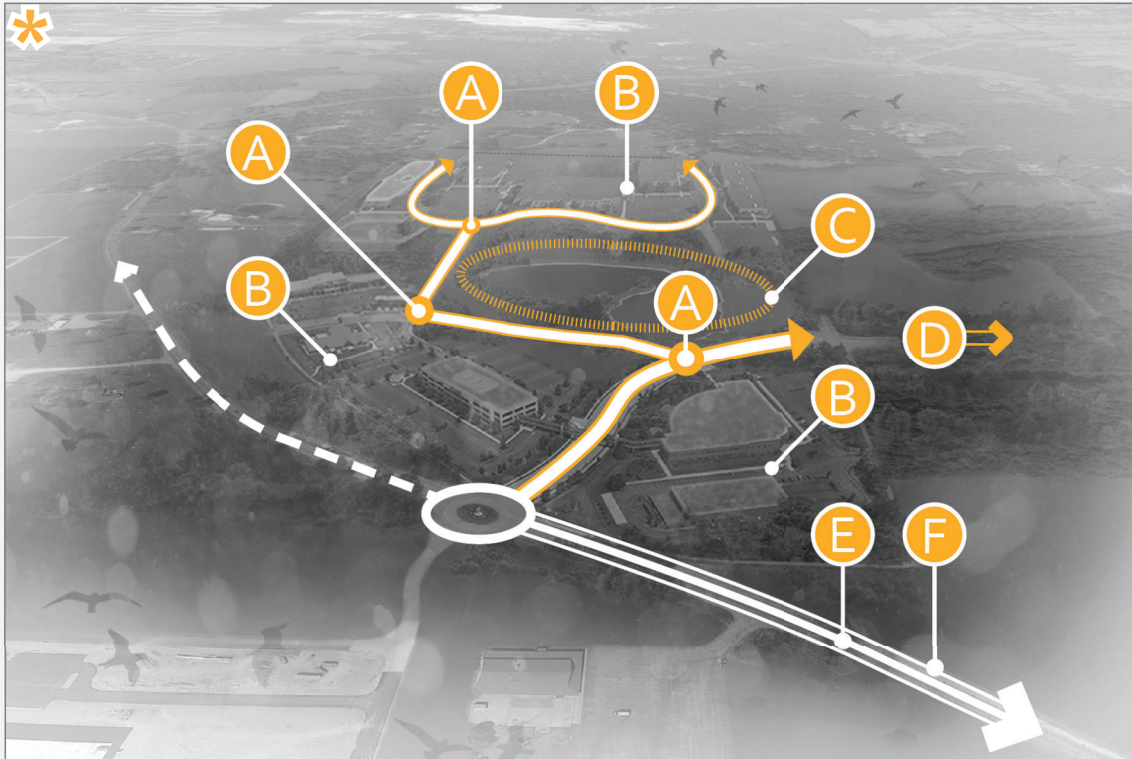


# CONNECTIVITY

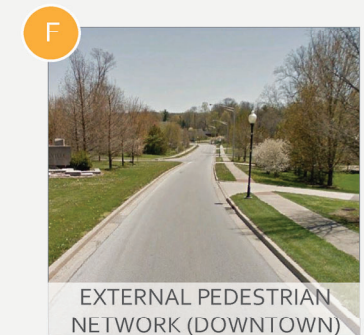
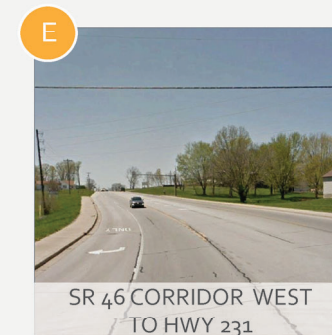
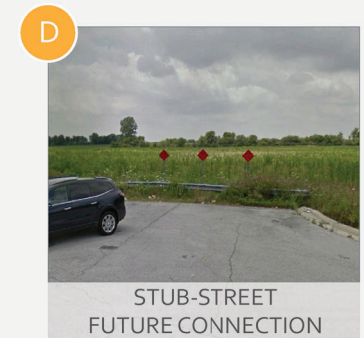
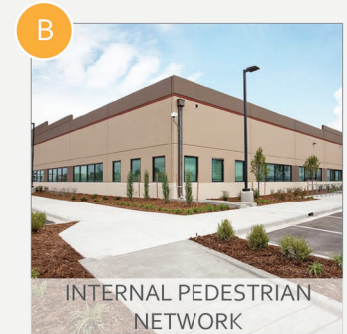
## WHAT IS THE BIG IDEA?

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.

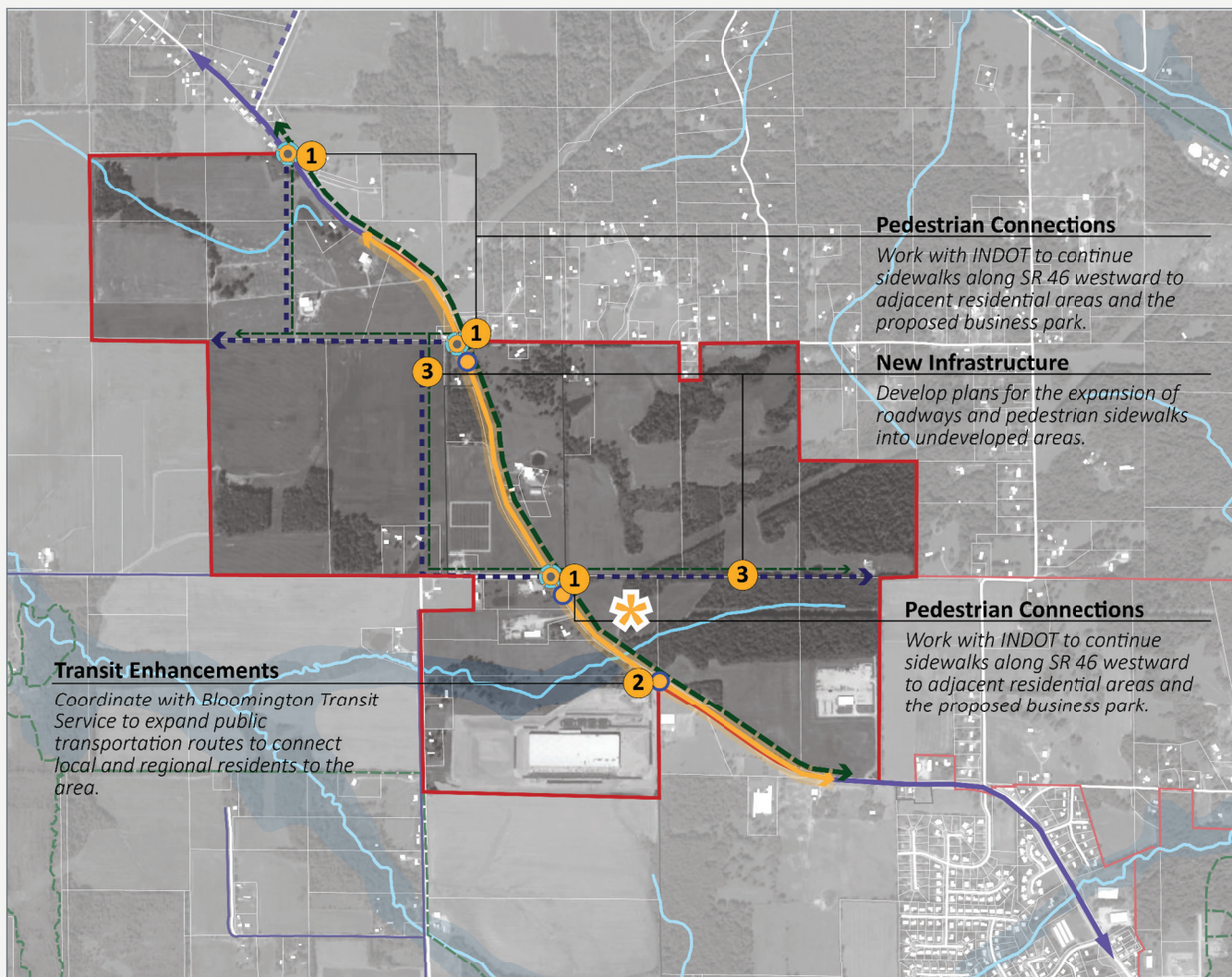
The Westside Business Park Focus Area takes into consideration the way people want to travel to and from their places of employment. The proposed location of the business park on Sr-46 just west of Downtown positions it between two major vehicular routes - I-69 in the east and HWY 231 in the west. An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

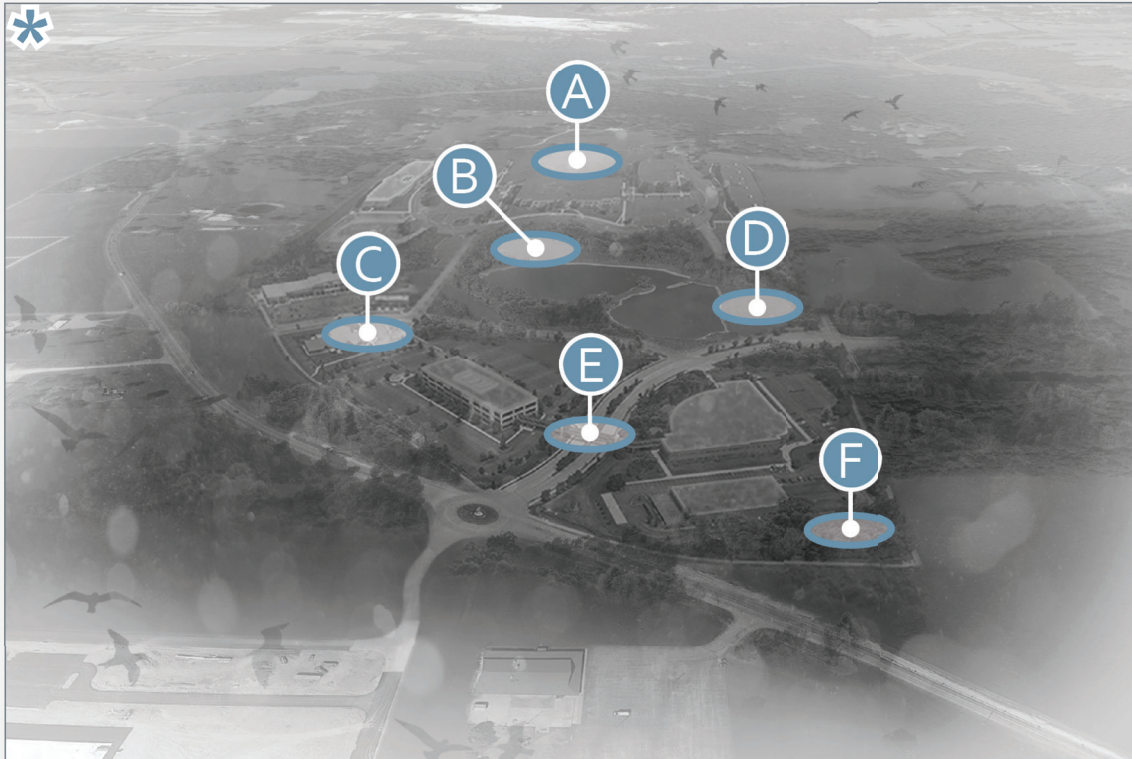


# GATHERING

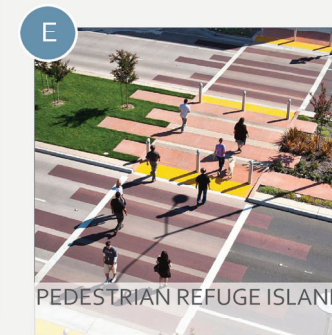
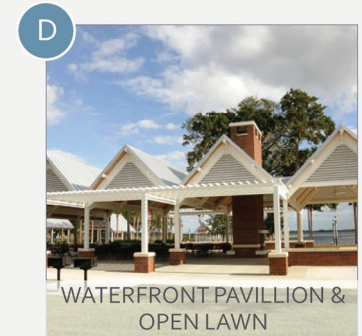
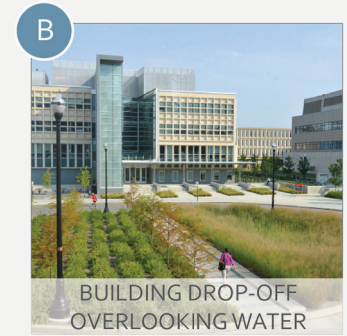
## WHAT IS THE BIG IDEA?

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

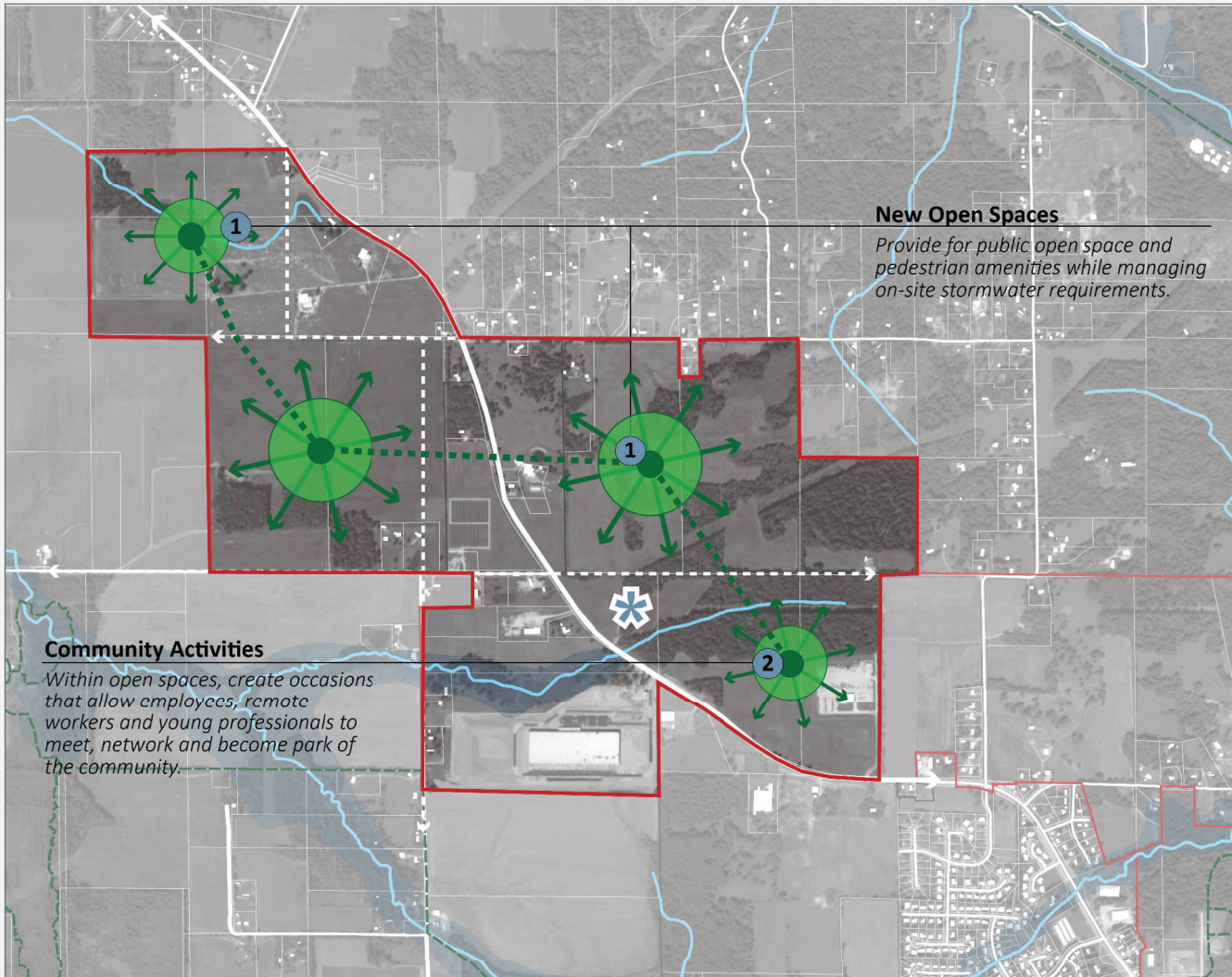
The Westside Business Park Focus Area evaluates the opportunities for people to blend their social and professional realms through engaging landscapes and outdoor spaces. The spaces also offer businesses flexibility in their approach to professional events, outside the traditional office space, including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

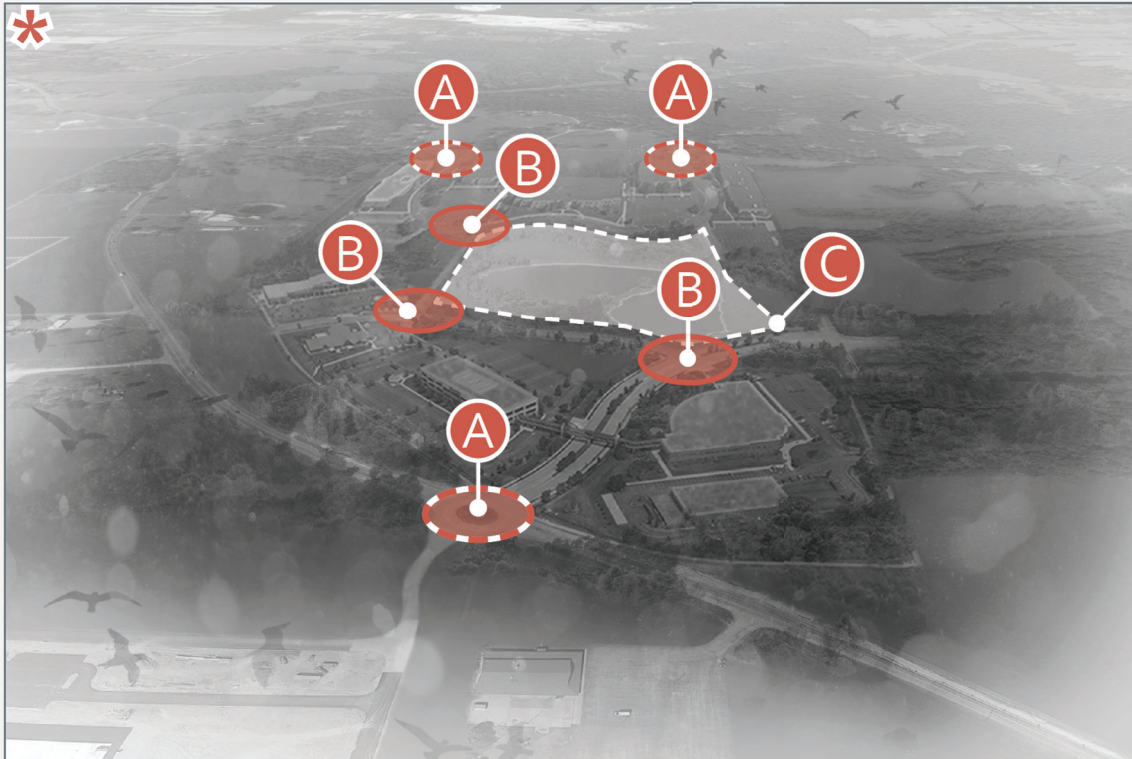


# BRANDING

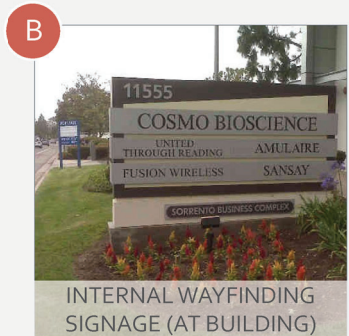
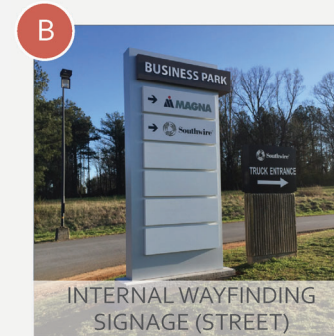
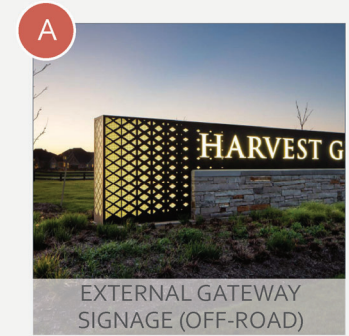
## WHAT IS THE BIG IDEA?

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.

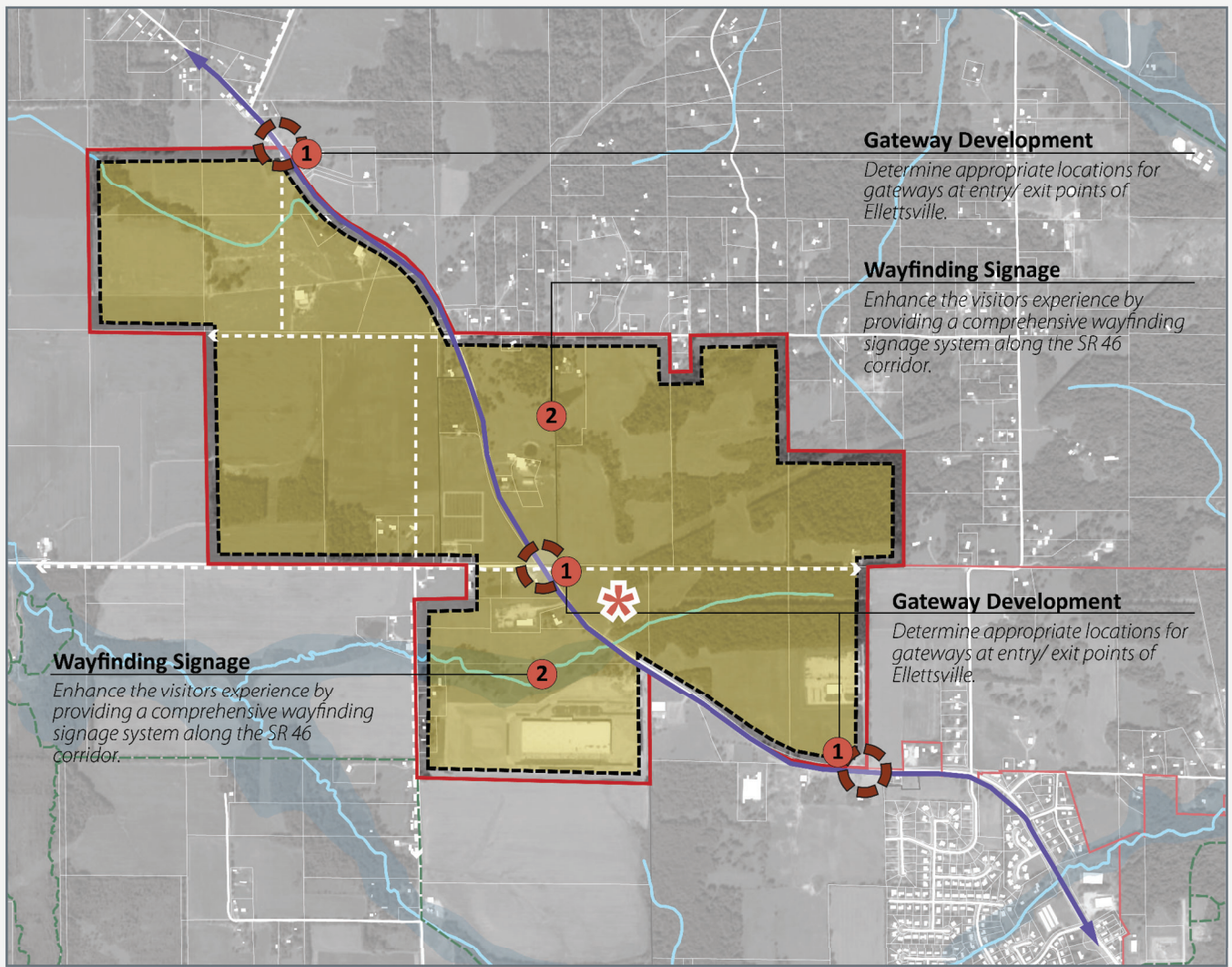
The Westside Business Park Focus Area takes into consideration the way people want their place of work to be perceived, evaluating how the use of various forms of signage can both inform and identify. Gateway signage is used at the external connection points, while wayfinding signage is used internally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

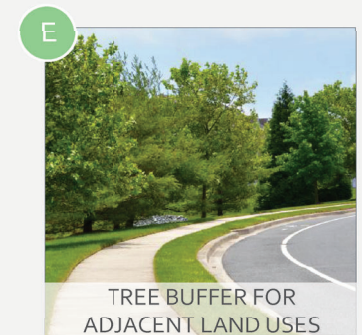
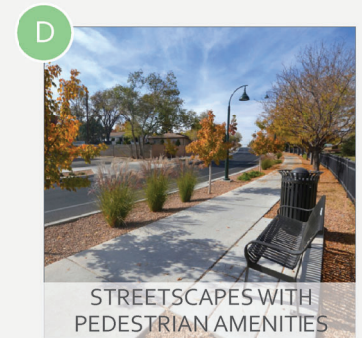
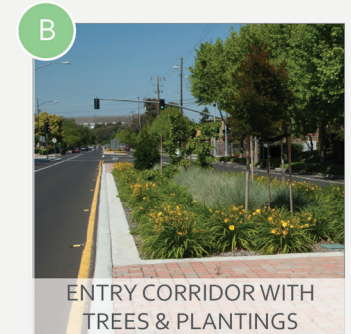
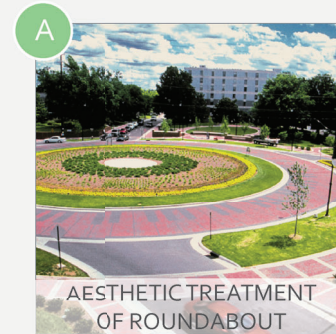
## WHAT IS THE BIG IDEA?

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

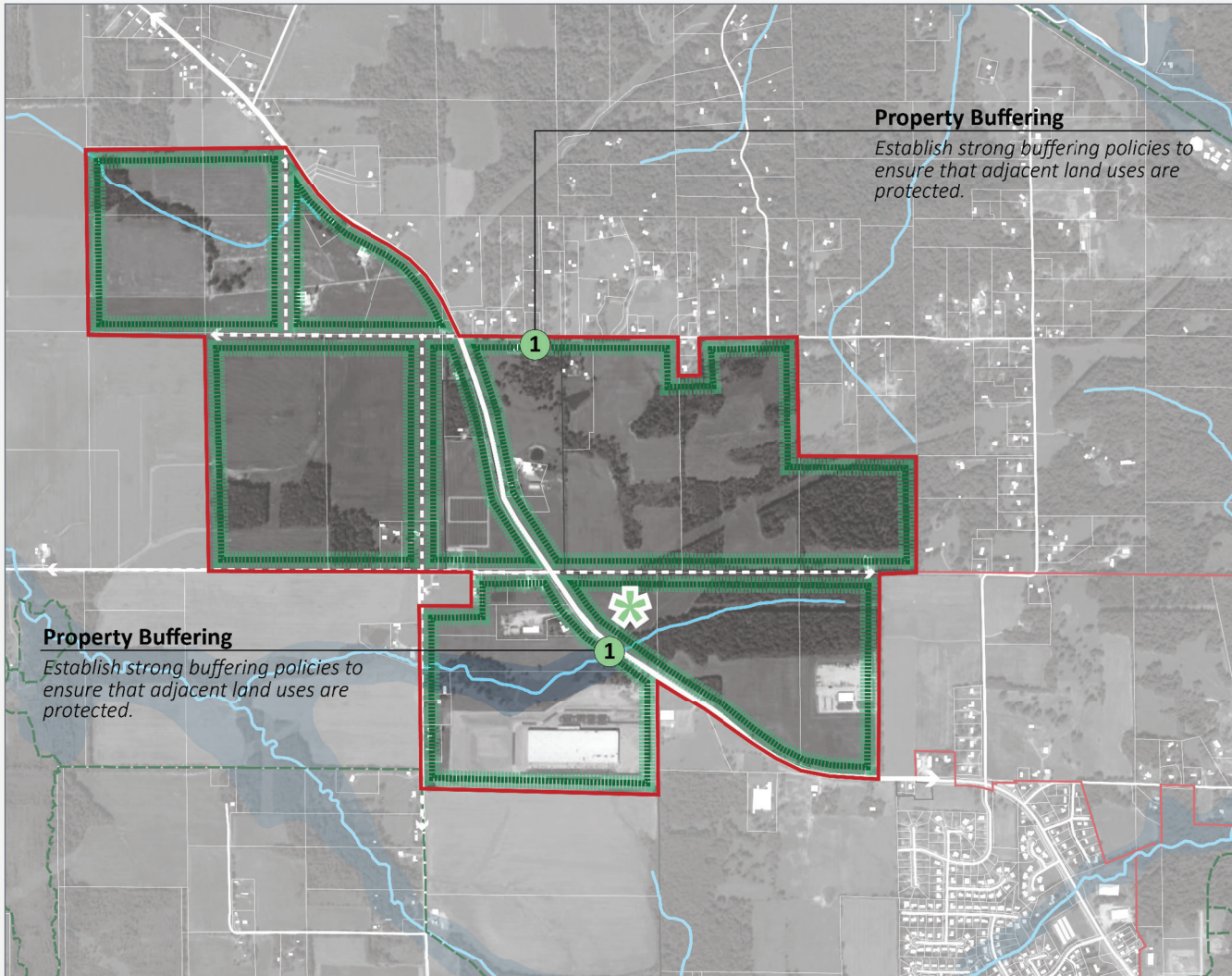
The Westside Business Park Focus Area takes into consideration the way people want their professional spaces to look, leaning on a certain aesthetic to achieve a desired appearance. Since the business park would be a conglomeration of many businesses, a strong design guide will need to be developed that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

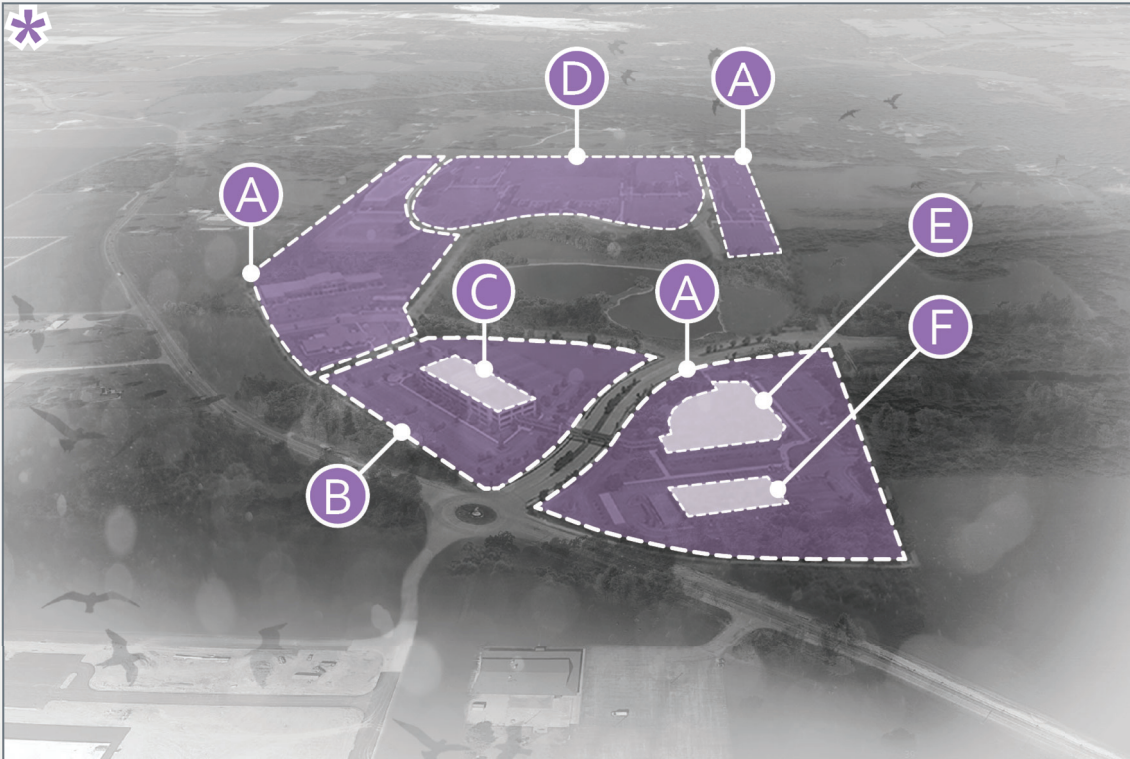


# CHARACTER & DEVELOPMENT

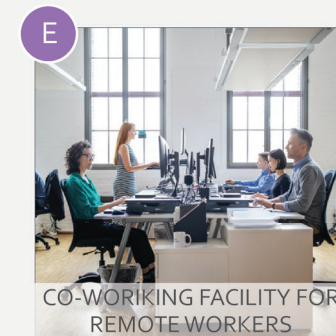
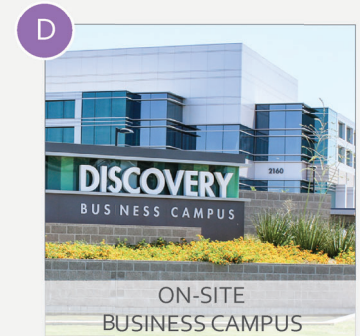
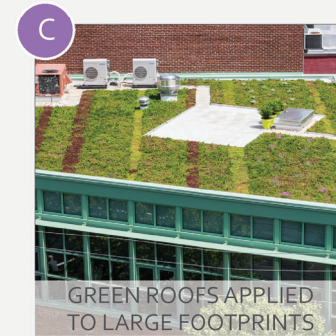
## WHAT IS THE BIG IDEA?

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.

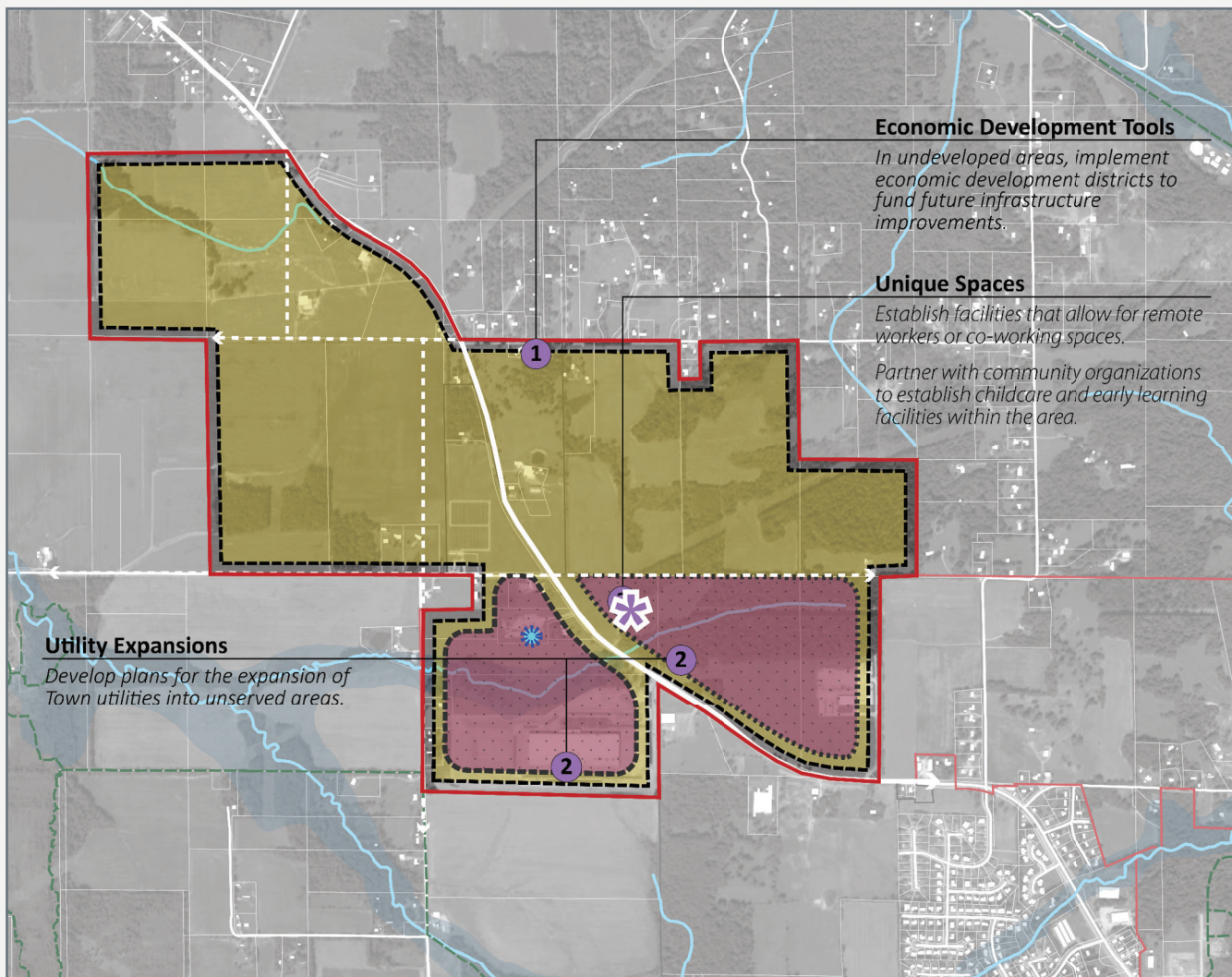
The Westside Business Park Focus Area takes into consideration how a place of work can provide for the professional needs of residents. The proposed development includes mixed commercial uses as well as the opportunity for integrating larger, business campuses. The inclusion of a co-working space, daycare 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		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			
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	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
<b>CHARACTER &amp; DEVELOPMENT</b>	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

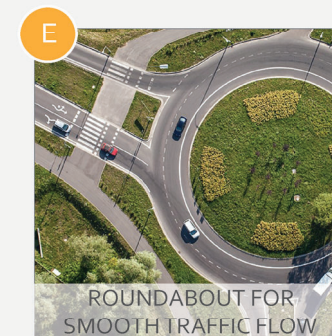
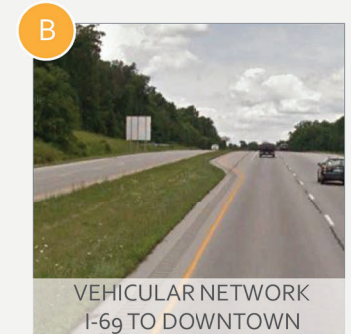
## WHAT IS THE BIG IDEA?

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.

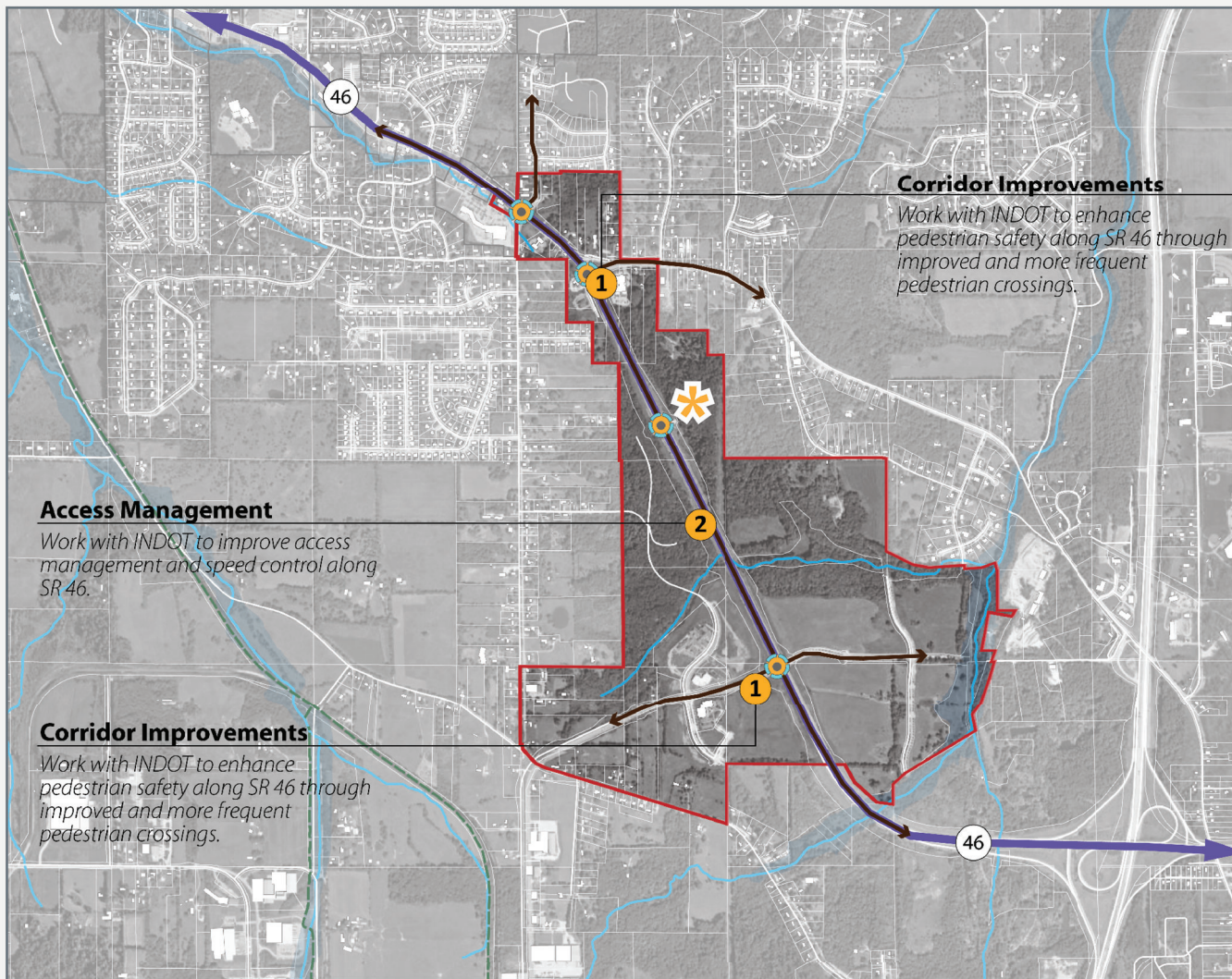
The Southeast SR 46 Commercial Corridor Focus Area takes into consideration the way people want to access commercial and retail settings. The proposed development is located east of Downtown just west of Bloomington’s 2-mile fringe. The placement of this development acts as Ellettsville’s most southeastern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

”

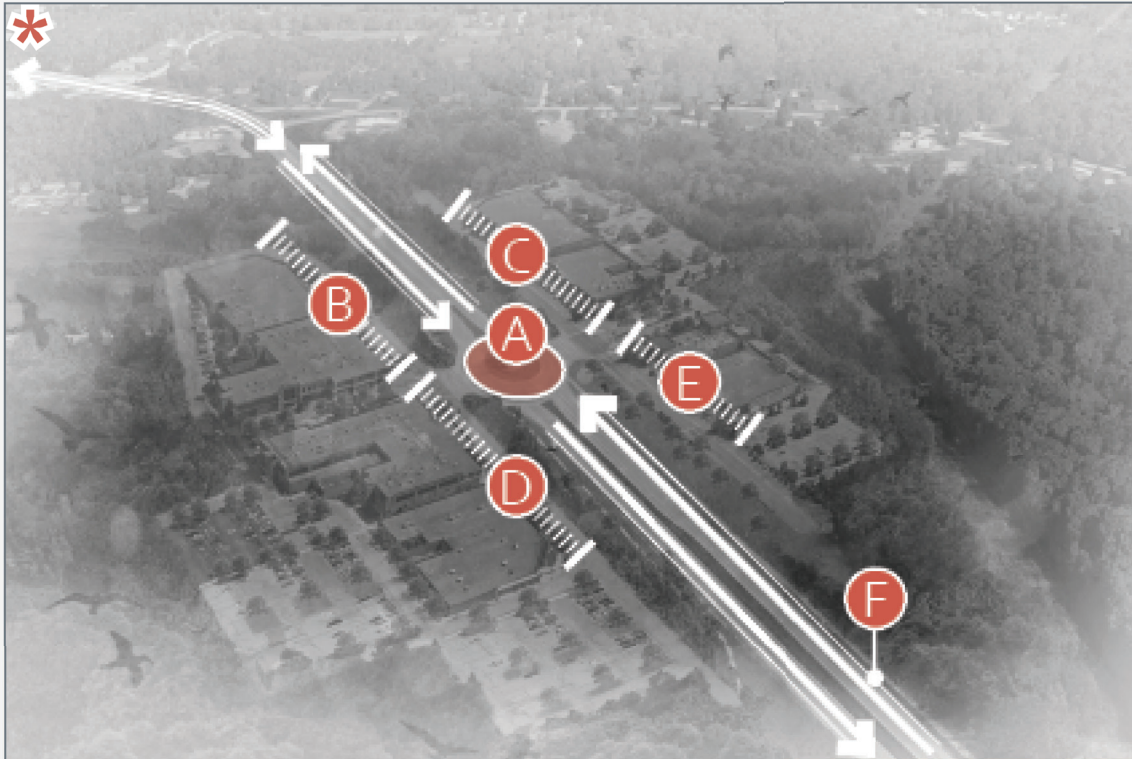


# BRANDING

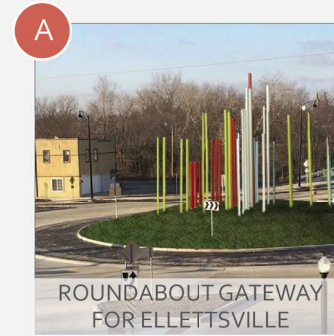
## WHAT IS THE BIG IDEA?

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.

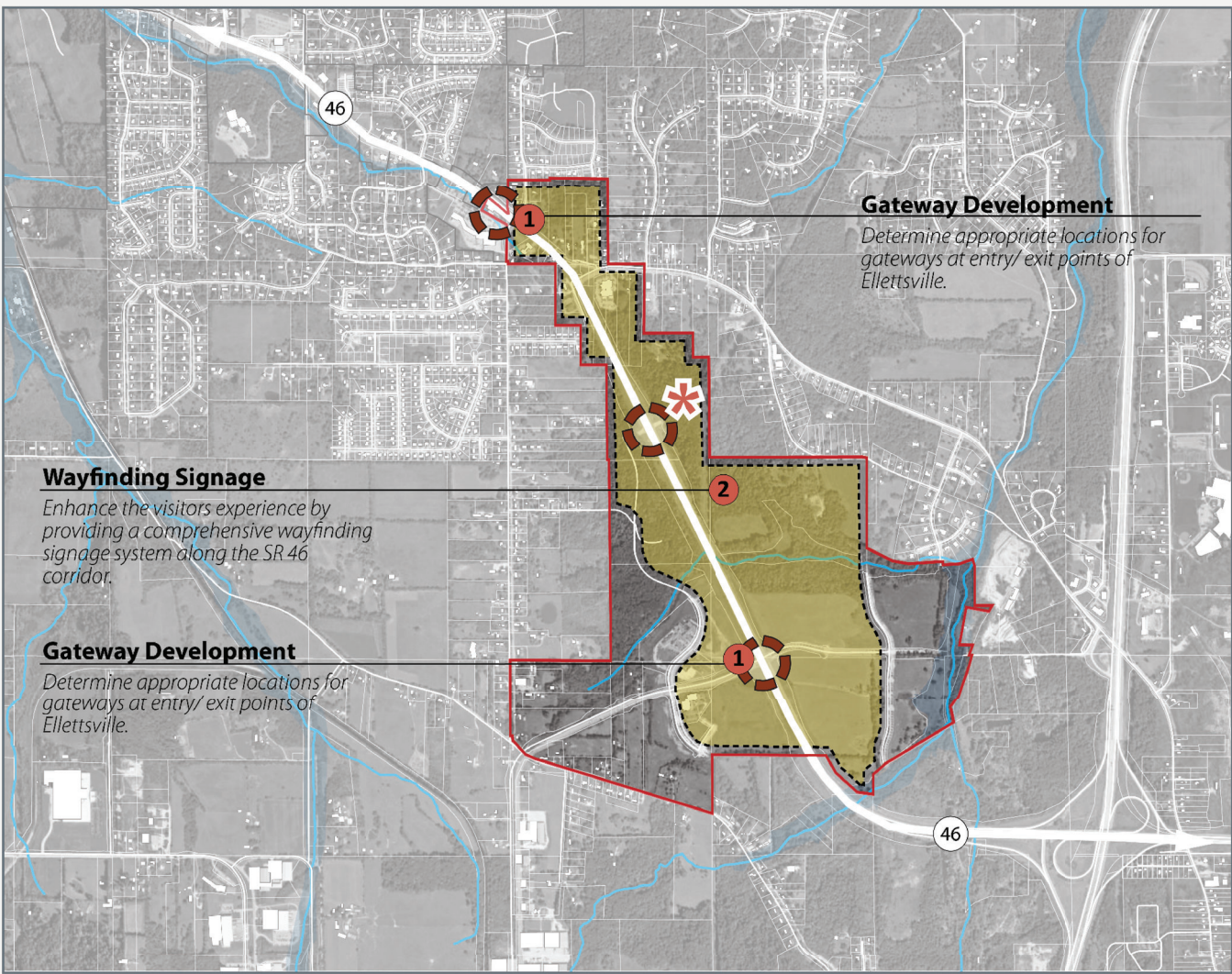
The Westside Business Park Focus Area takes into consideration the way people want their place of work to be perceived, evaluating how the use of various forms of signage can both inform and identify. Gateway signage is used at the external connection points, while wayfinding signage is used internally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

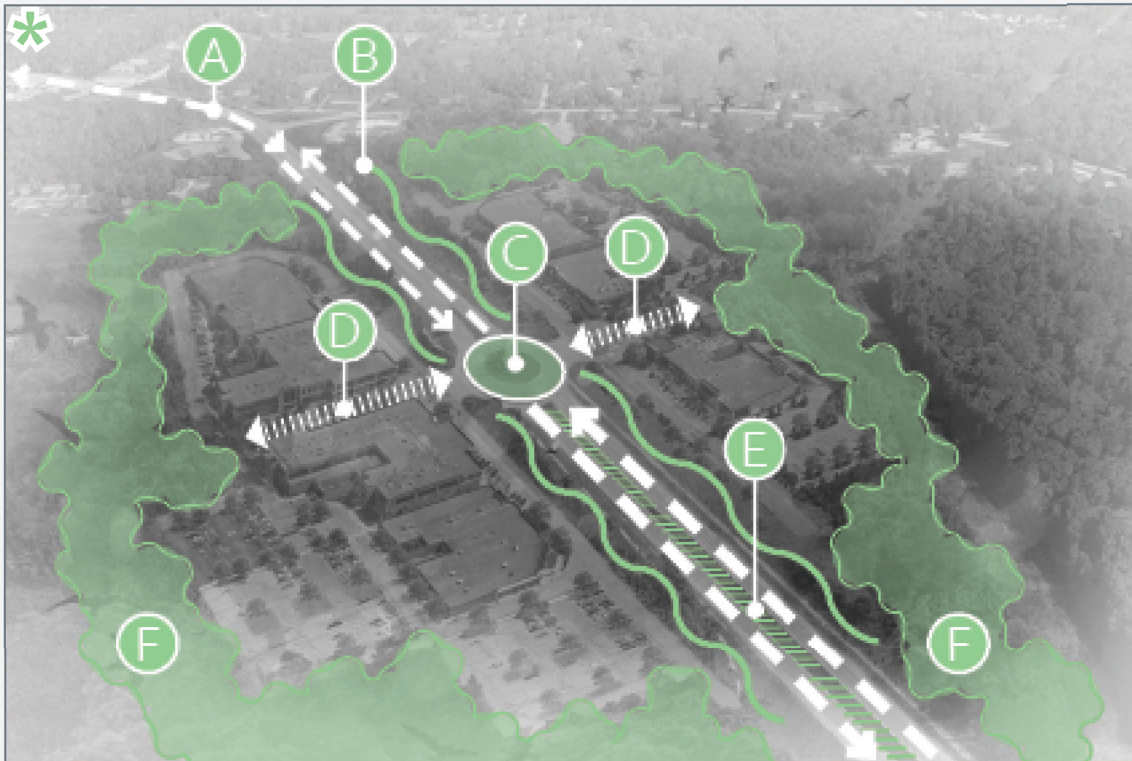


# ENHANCEMENTS

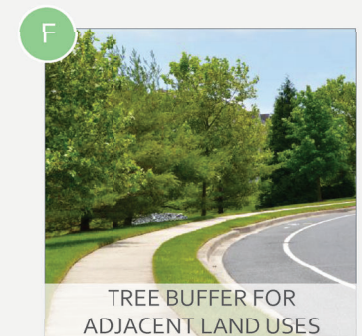
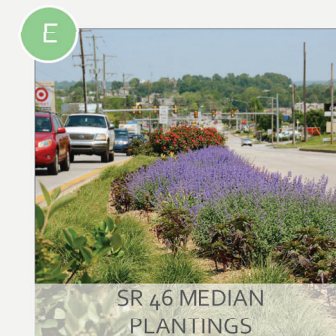
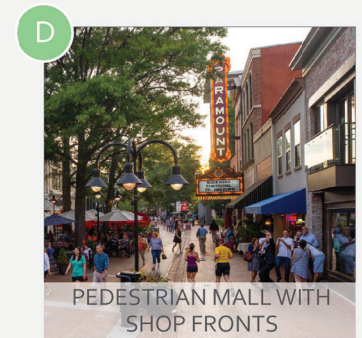
## WHAT IS THE BIG IDEA?

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

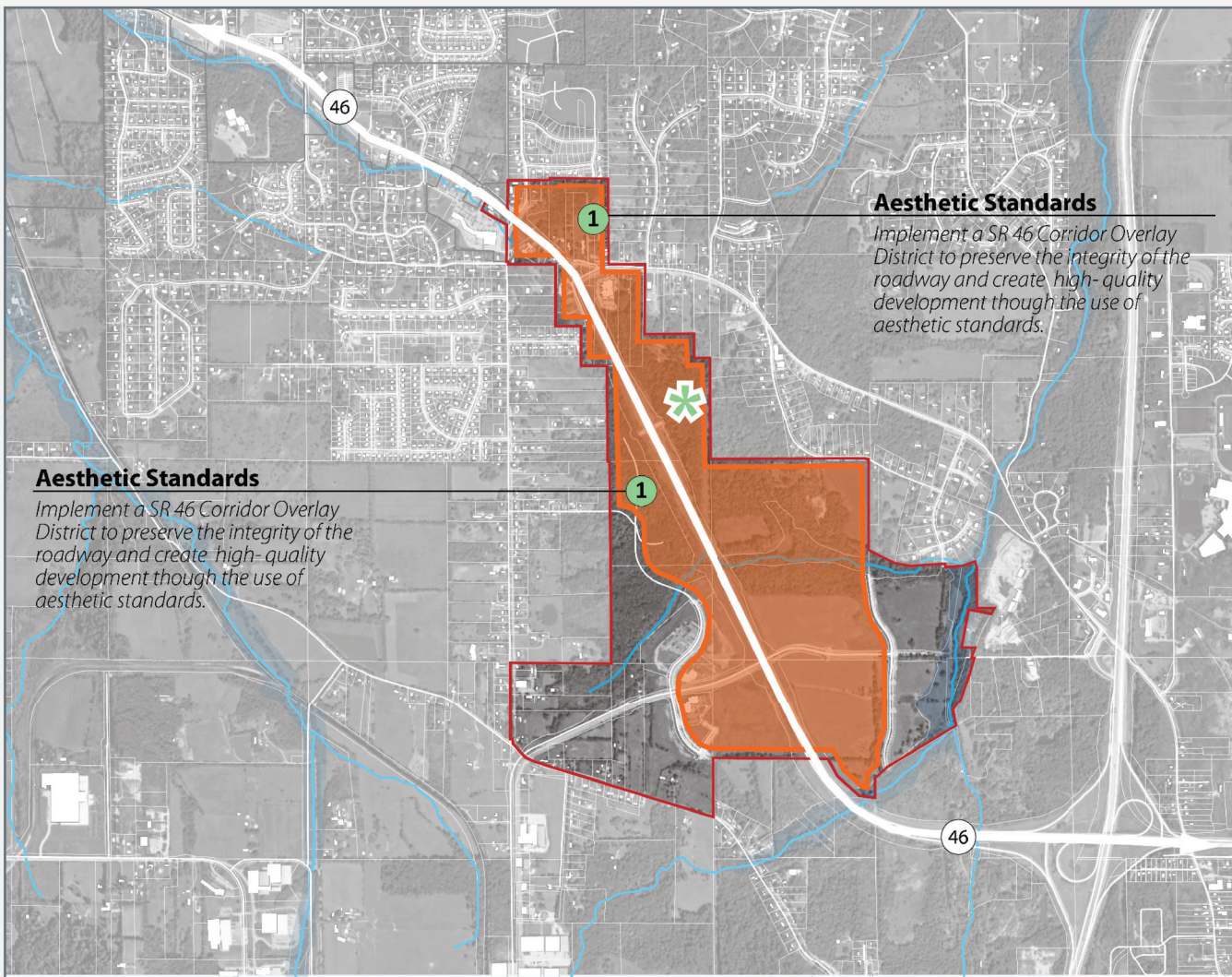
The Southeast SR 46 Commercial Corridor Focus Area takes into consideration the way people want public spaces to look, leaning on a certain aesthetic to achieve a desired appearance. The development emphasizes open-air shopping with expanded storefronts and pedestrian spaces. A variation in materials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

”

**ENHANCEMENT LEGEND**

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

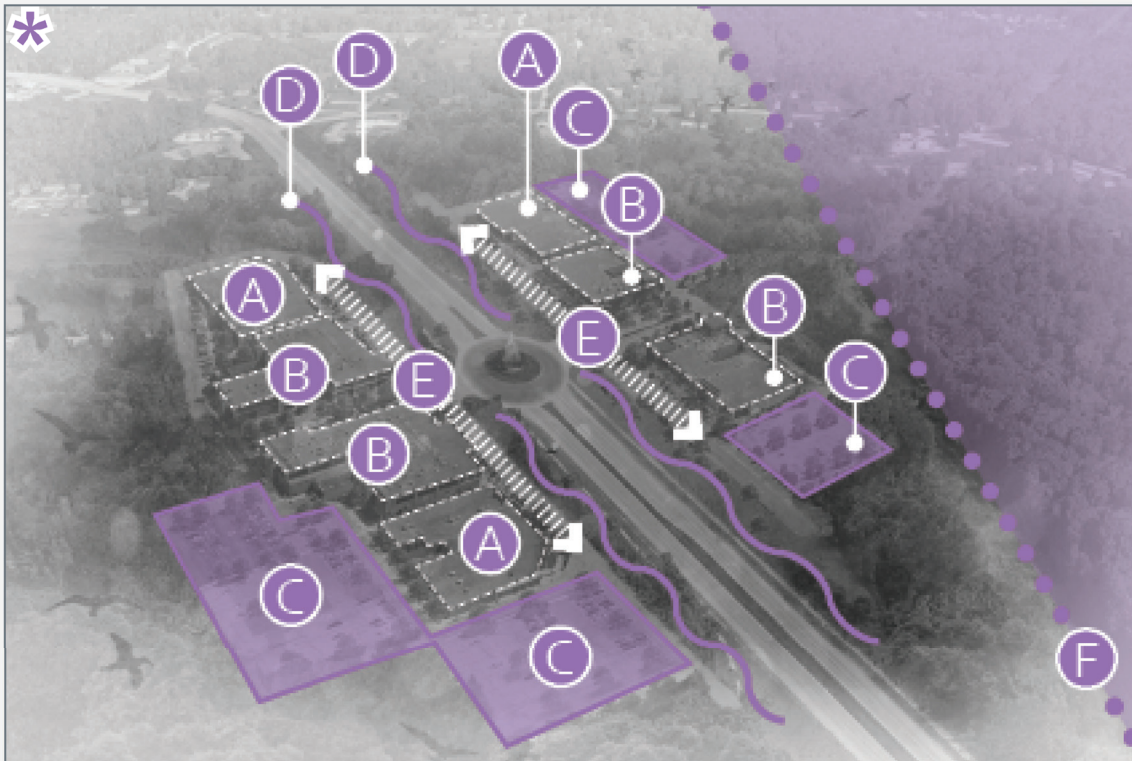


# CHARACTER & DEVELOPMENT

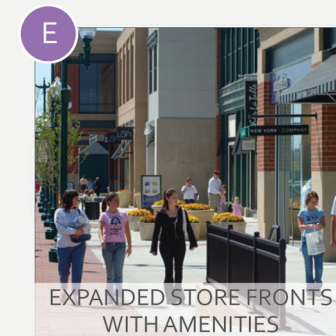
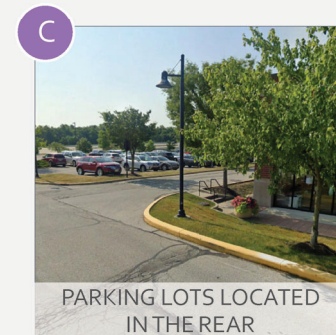
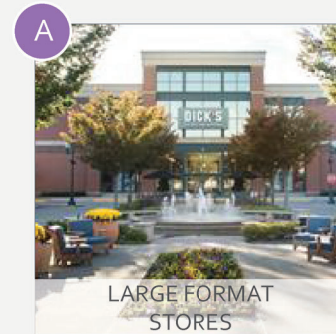
## WHAT IS THE BIG IDEA?

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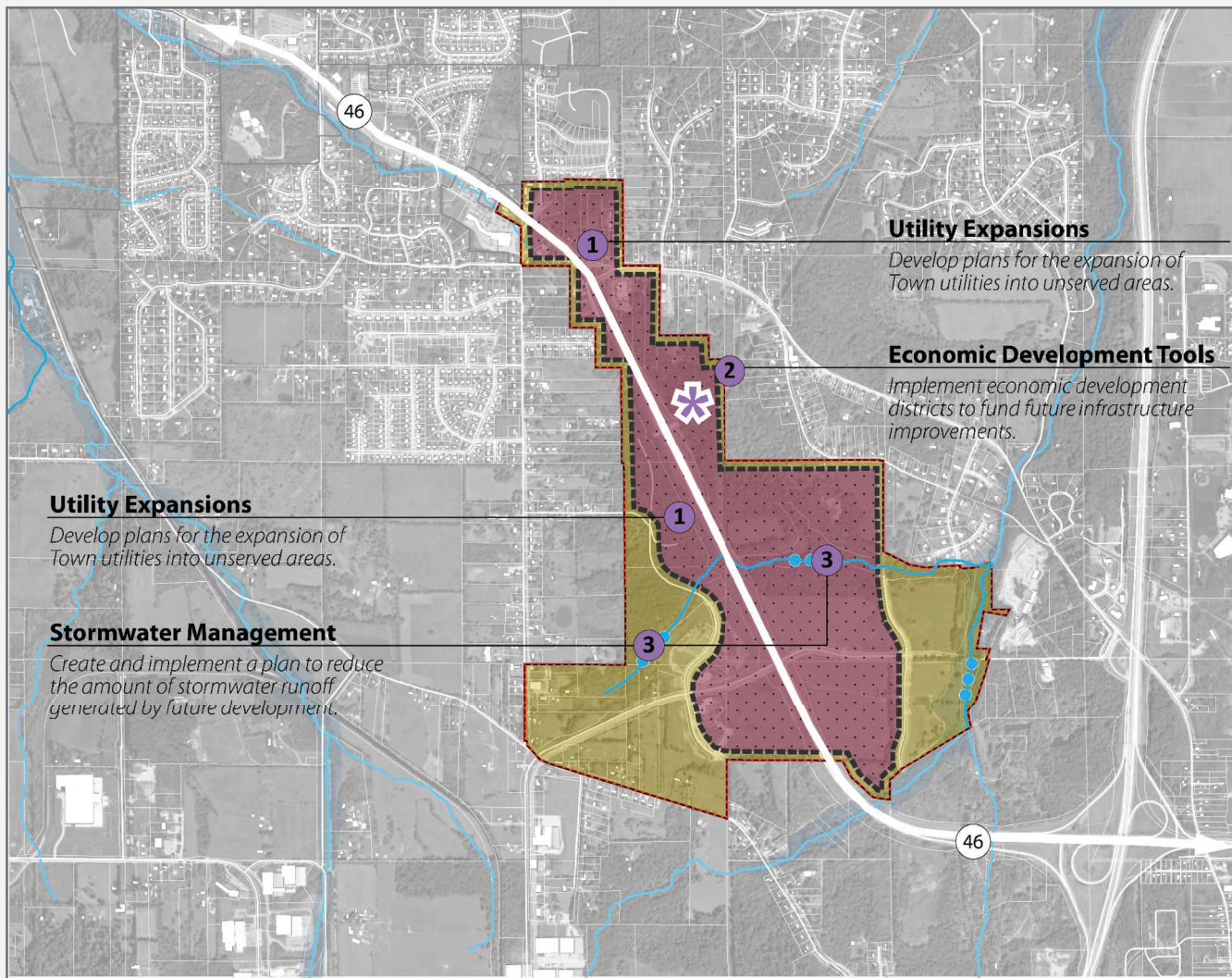
The Southeast SR 46 Commercial Corridor Focus Area takes into consideration how retail establishments can meet the market needs of residents in a social setting that encourages shopping. The development arranges chain stores in a downtown-like fashion to create expanded street fronts and create an enjoyable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

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	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**

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
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 2022 *Envision Ellettsville Vision Plan* 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 original Vision Plan, and now Comprehensive Plan, could 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 plan into reality. Additional information of the organizational structure can be found in the appendix.

### TOWN OF ELLETTSVILLE

**Roles and Responsibilities:** The town oversee 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 three parties.

### ENVISION ELLETTSVILLE BOARD

**Roles and Responsibilities:** This board will guide the implementation of the 2022 *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.

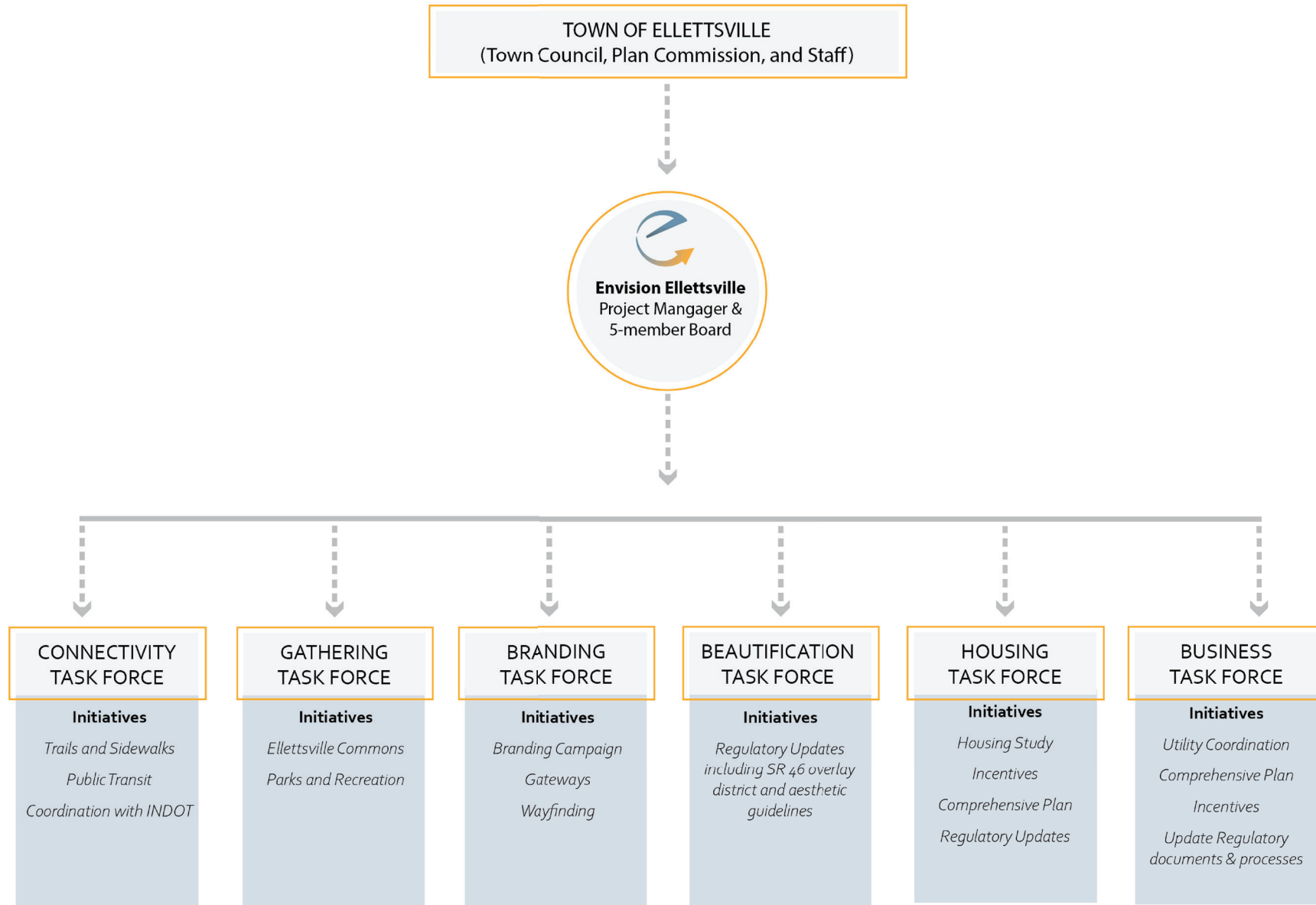
**Communication:** It is anticipated that the board to meet on a quarterly basis. The board should be sending digital progress report to town officials and staff on a quarterly basis, attending town work sessions as needed, and communicating with the general public.

### 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 ENVISION ELLETTSVILLE 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

**A SPECIAL THANK YOU TO THE TOWN OF ELLETTSVILLE FOR FUNDING THE  
COMPREHENSIVE PLAN UPDATE!**

# 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 2023 *Envision Ellettsville Comprehensive 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 continue prioritizing the four remaining foundational projects in order for Ellettsville, and its partners, to move the action items within this 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.

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.







## CHAPTER 6 APPENDIX

### **Introduction**

The appendix includes a high-level summary of the steering committee meetings, stakeholder and focus group meetings, public open house. Each of these engagement opportunities has a more detailed summary available on the project website, [envisionellettsville.org](http://envisionellettsville.org). For more information, refer to the project website or contact the Planning Department or the Envision Ellettsville board.

Lastly, the Envision Ellettsville committee began exploring an implementation plan for the *2022 Envision Ellettsville Vision Plan* at the end of the planning process. This included the creation of a detailed Implementation Powerpoint that outlines the proposed organizations structure. As the Town works to implementation the projects, programs, and policies of this plan, the Envision Ellettsville board, Town staff and officials, and the larger community should reference this structure for guidance.



# Steering Committee Meeting Summaries

## STEERING COMMITTEE MEETING #1 - JUNE 2, 2021

On June 2, the project team hosted the first steering committee meeting at town hall. There were 17 steering committee members and three team members from TSWDG in attendance. The meeting agenda included a brief overview of the project and discussion related to identifying stakeholders to involve, understanding expectations of the committee, and brainstorming community identity.

Meeting Attendees included:

- Kyle Hannon - Envision Ellettsville
- Leasa Siscoe – Ellettsville Main Street
- Michi McClain – Regional Opportunities Initiative
- William Ellis – Ellettsville Town Council
- Lisa Abbott – Regional Opportunities Initiative (ROI)
- Dan Rarey – Dan Rarey Real Estate, Chamber Board
- Kenny Williams – Ellettsville Chamber President
- Jill Thurman – Ellettsville Chamber Staff – Ellettsville Main Street Board (Monroe Co. Fall Fest.)
- Donna Niese - The Niese Agency, State Farm
- Darlene McCarty – Smithville Communications
- Dr. Jerry Sanders – Richland - Bean Blossom School Corp.
- Kevin Tolloty– Planning Director Town of Ellettsville
- Jamie Miller – Readi Schools Coordinator / Readi Schools Initiative
- Christa Curtis – Ellettsville Chamber, Communications Chair Ellettsville, Cook Medical Group
- Clark Greiner – Ellettsville Chamber BEDC
- Gary Brinley – Chief Financial Officer First Financial Bank, Treasurer of the Chamber
- Shawna Girgis - IU Health Representative
- Michael Cornman – Fire Chief
- Eric Walker – TSWDG
- Scott Siefker – TSWDG
- Ron Taylor - TSWDG

## Steering Committee Meeting Summaries

### STEERING COMMITTEE MEETING #2 - JULY 27, 2021

On July 27, the project team hosted the second Envision Ellettsville Steering Committee meeting. There were 12 committee members and 4 team members from TSWDG in attendance. The project team facilitated a series of discussions related to the development and regulations, quality of place, and housing. The purpose of the discussions were for the project team to understand the existing conditions and perceptions of the community.

Following the general discussion of the community conditions and perceptions, a group exercise was facilitated to provide an opportunity for attendees to provide general comments regarding the Envision Ellettsville planning process. Each attendee was provided with a large sticky note, and asked to respond to a series of questions. The questions included:

- What is Ellettsville’s story or identity? What should we see that highlight’s this story?
- What are your expectations as part of the Vision Plan?

The meeting concluded with an update on the next steps, including the development and release of the project website and engagement platforms to the public.

Meeting Attendees included:

- Christa Curtis - Cook Medical; Greater Ellettsville Chamber
- William Ellis - Ellettsville Town Council
- Michael Farmer – Town of Ellettsville
- Chris Fisher – Ellettsville Main Street, Inc.; Greater Ellettsville Chamber, Tri Kappa
- Clark Griener – BEDC
- Kyle Hannon – Envision Ellettsville
- Darby McCarty – Smithville Communications
- Donna Niese - Greater Ellettsville Chamber; The Niese Agency State Farm
- Dan Rarey – Dan Rarey Real Estate, Greater Ellettsville Chamber
- Leasa Sisco – Ellettsville Main Street; Greater Ellettsville Chamber; Farmer’s Insurance
- Jill Thurman - Greater Ellettsville Chamber
- Kevin Tolloty - Town Planner, Ellettsville
- Ron Taylor – TSWDG
- Scott Siefker – TSWDG
- Katie Clark - TSWDG
- Eric Walker - TSWDG



## Steering Committee Meeting Summaries

### STEERING COMMITTEE MEETING #3 - SEPTEMBER 15, 2021

On September 15, the project team hosted the third Envision Ellettsville steering committee meeting. The meeting opened with general introductions and then project updates. Since the last meeting, project outreach and communication tools were finalized. Outreach initiatives included:

- Branding and project identity was incorporated into all materials related to the Envision Ellettsville project. The website and online engagement tools have been launched publicly at [Envisionellettsville.org](http://Envisionellettsville.org).
- Finalized project Facebook page and began to build content. We encouraged Steering Committee members to like and share the page to continue and build audience.
- A digital community survey is being launched on the project website in conjunction with the Public Workshop on September 15, 2021. It is anticipated that this survey will be live for several weeks, and we encourage Steering Committee members to share/forward the survey to get the broadest input. Michael Farmer indicated that the Town can include a note about the survey on the upcoming utility billing going out in October.
- A mobile display has also been created that is intended to circulate to a variety of locations throughout the community. Currently at Town Hall, we can assist with the coordination of the display for other users to “check-out” and set up the display at a variety of locations.

The bulk of the meeting consisted of an introduction to, and completion of, the public workshop materials. The exercises were the same for the public workshop occurring that evening (September 15, 2021 – from 6-8). The format of the workshop discussion is set up in individual stations, organized around four specific topics. Questions specific to each topic are provided as key prompts for your input, suggestions and ideas, including the identification of issues related to “What Ellettsville Needs” and “What Ellettsville Wants.”

Meeting attendees included:

- Nick Baird– ILED Consulting Project, Indiana University
- Michael Farmer – Town of Ellettsville
- Chris Fisher – Ellettsville Main Street
- Clark Griener – BEDC
- Kyle Hannon – Envision Ellettsville
- Darby McCarty – Smithville Communications
- Jamie Miller – RBD School District
- Dan Rarey – Dan Rarey Real Estate, Greater Ellettsville Chamber
- Leasa Sisco – Ellettsville Main Street
- Ron Taylor – TSWDG
- Scott Siefker – TSWDG
- Katie Clark - TSWDG

## Steering Committee Meeting Summaries

### STEERING COMMITTEE MEETING #4 - OCTOBER 19, 2021

A project team member from TSWDG attended the Envision Ellettsville monthly meeting to provide a quick engagement update. This brief presentation included a summary of the participation collected to date, identification of common themes revealed, discussion about schedule updates, review of the next steps.

### STEERING COMMITTEE MEETING #5 - NOVEMBER 16, 2021

On November 16, the project team facilitated the fourth Envision Ellettsville steering committee meeting. There were 11 committee members and three team members from TSWDG in attendance. The meeting agenda focused on a brief update on the engagement update received to date and a SWOT Analysis (Strength, Weakness, Opportunities and Threats) based on the input and data gathered as part of the vision planning process to date. Finally, a review of some draft plan elements was presented with an opportunity for the Steering Committee to provide some input regarding initial reaction and themes to the draft plan elements.

The SWOT analysis was organized by the five plan themes, and included a graphic map of the place-based items that could be physically located in addition to analysis of non-place based concepts. A SWOT was prepared for each of the five themes, including 1) Neighborhoods; 2) Downtown; 3) Connectivity; 4) Business Environment; and 5) Growth & Development.

Following the SWOT presentation, an overview of the initial plan identity, vision, and goal statements was provided. The draft content was based on a blend of the material collected to date as well as the 2018 comprehensive plan goals.

Meeting Attendees included:

- Gary Brinkley – The People’s State Bank
- Christa Curtis – Cook Medical / Ellettsville Chamber
- Michael Farmer – Town of Ellettsville
- Chris Fisher – Main Street
- Clark Greiner – BEDC
- Kyle Hannon – Envision Ellettsville
- Donna Niese – Niese Agency
- Dan Rarey – Dan Rarey Real Estate
- Lisa Siscoe – Ellettsville Main Street
- Jill Thurman – Ellettsville Chamber
- Kevin Tolloty – Ellettsville Planning
- Ron Taylor – TSWDG
- Scott Siefker – TSWDG
- Hailey Roark - TSWDG



## Steering Committee Meeting Summaries

### STEERING COMMITTEE MEETING #6 - JANUARY 14, 2022

A project team member from TSWDG attended the Envision Ellettsville monthly meeting to facilitate discussion related to the draft vision and goals. The committee had completed an online survey to share their level of agreement with the draft materials. During the meeting, the project team reviewed the survey results and discussed revisions to the vision and goals.

### STEERING COMMITTEE MEETING #7 - MARCH 1, 2022

On March 1, the project team met with the Envision Ellettsville steering committee to discuss the draft recommendations. There were 17 committee members present with two members from the TSWDG project team. The meeting agenda focused on a brief review of the content from Chapter 1-3 and then an introduction of the draft recommendations from Chapter 4 of the draft Envision Ellettsville Vision Plan. The committee had already seen and reviewed the material from chapters 1-3 in previous meetings. The review was intended to provide a quick refresh of what was developed and how it related to the chapter 4 recommendations.

The project team went through the draft recommendations starting with the creation of six foundational projects. Foundational Projects are near-term community-wide planning efforts and tools that need to be completed first, as a foundation step to implementing the Vision Plan. Overall, the committee agreed with the six foundational projects and discussed the importance and role of marketing and branding within each of the projects.

Following that, the four key focus areas were outlined. These areas are geographic in nature and were identified within the 2018 Comprehensive Plan. The four-focus areas include the Westside Business Park, Central Ellettsville, North Residential, and Southeast SR 46 Commercial Corridor. These focus areas are used as an organizational element throughout the recommendations chapter. Each focus area section includes an introductory narrative and list of objectives, a series of big ideas, and an action agenda. The committee reacted well to the organization and liked how user-friendly the document would be.

Meeting Attendees included:

- Gary Brinkley – The People’s State Bank
- Christa Curtis – Cook Medical / Ellettsville Chamber
- Michael Farmer – Town of Ellettsville
- Chris Fisher – Main Street
- Clark Greiner – BEDC
- Kyle Hannon – Envision Ellettsville
- Cynthia McBurney – Seven Oaks
- Jaime Miller – RBB Schools
- Donna Niese – Niese Agency
- Dan Rarey – Dan Rarey Real Estate
- Evelyn Ryle – Resident
- Russel Ryle – BZA
- Pamela Samples – Ellettsville Town Council
- Jerry Sanders – RBB Schools
- Leasa Siscoe – Ellettsville Main Street
- Jill Thurman – Ellettsville Chamber
- Brittany Tucker – RBB Schools
- Ron Taylor – TSWDG
- Hailey Roark - TSWDG





# Stakeholder and Focus Group Summary



## Envision Ellettsville Vision Plan

### Stakeholder and Focus Group Summary

As a part of Outreach and Visioning phase of the Envision Ellettsville planning process, the project team hosted a series of focus groups and stakeholder interviews. These interviews provide the project team to dive deep into specific topics with people that represent a certain organization or background. This process focused on hearing from individuals that represented the Local Businesses, Public Utilities, Community Service Providers, Young Professionals, and the Edgewood High School Student Council. The following individuals participated in this engagement effort:

- **Clark Greiner**- Business Development Director
- **Cullen McCarty** – Executive Vice President of Smithville Communications,
- **Dr. Jerry Sanders** – Assistant Superintendent
- **Michael Farmer** - Town Manager and Director of Utilities
- **Pete Yonkman**- President of Cook Group and Cook Medical
- **Clinton Baugh** – Young Professional (Building Associates)
- **Brad Pressley** – Young Professional (Owen County State Bank)
- **Mitch Hannon** – Young Professional (Blueline in downtown Bloomington)
- **Jeff Baldwin** – Boys and Girls Club of Bloomington
- **Diana Choate** – President of Monroe County’s Fall Festival
- **Chris Fisher** – Fishers Reporting, Inc.
- **Gary Brinley** – Peoples State Bank
- **Chris Hosler** – Ellettsville Public Library
- **Braxton Harrison** – People State Bank
- **Mickey Gray** – Mimosa Tree
- **Donna Niese** – State Farm Insurance
- **10 Student Council** – Edgewood High School

While some interviews were one-on-one meetings and others were facilitated as a focus group, the key takeaways are summarized together and organized by topic themes.

#### Housing

- Ellettsville and the whole region needs affordable, workforce housing options.
- Ellettsville needs temporary housing with short-term leases and transitional housing with daycare and doggy daycare.
- People want to move here because of the schools, but often have trouble finding a place to live because of the limited housing stock.

#### Growth and Development

- There is no plan for what Ellettsville wants to attract. We just take on anyone that wants to invest- not necessarily the right type of investment.

- Town isn’t satisfied with being a bedroom community, but we need to come to this realization based on the realities of the way things are growing.
- Ellettsville need clarity- we need people on the Town Board who are going to move forward. In the past the business community has pushed the Town forward.
- Consider and evaluate a TIF in Ellettsville. The Town may be against this, but it is worth exploring---especially on the west side of town.
- One of Ellettsville READI projects was a dig project to address flooding behind the funeral home on Vine Street.
- There needs to be a balance between rural, green space and new development.
- Ellettsville could benefit from combination space---office and warehousing.
- Ellettsville seems open to industrial development and advance manufacturing. We need to look for those opportunities.
- New, field-ready sites are in demand---there currently isn’t any of these sites in Ellettsville.
- The key question for this process is how do we get more than just commuters to come into Ellettsville to shop and do business?

#### Quality of Life

- The family-oriented component is a huge issue in Ellettsville. The community is considered family friendly. This is a community when you can get a decent-sized house and a large backyard but how do we attract other demographics?
- Ellettsville is close enough to modern conveniences, but still far enough away to feel like you aren’t in a dense, urban environment.
- The sense of community is focused around the schools. This is the case in a lot of communities now. This used to not be the case in Ellettsville.
- The Fall Festival used to be a community strength; and it isn’t as much anymore.
- The school has done a marketing and outreach plan. They formed a welcoming committee to greet new families entering the district.
- The Town needs a new vision---there is no public square for the community to rally around.
- The Stewart property, a natural area adjacent to Campbells Park, is an opportunity for additional parks and recreation space.
- Downtown needs to be more attractive if we want it to be a focal point.
- The downtown used to have the Limestone Stage for events downtown, the Town could benefit from having something similar to that again.
- We are lacking recreational needs and activities for 20–40-year-old demographic.
- For Ellettsville to thrive we need to be more than a drive through destination. To be a destination we need someone/ some group to take ownership in the future investment.
- Expanding opportunities for public transit should be considered. Currently, the Bloomington transit only goes to the old GE land. Ellettsville could benefit from adding at least two additional stops closer to the downtown.
- Prioritizing local connectivity is most important but the Town could work with INDOT to provide pedestrian infrastructure along 46 to connect to Bloomington and Spencer.

# Stakeholder and Focus Group Summary

## Community Services

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- The Public Library strives to provide equitable access to information and offers birth through adult programs.
- The library partners with United Way to host food trucks through the summer for low-income students.
- Ellettsville needs programs for children when school is not in session.
- Ellettsville needs additional leadership and collaboration to lead programs and events.
- There is a need for a higher diversity in space for activities and events.
- The school has a new innovation center for the students and community to utilize.
- The town is interested in elevating the Parks Department to an equal department head position to build capacity for parks and trails within Ellettsville.
- Establishing a volunteer network / database could help connect multiple organizations together.
- There seems to be a disconnect between community services organizations and town leadership.

## Business and Workforce Development

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- Workforce and talent attraction is one of the area's biggest issues, especially in terms of raising wages.
- Smithville's presence is important because it gives us an opportunity for a data center.
- Monroe County airport can land everything but a 737—we need to promote that access and availability of the local air service.
- Ellettsville needs certification training options for individuals that don't want to do the post-secondary education route.
- The Town needs more amenities to stay competitive. This will help business and workforce attraction.
- The school corporation has a desire to set up an apprenticeship program with local companies such as Cook Medical.
- Ellettsville's stark contrast to the rest of the county helps with business attraction because it is an easy entrance into the Ellettsville community in terms of very few obstacles.
- ADA accessibility needs to be addressed within the downtown.
- Ellettsville has plenty of retail space available for leasing but the prices are drive be the prices in Bloomington. Property owners are asking for the same rate as Bloomington but Ellettsville doesn't have the market to support those rates.
- Flooding is a primary challenge for downtown business owners but not because of the physical damage that it could do but because flood insurance is so expensive. Most small businesses can't afford it, therefore they can't locate downtown.
- Main Street and the Chamber of Commerce has done a great job with promoting businesses and establishing a foundation, but the next step is to start encouraging collaborating between businesses and other organizations. For example, how can the educational institutions help our business environment?



# Public Open House Summary



## Envision Ellettsville Vision Plan

Public Open House/ Visioning Workshop  
September 15, 2021  
6:00pm to 8:00pm  
Attendees: See attached sign in sheet

### Meeting Overview

On Wednesday, September 15 the project team hosted the first in-person visioning workshop for the Envision Ellettsville Vision Plan. This public event was from 6:00 – 8:00PM at the Town Hall. A total of 32 people signed-in when they arrived to learn about the planning process and share their ideas about the future of Ellettsville.

The workshop was kicked-off with a quick presentation provide by project manager, Ron Taylor. The presentation includes an overview of the planning process and instructions for how to complete the exercises set up around the room. There were 4 stations that focused on specific topics. Attendees were asked to Envision Ellettsville as a place for living, business, recreation, and entertainment. There were 3 key components that made up each station:

- The *Introduction Board* which highlighted development types, characteristics, or amenities that should be considered when completing the stations exercises.
- The *Vision Wall Board* which provided a list of words that could be used to describe Ellettsville’s character or development needs. Participants were asked to add a sticker next to the words that they felt could be related to the future of Ellettsville.
- The *Envision Ellettsville As...* Board which encouraged participants to put green stickers on areas or amenities that make Ellettsville great and red stickers on areas or amenities that could be lacking or need improved.

The summaries below are intended to highlight the key themes from each station at the Visioning Workshop.

#### 1. *Envision Ellettsville as a place to LIVE!*

- a. The most popular words on the Vision Wall were:
  - i. Destination Restaurants
  - ii. Theaters and Museums
  - iii. Public Gathering / Event Space
  - iv. Single-family Homes (0.5 acres or smaller)
  - v. Single-family Homes (0.5 acres or larger)
- b. Existing areas or amenities that make Ellettsville a great place to live include:
  - i. Local churches
  - ii. Businesses – Grocery Store, Bank, and Business Park

### Envision Ellettsville Meeting Summary

- iii. Services - Public Library and School System
- iv. Recreation - Heritage Trail and Campbells Park
- c. Areas or amenities that could be lacking or need Improved include:
  - i. Lack of gathering space
  - ii. Flooding
  - iii. Trail enhancements
  - iv. Traffic along SR 46
  - v. Aesthetics
  - vi. Childcare Options
  - vii. Communication between town, county, and the general public

#### 2. *Envision Ellettsville as a place for RECREATION!*

- a. The most popular words on the Vision Wall were:
  - i. Improved Sidewalks and Multi-use Trails
  - ii. Public Gathering Areas
  - iii. Outdoor Event Space
  - iv. More sidewalks and trails
  - v. Picnic shelters and playgrounds
- b. Existing areas or amenities that make Ellettsville a great place for recreation include:
  - i. Heritage Trail
  - ii. Campbells Park
- c. Areas or amenities that could be lacking or need improved include:
  - i. Connectivity between schools and downtown
  - ii. SR 46 as a complete street
  - iii. Better trail connectivity
  - iv. Finish paving the Karst Greenway south of Ellettsville
  - v. Trail enhancements such as improved lighting
  - vi. Creation of a Riverfront District
  - vii. Desire for a large sports complex
  - viii. New Park on east side of town
  - ix. Outdoor swimming pool / water park
  - x. Connections to Flatwoods Park, McCormick’s Creek, and the Civic Land Trust

#### 3. *Envision Ellettsville as a place for BUSINESS!*

- a. The most popular words on the Vision Wall were:
  - i. Reliable broadband
  - ii. Service-oriented developments (restaurants, retail shops, etc.)
  - iii. Employment opportunities
  - iv. Young Professionals
  - v. Collaborative/Coworking Spaces
- b. Existing areas or amenities that make Ellettsville a great place for business include:
  - i. Ellettsville’s trail network
  - ii. School System

# Public Open House Summary

## *Envision Ellettsville Meeting Summary*

- iii. Zion Growing Hearts Daycare
  - iv. Childcare offered through school system
  - v. Available of land for Business Park
- c. Areas or amenities that could be lacking or need improved include:
- i. More childcare options
  - ii. Parking in the downtown
  - iii. Service delivery / logistics for downtown businesses
  - iv. Flooding
  - v. Speed limit along SR 46 impacts walkability
  - vi. Non-unified development
  - vii. Types of development incentives Ellettsville could utilize
  - viii. Zip code disparities
  - ix. Funding for implementation

#### **4. Envision Ellettsville as a place for ENTERTAINMENT!**

- a. The most popular words on the Vision Wall were:
- i. Restaurants
  - ii. Vibrant Downtown
  - iii. Local Shops
  - iv. Sidewalks and Multi-use Trails
  - v. Breweries and Wineries
- b. Existing areas or amenities that make Ellettsville a great place for entertainment include:
- i. Rental Space in the Historic Gym
  - ii. Food Truck Fridays (Pre-COVID)
  - iii. Campbells Park
  - iv. Hoosier Putt Hole
  - v. Jiffy Treet Ice Cream
  - vi. Urban Air
- c. Areas or amenities that could be lacking or need Improved include:
- i. Slower, safer traffic
  - ii. More dining options
  - iii. Improved appearance of downtown
  - iv. More reasons to come downtown
  - v. Events – Live Music downtown, Free Concerts at Park, and Movies in the Park
  - vi. Sports complex
  - vii. Outdoor Theater

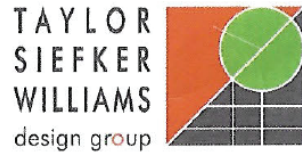
#### **Next Steps**

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The project team has created an online survey available that expands upon the questions asked during the visioning workshop. Over the next several weeks, the project team will begin to summarize the meeting and survey results. The feedback gathered from these two engagement opportunities, as well as additional stakeholder meetings and focus group discussions, will serve as the foundation for the draft vision and goals. The project team will share a draft SWOT analysis, vision statement, and series of goal statements at the next steering committee meeting.



# Public Open House Summary



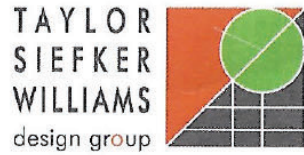
## PLEASE SIGN IN!

Project Public Workshop: Envision Ellettsville

Meeting Date: SEPT. 15, 2021

NAME	ORGANIZATION	PHONE NUMBER	EMAIL
Bruce Hamlin	SCIREMC - BDP water		
Aubrey Williams	Edward Jones		
Christa Curtis	Cook Medical		
Kenya Williams	Edward Jones		
Val + Dane Scott			
Kristen + TJ Lewis	Blue Lotus Massage + Spa		
Brian Lloyd	Berkshire Hathaway Home Services; Resident		
Matt Gargiulo	Zion Community Church of Ellettsville		
Jerry Sanders	RBBSCC		
Lisa Sanders	Member of The Community		
Michael DeHinc	Member of Community		
Paris Caporale	Nick of Time Antiques		
Nick Brehl	Member of Community		
LINDA Summers	" " "		
Tim DeBricker	" " "		
Morgan Tomaso	Resident		

# Public Open House Summary



## PLEASE SIGN IN!

Project Public Workshop: Envision Elizabettsville

Meeting Date: SEPT. 15, 2021.

NAME	ORGANIZATION	PHONE NUMBER	EMAIL
Nick Morrow	Indiana Univ. student		
Josh Clark	Barberry Homes		
Lindsey Clark	Barberry Homes		
Cynthia McBurney	Seven Oaks Classical School		
Kristen Weida	Bloomington Brandy Reactors		
Joyce Peden	(community)		
Joe Peden			
SUE Allen	3120 N. Woodlee		
Jennifer Pearl	Bloomington Econ. Dev. Corp		
Patrick McGerr	Herald-Times		
Greg Ratliff	EHS		
Jim Inman	German American		
Samuel Mamsso	Resident		
Jimmi Durmel	Town of Elizabettsville		

# Land Use Workshop Summary



## Envision Ellettsville – Land Use Planning Workshop

December 12, 2022

### Meeting Summary

The project team facilitated two public workshops on December 12 at the Ellettsville Town Hall. The first session started at 1:00PM and then the second session started at 4:00PM. The sessions were intended to provide the community with an opportunity to review the draft future land use map and category descriptions. The meeting kicked-off a brief presentation including the vision plan overview, plan elements, land use planning, and next steps. The presentation can be reviewed as an attachment to this summary. Following the presentations, attendees were invited to ask questions and walk around to review the materials presented on large presentation boards.

### Session #1 – 1:00PM

There were 25 people in attendance. Highlights from the discussion include:

- One attendee asked about how schools play into the Envision Ellettsville. The project team explained that schools fell into the institutional land use category and their importance in attracting and retaining population.
- The area south of Ellettsville was brought up for consideration – should the map include another focus area there?
- What level of density are we talking about? A 5-story building up against a road that was built for horses and buggies may create issues.
- When asked, what do you like about the future land use map” attendees shared:
  - They liked the general business (purple areas) anchoring both ends of the town.
  - The map made it clear about how the town lacks parks and recreation space.
  - While the map isn’t significantly different from what’s there today, it makes for a sensible approach for anticipating growth.
  - They liked the industrial uses to the west and feel that Ellettsville should protect that land.
- When asked, what concerns do you have with this approach” attendees shared:
  - Concerns about retail – Ellettsville needs more density to attract residents and support future retail establishments.
  - Roadways improvements need to align with the rate of growth.
  - Compact urban sites – Ellettsville hasn’t fully embraced it yet but focusing density in the planned neighborhood areas could be a way to “test the waters.”
  - What about zero lot line homes? Development standards would need to allow this type of development if the town felt it was desirable.
  - How do you force “quality” with standards? Renwick is a planned unit development that is a really good example.
  - Should the plan consider different levels of density? The town is limited on land so going “up” is an option.



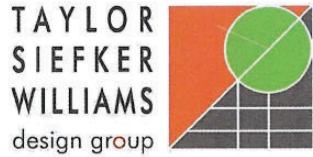
### Session #2 – 4:00PM

There were 15 people in attendance. Highlights from the discussion include:

- A small group (4) of farmers showed up with concerns about their property being shown as future residential. The project team spent a significant portion of the meeting discussing the concerns and explaining the underlying purpose of a future land use plan to the concerned residents.
- Ultimately, the project team agreed to remove their property from the residential focus area on the map.



# Land Use Workshop Summary



## PLEASE SIGN IN!

Project Ellettsville FLU Workshop

Meeting Date: 12/12/22

NAME	ORGANIZATION	PHONE NUMBER	EMAIL
JERRY COUENS	Ellettsville Chamber / Mon Co St Bank		
Christa Curtis	Ellettsville Chamber / Coolc		
PAUL QUICK	Ellettsville Chamber / Smithville		
Kyle Hannon	Ellettsville		
Savannah Whittaker	Edward Jones / Chamber		
Meagan Niese	Community Foundation		
Gary Brinley	Ellettsville Chamber / The Peoples		
DAN RAREY	Main St, Chamber, Area 10		
Stephen Guinn	Seven oaks Classical School		
Russell Ryle	BZA		
Claire Hansen			
Kurtis Cummins			
PAT Wesolowski	BZA		
DON CALVERT	Plan Commission		
Denise Line	TOE		
Nikki Beyers			
CLARK GREWEL	BEDC		
Jack Neal	citizen		

# Land Use Workshop Summary



## PLEASE SIGN IN!

Project Ellettsville FLU Workshop

Meeting Date: 12/12/22

NAME	ORGANIZATION	PHONE NUMBER	EMAIL
EVELYN RYLE	GUEST		
Leasa Siscol	E. Main Street		
Suzanne Nard			
Kristen Carson			
Brandon Jeffers			
Lindsey Neal	The Peoples State Bank		
Whitney Kaelling	Bloom Chamber		
DAN Swafford	TO F		
Kisa Stevens	property owner		
Zack Stevens	property owner		







# Implementation Team Meeting

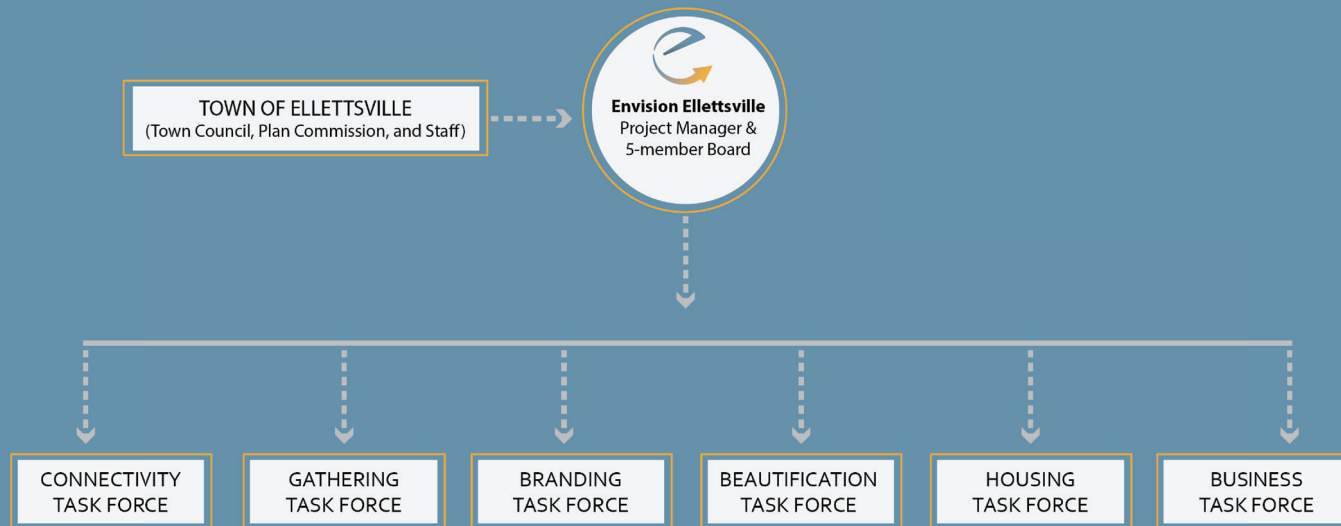
Draft Organizational Structure

April 5, 2022

*(Updated May 3rd)*



# Proposed Organizational Structure



## ROLES & RESPONSIBILITIES

WHAT IS THE PRIMARY ROLE FOR EACH PLAYER?

*TSWDG could also help facilitate the launch of these groups, serve as an on-call partner, and/or facilitate the completion of the foundational projects.*

### TOWN OF ELLETTSVILLE

#### **ROLE & RESPONSIBILITIES**

**Oversee** all administrative and financial functions including annual budget and approval of projects and programs within Ellettsville.

- Serves as the governing body for the Ellettsville
- Most funding mechanisms will have to be funneled through the town
- Most incentives will have to be approved and facilitated by the town

### ENVISION ELLETTSVILLE BOARD

#### **ROLE & RESPONSIBILITIES**

**Guides** the implementation of the Envision Ellettsville Vision Plan and **facilitates regular communication** with the Town of Ellettsville.

- Vision Plan experts including communication and advocacy
- Convener of people and resources
- Serves as the Liaison between Town Officials and Task Force Groups
- Coordinates fiscal planning including fundraising, budgeting, and grant applications.
- Approves all grant applications before submitting.

### TASK FORCE GROUPS

#### **ROLE & RESPONSIBILITIES**

**Ensures** that adequate time and attention is given to a given topic and works to move tasks forward.

- Brainstorms ideas
- Tracks new opportunities
- Identifies solutions for related barriers
- Identifies funding resources
- Reports back to EE Board

*The EE Board will select a task group leader that has a comprehensive understanding of the task at hand.*





# COMMUNICATION

WHEN AND HOW DO THE PLAYERS INTERACT?

## TOWN OF ELLETTSVILLE

### INVOLVEMENT

- Ideally, Town officials and staff would be involved in the task forces.
- If so, they could help improve communication between the 3 parties.

## ENVISION ELLETTSVILLE BOARD

### MEETINGS

- Meets internally on a **quarterly** basis.

### COMMUNICATION

- Responsible for creating document templates for project budgets, meeting agendas, and meeting summaries.
- Responsible for digital progress report to town officials and staff on a quarterly basis.
- Responsible for attending Town work sessions as needed.
- Responsible for all communication with general public.

## TASK FORCE GROUPS

### MEETINGS

- Meets internally on a **monthly** basis.
- Can adjust frequency based on pace of progress.

### COMMUNICATION

- Responsible for sending meeting agenda, summary, and follow-up action items to taskforce members and EE board after every meeting.
- Task Force Group Leader will attend the EE board meeting on a quarterly basis to provide a status report.



## MEMBERS TO INVOLVE

WHO SHOULD HAVE A SEAT AT THE TABLE?

*The average volunteer can always participate but it is critical for these taskforce to have representatives from select departments / agencies.*

### CONNECTIVITY TASK FORCE

*Envision Ellettsville Advisor*

*Task Force Leader*

*Ellettsville Streets Dept.*

*INDOT*

*Main Street*

*Monroe County*

*School Representative*

*Bloomington Transit Services*

### GATHERING TASK FORCE

*Envision Ellettsville Advisor*

*Task Force Leader*

*Ellettsville Parks*

*Ellettsville Stormwater Utilities*

*Army Corp / Floodplain  
manager?*

*Downtown Business/Property  
Owners*

*Fall Festival Rep.*

### BRANDING TASK FORCE

*Envision Ellettsville Advisor*

*Task Force Leader*

*Main Street*

*Residents and business owners*



## MEMBERS TO INVOLVE

WHO SHOULD HAVE A SEAT AT THE TABLE?

*These taskforce groups can then become the committee members of the foundational projects.*

### BEAUTIFICATION TASK FORCE

*Envision Ellettsville Advisor*

*Task Force Leader*

*Homebuilder or developers*

*Ellettsville Planning & Zoning*

*Code Enforcement*

*Residents and business owners*

### HOUSING TASK FORCE

*Envision Ellettsville Advisor*

*Task Force Leader*

*Ellettsville Utilities*

*Ellettsville Planning & Zoning*

*Plan Commission Rep.*

*Council Rep.*

*School Rep.*

*Public Safety Personnel*

*Real Estate Agent*

*Homebuilder or developer*

### BUSINESS TASK FORCE

*Envision Ellettsville Advisor*

*Task Force Leader*

*Chamber of Commerce*

*Economic Development Corp.*

*Plan Commission Rep.*

*Council Rep.*

*Ellettsville Utilities*

*Ellettsville Planning & Zoning*

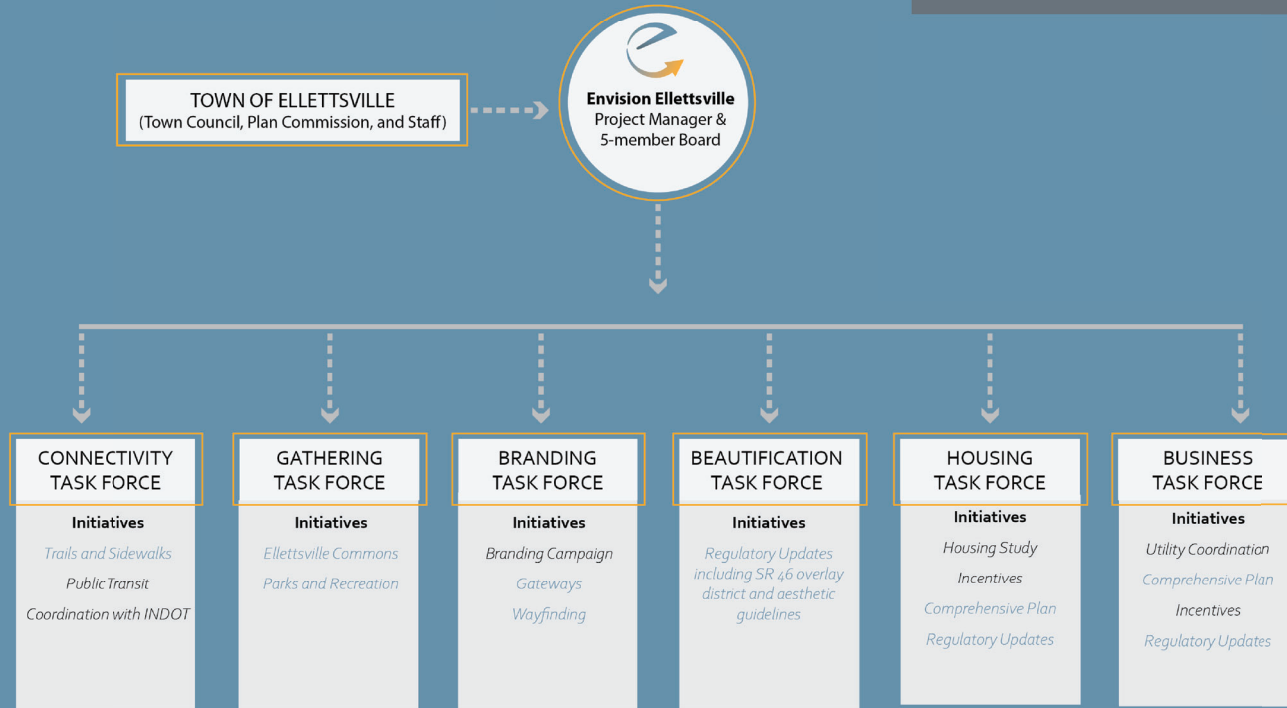




## PROPOSED INITIATIVES

WHAT WOULD THEY BE WORKING ON?

The items highlighted in BLUE require the foundational project to be completed first.



*"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."*



## 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.*

# REGIONAL PEDESTRIAN AND BICYCLE MASTER PLAN

FOR EXAMPLE....

- It's more than just drawing lines on the map.
- Connectivity Plan Components –
  - Inventory of existing conditions
  - Public Engagement
  - Recommendations
    - Supporting Program and Policies
    - Programmatic and Use Patterns
    - Location of infrastructure
    - Design of infrastructure
    - Prioritization /Project readiness (acquisition of land, funding resources, construction documents, etc.)
    - Cost Analysis
    - Maintenance Plans

What is the value-added of hiring a consultant?

- A professional consultant has a comprehensive understanding of the topic.
- A professional consultant is an outside party that isn't involved in the "local politics."
- A professional consultant has knowledge of what other communities are doing – what works well and what doesn't.







