



BARGERSVILLE, INDIANA

# Downtown Revitalization Plan

September 14, 2015



This plan was made possible in part by federal Community Development Block Grant (CDBG) dollars distributed through the Indiana Office of Community and Rural Affairs (OCRA). Matching funds were provided by the Town of Bargersville.

## Steering Committee

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Roy Umbarger & Sons, Inc.  
Approval Auto Credit  
Bargersville Mini Mart  
Belcher Heating & Cooling LLC  
Bistro 226  
First Farmers Bank & Trust  
Mallow Run Winery  
Pump House Antiques  
Red's Place  
Taxman Brewing Co  
Town of Bargersville

## Prepared By

RATIO Design

## TABLE OF CONTENTS

### Chapter 1: Introduction

Purpose and Approach.....	06
Community Involvement.....	08
Workshop Results.....	10

### Chapter 2: Analysis

Downtown Analysis.....	16
100% Intersections .....	18
Downtown Inventory .....	20
Parking Analysis.....	22
Existing TIF District .....	23
Utilities.....	24
Market Analysis.....	25
Demographics and Market Trends	26

### Chapter 3: Development Context

Developing A Plan.....	38
Opportunities Map.....	39
Gateways and Wayfinding .....	40
Historic Downtown Revitalization .....	
Concepts .....	42
Summary of Priorities.....	46
Closing the Gap .....	56
Commercial Core Revitalization .....	
Concepts .....	60
TIF District Opportunities .....	62
Additional Pedestrian and Vehicular ..	
Improvements.....	63
Bargersville Sports Complex.....	64

Other Public Improvements .....	66
---------------------------------	----

### Chapter 4: Implementation

Implementation Narrative.....	70
Project Descriptions .....	72
Implementation Schedule.....	75
Funding Table.....	77

### Appendices

Urban Design Resources.....	80
Pictorial Examples .....	82
Tax Increment Financing .....	
Strategies.....	84

#### NOTE:

The graphics contained within this document, including illustrative plans, sketches, photographs, etc., are intended to portray design intent and not final architecture, site, or streetscape design. This plan is not intended to be used as a construction document.

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# Chapter 1: Introduction

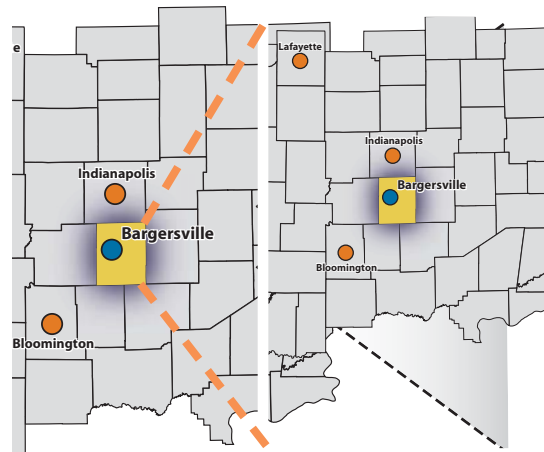


## Purpose of the Plan

Bargersville is one of the fastest growing communities in the state and region (Indiana and Indianapolis). This Downtown Revitalization Plan is the culmination of current and previous planning efforts, and it is an essential component to realize the Town's broad vision for enhanced quality of life and a connected authentic downtown supporting dynamic businesses, visitors, and residents all of whom will invest in downtown success. The Town of Bargersville adopted a new Comprehensive Plan in 2013. This plan builds upon the Comprehensive Plan with the specific focus on revitalizing downtown. In addition, the plan satisfies a step in assisting Bargersville eligibility to obtain streetscape implementation, historic preservation, façade renovation and other economic development funding offered by the Indiana Main Street Revitalization Program (MSRP) or the Office of Community and Rural Affairs (OCRA) grant assistance programs. Projects highlighted within this plan may also fold into an OCRA Stellar Communities Application in the event the Town Council wishes to pursue such a future endeavor.

## Bargersville Downtown Integrated Development Approach

The downtown study area has two distinct business sub-markets (described on page 7). The "Historic Downtown" area and "Commercial Core" SR 135 corridor. With continued commercial, visitor and residential development in and around



Bargersville bringing more vehicle traffic, it is anticipated that the SR 135 commercial corridor will attract private development interest to capture this growing auto-oriented market. Therefore, SR 135 will likely be revitalized by private investment. The Town could increase the speed and size of investment by engaging in public/private partnerships and exercising development tools such as Tax Increment Financing.

Because it sits off the "beaten path" of SR SR 135 travelers, the "Historic Downtown" area must work to attract multiple markets of residents, employees, and visitors to be a successful location for business. Bargersville must continue to develop additional destination businesses "to support the success of Reds and the Taxman." These two businesses have laid a strong

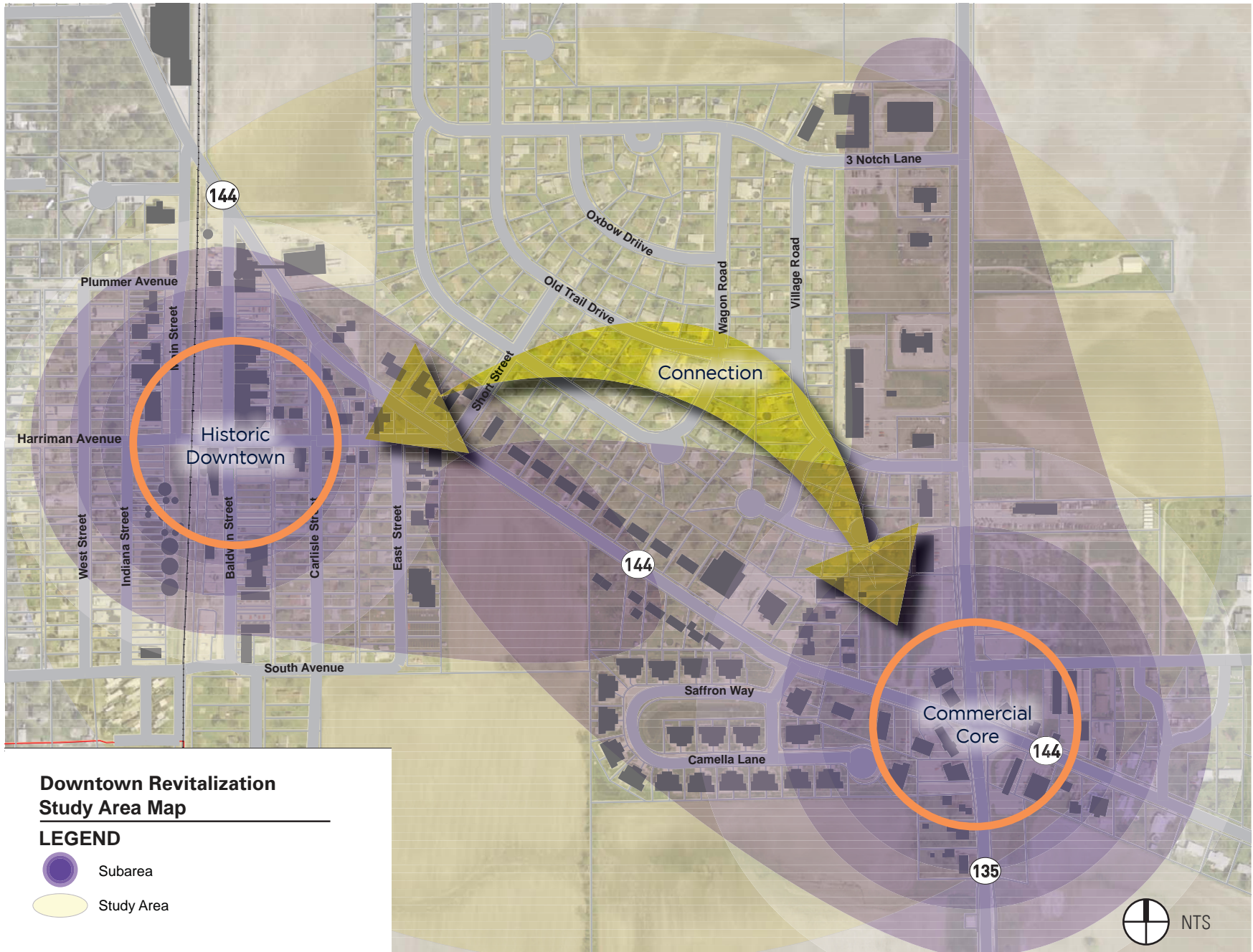
foundation from which other businesses may grow and prosper.

## How should the Town of Bargersville encourage new entrepreneurs to invest in downtown?

By making responsible public investments to organize public parking, improve streetscape, develop clear wayfinding signage, and enhance public gathering spaces the Town can encourage new businesses to take risks to invest in downtown Bargersville.



By making these public improvements, the downtown will be able to attract a larger market to support not only Reds and the Taxman but other growing businesses as well. The Town needs to begin immediately to upgrade the public "face" of downtown with improved parking, streetscape, and public spaces. It is around these new and improved downtown public areas that new private investment will occur.

The Bargersville destination market is very strong and growing. As discussed later in the plan, it is critical for the Town to make the types of public investments that will attract new private investment before the growing destination market leaks to other communities. By making these investments now, this integrated public/private development approach has the potential to make downtown Bargersville the number one location on Indianapolis' south side to live, work and play!



**Downtown Revitalization  
Study Area Map**

**LEGEND**

-  Subarea
-  Study Area

Bargersville Public Input Word Map





## Previous Planning Efforts

The Town also is planning a trail through downtown (funded by the Indianapolis MPO) which will connect the “Historic Downtown” with the “Commercial Core”. This important connection will help bridge a gap in the community and serves as an impetus for this plan to look at the **whole** downtown.

## Community Engagement

There was an extensive effort to gather public input, including stakeholder interview and public workshops during the preparation of this Downtown Revitalization Plan. The Bargersville Main Street organization served as the project Steering Committee for this plan. They provided on-going feedback throughout the planning process, helped with community outreach and confirmed the vision and priorities identified in the Downtown Revitalization Plan.

## Steering Committee

A strong Steering Committee comprised of involved and an engaged community and business leaders guided the process to ensure an authentic vision for the downtown study area of Bargersville. The committee met four times as part of the process to provide feedback and input to the recommendations and implementation strategies of the plan. These individuals and the Main Street organization should be commended

for their outstanding involvement throughout this planning process. It will be critical that these individuals remain involved to support the actual implementation of the Downtown Revitalization Plan projects in concert with elected and appointed Town officials.

## Community Workshop

On January 20, 2015 approximately 100 people attended a 4-hour community workshop with targeted activities to obtain input on proposed ideas and development concepts for downtown.

Activities included selecting preferences from placemaking boards, idea mapping, analysis activities and a LiveDesign<sup>SM</sup> exercise aimed at working directly with the community to help realize a vision for downtown. Live Design allows participants to “see” their ideas in a computer model to understand how their idea may influence downtown development. This well attended event illustrated the community’s commitment to both this Downtown Revitalization Plan and to having a revitalized downtown.



## Downtown Revitalization Plan Visioning Workshop

Tuesday, January 20th 4:00PM-8:00PM

Bargersville Town Hall Community Room,  
24 North Main Street  
Bargersville, IN 46106

The Town of Bargersville is preparing a Downtown Revitalization Plan and we want you to be involved as we work to envision an economically vibrant and active downtown. Stop in at any time to participate in a number of activities designed to generate ideas for the future of Bargersville’s Downtown.

Refreshments will be served.

For questions, or more information please contact Julie Young, AICP, Director of Development, Town of Bargersville  
Email: [jyoung@townofbargersville.org](mailto:jyoung@townofbargersville.org), or Call: 317. 422. 3104



## Council Meeting

On September 8, 2015, there was a public hearing before the Bargersville Town Council to approve the Downtown Revitalization Plan.

## Results of the Downtown Visioning Workshop

The four hour public workshop was an extremely well attended and fruitful opportunity to obtain community input on the future of Bargsville's Downtown.

### What Is Missing From Downtown

**Participants responded that few destinations and/or Third Place (play) venues for gathering exist within the "Historic Downtown".**

**Some suggestions for improvements included the following:**

- Coffee Shop/Bakery
- Butcher/Specialty Foods
- Wine Bar/Scotch Bar
- Family Oriented Restaurant's (affordable, accessible, non-franchise), open for breakfast and lunch
- Small Retail (antique, gallery, specialty)
- Destination/specialty businesses
- Festival Venue (gathering space/farmers market space/live entertainment/band shell) for live performances.
- Branch Library of Johnson County Public Library
- Bed and breakfast (can become a signature for the community)
- Business incubation/maker center (Main Street/planning office/interim uses for vacant buildings etc)

- Community center housed in an existing building (such as a vacant building downtown or a new downtown plaza building)

**Participants also responded that few Vehicular Commercial destinations were within the "Commercial Core". With the pending sports facility just south of the SR 135 and Plank Road/SR 144 intersection this becomes quite important.**

**Some suggestions for improvements included the following:**

- Fine Fast Food (e.g Chipotle, Panera etc.)
- Franchise Family Oriented
- Grocery
- Health/Fitness/Wellness (e.g. LA Fitness)
- Pedestrian Connectivity
- Packaging and Reconfiguration of Real Estate (incentivize developers to assist private development)

**Participants responded that the public realm (Sidewalks, Trails, Parking, Parks, Plaza Space etc.) was important to the future of Bargsville and especially for residents seeking an authentic Downtown as a quality of life amenity.**

**Some suggestions included:**

- Trees, Lights, Benches
- Sidewalks and ADA Accessible Ramps
- Trail/Trail Head Downtown and at 135 / 144 intersection

- Gateway Signage
- Wayfinding Signage
- Cohesive Marketing and Branding Strategy
- Main Street Committee/ Partner with Franklin Chamber of Commerce
- Parking Upgrades (street and lots)
- Acquisition of Targeted Rail Properties
- New Police Department/Town Hall (feasibility study)
- Use Rail Road as an Asset/Not a Liability (opportunities, connectivity etc.)
- Wi-fi Access Downtown
- Dog Park
- Enhanced Senior Center

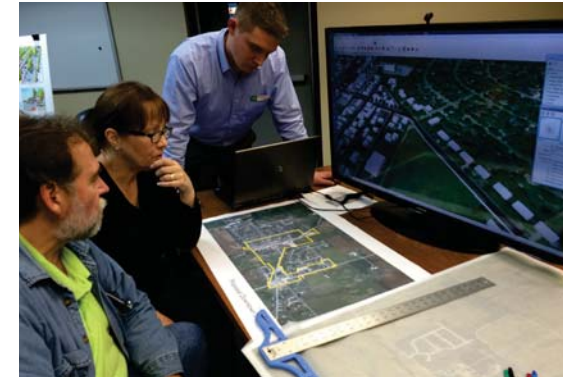
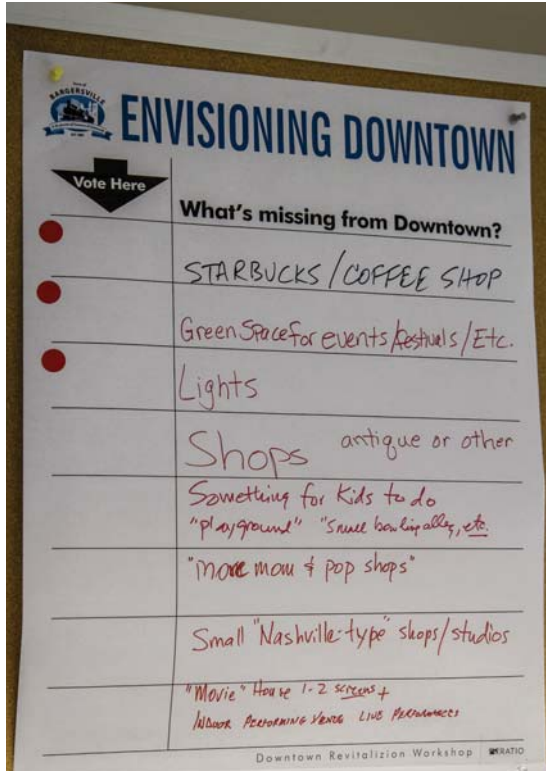
**Despite Downtown's needs, workshop attendees in general liked the small town feel, existing restaurants, and the events occurring within the downtown.**

**Downtown Events Include:**

- Santa Train
- Car Show
- Church Fish Fry
- Music

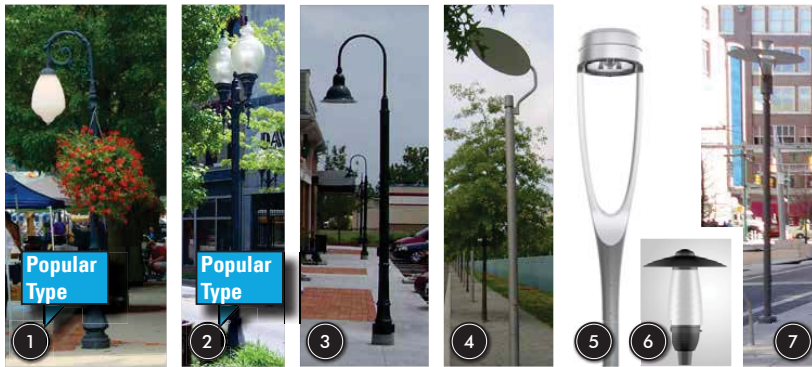
**Attendees felt the Town could absolutely support and should pursue more quality Downtown events throughout the year.**

## Workshop Images



# PLACEMAKING

**Lighting** Blue Boxes Indicate most popular lighting types (5+ votes) by the public at the 1/20/2015 Workshop.



Most popular Lighting types all are traditional in design with either acorn tops, or classic droop tops. This suggest a classic lighting style is appealing to the community.



# PLACEMAKING

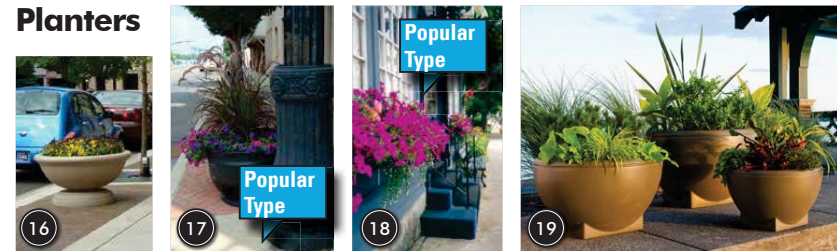
Blue Boxes Indicate most popular Furnishing, Planter, and Waste Receptacle types (5+ votes) by the public at the 1/20/2015 Workshop.

**Furnishings**



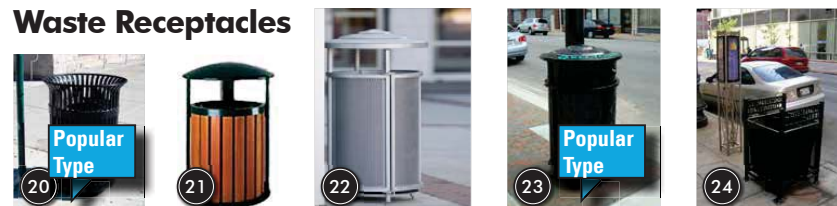
All three types of Site Furnishings (benches) were popular. This indicates that further discussion may be needed with the steering committee.

**Planters**



It should be noted that the public was interested in integrating Planters and landscape into the streetscape (tree bumpouts, etc).

**Waste Receptacles**

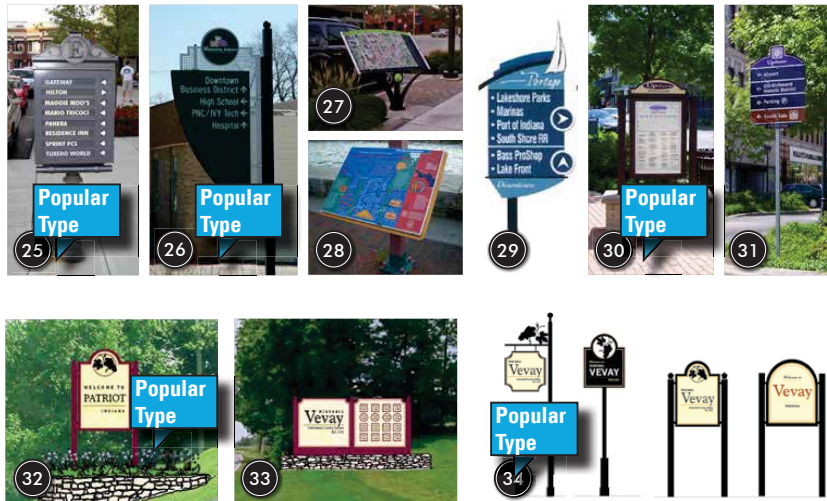


Classic, black round Waste Receptacle types were designated as most popular by the public.

# PLACEMAKING

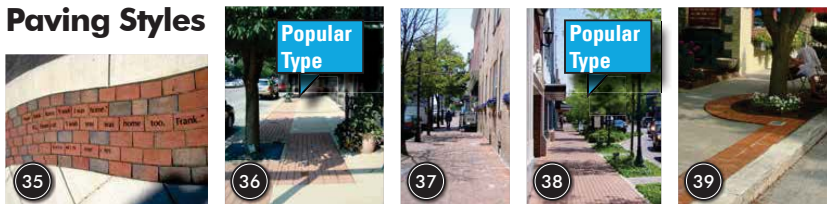
Blue Boxes Indicate most popular Wayfinding, and Paver Style types (5+ votes) by the public at the 1/20/2015 Workshop.

## Wayfinding



The public noted a need for both Wayfinding and Gateway Signage into the community. It was noted that a classic look with well constructed materials was a top choice.

## Paving Styles

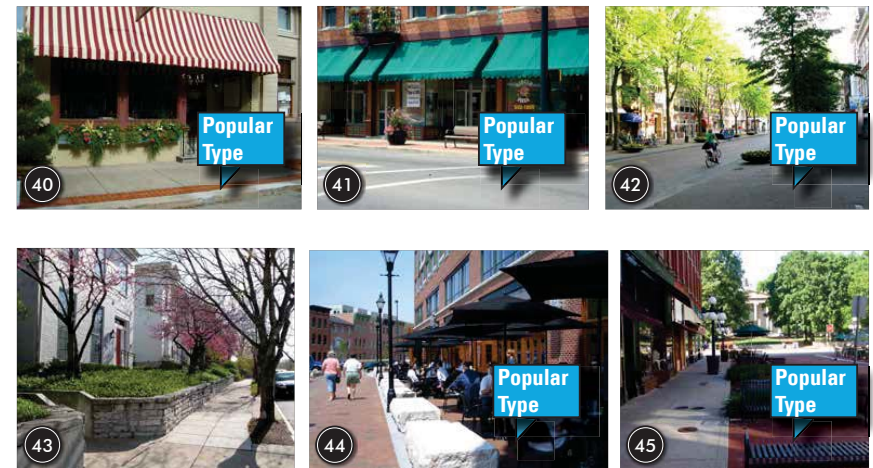


The public noted that the look of brick or even just new, concrete walks with STREET TREES could really improve the look and feel of downtown.

# PLACEMAKING

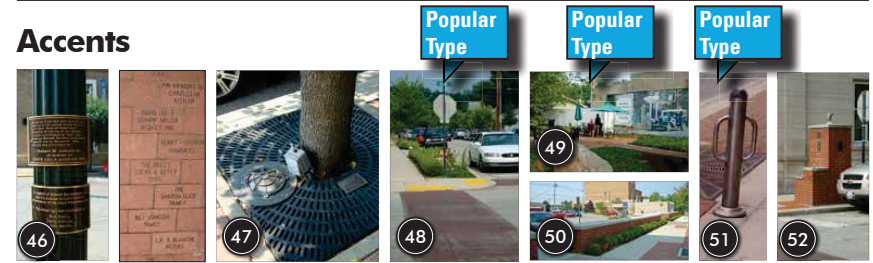
Blue Boxes Indicate most popular Streetscape Character and Accent types (5+ votes) by the public at the 1/20/2015 Workshop.

## Streetscape Character



The public really liked awnings, outdoor dining areas, the notion of a pocket plaza for gathering and a walkable downtown.

## Accents



Donation Recognition  
Lighting and Electrical Access  
Crosswalk Treatment  
Above: Pocket Plaza  
Below: Parking Edge Treatment  
Bike Rack  
Drinking Fountain

Crosswalks, Pocket Plaza's Parking Edge Treatments and Bicycle Racks are all popular.

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# Chapter 2: Analysis



## Bargersville's Downtown Analysis

Bargersville downtown study area encompasses two unique types of retail experiences. Within "Historic Downtown," retail and restaurants may provide more of a destination experience. The "Commercial Core" with its average daily traffic count estimated at over 12,000 ADT, the businesses are more oriented toward convenience and quick service type establishments for retail and restaurants as well as support venues such as the MVP Sports Park (south of downtown on SR 135).

### Indiana Railroad

The railroad provides the defining element to the immediate "Historic Downtown" area. The Indiana Railroad runs north-south thru the heart of the historic portion of downtown dividing Baldwin Street on the east side from Main Street on the west side of the tracks, respectively, see Page 17. Bargersville has a long and rich railroad heritage. Like many small towns in the Midwest, Bargersville was a local hub for shipping farmers' grain by rail. While it no longer moves grain by rail, the railroad remains active as the main route for coal moving to the Indianapolis Power & Light's generating station in downtown Indianapolis. The railroad is a central downtown location to one of Bargersville's largest community events such as the Santa Train which attracts nearly 10,000 people over one weekend in December each year.

The railroad is a historical element that speaks to Bargersville past and provides an organizing element around which to build its future revitalized downtown.

It is important to note that in the past the Town had a train depot in the historic portion of downtown, but that has since been demolished.



### Downtown Streets and Traffic Patterns

The "Historic Downtown" south of CR 144/ Old Plank Road east from East Street to South Street, to West Street back to North Street and CR 144 / Old Plank Road is a traditional grid with short compact blocks that support walkable neighborhoods, see Page 17. The neighborhoods further west of the "Historic Downtown" and the neighborhood north of CR 144 / Old Plank Road between downtown and SR 135 are fine neighborhoods, but that represent a classic suburban layout that supports vehicles more than pedestrian movement. Many streets in and around the downtown area lack a defined curb and therefore vehicles are often parked over the edge

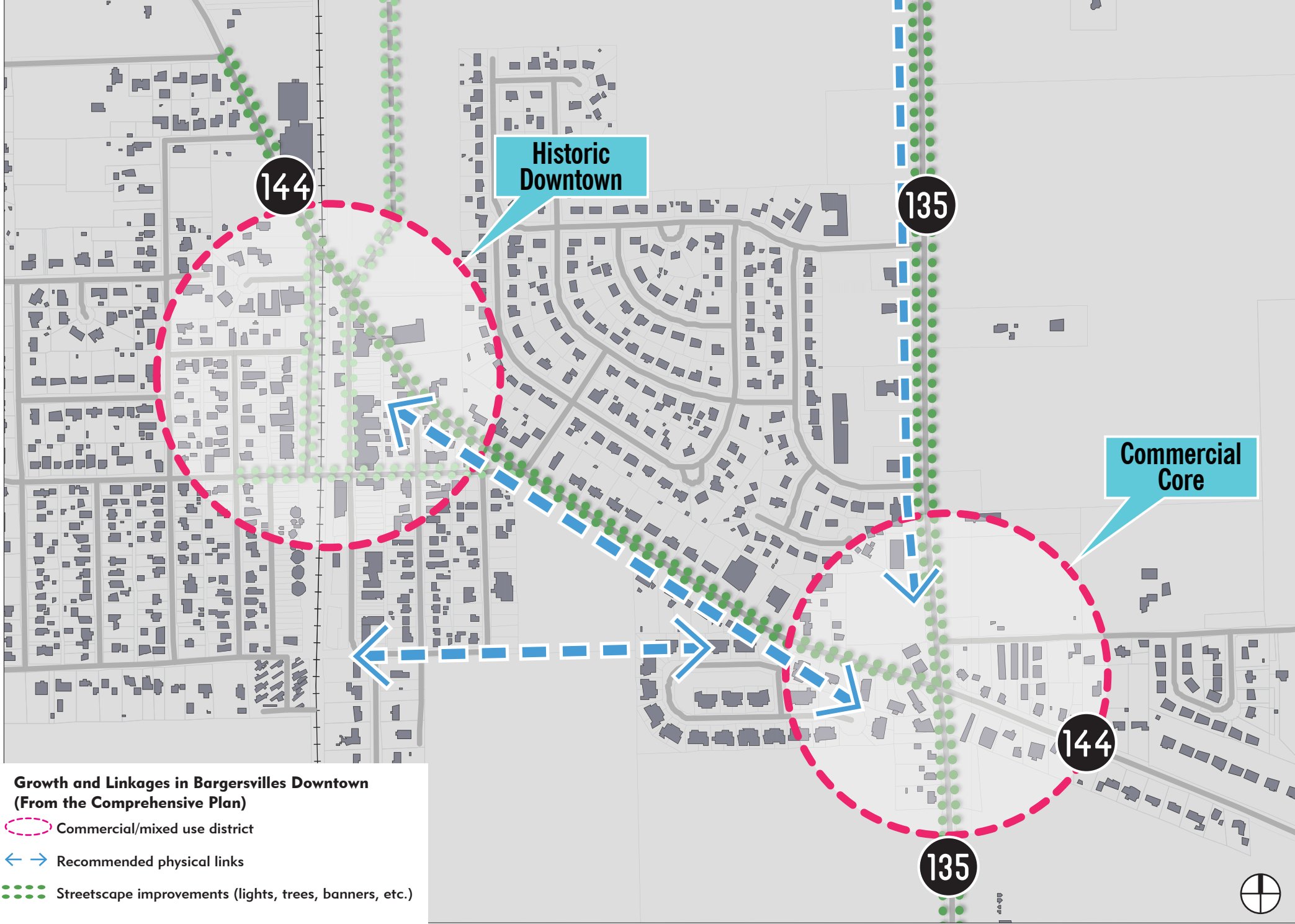
of the street or shoulder of the street.

### Pedestrian Network

The "Historic Downtown" is walkable in scale. While there are a number of existing amenities with restaurants and a small convenience store, the downtown should have more points of interest and activity for movement, and the sidewalks and linkages to other adjoining neighborhoods, and to SR 135 need to be improved. As mentioned with the street curbs that are missing, pedestrian routes are not separated clearly from vehicular lanes. This should be improved for pedestrian safety, especially as future improvements may attract more walkers and bikers to the downtown area.

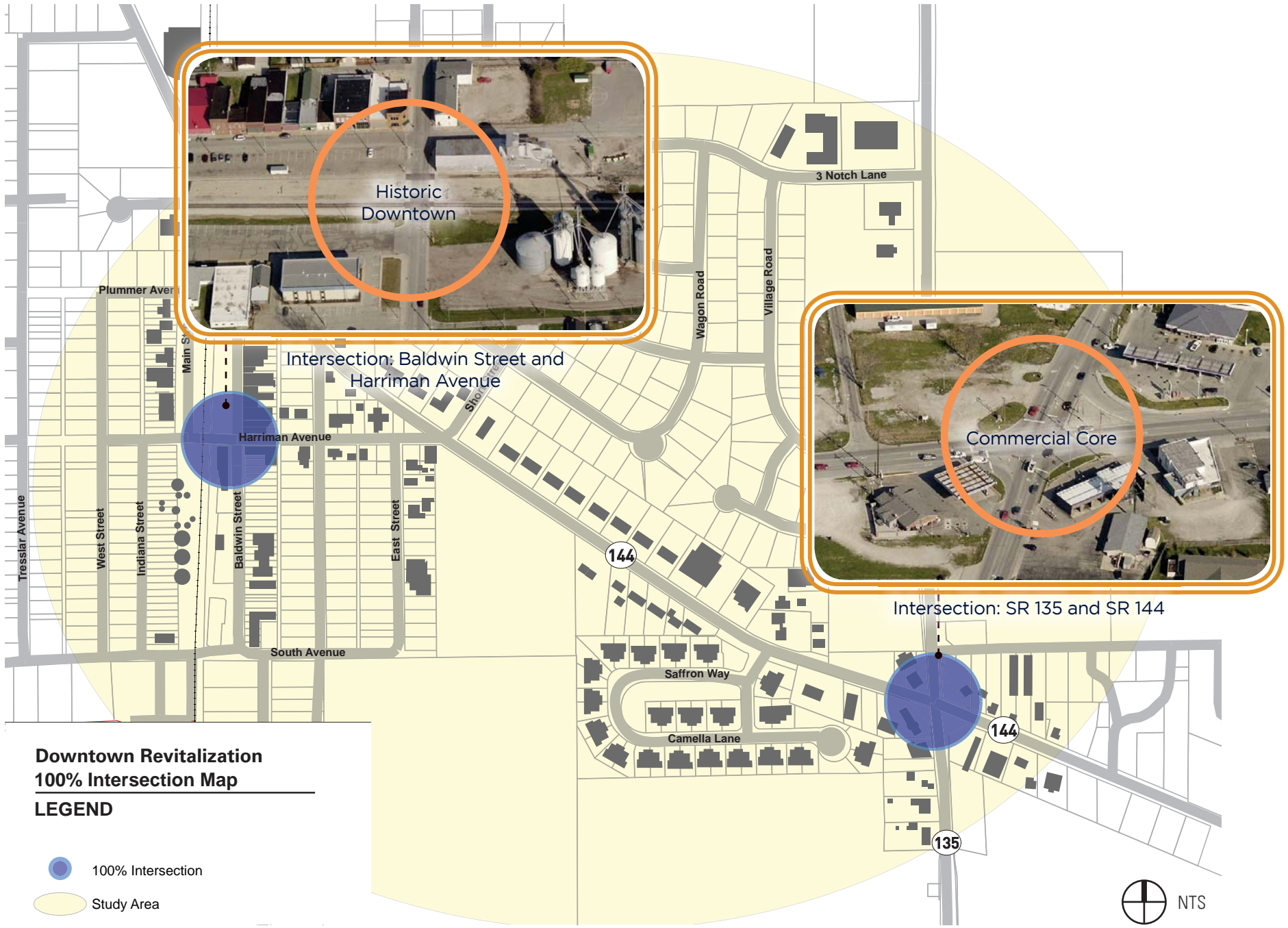
The proposed greenway trail along CR 144/ Old Plank Road from the northwest side of downtown through downtown to SR 135 should improve safety along CR 144 / Old Plank Road which is a narrow highway and not conducive to pedestrian movement. There needs to be stronger connectivity from the core downtown to surrounding neighborhoods that allow safe and efficient pedestrian movement to and about the downtown area. The Town of Bargersville has been awarded funds through the Indianapolis MPO to construct a pedestrian trail through downtown which will connect the "Historic Downtown" along CR 144 / Old Plank Road to SR 135 and the "Commercial Core" which will greatly improve the walkability for the **whole** Downtown.







**Growth and Linkages in Bargersville's Downtown  
(From the Comprehensive Plan)**

- ⋯ Commercial/mixed use district
- ← → Recommended physical links
- ⋯ Streetscape improvements (lights, trees, banners, etc.)



**Downtown Revitalization  
100% Intersection Map**

**LEGEND**

-  100% Intersection
-  Study Area

## 100% Intersections

100% (Hundred Percent) intersections represent locations where the most people pass by in a small geographic area. People may be passing by on foot, on a bike, or driving in a car, but these locations are very important for retail and restaurants who rely on people entering their businesses for sales. Besides the importance of 100% intersection for businesses, these locations are important as an opportunity to brand geographic locations like a downtown, or a commercial corridor. Therefore, 100% intersections should be used as a focal point to welcome visitors and shoppers to a specific area. Streetscape and other public areas should reflect the “brand” with appropriate lighting and other sidewalk features that communicate that they have reached a special location.

## Bargersville is fortunate to have two 100% intersections

These intersections serve the two submarkets within the study area. The hundred percent intersection along the SR 135 Corridor is the SR 135 and Old Plank Road/SR 144 intersection represents this “Commercial Core”. In the “Historic Downtown”, the 100% intersection is the intersection of Harriman Ave. and Baldwin St. Each intersection represents that location where the most people pass through in each submarket. Each of these 100% intersections should reflect the character and “brand” of Bargersville and the sub-market. Therefore, the brand may be similar since each is Bargersville, but the elements for the “Historic Downtown” commercial core will reflect streetscape elements that are more oriented toward vehicles in scale while the

Harriman and Baldwin intersection should reflect a more pedestrian oriented features and scale. It is very important that with each hundred percent intersection that people should feel they have arrived at a destination point of the respective submarket.

## Building Occupancy

It is important to determine the potential highest and best economic use of building square footage in the immediate downtown area and along the SR 135 corridor. These existing vacant buildings may require that renovations be made to be available for new businesses and commercial occupancy. Under-used building space may exist where a non-retail use, such as a low traffic office use, is occupying the first floor retail space. The buildings along the retail core of Baldwin Street should contribute to the economic health and vitality of existing retail and restaurants in the immediate downtown or along SR 135.

In the “Historic Downtown”, there is an estimated 21000 SF of vacant space. There is also an estimated 33,000 SF of underused first floor space. This provides unique challenges regarding opening more space to retail and restaurant use which would create a more economically vibrant downtown. If the vacant space could be renovated for use at a cost of between \$730,000 and \$1,700,000 this would result in a feasible redevelopment of vacant space.

There are several vacant buildings in the “Commercial Core”. The largest is a strip commercial building located behind several outlots north of Old Plank Road/CR 144 and west of SR

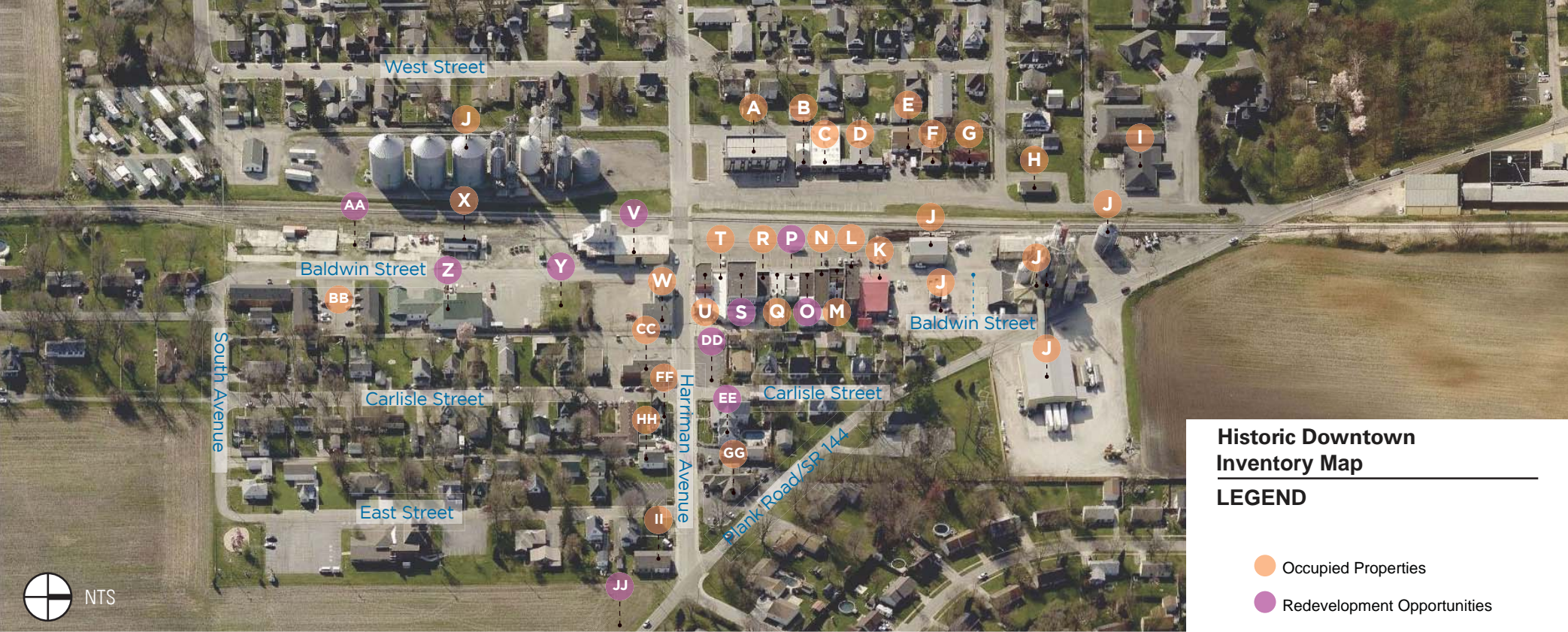
135 of approximately 18,000 SF. There is another two story office and manufacturing mix of buildings on the north side of Old Plank Road between SR 135 and downtown. Finally, there may be space available on the site of the vacant car wash.

## Developable Land

Potential infill redevelopment opportunities exist on vacant land within the “Historic Downtown” and along the SR 135 corridor. In the immediate downtown area, there are a number of vacant parcels of land that could be used for infill redevelopment. These vacant parcels present a great opportunity to attract significant investment to the near downtown area in particular. There are six vacant developable parcels that represent an estimated total of +/- 51 Acres with 48 acres zoned R-1, 11.5 acres zoned A-1, and 1.3 acres zoned C-3. If these parcels were developed, the Town could potentially generate between \$33 and \$73 million in new property investment.

In the “Commercial Core” there appears to be a significant amount of relatively vacant developable land totaling about +/- 13 acres of which there are a couple of sizeable parcels of 8.9 acres to the NE of the Old Plank Road/SR 144/ SR 135 intersection on the east side of SR 135. The other parcels are smaller consisting of +/- 1.9 and 2.2 acres each on the NW quadrant of the Old Plank Road/CR 144 / SR 135 intersection.

Building Occupancy and Developable Land is addressed on the Historic Downtown and Commercial Core inventories starting on page 20.



### Historic Downtown Inventory Map

#### LEGEND

- Occupied Properties
- Redevelopment Opportunities

- |   |  |   |
|---|--|---|
| <b>A:</b> Bargsville Town Hall                            | <b>O:</b> Vacant Building  | <b>BB:</b> Residential (Multi-family)         |
| <b>B:</b> Baker Machine Shop                              | <b>P:</b> Vacant Building  | <b>CC:</b> US Post Office (Bargsville Branch) |
| <b>C:</b> Bennett Tool and Die                            | <b>Q:</b> DeWeese Construction   | <b>DD:</b> Vacant Property (parking)          |
| <b>D:</b> Allstate, Inabnitt Agency, Bargsville Mini-Mart | <b>R:</b> Belcher Heating and Cooling  | <b>EE:</b> Residential                        |
| <b>E:</b> Dons Heating and Cooling                        | <b>S:</b> Vacant Building (2nd Floor Condos)                                   | <b>FF:</b> Residential                        |
| <b>F:</b> Residential (Single Family)                     | <b>T:</b> Bargsville Police Station  | <b>GG:</b> Main Source Bank                   |
| <b>G:</b> Residential (Single Family)                     | <b>U:</b> Law Office; Intelligent Process Solutions; G5 Logistics, Pams Parlor | <b>HH:</b> Residential                        |
| <b>H:</b> United Arts Academy                             | <b>V:</b> Umbarger Storage   | <b>II:</b> Moore's Machine Shop               |
| <b>I:</b> Pump House Antiques                             | <b>W:</b> Taxman Brewpub   | <b>JJ:</b> Vacant Property                    |
| <b>J:</b> Umbarger & Sons                                 | <b>X:</b> Future Barbeque Restaurant   |   |
| <b>K:</b> Reds Place                                      | <b>Y:</b> Vacant Property  |   |
| <b>L:</b> Masonic Lodge                                   | <b>Z:</b> Former Fire Station  |   |
| <b>M:</b> JJ Briggs Building                              | <b>AA:</b> Vacant Property   |   |
| <b>N:</b> ABATE   |  |   |



**Commercial Core  
Inventory Map**

**LEGEND**

- Occupied Properties
- Redevelopment Opportunities

- |   |   |                              |
|---|---|------------------------------|
| <b>A:</b> Future Baseball Park              | <b>O:</b> Bargersville Flea Market                                | <b>BB:</b> Vacant Strip Mall |
| <b>B:</b> Sewage Lift Station               | <b>P:</b> Marathon Gas Station                                    | <b>CC:</b> Vacant Lot        |
| <b>C:</b> Farmland                          | <b>Q:</b> Storage   | <b>DD:</b> Farmland          |
| <b>D:</b> Residential                       | <b>R:</b> Residential   | <b>EE:</b> Vacant Lot        |
| <b>E:</b> Residential                       | <b>S:</b> Restaurant (Vacant)                                     | <b>FF:</b> Residential       |
| <b>F:</b> Residential                       | <b>T:</b> Residential   | <b>GG:</b> Brook Auto Sales  |
| <b>G:</b> Bistro 226                        | <b>U:</b> Residential   | <b>HH:</b> Horizon Bank      |
| <b>H:</b> Carwash                           | <b>V:</b> Milams Auto Sales                                       | <b>II:</b> Dollar General    |
| <b>I:</b> Speedway Gas Station              | <b>W:</b> Electrical Substation                                   | <b>JJ:</b> Farmland          |
| <b>J:</b> Nora's Restaurant                 | <b>X:</b> Bargersville Liquor Store,<br>Subway, Vacant Storefront |                              |
| <b>K:</b> Commercial Center                 | <b>Y:</b> Dentist   |                              |
| <b>L:</b> Residential Subdivision (Over 55) | <b>Z:</b> Chicagos Pizza  |                              |
| <b>M:</b> Various Businesses                | <b>AA:</b> Philips 66 Gas Station                                 |                              |
| <b>N:</b> Residential                       |   |                              |

## Historic Downtown

### Parking Analysis

- Parking Benefiting From a Redesign and/or Reconfiguration

The “Historic Downtown” area has both on street parking and off-street parking. Most business customers prefer on-street parking with some “public” unimproved lot of 44 spaces between Baldwin Street and the RR north of Harriman Avenue consisting of approximately 44 spaces.

There are an estimated 15 on street parallel

spaces on Baldwin Street north of Harriman Avenue and an estimated 30 spaces south of Harriman Avenue which are unstriped spaces. Main Street on the west side of the Indiana Railroad tracks has an estimated 66 spaces with most perpendicular to the street edge, and just a handful that are parallel. There are an estimated 141 parking spaces on individual private business surface parking lots. In summary, on-street spaces combined with surface lots provide an estimated parking space total of 296 spaces in the “Historic Downtown”.

While this seems like a significant amount, it

is evident during weekend evening hours that between the Taxman and Reds, their customers often have difficulty finding parking spaces or knowing which spaces may be used or not used. At this time, more evening destination businesses may create an even greater parking problems for downtown customers if there is not a clear solution that can be developed for the immediate downtown area. If not dealt with positively, this could become an impediment to further downtown business growth and development. Parking was not analyzed in the “Commercial Core” because it is not a mixed-use district.

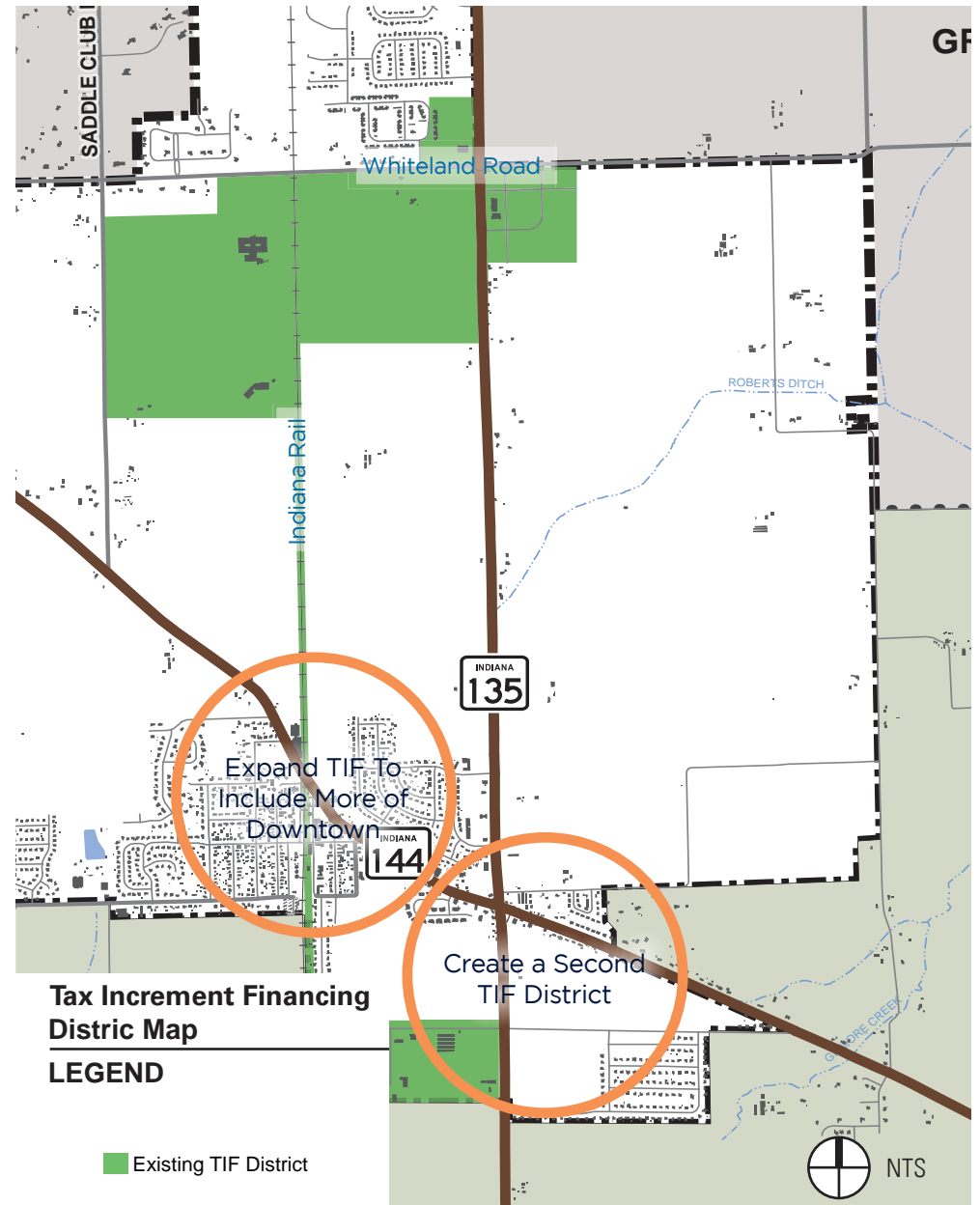


## Existing TIF District

### Bargersville Has One TIF District

Currently the Town of Bargersville has one TIF (Tax Increment Financing District). A TIF District collects the growth in tax revenues above the base year revenues (i.e. the growth increment). The TIF revenue may be then used to finance a variety of public improvements that will enhance and attract additional private investment to the district. That district was set up to position development on Whiteland Road on Bargersville's north side and the industrial park on the Town's south side. This TIF district is connected along the Indiana Railroad ROW. Currently TIF dollars could be used for improvements adjacent to the Historic Downtown.

Our analysis suggests that the Town may want to explore expanding the existing TIF district to include more of downtown to encourage public/private partnerships and capture future tax increments to support further investments. The Town may also want to consider a new or expanding TIF district to support private investment along the SR 135 corridor.









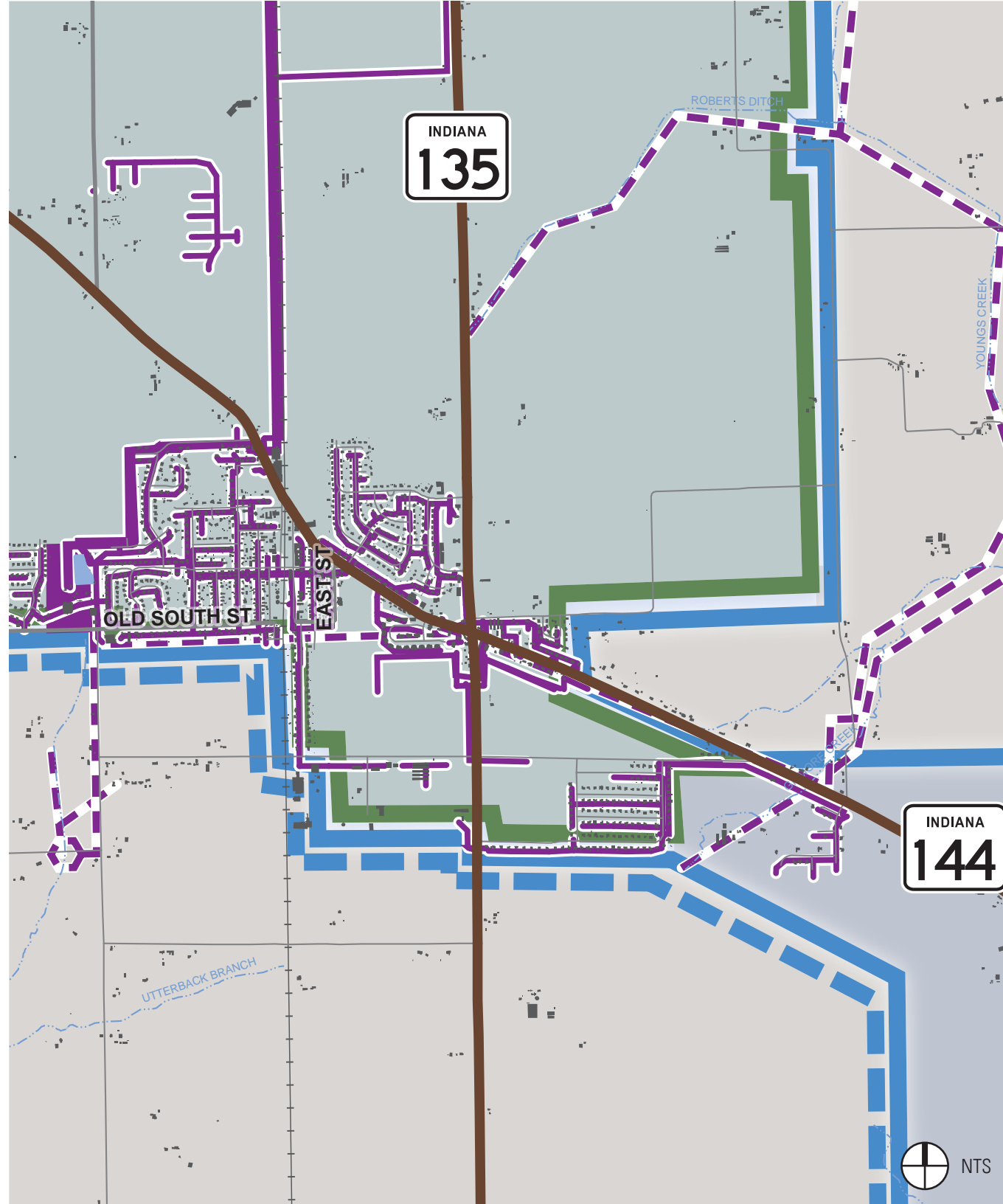
## Water Utilities

The main utilities that may constrain development in and about the downtown study area are the water, wastewater and stormwater systems. There are no known line capacity issues that would constraint reasonable growth in and about the downtown area. This would include servicing the proposed MVP Sports Complex that is planned along the west side of SR 135 just south of the Old Plank Road/CR 144 intersection. Furthermore, future commercial growth along the SR 135 corridor north of the Old Plank Road/CR 144 intersection should be adequately served by existing water, wastewater, and storm water systems. The issue with storm water is likely the flash flooding issues that occur after storm events in and about the downtown area. This is caused again by storm water "sheet flow" with no defined channeling of storm water within the public right-of-way. Improvements to curb and gutters will better define street and pedestrian areas while minimizing episodic flash flood events

### Sanitary / Water Utility Service Areas

#### LEGEND

-  Existing Water Service Area
-  Proposed Water Service Area
-  Existing Sewer Service Area
-  Proposed Sewer Service Area
-  Existing Sewer Service Lines
-  Proposed Sewer Service Lines





## Market Analysis

### **SWOT (Strength, Weakness, Opportunities, Threats) Analysis for Market/Economic Conditions\**

In reviewing the existing conditions of a geographic area such as a downtown, it is important to understand the overall development context. This is done by completing an S.W.O.T. Analysis that reviews the existing downtown market strengths and weaknesses while also comparing and contrasting future downtown market opportunities, and threats. This provides a quick review of the potential development context that was developed with local stakeholders, the project steering committee and the public. The beginning framework for preparing downtown revitalization projects and programs will build off of existing strengths, attempt to reverse existing weaknesses, take advantage of future opportunities, and limit impacts of future threats.

#### **Strengths**

- Excellent access to Indianapolis regional market for resident employment and visitors
- Significant single family residential growth north of study area within Town limits
- Outstanding public school system helps draw additional families to the community
- Residential growth has higher median housing values and higher median income levels than the state
- Restaurants have established themselves with supportive customer base

- Population growth is three times faster than the Indianapolis metropolitan area averages
- Johnson County employment levels have grown above pre-recession levels

#### **Weaknesses**

- Most residential growth currently occurring north of downtown study area
- Few existing retail/restaurant options within the study area or the community as a whole
- Real estate along SR 135 corridor may need to be reconfigured to attract developers and businesses
- Undefined edges of streets, sidewalk, and parking areas within the immediate downtown area
- While building fabric is in place along Baldwin and Main Streets facades and retail levels need improving to attract investors, businesses, and future customers
- No directional signage or gateway identity at the town limits or for the downtown area

#### **Opportunities**

- Capture more of the residential growth in and about the downtown study area to increase walkable residential customer base
- Neighborhoods adjoining downtown provide a more affordable starter home value for young families
- Residential appears to support higher end apartments, garden home/condos reflective

of other recent multi-family development in the SR 135 north of the study area to increase Millennial and Empty-nester residents

- Need to create gateway and directional signage at town edge to welcome visitors and provide directions to downtown and SR 135 area
- Capture more A&E (Arts and Entertainment) spending of Indianapolis region with more festival/events and improved A&E venues
- Taxman and Reds provide a strong beginning to growing the downtown destination base for additional evening destination venues
- Increased evening venues may support overnight accommodation development such as a Bed and Breakfast or two

#### **Threats**

- Over the next ten years or so young family formations will be shrinking relative to the overall population, this could adversely affect further residential development in Bargersville downtown area
- Young Millennials may not find the family friendly small town feel as attractive or very welcoming for their interests concerning more arts and entertainment amenities coupled with more retail and restaurant variety

## Demographics and Market Trends

### Bargersville has experienced significant population growth over the past decade

While much of the growth may be attributed to a major annexation that went into effect in 2010, the town continues to experience strong growth as evidenced by projections. The town has already increased in population since the 2010 population. Current estimates place Bargersville population at 6,821 with more than a thousand persons are expected by 2020.

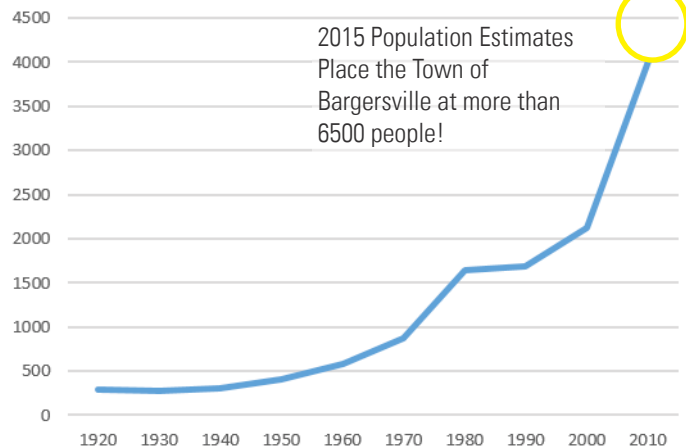
### A more robust and vibrant downtown has a two-fold impact on the community

Based on recent Census data, Bargersville is growing and has a high disposable income which likely indicates that residents have the ability to support local businesses that cater to arts and entertainment. According to public input and national trends, as Bargersville continues to grow residents will continue to look for authentic businesses to patronize within their community. The market analysis indicates that the increase in population justifies investments by both the private and public sector in Bargersville's downtown.

### Merging Three Markets that directly Impact in Downtown Bargersville

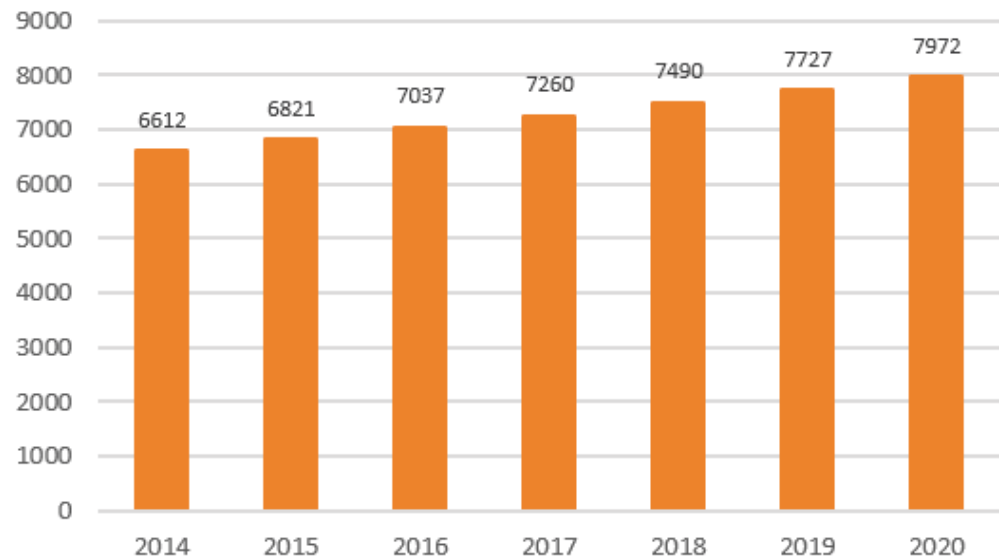
The merging of the Residential Market, Visitors Market and Employment Market makes Downtown Bargersville attractive for development because all of these three markets spur investment in the Retail/Dining/Entertainment submarket. A strong Retail/Dining/Entertainment market can be an effective way to help position downtown Bargersville to be a destination for all three markets and also help brand the downtown as an authentic place where people want to spend time and money.

### Bargersville Historic Population



2010 US Census/RATIO

### Bargersville Population Growth Estimate



2014 US Census: American Community Survey/RATIO

# Bargersville Markets Converge



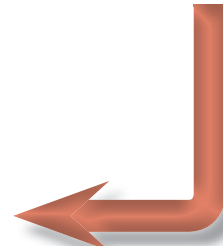
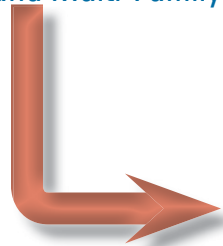
Residential Market  
(Single Family and Multi-Family)



Visitors Market



Employment Market



Retail/Dining/Entertainment

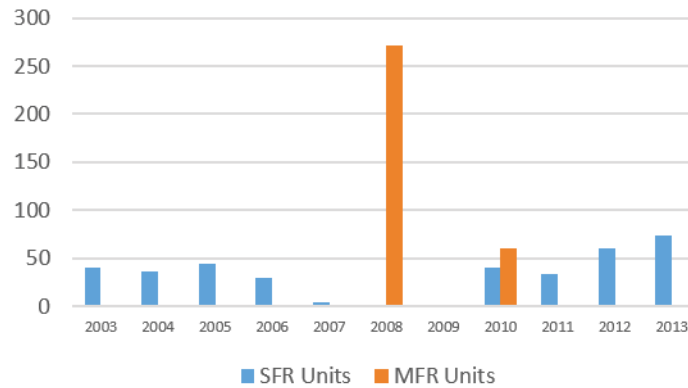


Bargersville Destination/Brand

## Residential Market

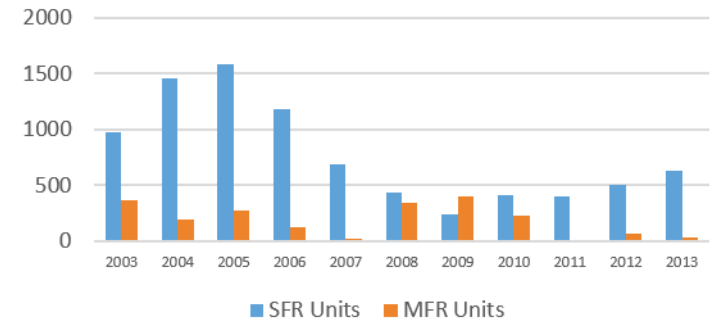
The Town and Johnson County have realized strong housing development over the past ten years. Most residential units during the recession were multi-family, but since 2010 both the Town and County have had strong single family residential growth.

### Bargersville Construction Permits



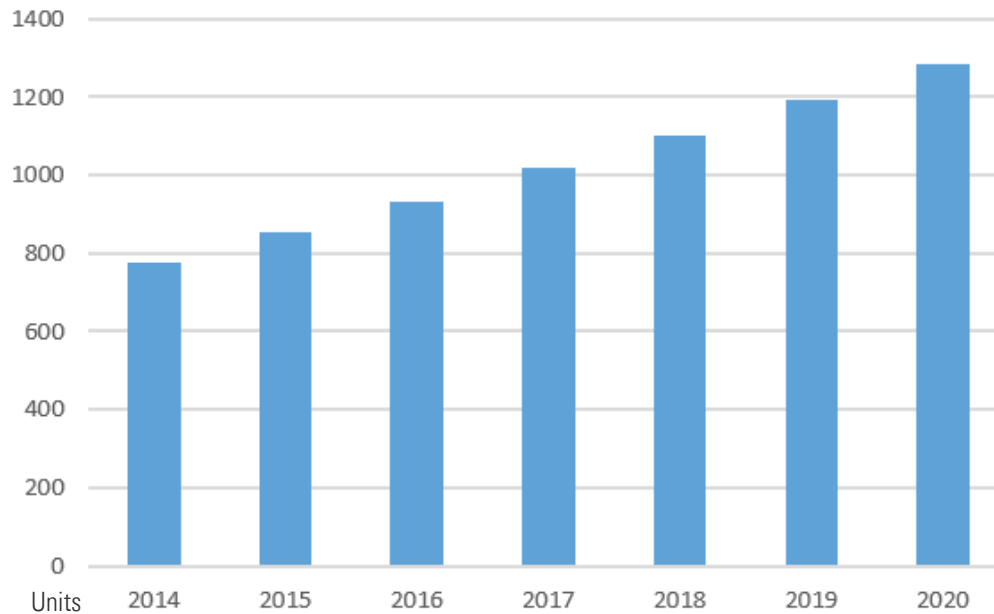
2014 American Community Survey/RATIO

### Johnson County Construction Permits (excluding Bangersville)



2014 American Community Survey/RATIO

### Estimated Bangersville Housing Gap



2014 US Census: American Community Survey/RATIO

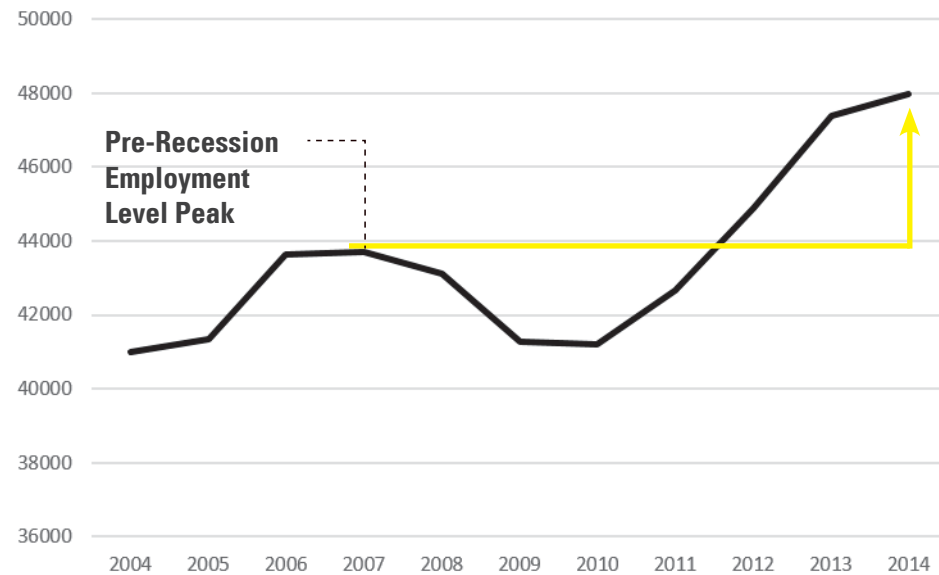
**Growth in Bangersville has been so strong that it appears a housing gap may be developing where the supply of housing may not be keeping up with the potential residential demand based on recent population growth trends.**

## Employment Market

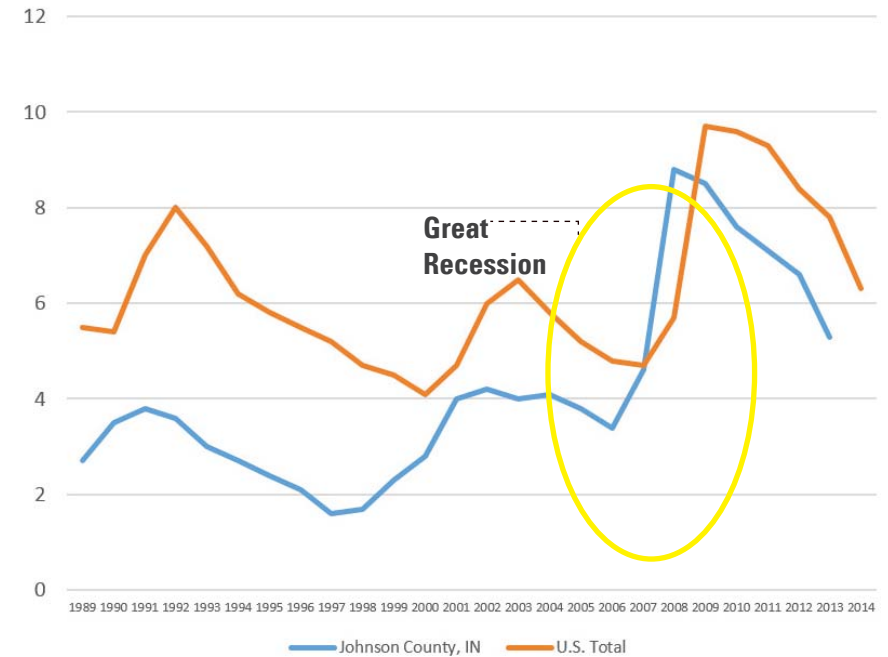
Johnson County was experiencing a recession about a year ahead of the nation. It also led the nation out of recession about a year earlier than the national economy. As indicated below, Johnson County employment levels have exceeded the pre-recession levels as of 2012, and employment continues to grow with 4,000 more jobs from the 2007 peak. This growth bodes well for Bargersville's continued growth.



### Johnson County Employment



### Unemployment Rate Percentage



Bureau of Labor Statistics/RATIO

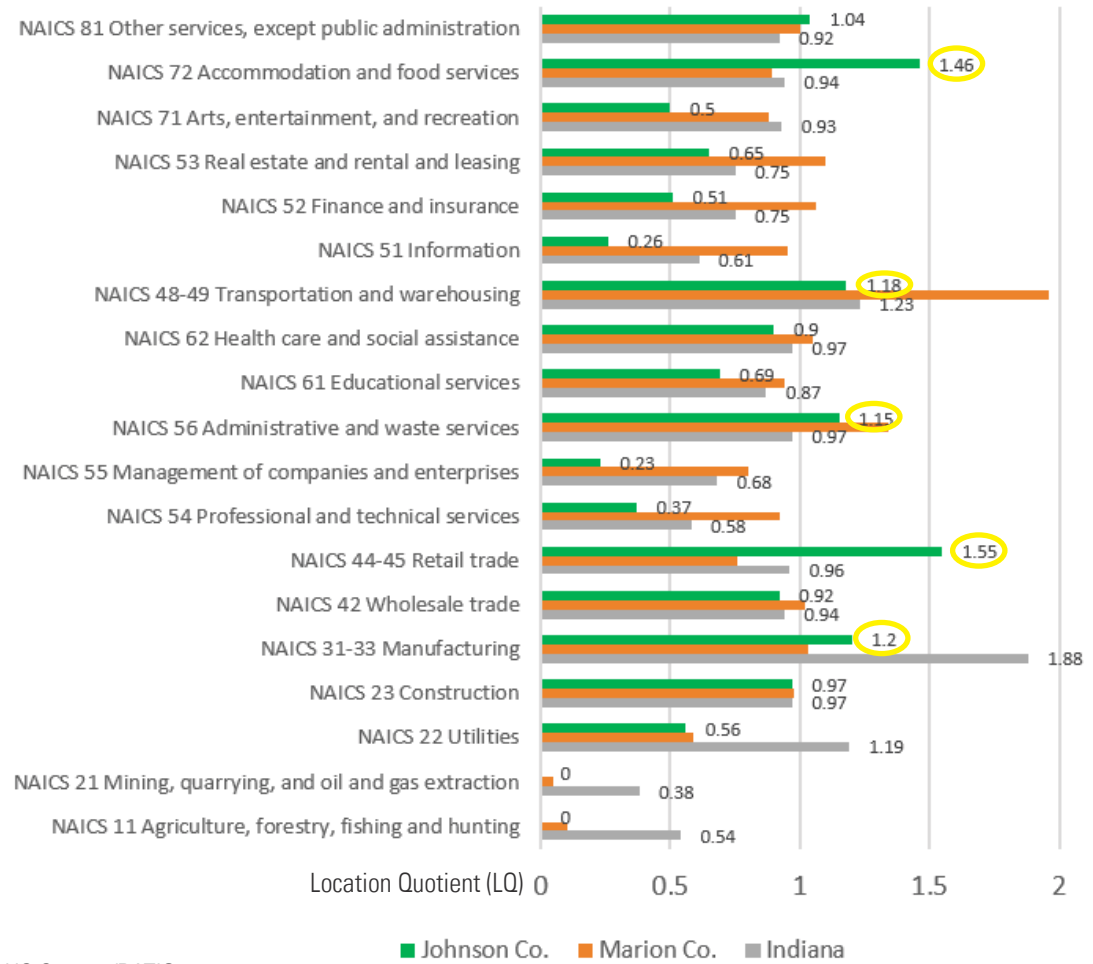
Bureau of Labor Statistics/RATIO

RATIO

## Industry Location Quotient

The location quotient (LQ) represents the concentration of an industry relative to the nation as a whole. The industry concentration for any industry in the nation is 1.00, so any LQ above 1 indicates a higher concentration of an industry than the nation, and an LQ below 1.00 represents a lower concentration than the nation as a whole. Johnson County has a relatively more diverse industry mix than Indiana as a whole. For instance, while Johnson County has a higher concentration of manufacturing than the nation at 1.2; Indiana as a state manufacturing concentration of 1.88. This is almost twice as high as the nation. While Johnson County has a high concentration of retail trade, it acts as a regional retail market for the southern half of the Indianapolis metro area and it serves a portion of the Columbus and Bloomington retail market as well. What this means Bargsville will be able to continue to grow and diversify its professional employee base.

## Industry Location Quotient by NAIC



US Census/RATIO

## Visitors Market

Bargersville events have been known to attract a great number of out of town visitors. These events include the Summer Car Show, Santa Train. If an event were able to attract 1,000 people from outside of Bargersville's primary market over a weekend, the town would realize an additional \$444,000 in new spending from the event. With the addition of the MVP Park just south of the Old Plank Road/CR 144 & SR 135 intersection, the weekend visitor traffic from outside of Bargersville will increase. Say for a given weekend, the MVP Park attracts twenty-five teams to play over Friday, Saturday, and Sunday where 80 % are from outside of metro Indianapolis. Individual visitors from outside of Indianapolis would spend about \$48 per person on meals per day. This would generate about \$125,000 over a given weekend. If MVP Park can generate 10 such tournament events during the year, the Bargersville community should realize over \$1,250,000 in additional spending than currently occurs.

REDS bar and grill attracts a regular stable and fairly local crowd that keeps local spending within the Bargersville community; that without REDS, this spending would be leaking out to surrounding communities such as Greenwood and Franklin. The Taxman microbrewery is attracting a broader crowd into Bargersville. While it is a local spot for many Bargersville residents, it has become a favorite destination spot for many within the greater Indianapolis metro area. The Taxman may attract 200 people per Friday and Saturday evenings throughout the year. Conservatively, if 100 were from outside of Bargersville, then it would attract

about \$3000 per evening from outside of Bargersville. This money would not have been spent in Bargersville. This would contribute to about \$300,000 per year in new downtown spending. This is a big boost to new spending in Bargersville that would otherwise have not occurred in the downtown area.



## Market Analysis Summary

Bargersville represents one of the most dynamic economic submarkets in the Indianapolis metropolitan area. Residential growth has been strong, and the growth has been from households with higher median household incomes than Johnson County and the existing residents



of Bargersville area. This has introduced an increased level of disposable income in the submarket that the “Commercial Core” and the “Historic Downtown” need to capture a greater share of their spending power. Existing homes within the study area tend to be lower than the overall median home value, but the square footage value remains strong. The homes within the downtown area are generally smaller and represent excellent opportunities for first-time homebuyers such as young couples, single parent households, and empty nesters. The only residential market that is not stronger than most of Indianapolis market is the growth in millennial households. Often, this would be represented by growth in multi-family residential development. This trend may likely change as millennials begin starting families. It is likely that the Bargersville area will continue to be quite attractive to families with children, if the Center Grove schools continue to maintain their excellent school ratings.

The chart to the right indicates that Center Grove schools system continues to attract enrollment growth compared to “excellent” peer school systems on Indianapolis’ north side, only the Zionsville school system has had higher growth than Center Grove schools since the Great Recession. Without the strong and attractive Center Grove school system, the absorption rate of new single-family households in Bargersville would shrink by as much as possibly 50% or more.

Employment remains strong and relatively diverse. Bargersville is situated well to capture future employees and residents as the Indianapolis

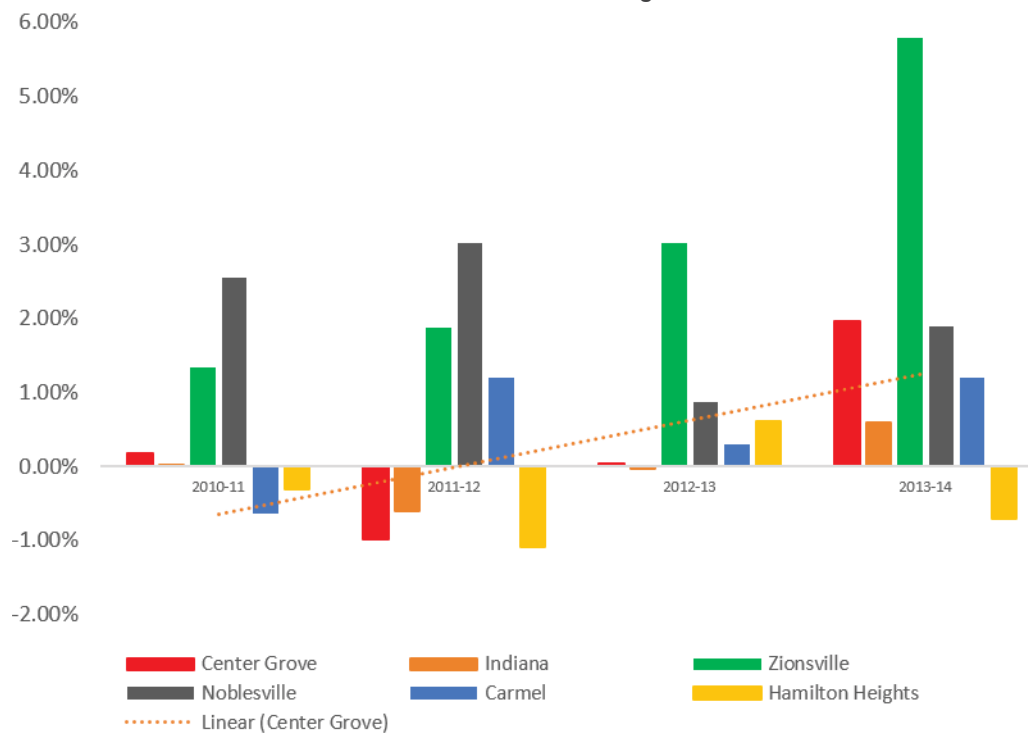
and global economies continues steady growth. Furthermore, Johnson County remains one of the more attractive areas for residential and new industrial, health care, retail, and manufacturing growth.

More visitors, residents, and employees growth allows Bargersville to offer more amenities to visitors from outside its immediate community. It appears that Bargersville market may be positioned to significantly add more food and dining venues to the “Commercial Core” and along Baldwin Street in the heart of “Historic

Downtown”.

Bargersville’s peer communities (Franklin, Noblesville and Zionsville) have figured out a few things along the way. Bargersville’s peer communities have focused on authentic, downtown uses such as, fast casual dining, coffee shops, a micro-brewery, frozen yogurt, a specialty grocery and a contemporary cinema

**Peer Communities - Enrollment Annual Percent Change**



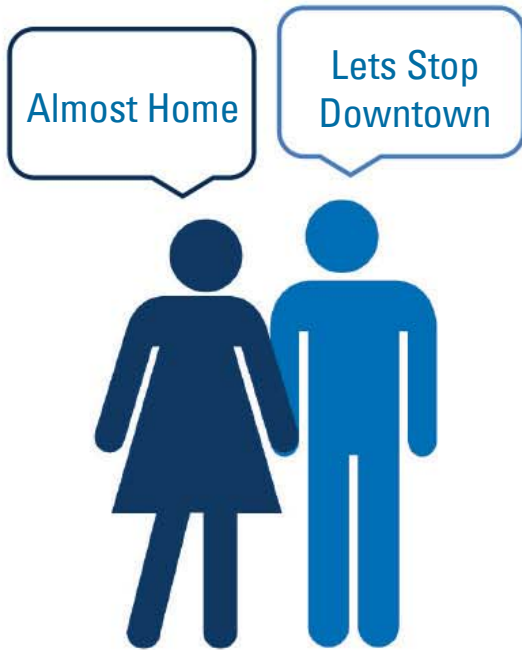
2104 ACS Survey/RATIO





would also fill gaps in the local market. However, analysis also suggest that, given the population size and location of the historic Town, it will be a difficult task to entice a national chain to locate in the historic downtown. Bargsville's downtown however is fortunate to have the high traffic intersection of Old Plank Road/CR 144 and

SR 135 which anchors the "Commercial Core". This intersection has a high enough traffic count (12,000 + ADT) to attract some regional and a few national chain restaurants. This mix of chain and local/authentic secures a diverse commercial core that will support the growing Bargsville and regional population.



WE ALMOST ALWAYS CITE  
**A UNIQUE LOCAL BUSINESS**  
 AS OUR **FAVORITE**

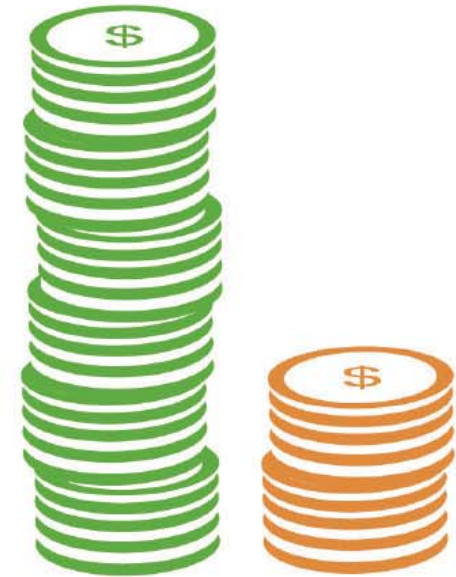
Local and regional franchise businesses bring the authenticity and local economic support that will make the downtown a destination place for customers, they also generally need more financial support from local communities. The Town and Main Street committee should come together to market and promote downtown events such as the



LOCALLY-OWNED  
**RESTAURANTS**

RETURN  
**2X MORE**  
 REVENUE TO LOCAL ECONOMIES  
 THAN CHAINS

Santa Train and similar events. In addition, these two entities can promote the downtown area by continuing to organize and providing talent for special events including events such as Taste of Bargsville Music Festivals, Beer/Wine Festivals, etc. Bargsville's peer communities have seen success in attracting these types of businesses to



INDEPENDENT  
**RETAILERS**

RETURN  
**3X MORE**  
 REVENUE TO LOCAL ECONOMIES  
 THAN CHAINS

their downtown area's. The benefit of attracting local businesses as well as independent retailers equates a larger return to the local economy than chains.

Peer Community Precedent Images



Noblesville, IN



Franklin, IN



Zionsville, IN

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# Chapter 3: Development Context



# Developing A Plan

## Process in creating Development Concept

The development context for the Downtown Revitalization Plan was developed following a series of meetings and team analysis of real estate and market information. After analysis of the Bartersville market and the two sub-markets of the "Historic Downtown" and the "Commercial Core", it was determined that the local market was relatively strong, but that certain constraints existed on attracting private investment into the area.

With much public input over the issues and needs of the "Historic Downtown" and "Commercial Core". RATIO provided dot voting scenarios for public improvements and potential developments.


Significant comment was also provided through a LIVE Design<sup>SM</sup> station where the public could actually work with RATIO staff and design parking and other improvements to the downtown area. LIVE Design provides immediate "real time" feedback to participants through a computer model on how their ideas impact downtown development.

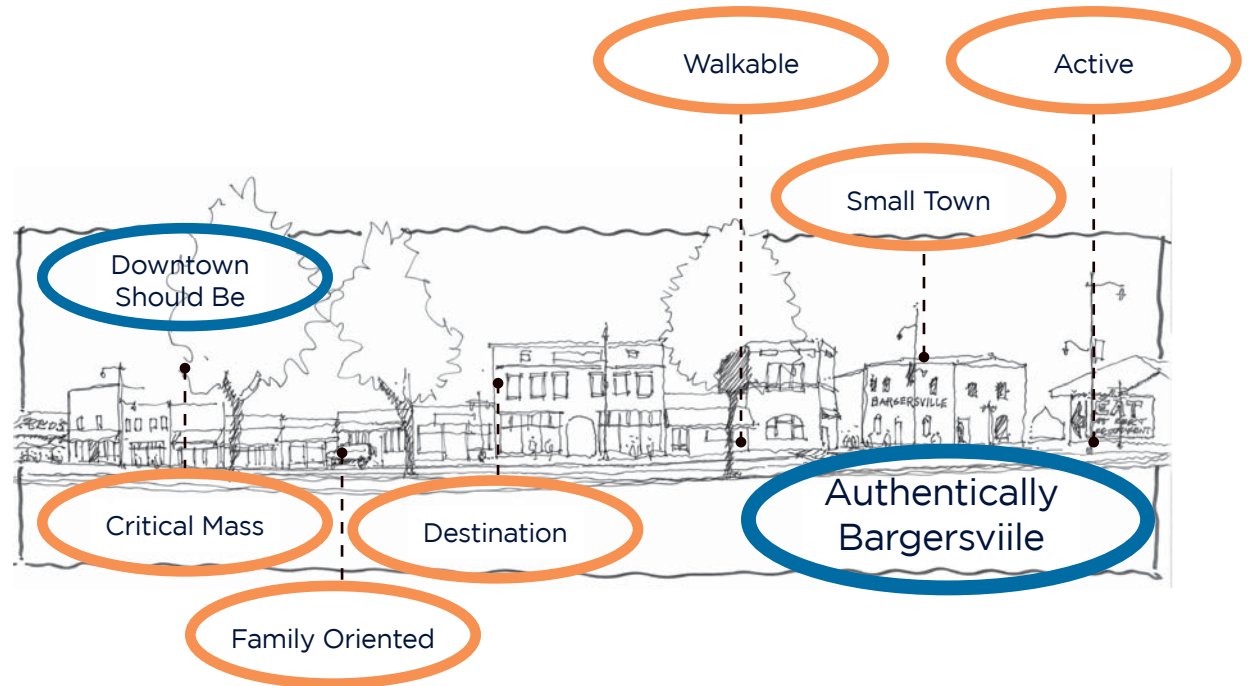
This provided the general public and the project team immediate feedback on how physical developments could improve the look and feel of downtown Bartersville.

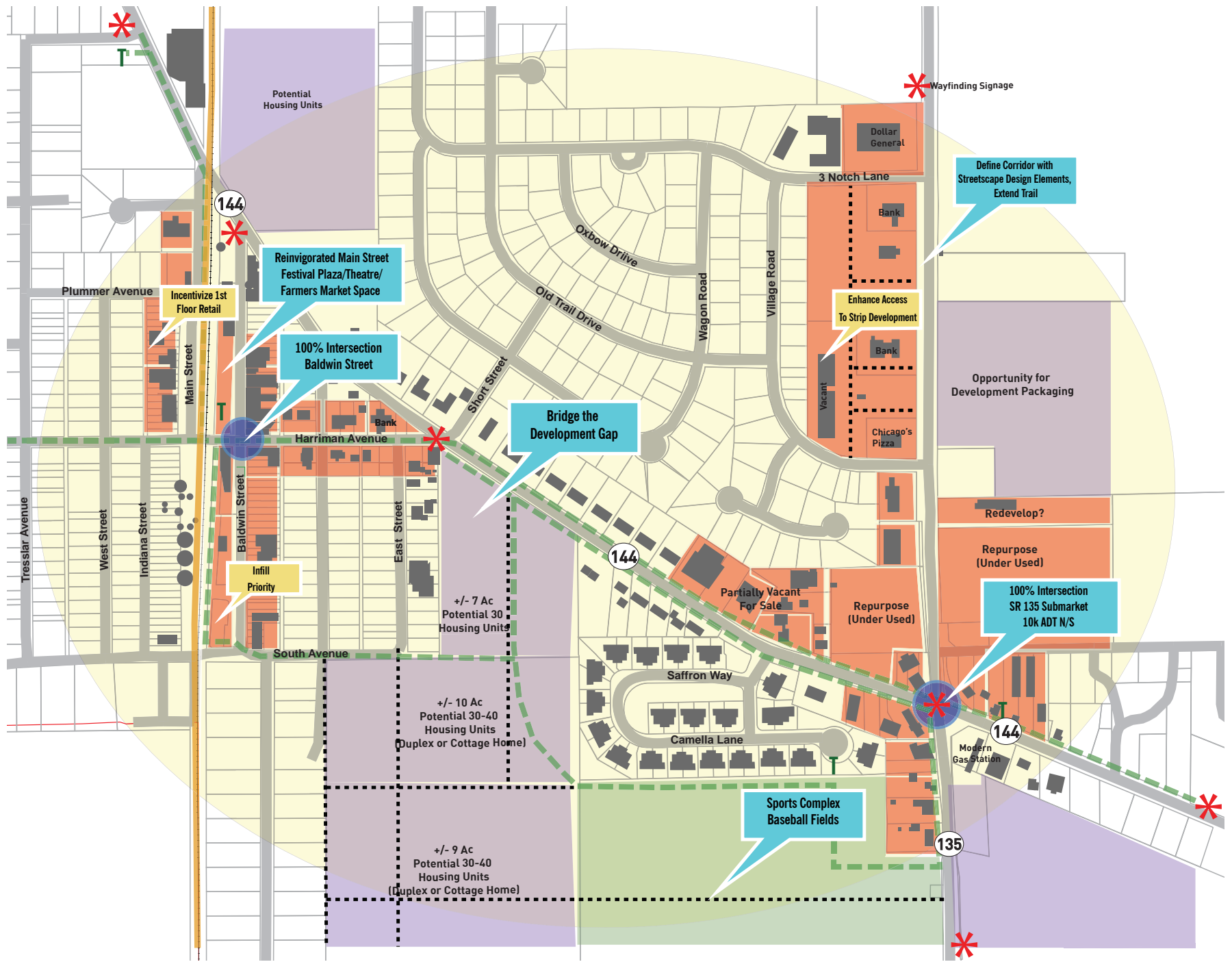
This process led to a vigorous vetting of development and improvement ideas for the "Historic Downtown" and the "Commercial Core" which will lead to the creation of a Downtown Revitalization Opportunities Map and eventually specific projects that are proposed to meet specific needs of the downtown area.

## Downtown Revitalization Opportunities Map

### LEGEND

- Redevelopment
  - New Development
  - Park/Open Space/Sports Facility
  - Rail Corridor
  - 100% Intersection
  - Trail
  - ✱ Gateway
  - Trail Head
  - Future Road Connectivity
  - Study Area
-  NTS





## Gateways & Wayfinding | Where is Downtown?

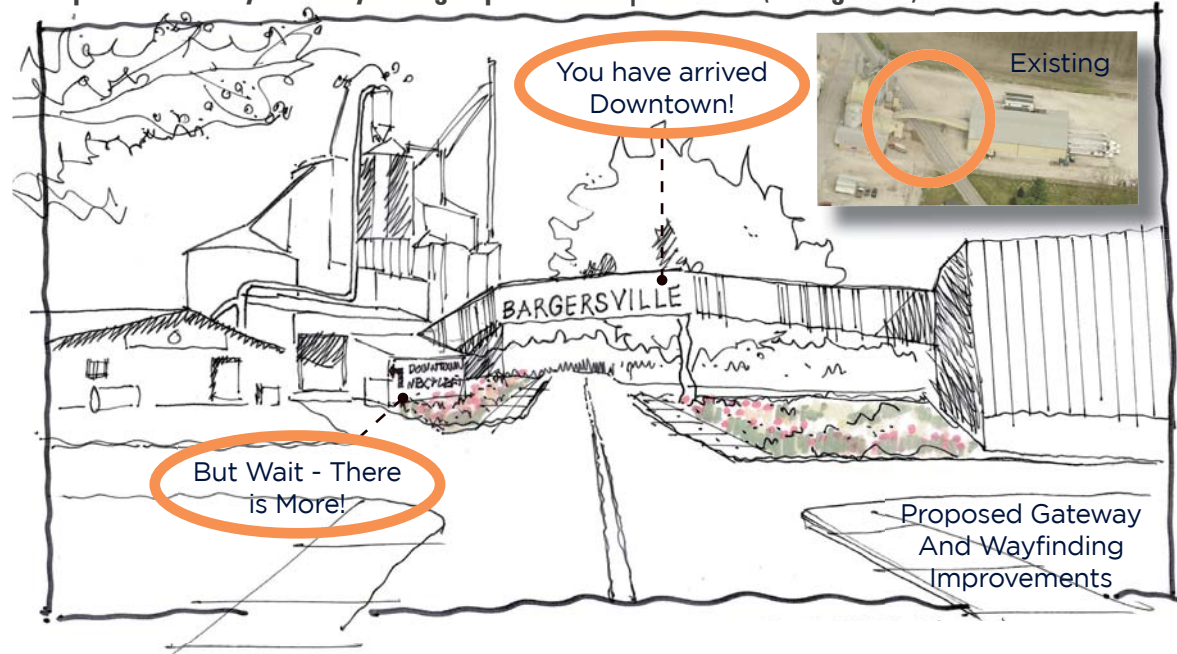
**Bargersville has two components to its Downtown which are the “Historic Downtown” and “Commercial Core”. By treating these as one larger downtown the Town can activate both places and join as one.**

One of the most important improvements that the Town can make in coordination with the Main Street organization and area businesses is to create and implement a gateways and wayfinding plan for the Town. This will allow non-locals to easily find their way to Bargersville and to the downtown area. At this time, a person traveling by car does not know when they are in or near Bargersville, or its downtown. Implementation of a Gateway and Wayfinding program would alleviate this issue of the lack of an identifiable gateway. Several gateway and wayfinding locations and example signage types are provided to the right.

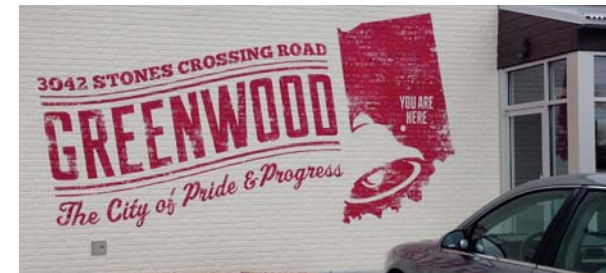
Gateway and wayfinding signage should be of sufficient scale so that they are easily viewed by passengers of automobiles or pedestrians

The areas identified are targeted for signage installation, see map on Page 41.

### Proposed Gateway and Wayfinding Improvements | IN SR 144 (facing west)



### Gateway and Wayfinding Singage Examples










**Downtown Revitalization Gateways Map**

**LEGEND**

-  Gateway Locations
-  Wayfinding Signage

 Study Area

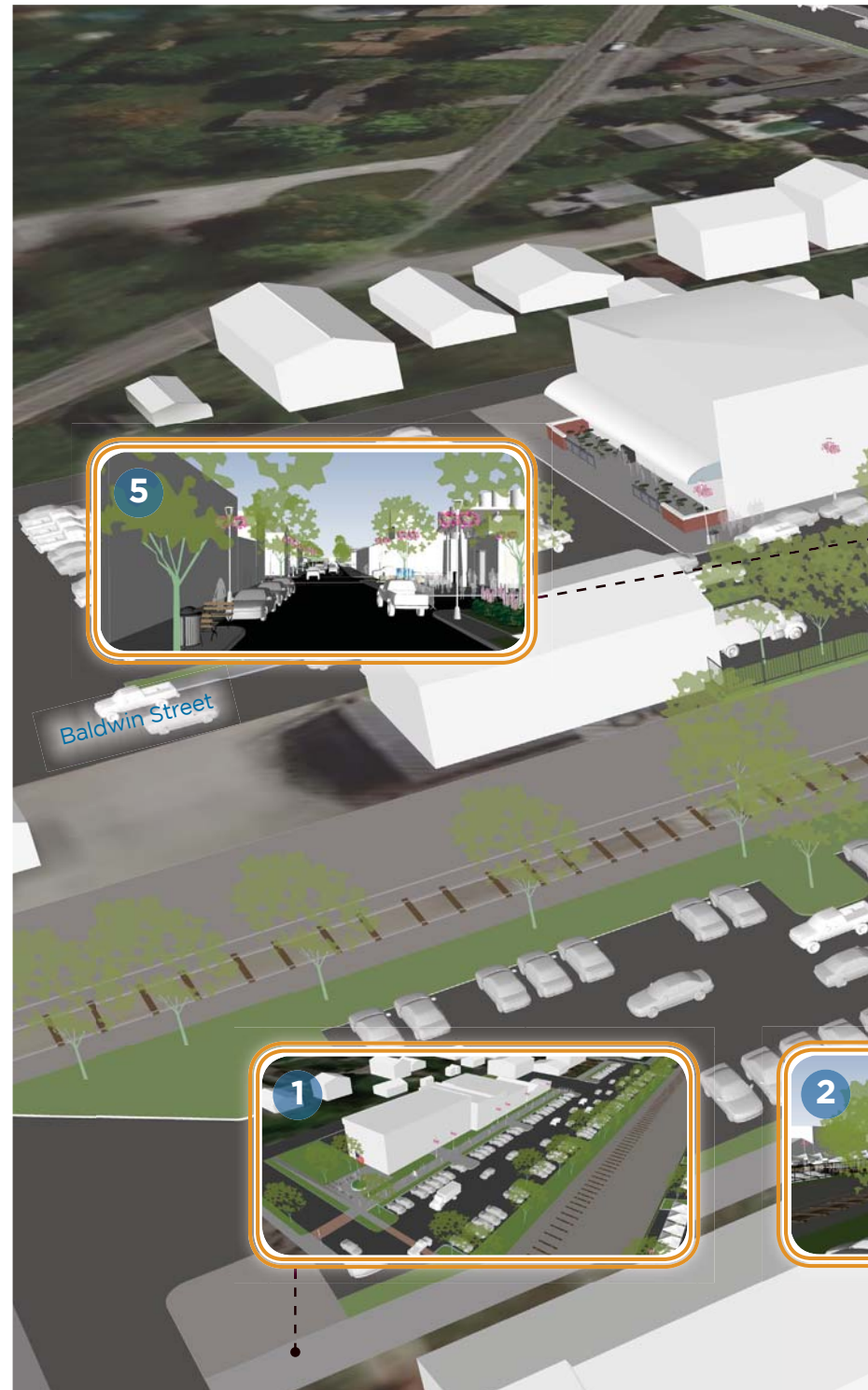


## Bargersvilles Historic Downtown

Throughout the Bargersville Downtown Revitalization Planning process a number of proposed concepts were identified which are illustrated on the following pages accompanied by character sketches are representative of the design intent. A list of improvements is included below along with keyed information to the illustration on the right. This serves as a checklist of potential improvements throughout the historic downtown. Select improvements are summarized in more detail within the remainder of this chapter.

### Concept Sketches Key:

1. North Main Street Streetscape improvements include new curb side trees, rain gardens, street lights, new curb and gutter, new multiuse trail and parking improvements.
2. Reconfigured Public Parking on Main Street increases on street parking to 100 spaces (44 new spaces).
3. 10' multi-use path on Main Street will improve pedestrian flow and will integrate the new trail into the downtown streetscape. The path continues from Main Street east onto Harriman Avenue until it meets Old Plank Road. The path then continues on both sides of CR 144 until it reaches SR 135.
4. New Pedestrian Plaza at Town Hall can help completes the streetscape and provide a linkage to the new Founders Plaza will be located adjacent to the south side of Town Hall.
5. North Baldwin Street Streetscape improvements includes new street trees, improved on-street parking, street furniture, and and integrated public parking lot which is flexible and along with the Founders Plaza can become an active festival venue.
6. Founders Plaza and Fountain are designed to be a celebratory space that will become the core of Bargersville's revitalized Historic Downtown. The Plaza includes restroom facilities and a community room that opens out onto the plaza to be used for events. Note: This facility may be located downtown, but is not married to this location. This design is intended to be conceptual and highlights an opportunity.
7. South Baldwin Street Streetscape Improvements include new street trees, rain gardens, street lights, new curb and gutter, sidewalks and reconfigured parking.
- 8: Harriman Avenue Streetscape includes a new 10' multi-use path north to Plank Road on the south side of the road.





RATIO

NOTE:

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## Appropriate Infill & Redevelopment

Communities sometimes lose part of their built urban fabric due to fire, extreme weather, or neglect. When structures disappear, they leave a “missing tooth” or a gap between remaining structures. These gaps are best filled with structures that are built to the back of the sidewalk, even and compatible with remaining structures. This means rebuilding at the property setback line and not providing parking in front; a sure way to kill a streetscape.

## Furnishings

Seating, planters, waste receptacles, and other streetscape furnishings should complement each other in design, and fit the community’s personality. Planters will be more durable when created from cast stone, concrete, or cut stone. Some furnishings should be placed with consideration for pedestrian movements. A few furnishing styles preferred by the community are shown below and right.



## Establishing a Theme

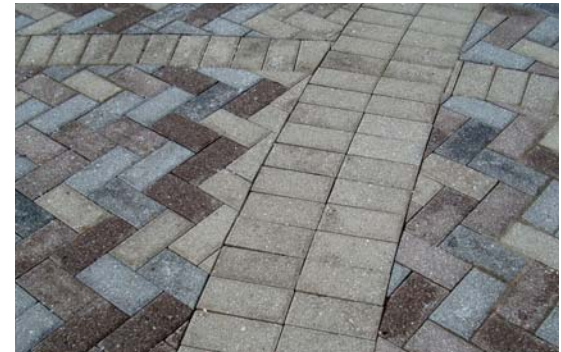
A significant contributor to effective branding consists of establishing a theme and sticking to it. It becomes recognizable and instantly associated with what’s being branded.

## Accessibility

A current issue in many areas of town are accessible sidewalks. Within downtown and specifically related to the railroad, a crossing treatment can increase grade crossing accessibility, condition, and durability.

## Special Paving

Paving that is a color, texture, or scale different from concrete or asphalt can be used to denote crosswalks and special places. The use of special materials can make pedestrian travelways more noticeable to motorists.



## Street Lighting

Vertical elements, like street trees, building facades, and street lights tend to provide a greater impact to the streetscape than flatwork (pavement, etc.). The height of the current fixtures is too high to adequately serve pedestrian needs, and is intended primarily to serve vehicle traffic. New street lights should serve both equally.

Lighting in downtown settings should:

1. create a perception of safety
2. establish an identity for the place or street where it is used
3. heighten the drama by focusing attention on unique architectural features

4. illuminate signage, thereby improving the wayfinding capacity within an area
5. incorporate a town's signature color for the poles as using color tends to be more visually appealing than galvanized steel



### Street Trees

Street trees are one of the most noticeable streetscape elements; they can unify a streetscape and complement or screen uninspired architecture. They significantly improve the quality of urban spaces by providing shade in the summer and color in the fall.



Trees should be appropriate for urban settings. Species native to Indiana are likely to be more disease resistant and to adapt more readily to the heat, cold and water provided, thereby reducing long-term maintenance costs for replacement. Providing a proper amount of soil will increase the potential for survival and long-term health.

### Signage

Appropriately-sized signage that effectively communicates a business' service can contribute to the appeal of a downtown streetscape. Downtown signs should not be internally illuminated. The following signs are most suitable for downtown.

- **Projecting/Hanging:** Signs that project perpendicular from a building's facade or at a 45-degree angle for corners
- **Wall:** Signs of individual letters along a horizontal facade surface
- **Awning/Canopy:** Signage located on a projecting awning or canopy structure

- **Sandwich Boards:** Free-standing folding signs placed on sidewalks during business hours.



### Sustainability / Green Infrastructure

There are opportunities to incorporate sustainability principles into a revitalized downtown. Parking lots with permeable pavement surfaces, bioswales between parking bays, and curbside rain gardens are methods to divert stormwater runoff into natural filtration systems, reducing the amount of stormwater runoff entering the system. The use of native plant species increases plant survival and minimizes maintenance. LED lamps in new light fixtures greatly reduce the Town's cost for electricity.



## Historic Downtown Priorities Summary

Based on, public input and our team's analysis the following is a summary of priorities that received many comments or were determined through real estate and market analysis to be key needs to enhance the development of downtown and the SR 135 Corridor.

### Coffee Shop Downtown

At this time, there is no place to sit down and have a cup of coffee in downtown Bargersville. Fortunately, there is Nora's restaurant off of Old Plank Road/CR 144 near SR 135 intersection.

### Family Dining Downtown

There is no current location that is a specific family dining venue in the downtown. SR 135 Corridor has several venues that provide a simple and inexpensive family dining options such as Chicago's Pizza.

### Activate the Streetscape

Provide amenities to activate the streetscape within the "Historic Downtown". Amenities may include outdoor dining areas, benches, trash receptacles, community gathering spaces, landscaping and water features. By bringing more people to celebrate the downtown streetscape Bargersville can go a long way in activating its downtown.



Outdoor Seating at Reds Place



NOTE:  
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Vacant Storefronts Could Become a New Coffee Shop



Or a Family Friendly Restaurant

Harriman Avenue

A designated festival space can provide a destination space that is designed to be flexible and to celebrate downtown. The Founders Plaza and adjacent flexible parking lot can provide for events such as the Santa Train, Summer Concerts, and other events such as a Farmers Market.



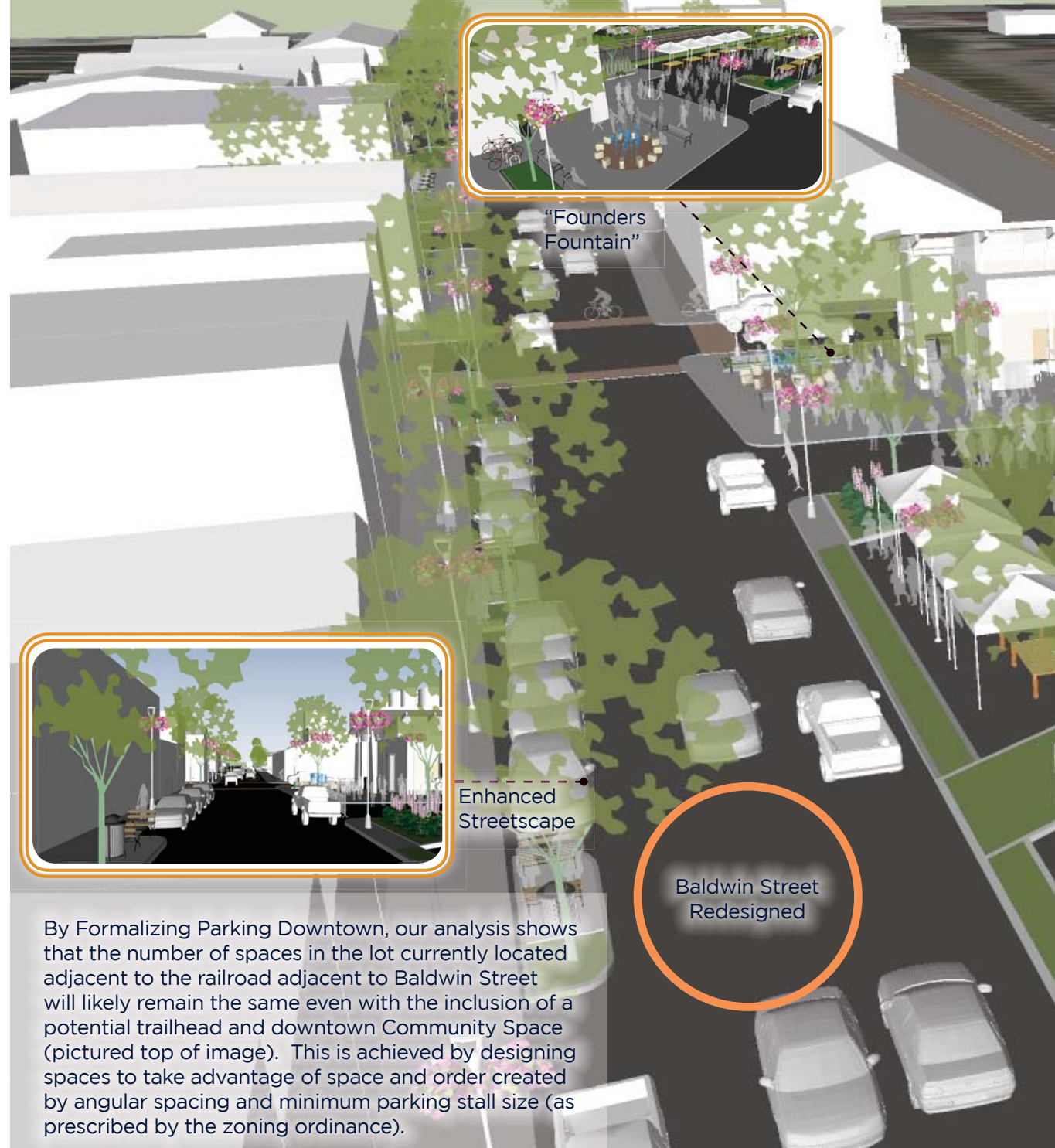
## Downtown Community Space

Downtown Bargsville has the opportunity to become the family room of the whole community. This space is designed to authentically represent Bargsville as a unique place to celebrate community events both large and small.

### **The community needs a space to gather, celebrate, and most importantly be proud of!**

Bargsville's new community space is anchored by a "Founders Plaza" located in the parking lot which has recently been acquired by the Town. The "Founders Plaza" building is designed with movable glass walls facing the parking lot which open to allow this space to become a performance venue (for concerts or other community celebrations). The plaza includes a fountain, community gathering space which also serves as the trailhead for the Town's new trail. The building which has been designed for the "Founders Plaza" is a modern derivation of the Town's historic train depot which served as a landmark for downtown. This place similarly has been designed to anchor all downtown events (both large and small). The "Founders Plaza" becomes parking during off event times and then moves easily into a festival space, concert space, and a space for a farmers market, beer festival and/or other events.

This space also includes bicycle parking, an interactive water features which is designed to engage children of all ages and celebrate the family-oriented founders of the community and an enhanced streetscape with street lights, flower beds, and street trees to help define downtown Bargsville.



"Founders Fountain"

Enhanced Streetscape

Baldwin Street Redesign

By Formalizing Parking Downtown, our analysis shows that the number of spaces in the lot currently located adjacent to the railroad adjacent to Baldwin Street will likely remain the same even with the inclusion of a potential trailhead and downtown Community Space (pictured top of image). This is achieved by designing spaces to take advantage of space and order created by angular spacing and minimum parking stall size (as prescribed by the zoning ordinance).



NOTE:  
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“Founders Plaza”  
Building



Mixed-use  
Festival Space



Main Street  
Parking  
Improvements

----- Shared Parking (44 Spaces)  
No Change In Parking



A Packed House



Fencing to Serve  
as Barrier from  
Rail

## Founders Plaza and Fountain

What better to celebrate the revitalization of Bargarville's downtown than a plaza and fountain dedicated to the founders of the Town. Bargarville's Founders Plaza is envisioned as an active public space and festival space that celebrates all things authentically Bargarville and is a gathering place for the community.

A number of character images are identified within the illustration on the right to characterize what the plaza, fountain, and features could look like upon completion.

## An Active Community Space



## Plan View



NOTE:  
The graphics contained within this document, including illustrative plans, sketches, photographs, etc., are intended to portray design intent and not final architecture, site, or streetscape design. Design and location are subject to change.



## Repurpose Vacant Real Estate South of Harriman Street Adjacent to the Railroad Tracks

There are three vacant properties south of Harriman Avenue adjacent to the tracks. Two have buildings that may be able to be renovated and repurposed for new business uses. The third property at the south end adjacent to South Street is considered a brownfield site. It is unknown at this time how much if any contamination may be present, but the property remains in private ownership at the time of the writing of this plan. The Town may wish to work with the current owner to determine if the real estate could be transitioned to parking or some other appropriate use.



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Family Friendly Farm to Table Restaurant

Shared Parking (15 Spaces)



6,500 s.f. Commercial Infill

Shared Parking (48 Spaces)



Taxman Brewery and Restaurant

## Destination Businesses Downtown

### **Bargersville already has two Destination Businesses; Reds and Taxman Brewery and it can support more!**

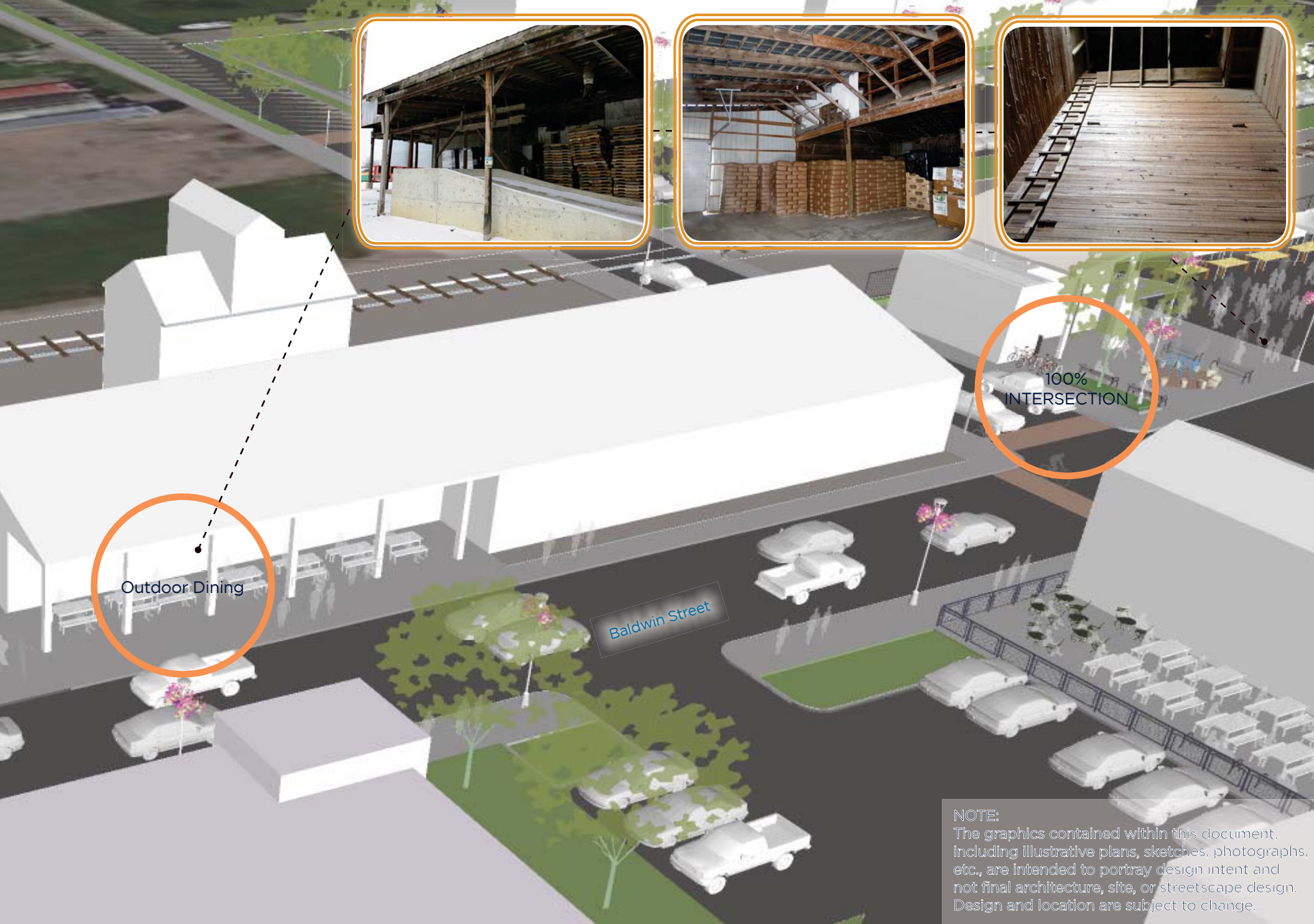
One project of particular promise is the former Grain CO-OP building located at the southwest corner of Baldwin Street and Harriman Avenue across the street from Taxman Brewery. When you look at the 100% intersection located at the corner of Baldwin Street and Harriman Avenue this building is an important anchor.

Through this planning process, we toured the building which is currently used for storage. This building could be a great location for a third anchor business within Bargersville downtown and a family-oriented business at that. This serves a need for more family-oriented restaurant in the community. It could also be supported significantly by the new MVP Park to the south of downtown's commercial core.

Moreover this business has the potential to be a "farm to table" restaurant which would tie to Bargersville's rural heritage.

Also important to note is that while the historic downtown has a fairly limited amount of space, it may be possible to create a small business incubator for local entrepreneurs who need office space and some occasional need for office amenities such as conference room.





Baldwin Street

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## Bed and Breakfast

Bargersville has no hotel. A Bed and Breakfast would provide the downtown an opportunity to offer an overnight package, but it will be important to have success that the downtown develop additional amenities. This could add to the authentic, destination feel of downtown and go a long way towards establishing Bargersville's niche.



A Large Home on the Periphery of Downtown could be Adaptive Re-purposed used as a Bed and Breakfast and Restaurant



## Residential Development in Proximity to Downtown

To build the residential market base for the “Historic Downtown” and “Commercial Core”, it is important to identify where and how potential housing could be located and built. There are three excellent general locations near downtown. The first is between downtown and SR 135 where there is currently a gap on the south side of Old Plank Road/CR 144. Land from this location continuing south to the Two Cent Road would open up a significant amount of real estate for housing. It would potentially bridge the built GAP between downtown and SR 135. It would fill in the space and link to the new Sports Complex as well. The second location would be due north of Baldwin Street across Old Plank Road/CR 144 and east of the Railroad tracks. This land would fill in a significant amount of land with residential development from the Railroad tracks to the existing neighborhood that is northeast of downtown. The third area for housing near downtown is to the northwest of downtown, north of CR 144, and west of the Railroad tracks. This area has a significant amount of land and it would complement existing housing south of CR 144, and Center Grove school system has an elementary school in the northern section of this large piece of land near Whiteland Road. Most of these projects would be for single family homes, but a portion of the real estate would be suitable for multi-family residential development too. The housing market appears to be very robust, and this will only help build the market base for both downtown and SR 135 Corridor businesses.



## Closing the Gap Between the Historic Downtown and Commercial Core

### Pedestrian Connectivity on Old Plank Road/CR 144 from the Historic Downtown to SR 135.

Economic connectivity and vibrancy is often related directly to physical connectivity for pedestrians. A strong pedestrian link between the older downtown destination market and the more auto-oriented SR 135 Corridor will economically strengthen both submarkets for local businesses. Bargersville has received assistance from INDOT for a new greenway trail from the northwest side of downtown running along Old Plank Road/CR 144. Once, it reaches downtown then the trail is planned to turn south along Main Street before turning east on Harriman Avenue.

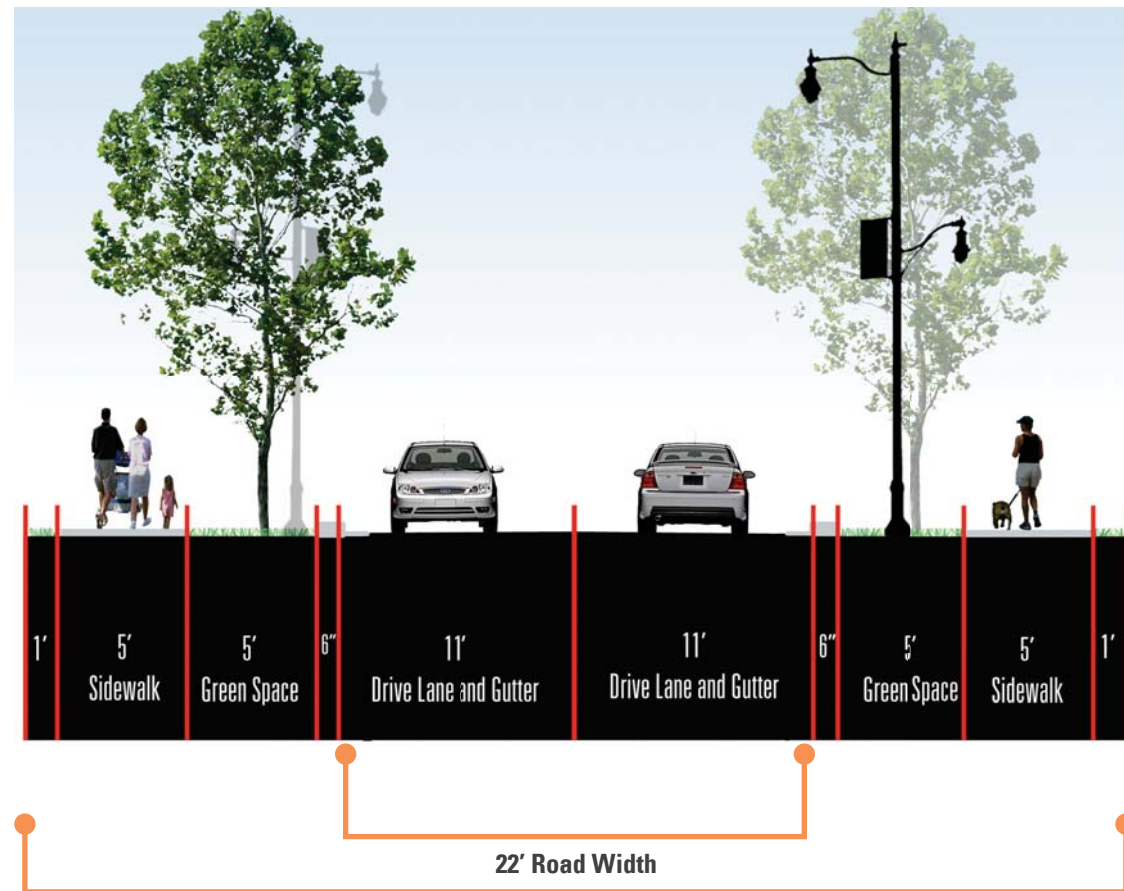
The Town is focusing on the importance of strong physical connectivity and would like to have pedestrian access and movement on both sides of Plank Road from Harriman Avenue intersection to SR 135.

This would include crossing Old Plank Road/CR 144 and adding a 5 foot sidewalk along the north edge of Old Plank Road to the SR 135 intersection. This will create a strong pedestrian link especially for the residents living in the neighborhoods north of Old Plank Road/CR 144 between Harriman St. and SR 135. Furthermore, the Town understands that multi-use trails will increase pedestrian use, biking use, and general health and wellness opportunities for their citizens and visitors. The Town would like to add a ten foot multi-purpose trail from Harriman

Avenue to the SR 135 Corridor. This would create a very strong pedestrian / bike link from the older downtown area to the SR 135 creating a strong economic bust to businesses in both submarkets. It would also ease the movement of people in and around the Old Plank Road/CR 144/135 intersection along SR 135, and as importantly back into the older downtown destination marketplace. It would also complement the anticipated new Sports Complex to be located just south of Old

Plank Road/CR 144 along SR 135.

Additional, trail improvements and extension from this planned Old Plank Road/CR 144 greenway trail will be important to consider because these future extensions have the potential of connecting thousands more Bargersville residents to the downtown and SR 135 area from the residential neighborhoods north of Whiteland Road.



Drawn within existing 50' ROW Old Plank Road/CR 144



## Commercial Core Priorities Summary

### Bringing the Right Mix Business types to Bargarville's Commercial Core.

Bargarville's "Commercial Core" has a number of redevelopment opportunities indicated in purple on the illustration on the next page. The Town is fortunate to have relatively abundant swaths of real-estate along SR 135 which has Average Daily Traffic (ADT) counts in excess of 12,000 (2012 ADT 12,842). Some of these parcels are currently vacant or for sale and could be considered a "Quick Win" for the Town. The intersection of SR 135 and Plank Road/SR 144 is one of two 100% intersections located within Bargarville's downtown.

### Three additional factors make this real estate even more attractive for development:

- **The new baseball park is projected to draw thousands of people per year to the town. It will significantly increase the weekend number of visitors especially during the daytime**
- **The eventual planned completion of Interstate 69 will increase through traffic on CR 144 between I-69 and SR 135 through Bargarville**
- **As Bargarville's population and Johnson County's population continues to grow convenience commercial will continue to increase in popularity.**

## 1 New Sports Complex

There is a planned new Sports Complex that will be a great addition for Bargarville and the surrounding area. It may have a significant impact on business opportunities along SR 135 especially those businesses that cater to young families such as fast food restaurants.



## 2 Community Scale Development (Smaller Scale)

With plenty of underused real estate in and about the Old Plank Road/CR 144 / SR 135 intersection, private developers have an opportunity to repurpose the real estate for more active commercial businesses. This may often include small restaurants who would enjoy high visibility located along SR 135 in out lots or be position with larger retailers within a commercial strip setting.

### Finer Fast Food Offerings

This would be along the likes of Chipotle or Panera. It may take the market some time to increase the number of households in the area to attract such higher end fast food establishments.



## Family-Oriented Franchises

This may include a sit down establishments, but it may require continued growth of the market to reach a tipping point to attract restaurants that need a higher volume of traffic along SR 135 and more "rooftops" in proximity before they jump into this market.

## 3 Regional Scale Development (Larger Scale)

With underused real estate in abundance in and about Old Plank Road/CR 144 / SR 135 intersection, private developers may be able to repurpose existing configurations of the real estate to provide the necessary site size to attract a regional grocery or big box retailer. These larger retailer provide the developers the anchor tenants often necessary to encourage other smaller developments along the SR 135 Corridor.

### Grocery Store

The challenge is that new Kroger grocery store has recently opened about three miles north at SR 135 & Smokey Row Road, and it may take some time before another grocery opens near Bargarville.

LEGEND

● Redevelopment Opportunities



With the continued and significant residential growth that Bargersville has and appears able to sustain through the balance of the decade, it would be possible that a grocery store may consider the SR 135/Old Plank Road/CR 144 as traffic counts rise due to the Sports Complex pending completion.

**Health and Fitness Facility**

Both the immediate downtown area and the SR 135 Corridor have available space for a fitness facility. Traffic and Pedestrian Counts may need to increase to make this business viable.

area on the west side of SR 135. This would improve safety and the traffic and parking pattern, and it would improve the access to the out lots as well as the larger commercial strip center in the rear of the property.



**4 Revitalize and Improve Access to Vacant Commercial Strip Center**

To activate retail business at the vacant strip center, it may be necessary for the town to work with the private owner to upgrade access points and improve the traffic flow and visibility of the commercial



LEGEND

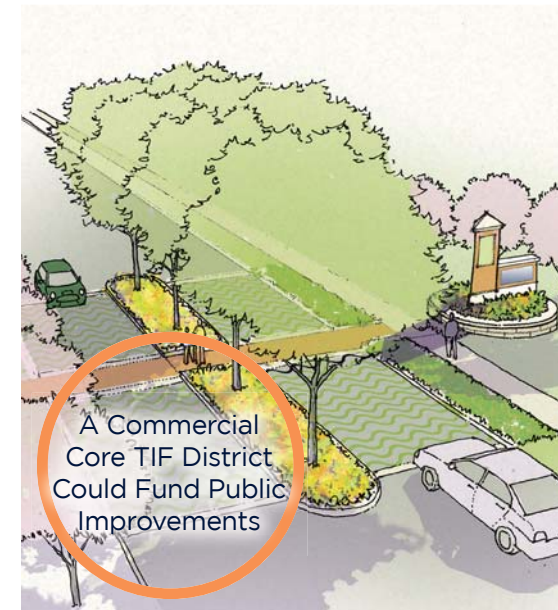
— Potential Commercial Core TIF



### Development Tools

With the anticipated opening of the new MVP Sports Complex just south of SR 144 / SR 135 intersection, it appears new interest in the underused real estate may be well positioned to attract new investment that would be supported by the growing residential developments in Bargersville and the traffic generated by the new Sports Complex. To support the necessary public upgrades to the roadways and trail connectivity in the area, the Town may desire to develop a second Tax Increment Financing (TIF) District to capture the anticipated future property tax revenues generated by the new investments in the area.

This in turn would allow the Town to focus its resources to make the necessary public improvements that would support existing and new businesses with improved transportation and related infrastructure improvements. These improvements should be designed to incorporate quality design to carry the future streetscape Bargersville brand forward from the SR 135 Corridor on into the older destination oriented downtown market. It is recommended that the Town review a TIF district that immediately would include the new Sports Complex but also the entire SR 135 Corridor that is ripe for repurposing with new investment from the Sports Complex to the recently built Dollar General store.



## Vehicular and Pedestrian Improvements

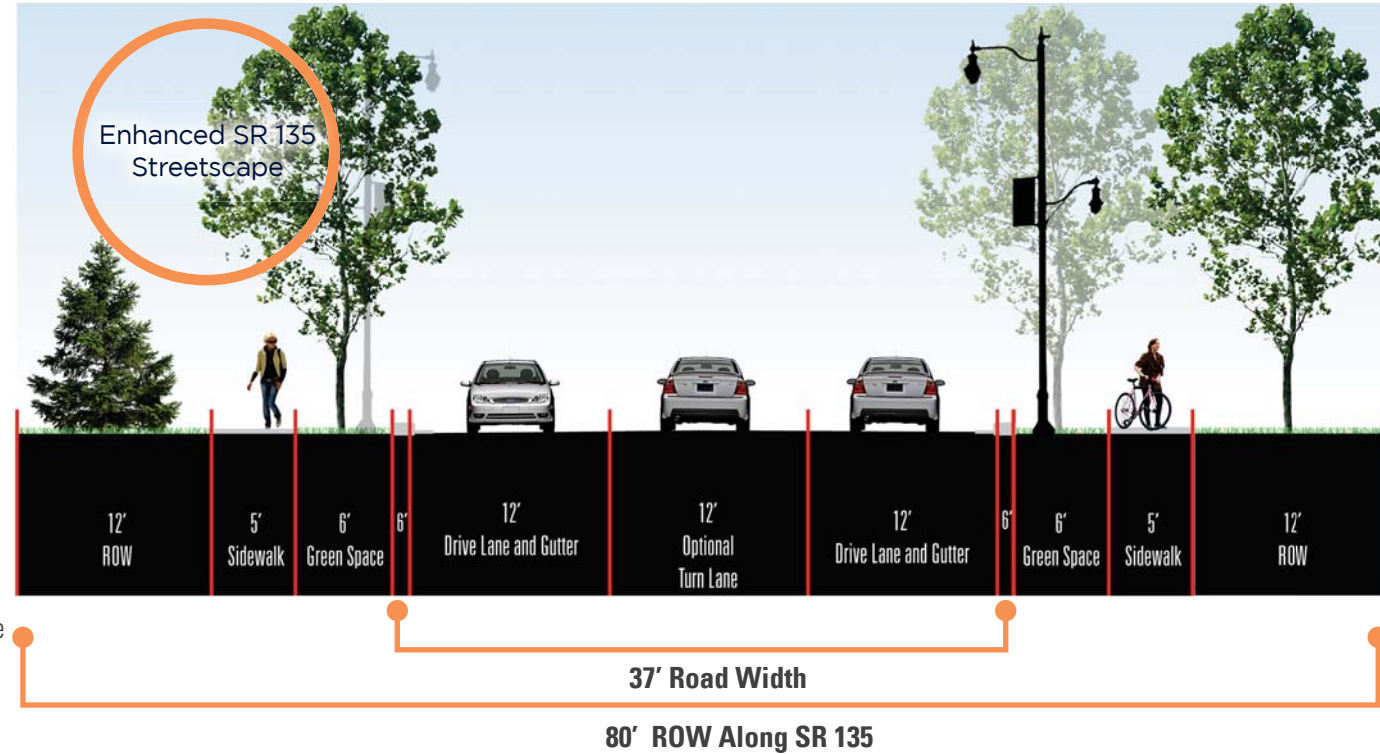
SR 135 has traffic counts exceeding 12,500 ADT and SR 144 has traffic counts in excess of 6,000 ADT. Several factors will likely increase the traffic along both routes and have the potential to cause a traffic issue at the intersection of SR 135 and SR 144.

Also worth noting is that the MVP Sports complex just south of the intersection of SR 135 and SR 144 is currently not planning to install traffic lights to control traffic.

INDOT (Indiana Department of Transportation) is considering widening SR 135. At the time of the eventual widening the Town may benefit from working with INDOT to consider alternative traffic considerations such as a roundabout at the intersection of SR 135 and SR 144 and complete the installation of sidewalks along SR 135 on both the east and west sides of the road. Currently sidewalks are required for new developments (5'W), but are not connected between new and existing developments.

In the event that the Town elects to create a TIF district in "Commercial Core" by the time these improvements occur this could fund the infrastructure improvements and/or provide matching funds to INDOT for additional enhancements such as an improved gateway and streetscape.

### Proposed Improvements to SR 135



### Potential Roundabout at SR 135 and SR 144 Intersection



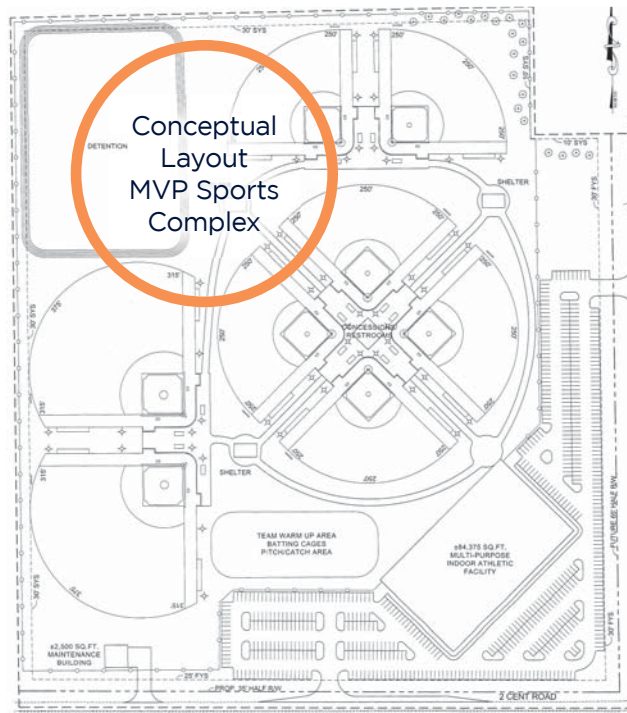
## Bargersville Sports Complex.

### Development Brief

The Town of Bargsville is fortunate to be getting a new Sports Complex (MVP Baseball and Softball Academy) which will be constructed during the summer of 2015 on the south side of Downtown's Commercial Core near the intersection of SR 135 and Old Plank Road/CR 144. The park is expected to open for spring 2016.

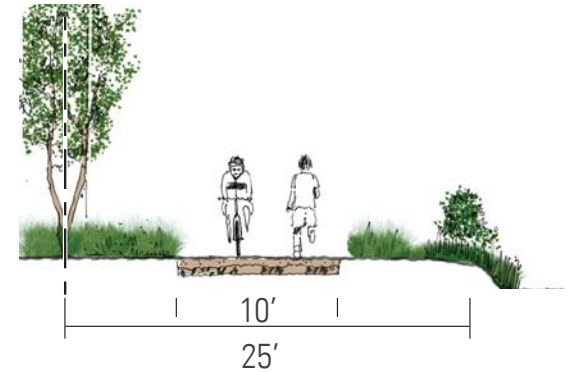
This complex will include eight baseball diamonds, 50,000 s.f. indoor practice facility, and a parking lot on 45 acres. This will be an important draw for the community as well as an important anchor for that portion of downtown.

Representatives from MVP feel that a complex in Bargsville is well suited to capitalize on a portion of the \$7 billion a year youth sports industry and success in Westfield's Grand Park on the north side of the Indianapolis Metropolitan region makes a southern location for a similar complex in Bargsville even more attractive. MVP representatives and town officials feel that the MVP park will draw people to area shops and restaurants, and be a boon for young families looking to locate where sports amenities are close by generating a positive affect on the real estate industry in Bargsville.



### Extend Greenway Trail to New Sports Complex

With the future greenway trail along Old Plank Road/CR 144 at SR 135, it would be time to plan on how to connect the Sports Complex to the SR 135 Corridor. This would allow families who may be staying in the Bargsville area the majority of a weekend day to walk or ride bikes to nearby venues along SR 135. It is also a priority to connect the new Sports Complex to downtown area, perhaps with a more direct route that would bring the trail into the community on the southeast side of downtown.



### Community Economic Benefits

Youth Sports Parks have become a very big business for communities in the past ten years. Many communities use youth sports venues as a means to enhance single family residential development which in turn increases demand for commercial businesses.



**National studies have indicated that quality youth sports parks and recreation venues improve residential property values by as much as 12 to 15 percent.**

Often, these facilities have been built near existing residential neighborhoods, or they are often designed to support new residential development in mind.



## Youth Sports Facilities and Home Values

The below table compares outdoor youth sports facilities around the country and home value ranges for the residential neighborhoods that are adjacent to these facilities. The table illustrates that outdoor youth sports facilities support existing and new middle income single residential family housing values. The table also provides estimated median household income that could afford single family residential homes within the value ranges for residential properties within close proximity to the youth facilities.

Youth Sports Complex	Location	Acres +/-	Fields	Single Residential Family Home Value Range	Year Built	No. Bedrooms	Estimated Median Household Income
<i>PLANNED Youth Sports Park</i>	<i>Bargersville, IN (Indianapolis Metro)</i>	45	8 ball fields + trail	Low \$ 125,000 High \$ 207,000	1940s 1980s 2000s	3-4	Low \$ 37,500 High \$ 54,000
Eagle Creek Little League	Indianapolis, IN	16	7 ball fields	Low \$ 125,000 High \$ 165,000	2010s	3	Low \$ 37,500 High \$ 49,500
Lakeville Youth Sports Park	Lakeville, IN (South Bend Metro)	37	8 ball fields + trails	Low \$ 186,000 High \$ 327,000	2000-10s	3-5	Low \$ 55,800 High \$ 98,100
Westlane Little League	Indianapolis, IN	18	7 ball fields	Low \$ 120,000 High \$ 221,000	1960-1970s	3	Low \$ 36,000 High \$ 66,300
Snowden Grove Park	Southaven, MS (Memphis Metro)	95	16 ball fields	Low \$ 157,000 High \$ 296,000	1990-2000s	3-4	Low \$ 47,100 High \$ 88,800
Vandalia Sports Complex	Vandalia, OH (Dayton Metro)	96	15 ball fields	Low \$ 110,000 High \$ 260,000	1970-2000s	3-4	Low \$ 33,000 High \$ 78,000
Star Center & Carpenter Park	Plano, TX (Dallas Metro)	200	24 ball fields	Low \$ 130,000 High \$ 330,000	1990s	3-5	Low \$ 39,000 High \$ 99,000
Champion Fields	Normal, IL	55	8 ball fields + trails	Low \$ 113,000 High \$ 160,000	2010s	3	Low \$ 33,900 High \$ 48,000

## Other Public Improvement Projects

### Branch Library

The Johnson County Public Library has a number of fine branch libraries in its system. The closest to Bargersville is in Whiteland which is four or five miles from the downtown area. Public libraries are great assets to any community, and they can act as a destination hub for a downtown. By bringing many families to downtown who may otherwise not come to the downtown area, libraries can help attract new downtown customers.

### New Police Station

The current town police station is located in a downtown retail building on Baldwin just north of Harriman Street. The Town will likely be building a new police station in the near future, and this will free up the retail space for downtown. If possible it would be great to keep the Police Station as close to downtown as possible. One scenario may involve finding available property between the Historic Downtown and Commercial Core for a new Police Station, or locate property on CR 144 just North West of the Historic Downtown.

### Enhanced Senior Center

The existing senior center is small, but could be improved. It is currently located on the southwest side edge of downtown on the west side of the RR tracks. It may be appropriate to upgrade the existing facility or use one of the vacant storefronts on the east side of Baldwin Street.

### Rehabilitation of Town Hall

It is important to keep the public functions of Town government within downtown. This has long been an anchor of downtown. One way that the Town could catalyze growth and investment downtown is to invest in the town hall. The building currently is well built, but needs a facelift. Suggestions include the following:

- New Paint on Exterior Facade and potential addition of brick.
- Larger Windows
- Addition of some columnar trees along the facade facing Main Street.
- New Signage on Front Facade



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# Chapter 4: Implementation



# Implementation Narrative

The Downtown Revitalization Plan priority needs outlined in the development context section are:

## 1. Destination Venues (DV)

In order to attract and retain customers for downtown businesses, it is critical that Bargersville have a public and private anchor. The restaurant bars of “Reds” and the “Taxman” micro-brewery provide an excellent foundation in which to continue to develop other destination restaurants and businesses into the downtown. Bargersville needs to create an authentic sense of place for public gathering and community identity.

## 2. Residential Development (RD)

The primary means to expand a strong and consistent everyday customer base is with residential growth in and around downtown, i.e. within “walking distance” to downtown shops.

## 3. Visitor Impact (VI)

Visitors who are coming to Reds and the Taxman will come back and visit other Bargersville venues, if there are others of interest. Otherwise, these visitors may go to other communities for additional amenities and entertainment. The goal is to capture visitor spending at Reds, Taxman, and provide opportunities for further visitor spending. At this time, these visitors may be coming only for those venues and leaving because Bargersville currently lacks additional shops and venues within walking distance of Reds and Taxman.

## 4. Public Realm Upgrades (RPU)

Bargersville has a strong grid street system in and around the immediate downtown area. This makes it a very convenient and walkable downtown for residents and visitors. Unfortunately, there are many undefined parking spaces that have led to parking inefficiencies during peak parking demand periods on Friday and Saturday evenings. Furthermore, the lack of parking and street definition creates an unsafe atmosphere for pedestrians who walk from their vehicles to the downtown venues and between venues. These upgrades will provide a more positive impression, and provide a greater safety to visitors while providing greater parking efficiencies by defining parking spaces and available parking lots for downtown resident, customers and employees.

## 5. Connectivity (C)

It is very important that Bargersville continue to implement and expand its general efforts to promote connectivity within and to downtown from its residential neighborhoods. Both those in immediate proximity to walk downtown, but also, to the significant neighborhood developments along Whiteland Road which lies about 1 mile north of downtown. By making these physical walking and biking trail connections the residential base for Bargersville will expand and support both the immediate downtown businesses and those along the SR 135 Corridor.

## 6. Business Incentives (BI)

While Bargersville is not a large downtown with a big footprint, it has a number of excellent businesses, but it still suffers from first floor and building vacancies and underused first floor space. Much of this space should be made available for retail businesses. This would increase the number of venues that would cater to visitors and residents by complementing existing businesses in downtown.

These priority needs will be met with the following projects for implementation.

# Project Needs Matrix

		Needs					
		DV	RD	VI	RPU	C	BI
Projects	1. Gateway Trail extension north of SR 144 to the Maple Grove Elementary School and Whiteland Road Road Trail.	Green	Orange	Yellow	Purple	Blue	White
	2. West CR 144 Gateway and Wayfinding Signage.	Green	Orange	Yellow	Purple	Blue	White
	3. West CR 144 and Main Street Greenway Trail/Sidewalk, Streetscape and Parking Improvements.	Green	Orange	Yellow	Purple	Blue	White
	4. Founders Fountain Plaza and Parking Lot Upgrades	Green	Orange	Yellow	Purple	Blue	White
	5. Greenway Trail/Sidewalk installation along the north edge of Harriman Street to Baldwin Street	Green	Orange	Yellow	Purple	Blue	White
	6. Baldwin Street resurfacing with new curb and gutter and to add a new public parking lot on the west side of Baldwin Street.	White	Orange	Yellow	Purple	White	White
	7. Trailhead Welcome Center on NW corner of Harriman Street and Baldwin Street intersection.	Green	Orange	Yellow	Purple	Blue	White
	8. Business facade improvement program for 10-12 facades.	White	Orange	Yellow	White	White	Red
	9. Re-purpose the Co-Op building for a farm to table restaurant, or other use to draw people to downtown and support existing businesses.	White	Orange	Yellow	White	White	Red
	10. Re-purpose the former Indiana Railroad building as a food venue/business catering to events and the public.	White	Orange	Yellow	White	White	Red
	11. Re-purpose the former Bargersville Community Fire Department facility (downtown) as a potential large scale family restaurant.	White	Orange	Yellow	White	White	Red
	12. Re-purpose 96 east Harriman Street as a potential Bed and Breakfast.	White	White	Yellow	White	White	Red
	13. Extend the Greenway Trail/Sidewalk from east Harriman Street across CR 144 to the north side in order to create a gateway.	Green	Orange	Yellow	Purple	Blue	White
	14. Extend the Greenway Trail/Sidewalk to the future sports complex south of SR 144 on SR 135.	Green	Orange	Yellow	Purple	Blue	White
	15. Future sports complex.	White	White	Yellow	White	Blue	Red
	16 Future residential development north of downtown and between downtown and SR 135.	White	Orange	White	White	White	Red

# Project Implementation

## Project Descriptions

### **1. Greenway Trail extension North of CR 144 to Elementary School and Whiteland Rd Trail**

The greenway trail extension north into the residential and school area to the north-northwest of downtown will provide connectivity to the Whiteland Road greenway. It will also act as a destination driver by bringing residents from the neighborhoods in the Whiteland Road area to downtown as visitors to local shops and restaurants. This greenway extension has the potential to support additional residential development south of Whiteland Road. Finally this extension will continue to build what is becoming a major greenway trail public asset for the Town of Bargserville.

### **2. West CR 144 Gateway and Wayfinding Signage**

While the greenway trail extension north-northwest will be important for linkages for residents and future visitors to downtown who come by bike or on foot, the West CR 144 Gateway and Wayfinding project will provide a clear welcoming point for most visitors who will be entering downtown by car. This gateway will tell travelers that they have arrived at downtown.

### **3. West CR 144 & Main Street Greenway Trail/ Sidewalk, Street, Parking Improvements**

The planned INDOT funded greenway will turn south along Main Street. This project is important to provide more definition to the street for safety purposes and to better organize the flow of traffic along Main Street and improve parking efficiencies near the west side business and town hall.

### **4. Founders' Fountain Plaza**

The planned Founders' Fountain Plaza should be incorporated into the greenway trail system and other downtown amenities to maximize its impact on visitors and property value enhancement. It may good to add it as part of a group of small amenities near the intersection of Harriman and Baldwin. It will provide a public amenity that recognizes past generations of Bargserville residents and business leaders who have contributed to the growth and heritage of the Town. It should be a defining piece of downtown art scape that helps brand the greater Bargserville community.

### **5. Greenway Trail/Sidewalk installation along north edge of Harriman St. to Baldwin St.**

The planned greenway trail will turn east from Main Street along the north edge of Harriman. It will provide the pedestrian and bike connectivity between the west side of the railroad tracks to the east side in downtown.

### **6. Baldwin St. Resurface with curb and add new public parking lot west side of Baldwin**

Baldwin Street provides the main pedestrian and vehicular route to most downtown shops and restaurants. Currently, the street and parking needs to be defined, and it should be developed along Baldwin Street and the unimproved parking lot between Baldwin and the railroad. These streetscape improvements will improve pedestrian and vehicular safety and support more parking in the downtown by providing clarity on where parking spaces are available.

### **7. Community Gathering Venue: New Founders Plaza Welcome Center on NW corner of Harriman and Baldwin intersection**

Bargserville does not have a central gathering location to support their local festivals and events. Currently, for most major events, the Town will close Main Street, yet there is still separation from the main location of shops and restaurants by being on the "other side" of the railroad tracks. The goal of the Founders Plaza Welcome Center would be to provide a flexible facility that would serve daily visitors on foot, bike or car in the downtown area as a relaxing center point to their trip downtown.



be transformed into a central stage for music and other festival productions. It would be in the center of downtown with safe and easy pedestrian movement from the New Depot to downtown shops and restaurants. For larger events, the parking lot along the west side of Baldwin Street could be used for vendors and exhibitors as an extension from the Founders Plaza performance area on the south side of the parking lot. It could be designed for indoor winter use as well that would support year round events such as the "Santa Train" in December.

### **8. Business Façade Improvement Program for (10-12 facades)**

Along with the sprucing up and organization of the public streetscape and parking, it is important to provide property owners with an incentive to fix up and repair their facades. A small matching grant/loan program could support this effort in the immediate downtown area.

### **9. Re-purpose COOP Building for Farm to Table Restaurant/Café**

Reds and the Taxman restaurants have proven that good eating establishments will be supported in downtown Bargersville. Given the character of the former COOP building and the agricultural heritage of Bargersville, it is recommended that Farm to Table restaurant/café be reviewed for the COOP property.

This would act as an additional dining option in downtown and it would play well with the former grain elevator use of the facility. The building would require significant renovation to be restaurant ready, but it will be an investment that would receive a strong return based on existing and future market trends of the Bargersville area.

### **10. Repurpose former RR building as food venue business**

Building off of the food venue theme and heritage of Bargersville, the smaller railroad building south of the COOP building could also be renovated into a food supported business. Though small in size, the building may support a takeout and/or catering style food enterprise.

### **11. Repurpose former Fire Station as potential large scale Family dining restaurant**

Another significant building in downtown that should be considered for repurposing is the former downtown fire station. While it is understood this property is under separate ownership from the Town, the building has a significant footprint. It is critically located in the heart of downtown along Baldwin Street just a little south of Harriman. There were several comments during the public open house that there needed to be a location to bring families to for meals and entertainment in downtown. This facility may represent such an opportunity for Bargersville. Once again, Bargersville strong growth in traditional families with the excellent Center Grove school system would provide a ready-made market for such a family oriented restaurant.

### **12. Repurpose 96 East Harriman as a potential Bed and Breakfast**

Currently, there is no hotel in Bargersville for overnight accommodations. While most of the traveling public will stay out along Interstate 65 in Whiteland and Greenwood, there are other visitors who may enjoy a weekend getaway in downtown Bargersville. This home appears to present an excellent opportunity for a Bed and Breakfast facility in the heart of Bargersville. It appears that it would need minimal renovations to the structure to be transformed into a Bed and Breakfast. It would be a short walk to other downtown shops and restaurants.

### **13. Extend Greenway Trail from East Harriman across CR 144 to north side create Gateway**

With the continuation of the planned greenway trail across Harriman at CR 144, the trail begins to cross into the transition area between the old downtown area and the SR 135 area of the downtown study area. This is an important point along CR 144, and it should be seen as a transition point between these two submarkets of the greater downtown. Therefore, a gateway feature that recognizes this transition will help direct visitors from SR 135 corridor to downtown and from downtown to the SR 135 corridor.

#### **14. CR 144 Greenway Trail Extension to Future Sports Complex south of SR 144 on SR 135**

With the implementation of the CR 144 greenway trail to and through the SR 135 intersection, it is important that the planned Sports Complex to be located just south of the intersection be connected to the greenway trail. Furthermore, the Sports Complex is anticipated to toward youth softball and baseball travel teams from around the Midwest. Therefore, besides an extension south to the complex, it is important to extend the greenway north along the west side of SR 135 to connect the more auto-oriented restaurants and shops to the pedestrians from the Sports Complex for safety and convenience.

#### **15. Future Sports Complex**

This planned facility that will be used by youth travel softball and baseball teams from around the Midwest presents a unique economic development opportunity for Bargersville to seize the youth sports craze sweeping the country. The facility appears to be able to serve a larger number of teams over the course of a weekend. Therefore, to capitalize on this opportunity for the town's businesses, it is important that trail linkages and wayfinding be implemented to direct visitors to businesses along both SR 135 corridor and to the old downtown area as well.

#### **16. Future Residential Development north of downtown and between DT and SR 135**

While Greater Bargersville remains very ripe for single family residential development, recent developments have ranged in price point from \$150,000 per home on the low end to north of \$500,000 on the high end. It proposed that to strengthen the downtown residential base and to attract a broader but more affordable price point for young families and empty nesters that a private development of single family cottage size residents could be developed on the acreage between the immediate downtown area and the land south of CR 144 toward SR 135 to the west edge of existing housing and the future Sports Complex. It projected that 90 to 120 units could be arranged reasonably on this acreage. These homes would likely draw a price point between \$150,000 and \$250,000 per home. Therefore, the potential private residential investment would range from \$13.5 and 30 Million either end of the housing price point would be a significant increase to the value of Bargersville immediate downtown residential properties, and the development would significantly increase the business traffic for downtown and SR 135 corridor.

Note: IOCRA Indicated Bargersville would be more competitive for funding through the Stellar Communities Program rather than on an individual project basis.

# Implementation Schedule

DRP Projects	Project Lead Entities	2015	2016	2017	2018	2019	2020	Project Funding Sources
Gateway / Wayfinding Signage	Town							Local Town, TIF, Private, INDOT local wayfinding if not already completed town-wide
Greenway Trail/Sidewalk Upgrade (CR 144)	Town, INDOT							INDOT-Enhancement, Local Town
Founders' Fountain Plaza	Town & Private, Main St.							Private
Sidewalk Gateway Improvements at Main & Harriman	Town, INDOT, Main St.							INDOT Enhancement, Local Town-TIF
Downtown Branding Murals	Private building owners, Main St.							Private, County Foundation, OCRA, Other individual contributors
Restripe Main St. Parking and Drive Resurface	Town, Main St.							Local Town-TIF, Local Road & Street, IOCRA grant*
Greenway - NORTH to Whiteland Road Greenway	Private, Public							Private, if part of larger residential development amenity, INDOT-Safe Routes to Schools
Resurface Baldwin St. with curb with parking striping on retail side	Town, Main St.							Local Town- TIF, IOCRA grant*
Parking Lot reconfiguration	Town, Main St.							Local Town-TIF, IOCRA grant*
Depot facility and trail head	Town, Main St.							Local Town- TIF, Private contributions, County Foundation
Facade Improvement Program (10-12 facade upgrades)	Main St.							IOCRA grant*, Private individuals and banks, Local-TIF
Repurpose former Coop Building (private)	Private							Private, IOCRA*-Section 108 Loan, USDA Business Loan, SBA Loan guarantee w local bank, State and Federal Historic Tax Credits
Former RR Bldg. development	Private							Private
Repurpose former Fire Station property	Private, Main St.							Private, IOCRA*-Section 108 Loan, USDA Business Loan, SBA Loan guarantee w local bank
Bed and Breakfast development	Private, Town, Main St.							Private, IOCRA* - Section 108 Loan, USDA Business Loan, SBA Loan guarantee w local bank
Greenway Trail upgrade crossing at Harriman & CR 144	Town, INDOT							INDOT-Enhancement, Local Town
Greenway Trail Extension to Sports Complex	Town, Main St.							Local Town-TIF, INDOT Enhancement Grant, IDNR Recreation & Health Trail Grant
Greenway Trailhead near Greenway Extension to Sports Complex	Town, Main St.							Local Town-TIF, INDOT Enhancement Grant, IDNR Recreation & Health Trail Grant
Sports Complex	Private							Private
Town Hall Façade Renovation	Town, Main St.							Town
Residential Development in proximity to downtown	Private							Private

Note: These project planning estimates do not represent preliminary architectural, or engineering costs, opinions, and are subject to change. The intent is to present potential project sources and uses along with financial magnitude.

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# Funding Table

	DRP NEEDS Destination / Gathering Place	Residential Base	Visitor Base	Public Space	Connectivity	Business Growth	Budget Estimates		
							Public	Private	Total
<b>Main Street -- WEST</b>									
Gateway / Wayfinding Signage							\$ 75,000	\$ -	\$ 75,000
Greenway Trail/Sidewalk Upgrade (CR 144)							\$ 200,000	\$ -	\$ 200,000
Founders' Fountain Plaza							\$ 30,000	\$ 5,000	\$ 35,000
Sidewalk Gateway Improvements at Main & Harriman							\$ 30,000	\$ 10,000	\$ 40,000
Downtown Branding Murals							\$ -	\$ 15,000	\$ 15,000
Restripe Main St. Parking and Drive Resurface							\$ 200,000	\$ -	\$ 200,000
<i>Subtotal Main Street -- WEST</i>							<i>\$ 535,000</i>	<i>\$ 30,000</i>	<i>\$ 565,000</i>
<b>RAILROAD</b>									
<i>Greenway - NORTH to Whiteland Road Greenway</i>									
							\$ 400,000	\$ 40,000	\$ 440,000
<b>Baldwin Street -- EAST</b>									
Resurface with curb with parking striping on retail side							\$ 200,000	\$ -	\$ 200,000
Parking Lot reconfiguration							\$ 300,000	\$ -	\$ 300,000
Depot facility and trail head							\$ 300,000	\$ 15,000	\$ 315,000
Facade Improvement Program (10-12 facade upgrades)							\$ 75,000	\$ 75,000	\$ 150,000
Repurpose former Coop Buliding (private)								\$ 300,000	\$ 300,000
Caterer Bldg. development								\$ 200,000	\$ 200,000
Repurpose former Fire Station property								\$ 300,000	\$ 300,000
Bed and Breakfast development								\$ 500,000	\$ 500,000
Greenway Trail upgrade crossing at Harriman & CR 144							\$ 50,000	\$ -	\$ 50,000
Greenway Trail Extension to Sports Complex							\$ 150,000	\$ 50,000	\$ 200,000
Greenway Trailhead near Greenway Extension to Sports Complex							\$ 30,000	\$ -	\$ 30,000
Sports Complex							\$ -	\$ 7,000,000	\$ 7,000,000
Residential Development in proximity to downtown							\$ -	\$ 5,000,000	\$ 5,000,000
<i>Subtotal Baldwin Street -- EAST</i>							<i>\$ 1,105,000</i>	<i>\$ 13,440,000</i>	<i>\$ 14,545,000</i>
<b>Total DRP Projects</b>							<b>\$ 2,040,000</b>	<b>\$ 13,510,000</b>	<b>\$ 15,550,000</b>
<i>Percent Public / Private Investment</i>							<i>13.1%</i>	<i>86.9%</i>	<i>100%</i>
<i>Local Match (Public &amp; Private)</i>							<i>\$ 13,910,000</i>	<i>89.5%</i>	
<i>State Public</i>							<i>\$ 1,640,000</i>	<i>10.5%</i>	
<i>Total Investment</i>							<i>\$ 15,550,000</i>	<i>100%</i>	

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# Appendices



# Urban Design Resources

## Internet Resources:

[www.indianalandmarks.org/](http://www.indianalandmarks.org/)  
Indiana Landmarks website.

[www.in.gov/dnr/historic/4287.htm](http://www.in.gov/dnr/historic/4287.htm)  
Indiana Division of Historic Preservation and Archeology resources.

[www.preservationnation.org/main-street/](http://www.preservationnation.org/main-street/)  
The website for the National Main Street Center is an excellent resource for information about commercial district revitalization and economic development.

[www.planning.org/](http://www.planning.org/)  
The website for the American Planning Association. It includes links to publications about signage.

[www.pps.org/great\\_public\\_spaces/](http://www.pps.org/great_public_spaces/)  
The Great Public Spaces section of the Project For Public Spaces website. A great resource for information about public spaces design. Includes a large library of images of successful spaces (as well as unsuccessful ones) from around the world, and an analysis of each.

[www.fhwa.dot.gov/environment/bikeped/index.htm](http://www.fhwa.dot.gov/environment/bikeped/index.htm)  
A link to the Federal Highway Administration's Bicycle and Pedestrian Program. This is an excellent reference detailing a wide range of topics. Examples and standards from around the country are included.

[www.access-board.gov/adaag/html/adaag.htm](http://www.access-board.gov/adaag/html/adaag.htm)  
The website for the Americans with Disabilities Act Accessibility Guidelines (ADAAG).

[www.in.gov/indot/](http://www.in.gov/indot/)  
Website for the Indiana Department of Transportation.

## Urban Lighting Online References:

[www.iesna.org/](http://www.iesna.org/)  
Website for the Illumination Engineering Society of North America.

[www.darksky.org/](http://www.darksky.org/)  
Website for the International Dark-Sky Association containing excellent information and links to many good publications.

## Various manufacturers of outdoor lighting and furniture:

- Forms + Surfaces | [www.forms-surfaces.com/outdoor-lighting](http://www.forms-surfaces.com/outdoor-lighting)
- .hess | [www.hessamerica.com](http://www.hessamerica.com)
- WideLite | [widelite.com/](http://widelite.com/)
- Pemco | [www.pemcolighting.com](http://www.pemcolighting.com)

## Publications:

### **Context-Sensitive Signage Design**

An American Planning Association Report available online at [www.planning.org/research/signs/](http://www.planning.org/research/signs/)

### **Signs of a Successful Main Street Presentation**

A slide show available for purchase from the National Trust's Main Street Center that shows how a street's character is defined by the quality of its signs. Includes recommendations on materials and styles.

### **The Social Life of Small Urban Spaces by William H. Whyte**

The public space design classic. This short book is written in a clear, easy to read style that often incorporates humor to make a point. Lots of great photos and facts.

### **People Places - Design Guidelines for Urban Open Space Edited by Claire Cooper Marcus and Carolyn Francis**

Another classic that addresses a wide range of public space types, from public squares to university campuses to hospital/healing environments. The book has hundreds of references for further reading, including books about Crime Prevention Through Environmental Design (CPTED).



**How To Turn A Place Around by The Project For Public Spaces**

This short book extends Whyte's research with practical observations and advice on making great places. It clearly lays out PPS's argument for a community-based design process.

**Life Between Buildings - Using Public Space by Jan Gehl**

Gehl is a pre-eminent public space thinker who has influenced two generations of urban designers. The book is out of print but can be found on some web-based rare book sites, including <http://www.alibris.com/>

**Visions For A New American Dream by Anton Clarence Nelessen**

This is an excellent book with a great deal of practical information pertaining to community design.

## Pictorial Examples

These pages include several photos from various communities similar to Bargersville in size. The photos are presented as precedents, to provide inspiration to future project initiators and designers.





## Tax Increment Financing Strategies

Bargersville is an attractive community in which to live. With its outstanding school systems in the Center Grove School Corporation and the Franklin School Corporation and its proximity and short commuting time to Indianapolis, it will continue to attract residents seeking single family residential homes and other housing products, as well. These new residents will draw more and more commercial interest to the community, especially within the State Road 135 corridor and the downtown core. This will likely require the Town to make necessary infrastructure improvements to assist and support these future private commercial developments.

One very useful financing tool is a Tax Increment Finance (TIF) District. TIF Districts are used to capture only the increased portion of future property tax revenue generated by commercial and industrial growth. Using these TIF increments, a community is able to finance public improvements necessary to support new developments; TIF increments also increase capacity to support future commercial and industrial growth within the district.

The Town of Bargersville wisely created a Tax Increment Finance District to capture future property tax revenue growth for new investments along the Whiteland Road commercial corridor and the new industrial park along the south edge of Bargersville. This has allowed the Town to support improvements in these areas that will enhance initial developments and attract future developments.

To be successful using TIFs, it is important to:

- Establish the TIF before the new property improvements are assessed officially on March 1st of each year.
- Allow enough time for the deliberative process needed to establish a TIF district.
- This deliberative process may take as long as ninety (90) days.
- Therefore, it is important that the community and its redevelopment commission and town council act in a timely yet planned manner to assure that new assessments are validated after official adoption of the TIF district or TIF district expansion.

Now (before future development revenues are assessed) may be a good time for the Town to consider either extending the existing TIF district or adopting a new TIF district to include the commercial land uses along the State Road 135 corridor both north and south of the State Road 144 intersection.

Now (before future development revenues are assessed) may be a good time for the Town to consider either extending the existing TIF district or adopting a new TIF district to include the commercial land uses along the State Road 135 corridor both north and south of the State Road 144 intersection

- The pending Sports Complex along State Road 135 south of the State Road 144 intersection may be constructed in 2015. It may be assessed as early as March 1, 2016.
- Bargersville's market economics indicate that new investment in and around the State Road 135 corridor is very likely over the next five years.

- The future growth along the State Road 135 corridor will likely require the Town to make upgrades to the public infrastructure to accommodate new growth and support long-term private investment in this area.
- These improvements may consist of water and sewer system upgrades, transportation modifications, and related public amenities such as greenway trails or reconfigured public parking.

DRP Projects	Project Lead Entities	Project Funding Sources
Gateway / Wayfinding Signage	Town	Local Town, TIF, Private, INDOT local wayfinding if not already completed town-wide
Greenway Trail/Sidewalk Upgrade (CR 144)	Town, INDOT	INDOT-Enhancement, Local Town
Founders' Fountain Plaza	Town & Private, Main St.	Private
Sidewalk Gateway Improvements at Main & Harriman	Town, INDOT, Main St.	INDOT Enhancement, Local Town-TIF
Downtown Branding Murals	Private building owners, Main St.	Private, County Foundation, OCRA, Other individual contributors
Restripe Main St. Parking and Drive Resurface	Town, Main St.	Local Town-TIF, Local Road & Street, IOCRA grant*
<i>Greenway - NORTH to Whiteland Road Greenway</i>	Private, Public	Private, if part of larger residential development amenity, INDOT-Safe Routes to Schools
Resurface Baldwin St. with curb with parking striping on retail side	Town, Main St.	Local Town- TIF, IOCRA grant*
Parking Lot reconfiguration	Town, Main St.	Local Town-TIF, IOCRA grant*
Depot facility and trail head	Town, Main St.	Local Town- TIF, Private contributions, County Foundation
Facade Improvement Program (10-12 facade upgrades)	Main St.	IOCRA grant*, Private individuals and banks, Local-TIF
Repurpose former Coop Building (private)	Private	Private, IOCRA*-Section 108 Loan, USDA Business Loan, SBA Loan guarantee w local bank, State and Federal Historic Tax Credits
Former RR Bldg. development	Private	Private
Repurpose former Fire Station property	Private, Main St.	Private, IOCRA*-Section 108 Loan, USDA Business Loan, SBA Loan guarantee w local bank
Bed and Breakfast development	Private, Town, Main St.	Private, IOCRA*- Section 108 Loan, USDA Business Loan, SBA Loan guarantee w local bank
Greenway Trail upgrade crossing at Harriman & CR 144	Town, INDOT	INDOT-Enhancement, Local Town
Greenway Trail Extension to Sports Complex	Town, Main St.	Local Town-TIF, INDOT Enhancement Grant, IDNR Recreation & Health Trail Grant
Greenway Trailhead near Greenway Extension to Sports Complex	Town, Main St.	Local Town-TIF, INDOT Enhancement Grant, IDNR Recreation & Health Trail Grant
Sports Complex	Private	Private
Town Hall Façade Renovation	Town, Main St.	Town
Residential Development in proximity to downtown	Private	Private



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