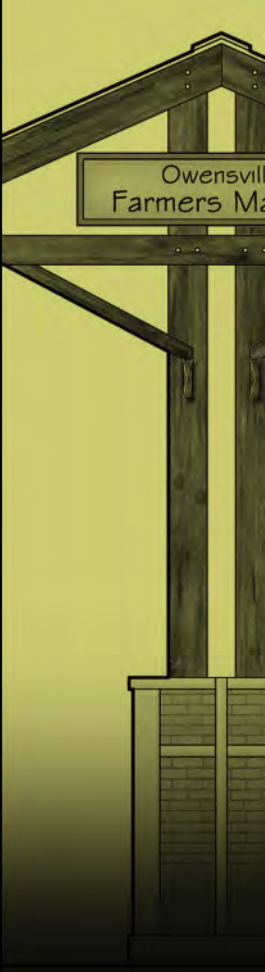
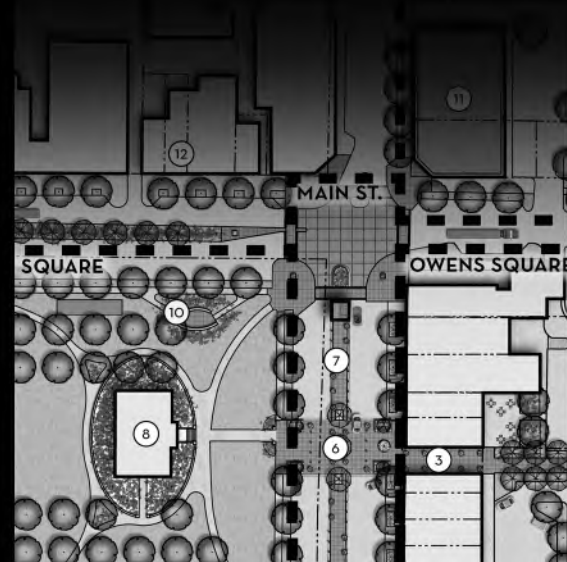




OWENSVILLE DOWNTOWN REVITALIZATION MASTER PLAN



FALL 2010



ACKNOWLEDGEMENTS

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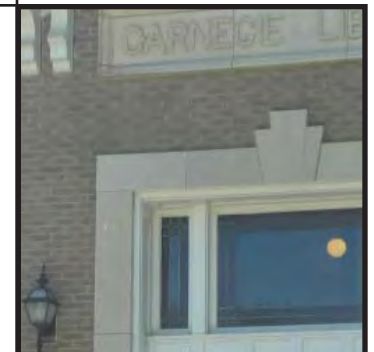


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SECTION 1: INTRODUCTION

INTRODUCTION

PLAN OBJECTIVE

PLANNING TEAM

PROCESS SUMMARY

PUBLIC INPUT / LOCAL COORDINATION



INTRODUCTION

The need to find ways to revitalize downtown Owensville and reverse the outward flow of longstanding, vital commercial downtown enterprises was identified early in 2009 by the Owensville Town Council and the Planning Commission. Town officials contacted the Economic Development Coalition of Southwestern Indiana for assistance in securing outside planning assistance to enable the town to plan for the orderly and sustainable growth of the downtown area. Owensville was the recipient of a grant for a downtown revitalization plan from the State of Indiana, Office of Community and Rural Affairs (OCRA). The Wessler Engineering Planning Team was selected in a Qualifications Based Selection (QBS) process during the course of the grant application and review.

The planning area for the Owensville Downtown Revitalization Plan is generally defined by Third Street on the east, Church Street on the west, Clark Street on the north and Warrick Street on the south. A larger area encompassing the original platted area of Owensville was included in the definition of analysis, assessment and plan opportunities described below. The adjacent graphic shows the area considered during the Existing Conditions and the more specific downtown planning area.

The Owensville Downtown Revitalization Plan evaluates existing conditions in Owensville and the downtown area. Planning considerations include:

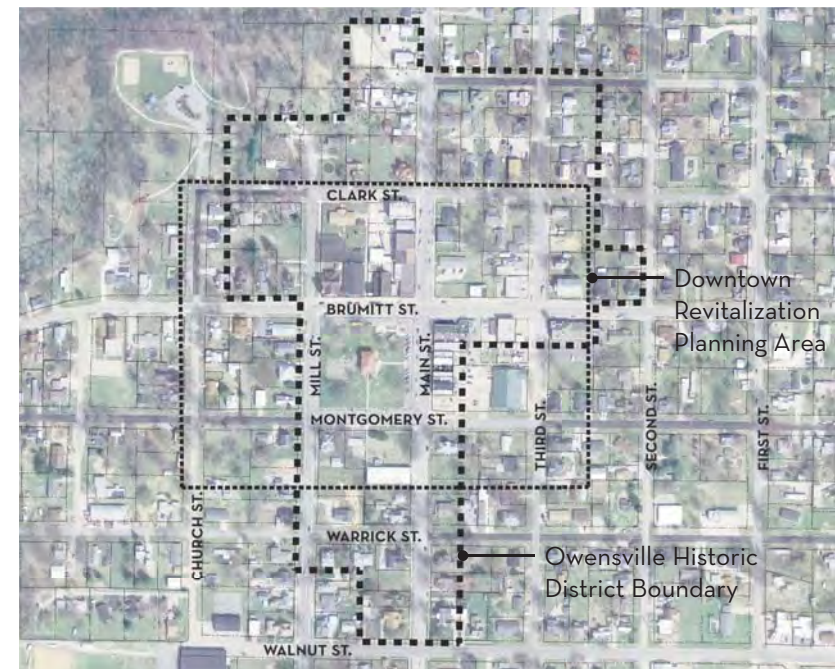
- Market assessment
- Population and demographic considerations
- Utility infrastructure including lighting, electrical, gas and communications systems
- Roadway, sidewalk and transportation infrastructure
- Existing land use and development standards
- Regulatory considerations
- Urban design and streetscape elements
- Architectural, façade enhancements, urban design and

aesthetic considerations

- Community linkages and connections
- Drainage, winds, solar, and landscape character

Preliminary concepts have been defined to maximize the potential growth and enhancement of downtown Owensville and connections to surrounding neighborhoods.

Preliminary concepts have been refined based on public input received. Priority projects and implementation steps along with costs and outside funding opportunities are included to assist the Town Council and Planning Commission with implementation of this plan. Several redevelopment and market opportunities are identified based on 'niche opportunities' identified in the market assessment.



Downtown Revitalization Planning Area



The Owensville Downtown Revitalization Plan effort commenced in May, 2010 following an orderly planning process utilized by the Wessler Engineering Planning Team on similar projects and as prescribed by OCRA.

This process maximizes public input in the form of steering committee input, public meetings and input by the Town Council and Planning Commission.

PLANNING OBJECTIVE

The purpose of the Owensville Downtown Revitalization Plan is to develop a planning document that will assist the Owensville Town Council, the Planning Commission and other interested citizens with a vision and identification of available tools necessary to 'reignite the spark' in downtown Owensville. This planning report lays out a logical sequence of steps identifying a variety of current conditions, growth and development opportunities and constraints and a framework for future growth and development, maximizing the potential of the downtown vision.

The primary objective of the plan is to identify opportunities in the downtown planning area for economic development niches that will prevent additional 'leakage' of economic activity from downtown Owensville to outlying areas and encourage new economic development activity within Owensville.

Other important aspects of the plan include the following priorities:

- Resolution of vehicular circulation, parking and pedestrian conflicts around the downtown square
- Guidance with previously identified improvements including the Dollar General store and the fire station block
- Improved connections between downtown Owensville and

community assets

- Construction of buildings and urban design elements that will create a unique character for downtown Owensville
- Visual enhancement of the existing downtown streetscape environment.

PLANNING TEAM

To assist the Town of Owensville in the preparation of the Downtown Revitalization Plan and the implementation strategy, the planning team, led by Wessler Engineering was selected in Fall of 2009 to prepare the plan.

Wessler Engineering is concurrently preparing a Utility Master Plan for Owensville which provides efficiencies in the planning effort required with the Downtown Owensville Revitalization Master Plan.

The planning team initiated planning activities following a notice to proceed from the Owensville Town Council. Landstory acting as the urban designer was responsible for the public meeting facilitation, overall planning analysis, identification of opportunities and constraints, urban design concept development and implementation recommendations. LSL Planning assisted in the market assessment activities and identification of market opportunities.



PROCESS SUMMARY

The keystone of this planning process is local coordination and public input centered around a steering committee consisting of Town Council members, the Clerk-Treasurer, the Planning Commission and various business owners.

A site visit followed by a kick off meeting with the steering committee initiated the planning process. Additional local input opportunities included the initial public meeting to present the existing conditions analysis, opportunities and constraints and a preliminary conceptual framework. Follow up public meetings included review of the preferred downtown revitalization concept and implementation strategy; with a final public hearing to adopt the planning report by the Owensville Town Council.

Rigorous inventory and research illuminated opportunities and constraints in and around downtown Owensville. An important component of the initial inventory was the assessment of existing market



conditions, demographic characteristics and existing business types in Owensville. In addition, other existing conditions attributes have been reviewed and include utilities, transportation infrastructure, environmental considerations, land use, community assets, historic and cultural features, recreational assets and the existing urban design character.

Opportunities and constraints associated with each of these existing conditions are identified and recommendations to incorporate plan objectives in the conceptual framework were provided. The conceptual framework includes physical improvements to enhance downtown revitalization opportunities, identification of regulatory controls and market niche opportunities. A recommended urban design character and vocabulary was organized around thematic opportunities and complements the physical form illustrated in the preliminary concept.

The preliminary concept was developed based on the opportunities, recommendations and design character; these were presented at the initial public input meeting. Concepts included streetscape design options, planning and land use recommendations, identification of market opportunities, and historic assets. Preferred downtown revitalization master plan concepts reflect refinements to the preliminary conceptual framework based on comments received at the first public input meeting.

The preferred downtown revitalization master plan concept, preliminary planning priorities, implementation strategies and budgets were presented at a second public input meeting. Refinements to each of these plan components were incorporated in the final planning document approved by the Owensville Town Council at their September 13, 2010 meeting.

The planning team's findings and observations are described in Section 2, Existing Conditions. Details of the downtown revitalization master plan concepts and urban design character are provided

in Section 3, Downtown Revitalization Concepts. Implementation recommendations, which include cost estimates, phasing, and potential funding sources are described in Section 4, Implementation Strategy. The report will serve as a guide for both short term and long term improvements to Owensville and the downtown area and identifies strategies for realizing this growth and 'reigniting the spark' in downtown Owensville.



PUBLIC INPUT & LOCAL COORDINATION

The Owensville Downtown Revitalization Master Plan will be successful contingent upon the support and backing of the local community. To improve chances for success, public input and local coordination efforts were maximized in the planning process. The initial step in this local coordination was the kick off meeting held on June 16, 2010. In conjunction with this meeting, the planning team conducted on-site field inventory and assessment. The purpose of the kick off meeting was to introduce the planning team, the process and schedule to the steering committee consisting of members of the Town Council, the Planning Commission and business community.

Following the kick-off meeting, the planning team presented existing conditions, market assessment attributes, urban design character and the preliminary conceptual framework at the public input meeting held at the Owensville Community Center on Wednesday, July 14, 2010. Meeting discussion and comments received formed the basis for refinements to the preliminary conceptual framework and incorporated in the preferred downtown revitalization concept. The preferred downtown revitalization concept and preliminary implementation strategy were presented at the public input meeting held at the Owensville Community Center on Thursday, August 12, 2010.

Following presentation of the preferred downtown revitalization concept and preliminary implementation activities, the downtown revitalization master plan report was completed and approved at a public hearing held before the Owensville Town Council meeting on September 13, 2010.

SECTION 2: EXISTING CONDITIONS

REGIONAL CONTEXT

DEMOGRAPHICS

MARKET ASSESSMENT

LAND USE ASSESSMENT

URBAN DESIGN ASSESSMENT

INFRASTRUCTURE ASSESSMENT

HISTORIC ASSETS

CULTURAL / SOCIAL CONDITIONS



REGIONAL CONTEXT

Owensville is located in southwestern Gibson County approximately five miles east of the Wabash River and Illinois in Montgomery Township. Princeton, the county seat is about 10 miles to the northeast by way of SR 65 and 64. Gibson County and Owensville are part of the Evansville Metropolitan Statistical Area. Regional highway connections are provided to Interstate 64 and US 41 by way of State Road 65, 168 and 165. Each of the state roads are two lane highways in generally good condition. Major employers in the Owensville area include the Duke Energy, Gibson Generating Plant on the Wabash River and the Toyota Assembly Plant south of Princeton on US 41.

Owensville is in the middle of a prime agricultural area that extends from Knox County to Posey County; one crop it is known for is watermelons. The annual Owensville Watermelon Festival is held in early August each year.



Owensville regional context

DEMOGRAPHICS

POPULATION:

Owensville’s current population of 1,358 is expected to remain constant through 2015. As a result, households are not expected to change appreciably during that same period. Median household income in Owensville is expected to keep pace with the growth in income for the Evansville area, therefore purchasing power for Owensville residents is likely to remain competitive.

EDUCATIONAL ATTAINMENT:

Educational attainment in Owensville is similar to the Evansville area. Owensville residents are generally equally competitive with others in the area for jobs.

Table 1: Population and Household Growth

	Owensville, IN
2000 Total Population	1,322
2010 Total Population	1,358
2015 Total Population	1,353
2010 - 2015 Annual Rate	-0.07%
2000 Households	523
2010 Households	546
2015 Households	546
2010 - 2015 Annual Rate	0%

Source: US Bureau of the Census, 2000 Census of Population and Housing, ESRI forecasts for 2010 and 2015

Table 2: Households by Income

	Owensville, IN
2000 Census Median HH Income	\$34,420
2010 Estimated Median HH Income	\$46,907
Growth 2000 - 2010	36.28%
2015 Projected Median HH Income	\$53,617
Growth 2010 - 2015	14.30%

Source: US Bureau of the Census, 2000 Census of Population and Housing, ESRI forecasts for 2010 and 2015

Note: Income expressed in 2010 US Dollars

HOUSING:

High homeownership rates in Owensville are expected to continue through 2015. This may be due to the substantially lower cost of homes in Owensville. While these values are expected to remain well below those of the surrounding region, they are expected to rise at a faster pace over the next several years. Most Owensville residents came to the area in the 1990s and most of the housing was built in the early 1960s.

EMPLOYMENT BY INDUSTRY:

The service industry is the largest employment sector (35%) in Owensville and throughout the Evansville region, though a smaller percentage of Owensville residents work in the service industry than in the area as a whole. This is likely due to Owensville’s closer proximity to Toyota and associated companies in Princeton since manufacturing industry employment is higher in Owensville (17.5%) than the remainder of the area. Services include skilled trade contractors, health care workers, engineers, and attorneys. Transportation and retail are also significant industries for Owensville workers.

Table 4: Employment by Industry (Population 16+) - 2009 Estimates

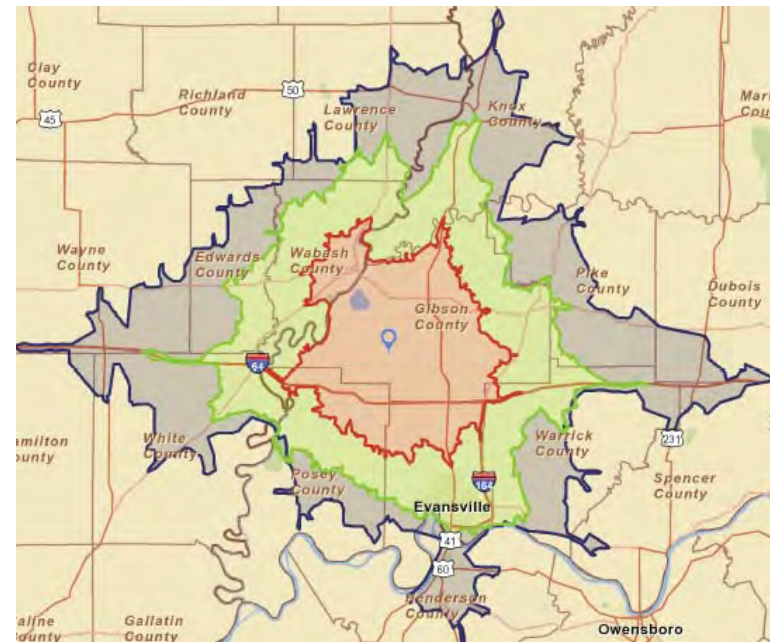
	Owensville, IN	30-minute drive	45-minute drive	60-minute drive
Total	634	21,703	128,913	188,891
Agriculture/Mining	4.4%	4.5%	2.1%	2.7%
Construction	7.1%	6.9%	6.1%	6.1%
Manufacturing	17.5%	15.7%	12.8%	13.1%
Wholesale Trade	3.3%	3.5%	3.4%	3.2%
Retail Trade	11.2%	11.1%	12.3%	12.3%
Transportation/Utilities	13.6%	7.8%	6.6%	6.2%
Information	0.8%	0.9%	1.9%	1.7%
Finance/Insurance/ Real Estate	3.0%	4.3%	5.7%	5.6%
Services	34.9%	42.2%	45.9%	45.8%
Public Administration	4.3%	3.0%	3.2%	3.4%

Source: US Bureau of the Census, 2000 Census of Population and Housing, ESRI forecasts for 2010 and 2015

MARKET ASSESSMENT

MARKET STUDY AREA:

Spending patterns and economic relationships do not follow municipal boundaries. Economic influence can, and should, have a broad reach. For the market analysis, the town of Owensville and drive-time areas of 30, 45, and 60 minutes from the library square were used. Drive times were calculated by the Environmental Systems Research Institute (ESRI); this data was derived from their models to relate to the calculated times. These distances show that the Owensville market area reaches into Gibson, Pike, Warrick, Posey, and Vanderburgh counties in Indiana, as well as parts of eastern Illinois and western Kentucky.



30, 45, and 60 minute drive time distances from Owensville

Commuting patterns can affect consumer spending behavior. For example, Princeton is located within a 30-minute drive of Owensville where many Owensville residents work. Much of Evansville is within the 45-minute drive time from Owensville. Evansville with a population of 116,309 (2008) and a Metropolitan Statistical Area encompassing Gibson, Posey, Vanderburgh, and Warrick counties in Indiana and Henderson and Webster Counties in Kentucky, has a significant influence over the region which, in turn, greatly influences the goods and services available within the Owensville market study area.

COMMUNITY MARKET SEGMENTATION:

Community Tapestry Segmentation profiles developed by ESRI offer focused insight into the Owensville market. This system was developed analyzing and sorting 60 attributes (income, employment, home value, housing type, education, household type, etc.) to identify the characteristics and market preferences of neighborhoods. The system includes 65 different neighborhood profiles.

	Supply	Demand
Auto Parts, Accessories, and Tire Stores	\$92,951	\$293,067
Electronics & Appliance Stores	\$0	\$248,051
Building Material and Supplies Dealers	\$0	\$304,073
Lawn and Garden Equipment and Supplies Sales	\$0	\$97,178
Grocery Stores	\$0	\$860,016
Specialty Food Stores	\$0	\$95,481
Department Stores Excluding Leased Depts.	\$0	\$1,167,379
Direct Selling Establishments	\$0	\$341,630
Limited-Service Eating Places	\$0	\$1,246,875
Drinking Places - Alcoholic Beverages	\$0	\$143,257

Under Supply - Demand significantly greater than supply

Owensville retail supply and demand analysis

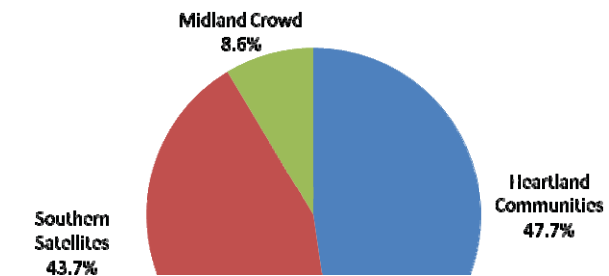
Three profiles describe the neighborhood characteristics in Owensville as summarized below:

HEARTLAND COMMUNITIES

- Approximately 50% retired
- Many live in the same small towns where they have lived and worked their whole life
- Most have finished high school, but not college
- High homeownership rates
- Primarily live in single-family homes on larger lots
- Activities include gardening and working on home improvement projects
- Shop at Wal-Mart
- Read newspapers
- Median household income: \$35,701

SOUTHERN SATELLITES

- Married couples with or without children
- Low diversity
- 60% are in the labor force, typically in manufacturing and service industries
- Live in newer single-family homes
- High homeownership rates
- Activities include fishing, hunting, gardening, and pets
- Two or more vehicles in driveway, usually domestic cars and trucks
- Median household income: \$39,969



Community Tapestry Segmentation Chart

MIDLAND CROWD

- Married couples, half with children
- Half have white-collar jobs
- Many have some college experience
- Generally live in housing development in rural villages and towns
- Live in housing built after 1970 and have high levels of home ownership, living in single family homes and mobile homes
- Typically have 3-4 vehicles per household
- Generally are do-it-yourselfers
- Median household income: \$50,518

In summary it is likely that successful businesses in downtown Owensville will exhibit the following characteristics:

- Businesses likely to succeed will meet local demographic preferences in addition to being a business type for which there is latent demand.
- Hardware stores, small specialized home improvement stores, auto repair stores, gardening shops, and nurseries are likely to be successful.
- Discount stores that cater to a variety of locally needed items (hardware, pet supplies, gardening supplies, car parts, and garden centers) are likely to be successful but the area is not likely large enough to support more than one. Additionally a discount store is not likely to be a component of the thriving downtown area. While there is demand in the community, a downtown location is not the most appropriate place for discount stores.



LAND USE ASSESSMENT

Owensville is generally a well maintained community with attractive residences and a clean downtown area. The Owensville Street Department is very active in sweeping streets in the community. Owensville is in the enviable position of retaining much of the economic activity in its downtown area. There is very little commercial and retail activity on the edges of town. In order to maximize downtown activity, this central focus needs to be retained. The grocery store and other traditional commercial uses have since moved out of town to Princeton. This center of activity is borne out by the predominant land uses around the downtown which consist of commercial and institutional uses.

Single family dwellings are the predominant residential use in Owensville. Small mobile home parks are located on the southwest corner of town next to the cemetery and on the northeast edge of town. Apartments are located several blocks north of the downtown area. Predominant industrial activity is located along the former railroad on the south side of town. The most dominant industry is the grain elevator. A metal building on the south side of the square formerly housed a clock manufacturer, Montgomery Industries.

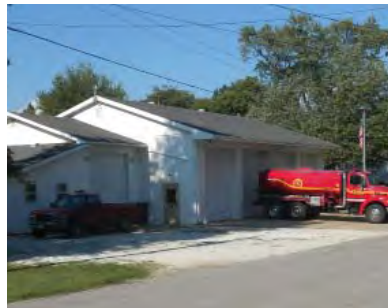




Downtown Owensville Land Use

The most prominent institutional use in the downtown area is the Owensville Library located in the middle of the central square. Other government uses include the Town Hall and U.S. Post Office. There are many churches in the downtown area in significant locations. The Owensville First General Baptist Church is located at the northeast corner of Mill and Brumitt Street on the square. The Owensville United Methodist Church is located at the southeast corner of Brumitt and Third Street. Dayspring Community Church at Main and Clark Street has a very active congregation; Owensville officials modify traffic patterns on Clark Street during worship services to enable increased parking. The Montgomery Township Trustees Office and Ministerial Alliance Food Pantry is located on south Church Street north of the REH Center. The Montgomery Township Volunteer Fire Department is on the northwest corner of Warrick and First Street. There are plans to move the fire department and ambulance service to a new building on the north side of the block close to Montgomery Street. The Owensville Cemetery is centered on the west end of Montgomery Street along SR 165.

Recreational land use includes Montgomery Park on the north end of Church Street. This park includes playground equipment, shelters and walking paths. The REH Center located on the south end of Church Street is the former Owensville Elementary School



gymnasium. To the west of the REH Center are lighted baseball playing fields with bleachers and concessions. The former site of the Owensville Elementary school east of the REH Center is currently vacant and is suitable for expanded recreational use or redevelopment.

There are several scattered vacant lots in residential areas close to the downtown area. These are suited for infill single family or duplex residential use, consistent in scale and character with adjacent residences. Short term use can include community gardens or similar activity benefitting Owensville residents. The northeast corner of the downtown square at Main and Brumitt is vacant; this has been purchased by Dollar General which plans to relocate from its current location. The relocation of Dollar General will bring increased vitality to Brumitt Street.

There are no vacant lower level commercial storefronts on the square. Upper levels are vacant; including the building housing the Town Hall. The one story storefront west of the Town Hall is utilized for residential sleeping rooms. A commercial use for this building should be found. Commercial and office uses need to be retained on lower levels of downtown commercial buildings. Upper levels of these commercial buildings can include residential

use. Over the long term, as demand for commercial and retail uses increase, existing residential buildings can be converted to commercial use.

The 2008 Owensville Comprehensive Plan, the first comprehensive plan prepared for Owensville, provides land use recommendations that are consistent with existing land use patterns. There are no land use or development controls in Owensville. This represents a considerable obstacle to continuing orderly growth and development in Owensville; more specifically in the downtown area. Many communities institute zoning and land use controls in conjunction with preparation of a comprehensive plan. Institution of land use controls helps to ensure successful implementation of a comprehensive plan.

Owensville does not have zoning in place and therefore does not have the ability to control the pattern or quality of development in the community. To date, there is general skepticism regarding zoning in the community. To clarify, zoning establishes clear expectations for property and provides some predictability for investors that the land use next door or across the street will not be incompatible. Zoning establishes minimum dimensional (lot sizes, setbacks, and building height) and land use requirements. Any type of regulation of land use outside zoning is of questionable legality and fails to provide for adequate due process. The community should consider establishing a basic zoning ordinance and zoning map to manage the location, type, and quality of development in the community and encourage business investment. Administration of the ordinance could be accomplished through an agreement with a private firm, through the clerk-treasurer's office, or under agreement with county officials if the county has staff available.

As a companion document to a zoning ordinance the creation of a 'downtown design overlay' district should be created. This would provide design guidelines and requirements based on the existing architectural and urban design character and will help ensure preservation of the existing Library Square character. Many communities with a strong downtown or neighborhood development character utilize overlay district ordinances to prevent the construction of incompatible structures. Historic districts are a common use of overlay district ordinances.



URBAN DESIGN ASSESSMENT

The original plat of Owensville is very much evident in the overall form of the downtown area. The original plat consisted of 13 blocks, twelve of which were divided into four parcels with one block comprised of a central open space or square. The Owensville Library, a 'Carnegie Library', constructed in 1917 sits in the middle of the central square. The library has not been expanded and retains the existing 'Arts & Crafts' architectural style of many Carnegie Library's. A two-story bandstand was formerly located on the site of the current library. The bandstand was surrounded by shade trees planted in a geometric 'orchard' pattern. Some of these trees remain and provide a strong shaded parklike character in the center of the downtown area. A roofless, masonry bandstand is located at the northeast corner of the Library Square. West of the bandstand is the 'War Memorial', a brick and stone masonry memorial to Owensville's war dead. Many community members have sentimental ties to this memorial and it should remain in its current location.

A strong early 20th Century and late 19th Century commercial architectural character of one and two story structures built on the right of way lines exists on the east and west side of the Library Square. Many storefronts have been remodeled with modern building materials and finishes detracting from the original appearance of the storefronts. Brumitt Street (SR 65) and Main Street have a confusing pattern of traffic lanes and parking. These streets are wide and difficult for pedestrians to navigate. Traffic transitions to adjacent blocks are very confusing. The south and west sides of the square have a residential flavor with older residences set back from the right of way with nicely landscaped front yards.

There is a wide variety of styles and materials used for existing lighting and site furnishings. The photographs below illustrate this wide variety and lack of unity. In order to create harmony in the downtown area, unity and cohesiveness of lighting and site furnishings needs to be provided. This unity can be created through the use of consistent styles of furnishings organized around a design character or theme. Use of common materials, forms, colors and finishes will help to create a cohesive design character.





Owensville existing conditions analysis

An important element of urban design is the study of existing gateways and the 'sense of arrival' one has on entering the downtown district. It is important that a positive impression is formed on ones arrival downtown. The strongest sense of arrival to downtown Owensville currently is from the east on Brumitt Street (SR 65). There is a 90 degree bend at First Street with a rise between Second and Third Street. From the west, the Owensville Cemetery provides the strongest sense of arrival.

Another major consideration is the strength of downtown linkages to neighborhoods. In Owensville, Brumitt and Mill Street provide the most effective connections to other parts of town. Successful urban design provides for the facilitation of pedestrian circulation between neighborhoods or districts. In Owensville the best potential to provide for pedestrian connections is along Montgomery Street and Church Street. Church Street is anchored by the major recreational centers in town; Montgomery Park to the north and the REH Center on the south. The west end of Montgomery Street dovetails with the primary cemetery entrance; the block containing the Fire Station and EMS center and Owensville Community Center is at the other end of Montgomery Street. Planned construction of a new fire and emergency services center in this block present the opportunity to anchor the east end of Montgomery Street.

Incorporation of thematic elements assist in creating a cohesive design character. The most appropriate themes based on discussion with local officials and the steering committee are an 'Arts & Crafts' architectural theme and a design character developed around the strong agricultural heritage in Owensville. The appropriateness of these thematic elements was ratified in the initial public input meeting on July 14.

The full effect of a successful urban design character for Owensville does not lie in any one of the factors identified above but in

inclusion of all the factors in creating a unique sense of place in downtown Owensville. These factors combine to tell the 'Owensville story' in a compelling way, drawing people to visit Owensville and return. Attracting new residents should also be a primary goal. New development and other improvements in the downtown area need to be implemented to enhance the existing architectural, landscape and streetscape character. For instance, suburban-type developments with front yard parking need to flip in order to maintain the urban wall by placing buildings at the front of the lot and parking to the side or rear of the building.



INFRASTRUCTURE ASSESSMENT

It is important to the overall success of the downtown revitalization plan for various components of Owensville's infrastructure to work properly and be adequately sized to accommodate additional growth and development. Infrastructure components addressed in this study include utilities and the transportation infrastructure including parking and pedestrian circulation.

Owensville utility providers include the following:

- Electricity: Duke Energy
- Gas: Community Gas
- Communications: Verizon
- Water: Town of Owensville
- Sanitary: Town of Owensville
- Storm Drainage: Town of Owensville

The primary electrical distribution lines extend along the north side of Brumitt Street. Other local distribution and service lines occur on side streets. Around the square, overhead electrical service is provided on the north side of Brumitt, the south side of Montgomery Street, and both sides of Mill Street. Businesses on the east side of Main Street are served from the rear of the buildings. To improve the overall appearance of the downtown area, town officials should discuss relocating existing overhead electric service, underground with Duke Energy. This can be accomplished more easily on the west and south side of the square because of the smaller electrical service and fewer numbers of service connections. Electric service relocation needs to consider other utilities placed on power poles such as communications and cable television.

The Town of Owensville provides water to residents. Water lines generally occur in the street rights of way. The same is true for sanitary sewer service and storm sewers. Sanitary sewer and

storm sewer lines are separate and the town does not have issues associated with Combined Sewer Overflows (CSO). The Town of Owensville is currently developing a utility master plan considering deficiencies in existing water, sanitary and stormwater facilities. Improvements are needed at the SR 168 sanitary lift station. Repairs are also needed to sanitary sewers to reduce stormwater inflow. The existing wastewater treatment plant was upgraded in 2003. Many existing storm sewer inlets are in poor condition and need to be replaced.

Owensville is generally well drained as it is near the top of the watershed of four separate public drains and streams. Isolated drainage problems include undersized drains next to the existing fire station. Construction of a new fire station at Montgomery and First Street is intended to correct this drainage problem.

An asset Owensville has over many similar sized communities is a street sweeper operated by the street department. This contributes greatly to the overall cleanliness of Owensville.

Owensville has generally good transportation connections to regional highways by way of several two-lane highways passing through Owensville. These include:

- State Road 65, north connections to Princeton and Mt. Carmel, Illinois by way of State Road 64
- State Road 65 and 165 provide connections to the south and west to Interstate 64
- State Road 168 provides connections to the east to US Highway 41 at Fort Branch.

The existing conditions graphic shown on page 23 identifies the locations of each of these roadways in Owensville. The chart on page 26 shows the most current INDOT traffic counts on these highways.

Travelers between Illinois and Evansville, frequently use SR 65

and 168 in town. Many people use First Street between Brumitt and Walnut Street as a short cut rather than staying on the state highway. This shortcut traffic bypasses downtown Owensville. This section of First Street is a local roadway. Consideration should be given to traffic controls and traffic calming features to deter use of this street as a shortcut for regional travelers. There is also a lot of truck traffic that use these highways for local deliveries and serve area agriculture and coal mining.

Aside from the state highways that pass through Owensville, most of the other streets function as local streets. At the Library Square, Brumitt and Main Street both have a very wide roadway section. This section consists of three rows of parking on the street edges and in between the travel lanes. This section is problematic in several respects:

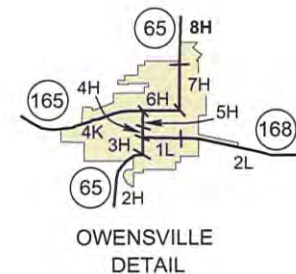
- Difficult for pedestrians to cross
- Awkward lane transitions at intersections
- Many drivers drive the wrong way
- Parking in the center encourages uncontrolled 'U-turns' and increased traffic conflicts



The southbound lane transition at Main and Brumitt causes wrong way driving south of Brumitt and conflicts with angle parking serving northbound traffic. Traffic controls are recommended on these blocks to eliminate conflicts and to provide improved pedestrian crossings.

Parking on the square and in the downtown area is generally sufficient based on field observation and in discussion with local residents and business owners. The highest demand for parking is on the north and east side of the square. The area at Clark and Main at Dayspring Church has many parking difficulties during church functions. The greatest parking concentration is in the block containing the Dollar General Store. There are approximately 65 off-street parking spaces in this block.

ROAD CODE	DAILY TRAFFIC VOLUME	DESCRIPTION OF SECTION LINK TERMINI
1D	9760	I-164 / I-64
		Warrick County Line
2D	6900	Warrick County Line
3D	6670	SR-168
4D	6930	Main St. (Somerville)
5D	7330	IR-76 (450 South)
6D	8220	IR-72 (350 South)
		SR-64
7D	6110	Collage St. (IR-448 / 100 S)
8D	5400	SR-357
9D	5880	Pike County Line
1F	7510	Illinois State Line
2F	8470	IR-343 (965 West)
3F	9530	SR-65 (Jct.South)
4F	19520	IR-367 (275 West)
5F	17730	US-41
6F	12130	Spring St. (Princeton)
7F	9760	SR-65 (Jct. North)
8F	9930	State St. (Princeton)
9F	6680	Lake Rd. (Princeton)
1G	5290	IR-277 (150 East)
2G	6250	Main St. (600 East)
3G	6190	Center St. (Francisco)
4G	6590	SR-57
5G	6160	Gibson St. (Oakland City)
6G	4110	IR-452 (Harrison St.)
7G	4040	Pike County Line



Owensville 2003 Annual Average Daily Traffic, State Highways

ROAD CODE	DAILY TRAFFIC VOLUME	DESCRIPTION OF SECTION LINK TERMINI
I-64		NOTE: For Interstate Volumes Please See Current Interstate Flow Map
1B	20260	I-64 Interchange
2B	28620	SR-68
3B	23770	SR-168
4B	16260	IR-463 (King's Mine Rd.)
5B	14170	SR-64
6B	13050	IR-368 (225 North)
7B	11920	SR-56
		Knox County Line
US-41		
1C	1070	US-41
2C	1060	South St / Inv. St.1 (Hazelton)
3C	540	2nd St. (Hazelton)
4C	300	IR-388 (850 North)
5C	790	IR-65 (Shiloh Road)
		Pike County Line

Generally, sidewalks and curbs around the Library Square are in good condition. There are approximately 15 foot wide walks on the north side of Brumitt Street and the east side of Main Street. Sidewalks on the south side of Montgomery Street and west side of Mill Street are approximately 5 feet wide and separated from the curb with a parkway strip. There are no perimeter sidewalks around the Library Square; sidewalks are provided to the library from the south and east and to the bandstand and War Memorial at the northeast corner. Away from the Library Square continuous sidewalks are not provided on any street. Sidewalks occur on one side of the street or another and many end mid - block. These sidewalks and curbs are in poor condition and lack accessible ramps at street intersections. Many curbs are in good condition but will require additional height.

There are no active rail lines in Owensville. A former spur of the Evansville and Terre Haute railroad extended to Owensville from Fort Branch. This branch was eventually extended to Mt. Vernon. There is local interest in reactivating this line for freight purposes; a feasibility study has recently been completed. The Green Moves statewide trail master plan, published by INDOT in 2006, identifies this abandoned rail line as a potential rail trail connecting to other trails in Fort Branch.



HISTORIC ASSETS

Owensville was originally platted in 1815 by Philip Brisco as 52 lots on 13 squares centered around a central block (Library Square) with 60 foot wide streets (1984, Gibson County & Warrick County Interim Report of Indiana Historic Sites and Structures Inventory, published by Indiana Department of Natural Resources). Fires on the east side of the square in 1876 and 1900 destroyed many businesses (1984, Interim Report).

Owensville's early settlers had a strong entrepreneurial spirit borne out by the many early merchant stores and industry to support early growth in Gibson County. The sawmills and the railroad in town supported the strong agricultural and timber interests in the area.

The Library Square itself has long been the center of activity in Owensville. During the 1800's the square was used for cattle grazing and hitching horses and wagons around the perimeter. During the late 1800's, consistent with the 'City Beautiful' movement efforts, the square was beautified. This included fence installation around the perimeter and construction of a two-story bandstand in the center of the square and tree planting. The adjacent photograph shows the bandstand. The library was constructed in 1917 - 1918, in the 'Arts and Crafts' tradition, from funds received from the Carnegie Foundation. (1984, Interim Report). The Library Square remains the center of activity and provides a much needed park like respite in the center of Owensville.

The Owensville Library is noted as the only outstanding contribution to the Owensville Historic District in the 1984 Interim Report, this means the library possesses the historic architectural attributes required for listing on the National Register of Historic Places. Nominations to the National Register of Historic Places are required to have 'outstanding significance on the national, state or local level for history, architecture, environment, and / or integrity' (1984, Interim Report). Other notable historic buildings in the Ow-

Owensville Historic District include the following:

- Home at 102 East Clark Street
- Owensville General Baptist Church, 114 - 116 West Brumitt Street
- Strickland House, 208 East Brumitt Street
- Home at 210 East Brumitt Street
- Home at 306 South Main Street
- Home at 314 South Main Street
- Dayspring Church, formerly Cumberland Church at 120 North Main Street
- Home at 202 North Main Street
- Home at 206 North Main Street
- Home at 315 South Main Street
- Commercial Building at 123 South Main Street
- Fifth Third Bank at 103 South Main Street
- Owensville United Methodist Church at 101 South Third Street
- F & AM Lodge at 101 North Third Street
- Cumberland Presbyterian Church at 105 North Third Street

Each of these historic structures contribute to the uniqueness inherent to downtown Owensville and help to tell the 'Owensville Story'. They represent thematic opportunities associated with



downtown revitalization and help establish a consistent design vocabulary. Additional development and redevelopment in the downtown area needs to respect the historic architectural character, and the historic development patterns evident today in the original plat illustrated by the zero depth 'build to' lines on the square and along Brumitt Street. The following section describes guidelines that are recommended for new infill structures in the downtown area.

GUIDELINES FOR NEW IN-FILL STRUCTURES

In general, new in-fill construction should be encouraged at vacant parcels. This will help to maintain the architectural integrity and development pattern with structures built out to the front property line and encourage revitalization of the downtown by making it pedestrian friendly, alive with retail activity and visually attractive. The following new construction guidelines are recommended:

- Building elevations: Redevelopment should be based on the scale and proportions of existing historic buildings. Key components are: retaining floor / story height registers, rhythm of bay sizes, proportion of window openings, size and articulation of windows, expressed cornices and parapet treatments



- Façade openings: align vertically and treat as an expressed masonry opening
- Building materials: Preference should be made for using traditional materials such as brick, coursed limestone, wood and ornamental metal storefronts and trim, clear (non-tinted and non reflective) glass, wood and decorative glass for transoms and spandrels.
- Traditional Awnings: Movable, non-structural types which do not interrupt or obscure principal architectural features. Avoid any permanent structured back-lit translucent awnings.
- Building height: In general buildings should be consistent with existing commercial building heights of one and two stories.
- Façade Alignment: Facades should align side by side with each other. Offsets should be the exception and should not exceed a horizontal dimension greater than 3'-0". Alignment should extend vertically to the height of the adjacent buildings.
- Signage: Should follow the same guidelines as recommended under Historic Buildings.

Design Review: Third party design professionals are recommended, who have demonstrated experience in architecture, historic preservation and urban design review for new buildings and proposed site development plans to help ensure compatibility of new construction with existing architecture.

CULTURAL / SOCIAL CONDITIONS

There is a strong religious tradition in Owensville evident today in the large number of active churches. In addition to the churches there is a general appearance of a town that is pleasant, welcoming and clean. In addition to the churches much of Owensville's social and cultural vitality centers around parks and recreation and the library. Many residents take advantage of active recreation opportunities available at the REH Center and adjacent playing fields. The library is used for many community gatherings and activities.

The largest event in Owensville, is the annual Owensville Watermelon Festival that is held the end of July each year. This event uses the Library Square and Main Street for festival activities. A midway with fair rides and concessions is set up on Main Street between Brumitt and Montgomery Street. Montgomery Street is also closed between Main Street and Mill Street.

SECTION 3: DOWNTOWN REVITALIZATION CONCEPTS

GOALS AND OBJECTIVES

URBAN DESIGN OPPORTUNITIES

MARKET OPPORTUNITIES

CONCEPTUAL FRAMEWORK AND PROCESS

PHYSICAL FORM

CONNECTIONS / LINKAGES

INFRASTRUCTURE

REGULATORY RECOMMENDATIONS

DOWNTOWN REVITALIZATION CONCEPTS



GOALS AND OBJECTIVES

The overarching goal of the Owensville Downtown Revitalization Master Plan is to plan for the orderly growth of downtown Owensville and reverse the outward flow or 'leakage' of businesses and services; providing a framework for orderly growth to enhance the existing downtown character. There are several ways this plan achieves this goal:

- Identifies market niches based on current demographics and regional market conditions.
- Identifies reasons for the outmigration of businesses from Owensville.
- Provides reasons for people to come downtown.
- Provides unique aspects of downtown Owensville.
- Identifies means by which downtown Owensville can be enhanced.

URBAN DESIGN OPPORTUNITIES

Development of the existing conditions and analysis related to regulatory, market and physical conditions reveals a wide variety of urban design opportunities. These opportunities are defined in terms of the following characteristics:

- Regulatory considerations.
- Thematic opportunities.
- Stopping power, getting people to stop downtown.
- Gateways / Sense of Arrival.
- Community Connectivity.
- Streetscape Improvements.
- Traffic conflict resolution.
- Infill development and redevelopment opportunities.

The lack of land use requirements constrain opportunities associated with good land development in Owensville. This limits the potential to bring in outside development to Owensville because of the lack of predictability of adjacent land uses and development requirements. Regulatory recommendations provided elsewhere in this section identify land use regulations that will improve the abilities for town officials to ensure the highest quality land use and development in Owensville. Tools include the use of land use and zoning requirements; the use of an overlay district downtown to achieve architectural and site design reinforcing the existing character.

The strongest thematic opportunities include extension of an 'Arts and Crafts' design motif in the urban design elements and celebration of Owensville's agricultural heritage. The Arts and Crafts theme is most evident in the architectural details of the Owensville Library. The importance of watermelon growing and production is apparent in the annual watermelon festival. Inclusion of these themes in the completed downtown revitalization improvements will enable increased cohesiveness of the downtown revitalization plan.



Additional reasons need to be provided for people to stop in downtown Owensville. Currently, many residents leave town to meet their purchasing needs; many people passing through Owensville currently bypass downtown. Attracting people downtown can be achieved by building on existing strengths and providing additional retail and commercial opportunities. One element to lure people downtown is to create a heightened sense of anticipation and sense of arrival. This could be achieved by the provision of gateway features at downtown entry points.

Downtown can be more successful by improving connectivity with surrounding neighborhoods. Vehicular connections are provided along existing roadways and state highways. By connecting pedestrians downtown from other destinations, opportunities to increase visitation downtown are enhanced. Sidewalk and accessibility improvements on Brumitt Street provide pedestrian connectivity opportunities as do similar improvements on Church Street and Montgomery Street. These connections create links from downtown to Montgomery Park, the REH Center, the Owensville Cemetery, and the Owensville Community Center.

The streetscape character provides opportunities to enhance gateways and an increased sense of arrival. Opportunities to correct existing traffic conflicts are provided on Brumitt and Main Street. In resolving these conflicts, opportunities exist to emphasize safe pedestrian movement in downtown Owensville.

This plan provides infill development and redevelopment that enhances the existing downtown form and character. Provision of land use regulations will ensure the physical implementation of recommendations contained in this plan.

MARKET OPPORTUNITIES

Demand for many goods and services in Owensville are currently met in Princeton, Evansville, or the surrounding area. Some local demand is not being met, leaving voids that may be filled downtown. Some goods and services may be competitive locally, drawing people from town and the surrounding area rather than allowing those retail dollars to “leak” to Princeton and Evansville. These are the establishments Owensville will be most successful in recruiting and retaining.

Even where there may be an apparent demand, caution should be exercised to ensure that the “fit” is right for the community and, in particular, the downtown. For example, while there is demand for auto dealers in Owensville, there is an oversupply within the Evansville area and the demand in Owensville may not be significant enough to attract or retain a car dealership. Also, this is not a use that would typically be found in a successful downtown.

Most of Owensville’s retail is concentrated in the downtown. To date, the town has not faced the challenges of outlying commercial strips competing for the limited business in the community. A wide



Retail Market Niche Examples

variety of retail and service uses, therefore, can be appropriate for the downtown environment, provided design and building form are consistent with the downtown pattern.

Based on the retail market analysis from ESRI, businesses likely to be successful in Owensville include:

- Auto parts stores
- Electronics and appliance stores
- Grocery store
- Lawn and garden equipment store
- Specialty food stores (bread store, produce market, meat market, ice cream shop)
- Health and personal care stores (drug store)
- Department store
- Limited service eating places (fast food restaurants, pizza parlors, sandwich shops, delis). Fast food chains may not be appropriate in the downtown unless significant attention is paid to building and site design through zoning regulations and a development plan review process.
- Drinking places (bars, pubs, beer and wine tasting rooms)

Building supply is another business type in demand in Owensville, filled in the Princeton and Evansville areas. A small local building supply may be able to be supported by Owensville and the immediate area. This business may not be appropriate for the downtown character unless significant attention is paid to the zoning and development review process.

Direct selling is an area where there is considerable demand. This category includes propane gas and water vendors, frozen food home delivery, and “party” type sales such as Tupperware, Pampered Chef, Avon, to name just a few.

When determining the amount of business that can be supported in Owensville, the demand needs to be balanced with the demographic reality that the population in town is not expected to

change; income is only expected to keep pace with the region; and rising home values no longer mean greater access to disposable income. Most of the demand that can be captured in Owensville is currently leaking to Princeton or Evansville. As a result, a limited number of opportunities exist, even in the business types which have the greatest gap between supply and demand.

Chain enterprises may not be interested in Owensville in the near future due to the smaller population size, lack of employment centers and the uncertainty for investment resulting from the lack of land use and zoning regulations. There is opportunity for local entrepreneurs to start operations as a franchisee or member of a cooperative and benefit from best practices, “corporate” signage and marketing, and name recognition. The Independent Grocers Association (IGA) is a way that a local entrepreneur could open a grocery store but have the marketing, merchandising, and distribution assistance of a chain operation. True Value Hardware is a cooperative buying group and operates in a similar manner for hardware and lawn/garden supply. Business types or investments particularly important to the town could be incentivized through tax increment finance or tax abatement if desired.

The trade area for a drug store would depend on the location of other drug stores in the region and their trade area. CVS requires a minimum trade area of 18,000 people (CVS/Caremark Realty New Store Location Criteria from <http://www.cvscaremarkrealty.com/new-location-criteria>. Accessed 7-19-2010), so Owensville on its own would not constitute a trade area for a large chain drug store, though depending on how CVS and Walgreen’s stores are located in the region, Owensville may be suitable for a drug store that serves a larger trade area. While there are exceptions, a new store CVS generally requires drive through capabilities and parking for 75-80 vehicles, which would make a downtown location inappropriate for this use.

In the current economic climate, department stores are in a period of consolidation and change as retail demand and consumer preferences shift. While there is theoretical demand for a department store in Owensville it is unlikely to be a reality in the short to medium term, if at all.

There may not be local desire for all of the retail uses that the market could support. Drinking establishments are among the uses which may not be considered appropriate locally despite a market demand.

Retail in small towns can be challenging since smaller, independent stores can't always offer a better price than the mega-store 15-20 miles away. But there is good news. According to Implications (Implications, Volume 5, Issue 6. Found at www.informedesign.umn.edu. Accessed 7-19-2010), "consumers are looking for something beyond good services and products. They are looking for retailers to provide them with a shopping experience. Thus, many of today's retailers feature 'experiential retailing'—a shopping environment that aims to create a memorable experience. Researchers note that positive experiences cause customers to connect with the store in a personal way, stay longer, and visit again."

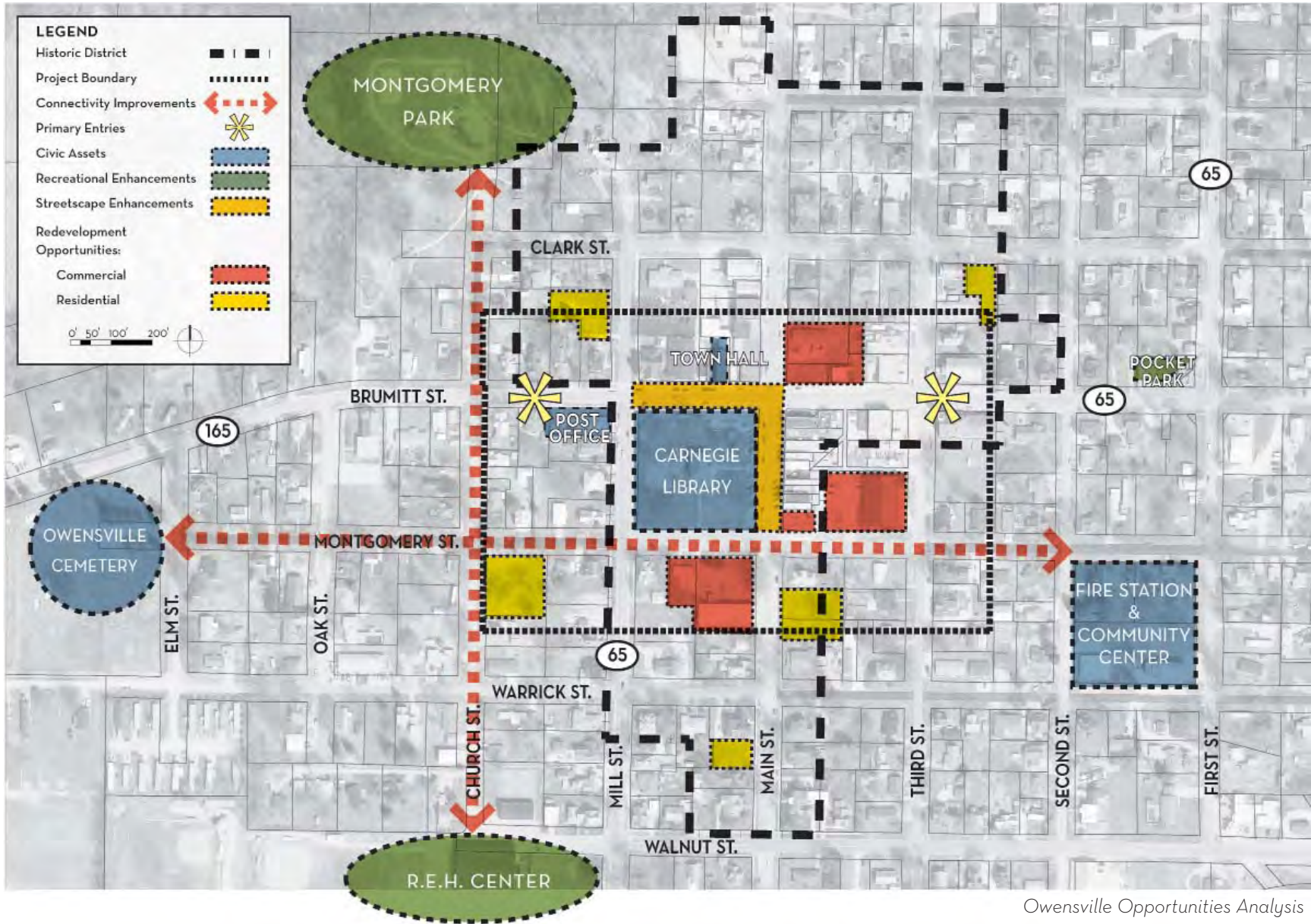
Focusing on the needs of "pass-through" traffic coming from rural Illinois headed toward Princeton, Ft. Branch, Patoka Lake, or Evansville would be another strategy for targeted retailing downtown. Some of these needs overlap local needs (like limited service restaurants, health & personal care stores, and specialty food stores), creating an even larger potential demand. Truck traffic is unlikely to stop and parking accommodation for semi-tractor trailers in the downtown is not feasible. However, passenger cars with commuters and leisure drivers should be a target for downtown businesses.

ESRI uses the Census of Retail Trade as well as Infogroup databases and data from the Bureau of Labor Statistics to estimate supply for industries. Census non-employer statistics are also included in development of the supply estimates. Census Consumer Expen-

diture Surveys and ESRI Tapestry profiles (see the Community Market Segmentation on page 17) to model demand, which is able to capture the preferences of even small markets. ESRI has a 30 year history in developing retail supply and demand for business and government.

While some of the numbers may intuitively seem to be incorrect, geographic factors can play a major role. Demand for grocery stores exists, but is somewhat offset by the commuting patterns where most residents work in Princeton or Evansville and are likely to get groceries along the commute even if there were a locally available grocery. Also, the demand for gas stations seems high, but the commuting patterns between Evansville and Princeton (coupled with the convenience stores where some minimal grocery purchases may be made) provide a logical explanation for the demand and supply estimates. Commute times and patterns may also explain much of the demand for limited-service restaurants.

In addition to the retail and service uses noted above a small market exists for additional professional and office uses such as medical doctors, attorneys and accountants.



CONCEPTUAL FRAMEWORK AND PROCESS

The downtown revitalization conceptual framework provided the structure for the concept development. This framework synthesizes information provided in Section 2: Existing Conditions, planning opportunities and feedback received from the public and steering committee.

Existing attributes providing the most strength to the conceptual framework, include the Library Square, commercial development on the north and east side of the square, the existing character of traffic and parking patterns on Brumitt and Main Street and the connecting potential of Montgomery and Church Street. Development of the downtown revitalization concepts are centered on these existing strengths, maximizing opportunities while minimizing constraints.

The preliminary concept evolving out of the conceptual framework was presented to the public at the initial public input meeting at Owensville Community Center on July 14th. Input received from the steering committee, public officials and the public have been used to refine the concept and prepare initial implementation steps including project priorities and budgets.



PHYSICAL FORM

The physical form of the Owensville Downtown Revitalization Master Plan concept revolves around the streetscape or urban design character including the thematic development, downtown connectivity, infrastructure recommendations and private development opportunities. The streetscape standards provides recommendations of specific types of site furnishings evolving from the design character and thematic development. The thematic development is evident in the use of forms, styles, finishes, materials and colors of the streetscape elements. The following pages describe the urban design elements .

ARCHITECTURAL CHARACTER OF EXISTING STRUCTURES:

Existing structures on the east and north side of the Library Square need to be retained. They identify the uniqueness of and tell the 'Owensville story'. The following is recommended for future enhancement or modification of existing structures:

- Proportions and arrangement of historic building facades need to be respected with building modifications and alterations.
- The scale and principal elements of original building facades need to be considered with infill construction. Original façade elements including masonry, decorative cast iron, ornamental sheet metal need to be retained.
- Materials and character of modifications and new additions inconsistent with the original style and materials need to be avoided.
- Historic windows and storefronts need to be restored to their original size and framing elements.
- Replacement windows and doors need to replicate original size, scale and window divisions.
- Original building cornices should be reconstructed to their original scale and profile; alternative materials replicating the original can be used.

- Awnings need to be confined in - between columns or piers and under window transoms. The use of illuminated vinyl awnings with signs should be avoided.
- Façade lighting should be as inconspicuous as possible.
- Painting of masonry surfaces should be avoided unless there is precedence for it.
- The Secretary of the Interior's Standards for Rehabilitation prepared by the U.S. Department of the Interior should be followed for building modifications and alterations.
- Building modifications and alterations should be reviewed by a third party with historic preservation and design experience.

ARCHITECTURAL CHARACTER OF NEW STRUCTURES:

New infill construction consistent with the former buildings on Main Street at the northeast corner of Montgomery Street need to be encouraged. Guidelines for this and other new construction should make the building pedestrian friendly, be visually appealing and provide window openings with views of store interiors. New construction recommendations include the following:

- Facades should be composed to be consistent with the scale and proportions of historic buildings. Aspects include retaining the floor to floor heights, spacing of structural bay sizes, proportion and size of window openings, with expressed cornice and roof parapet treatments.
- Align façade openings (windows and doors) vertically and treat as an expressed façade opening.
- Predominant building materials should be brick, coursed limestone, wood, ornamental sheet metal, clear glass, and decorative glass at transoms and spandrels.
- Awnings should be movable and non structural and should not obscure architectural features. Permanent structured back lit awnings should be avoided.
- Predominant building height should be consistent with adjacent buildings (one to two stories in height.)



Main Street Elevation Looking East

MARKET PAVILION:

Market Pavilions are placed at the ends of the Main Street landscape median. These serve as shade structures with benches for daily use and are suitable as a farmers market canopy and structure for other special events. The Arts and Crafts design is characterized by use of heavy timber and brick masonry. Brick masonry should complement the Owensville Library color and finish.



Main Street Events Plaza Pavilion



Landscape Structure Example



Lighting Example

LANDSCAPE STRUCTURES:

Landscape structures are intended to complement the original bandstand on the Library Square prior to construction of the library. This can be a two story wood structure with a pitched roof. Wood used should be very durable and resistant to rot and pests while being stainable or paintable. Landscape structures can serve as focal points in the landscape or as gateway elements.

DECORATIVE LIGHTS:

Lighting is highly visible; careful thought needs to be given to proper placement and the lighting pole and fixture character. For Owensville an Arts and Crafts lantern style light is recommended to complement the other streetscape elements. The use of painted metal for the poles and luminaires is suggested. A green painted finish is recommended on all metal as an emblem of Owensville's agricultural heritage. Decorative lighting is recommended for use on downtown streets, along Montgomery and Church Streets, in the Library Square and Owen Square.

SIGNAGE AND SIGN SYSTEMS:

As with lighting, signs and signage systems can be a dominant element in the overall streetscape and urban design character. A wide variety of sign types needs to be considered and includes:

- Street signs
- Directional and wayfinding signs
- Identification signs
- Informational signs
- Directories
- Banners
- Temporary signs

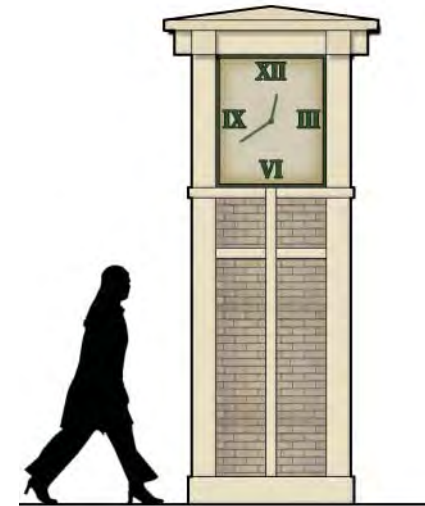


Signage / Wayfinding Example

Care needs to be exercised in the placement of the signs to minimize clutter while maximizing the intended purpose of the sign. As with other streetscape elements the sign system needs to complement the Arts and Crafts design theme.

GATEWAY ELEMENTS:

Various elements serve the purpose of creating a sense of arrival or entry with the requisite impact. The market pavilions and landscape structures, previously described, can serve as a gateway element depending on placement. The gateway element shown below functions as a street clock. A clock face is shown in a custom designed limestone and brick tower complementing the architectural character of the library. Similar towers can serve as entry monuments to Owen Square and as directories. If desired, gateway elements can identify community destinations such as Montgomery Park, the REH Center and Owensville Community Center.



Proposed Gateway Element

BENCHES:

The use of stand alone benches has been limited to areas with high pedestrian gathering potential. To further limit potential visual clutter associated with benches, seat walls and low planter walls have been designed and located to couple as seating. For stand alone benches the use of a highly durable painted metal slat bench is recommended. There are a number of manufacturers that provide high quality benches responding to the recommended downtown Owensville streetscape character.

SEAT WALLS:

Seat Walls are low limestone and brick masonry walls with the cap set at a comfortable seating height. These are placed in areas with high pedestrian activity and gathering potential and can serve as planter walls. As with other masonry elements the form, masonry colors and finishes have an Arts and Crafts character and are similar to the library character.



Proposed Seatwall



Raised Planter Examples



Proposed Raised Curb Planter

LOW PLANTER WALLS:

Low planter walls are used in areas with high pedestrian activity (Primarily Brumitt and Main Street on the square) to facilitate tree planting in an area with sufficient room to grow. Again the use of limestone masonry complementing other streetscape elements is used.

RAISED PLANTERS:

Raised planters at selected locations provide additional emphasis at gateway markers and entry points. Raised planters can be placed adjacent to gateway markers and other structures to provide additional visual interest and emphasis. A design character complementing the character of other streetscape elements is pictured below.

LITTER RECEPTACLES:

Litter receptacles need to be placed at street corners and pedestrian gathering areas. Litter receptacles need to be located in the same area as benches and seat walls but should be separated from seating. For ease of maintenance, litter receptacles should be side opening with a top to minimize rainwater intrusion. They should be lockable with a removable liner. As with the benches a painted metal finish is recommended; various manufacturers can provide similar high quality litter receptacles.

BIKE RACKS:

Bike racks need to be carefully located at gathering areas and high pedestrian activity, such as the library and eating establishments. Bike racks should complement benches and litter receptacles in the use of colors and materials. A high quality finish is important as they are subject to a high amount of scrapes from bicycles.

BOLLARDS:

Bollards are used to define edges between pedestrian and vehicular areas where the use of barrier curbs or other vehicle barriers are not practical. For situations in which bollards are useful the use of colors, materials and finishes similar to benches, litter receptacles and bike racks is recommended. Bollards can be designed to be fixed or removable. Removable bollards are helpful if periodic

maintenance or service vehicle access is required past the bollard. Bollards can be designed to have chains affixed to them to further limit access.

DECORATIVE PAVING MATERIALS:

The use of decorative paving materials is suggested at several locations to provide additional visual emphasis, to calm traffic and provide safer pedestrian crossing. To increase the traffic calming effect paving materials should provide a change in color, pattern and texture to the primary roadway pavement. For decorative pavement within INDOT right of way (Brumitt Street) the use of decorative concrete is recommended. This has been successfully used on other INDOT roadways. For other areas decorative paving materials can include brick, concrete, stone or asphalt unit pavers. Finishes and colors used on decorative pavements should mimic the use of traditional paving materials.



Bicycle Rack Example



Trash Receptacle Example



Decorative Sidewalk Example

FENCING:

Fencing can function similarly to bollards by limiting access to particular areas. In addition, fencing can serve to delineate edges and boundaries. Historically in downtown Owensville fencing was used to define the edge of the library square in the early part of the 1900's to protect the newly created 'park'. Historic fencing was a decorative metal fence consistent with the Arts and Crafts design character. New fencing used in public areas should mimic the original fencing used around the library square. Colors, finishes and materials are recommended to be consistent with benches, litter receptacles and bike racks. Fencing can be used to define right of way edges, such as in residential areas. Around the square fencing can be used around edges of outdoor dining. In these cases the fence design can be modified to suit the design character of the business while complementing the overall Arts and Crafts character.

LANDSCAPING / PLANT MATERIAL:

The use of trees and plant materials in the Owensville Downtown Revitalization Master Plan is practical and sustainable. This is very much in keeping with the Arts and Crafts landscape tradition; which emphasizes the practical use of native plant materials. The use of columnar street trees and understory ornamental trees is suggested. The use of a variety of tree species is recommended to prevent establishment of a plant monoculture. Careful tree planting around the outside of the square and along the streets will pro-



Native Planting Example



Fencing Example

vide seasonal, visual interest and improve pedestrian comfort in the summer months. Trees should be located to allow for clear views of retail businesses. In planting areas, the use of native shrubs, perennials and ornamental grasses is recommended. Selecting native plants will provide plants acclimated to the area. Native plants often require less maintenance because they are drought tolerant and resistant to pests.

SUSTAINABILITY FEATURES:

Over the last few years there has been a shift to more sustainable lifestyles and ways of doing business. In urban design this is borne out through the use of landscape plants, recycled and recyclable materials, collection of recyclable materials and low operating and maintenance requirements. Sustainable approaches are being utilized with greater frequency in the design of various infrastructure elements and include the use of rain gardens, bioswales, pervious pavements and infiltration trenches to store and treat stormwater to minimize stormwater entering the underground stormwater system.

The utility master plan implementation needs to consider 'green infrastructure' components such as rain gardens and bioswales. These 'green infrastructure' items have the benefit of aesthetic landscape benefits while reducing the extent and size of underground stormwater structures and lines.



Streetside Raingarden Example

The intent of sustainable stormwater management is to store and manage stormwater on the surface for longer periods of time; this includes the use of infiltration trenches to increase groundwater recharge. These greatly reduce the amount of drainage entering the underground stormwater network and slow down the time it takes drainage to enter storm sewers. This has the effect of reducing pipe sizes and decreasing downstream stormwater impacts.

Pervious pavements enable decreased runoff from hard surface areas. The paving assembly provides stormwater storage in the paving base and increased groundwater recharge depending on existing soil conditions. Another benefit of pervious pavements is decreased icing potential during winter months. Rain gardens and bioswales provide a viable alternative to costly retention basins. Native plants can be utilized in rain gardens and bioswales. These features store stormwater and filter impurities while providing a visually pleasing landscape area.

The use of metals is considered a sustainable practice as steel is typically composed of approximately 75% recycled content. The use of wood can be considered sustainable if the source is from a managed forest or plantation.

The collection of recyclable materials is becoming more common in streetscapes; several manufacturers offer recycling containers as an adjunct to litter receptacles.



Trash and Recycling Container Example

CONNECTIONS / LINKAGES:

It is important for the downtown to exhibit good connections and linkages to the rest of Owensville. These connections need to be visually represented in the physical form of the downtown streetscape. In Owensville, Brumitt (SR 65 and SR 165) and Mill Street (SR 65) provide the best overall regional vehicular connectivity downtown. These streets also represent primary entry points and are reviewed in terms of one's sense of arrival to Owensville and downtown.

Montgomery Street provides connections to Owensville Cemetery, to the Owensville Community Center block and to neighborhoods along the way. Church Street provides connections to Montgomery Park and the REH Center through the neighborhood.

For Brumitt and Mill Street a higher level of urban design finish and quality is suggested to signify their importance as gateway streets and include gateway elements at key locations. For Montgomery and Church Street an intermediate urban design solution is recommended and includes decorative lighting, street trees placed in parkway strips, continuous sidewalks and curb on both sides of the street. Inclusion of rain gardens at the ends of the parkways next to street corners as part of sustainable stormwater utility improvements will provide considerable landscape enhancement. The scale of improvements along these streets needs to be conducive to pedestrians. Lower height light poles with single fixtures are suggested.

INFRASTRUCTURE:

Infrastructure is critical to the success of the downtown revitalization plan. Infrastructure elements have great potential to detract from the desired urban design character. Placement of utilities underground minimizes potential visual impacts. Aboveground appurtenances such as transformers, service boxes and meters should be placed in inconspicuous locations or be properly screened. Utility relocations provide the opportunity to improve service capacities as needed to support future growth. Utility relocations may require service reconnections; negotiation and coordination with respective utility companies. Overhead electric relocation will enable improved service and capacities for special events in downtown such as the Watermelon Festival. Relocation of utilities underground will dramatically clean up much of the visual clutter and send a positive message to businesses about the concern Owensville has for the appearance of their community.

Many of the curbs and sidewalks in Owensville need to be replaced. There are many streets with sidewalks on only one side. Many sidewalks end in the middle of the block. Installation of sidewalks along Montgomery and Church Streets is a high priority. As sidewalks are replaced corresponding curbs should also be replaced.

Curb and sidewalk improvements should be coordinated with underground utility work. The implementation of the utility master plan in Owensville represents an excellent opportunity to provide sidewalk and curb improvements in the community. Sidewalk replacement can be included in the same construction contract as underground utility improvements such as storm drainage and sanitary sewer improvements.

Implementation of this plan represents an opportunity to mitigate existing traffic conflicts on Brumitt and Main Street around the library square and to control regional 'cut through' traffic on First Street that bypasses downtown. The downtown revitalization concepts described on the following pages clarifies traffic patterns, minimizes traffic conflicts at intersections around the square, institutes traffic calming features, improves pedestrian circulation, and clarifies parking patterns.

A common complaint heard from downtown merchants is the traffic bypassing downtown on First Street from Brumitt to Walnut Street. Additional traffic controls on First Street such as additional speed limit enforcement and creation of four way stops at each intersection may deter motorists from taking this shortcut. Following evaluation of these traffic controls; additional traffic calming features such as speed humps, speed tables and changes in paving materials may be warranted.



Example of pavement change to calm traffic

REGULATORY RECOMMENDATIONS

Preparation of the first Owensville Comprehensive Plan in 2008 represents a huge step forward in proactive planning in Owensville. This has been continued with the master utility plan and the downtown revitalization master plan. Planning should not stop with the completion of this downtown revitalization master plan. Various land use and design regulations need to be implemented to give town officials the tools required to ensure the vision contained in these planning documents is realized.

First and foremost, a zoning ordinance covering the Owensville planning jurisdiction is highly recommended. This is very important as Gibson County does not currently have a comprehensive plan or zoning controls in the county.

The lack of zoning controls in Owensville and Gibson County encourages potentially undesirable land uses. For instance there are no local controls restricting the construction of Confined Animal Feeding Operations (CAFO), adult businesses, heavy industry or incompatible land uses next to residential neighborhoods. For many businesses looking to relocate, planning and zoning requirements are a positive business consideration. Land use regulations provide businesses with confidence that adjacent land uses will be compatible with their planned investment.

The implementation of land use ordinances providing land use and development guidance represents a logical extension of existing planning efforts to ensure orderly development. Owensville has many of the tools currently in place to support land use ordinances; including a plan commission, a comprehensive plan, and ordinances that address components of land use such as abandoned vehicles and animals.

A secondary priority is the implementation of a downtown overlay district. This tool provides design guidance for those people wishing to build or make improvements in the downtown area and ensures new development compatible with existing architectural character. This document can provide design guidelines regulating the exterior architectural character, form and setbacks consistent with design recommendations made earlier in this section. Boundaries of the downtown overlay district can be consistent with the Owensville Historic District included in the Gibson and Warrick County Interim Report published by the Indiana Historic Landmarks Foundation. Information provided in a downtown overlay district ordinance will supplement or overlay land use requirements contained in a zoning ordinance. Land use ordinances typically address land use and development requirements and do not address design. Overlay districts add specific design requirements to land use requirements. Use of overlay districts should be restricted to special areas that exhibit unique attributes that need to be maintained. The following paragraphs define information that may be contained in a downtown overlay district ordinance.

DOWNTOWN OVERLAY DISTRICT

An overlay district is a “transparent” district that is implemented “on top of” the base zoning district. Development would need to follow both their district standards (such as GB General Business) and the overlay district standards. The overlay district has an additional set of standards that help achieve the vision and goals for the area.

An overlay district is a way to use the existing commercial district in the downtown area and ensure infill development and redevelopment is appropriate for the context. An overlay district should regulate:

- Building height (minimum as well as maximum)
- Build-to lines
- Zero setbacks for side and rear yards
- Shared parking provisions
- On-street parking provisions
- Sign regulations
- Roof pitch/type
- Window percentage and pattern
- Building materials and colors

Either a new zoning district or an overlay district would be adopted using the process for adopting a zoning text amendment (for the descriptive text) and a zoning map amendment (rezoning) to apply the text to specific parcels. Under advisory plan law, the plan commission would:

Text amendment (IC 36-7-4-607):

- Plan commission holds a public hearing
- Plan commission makes a recommendation to the city council
- Recommendation is certified to the city council within 10 days
- City council votes at their first regular meeting or within 90

days of the certified recommendation

- City council may adopt, reject, or amend the proposal
- If the city council rejects or amends, the proposal is sent back to the plan commission
- Plan commission has 45 days to report to the city council
- If passed, the city publishes a notice of adoption summarizing the ordinance and any penalty provisions and provides two locations where the ordinance can be reviewed
- Clerk-treasurer keeps two copies

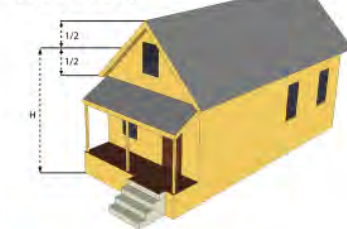


Sign Styles and Standards

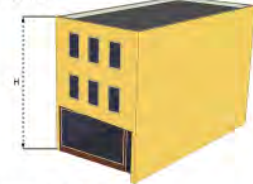
Shed Roof



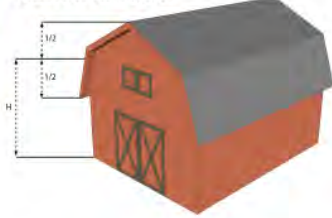
Gable Roof



Flat Roof



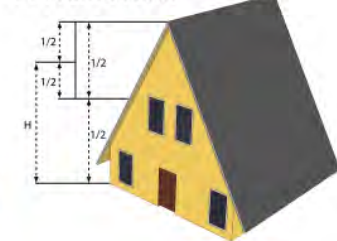
Gambrel Roof



Mansard Roof



A-Frame Roof



Hip Roof

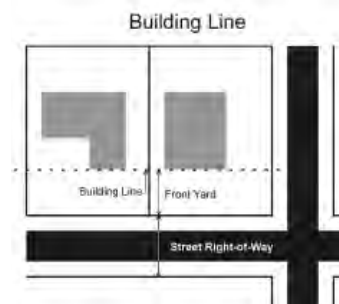


Building Roof Types

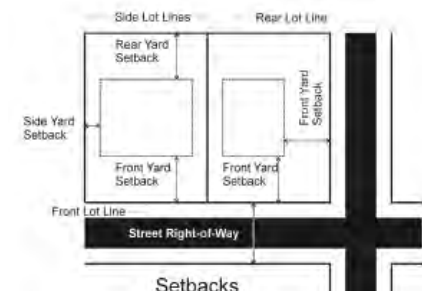
Map amendment (IC 36-7-4-608)

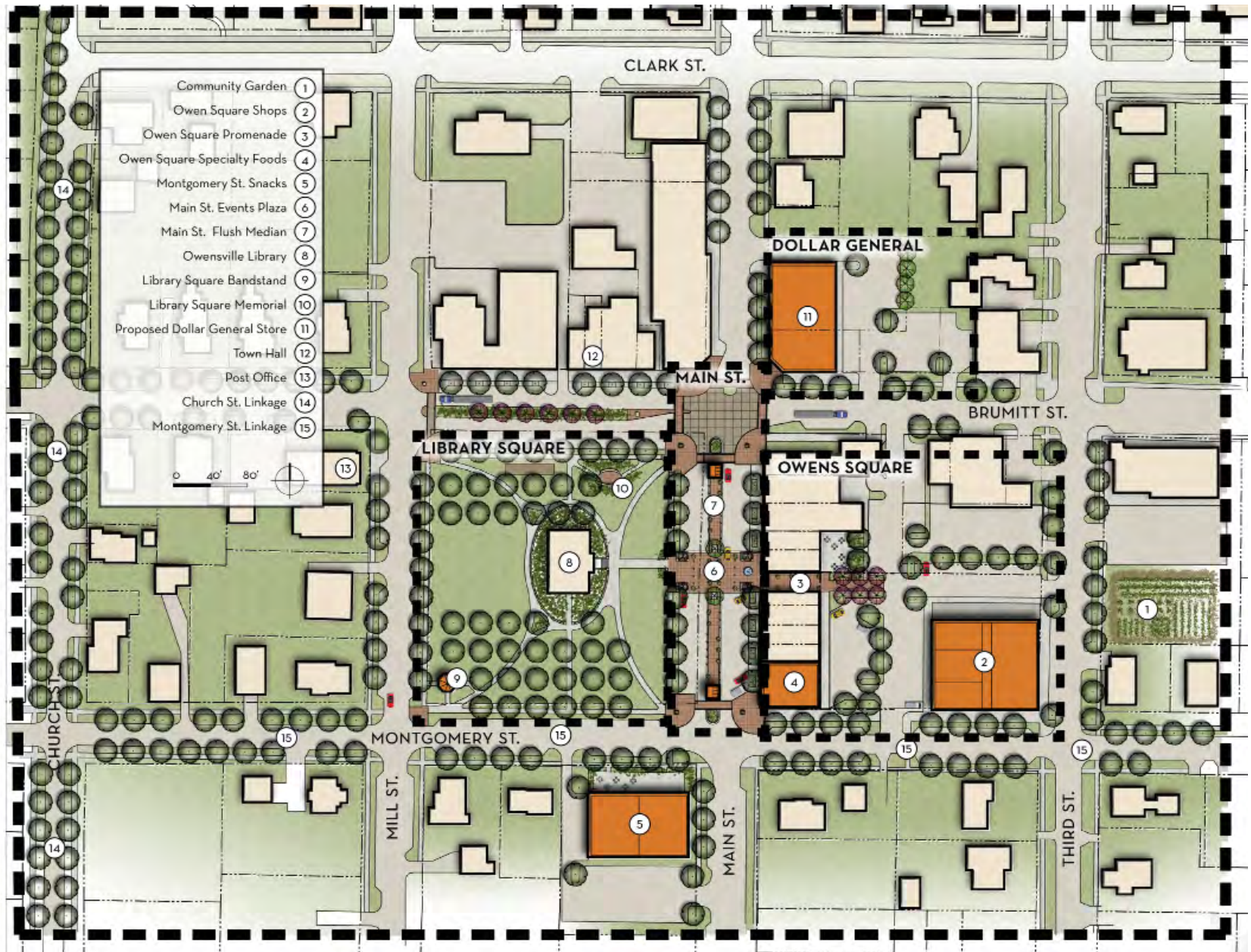
- Plan commission holds a hearing
- Plan commission makes a recommendation to the city council
- Recommendation is certified to the city council within 10 days
- City council votes at their first regular meeting or within 90 days of the certified recommendation
- City council may adopt or reject
- If adopted, takes effect as other ordinances of the city

A last component of regulatory recommendations is the nomination of the Owensville Carnegie Library to the National Register of Historic Places. This particular library stands out from many Carnegie Libraries that have been built around the country because of the central location and prominence in the life of the community. It maintains its original historic architectural character, has not been added onto and retains its original building use. Successful nomination of the library will also ratify the uniqueness and significance of downtown Owensville.



Building Setback Standards





Owensville Downtown Revitalization Master Plan

DOWNTOWN REVITALIZATION CONCEPTS

The Owensville Downtown Revitalization concept evolves out of the conceptual framework, emphasizing development consistent with identified market niches along with complementary physical and regulatory improvements. The downtown revitalization concept focus is the downtown core with connecting links to community destinations along Montgomery and Church Street. The individual project areas comprising the concept plan include the following:

- Proposed Dollar General Store Site
- Owen Square Improvement District
- Main Street Special Event Area
- Library Square Improvements
- Community Linking Streets
- Montgomery Street Snacks Development

Each of the projects identified above include descriptions of private development opportunities, public right of way development, application of thematic and urban design character, project highlights and coordination with complementary projects. The preliminary concept presented at the public input meeting on July 14 has been refined based on comments received at the meeting and by subsequent direction received from the steering committee.



Example of building to the right of way

PROPOSED DOLLAR GENERAL STORE SITE:

The Dollar General store in Owensville has already announced their intent to move their current operation from the northwest corner of Third and Montgomery Street. They have expressed a strong interest and developed preliminary plans for a new store at the northeast corner of Brumitt and Main Street on the Library Square.

As the Dollar General Store creates a lot of pedestrian and retail activity it is imperative that it remain downtown. The planned location has the potential to create considerable activity around the square and to reinforce the existing architectural character. In order for the new location of this store to capitalize on the full ur-



Proposed Dollar General Enlarged Plan

ban design potential, the building footprint needs to be placed on the Brumitt and Main Street right of way lines with parking located on the side to the east of the store. The façade of the store needs to be designed consistent with the existing buildings on the square. This includes the use of brick and stone masonry or ornamental sheet metal with an expressed cornice line and parapet, and a traditional storefront with windows and door openings on the Main and Brumitt Street frontage to provide added interest on the sidewalks.

Development of this site with the building placed on the street corner will enable the store to project a stronger visual presence on the street and knit together the north and east side of the Library Square. The conceptual plan on page 51 illustrates a development plan with the building placed on the corner with shared on street parking placed between the Dollar General Store and the Stop - N - Go Market with two driveways from Brumitt Street. A third driveway is shown from Main Street north of the store. This drive will provide for service and deliveries. Placement of a decorative fence or landscape hedge is suggested in front of the parking along Brumitt Street. Service functions such as loading docks or service doors and trash enclosures need to be screened from public view.

OWEN SQUARE IMPROVEMENT DISTRICT:

Relocation of the Dollar General Store to Brumitt and Main Street represents a great opportunity to redevelop the current parcels owned by Dollar General along Montgomery Street and capitalize on market niches identified in the Market Assessment section on page 16. The interior of this block has driveways and parking that are poorly defined and are difficult to maneuver. Redesign of off street parking is recommended to minimize parking and driveway conflicts. A shared parking arrangement serving all the businesses in this block is suggested.

New buildings are shown at Main Street and Montgomery Street and in the current location of the Dollar General Store. It is rec-

ommended that specialty food shops such as a small meat market, baker, produce or convenience foods be provided at this former location of the Red and White Grocery Store. This development will likely require a partnership between the town and local entrepreneurs, as it is unlikely a grocery chain will be interested in this location. A small hardware store and lawn and garden store are identified in a new building at the existing Dollar General Store site. The new store is placed at the Third and Montgomery Street right of way line with several small shops placed in this building. A small neighborhood-focused hardware chain such as True Value or Ace Hardware would find this location attractive. With careful site design it is possible to sensitively place outdoor storage for lawn and garden supplies next to the lawn and garden operation. As with the specialty foods store, partnering with the town may be required in order to make this project feasible.

Site improvements in this block combined with new stores meeting available market niches present the opportunity for additional enhancements to this block. Exterior façade enhancements combined with interior rehabilitation of existing businesses will enable improved public access from off street parking in this block. For restaurants in this block, small outdoor seating areas can be provided. Improvements can be made to Owensville Body Shop to give it a retro 1950's garage appearance and to integrate it with other Owen Square businesses.



Example of special district signage



Example of 'Owen Square' infill



Owen Square Enlarged Plan

A mid block pedestrian promenade is recommended at the vacant lot in the middle of Main Street to provide access to the improved Main Street Events Space and Library Square. Implementation of an Owen Square brand identity and signage is possible to celebrate this unique shopping and retail district. The use of street trees, decorative lighting, benches and accent landscaping is also suggested for this purpose. Extension of the decorative paving materials used on Main Street is suggested on the Owen Square Promenade to provide continuity.

Enhancements of the public rights of way around Owen Square are suggested on Third Street and Montgomery Street. This should include street trees, on-street parking and decorative lighting.

LIBRARY SQUARE IMPROVEMENTS:

The Library Square is the ceremonial and center of civic life in Owensville and is nicely landscaped with mature shade trees. This block was included in the original plat of Owensville and the central square. The Arts and Crafts style Carnegie-funded Owensville Library is located in the center of this block with walks to the main entry of the library from the east and south. There are a number of community functions provided in the library.

Suggested improvements to the Library Square are relatively minor and will enhance the Library Square function as a 'Central Park'. These improvements will enhance access to the square and improve the potential of additional activity. Additional activity is shown in Library Square consistent with its function as a Central Park; this includes a new bandstand on the southwest corner, new horseshoe or shuffleboard courts along Brumitt Street and enhancement of the existing War Memorial.

The Owensville Library is the brightest gem in Owensville and it needs to be shown off as much as possible. Views to the library building from Brumitt and Mill Street need to be improved. The

existing bandstand at the northeast corner of the square blocks views of the library from the major intersection in town. This bandstand does not have a roof and does not function well as a bandstand. Installation of a new bandstand at the southwest corner of the square will function as a gateway element for people entering downtown from the south and as a small seating / gathering space. An open lawn area to the north of the bandstand on Mill Street is recommended for informal activity.

Proposed enhancement of the War Memorial include a new seat wall and benches enclosing a small seating area north of the memorial with new landscape plantings. Placement of two or three horseshoe courts along Brumitt Street next to the War Memorial will replace the horseshoe courts that were removed from the west side of the square several years ago. The location of the new courts is in a more active area of the square and next to the War Memorial that is commonly used for informal gathering.

The area east of the library is shown as open lawn area that can be used for community gatherings next to the Main Street Events Space. To facilitate events in this space a temporary stage can be set up on the library steps. This space will work well to complement special events on Main Street.

The mature shade trees on the Library Square contribute significantly to the parklike quality of this space. Over time as the existing trees continue to mature and die, replacement plantings placed in an 'orchard' pattern similar to the historic landscape pattern in the square are suggested. To further reinforce the historic character of the Library Square, decorative metal fencing similar to the former fencing can be placed at the edge of the square. Installation of an elliptical masonry seat wall around the library next to the new sidewalk is shown; this seat wall will provide a visual platform and further enhance the library building. To round out park enhancements in the Library Square placement of benches, litter receptacles, bike racks and decorative lighting is recommended.

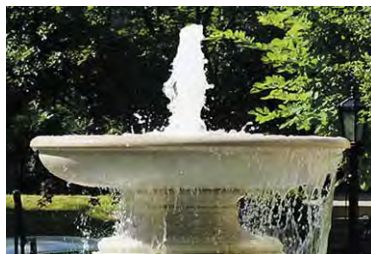


Library Square Enlarged Plan

MAIN STREET SPECIAL EVENTS AREA:

Main Street between Brumitt and Montgomery Street currently serves as the primary retail street and special events space in Owensville. The florist, several restaurants, the bank and insurance agency are on the east side of Main Street; the Library Square fronts the west side of Main Street. These businesses are also a key part of the Owen Square project. Main Street is the midway area with rides and booths during the Watermelon Festival each July.

Proposed improvements to Main Street provide additional activity, improve the function of Main Street and remove existing traffic and parking conflicts. In terms of traffic and parking considerations the concept retains angle parking on the east and west sides of the street. A flush median replaces the existing parallel parking in the middle of the street to eliminate 'U-turn' and traffic and parking conflicts. This median has the potential of becoming a farmer's market space to increase activity on Main Street and celebrate the rich agricultural heritage of Owensville. Splitter islands at Brumitt Street channelize southbound traffic. A contrasting paving material such as unit pavers are recommended with placement of removable bollards and raised planters.



Fountain Example

- Enhanced Intersection 1
 - Pavilion 2
 - Decorative Pedestal Planters 3
 - Precast Planters 4
 - Removable Bollards 5
 - Decorative Lighting 6
 - Benches 7
 - Bike Racks 8
 - Flush Pedestrian Median 9
 - Raised Curb Planter 10
 - Seatwall Planter 11
 - Owen Square Promenade 12
 - Fountain 13
- 0 20' 40'
-



Main Street Events Plaza Enlarged Plan

Market pavilions are indicated on each end of the median to provide sheltered seating and entry elements for special events. Additional urban design enhancements on this block of Main Street include gateway elements and planters, use of decorative pavement, low planters and street trees, accent landscaping, a midblock water fountain, litter receptacles, benches and decorative lights.

The design and construction of the Main Street improvements need to be coordinated with existing special events. It is possible for improvements to enable enhanced functioning of these special events including layout and provision of temporary facilities such as electrical, communications and water service, booth layout and fair rides.



Proposed Main Street Events Plaza looking Southeast from Brumitt Street

COMMUNITY LINKING STREETS:

The importance of Main Street to the overall Owensville Downtown Revitalization Master Plan warrants inclusion as a separate project. Several other streets are also important to the overall plan serving as either gateway or linking corridors to downtown Owensville. Brumitt Street serves as the primary gateway street. The block between Main and Mill Street has an existing section similar to Main Street with parallel parking in the middle of the street and many traffic, parking and pedestrian conflicts. As with Main Street a median is proposed to clarify traffic patterns and resolve many of the existing conflicts. The landscape median will replace the existing parallel parking in the middle of the street. Columnar street trees with gateway elements at each end of the landscape median are shown. One of the gateway elements can include a street clock for added interest. Parallel parking on the north side of the street and angle parking on the south side are shown; consistent with the existing arrangement.

The intersection of Main and Brumitt is the major intersection in Owensville. While provision of the medians on Main and Brumitt will eliminate some of the existing conflicts; minor lane shifts will be required at this intersection to further minimize traffic conflicts and ease pedestrian movement across these streets. A small traffic island is shown north of Brumitt Street to clarify the southbound travel lane and minimize motorists driving the wrong way on Main Street. Additional enhancements include decorative pavement to calm traffic and complement decorative pavement used in the Main Street Events Space.

Additional enhancements proposed for Brumitt Street include street trees, decorative lighting and curb bump outs to ease pedestrian crossing from Third Street on the east; past the Post Office on the west. Gateway elements flanking Brumitt Street are shown at Third Street.

Montgomery and Church Street serve as connecting streets leading pedestrians downtown and to community destinations such as Montgomery Park, the REH Center, Owensville Cemetery and the Owensville Community Center block. To signify their role as connecting streets, an intermediate level of streetscape improvements are recommended. These improvements include decorative lighting, street trees, new curbs and sidewalks with parkway areas on both sides of the street. Accessible ramps will need to be provided at each intersection.



Community Linking Streets



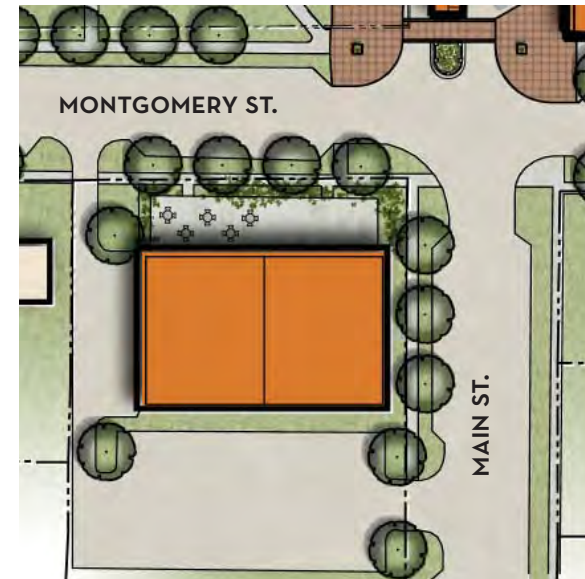
Community Linking Street Character



Example Cafe/Dining Establishment

MONTGOMERY STREET SNACKS DEVELOPMENT:

In addition to specialty foods previously mentioned with the Owen Square project, the need for additional eating establishments has been identified. This niche includes small restaurants and diners serving foods and snacks such as deli sandwiches, similar fast foods, ice cream, coffee and snack items. A new building providing these foods is shown on the south side of Montgomery Street, west of Main Street. The building set back here can be consistent with the residences on this block with outdoor dining in the front yard area. On street parking is provided with off street parking on the west side of the building and behind the building off Main Street.



Montgomery Street Snacks Development

SECTION 4: IMPLEMENTATION STRATEGY

OVERVIEW

PLAN PRIORITIES / PHASING

BUDGETS / COSTS

FUNDING POTENTIAL



OVERVIEW

Keys to the overall success of the Owensville Downtown Revitalization Master Plan are project implementation and development of regulatory tools identified in this report. This section defines the process for successful funding and implementation. Implementation steps include plan priorities, preliminary budgets for each project, identification of potential outside funding sources and the implementation process.

Owensville's long term persistence and patience will be the true measure of success of this plan. A primary component of the community's persistence is the willingness of local individuals to step forward and serve as 'champions' for downtown revitalization. The Town Council, the Planning Commission, the Downtown Merchants Association, a downtown business or other individuals could serve this role. The downtown revitalization champion will need to be willing to commit to the plan implementation over the long term and periodically coordinate with other groups to constantly monitor and push implementation of the plan forward.

For successful implementation of this plan physical and regulatory tools are needed. As implementation moves forward the scope of each project and project priorities identified in this plan need to be periodically reviewed in terms of downtown revitalization objectives and goals. The paragraphs below identify physical projects, regulatory tools and policies associated with the Owensville Downtown Revitalization Master Plan.

PLAN PRIORITIES AND PHASING

The Owensville Downtown Revitalization Master Plan provides a guide for downtown revitalization over the next 20 to 30 years, depending on the relative speed of project implementation. Various projects and implementation steps have been divided into three priorities or phases. Phase 1 identifies the highest priority plan components. They are to be completed within the next five to ten years. Phase 2 consists of intermediate priority plan components anticipated to be completed in the next 10 to 20 years. Phase 3 includes a list of lower priority projects.

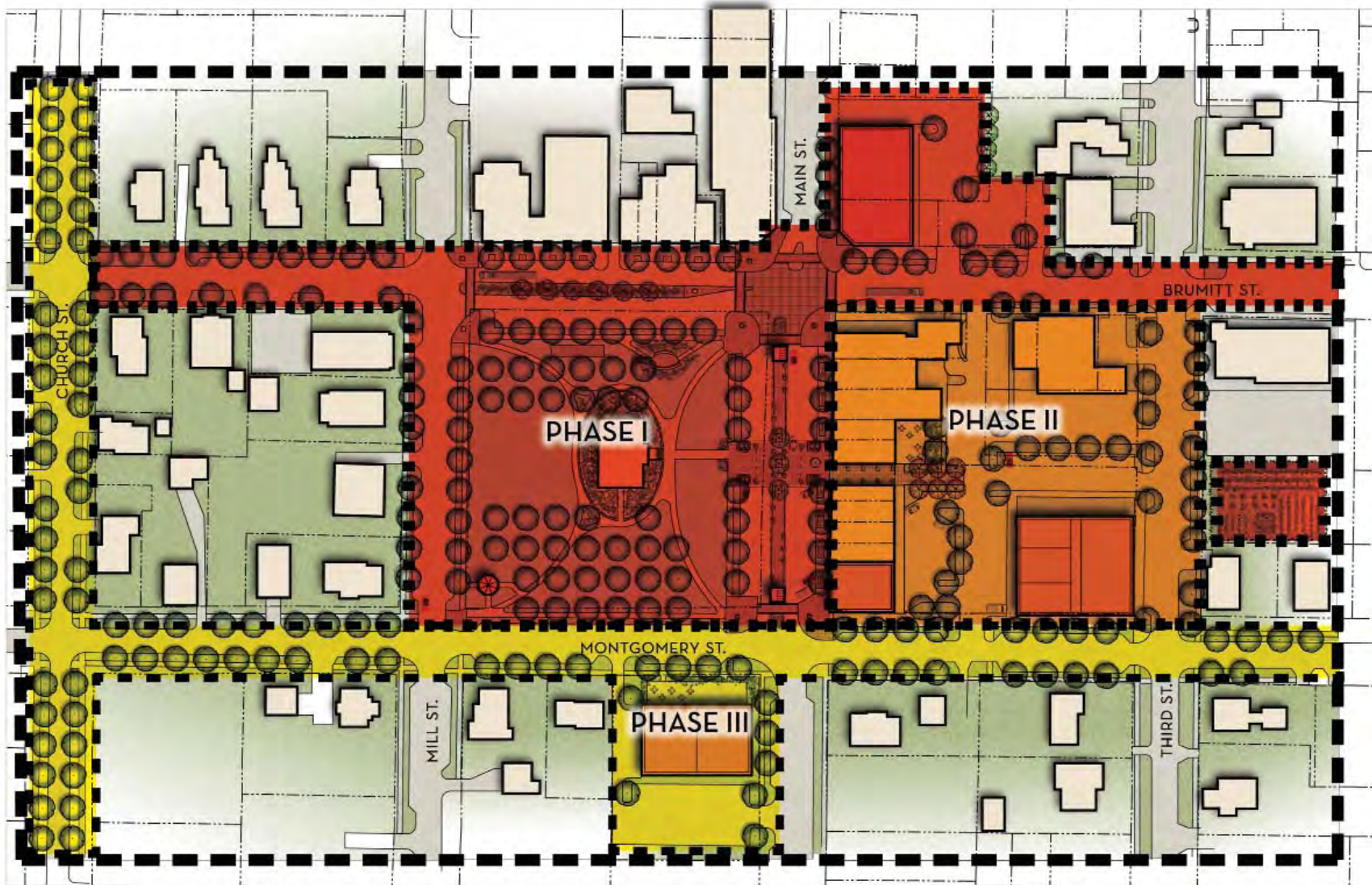
Each revitalization project, regulatory tool and policy is included by phase, based on the following criteria. Criteria for Owensville include:

- Implementation of land use, development and design tools required to implement downtown development projects as defined in the master plan.
- Implementation of policies required to facilitate the downtown revitalization master plan.
- Projects providing the greatest positive impact to the downtown core.
- Improvements to existing traffic, parking or pedestrian circulation.

Intermediate priority (Phase 2) attributes are important projects requiring greater public and private coordination and exhibiting greater complexity. Phase 3 or low priority projects are those which may be important to Owensville as a whole, but are less critical. Following is a list of projects and their respective priority:

Phase 1:

- Land use ordinances and design guidelines.
- Policies for periodic review and adjustment of downtown revitalization master plan by Plan Commission and Town



Master Plan Phasing Graphic

Council.

- Negotiation with proposed Dollar General Store developer regarding incentives for site plan and design modifications based on master plan recommendations.
- Proposed Dollar General Store development
- Brumitt Street streetscape between Third and Church Street
- Main Street streetscape between Clark and Montgomery Street
- Library Square improvements
- Mill Street streetscape between Brumitt and Montgomery Street
- Montgomery Street streetscape between Mill and Main Street
- Feasibility analysis of Owen Square Development
- Nomination of Owensville Library to National Register of Historic Places
- Join Indiana Main Street program as a 'Main Street' community.

Phase 2:

- Construction of initial Owen Square development
- Third Street streetscape between Brumitt and Montgomery Street
- Montgomery Street streetscape between Main and Third Street
- Montgomery Street connectivity elements
- Church Street connectivity elements

Phase 3:

- Completion of Owen Square development
- Montgomery Street Shops development
- Community garden implementation on Third Street

BUDGET / COST

The budget summary provides estimates of public and private capital costs associated with implementation of the Owensville Downtown Revitalization Master Plan. These are categorized by priority and project type (Public or Private). Construction budgets were prepared based on 2010 construction costs for the area and include a 25% contingency for indirect costs such as design, engineering, environmental, legal, survey and factors for inflation. These budgets will provide town officials with a guide to anticipated costs of the Owensville Downtown Revitalization Master Plan implementation. Actual project budgets and cost estimates will need to be updated during project design and engineering.

Private costs identified may require some assistance by local officials, foundations or other funding sources to make the project financially feasible. Assistance by local officials may include land acquisition and assembly, developer incentives or right of way improvement costs. Many of the public projects identified will require outside assistance. Outside assistance can include state or federal grants or assistance by community or corporate foundations. The Funding Potential section identifies various grant programs and foundations that may have funding available for various implementation projects.

The budget summary table provides a summary of costs for each project by phase and type of cost. Overall estimate of costs for implementation of the downtown revitalization master plan are \$11,326,000. Approximately \$4,485,000 is identified as the public cost; (improvements to public right of way and the Library Square). This includes \$2.5 million in Phase 1. Successful implementation of this plan will leverage approximately two dollars of private investment for every public dollar. Overall costs are evenly divided between each phase of the plan.

PHASE	BUDGET
Phase 1	\$3,966,000
Phase 1 Public Cost	\$2,539,000
Phase 1 Private Cost	\$1,427,000
Phase 2	\$3,848,000
Phase 2 Public Cost	\$1,839,000
Phase 2 Private Cost	\$2,009,000
Phase 3	\$3,512,000
Phase 3 Public Cost	\$107,000
Phase 3 Private Cost	\$3,405,000
TOTAL COST:	\$11,326,000

FUNDING POTENTIAL

Community Focus Fund Grants
Indiana Office of Community and Rural Affairs
 1 N. Capitol, Suite 600
 Indianapolis, IN 46204
www.in.gov/ocra/
 800.824.2476

Community Focus Funds are part of Community Development Block Grant funds made available to Indiana from the U.S. Department of Housing and Urban Development. The goal of Community Focus Funds is to encourage eligible communities to focus on long-term community development. These grants fund construction projects benefiting communities and may cover costs for infrastructure, community facilities, historic preservation and downtown revitalization.

A 10 percent local match is required, but may include ‘in-kind’ services. To be eligible communities must have a population consisting of 51 percent low and moderate income or is designated a slum or blighted area by local resolution. The Community Focus Fund proceeds must address long term planning and development needs, have a significant impact on the overall project and be able to be constructed within 18 months of grant award. The community must also demonstrate a strong commitment to the project.

Indiana Main Street Program
Indiana Office of Community and Rural Affairs
 1 N. Capitol, Suite 600
 Indianapolis, IN 46204
www.in.gov/ocra/
 800.824.2476

The Indiana Main Street Program provides economic revitalization and professional assistance to participating communities in Indiana.

The Main Street program utilizes a four-point approach in assisting communities as follows:

- Design
- Organization
- Promotion
- Economic Restructuring

Main Street offers numerous regional workshops to assist communities with ways to enhance the local Main Street programs and the downtown area. Owensville is encouraged to pursue designation as a Main Street community with OCRA.

Transportation Enhancement Grants (TE) Indiana Department of Transportation (INDOT)

INDOT administers and manages the use of Transportation Enhancement grants in Indiana. There are 13 different types of projects that are eligible for TE projects. Types of eligible downtown revitalization implementation activities include provision of pedestrian and trail facilities, landscaping and scenic beautification and historic preservation. TE grants are awarded annually and have a 20% local match requirement. Land acquisition cost can be counted as part of the local match. Use of other sources of federal funds cannot be counted toward the local match.

**Historic Preservation Education Grants
Indiana Humanities Council
1500 N. Delaware Street
Indianapolis, IN 46202
www.indianahumanities.org/Grants
800.675.8897**

The Indiana Humanities Council has up to \$2,000 grants available to support education projects related to historic structures in Indi-

ana. The grants can be used for lectures, workshops, conferences, media materials, walking tour brochures, guides to historic homes, etc. A minimum of a 50 percent match is required. In-kind services may be used as part of the matching funds.

**Rural Business Enterprise Grants
USDA/Rural Development
5975 Lakeside Boulevard
Indianapolis, IN 46278
www.rurdev.usda.gov**

USDA/Rural Development has available funding for development of small and emerging private businesses in rural areas with populations under 50,000. The funds are used for the acquisition and development of land and the construction of buildings for small and emerging businesses, to purchase equipment to be leased to small and emerging businesses, for access to streets and roads, parking areas, utility and service extensions. The grants are usually for \$100,000 or less and there is no matching requirement, though projects with available matching funds are given priority.

**Tax Abatement
Department of Local Government Finance
100 N. Senate, N-1058
Indianapolis, IN 46204
www.in.gov/dlgf**

Tax abatement is a potential funding mechanism for encouraging business locations in the downtown and appropriate for projects in areas that would not otherwise receive the economic benefits, by offsetting short-term property tax deductions for new investment in real estate improvements.

The real property taxes are abated relative to the increase in assessed value resulting from the investment in new improvements (not land) or the rehabilitation of existing improvements.

Tax abatement may generally not be granted for several uses, including:

- Massage parlors
- Suntan facilities
- Any retail food or beverage services
- Package liquor stores or and other businesses required to have an alcoholic beverage license

In certain instances abatement for residential and retail projects is permitted.

The taxpayer receives a deduction from the assessed value otherwise subject to tax, and the abatement may be for a period of one to 10 years.

Process: Involves designation of an area (economic revitalization area) eligible for tax abatement and approval of the tax abatement for approved investments by individual taxpayers. Taxpayers must file a deduction application after abatement is approved in order to obtain the tax abatement deductions.

Gibson County Community Foundation
 109 North Hart Street
 P.O. Box 180
 Princeton, IN 47670
 Phone: 812.386.8082
 email: tami@gibsoncountyfoundation.org

The Gibson County Community Foundation (GCCF) provides grants to charitable organizations for projects meeting specific charitable needs in Gibson County. GCCF's mission is to 'promote philanthropy at all levels, to build and maintain a permanent collection of charitable funds to benefit the entire community, and serve as a trustworthy partner and leader in shaping effective responses

to community needs'. GCCF helps nonprofit organizations with their missions by strengthening their ability to meet community needs through grants that assist charitable programs, address community issues, support community agencies, launch community initiatives, and support leadership development. (Source: Gibson County Community Foundation)

Toyota Motor Manufacturing, Indiana, Inc.
 4000 Tulip Tree Drive, P.O. Box 4000
 Princeton, IN 47670

Toyota strives to assist the communities where their workers live by supporting local organizations focused on the environment, education and art. The foundation engages diverse communities and support initiatives in other areas of need, such as food, housing, and the arts, enriching and enhancing the lives of local citizens.

Toyota Foundation partners in the Owensville area include the Boys and Girls Club of Evansville, the Children's Museum of Evansville, Gibson General Hospital and United Way of Gibson County.

(Source: www.toyota.com/about/philanthropy/community)

Duke Energy Foundation
 E-mail: Lisa.Teasdell@duke-energy.com

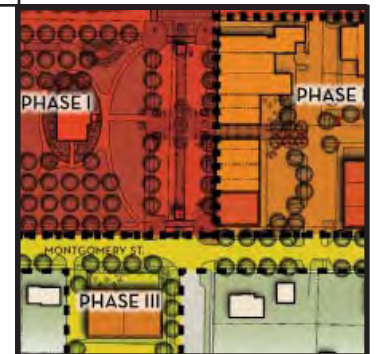
The Duke Energy Foundation along with Duke Energy employees and retiree volunteers, actively work to improve the quality of life in communities served by Duke Energy, lending expertise in the form of leadership and financial support through grants to charitable organizations.

Duke Energy has a tradition of corporate responsibility and community involvement. The foundation helps build and nurture the communities where their employees and retirees live and work.

APPENDIX

MEETING NOTES

DETAILED COST ESTIMATES



MEETING MINUTES

Date: June 16, 2010

Time/Location: 6:00 p.m., Town Hall

Project: Owensville Downtown Revitalization Plan

Meeting Purpose: Project Scoping/Kick Off

Attendance: Kristy York, Clerk Treasurer
Yuganda Campbell, Committee Member
David Trowbridge, Planning Commission
Bernard Thompson, Town Council
Brian Mundy, Wessler Engineering
Dan Krzywicki, Landstory

Amy Fisher, Committee Member
Dennis Simpson, Planning Commission
Margo English, Planning Commission
Clyde Scott, Town Council
Doug Decker, Landstory

Item No.	Discussion/Decisions/Action	Action Required By
01-01	The purpose of the meeting was to kick-off the project, review the schedule, information needs and the public information process	Information
01-02	Wessler introduced the planning team and background	Information
01-03	As part of introductions, members were asked their thoughts on the Downtown Master Plan. The following responses were received: <ul style="list-style-type: none"> ▪ The development of the Fire Station and Community Center block is very important. The relationship of this block to the highway and downtown needs to be considered in the master plan. <ul style="list-style-type: none"> ○ The improvements to this site are funded by a grant ▪ Need to revitalize old buildings <ul style="list-style-type: none"> ○ Get rid of 'sleeping rooms' downtown ○ Need a grocery store – possibly expand Dollar General to include groceries ○ Need sidewalks ○ Need to address drainage issues ○ Infrastructure is old, needs to be updated and maintained on a yearly basis. The town needs a long range infrastructure improvements plan. ▪ Downtown needs regulation <ul style="list-style-type: none"> ○ There is no zoning ordinance. ○ Downtown needs building/improvement standards. ▪ Need to create downtown draw to attract passersby on the highway. ▪ Recently the town funded landscape beautification around the square. More of this will provide a better downtown image. 	Information

Item No.	Discussion/Decisions/Action	Action Required By
	<ul style="list-style-type: none"> ▪ Need to address the current Dollar General. What will happen to this building after Dollar General moves? ▪ This town is a 'bedroom community'. Residents work outside of town and the downtown shuts down at 5 pm. ▪ There are many coal and grain trucks that drive through Owensville. ▪ Zoning Discussion: <ul style="list-style-type: none"> ○ Lack of zoning has brought undesirable businesses into the county. ○ Mobile homes can be placed anywhere in the town, this needs to be regulated ○ Many people have a skewed view of what zoning is and don't want it. ○ A loose zoning ordinance is desired to provide basic regulation ○ The planning team suggested that the town study several zoning ordinances and tailor one to fit their own needs and desires 	

01-04	Observations shared by the planning team include: <ul style="list-style-type: none"> ▪ Potential of combining all emergency services at new firestation. <ul style="list-style-type: none"> ○ Free up more room in Town Hall if Police Department office moved to Fire Station. ○ Town Hall should stay on the square. ▪ Reconfigure the Dollar General site plan to maintain the predominant building setbacks on the square <ul style="list-style-type: none"> ○ Owensville needs to encourage Dollar General to stay downtown. ○ The only leverage the town may have in modifications to the site plan is with driveway permits. ▪ The Dollar General site plan will require INDOT approval for a driveway on Brumitt Street. ▪ The Owensville downtown historic district may have a beneficial influence on any planned INDOT improvements in the district. ▪ There are several niche opportunities downtown to provide services such as a hardware store, specialty foods, and small grocery. 	Information
01-05	The Town of Owensville provided the planning team with the following information: <ul style="list-style-type: none"> ▪ Preliminary Site Plan for the new Dollar General ▪ INDOT Intersection improvement plans for State Road 65 at First 	Information

Owensville Downtown Revitalization Plan
 Kick Off Meeting
 June 16, 2010

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	Street and Brumitt. Landstory will copy and return to Owensville.	
01-06	<p>The planning process and schedule were reviewed to close the meeting. Owensville will secure the meeting location and promote the public meetings. Landstory will create flyers to pass out prior to the meetings. The following deliverables and meeting dates were tentatively decided on:</p> <ul style="list-style-type: none"> ▪ Thursday July 15, 6:00 pm, Public Input meeting to review analysis, design vocabulary and preliminary concepts at the Community Center ▪ Thursday August 12, 6:00 pm, Public Input meeting to review the preferred concept, preliminary budgets, and prioritization at the Community Center. ▪ Wessler will coordinate with Owensville and the grant administrator on the final presentation at a formal public meeting. ▪ Landstory will provide the Steering Committee with electronic copies of the presentation materials one week prior to the public meetings for input and review. ▪ Kristy York will receive comments on Master Plan concepts from the steering committee and will compile and send to Landstory two days prior to each public meeting. ▪ Wessler will contact INDOT for information regarding improvements to state roads in Owensville 	Information/Owensville

This represents our understanding of the items discussed. Please remit additions or revisions to the author within five business days of receipt of these minutes.

Submitted By:


 Daniel Krzywicki
 Graduate Landscape Designer

June 18, 2010
 Date

Cc: Attendees; Rose Scovel, LSL; Joann Green, Landstory



MEETING MINUTES

Date: July 14, 2010
Time/Location: 6:00 p.m., Owensville Community Center
Project: Owensville Downtown Revitalization Plan
Meeting Purpose: Public Input Meeting #1

Item No.	Discussion/Decisions/Action	Action Required By
01-01	The purpose of the meeting was to present planning team finding and observations, the preliminary master plan concept and gain public input. Approximately 40 community members were in attendance.	Information
01-02	Wessler introduced the planning team, project background and infrastructure assessment. LSL Planning followed with the market assessment and land use assessment. Landstory presented historic assets, existing conditions, opportunities, constraints, recommended design character and the preliminary master plan concept	Information
01-03	Following the presentation, Landstory asked what the community liked best about the master plan concept: <ul style="list-style-type: none"> The proposed oval walk around the library The corridor connecting REH Center to Montgomery Park 	Information
01-04	The community voiced their concerns with the master plan concept: <ul style="list-style-type: none"> Keep angled parking on East side of square There may not be enough area for the proposed streetscape along Main Street. Landstory will verify existing pavement width. If more businesses come to the square, there will be increased traffic and additional parking may be required. The Dollar General needs 2-way drives for the parking lot. Through traffic on SR-65 and SR-168 will take 1st Street as a short cut. Traffic calming treatment should be addressed. Who owns the 'Community Garden' property? <ul style="list-style-type: none"> The available parcel information shows the parcel as part of the Methodist Church property. There are no outdoor sports courts in Owensville. Rides at the Watermelon Fest go down Main Street. Will there be 	Information/Landstory

	<p>enough clearance for these?</p> <ul style="list-style-type: none"> Future design of Main Street improvements need to be coordinated with fair requirements including ride locations and electrical needs. <ul style="list-style-type: none"> Electric service should be added along Main Street to accommodate festival rides, lights, etc. Need to accommodate festival parking on the square There is nothing for kids to do in Owensville. 	
01-05	<p>General comments received from the community include the following:</p> <ul style="list-style-type: none"> Sidewalk and building improvements are much needed A drug store is needed Need to get truck traffic through town First Street out through traffic needs to be eliminated to encourage downtown activity. One person owns all the buildings on Main Street Sleeping rooms downtown need to go away Lack of business interest downtown 'Owensville won't support grocery stores' 	Information
01-06	The next public meeting is scheduled for Thursday August 12 th at 6:00pm at the Owensville Community Center. The purpose of the meeting is to review the final concept and preliminary plan implementation including project budgets.	Information

This represents our understanding of the items discussed. Please remit additions or revisions to the author within five business days of receipt of these minutes.

Submitted By:


Daniel Krzywicki
Graduate Landscape Designer

July 16, 2010
Date

Cc: Steering Committee; Wessler Planning Team; Joann Green, Landstory



MEETING MINUTES

Date: August 12, 2010
Time/Location: 6:00 p.m., Owensville Community Center
Project: Owensville Downtown Revitalization Plan
Meeting Purpose: Public Input Meeting #2

Item No.	Discussion/Decisions/Action	Action Required By
03-01	There were nine people in attendance at the meeting. The meeting was facilitated by Brian Mundy and Doug Decker.	Information
03-02	Brian Mundy with Wessler Engineering started the meeting following an introduction by the Town Council. Brian reviewed the planning team, schedule and process. There were approximately 10 members of the public in attendance.	Information
03-03	Doug Decker, with Landstory, reviewed the market assessment, planning team observations and planning opportunities prior to discussion of the preliminary concept presented at the last public meeting.	Information
03-04	New information presented at the meeting includes refinements to the downtown revitalization concept and preliminary project phasing and budget information. Concept adjustments include provision of on-street angle parking on both sides of the Main Street median and conversion of the median to a flush median to better accommodate Watermelon Festival activities. Planters and bollards on this median can be temporarily moved during special events.	Information
03-05	The overall presentation was informal, several comments and questions were asked during the presentation, several of which are indicated below: <ul style="list-style-type: none"> The question was asked if the connectivity elements on Montgomery and Church Street can be a higher priority. The rationale for the project prioritization was discussed later in the presentation. The proposed Dollar General Store was discussed; there are currently no mechanisms in place for the Plan Commission or Town Council to review development projects. There are also no reviews required for driveway permits on public right of way. INDOT driveway permits will be required for the Brumitt Street driveway, the developer will only need to meet INDOT driveway criteria and there are no associated guidelines for town review. Brian Mundy will check on INDOT driveway permits for Owensville. There was discussion regarding the lack of zoning and land use requirements in Owensville. Zoning ordinances will include driveway permit requirements, site development standards, approved land uses and a jurisdictional planning area of two miles around the town. 	Information/Wessler

Item No.	Discussion/Decisions/Action	Action Required By
	<ul style="list-style-type: none"> Land use requirements are tools to help implement the vision contained in the downtown revitalization plan. The desire was expressed to keep the existing Library Square bandstand in the current location. The Watermelon Festival uses the Library Square as well as Main Street for festival activities; Library Square improvements need to accommodate these special events. 	
03-06	Following presentation of the preferred concept and discussion the following adjustments to the plan were requested: <ul style="list-style-type: none"> The Main Street improvements and plan need to be extended to Clark Street on the north. The existing sidewalk from Montgomery Street to the library needs to be retained. A sidewalk from the north side of the Library to Town Hall needs to be provided. 	Information / Landstory
03-07	Comment forms returned after the meeting include the following: <ul style="list-style-type: none"> Important elements include building improvements, new sidewalks, community involvement in the project and completion of a project with immediate impact. Elements of low importance include the community garden and Montgomery Street Snack Shop Difficult plan elements include lack of existing land use controls, local decision making, project funding and community buy in. Additional comments include the need to improve Library Square electrical service and preserve existing Library Square trees. 	Information
03-08	The next opportunity for public comment will be the public hearing combined with a Town Council meeting. Wessler the grant administrator will facilitate that meeting. Wessler will contact the grant administrator and finalize a public hearing time and date with the Town Council.	Information / Wessler

This represents our understanding of the items discussed. Please remit additions or revisions to the author within five business days of receipt of these minutes.

Submitted By:




Douglas R. Decker ASLA, CSI, LEED AP
Project Manager



August 16, 2010
Date

Cc: Steering Committee; Wessler Planning Team; Joann Green, Landstory

Owensville Downtown Revitalization Master Plan Phase I Development Town of Owensville, Indiana 23-Aug-10				
ITEM	QTY	UNIT	UNIT COST	AMOUNT
Private Project: Proposed Dollar General Store Property				
Building Cost	9000	SF	\$ 95.00	\$ 855,000
Site Work - Clearing				\$ -
Bldg./Structure Removal	52000	CF	\$ 0.30	\$ 15,600
Pavement Removal	10	SY	\$ 15.00	\$ 150
Site Work - Improvements				
Concrete Curb	840	LF	\$ 15.00	\$ 12,600
Concrete Sidewalk	25200	SF	\$ 6.00	\$ 151,200
Asphalt Pavement, Drive & Parking	1675	SY	\$ 45.00	\$ 75,375
Lighting	3	EA	\$ 7,500.00	\$ 22,500
Street Trees	8	EA	\$ 600.00	\$ 4,800
Accent plantings	1	LS	\$ 5,000.00	\$ 5,000
			Subtotal	\$ 1,142,225
			25% Contingency	\$ 285,556
Proposed Dollar General Store Property Cost Summary				\$ 1,427,781
Public Project: Dollar General R.O.W. Improvements (Main St. between Brumitt and Clark)				
Site Work - Clearing				
Curb Demolition	650	LF	\$ 5.00	\$ 3,250
Sidewalk Removal	640	SY	\$ 15.00	\$ 9,600
Site Work - Improvements				
Concrete Curb	735	LF	\$ 15.00	\$ 11,025
Concrete Sidewalk	5760	SF	\$ 6.00	\$ 34,560
Trees	16	EA	\$ 600.00	\$ 9,600
Decorative Lighting	5	EA	\$ 7,500.00	\$ 37,500
Rain Gardens	2	EA	\$ 6,000.00	\$ 12,000
			Subtotal	\$ 117,535
			25% Contingency	\$ 29,384
Dollar General / Main Street ROW Cost Summary				\$ 146,919
ITEM	QTY	UNIT	UNIT COST	AMOUNT
Public Project: Library Square Improvements				
Site Work - Clearing				
Pavement Removal	360	SY	\$ 15.00	\$ 5,400
Band Stand Removal	1	LS	\$ 7,500.00	\$ 7,500
Site Work - Improvements				
Fine Grading	1	LS	\$ 5,000.00	\$ 5,000
Concrete Sidewalk	7800	SF	\$ 6.00	\$ 46,800
Seat Wall	340	LF	\$ 175.00	\$ 59,500
Decorative Columns	6	EA	\$ 5,000.00	\$ 30,000
Benches	8	EA	\$ 1,500.00	\$ 12,000
Bike Rack	8	EA	\$ 500.00	\$ 4,000
Shade Trees	30	EA	\$ 600.00	\$ 18,000
Accent Plantings	1	LS	\$ 50,000.00	\$ 50,000
Decorative Lighting	11	ea	\$ 7,500.00	\$ 82,500
Trash Receptacle	4	EA	\$ 1,000.00	\$ 4,000
Band Stand	1	LS	\$ 30,000.00	\$ 30,000
Horseshoe Pits	1	LS	\$ 5,000.00	\$ 5,000
Decorative Fence	480	LF	\$ 75.00	\$ 36,000
			Subtotal	\$ 395,700
			25% Contingency	\$ 98,925
Library Square Improvements Cost Summary				\$ 494,625

Public Project: Library Square R.O.W. Improvements (Mill St. & Montgomery St.)				
Site Work - Clearing				
Curb Demolition	1200	LF	\$ 5.00	\$ 6,000
Pavement Removal	300	SY	\$ 15.00	\$ 4,500
Site Work - Improvements				
Concrete Curb	1400	LF	\$ 15.00	\$ 21,000
Concrete Sidewalk	6800	SF	\$ 6.00	\$ 40,800
Trees	28	EA	\$ 600.00	\$ 16,800
Decorative Lighting	12	EA	\$ 7,500.00	\$ 90,000
Rain Gardens	8	EA	\$ 6,000.00	\$ 48,000
			Subtotal	\$ 227,100
			25% Contingency	\$ 56,775
Library Square R.O.W. Improvements Cost Summary				\$ 283,875
Public Project: Main St. Market / Events Plaza and Brumitt Street (between Main and Church St.)				
Site Work - Clearing				
Curb Demolition	1600	LF	\$ 5.00	\$ 8,000
Pavement Removal	4115	SY	\$ 15.00	\$ 61,725
Site Work - Improvements				
Concrete Curb	3725	LF	\$ 15.00	\$ 55,875
Concrete Sidewalk	11000	SF	\$ 6.00	\$ 66,000
Asphalt, scarify & overlay	445	SY	\$ 35.00	\$ 15,575
Decorative Pavement	24000	SF	\$ 18.00	\$ 432,000
Bench	20	EA	\$ 1,500.00	\$ 30,000
Planter	15	EA	\$ 12,000.00	\$ 180,000
Bike Rack	10	EA	\$ 800.00	\$ 8,000
Trees	53	EA	\$ 600.00	\$ 31,800
Accent Plantings	1	LS	\$ 75,000.00	\$ 75,000
Decorative Lighting	15	EA	\$ 7,500.00	\$ 112,500
Litter Receptacle	6	EA	\$ 1,000.00	\$ 6,000
Farmers Market Structure	2	EA	\$ 30,000.00	\$ 60,000
Gateway Elements - Planter Column	7	EA	\$ 10,000.00	\$ 70,000
Gateway Elements - Clock	1	EA	\$ 10,000.00	\$ 10,000
Bollards	10	EA	\$ 2,000.00	\$ 20,000
Rain Gardens	8	EA	\$ 6,000.00	\$ 48,000
			Subtotal	\$ 1,290,475
			25% Contingency	\$ 322,619
Main St. Market / Events Plaza and Brumitt Street Cost Summary				\$ 1,613,094
PHASE 1 COST SUMMARY				\$ 3,966,294
THESE ESTIMATES OF PROBABLE CONSTRUCTION COSTS REPRESENT BEST MANAGEMENT PRACTICES. THE LANDSCAPE ARCHITECTS HAVE NO CONTROL OVER THE COST OF LABOR, MATERIALS, OR THE CONTRACTORS METHODS OF DETERMINING BID PRICES, OR OVER COMPETITIVE BIDDING OR MARKET CONDITIONS. THEREFORE, THE CONSULTANT CANNOT GUARANTEE THAT BIDS OR CONSTRUCTION COST WILL NOT VARY FROM ANY OF THE ESTIMATES ABOVE.				

		Owensville Downtown Revitalization Master Plan Phase 2 Development Town of Owensville, Indiana 23-Aug-10			
		Private Project: Owen Square Shops (Hardware / Lawn & Garden Building)			
Building Cost	11600	SF	\$ 105.00	\$ 1,218,000	
Site Work - Clearing					
Bldg./Structure Removal	120000	CF	\$ 0.30	\$ 36,000	
Pavement Removal	445	SY	\$ 15.00	\$ 6,675	
Rough Grading, off-site excavation & hauling	1	LS	\$ 10,000.00	\$ 10,000	
			Subtotal	\$ 1,270,675	
			25% Contingency	\$ 317,669	
Owen Square Shops Building Cost Summary				\$ 1,588,344	
		Private Project: Owen Square Specialty Foods Building			
		Building Cost	3150	SF	\$ 105.00
Site Work - Clearing					
Pavement Removal	390	SY	\$ 15.00	\$ 5,850	
			Subtotal	\$ 336,600	
			25% Contingency	\$ 84,150	
Owen Square Specialty Foods Building Cost Summary				\$ 420,750	
		Owen Square R.O.W. Improvements (Brumitt St. - Third St. - Montgomery St.)			
		Site Work - Clearing			
Curb Demolition	2200	LF	\$ 5.00	\$ 11,000	
Pavement Removal	2000	SY	\$ 15.00	\$ 30,000	
Site Work - Improvements					
Concrete Curb	2400	LF	\$ 15.00	\$ 36,000	
Concrete Sidewalk	14000	SF	\$ 6.00	\$ 84,000	
Asphalt Pavement	890	SY	\$ 45.00	\$ 40,050	
Trees	40	EA	\$ 600.00	\$ 24,000	
Decorative Lighting	15	EA	\$ 7,500.00	\$ 112,500	
Rain Gardens	16	EA	\$ 6,000.00	\$ 96,000	
			Subtotal	\$ 433,550	
			25% Contingency	\$ 108,388	

Owen Square Cost Summary				\$ 541,938	
		Church Street R.O.W. Improvements (Between R.E.H. Center and Montgomery Park)			
		Site Work - Clearing			
Curb Demolition	600	LF	\$ 5.00	\$ 3,000	
Sidewalk Removal	25	SY	\$ 15.00	\$ 375	
Site Work - Improvements					
Concrete Curb	3500	LF	\$ 15.00	\$ 52,500	
Concrete Sidewalk	16650	SF	\$ 6.00	\$ 99,900	
Trees	85	EA	\$ 600.00	\$ 51,000	
Decorative Lighting	30	EA	\$ 7,500.00	\$ 225,000	
Rain Gardens	12	EA	\$ 6,000.00	\$ 72,000	
			Subtotal	\$ 503,775	
			25% Contingency	\$ 125,944	
Church Street R.O.W. Improvements Cost Summary				\$ 629,719	
		Montgomery Street R.O.W. Improvements (Between Elm Street and Mill Street / Between Third Street and First Street)			
		Site Work - Clearing			
Curb Demolition	3300	LF	\$ 5.00	\$ 16,500	
Pavement Removal	125	SY	\$ 15.00	\$ 1,875	
Site Work - Improvements					
Concrete Curb	3500	LF	\$ 15.00	\$ 52,500	
Concrete Sidewalk	16650	SF	\$ 6.00	\$ 99,900	
Trees	110	EA	\$ 600.00	\$ 66,000	
Decorative Lighting	30	EA	\$ 7,500.00	\$ 225,000	
Rain Gardens	12	EA	\$ 6,000.00	\$ 72,000	
			Subtotal	\$ 533,775	
			25% Contingency	\$ 133,444	
Montgomery Street R.O.W. Improvements Cost Summary				\$ 667,219	
PHASE 2 COST SUMMARY				\$ 3,847,969	
THESE ESTIMATES OF PROBABLE CONSTRUCTION COSTS REPRESENT BEST MANAGEMENT PRACTICES. THE LANDSCAPE ARCHITECTS HAVE NO CONTROL OVER THE COST OF LABOR, MATERIALS, OR THE CONTRACTORS METHODS OF DETERMINING BID PRICES, OR OVER COMPETITIVE BIDDING OR MARKET CONDITIONS. THEREFORE, THE CONSULTANT CANNOT GUARANTEE THAT BIDS OR CONSTRUCTION COST WILL NOT VARY FROM ANY OF THE ESTIMATES ABOVE.					

LANDSTORY		Owensville Downtown Revitalization Master Plan Phase 3 Development Town of Owensville, Indiana 23-Aug-10			
ITEM	QTY	UNIT	UNIT COST	AMOUNT	
Private Project: Owen Square Existing Buildings Improvements					
Exterior Improvements	10	STORE	\$ 25,000.00	\$ 250,000	
Removal of unwanted façade treatments					
Cleaning (power-washing, scraping) and painting					
Tuckpoint / Replace Brick					
Replace / Repair Windows, Doors and Storefronts					
Signage					
Miscellaneous interior rehabilitation	10	STORE	\$ 100,000.00	\$ 1,000,000	
			Subtotal	\$ 1,250,000	
			25% Contingency	\$ 312,500	
Owen Square Existing Buildings Improvements Cost Summary				\$ 1,562,500	
Private Project: Owen Square Site Improvements					
Site Work - Clearing					
Pavement Removal	4290	SY	\$ 15.00	\$ 64,350	
Miscellaneous Clearing off-site excavation & hauling	1	LS	\$ 25,000.00	\$ 25,000	
Site Work - Improvements					
Planting Backfill	575	CY	\$ 35.00	\$ 20,125	
Concrete Curb	1575	LF	\$ 15.00	\$ 23,625	
Concrete Sidewalk	3200	SF	\$ 6.00	\$ 19,200	
Asphalt Pavement, Drives & Parking	3635	SY	\$ 45.00	\$ 163,575	
Decorative Pavement (Promenade & Seating Areas)	5000	SF	\$ 18.00	\$ 90,000	
Bench	4	EA	\$ 1,500.00	\$ 6,000	
Bike Rack	4	EA	\$ 800.00	\$ 3,200	
Trees	21	EA	\$ 600.00	\$ 12,600	
Accent Planting	1	LS	\$ 25,000.00	\$ 25,000	
Decorative Lighting	11	EA	\$ 7,500.00	\$ 82,500	
Litter Receptacle	5	EA	\$ 1,000.00	\$ 5,000	
			Subtotal	\$ 540,175	
			25% Contingency	\$ 135,044	
Owen Square Site Improvements Cost Summary				\$ 675,219	

Montgomery Street Snacks				
Building Cost	7500	SF	\$ 105.00	\$ 787,500
Site Work - Clearing				
Bldg./Structure Removal	76500	CF	\$ 0.30	\$ 22,950
Site Work - Improvements				
Planting Backfill	1	LS	\$ 5,000.00	\$ 5,000
Concrete Sidewalk	450	SF	\$ 6.00	\$ 2,700
Asphalt Pavement, Parking & Drives	1165	SY	\$ 45.00	\$ 52,425
Decorative Pavement	2400	SF	\$ 18.00	\$ 43,200
Accent Plantings	1	LS	\$ 10,000.00	\$ 10,000
Decorative Fence	130	LF	\$ 75.00	\$ 9,750
			Subtotal	\$ 933,525
			25% Contingency	\$ 233,381
Montgomery Street Snacks Cost Summary				\$ 1,166,906
Montgomery Street Snacks R.O.W. Improvements (Main St. between Montgomery and Warrick)				
Site Work - Clearing				
Curb Demolition	740	LF	\$ 5.00	\$ 3,700
Pavement Removal	290	SY	\$ 15.00	\$ 4,350
Site Work - Improvements				
Concrete Curb	750	LF	\$ 15.00	\$ 11,250
Concrete Sidewalk	2700	SF	\$ 6.00	\$ 16,200
Rain Gardens	6	EA	\$ 6,000.00	\$ 36,000
			Subtotal	\$ 71,500
			25% Contingency	\$ 17,875
Montgomery Street Snacks R.O.W. Improvements Cost Summary				\$ 89,375
Public Project: Community Garden				
Site Preparation	1	LS	\$ 5,000.00	\$ 5,000
Water Connection	1	LS	\$ 1,000.00	\$ 1,000
Perimeter Fence, Picket	320	LF	\$ 25.00	\$ 8,000
			Subtotal	\$ 14,000
			25% Contingency	\$ 3,500
Community Garden Cost Summary				\$ 17,500
PHASE 3 COST SUMMARY				\$ 3,511,500

THESE ESTIMATES OF PROBABLE CONSTRUCTION COSTS REPRESENT BEST MANAGEMENT PRACTICES. THE LANDSCAPE ARCHITECTS HAVE NO CONTROL OVER THE COST OF LABOR, MATERIALS, OR THE CONTRACTORS METHODS OF DETERMINING BID PRICES, OR OVER COMPETITIVE BIDDING OR MARKET CONDITIONS. THEREFORE, THE CONSULTANT CANNOT GUARANTEE THAT BIDS OR CONSTRUCTION COST WILL NOT VARY FROM ANY OF THE ESTIMATES ABOVE.