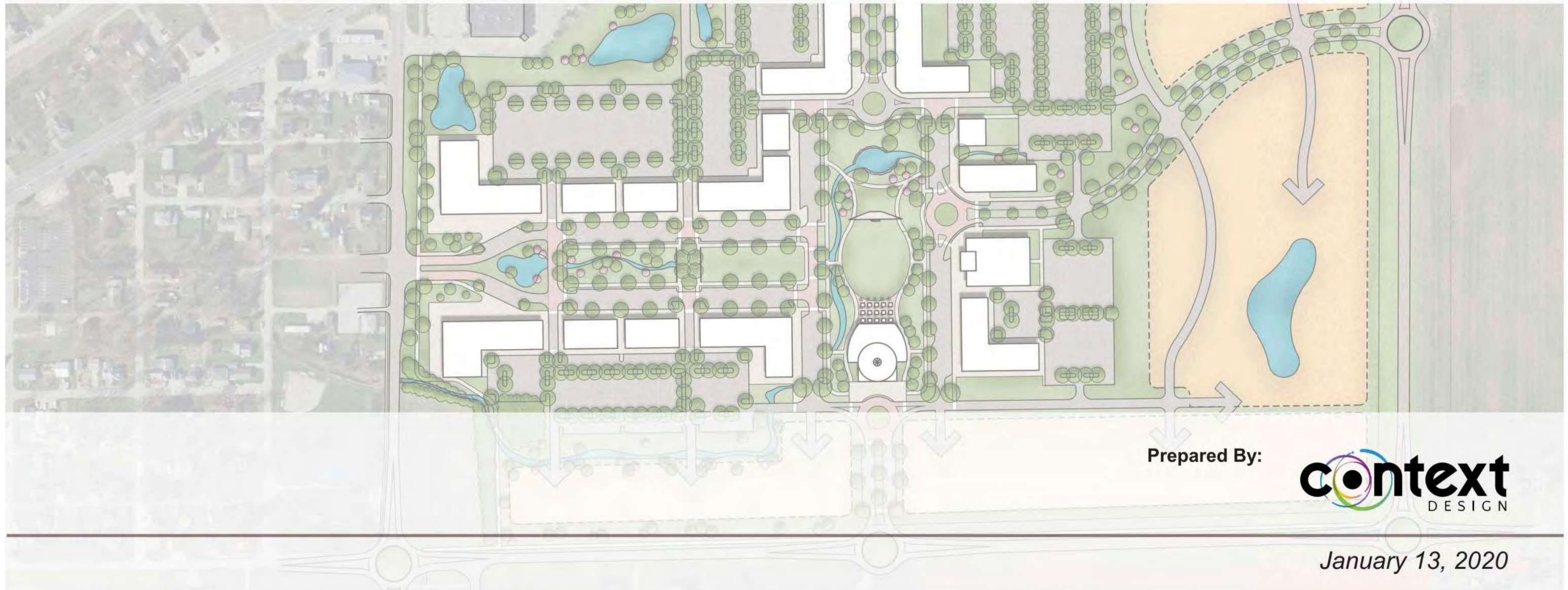




TOWN OF
McCordsville
INDIANA

CONCEPTUAL TOWN CENTER DEVELOPMENT PLAN



Prepared By:



January 13, 2020

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Plan Approved By:

Town of McCordsville - Town Council Member - Signature
Barry Wood 2/11/20
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Town of McCordsville - Town Council Member - Signature
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Town of McCordsville - Town Council Member - Signature
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Town of McCordsville - Town Council Member - Signature
Thomas R. Strayer 2-11-2020
Printed Name Date

Town of McCordsville - Town Council Member - Signature
Printed Name Date

Planning Credits

Town of McCordsville - Town Council Members

- Tom Strayer
- Barry Wood
- Bryan Burney (2019)
- Larry Longman
- Branden Williams
- Greg Brewer (2020)

Town of McCordsville - Redevelopment Commission

- Suzanne Short, Chair
- Shelley Haney
- Brian Hurley
- Donetta Gee-Weiler
- Alex Jordan
- Larry Longman
- Shannon Walls, ex officio
- Tonya Galbraith, Staff

Town Center Steering Committee

- Bryan Miller
- Michael Burrow
- Jim Thomas
- Steven Thomas
- John Goss
- Randy Sorrell
- Tom Willey
- Nick Servies
- Larry Longman
- Steve Long
- Shirley Jacobi
- Charlie Jacobi
- Suzanne Short
- Tom Strayer
- Florence May
- Donetta Gee-Weiler
- Dan Vail

Town of McCordsville - Town Staff

- Tonya Galbraith - Town Manager
- Ryan Crum - Director of Planning & Building

Planning Team

- Context Design - Design Consultant

Executive Summary

The Town Center Development Plan

The McCordsville Redevelopment Commission (MRC) set forth in 2018 to develop concept plans for the Town Center area. The vision entailed a phased plan approach to development, a forecasted implementation schedule, and predicted preliminary costs for each phase.

Redevelopment Vision Principles

In order to help guide the continued development of the project, the following principles were derived from public meetings, open houses, community events, and discussion with the MRC, then subsequently adopted as the driving force behind this project.

1. Develop a unique identity and character for our community.
For far too long, McCordsville has been a residential extension of Lawrence and Fishers. The residents and officials alike want to develop a unique identity and character for McCordsville which will celebrate our history and heritage as a community.
2. Form a connected, walkable town center to create experiences for our community.
We want to develop a destination in McCordsville which attracts and draws visitors into the core of the Town to experience the culture, enjoy the social events and patronize the local businesses. We want the area to be walkable and connect with our growing trail system.
3. Enhance community economic development opportunities while growing a diversified tax base. We need to create opportunities for development of all kinds in order to continue growing our tax base. Housing, retail and office options are all important to growing a healthy community.

Process - Collaboration, Engagement, Creativity, and Getting to a Plan

The Town of McCordsville and the Design Team established the following process to complete this study. The process was adapted at certain points to respond to alternative strategies, investigate additional focus areas, and provide adequate review and discussion to test and validate exciting new ideas generated during public engagement activities.

- Data Gathering and Project Preparation
- Inventory / Analysis
- Community Engagement - Survey, National Night Out, Lord's Acre Festival, Trunk or Treat and Open Houses
- Conceptual Land Planning
- Implementation Strategies and Cost Estimates
- Finalize Booklet - Package Text and Graphics

The Plan - Design Concepts to Guide Action

The best way to discuss the achievements of the Town Center Development Plan is to describe them based upon the Vision Principles. The community, MRC, and design team all helped to craft Principles that formed the basis for testing and exploring design options—and ultimately finalizing a plan—that will help make the Vision a reality.

Develop a unique identity and character

The Town Center plan creates a unique destination that will become a community hub and a beacon. The character of Town Center draws inspiration from the area's agricultural roots and railroad history. With an abundance of public open and park space, this plan provides places for a variety of community and civic events to flourish.

Form a connected, walkable Town Center

Throughout the community engagement process, people consistently mentioned the need for robust parks, trails, community gathering spaces, and civic destinations in McCordsville. As a result of this, the framework of the plan is laid out around two central gathering spaces—a Civic Green and Civic Commons.

The Civic Green is a 2-acre linear public space running east/west through the plan. As part of the first phase of development, this linear park space will provide a beautiful “front door” for the development to welcome patrons. Each side will be flanked with parking that provides convenient parking that will support adjacent businesses and local events.

Civic Commons is a 5-acre linear public space running north/south through the plan. A Community Center and Event Plaza are situated on the south terminus of Civic Commons and on axis with both the north and south entrance drives. A Band Shell, Event Lawn and Interactive Water Feature anchor the north half of the site. A path network runs throughout the Civic Commons and ample parking is provided along the east and west sides of the park to create easy access and connectivity.

Enhance community economic development opportunities

Among many attributes, McCordsville is known for its great schools, families, and housing. What patrons clamored for was equal attention being paid within the Plan to create a hub for residents to shop, dine, and recreate, along with introducing a diverse mix of housing options for those who prefer to reside in the midst of this walkable, village-like setting.

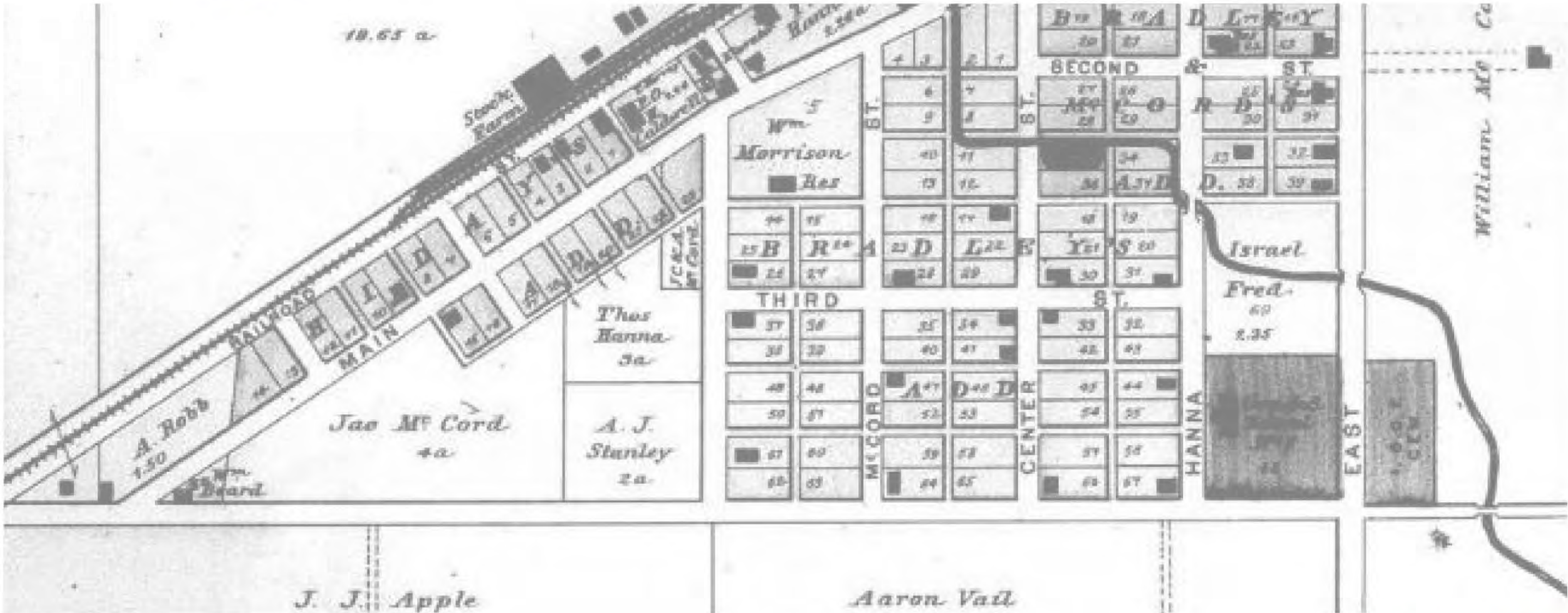
ACTION! - Making the Plan a Reality

Implementation and Action Items are critical in taking the Plan from pretty pictures on paper to functioning, built works. As of the time of this Plan's adoption, the Town of McCordsville staff has already begun to research, execute tasks, and seek further counsel toward the necessary policy documents, tools, and financial strategies that have proven successful in other communities.

Early in the Town Center planning process, the Design Team and Town of McCordsville made a point to recognize that the Downtown Plan must continue to be reviewed, refreshed, and energized immediately after its adoption. Many communities have forged a vision and sat back waiting for implementation to “happen to them.” Bold action and reinvestment must be led by the community. That leadership has proven to be the most critical ingredient in attracting private sector reinvestment in nearly every success story of revitalization in midwestern communities. This call for leadership is reflected within the living document of the Action Plan, including immediate (2020), short-term (1-5 years), near-term (5-10 years), and long-term (10+ years) stages. Re-assessing and adapting the vision will be essential as each successful project within the district takes shape.



HISTORY AND CONTEXT



Where it all began...

1835

The United States of America transferred 160 acres to **William McCord** on April 16, 1835.

1854

The first Church, Gillium Chapel, was built in McCordsville.

1865

The **McCordsville “Village”** area was laid out by W. Negley in September of 1865.

- Bank
- Grocery
- Hardware Store
- Pharmacy
- Stable
- Stock Trader
- Barrel Maker
- Blacksmiths
- Carpenters
- Wagon Maker
- Sawmill
- Grain Dealers

1874

First graded school was established in McCordsville. It burned in 1877.

1895

S. Morrison and Thomas Springer established a **telephone factory**.

1902

Gillium Chapel was destroyed when a storm ripped through McCordsville.

1926

The archway of the first two-story commissioned township school building caught on fire after a home football game with Fortville.

1903-1905

A **train wreck** on the Big Four tracks was the most historic disaster in McCordsville.



Town of McCordsville History

The Town of McCordsville began on September 11, 1865 and was incorporated in 1988. In 1835, the United States of America grated 160 acres to William McCord. In 1837, 120 acres was granted to Sarah (Apple) McCord. In 1854, Smith McCords, William's 2nd son, came to the McCordsville area. He served as a Justice of the Peace in McCordsville for several years and became an Indiana State Representative in 1875.

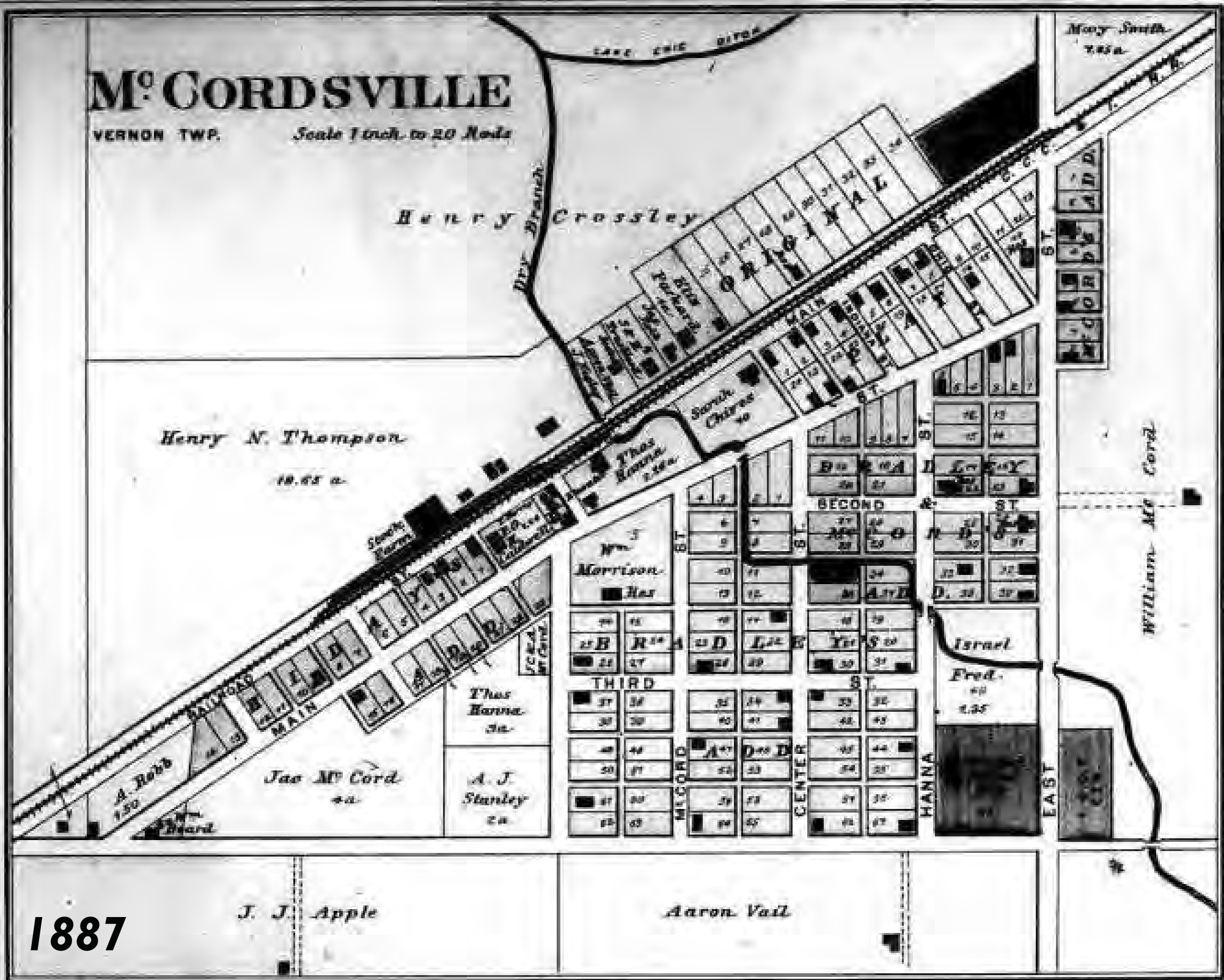
Elias Hollingsworth McCord began a sawmill in McCordsville where he made cross ties and other lumber for the Big 4 Railroad. After the Civil War, the sawmill was changed into a gristmill but it burned down a few years later. It is believed that Elias Hollingsworth McCord is the namesake of the Town of McCordsville. He is remembered for his gifts of lumber to the church and his willingness to help church congregations.

One of the first famous businesses was the telephone factory that was established by Seymore Morrison and Shomas Springer in 1895. After a few years, it was sold to Eureka Electric Company of Chicago. In 1902, Seymour Morrison, Luther Frost, and Frank Martindale bought it back and incorporated it under the name of Columbia Electric Company. They stopped making phones in 1905.

The Leader Automobile Factory was another notable business in McCordsville. The first Leader automobiles were assembled here and it operated until 1907 when it moved to Knightstown.

The Brookside Corporation Fan Blades Factory was started by four brothers in their garage in September of 1946. In 1948, their business expanded and they purchased the old train depot in McCordsville. In 1968, they built a new plant on Olio Road and built the Brookside Airport next to it. This building remains and is home to Proportion Air and other businesses.

Source: Rebecca Crowe, Fortville Library



The McCordsville “Village” area was laid out by W. Negley in September of 1865. This map from 1887 shows how the town was originally platted.



INDIANA INTERURBAN SYSTEM

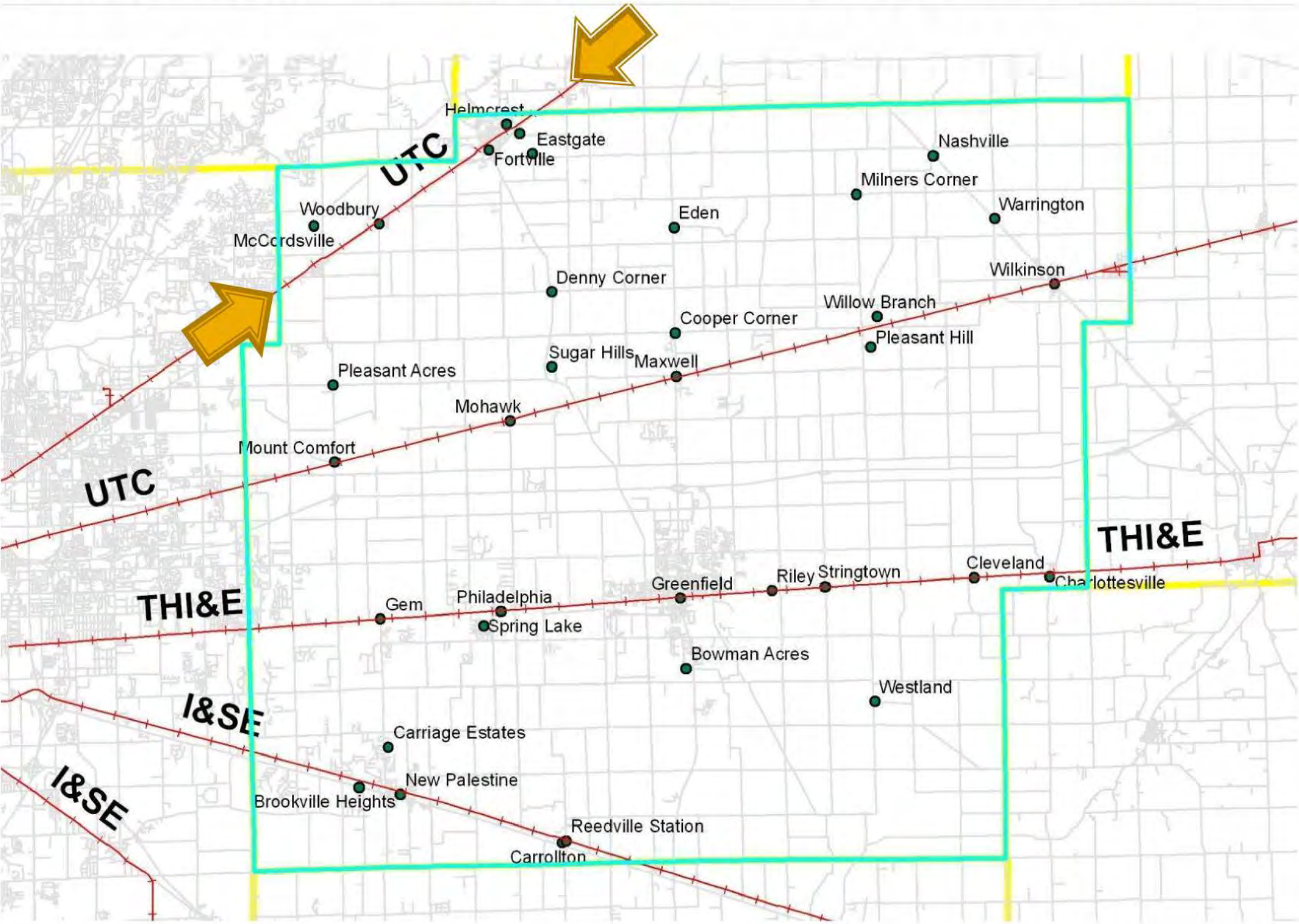


Depots fell into a few general types...

- Purpose-built (McCordsville)
- Store-front
- Converted houses
- Combination substation/depot
- Waiting shelters/platforms



INDIANA INTERURBAN SYSTEM - Hancock County Lines



Union Traction Company of Indiana

- Based in Anderson
- Earliest interurban and strongly financed
- Opened Anderson - Indianapolis line, January 4, 1901
- Paralleled the Big Four railroad from Pendleton to Lawrence
- Sold at foreclosure sale to Indiana Railroad, July 1930



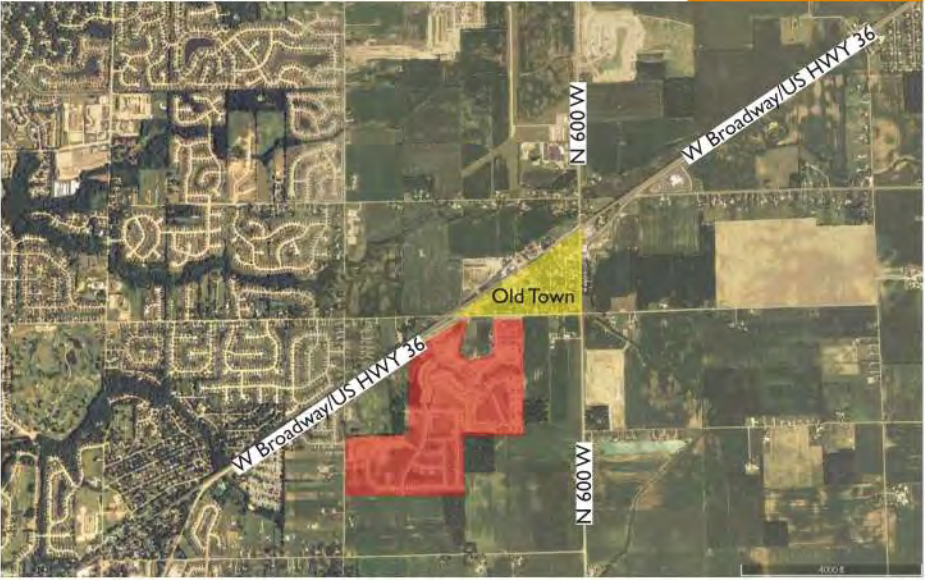
1992



1998



2004



2010



2015



2018



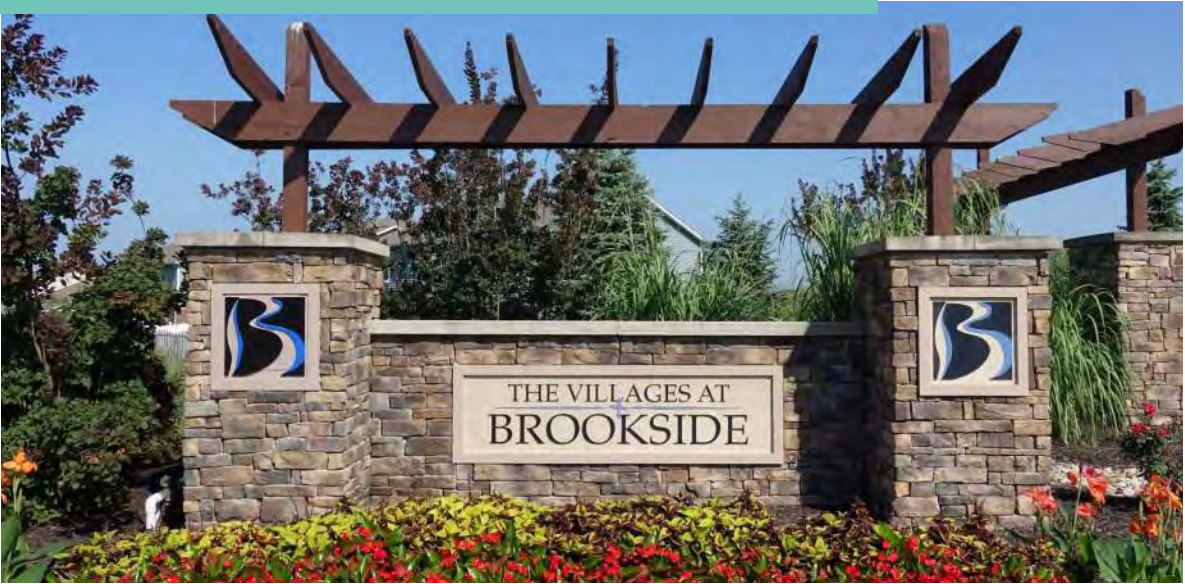


INVENTORY





RESIDENTIAL CHARACTER





ARCHITECTURAL CHARACTER





RECENT DEVELOPMENT

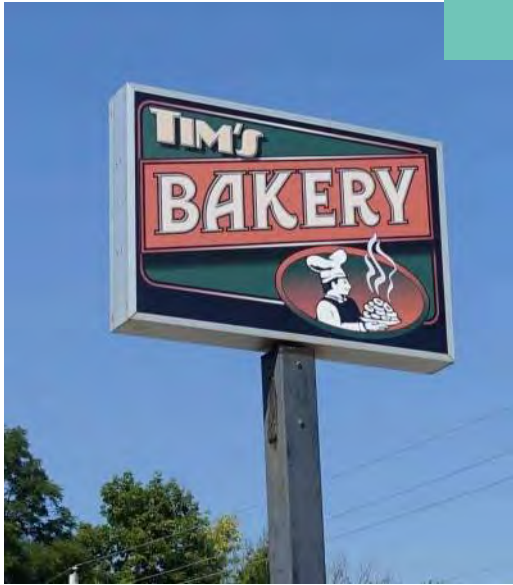




HISTORY

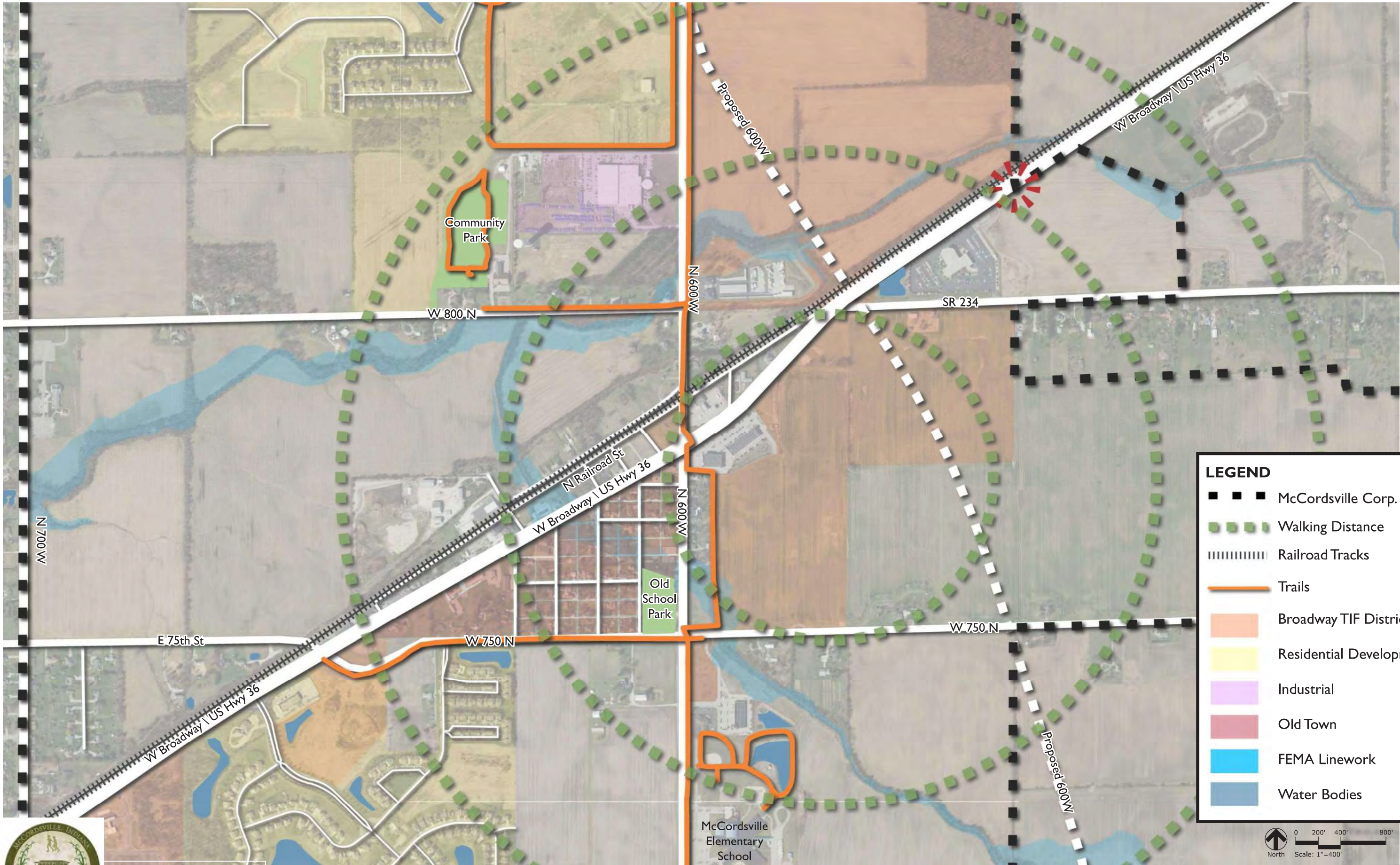


DESTINATIONS





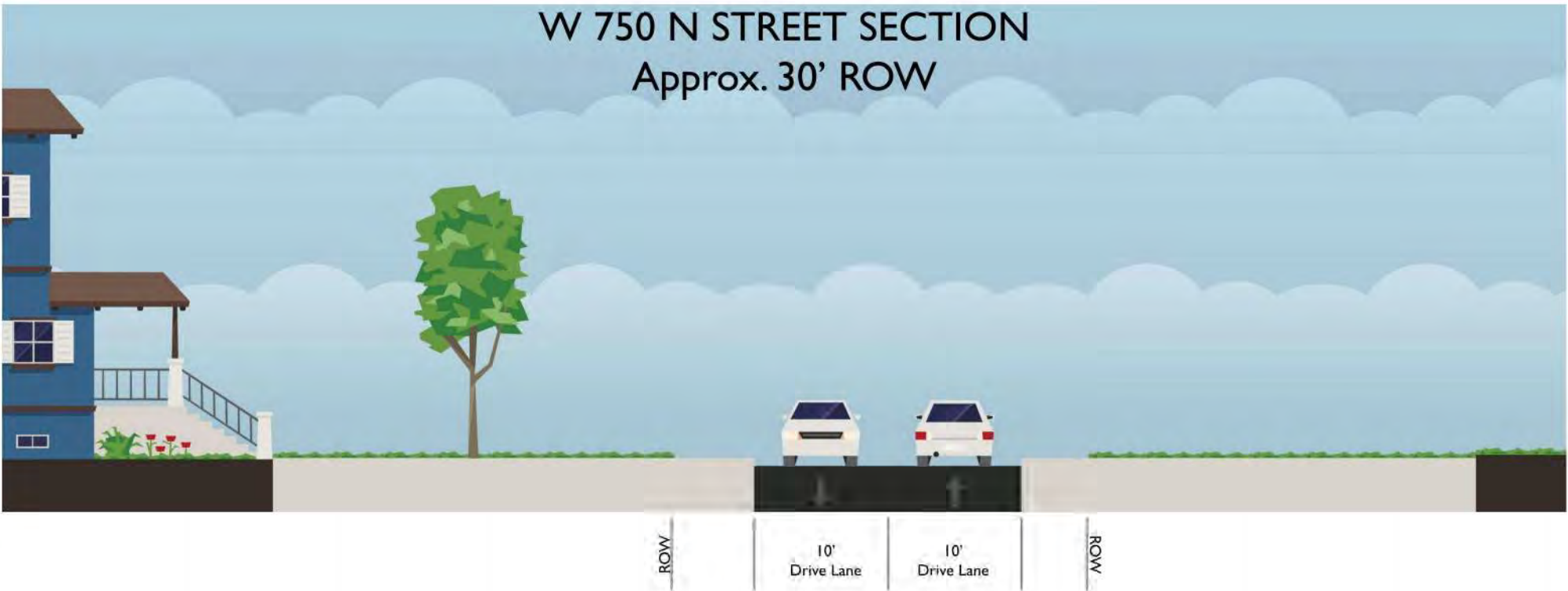
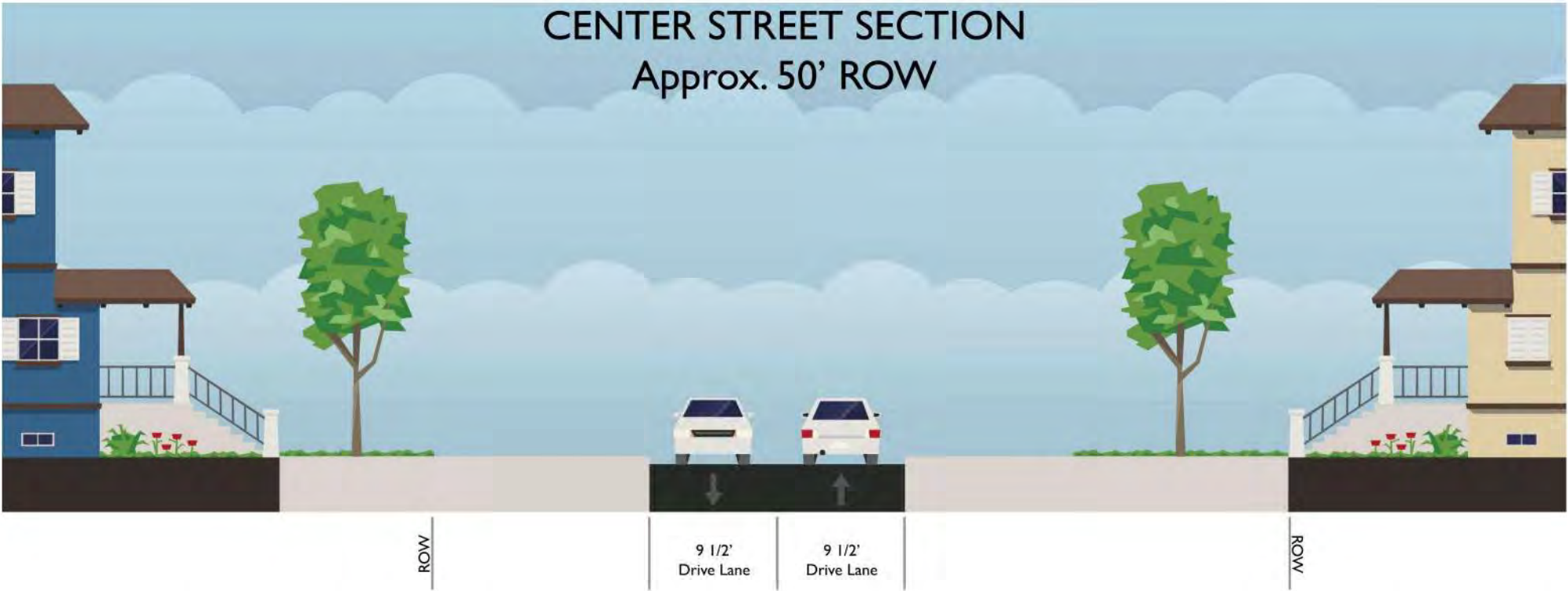


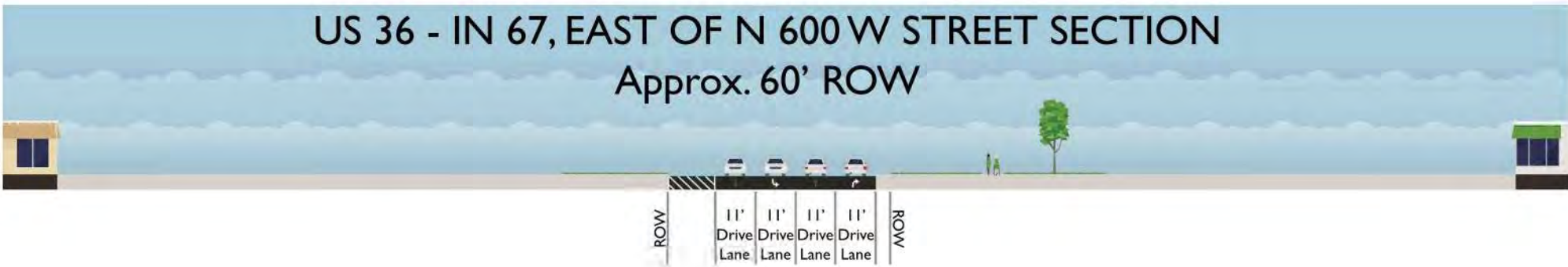
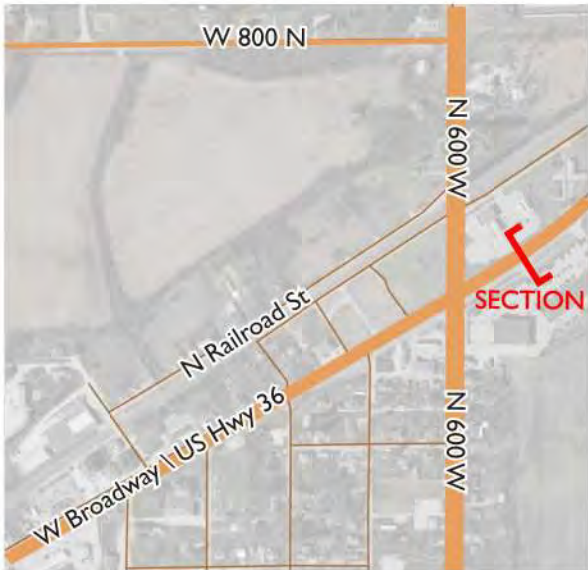


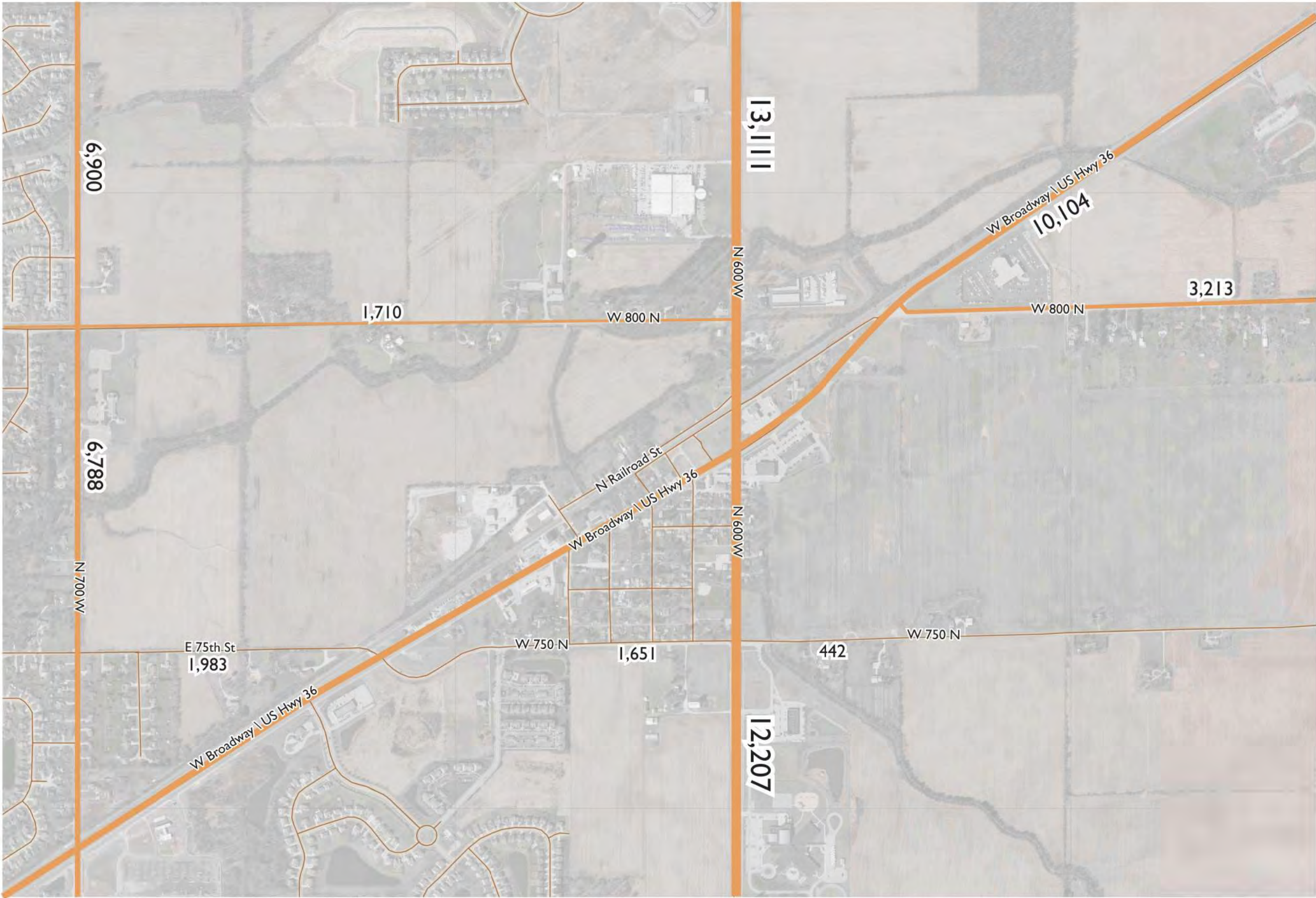
LEGEND

- ■ ■ McCordsville Corp. Limits
- Walking Distance
- ||||| Railroad Tracks
- Trails
- Orange Broadway TIF District
- Yellow Residential Development
- Purple Industrial
- Pink Old Town
- Blue FEMA Linework
- Light Blue Water Bodies

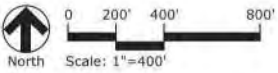


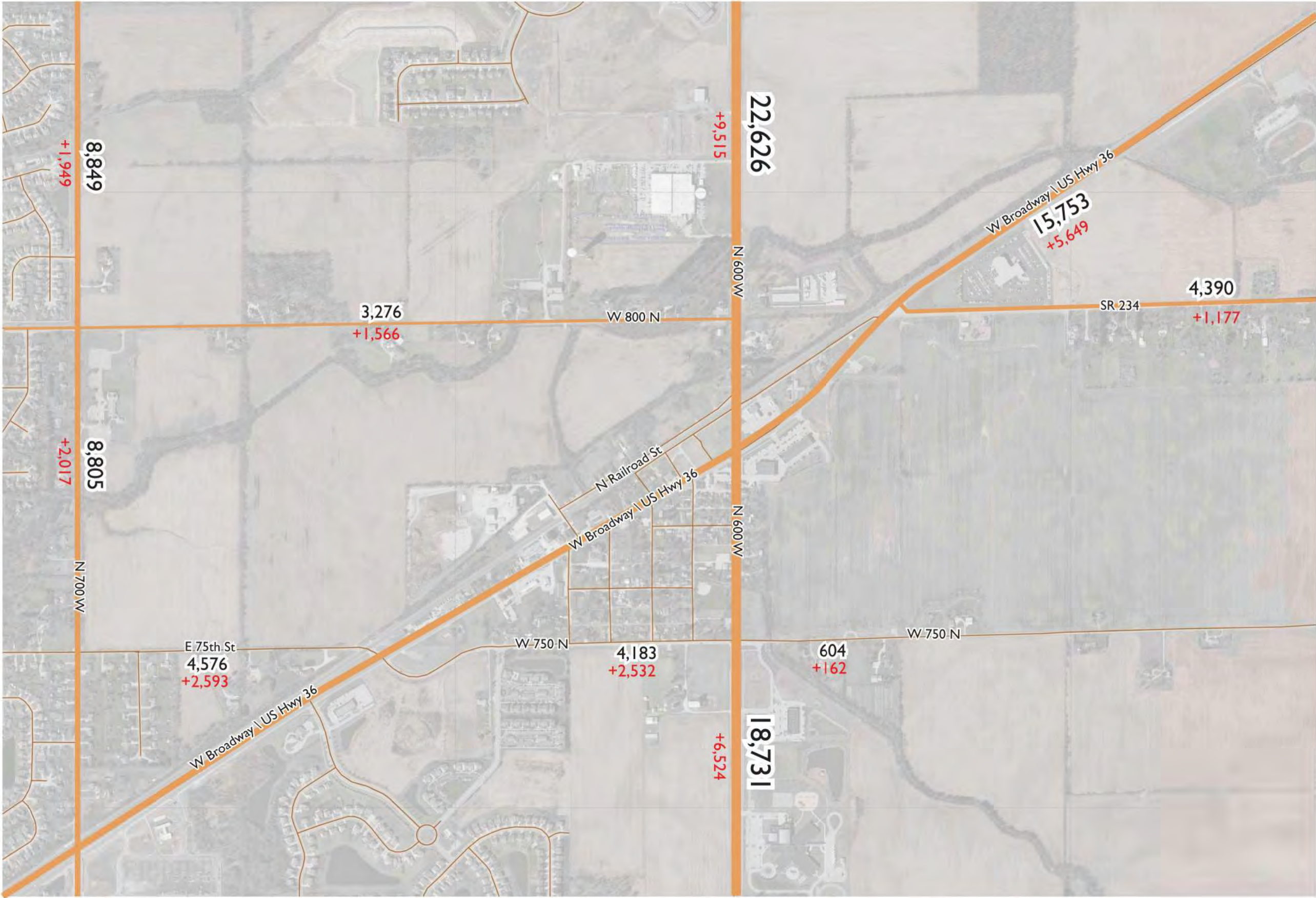




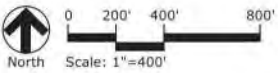


Source:
Traffic Study prepared
by A&F Engineering in
2015.





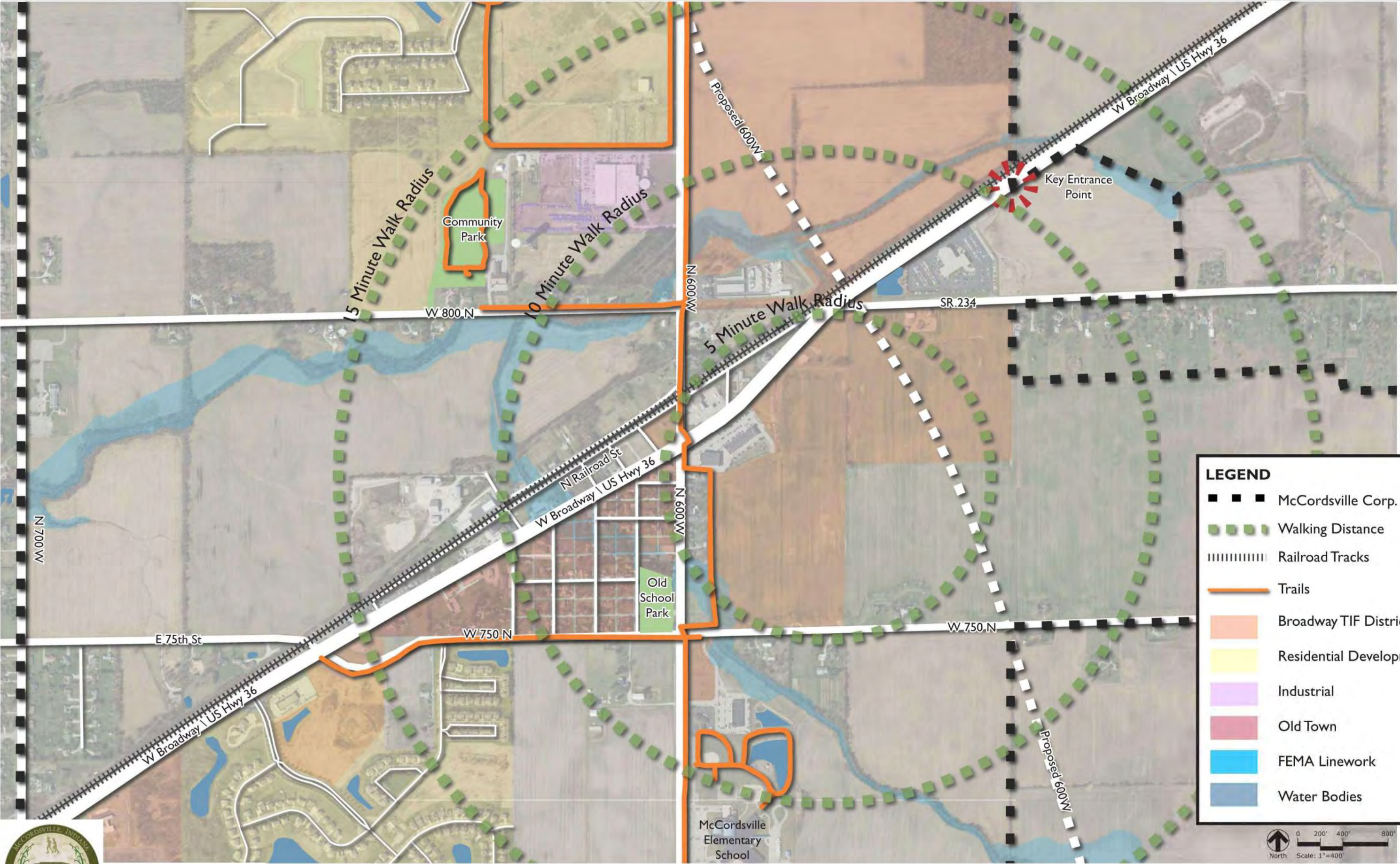
Source:
Traffic Study prepared
by A&F Engineering in
2015.

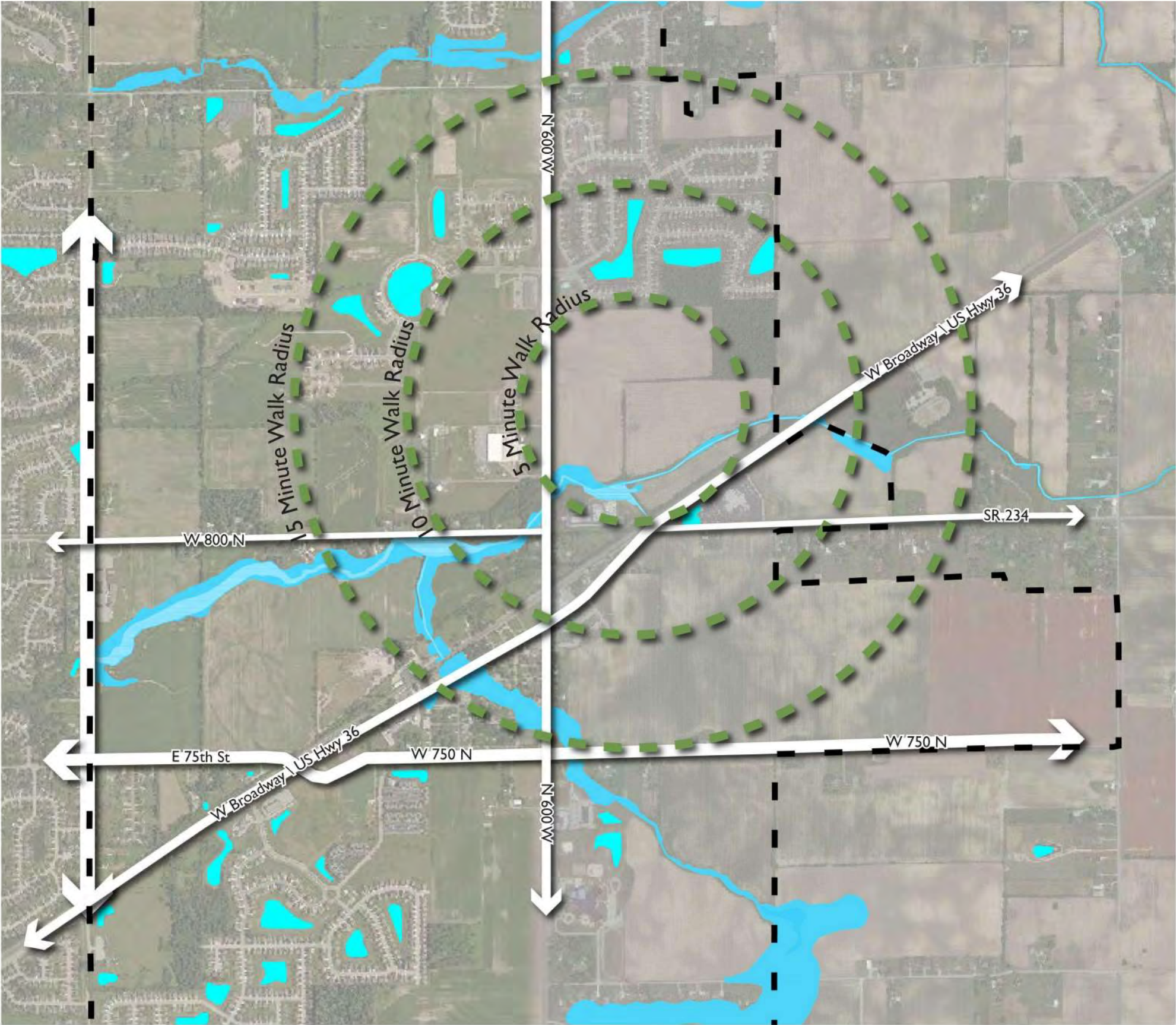




ANALYSIS







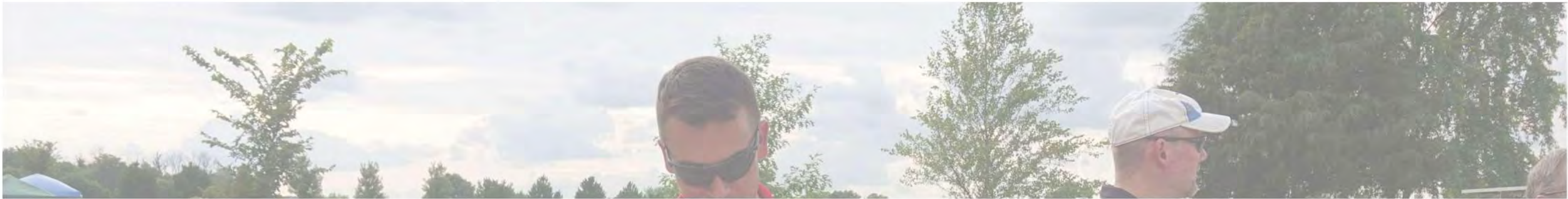
LEGEND

- ■ ■ McCordsville Corp. Limits
- ■ ■ Walking Distance



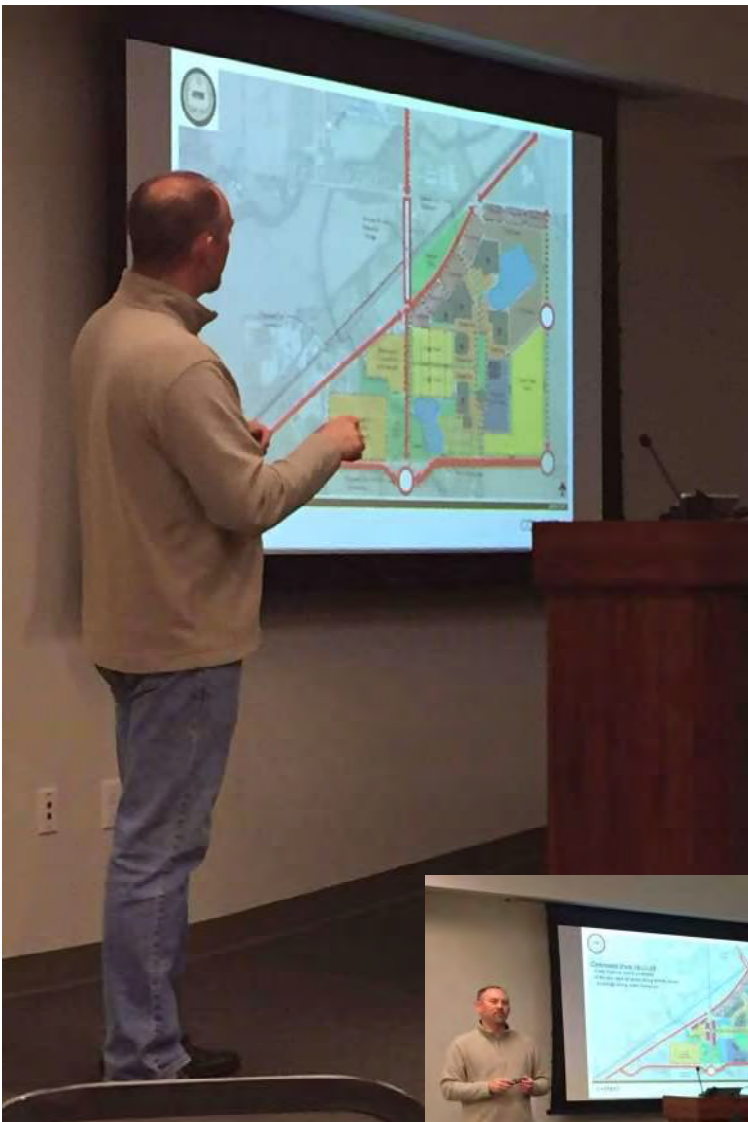
North
Scale: 1"=400'



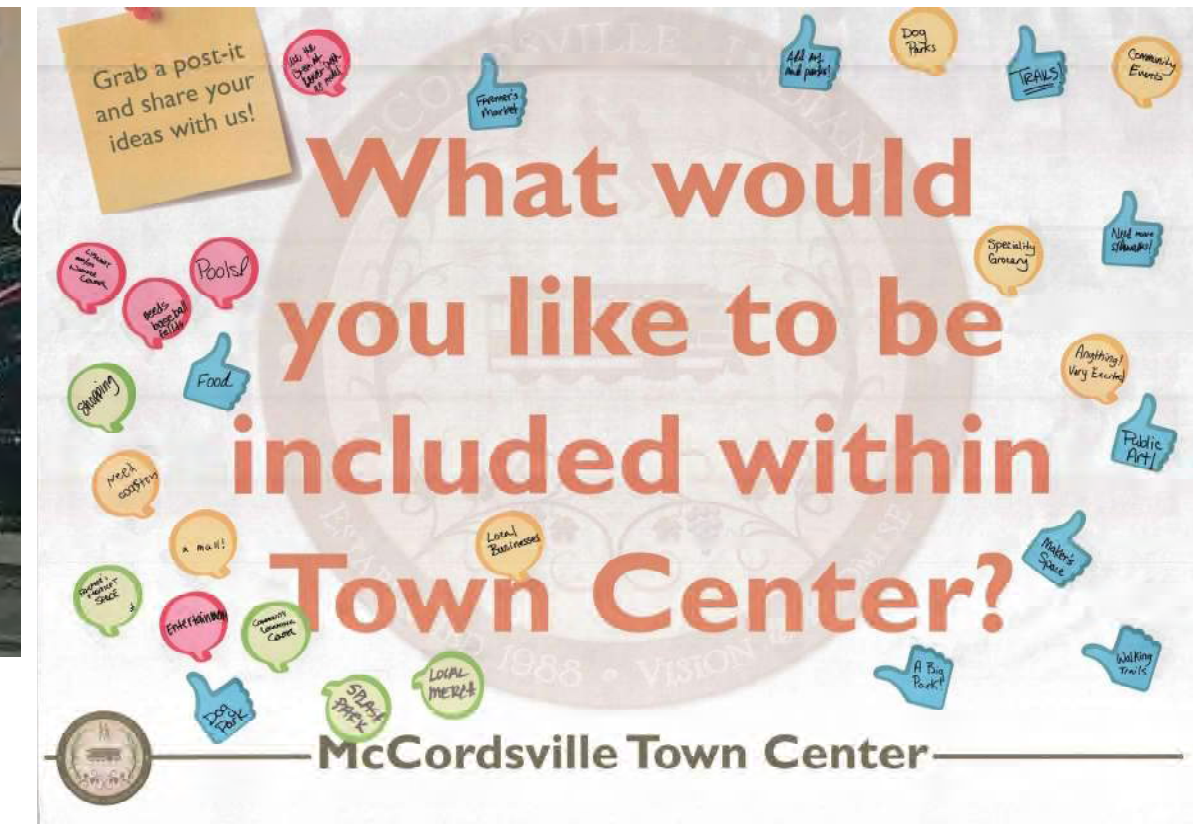


COMMUNITY ENGAGEMENT



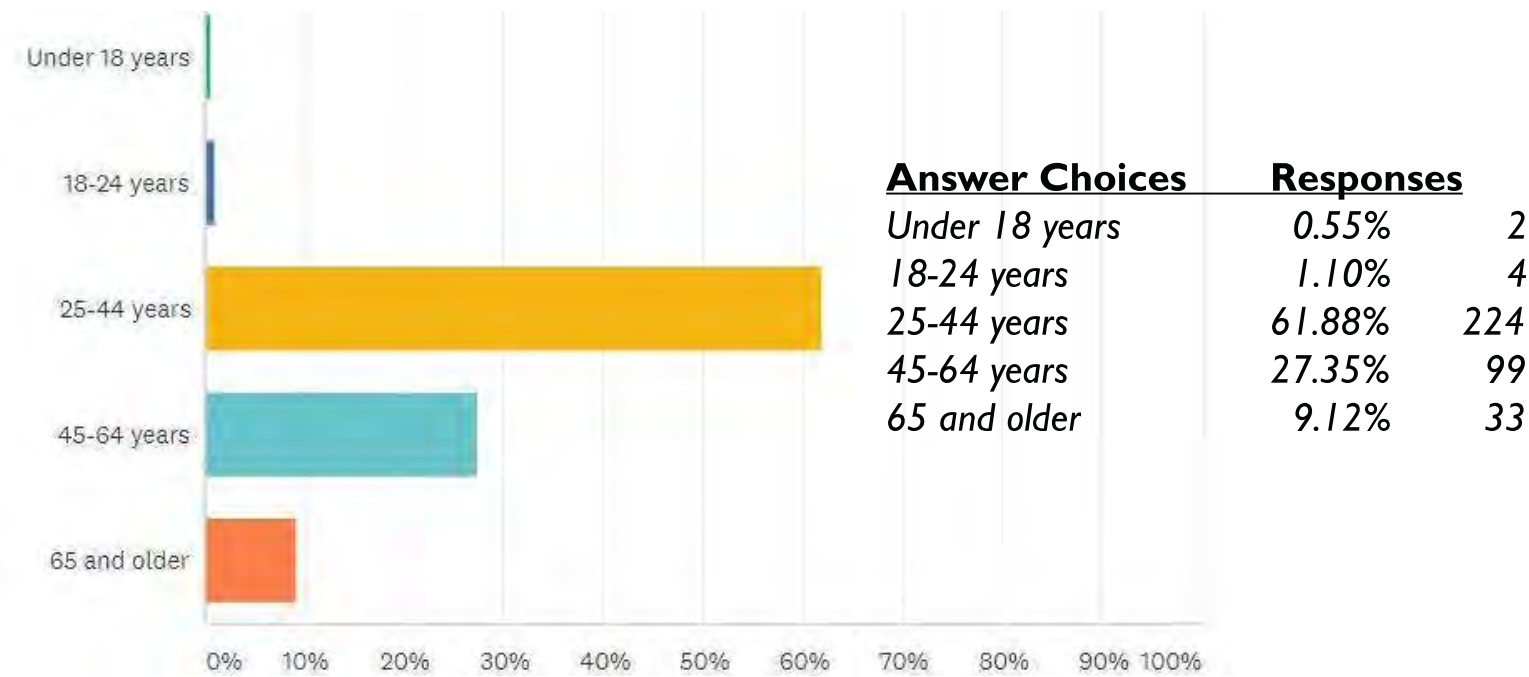




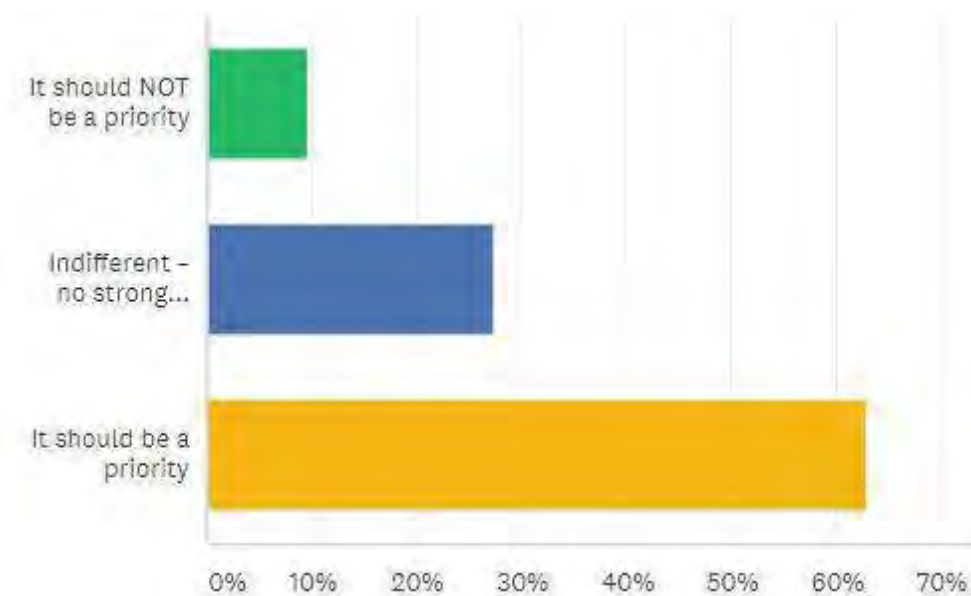


A Town Center Survey was created and open for responses from October 22, 2018 - November 11, 2018. During that time, 600 people responded! A brief summary of responses can be found below with a full summary of responses included in the appendix.

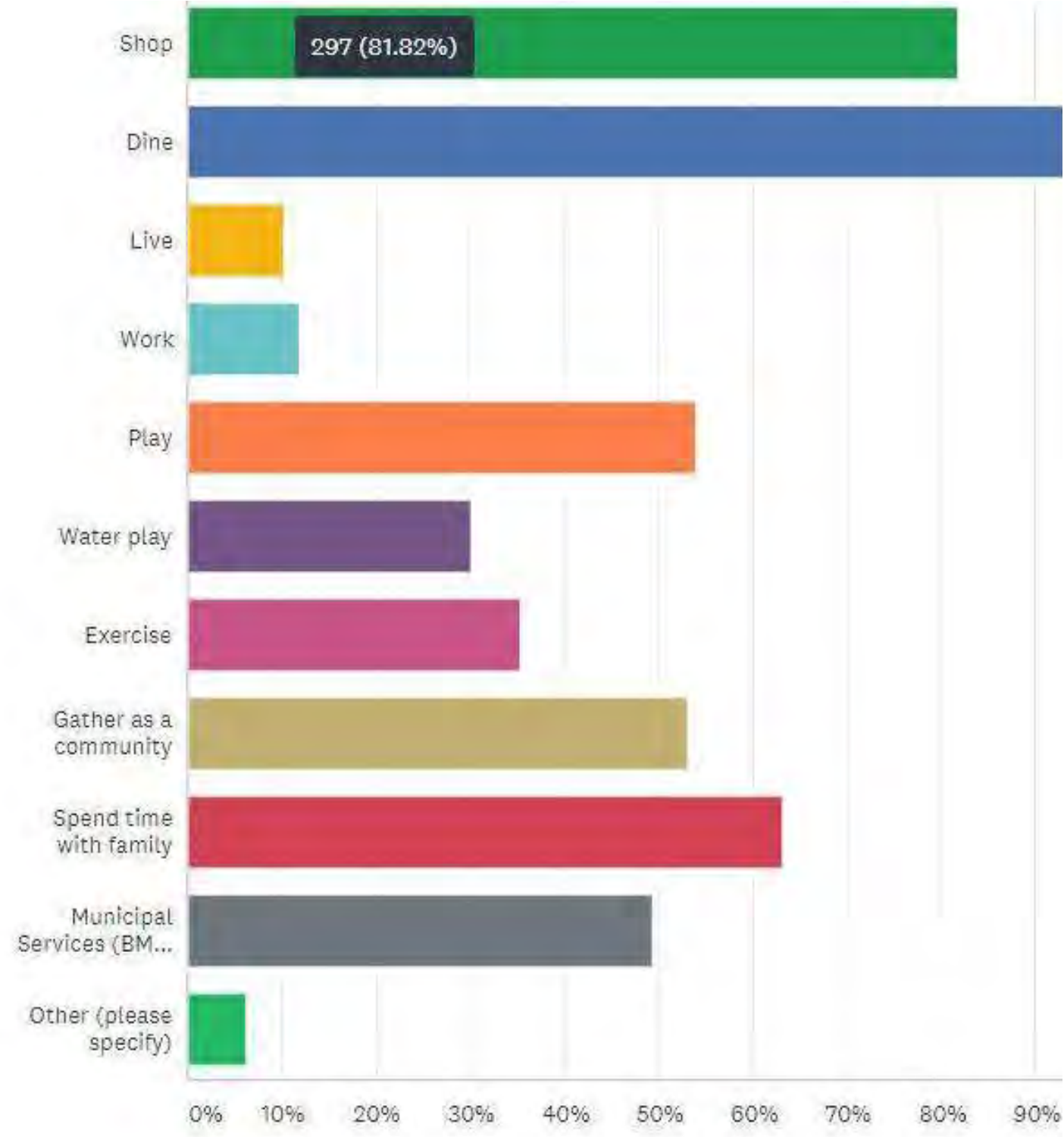
Please indicate your age group?



How important is it to create a Town Center for you and McCordsville?



What kind of things do you want to do in Town Center?



What should the character of Town Center reflect about McCordsville?



Agriculture



Railroad/Interurban



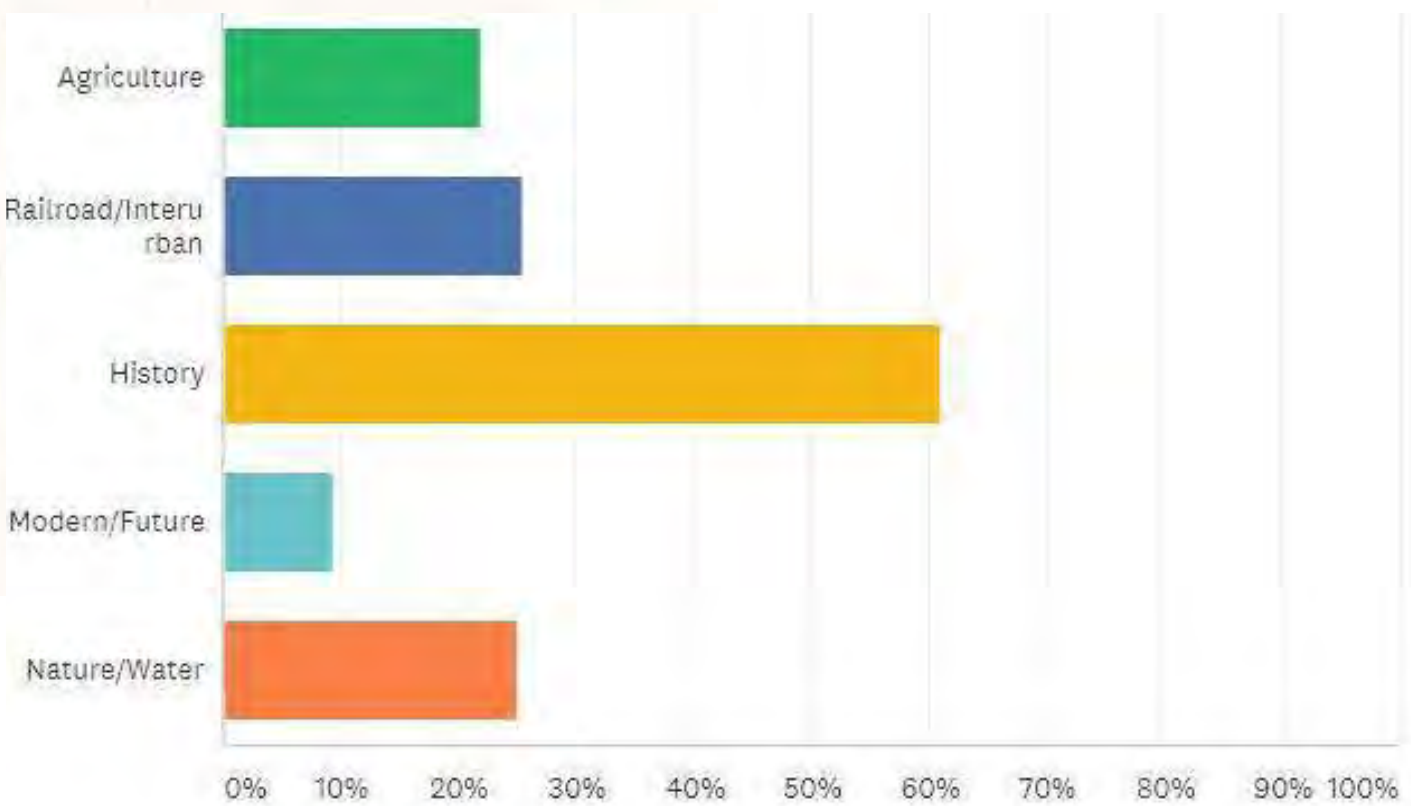
History



Modern/Future



Nature/Water

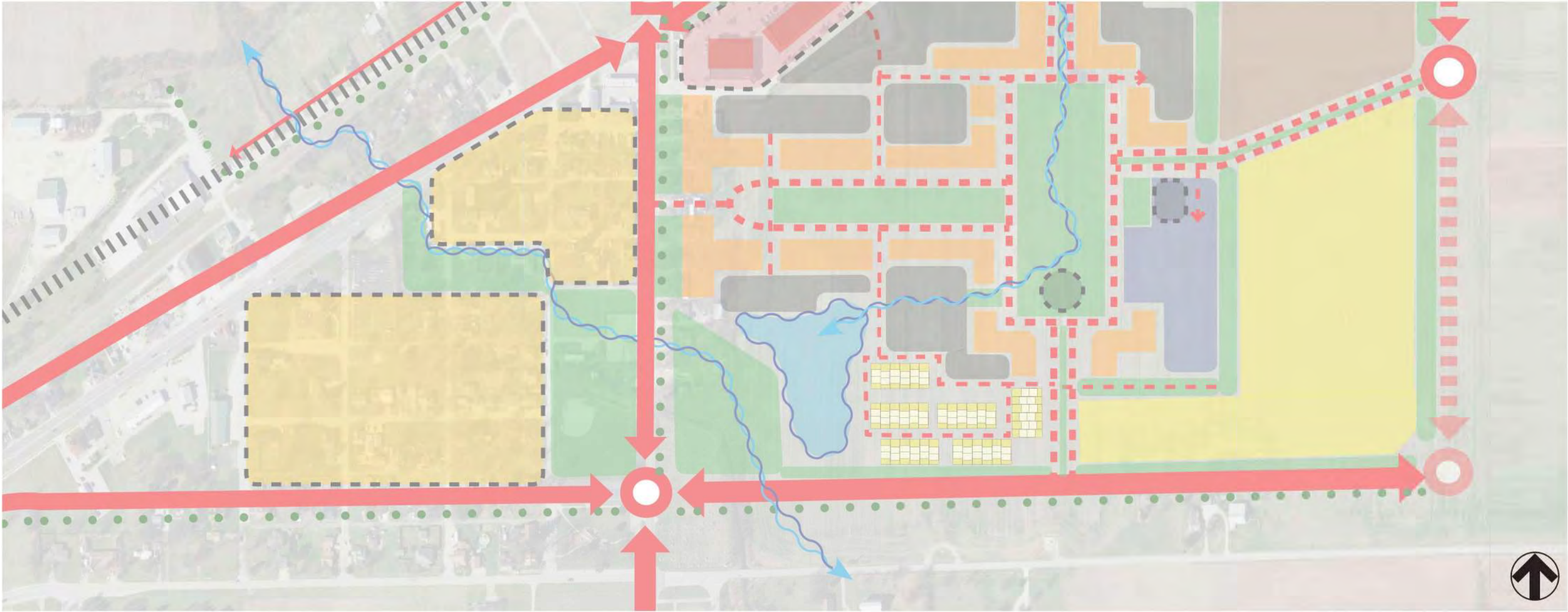


ANSWER CHOICES	RESPONSES	
▼ Agriculture	22.00%	77
▼ Railroad/Interurban	25.43%	89
▼ History	61.14%	214
▼ Modern/Future	9.43%	33
▼ Nature/Water	25.14%	88
Total Respondents: 350		

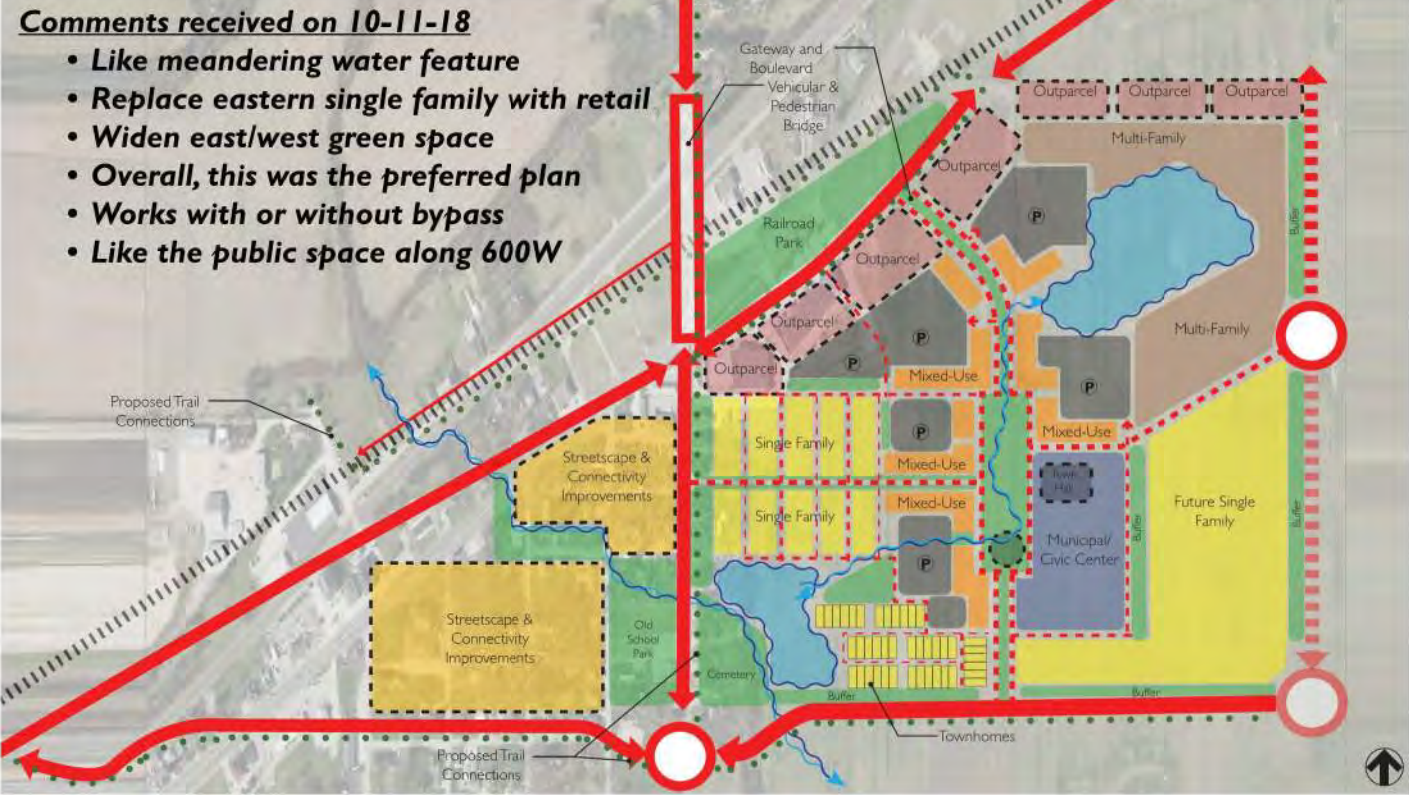




DESIGN PROCESS



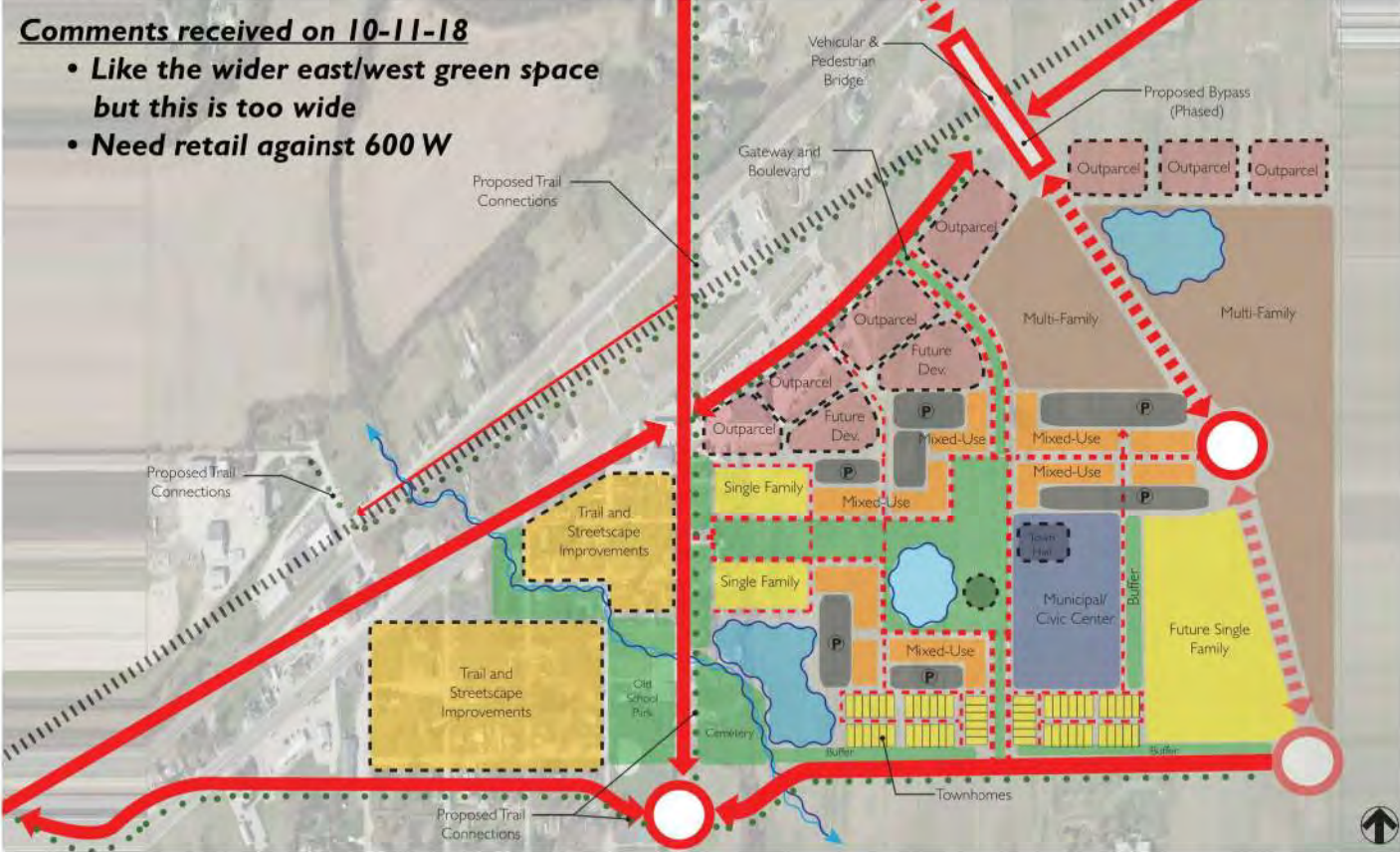
OPTION 1

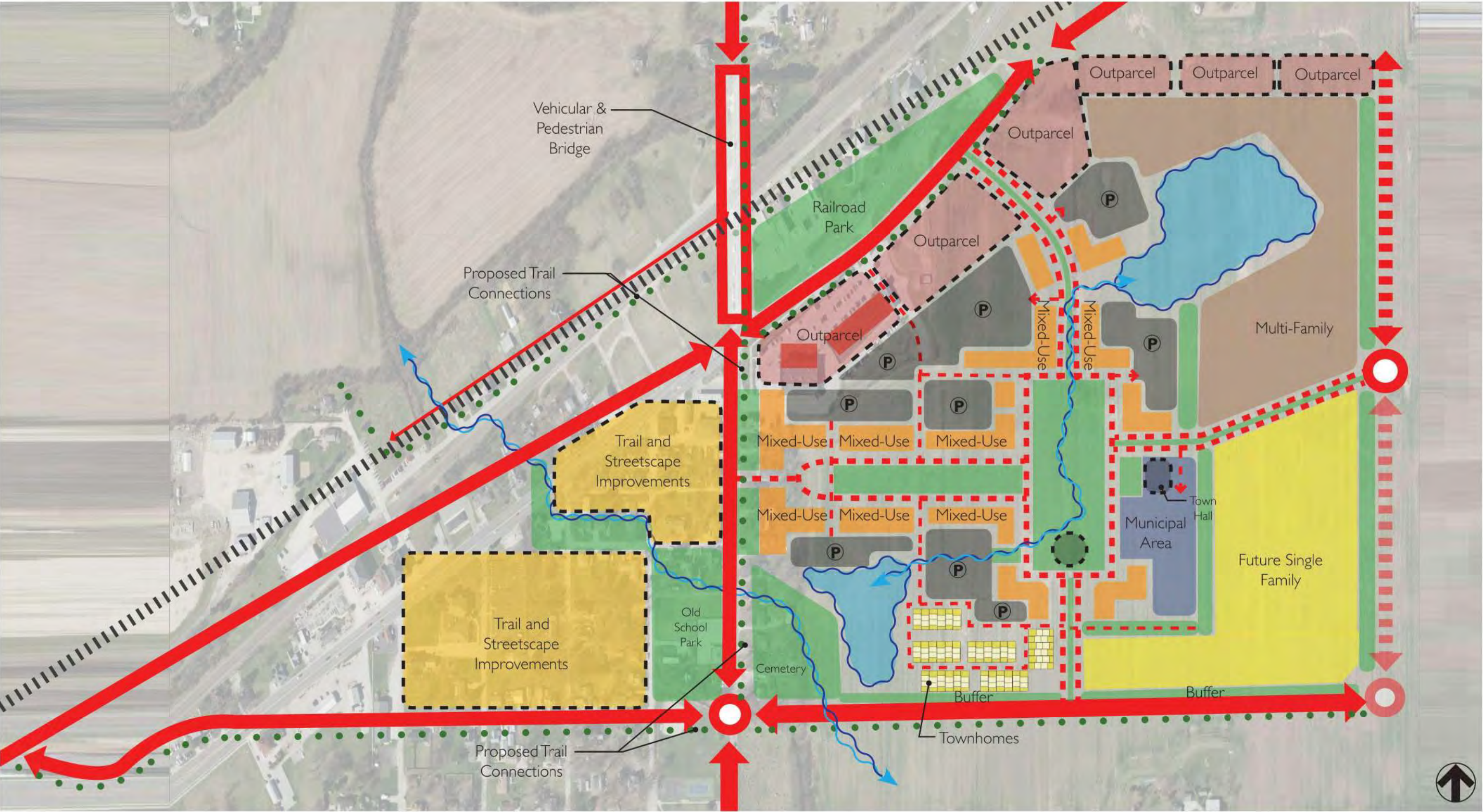


OPTION 2

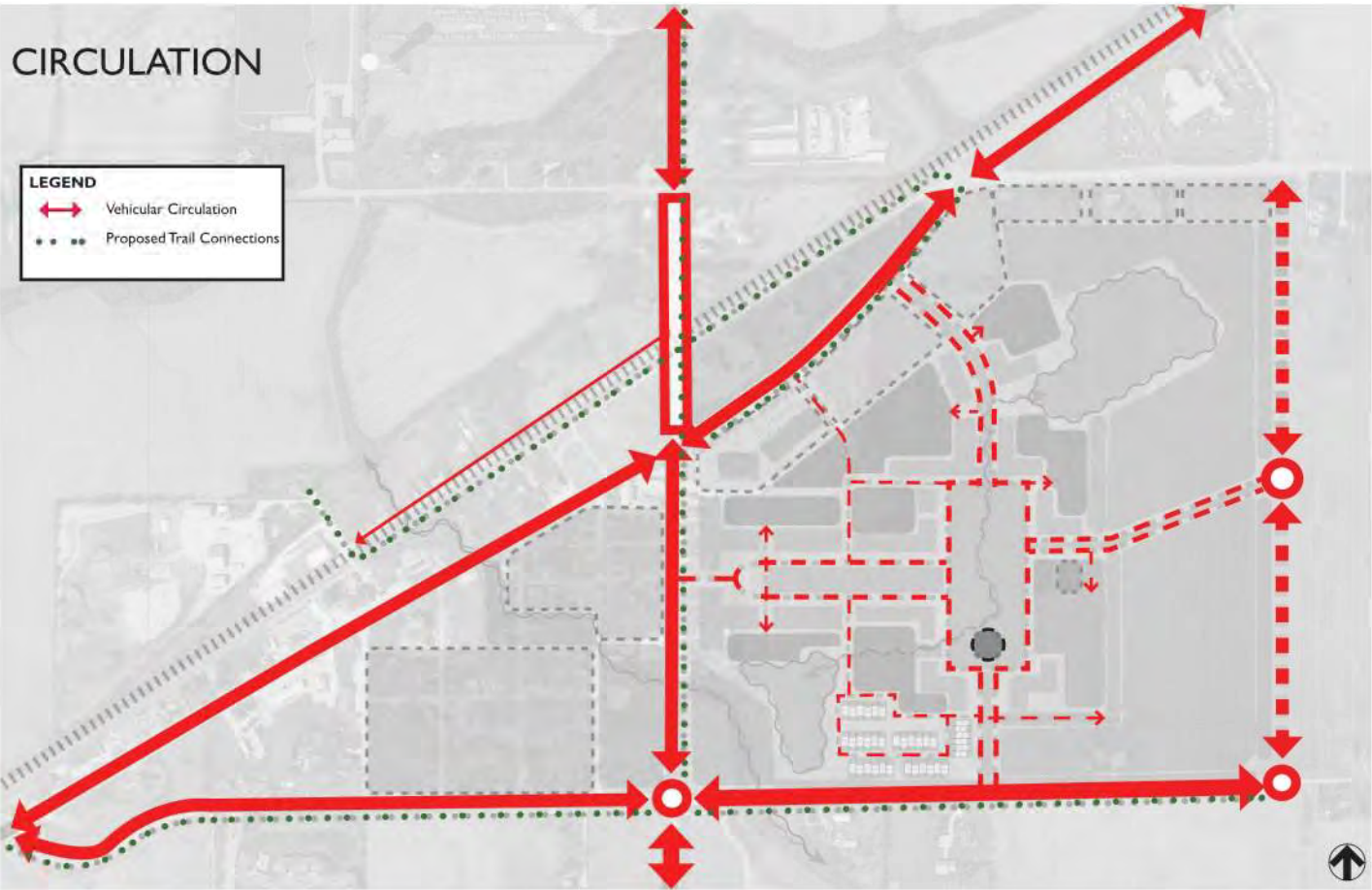


OPTION 3

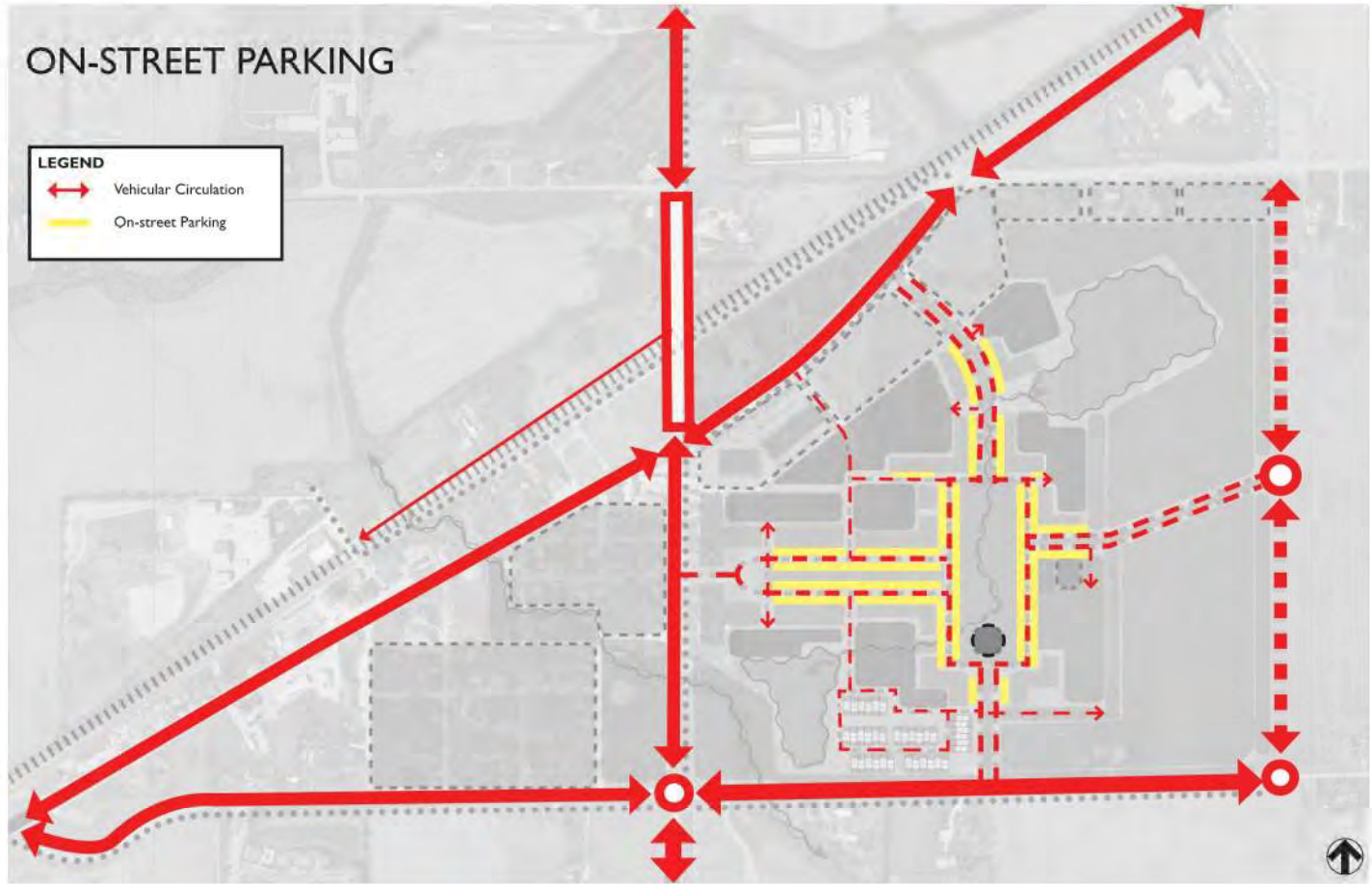




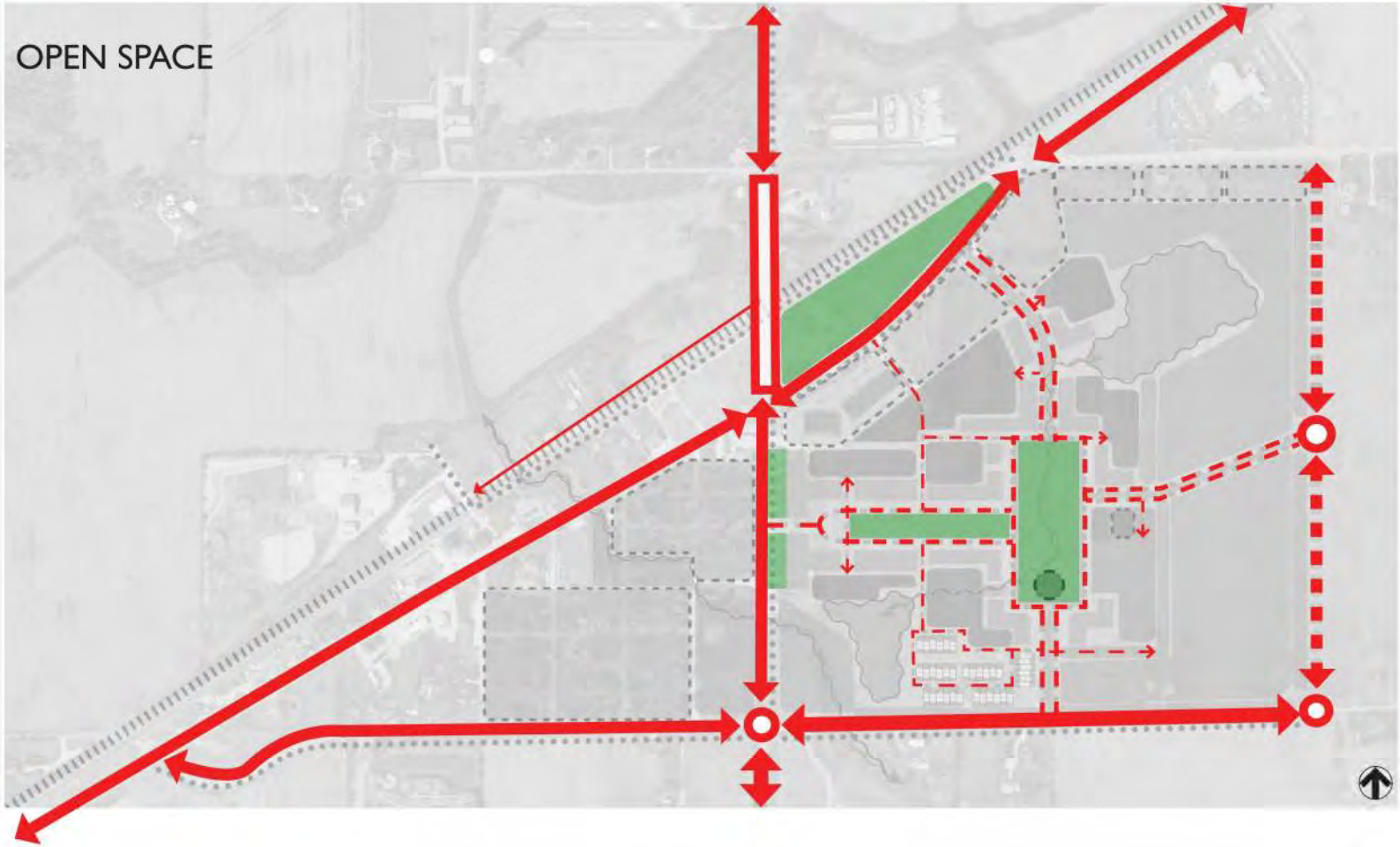
CIRCULATION



ON-STREET PARKING



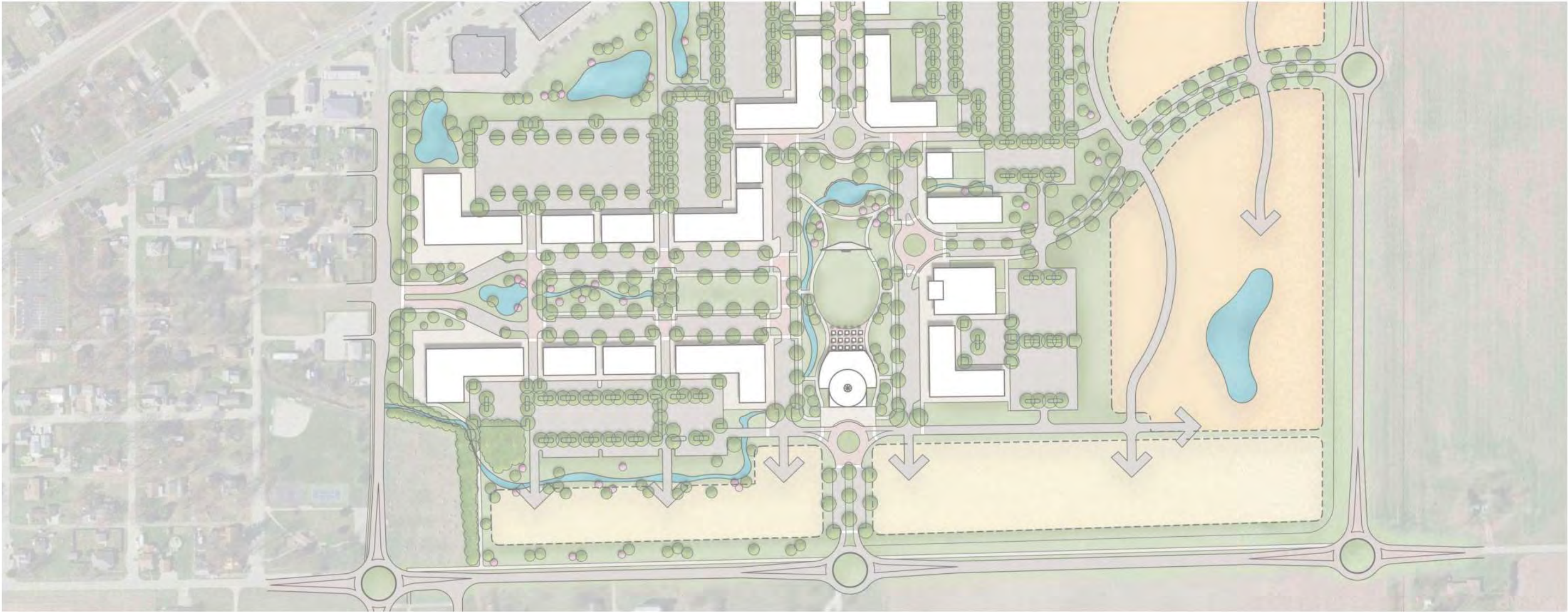
OPEN SPACE







PROPOSED CONCEPTUAL PLAN







OPEN WATER



WATER FEATURES





COMMUNITY EVENTS



SENSE OF PLACE



IDENTITY





WATER PLAY





EVENT SPACES



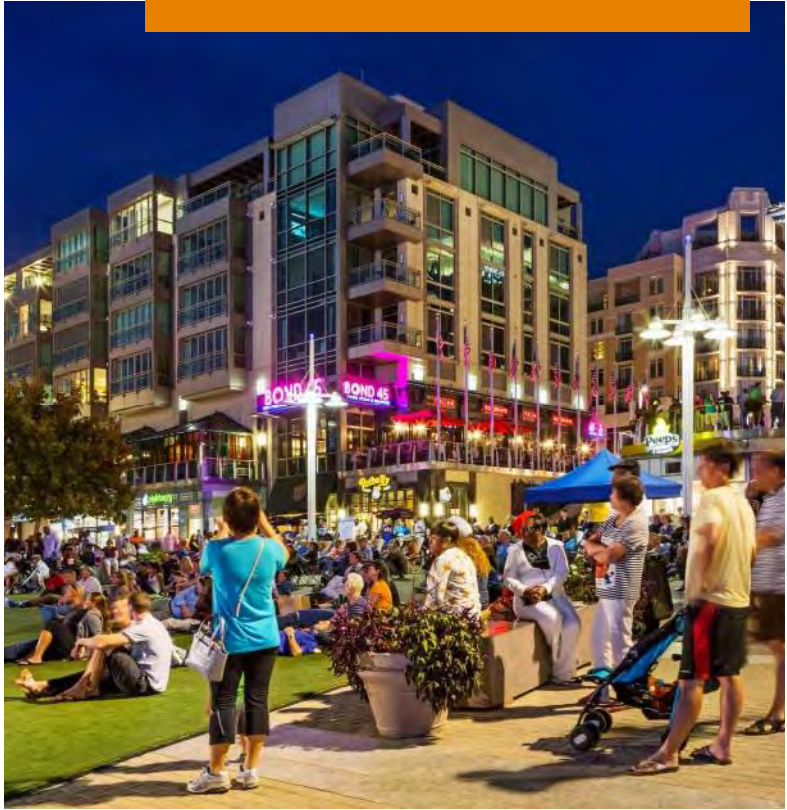
COMMUNITY ENGAGEMENT



COMMUNITY EVENTS



COMMUNITY BRANDING





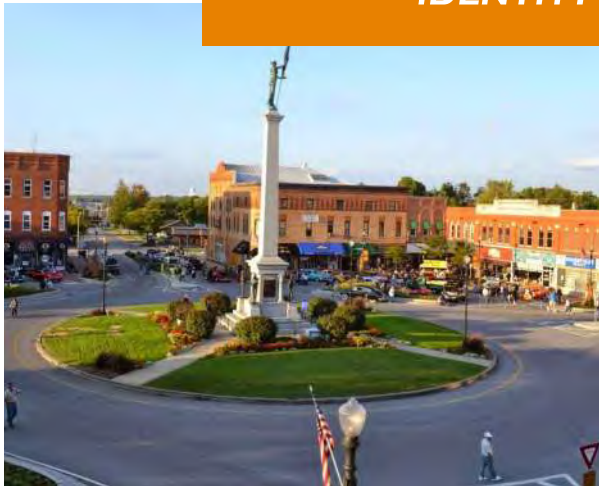
HISTORIC CHARM



ACTIVATED SPACES



IDENTITY





STYLE

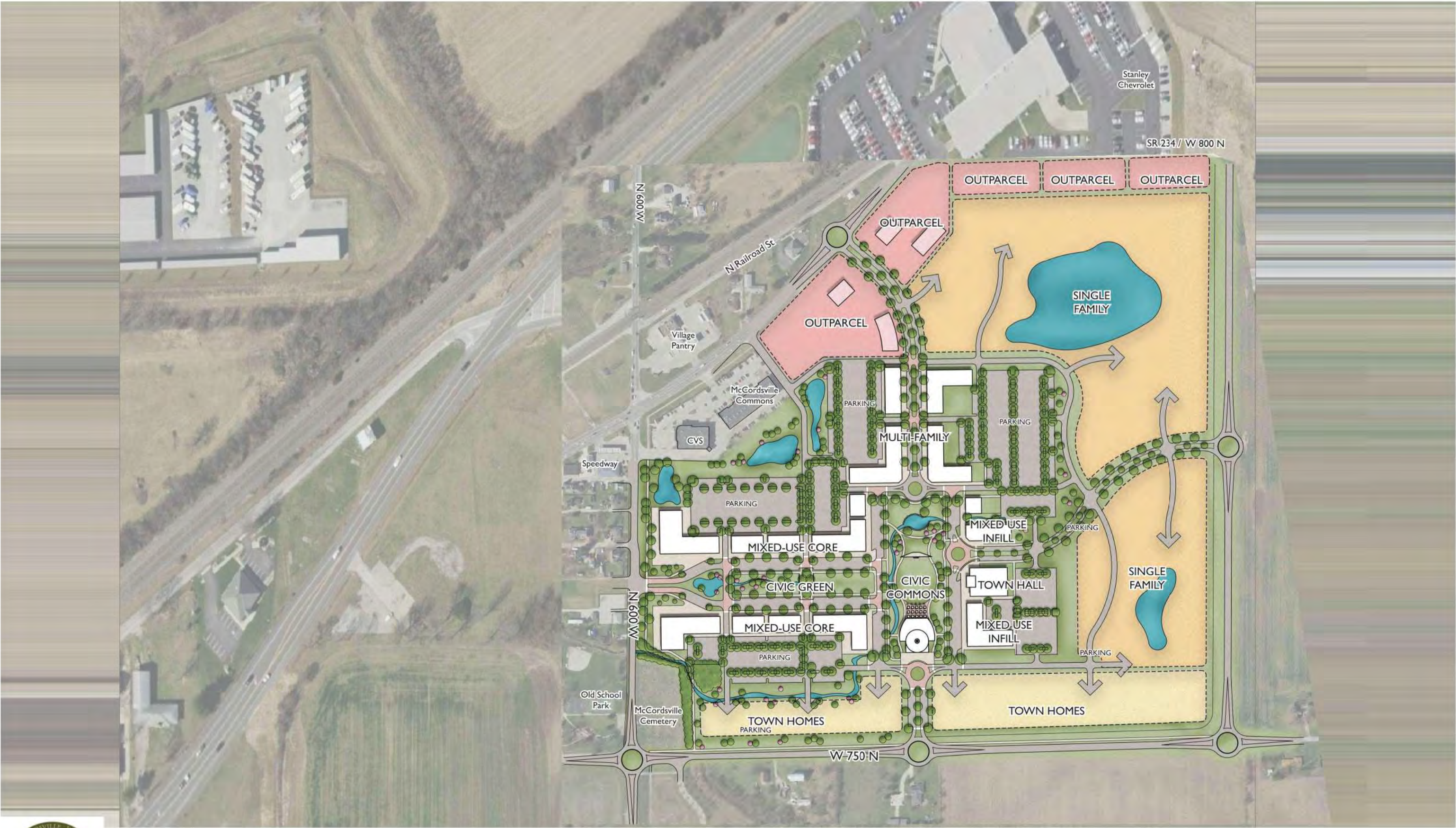


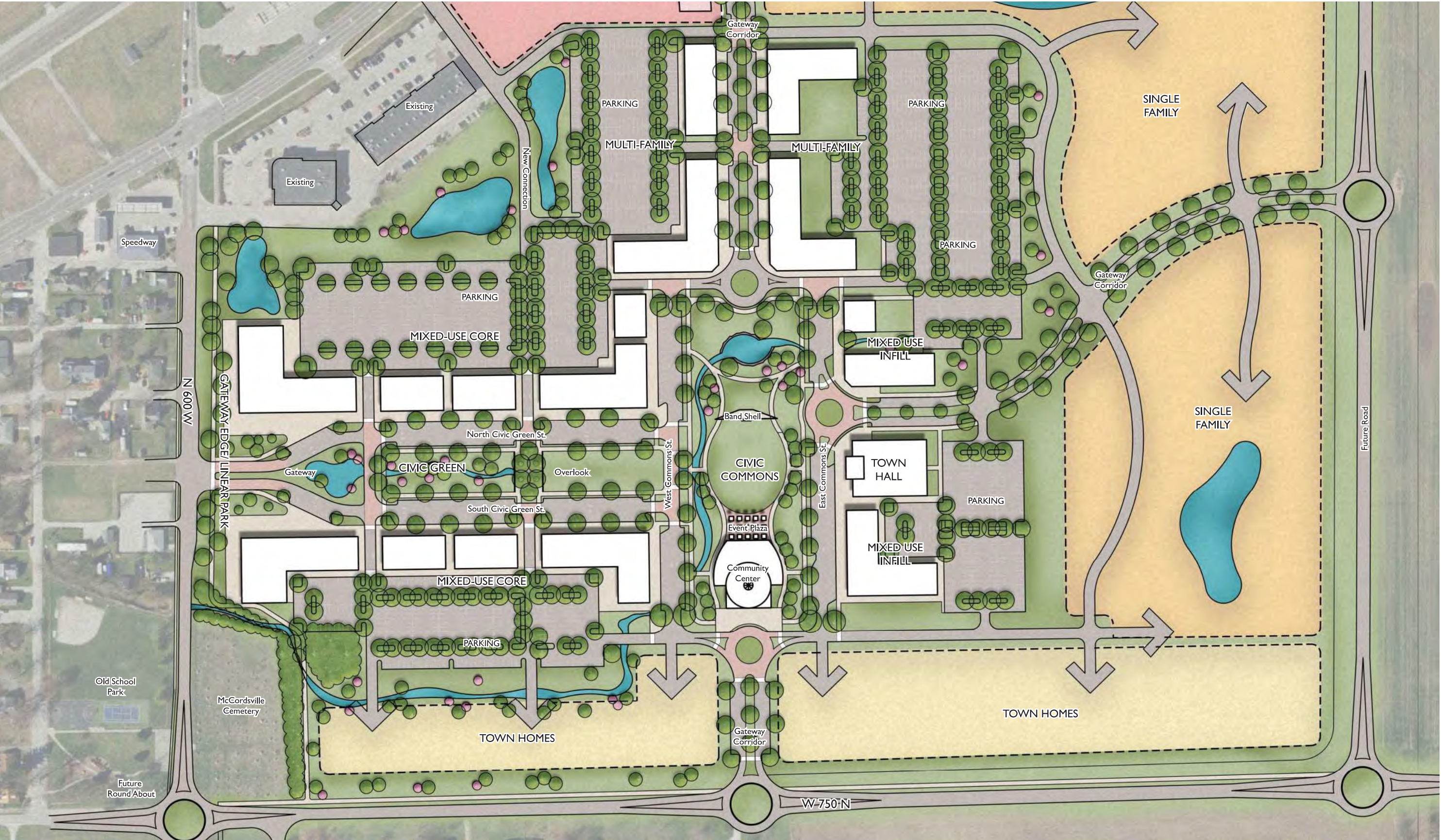
HOUSING OPTIONS

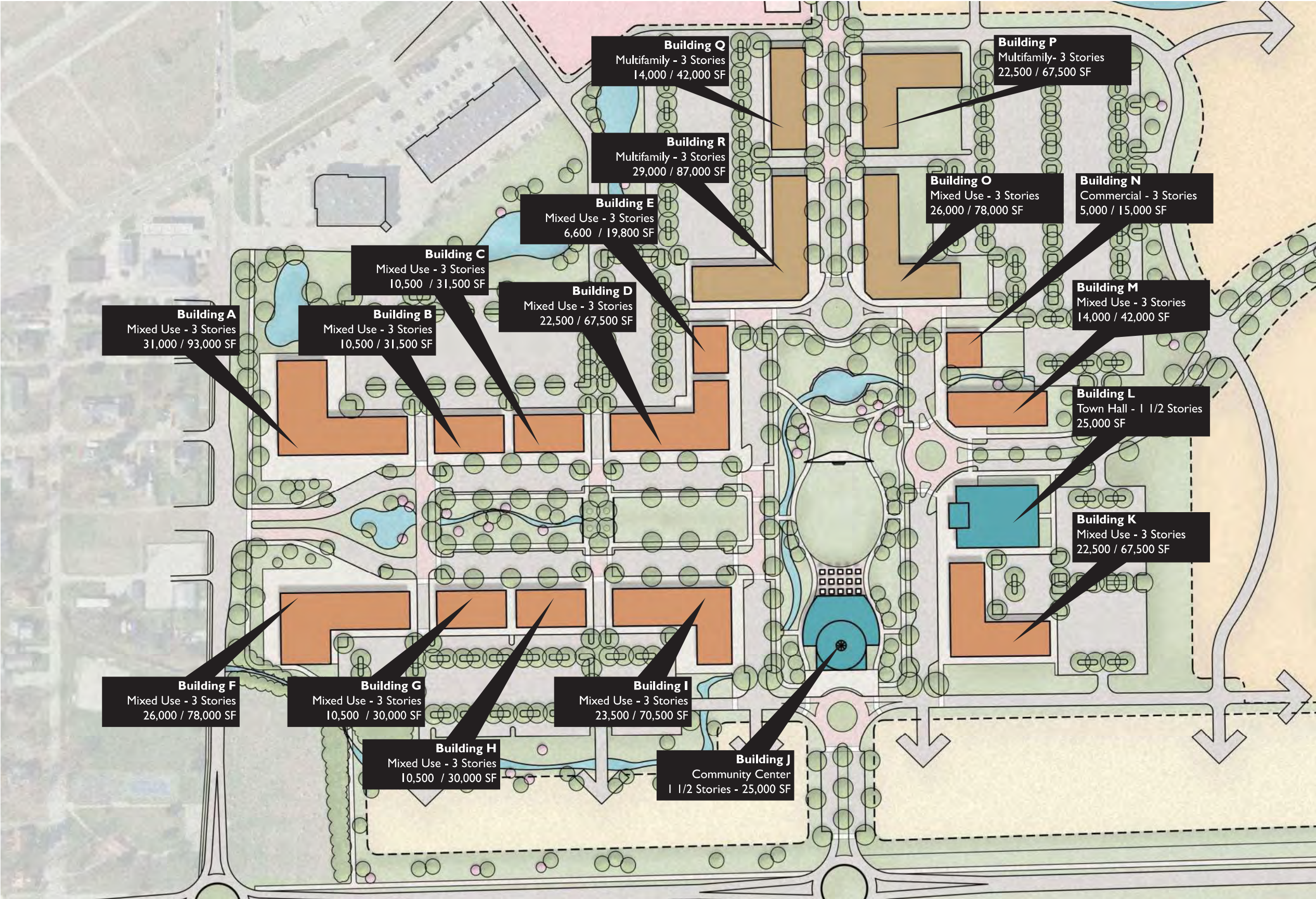


CHARACTER









BUILDING SUMMARY

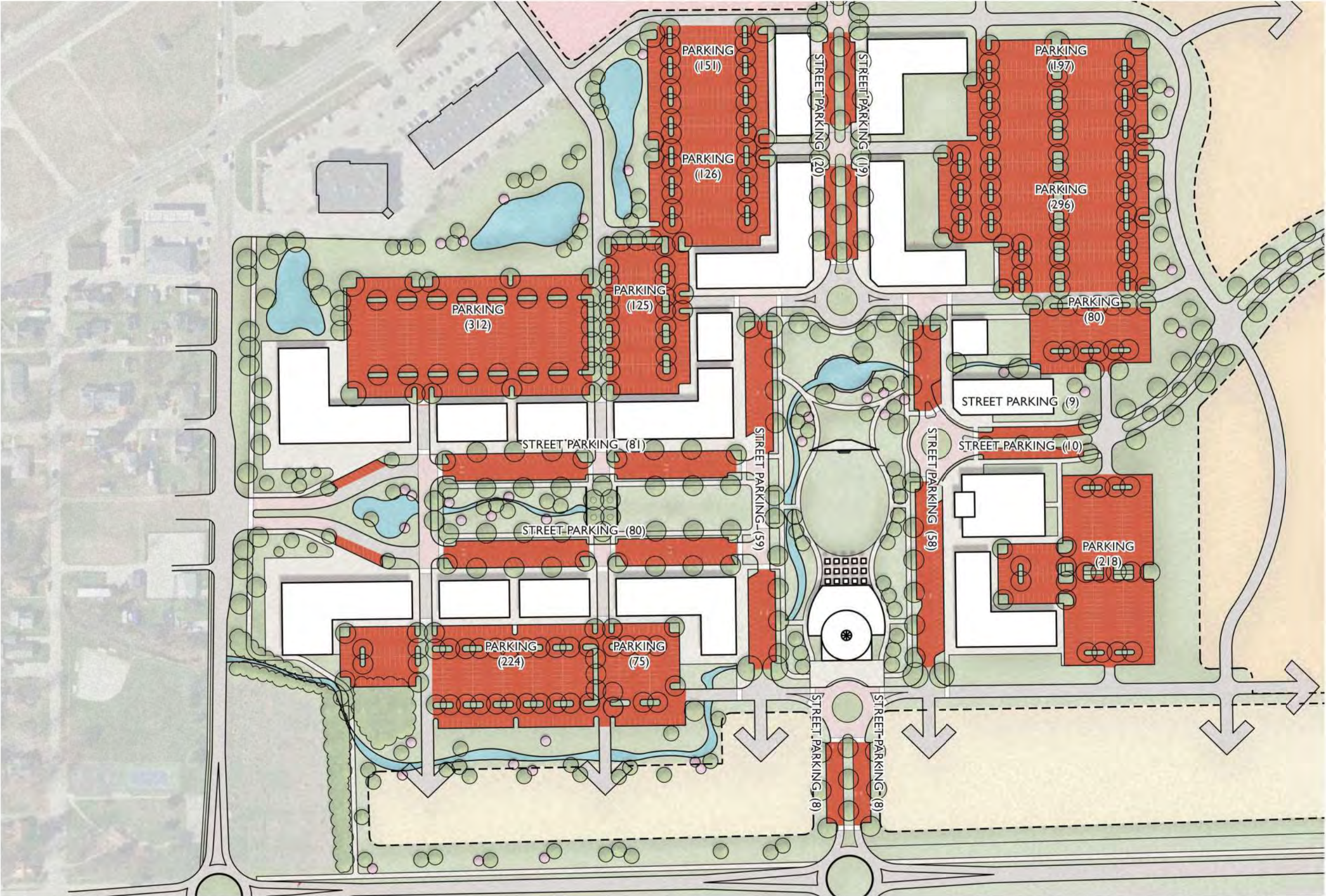
	Floor / Total SF
Building A	31,000 / 93,000 SF
Building B	10,500 / 31,500 SF
Building C	10,500 / 31,500 SF
Building D	22,500 / 67,500 SF
Building E	6,600 / 19,800 SF
Building F	26,000 / 78,000 SF
Building G	10,500 / 31,500 SF
Building H	10,500 / 31,500 SF
Building I	23,500 / 70,500 SF
Building J	25,000 / 25,000 SF
Building K	22,500 / 67,500 SF
Building L	25,000 / 25,000 SF
Building M	14,000 / 42,000 SF
Building N	5,000 / 15,000 SF
Building O	26,000 / 78,000 SF
Building P	22,500 / 67,500 SF
Building Q	14,000 / 42,000 SF
Building R	29,000 / 87,000 SF

Total SF: 903,800 SF

	Floor / Total Units
Building A	30 / 93 Units
Building B	8 / 32 Units
Building C	8 / 32 Units
Building D	20 / 68 Units
Building E	7 / 20 Units
Building F	26 / 78 Units
Building G	8 / 32 Units
Building H	8 / 32 Units
Building I	23 / 71 Units
Building J	None
Building K	20 / 68 Units
Building L	None
Building M	12 / 42 Units
Building N	None
Building O	24 / 78 Units
Building P	20 / 68 Units
Building Q	12 / 42 Units
Building R	27 / 87 Units

Total Units: 843 Units



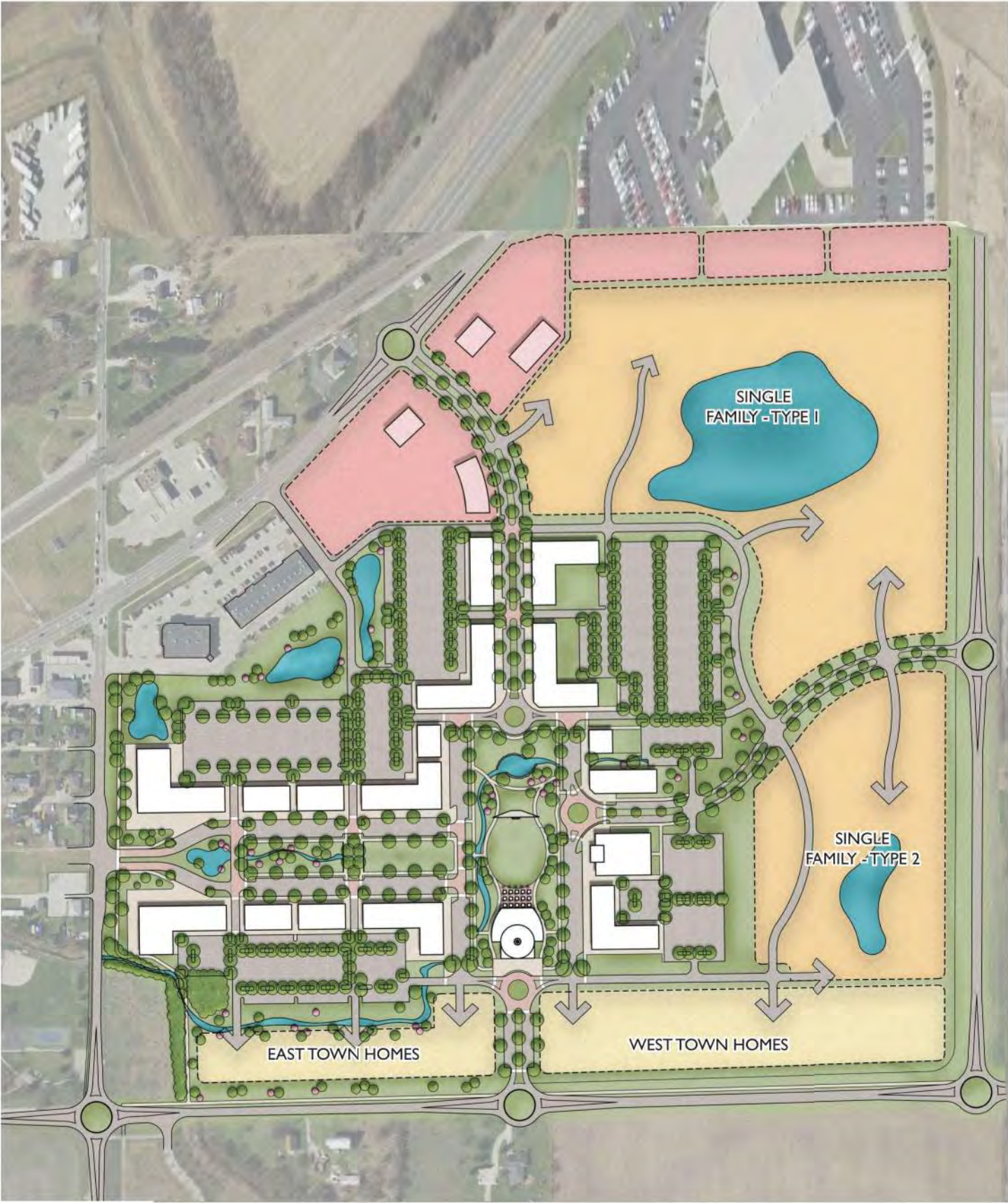


PARKING SUMMARY

Total Surface Parking: 1,804
Total Street Parking: 352
Total Parking: 2,156

Units 1.5 spaces per unit
Ground Floor 3 spaces per 1,000 sf





SINGLE FAMILY SUMMARY

Type 1 - Single Family Residential - Dwelling Units 2 per Acre = 40 Units
Type 2 - Single Family Residential - Dwelling Units 4.5 per Acre = 38 Units
Approximate Total Single Family Residential Dwelling Units = 78 Units

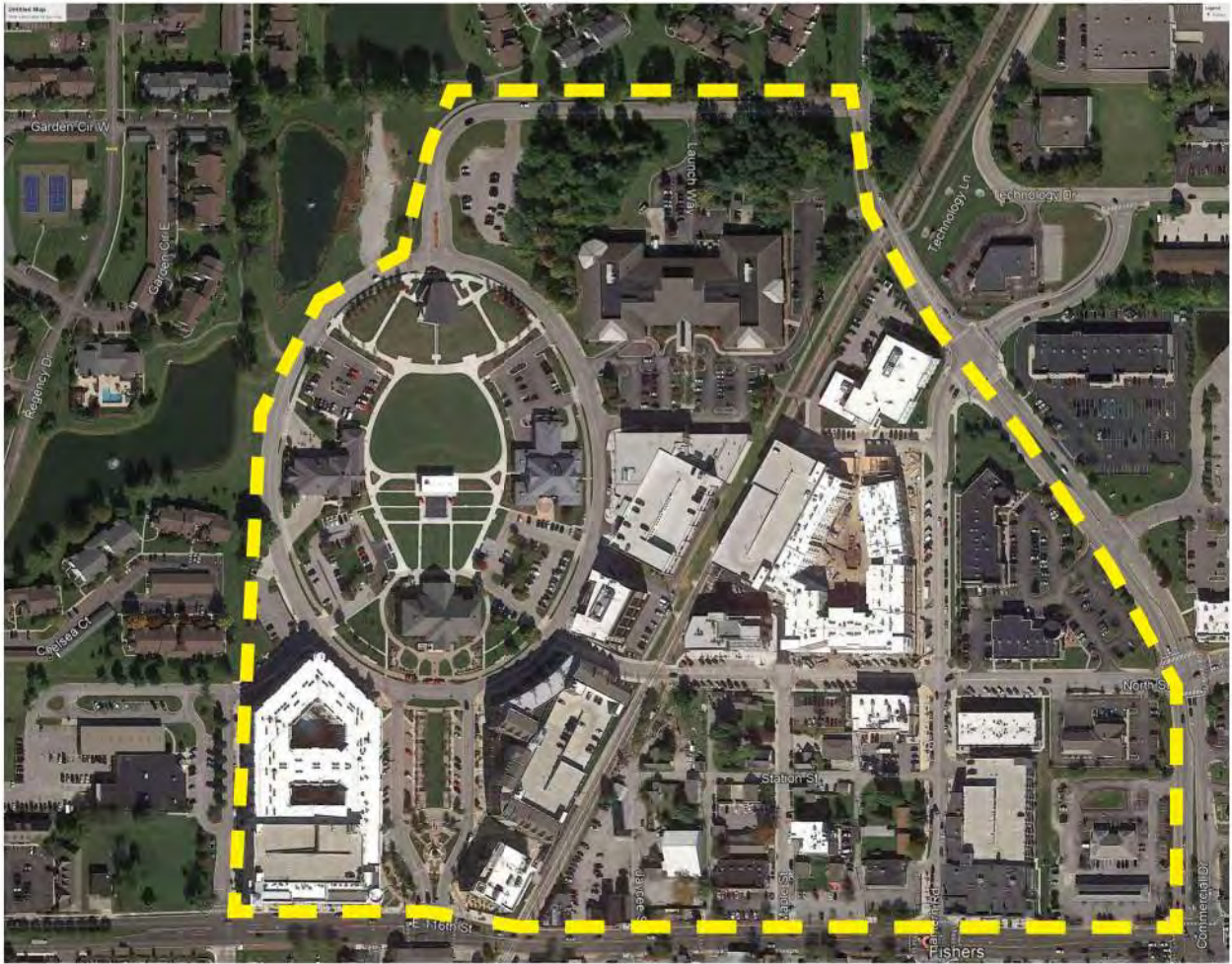
TOWN HOME SUMMARY

East - Town Homes - Dwelling Units 14 per Acre = 40 Units
West - Town Homes - Dwelling Units 14 per Acre = 76 Units
Approximate Total Town Home Dwelling Units = 116 Units

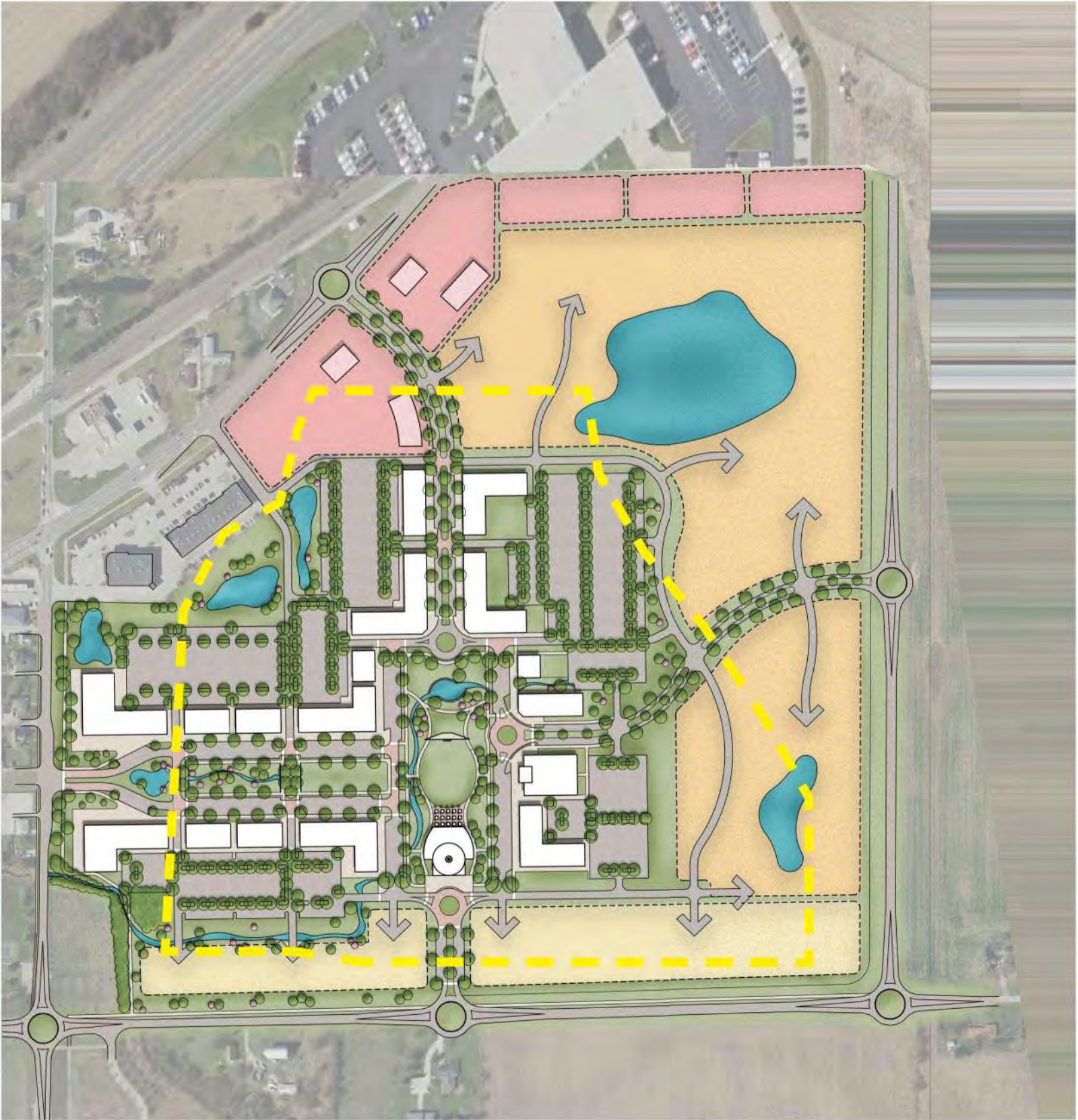








FISHERS NICKEL PLATE DISTRICT - 63 Acres



PROPOSED PLAN - 133 Acres





IMPLEMENTATION



Governance and Policy Recommendations:

WHY IS A TOWN CENTER IMPORTANT TO MCCORDSVILLE?

Three key factors have arisen throughout the planning and public input process that suggest developing a town center is important to McCordsville and other similar small to mid-size Indiana municipalities: (1) Fiscal Sustainability; (2) Quality of Life for Residents; and (3) Talent Attraction.

Fiscal Sustainability

- With the advent of real property tax caps (1% residential, 2% multifamily, and 3% commercial), local governments’ ability to increase taxes to meet operational deficits is limited. This is good and bad. It provides certainty for property owners and limits government spending. However, it puts incredible pressure on city and town budgets, particularly small communities known as “bedroom communities” (i.e., those communities that rely disproportionately on a residential tax base).
- Most bedroom communities, like McCordsville, have been successful as great places to live because of a high level of services, such as public safety, parks, public works and schools. With property tax caps in effect, it will be extremely difficult for McCordsville and other similarly-situated municipalities to sustain the same high level of services that residents have come to expect with a budget that relies on residential property with taxes capped at 1%.
- One of the most important steps a community can take to protect its long-term sustainability is to focus on attracting more commercial tax base. This is not a new concept, but one that has more urgency since property tax caps were enacted. The critical question is how best to tackle this challenge.
- Communities around Indiana have seen success by focusing on quality of life investments. Redeveloped downtowns and new town center development have been a key piece of this focus on quality of life.
- A vibrant town center can be a great asset in recruiting new employers, retaining existing employers, and diversifying employment opportunities in McCordsville.

Quality of Life for Residents

- McCordsville residents are accustomed to great schools, parks, trails and community events. Many though, when it comes to restaurants and shops, travel outside of McCordsville, to spend their dining and retail dollars. A vibrant town center with varied living opportunities, choice restaurants and diverse shopping options will be more convenient for residents, give patrons a central gathering place and enhance a greater and unique sense of community pride

- As a community invests in physical assets to improve quality of life for its residents, experience and history suggest that property values also rise throughout the community.

Talent Attraction

- Economic development today (i.e., attracting new employers to your community) is no longer about which community has the best real estate or infrastructure. Today’s economic development is about attracting talent. Specifically attracting talented people to live in your community. Employers increasingly are locating in communities where there is a talented workforce rather than expecting talent to migrate toward them. Quality of life amenities, like parks, trails, public gathering spaces and walkable town centers are the “assets” that attract talented people.
- It is important to understand that public investment in a walkable and vibrant town center is an investment in the community’s economic development strategy.

IMPLEMENTATION

- I. Implementation Steps
 - a. The first phase of town center planning focused on public input. The next phase should weave together specific feedback and input from the development community. Further refinements of the downtown plan should be welcomed (this can be done in conjunction with the ordinance revisions outlined in I(b) below).
 - b. Revise zoning and subdivision control ordinance to incorporate downtown plan
 - i. This will be a major undertaking
 - ii. Will require communication and coordination with affected landowners
 - iii. Town should consider initiating rezone on its own (rather than wait for landowners/developer(s) to file)
 - iv. Pursue form-based code or a form-based code hybrid as the town center zoning
 - v. Recognize that whatever is adopted will need to be amended over time as development happens
 - vi. Implementing a town center zoning classification with its own standards will require a thorough review of all Town ordinances. While there is a Town Center zoning classification in the Town’s zoning ordinance, it was not designed to regulate and encourage the current town center plan. Examples of provisions in existing Town ordinances that need to be reviewed in this context are set out below.

Zoning Ordinance

Section 6.05(D)(1): requires 2.5 off-street parking spaces for each multifamily unit. This would result in too much parking in the town center.

Section 6.05(J): allows shared parking for churches and other event centers. Needs expanded to allow shared parking for other uses in the town center.

Section 6.08: protects sight lines at intersections. Prohibits any object above 2.5 feet tall. May need revised to reduce the sight line triangle for an urban setting.

Section 6.04(E): requires certain architectural features for multifamily buildings. The standards are written primarily to address suburban-style multifamily development. The same features that make for appealing suburban style multifamily buildings are not the same for more dense, urban-style development that better fits market demand and sustainable proforma. Based on input from the community, new town center architectural standards should be developed.

Section 6.10(B)(2): requires 5’ planting strips along side non-residential buildings. There likely will be areas in the town center where hardscape goes all the way to the edge of building.

Section 6.10(B)(4): sets out internal parking lot standards such as parking lot islands and parking lot landscaping. In town center, the parking lots will be very intentionally hidden behind buildings. It can make sense to lessen internal parking lot standards in this scenario in order to maximize available parking spaces.

Section 6.11(A)(2): requires a buffer yard between non-residential uses. In most cases, there will be little to no buffer yards in the town center.

Appendix B, Bulk Standards: When implementing a town center zoning plan, bulk standards always require revisiting. McCordsville’s current bulk standards for the TC zoning classification are forward-thinking and include a number of standards that will work. Below are some examples of standards that need reviewed in the context of new town center zoning:

- Maximum lot size of 100,000 square feet. It is likely some of the town center lots will be bigger than this.



- Minimum living area of 720 square feet. The multifamily development in town center will likely have units smaller than 720. There is increasing demand for smaller apartments in areas where there are significant amenities, such as will be the case in town center.
- Minimum lot width of 65 feet. The town center plan includes areas for a for-sale townhome product. Many times, such a product is developed on a lot that is narrower than 65 feet.

Subdivision Control Ordinance

Section 4.01(c)(10): states the number of intersections in subdivisions should be minimized. This provision is not a hard and fast standard, so it is not necessarily one that absolutely must be revised. It is, however, illustrative that McCordsville’s current standards are designed to address a more suburban development pattern.

Section 4.01(c)(13): sets out open space requirements and standards. In town center, most development will not have its own open space. Rather, there will be public open spaces integrated into the town center design.

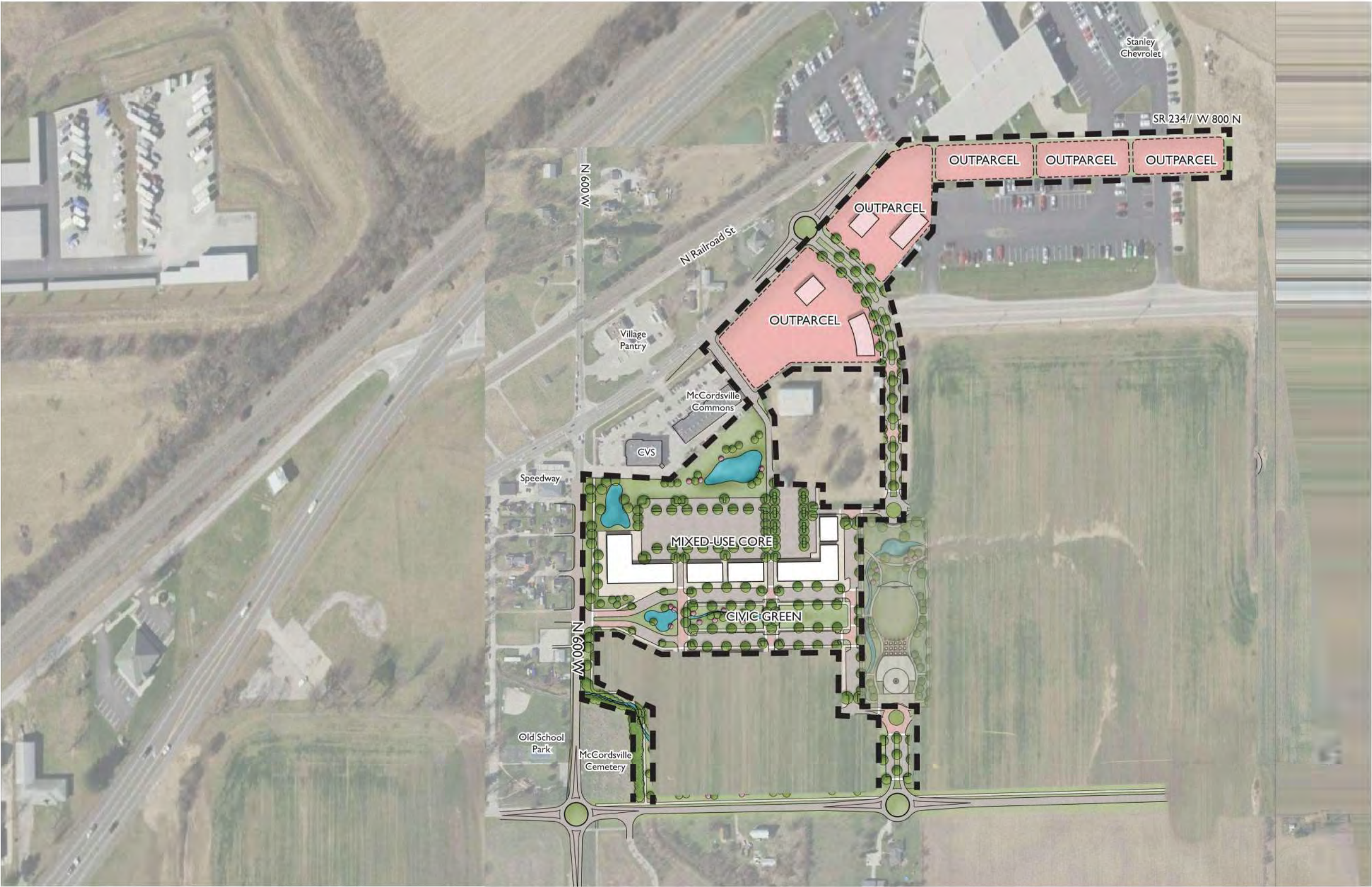
Section 4.04: sets out the Town’s street standards. Local streets must be 30’ in width. Figure 5 shows two 13’ lanes with 2’ curb and gutter on each side of the 13’ lanes. Space will be at a premium in the town center. It is likely that the Town will want to reduce the lane width to conserve developable land in the town center and to provide a more compact area for vehicular movement, thereby slowing traffic and making town center more pedestrian friendly. In addition, the Subdivision Control Ordinance should be revised to depict town center street sections with parallel and angled parking.

- c. Develop financing strategy for both infrastructure and incentivizing new development
 - i. Infrastructure
 - 1. For developers and investors to believe that the town center plan is for real, they must see a tangible vision **and** see the Town executing the plan. Often the notion of just “having a plan” is mistaken as a sufficient step.
 - 2. The Town must invest in public infrastructure. Items, such as streets, sidewalks, parks, streetlights, pocket parks and the like.

- 3. The Town must engage its financial and legal advisors to explore all financial tools, including the most up-to-date and creative strategies that can fit short- and long-term goals. Understanding funding capacity is key. This report does not suggest one particular tool or method, rather identify strategies below that should be studied in detail with legal and accounting experts familiar with downtown redevelopment:
 - a. General obligation bonds
 - b. Redevelopment Authority lease-rental bonds
 - c. COIT and EDIT
 - d. Grants
 - e. Tax Increment Financing (but, it is likely that much of new TIF from the town center development will be needed to incentivize developer projects)
- ii. New Development Incentives
 - 1. In order to attract the type of quality development imagined in the town center plan, towns like McCordsville, must offer incentives. The rents that the market will support, simply are not enough to justify new investment. Building owners, investors and developers will choose to invest their time and money in other locations where they can generate a more reasonable return. For example, without public incentive, the developer of a 100-unit multifamily project in the new McCordsville town center would lose money.
 - 2. Stated differently, there is a “gap” in market economics (i.e., rents do not justify investment) and thus if a municipality wants to see new investment it must work to “fill the gap” with incentives. The Town’s owner’s representative can assist the Town in reviewing the economics of a proposed town center development and identify what the “gap” is that needs to be filled for any particular development.
 - 3. Incentives that are often used to incentivize town center development and downtown redevelopment include:
 - a. TIF must be part of the town’s strategy to incentivize downtown revitalization. In downtown projects, TIF is most often used as a cash incentive to help fund developer projects. For example, a developer may be considering a project that has total project costs of \$15 Million. It can only justify investing \$10 Million given the amount of revenue the building can generate. In that case, if the project fits the municipality’s vision, a municipality may choose to use TIF to fund \$5M shortfall.

- iii. Tax abatement can be effective in some situations but often times is not enough by itself to “fill the gap.” It is not a tool typically used for town center development because TIF is needed to fund projects and abatement reduces the amount of tax increment available for TIF financing.
- iv. If a municipality has a need for space (e.g., new town hall), the municipality can leverage that use and sign a lease with a building owner or developer than can make the investment more appealing. For example, if a municipality wants to see two- and three-story mixed-use buildings in its downtown, the municipality can sign a lease for space somewhere in the building for its offices. Likewise, the municipality can choose to build and own (rather than lease) a key building in the town center plan.
- v. In recent years, some municipalities have signed “master leases” with developers under which the municipality promises to pay the developer rent for the new building if the building fails to lease-up to third-party tenants. This is particularly effective in areas where the municipality is confident there will be demand for a project (like a new office building or new downtown apartments), but developers, banks and investors are not willing to take the risk without some support from the municipality. There are number of ways master leases can be structured and they are relatively complex. Some master lease deals have been done in Indiana in recent years where the municipality can share in the upside if the project is successful.
- d. Design first phase of public infrastructure.
 - i. Streets
 - ii. On-street parking
 - iii. Consider including key parking lots
 - iv. Public gathering space
 - v. Understand utility relocation costs and timing early in the process, including any legal drain/County surveyor coordination required
- e. Work with landowners and developers, and seek proposals for first project(s). Ideally, the Town will have a developer prepared to commence the first, anchor project in town center when the Town begins the first phase of infrastructure.

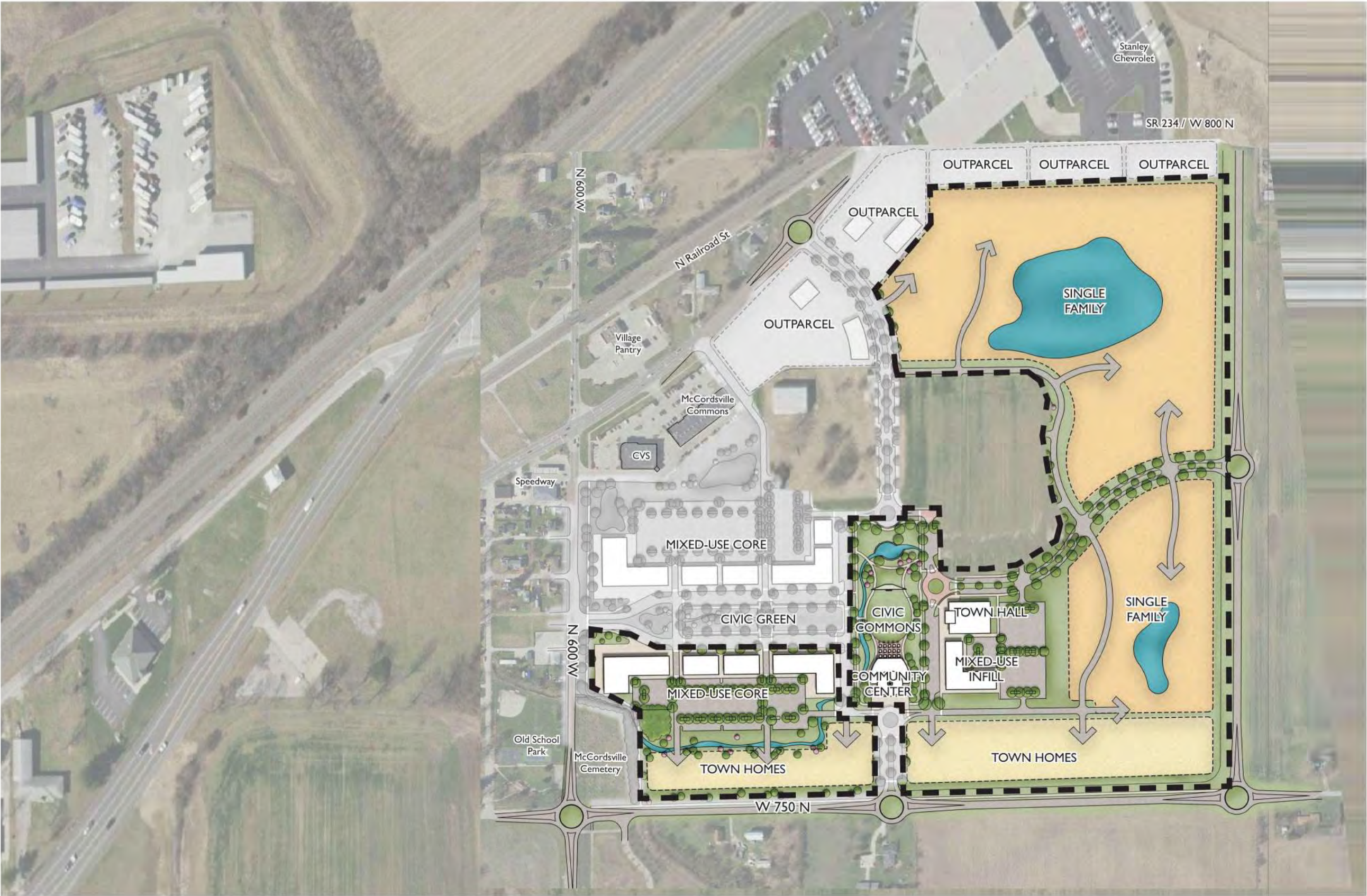




PHASE I (1-5 years)

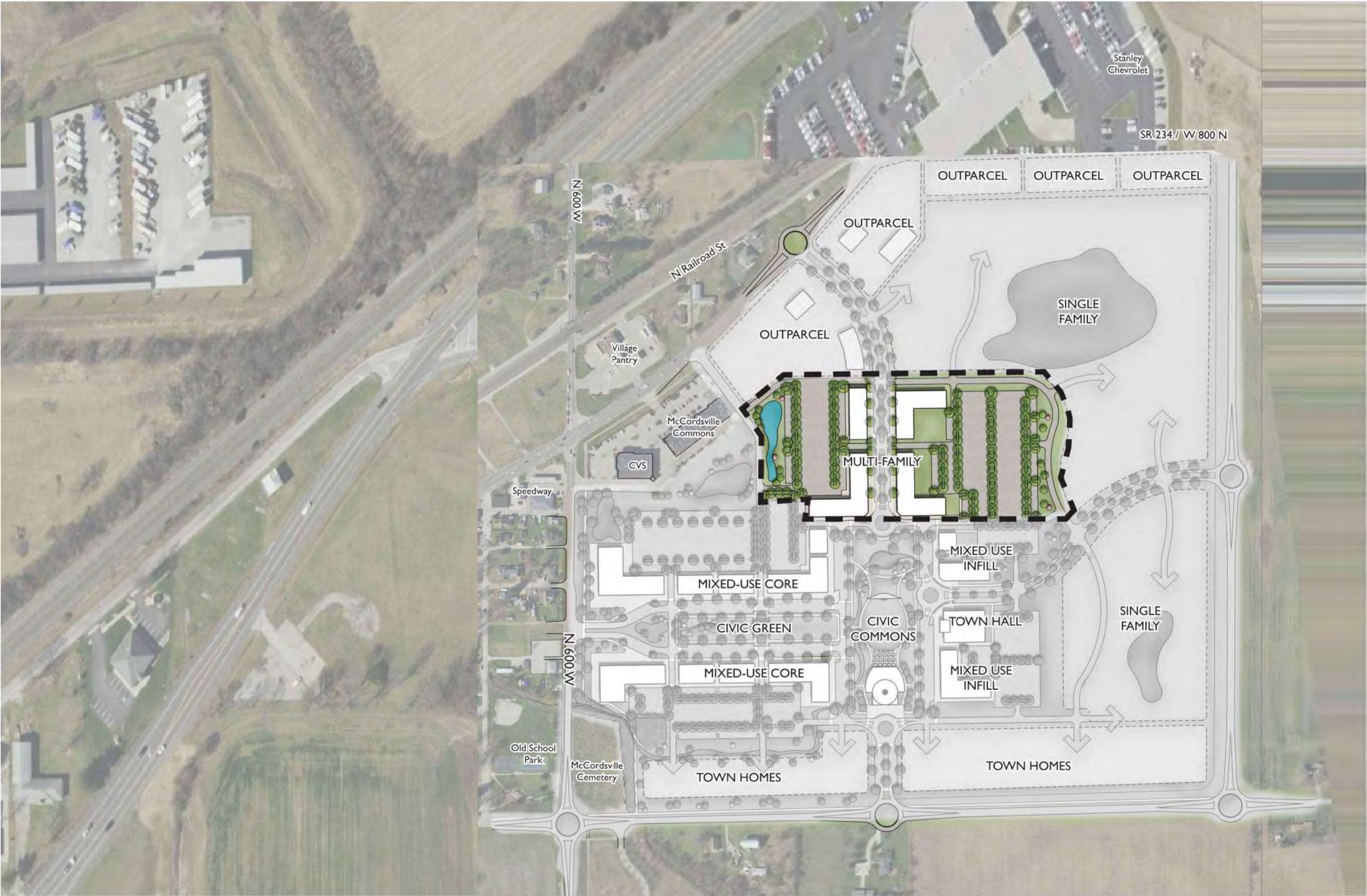
- 600 W Entrance
- North Civic Green Street
- South Civic Green Street
- Mixed-Use Core - North Civic Green
- West Commons Street
- Trail along 600 W
- 750 N Entrance
- Pendleton Pike Entrance
- North Street
- Northwest Street
- Outparcel Development





- PHASE 2 (5-10 years)**
- Mixed-Use Core - South
 - Town Homes along 750 N
 - Civic Commons
 - East Civic Commons Street
 - Community Building
 - Town Hall
 - Mixed-Use Infill
 - East Street
 - Single Family

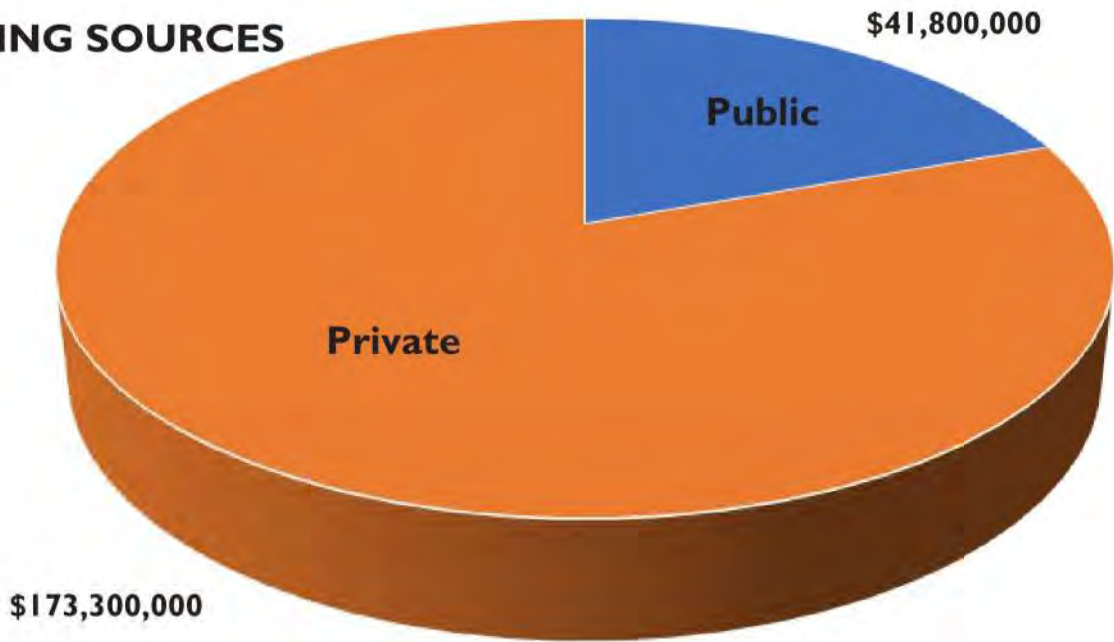




PHASE 3 (10+ years)
Multi-Family



FUNDING SOURCES



CORRIDOR SUMMARY

Civic Green Streets	\$5.2 Million
Community Commons Streets	\$6 Million
East Street	\$3.2 Million
North Street	\$3.3 Million
Northwest Street	\$1 Million

Approximately \$18.7 Million

PUBLIC SPACES SUMMARY

Civic Green	\$1.1 Million
Community Commons	\$4.8 Million
600 North Entrance	\$2.5 Million
750 Entrance	\$1 Million

Approximately \$9.4 Million

OUTLOT DEVELOPMENT SUMMARY

Outlot 1 (West)	\$8.5 Million
Outlot 2	\$5.6 Million
Outlot 3	\$1.4 Million
Outlot 4	\$1.2 Million
Outlot 5	\$1.3 Million

Approximately \$18 Million

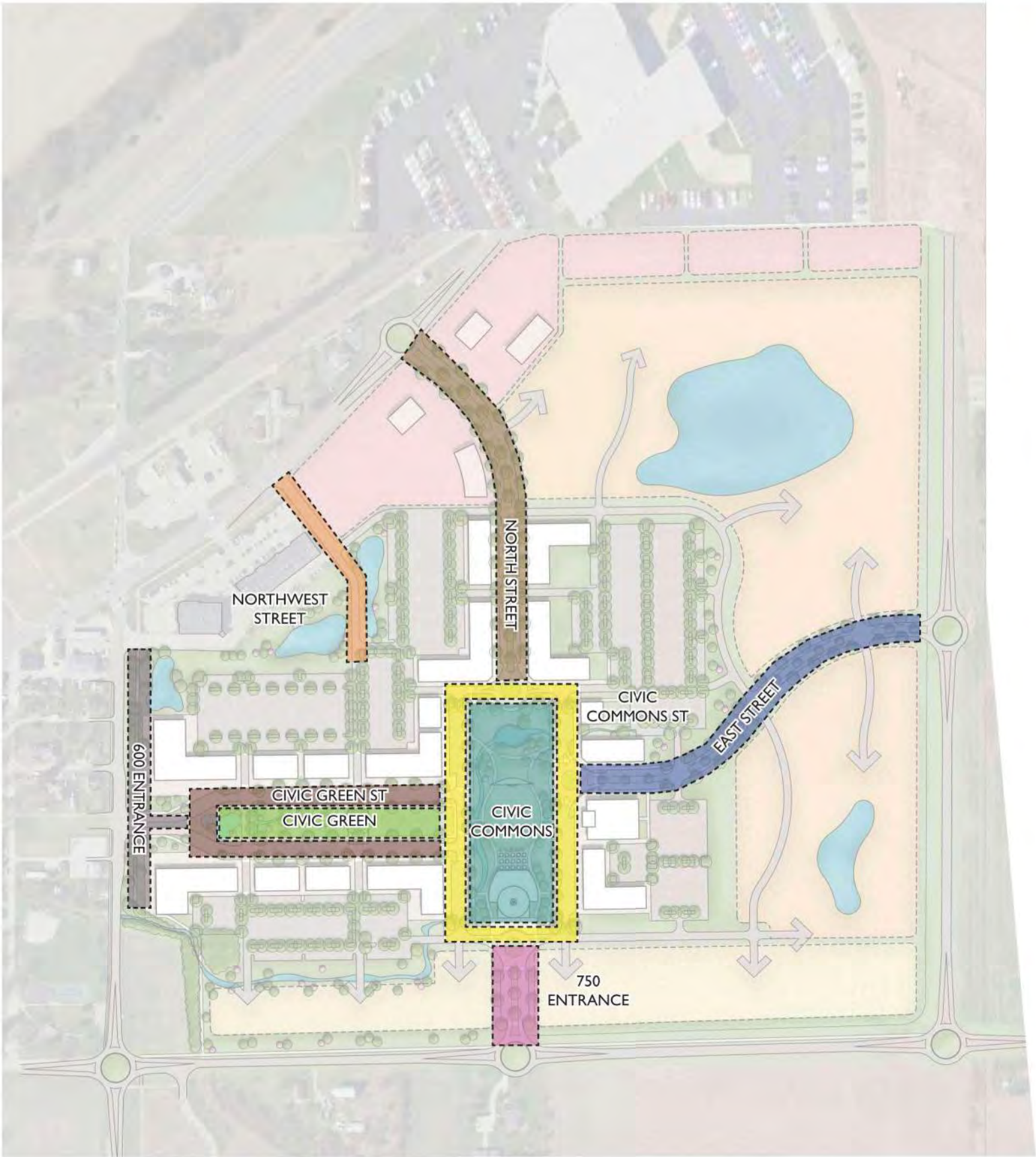
BUILDING SUMMARY

Building A	\$16.5 Million
Building B	\$5.6 Million
Building C	\$5.6 Million
Building D	\$12 Million
Building E	\$3.5 Million
Building F	\$15.1 Million
Building G	\$5.6 Million
Building H	\$5.6 Million
Building I	\$12.4 Million
Building J	\$7 Million (Community Center)
Building K	\$11.9 Million
Building L	\$7.6 Million (Town Hall)
Building M	\$7.4 Million
Building N	\$4.2 Million
Building O	\$13.8 Million
Building P	\$11.9 Million
Building Q	\$7.4 Million
Building R	\$15.4 Million

Approximately \$169 Million Total

OVERALL TOTALS:

Approximately \$215.1 Million





- PHASE 1 (1-5 years)**
- 600 W Entrance
 - North Civic Green Street
 - South Civic Green Street
 - Mixed-Use Core - North
 - Civic Green
 - West Commons Street
 - Trail along 600 W
 - 750 N Entrance
 - Pendleton Pike Entrance
 - North Street
 - Northwest Street
 - Outparcel Development



- PHASE 2 (5-10 years)**
- Mixed-Use Core - South
 - Town Homes along 750 N
 - Civic Commons
 - East Civic Commons Street
 - Community Building
 - Town Hall
 - Mixed-Use Infill
 - East Street
 - Single Family



- PHASE 3 (10+ years)**
- Multi-Family

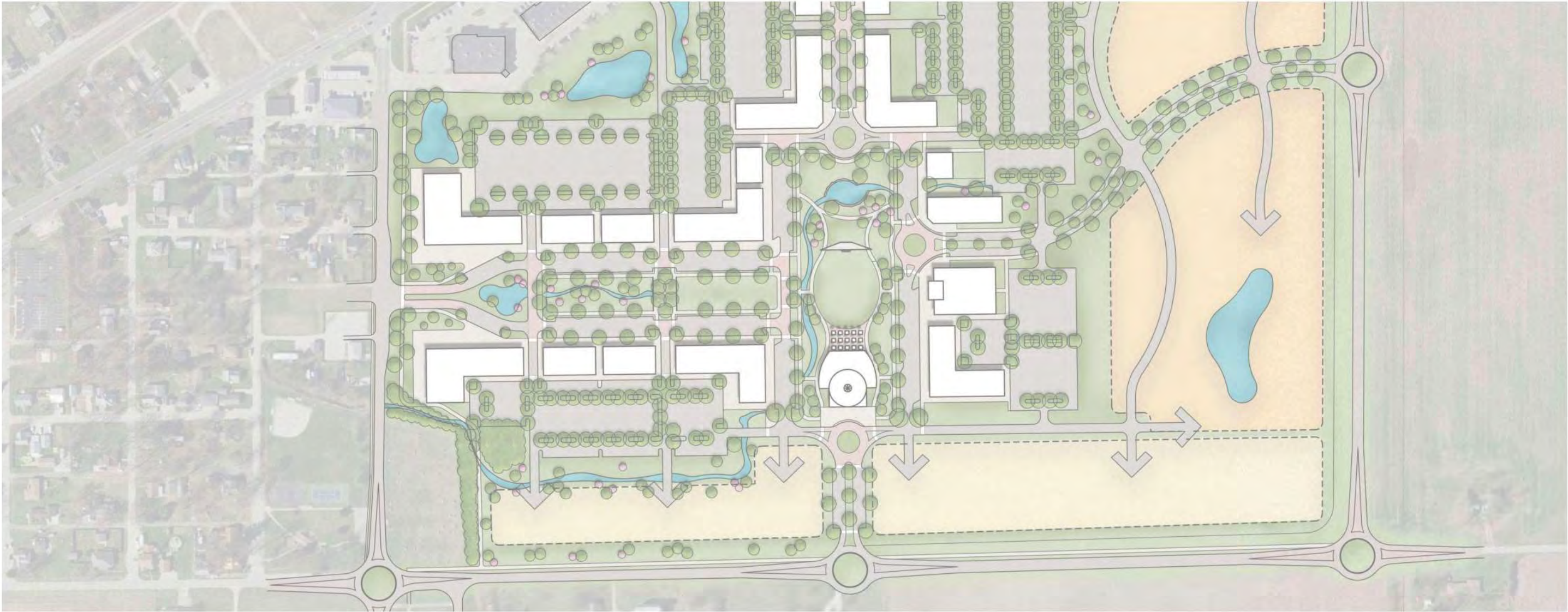



FULL BUILDOUT





APPENDIX





McCordsville Town Center Survey

Thoughts on McCordsville

1. What are your **FAVORITE** things about McCordsville? (Choose 3)

☐ Historic character of the area

☐ Shopping opportunities

☐ Dining opportunities

☐ Special events (Trunk-or-Treat, Lord's Acre Festival, etc...)

☐ Parks and trails

☐ Train

☐ Schools

☐ Rural/agricultural attributes

☐ New housing options

Other (please specify)

2. What are your **LEAST** favorite things about McCordsville? (Choose 3)

☐ Too much traffic

☐ Not enough variety of stores or business

☐ Not enough parks and open space

☐ Not enough trails and pedestrian connectivity

☐ Train

☐ The town lacks identity

☐ The town is growing too rapidly

☐ There is not a sense of place when you arrive in McCordsville

Other (please specify)

3. Please rate the following items that are currently found in McCordsville:

	Poor	Acceptable	Good	Excellent
Quality of dining options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of shopping options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic Character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing Options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of riding a bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diversity of special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of parks and open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

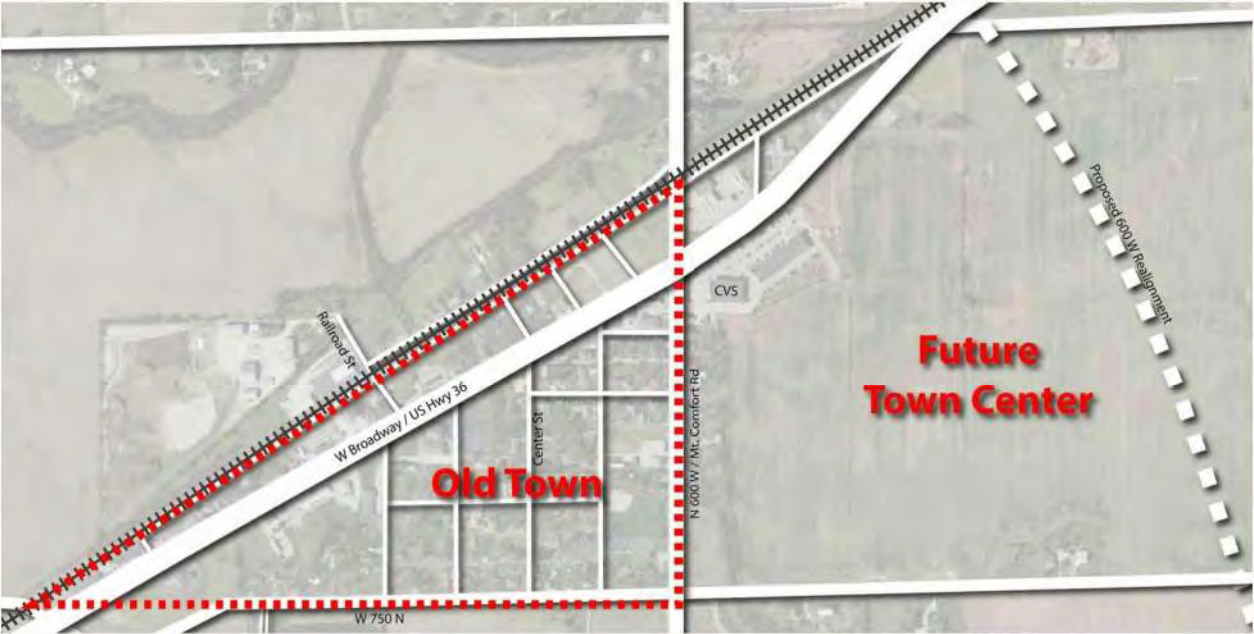
Other (please specify)

4. How important is it to create a Town Center for you and McCordsville?

☐ It should NOT be a priority

☐ Indifferent – no strong opinions

☐ It should be a priority



SURVEY QUESTIONS

60

5. What brings you to "Old Town" McCordsville? (choose all that apply)

- ☐ I live in Old Town
- ☐ Church
- ☐ Park
- ☐ Other (please specify)
- ☐ Bakery
- ☐ Antiques
- ☐ Shopping
- ☐ Dining
- ☐ Services (auto repair, barber, daycare, veterinarian, etc.)

6. What kind of things would you want to do in Town Center? (check all that apply)

- ☐ Shop
- ☐ Dine
- ☐ Live
- ☐ Work
- ☐ Other (please specify)
- ☐ Play
- ☐ Water play
- ☐ Exercise
- ☐ Gather as a community
- ☐ Spend time with family
- ☐ Municipal Services (BMV, Library, Post Office, Town Hall)

7. When would you be most likely to visit Town Center (check all that apply)

- ☐ Mornings
- ☐ Mid-Day
- ☐ Evenings
- ☐ Weekdays
- ☐ Weekends
- ☐ Seasonally

8. What should the character of Town Center reflect about McCordsville?



Agriculture



Railroad/Interurban



History



Modern/Future



Nature/Water

9. How would you like to describe Town Center in the future? Please rate the following in order of importance.

⋮

Energized

⋮

Walkable

⋮

Family Friendly

⋮

Environmentally Friendly

⋮

Modern

⋮

Historic

⋮

Picturesque (quaint, pretty, quiet)

⋮

Diverse

⋮

Safe



10. What kind of special events would you like to attend in Town Center? (check all that apply)

- ☐ Open air markets (ie, farmers market/craft fair)
- ☐ Winter Farmers Market (Indoor market with (limited) vegetables, fresh baked goods, canned jams, pickled vegetables, handmade craft and artisan items, fresh cheeses, organic meats, and hot, ready-made foods)
- ☐ Concerts, plays, or other performance events
- ☐ Art Fairs/Cultural Events
- ☐ Movies in the park
- ☐ Festivals
- ☐ Winter Activities (Ice Skating, sledding)
- ☐ Physical Exercise (Running/walking/jogging events, yoga in the park, etc.)
- ☐ I don't want to attend events in Town Center.
- ☐ Other (please specify)

11. Where do you live?

- | | | |
|--|---------------------------------------|--|
| <input type="radio"/> McCordsville | <input type="radio"/> Hamilton County | <input type="radio"/> Marion County/Indianapolis |
| <input type="radio"/> Outside of McCordsville, but in Hancock County | <input type="radio"/> Madison County | <input type="radio"/> Other |

12. Where do you work?

- | | | |
|--|--|-------------------------------|
| <input type="radio"/> McCordsville | <input type="radio"/> Madison County | <input type="radio"/> Retired |
| <input type="radio"/> Outside of McCordsville, but in Hancock County | <input type="radio"/> Marion County/Indianapolis | <input type="radio"/> Other |
| <input type="radio"/> Hamilton County | <input type="radio"/> Disabled | |

13. Please indicate your age group

- | | | |
|--------------------------------------|-----------------------------------|------------------------------------|
| <input type="radio"/> Under 18 years | <input type="radio"/> 25-44 years | <input type="radio"/> 65 and older |
| <input type="radio"/> 18-24 years | <input type="radio"/> 45-64 years | |

14. In what towns or cities do you enjoy spending time?

15. Are there towns or cities that you have visited across the US that would be good case studies or inspiration for McCordsville?

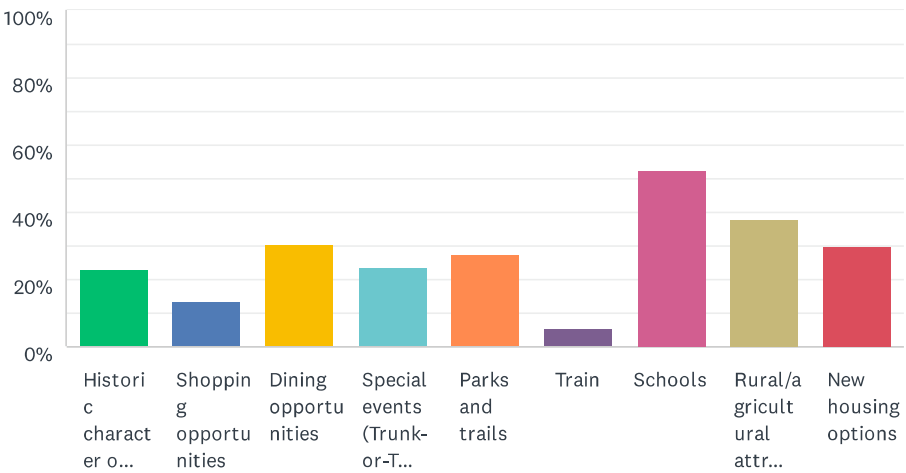
16. What is your BIG idea for Town Center?



McCordsville Town Center Survey

Q1 What are your FAVORITE things about McCordsville? (Choose 3)

Answered: 587 Skipped: 13

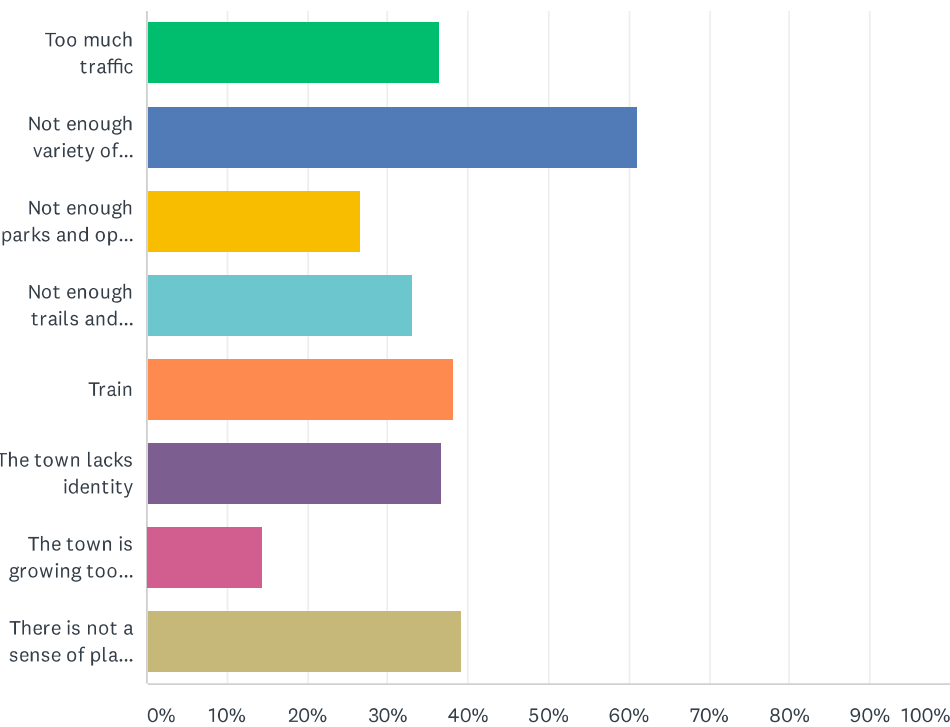


ANSWER CHOICES	RESPONSES	
Historic character of the area	22.83%	134
Shopping opportunities	13.46%	79
Dining opportunities	30.32%	178
Special events (Trunk-or-Treat, Lord's Acre Festival, etc...)	23.34%	137
Parks and trails	27.60%	162
Train	5.28%	31
Schools	52.64%	309
Rural/agricultural attributes	37.82%	222
New housing options	29.98%	176
Total Respondents: 587		

McCordsville Town Center Survey

Q2 What are your LEAST favorite things about McCordsville? (Choose 3)

Answered: 597 Skipped: 3



ANSWER CHOICES	RESPONSES	
Too much traffic	36.35%	217
Not enough variety of stores or business	61.14%	365
Not enough parks and open space	26.47%	158
Not enough trails and pedestrian connectivity	33.00%	197
Train	38.02%	227
The town lacks identity	36.52%	218
The town is growing too rapidly	14.41%	86
There is not a sense of place when you arrive in McCordsville	39.03%	233
Total Respondents: 597		



Q3 Please rate the following items that are currently found in McCordsville:

Answered: 598 Skipped: 2



McCordsville Town Center Survey

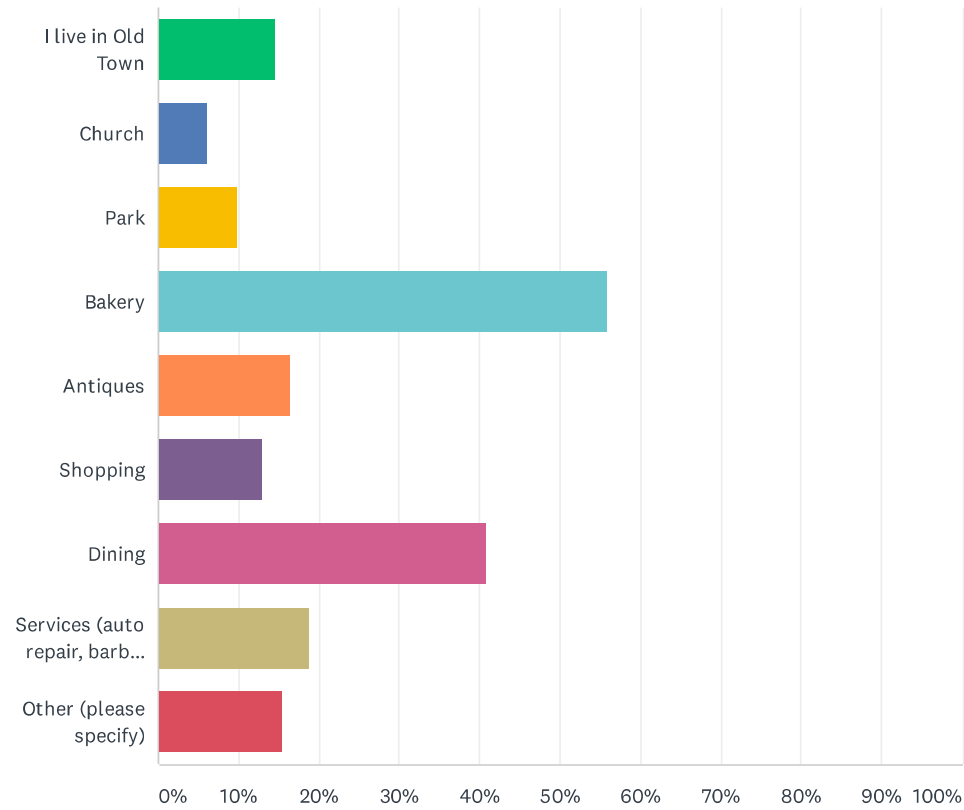
	POOR	ACCEPTABLE	GOOD	EXCELLENT	TOTAL RESPONDENTS
Quality of dining options	33.56% 200	44.46% 265	20.13% 120	2.18% 13	596
Quality of shopping options	62.69% 373	30.76% 183	6.22% 37	0.67% 4	595
Historic Character	28.89% 171	44.59% 264	23.99% 142	2.70% 16	592
Housing Options	3.37% 20	20.07% 119	48.23% 286	29.51% 175	593
Ease of walking	45.88% 273	36.13% 215	15.46% 92	3.70% 22	595
Ease of driving	18.46% 110	43.12% 257	32.05% 191	6.71% 40	596
Ease of riding a bike	38.98% 230	41.19% 243	16.44% 97	3.73% 22	590
Diversity of special events	30.36% 177	45.63% 266	20.41% 119	4.63% 27	583
Quality of parks and open space	36.78% 217	45.59% 269	14.41% 85	3.73% 22	590



McCordsville Town Center Survey

Q5 What brings you to "Old Town" McCordsville? (choose all that apply)

Answered: 575 Skipped: 25

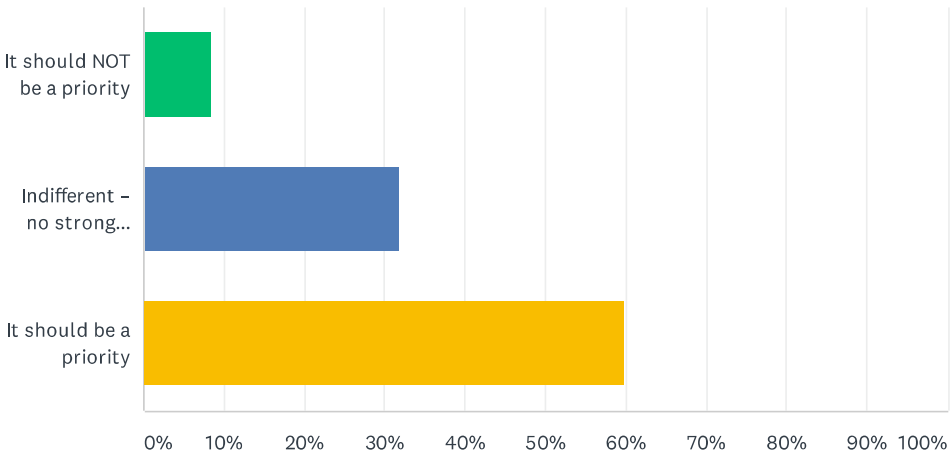


ANSWER CHOICES	RESPONSES	
I live in Old Town	14.61%	84
Church	6.09%	35
Park	9.91%	57
Bakery	55.83%	321
Antiques	16.52%	95
Shopping	13.04%	75
Dining	40.70%	234
Services (auto repair, barber, daycare, veterinarian, etc.)	18.78%	108
Other (please specify)	15.48%	89
Total Respondents: 575		

McCordsville Town Center Survey

Q4 How important is it to create a Town Center for you and McCordsville?

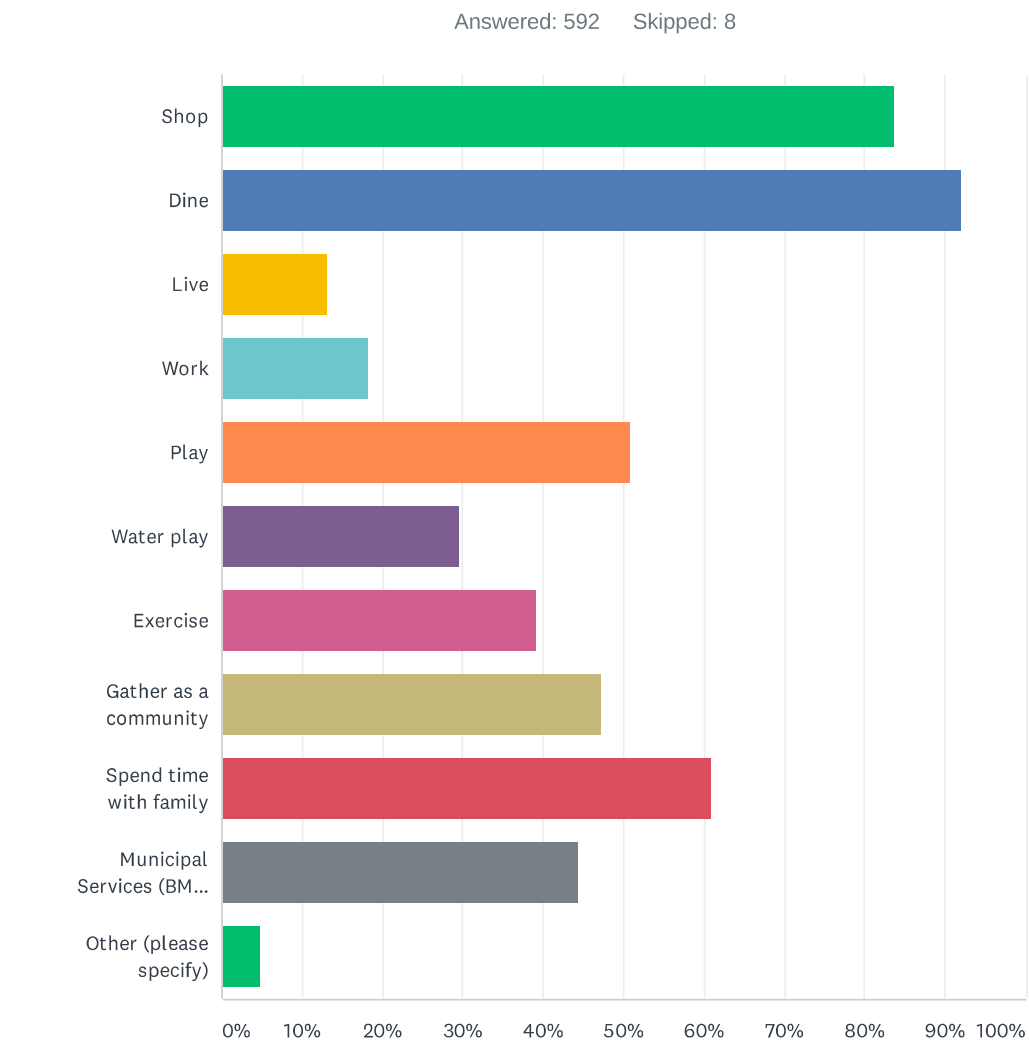
Answered: 596 Skipped: 4



ANSWER CHOICES	RESPONSES	
It should NOT be a priority	8.39%	50
Indifferent – no strong opinions	31.88%	190
It should be a priority	59.73%	356
TOTAL		596

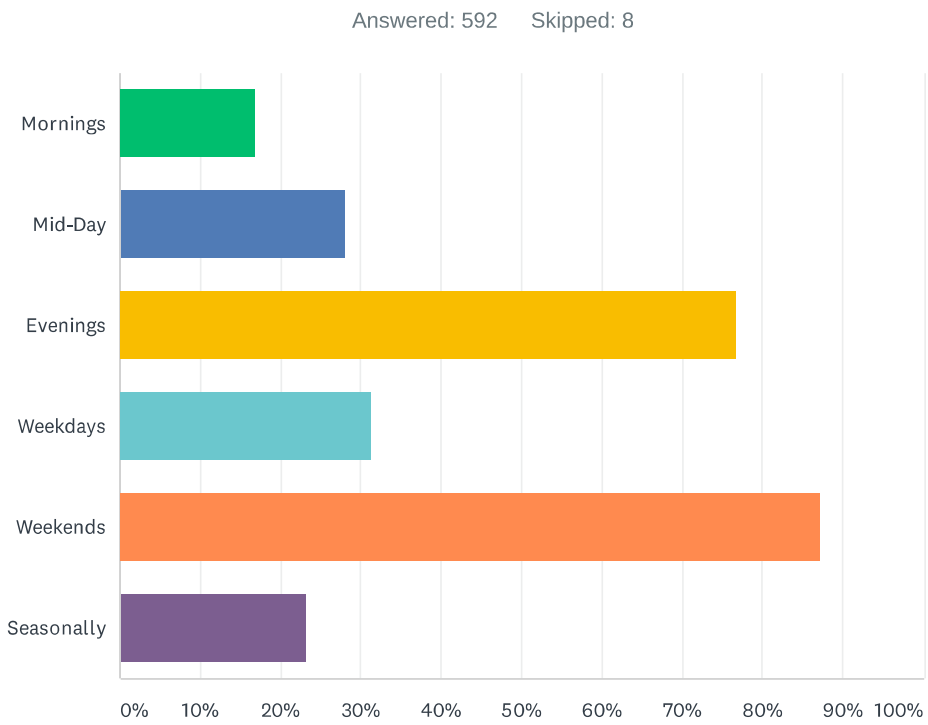


Q6 What kind of things would you want to do in Town Center?
that apply)



ANSWER CHOICES	RESPONSES	
Shop	83.78%	496
Dine	92.06%	545
Live	13.18%	78
Work	18.24%	108
Play	50.84%	301
Water play	29.56%	175
Exercise	39.02%	231
Gather as a community	47.30%	280
Spend time with family	60.81%	360
Municipal Services (BMV, Library, Post Office, Town Hall)	44.26%	262
Other (please specify)	4.73%	28
Total Respondents: 592		

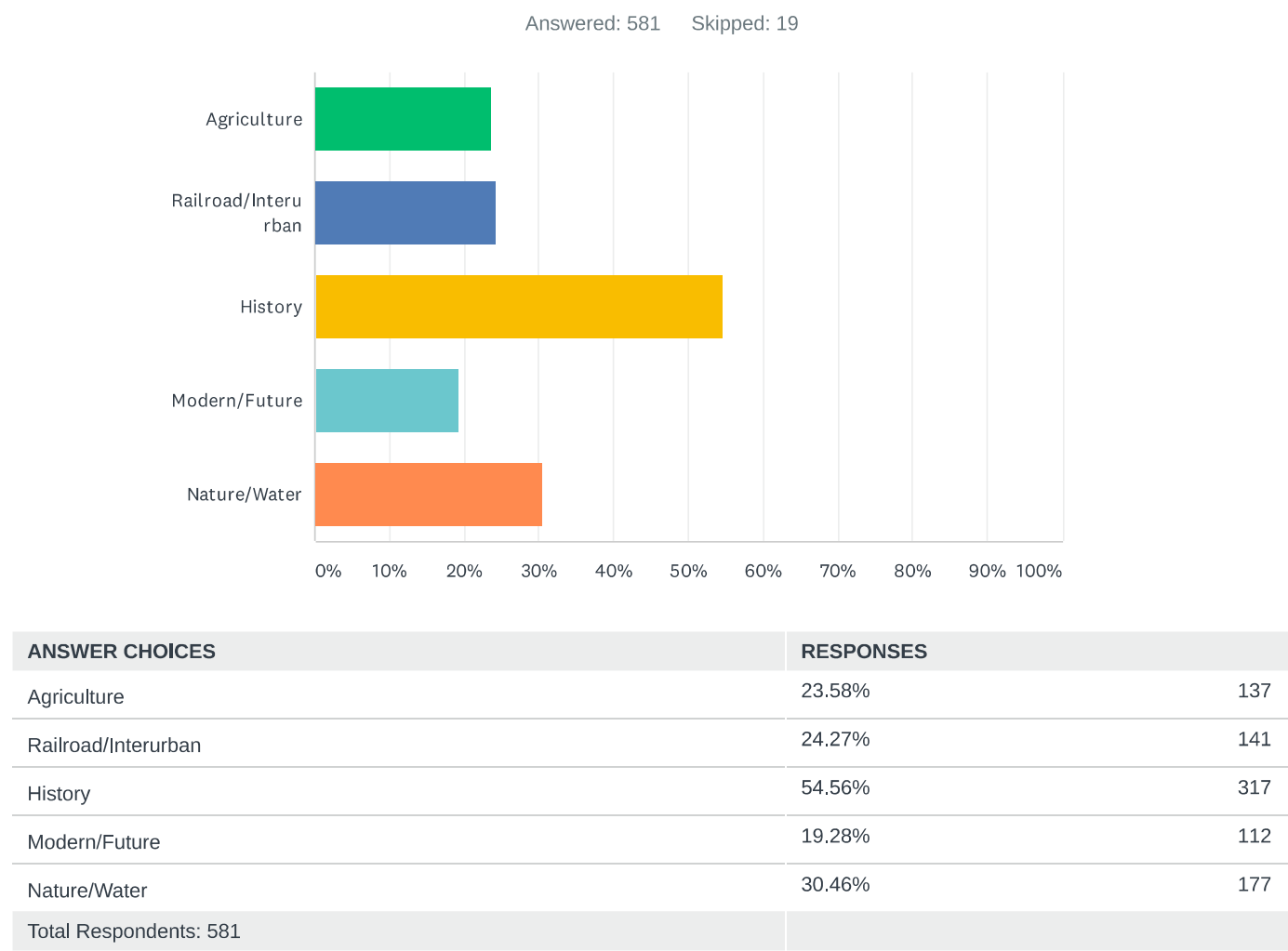
Q7 When would you be most likely to visit Town Center (check all that apply)



ANSWER CHOICES	RESPONSES	
Mornings	16.89%	100
Mid-Day	28.04%	166
Evenings	76.69%	454
Weekdays	31.42%	186
Weekends	87.33%	517
Seasonally	23.31%	138
Total Respondents: 592		



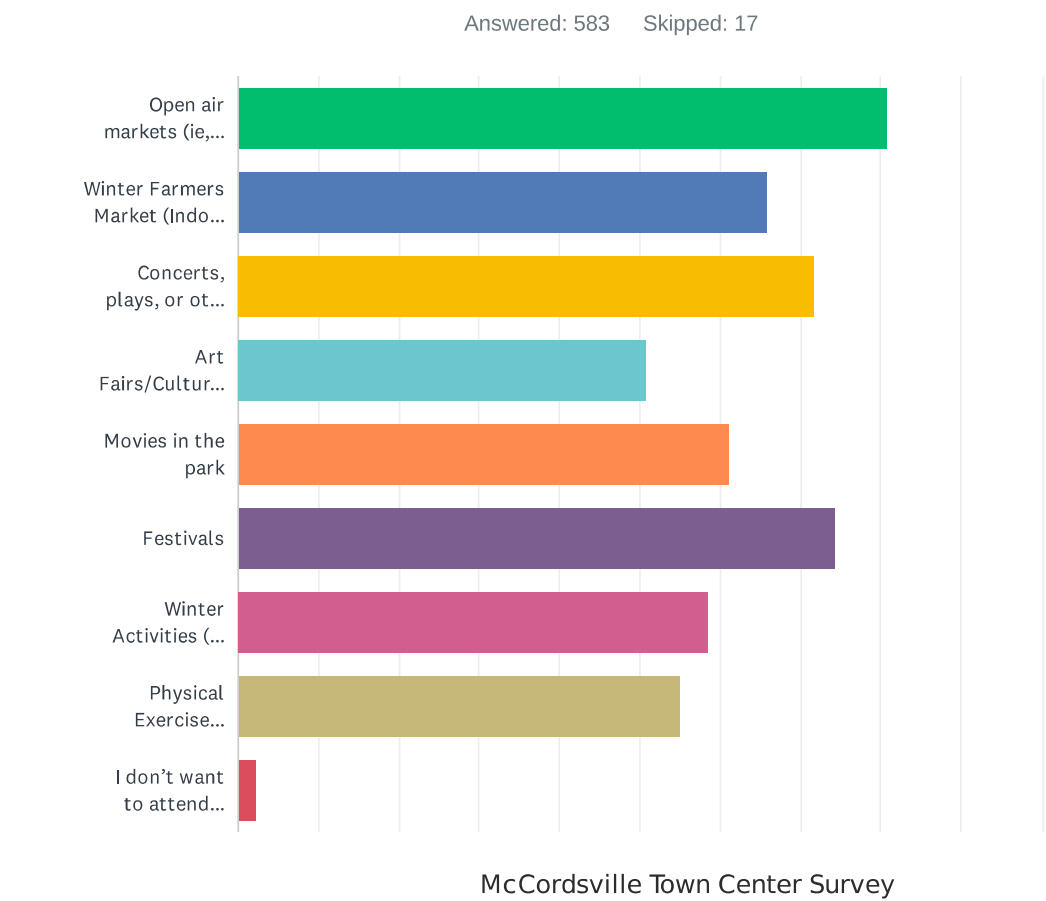
Q8 What should the character of Town Center reflect about McCordsville?



Q9 How would you like to describe Town Center in the future? Please rate the following in order of importance. (1 for most important and 9 for least important)

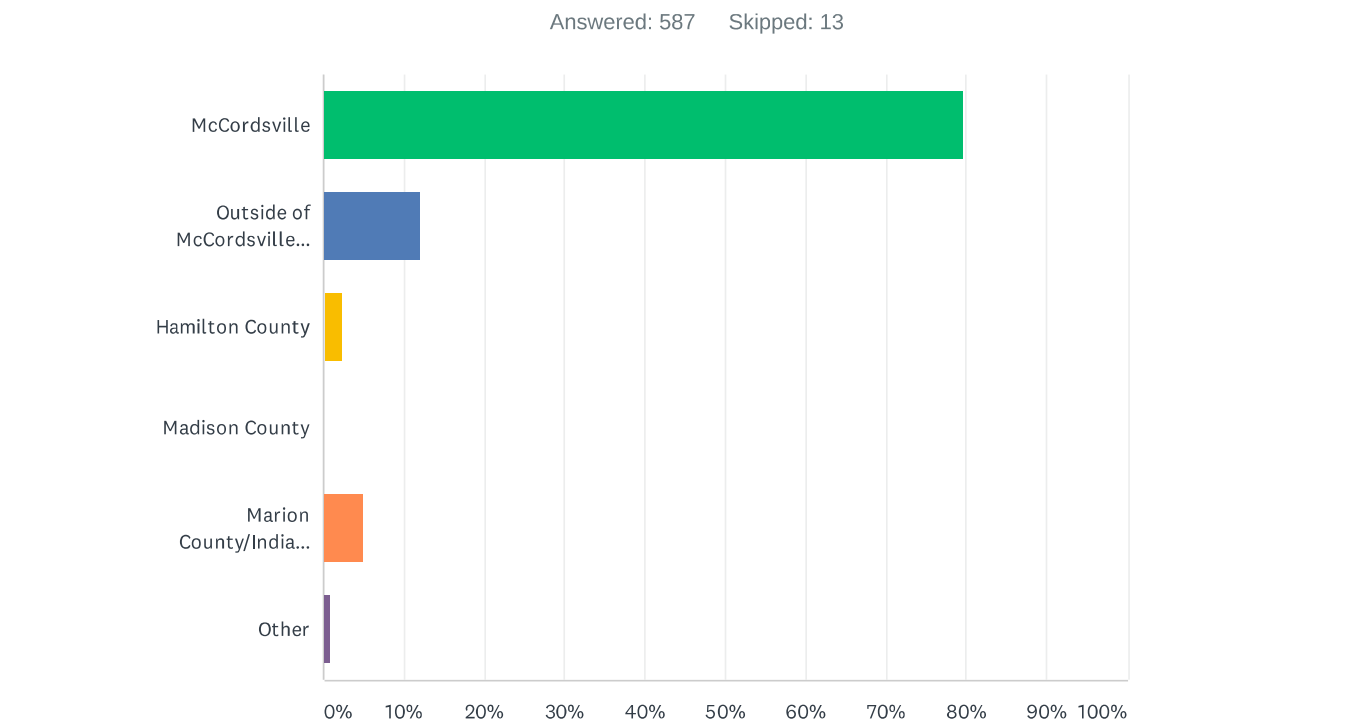


Q10 What kind of special events would you like to attend in Town Center?
(check all that apply)



ANSWER CHOICES	RESPONSES	
Open air markets (ie, farmers market/craft fair)	80.79%	471
Winter Farmers Market (Indoor market with (limited) vegetables, fresh baked goods, canned jams, pickled vegetables, handmade craft and artisan items, fresh cheeses, organic meats, and hot, ready-made foods)	65.87%	384
Concerts, plays, or other performance events	71.70%	418
Art Fairs/Cultural Events	50.77%	296
Movies in the park	61.06%	356
Festivals	74.27%	433
Winter Activities (Ice Skating, sledding)	58.49%	341
Physical Exercise (Running/walking/jogging events, yoga in the park, etc.)	55.06%	321
I don't want to attend events in Town Center.	2.40%	14
Other (please specify)	3.60%	21
Total Respondents: 583		

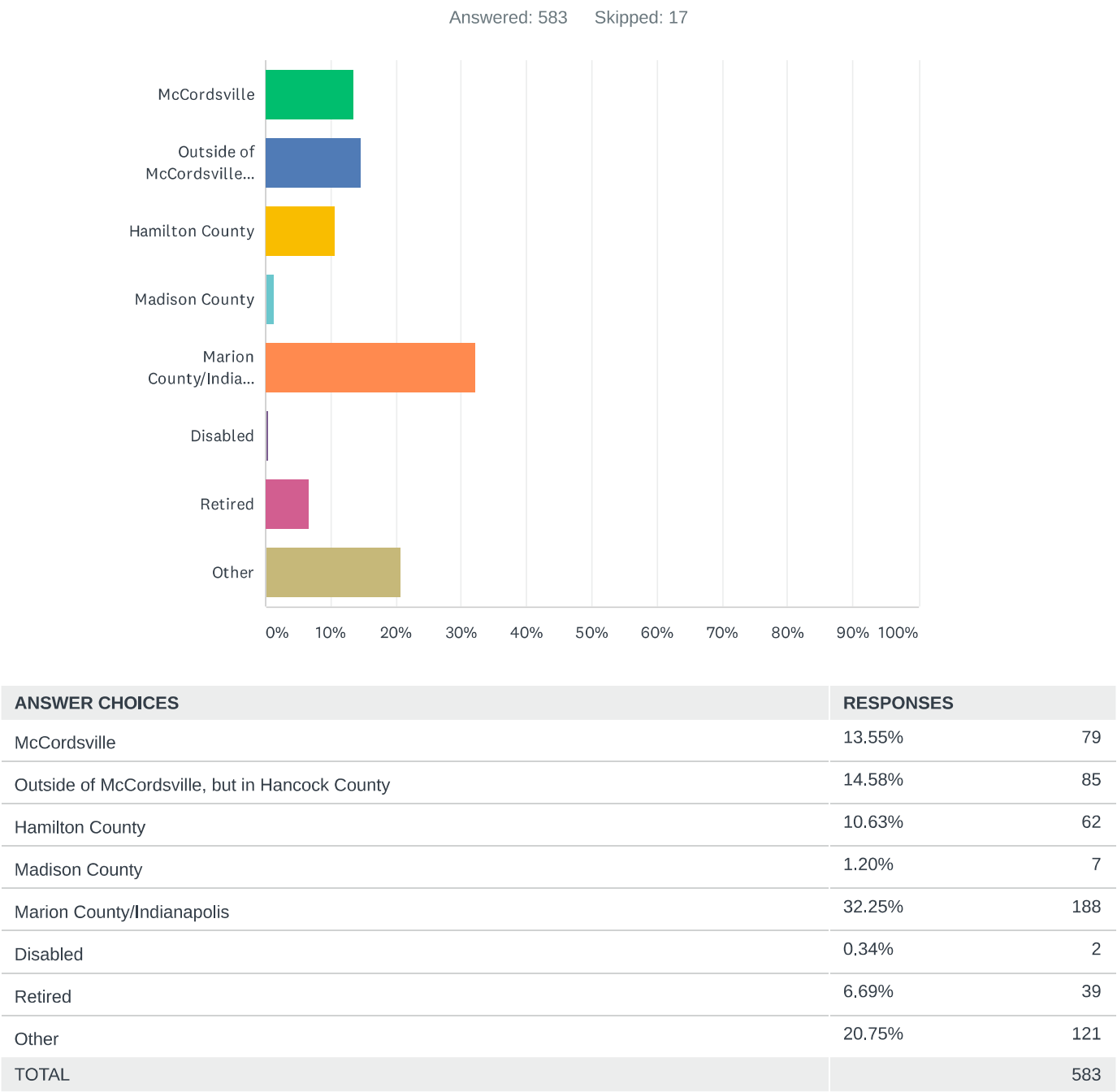
Q11 Where do you live?



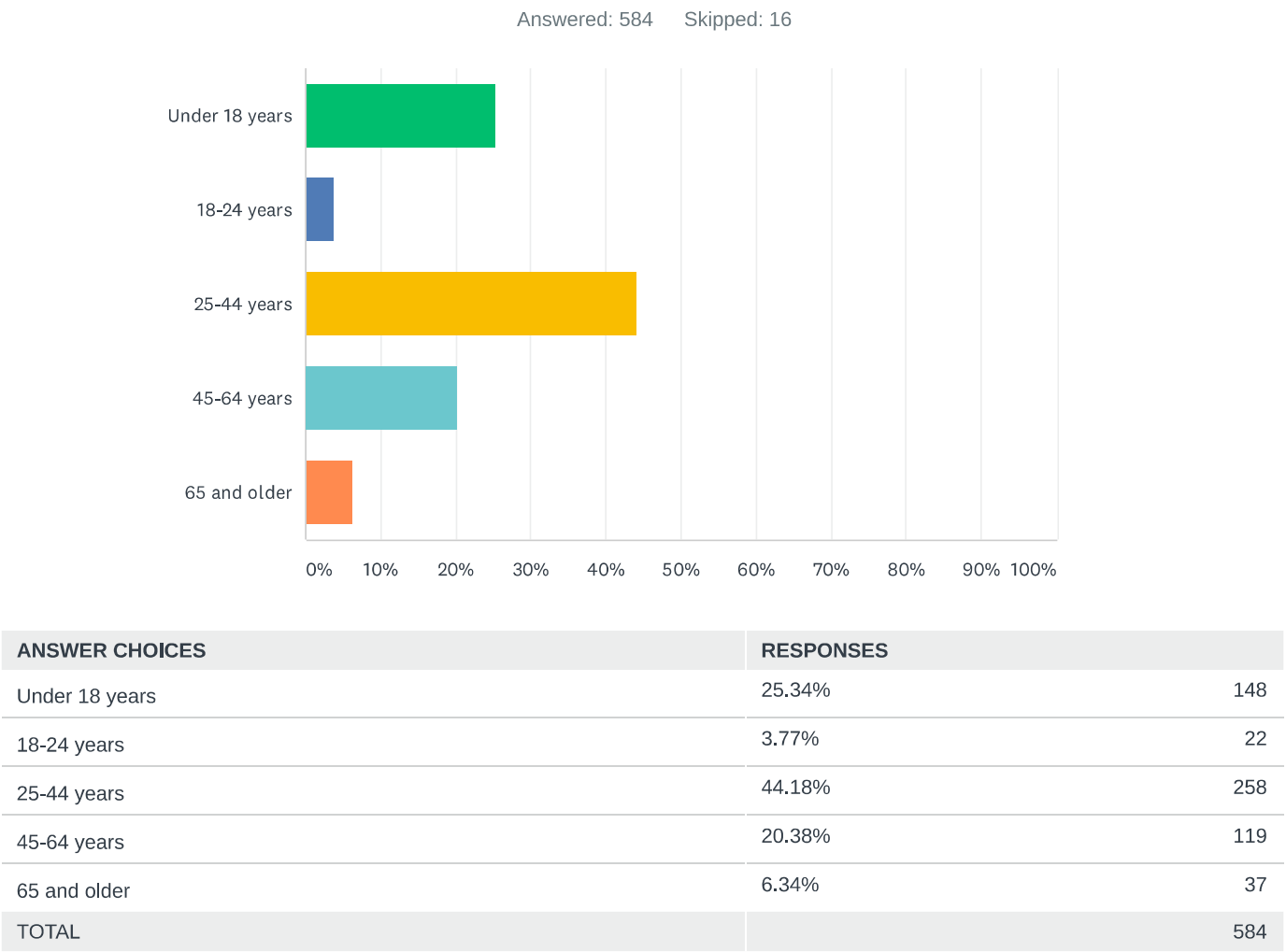
ANSWER CHOICES	RESPONSES	
McCordsville	79.73%	468
Outside of McCordsville, but in Hancock County	12.10%	71
Hamilton County	2.21%	13
Madison County	0.00%	0
Marion County/Indianapolis	5.11%	30
Other	0.85%	5
TOTAL		587



Q12 Where do you work?



Q13 Please indicate your age group



Q14 In what towns or cities do you enjoy spending time?

Answered: 543 Skipped: 57

Lawrence Art District Castleton Broadripple Noblesville Fishers County
Hamilton nobelsville Zionsville area Greenfield go
Fishers Carmel Fountain Square
Fishers Noblesville Bloomington Noblesville
mass ave Fortville Geist Fishers downtown
Indianapolis Brown County Carmel Chicago
McCordsville Westfield Indy Nashville IN Broad Ripple HTC
Hamilton Town Center lots Pendleton Greenwood
Fortville Greenfield Franklin Downtown Indianapolis Oaklandon
downtown Indy

Q15 Are there towns or cities that you have visited across the US that would be good case studies or inspiration for McCordsville?

Answered: 431 Skipped: 169

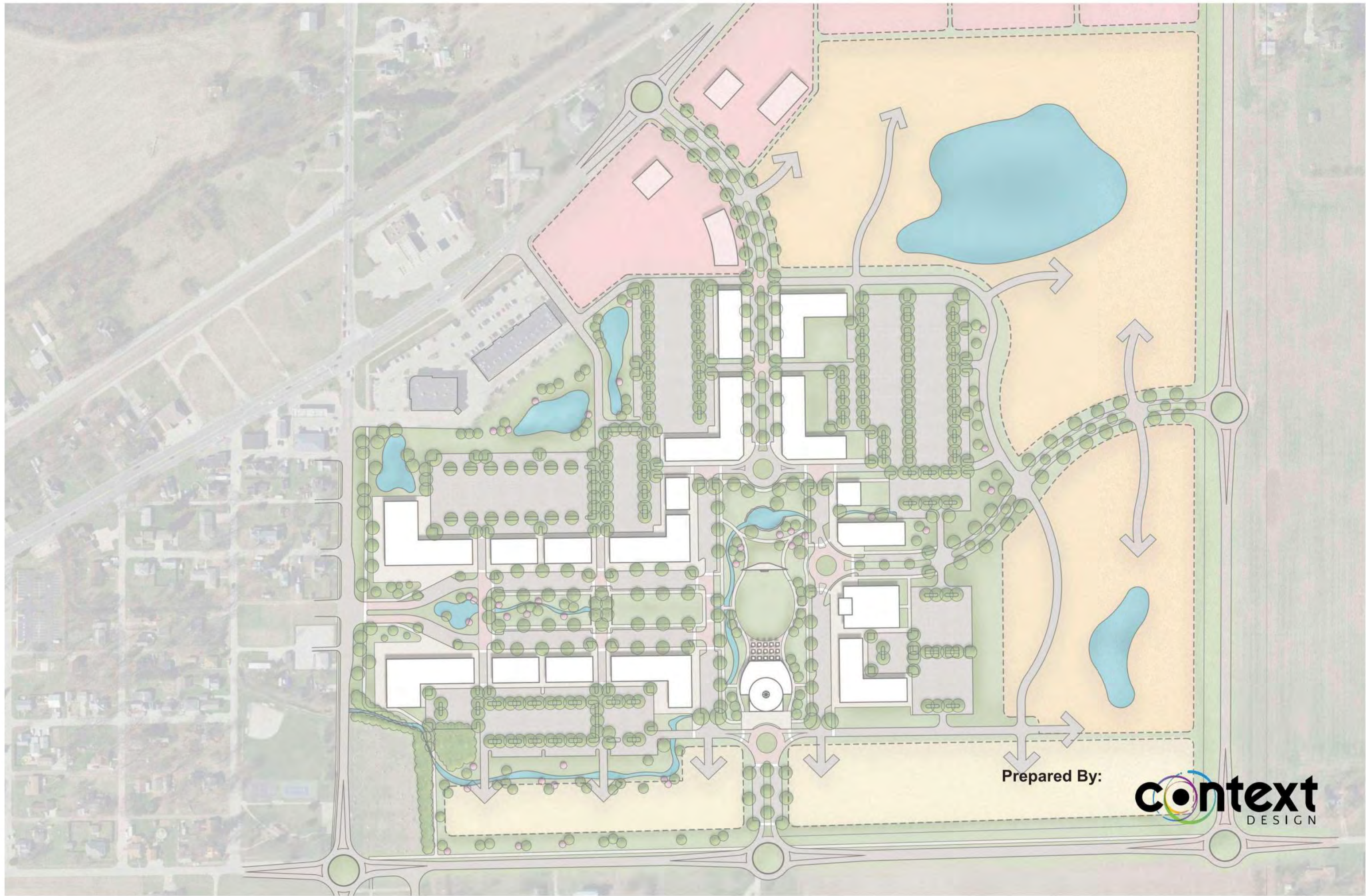
Indiana Chicago Na Madison IN Fortville great N Brown County
Noblesville sure Fishers think Carmel
Savannah Georgia Zionsville towns Yes Greenville SC
Nashville IN St Joseph Michigan Nashville Michigan
small towns Hamilton town center Downtown None Indianapolis

Q16 What is your BIG idea for Town Center?

Answered: 420 Skipped: 180

kids music Fishers relax Dog park Local traffic think one even events local shops big live
 unique around Will need good farmers markets modern house feel take food
 place go activities Hamilton Town Center shops restaurants visit
 shopping dining teens town center eat walk None
 family friendly opportunities town walkable make enjoy area
 Quaint McCordsville movies family walk around place
 Na shopping Diverse park historic community
 concerts lots Library dining stores restaurants Fortville go open
 fun downtown N small town space movie theater center somewhere small
 accessible gathering another want able people similar build etc nice large
 options come together something way restaurants shops hangout dining options
 neighborhoods look keep small town friendly bring safe splash pad great keep





Prepared By:

