

## 6.0 OVERVIEW

**THE KEY INVESTMENT AREA PLANS ARE INTENDED TO DEMONSTRATE THE FUNCTIONAL APPLICATION OF THE DEVELOPMENT SUITABILITY MAP, LAND USE PLAN, AND LAND USE POLICIES.**

### A. FOCUS AREA PLAN INTRODUCTION

#### PURPOSE

The Key Investment Area Plans are intended to demonstrate the functional application of the development suitability map, land use plan, and land use policies. They are representational in nature and do not represent specific intentions of any private developer or Monroe County.

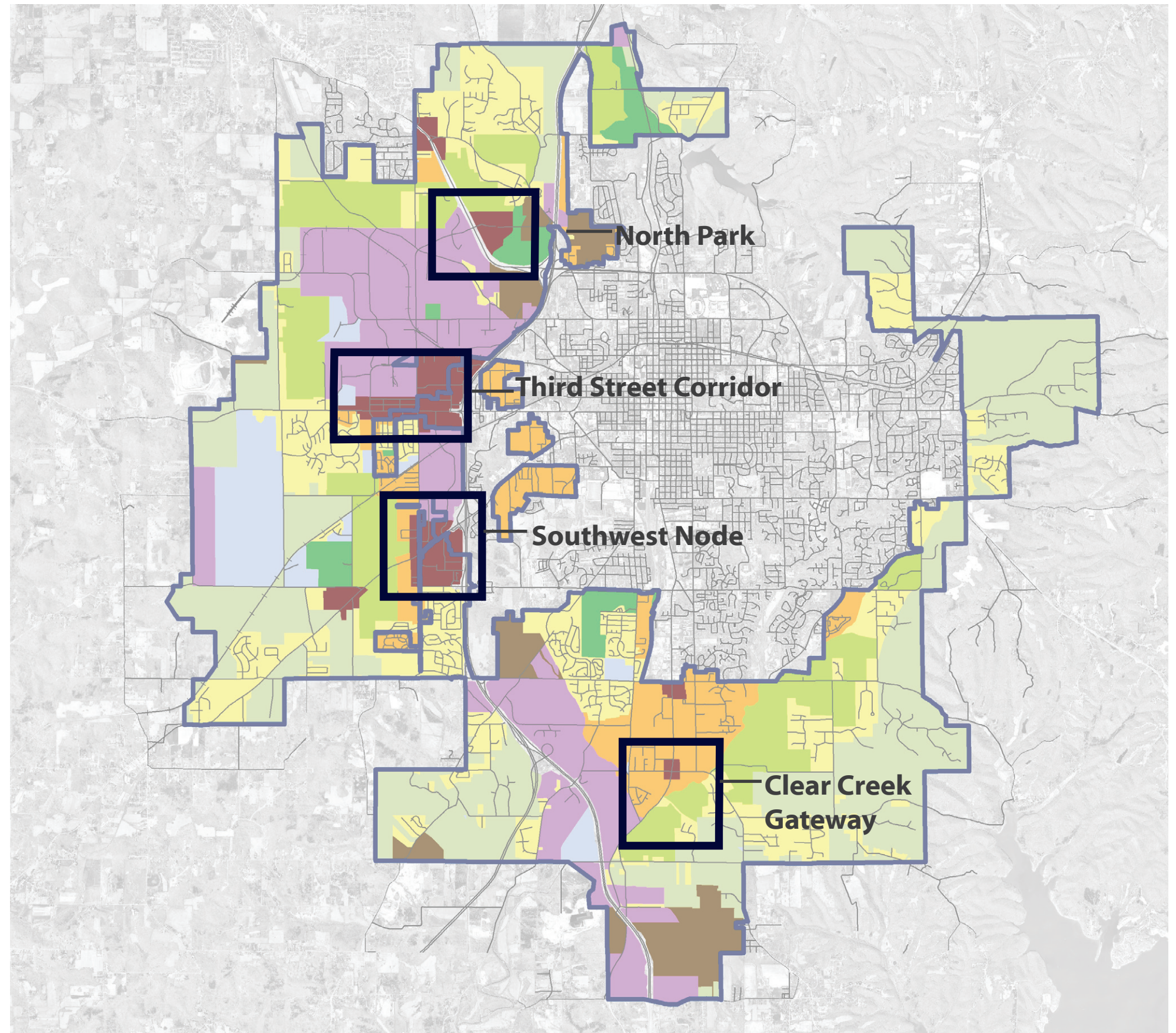
#### KEY INVESTMENT AREA SELECTION PROCESS

The Planning Team utilized the Development Suitability Map to select the most desirable development sites in the Urbanizing Area. These were based on various factors including access to transportation, proximity to utilities, topographic conditions and minimal Karst topography.

Following the determination of potential sites to study in further detail, the planning team worked with the client group and steering committee to select the final Key Investment Area Planning area boundaries.

These were purposefully selected to represent a variety of different conditions within the Urbanizing Area, including sites which span the range from undeveloped to heavily developed and 'suburban' to 'rural'. In addition, it was important to the Planning Team that the Key Investment Areas be geographically spread throughout the MC Urbanizing Area.

FIGURE 6.0: KEY INVESTMENT AREAS



North Park Area



Image: Author

Third Street Corridor



Image: <http://www.aviz.org/blog/wp-content/uploads/2013/10/cook-headquarters.jpg>

Southwest Node



Image: <http://alexdeckard.com/wp-content/uploads/2013/12/PC2600021.jpg>

Clear Creek Gateway



Image: <http://upload.wikimedia.org/wikipedia/commons/thumb/a/a3/E9065-Bloomington-That-Road.jpg/800px-E9065-Bloomington-That-Road.jpg>

**OBJECTIVES**

The Planning Team generated several key objectives to guide the creation and refinement of the Key Investment Area plans. First, generate a clear, ambitious, but realistic vision for development or redevelopment of the area. Second, provide specific steps for implementation. And finally, provide guidance for design, financing, and construction.

**SITE ANALYSIS**

The first step in developing a site plan for the key investment area is a site analysis. The site analysis process takes into account slopes, soils, views, vegetation, transportation access, and other physical components. These factors are summarized and the most appropriate areas for certain types of development are highlighted diagrammatically over the site base plan.

**MARKET ANALYSIS**

A market analysis was performed for each Key Investment Area plan which looked at surplus and leakage of various market segments. Surplus is a condition in which the market area has too much of a specific market segment to be supported by the local population. Goods and services with a surplus should generally not be expanded because the market is already fulfilled.

Leakage is the opposite condition to surplus in which the current goods and services provided by the market do not meet the demand. Therefore, consumers travel elsewhere to fill these needs and that market is 'leaked'. The leakage market segments have potential for each Key Investment Area to explore as a potential development type.

**BUILDING BLOCKS**

Each plan is composed of development types discussed in the land use plan including Mixed-Use, Mixed-Residential, Employment, Open Space and Institutional, amongst others. These have been integrated into each Key Investment Area plan in a manner which is consistent with the Goals and Objectives outlined in the beginning of the plan.

**IMPLEMENTATION**

The Planning Team has included a broad strategy for implementation of each Key Investment Area Plans with some key individual steps. These are meant to provide a framework for moving forward with the plan beyond completion of the MCUAP.

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## 6.1 NORTH PARK AREA

**NORTH PARK IS AN OPPORTUNITY TO CREATE A DISTINCTIVE PLACE WITH MINIMAL NEW INVESTMENT IN INFRASTRUCTURE AND LIMITED DISRUPTION TO THE NATURAL ENVIRONMENT.**

### 6.1.1 THE SITE

#### A. BACKGROUND

The existing site development site at the existing intersection of SR 46 and Curry Pike is part of “North Park”, a Planned Unit Development (PUD) concept that was approved in the early 2000’s. The North Park plan includes over 640 acres of land which extends beyond the map shown at right. The PUD includes several types of land uses including residential, office, medical, recreational fields, protected green space, and new public infrastructure. Although there has been some development in the North Park area, the majority of the approved elements within the PUD have yet to be developed despite a significant strategic investment in public infrastructure.

For the purposes of this plan, the focus of the North Park Key Investment Area Plan will be the “town Center” of the approved PUD. The original PUD language discussed this area as a Mixed-Use center of activity with retail, residential and office surrounding a central open space.

#### B. SITE ANALYSIS

##### PHYSICAL SITE FEATURES

The existing site is comprised of two flat plateaus and a small escarpment which runs from north to south along an existing roadway. There is also a significant stream network which frames the primary development area on the north, south and east sides which have fairly significant undevelopable floodways and floodplains.



**FIGURE 6.1: NORTH PARK AREA EXISTING AERIAL**

##### EXISTING TRANSPORTATION INFRASTRUCTURE.

The site is located very close to the future I-69 and SR 46 interchange and is the first surface intersection beyond. This is a significant asset for the site as it presents convenient and immediate access to a significant part of Bloomington and Monroe County.

The intersection is signalized and has significant traffic capacity. The existing streets that have been constructed have not seen any significant use since construction and are essentially brand new. Several curb cuts along these streets have been constructed to allow for future perpendicular roadways.

##### UTILITIES

Utility connections to the site have already been constructed as part of the roadway construction projects. These are sized for considerable development, including large sewer trunk x” lines placed within the existing roadway.

All areas of the site are served by a private treatment facility that was constructed as part of the development. The small sewage plant has significant excess capacity and is available for use immediately by new development.



## C. SUMMARY OF GENERAL OBSERVATIONS

### SHOVEL READY DEVELOPMENT SITE

The site appears to the passing motorist to be a vacant or stalled development site and is ready for immediate development. The strong visibility and access will only be strengthened by the completion of I-69 and this should increase its attractiveness as a development site.

### SIGNIFICANT AMOUNT OF DEVELOPABLE GROUND

Given the rolling topography of the Urbanizing Area, it is relatively unusual for so much flat area to be contiguously located. This contributes to the attractiveness of the development site for potential builders because the

flatter topography is generally less expensive to build upon. Furthermore, flat topography will ease design and construction issues as they emerge.

### PROTECT THE NATURAL AREAS

The natural areas contribute greatly to the sense of place of the site and will be very desirable to future residents. These are currently protected under the current in-place PUD agreement and should so if the PUD is changed in the future. Additionally, special care should be given to assure these areas are not adversely affected during construction, such as tree canopy protection zones and additional erosion control measures.



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## 6.1.2 MARKET ANALYSIS

### A. RETAIL STRATEGY

Currently, there is minimal opportunity for retail in the North Park focus area, with only electronics and appliances, shoe stores, and department stores losing sales outside of the area. As buildout of the node progresses, there may be increasing opportunities for retail.

### B. HEALTHCARE OPPORTUNITY

The IU Health Bloomington Hospital owns land in the North Park focus area, and could build a healthcare facility there in the future. If it does, there may be an opportunity for other medical offices and medical support services. Otherwise, as a largely undeveloped site with access to I-69, office, manufacturing, and warehousing may be well suited to the focus area.

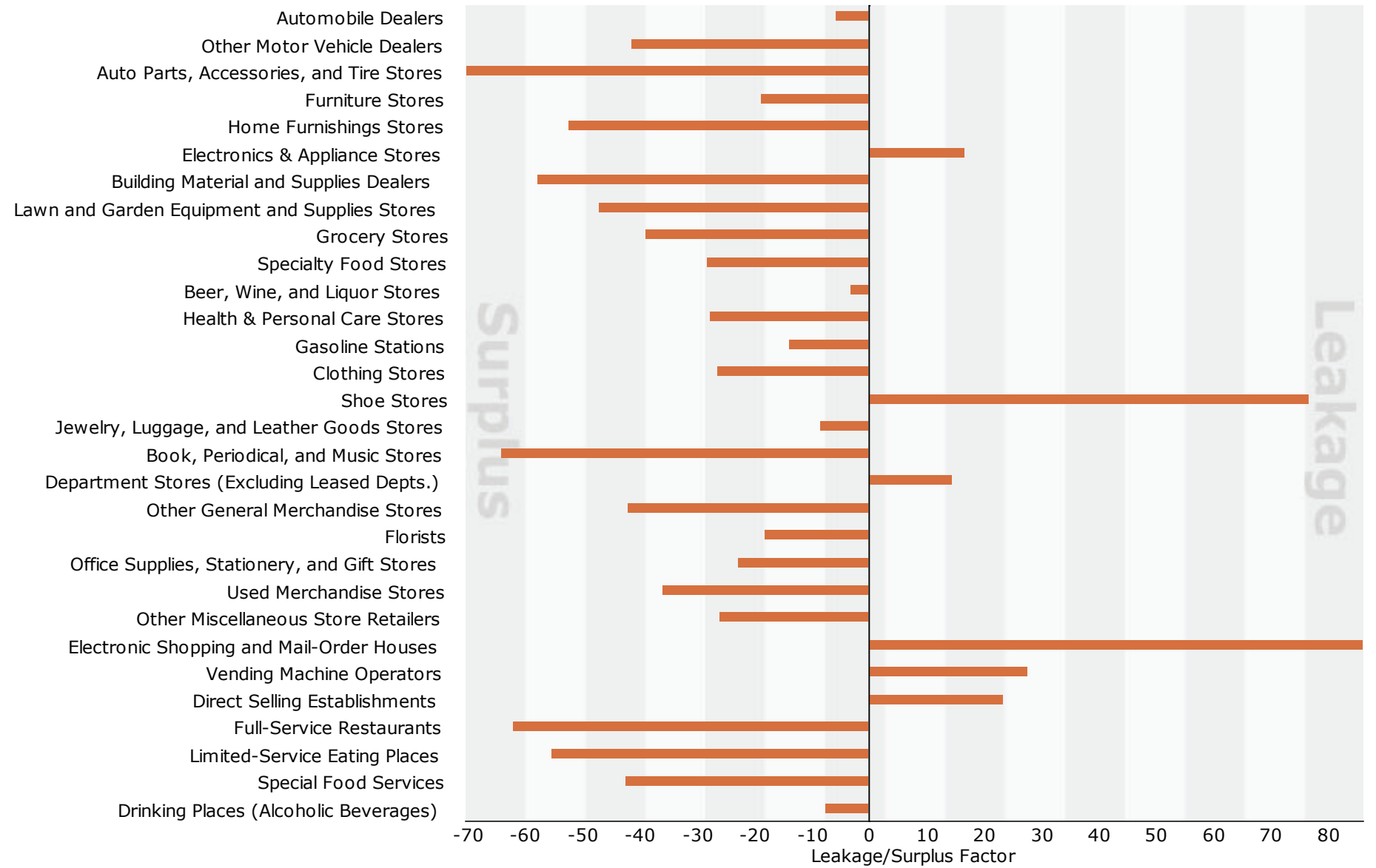


FIGURE 6.2: NORTH PARK AREA SURPLUS AND LEAKAGE

# GREENFIELD TOWN CENTER CASE STUDY: NORTON COMMONS; LOUISVILLE, KENTUCKY

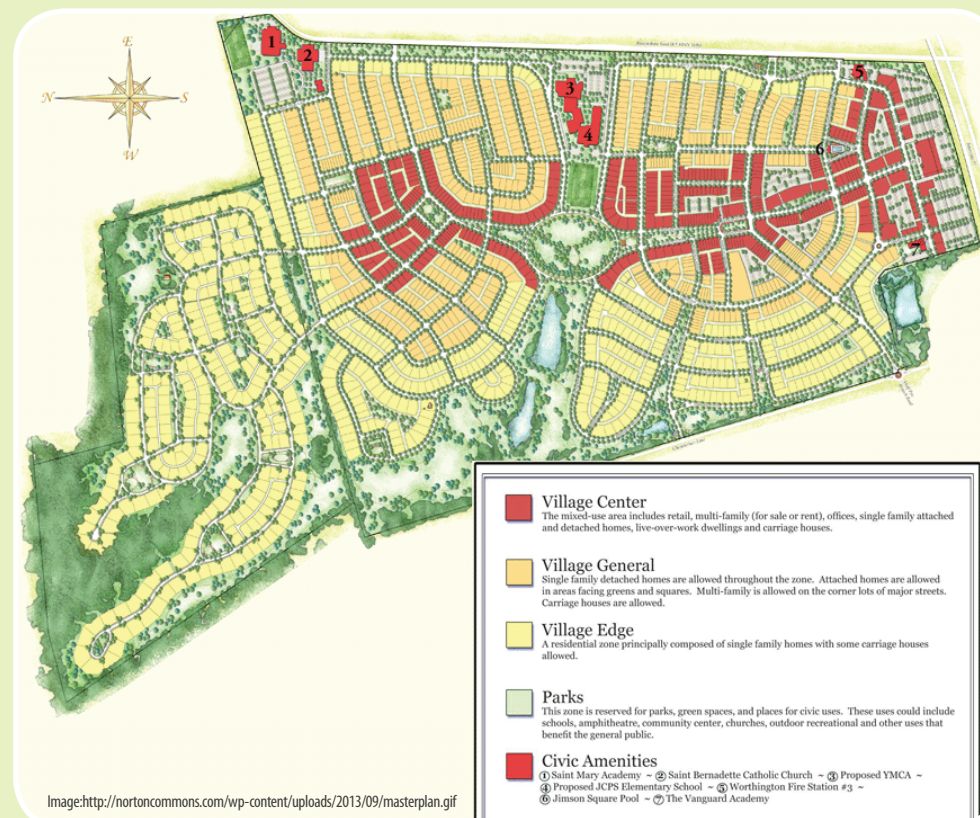


The NorthPark Area was originally conceived as a Planned Unit Development in the early 2000's. Although development has not proceeded as planned, the concept of mixed-use development remains a viable use of the property.

The public open spaces in Norton Commons help to orient visitors and create a strong sense of place. To strengthen these spaces, buildings are oriented towards the street and frame the open spaces. In addition, these public spaces are dispersed throughout the community, providing places for recreation and social interaction throughout.

Norton Commons also varies its use of development types. The plan includes mixed-use and apartment residential, duplex and small apartment units, and single family residences. These varying densities transition from higher density mixed-use along major corridors to single family residential along secondary streets. Institutional uses are scattered throughout the development, including several schools, a church, a YMCA, and a community pool.

North Park is prime for this type of Town Center. It must be clearly stated that this project is not a regional retail center at its core. It is a residential community with retail and other uses that service the surrounding residential community.



Location:	Louisville, Kentucky
Year Built:	2004 - Present
Size:	1000+ Residential Units
Land Use:	Residential with Some Retail/Civic at Key Nodes
Project Keys:	<ul style="list-style-type: none"> <li>+ Retail is strategically located at key corners</li> <li>+ Integrated green space throughout the development</li> <li>+ Includes a phased approach with a mix of retail and various types of residential during each phase</li> <li>+ Some auto-oriented retail along major roadway corridors</li> <li>+ Integrated civic facilities within the development</li> </ul>

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## 6.1.3 PROPOSED PLAN

### A. PROPOSED LAND USE ZONES

#### ORGANIZATIONAL CONCEPTS

The parcels to the west of SR 46 are currently developed with healthcare uses or are proposed to contain future healthcare development. Currently there are several medical office buildings and a senior/assisted living facility. There have been discussions of a major new healthcare campus being developed on this site, but at the time of this plan's development there are no definite proposals for this use. Given, though, that healthcare facilities of some kind is a likely future land use, these areas are shown as healthcare.

Much like the original PUD concept, the majority of land uses to the east of SR 46 should be oriented around a signature green space. The green space should be roughly square and 'framed' on 4 sides by public streets. The two existing streets could be utilized as two sides of this frame and would provide a simple way to take advantage of this existing infrastructure.

#### MIXED-USE

The public green space should be surrounded by vertically mixed-use structures which have publicly accessible front facades. These vertically mixed-use buildings should have retail, restaurant, or service-oriented office uses on the ground floor and office or residential uses on the upper floors.

#### OFFICE

The SR 46 corridor presents tremendous opportunities to potential office users who desire the visibility offered by a highly-trafficked corridor. The land immediately along these corridors should be utilized for office buildings or mixed-use buildings with an office use.

One key driver of an office use is the opportunity to create a walkable work environment. By providing retail, restaurant and residential uses nearby, the office user has opportunities to visit a coffee shop on a break, complete errands at lunch, or even live in the adjacent neighborhood and walk to work. This is a highly desirable workplace culture and is an improvement over the single-use, monolithic office park development style that has been popular in the last 20-40 years. Many companies are looking for this lifestyle-based workplace and it can be an effective recruiting tool for talented employees. This office-heavy mixed-use approach can be a highly effective development driver of the site.

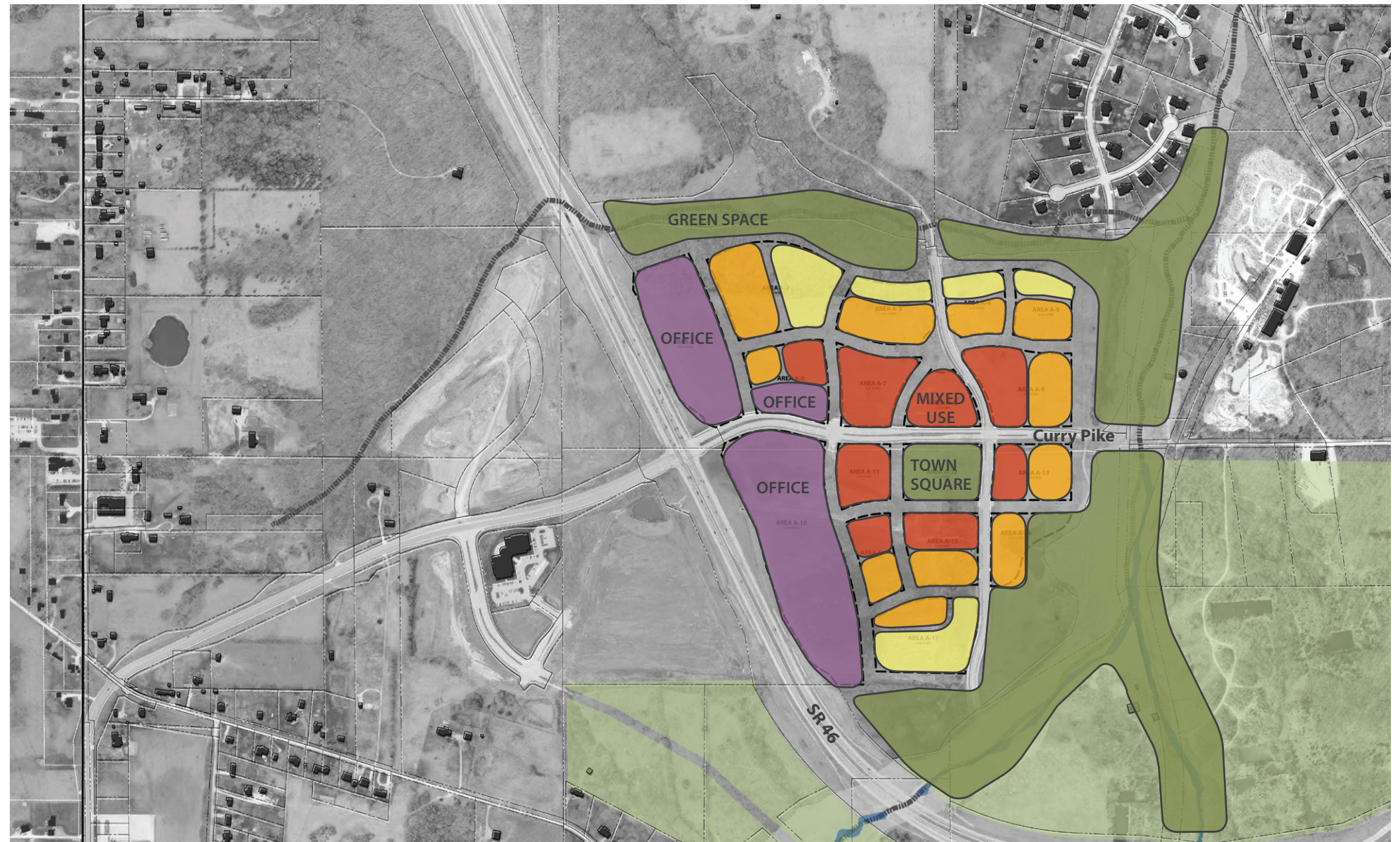


FIGURE 6.3: NORTH PARK AREA CONCEPT

#### RESIDENTIAL

The wooded north, east, and south edges of the primary development site created by the wooded corridors are tremendous assets for residential development, including great views, potential for trails, and the construction of environmentally sensitive recreational facilities. Residential development should have multiple floors, parking located behind buildings or on public streets, and should be comfortable and inviting. Residential buildings should also be architecturally similar to the adjacent mixed-use buildings in order to minimize any abrupt transitions and create a consistent feel for the development.

#### GREEN SPACE & RECREATION

The creek corridors are key assets and because they help to create an

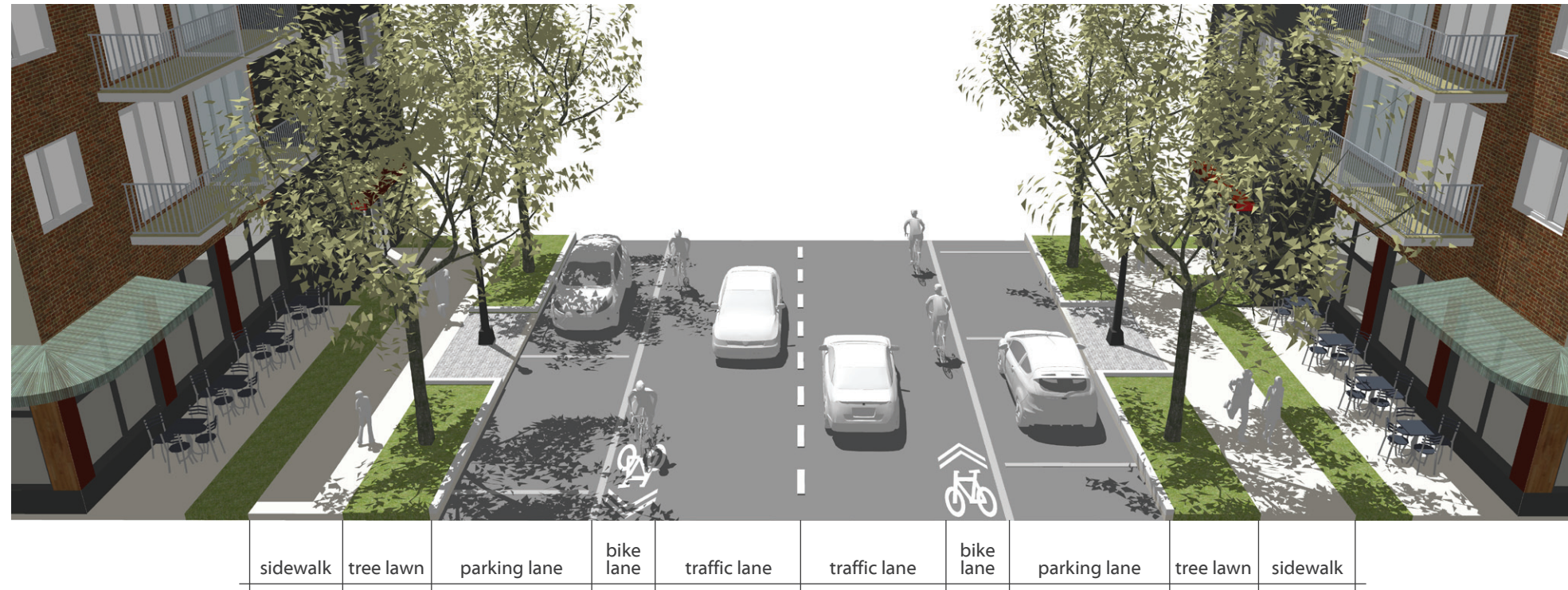
immediate and desirable sense of place. Steps should be taken to protect these areas during construction and permanently preserve these areas in perpetuity.

### B. KEY DESIGN CONSIDERATIONS

#### BUILDING FORM

In order to properly frame public spaces and streets, buildings should be between 2 and 4 stories in height. This is a building height that is not overwhelming or intimidating and will create comfortable public spaces. Taller vertical elements such as church steeples or clock towers could be included in the design of prominent buildings to punctuate key urban spaces and nodes. Conversely, lower scale buildings should be constructed to house

**FIGURE 6.4: 2 LANE MIXED-USE STREET SECTION**



utilitarian or low priority in order to de-emphasize their visibility.

**ARCHITECTURE**

The architectural style of new buildings should most importantly be consistent, but not monotonous. Whether a traditional or contemporary style is used, the facade, scale, and massing of buildings should vary from one building to another.

Architectural style plays a tremendous role in creating a sense of place. It is important that the architectural style works to create a new sense of place, not mimic that of another place.

The Urbanizing Area’s rich deposit of high quality Limestone is a tremendous component of the sense of place. New buildings should heavily rely on Limestone as a primary building material. Brick, glass, and metal can be utilized to accent this limestone.

Different types of buildings should have different design features. Retail buildings or mixed-use buildings with retail on the ground floor should have large windows at the ground level and bright, welcoming doors. The floor-to-floor height of retail spaces should be at least 14’. Awnings, banners and custom private signage should be incorporated into the facades.

Office buildings should have large windows and welcoming, prominent entrances. At least one entrance should access the primary street on which

the building is located. Building floor-to-floor heights should be at least 12-14’ for office uses.

Residential buildings will vary by the type of residential unit. In general, all residential buildings should have prominent windows and front entrances. Parking facilities like parking lots or garages should be located behind the building. Also, front porches, seating terraces, or Juliet balconies should be included on the principal facades to allow for street social interaction.

**PUBLIC SPACE**

The entry boulevard will be the primary introduction into the community. This important street should be framed by buildings include prominent lighting, landscaping, and specialty pavements.

The town square will be the most important space of the community. Landscaping, fountains, public art, site furnishings, and other amenities should be included in the space. In addition, the square should have permanent structures to host public performances, a farmer’s market, and other events.

The remaining public streets are the primary way most people will experience North Park. It is important to create attractive and pleasant streets with lighting, street trees, and site furnishings.

**CREATE AN ICONIC AND ACTIVE TOWN SQUARE**



Town Squares serve as the central building block of walkable urban neighborhood units. The basic configuration of a town square is a central green space which is surrounded by rights-of-way and buildings opposite the green space. Numerous elements are located within the square including places to sit and rest, trees, lighting and other amenities, and public art, memorials or markers denoting the history or culture of the community. In addition, most town squares are roughly the same size as the surrounding city blocks, or roughly between one and four acres.

The North Park area could be built with a few key projects and the town square as a catalyzing element.



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FIGURE 6.5: NORTH PARK AREA DEVELOPMENT PLAN



**TABLE 6.0: NORTH PARK AREA DEVELOPMENT DATA**

<b>EMPLOYMENT</b>				
USE	BUILT SQUARE FEET		POTENTIAL JOBS	
	LOW	HIGH	LOW	HIGH
OFFICE	500,000	600,000	1,600	1,700
RETAIL	100,000	200,000	200	300
<b>TOTAL</b>	<b>600,000</b>	<b>800,000</b>	<b>1,800</b>	<b>2,000</b>
<b>RESIDENTIAL</b>				
TYPE	NUMBER OF UNITS		NO. OF RESIDENTS	
	LOW	HIGH	LOW	HIGH
APARTMENTS	1,000	1,100	2,100	2,300
TOWNHOMES	70	80	140	160
SINGLE FAMILY	40	50	80	100
<b>TOTAL</b>	<b>1,110</b>	<b>1,230</b>	<b>2,320</b>	<b>2,560</b>
<b>PARKING</b>				
ESTIMATED QUANTITY (SPACES)	TOTAL DEMAND	SHARED DEMAND	PARKING PROVIDED	PARKING BALANCE
LOW	4,400	3,500	3,800	<b>300</b>
HIGH	4,500	3,600	3,900	<b>300</b>

**LEGEND**

-  **MIXED-USE**
-  **MULTI-FAMILY**
-  **MIXED RESIDENTIAL**
-  **GREENSPACE**
-  **OFFICE**

**TABLE 6.1: NORTH PARK AREA IMPLEMENTATION STEPS**

STRATEGY	ACTION	CODE	TYPE	LEAD
<b>1</b>	CREATE A DETAILED MARKET & SITE PLAN STUDY	<b>5.1.1.1</b>	Private Development	Property Owner & developer
	<ul style="list-style-type: none"> <li>+ Examine potential capture rates based on I-69 project</li> <li>+ Determine potential need for retail, office, and other uses</li> <li>+ Create preliminary pro forma and updated development strategy</li> <li>+ Coordinate with Monroe County for preliminary conceptual review of the plan</li> <li>+ Develop strategies for splitting the large development parcel into smaller development parcels</li> <li>+ Market and retain potential developers for other market types</li> </ul>			
<b>2</b>	UPDATE THE NORTH PARK PLANNED UNIT DEVELOPMENT DOCUMENT			
	<ul style="list-style-type: none"> <li>+ Based on market study and site plan update, initiate PUD Update process Monroe County</li> <li>+ Work with Monroe County Plan Commission and Monroe County Planning Staff to refine the updated development plan.</li> <li>+ Consider potential public/private partnership funding strategy</li> </ul>	<b>5.1.1.2</b>	Private Development	Property Owner & developer
<b>3</b>	ENHANCE CENTRAL BOULEVARD, TOWN SQUARE, AND OPEN SPACE	<b>5.1.1.3</b>	Public / Private Partnership	Property Owner/ Developer
	<ul style="list-style-type: none"> <li>+ Refine design for the Town Square, Entry Boulevard, first phase streets, and various surrounding open spaces.</li> <li>+ Construct the Town Square space and Entry Boulevard including necessary streets, sidewalks, plaza areas, trees, plantings structures, furnishings, lights and signs.</li> <li>+ Construct any improvements to the peripheral green space areas. This includes sports fields, trails, pedestrian bridges, shelters, furnishings, lights and additional planting.</li> </ul>			

## 6.2 THIRD STREET CORRIDOR

**WITH BOLD POLICY AND URBAN DESIGN, THE THIRD STREET CORRIDOR CAN BECOME A SIGNATURE STREET IN THE BLOOMINGTON REGION.**

### 6.2.1 THE SITE

#### A. BACKGROUND

The Third Street corridor is a highly developed and heavily trafficked area which serves as a major job center and retail destination for the Bloomington region. The portions which have been developed in the City of Bloomington are predominantly retail and commercial, while the developed areas along the corridor in Monroe County include a mix of residential, institutional, office and manufacturing.

#### B. SITE ANALYSIS

##### PHYSICAL SITE FEATURES

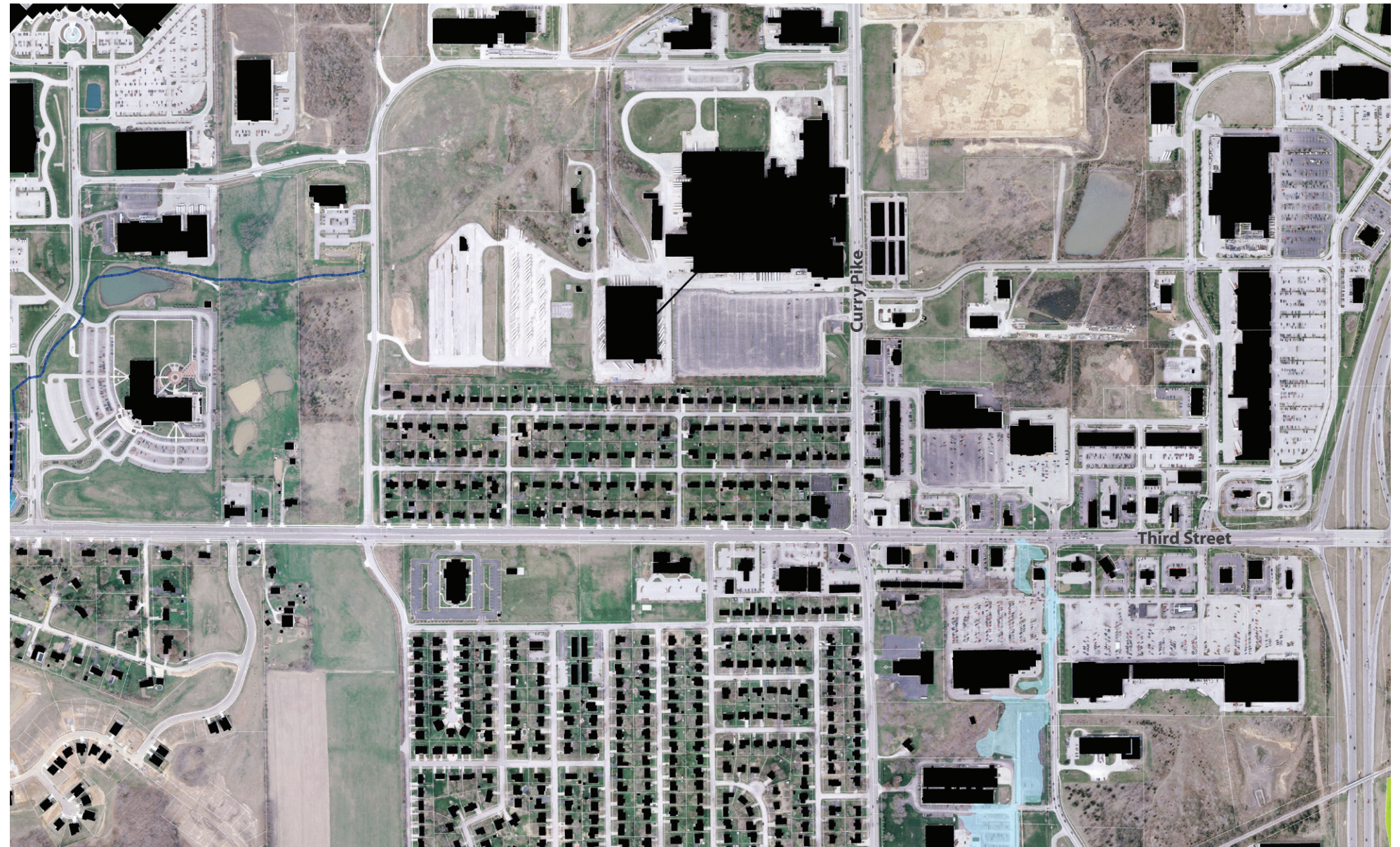
The Third Street Corridor contains some of the most flat terrain within the Urbanizing Area. This has allowed development to occur in a cost effective way and will continue to support new development and redevelopment in this area. Most of the existing natural vegetation and geographic features have been removed.

##### TRANSPORTATION INFRASTRUCTURE

The corridor has direct access to the future I-69 corridor through an existing interchange which is not planned to be significantly modified as part of the I-69 project. The interchange currently provides enough capacity to support additional development in the corridor without future widening.

Third Street itself consists of two traffic lanes in each direction with a center turn lane, providing significant traffic capacity. This should allow for additional development along the corridor without a need for modification.

A Bloomington Transit route exists on Third Street which heads west from the



**FIGURE 6.6: THIRD STREET CORRIDOR EXISTING AERIAL**

I-69 interchange and then runs along Hickory Drive, Belle Avenue and Park Square Drive. This provides some transit access to the Urbanizing Area, but does not directly serve Ivy Tech, Cook, GE and other major centers of activity. Although there are significant policy barriers to expanding the service area of Bloomington Transit in the Urbanizing Area, transit will be vital to providing access to future development in the corridor.

The Third Street right-of-way contains existing curbs, sidewalks and tree lawns which support some pedestrian connectivity. However, the sidewalks are often very narrow and the tree lawns do not contain street trees, human scale lighting, and other pedestrian amenities. In addition, there are few and limited pedestrian crossings along Third Street. This creates the dangerous condition of pedestrians crossing Third Street between intersections.

Additional signalized intersections at key desired crossing points, higher visibility of crossings for motorists, and other strategies should be considered to improve pedestrian access.

Some bike facilities are currently provided with the corridor. There is potential to add on-street or off-street bike facilities in the Third Street right-of-way. The Karst Farm Trail is currently under construction along Profile Parkway.

##### UTILITIES

Existing utilities are located throughout the corridor including major sanitary sewer, water, electric, gas and communication lines. Aside from providing lateral connections to future developments, there are no major utility upgrades required in this area in order to support significant redevelopment.



## C. SUMMARY OF GENERAL OBSERVATIONS

### HIGH DEMAND FOR NEW DEVELOPMENT

Given the projected increase of traffic with the I-69 project, the access to infrastructure and existing amenities, this corridor should be primed for future development. Several undeveloped sites on Third Street or in the vicinity of the corridor will likely experience development.

### HIGH POTENTIAL FOR REDEVELOPMENT

A number of existing development types in the corridor will likely experience some pressure to redevelopment in the 35 year planning horizon. For example, given the high visibility and traffic, the land values of the single

family residential along Third Street will eventually outweigh the value of the structure itself. These homes will likely be sold to commercial developers who will eventually assemble enough properties to create large development parcels. Development types may include office, residential or retail, which is consistent with other uses in the area.

### THIRD STREET CORRIDOR

Third Street itself is currently a high traffic vehicular corridor. To transition the corridor into a more mixed-use environment, several strategic changes will be required including the addition of bicycle facilities, street trees, pedestrian scale lighting, enhanced pavements and site furnishings. Also, burial of overhead utilities should be considered.



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## 6.2.2 MARKET ANALYSIS

### A. RETAIL STRATEGY

Opportunities for retail in the Third Street Corridor are currently limited, with the most leakage in electronics, shoe stores, and department stores. As build out of the focus area progresses, there may be increasing opportunities for retail.

### B. EMPLOYMENT ORIENTED DEVELOPMENT OPPORTUNITIES

With a planned I-69 interchange and existing base of industrial uses, manufacturing and warehousing place types may be well suited at this node. There are also smaller footprint sites that may be suited to the fabricate and service place types.

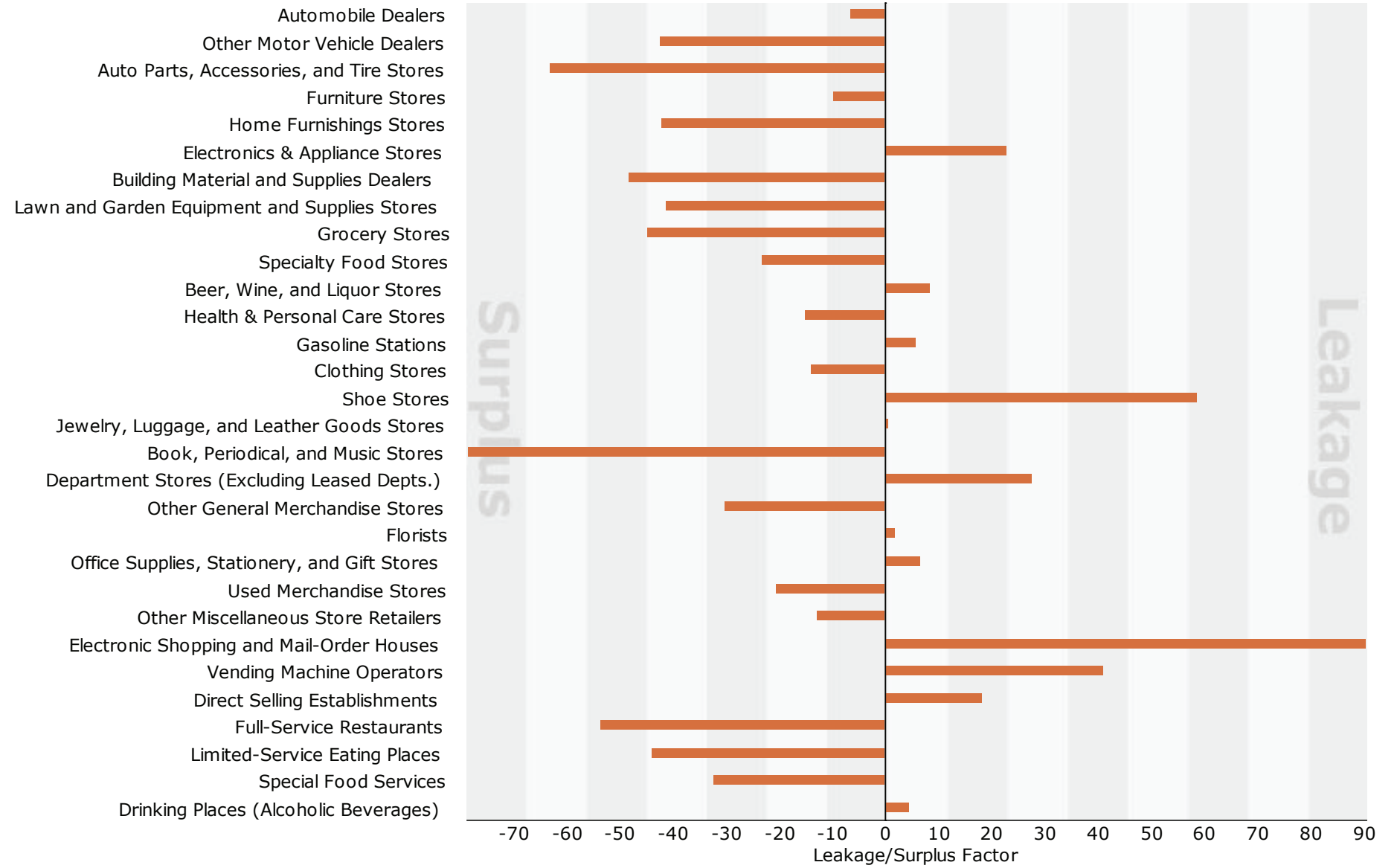
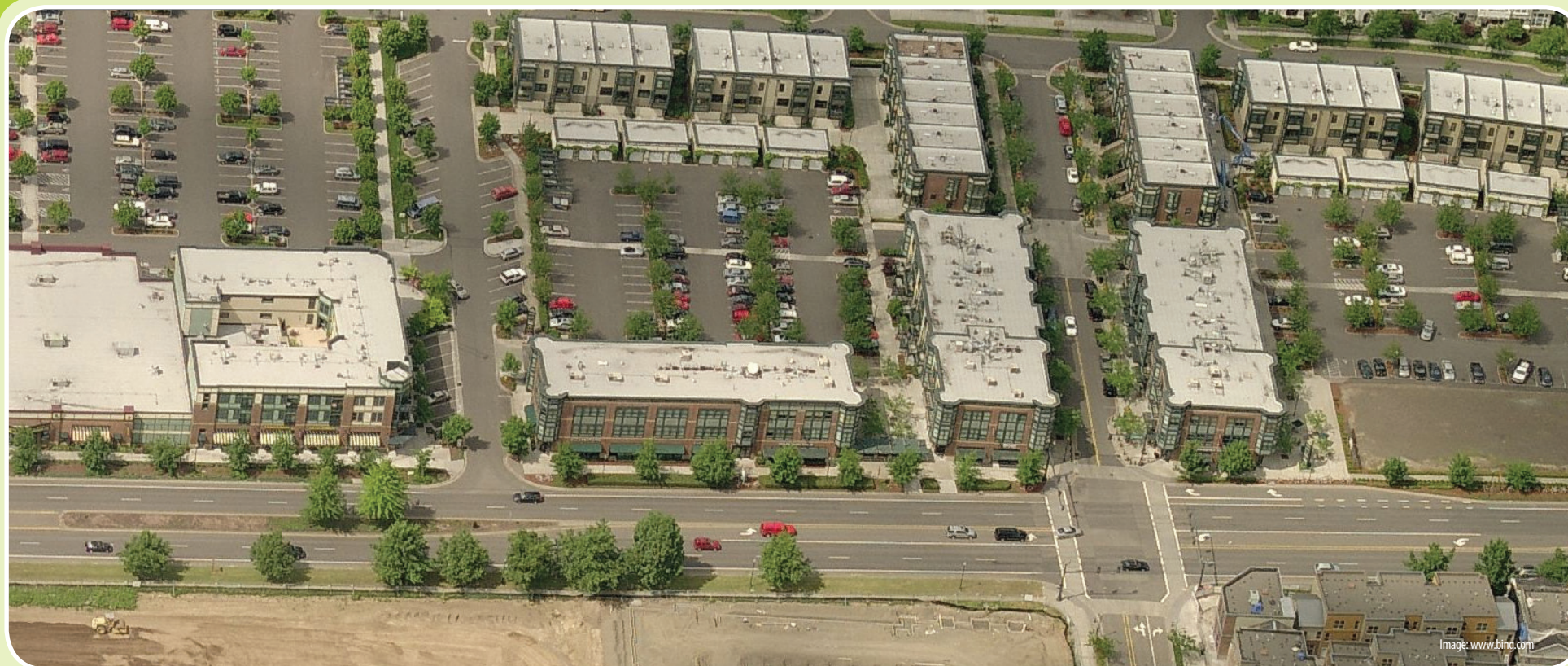


FIGURE 6.7: THIRD STREET CORRIDOR SURPLUS AND LEAKAGE

# MAJOR ROADWAY RETROFIT CASE STUDY: NEXUS AT ORENCO STATION; HILLSBORO, OREGON



Recent Urbanizing Area developments on major arterial corridors have generally had deep setbacks with large parking lots placed in front of the structures. This trend has created arterial corridors that have little aesthetic quality, are uncomfortable for pedestrians, and have no sense of place or relationship to the character of the Bloomington Region.

With new development in the suburbs of Portland, Oregon, planners and developers desired to create a strong sense of place with attractive and profitable projects. This strong aesthetic appeal was a key strategy in positioning the new developments within the greater Portland residential market.

The Nexus at Orenco Station project in Hillsboro, Oregon places many of the primary structures directly on Cornell Road, the primary corridor for Hillsboro. This corridor is four lanes of traffic with a central turn lane/median and no on-street parking. There are also right turn lanes and bike lanes in specific areas of the corridor. The Nexus project utilizes a strategy of retail oriented perpendicular cross streets at regular intervals as a means of slowing traffic and providing for attractive streets for retail.

Third Street in the Urbanizing Area is very similar in both physical conditions and traffic volume to Cornell Road. This is prime example of how a major arterial can be enhanced by properly sited and well design architecture.

Location:	Hillsboro, Oregon
Year Built:	2000 - 2010
Size:	422 Residential Units
Land Use:	Residential with Some Retail at Key Nodes
Traffic Count:	25,000 - 30,000 ADT on Cornell Road
Project Keys:	<ul style="list-style-type: none"> <li>+ Place buildings near the street but not on it</li> <li>+ Retail is strategically located at key corners</li> <li>+ Building scale is comfortable and appropriate for the context</li> <li>+ Transit access is integrated into the development</li> <li>+ Perpendicular cross streets located at 300' - 500' intervals</li> </ul>

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## 6.2.3 PROPOSED PLAN

### A. PROPOSED LAND USE ZONES

#### ORGANIZATIONAL CONCEPTS

The Third Street Corridor between I-69 and the western edge of the study area ‘feels’ more like a part of the Urbanizing Area despite significant portions being within the City of Bloomington. The overall goal is to create a consistent and attractive experience for all users of the corridor regardless of this change in municipal boundaries. This creates the need for several physical development strategies in this area. First, the majority of any new or first priority development in the Third Street Corridor should occur within 1 block or 400 feet of the Third Street Right-of-Way and be oriented to the street. Second, the City of Bloomington and Monroe County should work together to create a set of guidelines to direct new development toward a consistent vision. Third, new development should be accompanied by improvements to Third Street itself, which could be funded privately or publicly. Last, the major corridors of Curry Pike and Profile Parkway should be tied into this corridor as much as possible. The former ABB site, for example, is a significant development opportunity near Third Street and any new development on the site should ‘feel’ directly connected to the corridor.

#### MIXED-USE

The Third Street corridor should be framed by horizontally and vertically mixed-use structures which have publicly accessible front facades. Any vertically mixed-use buildings should have retail, restaurant, or service-oriented office uses on the ground floor and office or residential uses on the upper floors.

#### OFFICE

The Third Street corridor presents tremendous opportunities to potential office users who desire to be along a highly-trafficked corridor. The land immediately along these corridors should be utilized for office buildings or mixed-use buildings with an office use.

One key driver of an office use is the opportunity to create a walkable work environment. The existing retail, restaurant and residential uses nearby, provide the office user with opportunities to visit a coffee shop on a break, complete errands at lunch, or even live in the adjacent neighborhood and walk to work.

#### RESIDENTIAL

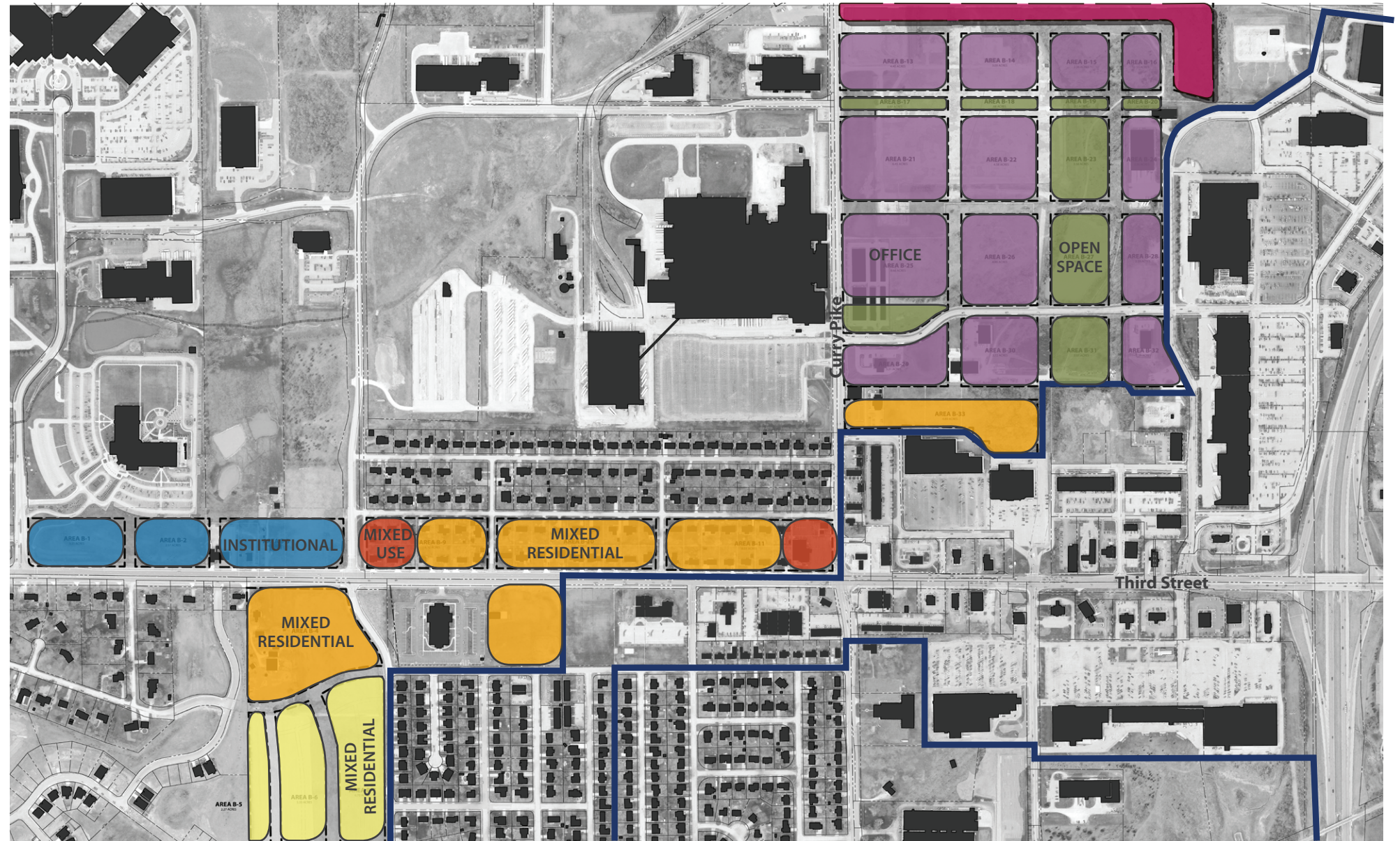


FIGURE 6.8: THIRD STREET CORRIDOR CONCEPT

Much of the corridor is composed of various types of residential development. Residential development should have multiple floors, parking located behind buildings or on public streets, and should be comfortable and inviting. Residential buildings should also be architecturally compatible, but improve upon the style of other structures in the corridor.

#### GREEN SPACE & RECREATION

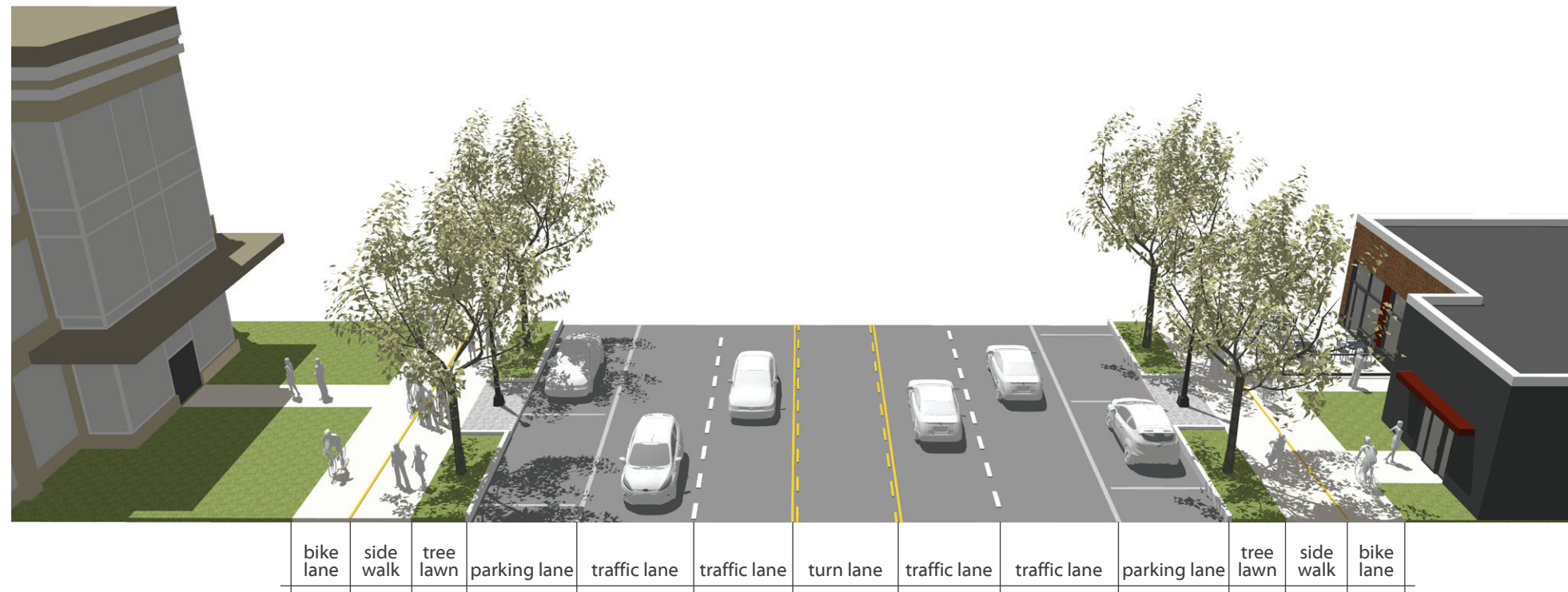
No existing large areas of green space should be preserved in future development. There are significant drainage areas in the ABB site that should be converted into usable green space. Smaller green spaces should be integrated into new residential or mixed-use developments.

### B. KEY DESIGN CONSIDERATIONS

#### BUILDING FORM

In order to properly frame major street corridors, buildings should be between 2 and 4 stories in height. This range is a building height that is not overwhelming or intimidating and will create comfortable spaces. Taller vertical elements such as church steeples or clock towers could be included in the design of prominent buildings to punctuate key intersections or small public spaces. Conversely, lower scale buildings should be constructed to house utilitarian uses in order to de-emphasize their role in the project.

**FIGURE 6.9: 5 LANE OFFICE/MIXED-USE STREET SECTION**



**ARCHITECTURE**

The existing architectural quality of the Third Street corridor is inconsistent. Many of the civic buildings have high quality materials and significant articulation. Retail buildings are generally monolithic and have a mix of high quality and utilitarian materials. Development or redevelopment in the corridor should strive to increase the architectural quality and be consistent, but not monotonous. Whether a traditional or contemporary style is selected, the facade, scale, and massing of buildings should vary from one building to another.

The Urbanizing Area’s rich deposit of high quality Limestone is a tremendous component of the sense of place. New buildings should heavily rely on Limestone as a primary building material. Brick, glass, and metal can be utilized to accent this limestone.

Different types of buildings should have different design features. Retail buildings or mixed-use buildings with retail on the ground floor should have large windows at the ground level and bright, welcoming doors. The floor-to-floor height of retail spaces should be at least 14’. Awnings, banners and unique private signage should be incorporated into the facades.

Office buildings should have large windows and welcoming, prominent entrances. At least one entrance should access the primary street on which the building is located. Building floor-to-floor heights should be at least 12-14’ for office uses.

Residential buildings will vary by the type. In general, all residential buildings should have prominent windows and front entrances. Parking facilities like parking lots or garages should be located behind the building. Also, a front porch, seating terrace, or Juliet balcony should be oriented to the frontage street to provide for social interaction.

**PUBLIC SPACE**

The Third Street corridor is the primary way visitors and residents experience the Key Investment Area. This corridor should framed by buildings include prominent lighting, landscaping, and specialty pavements.

The secondary streets are the primary way most people will experience the Third Street Corridor on a daily basis. It is important to create attractive and pleasant streets with lighting, street trees, specialty pavements and site furnishings.

**CREATE A MIXED-USE EMPLOYMENT CENTER**



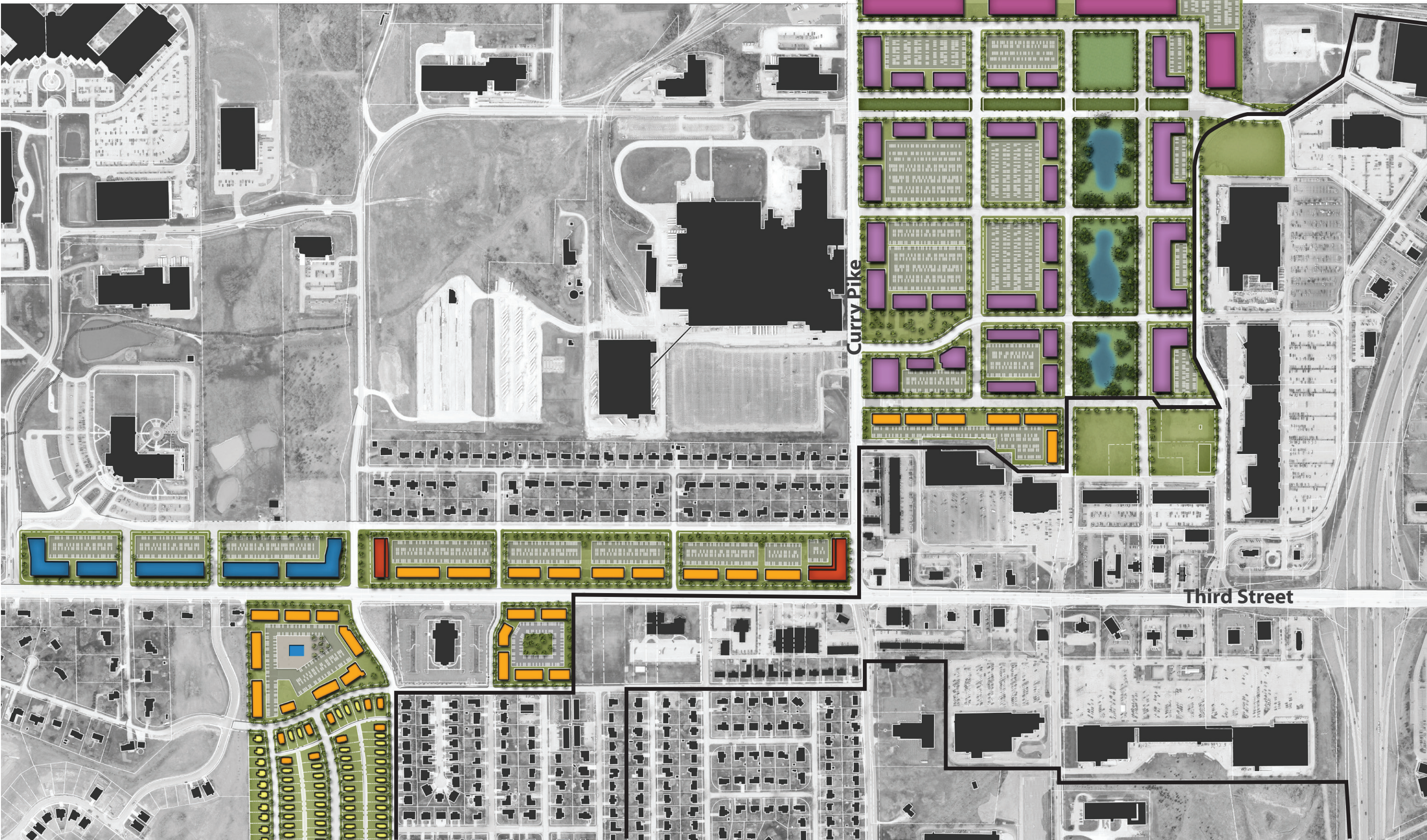
With major employers competing to attract talent from across the country, the work environment is key factor in the decision-making process for potential employees. Major corporate trendsetters such as Google, Apple, and Amazon have focused on providing not just a place to work, but a place to be. These office environments offer numerous employee amenities such as places to eat, recreate, and exercise.

One way to accomplish this kind of multi-dimensional environment is to introduce other types of uses into a predominantly office-oriented development. For example, nearby private gyms, restaurants, limited shopping, and residential units can help to a create multi-dimensional work environment. This would limit the cost burden on the employer for these amenities while creating profitable uses for private developers.












FIGURE 6.10: THIRD STREET CORRIDOR DEVELOPMENT PLAN



**TABLE 6.2: THIRD STREET CORRIDOR DEVELOPMENT DATA**

<b>EMPLOYMENT</b>				
USE	BUILT SQUARE FEET		POTENTIAL JOBS	
	LOW	HIGH	LOW	HIGH
INSTITUTIONAL	200,000	300,000	200	300
LIGHT INDUSTRIAL	400,000	500,000	200	300
OFFICE	800,000	900,000	2,000	3,000
RETAIL	90,000	100,000	100	200
<b>TOTAL</b>	<b>1,490,000</b>	<b>1,800,000</b>	<b>2,500</b>	<b>3,800</b>
<b>RESIDENTIAL</b>				
TYPE	NUMBER OF UNITS		NO. OF RESIDENTS	
	LOW	HIGH	LOW	HIGH
APARTMENTS	900	1,000	1,800	2,100
TOWNHOMES	10	20	20	40
DUPLEXES	30	40	60	90
SINGLE FAMILY HOMES	70	80	140	170
<b>TOTAL</b>	<b>1,010</b>	<b>1,140</b>	<b>2,020</b>	<b>2,400</b>
<b>PARKING</b>				
ESTIMATED QUANTITY (SPACES)	TOTAL DEMAND	SHARED DEMAND	PARKING PROVIDED	PARKING BALANCE
LOW	2,800	2,100	2,400	400
HIGH	2,900	2,200	2,500	400

**LEGEND**

-  **MIXED-USE**
-  **MULTI-FAMILY**
-  **MIXED RESIDENTIAL**
-  **LIGHT INDUSTRIAL**
-  **GREENSPACE**
-  **OFFICE**
-  **INSTITUTIONAL**

**TABLE 6.3: THIRD STREET CORRIDOR IMPLEMENTATION STEPS**

STRATEGY	ACTION	CODE	TYPE	LEAD	
<b>1</b>	CREATE A REFINED THIRD STREET CORRIDOR VISION PLAN	+ Develop cohesive strategy for the aesthetic quality, economic development, strategic development infill of the Third Street Corridor.	<b>5.1.2.1</b>	Public Policy Guidelines	Monroe County & City of Bloomington
<b>2</b>	COMPLETE THIRD STREET URBAN DESIGN GUIDELINES	+ Develop vision plan into urban design guidelines + Include architectural strategy, building placement, etc.	<b>5.1.2.2</b>	Public Policy Guidelines	Monroe County & City of Bloomington
<b>3</b>	PERFORM THIRD STREET ZONING UPDATE	+ Refine urban design guidelines to create form-based code + Adopt form based code as zoning code	<b>5.1.2.3</b>	Zoning Code Update	Monroe County & City of Bloomington
<b>4</b>	BURY UTILITIES ON THIRD STREET	+ Design, engineer and construct utility burial along Third Street	<b>5.1.2.4</b>	Private Development	Property Owner/ Developer
<b>5</b>	IMPROVE THIRD STREET WITH STREETScape ENHANCEMENTS	+ Design and Engineer streetscape plans which incorporate street trees, enhanced lighting, improvement pavements, and site furnishings. + Select contractor and construct improvements	<b>5.1.2.5</b>	Private Development	Property Owner/ Developer
<b>6</b>	STUDY THE MARKET POSITION OF THE ABB SITE	+ Develop strategy for reuse of the ABB site	<b>5.1.2.6</b>	Private Development	Private Developer
<b>7</b>	DEVELOP ABB SITE	+ Work through zoning and development process for the ABB site + Develop strategy for funding including public/private partnership + Construct utilities, structures, infrastructure, etc.	<b>5.1.2.9</b>	Private Development	Monroe County
<b>8</b>	DEVELOP STRATEGY FOR IVY TECH THIRD STREET CORRIDOR IMPROVEMENTS	+ Work with Ivy Tech to develop strategy for future campus facilities that improves the Third Street corridor as well as the campus presence and aesthetics	<b>5.1.2.10</b>	Institutional Development	Ivy Tech

## 6.3 SOUTHWEST NODE

REPRESENTING THE AREA OF GREATEST CHANGE ALONG I-69, THIS AREA WILL EVOLVE SIGNIFICANTLY THROUGHOUT THE PLANNING HORIZON.

### 6.3.1 THE SITE

#### A. SITE HISTORY

This area is a mix of various land uses and development types with the majority of development occurring in the last 50 years. The SR 45 corridor is developed with large big box retail stores and some light industrial. The first Wal-Mart store was located in this corridor adjacent to the I-69 corridor. Wal-Mart has since moved just west and built a larger 'Supercenter' on the corner of Curry Pike and SR 45. The former Wal-Mart is now a 'Rural King Supply'. An existing Sam's Club store is still located adjacent to this store. The three stores generally dominate the look and feel of the primary street in the Study Area.

Tapp Road is a corridor that generally developed in the 1900's with small scale single family residential. Traffic on this roadway has generally not been a significant issue for the existing homes along the corridor. With the upgrading of this roadway to include an I-69 interchange, this will likely bring much more traffic, changing its rural feel.

#### B. SITE ANALYSIS

##### PHYSICAL SITE FEATURES

This area has gently rolling topography but is still easily developable east of Tapp Road. The land west of Tapp Road has significant Karst topography and floodplain. Several large stands of trees exist between Tapp Road and the rear portion of the Big Box Development. These should be preserved where possible.

##### EXISTING TRANSPORTATION INFRASTRUCTURE

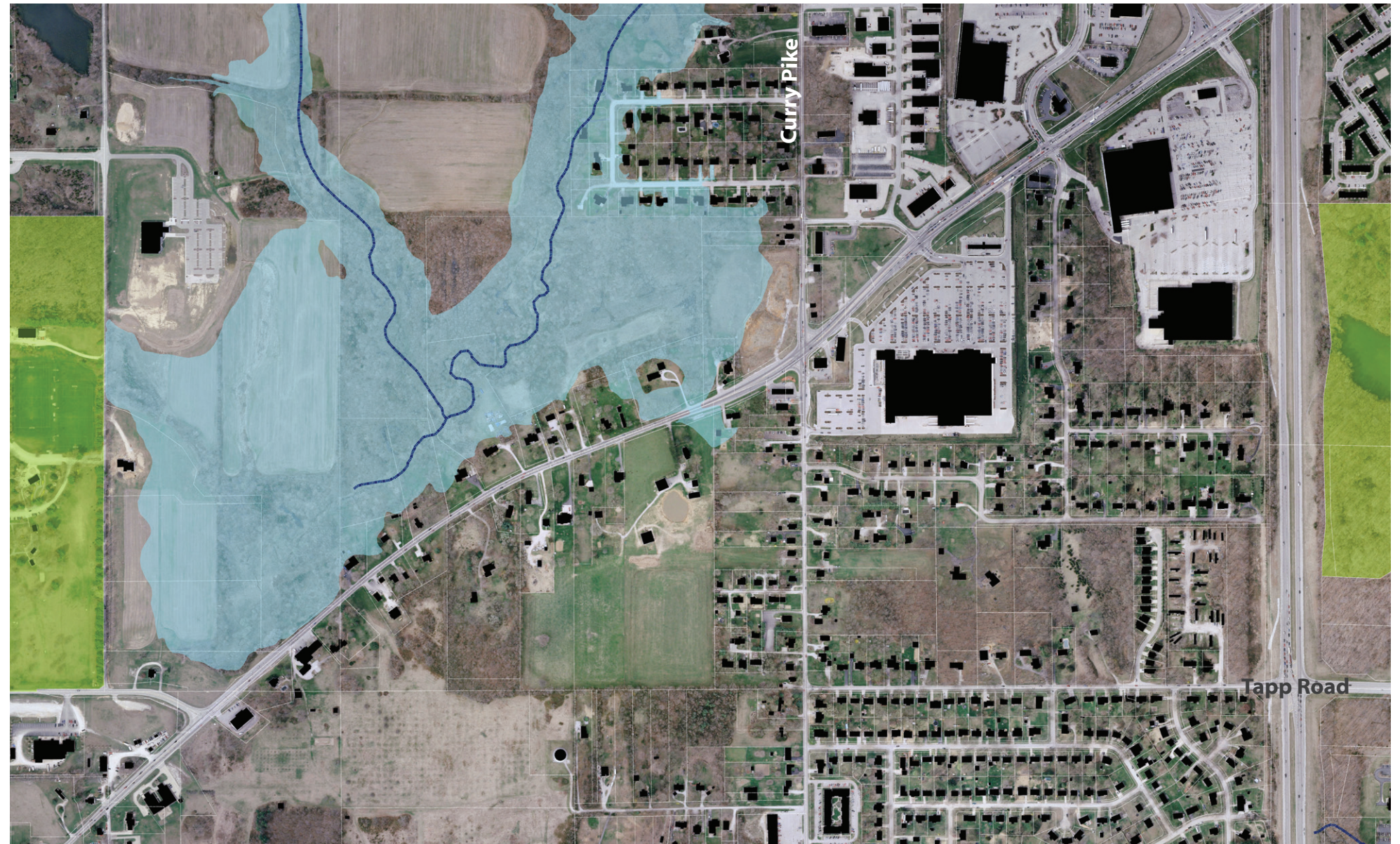


FIGURE 6.11: SOUTHWEST NODE EXISTING AERIAL

This area has the best proximity and access to I-69 in the Urbanizing area. The I-69 project will create two interchanges at Tapp Road and SR 45. Two interchanges in such close proximity will generate significant development pressure in the area.

Tapp Road current dead ends at Leonard Springs Road. The in-place thoroughfare plan shows a connection from Tapp Road to West Airport Road. With the Tapp Road interchange, this connection will provide direct access to the airport.

##### BUILDINGS

Most of the existing homes are over 20 years old in the key investment area, but generally are not over 50 years old. There are only two existing structures

protected under the County's historic preservation code. None of these are listed on the National Register of Historic Places.

Although they are fairly new buildings, many of the existing big box retail stores are already experiencing turnover. This trend is likely to continue into the future and it is critical to consider reuse strategies for these structures.

##### UTILITIES

Utility connections to the site have already been constructed as part of the roadway construction projects. These are sized for considerable development, including large sewer trunk x" lines placed within the existing roadway.



## C. SUMMARY OF GENERAL OBSERVATIONS

### GEOGRAPHIC CONSTRAINTS

The karst topography and floodplain on the northwest corner of Tapp Road and Leonard Springs Road will limit or prohibit development of this area. Tapp Road should be connected through to Airport Road in order to create economic development opportunities for the Airport.

### POTENTIAL FOR REDEVELOPMENT

The existing housing in the area will likely experience development pressure because of the new I-69 interchanges. Given the high visibility and traffic, the land values of the single family residential along Tapp Road will eventually

outweigh the value of the structure itself. These homes will likely be sold to commercial developers who will eventually assemble enough properties to create large development parcels. Development types may include office, residential or retail, which is consistent with other uses in the area.

The existing big box stores will likely experience turnover and should be repurposed or redeveloped within the planning horizon. This will require a strong redevelopment strategy to be in place.

### THE TRANSITION TO RURAL

Given the transition of the area from more developed along I-69 to rural west of Tapp Road, development patterns should accentuate this transition.

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## 6.3.2 MARKET ANALYSIS

### A. MARKET ANALYSIS

#### RETAIL STRATEGY

There are limited opportunities for retail at the Curry Pike/SR 45 focus area currently, with a small amount of leakage in electronics, shoe stores, and department stores.

#### MIX OF USES

The northern portion of this focus area has a base of industrial uses, and the planned I-69 interchange may encourage these uses moving forward. Office and mixed-use development may be better suited to the southern portion of the focus area .

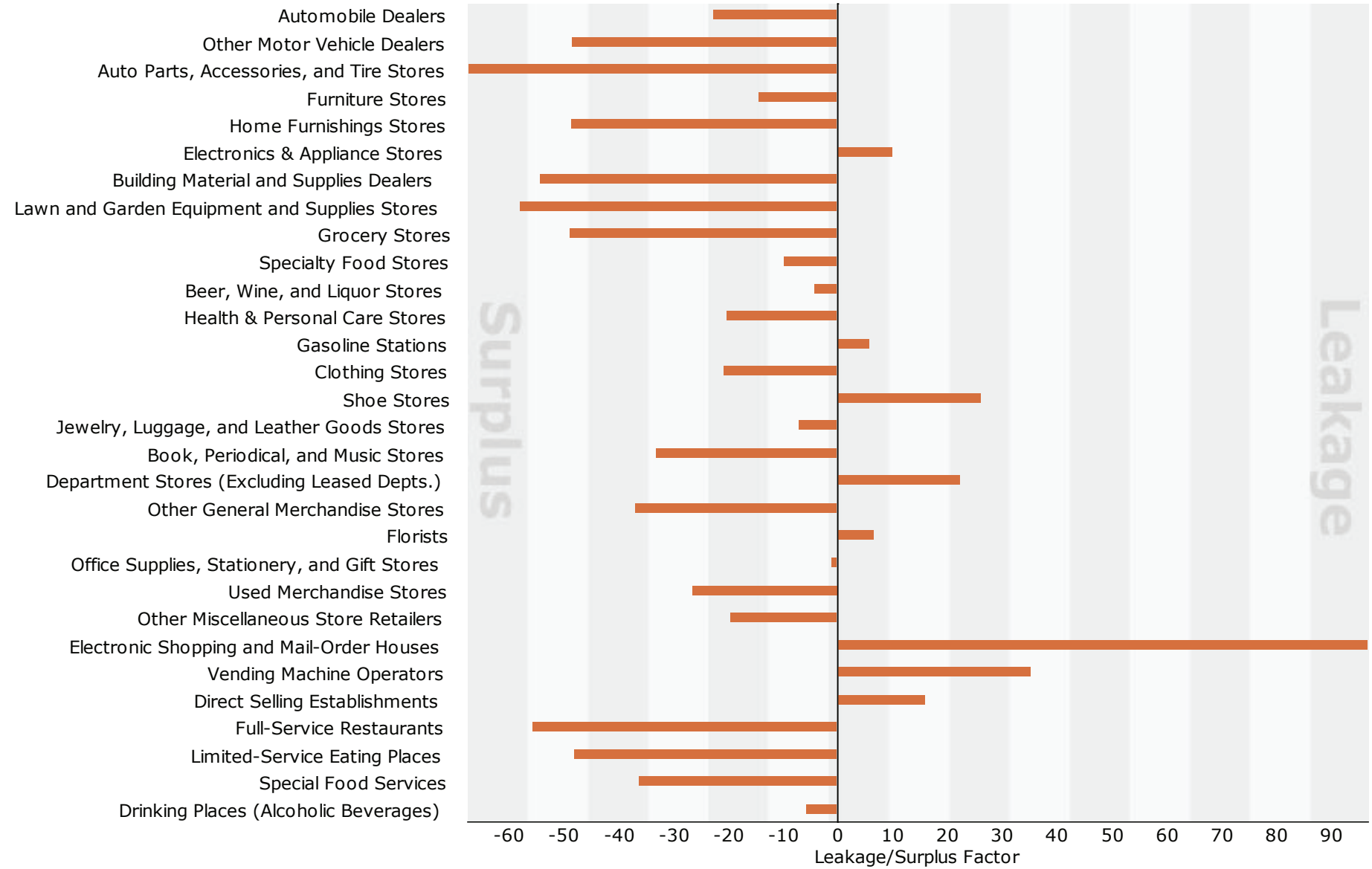


FIGURE 6.12: SOUTHWEST NODE SURPLUS AND LEAKAGE

# BIG BOX RETAIL STORE REUSE CASE STUDY: McALLEN PUBLIC LIBRARY; McALLEN, TEXAS

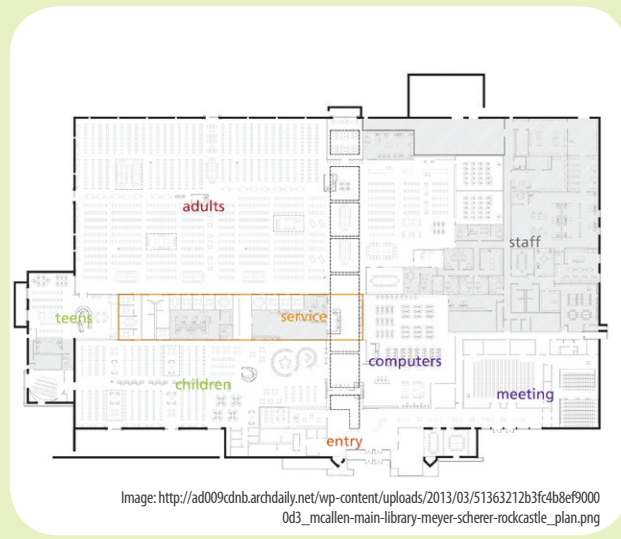


Vacant or underutilized big box stores are very common in auto-oriented developments across the country. Nearly every community has at least one of these structures and because of their size, they are difficult to reuse and costly to redevelop. With the existence of several big stores in the Urbanizing Area, it is likely that one or more of these retail stores will become vacant or abandoned in the next 35 years. A strategy should be in place to address this issue in a timely manner. These structures are often less than 30 years old, making them prime candidates for reuse. Although they generally require mechanical system updates and maintenance or replacement of roofs, external facades and internal finishes, it is generally less expensive to adapt one of these structures compared to constructing a new building of similar size.

Community leaders in McAllen, Texas faced the issue of an abandoned Walmart and took a proactive approach. They purchased the 125,000 square foot structure and converted it into a public library, returning it to community use. The project generated significant community support and the Library itself saw a 23 fold increase in new user registrations compared to the same time the year before.

This conversion of a Walmart into a public library is one example of a big box reuse. Other examples from across the country include conversion into schools or educational facilities, sports or recreation centers, outpatient care or health centers, and places of worship.

Location:	McAllen, Texas
Year Built:	2011
Size:	125,000 Square Feet
Land Use:	Civic
Project Keys:	<ul style="list-style-type: none"> <li>+ Reuse of existing big box structure for community use</li> <li>+ Is a highly creative and attractive project which appeals to a wide range of user groups</li> <li>+ Centrally located within the community and encourages use of alternative transportation</li> <li>+ Includes sustainable design elements including ultra high-efficiency lighting and use of recycled materials.</li> </ul>



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## 6.3.3 PROPOSED PLAN

### A. PROPOSED LAND USE ZONES

#### ORGANIZATIONAL CONCEPTS

The plan organization focuses on the primary corridors of SR 45, Leonard Springs Road, and Tapp Road as the key elements for both commercial development and transportation mobility. Secondary streets access these corridors and create a network between them. Current streets assist in this and new streets should be added to aid in this goal.

Green space setbacks should be added along primary corridors where residential directly abuts them. Also, a key goal is to create green spaces in the neighborhoods in the form of wide boulevards and neighborhood parks.

#### MIXED-USE

The major corners should be accentuated by vertically mixed-use structures which have publicly accessible front facades. These vertically mixed-use buildings should have retail, restaurant, or service-oriented office uses on the ground floor and office or residential uses on the upper floors.

#### OFFICE

The I-69 corridor presents tremendous opportunities to potential office users who desire the visibility that comes with the adjacency to a major interstate. These office buildings should be oriented to have the long axis parallel to the freeway, offering the most visibility from the freeway. With a higher quality architectural facade, motorists passing along the freeway will have a positive impression of the occupying business. Also, a series of high quality buildings along the freeway will create a positive impression of Bloomington and Monroe County as a whole for motorists passing through.

Smaller office uses should be located at prominent corners such as the intersections of Tapp Road / Leonard Springs Road and SR 45 / Leonard Springs Road. These could provide the opportunity to create a walkable work environment. Other retail, restaurant and residential uses should be located nearby, enhancing this experience.

#### RESIDENTIAL

Residential development should be set back from major roadway corridors and on secondary streets within the area. Residential development should have multiple floors, parking located behind buildings or on public streets, and should be comfortable and inviting. Residential buildings should also be

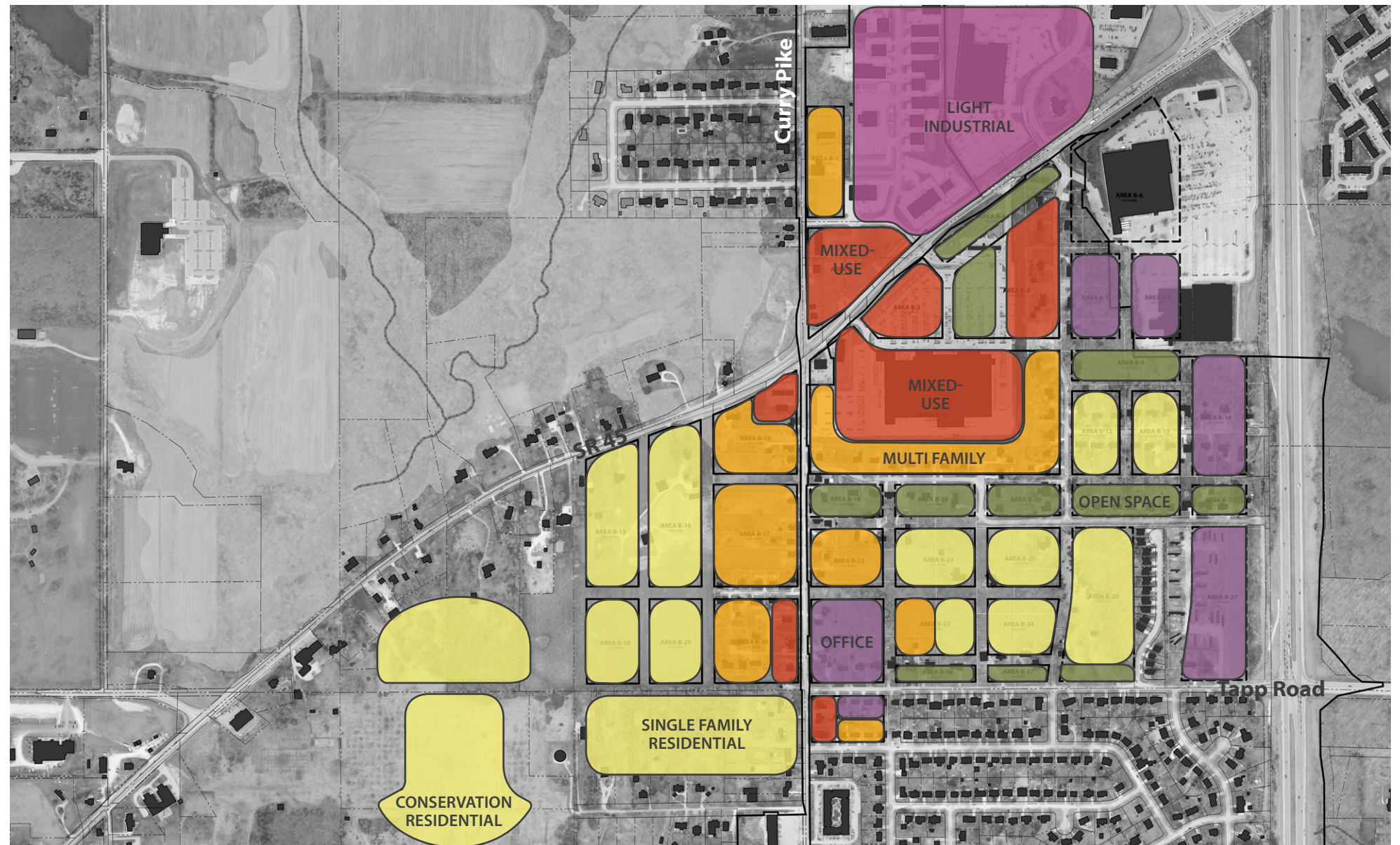


FIGURE 6.13: SOUTHWEST NODE CONCEPT

architecturally similar to the adjacent mixed-use buildings in order to minimize any abrupt transitions and create a consistent feel for the development.

#### GREEN SPACE & RECREATION

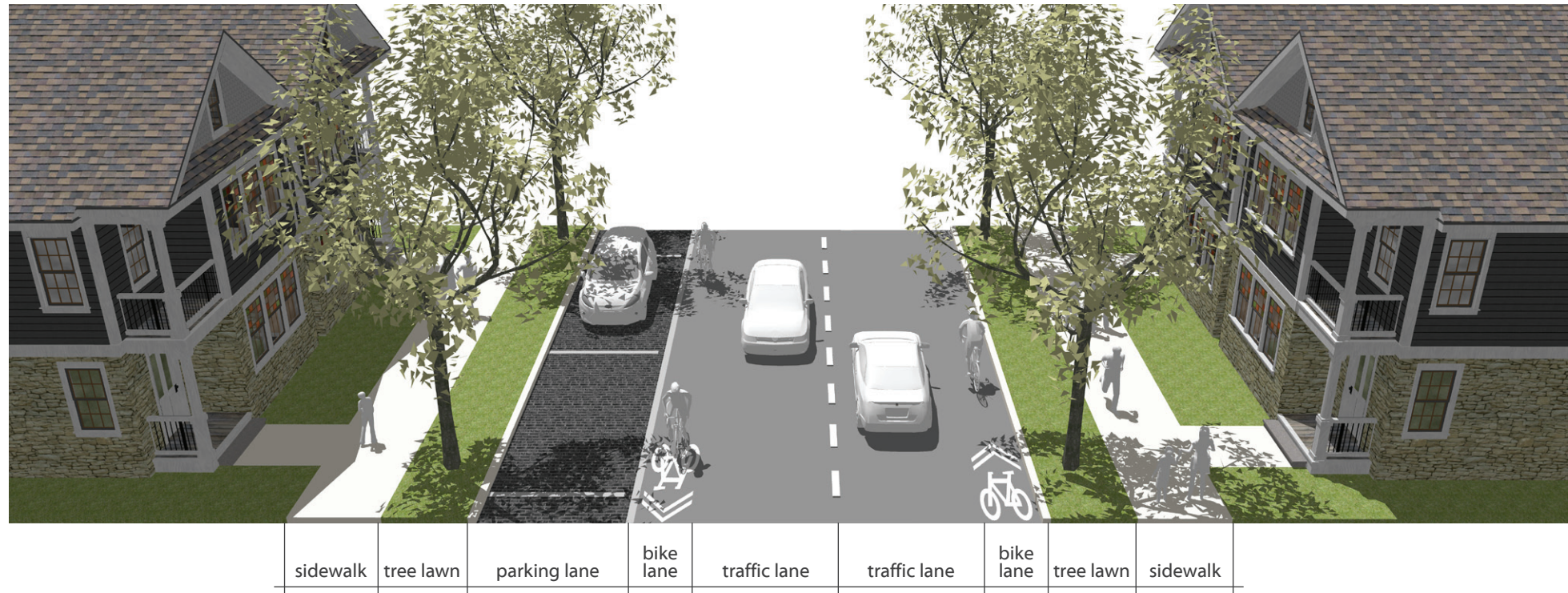
The existing wooded corridors and woodlots are key assets and because they help to create an immediate and desirable sense of place. Steps should be taken to protect these areas during construction and permanently preserve these areas in perpetuity.

### B. KEY DESIGN CONSIDERATIONS

#### BUILDING FORM

In order to properly frame public spaces and streets, buildings should be between 2 and 4 stories in height. This is a building height that is not overwhelming or intimidating and will create comfortable spaces. Taller vertical elements such as church steeples or clock towers could be included in the design of prominent buildings to punctuate key urban spaces and nodes. Conversely, lower scale buildings should be constructed to house utilitarian or low priority in order to de-emphasize their role in the project.

**FIGURE 6.14: 2 LANE RESIDENTIAL STREET SECTION**



**ARCHITECTURE**

Architectural style plays a tremendous role in creating a sense of place. It is important that the architectural style works to create a new sense of place, not mimic that of another place. The current architectural style is a mix from small residential to utilitarian retail and industrial structures.

The architectural style of new buildings should most importantly be consistent, but not monotonous. Whether a traditional or contemporary style is selected, the facade, scale, and massing of buildings should vary from one building to another.

The Urbanizing Area’s rich deposit of high quality Limestone is a tremendous component of the sense of place. New buildings should heavily rely on Limestone as a primary building material. Brick, glass, and metal can be utilized to accent this limestone.

Different types of buildings should have different design features. Retail buildings or mixed-use buildings with retail on the ground floor should have large windows at the ground level and bright, welcoming doors. The floor-to-floor height of retail spaces should be at least 14’. Awnings, banners and unique private signage should be incorporated into the facades.

Office buildings should have large windows and welcoming, prominent entrances. At least one entrance should access the primary street on which the building is located. Building floor-to-floor heights should be at least 12-14’ for office uses.

Residential buildings will vary by the type of residential. In general, all residential buildings should have prominent windows and front entrances. Parking facilities like parking lots or garages should be located behind the building. Also, a front porch, seating terrace, or Juliet balcony.

**PUBLIC SPACE**

SR 45 and Tapp Road will be the primary spatial introduction into the development. These important streets should framed by buildings and include prominent lighting, signage, and landscaping,.

Publicly accessible green space setbacks should be included along these major corridors where residential is directly abutting.

Small neighborhood parks or pocket parks should be interspersed throughout residential or mixed-use development areas.

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**CREATE PLACES WITH REUSED BIG-BOX STORES**



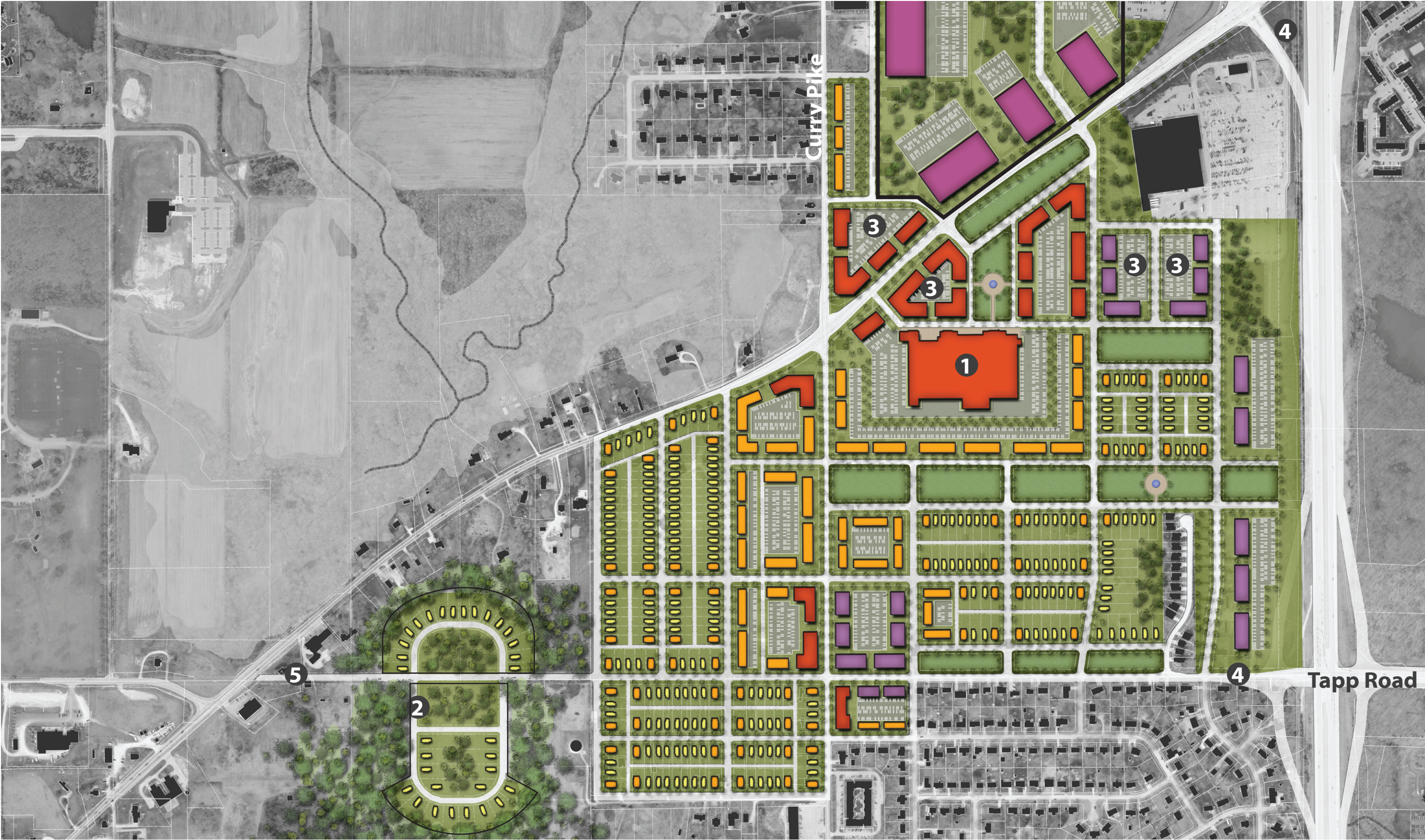
Existing big-box stores contain large areas of parking, service, stormwater detention and other support uses. They are often 5-10 acres of land or more, similar in size to small neighborhoods, community parks, and even small downtowns. With more efficient site planning and consolidated parking techniques, these areas can accommodate significant amounts of new development.

The Englewood Town Center in Denver utilized this strategy to retrofit an existing strip center retail development into a walkable mixed-use community.





FIGURE 6.15: SOUTHWEST NODE DEVELOPMENT PLAN





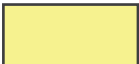



**TABLE 6.4: SOUTHWEST NODE DEVELOPMENT DATA**

<b>EMPLOYMENT</b>				
USE	BUILT SQUARE FEET		POTENTIAL JOBS	
	LOW	HIGH	LOW	HIGH
LIGHT INDUSTRIAL	300,000	400,000	100	200
OFFICE	400,000	500,000	1,300	1,400
RETAIL	300,000	400,000	500	600
<b>TOTAL</b>	<b>1,000,000</b>	<b>1,300,000</b>	<b>1,900</b>	<b>2,200</b>
<b>RESIDENTIAL</b>				
TYPE	NUMBER OF UNITS		NO. OF RESIDENTS	
	LOW	HIGH	LOW	HIGH
APARTMENTS	1,100	1,200	2,300	2,600
TOWNHOMES	180	190	300	400
DUPLEXES	140	150	290	320
SINGLE FAMILY HOMES	250	260	500	600
<b>TOTAL</b>	<b>1,670</b>	<b>1,800</b>	<b>3,990</b>	<b>4,820</b>
<b>PARKING</b>				
ESTIMATED QUANTITY (SPACES)	TOTAL DEMAND	SHARED DEMAND	PARKING PROVIDED	PARKING BALANCE
LOW	6,200	4,600	5,300	<b>600</b>
HIGH	6,300	4,700	5,400	<b>700</b>

**TABLE 6.5: SOUTHWEST NODE IMPLEMENTATION STEPS**

STRATEGY	ACTION	CODE	TYPE	LEAD	
<b>1</b>	COMPLETE A SOUTHWEST NODE CORRIDOR URBAN DESIGN / COMPLETE STREETS STUDY	+ Develop cohesive strategy for the aesthetic quality, economic development, strategic development infill, and other elements of the Southwest Node.	<b>5.1.3.1</b>	Public Policy Guidelines	Monroe County & City of Bloomington
<b>2</b>	COMPLETE A SOUTHWEST NODE DETAILED MARKET STUDY	+ Develop a detailed market study for the southwest node to determine true market demand for various land uses based on the construction of 2 I-69 interchanges.	<b>5.1.3.2</b>	Public/Private Partnership	Monroe County & City of Bloomington
<b>3</b>	COMPLETE A SOUTHWEST NODE PUD STRATEGY	+ Develop cohesive strategy for the aesthetic quality, economic development, strategic development infill, and other elements of the Southwest Node.	<b>5.1.3.3</b>	Private Development	Property Owner/ Developer
<b>4</b>	SOUTHWEST NODE DESIGN & CONSTRUCTION	+ Generate funding for various infrastructure and open space improvements + Complete design for various infrastructure and open space improvements + Select contractor and construct improvements	<b>5.1.3.4</b>	Private Development	Property Owner/ Developer
<b>5</b>	DEVELOP STRATEGY FOR TAPP ROAD CORRIDOR & CONNECTIONS	+ Develop cohesive strategy for the aesthetic quality, economic development, strategic development infill, and other elements of the Clear Creek Gateway.	<b>5.1.3.5</b>	Public Infrastructure	Monroe County & City of Bloomington
<b>6</b>	DESIGN AND CONSTRUCT TAPP ROAD CORRIDOR IMPROVEMENTS	+ Generate funding for Tapp Road improvements + Complete design for Tapp Road improvements + Select contractor and construct improvements	<b>5.1.3.6</b>	Public Infrastructure	Monroe County & City of Bloomington
<b>7</b>	BIG-BOX STORE INFILL DEVELOPMENT STRATEGY	+ Develop cohesive strategy for the aesthetic quality, economic development, strategic development infill, and other elements of the of potential improvements to big box stores in the key investment area.	<b>5.1.3.7</b>	Public Infrastructure	Monroe County & City of Bloomington

**LEGEND**

-  **MIXED-USE**
-  **MULTI-FAMILY**
-  **MIXED RESIDENTIAL**
-  **LIGHT INDUSTRIAL**
-  **GREENSPACE**
-  **OFFICE**

## 6.4 CLEAR CREEK GATEWAY

**THE SOUTH WALNUT STREET AND CHURCH LANE NEAR THE CONFLUENCE OF CLEAR CREEK AND JACKSON CREEK CAN BE STRENGTHENED AS A CHARMING AND VIBRANT GATEWAY TO BLOOMINGTON.**

### 6.4.1 THE SITE

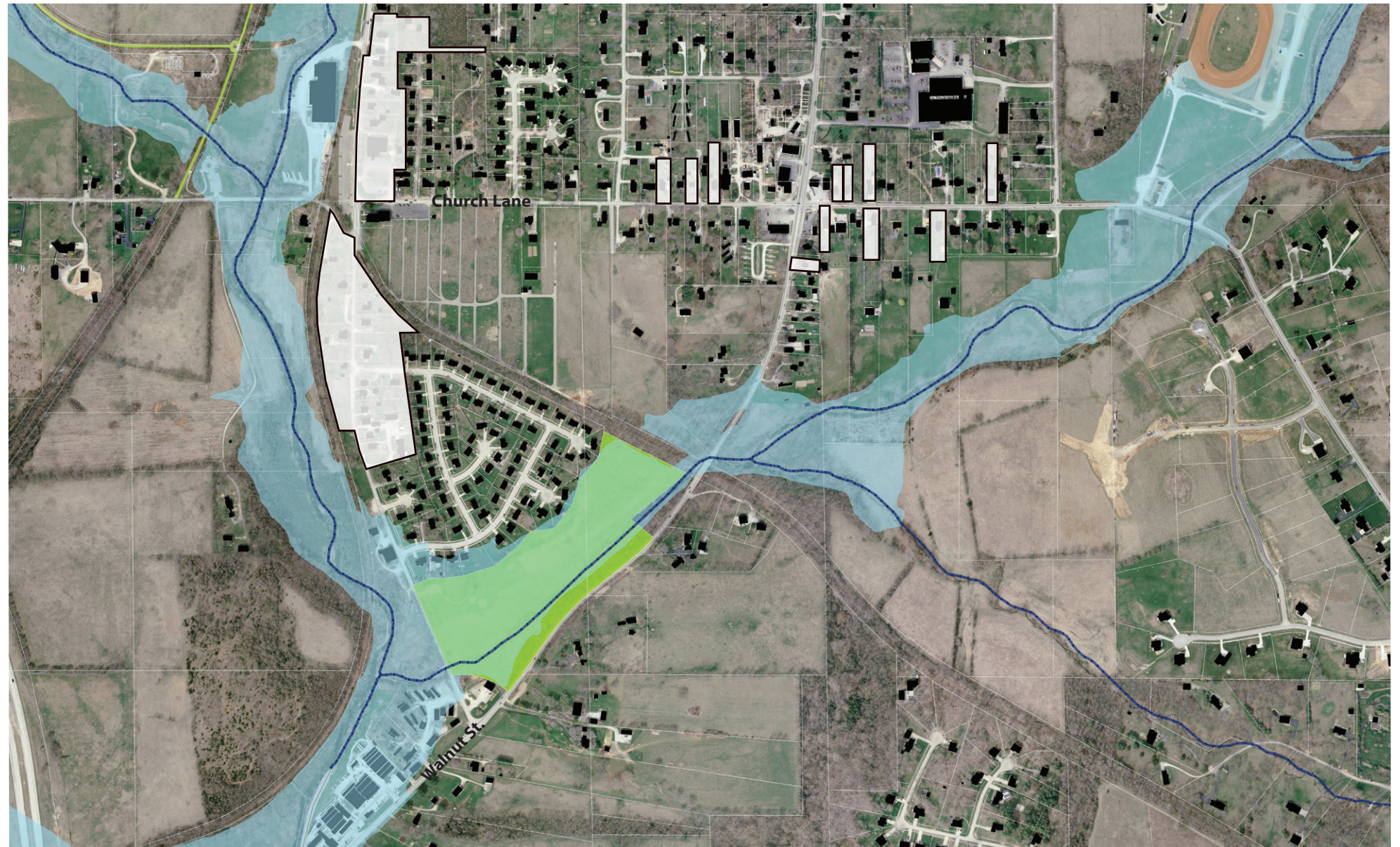
#### A. SITE HISTORY

This area has traditionally been a rural crossroads or hamlet. The intersection of Church Lane and South Walnut Street announces the transition between the rural parts of Monroe County and the beginning of the more developed areas South of the Bloomington core.

Both the mainline and a rail spur of the Monon Railroad pass through the western portion of the Key Investment Area. These are deactivated Rights-of-way and do not have any rail infrastructure remaining.

The Bloomington Speedway is also located on the edge of the Key Investment Area. The speedway was built in 1923 and currently is a 1/4 mile banked clay oval track. There are currently many races held throughout the summer season, generally on a weekly basis.

Much of the housing stock near the intersection of Church Lane and South Walnut Street was built in the mid-1900's. There are several new housing developments in the study area, including a large suburban-style housing development between Jackson Creek and Clear Creek and some larger lot residential development west of Fairfax Road. Also, the Clear Creek historic district contains the largest concentration of County-designated historic structures in the Urbanizing Area.



**FIGURE 6.16: CLEAR CREEK GATEWAY EXISTING AERIAL**

#### B. SITE ANALYSIS

##### PHYSICAL SITE FEATURES

The dominant geographical feature within the Key Investment Area is the convergence of Jackson Creek and Clear Creek. These creeks have significant floodplains which extend well beyond the stream channel and near the Bloomington Speedway, the Clear Creek Cemetery, and various housing developments.

Additionally, the topography is relatively flat in this area compared to other portions of the study area. This has driven the evolution of relatively straightforward development patterns. The area is currently also has of a number of existing agricultural parcels which are still in production.

##### HISTORIC STRUCTURES

Several existing historic structures are located within the South Walnut Gateway, particularly along Church Lane. These should be preserved and enhanced in any new development schemes.

##### EXISTING TRANSPORTATION INFRASTRUCTURE

The South Walnut Street corridor currently is two lanes of traffic with a center turn lane at key intersections. This roadway is rural in character and has open drainage swales, unpaved shoulders, and limited lighting. South Walnut street should be improved in order to support additional development and to generate additional aesthetic quality. However, care should be taken to maintain the rural feel of the corridor.



Church Lane, the intersecting crossroad, is even more rural in composition. The roadway is two narrow lanes and has soft shoulders and open drainage swales. The roadway changes its name east of Walnut Street, becoming South Fairfax Road. This roadway is generally consistent in character to Church Lane, but does contain some limited portions which have curbs and gutters.

Other roadways and streets in the area are generally rural or suburban in character with some sidewalks, lighting and other infrastructure.

In general, the existing roadways and streets accommodate the existing traffic loads. Very limited modifications could be constructed to enhance the flow of traffic on existing roadways including center turn lanes in key locations, right hand turn lanes at intersections, and consolidation of curb cuts and driveways.

### UTILITIES

Portions of this key Investment area are within the CBU utility area. Enough sewer and water capacity is present in these areas to support additional development.

Areas south of Church Lane/Fairfax Road are not served by CBU sewer service. These areas will require either extension of CBU utilities or private sewer service to be developed.

### C. SUMMARY OF GENERAL OBSERVATIONS

The site is generally flat and has potential to support additional development.

Clear Creek and Jackson Creek are tremendous assets and provide much of

the character of the area.

The existing roadways provide enough traffic capacity for future development, but could be enhanced to support pedestrian and aesthetic priorities.

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## 6.4.2 MARKET ANALYSIS

### A. RETAIL STRATEGY

Due to the absence of retail, there is a large amount of leakage in the Walnut Street South Gateway focus area across the board. However, not all of these uses are compatible with this primarily residential focus area. Typical main street uses and convenience retail are best suited at this node.

### B. MIXED-USE OPPORTUNITY

This is a primarily residential focus area, so office and retail uses will be more suitable than industrial development.

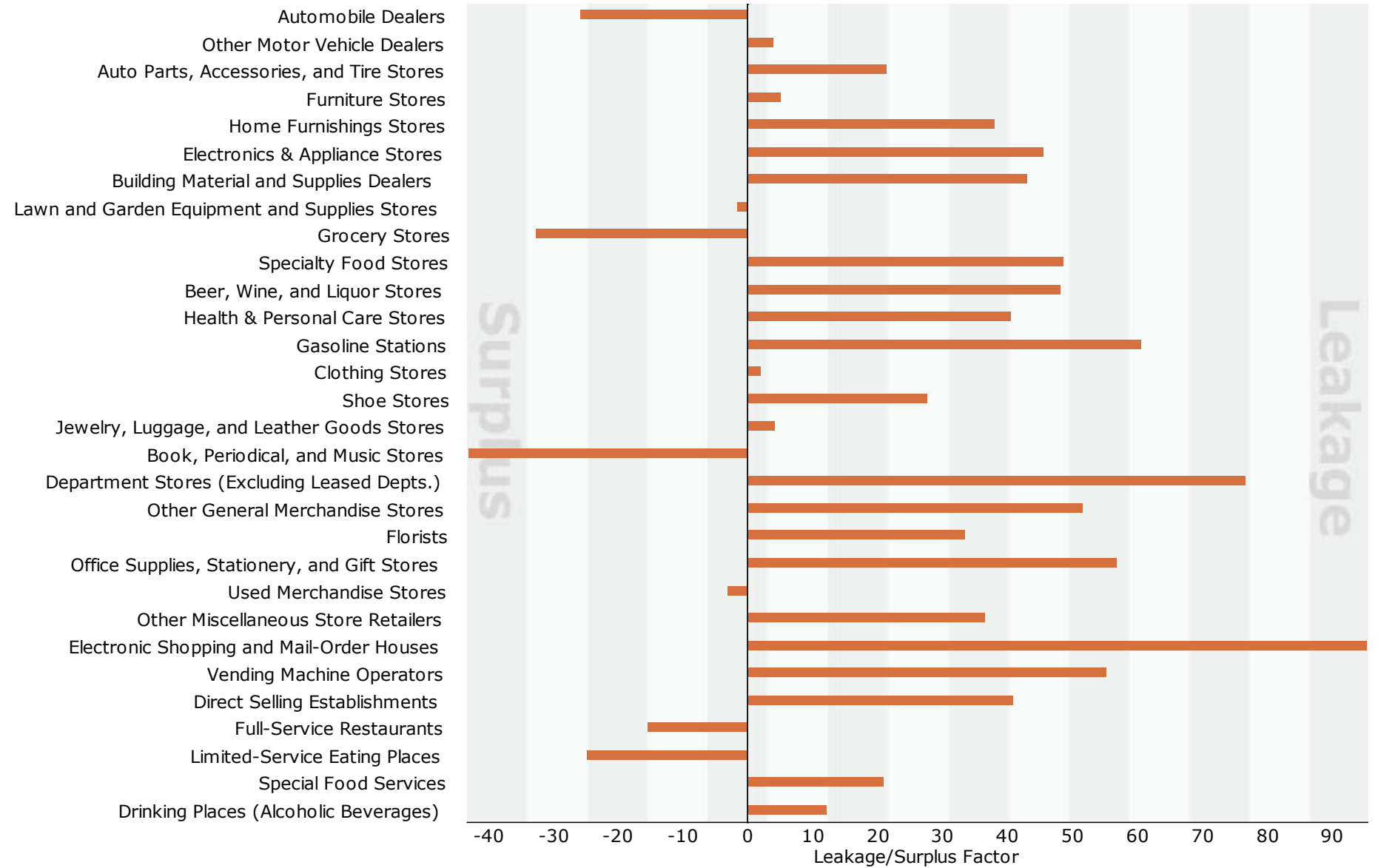


FIGURE 6.17: CLEAR CREEK GATEWAY SURPLUS AND LEAKAGE

# SMALL SCALE INFILL DEVELOPMENT CASE STUDY: 50 SOUTH LIBERTY CENTER; POWELL, OHIO



Developing appropriate small scale commercial projects in an existing rural context can be a challenge. This is generally caused by the seemingly conflicting desires for a project with a compatible architectural character and a profitable pro forma.

50 South Liberty in Powell, Ohio was developed in 2007 with the intent of balancing these goals to create a well received and successful project. Powell is a developing community in the Central Ohio region which desires to retain its rural crossroads charm and walkable convenience while attracting new residents and business to the community. This creates strain for developers who seek to provide leasable space without generating serious objections from residents.

The developer of this project utilized a simple configuration of two separate but connected buildings that are only two stories in height. These structures are generally the same height and material of the adjacent buildings and seem to enhance the character of all buildings in the corridor. The massing and public facade of the building was carefully articulated to disguise the full 40,000 SF of leasable space, making it one of the largest structures in the community. Short term convenience parking is provided by parallel spaces on the frontage street and accompany a pleasant pedestrian environment. A larger parking lot is provided behind the building, screening it from view.



Location:	Powell, Ohio
Year Built:	2007
Lot Size:	3.82 Acres
Building Size:	40,000 Square Feet
Land Use:	Mixed - Retail & Office
Project Keys:	<ul style="list-style-type: none"> <li>+ Constructed to fit into the rural character of a historic area</li> <li>+ Has a pedestrian oriented front facade with parking located behind</li> <li>+ Offices and retail spaces are predominantly leased by small businesses.</li> <li>+ Surrounding community is within walking distance of the facility</li> <li>+ Includes sidewalk dining, on-street parking, creative signage, and compatible materials</li> </ul>

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## 6.4.3 PROPOSED PLAN

### A. PROPOSED LAND USE ZONES

#### ORGANIZATIONAL CONCEPTS

The existing site already contains a mixed-use cluster at the intersection of Church Lane and Walnut Street. This cluster should be maintained and supplemented with new development that fits the character of the area.

The existing streets roughly resemble a grid. With some strategic connections of streets as future development may occur, this area will continue to grow into a pedestrian friendly and comfortable quasi-rural hamlet.

There are two major stream corridors, Jackson Creek and Clear Creek. These two stream corridors have been utilized as an organizational system which creates a flow of open space to the south. Within the open space are stream corridors, woodlots, significant sloping areas, and recreational trails.

Also, two abandoned rail corridors existing in the investment area could be utilized as shared use trail locations. These corridors would eventually connect to the Clear Creek Trail and the B-line trail in Downtown Bloomington.

#### MIXED-USE

A retail use cluster currently exists at the intersection of South Walnut and Church Lane. Many of these buildings are vacant and are likely to be redeveloped in the future. As redevelopment of this intersection moves forward, these sites would be prime sites for eventual mixed-use redevelopment. Newly constructed mixed-use buildings in this area should be one, two, or three stories. Mix of uses should include office, retail, and residential.

#### OFFICE

Small office uses should be built on or near the intersection of Church Lane and Walnut Street. The office uses could be located on first, second and third floor of a mixed-use building or could a single use building. Potential office uses do not need to be large in required square footage and could include insurance agents, financial advisors, realtors, counselors, designers, and other small office users.

#### RETAIL

Retail could be located on the ground floor of mixed-use buildings or as single use, single story buildings. Examples of retail types include restaurants and small retail to support surrounding neighborhoods for residents.

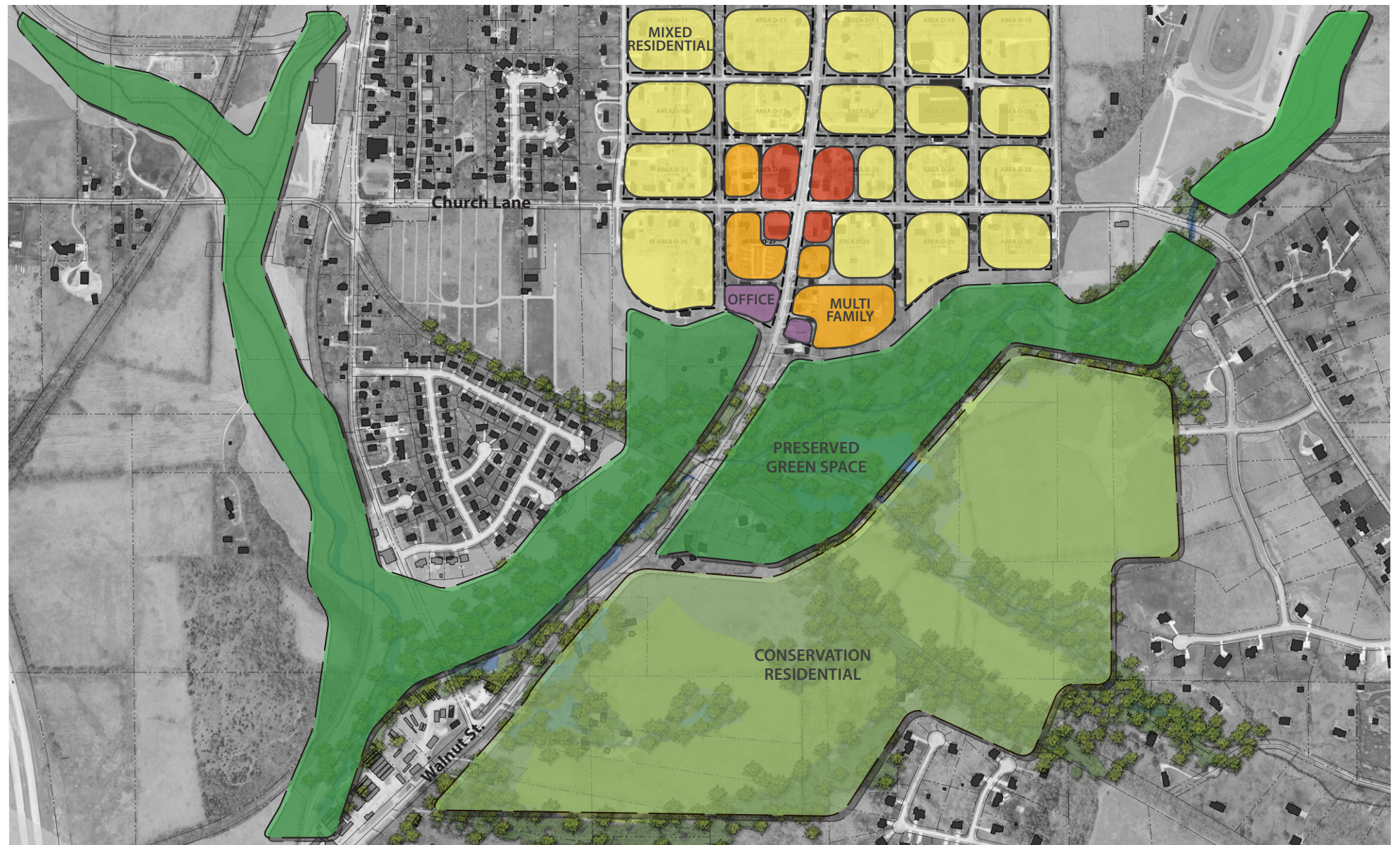


FIGURE 6.18: CLEAR CREEK GATEWAY CONCEPT

#### RESIDENTIAL

New residential uses in this area are composed of three different types; mixed-use, mixed-residential and conservation residential. Residential in mixed-use buildings should be located on the upper floor(s).

Residential buildings in mixed residential area should include single-family, two-family and multi-family structures. These structures should be on a gridded block system with fronts of buildings facing the street and garages being accessed by an alley.

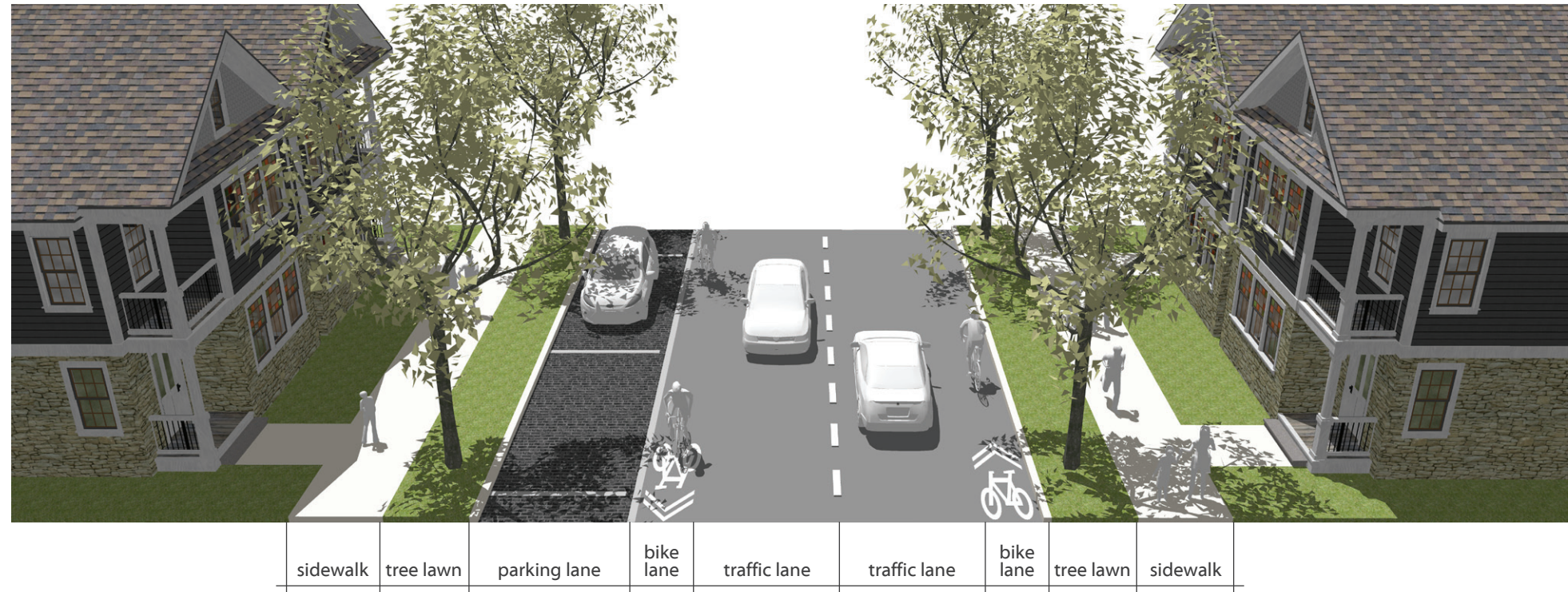
#### GREEN SPACE & RECREATION

A key goal is to preserve the Clear Creek and Jackson Creek stream corridors. Additional park space within any new neighborhood centers should be included as well.

#### PARKING

On-street parking should be provided on all surface streets. Private parking should be located behind or to the sides of structures.

**FIGURE 6.19: 2 LANE RESIDENTIAL STREET SECTION**



sidewalk	tree lawn	parking lane	bike lane	traffic lane	traffic lane	bike lane	tree lawn	sidewalk
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**B. KEY DESIGN CONSIDERATIONS**

**BUILDING FORM**

In order to properly frame public spaces and streets, buildings should be between 1 and 3 stories in height. This is a building height that is not overwhelming or intimidating and will create comfortable spaces. Taller vertical elements such as church steeples or clock towers could be included in the design of prominent buildings to punctuate key nodes.

**ARCHITECTURE**

This portion of the study area includes many historic buildings and these should be protected as they create a strong sense of place.

The architectural style of new buildings should most importantly be compatible with the historic structures. New buildings should not be designed to look identical to these buildings, but should delicately contrast with these buildings to accentuate them. Regardless of architecture style, the facade, scale, and massing of buildings should vary from one building to another.

The Urbanizing Area's rich deposit of high quality Limestone is a tremendous component of the sense of place. New buildings should heavily rely on Limestone as a primary building material. Brick, glass, and metal can be utilized to accent this limestone.

Different types of buildings should have different design features. Retail buildings or mixed-use buildings with retail on the ground floor should have large windows at the ground level and bright, welcoming doors. The floor-to-floor height of retail spaces should be at least 14'. Awnings, banners and unique private signage should be incorporated into the facades.

Office buildings should have large windows and welcoming, prominent entrances. At least one entrance should access the primary street on which the building is located. Building floor-to-floor heights should be at least 12-14' for office uses.

Residential buildings will vary by the type of residential. In general, all residential buildings should have prominent windows and front entrances. Parking facilities like parking lots or garages should be located behind the building. Also, a front porch, seating terrace, or Juliet balcony.

**PUBLIC SPACE**

The primary streets should be accentuated with high quality architecture and the streets should be improved with street trees, lighting, and site furnishings.

The remaining streets are the primary way most people will experience North Park. It is important to create attractive and pleasant streets with lighting, street trees, specialty pavements and site furnishings.

**95% DRAFT**

**CREATE EXCITING STREET LIGHTING AND GRAPHICS**



This corridor is one of the prime gateways into the Bloomington Area from the south. Given its narrow street width and quaint charm, this area has potential to be very inviting. Great signage and lighting are highly effective and relatively low cost to create strong aesthetic impact and sense of place.

Regent street in London and El Cajon Boulevard in San Diego are two great examples which utilize these elements to great effect. These have very strong identities and help to generate development interest and viability of retail, office and residential uses.








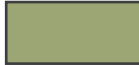
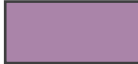
FIGURE 6.20: CLEAR CREEK GATEWAY DEVELOPMENT PLAN



**TABLE 6.6: CLEAR CREEK GATEWAY DEVELOPMENT DATA**

<b>EMPLOYMENT</b>				
USE	BUILT SQUARE FEET		POTENTIAL JOBS	
	LOW	HIGH	LOW	HIGH
OFFICE	110,000	120,000	300	400
RETAIL	70,000	80,000	100	200
<b>TOTAL</b>	<b>180,000</b>	<b>200,000</b>	<b>400</b>	<b>600</b>
<b>RESIDENTIAL</b>				
TYPE	NUMBER OF UNITS		NO. OF RESIDENTS	
	LOW	HIGH	LOW	HIGH
APARTMENTS	100	200	200	400
TOWNHOMES	30	40	60	80
DUPLEXES	200	300	420	630
SINGLE FAMILY HOMES	300	400	600	800
<b>TOTAL</b>	<b>630</b>	<b>940</b>	<b>1,280</b>	<b>1,910</b>
<b>PARKING</b>				
ESTIMATED QUANTITY (SPACES)	TOTAL DEMAND	SHARED DEMAND	PARKING PROVIDED	PARKING BALANCE
LOW	2,200	1,600	2,200	<b>300</b>
HIGH	2,300	1,700	2,300	<b>400</b>

**LEGEND**

-  **MIXED-USE**
-  **MULTI-FAMILY**
-  **MIXED RESIDENTIAL**
-  **GREENSPACE**
-  **OFFICE**

**TABLE 6.7: CLEAR CREEK GATEWAY IMPLEMENTATION STEPS**

STRATEGY	ACTION	CODE	TYPE	LEAD	
<b>1</b>	COMPLETE A CLEAR CREEK GATEWAY URBAN DESIGN / COMPLETE STREETS STUDY	+ Generate a cohesive strategy for the streets within the Clear Creek Gateway	<b>5.1.4.1</b>	Public Policy Guidelines	Monroe County & City of Bloomington
<b>2</b>	CREATE & ADOPT CLEAR CREEK GATEWAY URBAN DESIGN GUIDELINES	+ Develop cohesive strategy for the aesthetic quality, economic development, strategic development infill, and other elements of the Clear Creek Gateway.	<b>5.1.4.2</b>	Public Policy Guidelines	Monroe County & City of Bloomington
<b>3</b>	CLEAR CREEK GATEWAY OPEN SPACE DESIGN & CONSTRUCTION	+ Generate funding for open space improvements + Complete design for open space improvements + Select contractor and construct improvements	<b>5.1.4.3</b>	Private Development	Property Owner/ Developer